

WELCOME



Leveraging Business Automation to Grow Your Business

Thursday, April 14, 2022



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

Sign up for Digiport at
<https://nsdigiport.ca/>



Digital Support for
Nova Scotia's Tourism Sector

Sign up

Get in touch with our network of digital marketing strategy experts.

PRESENTER



Shaun Whynacht

- Shaun is the Founder and CEO of Blue Cow Marketing.
- The entrepreneurial bug bit Shaun at a young age and he knows firsthand how much love and determination get poured into running a business.
- Shaun spent more than a decade touring all over Canada and learning business tactics from a wide variety of industries. During this time, he not only developed a passion for marketing but honed some unique abilities to stay current and adopt new skills and technologies in this ever-progressive world.

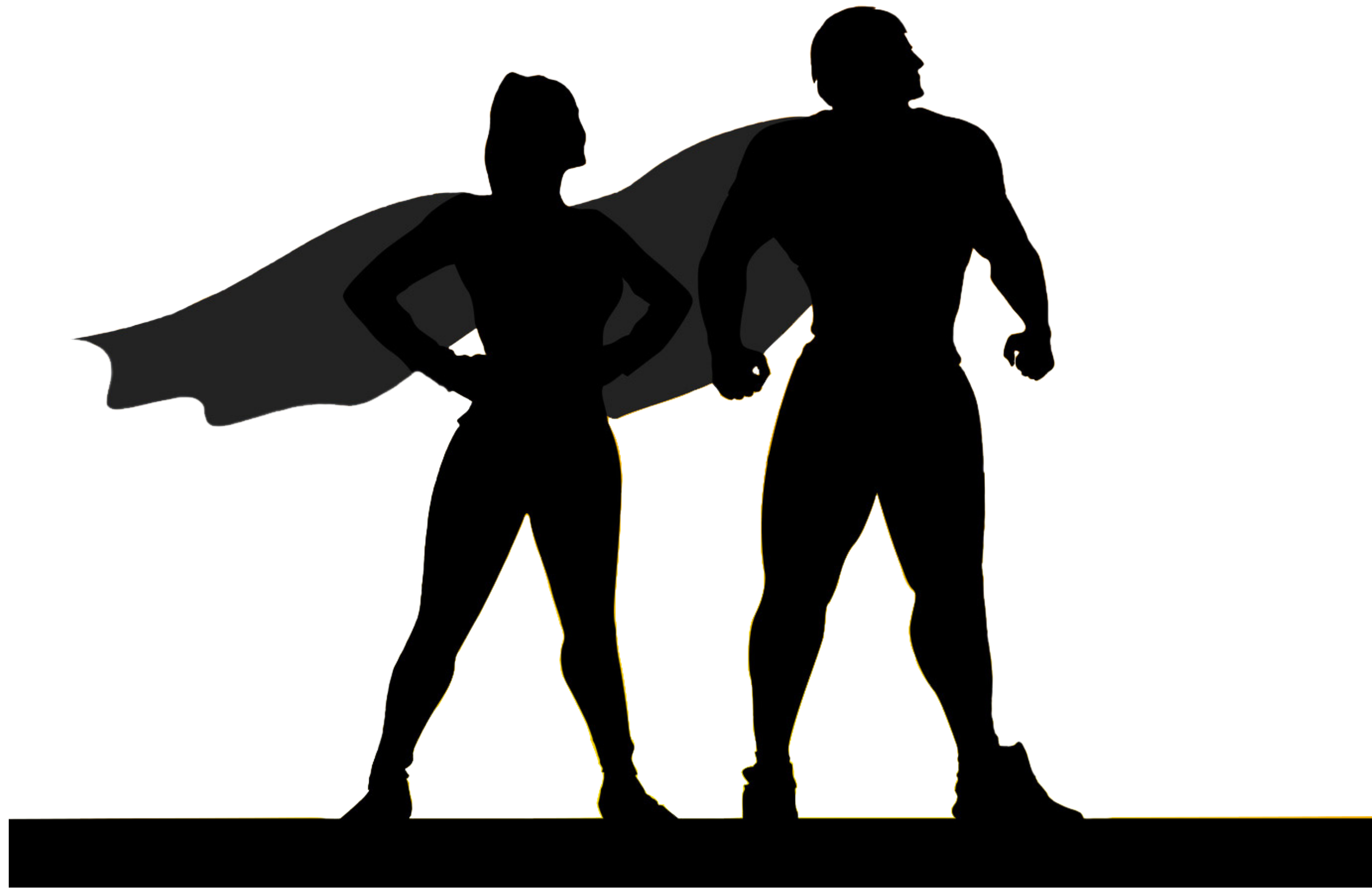
Use Automation To Grow Your Business & Reclaim Your Life

Shaun Whynacht



Why You?





Why You?



