
SOCIAL CUSTOMER JOURNEY

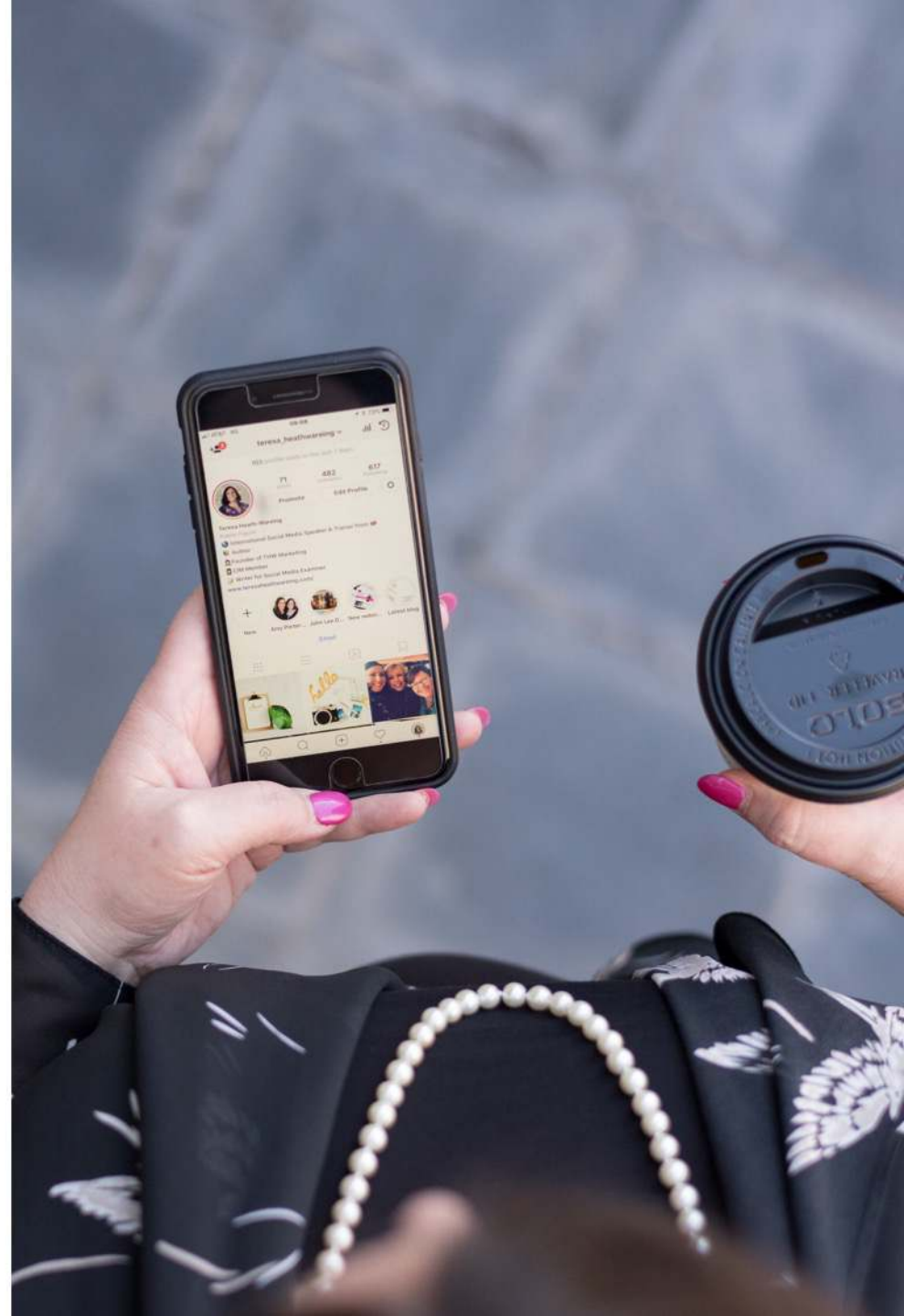
With Teresa Heath-Wareing



Hello **THERE!**

I love

SOCIAL MEDIA





Personal
CONNECTION



