

IC | Intent Company **GROUP**

Micro 2 Macro Campaign



Overview

Micro2Macro Campaign

Overview

The Micro2Macro campaign is a foundational campaign that most every business needs to have some variation of.

Customer Journey Phase

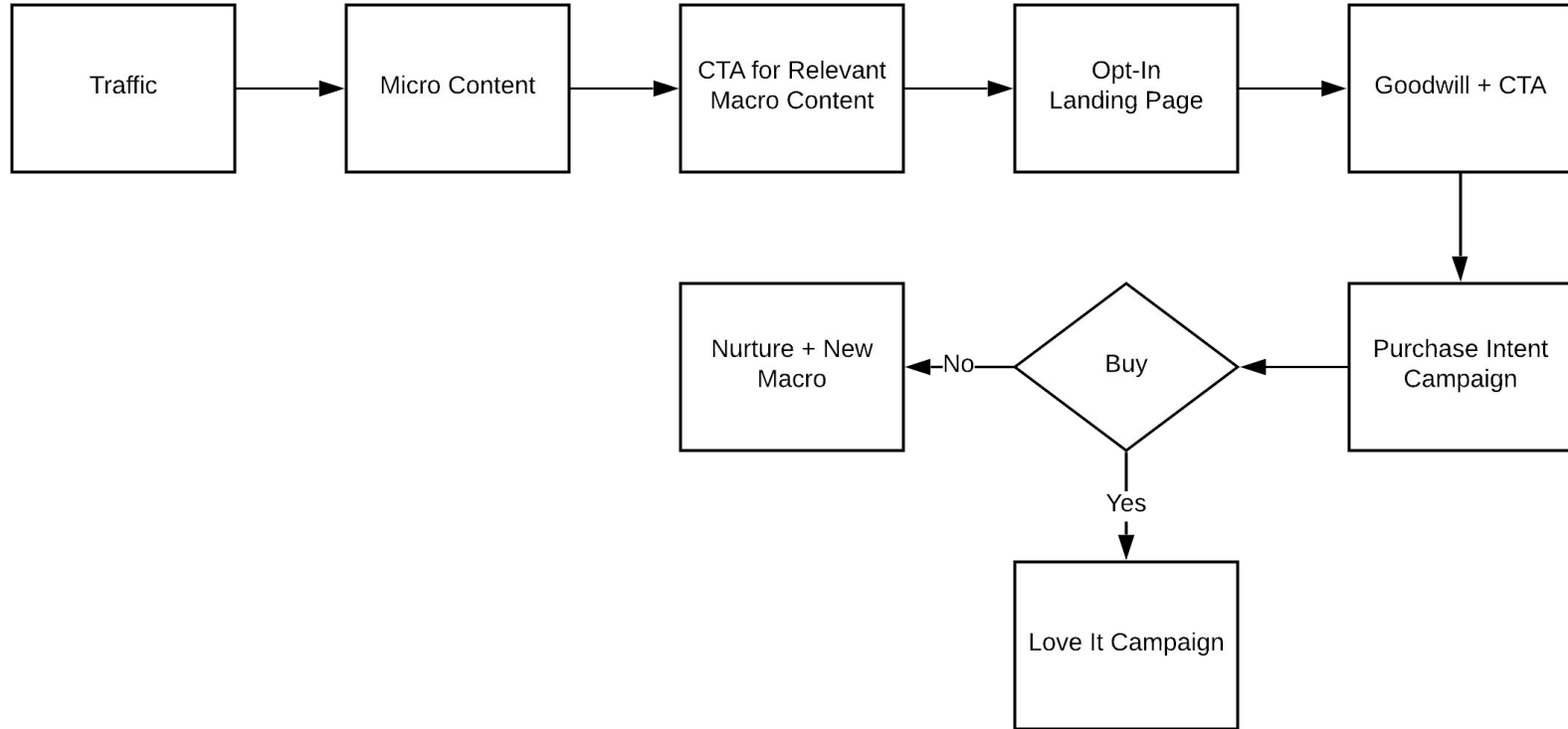
Awareness

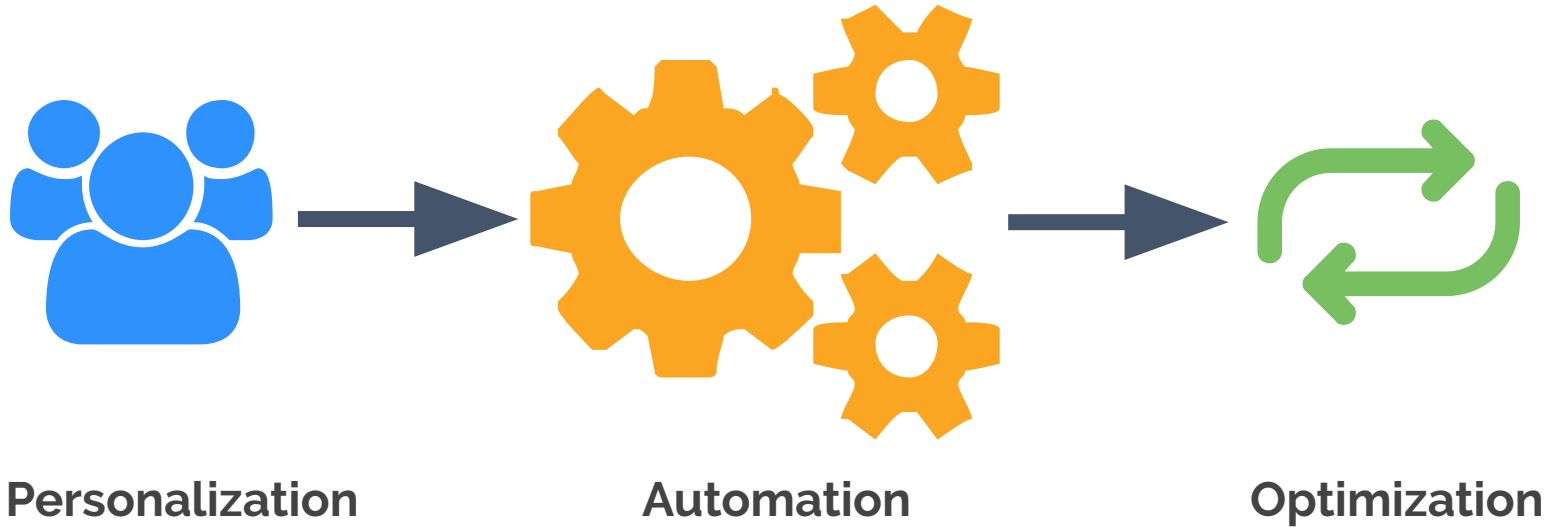
Required Tools

Landing Pages

Email Copy

Downloadable Asset







Awareness

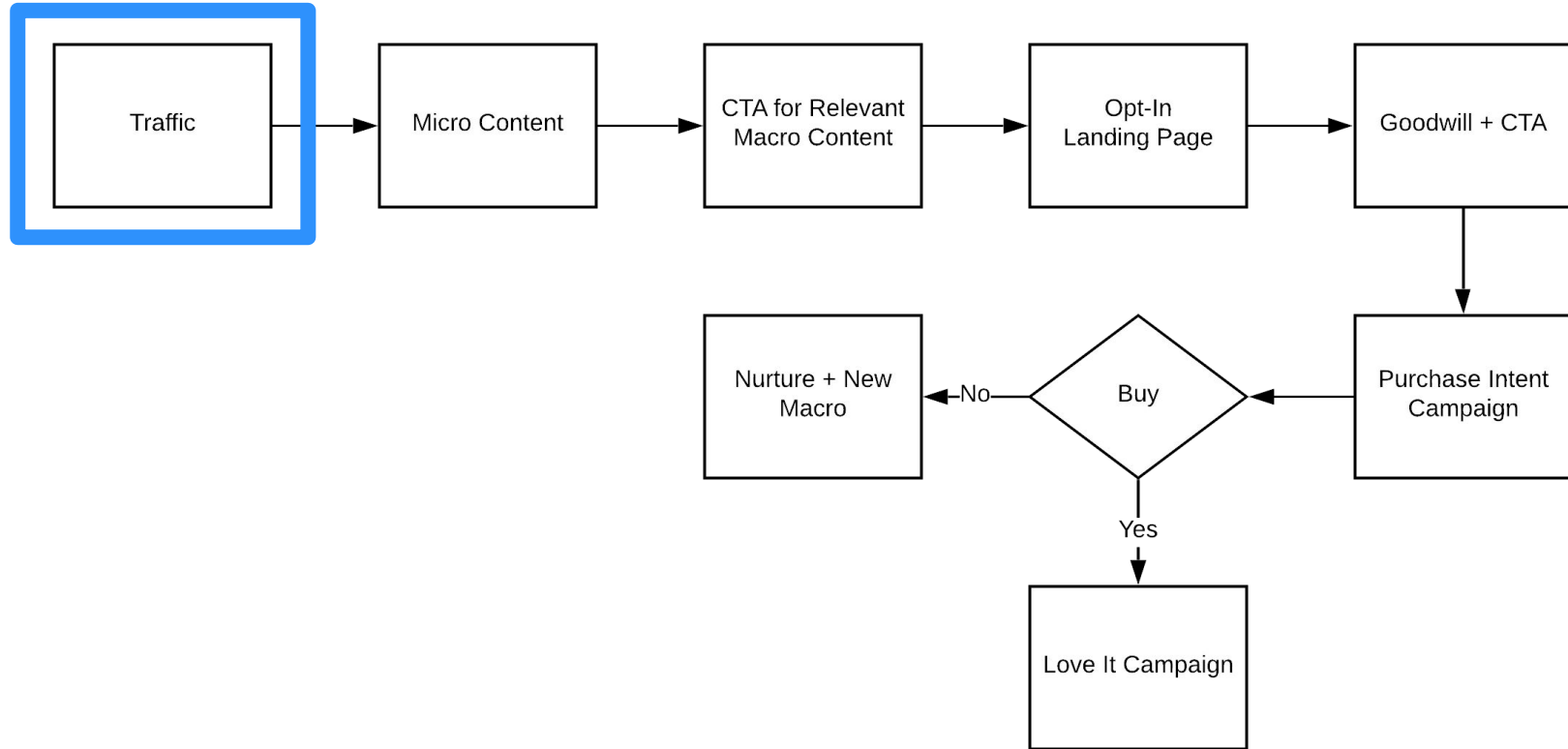
Action

Advocacy



Awareness

Marketing campaigns designed to expose your brand to new people and develop affinity.






Micro 2 Macro Campaign

 **HubSpot** 
@HubSpot


Tweets **81K** Following **46K** Followers **794K** Likes **34.8K** Lists **20** Moments **26**

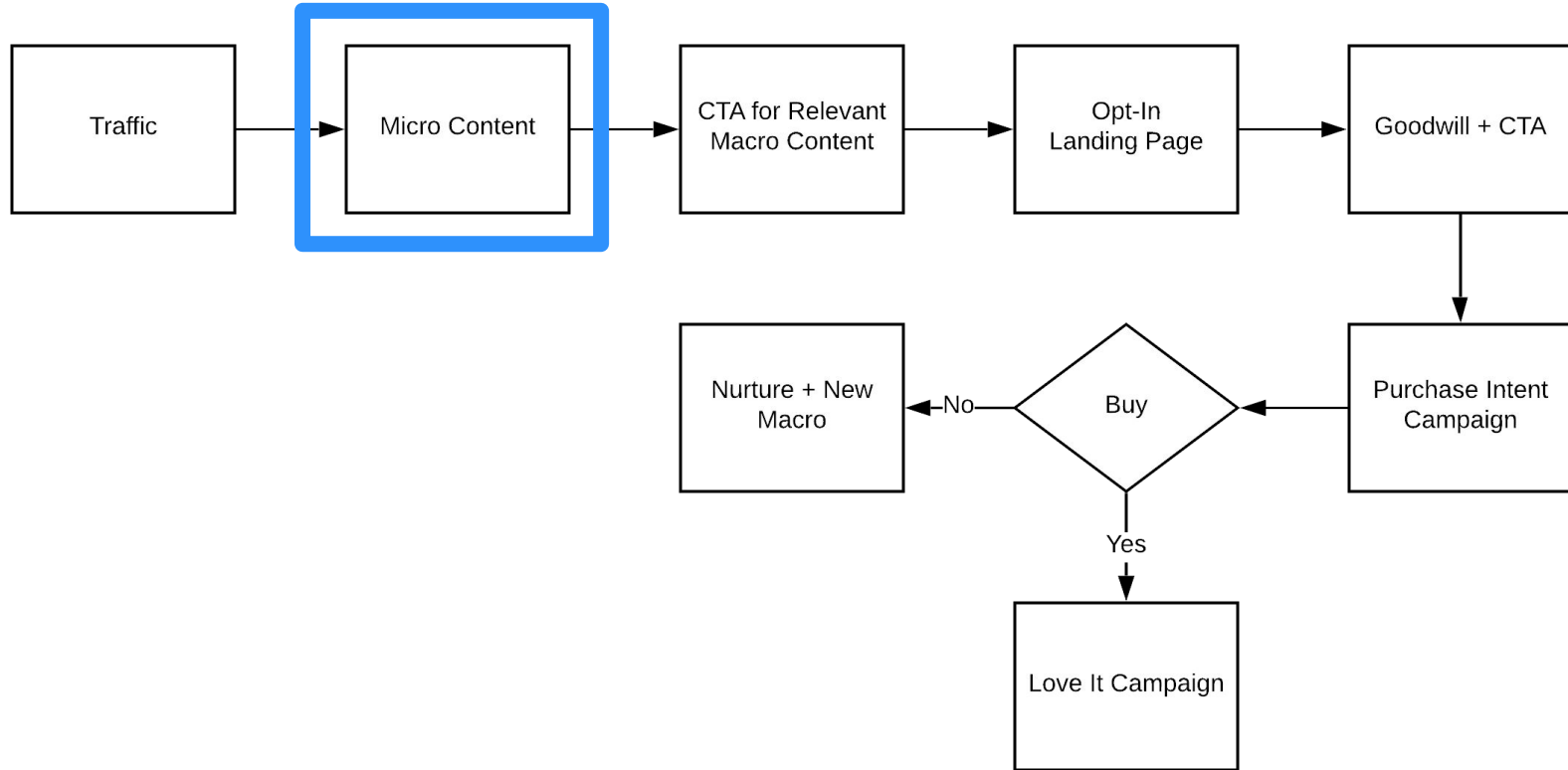
Following 

 **HubSpot**  @HubSpot · 3h 

Great sales departments motivate their employees with incentives, contests, and -- you guessed it -- pep talks. 🙌 Check out these five TED Talks to kick off your day. hubs.ly/H0dRhg30



