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7 Things to Know If You Want to Combine Launches with Evergreen Marketing

1. Launches versus evergreen marketing

A launch - or campaign or promotion, if you like - is a marketing event that happens in real time, with a beginning, middle and an end. Say you promote a webinar happening on Thursday, where you have a special offer running till Sunday, that's a launch.

Evergreen marketing, on the other hand, would be your consistent marketing mix, that consistently brings you leads, customers, and revenue. An example would be an ongoing social media campaign, or a podcast.

2. Getting the best of two worlds

The beauty of combining the launches and evergreen marketing is, if you run a largely evergreen machine, you can get a spike in database or sales with the occasional launch or promotion. And it's a much less wear-and-tear model than that of businesses that rely solely on launches.

3. Three levels of launches

A launches - These are the big affairs that might take two to three weeks on a marketing calendar. They last all day, typically have a lot of promotions, and are really about making a big scene.

B launches - The B launch or B-level campaign might be a week-long webinar campaign. Say it starts on Thursday, you start promoting it two or three days before that, and the deadline of the special offer might be on Sunday. Or it might be in the form of a three-day challenge, with a period where you're taking sales.

C launches - Then there are the C-level promotions, which could be a one-day sale, or a weekend affair, similar to Black Friday. The four-day cash machine is a classic C promotion.

4. Where knowing yourself is key

Choosing your marketing model depends on knowing yourself. If you like the adrenaline and the excitement of the launch, and you can put the energy into it, dial more of that into your business. If you like a drama-free, stress-free life, and you just want consistent income coming in and not too much excitement, then evergreen works well.

You can adjust the split however you want. It could be 50:50, 80:20. Either way, one of the big takeaways is knowing which type of business owner you are and how much launch you can tolerate.

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5. Easy ways of approaching the launch model

If you have a successful business, say, \$5,000, \$10,000, \$15,000, \$20,000 a month in revenue, you probably already have the assets in place to promote affiliate programs. This can be as simple as sending a few emails.

Your promotions could be seasonal - a Black Friday offer or a Christmas special, a start-of-the-year kickstarter, or an Easter thing. And there's templates for those kinds of things that you can find online.

If you're already successful with evergreen, you might also consider a simple webinar, like a five to seven-day webinar promotion. A little more work, but a bit more bang for your buck.

6. Not a secret, but almost a legit hack

One of the best strategies is actually basic segmenting, essentially doing more special offers to your existing customers, especially your hyper-responsive customers.

Your best customers actually want to get more offers from you, and they will have a legitimate, insatiable desire to buy your stuff.

You might have your best buyers on a VIP list that gets a special email. And during bigger promotions, these same customers get emails offering them a discount or bonus that the public doesn't get.

7. Personal connection makes a difference

Whether in your evergreen marketing machine, or as part of a launch or a bigger promotion, it still is true that personal connection makes a huge difference.

Take people who engage with you on social media - if you're sending them regular DM type messages, that's going to make them a lot more warmer and more inclined to invest in your services. And if you do this during a launch, it's amplified even more.

Plan a winning marketing solution - look up Ron at RonReich.com