

Stop thinking campaigns,
start thinking conversations!



Paul Watkins
paul@paulwatkins.co.nz

I will cover...

- How we now live our lives online
- How 4-Cs have taken over from the 4-Ps of marketing
- How you can develop a personal brand
- Why most of your websites don't work for you
- I'll talk about generating leads
- Client communication to maintain loyalty & help get referrals!!



Google+

Vimeo

Facebook

Instagram

LinkedIn

Twitter

Pinterest

Tube



Used to
work

- Cold calling
- Traditional advertising
- Directories

Worth
trying

- Classes, webinars, speeches
- Networking (CoI)
- Blogs / thought leadership

Stuff
that
works

- Introductions (referrals)
- Contacting existing clients
- Social Media (Facebook & LinkedIn)





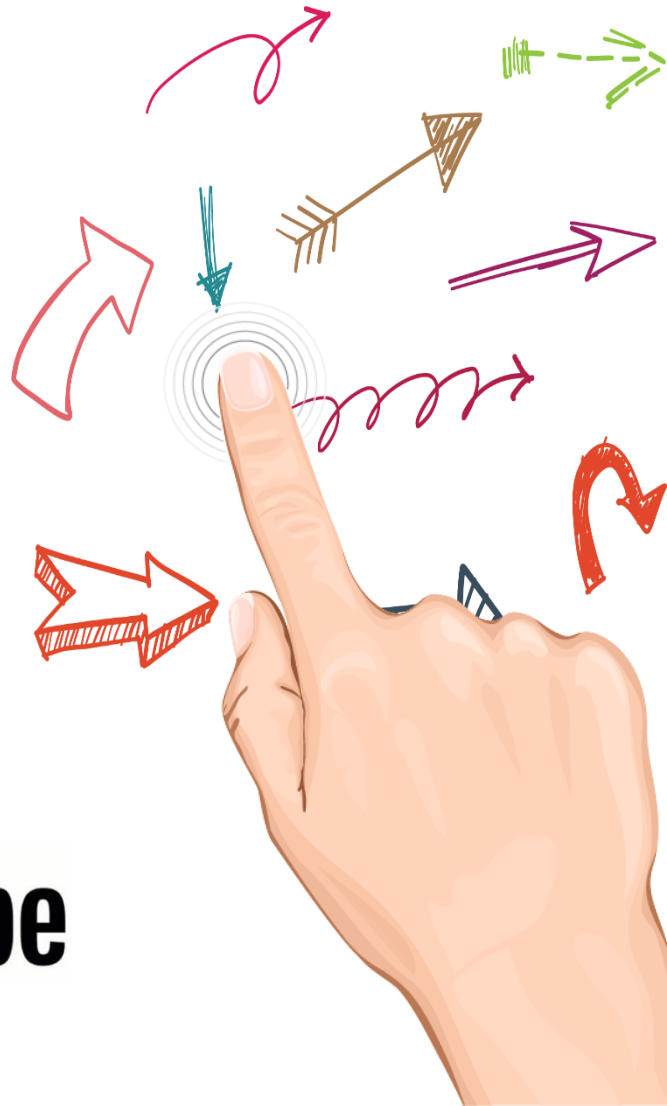
Traditional Media	Social Media
Shotgun targeting	Pinpoint targets
Almost totally un-measurable	Totally measurable
Expensive to get impact <i>(fee)</i>	Excellent ROI <i>(PPC)</i>
Hard to use for trust building	Brilliant for trust building
Promotes the service	Promotes the personality <i>Personal brand</i>
Wait for prospect phone calls or emails	Generates conversations <i>offers some anonymity</i>
Limited information conveyed	Comprehensive info

