INBOUND MACHINE

DO-IT-FOR-ME PLAYBOOK BUNDLES FOR LATE ADOPTERS

SOCAL DIGITAL AGENCY

Inbound Machine
Pro

Do-it-For-Me
Playbook Bundles
for Late Adopters

SoCal Digital Agency

https://socaldigital.agency

First Edition Fall 2022

Copyright 2022© Socal Digital Agency. All rights reserved.

No part of this guide may be reproduced in any form without permission in writing from the publisher.

TABLE OF CONTENTS

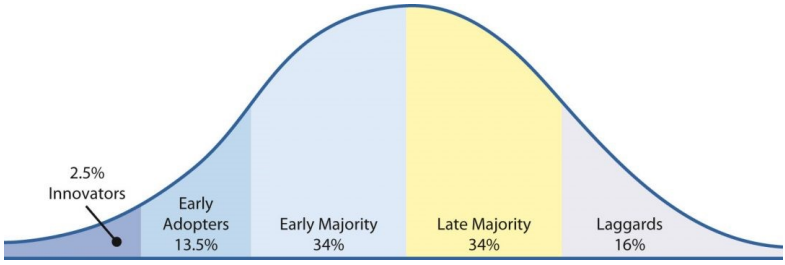
TABLE OF CONTENTS iii
INTRODUCTION TO SOCAL DIGITAL AGENCY 1
Technology Adoption Life Cycle 1
The Media Landscape 2
Marketing 101 2
Marketing Plan Updates 4
DEFINE YOUR MARKETING TOOLKIT 5
Content Management System / CMS 5
Customer Relationship Management 6
Google My Business / GMB 7
Chatbots 8
Automation Tools 10
Company Public Relations 10
Direct Mail Campaign 11
Developing a Direct Mail Campaign 11
ANNUAL VALUE OF NEW CUSTOMERS 14
How to Determine Customer Value 15
THREE KEY LESSONS 16
1. New Leads to Grow 16
2. Inbound Lead Conversions 16
3. Fewer Steps Multiply Response 16
SOCAL PLAYBOOK BUNDLES 17
NEXT STEPS 25

INTRODUCTION TO SOCAL DIGITAL AGENCY

Based in Bellflower, California with a worldwide team, SoCal Digital Agency has decades of successful experience in Local, Regional & Global Markets. We have a solid track record both in B2C and B2B channels, working from all sides of the Table; OEMs, Dealers, Fleets, Agencies, Distributors & Small Business Owners.

New in 2022, we have developed a 360-degree approach to helping LATE ADOPTER companies grow their brand and business. Our 3 Phase Do-It-For-Me Socal Playbook includes tailored bundles of tools & strategies that will increase customers, sales and profits.

Technology Adoption Life Cycle



The technology adoption lifecycle is broken down into 5 key segments: First to adopt the new technology are innovators, followed by the early adopters and the early majority (together making up the early market); later come the late majority, and finally, somewhat reluctantly, the laggards.

While Innovators and Early Adopters are the first to utilize the latest technologies, the Early Majority, Late Majority, and Laggards, together we call **LATE ADOPTERS**, represent 84% of the total market. Late Adopters make business decisions based on 3 Primary Factors: Ease of Use, the Overall Business Case, and Minimizing Risk. We provide Do-It-For-Me Playbook Bundles for Late Adopters.

The Media Landscape

Today the term media can suggest a lot of different things. It's not just television, radio, and newspapers anymore. It's social media and its influencers. And there are multiple digital platforms for companies to choose from and influence.

Traditionally, we think of radio and television when we listen to media. But scoring a chance to interview on these platforms is often much more complicated because these prominent media characters are getting inundated with requests.

How do you connect with the media to showcase your company?

There are many tools and techniques to understand digital media, and you can deploy them to increase your business traffic and awareness. Here at Socal Digital, we have developed a series of Digital Playbook Bundles that we deploy for Late Adopters to connect with various Media in a cost-effective manner.

