

REVEALED: HOW YOU CAN EFFORTLESSLY ENGAGE YOUR CUSTOMERS

BY RANDY BIGGS

For business owners that want to have loyal customers for life.....

Revealed: How You Can Effortlessly Engage Your Prospects, Rapidly Build Trust, And Keep Them As Loyal Customers For Life - Consistently

So You Can Build A Solid Foundation For Your Business

I'm going to share with you today The 3 Interaction Rules of Marketing and how it can have a positive affect on your business immediately and what I like to call the Front Door Sales Funnel so you can engage with your prospects and build trust effortlessly.

I'm also going to share with you 3 different ways The 3 Interaction Rules of Marketing have been implemented in real life businesses so you can legally steal the Process in your internet business to prosper today and in the coming years.

The 3 Interaction Rules Of Marketing

According to Brian Hemsworth, an advertising and media instructor at a California University, the Naples Study and the Krugman Study found that 3 interactions is the effective frequency to running an advertisement.

Brian Hemsworth conducted his own study and concluded that 7 interactions did pull in the most responses but 4 interactions were the most profitable return on advertising.

Also in Advertising Media Planning by Jack Scissors, 7 interactions were the optimum interactions for advertising.

Therefore, a New Prospect needs interaction with you or your business 3 - 7 times before they will even notice your marketing piece.

Then they need to see, hear, and or read about you or your business 3 - 7 times before they will begin to trust you.

They then will need to see, hear, and or read about you or your business 3 - 7 times before they will purchase from you.

Once they purchase from you, they will purchase from you again and again and again, becoming a repeat customer.

(And remember, repeat sales is called the back end and the back end is where all the money is made in business.)

That's a total of 9 to 21 interactions before they will recognize you, trust you, and purchase from you.

So it would benefit you and your business greatly if you could shorten the time to get those 9 to 21 interactions.

This is one reason why samples have been given out as part of marketing campaigns for more than 100 years.

When your customer uses the sample product over and over again, your customer begins to like the product and will be more apt to purchase future products from the maker of the first sample product, You!

Of course it goes without saying that the first sample must be a great product that solves your prospects problem.

In his article, Don't Believe the Truth - Challenging SEO Beliefs, originally posted August 5th 2009, Sam Murray outlines the 3 basic ways people learn.

1. Listening
2. Seeing
3. Touch/Experience

And how much we remember depends upon the way we learn.

It's sort of like an inverted pyramid or funnel if you think of it that way.

When you participate in an activity your chances of remembering the experience is 100%.

If you just simulate the activity your chances of remembering is just 90%.

And teaching the activity gives you a 70% chance of remembering.

When you watch a demonstration you will probably remember just 50%.

While watching a video with moving pictures you will remember 40%.

And just viewing pictures you will remember 30%.

Finally, when you hear the words you will remember 20% and when you read the words you will remember only 10%.

Remember these statistics when you are creating your content. Demonstrations and videos will give your audience a better chance of remembering what it is you are trying to get across to them.

Here's One Way To Engage and Build Trust With Your Customers.

Let me share with you what was an ongoing promotion in my brick and mortar business.

I wish I could take full credit for this promotion, but like with most ideas we tend to read or learn of them from someone or somewhere and we tweak them until they become our own.

This is one of those ideas that I learned of and tweaked it for over 20 years until it became a mainstay in my retail marketing program.

A new customer was given a business card with a Sample Promotion Program on the back of the business card.

It went like this, the promotion offered a free sample each calendar month for the next 12 months, all the customer had to do was frequent the retail store monthly for his free sample. In this case the free giveaway monthly was a premium imported cigar valued at \$4.00 and the customer could use it to get \$4.00 off their purchase.

If he missed May, then he just came back in May of the next year.

The rules to the promotion were plainly stated on the back of the business card.

Visit the retail store each month for the free sample.

A box was initialed corresponding to the month on the back of the promotional business card when the free sample was given out.

As you can imagine, this promotion worked like gang busters.

Literally a ton of product was given away over 24 years and the customers kept coming back every month to get their free sample.

With each visit the average customer would purchase the equivalent of 4 – 5 times the value of the free sample.

