

STEP-BY-STEP GUIDE

HOW TO TURN STRANGERS INTO CLIENTS ON SOCIAL MEDIA



SUCCESS 
MARKETING

SUCCESSMARKETINGCO.COM

Hey, it's Dan here,

Founder of Success Marketing Company. If you're reading this pdf, it's probably because you are suffering from the three main causes of little to no sales online:

1. Low traffic - nobody is interested enough to go on your website to learn more about you.
2. Low conversions - the visitors you DO get on social media or your website simply don't convert to paying customers.
3. You have a small or no list at all - This means you're not generating leads for your business. As a result, your business is missing out on 80% of your overall potential profit.

But before I can tell you the three things you need to fix these problems in your marketing strategy, you need to know why this system works best on Facebook.

Because you're probably thinking to yourself, "Can't I sell on YouTube, Instagram, Pinterest, or even Google instead?"

The short answer is yes, you can.

But, the first rule in business is to go where your customers are. Because if traffic is the blood that flows through your business, getting **high-quality traffic** is necessary for not only the survival of your business but also for it to grow and thrive!

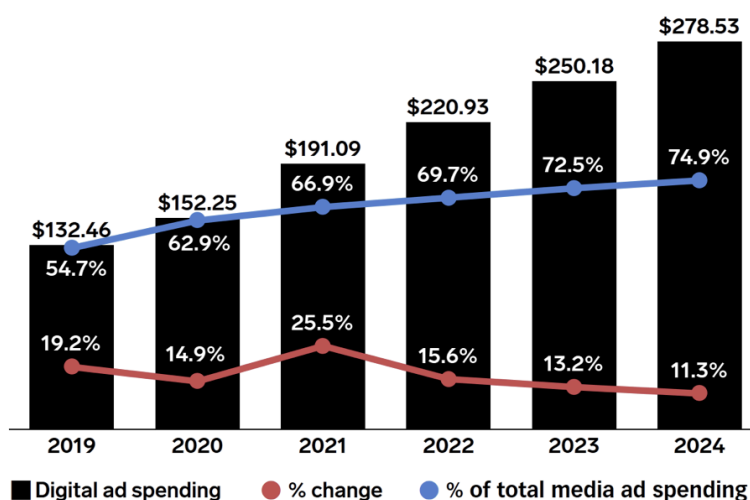
Where to Find Customers Online

In just the past couple of years alone, we've seen a **massive** shift of people moving online to do business. That means more than ever, people's attention is shifting.

In fact, people spend on average of 7.5 hours online. Which means that the internet has become the single largest advertising channel in the world. And according to eMarketer research, all of internet advertising accounts for over 66% of all advertising dollars spend globally!

Digital Ad Spending in the US, 2019-2024

billions, % change, and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets

Source: eMarketer, March 2021

T11359

eMarketer | InsiderIntelligence.com

That's because your customers are all online!

Right now, 2.8 billion of them are active Facebook users, 2.3 YouTube users, and 2 billion WhatsApp users. And those numbers are only going up every single day.

With Facebook being the largest social media platform in the world, you can easily reach 60% of internet users.

That is HUGE!

All we have to do is get in front of these people. More specifically, **get in front of the right type** of people who are going to be great candidates for your products and services.

The point is, Facebook is an amazing tool for getting you more customers. And if you aren't using these tools, you are literally serving your customers to your competitors on a silver platter!

Social media has become the great equalizer. Now, your business can compete against the largest corporations. As long as you have an excellent product/service and you have a dependable selling system of acquiring highly profitable customers.

There's never been a time in history where it is easier to target your dream customer for so little money.

The 3 Pillars of Our Social Media Selling System

If you want to get profitable customers more consistently and predictably on Facebook, here are the 3 things you need:

1. **Attract** affordable and highly targeted traffic that allows you to spend money to get clients faster and easier.
2. **Build** relationships to turn traffic into eager-to-buy leads more consistently.
3. **Convert** using a highly predictable conversion system that turns your leads into high-paying clients.

Using these 3 pillars, our Social Media Selling System is able to give you an automated and profitable way to attract eager-to-buy clients. Never again will you wonder where your next sale will come from with a constant flow of paying customers coming directly to you.

Now that you have the steps, I'll show you how to start **consistently and predictably** make more sales for your business!

