

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

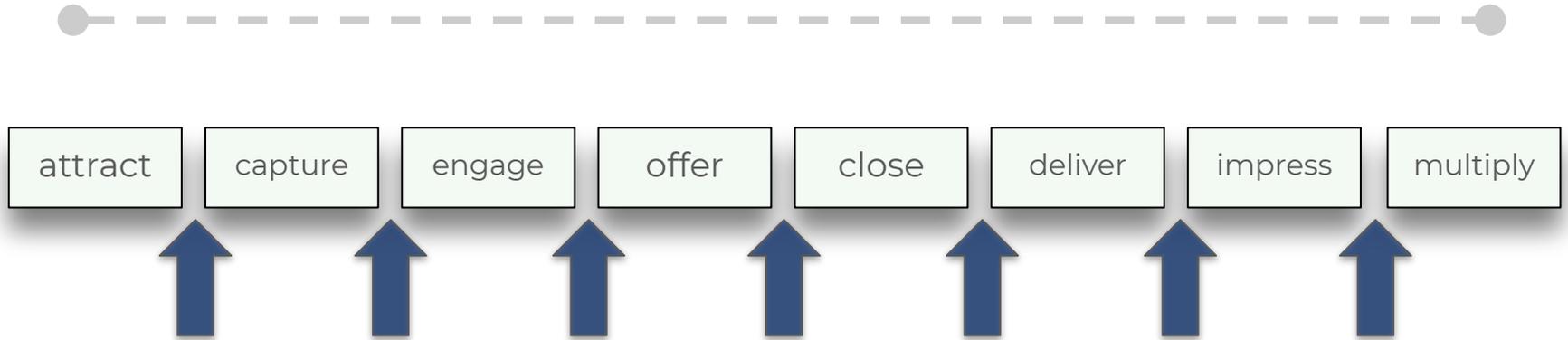
### Following Up with Keap CEO Clate Mask

