The Marketing Autopilots

Who is this guy?

And why should I listen to him?
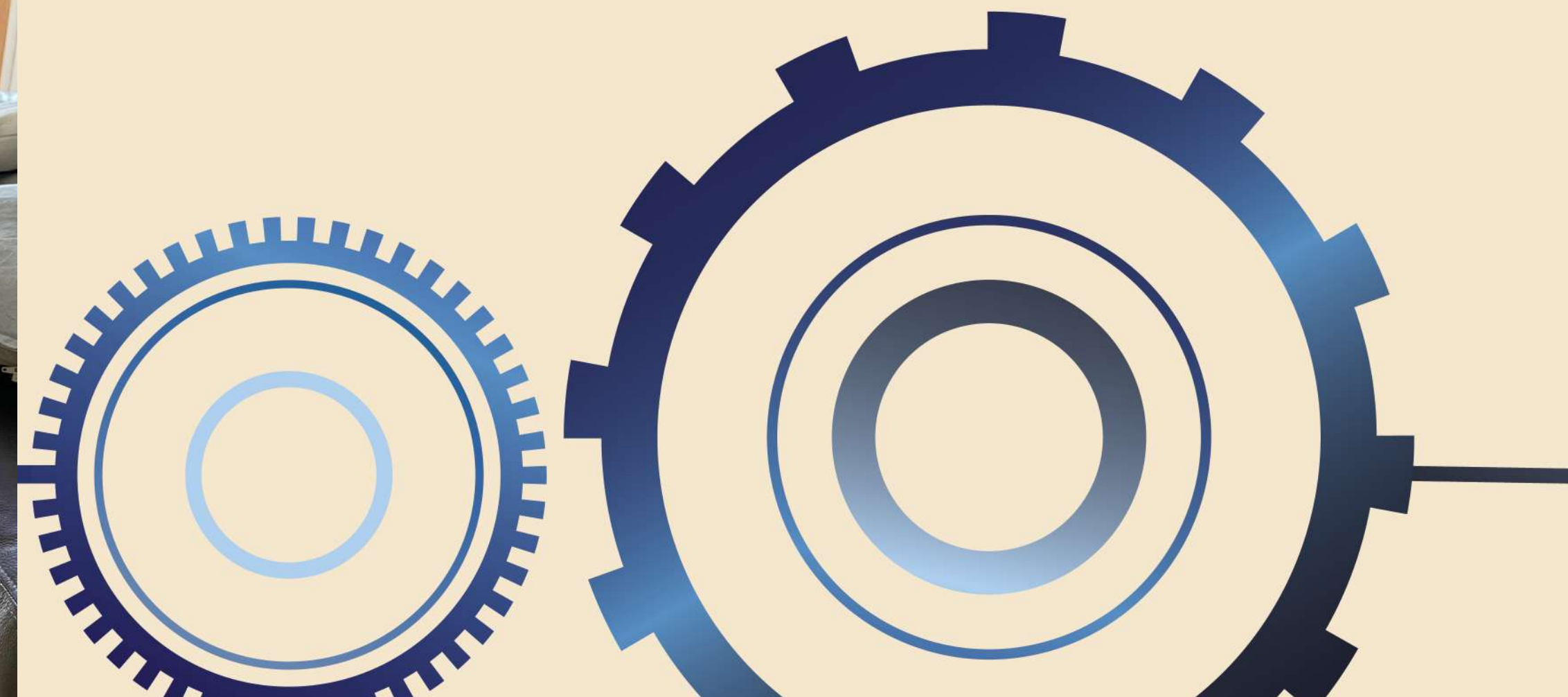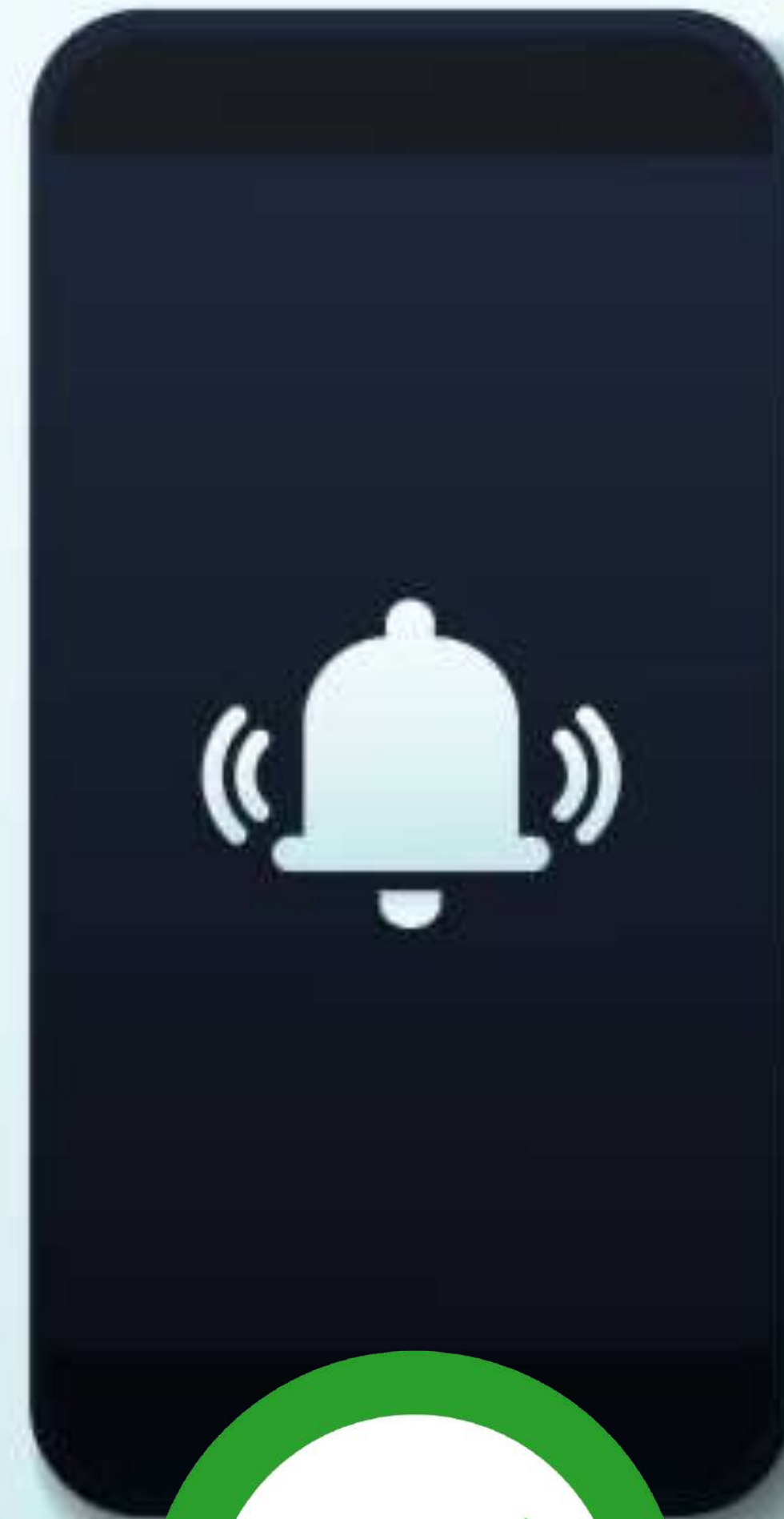
EXPERIENCE THE AUTOMATION
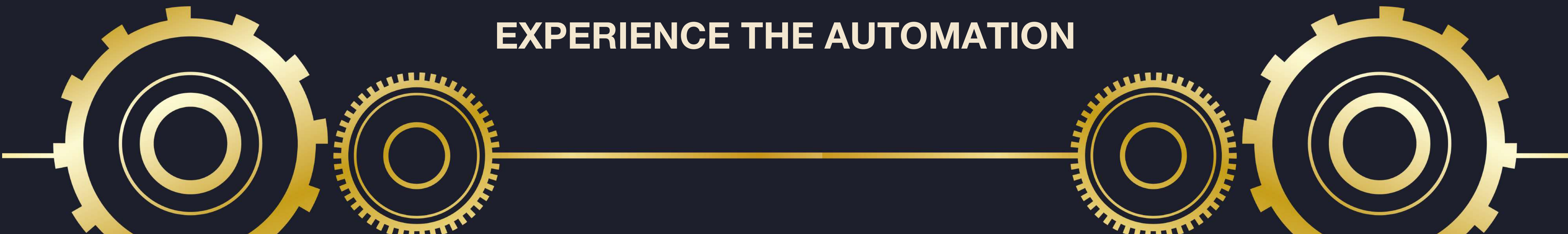
WAITING TIME: 16 MINS

WAITING TIME: 8 MINS

WALKING TIME: 7 MINS | WAITING TIME: 1 MINS

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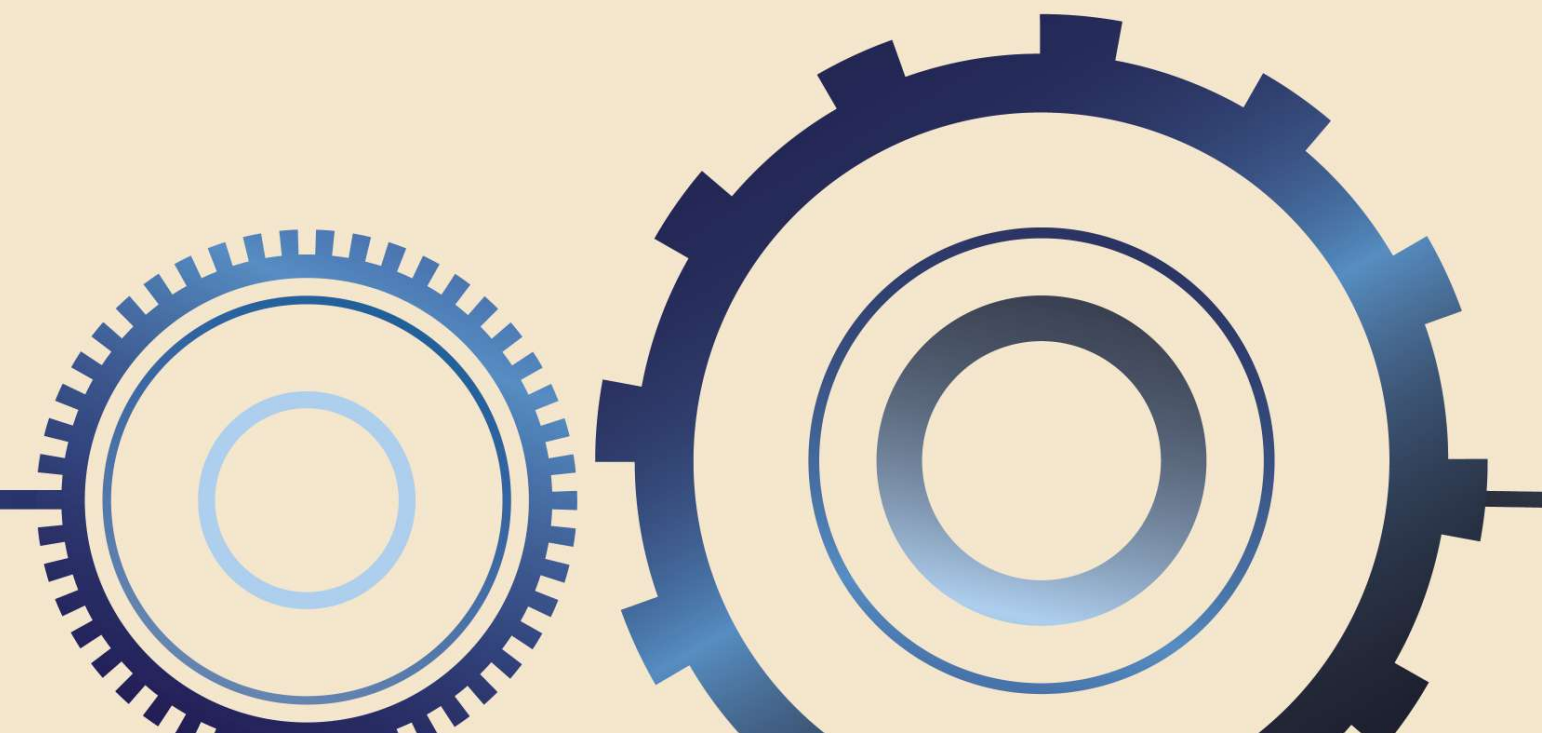
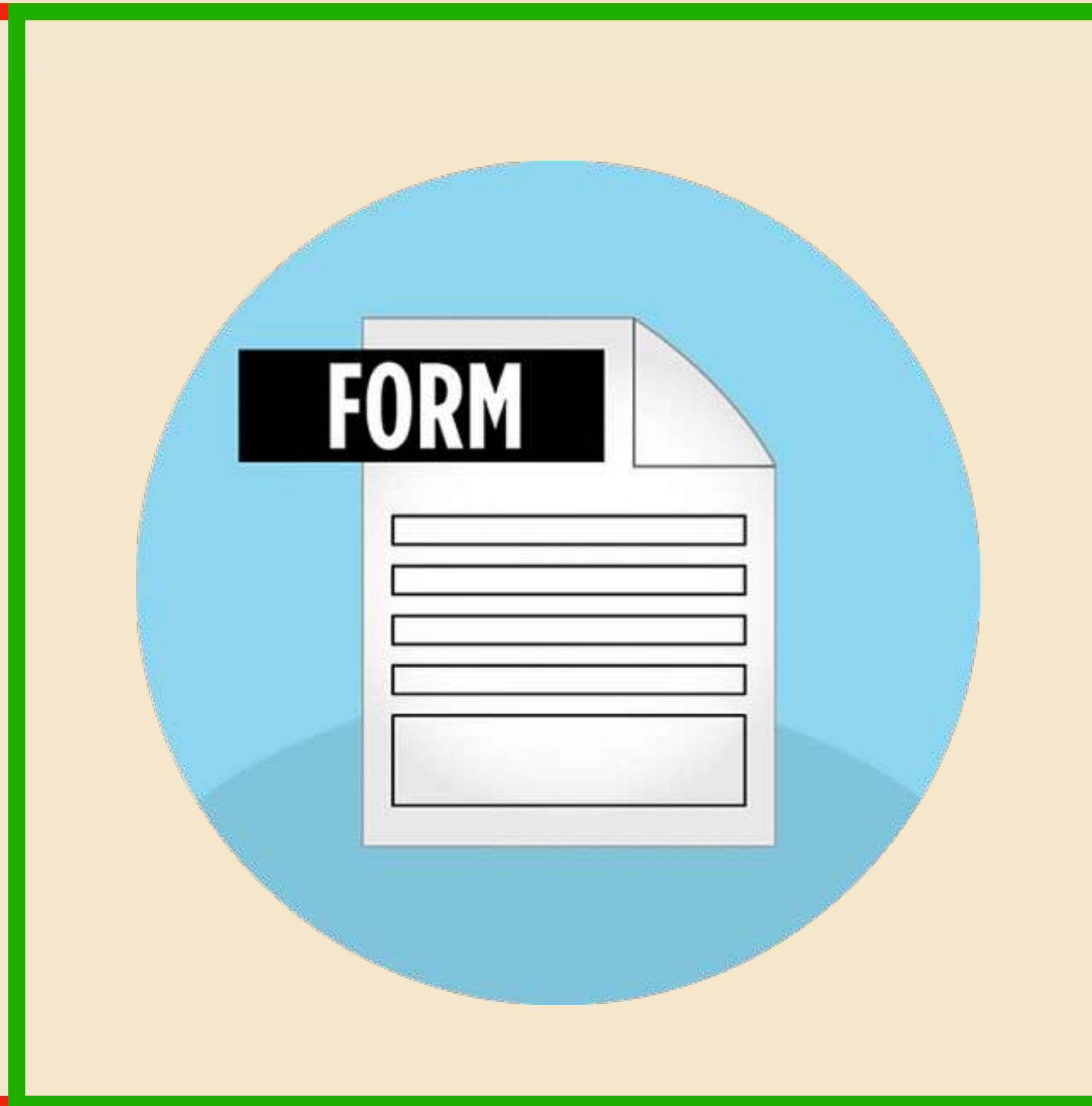# QUALITY OF EXPERIENCE IS MORE IMPORTANT THAN SPEED OF EXPERIENCE