15 years
IN MARKETING

It's **CHANGED**



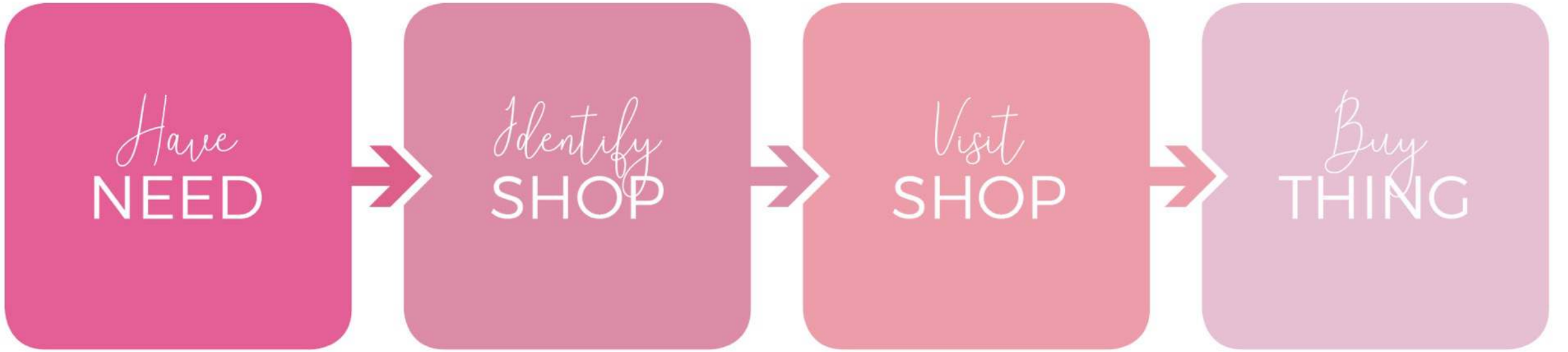


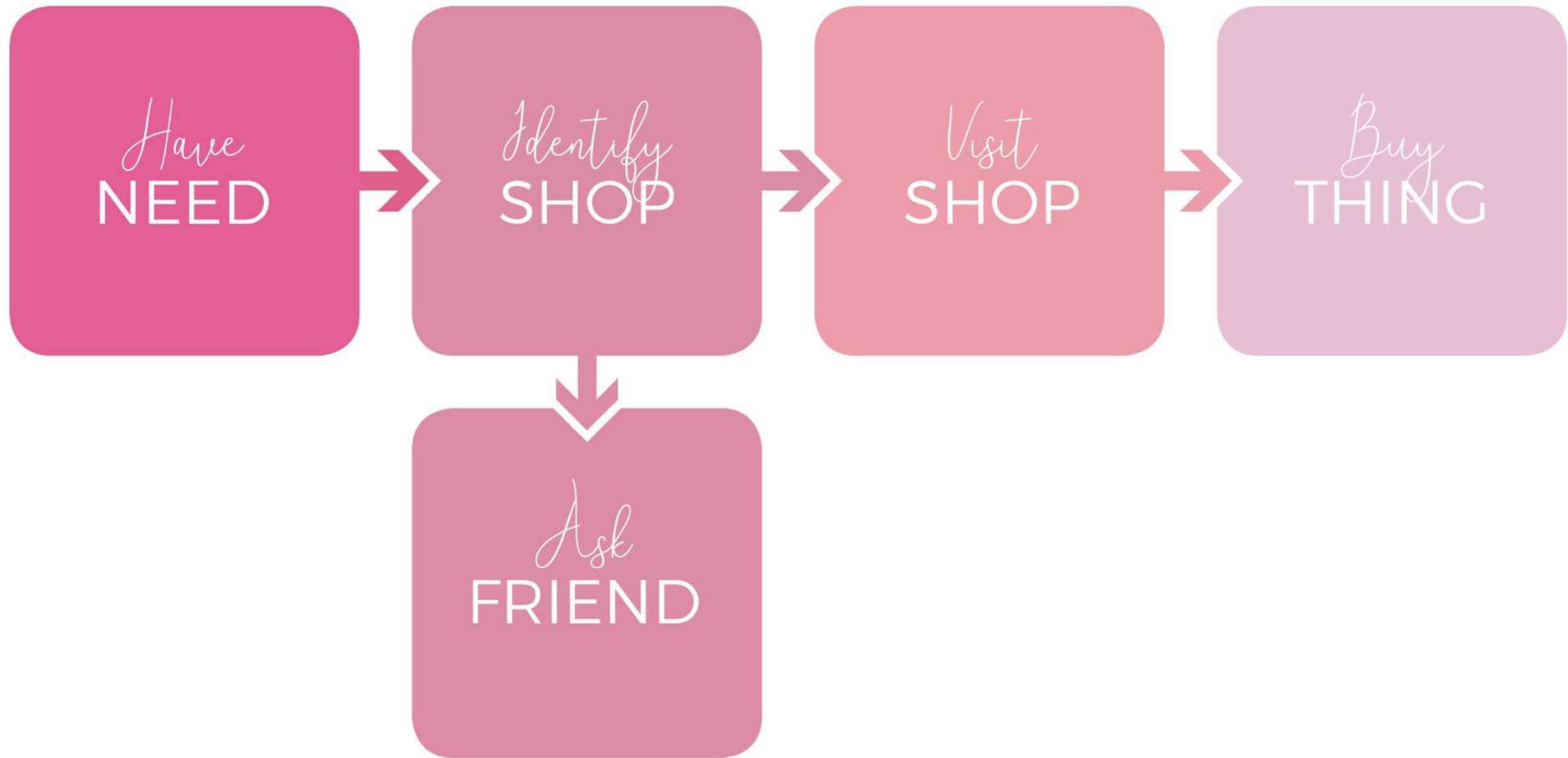
IT WAS ALL SO
simple!

