

Automating Your Marketing



Celestial University MONTHLY LEARNING THEME

Welcome to this month's learning theme—*all about automating your marketing!*

You are the Director of Marketing for your business, but that doesn't mean you have to do everything yourself all the time. With marketing automation, you can set up your marketing in advance and let "auto pilot" take over.

When is the best time to start automating your marketing?

As soon as you can! Marketing automation often is a financial investment, so you want to be able to afford these services. You may find you recoup your investment very quickly though!

Mindset: A common mindset block around automation is around setting up the automation. Automation requires front-end work that may fall upon you (e.g. writing autoresponder emails, getting people's birthdays, etc.). Keep your eye on the prize. You usually only have to do these tasks once, and then you can enjoy the time that's put back on your calendar once the automation starts.

Cash Flow: Look at your monthly expenses and income. How much can you spare for automation services? How can you earn more money to pay for these services?

What marketing activities can you automate?

#1: Email marketing

- Newsletters
- Lead magnet autoresponders
- Reminders for webinar, classes, etc.
- Welcome emails

#2: Content marketing

- Scheduling blog posts in Wordpress
- Evergreen webinars

#3: Stay-in-touch marketing

- Warm letter campaigns
- Birthday cards
- Holiday cards
- Email check-ins

#4: Social media marketing

- Batching then scheduling posts
- Post planning

#5: Following up

- Sales calls
- Coffee dates
- Networking meetings
- Presentations

#6: Payments

- Monthly subscriptions
- Annual renewals

#7: Calendar

- Get-Acquainted Calls
- Coffee Dates
- Coaching calls

Your Ideas:

What services do you need?

Email marketing providers (such as ActiveCampaign, Constant Contact, Mailchimp)

What features are you looking for?

Blogging software (Wordpress)

What features are you looking for?

Evergreen webinars (EverWebinar, Live Webinar)

What features are you looking for?

Direct mail companies (check local providers, Click2Mail)

What features are you looking for?

Greeting cards (SendOutCards, Postable)

What features are you looking for?

Social media scheduler (Hootsuite, Social Pilot, Buffer)

What features are you looking for?

Social media post planning (Post Planner)

What features are you looking for?

Payments (PayPal, Stripe, other credit card authorizer)

What features are you looking for?

Calendar (Acuity, Calendly, Vcita)

What features are you looking for?

Other:

Assignments

1. Decide which tasks you want to automate and when. Do you need to amp up sales/marketing to afford any new automation services?
2. Think about the service providers you need to look for, specifically the product features that will help you automate your tasks.
3. Once you have the vendor, schedule time on your calendar to do the front-end work. Remember, you only have to do this once. Keep your eye on the prize!