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SALES | 5 MIN READ

4 Sales Email Templates to Get and Keep Buyers' Attention

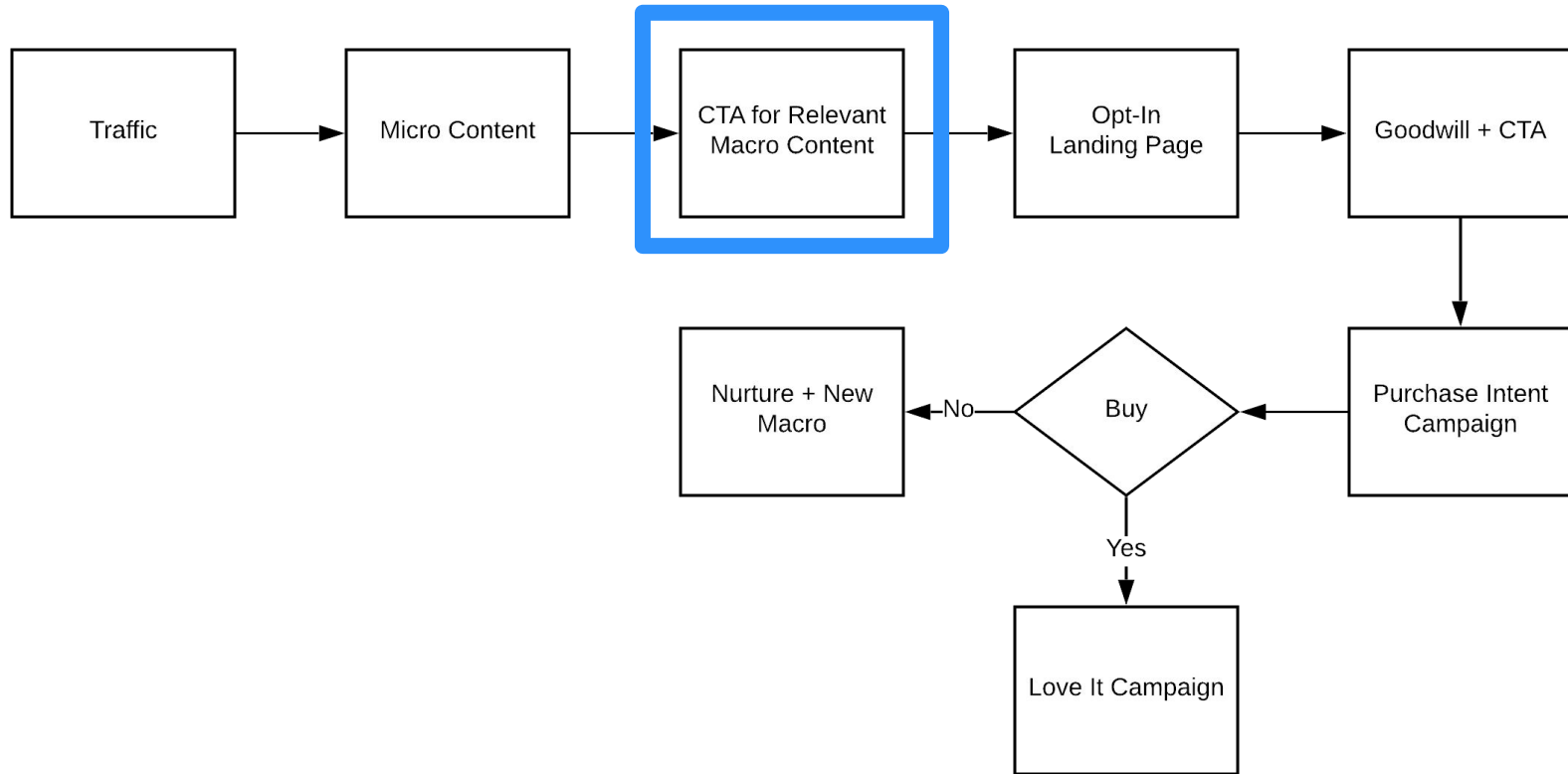


Written by Lee McKnight Jr.
[@LeeMcKnightJr](#)



When it comes to [sales prospecting](#), it's more important than ever that you write concise, effective communication.

On average, [we send and receive 121 emails every day](#), according to DMR



MARKETING

SALES

SERVICE



Subscribe

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These email templates help me [connect with uber-busy buyers](#). I hope they'll do the same for you. Introduce them into your email cadence and see what kind of a difference they make.

STOP COPYING AND PASTING EMAILS.

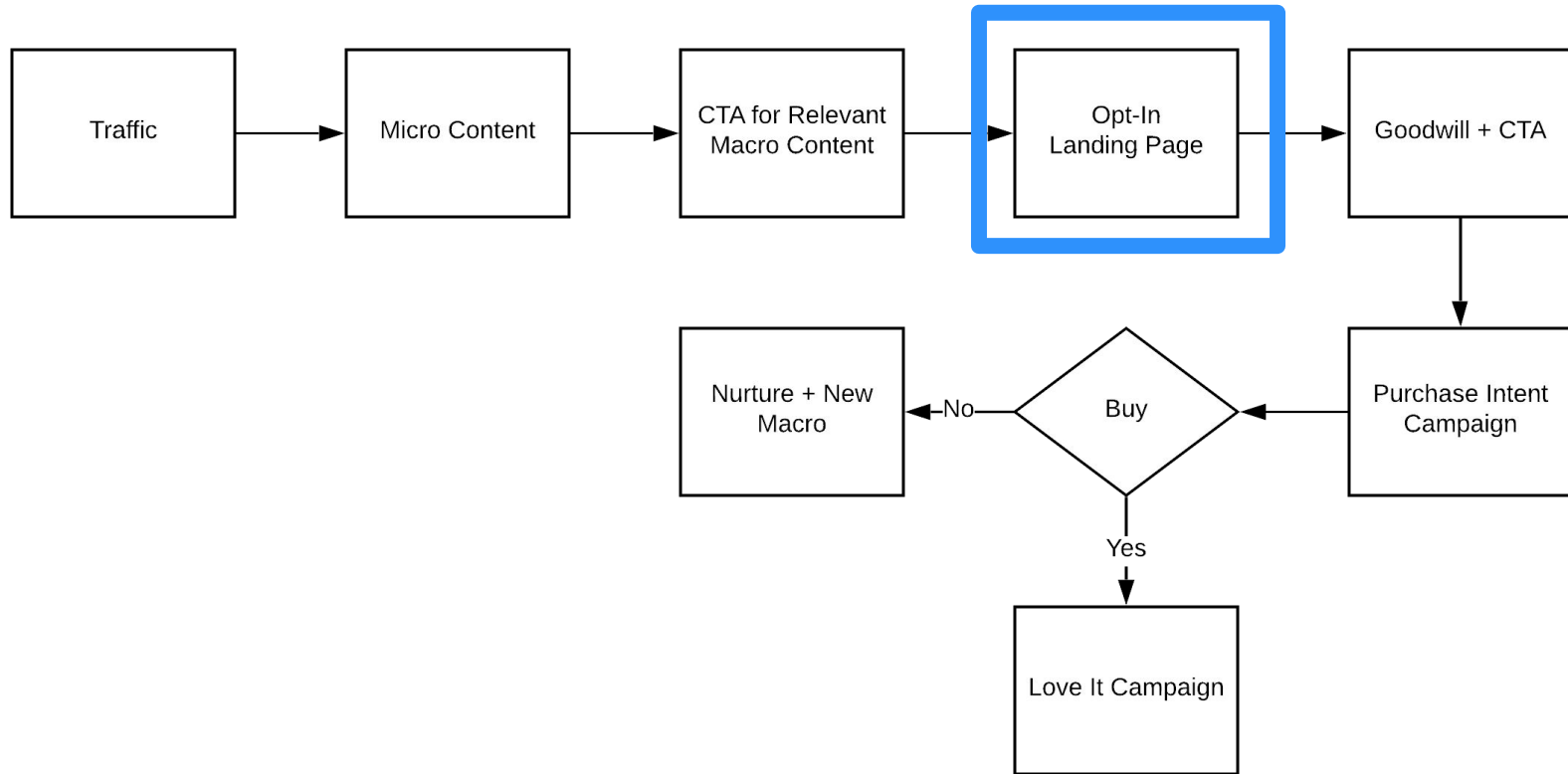
HubSpot CRM features an email templates tool to save you time and maximize your efficiency.

GET IT (it's free)

Originally published Sep 14, 2018 5:32:00 PM, updated September 17 2018

Topics: [Sales Prospecting](#)





Email Templates

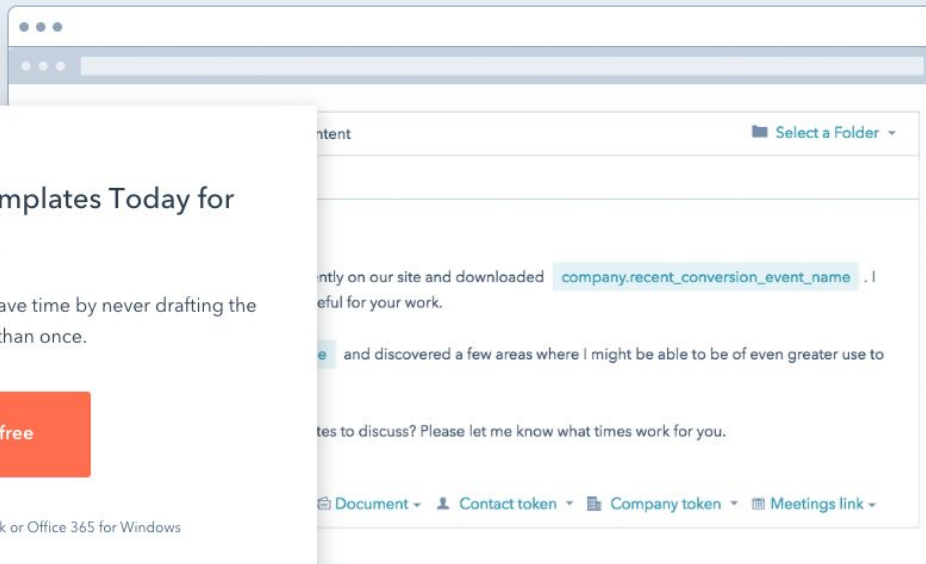
Turn your best and most repetitive sales emails into templates you can personalize, optimize, and share with your team.

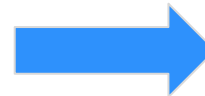
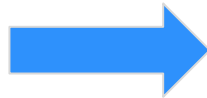
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Get up and running in seconds, and save time by never drafting the same email more than once.

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Works with Gmail, G Suite, and Outlook or Office 365 for Windows





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MARKETING | 14 MIN READ

How to Get More Followers on Instagram: A Guide to Earning Your First 1,000 Followers

HubSpot

MARKETING | 20 MIN READ

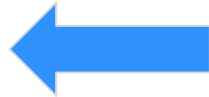
14 of the Best Brands on Instagram Right Now  100

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A Step-by-Step Guide to Advertising on Instagram





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14 of the Best Brands on Instagram Right Now  100

HubSpot

MARKETING | 13 MIN READ

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Landing Pages



DISCOVER.

What James Is Using to
Generate 20 New Online Sales
Each Day

You'll be surprised how easy and effective
this process is

NAME

EMAIL

Click to Sign Up

SUBMITS THE PAGE

The point of the Product Resource Sequence is to allow customers to better enjoy the products they've purchased from you.

It doesn't matter how good your product is, if no one knows how to use it. These emails will be valued because you're giving them information that is relevant to them and allows them to enjoy your product more, making it more likely they will be satisfied with not just buying from your brand but also being in contact with them.

This will set up the rest of the sequence where we continue to add value and equip our customers to advocate for our brand.

you start them off with this wonderful wow opportunity that they didn't expect, the beginning of out-doing yourself. The product that you created took years to get there. It contains a potential of value. But that value is only fully realized by customers when they know exactly how to access that value. This sequence is all about giving that value. The customer is obviously going to enjoy the product more the more they know how to use it.

In the following example, the recipient has bought a new glove. Obviously, each product sold should get its own funnel, we wouldn't send this funnel to someone that just bought a baseball bat.

A dark, dimly lit office scene with a wooden table covered in papers, sticky notes, and a person's hands pointing at documents. The text "Email Copy" is overlaid in the center.

Email Copy

Email 1: Example

Subject: Get your hands on these tips for your new glove

Hey (first_name),

Congratulations on starting off a new point in your career. We're thrilled to be a part of it.

Getting the most out of your new glove will make sure it sticks by you for a long, long time; from infield pop-ups to turning double plays, spring training to game 7 of the championship.

But if you want to get the most out of your glove, you need to start it off right.

Check out our newest blog post all about breaking in a new glove so it fits and feels great for a long time.

(LINK TO BLOG POST)

Thanks for shopping with Marshall's Sporting Goods. We'll see you on the field!

(sign off)

Components

Subject: Attention-grabbing line that is relatable to your recipient while also informing them what the content of the email is about. I chose something punny and fun as it fits the recipient. Buying a baseball glove is a fun, relaxed experience, different than buying new phones for your business and even more different than buying life insurance.