Marketing 101

***"You've got to start with the Customer Experience and work backward for the technology"* - Steve Jobs**

Today, marketing is something that every business must execute to support its growth process. Many companies use marketing techniques to reach their plans without even realizing it, as they work to boost themselves and expand sales of their product or service. These days, marketing is one of the most crucial aspects of business operations.

Most marketing activities aim to create leads, convert to new sales, and grow the business. Many owners & managers confuse this simple distinction and fail to plan their business for future revenue growth.

People usually do not comprehend precisely what marketing is; when asked, they define it as selling or advertising. While these replies are not wrong, they are only partial elements of marketing. There are many other elements to marketing: product launches, product positioning, packaging, distribution channels, advertising, designing and producing materials like landing pages and social media content, enhancing the customer experience, training market analysis, establishing market metrics, customer referral rewards, and much more.

Your Marketing Plan should cover the **“8 P’s of Marketing”**

1) **Product**
2) **Price**
3) **Promotion**
4) **Place**
5) **Packaging**
6) **Positioning**
7) **Promise**
8) **People**

Marketing is broad and contains all methods to help a brand to achieve your company's goals. An Effective Marketing Plan can start simple and will set your business for future growth. However, most companies fail to invest the time and effort to develop and optimize their Marketing Plan. Market Planning is positioning your company to build future revenue.

Create, Follow and Execute your Company Marketing Plan, and recognize you will need to update your Plan on a regular basis.

Marketing Plan Updates

A marketing plan is an operating document that outlines a system that a business will implement to develop leads and reach its target market. The plan details the outreach and PR strategy & tactics to be undertaken over a one-to-two year period, including how the company will measure the effect of these initiatives. The functions and segments of a marketing plan include the following:

- Market analysis to support pricing and new market entries.
- A summary of your marketing and advertisement goals.
- Characterization of your current marketing situation.
- A timeline of when tasks will be completed

Your Marketing Plan should be considered a “living document” with regular changes. We need to update our plan to better target the market or to better target a market that has changed or evolved

DEFINE YOUR MARKETING TOOLKIT

A sold marketing plan can grow your business and build the foundation for future growth. Your Plan's success will depend on your Toolkit and Tech Stack.

Content Management System / CMS

On the internet, you need to represent your company and its product on a website; then boost the site's effectiveness to generate as many client interactions as possible.

And when you want to start representing or advertising your company on a website, you need Content to describe your company and the types of products and services you provide. So, it's important what Content Management System is being deployed.

A content management system (CMS) is an application operated to create, edit, and publish digital Content for your website, including web pages, landing pages, blog posts, etc. Content Management System (CMS) software has evolved over the years and is now operated to publish digital Content and invent programs without the need to code.

A CMS enables you to write and upload Content and add pictures, meta descriptions, headlines, and other SEO features. In an ever-evolving digital marketing space, CMS applications make it easy to present excellent content that will drive customer experiences.

Here at Socal Digital, depending on the project objective, we utilize either WordPress or Carrd CMS platforms with consistent success.

Customer Relationship Management

Customer Relationship Management (CRM) is the method that tracks interactions with clients and how you contain your workflows.

The concept is to design a set of conventions that give your clients an outstanding experience with you at every moment, whether having a nurturing marketing and sales strategy or methodically managing their content.

A realistic client relationship view ultimately leads to a better business.

- **Happy clients = Loyalty, Good Reviews & Solid Referrals**

Elements of CRM coverage range from a company's website and emails to group mailings and telephone calls. The point of your CRM is to build positive client experiences to keep them satisfied so that a company can create a growing base of paying customers.

Increasingly, the term CRM is being used to refer to the technology systems businesses can engage in controlling their external interactions with clients at all points during the client lifecycle, from discovery to education, purchase, and post-purchase.

