

Building Your Marketing Legion

This strategy will transform your customers into your top sales force and marketing army. They will actually want to spread the word about your product for free.

The Process

- Get a customer service phone number with Grasshopper
- Create a package insert advertising a free product
- Have your call representative gather info and award a 100% off code
- Before the customer hangs, request from them a review

Get a customer service phone number with Grasshopper

Some phone services are very expensive and you can't use all features

With free phone services like google, it doesn't allow a 1-800 number and doesn't allow multiple extensions, and can be sometimes featureless

Grasshopper is the cheapest

They have studio where once you set up your phone number with them, they can record your greetings for you. So you sound like a Fortune 500 when someone calls your company Sign up for Grasshopper The way it works, when someone calls in to your 1-800 number or local number (I recommend a 1-800 number) there's a custom greeting which you can either record or have someone record it for you and send you the WAV file or MP3 file off Fiverr.

You can also have their voice studio do it for you (Recommended)

When someone calls in, they get prompts on what department they want to choose. Once you set up your Grasshopper account, you then proceed to create extensions. For example you create Extension 1 = Free Products, when a customer chooses that extension, they will be directed to a voicemail giving them instructions on how then can get their free product.

The reason why you want to do this with a Grasshopper or just a phone number, instead of sending them to a website is because they're communicating with a real person one on one. This is better than going to a website and filling out forms, replying to emails.

Create a package insert advertising a free product A simple call to action card telling them that they need to call or visit a website and they will get, for example, a free product or a discount.

If you don't have the ability or skills to design these cards yourself. You can go to www.Eystudios.com and they can design your package inserts for you. Just give them instructions on how you want your cards to look like and they'll

have some designs for you. You can also go to Fiverr.com and find someone who specializes on package inserts - for \$5.

Have your call representative gather info and award a 100% off code & Before the customer hangs, request from them a review

Have your package insert outlined that they'll call you and describe their customer experience (customer service, timeliness of delivery, arrival of product in good condition, etc.) - for a free product.

Have them explain how a great experience it was ordering your product - since by this time they probably haven't received the product yet. (customer service, timeliness of delivery, arrival of product in good condition, etc.) Give them a coupon code specially for them. Make them feel it's created just for them. Before they hang up, ask them to go to Amazon and make a review telling about their experience, and tell them it would be greatly appreciated.

This a how you turn your customers into one powerful sales/marketing legion/army and make you standout above your competition and skyrocket your rankings.

Bonus - apply these strategies when you launch a new product.