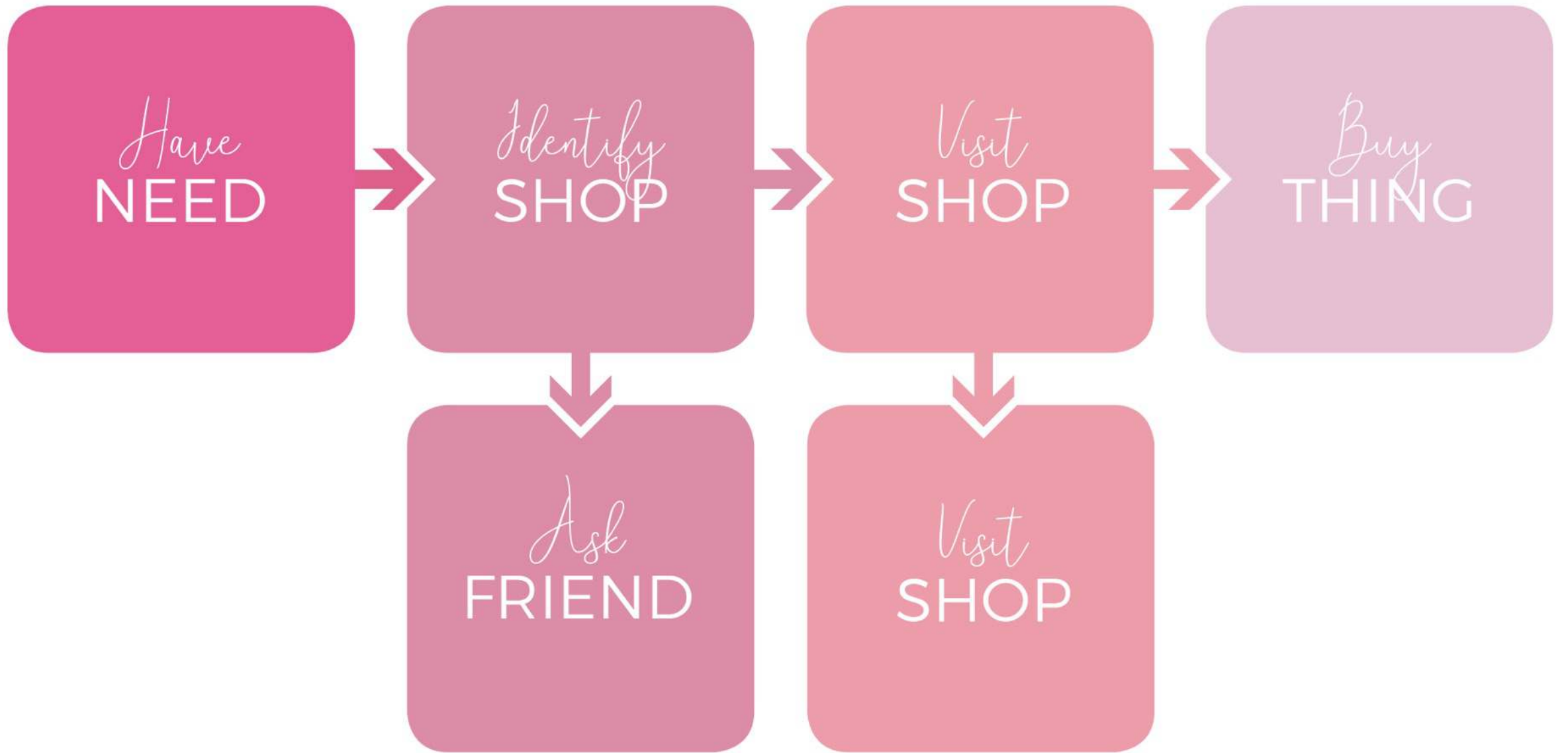












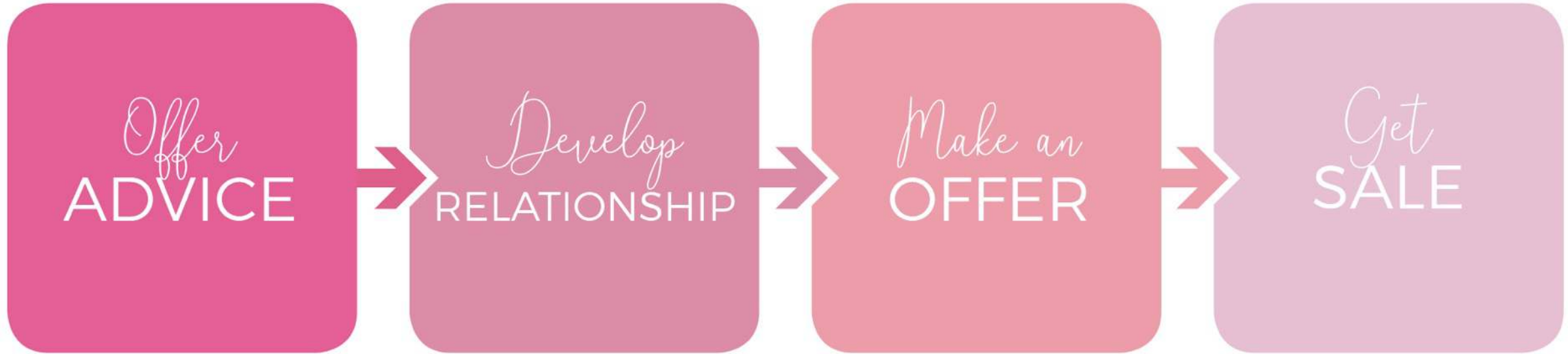