With an assessed global demand value of over $40 billion in 2021, CRM technology is widely cited as the newest-increasing enterprise-software classification. Today, five of

the most prominent players in the CRM demand include cloud-adding giants Salesforce, Microsoft, SAP, Oracle, and Adobe Systems. Here at Socal Digital, we deploy the quite effective TigerLRM CRM for both our own business and our clients' business.

Google My Business / GMB

You can use Google My Business tools to start your business off strong with Google. That gives you more visibility and traffic through your Google business profile which can help you find more customers and generate revenue for your business.

Google My Business is a toolkit that enables you to control and optimize your Company Profile on Google, the most dominant search engine. So, to describe what Google My Business is and how it operates, let's first make sure we're clear on a Business Profile.

GMB provides an easy-to-use medium that can help you achieve more clients and increases their confidence in your outcomes and benefits when they explore your company on Google.

A fast Google search is generally the beginning of most customer expeditions online. It is usual for people to make a Google search whenever they need to buy something new. GMB can help you significantly here.

For example, if you are a bakery proprietor, having an online company profile will help you appear in investigation results whenever somebody searches for bakeries online.

GMB will allow prospects to call you, find your address, learn your hours of operation, visit your website and make inquiries. With more people discovering your company, visibility will improve, which can help you in boosting sales and earnings.

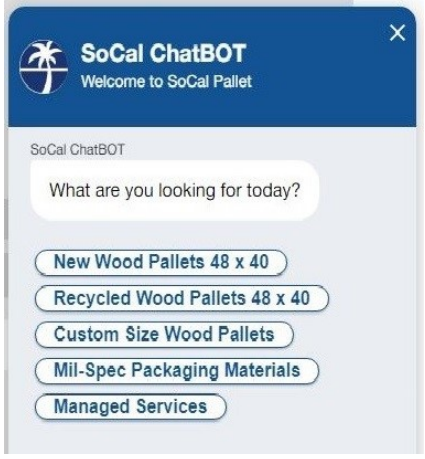
Moreover, you can link with customers, listen to how consumers interact with your business, and post updates on your GMB profile. Creating a GMB listing for your company is free, but there are important steps to configure to become effective.

The GMB profile is made automatically using the knowledge provided by you. GMB provides different category options and offers choices allowing customers to call, message, and request a quote.

You can then professionally reply to reviews, post-development images, add more attributes, etc. You can use Google My Business on your Android and IOS gadgets with the help of the free Google My Business portable app. Google My Business is a fantastic tool to help you promote and interact with your target market.

Chatbots

Once you have your business profile live on GMB, how can you solve your next problem, which will be customer inquiries? It is essential to respond to all customer inquiries immediately, you can use Chatbots for 24-hour instant response.



A chatbot is a software with the latest Artificial Intelligence, simulating a chat with a person. It has been designed to give automated answers to popular questions asked by users.

At first, Chatbots were used for customer service. However, in the last few years, the aim has been to improve the user experience by incorporating Chatbots, which benefits the company. The biggest companies have been using them for years because, initially, only the big ones could use them due to their high cost.

The use of Chatbots in organizations is becoming increasingly widespread. In the digital era, customers have become more demanding, and one of their needs is an immediate response while making an inquiry. The most efficient way to respond 24/7/365 is a Chatbot.

First, you must recognize your customers' central questions, which you repeat and answer frequently. This is comprehended as the Frequently Asked Questions (FAQ). Once you have identified them, you are ready to work.

Second, set up the queries and add your clients' different phrases for those questions.

Third, you'll provide the answer, one for all the additional ways you've counted as ways to ask. As for question forms, an attractive aspect is that you can include in the answer a link to a page, a GIF, a text, an image, or direct to a physical agent.

This way, when the user questions: what are you, what do you do, etc., you will have your Chatbot prepared to give the same answer. But what if you haven't programmed your Chatbot to answer all those queries? When this happens, the user will be replied with a message informing them that their question will be redirected to an agent since the Chatbot is not prepared to respond.