Body - Give them something to get them excited about. By congratulating them on buying from you the recipient is more likely to view the interaction as positive and while informing them what the email will be about.

Build up to the CTA by teasing the BENEFIT the recipient will get if they follow through with the email, in this case, clicking on the blog post.

CTA - a link to the blog. Whether your CTA is a blog post, a video, a landing page, etc. you must make sure it is easy to do. In this case, it's a single click. Making your CTA too time-consuming or difficult will result in a poor opt-in rate.

A dark, semi-transparent background image showing a meeting table with several documents, sticky notes, and a person's hands. The text "Downloadable Asset" is overlaid in the center in a large, white, sans-serif font.

Downloadable Asset

eBook Formula

Headline
Opening paragraph
Body

Meet the Team

IC | Intent Company



Aaron
Client Services



Bethany
Client Satisfaction



Billy
Strategist



Chris
Business Development



Curtis
Leadership Development



Emma
Business Development



Jack
Client Services



Troy
Copywriting

What to Expect?

Key Takeaways

- **Marketing Philosophy**
- **The 1 and Only Goal for All Marketing**
- **Implementation Methodology**
- **Tactical Campaign Examples**

The Customer Journey Approach

Benefits:

- More Leads
- More Sales
- Lower Cost
- Longer Retention
- Pleasant & Ethical Process (for you and your customers!)

The Customer Journey Approach

IC | Intent Company





Customer Journey

Awareness

A



Customer Journey

Interest



A

I





Customer Journey

Decision





Customer Journey

Action



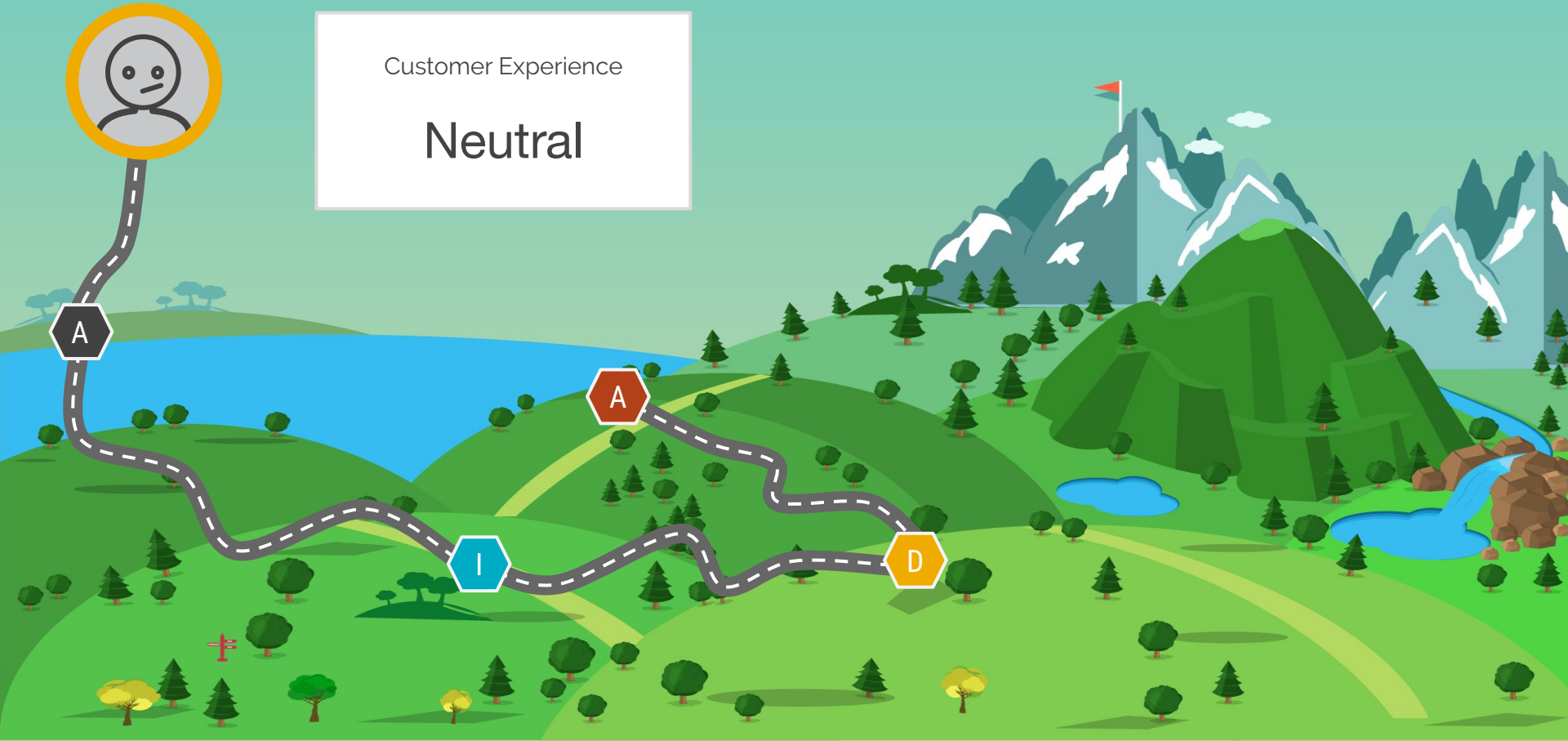


Customer Experience

Negative



The Customer Journey Approach



The Customer Journey Approach



Customer Experience

Positive





Customer Journey

Loyalty



The Customer Journey Approach

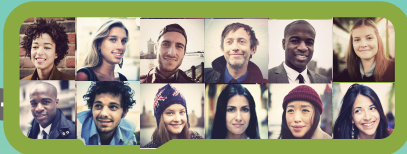
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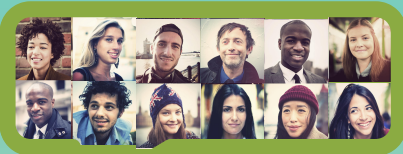
Brand Advocates
Word of Mouth





Brand Advocates
Social Sharing





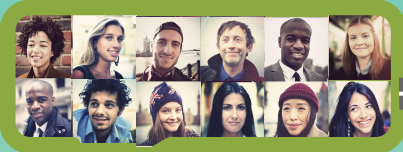
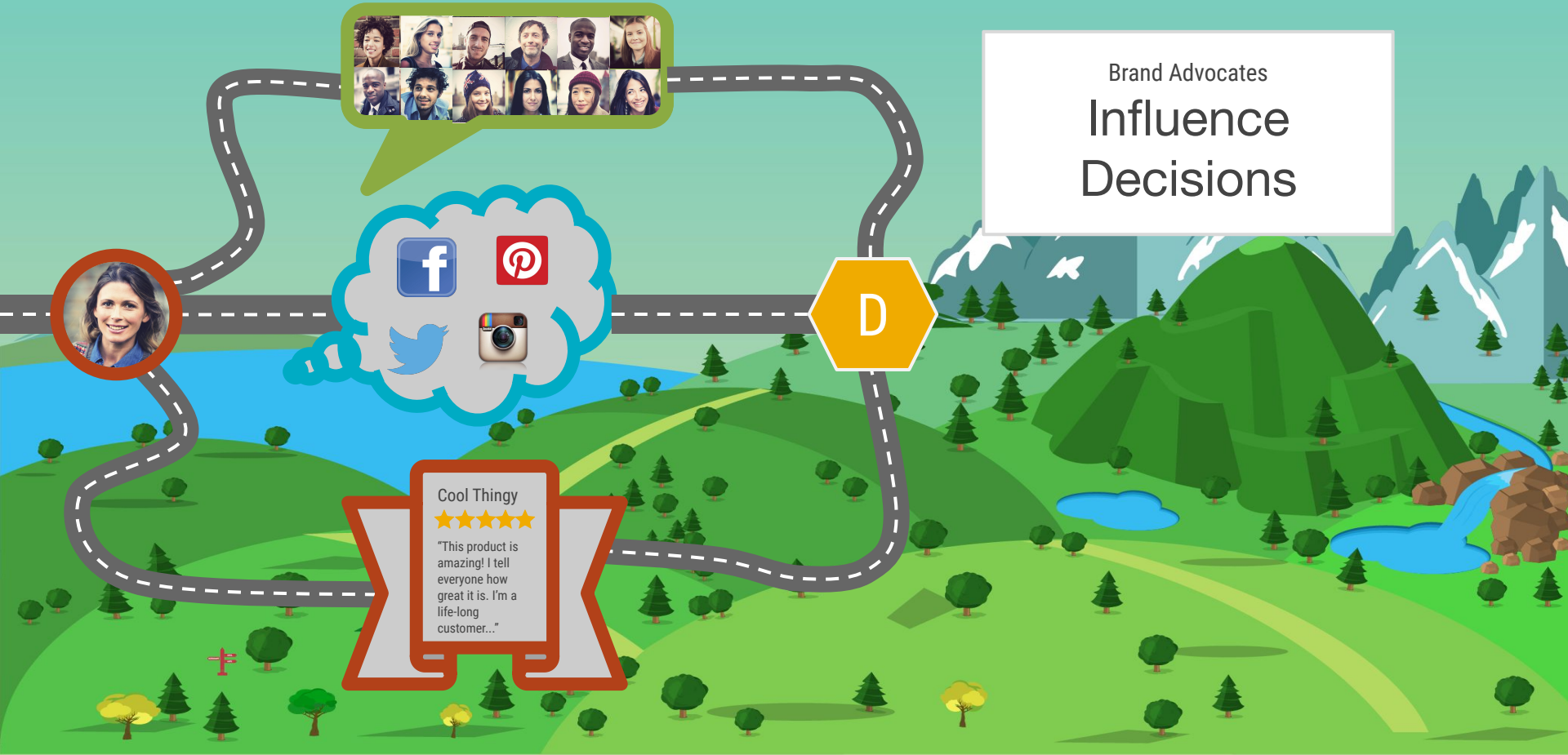
Brand Advocates
Write Reviews



Cool Thing



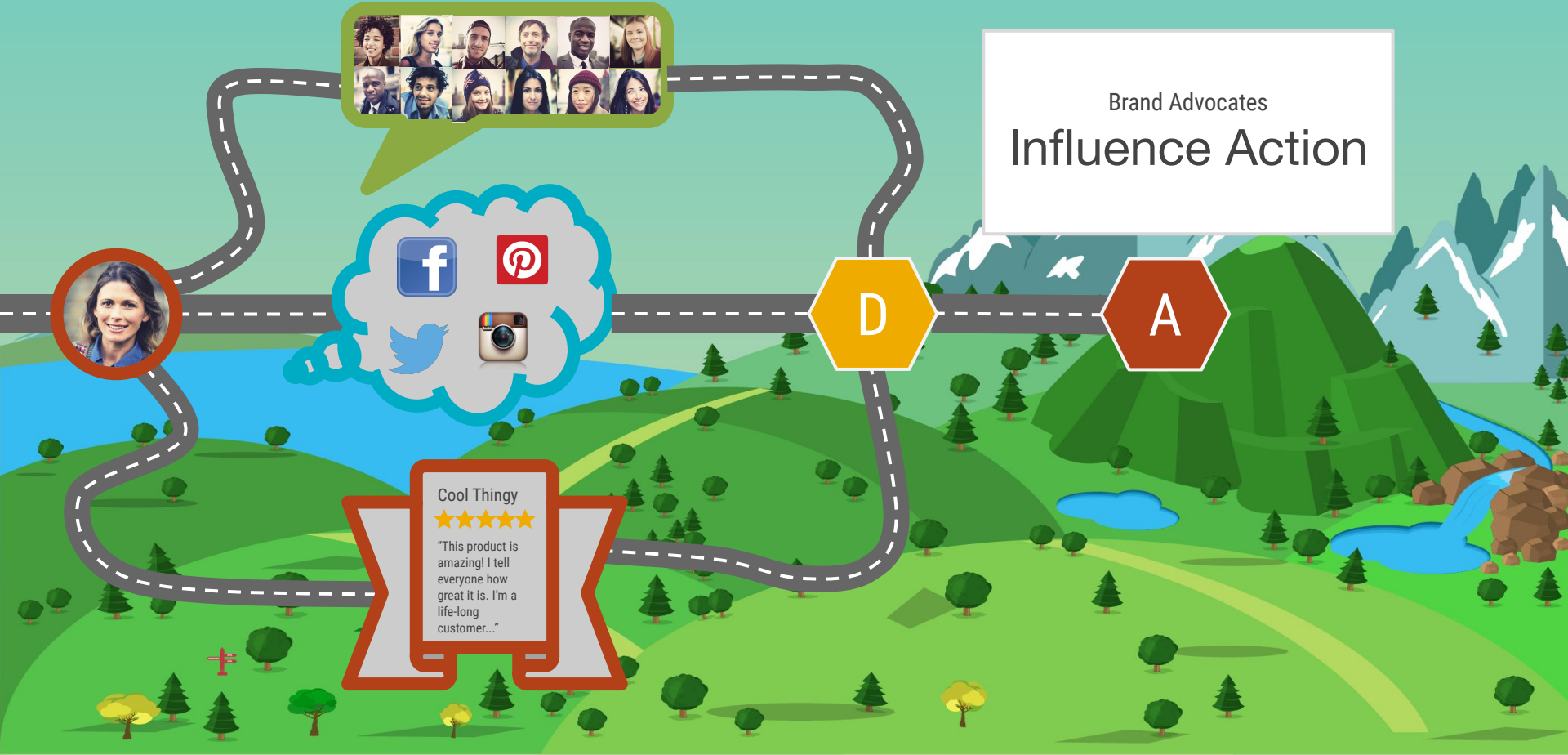
"This product is amazing! I tell everyone how great it is. I'm a life-long customer..."



Brand Advocates
**Influence
Decisions**



Cool Thing
★★★★★
"This product is amazing! I tell everyone how great it is. I'm a life-long customer..."





