


Above the law: Marketing with permission and automation





01

What is it?

02

How can I use it?

03

Next steps



What is it?

01



Last table available

1 VIP Private table for 10 guests to sell
FURLONG CLUB - ROYAL ASCOT
Trackside Viewing Restaurant
FULL 5* HOSPITALITY

Coronation Stakes - Friday 17th June 2022

There are only 10 places available. First come first served

[For Price and availability click here...!](#)

This event has been completely SOLD OUT for months

contact john@prime-events.co.uk or call/text me on 07513126172



TUESDAY 14TH JUNE - SATURDAY 18TH JUNE 2022

We are proud to offer the very best in official Royal Ascot hospitality packages for the 2022 meeting.
Enjoy your day at Ascot Racecourse in splendid style with this novel corporate hospitality package in 2022. A wonderfully exclusive facility, the Furlong Club offers superb panoramic views of the racecourse from its private decked terrace and mezzanine.
With a fabulous hot-come lunch to assist, as well as a complimentary bar and flawless table service provided throughout, be sure to treat your guests to a day like no other at this famed sporting setting.

- * Queen Anne Exclusive admission
- * Moët & Chandon Best Imperial Champagne on arrival
- * Chef's station serving appetizers, desserts and cheese.
- * Signature menu served to the table including starters and main dishes
- * Selection of wines and liquors
- * Complimentary bar including Moët & Chandon Best Imperial Champagne
- * Full afternoon tea served with Moët & Chandon Best Imperial Champagne
- * One car parking label per two guests
- * Receipts



Get in touch as these places will not hang around for long!!!

Contact for further information or to book

Complete the contact form on our website and one of our friendly staff will assist with your enquiry.

GDPR

You can use consent to process personal data

You can also use legitimate interest

You can rely on legitimate interests for marketing activities if you can show that how you use people's data is proportionate, has a minimal privacy impact, and people would not be surprised or likely to object – but only if you don't need consent under PECR

<https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/>



PECR

What are the rules on electronic mail marketing?

The rules on electronic mail marketing are in regulation 22. In short, **you must not send electronic mail marketing** to individuals, unless:

- they have **specifically consented** to electronic mail from you; or
- they are an **existing customer** who bought (or negotiated to buy) a similar product or service from you in the past, and **you gave them a simple way to opt out** both when you first collected their details and in every message you have sent.

You must not disguise or conceal your identity, and you must provide a valid contact address so they can opt out or unsubscribe.

The term 'electronic mail' has an intentionally broad meaning that includes new forms of messaging. It is defined as: "any text, voice, sound or image message sent over a public electronic communications network which can be stored in the network or in the recipient's terminal equipment until it is collected by the recipient and includes messages sent using a short message service".

<https://ico.org.uk/for-organisations/guide-to-pecr/electronic-and-telephone-marketing/electronic-mail-marketing/>






Expressed permission

Want More Useful Info?*

- Yes Please**
- No Thank You, I Just Want This Guide**

If you tick "Yes Please" we'll email you another relevant guide and a few links to some blogs we think you'll find helpful. This won't subscribe you to any pesky newsletters. For more information about how we use and store your personal info, take a gander at our [privacy policy](#).