Therefore, the Chatbot automatically answers all those queries that your users constantly repeat, without having to do it manually and being available 24/7/365.

Automation Tools

Marketing automation tools help businesses grow by automating marketing processes. Such tools send automated messages to customers across various channels. These channels include email marketing automation, social media management, landing page management, digital marketing, and more.

In addition to Chatbots, there are other tool options available to automate your workflows and scale your business. One underused yet quite effective tool is the autoresponder already built into your email account. Dedicated emails can be set up to provide instant replies to inquiries about products, promotions, events, and more.

If your company subscribes to Lead Generation services, you can deploy more advanced WebHooks to automatically contact those leads once you get a new lead notification. Web Hooks can be set to enable telephone calls, texts and more to respond to new lead inquires instantly while the inquiry is hot. Here at Socal Digital, we offer our Lead Rumble service that deploys webhooks effectively.

Company Public Relations

Public Relations (PR) is extremely important for every company small to large.

Company PR is about creating a relationship with your target audience and considerably less about marketing your products. Public relations is the struggle to keep this

relationship with your audience with its focus on developing a positive impression of the brand on people and culture.

PR refers to how companies and organizations communicate to their audiences. PR contains all types of communications, from social media to media linkages. Businesses must shine a positive light on their company and build a respected and respectable profile.

Direct Mail Campaign

Direct mail marketing is a method used by marketers to engage candidates and clients offline by sending published mailers, dimensional packages, postcards, company swag, or other material items.

It is leveraged by marketers of all types, including inbound and outbound deal teams, marketing units, demand-era teams, growth teams, recruiters, and more. Direct mail commerce is a valuable way to connect significantly with opportunities, leads, and clients while complimenting your Digital Marketing efforts.

Developing a Direct Mail Campaign

A Direct Mail campaign is unique in terms of time and funding; however, manually executing direct mail design, list, printing costs, packaging, and postage. Fortunately, with careful planning and a conservative approach, you can reap the dividends of a well-designed immediate mail commerce campaign without a huge budget. The effects of direct mail marketing are practical.

It has the power to build direct relationships with your most valuable contacts, with high response rates for relatively low investment. By executing a few essential tips and techniques into your marketing approach, you can take full benefit of direct mail's merits and delight recipients with correctly targeted and personalized offers. One effective strategy is to Direct Mail Reward Cards to existing clients on your list for Referrals and share the costs with other businesses.

1. • Prospect Clicks QR Code
   • Browser Auto-Opens Mini-Site
2. • Prospect Views Welcome Note
   • Prospect Completes Short Form
3. • Reply eMail Sent Automatically
   • Digital Coupon Delivered
4. • Prospect Info Captured to CRM
   • Prospect Added to Newsletter DB
5. • Seasonal Digital Coupons
   • Birthday Specials for Locals
6. • Weekly Inbound Lead Reports
   • Monthly Inbound Lead Reports

ANNUAL VALUE OF NEW CUSTOMERS

To determine what you're willing to invest in marketing, first discover what an average new customer is worth to you. To determine their value, answer the following questions:

1. What is your average sale (transaction amount)?
2. What is the frequency of your average customer? This calculation can be expressed in transactions or visits per month or year.
3. What percentage of new customers become average regular customers? We call this the "conversion ratio." This will undoubtedly vary depending on how that new customer was generated. For example, someone buying for the first time using an aggressively priced coupon would less likely be a repeat customer than one who bought based on a personal recommendation of a friend. To be more accurate, you may want to calculate this information based on several different criteria and then take an average.
4. What is the average life cycle of a new customer? Once you get a customer, how long will that customer continue to buy from you before he or she moves, gets mad, or no longer needs your product or service? This length of time can generally be expressed in months or years. It may be a more difficult number to get but do your best.
5. How many new customers are referred to you by your existing customers? When you gather information

about a new customer, ask how they found out about you.