THE
ENQUIRY ANXIETY
PROBLEM

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YOUR CUSTOMER'S JOURNEY
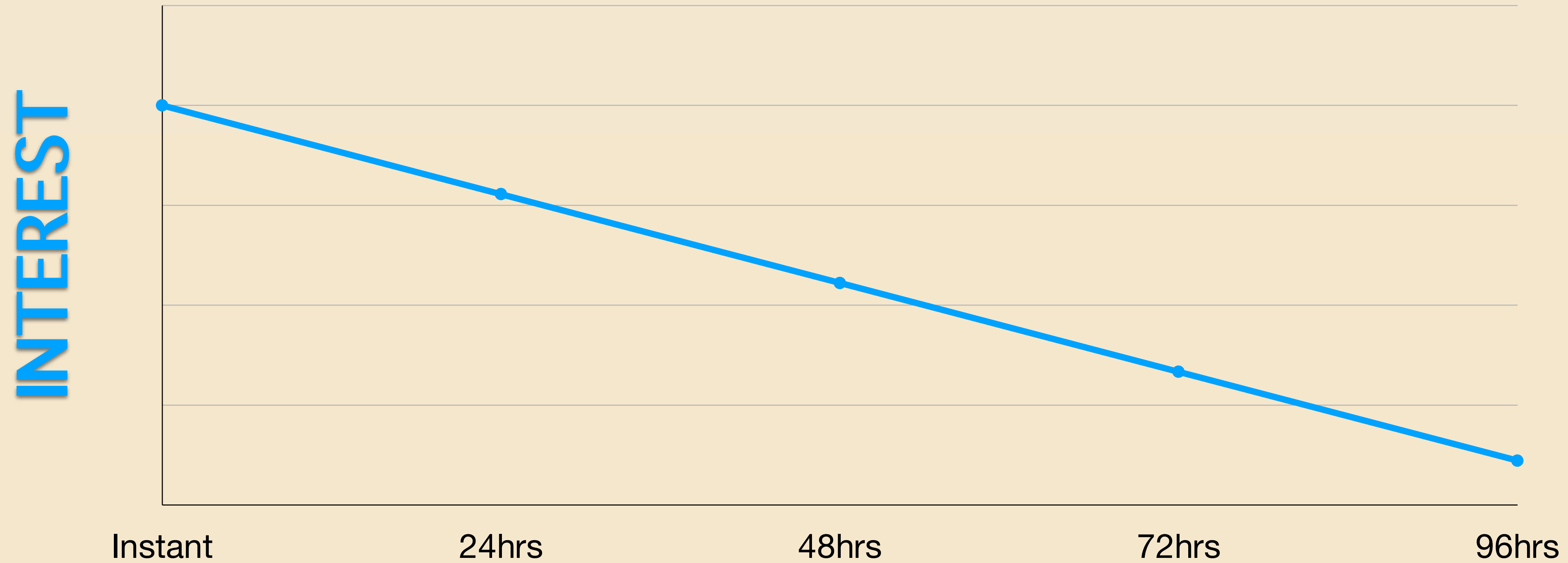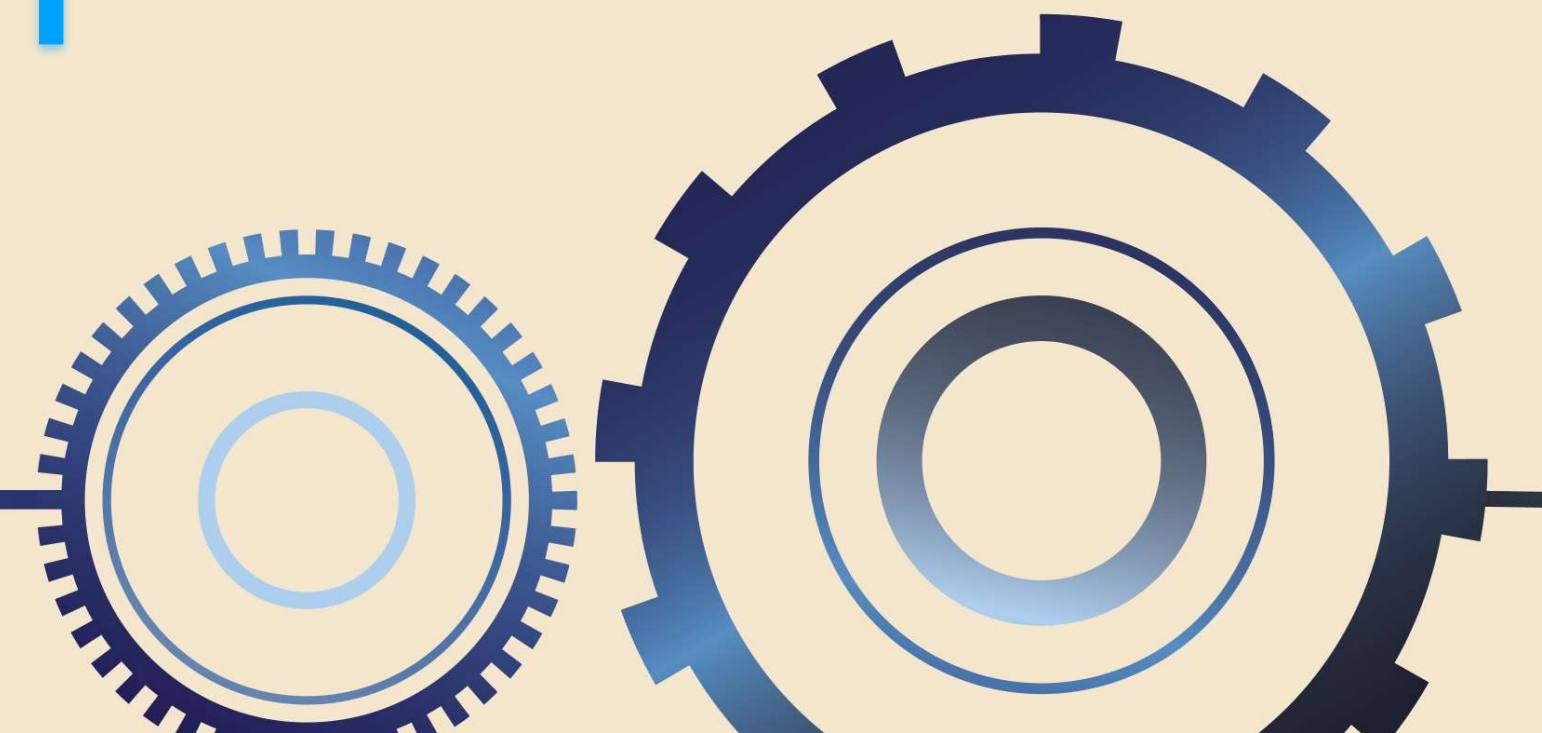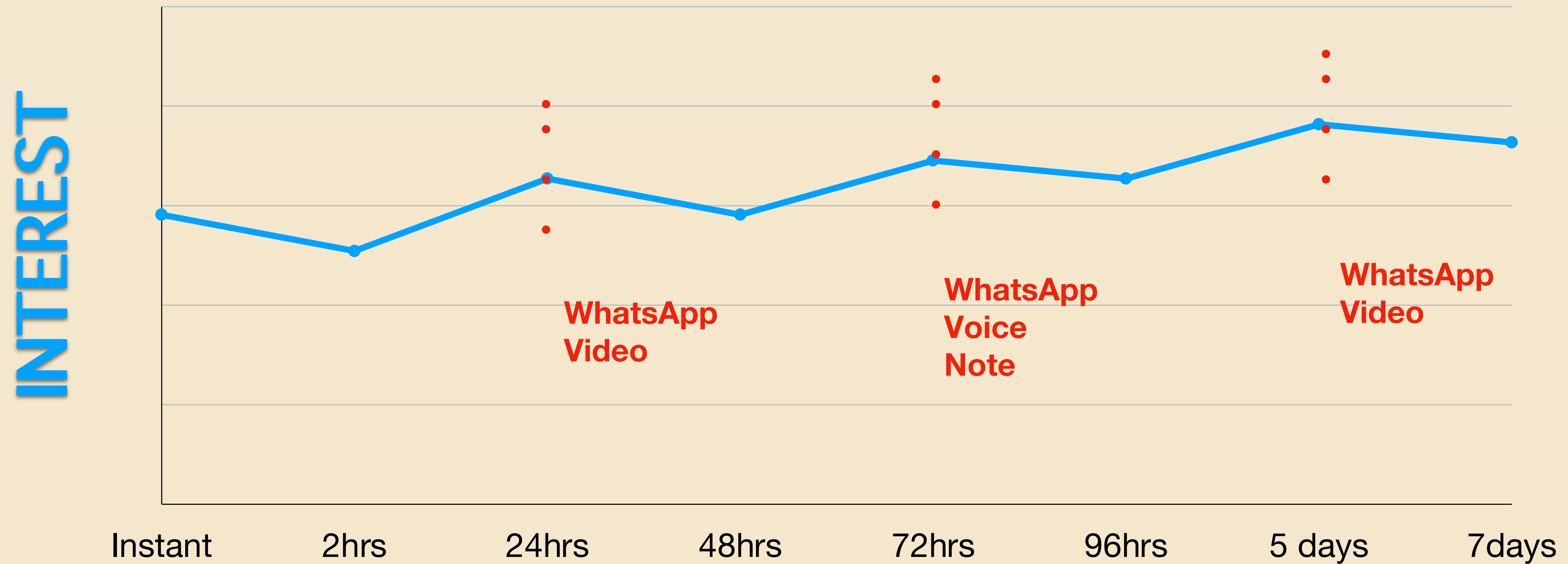
The Marketing Autopilots
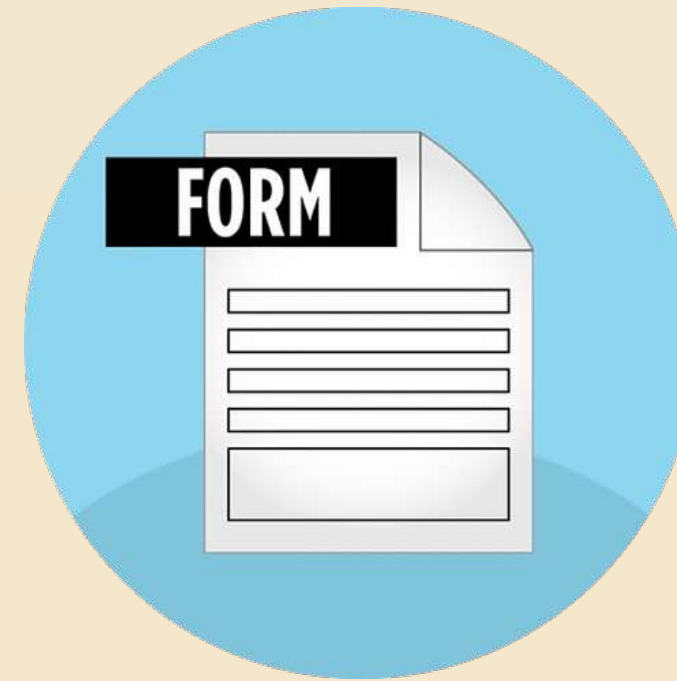
THE
COMMON SALES
ASSUMPTION
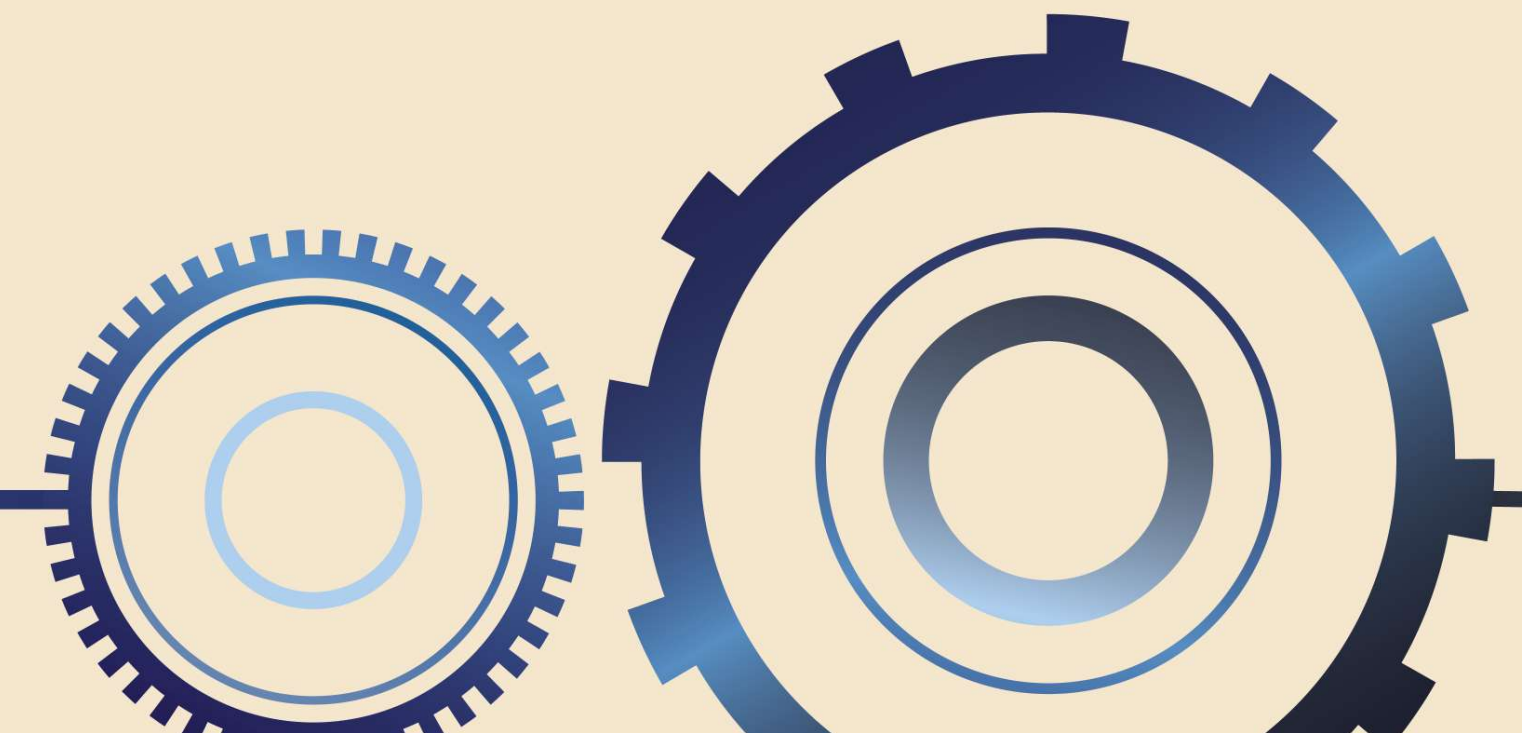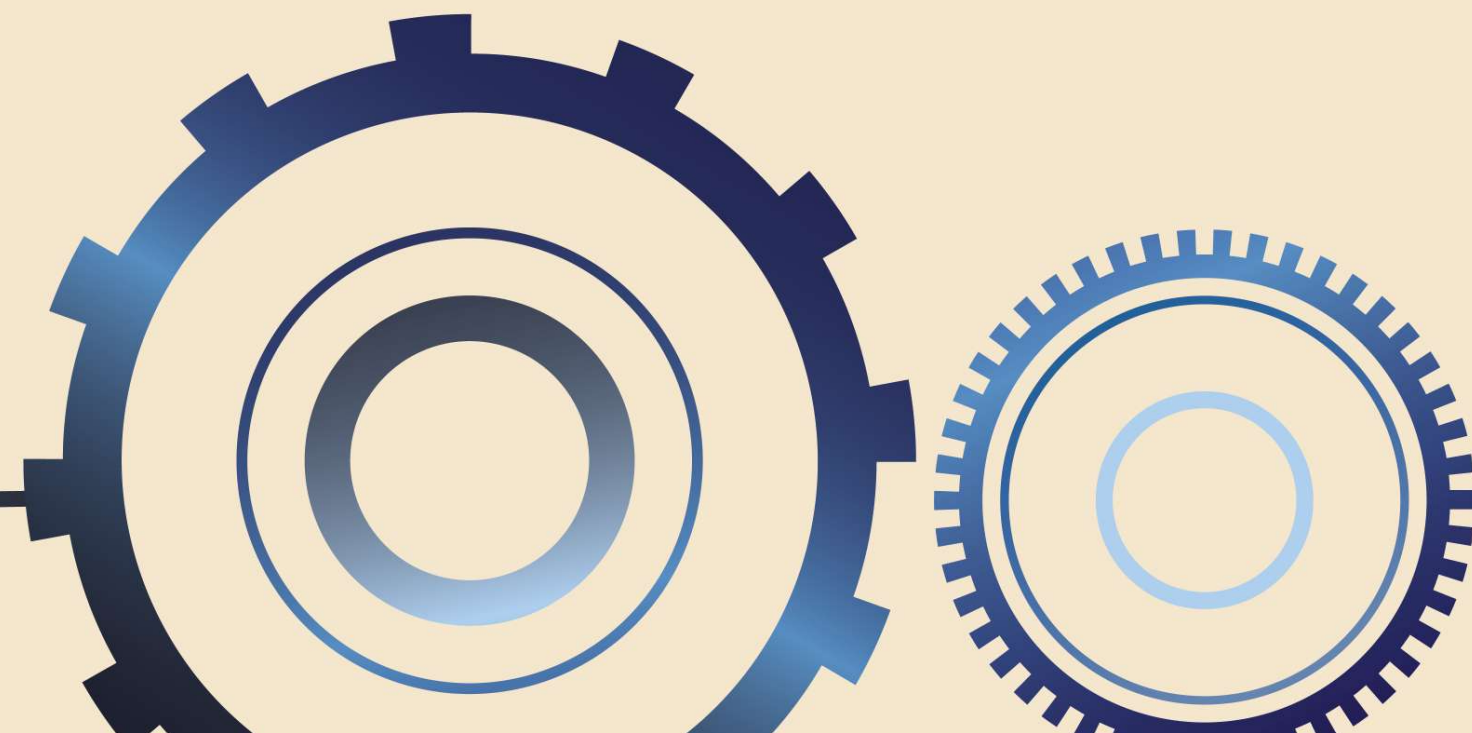
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MOST
PEOPLE

