

1. Referrals From Customers

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Pros:

Your happy customers are your biggest brand ambassadors.

Cons:

If you don't ask nicely you will come across as annoying.

How to do it:

- Identify customers that had a good experience.
- Decide 'what's in it for them'
- Make sure that your communication with your customers emphasizes your objective to create a two way relationship and not a one way relationship.



2. Affiliate Program

Pros:

A formal affiliate program incentivizes people that have access to your target audience to promote your business.

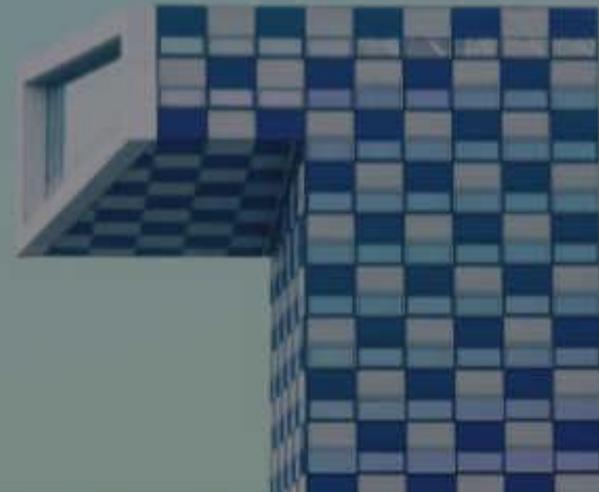
Cons:

It can be time consuming to manage a large number of affiliates (but this could also be a good problem to have).

How to do it:

- Create a formal affiliate program with clear rules
- Use affiliate automation tools to manage everything
- Decide on the compensation plan for affiliate (how much will you pay, when and how).
- Provide affiliates with 'high converting' marketing materials to help to promote your business.

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3. Referrals From Your Network

Pros:

People that know you are much more likely to refer customers to you than people that don't know you.

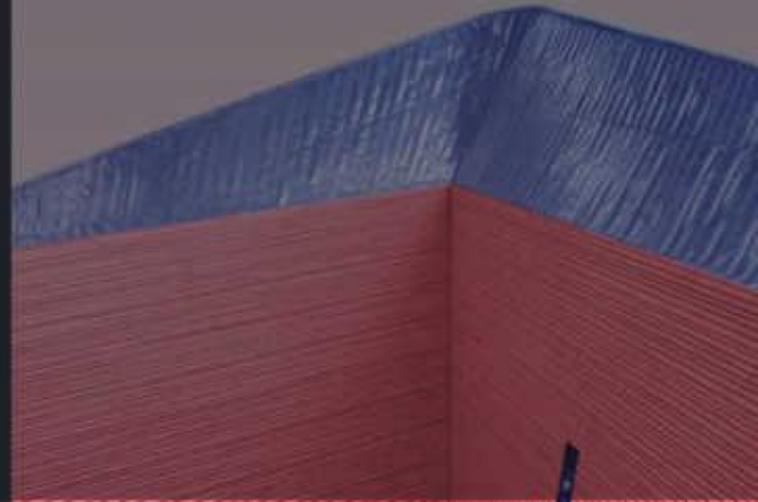
Cons:

This strategy assumes you have people in your network that have access to your target customers.

How to do it:

- Create a compelling offer that your network will feel confident about promoting to their network
- What's in it for people to send you referrals? At the minimum, you should offer the same in return.

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4. Refer Customers To Your Target Customer

Pros:

If you send customers to your target customer they will feel compelled to do the same for you.

Cons:

Your benevolence may not be reciprocated.

How to do it:

- Create an article, social media post or email about why your customers' product or service is so great.
- Tell your target customer what you are doing and why (building a mutually beneficial relationship) and ask for them to do the same in return.