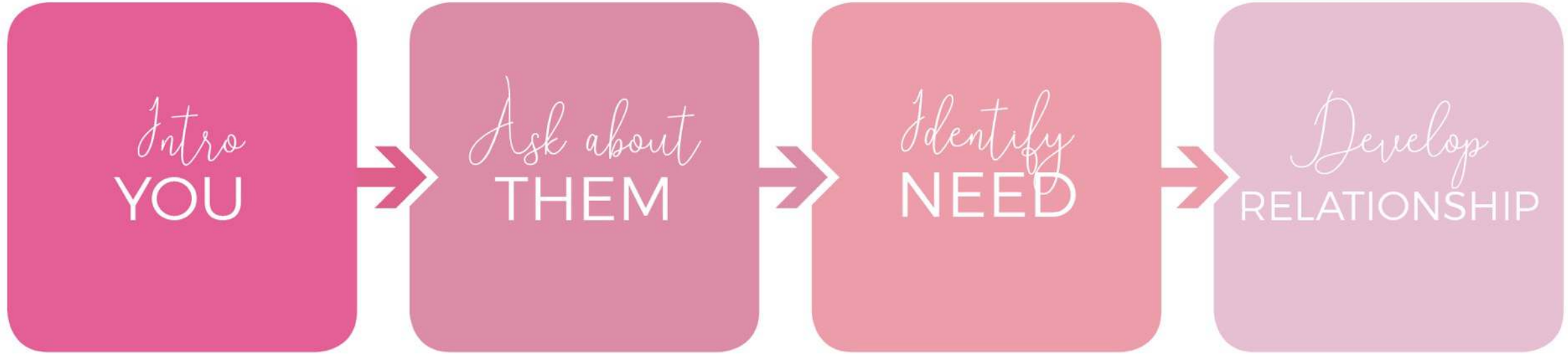


MAYBE NOT THAT
simple!

