

A strange but effective way to get sales with blogs (+ email & LinkedIn®)

Guest Presenter:

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Webinar - Presenters

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For Today's Attendees

- Free - 1 month Service (\$42 ~ \$500 value)
- <http://www.pinpointe.com/get-started>
- Coupon code: PPTWEBNR (avail 2 weeks)
- Jeff – also presenting a special incentive

60 Seconds - About Pinpointe

- **“Business Class” Email Marketing**
 - ... #1 Rated, Feature-Rich, Email Marketing Automation
 - ... 1,000+ mobile-friendly email templates
- **6,000+ companies using Pinpointe platform**
- **Servicing “B2B” and “B2C” Power Users**
- **Customer Quotes – Pinpointe is...**
 - ... *“Constant Contact on steroids!”*
 - ... *“Affordable alternative to ExactTarget”*

Pinpointe: Segment Target Engage

- **Create Awesome emails**
 - 1,000+ mobile friendly templates
- **Create drip marketing campaigns**
 - Autoresponder sequences after contact joins a list
 - Add advanced filters, variable send-from
- **‘Smart Segments’:**
 - Combine behavioral information, demographic and custom data to segment
 - Segments are update real-time

Tip #1: Create Curiosity



Then...

- Grab attention
- Provoke engagement
- Get responded to



Real-World Examples



Safe.
Worldwide.
Door to Door.



Strong, Clear Calls-To-Action

The screenshot shows a blog post on the PetRelocation.com website. At the top, there is a banner with two dogs and the text "Safe. Worldwide. Door to Door." and a red "Get a Quote" button. The main content area features a post titled "Pet Travel Question: Shipping Rabbits to New Zealand?" dated Friday, October 12, 2012, by Pet Travel Questions. The post text includes a customer inquiry from Federico about shipping two rabbits from Italy to New Zealand, a response from the company explaining the strict import requirements for New Zealand, and social sharing options. On the right side of the page, there is a "Search This Blog" box and a "How Can We Help You?" section with three buttons: "I'm moving my pet within the USA", "I'm moving my pet internationally", and "I want to plan my pet relocation". Three large blue arrows point from these buttons towards the left side of the page.

Strong, Clear Calls-To-Action

Safe, friendly, door-to-door.

Our Customers
Happy pets move every day.

Our Resources
Advice and information.

Our Products
Shop for your pet's move.

MyPetRelocation eBook

Custom Travel Crates

Travel Crate Accessories

Request a Custom Crate

Standard Pet Travel Crates

Picking the Right Crate Size

Contact Us

see what's new:
 Our Blog

join us on:
 facebook

follow us on:
 twitter

PetRelocation.COM
Your pet's move in your hands.

Plan your pet's travel with help from the professionals. It's your pet's move in your hands.

MyPetRelocation is a new product specifically designed to make pet moving affordable.

The MyPetRelocation package includes:

- ✓ MyPetRelocation Guide - Includes seven MyPetRelocation checklists for keeping your pet move running smoothly
- ✓ Free Health Certificate Form
- ✓ Free Pet-Friendly Airport Report
- ✓ **Bonus:** \$100 Discount on Any PetRelocation Services

FREE

Get Started with Your Pet's Move

I'm moving my pet within the USA

I'm moving my pet internationally

I want to plan my pet relocation

In The News

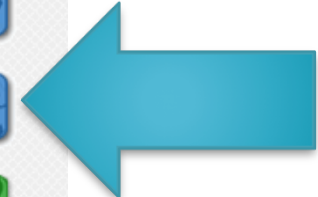
The New York Times
nytimes.com
[Traveling With Fluffy or Fido? Be Prepared](#)

Forbes
[Eight Million-Dollar Businesses You've Never Heard Of](#)

The Washington Post
[Pet Tip of the Week: Website helps with relocation](#)

Join Our Network

PetRelocation.com on Facebook
Like



PetRelocation.com: Success Formula

- Started with REAL Customer Questions
- Created Blog with top questions and respective answers

Result:

- Search Indexing results in natural search traffic
- Positioned as 'knowledgeable resource'
- Creates Trust in Brand
- Generated leads -> Sales!

