



## **FIVE REASONS YOU NEED MARKETING AUTOMATION FOR WORDPRESS TODAY**

- 1) One-directional marketing is dead
- 2) A CRM is the brain and WordPress is the body of your business
- 3) Your business should be modular, not locked into a closed platform
- 4) Tags & Custom Fields are the “glue” that hold all components together
- 5) Ignoring Marketing Automation will not make it go away

## **ARE YOU USING MARKETING AUTOMATION FOR WORDPRESS?**

Hi, It's Spence!

I've been fortunate enough to help over 20,000 people with building profitable online business solutions using WordPress, particularly those involving membership and online training.

Today, we're on the cusp of an exciting “tech revolution”...where for the first time, WordPress can be completely merged with your choice of CRM (Customer Relationship Management tool).

## **ONE DIRECTIONAL MARKETING IS DEAD**

This means that one can now manage every aspect of client interaction, sales and marketing from within your preferred CRM, and then automatically control what these customers can see or access on your WordPress website, email, on screen messaging, or text.

The merging of WordPress with the latest generation of CRMs has transformed Marketing Automation from an enterprise-level endeavor, to being a “must have” part of any competitive small business or startup strategy.

Allow me to elaborate:

In the past, it was sufficient for people to have a WordPress website and a one-way email marketing tool such as Mailchimp or Constant Contact.

In those early days... it was rather “amazing” for someone to submit their name within a form on your Website and then subsequently receive an email or series of emails in some relatively automated manner.

But just like covered wagons pulled by horses are no longer “amazing”... neither is one-way email marketing. In fact, it could be killing your chances of success by boring your prospective buyers with irrelevant or uninteresting information.

Today, any business that hopes to have even a CHANCE of succeeding against the competition (whether it be other small businesses...or the giants like Amazon), needs to have MARKETING AUTOMATION in use from day one.

One needs to have a constantly updated feedback mechanism between a WordPress website, the features it contains, and a CRM. It is only in this way that you can optimize the outcome of adding prospective customers to your sales funnel and thereby achieve a competitive ROI for marketing and advertising budgets.

## **WHAT IS MARKETING AUTOMATION?**

Simply put, it is a way for you to track and manage EVERY STEP of a customer's interaction with your brand via your WordPress website, email, and even text or on screen messaging.

## **WHY IS MARKETING AUTOMATION SUDDENLY SUCH A HOT TOPIC?**

There are over Nineteen Million Five Hundred (19,500,00) WordPress users being sought after as customers by the 17 top CRMs today. That's over 30% of all Internet websites. With so many WordPress websites connecting to CRMs for the first time, there is a literal "battle" going on to acquire and control the loyalty of as many site owners as possible.

The "spark" that has set off this race is a simple and inexpensive plugin known as [WPFusion](#).

Before [WPFusion](#), the WordPress and CRM worlds existed separately.

It was nearly impossible, without custom coding, to have the two interact in any meaningful way.

Now, in just minutes, WordPress and any leading CRM can interact as part of a powerful system.

Imagine WordPress as planet Earth, with dozens and dozens of stations on the ground for: e-commerce, membership, subscriptions, content management, social networking, forums, gamification, and more.

Then also imagine one's preferred CRM as a satellite orbiting Earth.

With WPFusion, your customer data is synchronized to your "eye in the sky" where it can be used automatically to tailor the marketing experience to each individual prospect based upon their own actions and choices.

## **THE GOAL**

Marketing Automation Converts the Highest Percentage Of Prospects Into Paying Customers.

Here is another way to think about the dynamic relationship made possible with WPFusion:

## **YOUR CRM IS THE BRAIN AND WORDPRESS IS THE BODY**

1) **Your CRM is now the “brain” of your entire operation** - Not only can your CRM be used to add new users to your WordPress website, it can also manage and control the display of content across any of the 47 supported plugins (E-commerce, membership, learning management system, forums, social networking, gamification, etc.).

Instead of having to figure out which plugin should be designated as the ONE used for controlling all your money, customers, memberships and more... your CRM is in charge! Your CRM makes it far easier and efficient for all team members to close more sales.

Not only does this make it possible to onboard new WordPress users from something as simple as an email sent by your CRM, it's also possible to have every component of your business “snap together” like lego blocks into the configuration that best suits your needs.

So now you can mix and match YOUR CHOICE of WordPress and CRM features into the perfect solution for your business. No coding required!

2) **Your Business is now MODULAR and not locked into a closed platform** - Previous solutions have compelled business owners lock themselves into a proprietary platform, because there was no way to “mix and match” features with those from the WordPress ecosystem.

Those days are gone.

Let's say you use Infusionsoft and are unhappy that they've quadrupled their pricing, their landing page builder is “meh”, and you'd prefer to use something better for sales and checkout.