-Dan
Founder of Success Marketing

Step 1: Attract

**Attract Affordable and
Highly-Targeted Traffic**

"Free" Advertising vs Paid Advertising on Facebook

Most people think Facebook is a free way to attract new business to their business. Although you can use non-paid content to get new business – **it's NOT free**.

Just because you aren't spending money, doesn't mean you aren't paying for it in some other way. And with organic content, you end up paying for it with your time.

That's because, with organic content, you're forced to compete with over 2.3 BILLION users. That leaves you at the mercy of Facebook's algorithm to decide whether it will show it to new prospects or not.

Consequently, it takes a lot of time and effort to get any high-quality clients to do business with you.

However, by using paid content, it's like adding rocket fuel to your selling system. It easily and quickly puts your offer in front of THOUSANDS of your dream customers.

Your Ads **MUST** Be Able to Steal Your Prospects Attention!

Now, pay close attention to what I'm about to share with you because you can't afford to do this with your Facebook Ads...

You can't tickle your prospect's attention – you must steal it! What I mean is, that you need to be different, unusual or as dramatic as possible. At the same time, you must be clear about how you can solve your customer's problems.

Your ads are competing against people eating watermelon with mustard and people doing the latest dancing challenges.

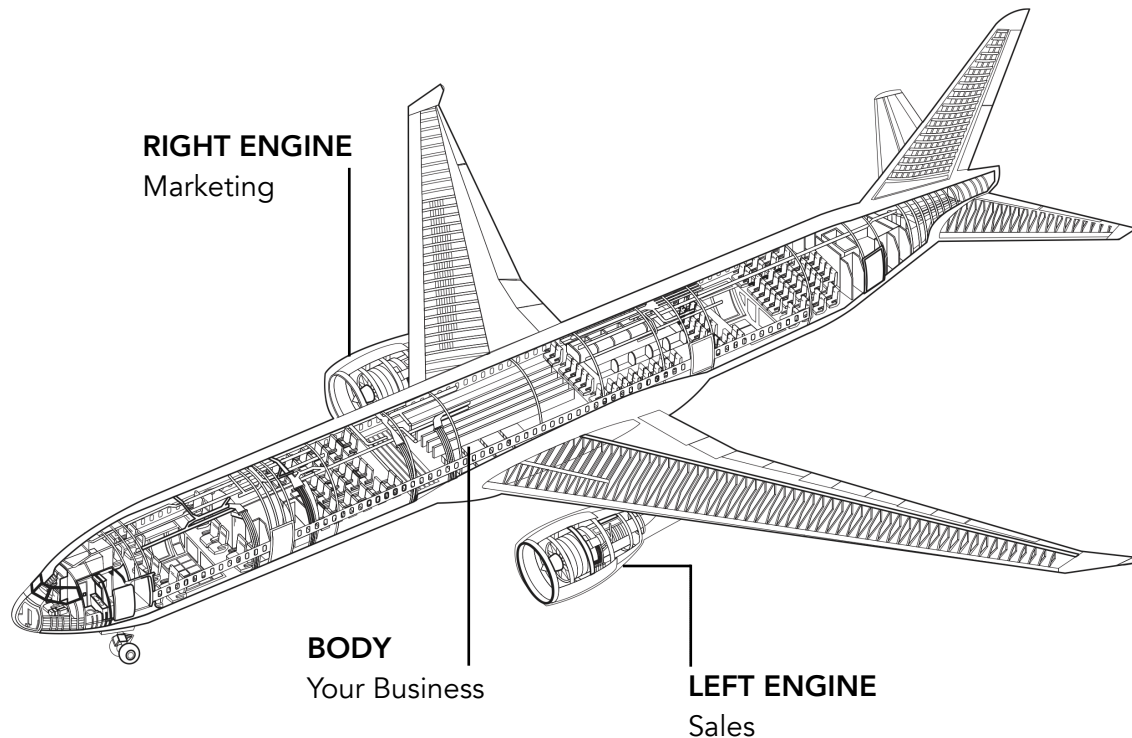
In addition, your offer must be crystal clear because if your customer doesn't know why you can help them solve their problems in less than 3 seconds, they'll immediately ignore you.

Why You Need Strong Marketing to Make Your Business Soar

Attracting people on Facebook is the first step to your client-getting system. It gives us traffic which is the raw materials that we put into your selling system.