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5. Cross Promotion

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Pros:

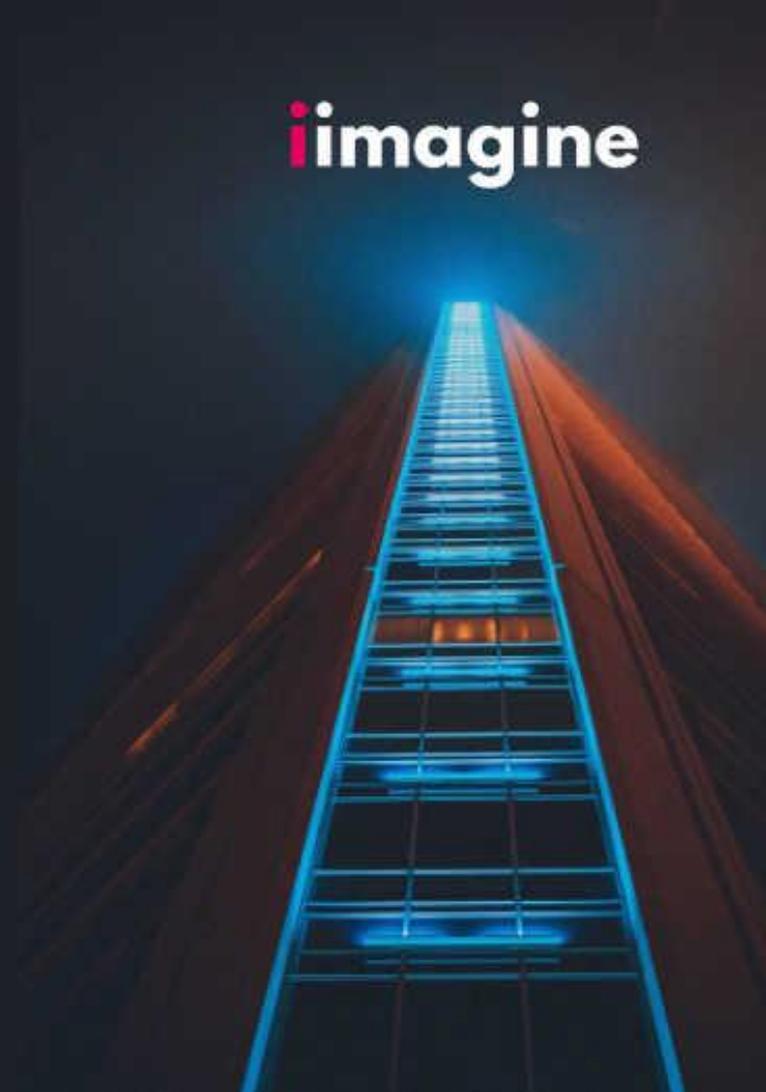
Partnering with a business that has a similar sized audience can be an extremely effective (FREE) strategy.

Cons:

It can be difficult to find businesses that are willing to partner with you.

How to do it:

- Identify businesses that have a similar target market but are not competing with you.
- Develop a special offer specifically for this audience.
- Make sure you use an email optin somewhere in your promotion so that you can nurture leads that have shown interest but did not buy.



6. Discounts For New Customers

Pros:

Discounts is a great way to move prospects that are 'on the fence'. They're looking for a reason to say 'YES'.

Cons:

If customers like your product, they will buy more. If customers don't like your product, your profit takes a hit.

How to do it:

- Identify a discount that has a high perceived value but costs you very little.
- Optimize the entire user experience in order to make sure that the discount is not wasted.

The logo for 'iimagine' is positioned in the upper right corner of the image. It features the word 'iimagine' in a white, lowercase, sans-serif font. The first 'i' is distinctively colored in red. The background of the entire image is a dark blue, abstract pattern of concentric, curved lines that create a sense of depth and perspective, resembling a tunnel or a series of overlapping arches.

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7. Discounts For Existing Customers

Pros:

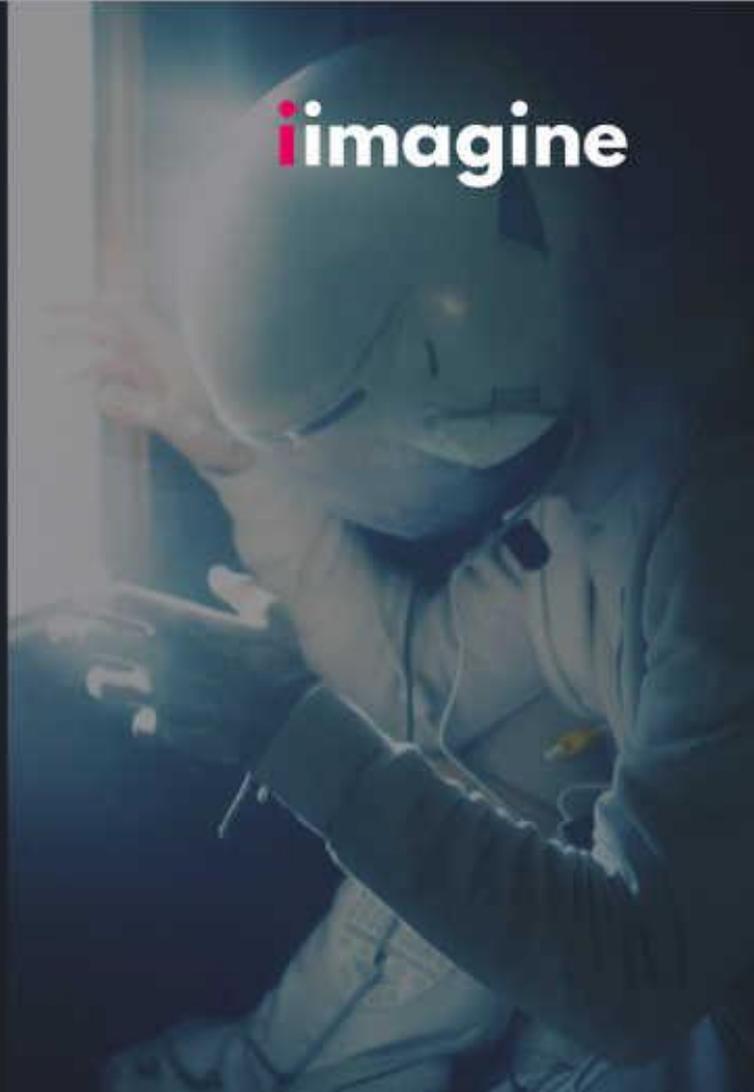
Existing customers are more likely to remain if they feel like they're getting special treatment.

Cons:

Existing customers know your products / services well so the discount needs to have real - not just perceived value.

How to do it:

- Use customer feedback to identify the product / service that they value most.
- Offer a meaningful and temporary discount.
- Remember to explain how valuable it really is.



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8. Free Consultation

Pros:

A fantastic opportunity to demonstrate your expertise while concurrently 'pitching' yourself in a 'non sales' way.

Cons:

It can be time consuming. Qualify prospects in order to weed out time wasters and 'nontarget' prospects.

How to do it:

- Use an online 'schedule a call' tool in order to avoid wasting time scheduling appointments.
- Make sure you capture the prospect's email address for automated follow up.
- Consider how to provide the most value possible in a call and why the prospect should use your services.

The logo for 'i imagine' is displayed in the top right corner. The letter 'i' is in a vibrant pink color, while the word 'imagine' is in a clean, white, sans-serif font. The background of the slide is a dark blue gradient with a faint, abstract pattern of thin, curved lines on the right side.

9. Free Quiz

Pros:

You can use quizzes to ask prospects to answer questions that enable you to provide more customized solutions.

Cons:

None that we can think of.

How to do it:

- You need a tool that can create these specific types of quizzes.
- Create a quiz that identifies the different needs of your prospects and addresses each one separately rather than offering a 'one-size-fits-all' solution.
- Capture the prospects email address and tag them in your CRM in a way that identifies their needs.

The logo for iImagine, featuring a red lowercase 'i' followed by the word 'Imagine' in white lowercase letters. The background of the entire slide is a photograph of a modern, multi-story building with a unique, angular architectural style, featuring various window shapes and colors like blue and yellow.

10. Create A Chatbot

Pros:

Chatbots can be an effective way to address FAQ's in an automated way.

Cons:

Some people don't like them so the chatbot should be one of multiple ways for customers to get answers to questions.

How to do it:

- Make a list of the triggers, questions and actions you want the chatbot to manage.
- Select a chatbot tool that has the functionality you need but is also VERY easy for prospects to use.
- Remember that your chatbot can also be a sales tool and not just a customer support tool.

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11. Improve Your Trust Factors

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Pros:

There's a long list of things that prospects take into consideration when forming an opinion about you. The more you address, the higher your conversion rates.