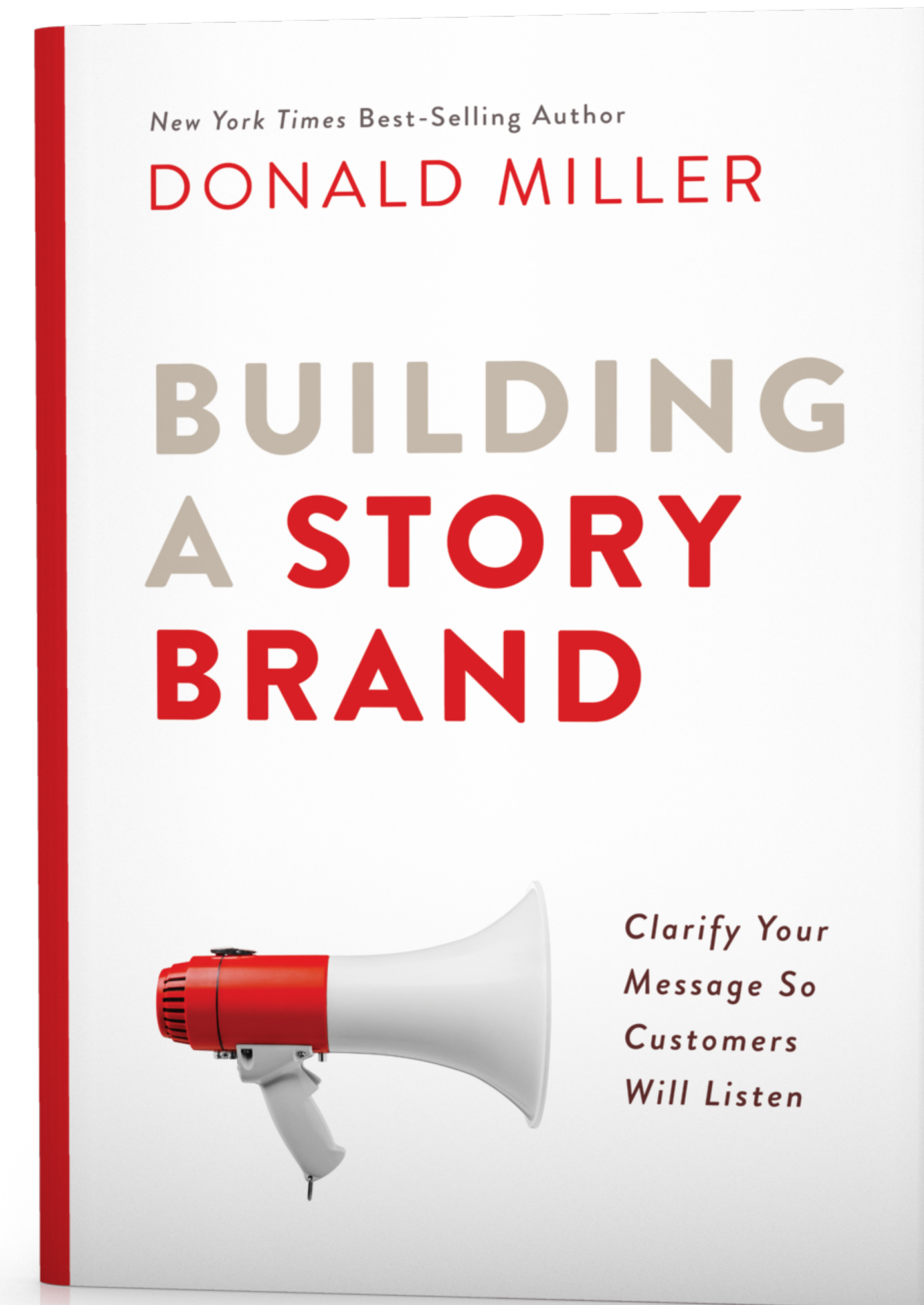
Story

Why You?



buildingastorybrand.com

Why You?