SMALL BUSINESS

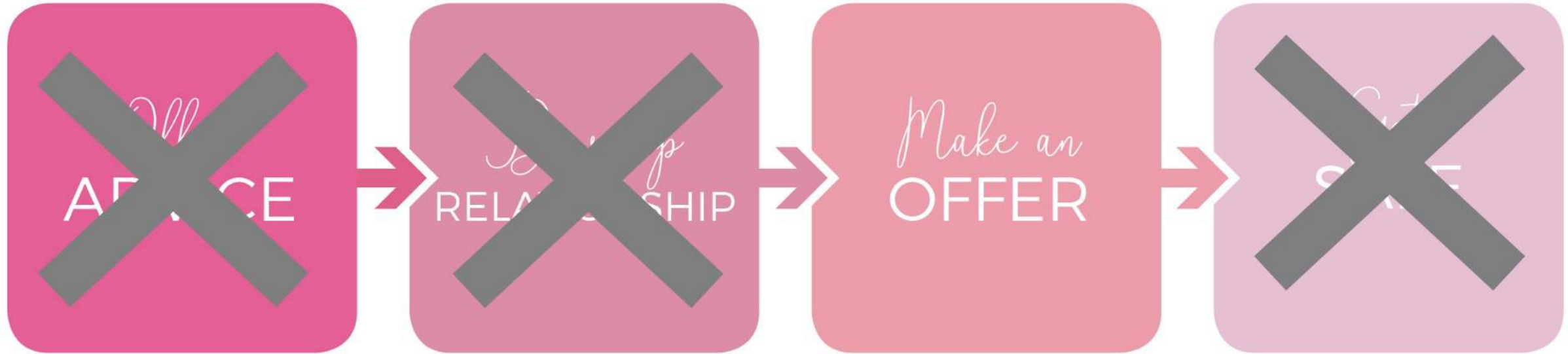
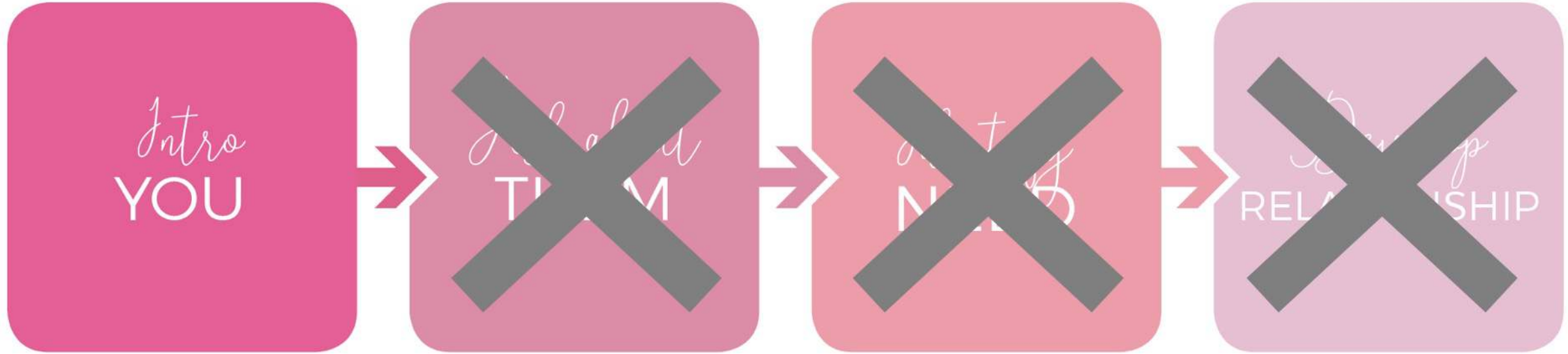
networking