The background is a stylized landscape with rolling green hills, various trees, a blue lake on the left, and snow-capped mountains on the right. A winding path leads through the hills. Three large, overlapping white circles are superimposed on the landscape. The first circle on the left contains the word 'Awareness', the middle circle contains 'Action', and the right circle contains 'Advocacy'.

Awareness

Action

Advocacy



**“The purpose of a business is to
create and keep a customer.”**

- Peter Drucker

**The goal of all
marketing activity
should be to develop
and reproduce brand
advocates.**

Brand Advocates

**Buy based on value
not price.**

Brand Advocates

Stay your customer.

Brand Advocates

**Identify with your
brand.**

Brand Advocates

Tell your story.

Brand Advocates

Are the 20% that
produce the 80%.

Brand Advocates

**Are worth 30, 60, 100
times more than the
average customer.**

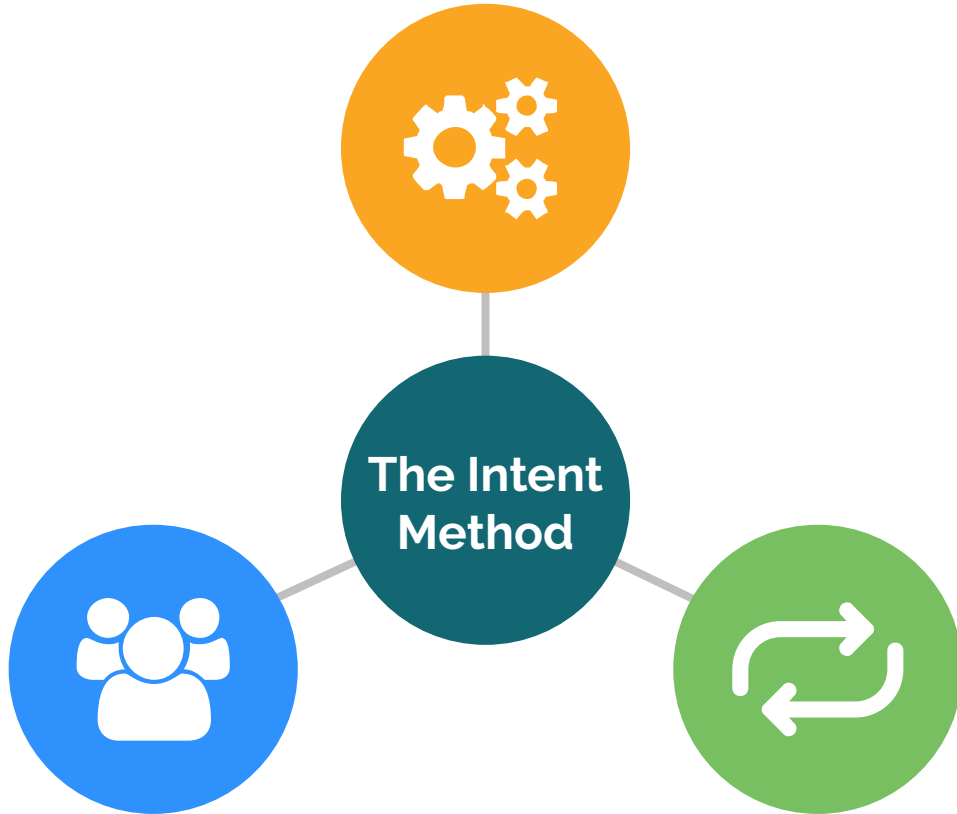


The Intent Method

The measurable system for defining, developing,
and duplicating brand advocates

Brand
Value

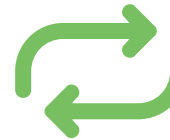
User
Need



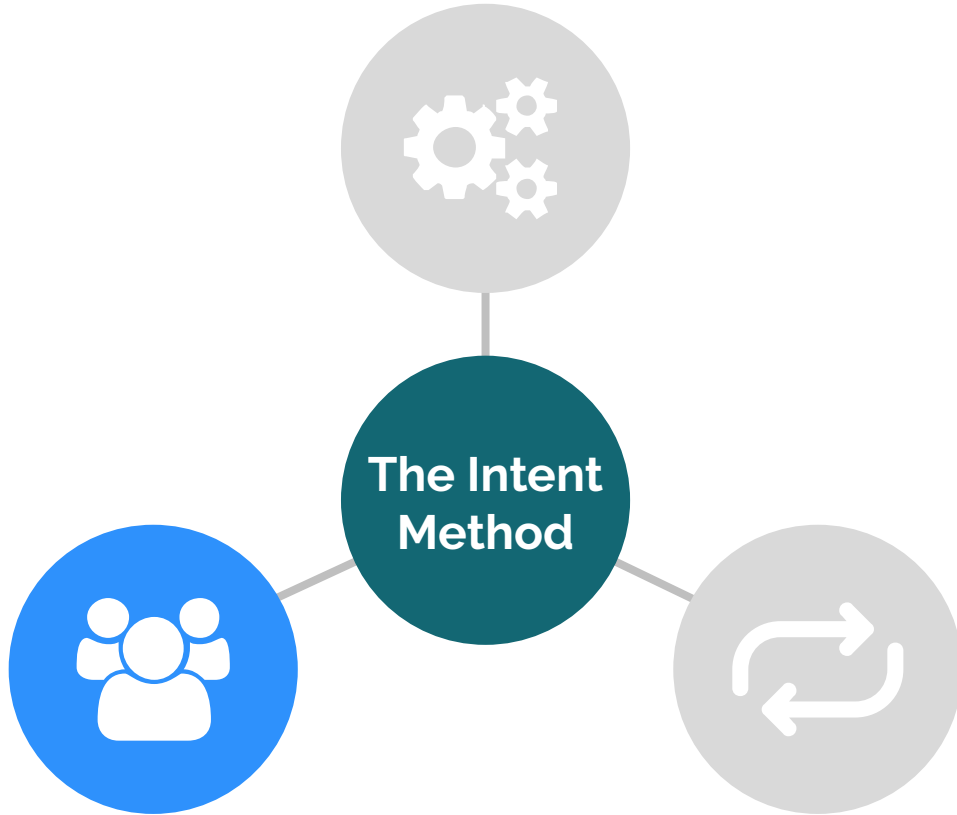
PERSONALIZATION



AUTOMATION



OPTIMIZATION



PERSONALIZATION

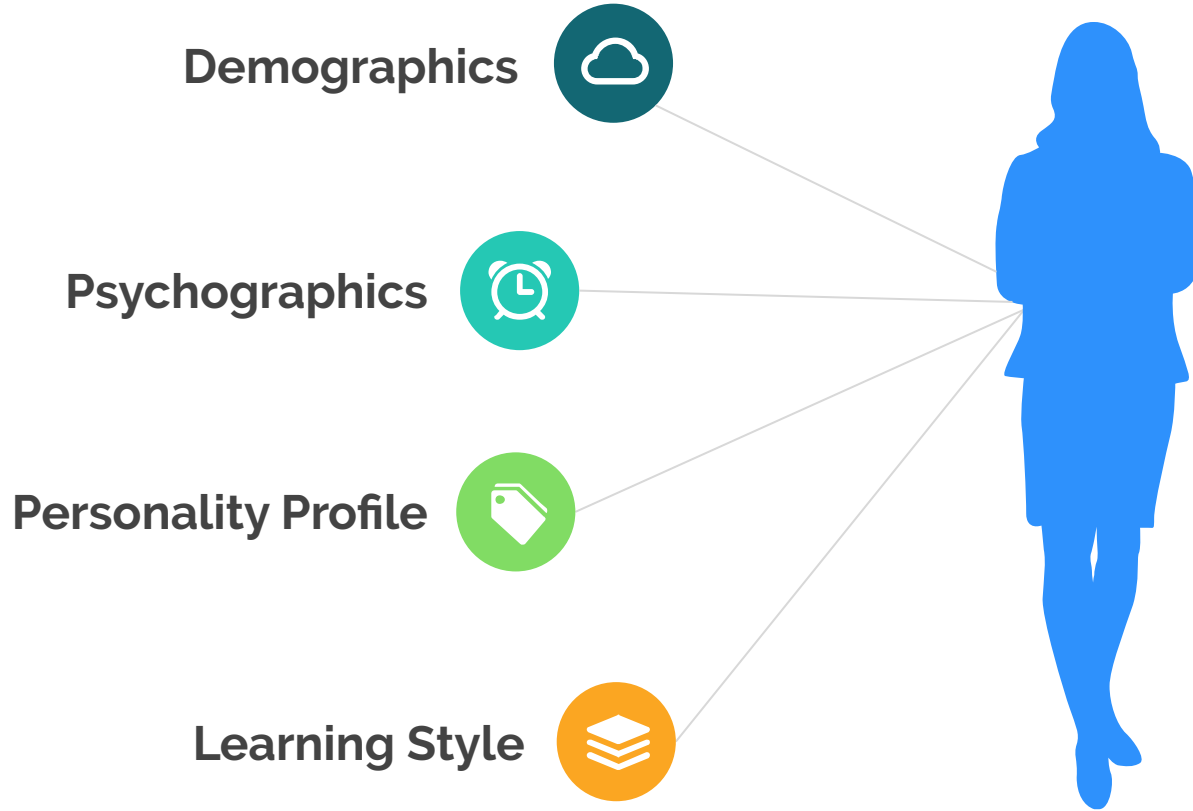


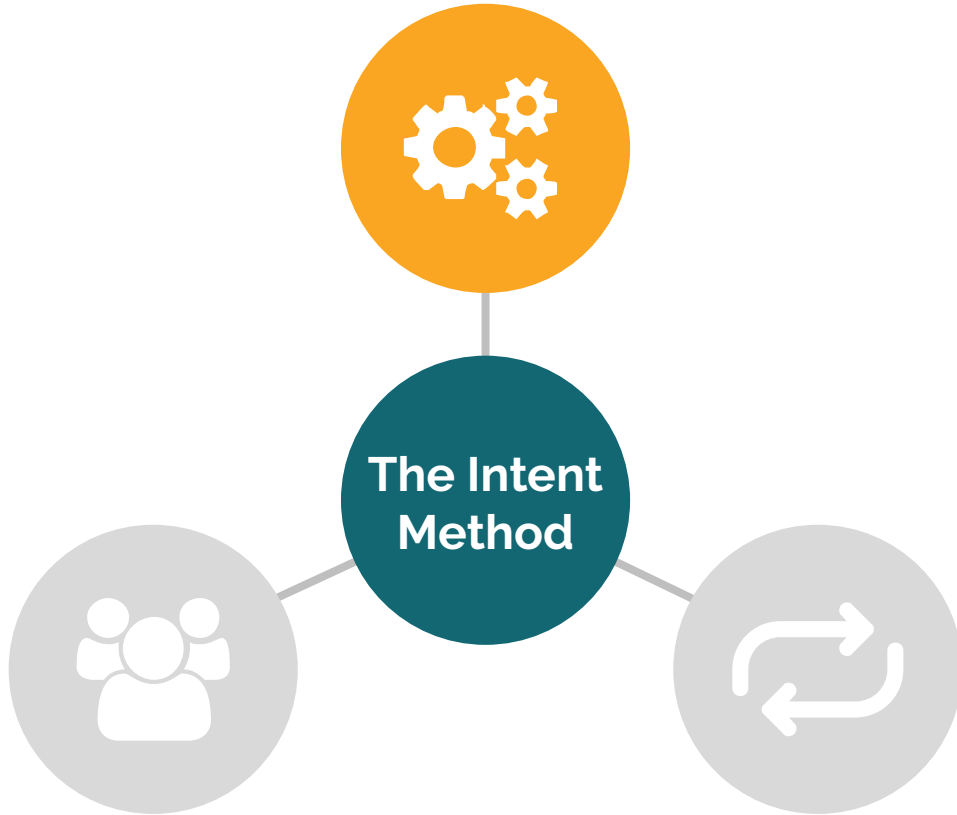
AUTOMATION



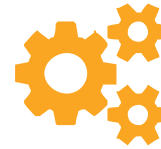
OPTIMIZATION







PERSONALIZATION

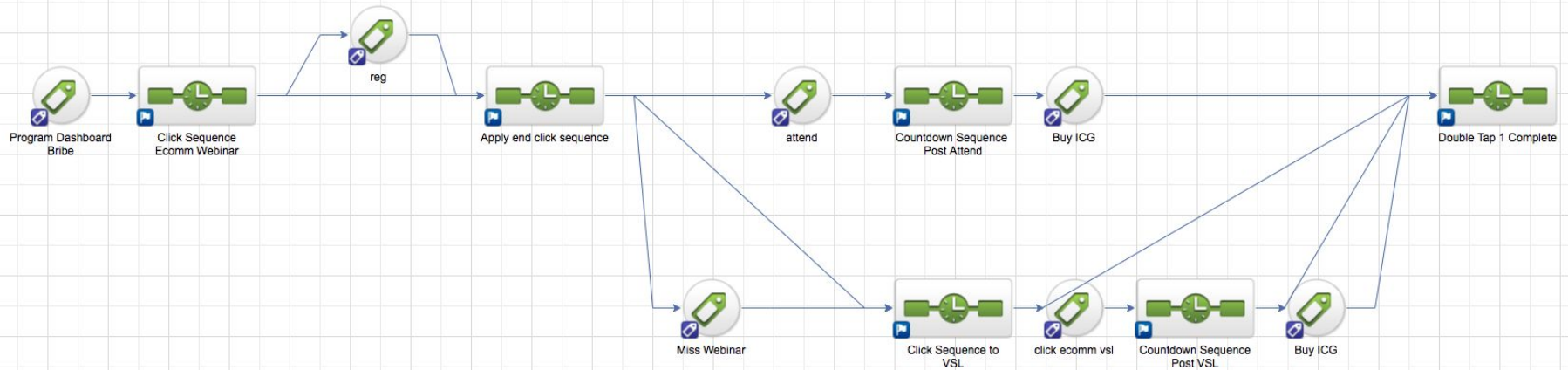


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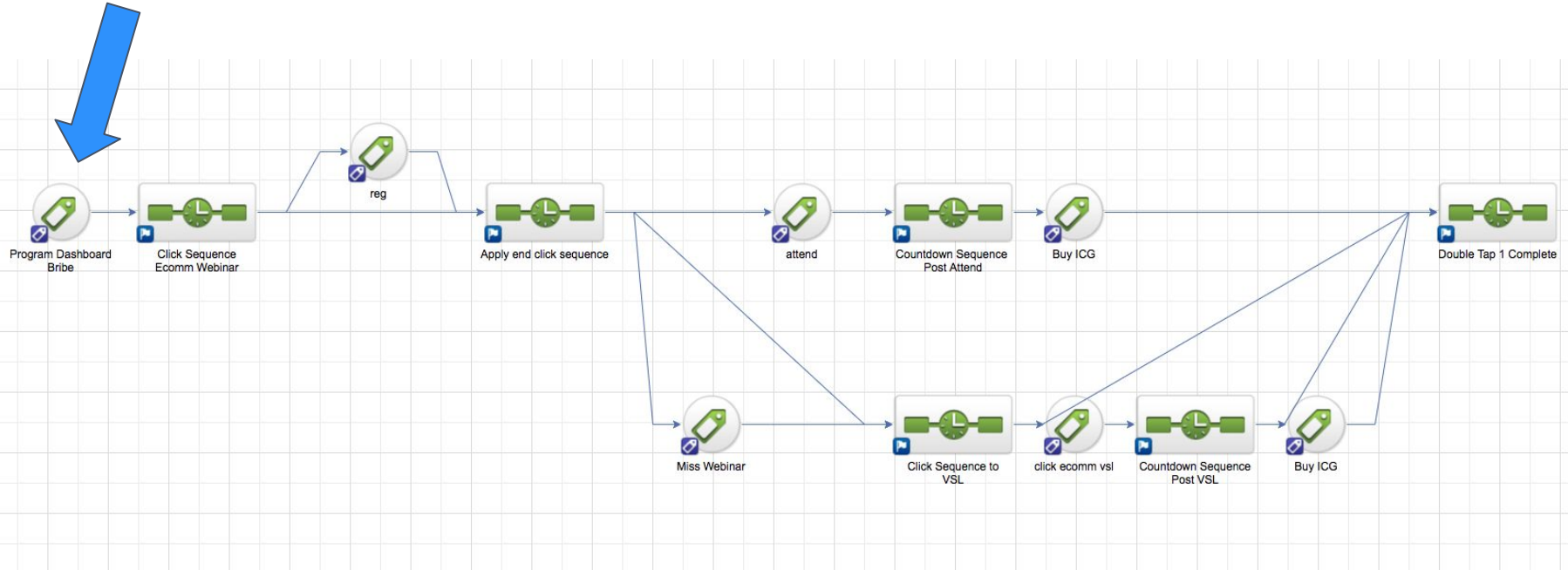