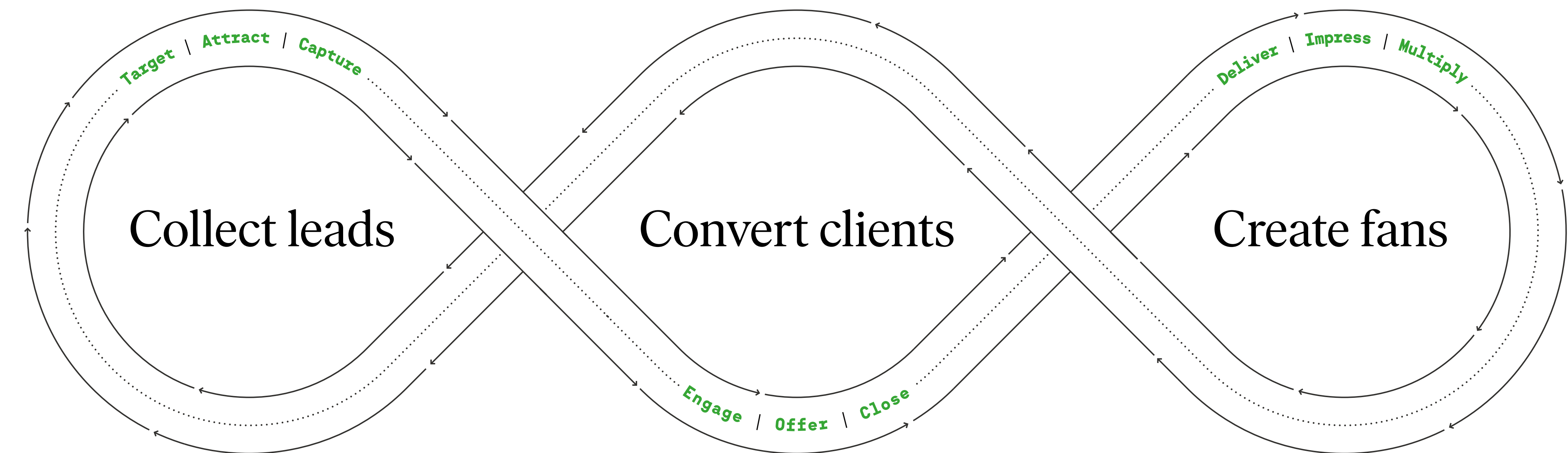


Why Automation?

Why You?



Lifecycle Marketing



Target

Clearly define your target customer so you understand who they are, identify their pain, and where they go to find answers.



Attract

Understand the problems and motivations of your target customer, so you can launch high-value content that addresses their biggest pains and aspirations.



Capture

Now it's time to carefully build bulletproof lead capture methods so that you can collect contact information in one central place for later follow-up.



Engage

This is where you get to educate your buyers. It's up to you to guide them properly so they look to you as someone they can trust. By doing it right, you can create a monopoly in their mind so that they immediately think of you when it is time to buy.



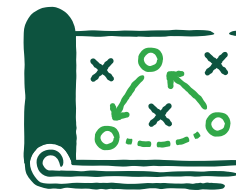
Offer

Get clear on the most critical steps in your sales process and make sure it aligns with what your clients' needs are. As leads engage, present offers that lead them to the most natural next step.



Close

Streamline a simple process for clients to purchase from your business by implementing tactics that align with your sales cycle.



Deliver

Make sure you' systematize your delivery so that clients consistently get everything they were sold.



Impress

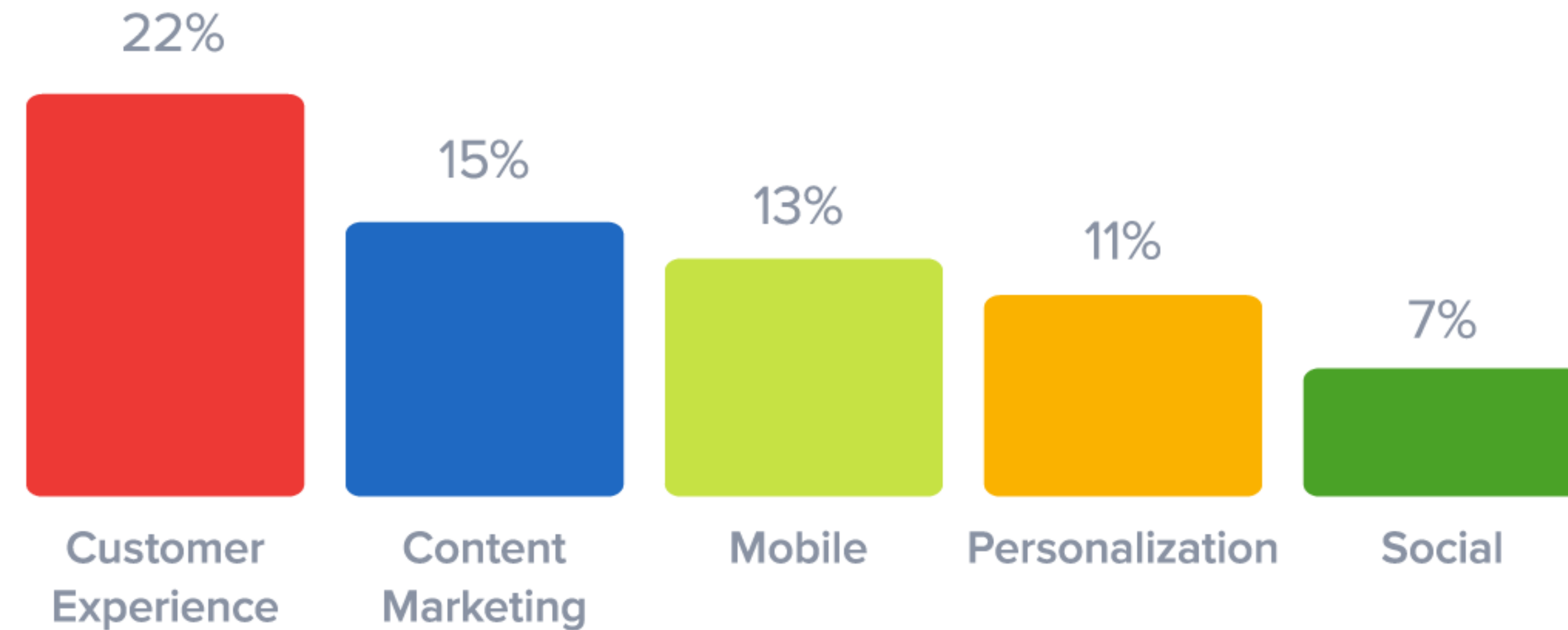
Create intentional plans to go above and beyond with every client. Leave a mark that keeps them coming back for more.



