

TRANSPARENCY MARKETING

INCLUDING YOUR CUSTOMERS IN
THE SALES CONVERSATION

“MOST OF THE SALE
HAPPENS BEFORE THE
CART EVEN OPENS.”

-RAMIT SETHI

WHY TRANSPARENCY?

- Understanding the current online climate:
 - More automation happening
 - But also more conversation and non-scalable interactions
 - Conversation Marketing – potential customers demanding access
- Customers are more savvy than ever
 - Also can sniff out BS faster
 - BTS is becoming normalized
 - Too polished feels suspicious/inaccessible
 - Also **more options** than ever

BUYER-AND-SELLER DYNAMICS

- Changing the traditional Buyer-Seller relationship
- Customers demand trials and to try-before-they-buy
- Puts buyer in the driver's seat
 - Inclusion makes it feel safe
 - Come to the purchase decision organically
 - Experience wins ahead of the sale, less refunds/expectation management
- Liberating **for the seller** – organic consumption start to finish

WHAT DOES TRANSPARENCY MARKETING INCLUDE?

- Marketing tools:
 - Vulnerability (clients need to see relatability)
 - Authenticity (perfect Client-to-Message matching system), highly specific matching and more “flavors” than ever
 - Cumulative approach – every “touch” goes into the Trust Piggybank
- Logistical Tools that we have now:
 - Instagram and Facebook Stories
 - DMs and Screenshots
 - FB Live/IG Live
 - Free Trials or \$1 Trials
 - Challenges
 - Beta testing



TRANSPARENCY MARKETING IS A LONG GAME

- Building trust as a personal brand for months and years
 - Knowables
 - Free value-adds/solutions
- Anticipation Phase for a specific product
 - Tangential freebie to act as wait list
 - 4-8 weeks ahead of time – familiarity breeds trust
 - The longer the client has with it, the more experience, the higher the trust
- Beta testing – 2 types
 - Group coaching – for free or discounted investment
 - Sampling/trial, in exchange for feedback

#PHYSIQUEFINISHERS BETA TESTING

**Get FREE 10-20 Minute
#PhysiqueFinishers
Workouts from JillFit**

Test out these brand new workouts delivered to your inbox weekly and offer feedback. 100% free!

	physiquefinishers Published 07/10/18 View	11980	8123	68%
	physiquefinishers-thankyou Published 07/09/18 View	8200	0	0%

☐ Yes, I consent to receiving emails

[Get FREE Workouts Now >>](#)

#PHYSIQUEFINISHERS BETA TESTING

They're all FREE99 too, so if you have a friend who needs some new workouts or to get out of a rut, be sure to send them the registration page: <https://jillfit.lpages.co/physiquefinishers/>

Once you enroll in the beta test, you'll get all the directions on how to give me your feedback (literally takes 1 minute)!

Cool? Cool. TELL ME YOU'RE IN BELOW






JILLFIT.LPAGES.CO

FREE: Beta Test My NEW Fitness Program! Save

Test these workouts out for me.

[View Insights](#)

   477
401 Comments 69 Shares

#PHYSIQUEFINISHERS BETA TESTING

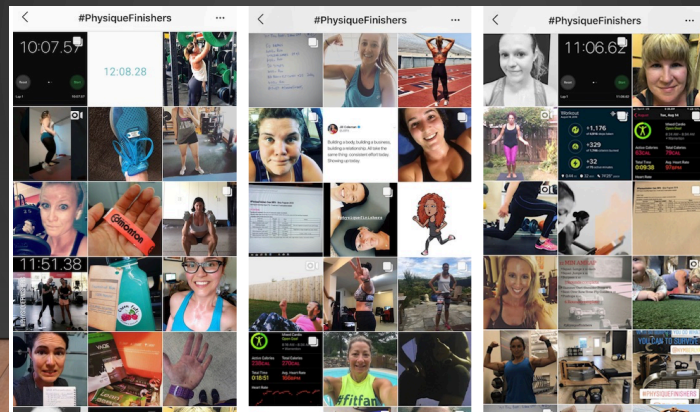
- Received sample #PhysiqueFinishers workouts weekly for 6 weeks – gives potential buyers opportunity to “try before they buy”
 - Was also sending additional emails “feeding” the wait list
 - Created a hot list of potential buyers
- Immediately in first follow-up message:
 - Reiterated when program launching and that they get early/discounted access
 - 3 questions to respond back with feedback to (be direct, clear and with a timeline) – strategy here
 - Benjamin Franklin Effect
- Buyer and seller now both have all the information
 - When is program opening?
 - What is it? Why did you create it?
- Hashtag and posts interacting with it/social proof/acknowledgment

