

**CONNECT** 365  
REFERRAL ACCELERATOR



Take  
the  
lead.



REFERRAL ACCELERATOR

WEEK 3:

**Where Most Referral 'Systems' Fail...And  
How to Automate Your Follow-up and  
Ongoing Top-of-Mind Campaign**

*Previously on...*

## Homework:

1. Send Message 1 to First Contacts (Connect 365).
2. Review Your Social Media Content (Emphatic).

*Review at:*

[training.Connect365.io/mrn-2](https://training.Connect365.io/mrn-2)



## Homework:

1. Write the Next Message
2. Map Out Your 12 Month Nurture Campaign

*Download the workbook at:*  
[Connect365.io/workbook-3](https://connect365.io/workbook-3)



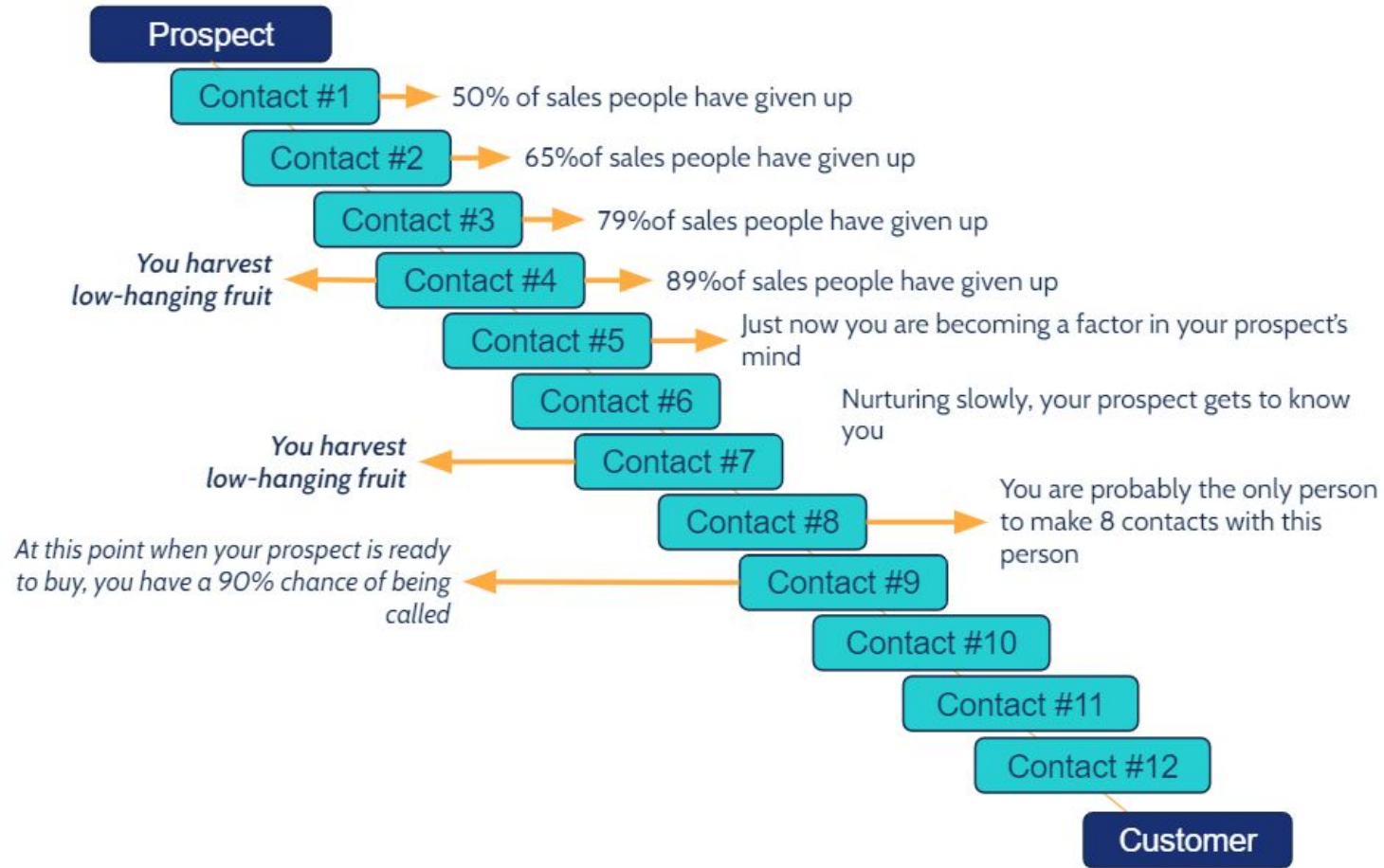
REFERRAL ACCELERATOR

## Important Info:

- Workbook** → [connect365.io/workbook-3](https://connect365.io/workbook-3)
- Training** → [training.connect365.io](https://training.connect365.io)
- Questions?** → [support@connect365.io](mailto:support@connect365.io)

*Consistency.*





*Are you giving up too soon?*



Follow Up Made Easy

# *Quick Check In*

Welcome to **Connect 365**

Last Login: 03 Sep 2020 09:52 PM (MDT)

## UPCOMING MESSAGES

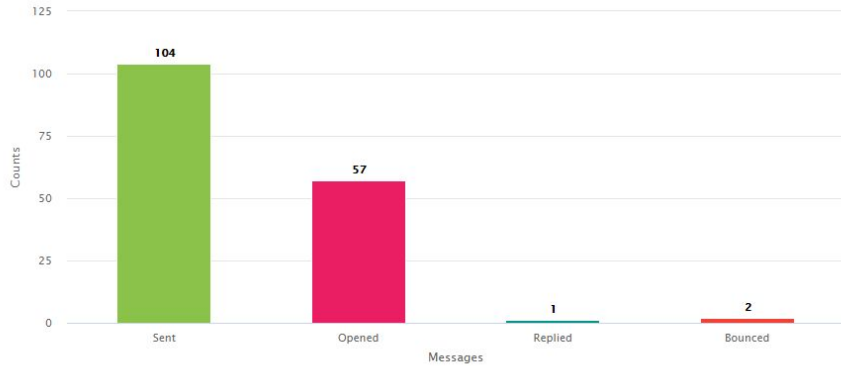
No messages scheduled!

[CREATE NEW MESSAGE](#)

## CAMPAIGN RESULTS

Campaign Title

