

Keap Strategy Series

Spotlight on Follow Up

Presented by
keep | academy



This is day two of a
progressive conversation
about follow up.



Mychal Edelman
Keep Academy

Greg Jenkins
Keep Academy



Session 1



LIVE Session 1

12/6 11 am PST

Identifying Your Follow-Up Gaps

With Keap Co-Founder, Scott Martineau

Session 2



Kenda MacDonald



Lisa Catto

LIVE Session 2

12/7 9 am PST

The Lead Experts Panel

With Guest Experts

Session 3



LIVE Session 3

12/8 2 pm PST

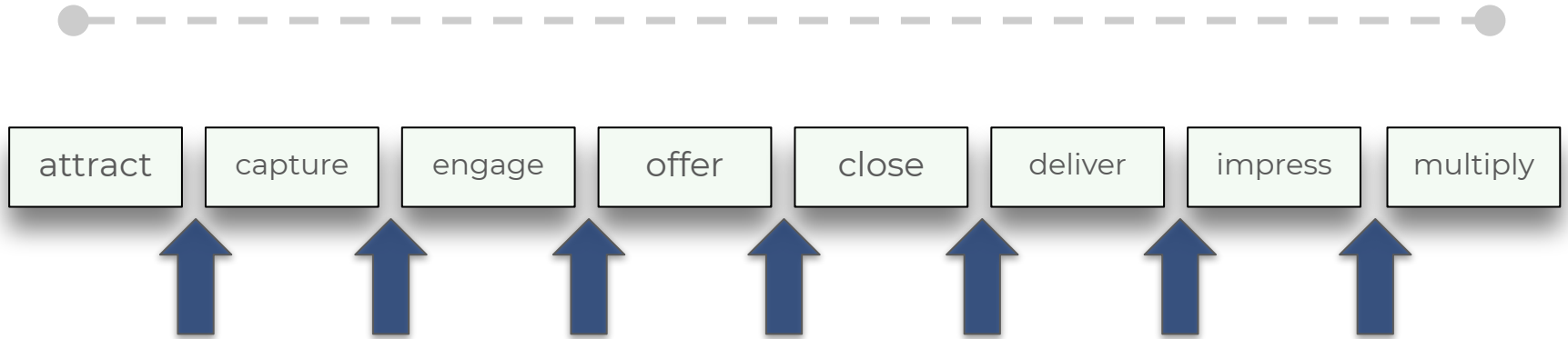
Following Up with Keap CEO Clate Mask

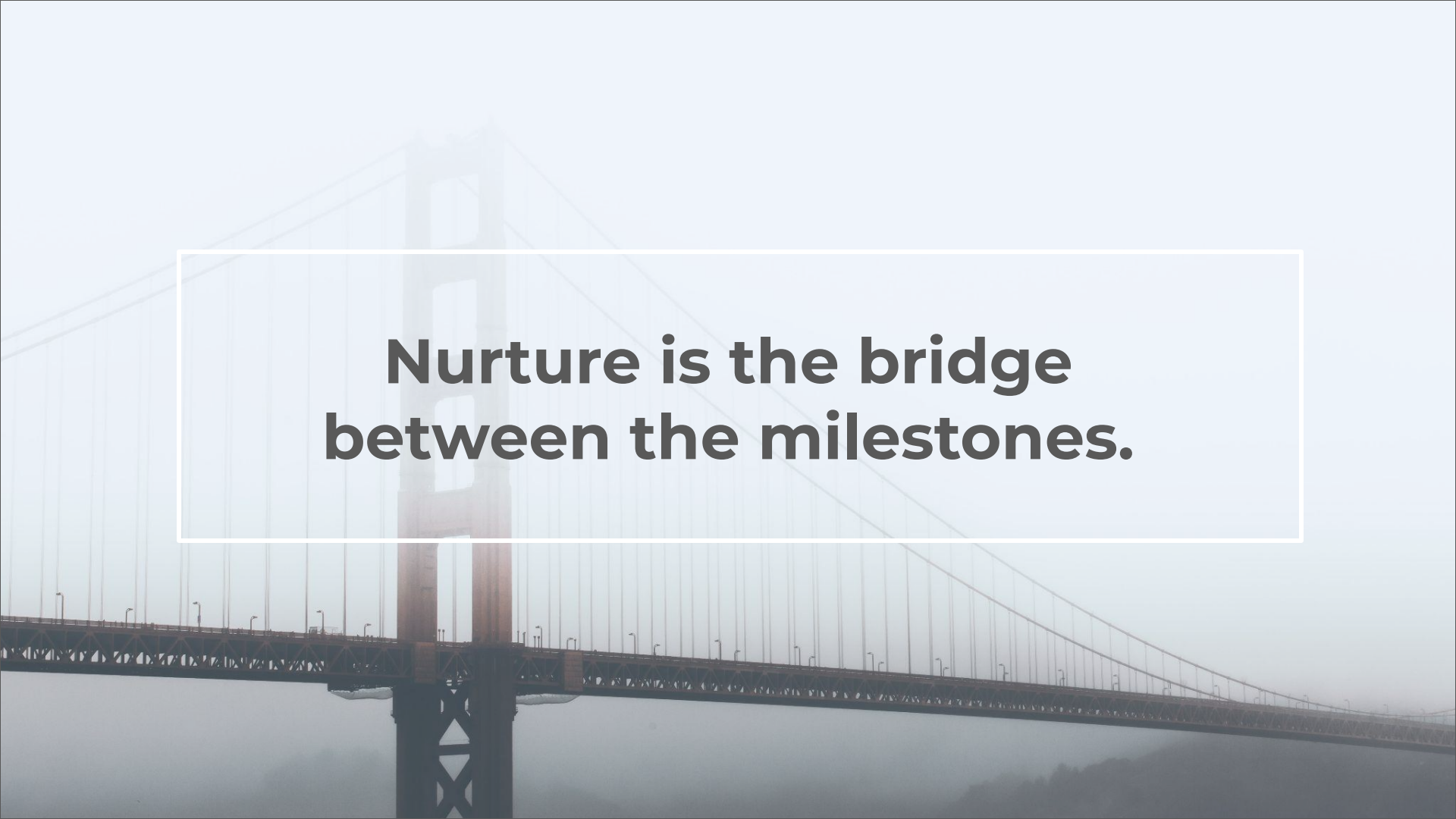
Training on Advanced Automations?