So this ongoing promotion very clearly paid for itself many times over.

And the customer had over 12 interactions with the business during that time period to solidify the relationship.

Do you think that the trust factor was built up with these customers during that time period.

You bet it was!

Each customer absolutely loved this promotion so much, that they brought their friends in with them to see if they could get in on the same promotional deal.

Talk about personal referrals....

And of course a promotional business card was presented to the brand new

customer.

This Sample Promotion was a win/win for everyone.

What was accomplished with this Sample Promotion was to get the customer back in the door for repeat exposure and sales, a way to build a long term customer, a way to have engagement with this customer, and a way to build trust between the business and customer.

And did I forget to mention that the customer was added to the mailing list at the very beginning.

Here Is Another Example Of How The 3 Interaction Rules Of Marketing Has Been Put Into Practice

I'm sure you've seen or at least heard of Jeff Walker's Product Launch Formula.

This is how a lot of internet marketing (IM) guru's are launching their product now-a-days and have for many years now.

If you watch how they do it, you will see that they are using a form of The 3 Interaction Rules of Marketing strategy.

You are encouraged to watch a Free Video that has some great information you can use in your online business.

You are asked to comment, like, and share the video with others.

More relevant information is offered for you to download.

You are directed to a squeeze page to sign up to their product launch list for the download.

You are then re-directed, either by email or via the web page itself, to the 2nd video in the series.

The 2nd video has more useful information on the same subject as the first.

You are asked to comment, like, and share the video with others.

More relevant information is offered for you to download.

(You are directed to a squeeze page, if you haven't signed up, to sign up to their product launch list for the download.)

You are then re-directed, either by email or via the web page itself, to the 3rd video in the series.

You are asked to comment, like, and share the video with others.

More relevant information is offered for you to download.

(You are directed to a squeeze page, if you haven't signed up, to sign up to their product launch list for the download.)

You are then re-directed, either by email or via the web page itself, to the 4th video in the series.

The 4th video is the actual sales video where they ask you to purchase the product being launched.

So here's what they've done: You've watched 3 videos, you've been asked to comment, share, and like the video 3 times, and you've been given information to download 3 times.

You've been emailed 3 – 4 times as well.

So you have had at a minimum of 9 interactions with them. Even more if you have made a social media comment on each video in the series and have viewed or read the content in the downloads.

As I have always said, learn what the big players in the Internet Marketing industry are doing by watching **WHAT** they are doing, and not what they are saying.

See the **PROCESS** and learn from it.

Did you see the way the videos offered totally free information, the way you have been asked to engage by either commenting, sharing, liking, and/or

downloading more information?

Do you see how the trust factor builds with each engagement?

This **PROCESS** builds engagement and trust very fast so that when you get to the last video or content piece you are ready for the soft sell of the product itself.

It's almost like you have no decision to make at all.

Like it's just a matter of fact that the product is something you want and need.

Do you see how the **PROCESS** leads to the sale of the product?

Here's Another 3 Interaction Rules of Marketing Process

Place a Facebook ad that attracts your ideal customer to a sign up page requesting their email address for this Free Training Program.

They sign up and are taken to a Thank You Page with a link to the private Facebook group where the Free Training Program is being held requesting them to join the Facebook private group.

They join the Facebook Group for the Free Training Program and are requested to read the rules of the group which asks them to view the WATCH THIS 1ST VIDEO along with the other videos and then they are requested to comment on the video. There are a total of 3 WATCH THIS videos. The first video outlines that the training videos will go live every second day. On the alternate days, you will be online in the group holding a Facebook Live.

There will be a total of 6 Training Videos with the last video also doing a soft sale of an exciting offer.

