Marketing Tip: Our Favourite Marketing Automation System

Franziska: Hi there.

Christo: Hey guys.

Franziska: We are coming to you from the head offices here at Ontraport/Office Autopilot in Santa Barbara. Sunny Santa Barbara.

Christo: Santa Barbara.

Franziska: They told us it's always sunny here. I don't know if that's true.

Christo: Apparently it never rains.

Franziska: It's just north of LA, about an hour and a half and we just came and we thought we'd record it in video for you just to say hi from here because as you might know, we use this customer relationship management system a lot for our own businesses but also for our members. And you might even be someone who is using it so we thought this might be useful.

Christo: Yeah. So we came and caught up with the guys. We're friends with the guys here and they gave us a bit of tour and something that's really noticeable about these guys is they've grown the business from pretty much a start-up a few years back. It might be six or so seven years ago by now. But, from a start-up to be turning over millions of dollars and a very successful company, that's still rapid growing and kind of looking around enough to speaking with everyone, it becomes apparent that the systems they have in place are really tight.

So basically everything follows systems and the whole program is actually a system basically. There's no way you can create the systems in your own business to continually market, continually grow and continually deliver consistent results. So, I kind of thought about it all. But obviously we're thinking about well how does obviously apply to the small businesses as well. And for yourself, something to take out of this and what we've taken away and obviously we'll take away for our clients is when you're doing a job, pretty much anything in the business, you do it once, you work it out and you work out the system so that it can be replicated by whether yourself again if you have to. Or if another team member or even a program, like software can do it as well. Or a contactor. But as long as you have the system

worked out so you'll always get the same results then you're going to do well. And it will be scalable.

Franziska: That's right. And **[inaudible 00:02:07]** and I also find with a system, if you use a system like this or something similar, it actually makes you be more specific and more strategic about your marketing strategies because we use this system as our centrepiece and everything that we do, all the tests around different websites, different strategies whether it's Facebook ads or any other strategy, remarketing Google ads they all come back into this system and that's how we can keep track of everything and it makes you, as a business owner, a little bit more systemized just by having to do something like this.

With any marketing strategy if you don't track it and you don't measure it, you don't know how much you're spending and how much you're getting back from that strategy. It's not good enough. You need to track everything and the system helps you do that. So I think it's useful to use something like this. If you do want to have and need some support or help with this you can get in touch with us because we do highly endorse these guys because we've used them for a few years now and love it. Love their support and love everything that they do.

Christo: We'll put a link below the video on the broad page here.

Franziska: Let's go have a look. You want to look at the office? Let's show them around.

Christo: Let's check out the office.

Franziska: Let's do it. Let's go have a look. They gave me this drink. Kombucha, it's interesting. Apparently it's really good for you. So I'm here on the balcony. Actually you can see the ocean. Let's have a look at the beautiful **[inaudible 00:03:38]** video maybe.

Christo: Pretty cool.

Franziska: Especially **[inaudible 00:04:00].** It's very quiet. **[inaudible 00:04:02]** But this is basically all the different developers and the support guys; they're all sitting here. And there's about 70 or so people. So let's **[inaudible 00:04:15]**.

Speaker 1: I'll take a look and you can, too. So changes have been made and then **[crosstalk 00:04:30]**.

Franziska: More like static. **[Inaudible 00:04:41]**

Speaker 1: **[Inaudible 00:04:44]** So now that we've been **[inaudible 00:04:45]**

Franziska: I think it's filming so you have to move.

Speaker 1: I think it would be a waste of money to set **[inaudible 00:04:53]**… I really don't think…