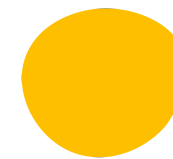
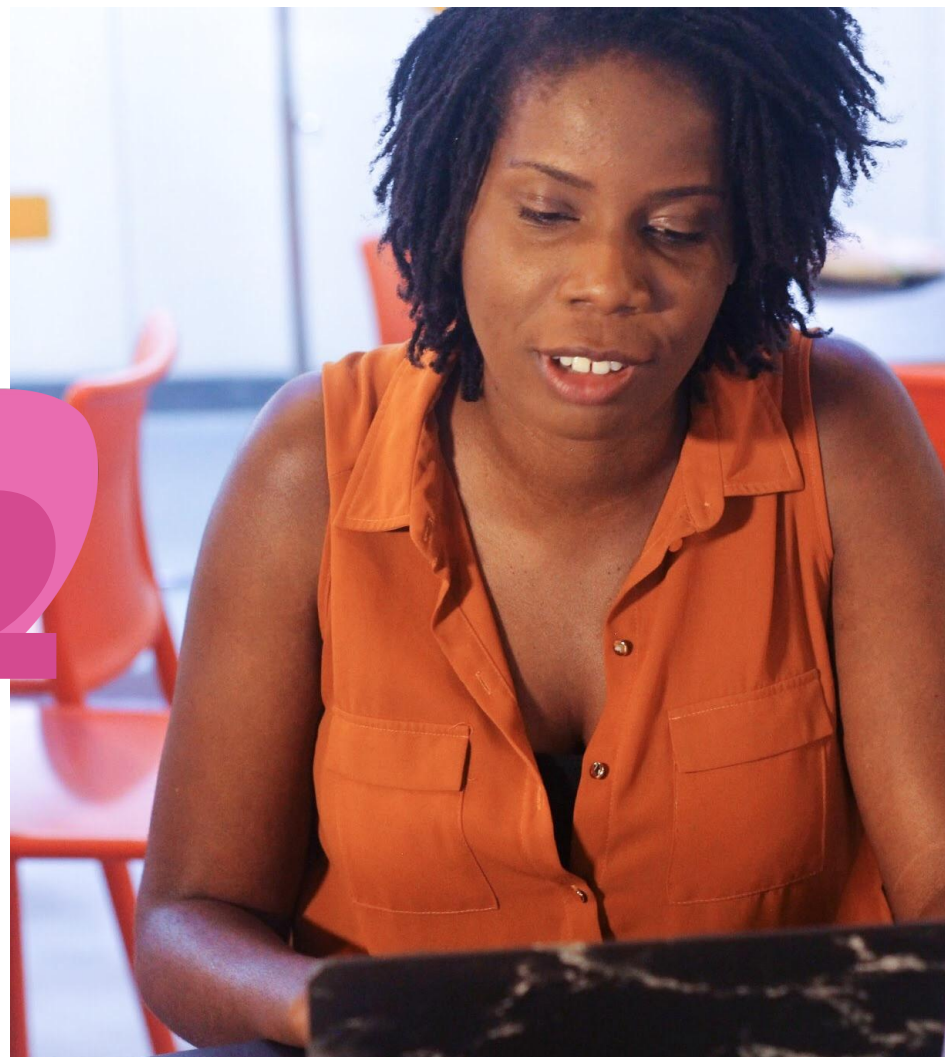




Expressed vs Implied

How can I use it?





02







Know your buyer


← RETURN TO HOMEPAGE

SHARE THE TOOL    

Make My Persona Overview

Last autosave: March 17th 2022, 9:57:24 am

 Color Scheme  Delete Persona




Name
Ops Olu

Job Title
Operations Director

Age
35 to 44 years

Highest Level of Education
Bachelor's degree (e.g. BA, B

Social Networks



Preferred Method of Communication

- Face-To-face

Biggest Challenges

- Communication
- Resources
- Collaboration & Creativity

Job Responsibilities

Reviewing performance of business components (people, software, process) and improving same