Multiply

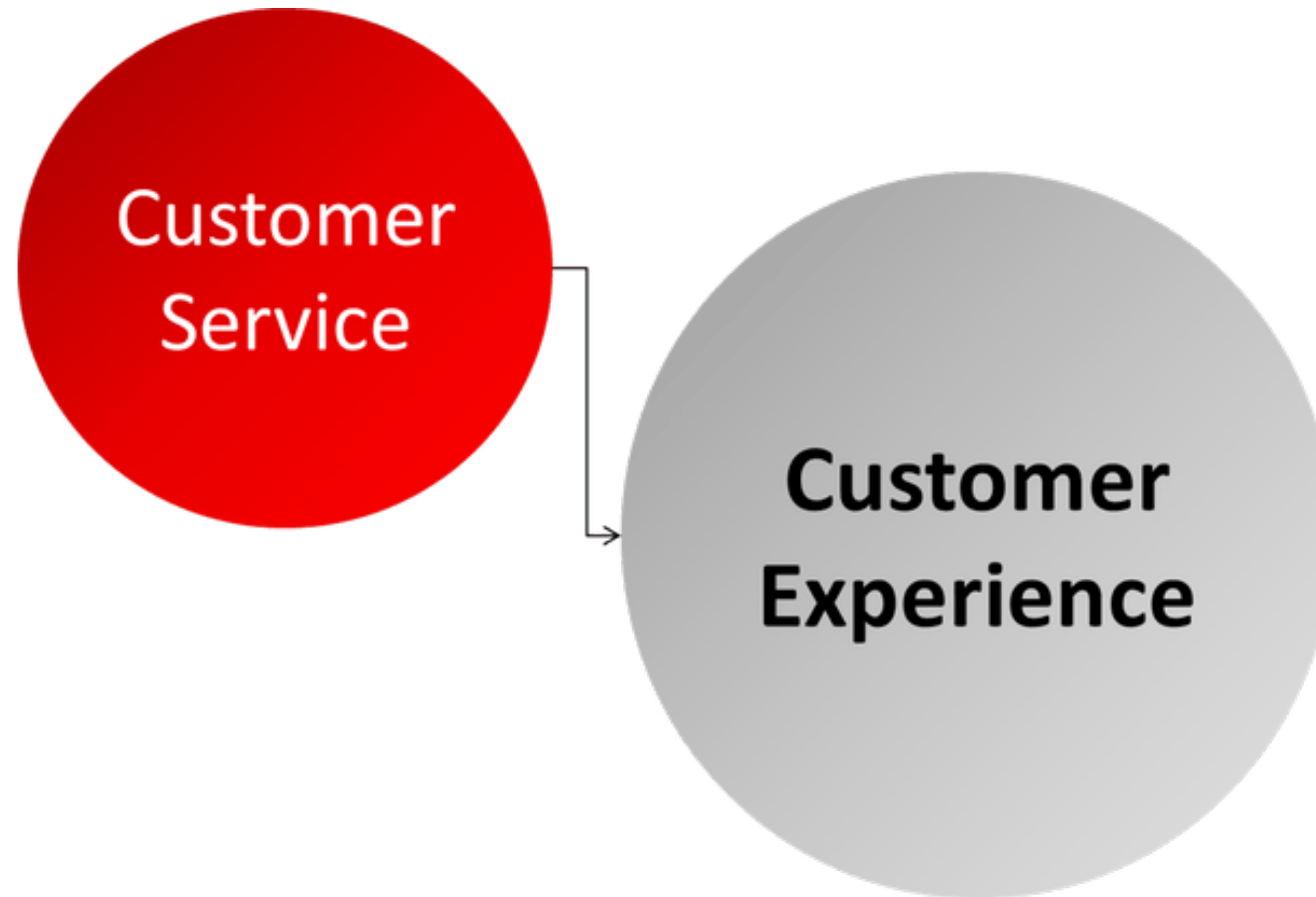
Guarantee repeat business, positive reviews, and customer referrals by making these steps part of your customer journey.