SOCIAL MEDIA *marketing*







How

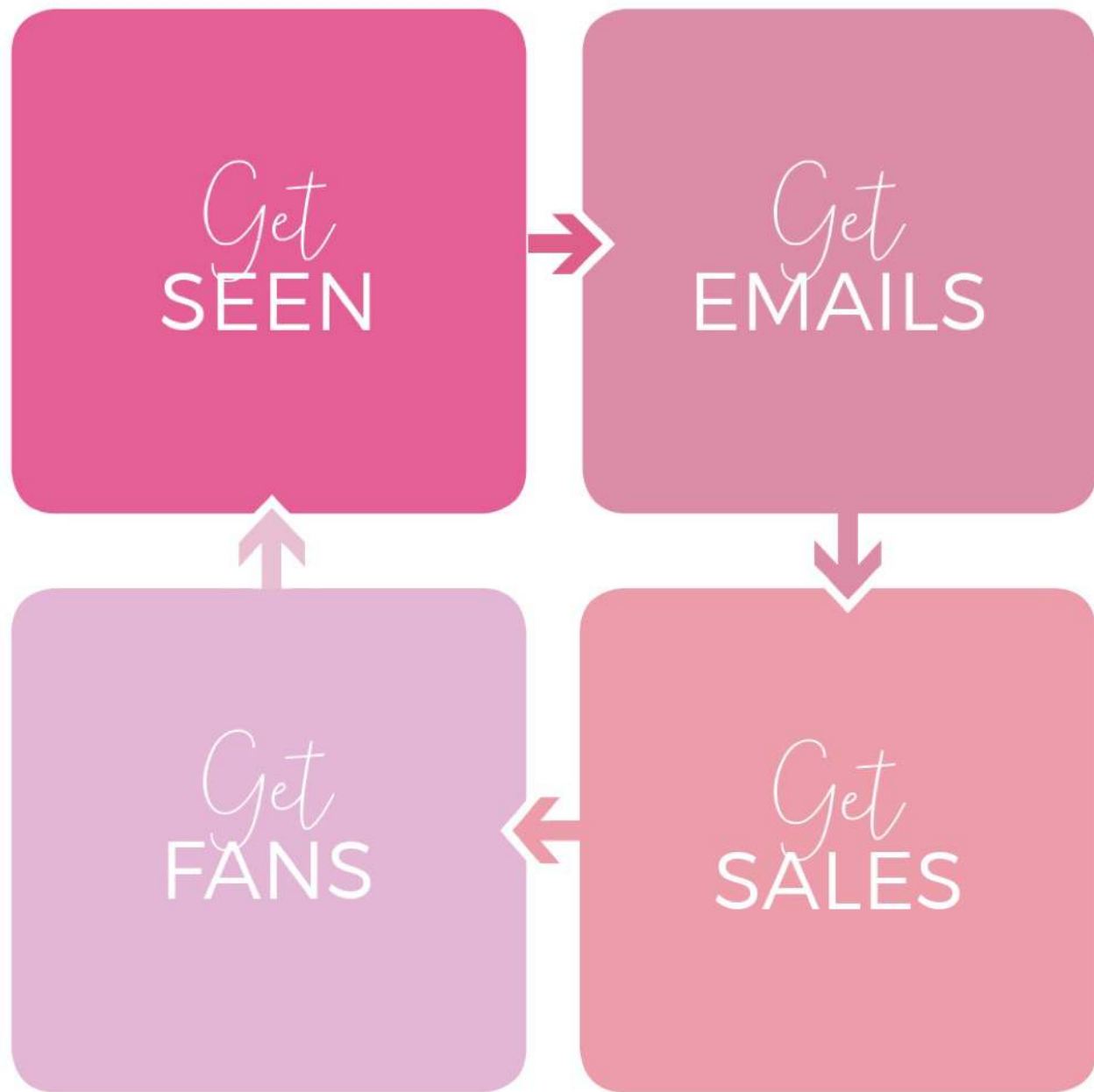
**DO WE DO THIS ON
SOCIAL?**

Get
THE DOWNLOAD



MTC
method

.....
BY TERESA HEATH-WAREING



THE BASICS TO CONSIDER

before you get started





THE BASICS

- What are you offering?
- Who is your customer?
- Your branding

Get SEEN

- Understanding your perfect customer
- Create awareness
- Use a range of medias to be seen
- Create content

Get EMAILS

Get FANS

Get SALES



Get SEEN

- Understanding your perfect customer
- Create awareness
- Use a range of medias to be seen
- Create content

Get EMAILS

- Create CTA's (Call to Actions)
- Give them a hand raiser
- Go deep through content
- Create your list

Get FANS

Get SALES



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Get FANS

Get SALES

- Nurture your list
- Know what your customers
- Sales copy
- Sales pages



Get SEEN

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Get EMAILS

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Get FANS

- Delight your customers
- Repeat or upsell
- Brand advocates
- Build your community

