

# HOW TO BUILD AN ENGAGED LIST

Marketing Strategy Designed To Get You More Leads, Engage Audiences And  
Grow Your Business

# WELL HELLO THERE

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It's me! Kenda! Hi!  
@\_KendaMacdonald @AutomatioNinjas



# WELL HELLO THERE

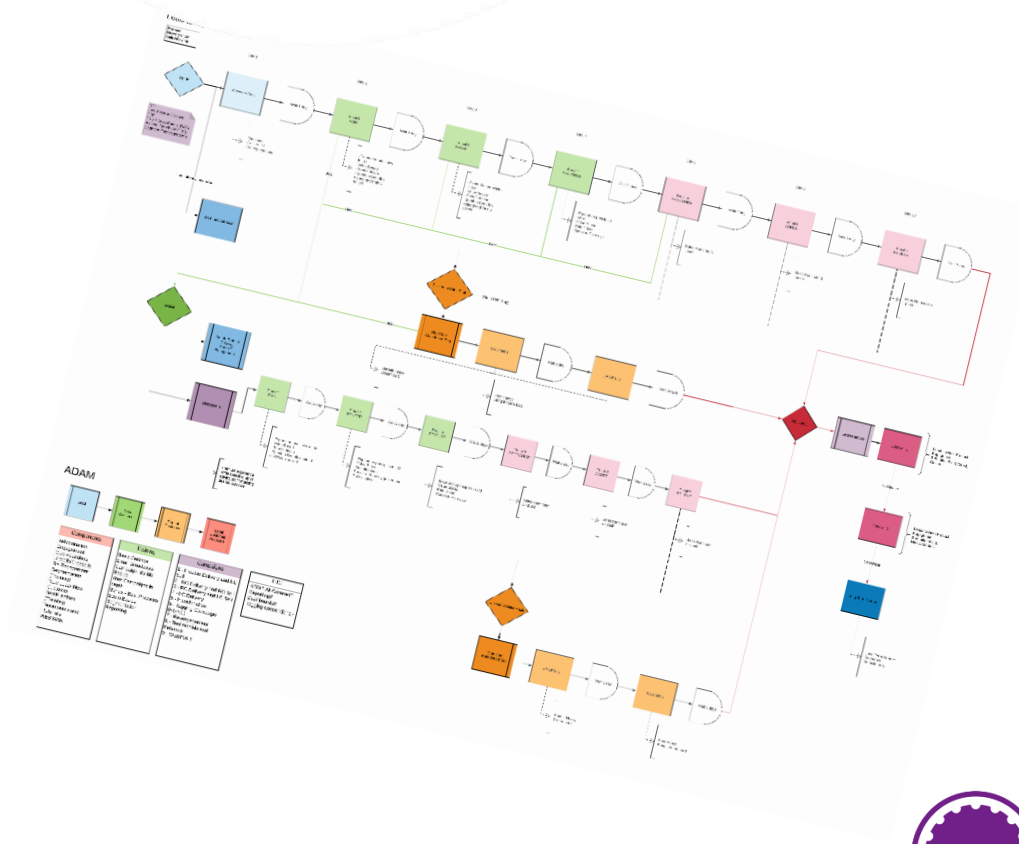
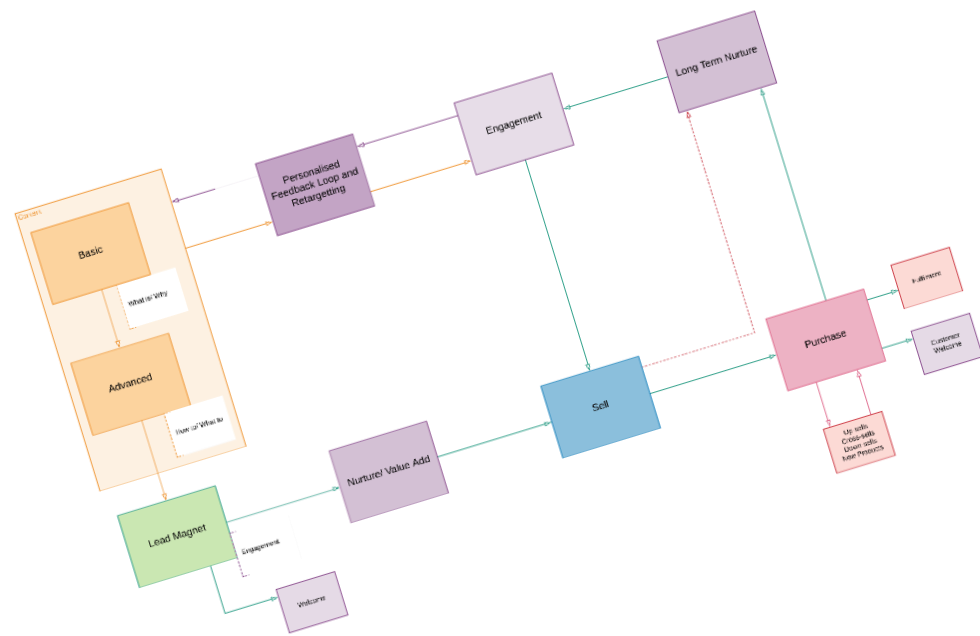
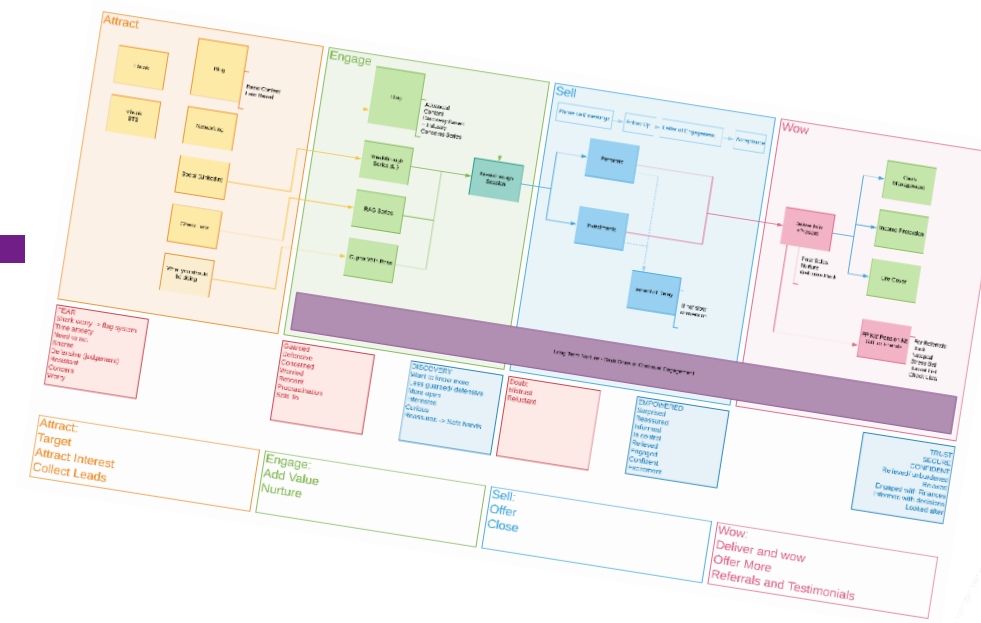
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It's me! Kenda! Hi!  
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# WELL HELLO THERE