Most exciting business opportunity



Customer Experience



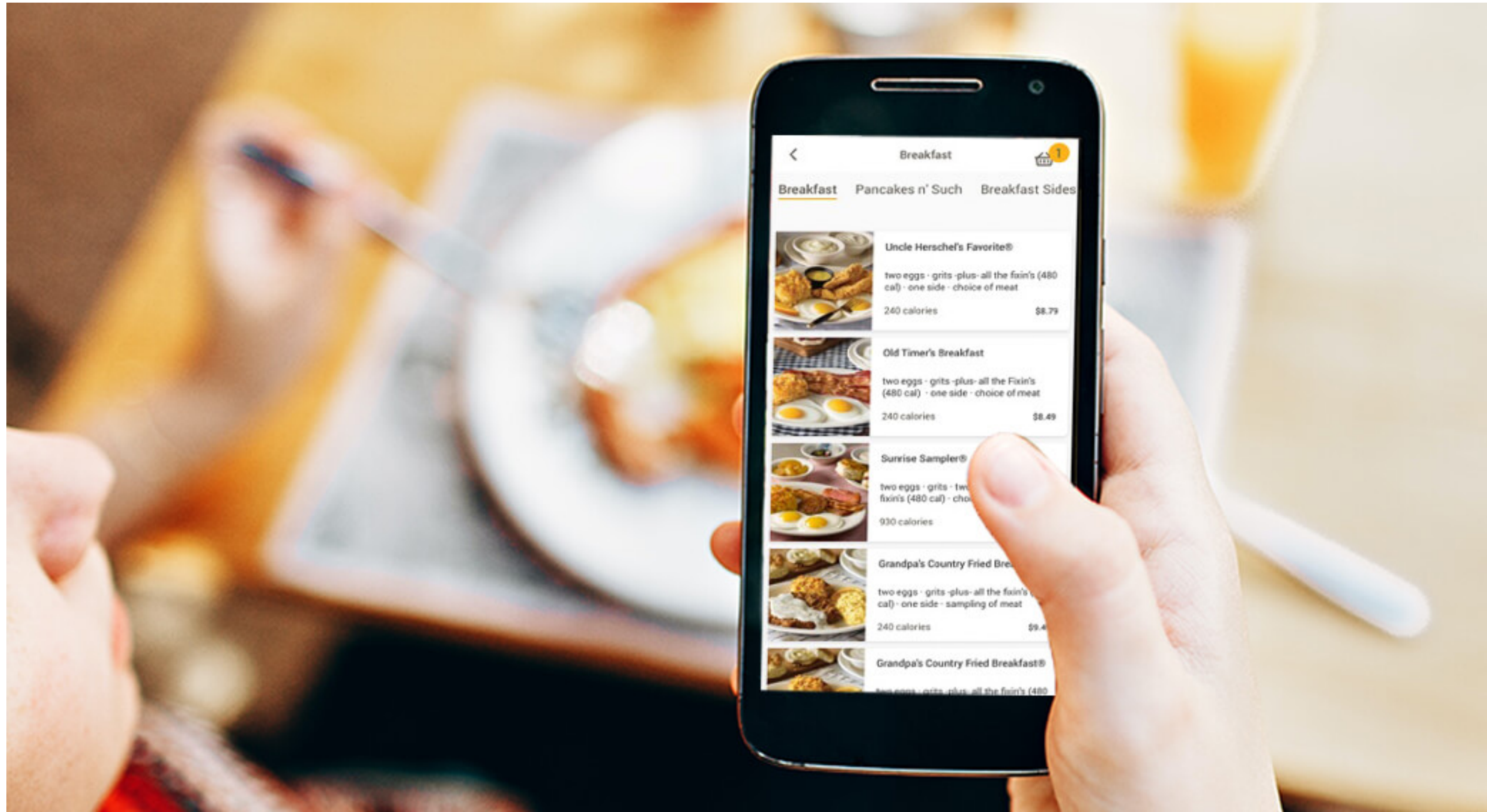


Customer Experience

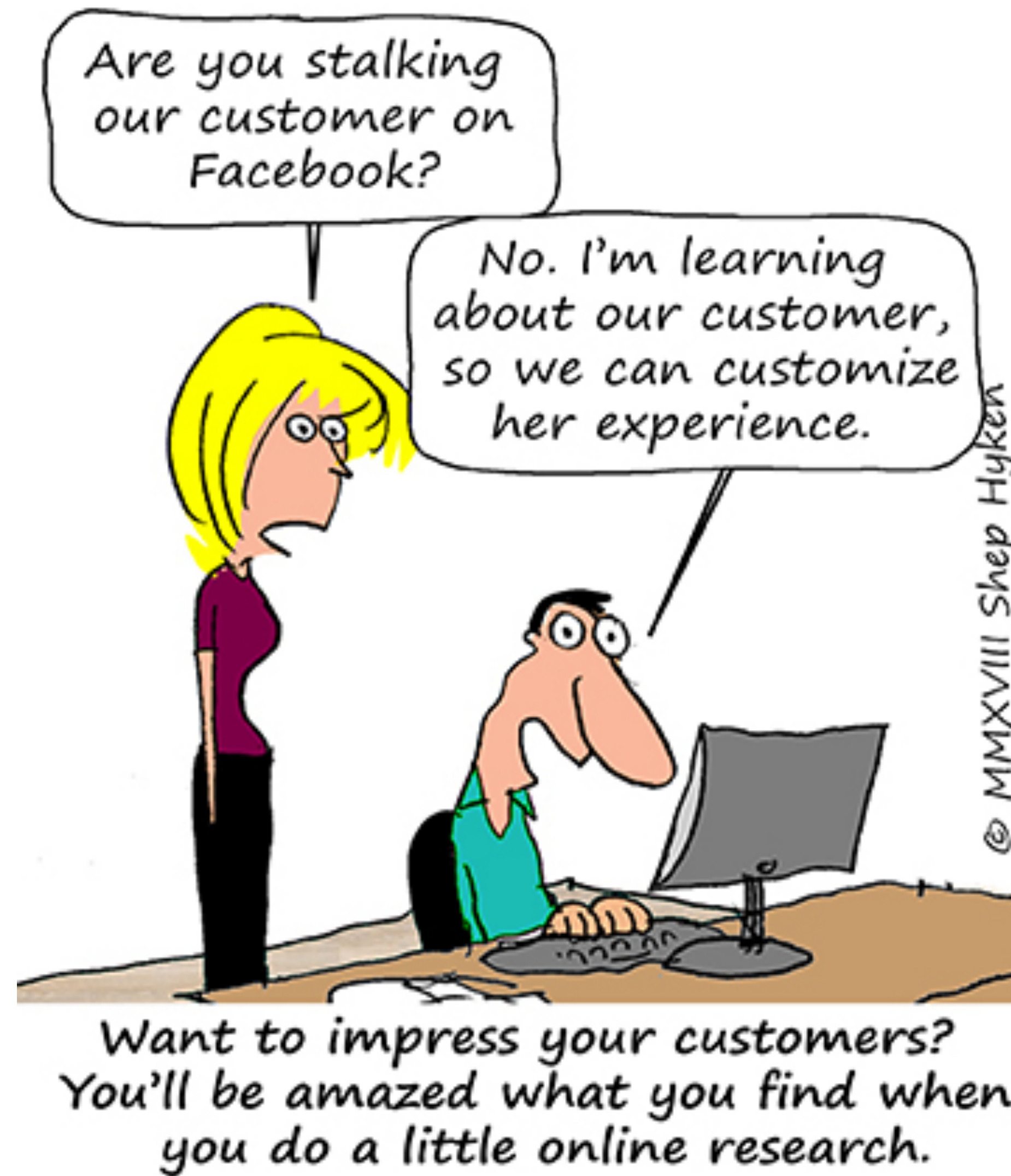
Perceived *Value*



Perceived Value



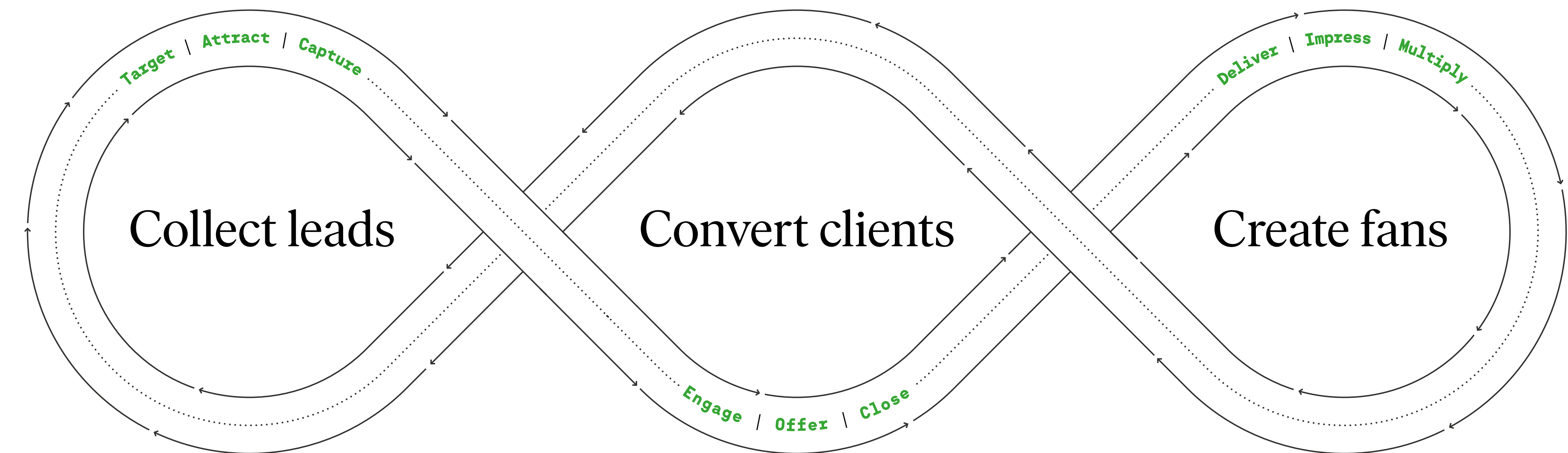
Perceived Value



Your Client/Customer



Lifecycle Marketing



Target

Clearly define your target customer so you understand who they are, identify their pain, and where they go to find answers.



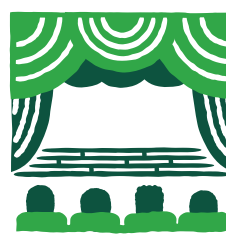
Attract

Understand the problems and motivations of your target customer, so you can launch high-value content that addresses their biggest pains and aspirations.



