

Keap Strategy Series

# Spotlight on Follow Up

Presented by  
**keep** | academy



This is day three 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

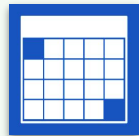
### Following Up with Keap CEO Clate Mask

- reminder -

This event should  
only serve you.

# Training on Advanced Automations?

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



Live Campaign Builder  
Workshop Jan 24-28?



Search Facebook



Gregory



### Manage Group



Keap Official User Group

Private group



Home

### Moderator Tools



Member Requests

121

121 requests



Membership Questions



Pending Posts



Scheduled Posts



Activity Log



Member-Reported Content



Moderation Alerts

### Support



Education Center



# Save 10 hours a week in minutes

Easy Automations with Keap

**When**

you get a new lead



**Then**

automatically send a follow up



Group by Keap

## Keap Official User Group

Private group · 6.2K members



+ Invite

About

**Discussion**

Guides

Announcements

Rooms

Topics

More



What's on your mind, Gregory?

Room



Photo/Video



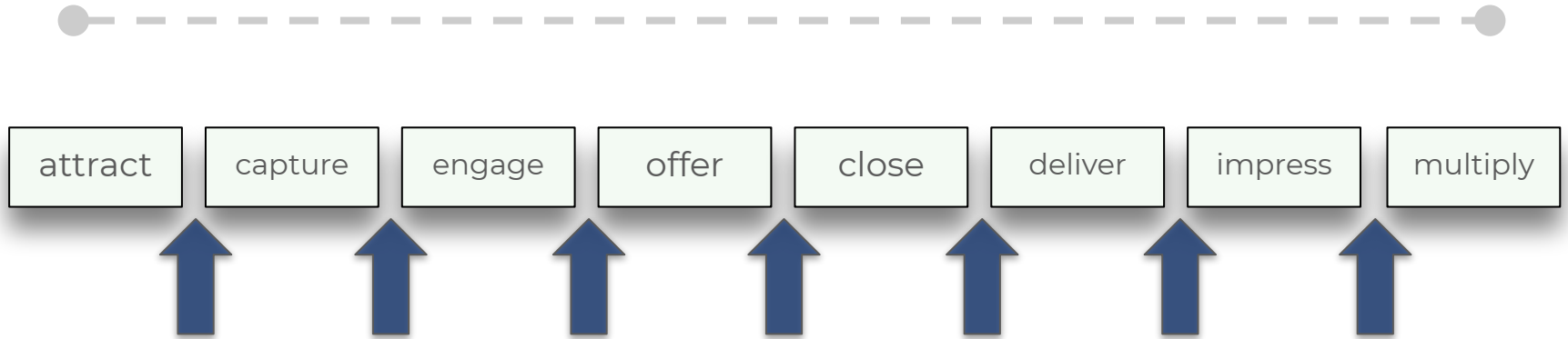
Tag People

### About

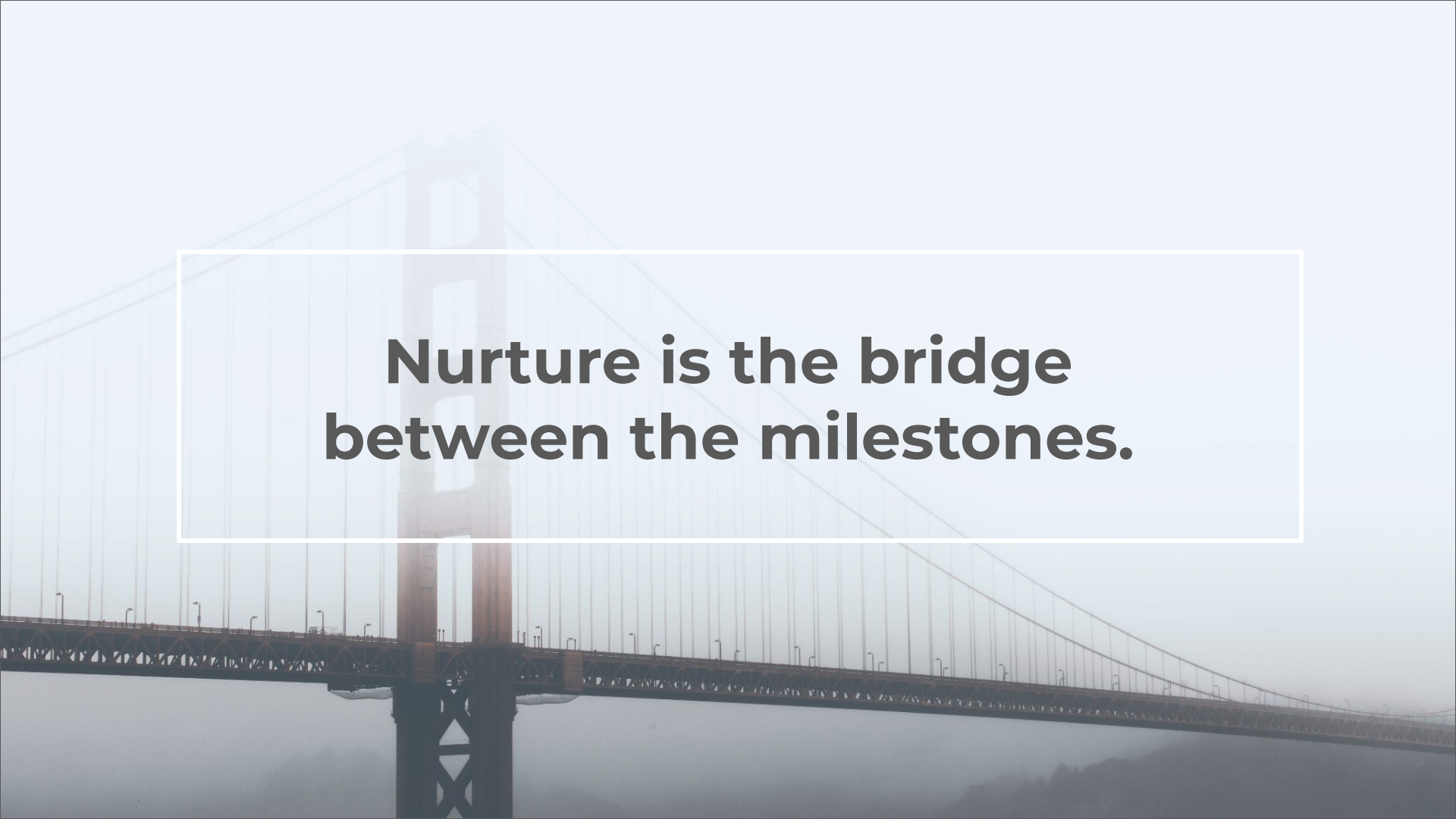
The Keap Facebook community is for small business owners ready to get organized and grow. Members of the Keap community are encouraged to ask q... [See More](#)

# 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 frames the central 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?*
- 