LEADS TO SALES

£2,000
AD SPEND

200
LEADS

20
SALES

The Marketing Autopilots

LEADS TO SALES

90

LEADS

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CUSTOMER JOURNEY

100
LEADS

40%

40
ANSWER

50%

20
BOOK

75%

15
ATTEND

66%

10
PURCHASE

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CUSTOMER JOURNEY

100 LEADS → 70% → **70 ANSWER** → 75% → **52 BOOK** → 90% → **47 ATTEND** → ??% → **?? PURCHASE**

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CUSTOMER JOURNEY

70% → **75%** → **90%** → **66%**

100	70	52	47	31
LEADS	ANSWER	BOOK	ATTEND	PURCHASE
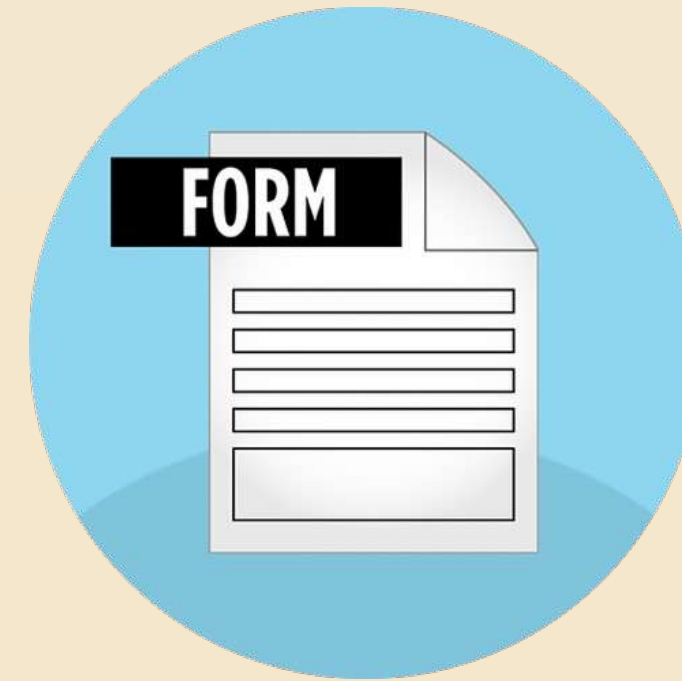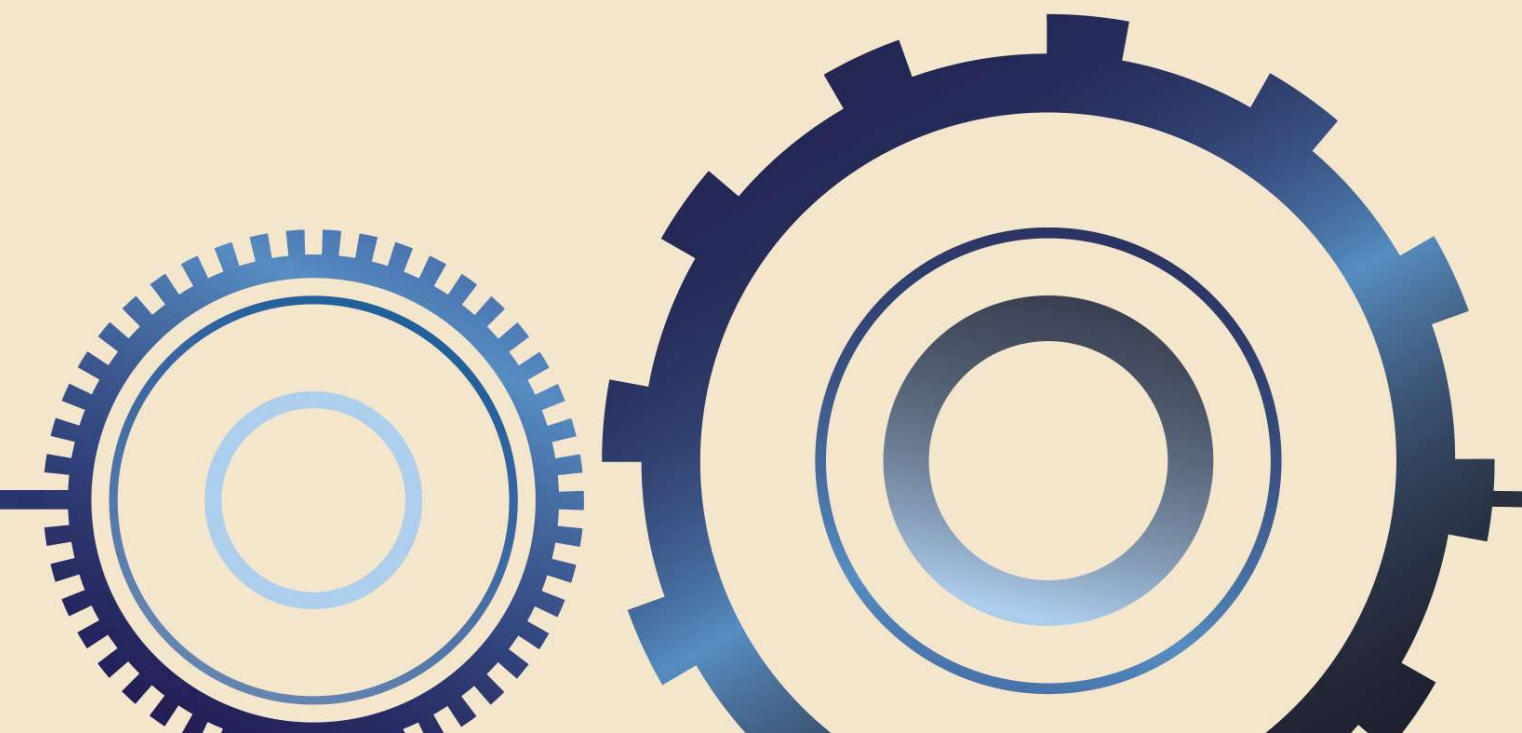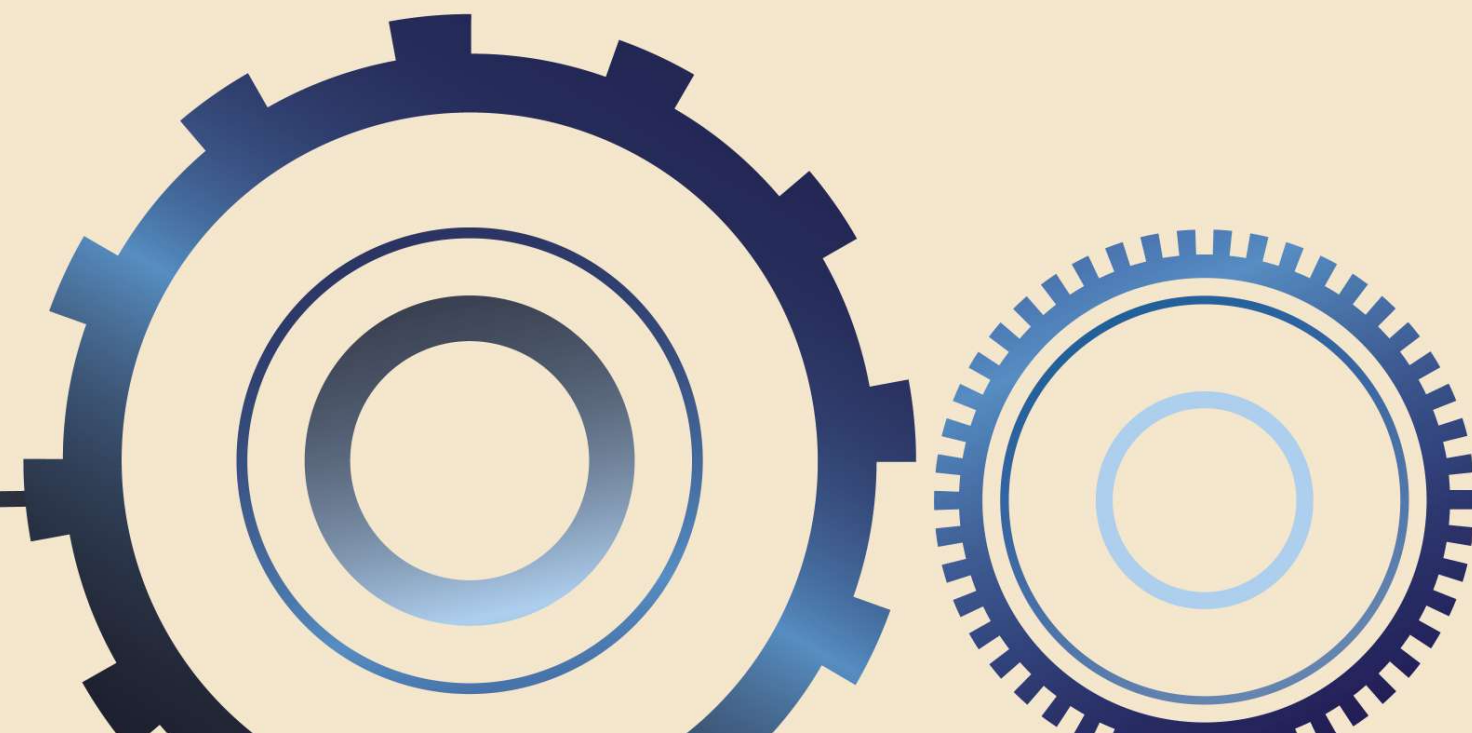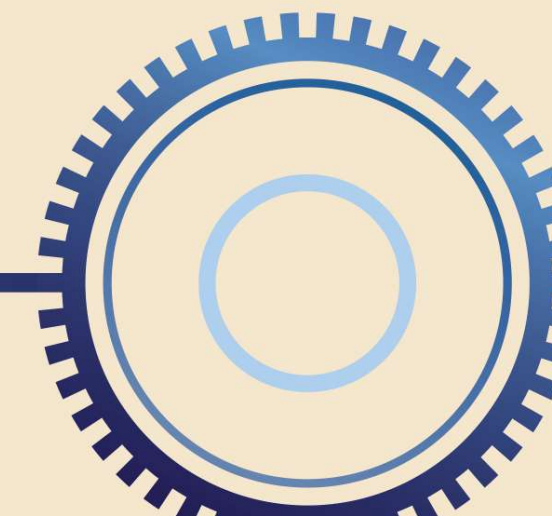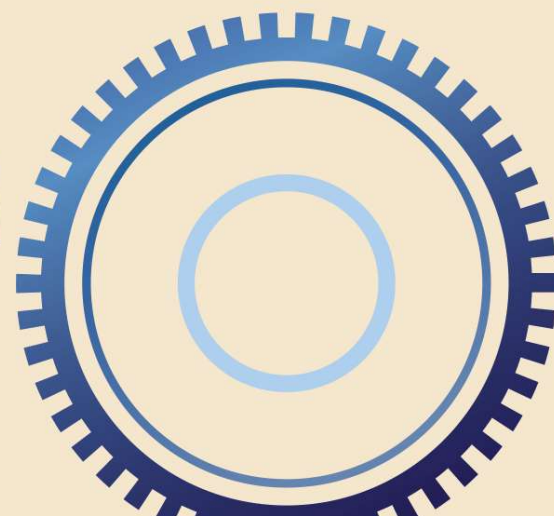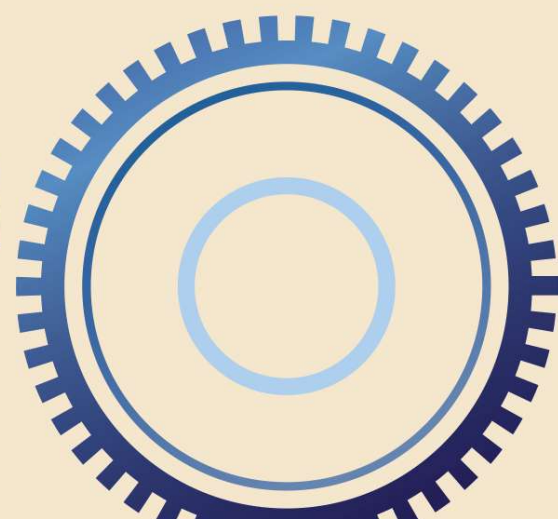
The Marketing **Autopilots**
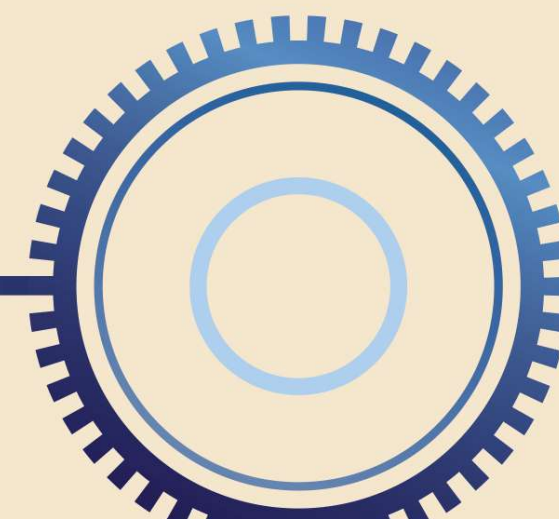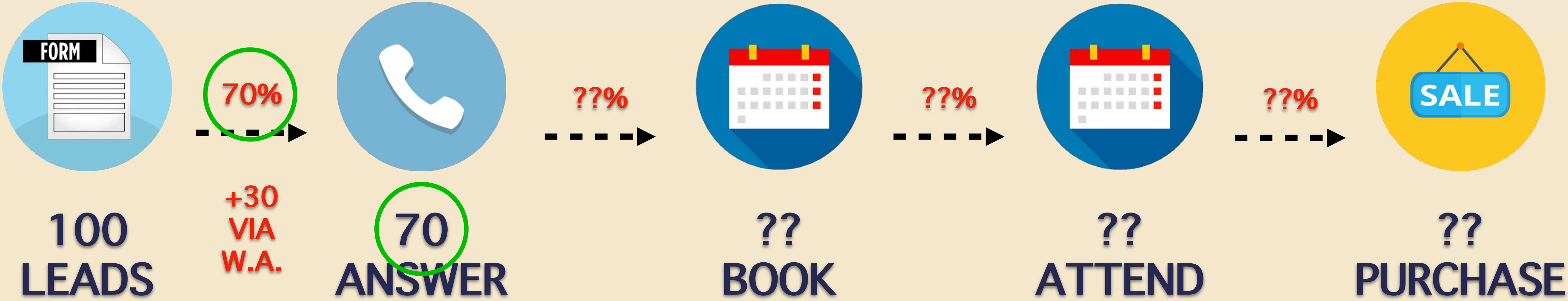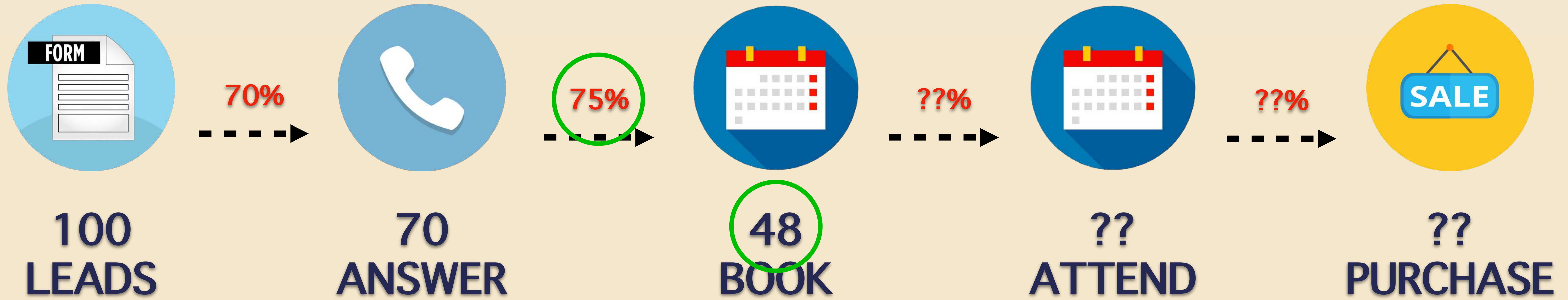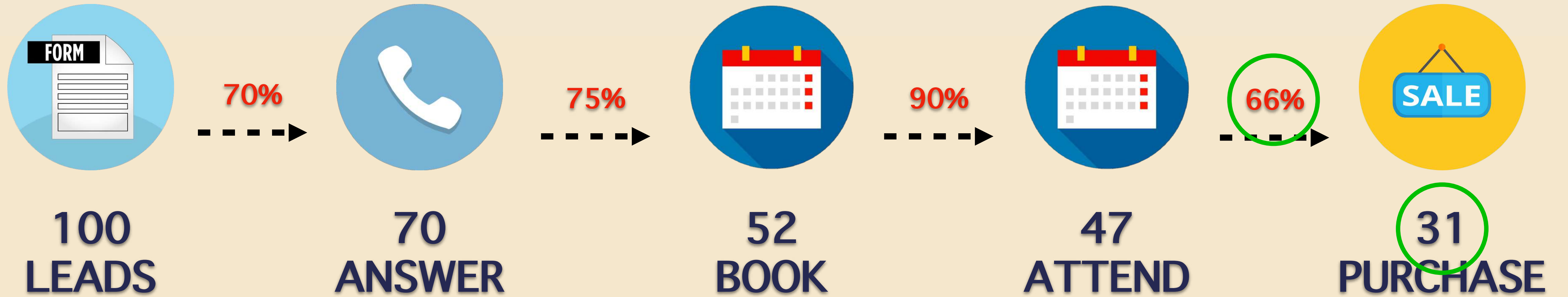
THE JOURNEY FOR YOUR X10 CLIENT