All Campaigns



## MOST ACTIVE CONNECTIONS

**24** Audrey Andersen

Lead Score: audreyand1168@gmail.com

[VIEW](#)**21** Kim Parkinson

Lead Score: parkinson284@verizon.net

[VIEW](#)**12** Renee Baratelli-Thorell

Lead Score: r.baratelli@shaw.ca

[VIEW](#)**7** Kate Sullivan

Lead Score: katesullivan.ns@gmail.com

[VIEW](#)**7** Karen Kelley

Lead Score: mrsmonk00@gmail.com

[VIEW](#)**7** Leng Abbott

Lead Score: chocoholic\_gemini\_79@yahoo.com.au

[VIEW](#)

Lead Score is a total of engagement with your messages. Each interaction is given a score of 1 Point per open, 2 Points per reply.

## Re:A referral for you?
















**Pat** [redacted]

to [redacted] ▾

Hey John,

Just following up on this.

How does your calendar look next Tuesday or Wednesday for a quick call?

ASSOCIATED TAGS	STATUS	ACTIONS
REFERRAL CAMPAIGN	SCHEDULED	  
LAW FIRMS	CREATED	  
LAW FIRMS	ACTIVE	 
LAW FIRMS	ACTIVE	 
VA SCHOOL	COMPLETE	  




## Referral Campaign

Email: meredith@meredithheisenberg.com    Alias: meredith@solobizhacker.com

Timezone: **Denver (Mountain)**

High Priority 

SCHEDULED CAMPAIGN


 MESSAGES





 RECIPIENTS

 ADVANCED ACTIONS

 SETTINGS

Manage your campaign messages here.