It's me! Kenda! Hi!  
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# WHAT'S A LIST ANYWAY?

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*A marketing list is a list of current or prospective customers that a business utilizes to increase sales and/or brand awareness.*



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Your list/ database/ contacts/ prospects/ customers



# WHAT'S A LIST ANYWAY?

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*A marketing list is a list of current or prospective customers that a business utilizes to increase sales and/or brand awareness.*

 Your list/ database/ contacts/ prospects/ customers

 People that know, like and trust you and your business



# WHAT'S A LIST ANYWAY?

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*A marketing list is a list of current or prospective customers that a business utilizes to increase sales and/or brand awareness.*



Your list/ database/ contacts/ prospects/ customers



People that know, like and trust you and your business



Want to hear from you









# WHAT'S A LIST ANYWAY?

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*A marketing list is a list of current or prospective customers that a business utilizes to increase sales and/or brand awareness.*






-  Your list/ database/ contacts/ prospects/ customers
-  People that know, like and trust you and your business
-  Want to hear from you
-  Excited to buy from you, repeatedly



# WHAT'S A LIST ANYWAY?

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*A marketing list is a list of current or prospective customers that a business utilizes to increase sales and/or brand awareness.*

-  Your list/ database/ contacts/ prospects/ customers
-  People that know, like and trust you and your business
-  Want to hear from you
-  Excited to buy from you, repeatedly
-  Life blood of your business



