SUMS Marketing Strategies
JV Tele-Summit

1. The Core Messages

- Simon knows how to get the best, solid content from the best people in the shortest time - (the business interrogator)
- Lunch Time Grill:
  Less than 30 minutes per speaker, each will give 3 action steps listeners can implement in their businesses THIS WEEK to make a difference.
- We know you don't need more information. We know you need to know what actually works, with a minimum of fuss, from the experts who can show you the clear path in all the clutter

2. Lead Generation

- All speakers MUST promote the ENTIRE series of tele-classes in the same week. (This means all speakers benefit from all potential delegates listening to them and gives one huge list in a short time for Pete's copywriters to work their magic on)
- Speakers use affiliate links, not for payments, but so you can track sales and what marketing works.
- All leads go to an opt in page that is short and sweet, features Simon as the interviewer and man on a mission, has list of photos of speakers and topics.
- Speakers promote via email lists but we shall also have a social media strategy. This can be devised by the social media team. Everything still leads to the squeeze page so all marketing can be done to that list of prospects

NOTE: Set up needed

- Website using preferable wordpress and Optimize Press but this is up to your web guru
- squeeze page to join the free telesummit
- email program (aweber, mailchimp, 1shoppingcart, infusion)
- page to confirm email address if using double opt in
- tell a friend page
- page will all speakers photo, short blurb about topic, date and time of interview (this is linked to the recording when completed)
- On speaker page graphic ads re the special offers for the summit tickets. Links to sales page
- Teleseminar program to record and host the interviews
  - I use Instant Teleseminar because it is so simple, you can have slides if you want, people can ring in on local numbers or listen via webcast and type in questions.
  - Other options are go to webinar and others
- OPTIONAL: To demonstrate podcasting, we can link the recordings to itunes. To do this, each recording will be put on a separate blog post (only visible to people who have subscribed to list). Use the wordpress plug in called PodPress and it will automatically feed to the itunes account you set up.

3. Running the Telesummit

- There are a few options but lets keep it simple.
- 20 to 30 minute max length for each interview
- Same Question format for each interview:
  - Who are you and who do you serve
  - What is your specialty you'll be sharing and why do you know this works
  - 3 things listeners can do this week to get results
  - What gift will you be giving to all people who register for the summit (physical and virtual summit delegates)
- new interview every day
  - interviews can either be done live or can be pre-recorded and played live
  - Simon does as many of the interviews as possible. We want to position Simon as the person whose recommendations they trust
- email broadcast to newly created list each day with topic and time of teleclass
  - when people join the list they go to a page with the list of all the speaker photos and topics and date and time. As they are completed, hyperlinks to the recordings are placed near their photo so new people to the list can access all recordings
- During the interview social media strategies
  - One simple one is to have a # tag e.g. #SUMS and tell people to chat on twitter during the event and use TweetChat so they can all be talking to each other using twitter. Article on how this works is here:

4. Upselling from the telesummit

- On every interview direct listeners to the sales page and reiterate the early bird price
- Pete's team to create series of email broadcasts to upsell leads into buyers