FITPRO
WEBSITE DESIGN

NOVEMBER WEEKLY SALES TRAINING REWIND

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ABOUT

Hi!
Welcome to the weekly sales rewind.
I'm Ella, marketing specialist here at FitPro Lead Gen.
In this monthly Ebook I go over the live sales training I post
in the portal every week!

The purpose of the sales trainings is to help you generate
those sales. Giving you my tips & advice. I've had over 2 years
experience within the sales industry and love sharing my
expertise with you.

If you've got any thing you'd like me to go over, drop a
comment or send me a DM!

Hope you enjoy reading.

WHAT IS CLICKSEND & TEXT MAGIC & WHY YOU SHOULD BE USING THEM

When your ads have been working really well, you'll usually have some sort of automation set up. Once your automation is set up, they'll be going into your platform!

But now what do you do with them? You'll need to start selling.
A great way to start contact with your potential client is through Clicksend & Text Magic.
In today's training i'll be running you through what both platforms are and why you should be using them.

Let's get into it...

WHAT ARE THEY?

Text Magic & Clicksend are SMS marketing, it's becoming a very powerful tool for marketers to connect with leads, prospects, and customers. It literally gets you into the pocket of your audience! This leads to more interactions, engagement, and returns for businesses. As professional text message use continues to grow, the need for reliable SMS platforms and solutions becomes more prevalent.

The great thing about both is that your first start of communication doesn't have to be done from you! As soon as a lead comes in they are automatically sent a welcome text, that could be a sale in the bag before you've even spoken to them!

CLICKSEND

ClickSend is an SMS provider that lets businesses send, receive, and track SMS text messages worldwide. You can send transactional or marketing memos to customers or employees.

ClickSend is a reliable tool that can help improve communication in multiple areas. It lets clients:
- Send bills and invoices
- Offer customer service via text message support functionalities
- Personalise and manage advertising and marketing leads

ClickSend is SUPER SIMPLE to use. It's easy to upload contacts and send out bulk text messages. You can set up an account, import a list of over 1000 contacts, and send out a bulk SMS in less than thirty minutes. This software provides huge ROI potential and is a dream tool for marketers!.

TEXTMAGIC

TextMagic is a business text messaging service that allows you to send notifications, alerts, reminders, and SMS marketing messages to your customers.

Through TextMagic, you can send bulk texts online through your desktop, browser, or mobile applications. They also offer two-way conversations with customers. You can even send and receive texts through your email.

No monthly plan means businesses won't be priced out of specific features like in other SMS platforms.

Their coverage is wider than a lot of other SMS providers, allowing you to engage U.S., British, and Australian users.

WHY SHOULD I USE THEM?

Aside from the reliability of SMS messaging, texts are quick, cost-effective and results can very quickly be analysed. It's efficient, simple to set up and use and has an almost immediate impact on responses and sales opportunities.
SMS has advantages over email and other marketing activities.

With SMS marketing, you are consistently reaching out and making contact with your customers, and ensuring that their customer experience is positive and ongoing. Customers love being treated like VIPs, which makes an SMS campaign an effective way to build customer relationships.

WHAT TO DO WHEN THE LEAD QUALITY FROM YOUR ADS ARE BAD

It can be very frustrating, you've created the copy, new images and ads are live hoping for the best.
And maybe your ads are getting a good amount of leads and your cost per lead is low but you notice the majority of these leads aren't the best quality and you're probably wasting your time contacting them and wasting your money!
In today's training we'll be discussing what you can do when you find your leads to be a bad quality.

CHANGING CAMPAIGN

If you're running lead ads then your potential lead will be filling out their information on the ads and most likely being sent to a TY page or your website.
It's a pretty simple process for your potential client and we do find that it can bring in lots of leads!
Though due to it being a pretty simple process and if your clients info is on their FB and they click on the ad their information can be automatically inserted so they don't have to do much which is why you'll sometimes find your leads claiming they "didn't even apply"
If we find the quality of the lead is bad we will often swap the campaign to conversion so the lead is taken off the ad to be sent to a landing page, this can potentially be less leads and more work for the client but a better quality lead!

LEAD AD FORM

If you enjoy having your campaign as "Lead Ads", maybe you find it easier or just prefer it in general but find you're getting bad quality leads, there are a few things you can do.

In the lead form, try adding in some questions, for example: "Are you ready to invest in this programme" & "what are you mostly wanting to change?"

Not only does it reinforce that they will need to pay for the programme but it also gives them more steps to do before adding in their information.

This can be effective as they're spending more time on your ad and it will potentially be on their mind for longer.

APPLICATION

Some of our clients will ask for an application to be attached to the TY page. We use Wufoo for all our applications and the finished forms get sent to you by email!

It can be a great way to see who really is passionate about working with you and who might be just a bit interested, it you find you're getting lots of leads, you can focus on who is more important if you can't contact all the leads you receive.

Not all leads will fill in the application so don't expect to be flushed with loads of applications! But applications can also be an effective way of finding out what you can talk about with your client and what to focus on.

PRICE

As annoying as it is, we sometimes do find that leads think the programme is free even though its not mentioned in the copy or images. You know that as soon as you mention the price that lead won't be as interested anymore.

A way to avoid this is potentially adding your price into your copy. Try not inserting it at the top of your copy as you don't want it to be the first thing your lead sees before they've read about the benefits of your programme.