This is important because **the most dependable and predictable way to generate wealth is to turn advertising into profit.**

Donald Miller of StoryBrand likens our businesses to an airplane. Marketing and Sales must work together in order to make the vessel soar. Same with your business. When you have a strategy like our Social Media Selling System, you'll have the marketing and sales engines necessary to grow your business.



If you only have excellent marketing or only have sales, your business will move in circles, going absolutely nowhere. Later in this guide, we'll go more into detail on what you need to have a powerful sales engine to move your business forward.

Having this level of predictability and consistency gives you control over your traffic. So much control that you know you can put \$1 into Ads and you get \$2, \$5, or even \$10 back.

Think about that. **This isn't a cost for your business, it's an investment!** Where else can you get these types of returns on your investments?

Now that you consistently have thousands of visitors, you must show them why you're able to solve their problems.

Step 2: Build

**Build Relationships to Turn
Traffic Into Leads**

Why Businesses Mistakingly Ignore 97% of Their Customers

Not building the right relationship with prospects is one of the biggest mistakes that businesses make online. Listen very closely to what I'm about to tell you. **People are 10X's more likely to come to you to learn something than they are to be sold to.**

Pushy and demanding marketing just doesn't work. Don't scream, "BUY MY STUFF!" It will only appeal to a small fraction of your potential buyers in your market. If this is true, then how much of your market are you missing out on?

Let me walk you through "The Bigger Market Equation":



The reality is only 3% of your traffic is ready to buy **now**. They are interested in solving a problem desperately or in fulfilling a desire that they have right now. They are deciding WHO to buy from. Meaning, you or your competition. This is where the majority of businesses put their attention.

The next 17% of your traffic is gathering information. These are window shoppers who aren't looking to buy right now but are open to it. They like your business and are comparing offers. These customers will likely be ready to buy in the next 30-90 days.

20% of your traffic is problem aware. Meaning, they know they have a need but aren't actively researching or looking to buy. This also means they know about your business and are staying informed about how to solve their problem. They will likely buy in 12-18 months.

The last 60% of your traffic is not problem aware. This is considered cold traffic. They may not be aware that they have a problem nor are they interested in the products/services you offer.

Unfortunately, most businesses don't know this. So they only **focus on the 3% who are ready to buy and ignore the 97% of the market!**

Believe it or not, even the non-interested prospects can become profitable customers – IF you know how to approach them!

You can tell when people treat every online visitor like the 3%. If you look at their websites, they're all about their products and services with a big loud button saying "BUY NOW" or "CALL NOW." They're all walking against the current of what people want and **it makes ZERO sense.**

When you sell to visitors right away, you're ignoring the majority of the market. Instead, lead your prospects with value and educational-based content.

How do you do sell to the rest of the 97% of your market?

Make Visitors Eager to Do Business With You With A "HVR"

The quickest, simplest, and easiest way to do this is by using a Highly Valuable Resource (HVR).

Highly Valuable Resources are something you give away on a lead generation page to incentivize prospects to give you their name, email, and phone number.

This can be done in the form of a free report, ebook, VSL, or webinar. It's basically a useful piece of content that should educate your prospects and inspire them to take action.

Two powerful opportunities unlock when you do this.

First, even if your visitors decide not to buy your product or service at that moment, you are able to email them more information about your products or services. In other words, you get to keep the relationship going long after they have seen your ad.

Second, as you provide value not only are you enlightening them about your products or services, but you are establishing your business as the expert who can help them solve their problem.

When you obey the rules of how relationships work, prospects will trust you! So when you take the time and give them something valuable, you begin to earn their trust.

In fact, when you do this, you are 20-50% more likely to convert complete strangers into interested leads! But a lead generation page is just the tip of the iceberg...

After someone downloads the Highly Valuable Resource, Step 3 where the real magic happens!

So far, you haven't asked a thing from your prospect, and yet you've helped them massively. The next step is to convert them from a prospect into a paying client.

Step 3: Convert

Convert Your Leads Into High-Paying Clients

If you remember in Step 1 I talked about how you need marketing AND sales to move your business forward. Much like the two engines of a jet airplane. In this step, you'll know how to have a powerful sales engine to go with your marketing engine.