www.cbtrilogy.com

The Customer Lifecycle

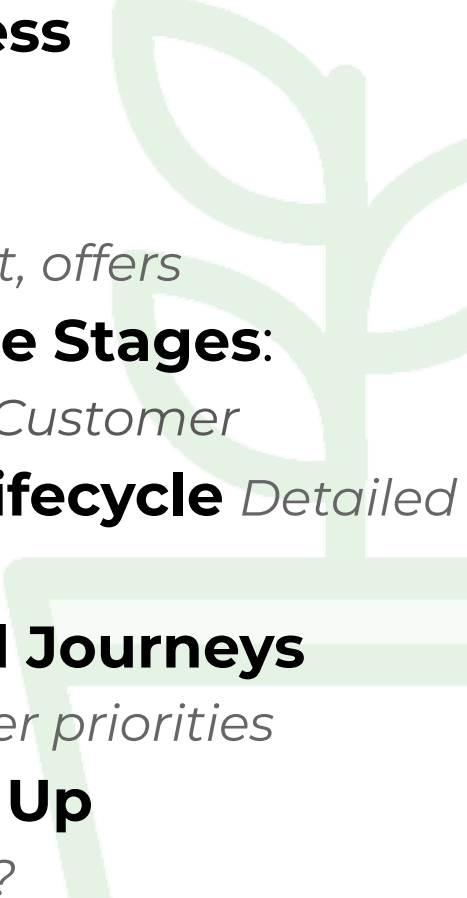
Nurture throughout the customer journey



A photograph of the Golden Gate Bridge in San Francisco, heavily shrouded in fog. The bridge's iconic towers and suspension cables are visible, though softened by the weather. A white rectangular border is superimposed over the center of the image, containing the text.

**Nurture is the bridge
between the milestones.**

Zones of Follow Up

1. **Basic 1:1 Responsiveness**
Especially hot leads.
 2. **1:Many Broadcasts**
Valuable info, lead magnet, offers
 3. **Key Customer Lifecycle Stages:**
New Lead, Old Lead, New Customer
 4. **Complete Customer Lifecycle** *Detailed Coverage from A to Z*
 5. **Segmented, Triggered Journeys**
Unique to specific customer priorities
 6. **Non-Customer Follow Up**
What else can I automate?
- 

