

83_Maria Lloyd Transcript

00:00 Welcome

Hello everyone and welcome to the My Local Marketer podcast. This week we're going to continue with our deep dive on growth funnels and how to set up and develop the different stages. I'm going to alternate these episodes with an interview to give you a variety and time to consider each stage. So if there's anything that you want to hear or get from these episodes, let me know and that will feed into the next one. This episode follows on from episode 80, Choosing the Right Growth Model for Your Business, which outlined what a growth funnel is and the different stages that you need to include when developing your own funnel.

00:39 What is the Awareness stage of a growth funnel?

This week we're going to explore the awareness stage in more detail. As we discussed before, the awareness stage is how your audience initially finds out about you and what you do. Now, there are three parts to this, looking at it in more detail.

00:50 Do you know who your audiences are?

Firstly, do you know who your audiences are, what they want or need help with, and the best ways to connect with them? Now, before you say yes, remember there is a difference between what you think your audience wants and needs and what they actually want and need. How do you tell the difference between the two? One word, data. Look at how you are gathering quantitative and qualitative data and then interpreting them. Use what you find to help direct your offers and content and this will help you to create something which is audience driven and something which is going to generate you revenue and help increase your views on whatever content that you have.

01:34 Your digital and physical presences

Secondly, take into account your digital and physical presences. What are you putting out there about yourself? Take control of the narrative. Think about how you want to be perceived and ensure that you regularly put up content to support this view. For example, if you want to be seen as someone who is strategic and good with numbers,

Put out advice on how others can do this, write thought leadership pieces, do interviews with others on their own approaches, and look at how you could be associated with or become a key industry figure.

02:10 Secure third-party validation

Thirdly, people like to do their own research and anything that you put out there, although important, will by default be perceived as biased. Think about how you can encourage others to talk about you and what you do. The more credible and well respected the sources, the better.

02:28 Real-world example | Cold Email

Let me wrap this up in an example for you showing how these three parts fit together and why this is such a crucial part of the funnel. So this is a real example. There was an occasion when my manager and I both received a group mass email from a consultancy group pitching a piece of software.

Now, personally, I do not appreciate or encourage cold emailing in this way. And so I didn't even read this email. But on the other hand, my manager did read it and he asked me to look at it in more detail. The email started:

Good morning. I hope that this email finds you well. We are currently supporting an innovative technology business entering the UK market, having already delivered measurable success across European cities in driving growth. The most recent investment being from Austria.

03:30 Evaluation of the cold email example

So firstly, I would not recommend, as I said, approaching anyone in this way. There's no attempt to connect with the recipient in this email or demonstrate that the sender knows the product is a good fit for them. As I said before, you've got to know your audience and the problem. If this had been a personalized email to me based on something that I did or put out there or sought,

This would have connected more with me, but as a generic email, this suggests that they don't even know if I'm the right audience for this. They're just throwing everything out there and seeing what sticks. But still, I looked into this email. Now, after reading

this email, I searched for the software that was mentioned, as there was no link provided, and I found a generic landing page. So not even a website, but a landing page with a header and just a subscribe box. And that was it.

There was no evidence of the measurable success across Europe in the form of reviews or case studies, details of how the software worked, not even an about section telling you about the founders behind the software and why they decided to do it and the problems that it was actually solving. I then did a bit more digging and found out that the consultancy wasn't even listed on Companies House, although the founder was attached to another company that was bringing in minimal income.

So the credibility of the company in question that was pitching this software was now also questionable. Finally, I looked into the individual members of the company to find out, you know, the company may not be registered, but maybe there's a standout star in there, someone with really good connections who we could connect with and do something with. And after looking into this a bit more,

There was no one in the company with any demonstrable experience, no standout track record or anything like that. In fact, everyone appeared to be quite new with no experience, although the titles did suggest that with senior consultant. But when you did dig in, you looked on the LinkedIn profiles, there wasn't any evidence of this.

05:30 Takeaways from the real-world example

So what can we take from this real word example? Well, number one, be careful about who you reach out to. As I said before, my advice is:

Get to know your audience and focus on giving them value. Don't send out a mass email to people and sell to them from the off, especially if you're discussing a premium product. Get to know your audience, get to know specific individuals, and then tailor what you're saying to those individuals based upon the conversations and what you know about them. Don't go in trying to sell to someone on the off. But obviously, as I say with everything, this is my personal approach, and if you have something that works for you, then go for it.

Secondly, ensure that you and your company have credible online presences and even physical presences. If you do happen to gain someone's interest, as this email did with my manager initially, ensure that you have a presence and data to back up the claims that you said. So as I said in that original email, it didn't get past my initial check, it did get past my managers, but once you looked into it, you needed to hook them from the off to give them a reason to keep going with you and to make contact with you.

Thirdly, independent third-party support. As we mentioned above, remember people like to do their own research. Think about it, how do you find out about something if you hear about an event or a software, you do research, you find reviews, you look at the digital online presences. So, as well as your own digital presence is being aligned to show consistency, these also need to be supported by third parties who can corroborate what you say. People are more likely to believe third parties as unbiased sources of information. And as we've said, this is especially true if they are already well respected or they're known to have a strong presence in the industry.

07:31 Conclusion

That's it for this week. This has been a deep dive on the awareness part of a funnel and just giving you some general ideas on how to develop that further. There are things that we can go into in more detail later. For example, how do you cold reach out to people and the actual tactics and techniques behind doing this? I hope that you found this useful. Remember to subscribe if you're listening to this on your preferred podcast platform.

And I am shortly going to be starting up a newsletter too, so keep an eye or ear open for that. In the meantime, have a great week and I look forward to catching you next time on the My Local Marketer podcast.

Bye for now.