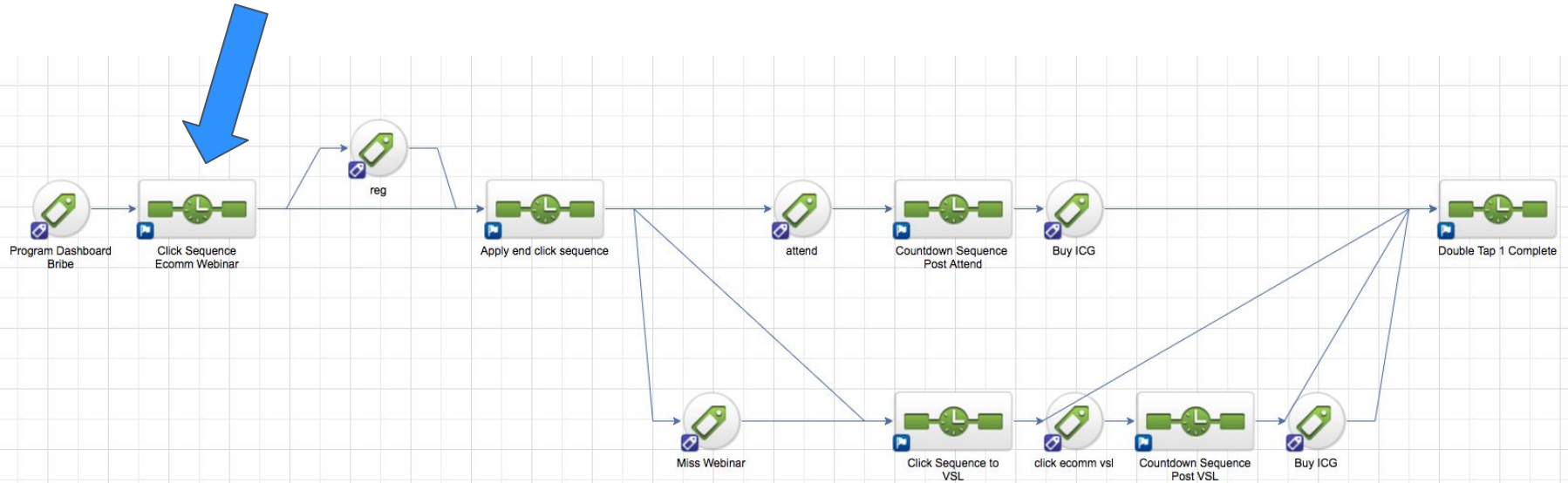
OPTIMIZATION

The Customer Journey Approach

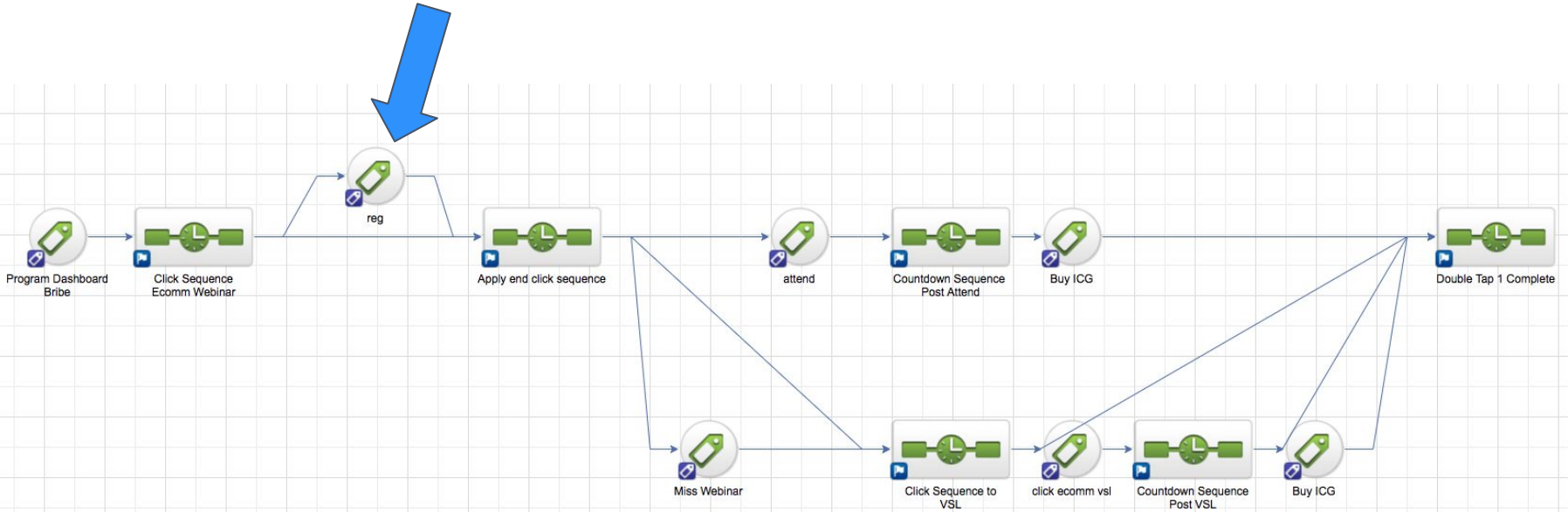


The Customer Journey Approach

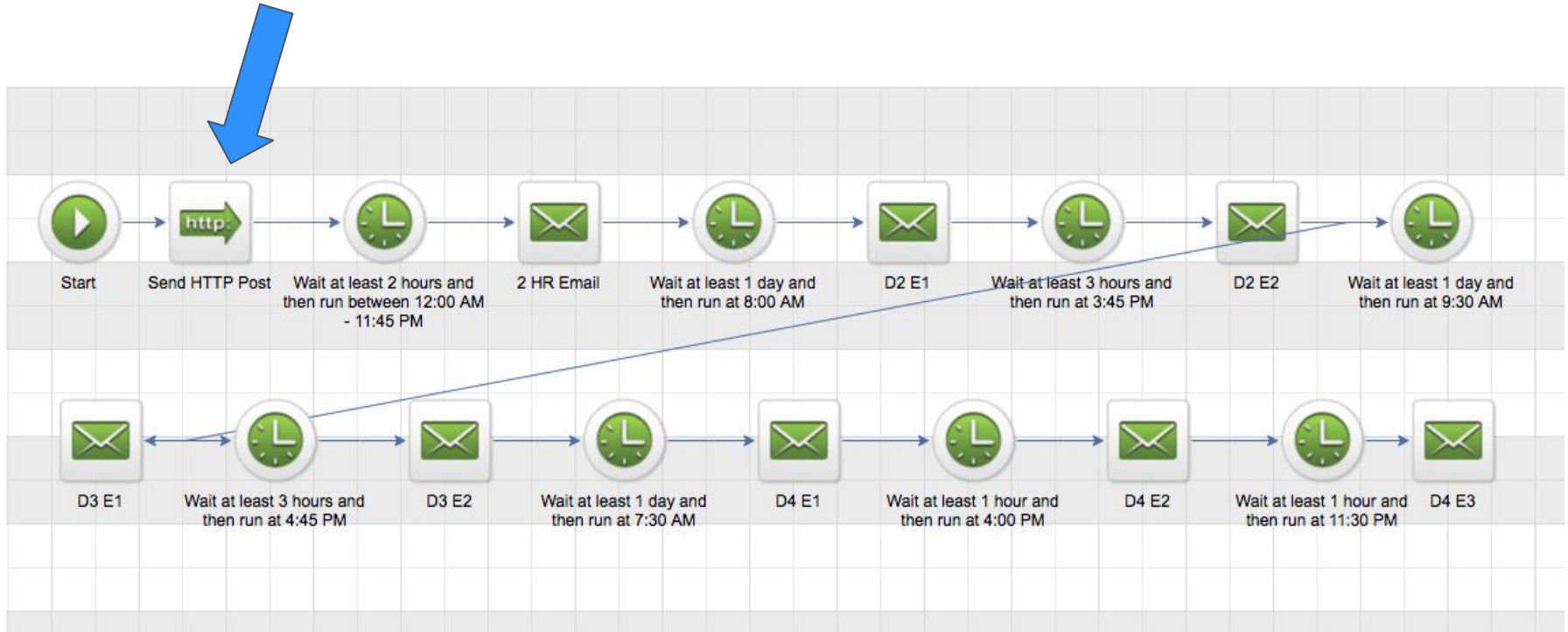


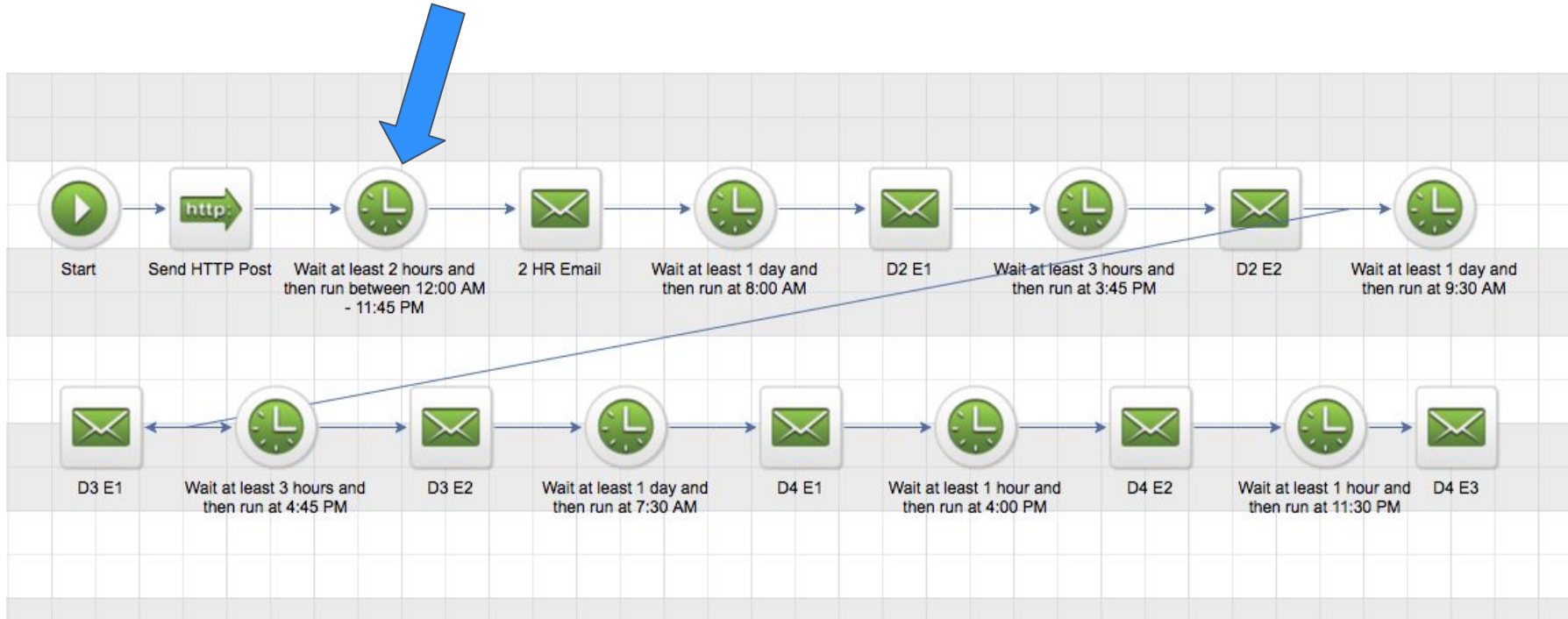


The Customer Journey Approach

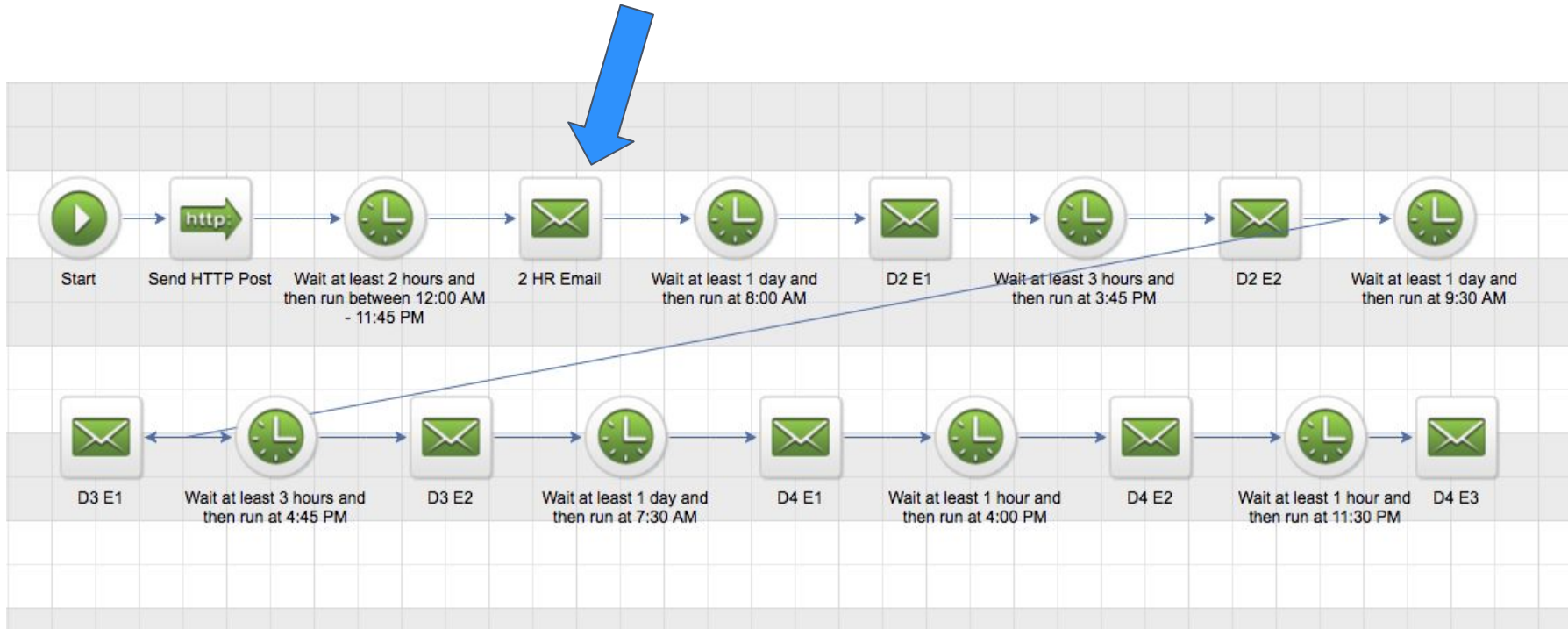


The Customer Journey Approach

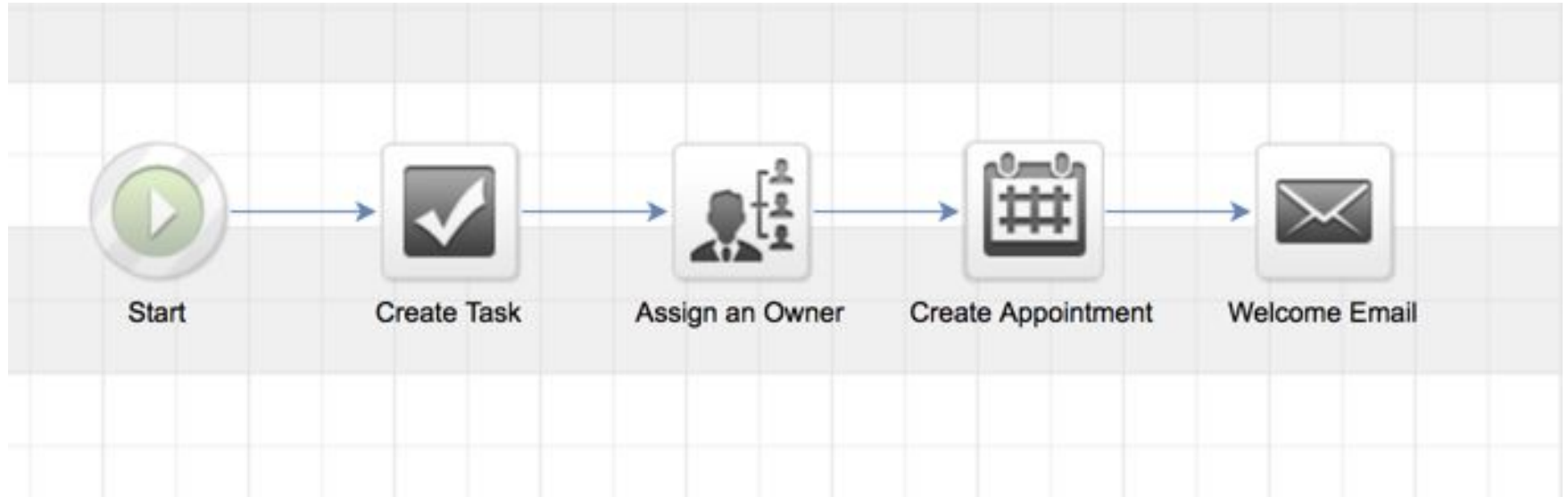


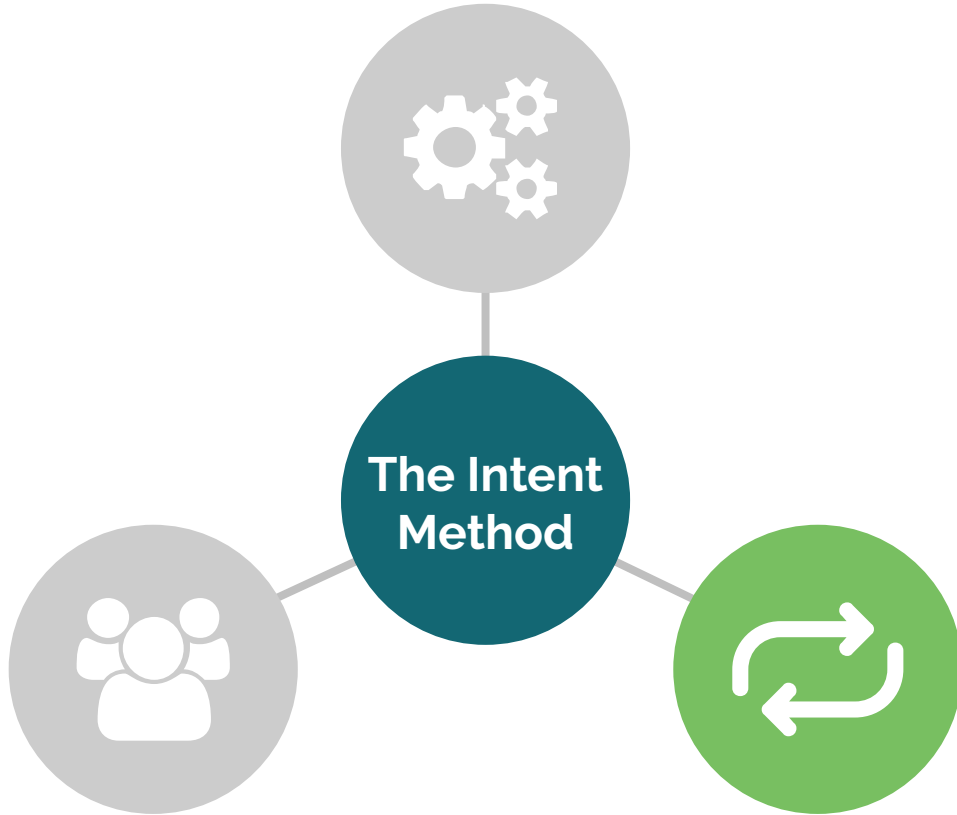