SHOULD BE THE SAME AS EVERY CLIENT

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YOUR

EVERY CASE SCENARIO

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FIRST THING FIRST - PLAN YOUR JOURNEY

First Skeleton - Inbound Enquiries

Key Points

- The initial flow is designed to build trust with the business, nurture the leads, qualify them and ultimately get more people booking calls in.
- The first video explains it is an automated response, sets expectations on next steps, answers a few common questions and encourages engagement with the buttons in the message.
- The more people engage through this process, the more likely they are to book a call further down the line.
- This whole stage should be as much about disqualifying people as it is qualifying people and getting them to the next stage; I don't want to be wasting time following up leads that aren't interested.
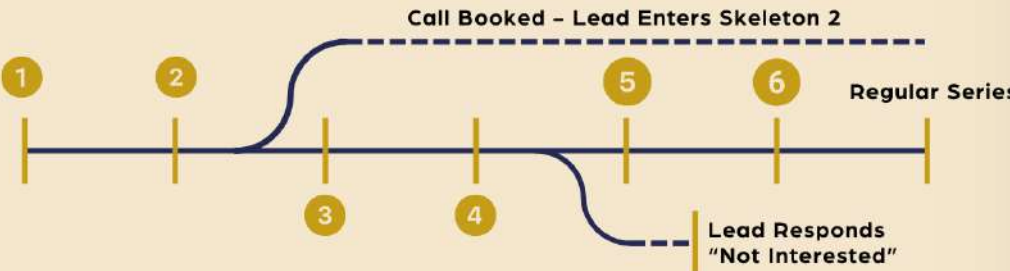- Any leads that book a meeting or request a call are removed after they go through the initial chat bot.

