

Sigrid de Kaste

The Secret of Online Marketing for Jewellers

Mastering the Psychology of Influence Engine
Marketing

www.sigriddekastemarketing.com



Get it Now



Sure,
the Internet
Is Ripe with opportunity,
but the critical question is...

How do you turn that potential into real growth for your Jewellery Business?

The Challenge:

*The typical ROI for online businesses is just 1%... which means **99% of your potential customers are missed opportunities.***

The Solution:

Influence Engine marketing is a system for building the profitability customer relationships that generate substantial, sustainable online success

The reality is, most businesses needlessly lose vast amounts of potential online business. Think about it. The typical online return is 1%... which means 99% of your potential online customers vanish into thin air. Every single day. Talk about wasted opportunity! What if you could change that... What if you could increase your 1% return to a 20%, or even 50% return on investment? What would your balance sheet –and your life – look like then? It's a real possibility, but to get there, you first need to understand the psychology of Influence Engine marketing, which is crucial for getting your target audience to visit your site, spend time on your site, and ultimately buy from you.

What is Influence Engine Marketing?

Influence Engine marketing is quite simply the most effective way to create a successful, sustainable online business. Using online video first and foremost, Influence Engine marketing gives you a cost-effective and manageable system for building profitable online customer relationships through multiple Influence Engines—video, social networks, blogs, podcasts, article sites, social book marking sites, and mobile devices.

Why You Are Losing Customers

What most people don't realize is that the most successful online marketers focus on building lasting relationships with their online customers, rather than on selling their products and services. It's an important distinction—one that can literally make or break your online business. The fact is, people today are cynical. Rest assured, if a given consumer hasn't been victimized by online scams himself, he has certainly heard the horror stories of the many thousands who have. As a result, people are slow to trust new web sites, and people and brands they don't feel they know. Surprised? Don't be. Think about the last time you considered buying a product or service from a site you weren't previously aware of. Sure, the product or service the web site offered looked good, but you probably still questioned the legitimacy of the site, the quality of that product or service, and whether you'd get a refund if you weren't satisfied. And all those doubts likely prompted you to do what 99% of YOUR potential customers do on your site everyday—leave without making a purchase or providing your contact information. In order to boost your 1% online return to 20%, or even 50%, your marketing must effectively address consumer cynicism. To get results, you need to bring your online marketing down to a very human level.



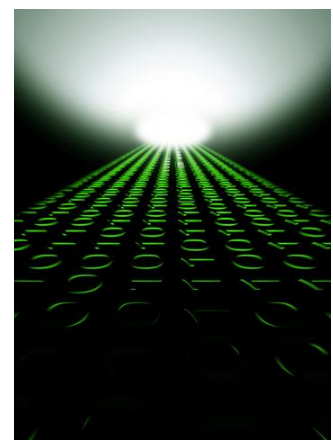
First and foremost, you need to get your customers to:

Know you...

Like you...

Respect you...

Trust you...



Best-Kept Secret of Online Millionaires:

The #1 goal of your Influence Engine marketing strategy should be to build strong customer relationships—NOT to sell your products and services

This process of *customer relationship building* should be the #1 goal of your Influence Engine marketing—to connect with your customers in ways that are meaningful and valuable to them—to build relationships that allow them to know, like, respect and ultimately trust you.

Once that trust is established, customers buy from you willingly and eagerly. In fact, over time, as that connection with your customers deepens, you barely have to do any traditional “selling” at all. Over time that customer relationship—which grows stronger every time you deliver top-notch products and services when, how and where you promised—does the “selling” for you.

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How to Stop Losing Customers

Given that this report focuses on online business, the next question is...how do you build strong relationships with online

ATTRACT

Find a way to attract potential customers to your site and allow them to get to know you

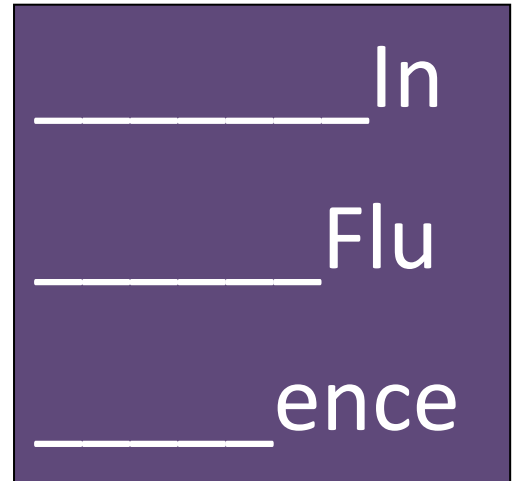
It’s an excellent question—one we’ll address in detail later in this report. First, however, you need to find a way to attract potential customers to your site in the first place—a way for your customers to begin to get to know you and determine if they like you. Without that, the same 99% of your potential customers will continue to be lost opportunities.