The Customer Journey Approach



OPERATIONAL AUTOMATION





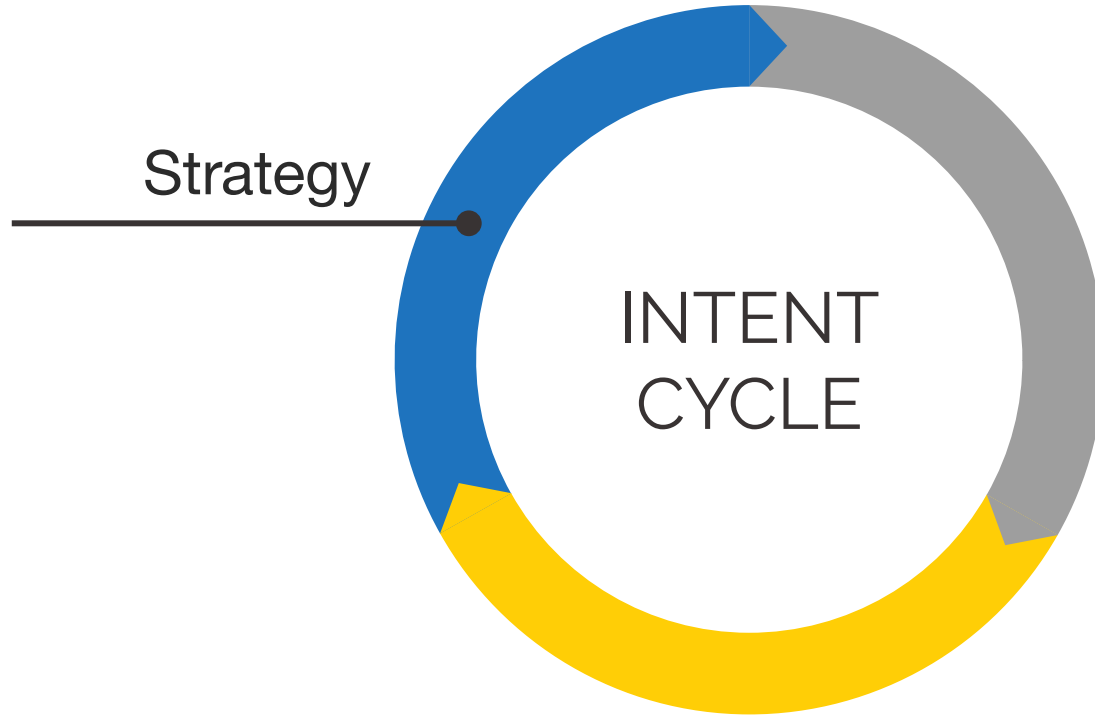
PERSONALIZATION

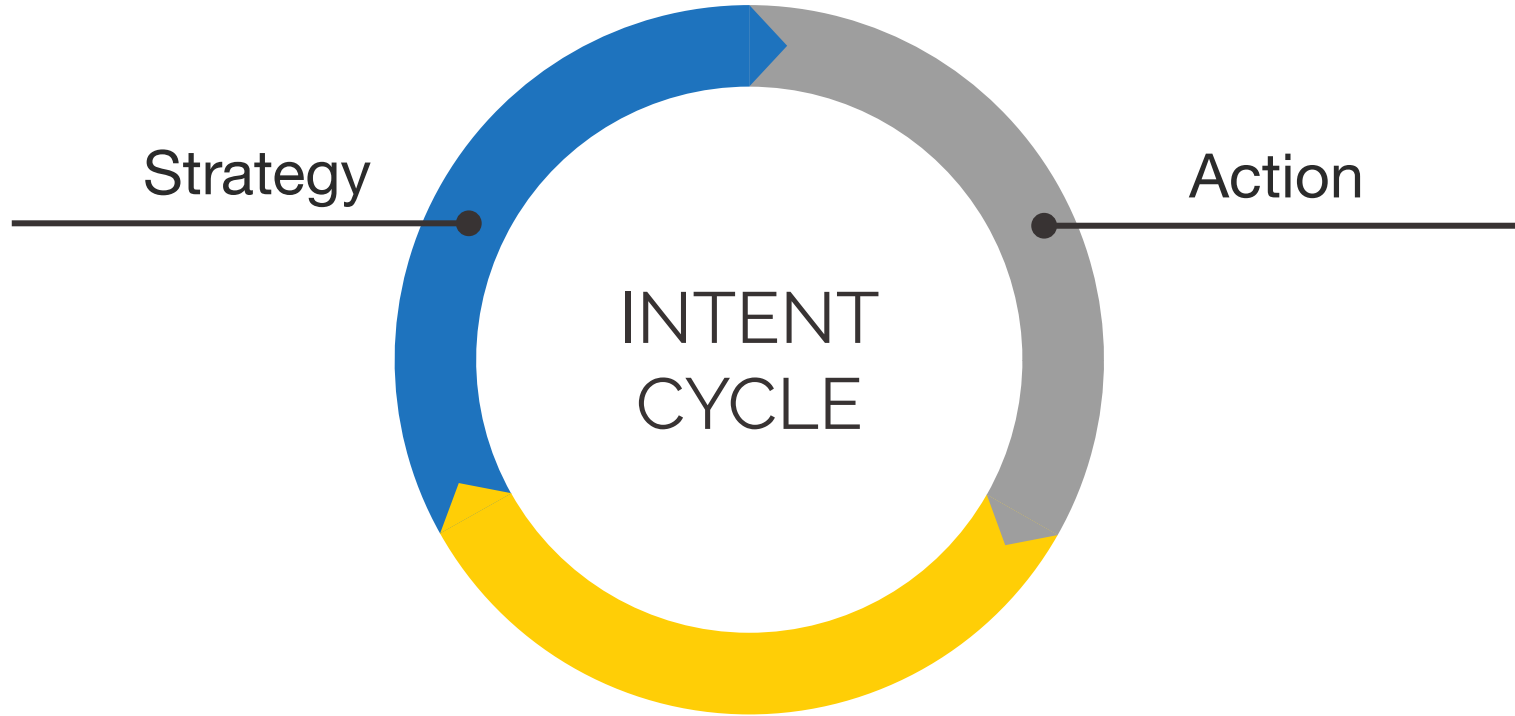


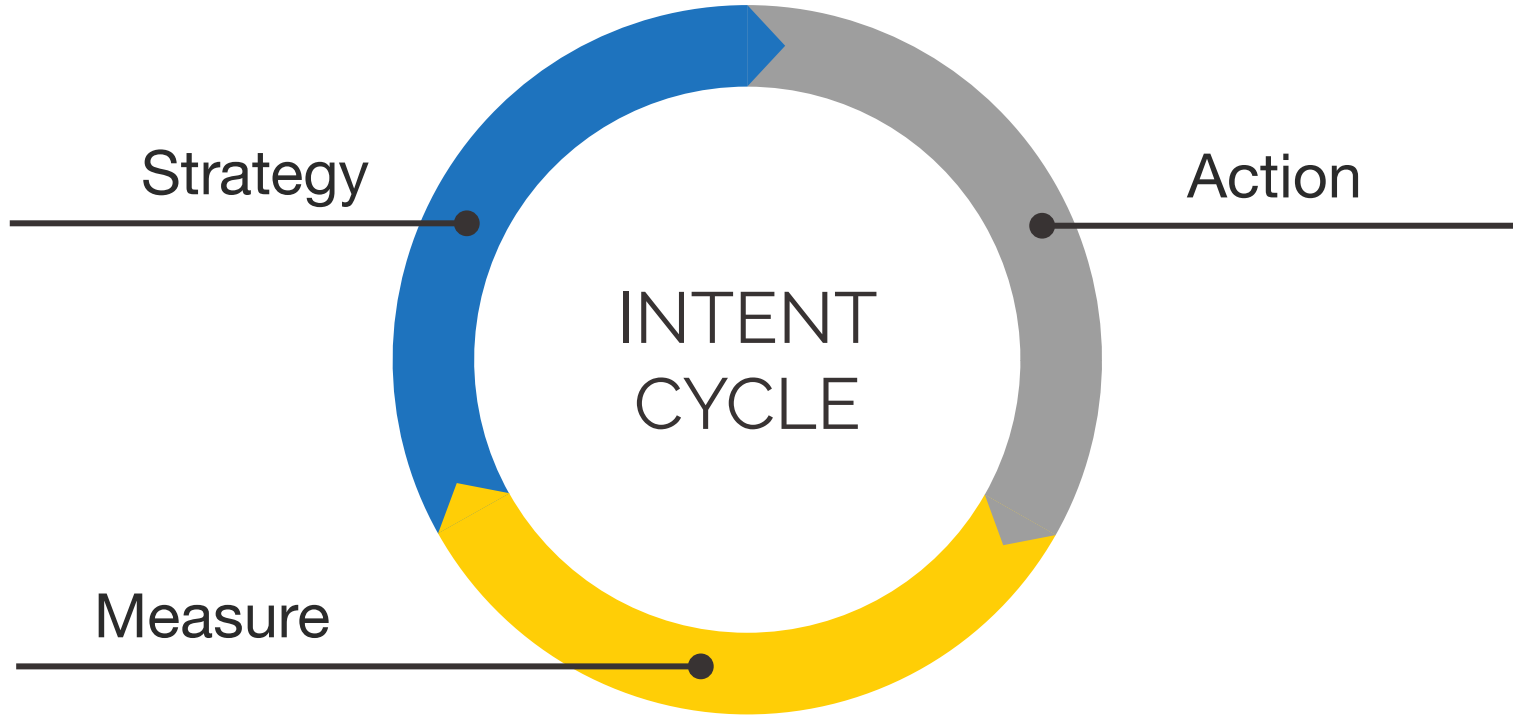
AUTOMATION

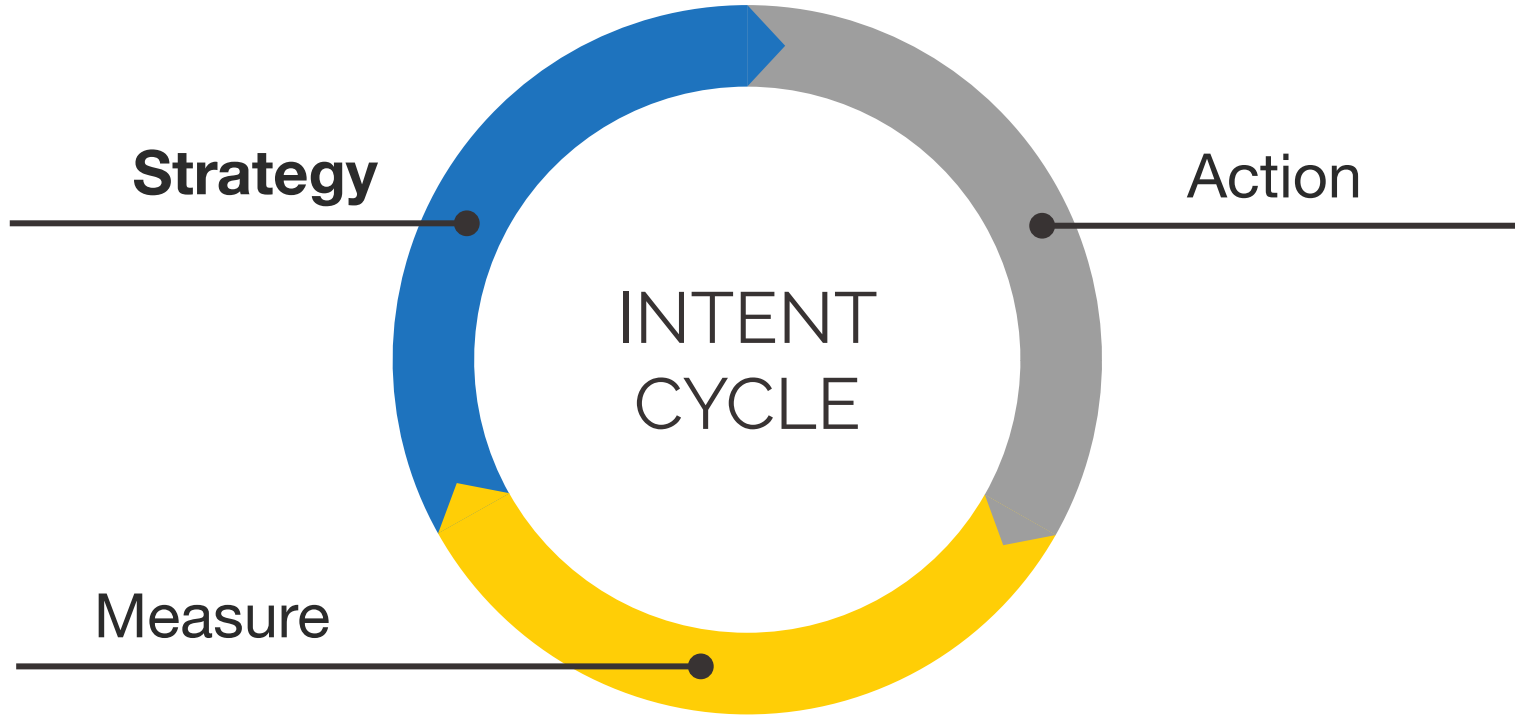


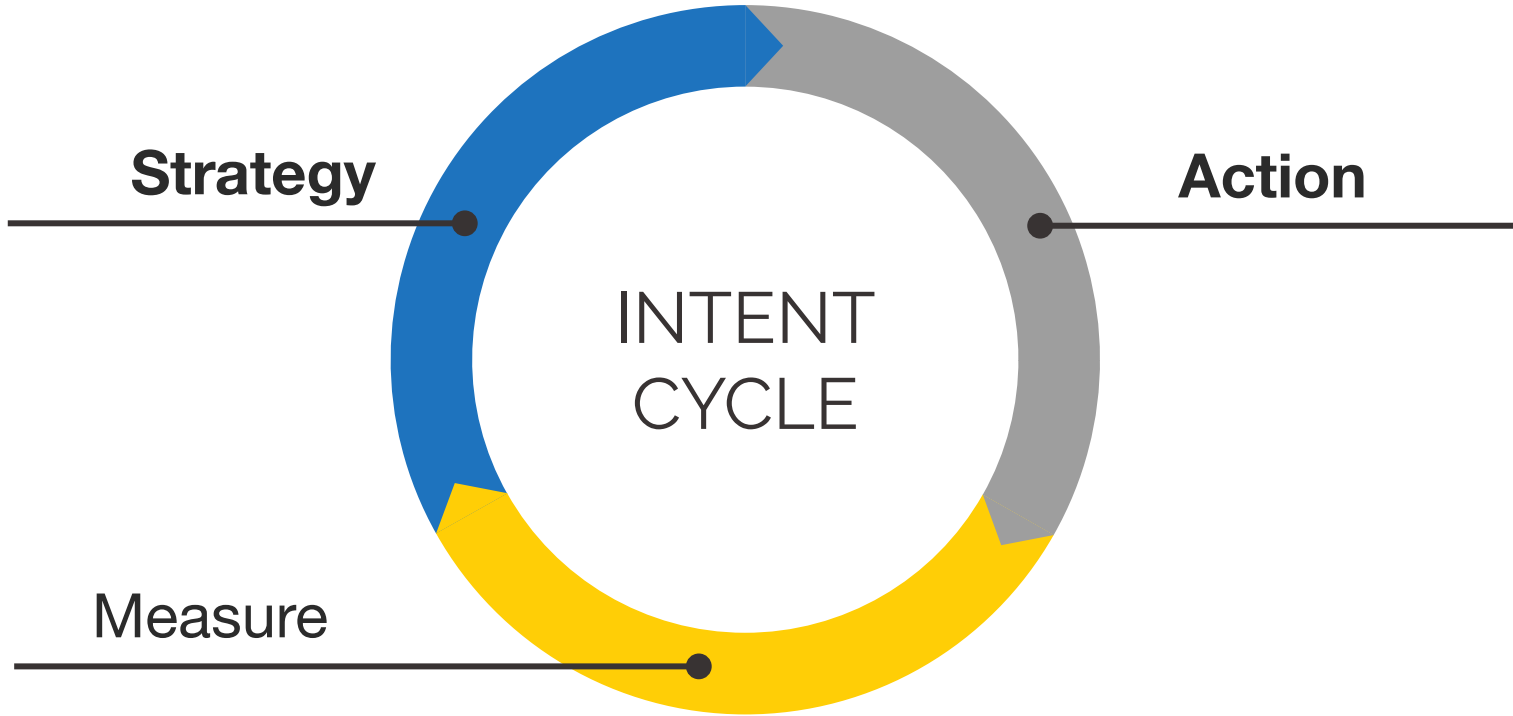
OPTIMIZATION

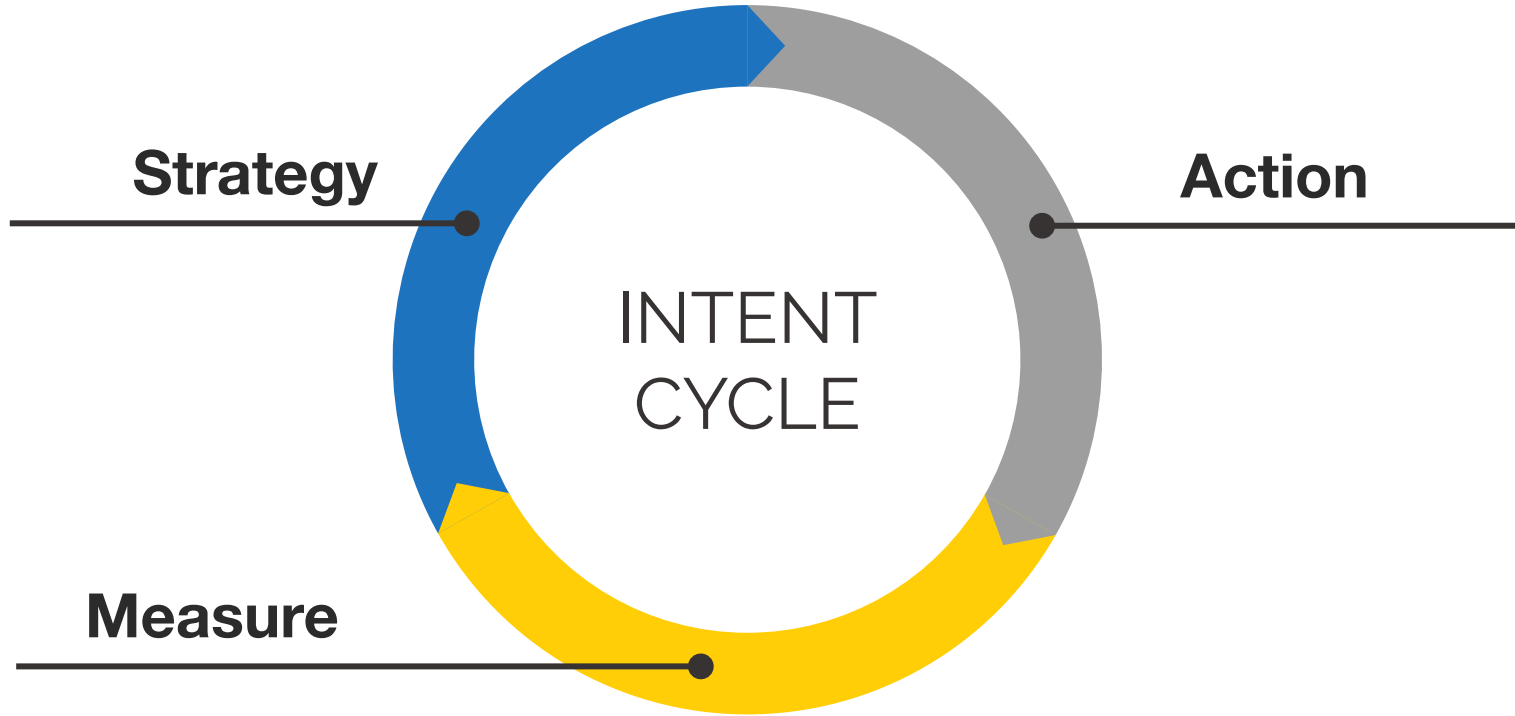








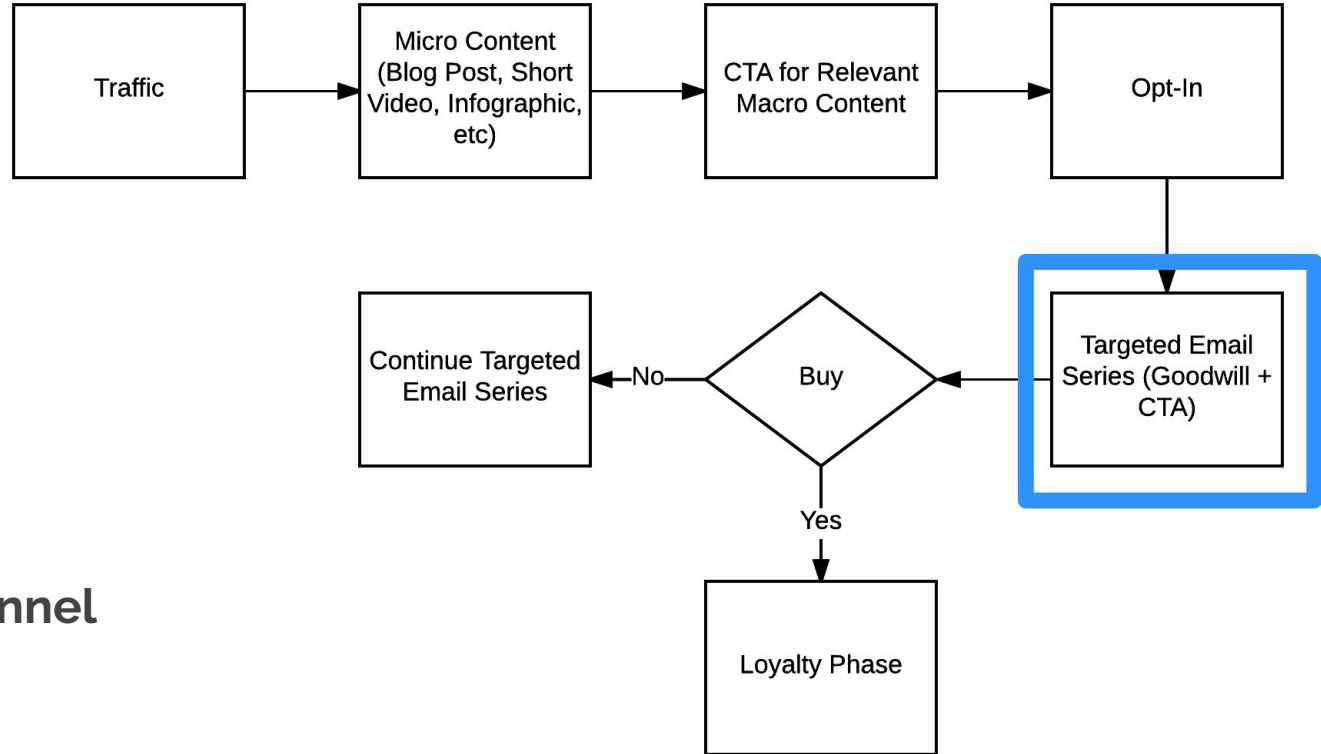