 **Compose**

SUBJECT	SEND ON	STATUS	ACTIONS
Re: A referral for you	09 Sep, 2020, 11:36 AM	<b>DRAFT</b>	 
Referral Message	08 Sep, 2020, 11:35 AM	<b>SCHEDULED</b>	 

Subject

Re:A referral for you?

Send this message as a Reply (in same thread)

Send This Message as a Reply to

A referral for you?

Delay

7 Days 1 Hours 5 Minutes

Send this message unless

A reply is received

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, link, unlink, list, indent, outdent, quote, insert, image, and video. Below the toolbar is a text area containing the following content:

Hey (firstname),

Just following up on this.

How does your calendar look next Tuesday or Wednesday for a quick call?

Pat

Below the text area is a contact card for Pat Henseler, Director of Training, with a circular logo containing the letters 'LS'.

Add unsubscribe note

CANCEL

DISCARD DRAFT

SAVE

*What if they still don't reply?*



# Long Term Nurture Sequence

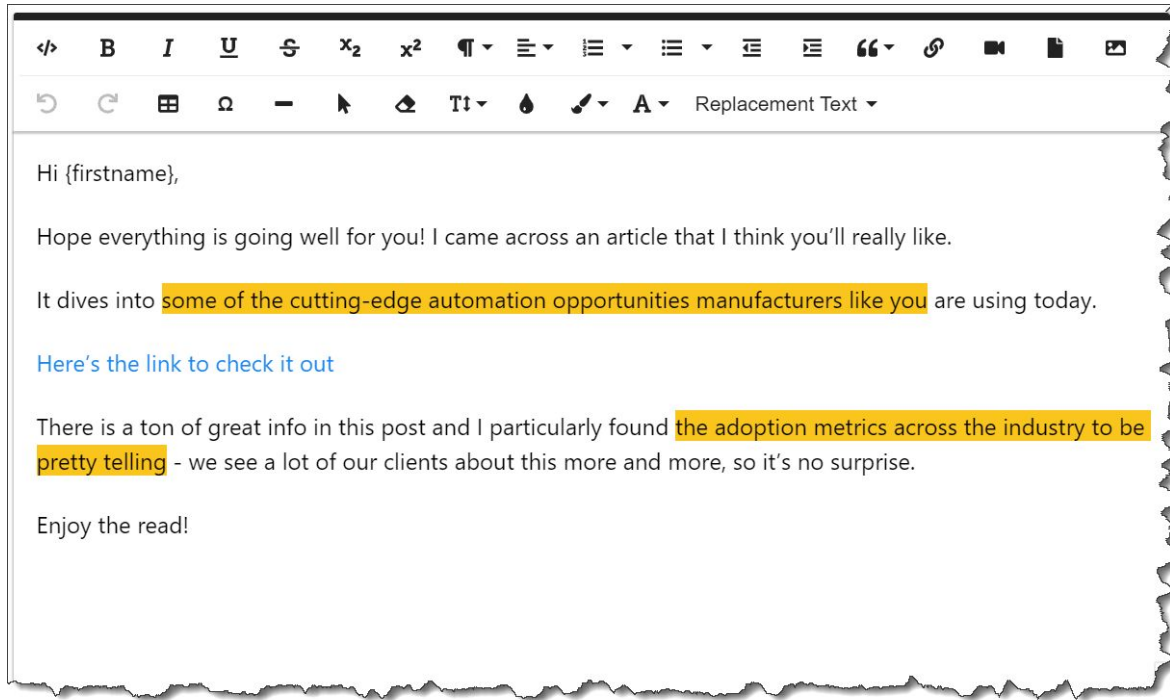
# Who Gets the Messages?