So now the question becomes...what is the most effective way to attract potential customers to your site?

Getting targeted traffic to your web site is, of course, a critical factor in your online success. And again, any effective solution must address the cynicism of online consumers by giving them a process through which to gain trust in you and your brand first and foremost, and then in your products and services.

This is where Influence Engine marketing comes into play, providing a manageable, cost-effective system for propagating your content, particularly your video content, across multiple Influence Engines, including video, social networks, blogs, podcasts, article sites, social bookmarking sites and mobile devices. By propagating your video and other content across the Web, and then delivering it to your target audience, Influence Engine marketing helps to build your credibility with potential customers who didn't previously know you or your brand. Establishing that credibility is essential, since potential customers need to believe you're "the real thing" in order to be willing to spend time on your web site.

This process of establishing your credibility needs to begin at literally the second potential customers first interact with you and your brand. With Influence Engine marketing, this is exactly what happens. From the very beginning, potential customers are directed to your content through multiple Influence Engines—perhaps several videos on YouTube, a blog entry, and a podcast. The simple fact that your content is so ubiquitous online immediately builds your credibility. As a result, you're then able to attract a much higher percentage of potential customers to your site.



What is Influence Engine Marketing?

A system propagating your video and other content across multiple social networks.

The Kind of massive exposure is your first critical step toward achieving major online success.

The Viral Power of Online Video

One of the many great online video success stories is Lauren Luke³, a 27-year old woman in England who got pregnant at 16 and then began working as a part-time taxi dispatcher. After launching an eBay store selling make-up in 2007, Lauren launched a YouTube channel called panacea81, and began posting videos demonstrating application techniques for the make-up she sells.

Lauren Luke uploaded her first video to panacea81 on July 22, 2007. It's important to note that most of her videos are very simple, with the lighting and sound of a crude home movie. Nonetheless, her channel now boasts 34 million views⁴, and has over 280,000 subscribers²—a figure that's easily put into perspective when you compare it to the 28,400 YouTube subscribers garnered by John McCain throughout his entire 2008 U.S. Presidential election campaign⁵.

Gary Vaynerchuk, host of Wine Library TV, is arguably the Web's #1 online video success celebrity.

According to Wine Library TV, since launching his video blog on February 21, 2006, Gary has attracted as many as 80,000 viewers daily. He has published a book, and appeared on ABC News, CBS Early Show, The Ellen Degeneres Show, and many others.

Within just five years, Gary transformed his parents' New Jersey wine store from a \$4m to a \$45m business.

Why Video?

According to comScore Inc., a leading digital research firm, U.S. Internet users viewed a whopping 14.3 billion videos during the month of December 2008. That represents a 13% increase from the month prior ..

³ Andrew Lipsman, comScore, Inc., U.S. Online Video Viewing Surges 13 Percent in Record-Setting December, http://www.comscore.com/Press_Events/Press_Releases/2009/2/US_Online_Video_Viewing_Sets_Record (February 4, 2009)

http://www.comscore.com/Press_Events/Press_Releases/2009/2/US_Online_Video_Viewing_Sets_Record
² Wikipedia, "Lauren Luke," http://en.wikipedia.org/wiki/Lauren_Luke
³ Julian Sancton, "The U.K. YouTube Phenomenon: Lauren Luke," Vanity Fair, March 9, 2009, <http://www.vanityfair.com/online/>
⁴ Kimberly Smith and Erik Bratt, "The Obama Playbook," (MarketingProfs LLC 2009) p.14
⁵ <http://www.marketingprofs.com/2009/03/lauren-luke.htm>

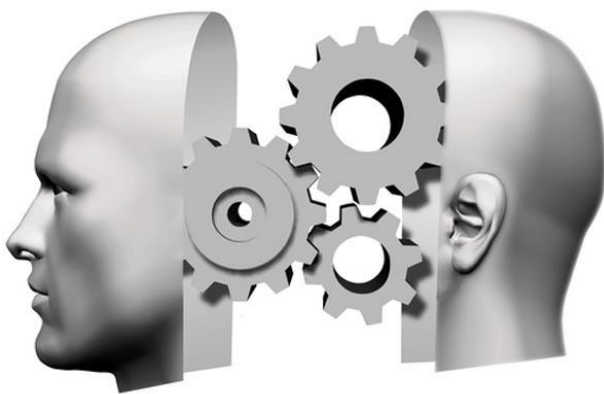
"We are living in the relationship and reputation economy."