# WHAT'S A LIST ANYWAY?

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*A marketing list is a list of current or prospective customers that a business utilizes to increase sales and/or brand awareness.*

*Engaged, owned traffic that wants to hear from you*

 Your list/ database/ contacts/ prospects/ customers

 People that know, like and trust you and your business

 Want to hear from you

 Excited to buy from you, repeatedly

 Life blood of your business



# WHAT'S A LIST ANYWAY?

---

*A marketing list is a list of current or prospective customers that a business utilizes to increase sales and/or brand awareness.*

*Engaged, owned traffic that wants to hear from you  
Knows how you can help them*

 Your list/ database/ contacts/ prospects/ customers

 People that know, like and trust you and your business

 Want to hear from you

 Excited to buy from you, repeatedly

 Life blood of your business



# WHAT'S A LIST ANYWAY?

---

*A marketing list is a list of current or prospective customers that a business utilizes to increase sales and/or brand awareness.*

*Engaged, owned traffic that wants to hear from you  
Knows how you can help them  
Understands the value you provide*

 Your list/ database/ contacts/ prospects/ customers

 People that know, like and trust you and your business

 Want to hear from you

 Excited to buy from you, repeatedly

 Life blood of your business



# WHAT'S A LIST ANYWAY?

---

*A marketing list is a list of current or prospective customers that a business utilizes to increase sales and/or brand awareness.*

*Engaged, owned traffic that wants to hear from you  
Knows how you can help them  
Understands the value you provide  
Converts repeatedly*

 Your list/ database/ contacts/ prospects/ customers

 People that know, like and trust you and your business

 Want to hear from you

 Excited to buy from you, repeatedly

 Life blood of your business



# THE PSYCHOLOGY OF LIST BUILDING

---



# WE LIKE WHO WE LIKE

---



Ingroup





# WE LIKE WHO WE LIKE

---



Ingroup



Outgroup



# WE LIKE WHO WE LIKE

---

Familiar Association



# WE LIKE WHO WE LIKE

---

Familiar Association

Survival as a species linked to group

intelligence



Ingroup



Outgroup



# WE LIKE WHO WE LIKE

---

Familiar Association

Survival as a species linked to group

intelligence

We have a gravitation towards community



Ingroup



Outgroup



# WE LIKE WHO WE LIKE

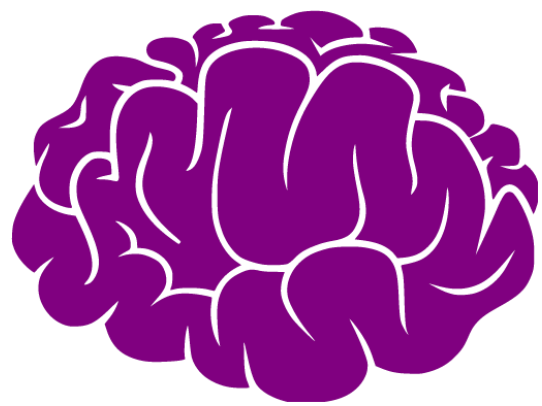
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Familiar Association

Survival as a species linked to group

intelligence

We have a gravitation towards community



Amygdala

Mesolimbic system



Ingroup



Outgroup



# WE LIKE WHO WE LIKE

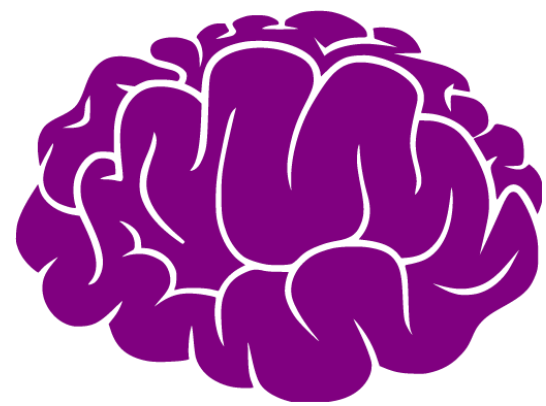
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Familiar Association

