

# Digital Marketing Newsletter

For Entrepreneurs, Small Businesses, and Professionals

**VMG**

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## Talking to Melinda Janicki

**Melinda Janicki is an Intuitive Inbound Marketer and Growth Strategist, based in Staten Island, New York.**

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**Melinda Janicki revolutionizes the way in which people market and connect. It is about marrying the idea of sales and marketing to recreate a situation that has the potential to create change.**



**Please tell us about yourself. What is your background and how did you find your way into digital marketing?**

started about 14 years ago. I was working for a marketing company earlier and I decided at some point that it was time for me to move. They didn't want to let me go and they decided to create virtual position for me and that is where I realized that I could do this for a lot of different companies.

So, I worked with them and other companies too and specifically worked with online marketers, who were pretty elite, at the time, in the arena of online marketing and making a lot of money in the process.

Instead of doing more of what they were doing, I decided to bring this concept of connecting with people online in a very profound way - bring it to entrepreneurs, to people who had established businesses so that I can do my masters at marketing and help big mission based companies get in front of their prospects. That way, I get to change the world through the clients that I work with.

**“It is not necessarily about the product or the service. The moment you connect with your prospect, you are changing their life and you are supporting them.”**

That is what I do and why I do what I do.

**From direct selling over phone to digital marketing - how did the change feel?**

In sales, the goal is to get the sale. And, I found that in these times, when the technology is so robust for everybody, everything can very quickly become less about the person. So, my shift to marketing was to bring businesses to the path where customer service and connecting with people becomes the forefront. I think that we could do that with online marketing because we get to create stories and conversations. That, in itself, becomes the sales process.

So, rather than just picking up your phone and making a few sales calls demonstrating what you have to sell, it is about really getting to know the consumer in a way that you can work together.

My company's name is Revolutionary Marketing. I do feel that I am revolutionizing the way in which people market and connect with people. It is about marrying the idea of sales and marketing to recreate a situation that has the potential to create change. It is not ne-

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cessarily about the product or the service. The moment you connect with your prospect, you are changing their life and you are supporting them. That is what I try and do.

I think that they speak to each other and work together. In a lot of companies, the focus is on the sale, and marketing is forgotten. As a result, marketing becomes all about the sale rather than nurturing the customer, prospect or the lead.

I try not to even use terms like prospect, customer, lead, etc. because it is really about community building. If you walked up to somebody in a networking meeting and try to sell your product, they would walk away from you.

The thing is that face to face conversations should feel the same as online conversations. This will lead your marketing to an organic sale. You don't have to have such high closing conversations.

Marketing in a conversational and storytelling way actually makes your sales easier. You can actually keep away from the high-pressure car salesman type of conversation. It actually ends up being an organic step. My mastery is in creating these stories for marketing automation.

The prospects, leads, or the community is organically taken through a process so that by the time they get to the point of sale, they are ready. They would have already received such value, that there is ease in completing the sale. I don't think it is a separate conversation any longer and I think new paradigm businesses should be in a sense selling value from the beginning.

In this way marketing becomes the sales' funnel and the sale happens more organically. The sale may happen online or offline. Connecting your on-

line, and offline strategies and understanding that these are not separate things, is important. You should be the same person online and offline.

In the same sense, instead of using hard sales techniques on someone, you use marketing in the value driven way.

**Can you give me an example of an effective storytelling campaign you created?**

That is a great question. I have had the amazing experience of working with hundreds of different clients. Successful campaigns change people's lives because they do such beautiful work. I have tons of stories.

One that I can think of now is, I was working with a lifestyle business. It is about changing people's lives and opening up possibilities for people. There is a lot of people talking about changing your life, having a healthier and successful life, etc. But, it is the small changes that actually make the big impact.

I worked with a company where we created this challenge to eat a better breakfast every morning. It was fun and exciting with a flow of videos and a whole flow of value driven support on how one meal can have the recipe for all the different things that set you up for a successful day.

This campaign doubled my client's client list, which was something she was very happy about. Then, she was able to bring people for a process that changed their lives. People are still eating that

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breakfast today. Most of them moved in to her product line and they were supported from there.

The viability was so amazing that it got picked up many other channels. People are still sharing their breakfast and expressing new energy levels, new experience in higher productivity - both entrepreneurs and employees.

That campaign happened about two years ago and still people are experiencing the richness of it. From one automation that was set up, my client could grow her business by 50%.

**You talk about marketing automation. Is it mainly about regular emails being sent out to a mailer list and planning further actions based on the response?**

That is the simplest way in which it can be explained. But it is a lot deeper. There is a technology aspect of recording actions and then supporting those actions with quieter actions. Marketing automation is about taking a person through different steps as they take action.

I infuse it with value, i.e. with real conversations. I have a background in neuromarketing. I take an entrepreneur's company and step into the shoes of their targeted market. Next, I try gaining visibility of what causes someone to take action - what could cause a change in someone's life and how we can be supportive.

I take the best value from the entrepreneur and I take the things that are going to cause an action. I then create a whole mapping of steps that will go into an automation. It could be a landing page or a thank you page or a video series or webinars or

conversations, etc. In between all of that, is data. Data is collected in the actions that the prospect is taken which is ticking off conversations.

For example, if you read a blog post that is related to having more energy levels, it will be recorded and can cause a whole conversation on what that means and how they can actually dive into that more. And, then there will be call to actions to take them through the products and services for that entrepreneur's offering that can support them. And then, that can kick off a whole new level of interaction.