How to Determine Customer Value

In order to figure out how much gross sales a new regular customer brings you in a year, you need to define what a regular customer is. “Regulars” can range from several times a week or several times a year.

Then multiply that average regular frequency number by your average sale. We use the average check, not the average guest because for local store marketing (LSM) it will be a more accurate number, in that you have one person who influences the buying decision. For example, let’s assume that we have determined that your average regular frequency is once a week with an average sale of $10. By simply multiplying 52 weeks by $10, we then have calculated that the value of a new regular customer is $520 annually. As simple as it sounds, many operators don’t bother to figure this out.

THREE KEY LESSONS

Over decades of deploying successful (and sometimes not-so-successful) campaigns, we have learned Three Key Lessons:

1. New Leads to Grow

Every Business depends on a Steady Flow of NEW Leads to Grow. Craft your Marketing Plan to target your best prospects.

2. Inbound Lead Conversions

Qualified INBOUND Leads from your target niche close faster. INBOUND Leads can be New Prospects or even better- referrals from current clients.

3. Fewer Steps Multiply Response

Fewer Steps Multiply Response (FSMR). In other words: Making It Easier, with Fewer Steps to Get a Response to an Offer, will Generate More Qualified Leads from your target niche…faster

SOCAL PLAYBOOK BUNDLES

	Phase One: **WP99 DELUXE** will start the process. Based on our initial Marketing Examination & Strategy Session, we will get your site running on a WordPress (or Carrd) optimized server and begin our SoCal Digital Playbook Bundle deployment.
	Phase Two: **DESIGN FULL PR** builds on the Phase One foundation and deploys more Socal Digital Playbook Bundle solutions including Tailored Deluxe WP Theme, Initial CRM setup, Company PR, Product PR, initial SoCal Chatbot setup
	Phase Three: **INBOUND MACHINE PRO** builds on the previous Phases and puts your Tailored Marketing Plan on overdrive, complete with Digital Coupons with QR Codes, CRM Integration & Automation, SoCal Chatbot Pro, weekly Zoom Sales Meetings, and more.

Our Socal Playbook Bundles are segmented into 3 Phases and include these tools (and more) done for you so you can focus on running and growing your business.

WordPress and Carrd Platform CMS

Over 50% of all web pages are built on the WordPress platform, mostly because it is relatively easy to learn and use. We will convert your legacy HTML or Wix site and host on our secure dedicated server located in a major data center. The basic WordPress software is simple and predictable so you can easily get started. It also offers powerful features for growth and success.

For simple Landing Pages with clean design, we also utilize the new Carrd Pro Platform.

Core SEO

Once your site and content have been updated to the WordPress platform, our core on-page Search Engine Optimization (SEO) will help your site get properly indexed by the major search engines like Google, Bing, and Yahoo for both Local and National searches.

Search Keywords

Keyword selection is fundamental to success when managing your company's web presence. It is also essential to a website's natural organic ranking on search engines. But keywords are not just about SEO; they are at the heart of a company's marketing campaign at its most granular level.

This is important when representing your webpage or business profile on the internet as we all know, there are a lot of profiles like you. So why will Google rank your profile vs.

other companies? So, if you desire Google to rank your profile to other people, you need to pick your keywords with high selection skills. Because in the internet world, keywords are essential. If you can generate a good choice of keywords for your business, then it'll gain you to rank your profile and do SEO for Google. Our Team will consult with you to determine the best keywords in each phase.

CRM Integration

Customer data stays one of the most valuable company assets. By better understanding current and future customers, a company can provide more personalized engagement and better strategize transactions. However, recording, aggregating, and collecting all this data can be a complex task. Successful companies turn to integrated customer relationship management (CRM) systems to concentrate on other systems, databases, and information streams.