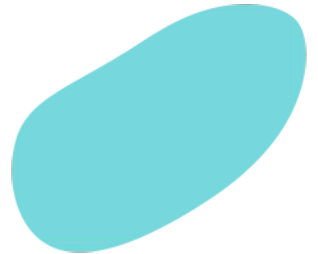
Tools They Need to Do Their Job

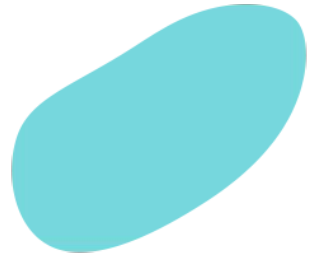
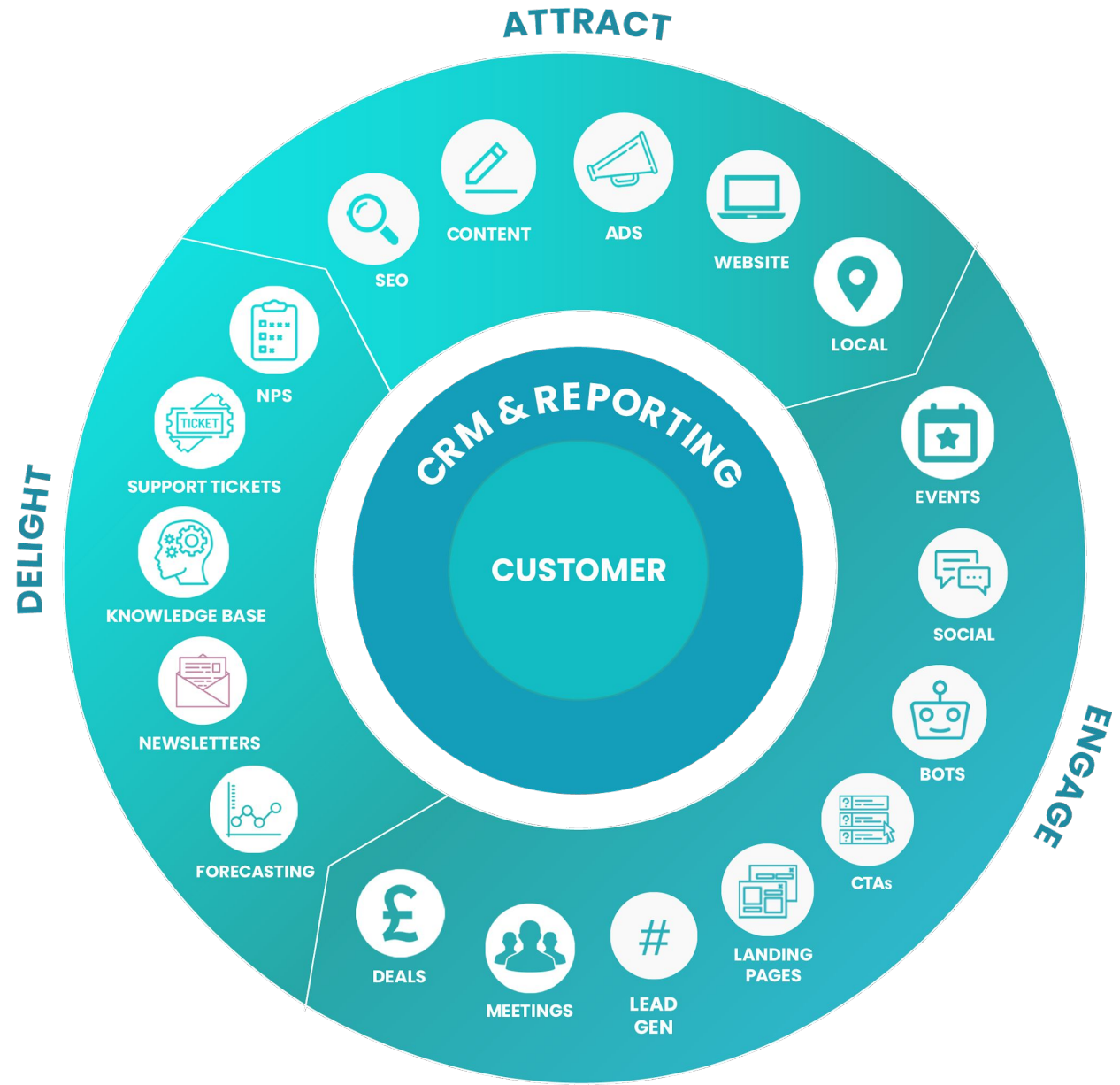
- Business Intelligence Dashboards
- Reporting Software
- Email
- Project Management