Plan Overview

The rough framework for the initial flow is the "every case scenario" that leads will go through until they either qualify out, specifically state they are not interested or do the thing we want them to do, i.e. book a call or become a client.

The main flow will remain uninterrupted until they are removed from the flow by either lead actions or we qualify them out. There will also be the option to manually remove them based on the outcome of the phone calls that will be running alongside this flow.

## First Skeleton - Inbound Enquiries

I get enquiries from multiple places, either from organic social media across Facebook, TikTok, Instagram or LinkedIn. These pages all link to forms specific to the platform they are on. I also have a general demo link that is sent to clients that want to make recommendations and refer their contacts, which feeds into the same flow. Finally, any DMs that are received will be pushed into this flow. Any leads from conferences experience a different skeleton (third skeleton).
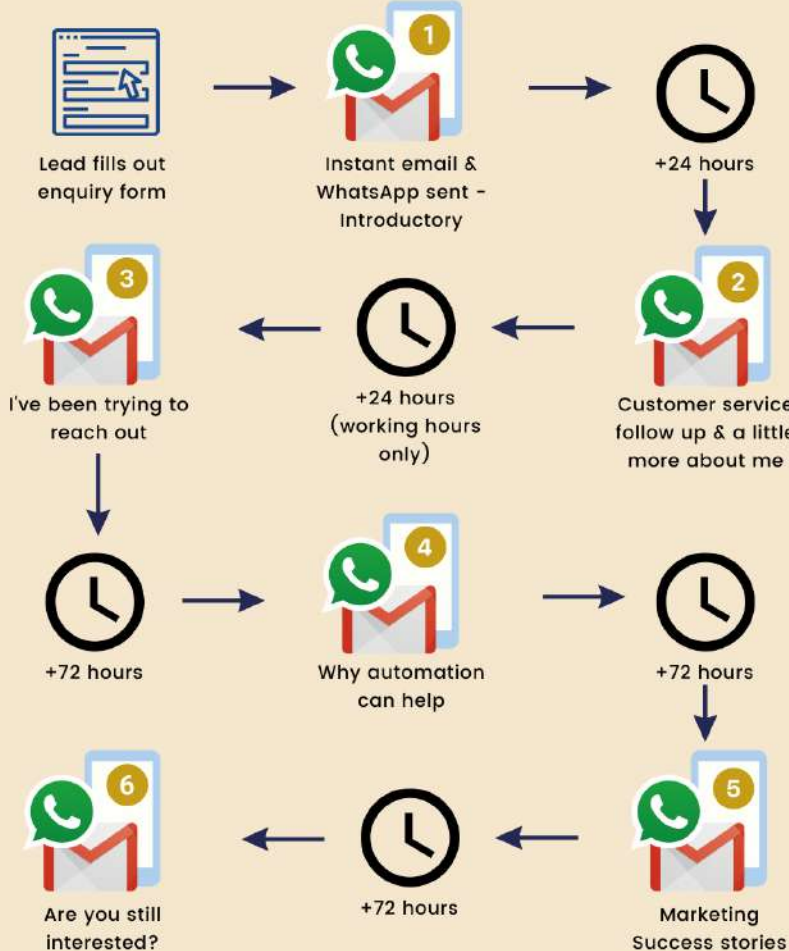
Second Skeleton - Call Booked

Getting a call booked in is a big commitment, and something that is a great step forward but we need to make sure they turn up. This flow is designed to make it easy for them to have all the information, clear that it is booked in and most importantly give me the highest possible chance that they will turn up.

This flow lowers the chance of people not turning it up but continually providing value to the end user and keeping engagement up.
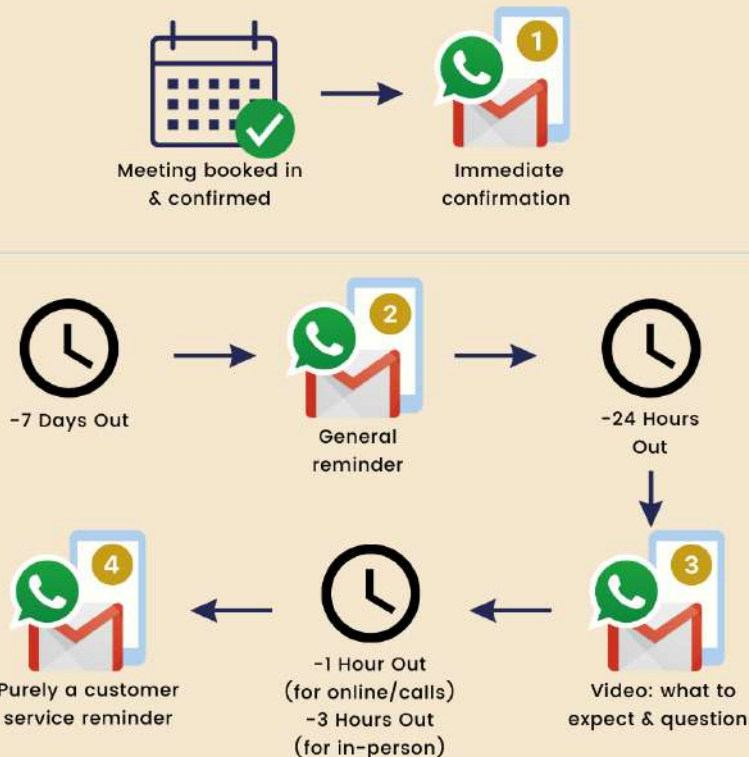
Third Skeleton - Expos & Conferences

At exhibitions and conferences, the fortune really is in the follow up. I collect data from 5 different QR codes; one on my stand aimed at other exhibitors, one on my iPad for delegates, one on my phone used for more specific enquiries, one on my computer for anyone to scan during presentations and an additional one in my keynote presentation.

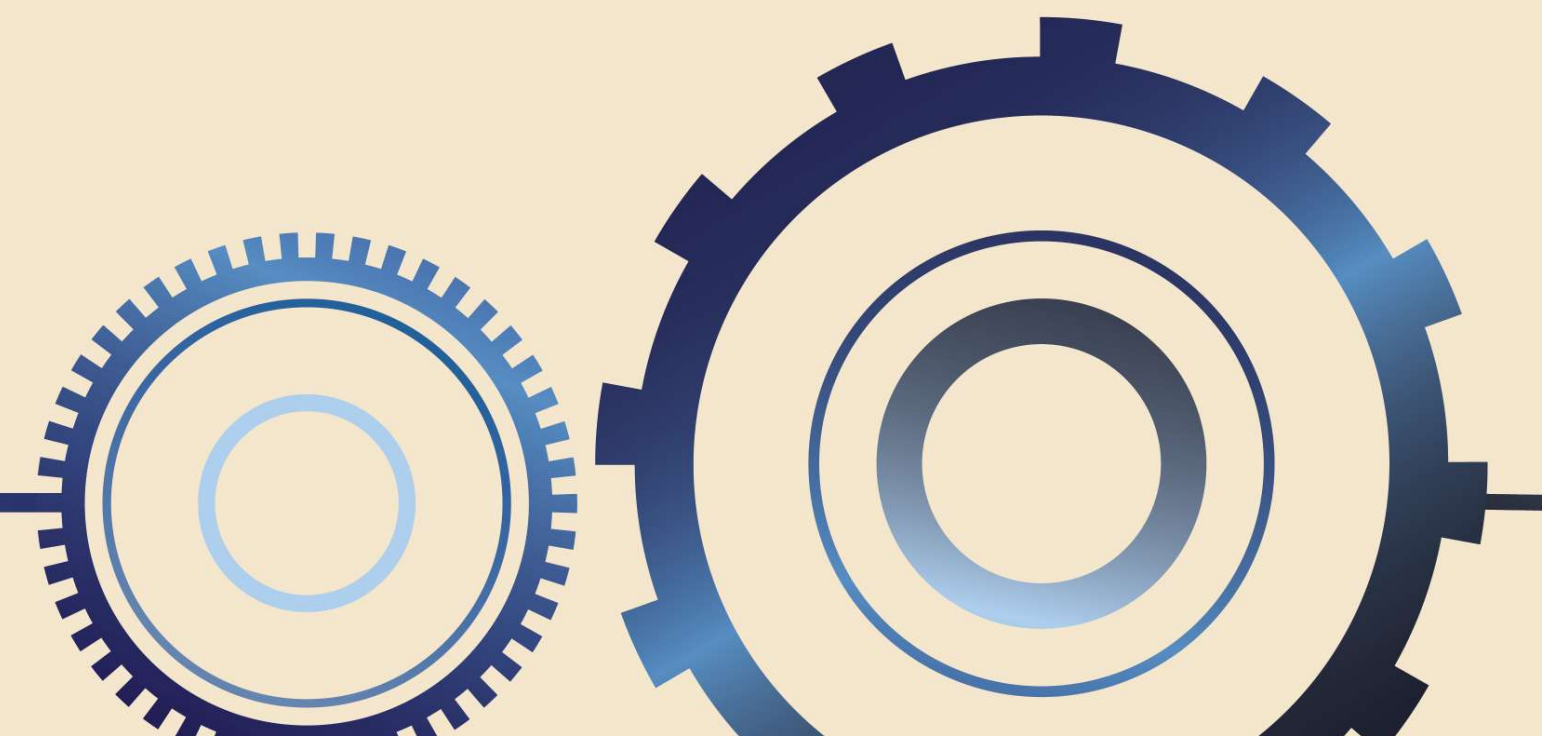All follow the below flow, where only really the 1st & 2nd messages differs.
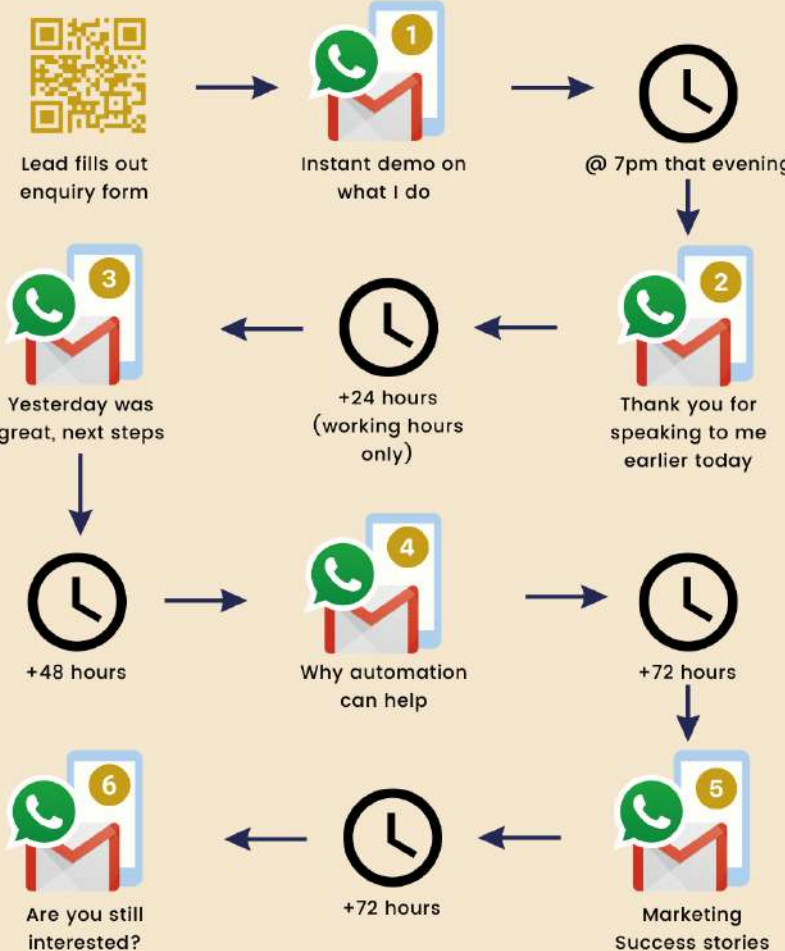
FECTIVE IS CONTACTING SOMEONE WITHIN 5 MINS VS CALLI

21x

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MY SKELETAL PLAN - PHASE ONE

