

THE ULTIMATE

10



STEP GUIDE

TO TRIPLING SALES

USING FACEBOOK



vionic®

THE ULTIMATE 10 STEP GUIDE TO TRIPLING SALES USING FACEBOOK

Dominate Your Competition, Fire Your Marketing Firm,
& Put Your Business Back in YOUR Hands.

NOTE: This guide is a FREE gift from our marketing experts at Vionic. Our goal is to help you retain more of your small business profits so you can succeed in this wonderful world of free enterprise that we've been given. Obviously, we can not guarantee results, but we're pretty dang confident that if you follow our steps you'll be on the fast track to success. Oh, and if you want, obviously we have a few tools that'll make the journey easier. No pressure though. Enjoy!



THE 10 STEPS

STEP 1: RESEARCH YOUR COMPETITION

Knowing who your competitors are and what they're offering is critical for your business success. Let's say you run a yoga studio and you're charging \$120/mo per customer. Well, if you aren't aware that there are 3 other yoga studios within 20 minutes driving time of you that are offering deals, discounts, and underpricing you, odds are good your studio won't last long.

The first step is to visit their place of business, figure out what makes the successful ones unique and what's keeping their customers coming in the door. Follow that up with some keyword specific Google searches to find out what their online marketing footprint looks like. By doing these things you should be able to figure out what types of incentives you can offer potential customers in your area to choose you over them!

Fyi...if you need help creating incentives, that's exactly what our software does. [Click here to check it out](#) or [click here to talk to one of our agents](#).

At the end of the day it's your marketing that's going to beat out your competition (provided your studio isn't a dive).

STEP 2: CREATE A COMMUNITY

Build a solid brand that your future customers can get behind. By creating a family-like feel that caters to your potential clients they will become raving fans that continue to come back over and over again. The beauty of this is that they'll gladly pay more to come to YOUR establishment. Look at Apple. It's nearly twice as expensive as its Microsoft counterparts, and the people that use their brand are fanatical. In fact, if you ask an existing customer whether or not they own a PC, they'll laugh and justify why PCs are inferior. Right?

That's the power of a brand. Start with a mission statement and go from there. A good example for a Yoga studio might be something like: Yoga Zen - Relax, Drift, and Renew. We can help you find the NEW YOU.

STEP 3: KNOW YOUR NUMBERS

This goes without saying but it's important to mention. As a business owner, you **MUST** know your numbers. You should know exactly what your total costs are down to the penny. The lease, the electricity, water, labor cost, etc. Once you have that figured out you can move on to Steps 4 and 5 which involve finding the customers. Ultimately, you need to know what it will cost to acquire **ONE** new customer. The reason for this is so you can determine whether or not your existing pricing model is sound.

We've seen business owners sink themselves all because they priced their service too low, when in fact customers were more than willing to pay a premium. On top of this, if you do end up pricing your service or product to low, it can have the reverse impact of cheapening the value.

Typically, anything under \$50 has a perceived "low value" and thus the subconscious mind of the customer looks at it through different lense when it comes to deciding whether or not they want to make a purchase.



STEP 4: REACH NEW CUSTOMERS ON SOCIAL MEDIA

Creating a highly visible Facebook page is a great way to establish authority in your marketplace. In addition, you can use tools to setup unique tabs on your page that offers visitors discounts, incentives and more (hint hint, that's what we do)!

By building up the likes on your page, you effectively build an audience that can be duplicated with what are called "lookalike" audiences when it comes to paid advertising. When you move into this realm it's like turning on the faucet in terms of lead generation.

STEP 5: NETWORK, NETWORK, NETWORK

Join your local BNI chapter. Join the Chamber of Commerce in your area. Get out and meet **ALL** of the local business owners in your area. Between all the business owners, you'll be connected with every household in your city. If you build your network, you'll build your company net worth!

NOTE: Many times you'll find a win-win with other respective business owners which can go a long way with leads and referrals.