It is really about having a foundation automation set up and then from there as I continue to work with clients, we ask open ended questions and engage with the community so that we can understand where else can we take them, where else can we support them, where can we nurture them. We also bring in technology from AI to marketing automation software, connected to the website/social media. It is not just email, but a whole lot of different things.

There are two pieces that make us stand out from other companies:

1. The neuromarketing connection - Being able to step in the shoes of the target market in the way that I do, and
2. Typically, you have companies who have set up the technology or you have a company who does the content. I do both!

So, it is a full picture. And because this is such a complicated mapping, I set up visual maps so that my clients can see what we are creating and what

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does it look like, because there are so many different trigger points.

I am pretty passionate about it because it takes digital marketing and it makes it more profound. There are websites, landing pages, and companies typically are supposed to be doing these things. But I don't know how they connect to each other and how they really support and nurture their prospects.

What happens is that the landing pages, the websites and the Facebook ads, etc. end up creating a situation where you have a whole bunch of unqualified people and traffic. But automation helps you so that you automatically acquire fine leads or trim them. This way you can focus on the delivery of products, sales conversations, etc. And, the response rate and conversion rates are very high, so it does make a big difference.

### **How do you know when a campaign fails?**

I focus on mission-based businesses. So, you know, there is already a knowing and a wisdom about what people take action on. So, we never have really experienced a campaign that I have deployed that simply didn't work. With marketing, absolutely great question to ask, where is the matrix, because as soon as any campaign deploys, it is a matter of watching it. So, even before the campaign has started there has been split tests - there is an understanding that people are going to like certain things. There are open ended questions where we can get responses from the people who are going through so that we can assess that data. There is a looking at analytics, the marketing automation, software analytics and a very fine tuned communication that we are watching the actions. We will definitely tweak it because the idea is that where are you, where is this marketing automation taking you,

**“I have done campaigns with a little bit of automation, getting people on the phone with entrepreneurs, and within a month they've seen results doubling what they put in. Even if you are looking for small funnels and pipelines, it can be done!”**

and how can we get it better. Never have I ever built something which is set up and then forgotten. Organic marketing is ever expanding. So, we are constantly playing in the data. I sued Google Analytics to optimize. I observe heat prints to see where people are leaving on the landing pages and where people are drawn to, and I do split testing a lot. We are prompt in replacing anything that is not working with another split test. It is an ever expanding process.

### **What role does paid advertising play in your online marketing strategies?**

It is both! It depends on the business and what the budget is and what they are looking to do, what their goals are, how vibrant they are to reach their goals. It is not like the old times when you have

Google ads and that is it. Now, we have so many different ad platforms that we can take advantage of, from all different budget areas. I did the initial checking to understand the best pathway that is going to lead to the biggest community, the biggest value and ultimately the

biggest revenue. So, while I am doing that I am looking already at what is the budget - what is the reality. My client knows that they need to have x amount of investment in order to see them all align. Even before the system is built, I have already seen what it is going to take to deploy the system. The automated system is great but if it is not being filled with traffic then it doesn't make sense. So, even in a proposal process that I do with my clients, I check for what it takes. If they are in an industry that is highly competitive, it is going to be very hard to have immediate organic traffic. It is going to help but I love businesses that have been in business for a while and may be haven't been in the online space because may be they feel it's daunting. What they do not know is that with lookali-

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ke audiences and paid advertising, with leverage of existing case studies and experience and value that they give, they could actually very quickly see a lot of traffic in a system that I build. So, paid ads and organic traffic - both are equally important.

### **Can you tell me about a campaign you created for a client on a tight budget?**

Absolutely! It is a common misconception that marketing costs so much money. It really doesn't have to. You can have a \$10 a day ad budget. If you even have a list of 50 people, you can create a list. What is important is that there is a discerning of where you are putting your funds. When you have a growth marketing model, it is about taking steps that are really going to create growth. Even if it is small growth, you can piggy bank off of that growth. We can put it back into the ads, and back into the business. You can see small growth. If you are on a budget I wouldn't suggest long term SEO goals, I wouldn't suggest things that aren't about to grant results because what you put in may not generate big grandiose response. I have done campaigns with a little bit of automation, getting people on the phone with entrepreneurs, and within a month they've seen results doubling what they put in. Even if you are looking for small funnels and pipelines, it can be done!

### **What kind of clients do you work with?**

I have worked with all different sized companies. And, because my agency is a freelance agency, I don't have big overhead, etc. I have chosen to stay small in quality and big in results. This has allowed me to work with a whole lot of different people and it gives me the ability to come and work with big companies on contracts. For instance, I have worked with GT Fox organisation and I was running an entire info marketing programme. I was coaching and reverting 25 info marketing sites for about 6 months. It was a big contract for which I could really create results. On the other hand, I have worked with solo entrepreneurs and I was able to create websites, online branding, marketing automation that really allow them to build organically from there. I work with mission based businesses. So, I find that I can market and get into the mind of your market easiest if it is within a mission. So, if you have a social mission or you are helping people, or if a portion of your proceeds go to non-profit, it is all about the heart. We have the ability, as entrepreneurs, to give back to the world - whether it is with jobs or projects or with our businesses, and so I really am a proponent of having customers and clients who give back to the world. So, if I can double your business then you get to help more people.

### **Melinda, is there anything else you would like to talk about before we wrap up?**

I cannot think of anything. I think your questions were great and certainly enjoyed talking about myself and my business. I hope what I have talked about can help somebody out there.

*Excerpts of a conversation with Kartik Isvarmurti, Managing Editor.*

Melinda Janicki can be contacted at <https://www.linkedin.com/in/melindajanicki/>  
Or by scheduling a call at: <https://melindajanicki.acuityscheduling.com/>