C... Connection

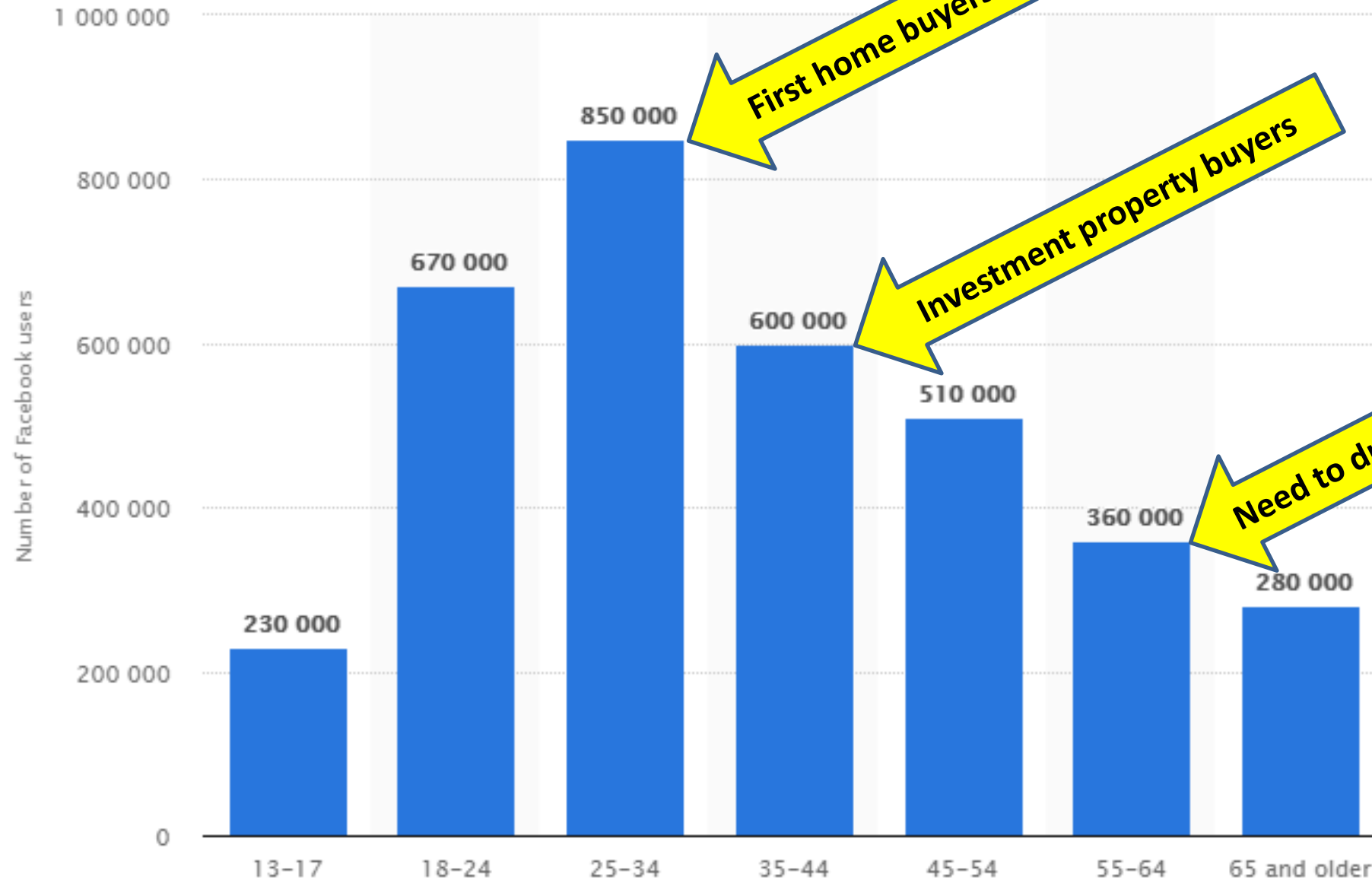
C... Curated content

C... Confidence (trust)

C... Conversation



Facebook users in New Zealand as at January 2018, by age group



Example Facebook advert 50 second video

 **Live Your Message with Marisa Murgatroyd** ⋮
Sponsored · 🌐

You have an amazing idea, product or service and aren't sure why it hasn't taken off...? 🤔

Everyday it feels harder to reach the right customers, ad costs are skyrocketing, and the market is getting more crowded. 😞

Yet -- over in the app and game world -- business boomed by over 270% in the last year. 🙌

Want to know their secret?