STEP 6: ADVERTISE

Businesses that don't advertise typically die a slow death. Here's the catch: there's a way to do it right, and a way to do it wrong. In other words, if you advertise incorrectly, you can dump thousands of dollars into a campaign that falls flat and gets ZERO results.

We've found online advertising to be the most effective means of driving business to a local establishment. Often times it's cheaper as well when compared to traditional means, such as Yellow Pages, news ads, and radio.

One of the most powerful means of online advertising is through Social Media: LinkedIn, Twitter, YouTube, and more importantly nowadays, Facebook! By building a strong community, you can get followers to like your Facebook page, and if done correctly, create what are called lookalike audiences to target new customers! This is where Vionic can help again as well.

STEP 7: CREATE BRAND AMBASSADORS

One of the most powerful things you can do to grow your business is to create brand ambassadors. By empowering your existing customers to share the news about your business you can grow by leaps and bounds. In order to do this though you must incentivize them!

THERE ARE SEVERAL WAYS OF DOING THIS:

- ✓ Offer them compensation for direct referrals (10\$ a referral that signs up, etc.)
- ✓ Offer them a discount on their existing membership for a referral that signs up (next month 50% off etc.)
- ✓ Give them a FREE gift if their referral signs up (use your imagination)

You can also sell or giveaway shirts, hats, and other wearable items that your customers can sport around town in front of their social circle. If your brand is something people like being associated with, it should be an easy sell.

STEP 8: CREATE AN IRRESISTIBLE OFFER

The irresistible offer is something that is so powerful, the potential customers HAS TO HAVE IT. There are multiple facets of creating this offer in your existing business, but the premise is the same.

You want to make the offer such a no-brainer, that by passing on it, the customer feels like they've lost a once-in-a-lifetime deal.



HERE ARE SOME KEY CONCEPTS TO INCORPORATE INTO YOUR OFFER WHEN YOU CREATE IT:

- ✓ Work scarcity into the offer. It should be for a limited time, and if not acted upon will never occur or "may" never occur again.
- ✓ Make the discount or incentive something that is normally never seen. An example might be 3 months 50% off at your yoga studio (provided the margins can support it even at max capacity) with a 1 year commitment.
- ✓ Create bonuses or upsells to the offer. Using the yoga studio example again, this might be something like a FREE yoga mat, or a FREE yoga bracelet, etc. Offering a bonus that people ACTUALLY USE is more powerful than something that solicits a "oh that's nice" type of feeling.
- ✓ A chance to win. Maybe one lucky winner gets a 1 year membership for FREE. Be sure to put rules into the contest so you don't go busted if the contest falls flat. And don't forget to celebrate the winner when they're announced!



STEP 9: SET NEW GOALS

Once you've hit your first goal for customer acquisition, revenue, etc. be sure to set new ones. There's nothing like raising the bar to help you grow your business even more.

Who knows, you may outgrow your briches and need to get a new space to accomodate the customers your getting.

THERE ARE FIVE CRITERION YOU SHOULD USE WHEN GOAL SETTING FOR YOUR BUSINESS, AND THEY FOLLOW THE ACRONYM SMART.

- ✓ SPECIFIC: Goals should be specific, using real numbers, deadlines, and criteria to meet them.
- ✓ MEASURABLE: Meaning, they can be measured. X customers per month would be an example.
- ✓ ACHIEVALBE: Setting an unrealistic goal of 100 million customers next month wouldn't meet this wicket.
- ✓ RELEVANT: Needs to align with your business model.
- ✓ TIMEBOUND: Need to have a deadline, meaning a "goal met" date. You either hit it or you don't.

STEP 10: PAY IT FORWARD

Make sure you pay it forward once you're off to the races. There's nothing more fulfilling than giving back to the community that makes you successful.

Not to mention, the law of reciprocity usually has a way of paying you back tenfold. We can't promise this obviously, and don't count on it, but the feeling of gratitude you'll have for giving back will be unlike anything you've ever experienced!

Best wishes in your business endeavors from the team here at Vionic!