Survival as a species linked to group

intelligence

We have a gravitation towards community



**Amygdala** Fear and distrust

**Mesolimbic system**



**Ingroup**



**Outgroup**



# WE LIKE WHO WE LIKE

---

Familiar Association

Survival as a species linked to group

intelligence

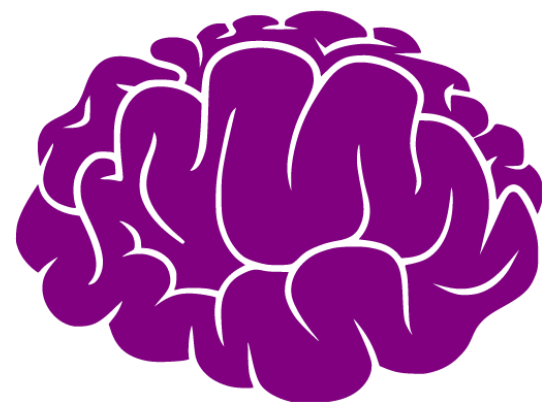
We have a gravitation towards community



Ingroup



Outgroup



**Amygdala** Fear and distrust

**Mesolimbic system** Dopamine for being safe



# PSYCHOGRAPHICS FTW

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# IAO VARIABLES

---

 Interest

 Attitudes

 Opinions



# IAO VARIABLES

---

 Interest

 Attitudes

 Opinions

# PMO

---

 Problem

 Mindset

 Outcome



# WHAT A GOOD LIST LOOKS LIKE

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**CONSISTENT  
VALUE ADD**

### Mothers Day 2020

Reporting Date:	24/04/20	10/5/20	increase on 2019?
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### Mothers Day 2019

Reporting Date:	25/04/19	12/5/19	
Total Orders	Sum of orders	Average order value	increase on 2018?

### Mothers Day 2018

Reporting Date:	20/04/18	15/5/18	
Total Orders	Sum of orders	Average order value	
29	\$4,801.61	\$165.57	





**CONSISTENT  
VALUE ADD**

### Mothers Day 2020

Reporting Date:	24/04/20	10/5/20	increase on 2019?
-----------------	----------	---------	-------------------

### Mothers Day 2019

Reporting Date:	25/04/19	12/5/19	
Total Orders	Sum of orders	Average order value	increase on 2018?
42	\$6,653.29	\$158.41	\$1,852

**38.5%**

### Mothers Day 2018

Reporting Date:	20/04/18	15/5/18	
Total Orders	Sum of orders	Average order value	
29	\$4,801.61	\$165.57	





**CONSISTENT  
VALUE ADD**

### Mothers Day 2020

Reporting Date:	24/04/20	10/5/20	increase on 2019?
	183	\$30,496.19	\$166.65
			\$23,842.90

358%

### Mothers Day 2019

Reporting Date:	25/04/19	12/5/19	
Total Orders	Sum of orders	Average order value	increase on 2018?
	42	\$6,653.29	\$158.41
			\$1,852

38.5%

### Mothers Day 2018

Reporting Date:	20/04/18	15/5/18	
Total Orders	Sum of orders	Average order value	
	29	\$4,801.61	\$165.57



# **MUST HAVE INGREDIENTS FOR LIST BUILDING**

---



# THE INGREDIENTS TO SUCCESSFUL LIST BUILDING

---

0

Audience  
understanding





# THE INGREDIENTS TO SUCCESSFUL LIST BUILDING

---

0

Audience  
understanding

1

Value exchange  
(lead magnet)



# THE INGREDIENTS TO SUCCESSFUL LIST BUILDING

---

0

Audience  
understanding

1

Value exchange  
(lead magnet)

2

Sign Up Form  
Landing Page  
Website



# THE INGREDIENTS TO SUCCESSFUL LIST BUILDING

---

0

Audience  
understanding

3

CRM and marketing  
automation system

1

Value exchange  
(lead magnet)

2

Sign Up Form  
Landing Page  
Website



# THE INGREDIENTS TO SUCCESSFUL LIST BUILDING

---

0

Audience  
understanding

3

CRM and marketing  
automation system

1

Value exchange  
(lead magnet)

4

Communication, value add  
and relationship building plan  
(customer journey)

2

Sign Up Form  
Landing Page  
Website



# THE INGREDIENTS TO SUCCESSFUL LIST BUILDING

---

0

Audience understanding

3

CRM and marketing automation system

1

Value exchange (lead magnet)

4

Communication, value add and relationship building plan (customer journey)