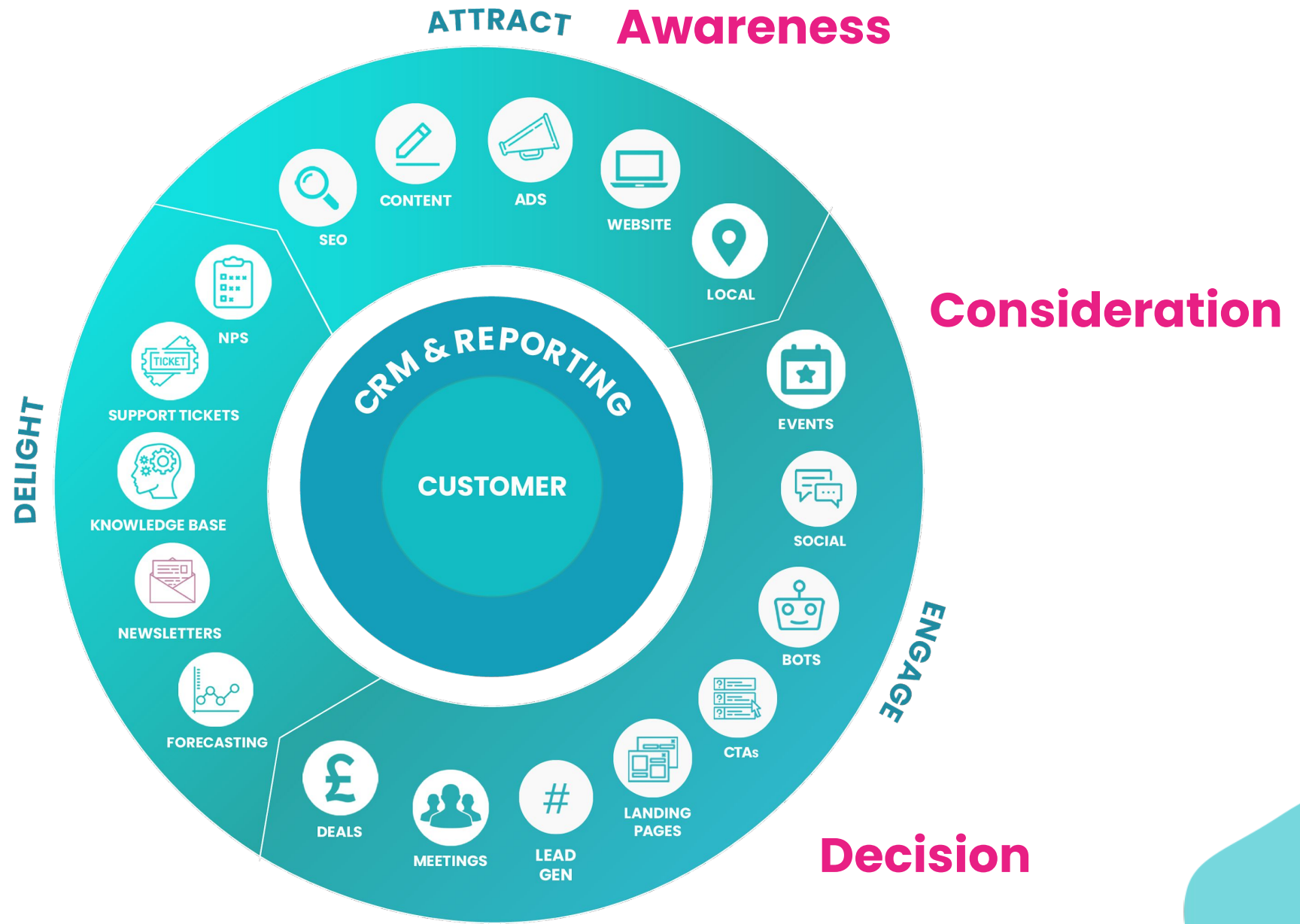
Their Job Is Measured By

Team productivity, efficiency across tech stack

Goals or Objectives









Solve your buyer's problems

Google ✕ 🔍

<https://www.kyero.com> › spain-property-for-sale-0l555... ⋮
Property for sale in Spain - Kyero.com
391,052 **properties for sale in Spain** · 6 Bedroom Villa in Estepona · 2 Bedroom Bungalow in Ciudad Quesada · 4 Bedroom Town House in La Duquesa · 5 Bedroom Villa in ...

<https://www.aplaceinthesun.com> › spain ⋮
Property for Sale in Spain - A Place in the Sun
Search thousands of homes, villas, apartments and other **property for sale in Spain**. Get free expert advice about where and how to buy property in Spain.
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<https://www.thinkspain.com> › property-for-sale ⋮
Property for sale in Spain - 252,173 houses & apartments
252173 **Spain properties for sale** found on thinkSPAIN, the leading **Spain** portal with over 250000 property listings from **real estate** agents and owners.

Which places in Spain have the most properties for sale? ▾

Where are the cheapest properties to buy in Spain? ▾

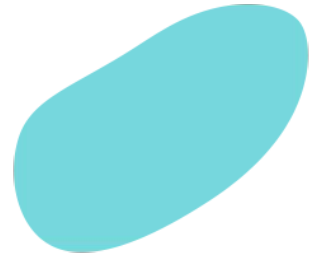
<https://www.homeespana.com> › property-for-sale ⋮
Property For Sale in Spain - HomeEspaña Real Estate
Property For Sale in Spain · 3 bed Villa in Sucina · 3 bed Villa in Villamartin · 3 bed Apartment in Denia · 3 bed Townhouse in Orba · 2 bed Townhouse in Denia · 6 ...

People also ask ⋮

Can a non citizen buy a house in Spain? ▾


Is it still a good idea to buy property in Spain? ▾


What are the pitfalls of buying property in Spain? ▾




Predict their next step


× Any price Any property type Bedrooms More Filters Search

€337,000  [Add to favourites](#) [See details](#)


✓ Remote viewing 

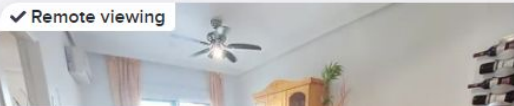
4 Bedroom Villa in Ciudad Quesada
4 4 236 m²
The villa has a total living area of 236 square meters. And extends over two floors. The main floor consists of two bedrooms with en-suite bathrooms, a guest toilet, living and dining room and an open plan kitchen. The basement consist...
[Pool](#)

€599,000  [Add to favourites](#) [See details](#)

✓ Remote viewing 

5 Bedroom Villa in Sotogrande
5 4 389 m²
Situated in one of the best streets of Sotogrande Alto, this family villa is built over 3 floors and set within a mature garden of over 3000m2. Sotogrande is one of Southern Spain's most elegant and exclusive residential neighborhoods wi...
[Pool](#)

€1,225,000  [Add to favourites](#) [See details](#)

✓ Remote viewing 

1 Bedroom Apartment in Almoradi


Cheap
Luxury
To rent in Spain
Estate agents in Spain
With pool

Researching Spain?