Get SALES

- Nurture your list
- Know what your customers
- Sales copy
- Sales pages



Lets look
IN MORE DETAIL



Get **SEEN**

Facebook

Blog

Events

Guest
blogging

Speaking

Instagram

Live video

SEO

Twitter

Podcast

Others
audiences

Ad words

Copy writing

Facebook
advertising

Content

LinkedIn

PR

Website

Display ads

Networking

Vlog

Branding

Instagram
advertising

Printed
material

Get **EMAILS**

Lead magnet

Chat bot

Competitions

Funnels

Newsletter

Content upgrade

Opt-in

Landing pages

Discount codes

Thank you pages

CRM system

Copy

On boarding

Automation

Branding

Free trails

Get SALES

Sales Pages

Webinars

Pricing strategies

Content Nurturing

Funnels

Sales Calls

Proposals

Case studies

Selling from stage

Meetings

Cart abandonment

Copy

Open cart vs closed cart

Sales emails

Remarketing ads

Testimonials

Get **FANS**



REAL LIFE
example



Get SEEN

- Podcast
- Speaking
- Podcast Interviews
- Social Media

Get EMAILS

- Lead magnets
- Content upgrades
- Newsletter

Get FANS

- Personal
- Delight
- Targeting

Get SALES

- Webinars
- Sales pages
- Sales emails



Intro
YOU

Social media
post / search /
comment

Ask about
THEM

Social media
post / search /
comment

Identify
NEED

Their posts
questions /
comments

Develop
RELATIONSHIP

Listen to podcast
read a blog
watch you speak

Offer
ADVICE

Lead magnet
email sign up

Develop
RELATIONSHIP

Social media /
content / emails

Make an
OFFER

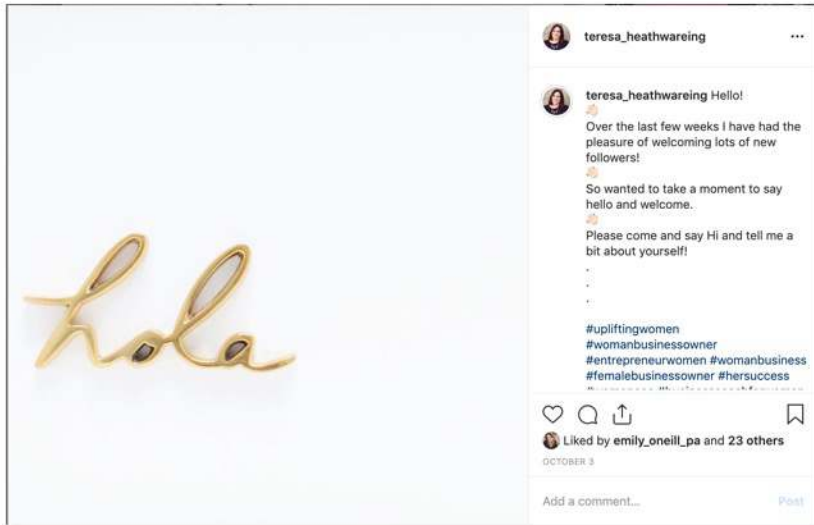
Email re-market-
ing ads tailored
based on content
consumed

Get
SALE

Ad value
love them

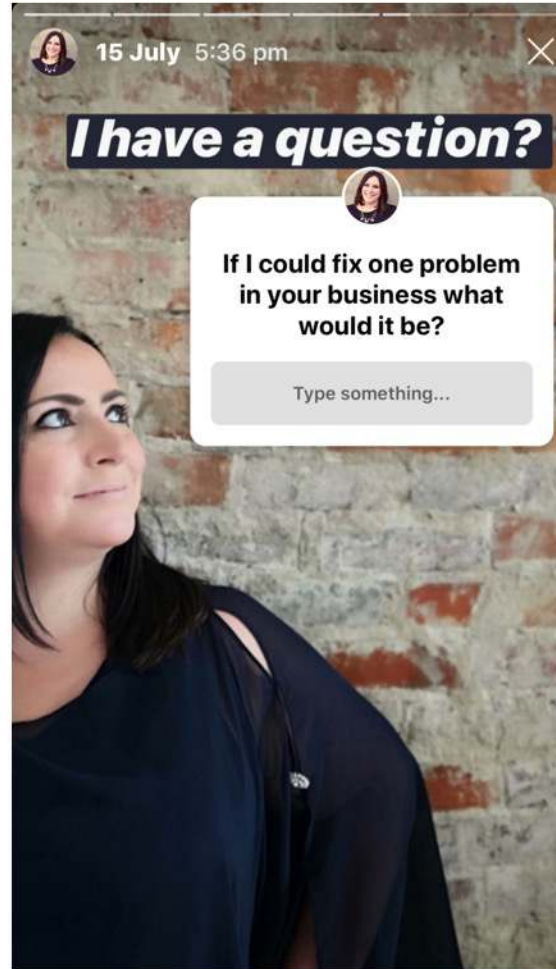
Example

GETTING TO KNOW YOU



Example

GETTING TO KNOW THEM



Example DEVELOP RELATIONSHIP



Teresa Heath-Wareing
@theathwareing

In last week's episode, I am interviewed the bestseller author @MichaelHyatt. We talked about how we can become more productive without having to increase the time that we have.