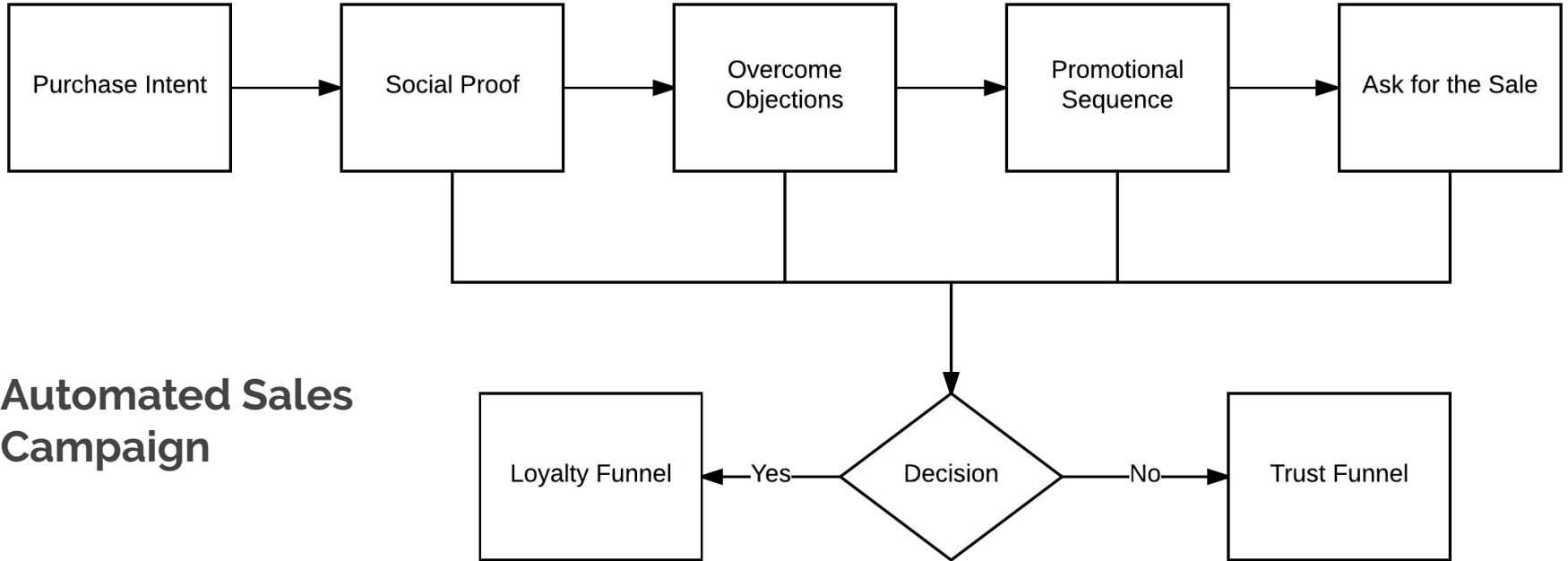


Action

Marketing campaigns designed to convert people with purchase intent.



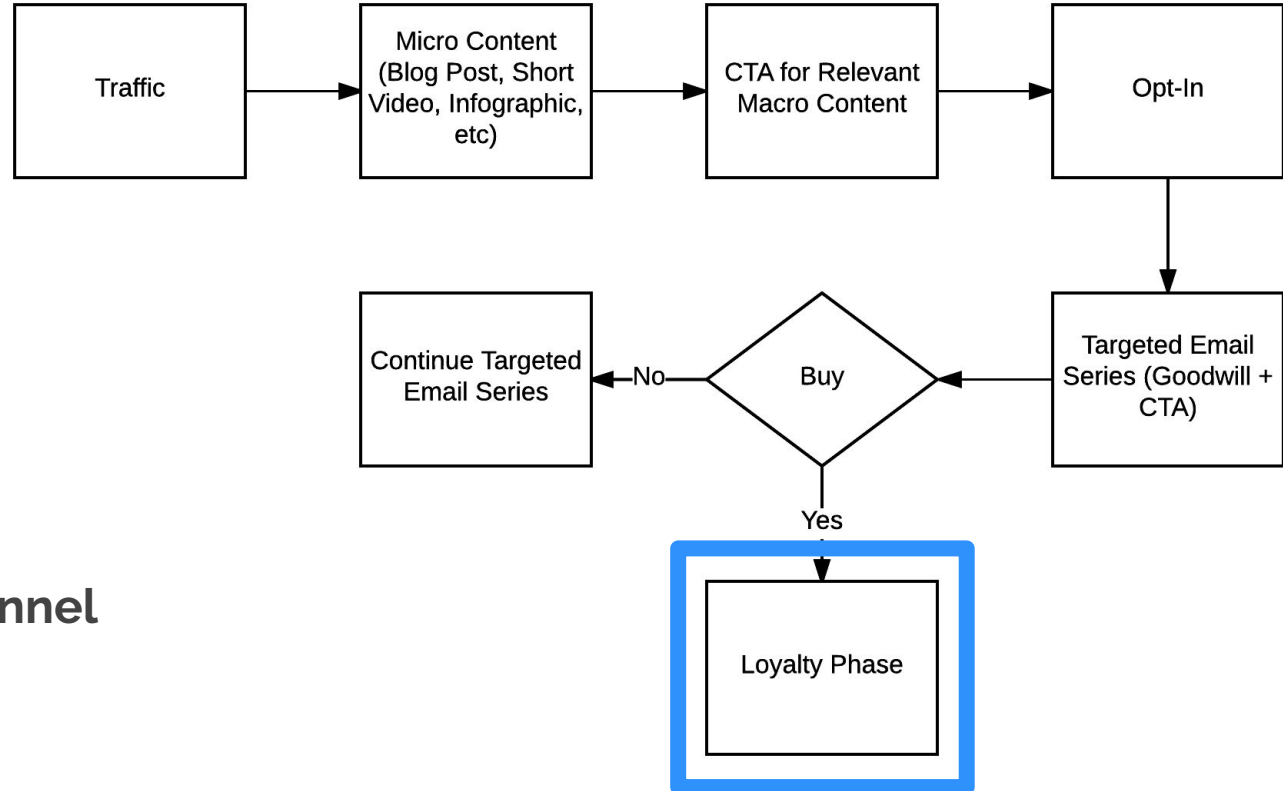
Micro 2 Macro Funnel
(Hubspot Funnel)



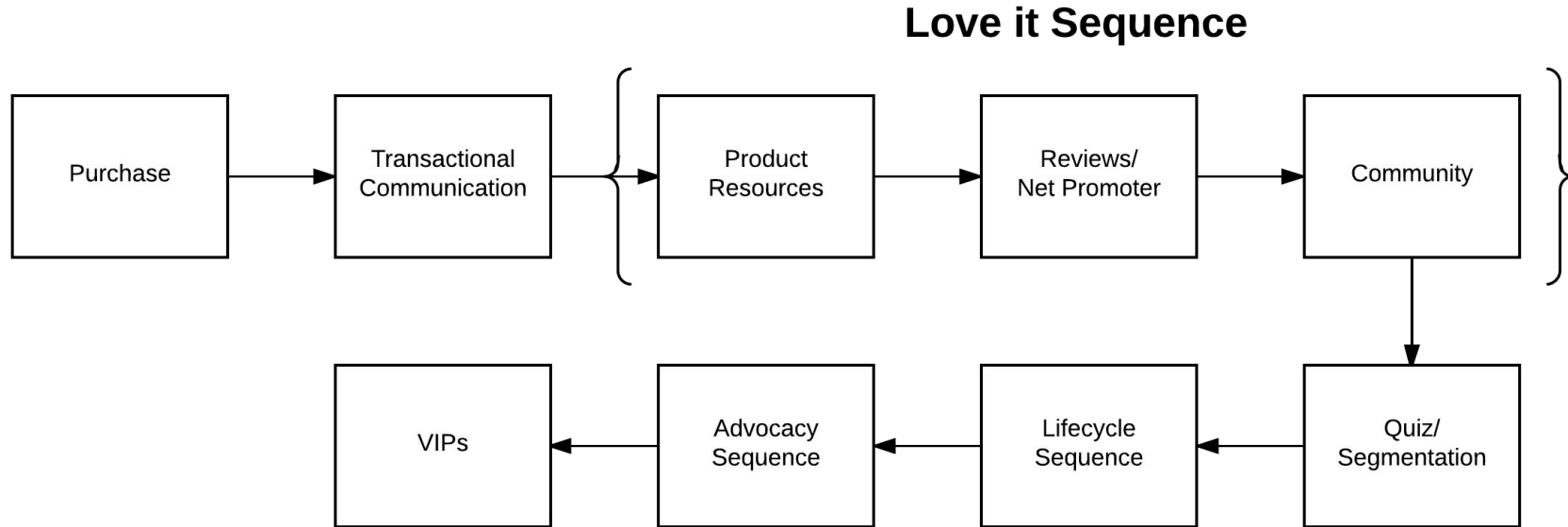


Advocacy

Marketing campaigns designed to develop advocates that buy again, share, and engage with your brand.



Micro 2 Macro Funnel
(Hubspot Funnel)



Loyalty Phase:

Customer Growth Funnel (LTV)



Recap

- Heal from the “Shiny New Toy Syndrome”
- Think Strategy before Tactics
- The ONLY goal for your marketing should be to **create Brand Advocates**
- Build a high-impact marketing system by following the **Intent Method**
 - **Personalize all marketing**
 - **Build Behavioral Automation**
 - **Optimize, Optimize, Optimize**

Thank you! Q&A?



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