Location guide
 Find out what it's like to live, work and retire in Spain

Market activity
 Get a sense of property values & trends in Spain


How to buy in Spain guide
 Everything you need to get started on your Spanish property journey







Obtain permission



Learn about moving to Spain with the free guide

Email*

Send me the guide and property updates*

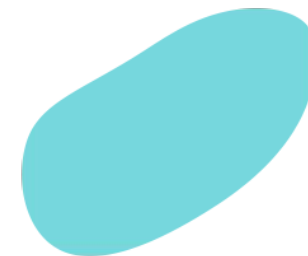
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About 479,000,000 results (0.52 seconds)

Let's say your CEO wants to increase online revenue by 50%. In order to set a revenue based SMART goal for your digital marketing strategy, you first need to **identify what the revenue was for the last financial year and what that projected number will be when you hit the percentage growth target.** 26 Jul 2018



https://www.noisylittlemonkey.com > blog > how-to-set-s...

How To Set SMART Goals For Your Digital Marketing Strategy

About featured snippets • Feedback

People also ask

How do you set smart goals in digital marketing? ▾

What are the 5 smart goals in marketing? ▾

What is digital marketing SMART objectives? ▾

What is an example of a smart goal in marketing? ▾

Feedback



8 MINS

Back

SMART goal 3: Increase monthly new customers by 50% from 41.6 p/m to 62.5 p/m by April 2019

$$500 \times 1.5 = 750 \text{ new customers per annum}$$

$$750/12 = 62.5 \text{ new customers per month}$$

For most businesses – this last one isn't down to just the marketing team – you'll need to agree that these figures are doable with the sales team. You're basically saying they're going to be 50% more effective, so it's a good idea to chat through with them what a brilliant sales lead looks like, and work on delivering those to the sales team.

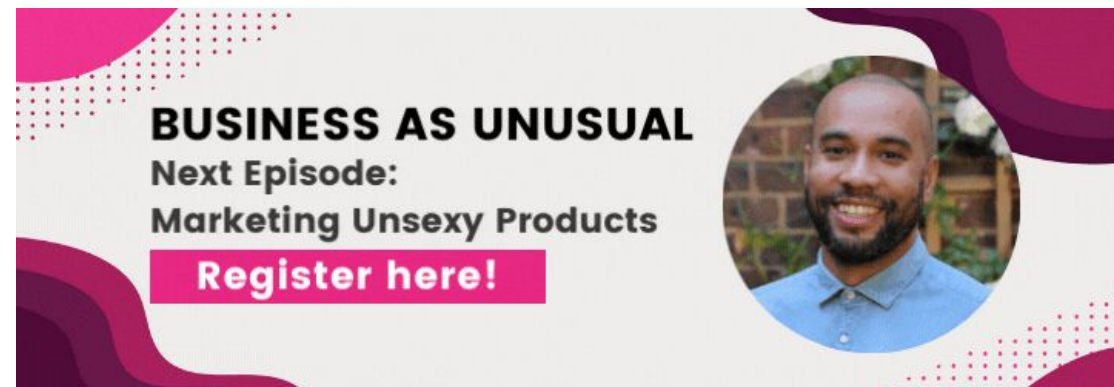
Step 4 – Make strategic decisions on what marketing activity will achieve your SMART goals

Once you have decided on what your SMART goals are, you can begin to plan what marketing activity will achieve these outcomes. In this case, it may be that you need to invest in some [social media advertising](#), [content marketing](#) or Google AdWords. You may want to focus on [conversion rate optimisation \(CRO\)](#) to make a higher percentage of sessions convert into enquiries.

Step 5 – Review, analyse and optimise

Remember, your first SMART goals are never going to be perfect – and they aren't supposed to be. They are there as a benchmark, a motivation, a reminder that your digital marketing activity can and SHOULD make an impact that you can measure down to the bottom line. You will, inevitably need to review these goals (we would recommend a quarterly review, involve the sales team again for this) to make sure they still adhere to the SMART ideology (is it an ideology? It is now!).

Still hungry for some more ways to impress your boss? Download this tried and tested measurement framework and become the go-to for digital marketing strategy.



BUSINESS AS UNUSUAL
Next Episode:
Marketing Unsexy Products
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Marketing Unsexy Products

In conversation with Andi Jarvis



Marketing is not always super glamorous. Especially when you're marketing unsexy, technical products.

In this session, Andi will be giving you tips to help you write copy which converts and speaks to the persona you're targeting.