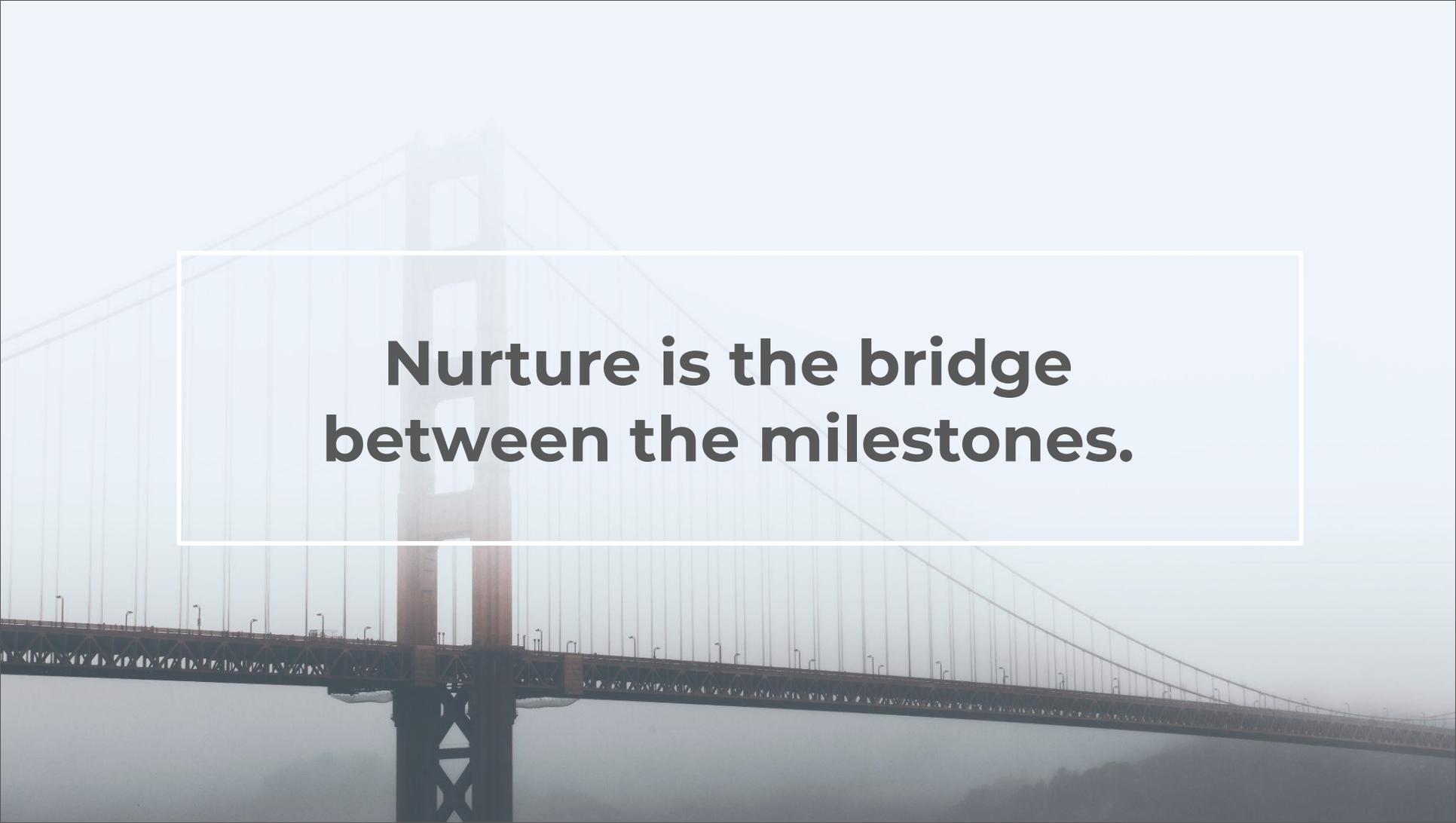
# **Training on Advanced Automations?**

[www.cbtrilogy.com](http://www.cbtrilogy.com)

# The Customer Lifecycle

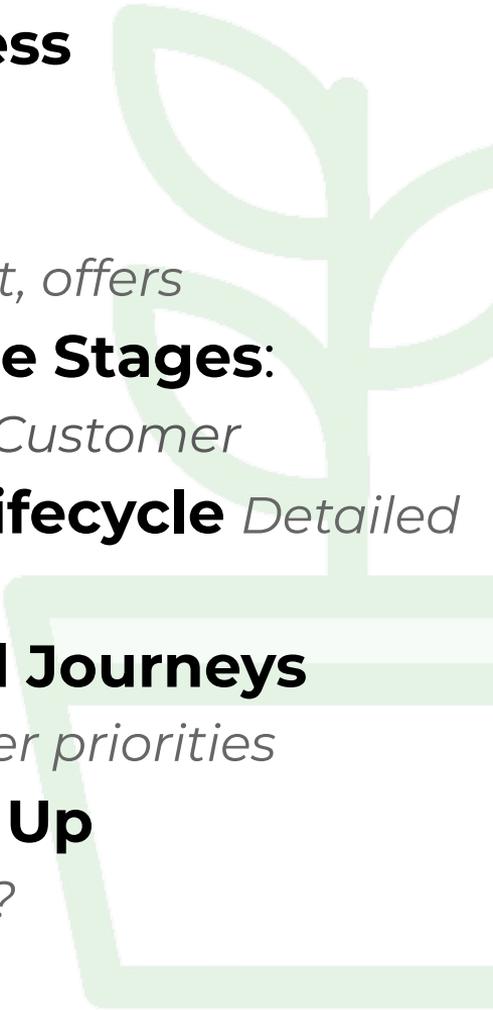
Nurture throughout the customer journey

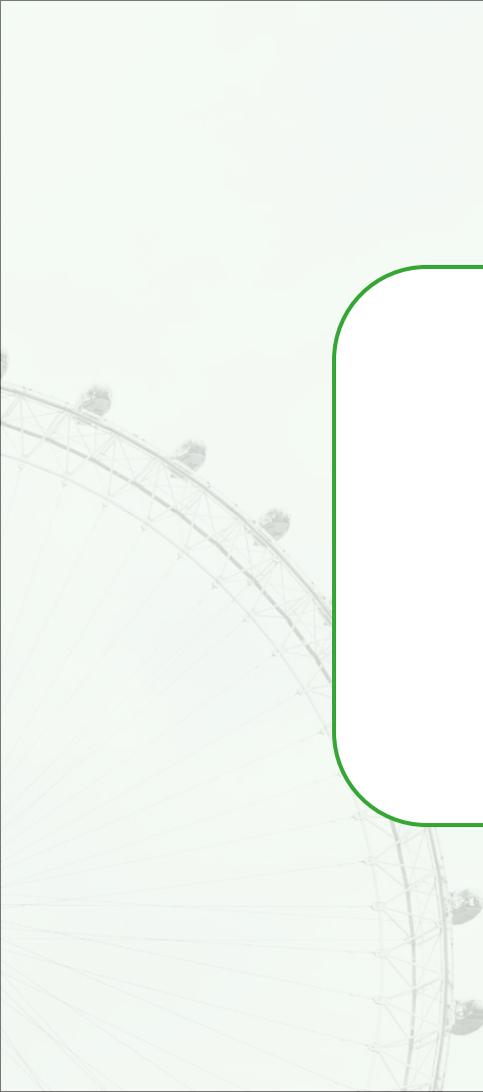


A photograph of the Golden Gate Bridge in San Francisco, heavily shrouded in fog. The bridge's iconic towers and suspension cables are visible, though softened by the mist. The water below is also obscured by the fog. A white rectangular border is superimposed over the center of the image, containing 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?*
- 