Cons:

There are no cons. YOU MUST DO THIS.

How to do it:

- Check out the list of trust factors on our blog and start addressing each one ASAP.
- Make sure you are using a high quality website platform, theme and plugins - otherwise you might have to upgrade and do all of this work twice.



12. Add A CTA On The Thank You Page

Pros:

Take advantage of the fact that a person just signed up for something or bought something.

Cons:

No cons. You need create Thank You pages anyway..

How to do it:

- Decide what to promote on your Thank You page. The proactive options include upsells and related products. The passive options include asking for social follows or checking out the blog.
- Use a CRM that allows you to tag users that click on the CTA to run more personalized marketing.

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13. Use A Tool For 'Schedule A Call'

Pros:

Automate your sales call appointments.

Cons:

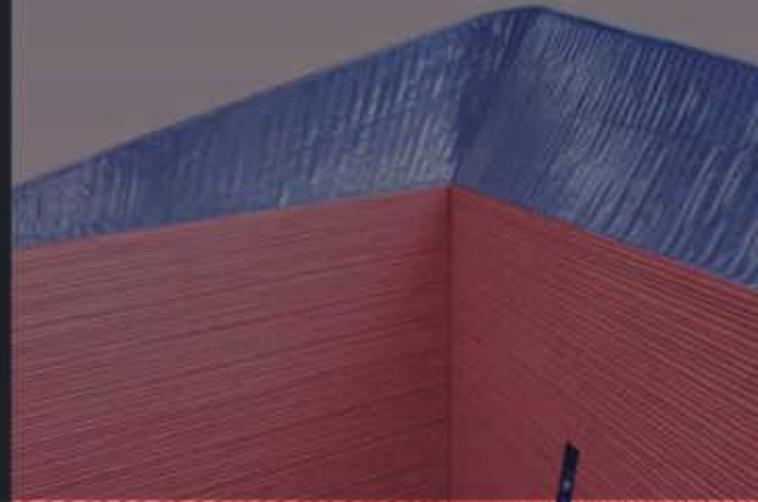
All tools are not created equal. Make the tool fit your way of working and not the other way around.

How to do it:

- Select an online call schedule tool.
- Select your available time slots.
- Automate emails for call reminders, no shows and post call follow up.

The logo for iImagine, featuring a lowercase 'i' in red followed by 'Imagine' in white, set against a dark grey background.

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14. Presentations That Sell Themselves

Pros:

The person you're pitching might not be the decision maker so presentations that sell themselves give you the edge.

Cons:

Some people don't read presentations. Offer calls or other communication methods for anyone that wants them.

How to do it:

- Clearly outline the value proposition
- Clearly differentiate yourself from your competitors
- Clear communication with few words
- Avoid big blocks of text

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15. Personalized Content

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Pros:

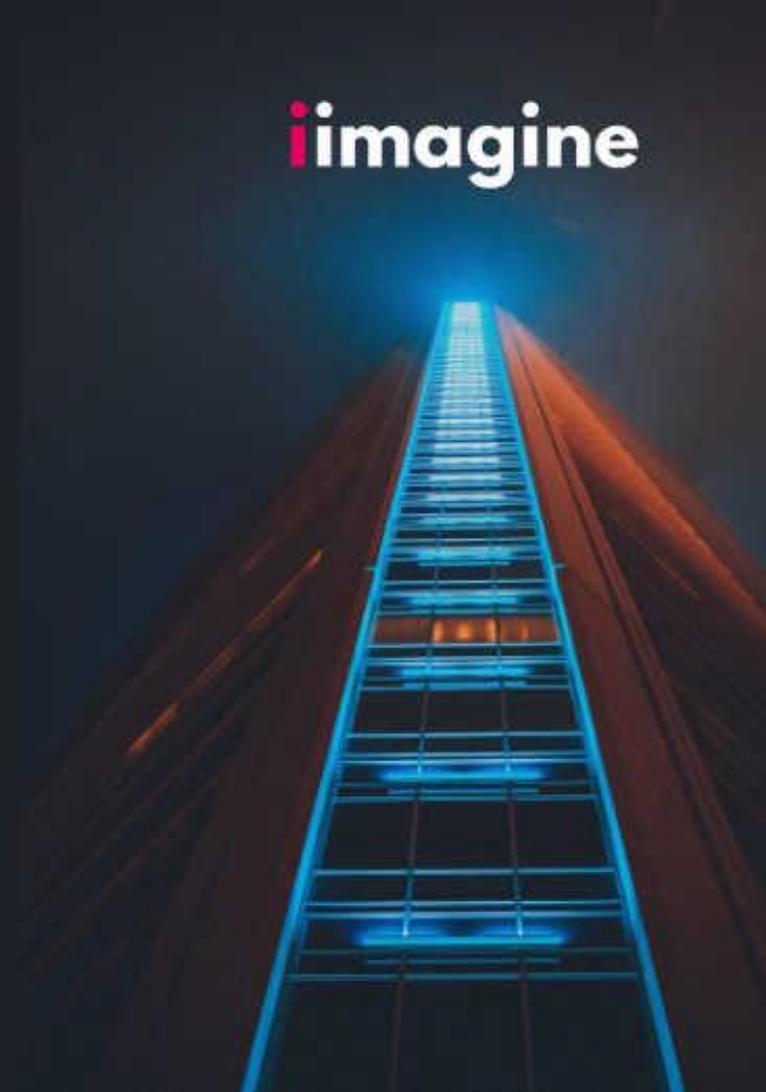
Personalized content attracts the attention of your prospects where generic content fails.

Cons:

More advanced tools are required.

How to do it:

- Select the best personalization tools
- Setup content and funnels to attract prospects
- Tag prospects based on their behavior and needs
- Serve content based on their personal needs



16. AB Testing Landing Pages

Pros:

The difference between a successful and unsuccessful campaign is often a heading or an image..

Cons:

You will need to create a second version of your landing pages. Do it! It's worth the effort.

How to do it:

- Select a tool that allows you to A/B test pages
- Create different versions of the page but only change one item on each page.
- Focus on headlines and images.

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17. Increase Site Speed

Pros:

Fast loading pages retain prospects that would otherwise leave a page that loads slowly.

Cons:

Fine tuning page load speed can take a lot of effort. Use web platforms, themes and plugins that are setup for speed.

How to do it:

- Choose high speed hosting
- Choose high speed themes
- Minimize unnecessary plugins and integrations

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18. Offer A Guarantee

Pros:

People that are on the fence but know that they can get a refund will often buy due to the guarantee alone.

Cons:

Some people take advantage of guarantees but they are far outnumbered by people that buy due to the guarantee..

How to do it:

- Decide on the term of the guarantee
- If you're going to offer it, you might as well make a big deal out of it. Make it prominent!
- If there are restrictions or rules, make them clear in the sales copy (not just buried in the fine print)

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19. Create A Unique Selling Proposition

Pros:

If a prospect understands the value on offer and how it's different from your competitors, they're more likely to buy.

Cons:

If there's nothing unique or valuable about your offering then you need to address that issue first!

How to do it:

- Research your competitors
- Create a competitor feature comparison matrix
- Use the USP in your sales copy everywhere

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20. Become An Expert For The Media

Pros:

The media needs experts to comment on news in your industry. You can get free exposure and perceived authority.

Cons:

It's highly likely that you will need to actually be a real expert.

How to do it:

- When there is significant news in your industry, create a blog post about it.
- Research the journalists that cover this specific topic.
- Contact the journalists and direct them to your article and offer to make yourself available for comment.

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Now what?

This is what you need to implement these strategies.

- A high end website that addresses all major trust factors (approx 30 pages). See our example here.
- Advanced page builder like Elementor Pro, course builder like Learndash, funnel builder like Cartflows, Marketing automation like Fluent CRM (many tools for other.
- High speed (and secure) hosting like WP Engine.
- Reliable email service like AWS

You can do it yourself or **we can do it for you for less money than it will cost you to do it yourself.** How is that possible?

We have developer licenses for all of the tools and services mentioned above. We will install, integrate and configure your entire website and all of the marketing tools and services. You just need to swap out the demo text and images with your own.

If you take advantage of our special offer, **we will create all of this for you for less money than it will cost you to do it yourself** - and it will be done right and in much less time. See the offer here.

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