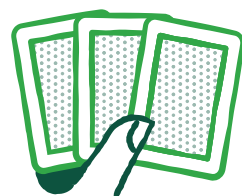
Capture

Now it's time to carefully build bulletproof lead capture methods so that you can collect contact information in one central place for later follow-up.



Engage

This is where you get to educate your buyers. It's up to you to guide them properly so they look to you as someone they can trust. By doing it right, you can create a monopoly in their mind so that they immediately think of you when it is time to buy.



Offer

Get clear on the most critical steps in your sales process and make sure it aligns with what your clients' needs are. As leads engage, present offers that lead them to the most natural next step.



Close

Streamline a simple process for clients to purchase from your business by implementing tactics that align with your sales cycle.



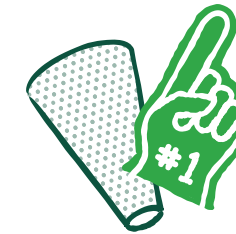
Deliver

Make sure you' systematize your delivery so that clients consistently get everything they were sold.



Impress

Create intentional plans to go above and beyond with every client. Leave a mark that keeps them coming back for more.



Multiply

Guarantee repeat business, positive reviews, and customer referrals by making these steps part of your customer journey.

**Do you have a clear Customer
Experience Vision?**

Your Process



**What Is It That Matters To Your
Customers Most? (NOT YOU)**

Your Process



**Create an emotional connection
with your customers**

Your Process



Customer Feedback In Real Time

Your Process

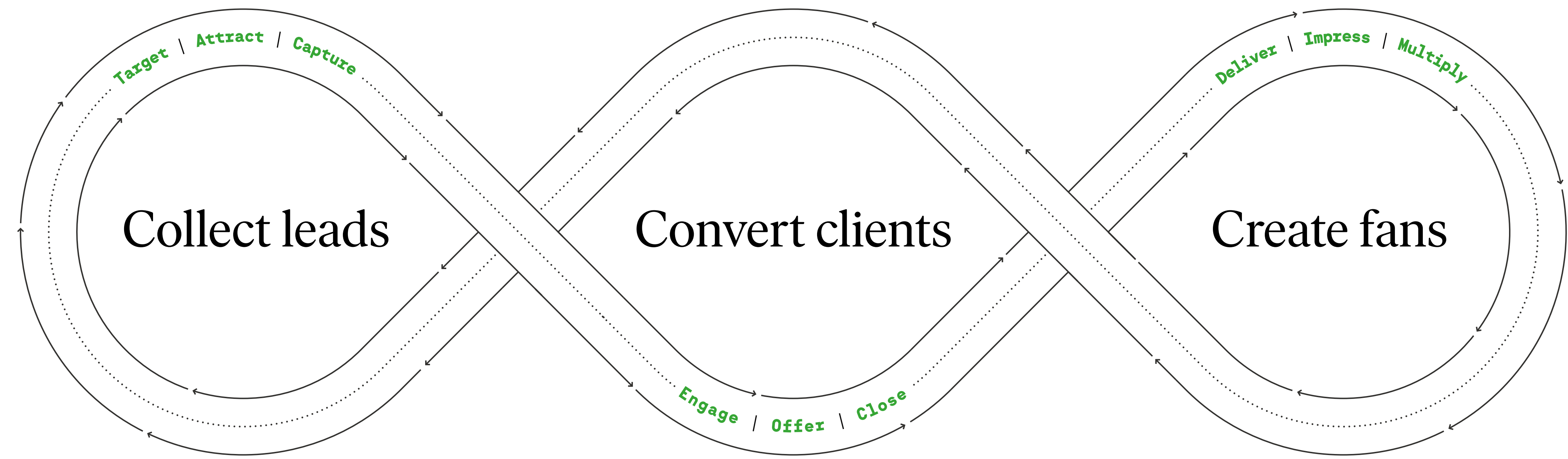


Your Customer Are Online

Perceived Value



Lifecycle Marketing



Target

Clearly define your target customer so you understand who they are, identify their pain, and where they go to find answers.



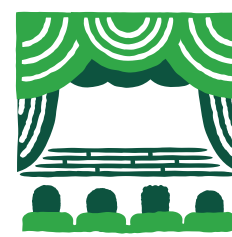
Attract

Understand the problems and motivations of your target customer, so you can launch high-value content that addresses their biggest pains and aspirations.



Capture

Now it's time to carefully build bulletproof lead capture methods so that you can collect contact information in one central place for later follow-up.



Engage

This is where you get to educate your buyers. It's up to you to guide them properly so they look to you as someone they can trust. By doing it right, you can create a monopoly in their mind so that they immediately think of you when it is time to buy.



Offer

Get clear on the most critical steps in your sales process and make sure it aligns with what your clients' needs are. As leads engage, present offers that lead them to the most natural next step.



Close

Streamline a simple process for clients to purchase from your business by implementing tactics that align with your sales cycle.



Deliver

Make sure you' systematize your delivery so that clients consistently get everything they were sold.