SIMPLE FORM → LANDING PAGE → VIDEO WA + EM

Thank you, now wait a few moments
Usually this step takes less than 2 mins, but can be longer on busy days
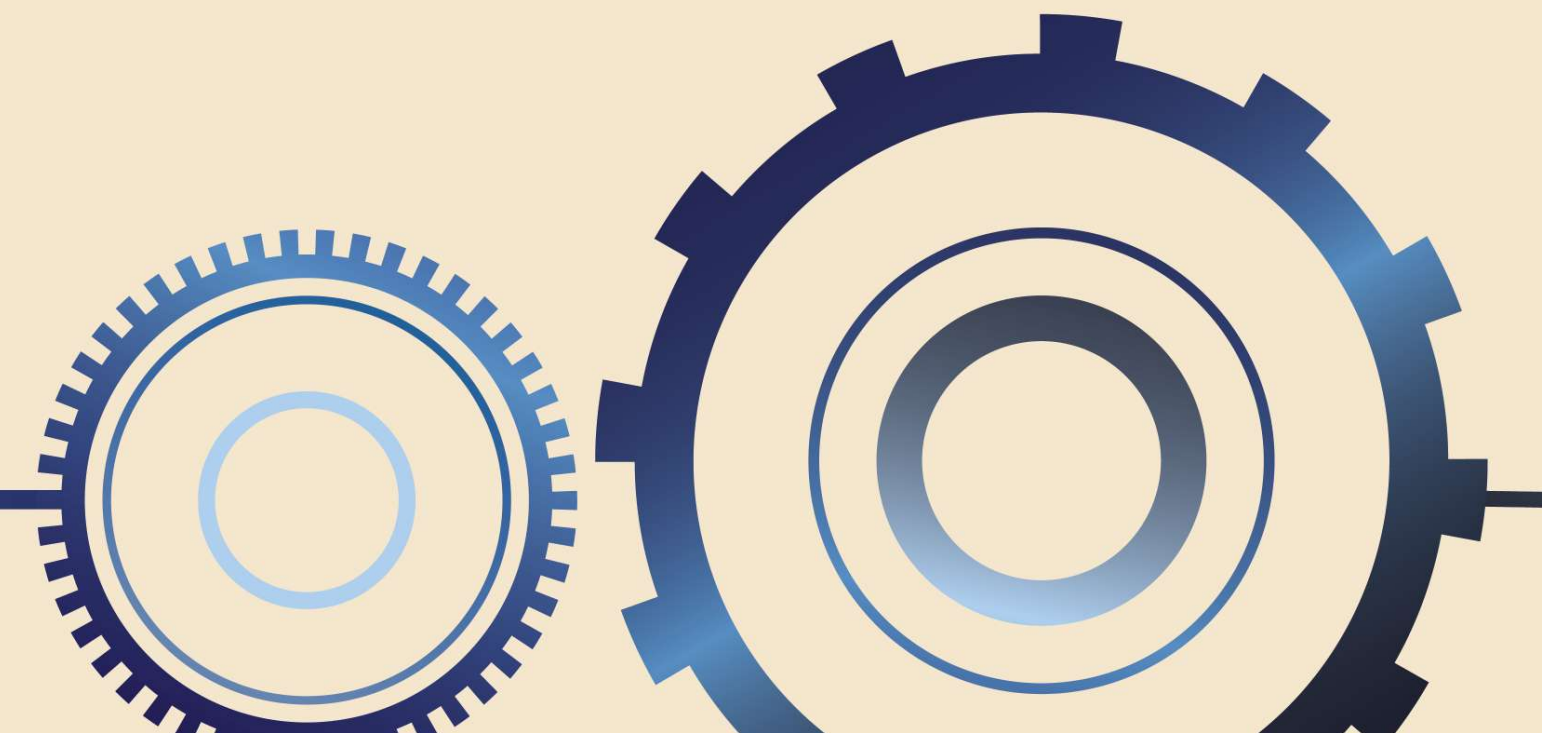
Start A Conversation Manually

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WHAT IS
WHATSAPP API

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PERSONAL VS BUSINESS VS API

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PERSONAL VS BUSINESS VS API

WHATSAPP STATS

OPEN / READ RATES	MESSAGES OPENED WITHIN FIRST 10 MINS	REPLY RATES
95%	**80%**	**50%+**

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MY

SKELETAL PLAN

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MY SKELETAL PLAN - PHASE ONE

SIMPLE FORM

LANDING PAGE

VIDEO IN WA + EMAIL

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MY SKELETAL PLAN - PHASE ONE

VIDEO IN
WA + EMAIL

We

Th
ou
an

Use

You're damn right christopher!

Want to see how chatbots can work?   14:22

Let's See A Chat Bot

It's impressive...   Meh, not for me

MY SKELETAL PLAN - PHASE ONE

VIDEO IN
WA + EMAIL

MY SKELETAL PLAN - PHASE ONE

VIDEO IN WA + EMAIL

MY SKELETAL PLAN - PHASE ONE

SIMPLE FORM → **LANDING PAGE** → **VIDEO IN WA + EMAIL** → **CALENDAR LINK**

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MY SKELETAL PLAN - PHASE ONE

CALENDAR LINK

MY CONVERSION FROM ENQUIRY TO BOOKED CALL BEFORE ANY CALLS ARE MADE:

42%

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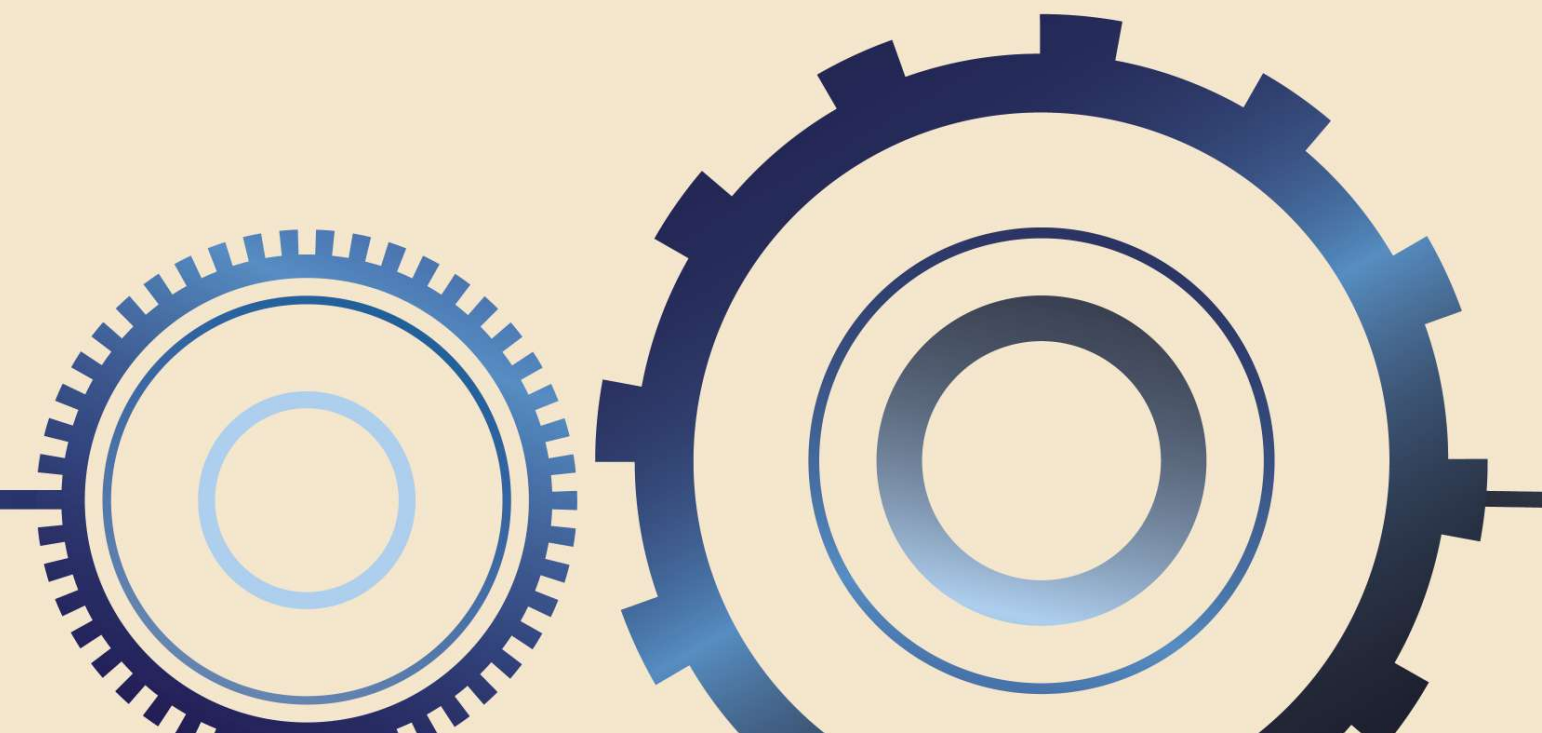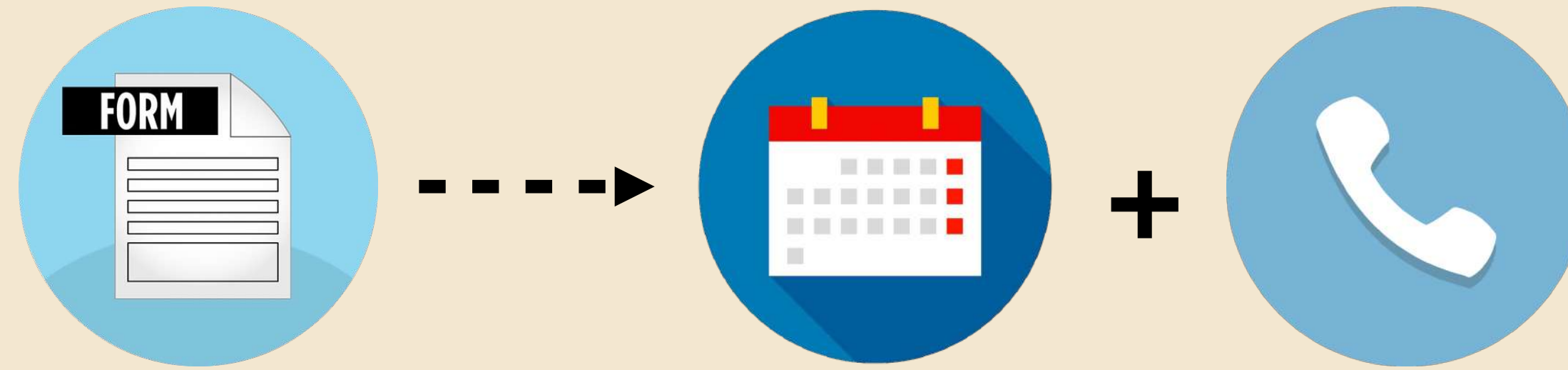
MY CONVERSION FROM ENQUIRY TO BOOKED CALL AFTER ANY CALLS ARE MADE:

68%

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MY SKELETAL PLAN - PHASE TWO

Our services cover everything in this document. so it is worth h...
PDF • 3 MB

Our services cover everything in this document. so it is worth having a read through.

I have 3 main packages; Autopilot, Co-Pilot and Solo-Flight.