- People who haven't had a networking call with you yet
- People who have agreed to be referral partners

AVOID: Current clients, people who are in the final Stages of your sales process



# Sample Message #1



# Sample Message #2

Hey {firstname},

Do you have any openings this week or next for a quick 10-15 minute call?

I'm interested in hearing a bit more about what you do and just sharing a couple stories of how we've helped other **INSERT**  
**COMMON QUALITY** (ie businesses/people/marketing teams) like yours.

No pressure at all either way. Just figured there was no harm in following up. ;-)

Talk soon,

Select a template for your campaign.

Expert Content Campaign

Expert Curator

Group Invite

Group Curator Campaign

**Long-Term Nurture**

Long-Term Nurture - Sequential

Direct Lead Gen Sequence

PREVIEW

## Long-Term Nurture

Type: **SCHEDULED**

No. of Messages: 12

Time Span: 365

Category: Long-Term

Ideal For:

- 1 A gift for you, {firstname} ▼
- 2 Reaching out ▼
- 3 You know anyone that could use more INSERT YOUR MAIN OUTCOME (ie sales/hours in the day/this?) ▼

# Staying Top of Mind Consistently



**“CONTENT IS FIRE;  
SOCIAL MEDIA  
IS GASOLINE.”**

**Jay Baer**

President, Convince & Convert








There will be 5-7  
brand interactions  
before a customer  
remembers a brand

# Share Your Content in Your Connect 365 Emails

**CONNECT** **Connect 365**  
235 followers  
17h • 🌐


Landing pages are awesome for generating leads, but don't you want your landing page to do just a little bit more? No need to do something if you are not going to be able to get every inch out of it that you can. Not only can you make y ...see more



**How to Boost Conversions on Your Landing Pages - business.com**  
business.com • 6 min read

**CONNECT** **Connect 365**  
1d • 🌐

Just because we are in the middle of a pandemic, doesn't mean there isn't potential out there for business growth. It might seem much harder to achieve with the obstacles that COVID has presented, but it is certainly possible if you put in the effort. See how research and marketing can be keys to doing so.



TAMPABAY.COM  
**Keys to growing a small business in a pandemic: Research**  
stin

Presenting a brand consistently  
across all platforms can increase  
revenue by up to 23%

In progress

Queued content

Allocate your credits

Tune content strategy

Settings

Get one-off content

Upgrade your plan

Get free credits

Connect 365

Switch account

## Queued content



Account:

Connect 365

Schedule:

Rule 1 Mon Wed Fri At: 02:30 pm , 10:30 am

Edit schedule

Actions

For businesses, they hope that more followers equate to more sales and conversions. The following article will focus on how companies can push to get more followers to their websites and social media pages. If you are interested in extending your company's reach, then check out the following article.

<https://www.business2community.com/linkedin/21-linkedin-marketing-hacks-to-get-more-followers-for-your-company-page-02338265>