Thursday, 17th Feb

3pm, UK time

Register Today!

Interested in the latest webinar? Sign up today to save your seat at the virtual event!

First Name*

Last Name*

Work Email*



Contact Us



Conversion Rate Optimisation Audit Template

Spot opportunities for converting more leads through your website using this CRO Audit template.

One of the common challenges most marketers face is generating more leads through their website. With this CRO Audit template, you can identify the tests you can run in order to increase the number of conversions on your site.

Use this free Conversion Rate Optimisation Audit template to:

- Identify the A/B tests you can run on the CTAs, forms, and landing pages on your website
- Track your tasks and report on the success of your tests
- Identify quick wins and spot opportunities to convert more visitors into juicy leads for your sales team

First Name*

Last Name*

Work Email*

What's the biggest marketing challenge you are facing right now?*

If you tick "Yes Please" we'll email you another relevant

Gated content examples



Consideration Stage

- Demos
- Free trials
- Buyer guides
- Beginner guides

Awareness Stage

- Presentation templates
- Spreadsheet templates
- Checklists
- Whitepapers
- Webinars
- Podcasts
- Academy



Reminder

Want More Useful Info?*

- Yes Please**
- No Thank You, I Just Want This Guide**

If you tick "Yes Please" we'll email you another relevant guide and a few links to some blogs we think you'll find helpful. This won't subscribe you to any pesky newsletters. For more information about how we use and store your personal info, take a gander at our [privacy policy](#).



Awareness stage



<first name>, here's your checklist 

Wait 1 day



Presenting results to your boss? Check this out.


Wait 2 days



 3 quick tips to get more budget, <first name>

Wait 3 days



 <first name> this 2 min video is for you.

Wait 1 day



 Want more <service> tips, <first name>?

Consideration stage



<first name>, here's your buyer guide

Wait 1 day



Don't fall into this trap <first name> 😞

Wait 2 days



💰 Know how much should you pay for <product>?

Wait 3 days



10 tough questions to ask a <product> supplier

Wait 1 day



👀 You're off my radar now, <first name>

Consideration stage - B2B



<first name>, here's your buyer guide

Wait 1 day



Don't fall into this trap <first name> 😞

Wait 2 days



💰 Know how much should you pay for <product>?