2

Sign Up Form  
Landing Page  
Website

5

Good quality content



# **5 ROCKET FUELED LIST BUILDING STRATEGIES**

---



1

# CAPTURE EMAIL SIGN UPS

---

Sign up form on your website if you already have traffic



1

# CAPTURE EMAIL SIGN UPS

---

Sign up form on your website if you already have traffic

Make it obvious and worth signing up for





1

# CAPTURE EMAIL SIGN UPS

---

Sign up form on your website if you already have traffic

Make it obvious and worth signing up for

Make it an event



1

# CAPTURE EMAIL SIGN UPS

---

Sign up form on your website if you already have traffic

Make it obvious and worth signing up for

Make it an event

Put lead magnets in place to sign up for



1

# CAPTURE EMAIL SIGN UPS

---



Sign up form on your website if you already have traffic



Make it obvious and worth signing up for



Make it an event



Put lead magnets in place to sign up for



Utilise multiple lead magnets



1

# CAPTURE EMAIL SIGN UPS

---



Sign up form on your website if you already have traffic



Make it obvious and worth signing up for



Make it an event



Put lead magnets in place to sign up for



Utilise multiple lead magnets



Cater to all awareness levels



1

# CAPTURE EMAIL SIGN UPS

---

Sign up form on your website if you already have traffic

Make it obvious and worth signing up for

Make it an event

Put lead magnets in place to sign up for

Utilise multiple lead magnets

Cater to all awareness levels

Be aware of all your entry points and their accessibility



1

ROCKET FUEL

# CAPTURE EMAIL SIGN UPS

---



Give your email list a name



1

ROCKET FUEL

# CAPTURE EMAIL SIGN UPS

---



Give your email list a name



Display Social Positioning



1

ROCKET FUEL

# CAPTURE EMAIL SIGN UPS

---



Give your email list a name



Display Social Positioning



Display Social Proof





# 1

## ROCKET FUEL

# CAPTURE EMAIL SIGN UPS

---

- Give your email list a name
- Display Social Positioning
- Display Social Proof
- Sell it land clearly display the benefits



2

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---

Use content to heighten your position



2

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---

Use content to heighten your position

Cater to SEO intent and drive organic traffic



2

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---

Use content to heighten your position

Cater to SEO intent and drive organic traffic

Educate and qualify your traffic



2

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---

Use content to heighten your position

Cater to SEO intent and drive organic traffic

Educate and qualify your traffic

Prove your value, position and authority



2

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---

Use content to heighten your position

Utilise powerful CTAs

Cater to SEO intent and drive organic traffic

Educate and qualify your traffic

Prove your value, position and authority



2

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---



Use content to heighten your position



Utilise powerful CTAs



Cater to SEO intent and drive organic traffic



Pepper content with sign up options



Educate and qualify your traffic



Prove your value, position and authority



2

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---



Use content to heighten your position



Cater to SEO intent and drive organic traffic



Educate and qualify your traffic



Prove your value, position and authority



Utilise powerful CTAs



Pepper content with sign up options



Cater to all awareness levels with multiple lead magnets that follow on from your content





2

ROCKET FUEL

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---



Combine behavioural intent, awareness levels, product questions and SEO in your content plan



2

ROCKET FUEL

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---



Combine behavioural intent, awareness levels, product questions and SEO in your content plan



Daisy chain content to keep people on your site as long as possible for increased conversions



2

ROCKET FUEL

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

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Combine behavioural intent, awareness levels, product questions and SEO in your content plan



Daisy chain content to keep people on your site as long as possible for increased conversions



Sprinkle content with micro case studies

2

ROCKET FUEL

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---

- Combine behavioural intent, awareness levels, product questions and SEO in your content plan
- Daisy chain content to keep people on your site as long as possible for increased conversions
- Sprinkle content with micro case studies
- Use landing pages from your blog posts



2

ROCKET FUEL

# THE TRIFECTA: BLOGS, ORGANIC TRAFFIC, LEAD MAGNETS

---

- Combine behavioural intent, awareness levels, product questions and SEO in your content plan
- Daisy chain content to keep people on your site as long as possible for increased conversions
- Sprinkle content with micro case studies
- Use landing pages from your blog posts
- Collect lead magnet testimonials