The “Ethical Bribe”

- ✓ Provokes reaction
- ✓ Shows how to **avoid risk** or exploit **opportunity**
- ✓ Incomplete, **teases!**
- ✓ **Compels** an action
- ✓ Raw, 'real', **credible**
- ✓ Concise
- ✓ **Removes** barriers to purchase
- ✓ **Begins a journey**



Structure social to:

- * Give results in advance
 - Earn **response**
- * Tease:
 - Reveal the unknown
 - Sample new experiences
- * Induce response
 - Create irresistible curiosity



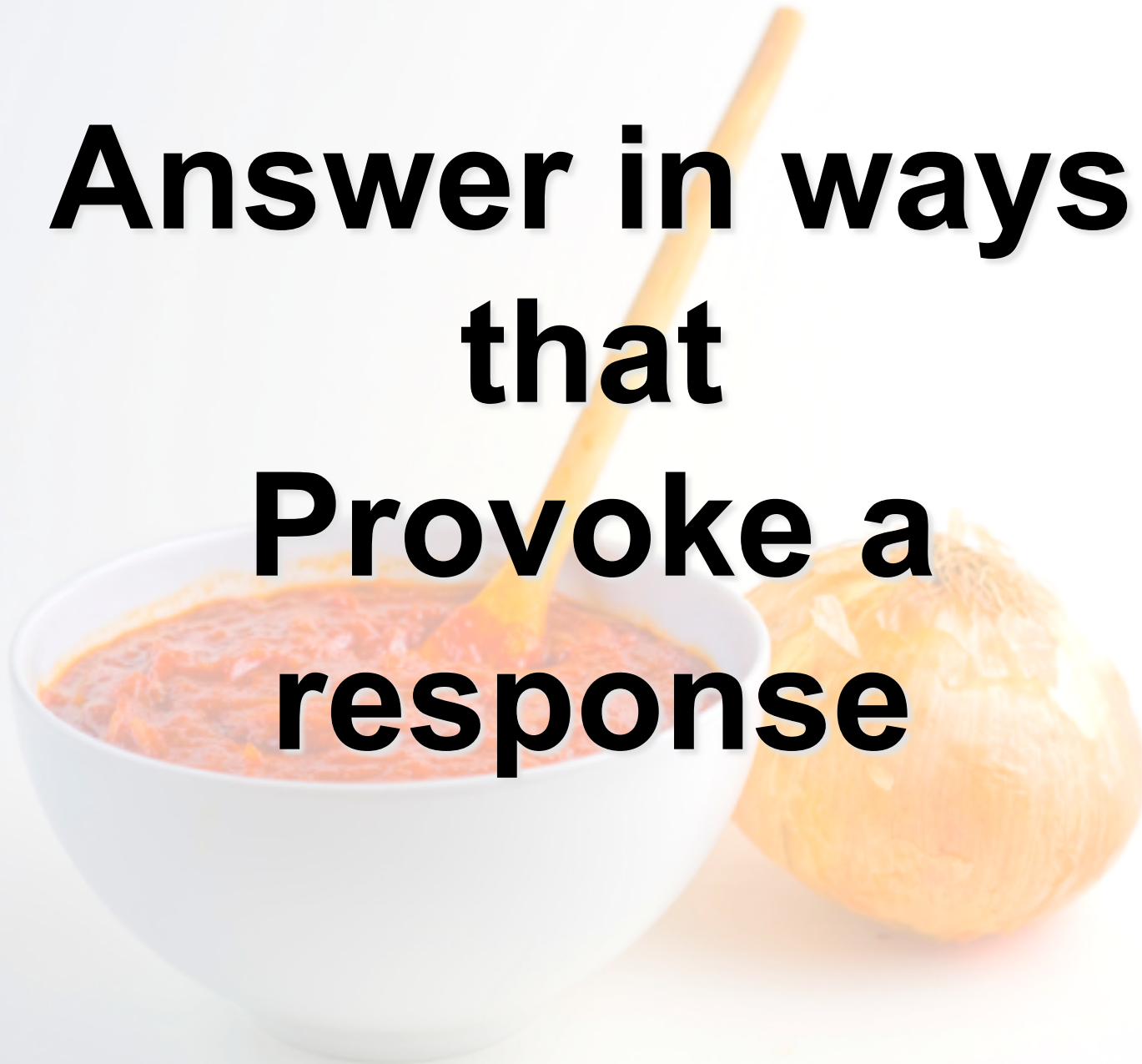
A white ceramic bowl filled with a thick, red, chunky soup. A wooden spoon is partially submerged in the soup, with its handle extending upwards. To the right of the bowl is a whole, golden-brown onion. The background is a plain, light-colored surface.

Solve Problems

Design to Sell

Translate

**Answer in ways
that
Provoke a
response**






Are you using social to



- Teach new skills?
- Compare, contrast options?
- Steer buyers clear of risks?
- Guide toward a goal?
- DO something meaningful for prospects?

MakeSocialSell.com/free-training



JEFF MOLANDER
Author | Speaker | Trainer

Organizations that turn to Jeff include



We'll show you how to **make social media sell for you** in three (3) FREE videos!

Name:

Email:

LET'S GO!

We respect your [email privacy](#)



Your Questions

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Assessment: Ask Yourself: What...

- pressing problem do we solve?
- pain do I remove?
- pleasure can I help create?
- freedom does our service permit?
- connection does our product allow?



**how & when
you speak matters
more than what
you say**

Thank You

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