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THE ULTIMATE DIGITAL STRATEGY FOR GETTING CLIENTS ON DEMAND

By Ryan Richard, True ProMarketing Solutions

Due to the COVID-19 crisis, the global economy has shifted in a new direction. If ever there came a moment for businesses and organizations to plug into digital and optimized online sales funnels, it's now.

A lot of us know that digital marketing is a brilliant way to get more clients for virtually any business – especially during unprecedented times as this. Smart businesses have found creative ways to adjust to this new reality by tapping more into building a highly optimized online sales funnel that's designed to withstand uncertainty.

However, some business owners are still trapped in the feast and famine model where they never know when or where your next client is coming from. If you want consistent sales or customers, then you've got to put a working funnel system in place – better yet, a strategy that's specifically designed to get you more business under any condition.

In this article, I will be sharing a system that you can use for any type of business, even during this crisis, to get more sales and clients.

The RPP Method

RPP is a short acronym for Relevancy + Persuasion + Presence on Automation. It's a big picture but it's meaning can be gotten from its individual characters.

Relevancy

The essence of "Relevance" is to understand the mindset of customers at different stages of the buying cycle, and appeal to it.

Three Customer Mindsets You need to know about:

- **The Cold Leads:** are customers that aren't ready to purchase yet from you. They only care about being enlightened on their current problem and have a short attention span. The suitable way to engage them with your content is to make them watch a short video or read an article.

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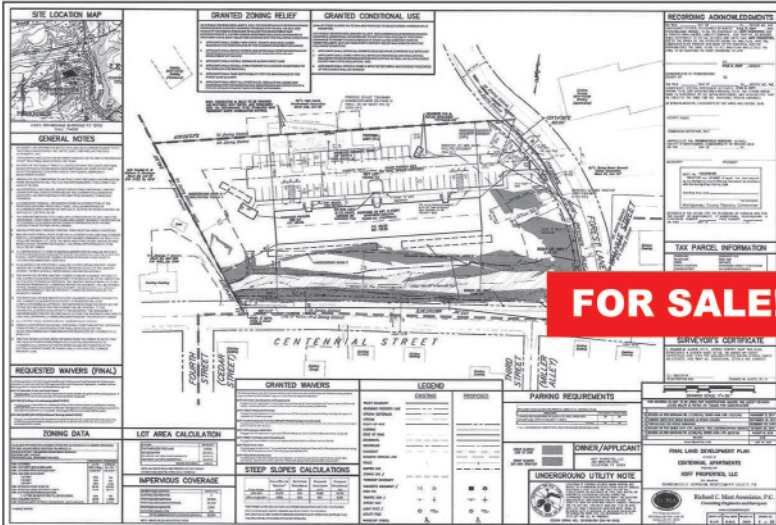
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GETTING CLIENTS ON DEMAND

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• **The Warm Customer:** is already thinking about making the investment and the outcomes. What you need is to show them a clear process for results. And you can do this by providing content focused on your process like a guide, quizzes, swipe files, free online courses or templates.

• **The Hot Buyer:** is very desperate about solving his problem and will choose a solution if the objections and risks are handled. They are willing to spend more time consuming your content which can be a webinar, seminar, course, call or a meeting.

Four steps to close the sale:

Step 1 - Create a short video of article explaining the problem (Cold Lead)

Step 2 - Create a guide on how to solve the problem (Warm Lead)

Step 3 - Create a sales page that details the solution (Hot Buyer)

Step 4 - Strategy call to close the sale (Sale)

Persuasion

This is the next step in the RPP system. For you to make the sale, you need to convince the average buyer that your

solution is what they need to get the results they want. Address the following and you're on the right track to appealing to your audience needs by highlighting the pain and problem and deeply explaining your unique value of your solution. Finally present them with social proof that defends your authenticity.

Presence

"People need to see your message seven to eight times before they even remember who you are." This is the last step of the RPP system. You need to stay fresh in the mind of your audience. You can't afford to lose their interest after nurturing them with content.

What's Next? Go forth and implement the RPP system into your online marketing strategy and watch your revenue soar as you get more clients and sales on demand, even during the COVID-19 pandemic.

This content is brought to you by True ProMarketing and we understand that not all business owners have the experience, skill or time to implement the sophisticated techniques of digital marketing efficiently. If you want us to help skyrocket your sales and conversion with measurable results, you can contact your social leads consultation at 484.366.6507

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