Click here to sign up for the free training series ---> <http://lym.link/join-fb>



LIVEYOURMESSAGE.COM

[FREE] Video Training from Marisa Murgatroyd

Discover The #1 Secret to Design "Super-Sticky" Products That Sell Like Crazy, Deliver Massive Results and "Hook" Clients on Buying from You Over & Over Again

[Learn More](#)

   222 19 Comments 39 shares 136K Views

 Like  Comment  Share 

Info Products & Online Courses No Longer Get The Sales They Used To...

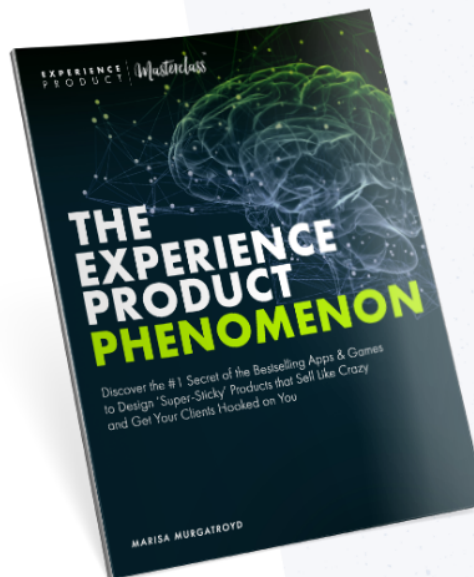
Discover the *#1 Secret* of Best-selling Apps & Games to Design "Super-Sticky" Products that Sell Like Crazy & Get Your Clients "Hooked" on You

GET INSTANT ACCESS!



Video Training + Companion PDF



* Free Offer Ends Oct 20




Example Facebook advert 16+ minute video

 **Jared Goetz**
Sponsored · 



The biggest Shopify questions I get...





1. How do I find mega-viral products without spending thousands of dollars on testing?
2. How am I able to structure and scale my advertising? ... See more



How to Find Pre-Viral Products & Scale to Supernova Volume [Sign Up](#)

Click to get the case study

  6 1 share 207K Views

 Like  Comment  Share 

https://ecomhacksacademy.com/case-study

Quick access, place your bookmarks here on the bookmarks bar. Import bookmarks now...

LIMITED AVAILABILITY: NOW ACCEPTING NEW STUDENTS

SOUGHT AFTER AND FEATURED ON

Inc. Entrepreneur 



INVITATION:
The Death of Dropshipping and The Rise of Dropsurfing
(How I Launched The 2nd Fastest
Growing Shopify Store of 2017)

(Before you apply, let us send you a complimentary case study showing how we've built the 2nd fastest growing store of all time)