Wait 3 days



10 tough questions to ask a <product> supplier

Wait 1 day



😞 You're off my radar now, <first name>



Sales rep call



Sales rep comment



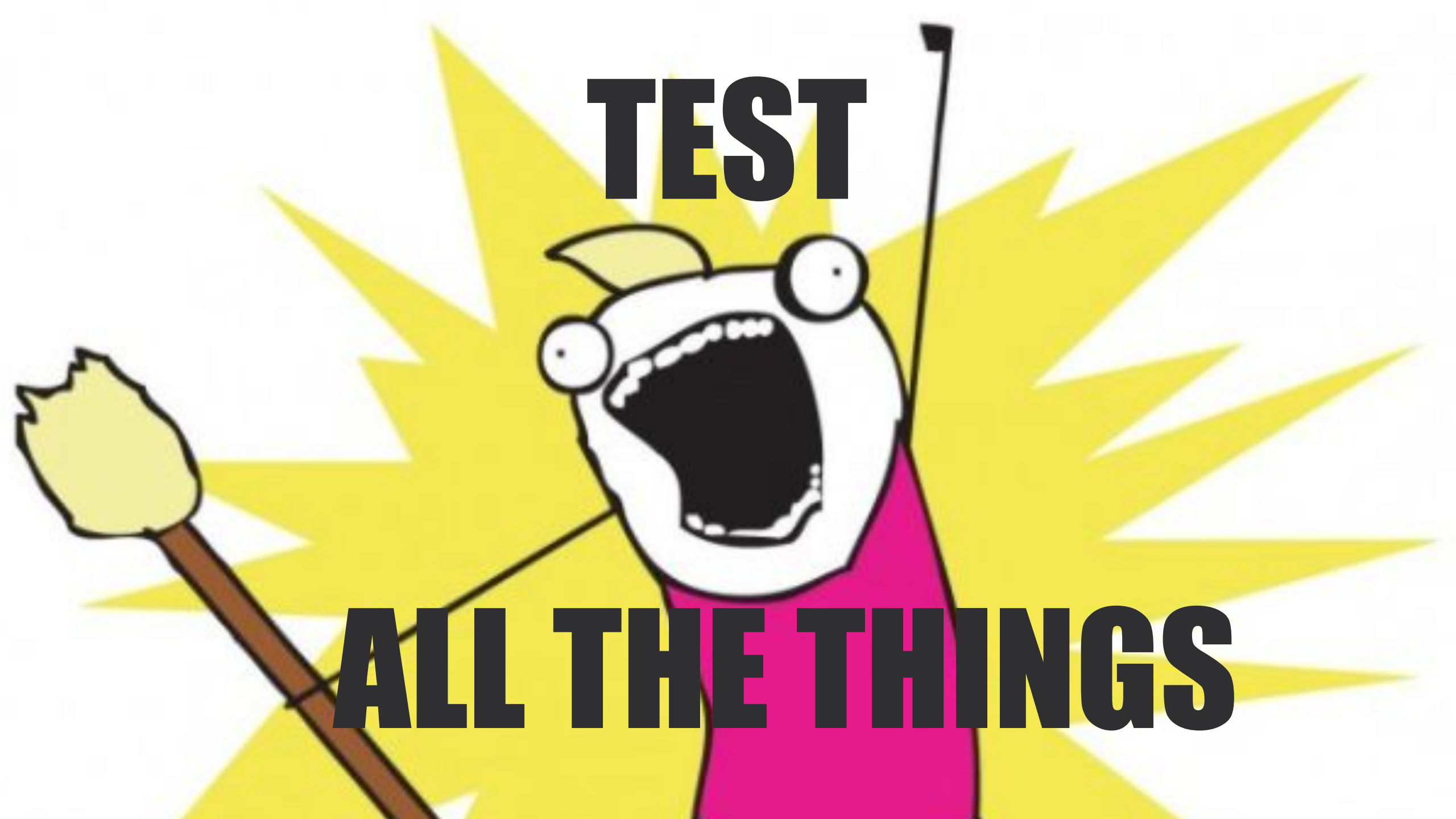
Sales rep call



Sales rep connect

TEST

ALL THE THINGS





Fewer form fields improve CR%?



Form

Control:

Date of your event

Time of performance

Type of event
Choose what type of event you are holding ↓

Number of attendees

Where will the event take place?

*Your name

*E-mail address

*Phone number

Comment field
Describe your event and note special requests, etc. here.

Treatment:

Date of your event

Where will the event take place?
Type ZIP and city

*Your name

*E-mail address

*Phone number

Comment field
Describe your event and note special requests, etc. here.

Date of your event

Where will the event take place?
Type ZIP and city

*Your name

*E-mail address

*Phone number

Comment field
Describe your event and note special requests, etc. here.

A: Form with 9 fields

B: Form with 6 fields

- ✓ 4 full weeks of data
- ✓ 512 conversions
- ✓ 95% confidence level



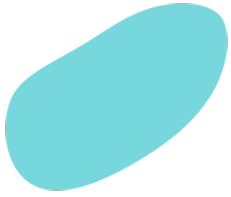
14.23% drop in leads

@ContentVerve


@ContentVerve



Michael Aagaard – Former Senior Conversion Strategist at Unbounce



Form

Control:	Treatment B:	
A: Control (9 fields)	B: Variation (9 fields w/ tweaked labels)	
		<ul style="list-style-type: none">✓ 4 full weeks of data✓ 671 conversions✓ 96% confidence level
		 19.21% Increase in leads