- multi medium -



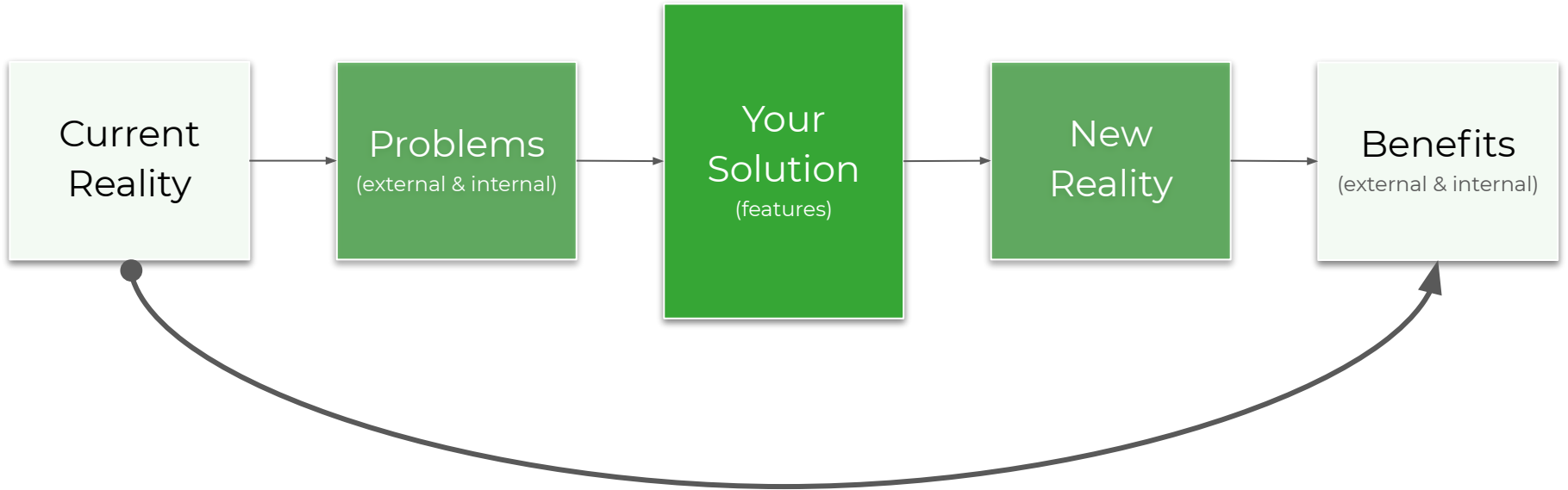
Use multiple channels  
to reinforce the message.

- neuroscience -

What's happening in our brain?

# Target Customer

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





**Why is Clate so  
passionate about  
follow up?**

The background of the slide is a green-tinted photograph of an apple on a tree branch with leaves. The apple is in the upper left, and a branch with leaves is in the upper right. The rest of the background is a soft-focus green.

## Newton's Marketing Law

**A customer in motion  
will stay in motion.**



Pave the yellow brick road  
(with micro commitments)