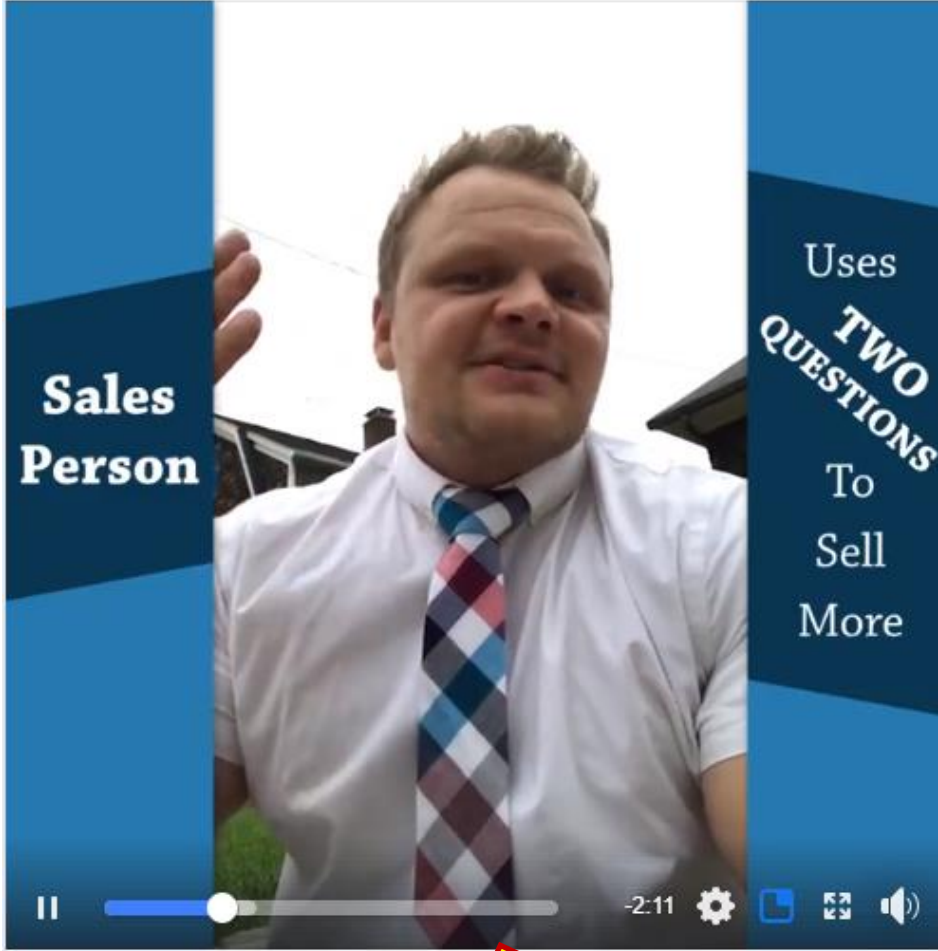
Send My Case Study Now →


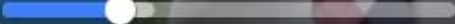




Now Downloaded More Than 12,293 Times

Example Facebook advert 3 minute video




 **Jeremy Miner**
Sponsored · 


After watching this short video, you can grab my '2 Closing Questions' Cheat Sheet Right here:
<https://go.7thlevelcommunications.com/step-1-cheat-sheet-1-...>



Video player controls:   -2:11    

[HTTPS://GO.7THLEVELCOMMUNICATIONS.COM/STEP-1-CHEA...](https://go.7thlevelcommunications.com/step-1-cheat-sheet-1-...)
Grab My '2 Closing Questions' Cheat Sheet [Learn More](#)
Tag A Friend That Will Love This!

   3.8K 191 Comments 794 shares 1.9M Views



TWO QUESTIONS THAT WILL HELP YOU SELL MORE !

2 CLOSING QUESTIONS **CHEAT SHEET**

Discover how to **quickly increase your sales** when talking about solar systems **using** these **TWO Powerful questions that Joe used, WITHOUT** being awkward or pushy.

Plus, I'll share how YOU CAN...

- ✓ AUTOMATICALLY DISSOLVE OBJECTIONS
- ✓ EFFORTLESSLY GAIN TRUST
- ✓ SAY GOODBYE TO THE CAUSE OF REJECTION

Plus, much more. Click on the **BIG yellow 'CONTINUE' button** and let me know where to send your CHEAT SHEET to.

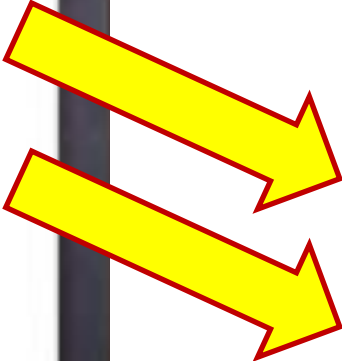


Jeremy Miner

7 Figure Sales Trainer
CEO - 7th Level Communications



➔ CONTINUE...





Share



Add to list



Like



Rate



Rachel Botsman | TEDSummit

We've stopped trusting institutions and started trusting strangers



17:09



Example Facebook advert Followed by qualifying questionnaire

 **StoryMatters**
Sponsored · 

Gary Vaynerchuk was right...
There's never been a better time to start a business.
The cost of getting started online? Next to nothing.... [See more](#)



**Why Nobody Cares About
YOUR STORY**

 **JAMES COOK**

has taught me one thing.

