

111 North Market Street, Suite 300
San Jose, CA 95113
925.244.1227
info@TouchStoneMarketing.com
www.TouchStoneMarketing.com



touchstone
M A R K E T I N G

“The Profit is in the Follow-Up”

A MARKETING SYSTEM TO STAY IN FRONT OF YOUR CUSTOMERS

As a business owner you probably ask “How can I grow or get more cash in my business?” The reality is that you are busy taking care of current customers, building products and delivering services. However, the ball often is dropped with customer follow-up as there is no process/system in place so it is inconsistent or constantly re-invented. The daily challenges you probably face are:

- “I don’t have a lot of time or dedicated personnel.”
- “I know this can be done better, but I don’t know how.”
- “What do I need to do to maintain consistent and regular contact with my customers?”

THERE IS A SOLUTION

The **“Profit is in the Follow-up”** is a customer follow-up system for businesses who are searching for a proven way to grow their business and are eager to get started.

“The Profit is in the Follow-Up” SYSTEM ADDRESSES:

- WHAT SPECIFIC MEDIA/ SOCIAL MEDIA SHOULD BE USED FOR CUSTOMER FOLLOW-UP?
- WHEN TO CONNECT
- OPTIMUM CONTACT FREQUENCY
- TIME AND RESOURCE ALLOCATION
- “CONTENT IS KING!” WHAT CONTENT WILL BE DELIVERED?
- MONTHLY MONITORING AND MANAGEMENT

It has two parts, system setup and ongoing monthly management.

Every decent player knows that follow-through is everything in golf.

Without the proper follow-through, you will not win! This is a truth in business too.”

— Helen Callier

Call **925.244.1227** to arrange a no cost, no obligation consultation to find out on how a customer follow-up system can **grow your business...**

	ENGAGE	SAVVY	PRO
PROGRAM ASSESSMENT	☒	☒	☒
<ul style="list-style-type: none"> ▪ Target Market description ▪ Strategic Plan ▪ Success criteria 			
KEYWORD DEVELOPMENT		5 KEYWORDS	15-20 KEYWORDS
<ul style="list-style-type: none"> ▪ Competitor keywords review ▪ Specific search terms people use to find your website 			
DATABASE DEVELOPMENT*	☒	☒	☒
<ul style="list-style-type: none"> ▪ Identify database (CRM) and input data. ▪ Category definition(customer/vendor/lead) <p><small>*Includes initial setup charge. \$.50/contact Cost does not include email hosting</small></p>			
EMAIL NEWSLETTER DEVELOPMENT	1 MONTH	1 MONTH	1-2 MONTH
EMAIL MARKETING			
<ul style="list-style-type: none"> ▪ Template design ▪ Write and edit newsletter ▪ HTML programming ▪ Load database(s) ▪ Basic testing in search engines. ▪ Define and develop 2 points of customer follow-up ▪ Define and develop 4 points of customer follow-up 	☒	☒	☒
KEYWORD ADDITION TO EBLASTS		☒	☒
MONTHLY CUSTOMER FOLLOW-UP MANAGEMENT	☒	☒	☒
MONTHLY ANALYTICS		☒	☒
<ul style="list-style-type: none"> ▪ Keyword review ▪ Reach, Engagement, Follow-up, Revenue Recommendations 	☒	☒	☒

ASK YOURSELF!

- What steps are you willing to take to **increase sales**?
- What step will you take within the next **24 hours**?

Data indicates that the lowest cost of sales is with your existing customers.

Your customers know your services and quality and can become an excellent source for referrals, i.e. new customers. **Keep your business “Top Of Mind”**



touchstone
M A R K E T I N G

111 North Market Street, Suite 300
San Jose, CA 95113

925.244.1227

info@TouchStoneMarketing.com