Before [WPFusion](#), your only choice was to take it or leave it, hire a custom coder, or use a one-trick plugin to fix one of these problems.

But now, with [WPFusion](#), one can immediately **solve all three of the problems in seconds:**

- a) Synch your users to WordPress, prune your customer list, and only pay for those who remain;
- b) Create gorgeous landing pages for FREE with WordPress, using your CHOICE of page builder (Beaver, Divi, Elementor, Thrive...);
- c) Sell one time or recurring products, services and memberships with Woocommerce, without having to purchase expensive services to bandaid over what is wrong with Infusionsoft

## **TAGS AND FIELDS ARE THE “GLUE” THAT HOLD IT ALL TOGETHER**

Marketing Automation for WordPress is made possible by using Tags & Custom Fields as the universal “glue” between WordPress, all WordPress plugins, and one’s CRM of choice.

Any action or reaction with a customer is premised upon the application or removal of tags and the values contained within custom fields.

For example, buying a product or membership on WooCommerce applies a tag and also transmits the tag and transaction data to the CRM “in the sky” where this information is available to all the other plugins, WordPress, or the CRM to use for further interaction or conditional content display.

Since the CRM contains everything one needs to know about any customer... all automations, segmentation, follow-ups and tracking can be accomplished, measured and reported upon from one central dashboard. Easy!

## **IGNORING MARKETING AUTOMATION WILL NOT MAKE IT GO AWAY**

For those with existing WordPress business sites, there is often a resistance to updating to a contemporary marketing automation setup.

The perceived time and cost of doing so is daunting, especially if recurring memberships are involved.

But in most cases, the fear of updating is misplaced...especially when measured against the catastrophic cost of ignoring marketing automation.

For it is a FACT that marketing automation has made it possible for anyone using it to significantly increase the conversion rate and ROI for all prospects that enter the top of a well crafted sales funnel.

More importantly, the user experience on a WordPress website that uses Marketing Automation is far superior, intuitive, and enjoyable than one without. With so much known about the particular visitor’s preferences and buying behavior, a fully automated site avoids wasting time and energy displaying content that is irrelevant or off-putting.

It is therefore imperative for any WordPress business site owner to approach marketing automation with an open-mind and realize that, especially with some guidance, the transition is actually quite painless and brief. Even better, a positive ROI on the investment is usually realized within the first sixty to ninety days after implementation, and then every month thereafter.

## **SOUNDS GREAT!...HOW DO I GET STARTED?**

While anyone can follow a **DIY approach** and install the [WPFusion](#) plugin using our simple and FREE instructions, more than 90% of small business owners go with our **One Time Setup** or **Marketing Automation Package**.

**With our DIY approach**, simply install the [WPFusion](#) plugin and you're ready to start Marketing Automation with WordPress and your choice of CRM.

**With our One Time Setup**, we “remodel your kitchen” with Marketing Automation.

First, we have a one time phone or Skype call where we learn about your particular business details and make our personal recommendation as to the best “stack” of WordPress plugins and CRM for your particular business needs.

Should you wish to proceed with our advice, the cost of the initial call is credited to our one time setup cost.

Next, we install and configure all features and services relevant to your setup, such as: Membership, E-commerce, Social Networking, LMS, Gamification and more.

This is a very personal relationship with you that delivers great value and ROI as a result of our years of entrepreneurial experience, and tens of thousands of WordPress membership and training site build outs.

**With our Marketing Automation Package**, we teach you how to cook like a “pro” with your new kitchen!

We build out your Marketing Automation strategy, using the custom tools we've just installed, then work backwards to show you how to get the same amazing results yourself.

We always start from your end-goal and work backwards when creating your marketing automation system, thus ensuring delivers the desired outcome from day one.

Our years of experience with customer sales psychology, strategy and membership can save you from a potentially catastrophic mistake.

## **CAN I AFFORD MARKETING AUTOMATION FOR WORDPRESS?**

Unlike SEO or Advertising, the goals of Marketing Automation are simple and measurable:

Drive more people from the top of your sales funnel to the bottom.

Because one can immediately see and measure the improvement in signups, click throughs and conversions, it is not necessary to “spray and pray” with an open-ended budget.

You'll always have complete control over your budget and an understanding of the return you're receiving from day one. You can get started for as little as a few hundred dollars!

Either way, I'd **LOVE to speak to you for FREE** about your particular business and how Marketing Automation for WordPress could deliver you the results you need, without any of the pain or frustration of trying to figure it out alone.

I invite you to visit [WPLaunchify.com](http://WPLaunchify.com) and make a time on my calendar so I can learn about your business and then make a suggestion about what steps would give you the greatest chance of success.

See you there!

**spence**