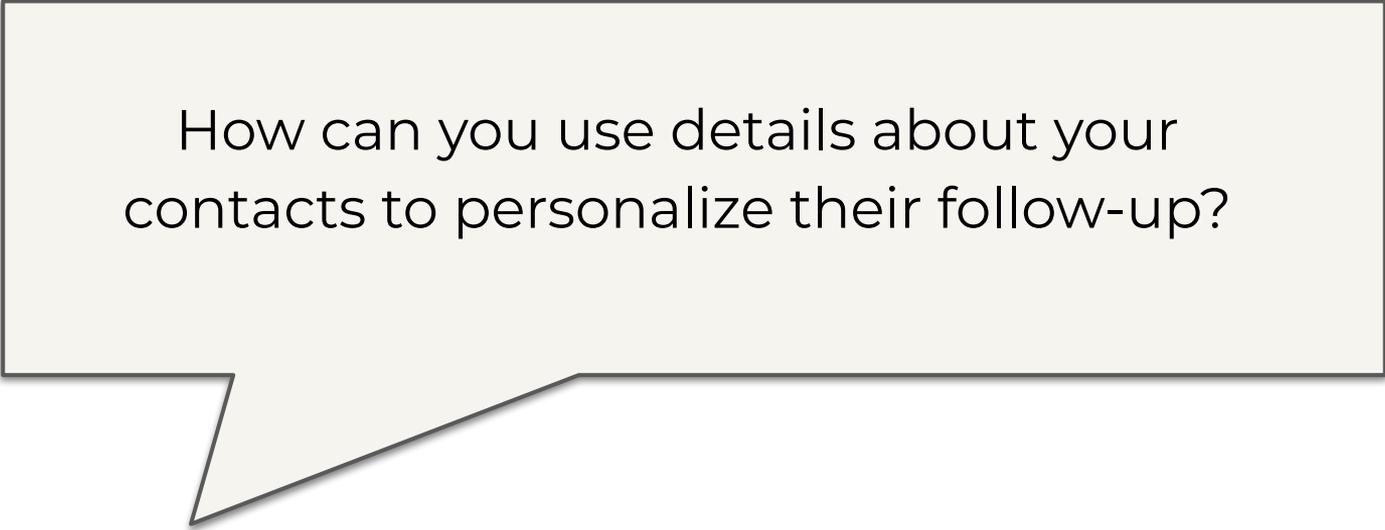


# Follow-up Panel

- 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**

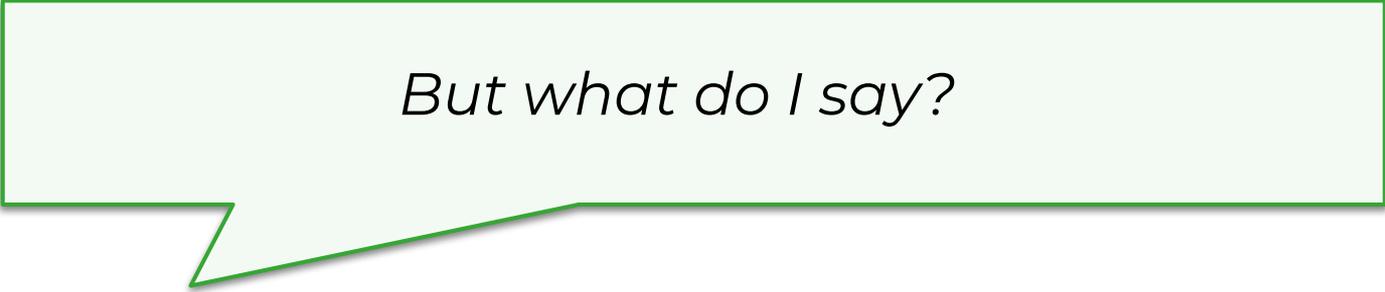
**vs**

**Pestering**



- neuroscience -

What's happening in our brain?



