

## Resuscitation Marketing

*The act of implementing a system and process to proactively and automatically attempt to resuscitate dead leads; and increase your conversions without new leads.*

There isn't a single business that converts 100% of their enquires (leads) into sales ... most just let the unqualified, unavailable or unengaged simply die after the first sales-pass.

## Resuscitation Marketing Process

1. Map your sales funnel(s).
2. Identify the death traps.  
*Where are prospects falling out of your funnel?*
3. Categorise the different causes of their death.  
*Why are these people being left for dead currently?*
4. Perform CPR for each group  
*Craft a series of resuscitation marketing messages, tasks or actions to each specific group.*
5. Implement.

### ***CPR: Categories for Prospect Re-Engagement:***

- Dead - Never Reachable
- Dead - MIA
- Dead - BackFlipped
- Dead - Not Qualified
- Dead - Lost to Competitor
- Dead - Abandon Cart
- Dead - Unsubscribed.

### **First Aid Kit:**

- Direct Emails
- Nurture Emails
- Phone Calls
- ReMarketing
- Direct Mail
- SMS
- Affiliate Offers.
- Hail Mary Discounts

---

**EXAMPLE: Melb Video Productions**

1. Funnel
  - Suspect visits website and completed the 'Quote Calculator'
  - Sales person calls the lead
  - Sales person prepares/sends quote
  - Sales person follows up twice.
  - .. prospect ignored (dead).
2. Death Traps
  - Sales Team Follow Up
  - Mid-Quote-Calculator Exit
3. Cause of Death
  - Too Expensive
  - MIA
  - Never Reachable
  - Doing It Themselves
  - Lost To Competitor
4. CPR
  - Too Expensive >> Suggest DIY Course
  - Doing It Themselves >> Course
  - Lost To Competitor >> ReEdit Offer // Promotion only.
  - MIA >> Sequence to promote important of video.
5. Implement Campaigns **FOR EACH**
  - Systemise and Measure results.

**LINKS:**

- <https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/jiawertz/2017/05/06/resuscitate-sales-nurturing-dead-leads/&refURL=&referrer=#5f3ff0715d3a>
- <https://www.inc.com/molly-reynolds/how-to-bring-customer-leads-back-from-the-dead.html>