CRM integration within a business works much like the expediter in a restaurant kitchen, linking the client-facing side of operations to the "back of house" where services are rendered. In both cases, a streamlined and predictable flow of communication between these different elements keeps the whole concept running smoothly and, ultimately, clients happy. Here are a few significant benefits gained from operating CRM integration to this end. Here at Socal Digital, we utilize the TigerLRM CRM and also deploy the same for our customers.

Chatbots

A chatbot is a computer program that operates artificial intelligence (AI) and natural language processing (NLP) to

comprehend customer questions and automate answers, simulating human chat.

Our Socal Chatbots can make it straightforward for users to find the information they need by replying to their questions and recommendations through text input, audio data, or both without human intervention. And you can customize your intake and output for your situation. Benefits include:

- Improve customer engagement and brand loyalty
- Reduce costs and boost operational efficiency
- Generate new leads and satisfy customers
- Increase your sales and profits
- Gain insights into customer behavior.

Company + Public PR

Public Relations is among the numerous practical ways to build on marketing techniques and create a solid online standing. Companies that have caught onto that are supporting a massive amount of time and effort into staying on top of their PR techniques and seeing even more significant recoveries with more profitable ROI.

Public relations are about shipping the right notes to the right place and the right people, creating a more powerful brand standing. PR agencies work alongside their customers to help them accomplish this and promote them within their client's enterprises. PR is an area that can change the fortune and profitability of a business. Properly used, PR can give a company the ability to overcome almost any obstruction it may face.

There are many advantages of Public Relations, including

- PR Creates and Supplements Brand Visibility
- PR Increases Brand Credibility
- PR Translates into Increased Sales and Profits
- PR Helps to Manage Crisis
- Improve Community Relations
- Compliments Marketing Activities

Properly deployed, public relations can prove to be more effective than paid advertising. The Socal Digital team will craft and place PR for your company, products, and services in Local and National outlets, both traditional and digital.

Leverage Referrals with Digital Coupons

Digital coupons are discounts, offers, and promotions offered by an online store to current or prospective customers. Similar to their tangible counterparts, coupons entice consumers to purchase at an online marketplace. Coupons can be printed or digital or both. QR stands for **Quick Response**. A QR code is a machine-readable optic label that includes information. When scanned with a Smart Phone, the QR code will automatically open a mobile browser and display a specific Landing Page for your Company.

- Customer Appreciation
- New Lead Generation
- Tailored for Your Business
- Tailored for Target Market
- Easy to Integrate & Operate
- Creative Value-Add Coupons
- Free Gifts & Promos

Direct Mail Campaign

Direct mail marketing is any physical correspondence you send to customers in the hopes of getting them to patronize your business.

All your direct mailers need to have been something identifying you or your business, a call to action (CTA), and a way for your customers to contact you. The rest is up to you.

In our Phase Three Playbook Bundle, the Socal Team will help devise a Direct Mail Campaign to reach your targets, integrating automation tools and your CRM.

Sales Meetings

Scheduled Sales Meetings are crucial to your team's success in more ways than one. Whether they're helping your team execute decisions, boost morale, or build relationships between coworkers, Sales Team meetings are simply a part of the job that can't be overlooked. Unlike other digital agencies, the Socal Digital Team understands the importance of closing actual sales.

Instead of letting your team multi-task, leading to productivity loss and possibly ending up with no task fully completed, make use of regular scheduled Sales Team meetings to help your team members pick out the jobs to focus on first.

As part of our Phase Two Design Full PR service, the Socal Digital Team will lead a scheduled Sales Meeting once per month for training and motivation. As part of our Phase Three Inbound Machine Pro service, the Socal Digital Team will lead a scheduled one-hour Sales Meeting every week for training, motivation, and important account follow-up action plans.

NEXT STEPS

1. Book A Complementary Strategy Session

https://digitalplaybookbundles.com/

2. Learn More & Sign Up

https://socaldigital.agency/managed-services

https://socaldigital.agency

https://socaldigital.agency/testimonials/

https://leadrumble.com

LinkedIn