WWW.JAMESCOOKMEDIA.COM

**'StoryTelling in the Digital Age' [FREE Online
MasterClass + Marketing Assessment]**

Learn the ONE thing all businesses need to implement to stop
wasting money online. Get 4 FREE Videos on storytelling in
business that converts customers.

[Sign Up](#)

[Take the Test](#)

[FREE Assessment & Video Training]

Tell Your Story, Scale Your Impact, & Grow Your Business.

You have a message that changes lives. You deserve to get paid well for the value you deliver. Use the ancient art of Storytelling to scale your impact and your income.

Take this short *StoryTelling IQ Test* and receive *personalized* video training (from me) on how you to tell your Story Online.

Then find out how James Cook Media (me and my team) can help you tell your story online.

[Help me Tell My Story](#)

Tell Us About Yourself

What describes your biggest marketing challenge?

Select your answer:



I need to build my online funnel



I have a digital funnel/website that's not producing a good return



I have a successful funnel/website that powers my business and I need to scale it

[Back](#)

Next

1... Find a profitable niche

2... Be an expert to the niche

3... 'Date' prospects & clients



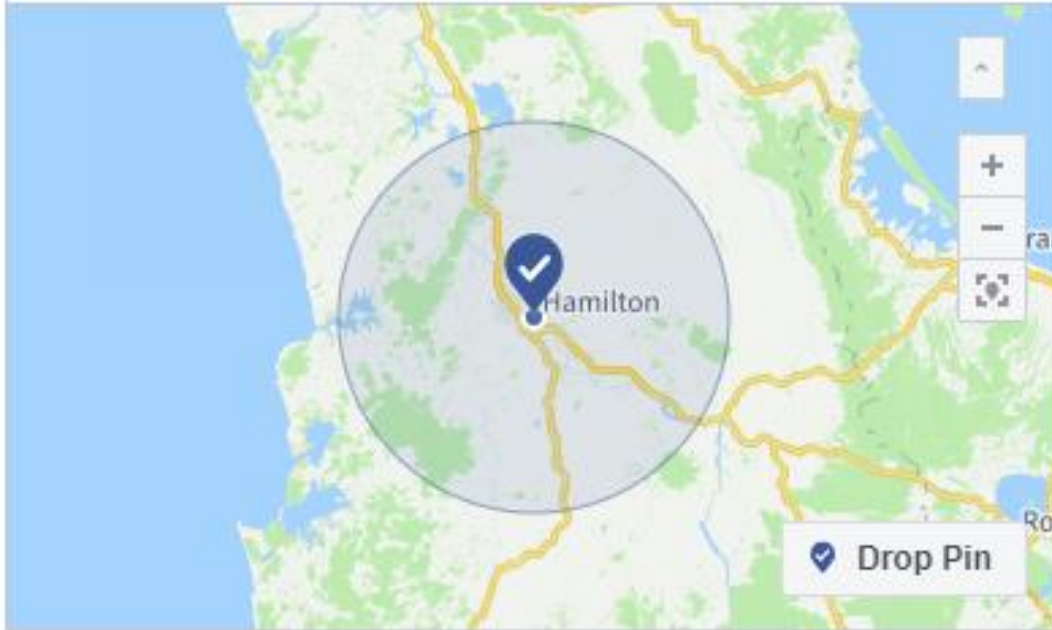
Locations ⓘ

Everyone in this location ▼

New Zealand

📍 Hamilton, Waikato + 35 km ▼

📍 Include ▼ | Type to add more locations | Browse



Add locations in bulk

Age ⓘ

30 ▼ - 40 ▼

Gender ⓘ

All Men Women

Maximum

\$10.00 daily

We won't spend more than this amount.

Audience definition



Your audience is defined.