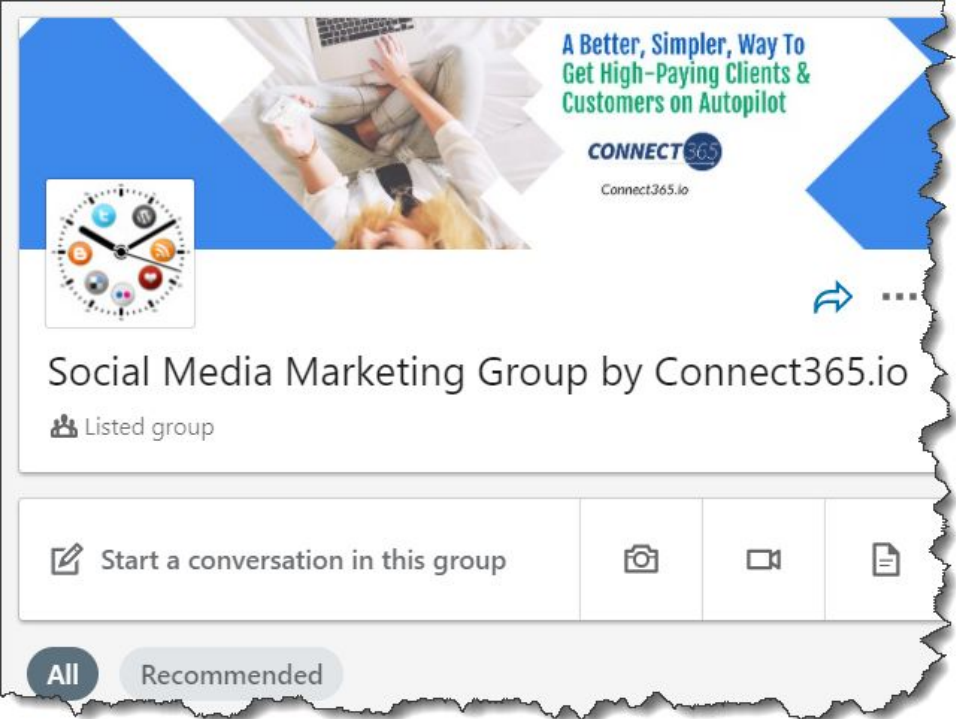
Auto-scheduled for: Fri, Sep 04 2020, 09:30 AM



# Make Sure Your Prospects Are On Your List Everywhere



# Don't Forget to Post in Your Groups!



The image shows a screenshot of a Facebook group page. At the top, there is a cover photo featuring a woman working on a laptop and a clock with social media icons. The cover text reads: "A Better, Simpler, Way To Get High-Paying Clients & Customers on Autopilot" and includes the "CONNECT 365" logo and "Connect365.io" website. Below the cover is the group name "Social Media Marketing Group by Connect365.io" and the label "Listed group". At the bottom of the page, there are four buttons: "Start a conversation in this group" (with a speech bubble icon), a camera icon, a video camera icon, and a document icon. At the very bottom, there are two tabs: "All" (selected) and "Recommended".



# Referral Call Agenda



what's  
in it for  
**ME?**



# Call Booking Message

Hi Jane,

Awesome. Let's schedule a call soon. Does Tuesday at 3pm Central work for you?

Let me know. I'm looking forward to talking with you and learning more about your business and how we can refer each other.

Mary

# Call Agenda

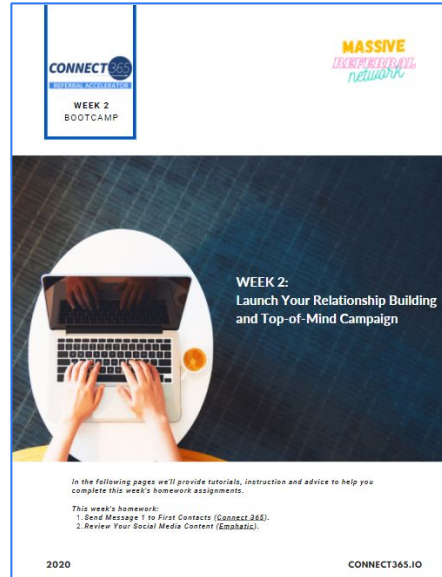
- Thank them for taking the call.
- A quick recap of the referral network concept.
- Ask them to tell you about their business.
- Tell them about how you're looking forward to connecting them with some of the other people in the network.
- Ask them what kind of referrals are best for them?
- Tell them a little about your business, and the kinds of referrals are best for you.



*And finally...*

*Are you open to staying in touch over email?*

# Download the workbook:



[Connect365.io/workbook-3](https://connect365.io/workbook-3)

*“Success is the Sum of Small Efforts  
Repeated Day In and Day Out.”*

*~ Robert Collier*

On the next:



REFERRAL ACCELERATOR

Week 4: Replenishing Your Referral Network Funnel

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