#PHYSIQUEFINISHERS – ONGOING WAIT LIST MARKETING

- **Try these #PhysiqueFinishers workouts!**
 - 4-6 weeks of workouts, delivered via weekly email
 - Reiterate program details/instructions and when launching
 - Promote each free workout on social for the 24-36 hours BEFORE a new workout going out, weekly
- *Marketing around the marketing* – get feedback and immediately post back to social
 - IG stories
 - FB Live/IG Live – share feedback live and highlight people sending feedback
 - Special photo album on JillFit FB page filled with user photos
 - In email newsletters, tell me how many people are giving feedback (“Everyone is doing it!”)
 - Hashtag and YOU interacting with the workout
 - Always a CTA to join the wait list!

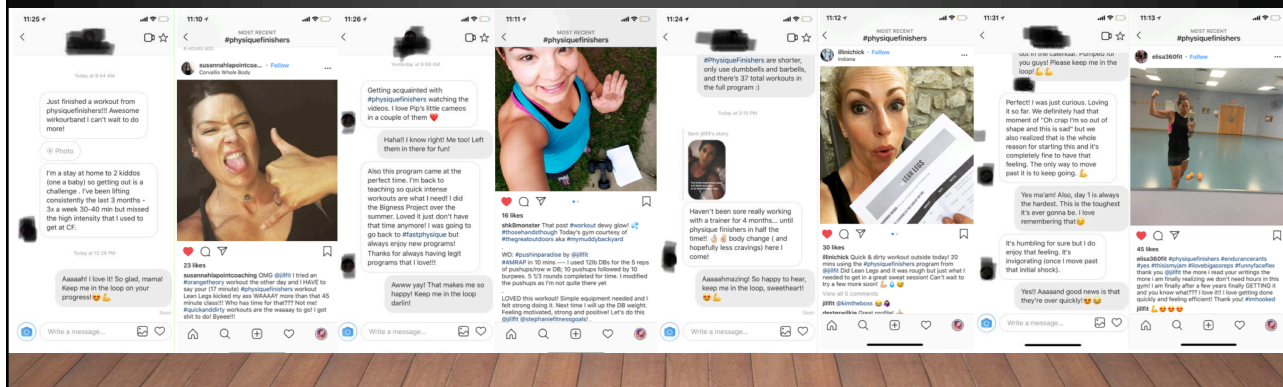
#PHYSIQUEFINISHERS – FEELING OF UBIQUITY

- Marketing around the marketing – get feedback and immediately post back to social
- IG stories
- FB Live/IG Live – share feedback life and highlight people sending feedback



#PHYSIQUEFINISHERS – BETA FEEDBACK TO LEVERAGE SALE

- Testimonials
 - Screenshots for the sales page
 - What language are people using? Use to write copy
 - IG posts hashtag:



#PHYSIQUEFINISHERS – OVERVIEW + OUTCOMES

- **Drove traffic to wait list for 6 weeks (!!!) – 30% organic, 70% ads**
 - Accumulated 8000 hot leads
 - Received over 1000 unique feedback responses
 - Helped me hone the program
 - Screenshots for the sales page (testimonials)
- **Prelaunch:** early + discounted access to wait list subscribers for 4 days
 - They knew it was coming, I reminded them often
 - Sold 715 units (37% of total sales)
- **Public launch at full price:** marketed to whole list + social media for 7 days
 - Included retargeting for all days
 - Sold 1190 units during public launch (409 in last 24 hours – 21% of total!)
- Sold 1905 units total for the launch

THE MARKETING MATRIX - #PHYSIQUEFINISHERS

- How to know what your marketing *messages* are:

PRO Messaging (list outcomes, deliver method, benefits)	ANTI Messaging
<ul style="list-style-type: none"> • Short-duration (all 20 mins or less) • Variety and intensity • Can be done at home with minimal equipment, doesn't require gym • Goal-oriented: 6 weeks for lean, 12 weeks for strong + lean • Accessible movements, don't need fancy equipment • DIY delivery • Online membership portal access for life • Changes the shape of the body • Look more athletic 	<ul style="list-style-type: none"> • Long workouts, hours at the gym • Boring, monotonous workouts, rut • Inaccessible, high barrier to entry, spend extra money on gym membership • Avoid randomness, follow a progressive program, don't just chance it • Learning curve is too high, have to be advance to get started • Too many calls/contact w/ coach/stressful • Not professional or limited access • Still look the same, nothing to show for hard work • Still don't look like you work out