*But what do I say?*

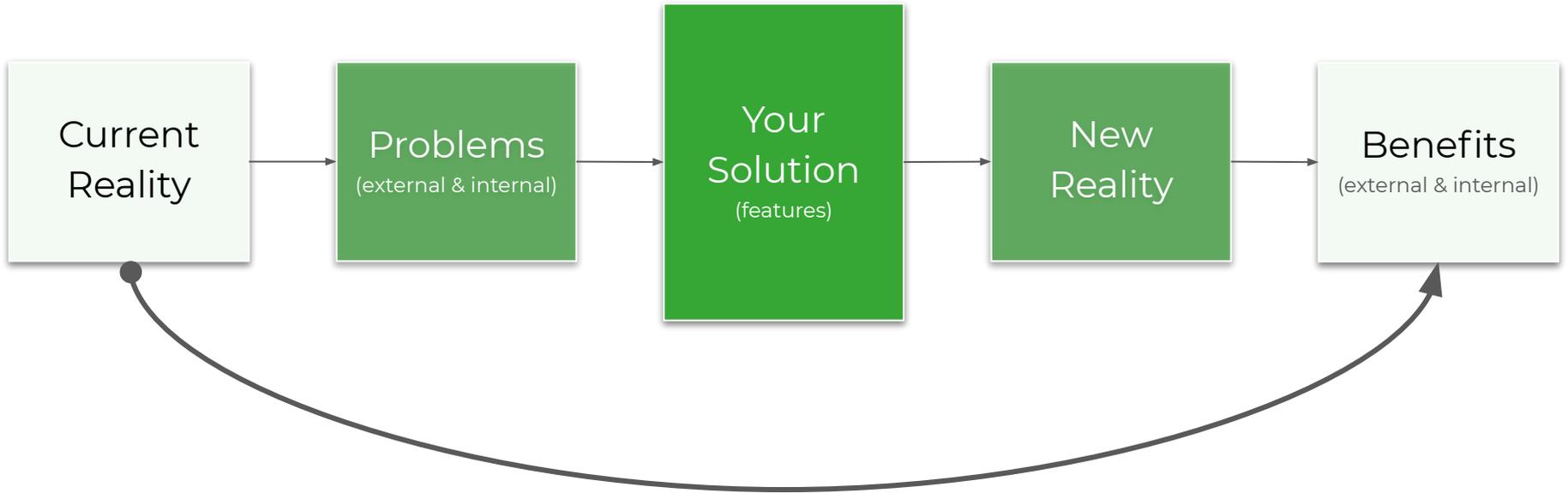
**Know. Believe. Do.**

- 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.

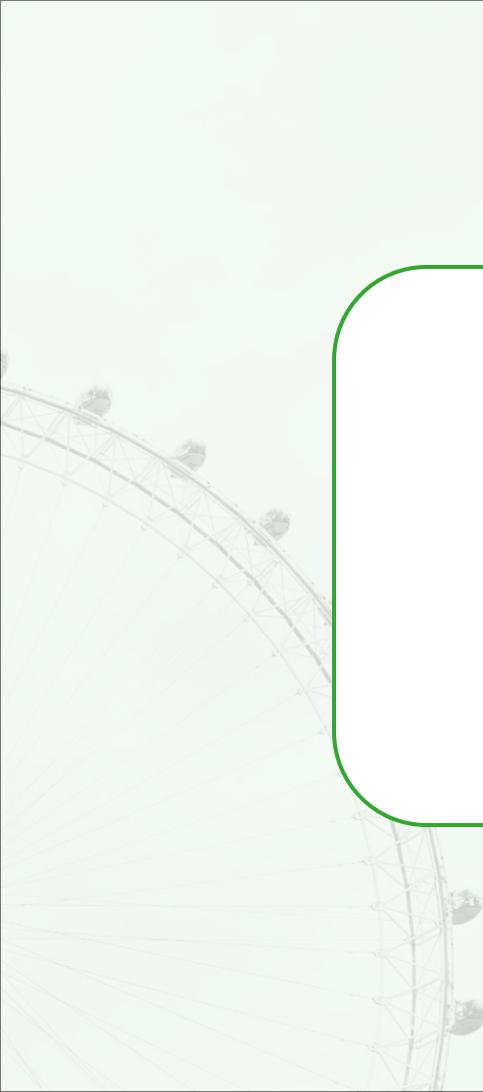
How does our follow up strategy respect and support this natural progression.  
In what ways should the conversation vary?

- toss up -

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

A collection of trophies is displayed on a shelf against a dark blue background. The trophies vary in size and design, with some featuring intricate engravings. A white text box is overlaid in the center of the image, containing the text "How do I know if it's working?".

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](https://keap.co/kassfu)