Impress

Create intentional plans to go above and beyond with every client. Leave a mark that keeps them coming back for more.



Multiply

Guarantee repeat business, positive reviews, and customer referrals by making these steps part of your customer journey.

Social Proof

Google

🕒 Trot In Time Carriage Tours **Reviews** 🔊

Trot In Time Carriage Tours Reviews - Google Search ✕



Trot in Time

●●●●● 104 reviews

#5 of 13 Tours in Lunenburg

Tours, Sightseeing Tours

📍 Lunenburg, Canada

More ▾

Reviews from the web

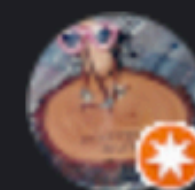
4.3/5 Facebook · 29 votes



"Enjoyed the ride and history of town."








"We have a **toddler** so walking can be challenging."



"The three of them had me crying with laughter."



How To Collect Reviews

Name			Review	Last activity
CP	Canadian Pyrotechnic Council	Canadian Pyrotechnic Council	 Invite	Contact created a day ago
VM	Van Meekeren Farms Ltd.		 Invite	Paid invoice 3 days ago
	<u>Derrick McEachern</u>	Five Star Wellbeing	 Invite	Invoice updated 3 days ago
KS	Kathy Siersma	Frenchic Canada	Invited	Invoice updated 3 days ago
DN	Digital Nova Scotia		 Invite	Invoiced 4 days ago
KM	Kelsey MacAulay	Black Star Wealth Partners	★★★★★	Invoice updated 8 days ago
CR	Cathy Reid	Absolutely Fabulous	Invited	Invoiced 8 days ago

The image shows a Google Reviews request modal for 'Blue Cow Marketing'. The modal is titled 'Google Reviews request' and has a close button (X) in the top left. It contains fields for 'To:', 'From:', and 'Subject:'. The 'From:' field is pre-filled with 'Shaun Whynacht' and an email address. The 'Subject:' field is pre-filled with 'Thanks for your business, [[contact.first_name]]'. Below these fields is a rich text editor with various formatting options (bold, italic, underline, link, etc.). The text in the editor reads: 'Hi [[contact.first_name]], It was a pleasure working with you. If you enjoyed your experience, I'd love your support with a review on Google. It helps others find me, and allows me to see what's working well, and what could be even better. https://search.google.com/local/writereview?placeid=ChIJJa2cL0hNaWEsRVEoNH597ZJc'. At the bottom of the modal, there is a 'Signature' toggle switch, a row of icons (pencil, calendar, thumbs up, list), and a blue 'Send' button. In the background, a blurred view of the Blue Cow Marketing Google Business Profile is visible, showing a 5.0 star rating and a list of recent reviews.

Perceived Value



What To Automate?

**Automatically Respond To
Website Inquiries**



What To Automate?

**Automatically Respond To
Website Inquiries**

Phone Follow Up



What To Automate?

**Automatically Respond To
Website Inquiries**

Phone Follow Up

New Connection Followup



What To Automate?

**Automatically Respond To
Website Inquiries**

Phone Follow Up

New Connection Followup

Free Content Followup



What To Automate?

**Automatically Respond To
Website Inquiries**

Hottest Lead Followup

Phone Follow Up

New Connection Followup

Free Content Followup



What To Automate?

**Automatically Respond To
Website Inquiries**

Phone Follow Up

New Connection Followup

Free Content Followup

Hottest Lead Followup

**Staying Engaged With
Those Not Ready**



What To Automate?

**Automatically Respond To
Website Inquiries**

Phone Follow Up

New Connection Followup

Free Content Followup

Hottest Lead Followup

**Staying Engaged With
Those Not Ready**

**Follow Up For Repeat
Sales**



What To Automate?

**Automatically Respond To
Website Inquiries**

Phone Follow Up

New Connection Followup

Free Content Followup

Hottest Lead Followup

**Staying Engaged With
Those Not Ready**

**Follow Up For Repeat
Sales**

Welcome Automation



What To Automate?



Questions

- Automate reservation/payment system - <https://www.lodgify.com/>
- What functions can be automated?
- Any free/low cost automation?
- Email automation - Keap / Active Campaign
- If you could only have a single app to help with automation, what would it be and why?
- What platforms work best?
- What are some of the best options for CMS for vacation rentals?
- I'm not sure where to start - I'm curious to know what we can automate!
- What are your favourite tools for automatic email transactions?
- Interested in improving social media - SocialPilot

Thank You

**Get Access To Special
Resources Right Now**

<https://shaunwhynacht.com/tourism/>



UPCOMING WEBINARS

- Thursday, May 12, 2022, 10 am
- **Optimize Content Creation for Bulk Scheduling Social Media**
Presented by Kerra AuCoin Mansfield with KA Social Media.
- Subscribe to the Tourism Nova Scotia Newsletter to receive notice about the topic of the next webinar in the series.



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 Newsletter: <https://tourismns.ca/intouch>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn:
<https://www.linkedin.com/company/tourismnovascotia/>