Put it towards the end, you can also mention it a few times in your landing page and or TY page.

If you're not wanting to mention the actual price, you can always try "for the price of a ☕ day" This can sometimes be effective.

HOW TO CREATE AN EYE CATCHING LANDING PAGE

So what is a landing page? It's almost like a website but simpler, if you're running conversion ads you're probably sending your potential clients to this page.

Rather than directing leads from those sources to your general website (where they may have a hard time finding what they're looking for), you can direct them to a specifically designed landing page that steers them in the right direction.

It's where your client can fill in their information and find out a little more about your service or product.

It's also where you can send clients to download an ebook, sign up to your email list etc.

1. CTA

If you're sending your leads to a landing page then your CTA (call to action) needs to be extremely present throughout your landing page, especially if your LP is longer for extra info, make sure your CTA is dotted around.

Make sure your CTA stands out, if it doesn't look like its a button or if you can easily scroll past it then it doesn't stand out. Most buttons are red so change the colour, this is the one bit on your landing page that you don't want contrasting with the rest of your page.

2. INFORMATION

When you create a landing page, it can be very tempting to make it similar to your website, try to avoid this! Especially don't have extra tabs to lead the potential client off the page, keep it to just one page.
Of course add some information in! Something we like to do under the CTA is give a more in depth overview of what to expect within the programme, we also like to add in before & afters or testimonials.

These can make your landing page appealing but try to avoid putting too much info so the lead doesn't get distracted, if you do want to add information, try to have it below the first call to action as well as adding the CTA a few times during the LP

3. FORM

So if you're created a landing page in the past you'll know that your CTA button should lead them to a form to fill in their info.
You want this form to be as simple as it can be, don't over complicate it, the main details you need are their name, phone number & email and even less if you're giving away an ebook for example.
If the form is too complicated you may find your leads click off or lose interest
Below, you can see, we make our form as simple as possible, we also Make sure that all the fields are required so you don't miss out any of their information

REGISTER YOUR INTEREST BELOW...

And a team member will be in touch shortly...

First Name

First Name

Last Name

Last Name

Email

Email address

Phone Number

Phone Number

By completing this form, I can confirm I would like a team member to contact me with more information on this 30-day program

☐ Yes, I would like to speak to one of the team!

4. AESTHETICALLY PLEASING

Although your landing page should mainly focus on getting your clients information, you want it to be pleasing to look at and flow well.
Try and keep to a colour pattern throughout your landing page, if your logo has colour, incorporate these colours into the page, if you're not sure what colours to use, have a look at colour charts online you can even look at the best colours for "sales"

Along with colours, if you're adding photos, make sure they
Are all the same size and flow with the other images

The same goes for your text, keep to the same font through-
Out your landing page. You want your LP to stand out and
Build engagement!

HOW WE CREATE OUR APPEALING AD COPY

Creating an ad copy can be easy but creating one that works isn't always. As you can imagine, we have a huge amount of ad copies, we try to create new ones every week, we test them and a lot of the time they do well but even with our experience they can still not perform.

In todays training i'm going to be talking to you about how we create our ads copy that works and has proven results.

1.HEADLINE

Your headline is the first thing your lead is going to see.
Meaning this is the most important part of your copy.
We like to really personalise this bit so we're being very specific to who we're trying to bring in.

"WE ARE LOOKING FOR "LOCATION" "GENDER" WHO WANT TO TRANSFORM THEIR BODY & HEALTH"

WE only really capitalise our text to make it stand out. If some event is coming up soon this can also be incorporated. For example when we hit May/June "transform their body & health before Summer"
Of course you can word your headline however you want but try to aim to add gender & location.

2. PERSONALISATION

Personalisation with your ad copy is important to attract the right target audience.

As well as adding the gender, age & name in your headline and throughout your copy its also important to focus your copy on their worries/issues. We often list out what the potential client might be looking to do, for example:

"Are you looking to... Improve health and fitness but also improving relationships, energy & wellbeing" We also can add in "our clients usually have" and list out any issues your current clients have, tight fitting clothes, insomnia etc.

This helps your potential client relate to your other clients, this may leave them feeling comfortable and eager to get in touch with you.

3. PROGRAMME

We usually like to start with the personalisation section under the headline so the lead feels they can relate then we like to list out what they can expect from the programme/challenge.

This is a really important part of your ad copy as it gives you the chance to brag about your programme and what your lead should expect from joining.

Try not to overload this section with information, make the points short and snappy and capitalise the important words, for example: "PERSONALISED GROUP TRAINING Body Building & Strength Sessions"

Make sure all that information isn't bunched together as well, spread the sentences out like bullet points.

4. EMOJIS

Although this isn't the most important part of your copy, it does make it fun and add that bit of colour in.
We like to use emojis before any bullet points to put more importance on them, we usually use these sort of emojis ➡

If our copy is targeting a specific gender, we try to be a different with emojis

Ladies:

Men:

Unisex: ✓ ➡   ⚠

5. CTA

So you've basically gotten your copy all finished and your lead is interested.
You've now got to convince them to fill in that lead form or click on your landing page.

We like to add a bit of urgency and capitalise the important words so it stands out.
"Click LEARN MORE for more info!
LIMITED SPACES LEFT"

You can put in a number of places you have left, you can really play around with this to see which works best with your leads. Your ad copy can be difficult to write and its a real trial and error situation.
Also avoid sticking with the same copy, try creating a new one every month.