@ContentVerve @ContentVerve

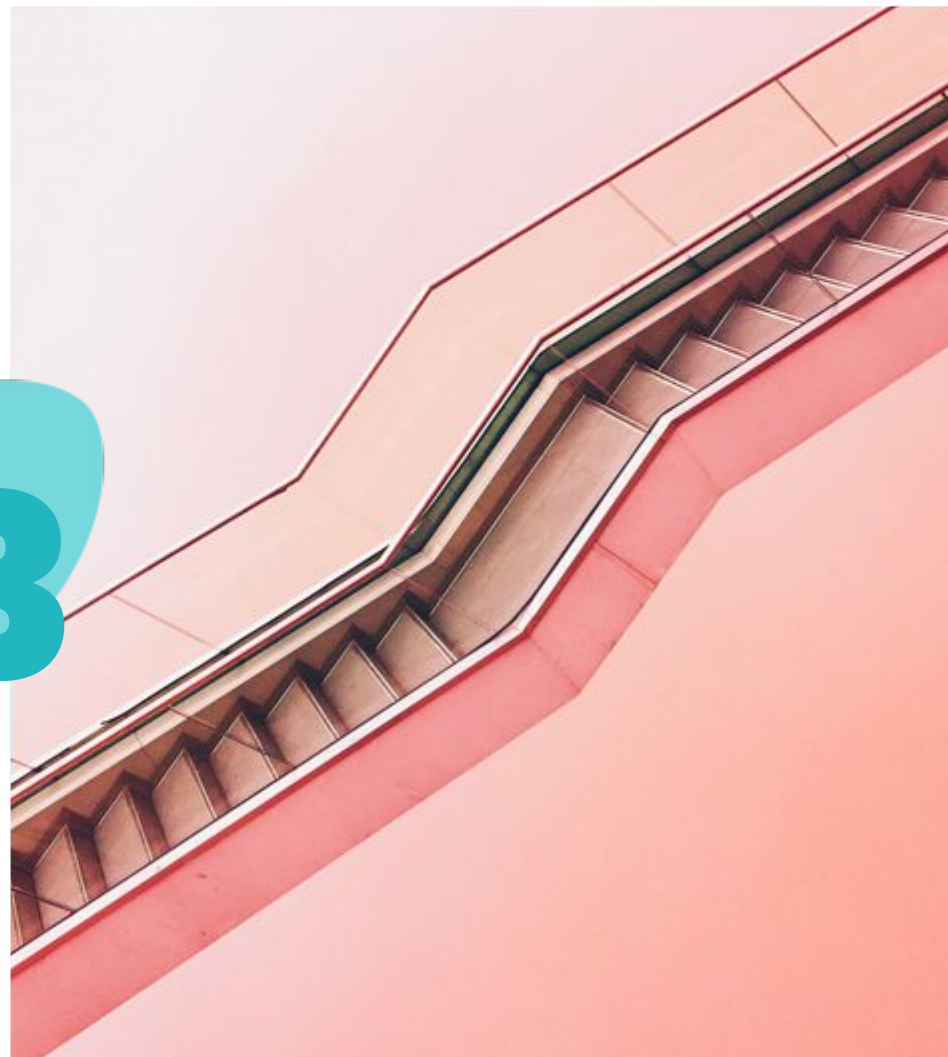


Michael Aagaard – Former Senior Conversion Strategist at Unbounce



Next steps

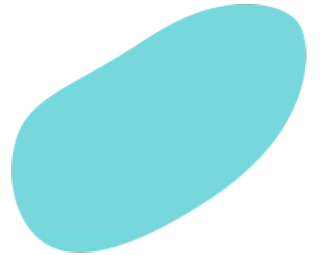
03





Next Steps

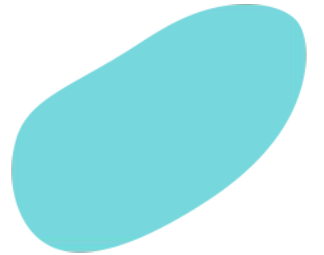
- **COMPLY with PECR**
- **GATE engaging content**
- **SHARE amazing content**





Summary

- **Fully lever the potential of your first party data**
- **People give you the permission to sell to them**
- **Automation reduces cost and increases revenue**



Price Relativity 🧠 Why We Buy External > Inbox x



Katelyn Bourgoin kbo@customercamp.co via mlsend.com
to me ▾

Imagine this...

You're looking to book a hotel for your next vacation.

Excited for your first holiday in nearly three years, you narrow your choices down to two hotels. The first hotel offers two packages for the standard room:

- A) \$120 per night without breakfast
- B) \$135 per night with breakfast

The second hotel has a similar breakdown, but with a third option:

- A) \$120 per night without breakfast
- B) \$135 per night with breakfast
- C) \$200 per night with breakfast for the royal bedroom villa

Which one do you choose?

In today's edition of **Why We Buy**, we're taking a look at **Price Relativity**—how your **product's comparison set influences its perceived value**.

Let's get into it.

Today's newsletter is generously **sponsored by Ahrefs** 🙌

We're working on making both new and old issues of **Why We Buy** available on our blog and we're using Ahrefs' [free tool](#) to help us get more traffic

🧠 The Psychology of Price Relativity

Let me ask you a question...

👉 Which of the orange circles below is bigger?



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Full out

It's thrilling.

Nothing held in reserve. All in, leaving nothing behind.

It's easy to get hooked on this.

And it's easy to never experience it.

The internet has made each path more attractive.

It can put us into always-on mode, in a worldwide competition against infinite competitors and inputs in which the goal always seems within reach and also never arrives.

But it can also lull us into a stupor of clicks, likes, home deliveries and spectatorship.

Neither is ultimately productive or healthy.

The opportunity is in finding places that are finite enough for your full-court press to matter, and then, after you've shipped the work, to walk away. Not in defeat, but with the satisfaction that you produced something of value.

We didn't evolve for a life of all-in or one of hibernation. It's the transitions and the variations that contribute to our health, well-being and ability to contribute.

MAY 4, 2022



seths.blog

Poundland Seth Godin

jon@noisylittlemonkey.com

@MrJonPayne
(NSFW)

Hiring!