So let's count up the total interactions that we will have during this process:

- Facebook Ad
- Sign Up page
- Thank You Page

- Private Facebook Group
- WATCH THIS 1ST VIDEO
- Comment on video
- WATCH THIS 2ND VIDEO
- Comment on video
- WATCH THIS 3RD VIDEO
- Comment on video
- BONUS video #1
- Comment on video
- BONUS video #2
- Comment on video
- BONUS video #3
- Comment on video
- BONUS video #4
- Comment on video
- Training video #1
- Comment on video
- Facebook Live
- Your comments
- Training video #2
- Comment on video
- Facebook Live
- Your comments
- Training video #3
- Comment on video
- Facebook Live
- Your comments
- Training video #4
- Comment on video
- Facebook Live
- Your comments
- Training video #5
- Comment on video
- Facebook Live
- Your comments
- Training video #6

- Comment on video

See that's a total of 40+ interactions that you will be having which is twice the number of interactions needed for the Know, Like, and Trust factor according to the studies that I mentioned before.

OK, I've shared with you **The 3 Interaction Rules of Marketing** and I've also shared with you 3 distinct ways to implement this rule in your internet business.

Imagine how **The 3 Interaction Rules of Marketing**, once deployed in your online business, will help you effortlessly gain engagement with your prospects, build trust with them, and get them to like you.

Can you foresee how can you legally steal these ideas and use them in your internet business?

When you're ready, here are a few other ways I can help you.

Here's what to do next:

OK you've downloaded this report, you've read about ***Revealed: How You Can Effortlessly Engage Your Prospects, Rapidly Build Trust, And Keep Them As Loyal Customers For Life - Consistently***, and you know I have a few more ideas that I'd like to share with you to get your internet business going and growing.

Most people who are serious about growing their business take a look at Joining **Randy's Income Today, Tomorrow, For Life Community** – it's a private Facebook group where you can rub shoulders with other like minded individuals, share information, and maybe learn a thing or two. Click the link here and ask to join: <https://www.facebook.com/groups/2149591101994717/>

And connect with me on Facebook and YouTube, or send me an email.

I'm here to help you start and grow your business online.

My goal is to help entrepreneur's and small business owners:

- uncover your life's purpose,
- teach you how to build a business around your life's purpose,
- help you get paid,
- so that you make an impact in the world.



Talk to you soon,
Randy "RW" Biggs
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Here's A Quick Way To Solve Your Social Media Content Problem

Here's Ready To Publish Content - 100 Done For You Social Media Videos

Don't Just Sit There!

Put Your Social Media Content On Autopilot For The Next 100 Days.

Build Your Following And Promote Your Brand With Motivational Videos

Welcome to a very special offer, where you can get instant access to 100 DFY ready to publish videos covering 5 hot topics.

Video is one of the highest impact content formats when it comes to engagement and effectiveness.

The videos vary from about 42 seconds to about 3 minutes in length, the perfect length for social media, all in mp4 format.

Keep in mind that people's attention span are limited these days because of all the content vying for their attention...and some of the most effective content are videos that you can share on YouTube, Facebook, Instagram, and other social media platforms are shorter in length. So these videos are perfect for brand building and short shares.



**Yes Randy,
Show Me!**

When you're ready, here are a few other ways I can help you...

1. Follow me on my Facebook page:
<https://www.facebook.com/RandysInternetMarketing/>
2. Subscribe to my YouTube channel:
<http://www.youtube.com/c/RWBiggsdotcom>
3. If you haven't already, Join **Randy's Income Today, Tomorrow, For Life Community** – it's a private Facebook group where you can rub shoulders with other like minded individuals, share information, and maybe learn a thing or two. Click the link here and ask to join:
<https://www.facebook.com/groups/2149591101994717/>
4. Work directly with me via **Randy's Digital Impact Email Coaching**. It's 30 days of coaching via email. You can get more information here:
<https://digital-impact-masterclass.usefedora.com/p/randy-s-digital-impact-email-coaching>
5. Join **Randy's Digital Impact InnerCircle** monthly group coaching program. You join in during the weekly call, ask questions and get answers. Find out more information here:
<https://digital-impact-masterclass.usefedora.com/p/digital-impact-innercircle>
6. Become a member of **Randy's Digital Impact – Foundation – The 5 Laws Of Business** monthly membership. It's a membership site chocked full of information you need to start and grow your business. Click the link below and discover more:
<https://digital-impact-masterclass.usefedora.com/p/foundation-the-5-laws-of-business>
7. **Randy's Digital Impact One-on-One Coaching Program**. (ask me!)
8. **Randy's Digital Impact Success Program** (ask me!)

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