Once visitors download your Highly Valuable Resource, we take them to a landing page where we give them an “Irresistible Offer.”

This is an offer they simply can't refuse!

Your “Irresistible Offer” should be in the form of a free 20 to 30-minute consultation phone call or strategy session.

We do this with booking software where they choose a date and time on their own based on the dates that you make available.

The screenshot shows a booking interface for Lindsay's Discovery Call. On the left, it says "Lindsay", "Discovery Call", "30 min", and "Zoom call". Below this are four horizontal lines for a name. On the right, under "Select a Date & Time", there is a calendar grid. The grid shows dates from Sunday to Saturday. The 15th is selected. To the right of the grid, there is a list of available times: 8:00 am, 10:00 am, 1:00 pm, and 4:30 pm. At the bottom, it says "Eastern Time - US & Canada".

There's no back-and-forth checking to see “when's the best time?” And no missed appointments. It just works.

The best part is, by the time your leads take you up on this offer, they are not just ANY callers.

They aren't time wasters, not price shoppers or competitors checking your prices. No.

They are highly qualified and MOTIVATED buyers.

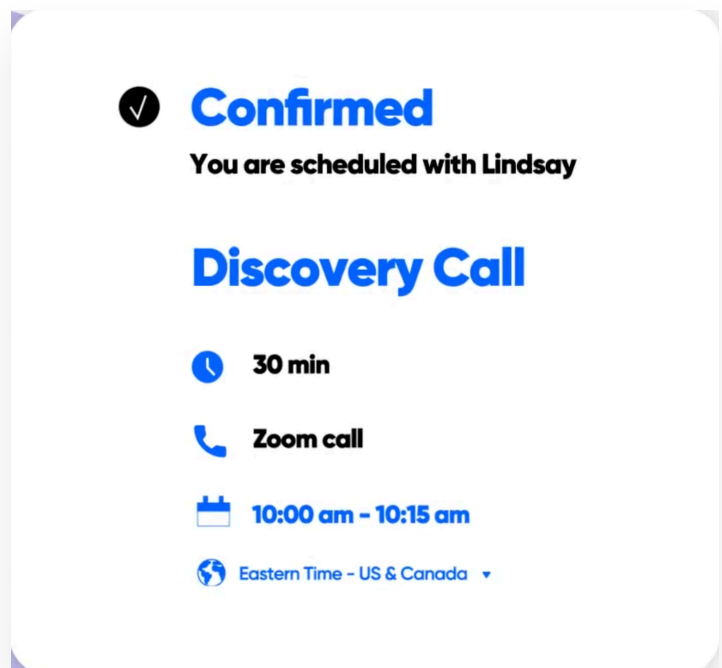
In the end, we were able to take complete strangers who knew absolutely nothing about us and convert them to leads.

Then, we take hyperactive buyers to book new calls on our calendars right away.

When you have pre-qualified and motivated buyers who are coming to you to help them solve their problems by scheduling a time to talk with you, you essentially have an automatic selling system!

They've jumped through hoops waiting to speak to you! By the time it's time to close the sale, you know that they are a highly qualified customer ready to do business.

Think for a moment...



What kind of peace of mind would this give you knowing how many leads & clients you are going to get each and every week?

What kind of stress would this remove from your life? What would this allow you to do?

Imagine if you could wake up to a calendar of qualified prospects scheduled and waiting in line to speak with you, asking for your help, or even asking to be your client!

Instead of desperately hunting for clients or passing people for referrals. Or worse, sitting around waiting for leads wondering where you're next customer will come from.

If you want to get profitable customers more consistently and predictably on Facebook, you need all 3 things elements of building relationships with customers online: Attract, Build, and Convert.

NEED MORE HELP?

If you don't have the time to learn all the ins and outs of building a marketing funnel or you'd rather have someone do it for you, **Success Marketing** can help.

I basically let you borrow my team. We'll come in and help you generate content ideas that will attract your ideal audience, shoot and produce the content, and post it as organic or paid media. On top of that, we'll build out the technology and systems you need to grow your leads list and turn them into clients.

If that sounds like something you're interested in, [book a call with us here](#) or by visiting successmarketingco.com, and let's start creating a marketing funnel that works for your business.

Now, go out there and get more clients!

- **Dan Ovalle**

Director of Operations

+1 (956) 225 9318

email@successmarketingco.com