Potential Reach: 42,000 people ⓘ

EXCLUDE people who match at least ONE of the following ⓘ

Interests > Additional interests

Life insurance

Mortgage broker

Add demographics, interests or behaviours

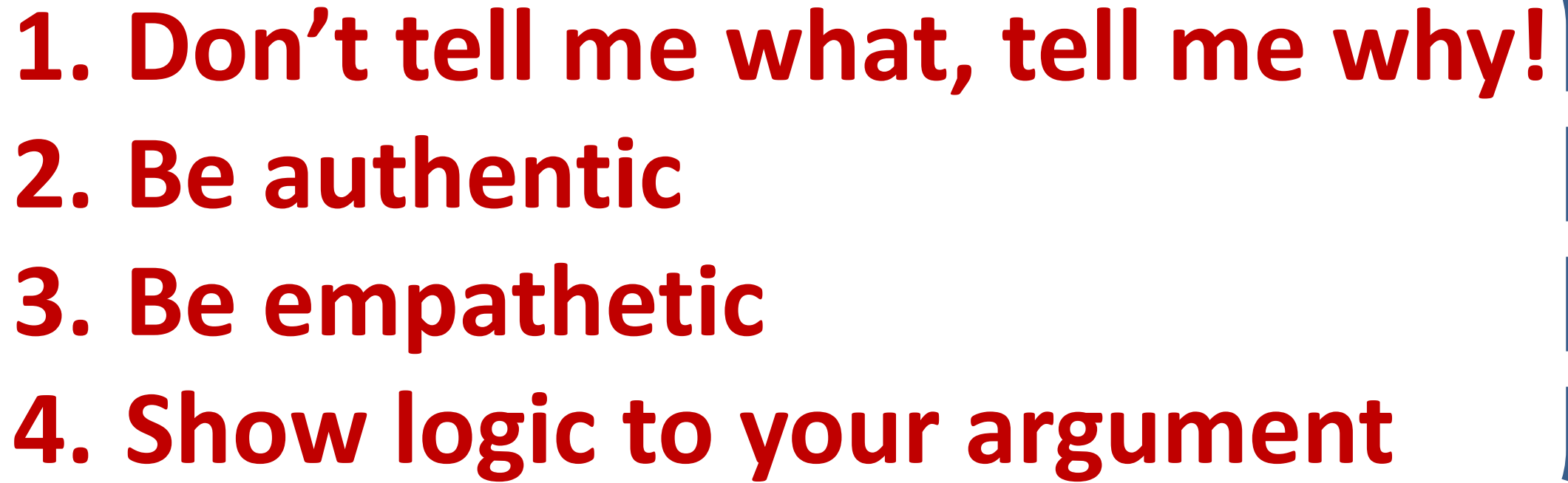
Browse

You can exclude people to help refine your intended audience. When you choose to make exclusions, bear in mind that our Advertising Policies prohibit wrongful discrimination. [Learn more.](#)

Facebook Pages ▼ ×

Options ⓘ

Exclude people who like your Page ▼

- 
- 1. Don't tell me what, tell me why!**
 - 2. Be authentic**
 - 3. Be empathetic**
 - 4. Show logic to your argument**



What type of headache does my prospect have?

You have to connect to your prospects emotionally. Your client will choose you based on emotion and justify it (to themselves and others) with logic.

A tale of 2 sisters...





• 2nd

Mortgage Broker,

Sydney, Australia

[Connect](#)



[Message](#)

[More...](#)



Security Institute of Australia



See contact info



500+ connections

[Redacted] has over 15 years experience in the mortgage industry. He strives to provide his clients with superior service and optimum finance solutions tailored to each clients needs. Specialties: Home Loans, SMSF Loans, Commercial Loans, Leasing and Development Finance.



• 2nd

Want To Increase Your Property Portfolio WITHOUT Stress?

☆EXPERT Mortgage Broker Helping Clients In Australia👉

Message Me

Melbourne, Australia

Astute Finance Group

Kaplan Professional

See contact info

500+ connections

Connect



Message

More...

WHAT I DO IN 25 WORDS OR LESS.

I deliver expert property finance advice to first home buyers, non residents, refinances, credit impaired, self-employed and to property investors who want to grow their residential investment portfolios... on demand."



Hamish Patel • 1st

Mortgage Broker at mortgagesonline.co.nz


Auckland, New Zealand


[Message](#)

[More...](#)

 mortgagesonline.co.nz

 Auckland University of Technology

 See contact info

 500+ connections

Our strengths include an ability to present your home loan application in the best light. We enjoy getting you a good rate and the right home loan.