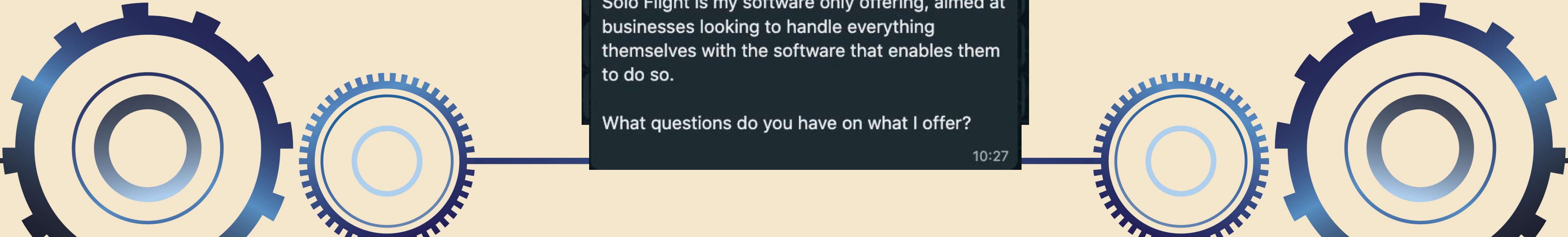Questions are great! I will try and answer them as soon as possible, always within 24 hours, so it would be great to let me know as much detail as possible.
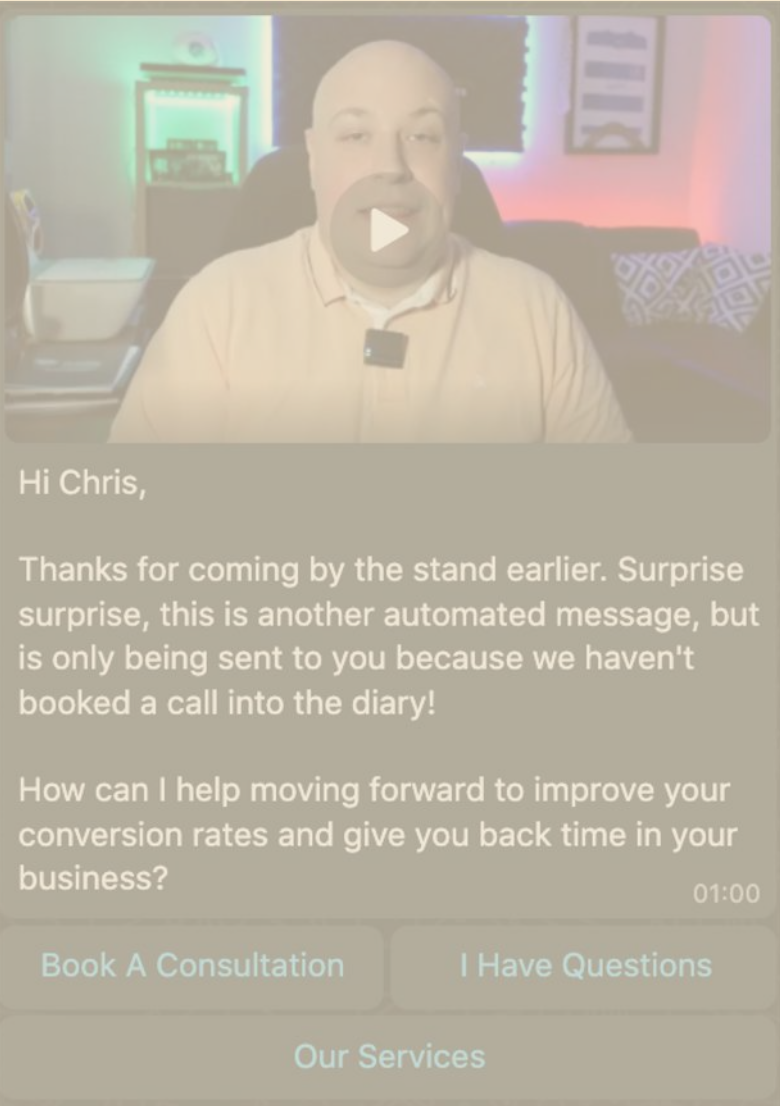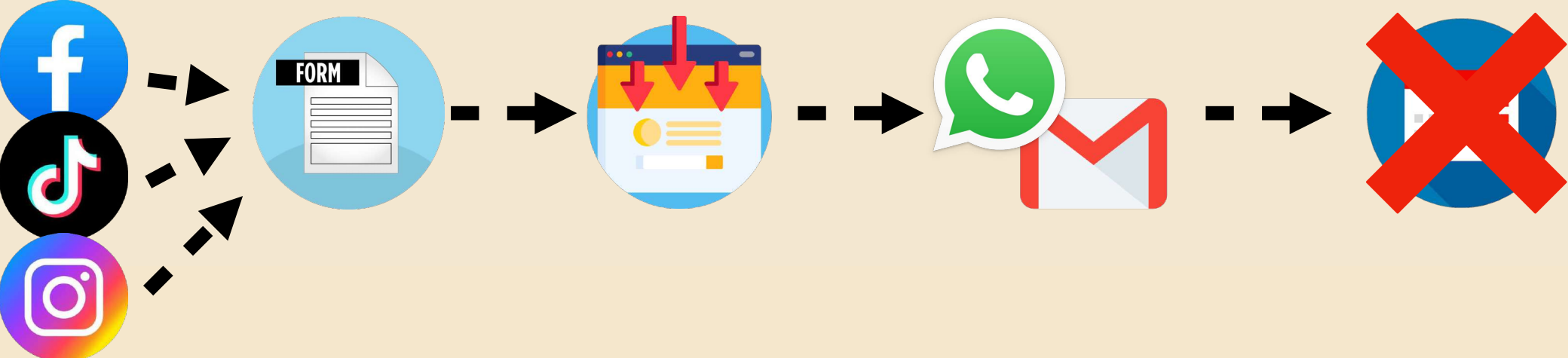
What questions do you have?

14:40

Co-Pilot covers my done-with-you service, aimed at businesses who want the functionality to do everything and the consultative direction to make that happen.

Solo Flight is my software only offering, aimed at businesses looking to handle everything themselves with the software that enables them to do so.
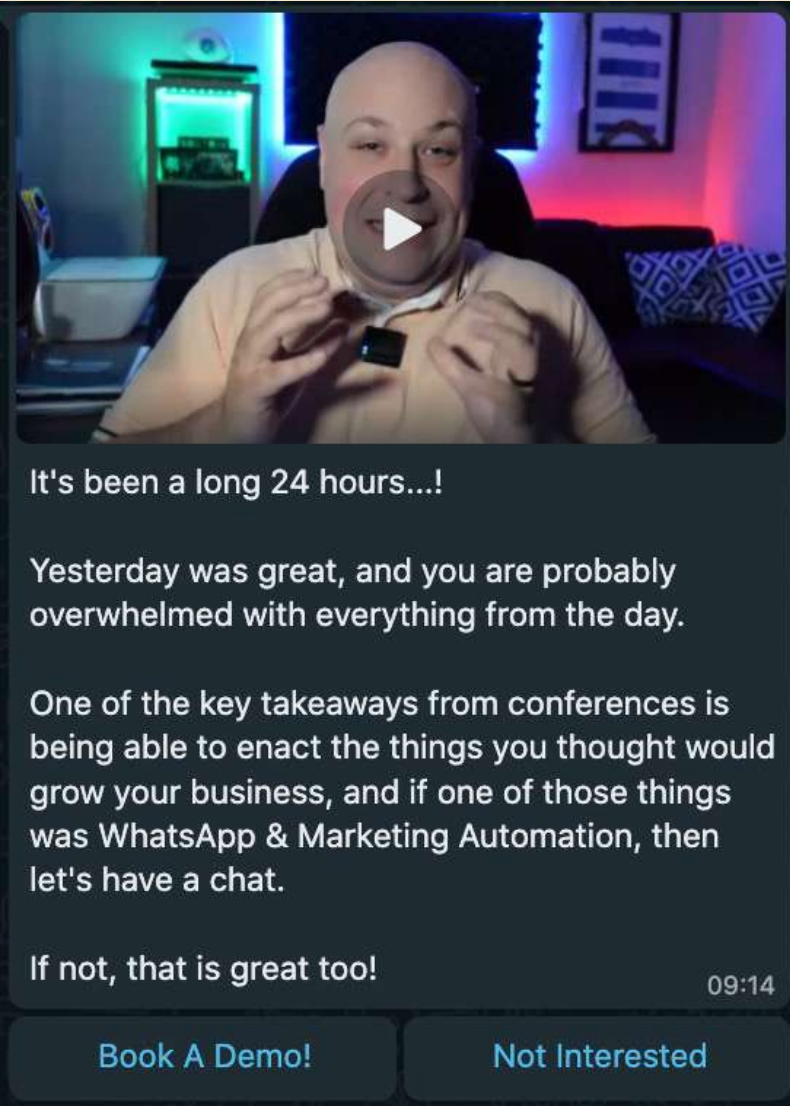
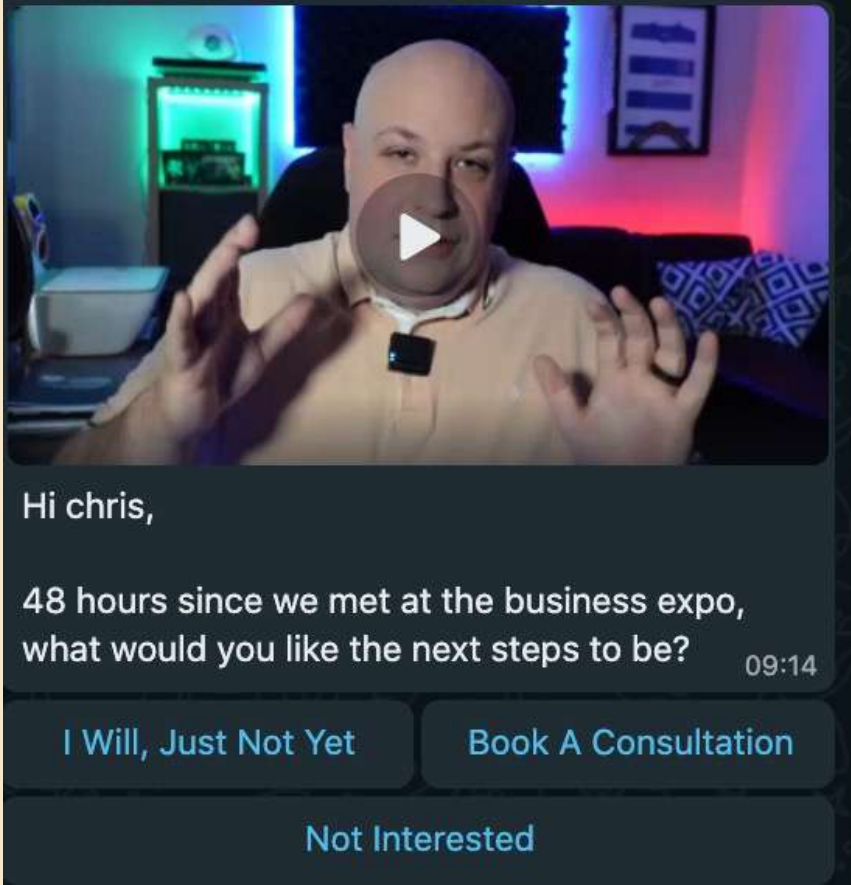What questions do you have on what I offer?
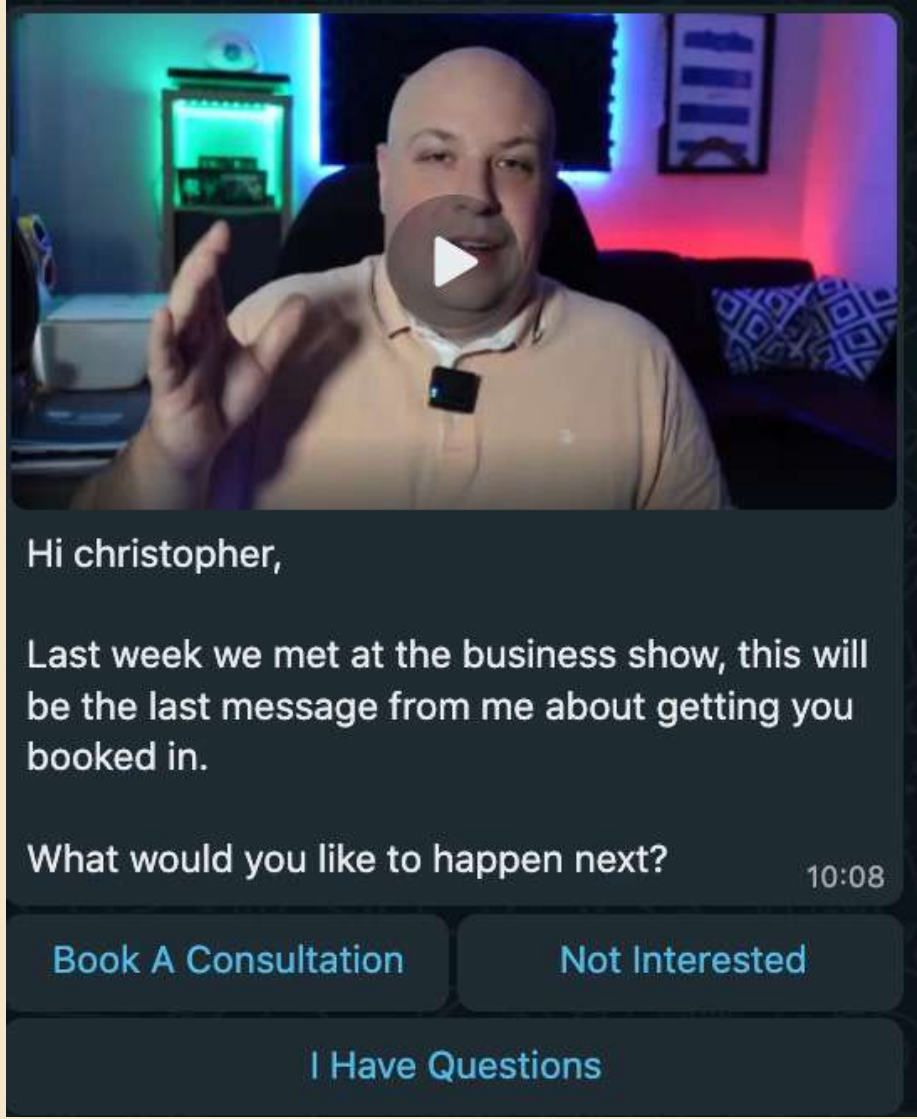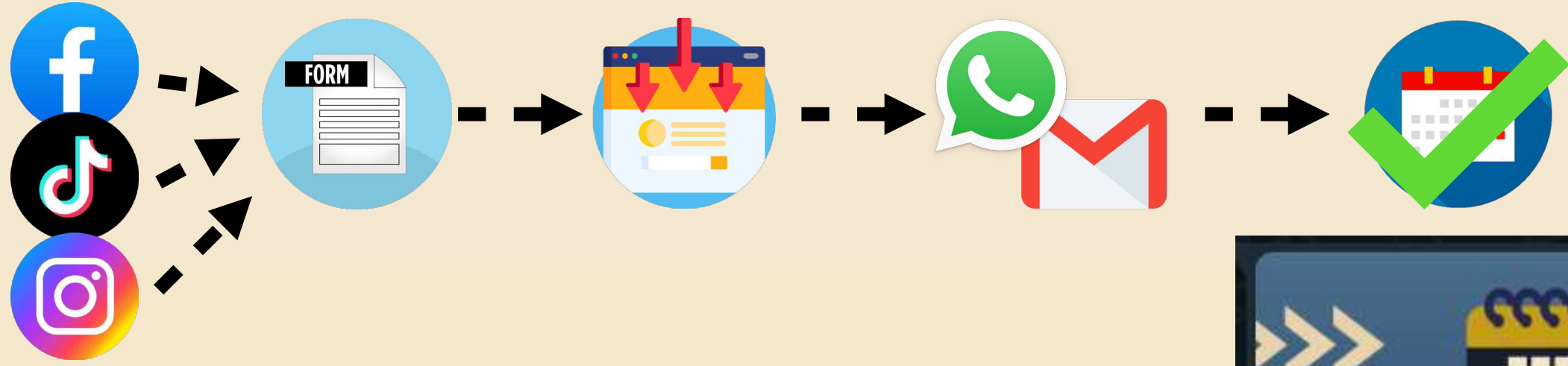
10:27

MY SKELETAL PLAN - PHASE TWO

+24hrs

+48hrs

+7ds

Hi Chris,

Thanks for coming by the stand earlier. Surprise surprise, this is another automated message, but is only being sent to you because we haven't booked a call into the diary!

