



BULLSEYE MARKETING...

WHEN YOU ABSOLUTELY HAVE TO HIT YOUR TARGET

TRIVERS CONSULTING GROUP
Your Catalyst for Dramatic Growth

INNER RING PACK SAMPLE PLAN

Inner Ring Pack Gold Level helps you:

- Understand buyer preferences
- Promote high profit products/ services
- Increase repeat purchases from existing customer and clients.

12 marketing messages (text and image delivered by platform of your choice)

Completed between 30-45 days

When you purchase the Bullseye Marketing Inner Ring Pack you will get a series of marketing messages similar to the following. Every pack is customized.

Eighty percent of the B2B buying journey takes place online, with decision-makers preferring **self-service discovery**.

In Inner Ring Pack supports quick and easy buyer discovery. No searching, sifting through thousands of hits, avoids irrelevant ads. Your Bullseye marketing goes right to them.

This Inner Ring Pack Sample Plan is for services companies. Each X and Y represents an opportunity for customization.

Understanding Buyers:

- Clients are businesses and non-profit organizations.
- They prefer targeted support to address and remediate specific problems or obstacles.
- They look for services that are personalized or customized to their unique situation(s).
- They are in the habit of getting and paying for outside support from experts.
- They value clear and reliable communication, timeliness, and comprehensive services (one stop shop).

MESSAGE TYPE	CONTENT	CLIENT/CUSTOMER SEGMENT
Appreciation (3 total) in 12 weeks.	Thank you for past purchase of X. We trust that you're enjoying Y benefits. We greatly appreciate your trust in us.	Segment by purchase type
Connection	Thinking about your (X) and eager to know how you're doing with it.	Segment by purchase type
Perspective audit	(First name), we know the (past purchase) you bought from us has been working for you, so you may be wondering why we're sharing a new solution with you.	Segment by purchase type
Validator	(First name) I saw/read/heard your recent article/post/podcast/video about X, and it was terrific.	Segment by client/customer. Keep a running list of media shared by your clients and every few weeks send a validator message to one of the lists. You don't have to be specific about the media.
The Illuminator	(First name), What are you doing to ensure X (related to your new offering) is working? We use illuminating statements to introduce new products or services.	When introducing a new offering, send the message to all existing buyers.
The Problem	(First name), What (people like them, e.g. founders, Executives, etc.) hate/dislike/find frustrating or time consuming is X. This is a great place to use their own words. Go for no to give people a way out. "Feel free to say no if you don't see a fit but, does this sound interesting?" "Timing is probably off, but would you be against seeing what your options are?"	Segment by buyer type.

MESSAGE TYPE	CONTENT	CLIENT/CUSTOMER SEGMENT
Emotional not data driven	<p>“What if you’re facing a dire emergency/ an unexpected/critical deadline/a surge in demand?”</p> <p>Focus on what your product or service allows people to do that they couldn’t do without it.</p>	Send to all buyers
Useful information that helps your prospect succeed even if they never talk to you again.	<p>When introducing a new offering:</p> <p>”You’ll walk away with 3 lesser-known ideas for increasing your X (something that is important to them).”</p>	Send to all buyers
Create a curiosity gap.	<p>When you want to market a new offering, create curiosity.</p> <p>“See how Jeremy booked 64 meetings in 30 days.”</p>	Send to all buyers
Another offer of useful information.	<p>Our latest (product or service) will allow you to:</p> <p>Walk away with...</p> <p>Be positioned to...</p> <p>Get...</p>	Send to all buyers



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