- Mike Koenigs

Needless to say, all that online traffic is impacting Lauren's business in some powerful ways:

- April 27, 2009—Lauren launched her own cosmetics line, by Lauren Luke®, on her web site.
- September 21, 2009—by Lauren Luke launched in 135 Sephora retail locations across the USA and Canada.
- October 1, 2009—Hodder & Stoughton published and released her new book, "Looks By Lauren Luke," in the UK.
- November 2009—Lauren is scheduled to be featured as an avatar in the Nintendo® DS® game Supermodel Makeover By Lauren Luke®5.

By connecting with her customers through video, Lauren transformed herself into a well-known and trusted brand. It's important to note that Lauren's YouTube success is not typical. To achieve substantial growth, most businesses need to propagate video and other content across multiple Influence Engines, including, but not exclusive to, YouTube. What the Lauren Luke success story does highlight, however, is how effectively online video builds lasting, profitable relationships with your customers, no matter how simple your beginnings



**"It's NOT about the technology,
It's about the PSYCHOLOGY
And the System."**

-Mike Koenigs-

5 Wikipedia, "Lauren Luke," http://en.wikipedia.org/wiki/Lauren_Luke

How To Earn Loyal Customers

Now that you've seen how online video and a comprehensive Influence Engine marketing strategy helps you attract potential to your site, the next question is...how do you continue the relationship building process once potential customers are on your web site?

Frank Kern, the wildly successful author and owner of Mass Control®, says it best—give away tons of stuff, and not just any stuff, but...

... your very *best* stuff.

Yes, give away your BEST information, or content. Over time, and often in pieces, but for free. It sounds counter-productive at first. After all, how can your business thrive if you're handing out your most valuable content and not getting a penny in return? It's an extremely important question—one that plays directly into the psychology of Influence Engine marketing. By giving away your best content, you immediately reinforce your credibility as an expert, while also proving yourself to be knowable, likeable, worthy of your customers' respect, and eventually, of their trust.

Handing out great free content allows potential customers to “sample” you and your brand risk-free. After experiencing the value of your free content, they then assume that your purchased content must be really exceptional. Once that trust is established, you can often convert potential customers into repeat paying customers without even having to “sell” them on your products and services. That trust-based relationship may also make it easier for you to charge higher prices, since your free content has so effectively established your customers' trust in you and your brand.



Loyalty

Master the Relationship Building Process

Building a lasting relationship based on trust is, of course, a process, which begs the question... how do you master the process of building trusting relationships with your online customers?

The answer is simple—by continuing to deliver valuable free content. A lot of great free content, but never all of your content.

To build an ongoing relationship with your customers, you first need a way to stay in touch with your potential customers. In short, you need their contact information. Before giving away free content, you need to require that potential customers—people who haven't yet bought from you—provide a small amount of contact information, particularly their email address and/or mobile number. With their contact information in hand, you're then able to begin building lasting, valuable relationships with your future customers. And that's when the magic begins—when you're able to mastermind your communication with potential customers, and continue providing a high level of value. Over time, a trusting relationship forms, and your "selling" process almost becomes unnecessary. At that point, real business growth and increased profitability can become both substantial and potentially sustainable over the long-term.

And that's when your Influence Engine marketing transforms your business into your very own *success engine*.



BUILD

Summary

Influence Engine marketing is the most powerful way to grow your online business and sustain a high level of success. By providing a cost-effective and manageable system for propagating your video and other content across multiple Influence Engines—video, social networks, blogs, podcasts, and several others—Influence Engine marketing provides a way for you to build strong customer relationships. Over time, you're then able to earn the respect and trust of potential customers, who will then buy your products and services willingly, often without needing to be "sold."

Your Next Step To Success

To learn how to implement your Influence Engine marketing strategy, make sure to read the supplemental free report, *Build Your Success Engine: An Influence Engine Marketing Blueprint*.

What does your future look like?

Cisco projects that by 2013...

Online video will account for 91% of global online consumer traffic,
almost 64% of global mobile data traffic will be video³

"Cisco Visual Networking Index: Forecast and Methodology, 2008-2013," June 9, 2009,
http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-481360_ns827_Networking_Solutions_White_Paper.html

