

# Collaborative Marketing <sup>TM</sup>

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Blue Dolphin Business Development

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# Building relationships

Are you  
selling to  
early?

Do I have  
your  
TRUST?

Why should  
I buy from  
you?

Do I want to  
ask you more  
questions?

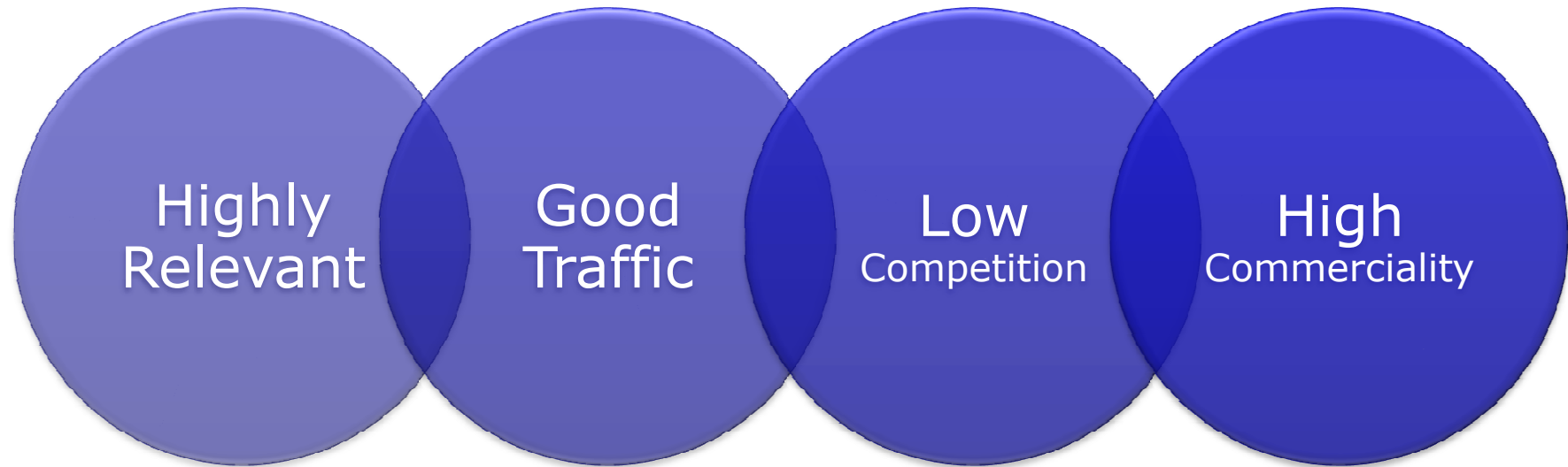
Am I ready  
to buy yet?



# Comparison between online and offline



# The Four “Keyword Findability” Rules



# Keyword Research

- What other word / phrase variations are being used
- How much traffic is there?
- Does the traffic have Commercial intent
- Exact / Phrase or Broad match
- Can you gain a number 1 position – i.e. How competitive



# Making more from your website

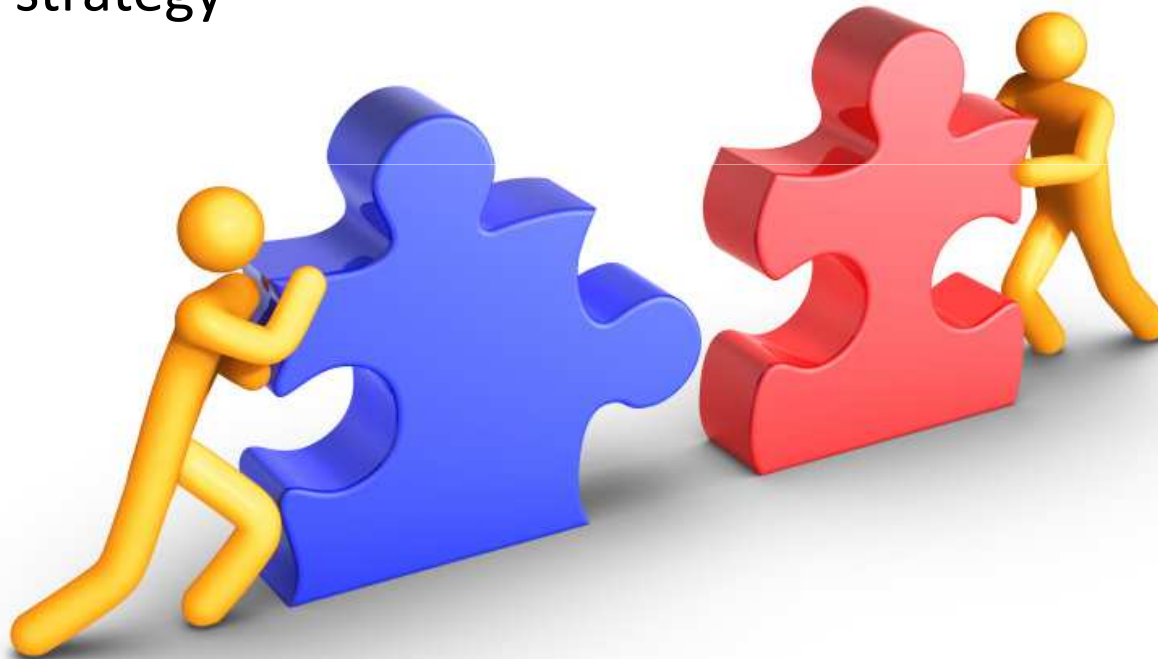
1. Can I tell what you do?
2. Is it easy to navigate throughout the site?
3. Could I capture a customers details?
4. Is it easy to call / contact the company?
5. Are there strong calls to action?
6. Is there updated content / new stuff?
7. Would I trust you, from your website?



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# Combining Online with Offline

1. Are you maximising the potential of your offline and Online marketing activities
2. Are the activities part of a clear marketing strategy



# Building your list



1. Can you sell more to existing customers?
2. Can you use existing customers to build your list
3. What Online / Offline techniques can best build your new list

# Communicating by email!

- How are your e mails being received by your customers – if you are using HTML
- How many of them are being opened
- What format generates the best response and conversion
- Do you have different e mail campaigns for prospects and customers

# Top 10 Collaborative Marketing Tips

1. Mafia Offer
2. Keyword Research
3. Test message online – repeat offline
4. Use your database
5. Use your list to build your list



# Top 10 Collaborative Marketing Tips

6. Systemise – autoresponders
7. Test Test Test
8. Look at the numbers CLV CAC CP2S
9. Go through the customer journey
10. Relationships – do you need a product stack

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