Craig Pope • 1st

Mortgage Adviser at Pope & Co Mortgages helping people reach their property ...
12h



Cameron Bagrie • 2nd

Managing Director at Bagrie Economics. Director and owner of Bagrie Property a...
22h

I'm getting a bit tired of people using the term downturn. Things have slowed up and there are risks but the likes of xero's data says things are still ok



Cameron Bagrie: It's a momentum shift, not a downturn

nzherald.co.nz





Keep In Touch
Monthly!

MailChimp



EASY MAIL

NEWSLETTERS



1-48 of 992 results for "mailchimp"

Refine Results

All Categories (992)

Email Marketing (794)

Web Programming (99)

WordPress (52)

Web & Mobile Design (17)

Other (7)

Support & IT (3)

Ecommerce (2)

Virtual Assistant (2)



susanalayne

I will design your mailchimp newsletter template

★ 5.0 (36)



STARTING AT \$25



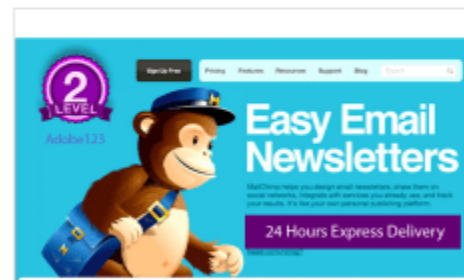
shmm097 Level 2 Seller

I will complete mailchimp email campaign

★ 5.0 (263)



STARTING AT \$10



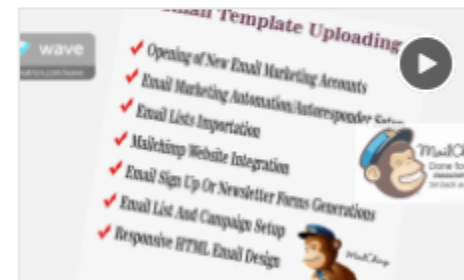
adobe123

I will setup your mailchimp email template

★ 4.9 (895)



STARTING AT \$10



emailexpert01 Level 2 Seller

I will design mailchimp template as your mailchimp...

★ 4.9 (84)



STARTING AT \$5

Aged
under 50

Aged
OVER 50

Business
owners

The screenshot shows a website for 'Erichmans'. At the top, there is a navigation bar with a phone icon, a search bar, and social media icons for Twitter and LinkedIn. Below the navigation bar is a large yellow banner with the text 'Aged under 50'. Underneath the banner, there is a section for 'Suzan van der Goes' with a short bio and a 'NEUWSBRIEF' (newsletter) section featuring a circular image of a tree and the text 'WELKOM'.

The screenshot shows a website for 'FootCareDepot'. At the top, there is a navigation bar with a phone icon, a search bar, and social media icons for Facebook, Twitter, and LinkedIn. Below the navigation bar is a large yellow banner with the text 'Aged OVER 50'. Underneath the banner, there are two product listings. The first listing is for 'SOLE INSULATED ULTRA - MEN'S AND WOMEN'S' with a price of '\$44.95 \$49.95' and a 'CLICK HERE TO' button. The second listing is for 'ORTHAHEEL SANDALS WOMEN W/ONIC W/ONIC OLIVE SIZE 6 AND 6' with a price of '\$79.95' and a 'CLICK HERE TO' button.

The screenshot shows a website for 'AVEMAIL'. At the top, there is a navigation bar with the 'AVEMAIL' logo, a search bar, and social media icons for Facebook, Twitter, and LinkedIn. Below the navigation bar is a large yellow banner with the text 'Business owners'. Underneath the banner, there are two columns of content. Each column features a 'FIND OUT MORE' button and a 'CLICK HERE TO' button. The first column features a man in a blue shirt thinking, and the second column features a man and a woman in business attire looking at a laptop.

Ask for an
introduction,
not a referral



Stop thinking campaigns,
start thinking conversations!



Paul Watkins

paul@paulwatkins.co.nz

0274 747 285