New Lead



Purchase





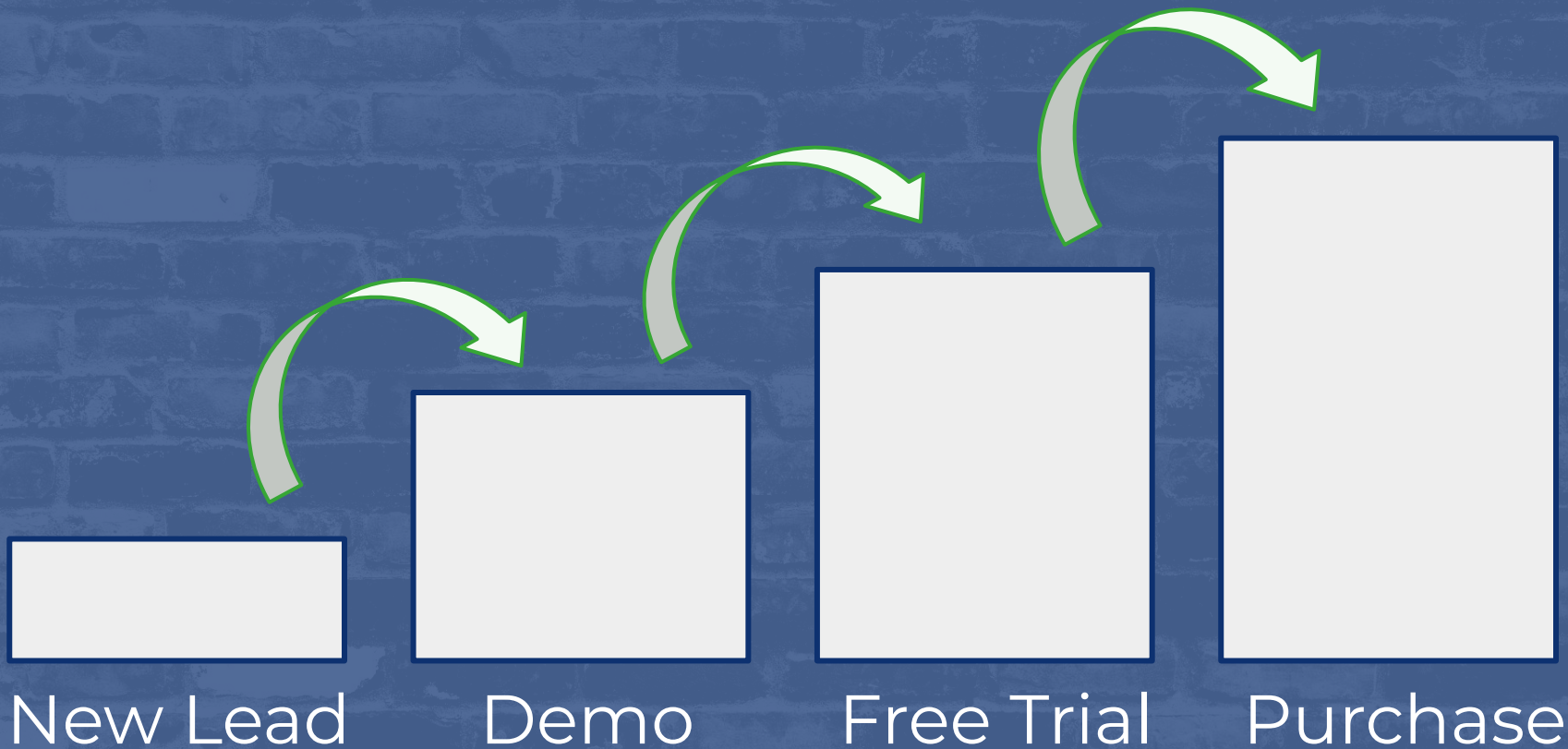
New Lead



Free Trial



Purchase





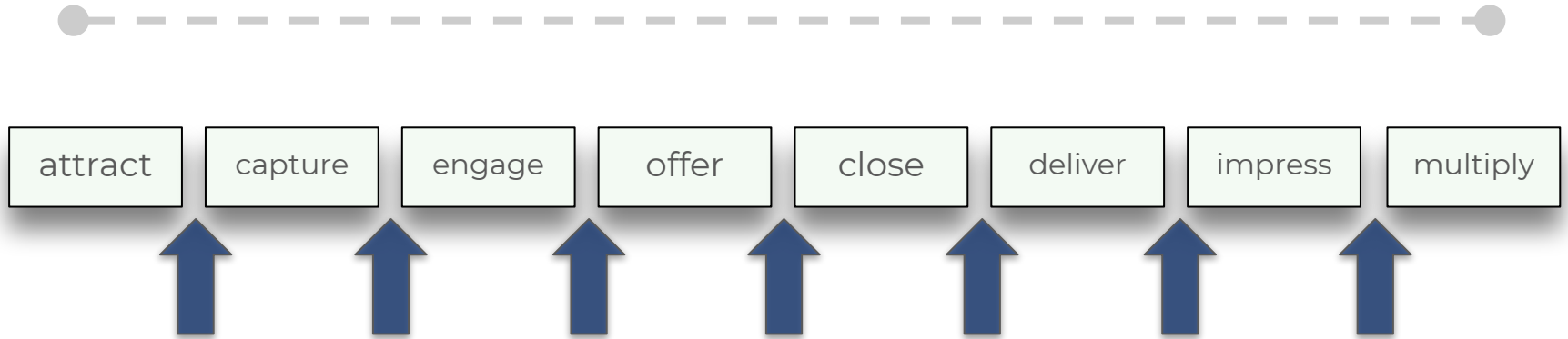


## Newton's Marketing Directive

**For every action there is  
an automated and  
strategic reaction.**

# The Customer Lifecycle

Nurture throughout the customer journey



# KSS - Follow Up

the follow-up for *this* journey



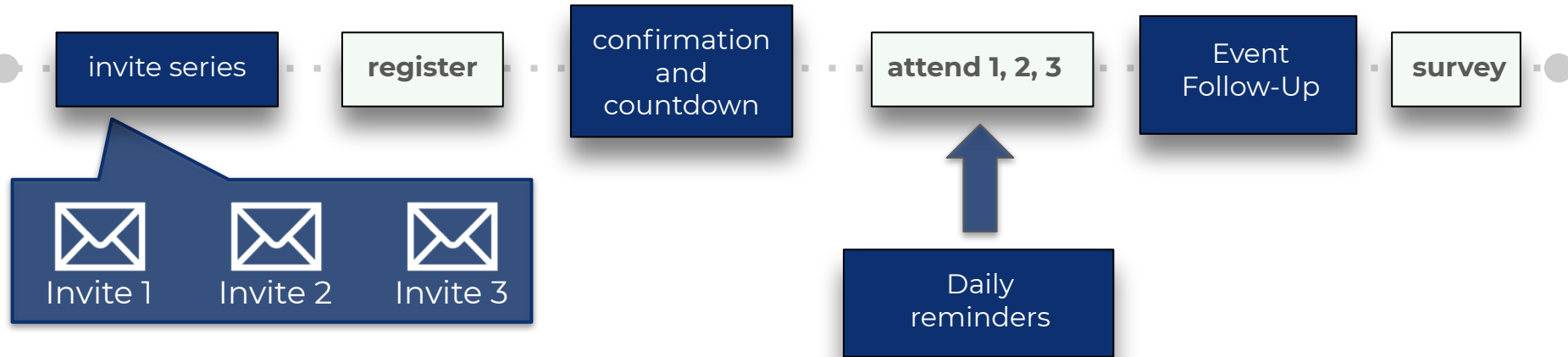
Pre-Event

During Event

After Event

# Individual Journeys

Intentional follow-up for micro journeys





Search in Drive



New

Priority

My Drive

Shared drives

Shared with me

Recent

Starred

Trash

Storage

291.65 GB of 1.03 TB used

Buy storage

Keep Academy > Events > KSS - Follow Up

Name ↑	Last modified
During Event	Oct 29, 2021 me
Post Event	Oct 29, 2021 me
Pre Event	Oct 29, 2021 me
KSS - Follow Up - Master Doc	Dec 1, 2021 me



# KSS - Follow Up

the follow-up for *this* journey



Pre-Event

During Event

After Event

Dec 6   Dec 7   Dec 8

<b>ASSET:</b>	Event Sequence - 3
<b>DATE:</b>	12/8/21, 11:00am Pacific time
<b>TARGETING:</b>	Registrants
<b>FROM:</b>	Myke from Keap
<b>REPLY-TO:</b>	academy@keap.com
<b>TEMPLATE:</b>	Keap
<b>SUBJECT LINE:</b>	Part 3 with Keap's CEO Clate Mask
<b>PRE-HEADER</b>	This is what we've trained for
<b>BANNER:</b>	[CONTACT NAME],
<b>MAINTEXT:</b>	<p>Day 3 - the grand finale.</p> <p>The conversational crescendo culminates today as Greg and I sit down with Clate Mask, Keap's co-founder and CEO.</p> <p>We're going live at 2pm Pacific to break down the planning process Keap Academy uses for follow-up during our own events, and chat with Clate to find out why he's so passionate about follow-up and lead nurture.</p> <p><a href="#">Here's your link to join the call &gt;&gt;</a></p> <p>This is going to be a packed session with our own real world examples and actionable advice.</p> <p>See you in on the call,</p> <p>Myke Workshop Co-host <b>Keap Academy Team</b></p>