How can I help moving forward to improve your conversion rates and give you back time in your business?

01:00

Book A Consultation   I Have Questions

Our Services

It's been a long 24 hours...!

Yesterday was great, and you are probably overwhelmed with everything from the day.

One of the key takeaways from conferences is being able to enact the things you thought would grow your business, and if one of those things was WhatsApp & Marketing Automation, then let's have a chat.

If not, that is great too!

09:14

Book A Demo!   Not Interested

Hi chris,

48 hours since we met at the business expo, what would you like the next steps to be?

09:14

I Will, Just Not Yet   Book A Consultation

Not Interested

Hi christopher,

Last week we met at the business show, this will be the last message from me about getting you booked in.

What would you like to happen next?

10:08

Book A Consultation   Not Interested

I Have Questions

MY SKELETAL PLAN - PHASE TWO

MY MEETING SHOW RATE

98.57%

The Marketing
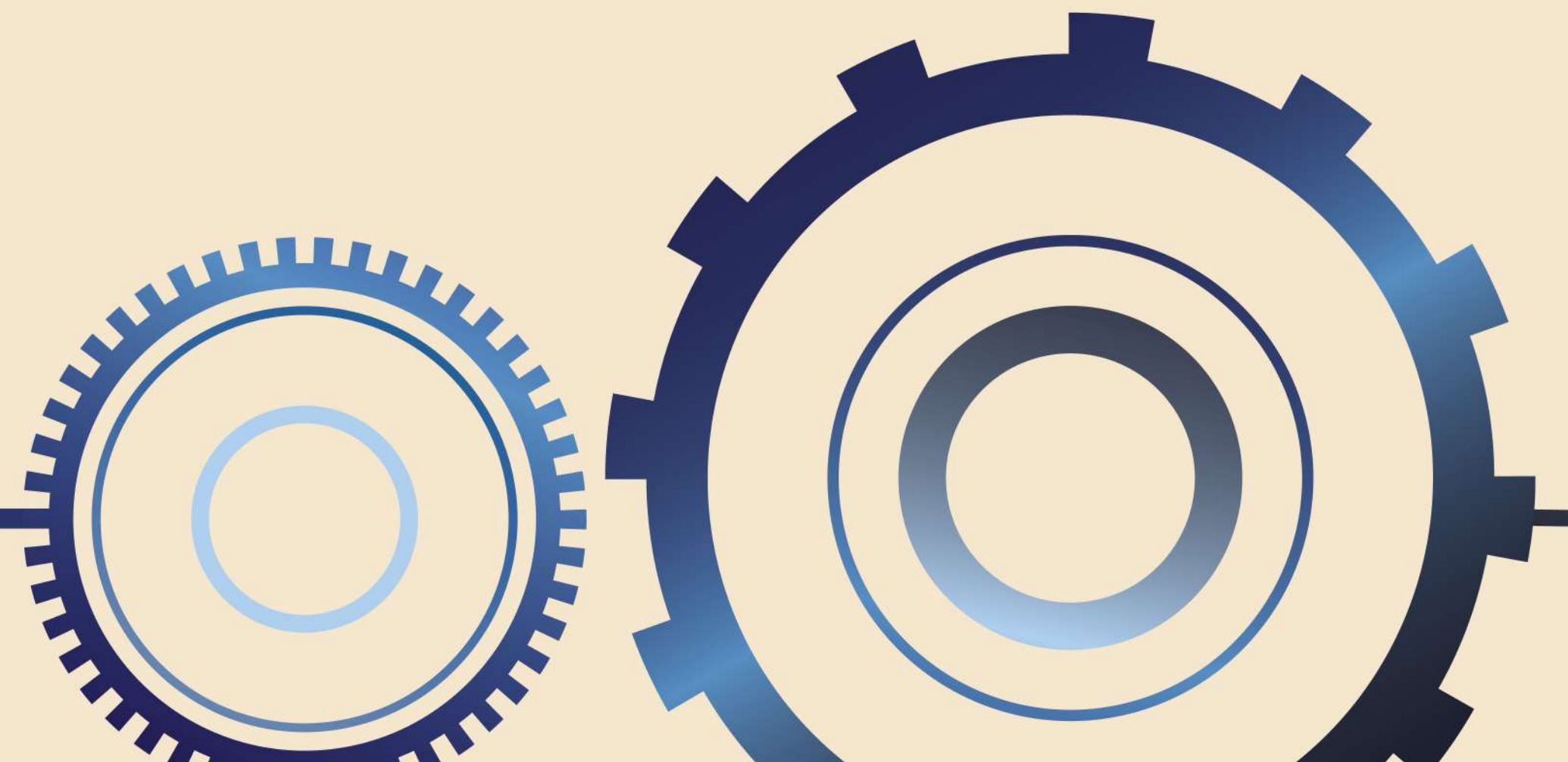Autopilots

THE
KEY TAKEAWAYS
FROM TODAY

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"Automate what is possible
Delegate what is necessary"

- Nick James, *Expert Empires*

Don't try to do everything at once

The Marketing
Autopilots
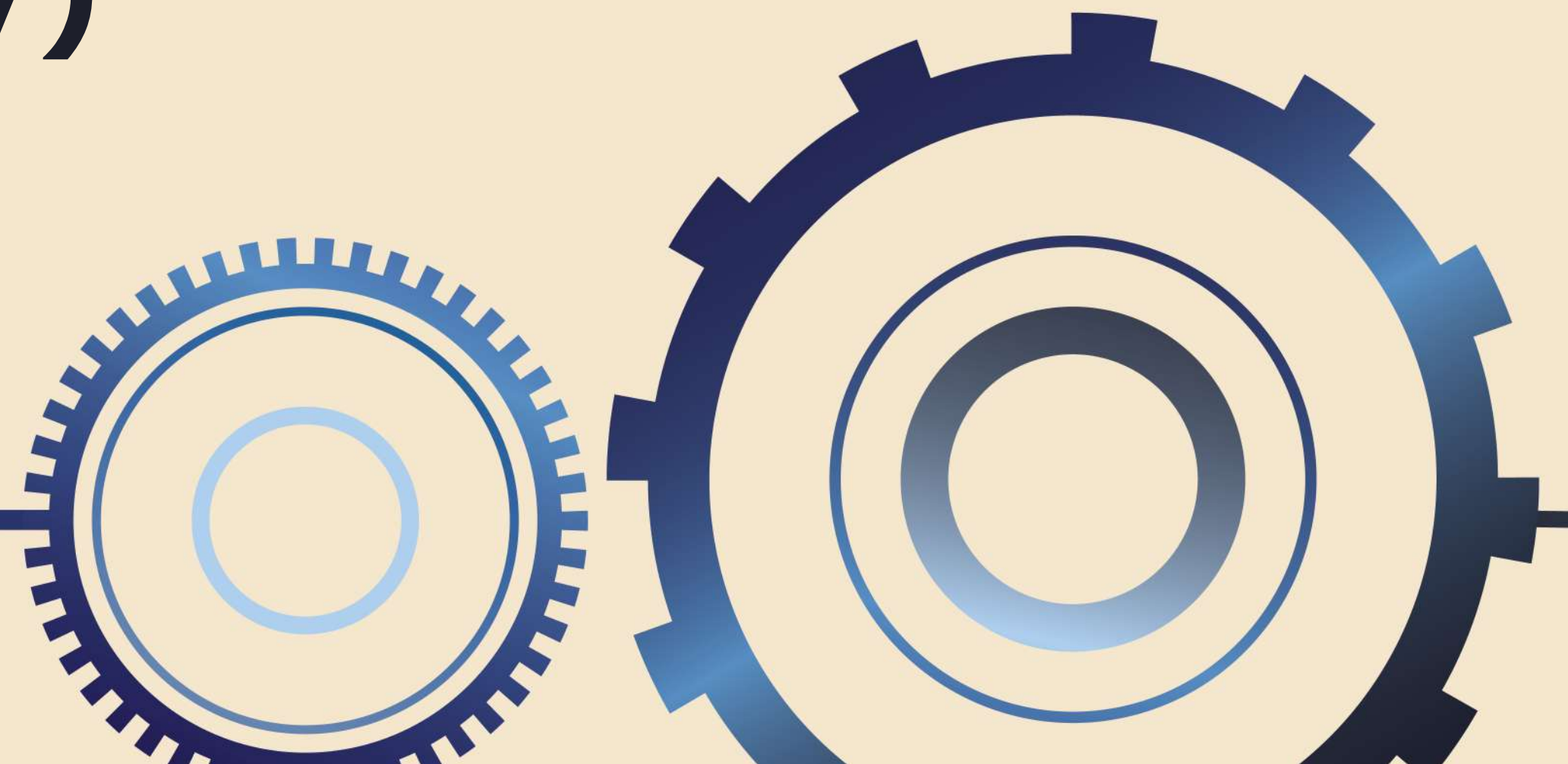
Help is on the way!

Ask for help or employ someone to do it!

The Marketing
Autopilots
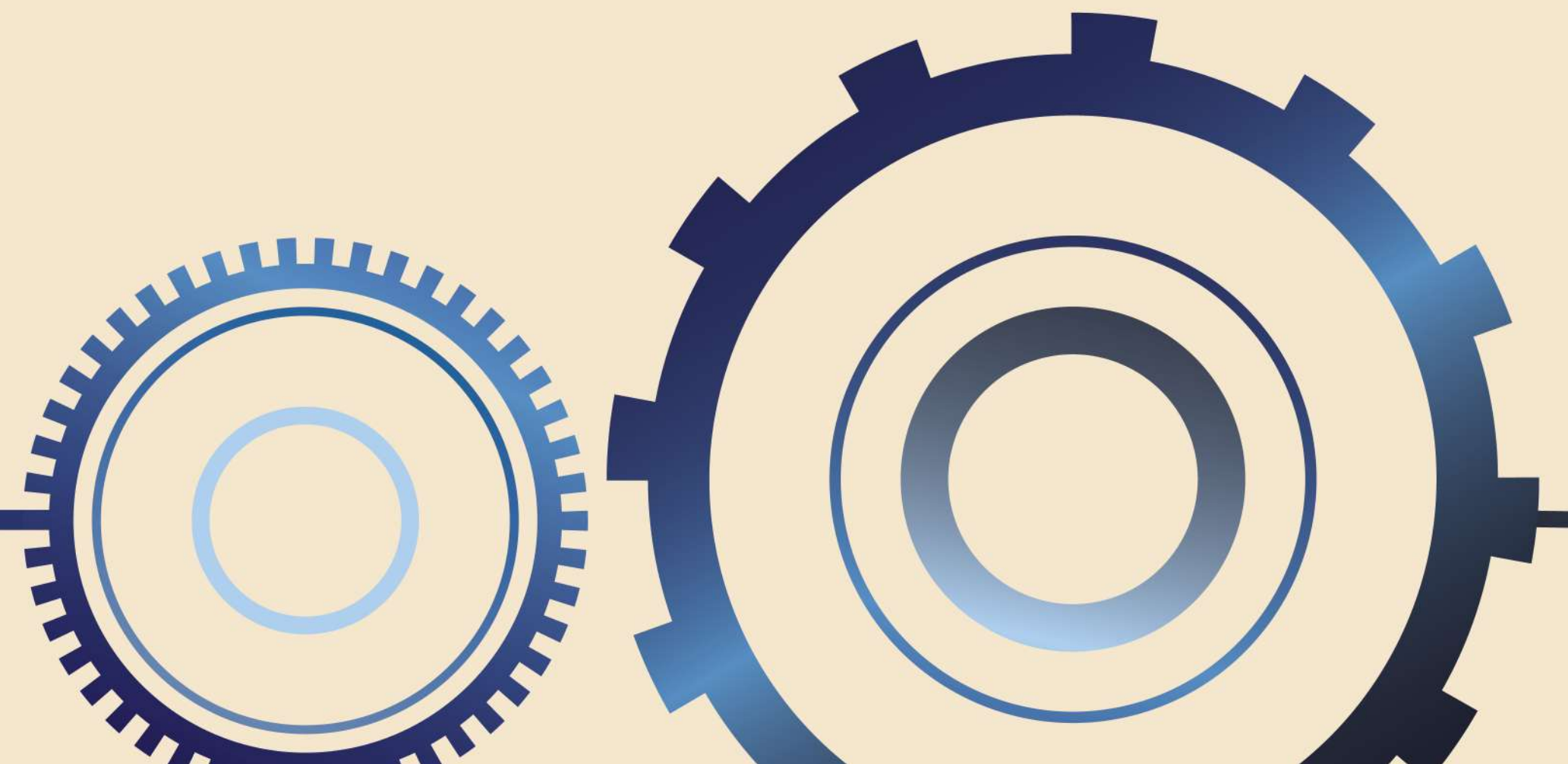
The 3 Ps

Be personable and personalised, but DON'T pretend to be a person (usually)

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BONUS

Just F***** DO IT!

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