3

# WEBINARS

---

In depth content to solve real problems



3

# WEBINARS

---

In depth content to solve real problems

Spend time with the problem



3

# WEBINARS

---

In depth content to solve real problems

Spend time with the problem

Add real value by breaking the issue down





3

# WEBINARS

---

In depth content to solve real problems

Display authority and knowledge

Spend time with the problem

Add real value by breaking the issue down



3

# WEBINARS

---

In depth content to solve real problems

Display authority and knowledge

Spend time with the problem

Capture lead information on sign up

Add real value by breaking the issue down



3

# WEBINARS

---

In depth content to solve real problems

Spend time with the problem

Add real value by breaking the issue down

Display authority and knowledge

Capture lead information on sign up

Upsell opportunity at the end of the webinar



3

ROCKET FUEL

# WEBINARS

---



Use search volume to validate the problem



3

ROCKET FUEL

# WEBINARS

---



Use search volume to validate the problem



Advertise and hype for attendance



3

ROCKET FUEL

# WEBINARS

---



Use search volume to validate the problem



Advertise and hype for attendance



Encourage active participation



3

ROCKET FUEL

# WEBINARS

---

- Use search volume to validate the problem
- Advertise and hype for attendance
- Encourage active participation
- Follow up is King for conversion



3

# ROCKET FUEL

## WEBINARS

---

- Use search volume to validate the problem
- Advertise and hype for attendance
- Encourage active participation
- Follow up is King for conversion
- Retargeting is awesome for conversion rates





4

# ACTIVE SOCIAL DISTRIBUTION

---



Value add on social media



4

# ACTIVE SOCIAL DISTRIBUTION

---



Value add on social media



Distribute your content, repeatedly



4

# ACTIVE SOCIAL DISTRIBUTION

---



Value add on social media



Distribute your content, repeatedly



Show up where your audience hangs out  
and help with useful content



4

**ROCKET FUEL**

# ACTIVE SOCIAL DISTRIBUTION

---



Splinter content for further impact



4

ROCKET FUEL

# ACTIVE SOCIAL DISTRIBUTION

---



Splinter content for further impact



Use content and lead magnets in your outreach



4

ROCKET FUEL

# ACTIVE SOCIAL DISTRIBUTION

---



Splinter content for further impact



Use content and lead magnets in your outreach



Repurpose content for articles



5

# ADVERTISING

---

Drive paid traffic to content that converts



5

# ADVERTISING

---

Drive paid traffic to content that converts

Identify top converting content and drive targeted ads to the content





5

# ADVERTISING

---

Drive paid traffic to content that converts

Social ads

Identify top converting content and drive targeted ads to the content



5

# ADVERTISING

---

Drive paid traffic to content that converts

Identify top converting content and drive targeted ads to the content

Social ads

Search driven ads



5

# ADVERTISING

---



Drive paid traffic to content that converts



Identify top converting content and drive targeted ads to the content



Social ads



Search driven ads



Physical ads



5

# ADVERTISING

---



Drive paid traffic to content that converts



Identify top converting content and drive targeted ads to the content



Social ads



Search driven ads



Physical ads



Paid promotion



5

ROCKET FUEL

# ADVERTISING

---

Use search intent as well as volume



5

ROCKET FUEL

# ADVERTISING

---



Use search intent as well as volume



Make it easy to engage



5

ROCKET FUEL

# ADVERTISING

---



Use search intent as well as volume



Make it easy to engage



Keep CTAs clear, strong and keyed into intent



5

# ROCKET FUEL

## ADVERTISING

---

- Use search intent as well as volume
- Make it easy to engage
- Keep CTAs clear, strong and keyed into intent
- Cater content to awareness levels





5

# ROCKET FUEL

## ADVERTISING

---

- Use search intent as well as volume
- Make it easy to engage
- Keep CTAs clear, strong and keyed into intent
- Cater content to awareness levels
- Retargeting can be powerful to increase ROI



# **ROUNDING UP**

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# ROUND UP

---



Add value and people will  
want to sign up



# ROUND UP

---

Add value and people will want to sign up

Know thine audience – provide value



# ROUND UP

---

Add value and people will want to sign up

Know thine audience – provide value

Lead magnets are your best friend



# ROUND UP

---

Add value and people will want to sign up

Know thine audience – provide value

Lead magnets are your best friend

Content Marketing is your other best friend



# ROUND UP

---

Add value and people will want to sign up

Know thine audience – provide value

Lead magnets are your best friend

Content Marketing is your other best friend

Don't listen to the hacks – just do what works for you





**THANK  
YOU**