# Parting Wisdom

# Map the Milestones

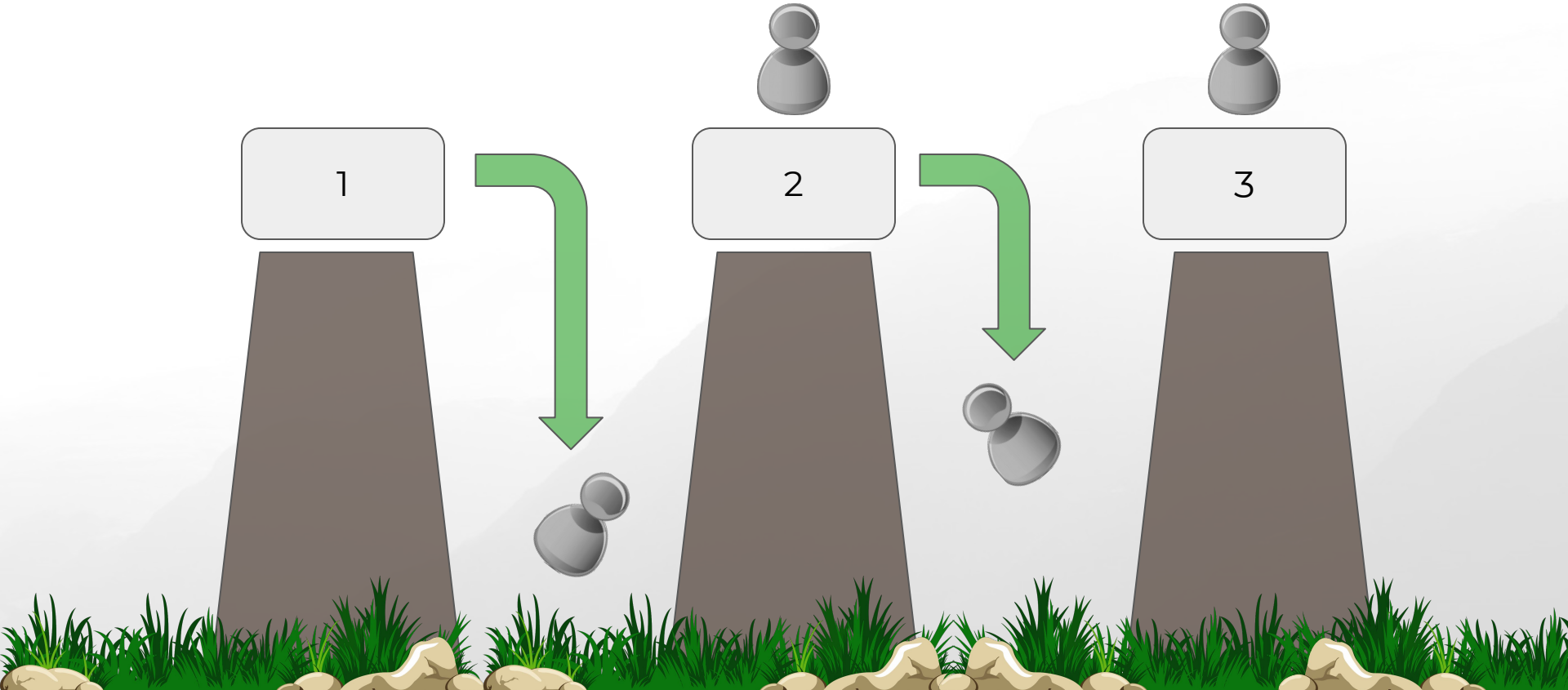
1

2

3



# Bridge the Gaps





Pay attention to the things  
you pay attention to.

- ask yourself -

What action will I take (and by when) to improve the way I follow up?

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





**Thanks for participating  
in the conversation.**

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