If you didn't catch it last week, listen to it here - teresaheathwareing.com/86



Episode #072
HOW TO GROW AN ENGAGED FOLLOWING ON SOCIAL MEDIA



Teresa Heath-Wareing
@theathwareing

I have just moved my #podcast hosting from Libsyn to @CaptivateAudio and I love it! So easy to use and lovely to look at! Click here to check it out! buff.ly/2pDV36p



On the Blog:

How to make the most of your Instastories

visit: www.teresaheathwareing.com

Example

OTHER PEOPLES CONTENT



MemberMouse
@MemberMouse

In this podcast you'll discover:

- ◆ The difference between an open vs. closed membership model
- ◆ How to create an engaged membership community
- ◆ What to do if you only sign up one member
- ◆ And more!

...from none other than [@theathwareing](#).

Go here
buff.ly/2nDf3W9



teresa
HEATH-WAREING



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maxbranstetter

New

WILD BUSINESS GROWTH PODCAST

PRESENTED BY HIPPO DIRECT

Teresa Heath-Wareing
Growing Your Email List
[@teresa_heathwareing](#) [@thw_marketing](#)

#businesspodcast #emailmarketing

because then what you're going to do is
you're going to offer them something they

LINK IN BIO

Copywriting

Example OFFER ADVICE

 Teresa Heath-Wareing
@theathwareing

Growing an email list is not just nice because people are reassuring you that you are saying something they want to hear. But you are also creating a great asset. Need some ideas to grow your list, download my 5 easy ways to build your email list buff.ly/2KDsDCb



 Teresa Heath-Wareing
@theathwareing

Two live masterclasses done - one more to go at 8pm BST if you want to join me you still have time Click here to secure your place teresaheathwareing.com/masterclass

Join me
LIVE {FREE}
MARKETING MASTERCLASS

Learn my proven 4 step strategy to marketing your small business the easy way!

Social Media
Management Checklist
FREE DOWNLOAD

Date	Platform	Post	Engagement	Reach

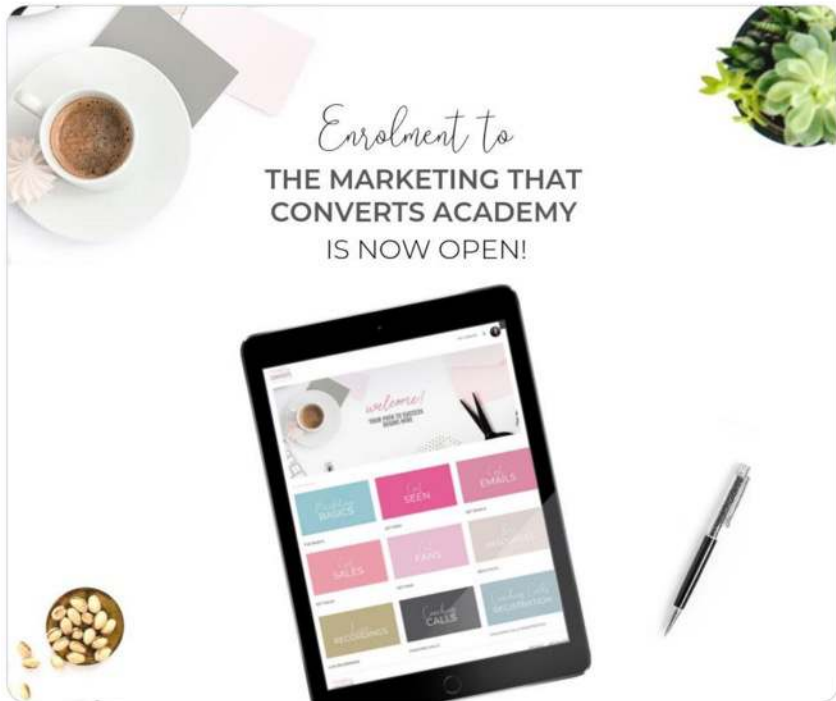
Example MAKE OFFER



Teresa Heath-Wareing
@theathwareing

The doors to the Marketing that Converts Academy are open!

Click here to find out more buff.ly/2nBuM7V



Teresa Heath-Wareing
@theathwareing

Academy Members - New course in the academy.
"Complete Guide to Blogging"

Thinking about starting a blog - then this course has everything in it you need!

Not an academy member and want to know how you can get this course? Click here to find out more

teresaheathwareing.com/academy



Marketing
CONVERTS
THE ACADEMY

COMPLETE GUIDE TO

blogging

Things
TO CONSIDER





- Choose what fits with your audience
- Do what fits with you
- Content is a must!
- Be consistent
- Consider your price point
- Review and tweak

What are
YOU DOING IN EACH AREA?



Download

WWW.TERESAHEATHWAREING.COM/CSD



Thank YOU