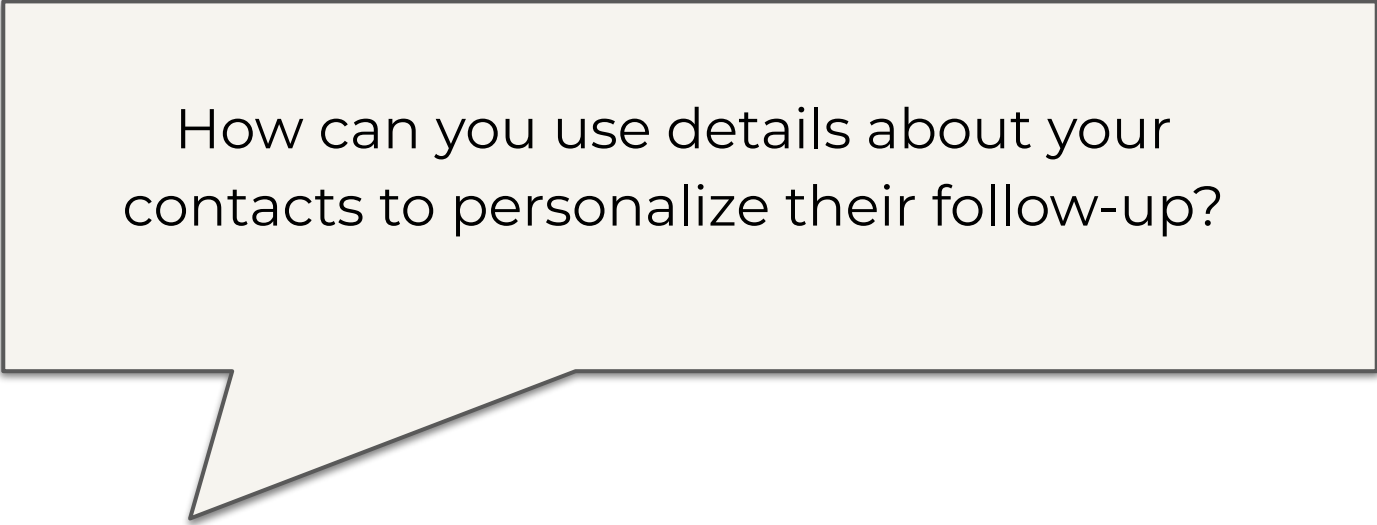


Follow-up Panel

- misconceptions -

The thing most people misunderstand
about lead nurture is _____.

Segmentation Data

A light beige speech bubble with a dark grey outline, containing text. The bubble has a tail pointing towards the bottom-left corner.

How can you use details about your contacts to personalize their follow-up?



**Away from
pain or toward
pleasure?**

- toss up -

Do you see any obvious (or uncommon) gaps where people aren't following up, but should be?

- multi medium -



How can using multiple
channels work in harmony?



Nurture

vs

Pestering



- neuroscience -

What's happening in our brain?

But what do I say?

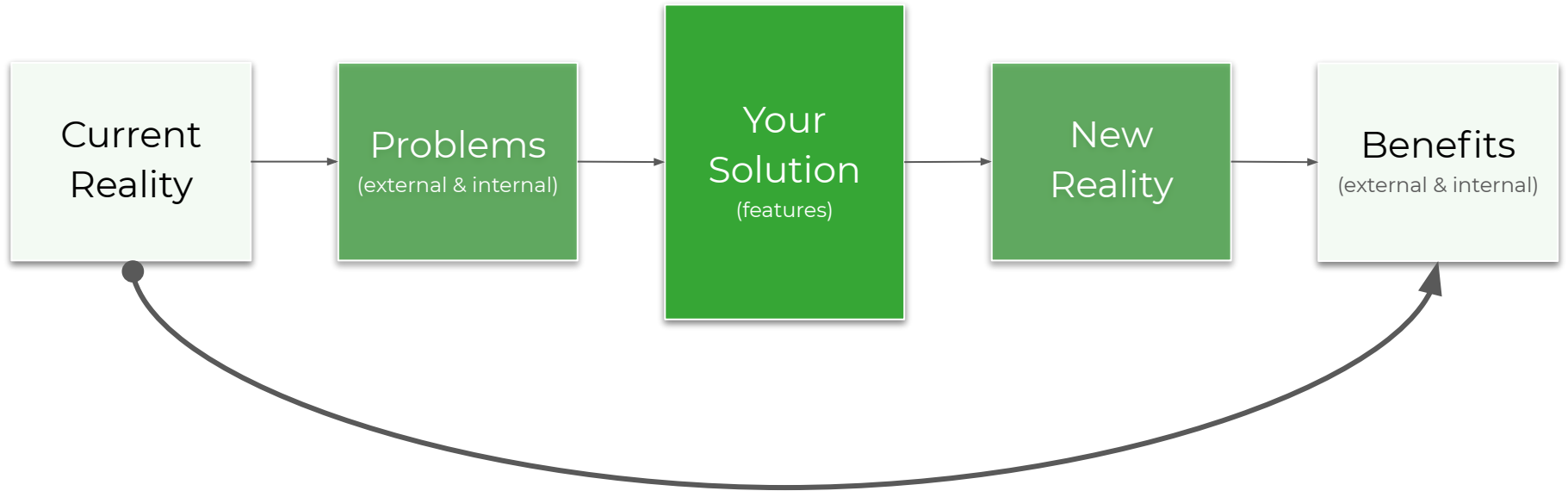
Know. Believe. Do.

- misconceptions -

I wish people knew that following up with leads and customers was _____.

Target Customer

How clear are you on your target customer?
And how specifically is your follow-up speaking to their problems?



Buyer's Journey

I have a problem.

There are solutions.

I choose this option.

How does our follow up strategy respect and support this natural progression.
In what ways should the conversation vary?

- toss up -

*How am I balancing between
delivering value and asking for sales?*



How do I know if
it's working?



Parting Wisdom

Session 3

LIVE Session 3

12/8 2 pm PST

Following Up with Keap CEO Clate Mask





Thanks for being here.

See you tomorrow.

Replay Links: keap.co/kassfu

