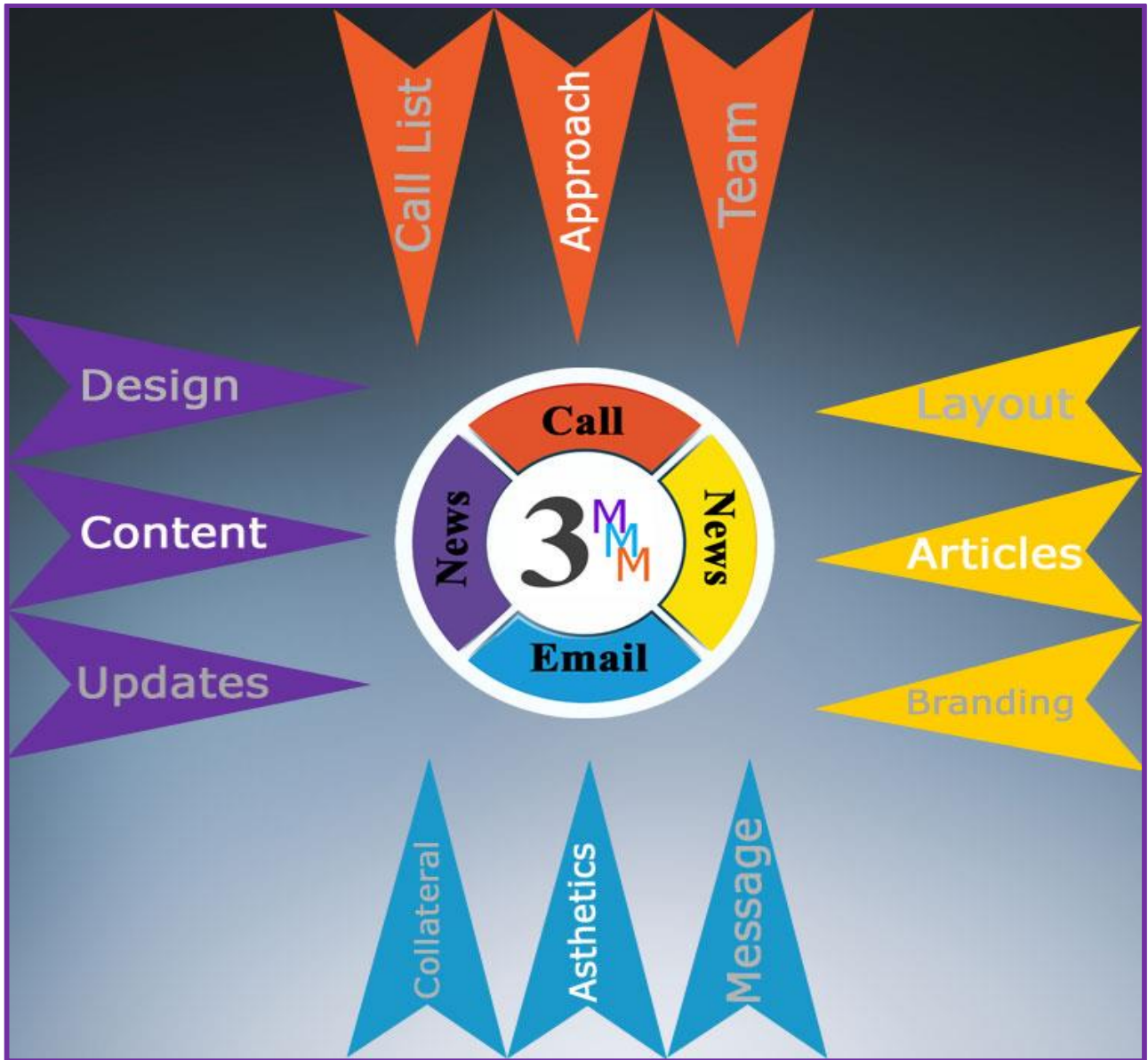


# 3

# Multi Message Marketing



# 3 Multi Message Marketing

## Multi Message Marketing

Our Multi Message Marketing allows you to focus on a small list of **high value contacts** such as property management companies.

**Multiple Touches** – Research shows that it takes between 7 and 13 touches before your contacts start to recognize your name. Those numbers increase substantially with high value contacts that are often overwhelmed with a higher number of messages.

**Multiple Methods** – In a fast paced world with messages coming from all directions (in person conversations, text, email, radio, phone, and voice mail), decision makers get very adept at tuning out marketing messages and honing in on messages or companies that sound familiar. Our multi message marketing program allows you to send messages to decisions makers through 3 different methods, so that eventually your message can be received, heard, processed, and acted upon.

**Momentum** – Calling once or occasionally is not as effective as a regular system with a variety of contact methods. This consistent contact system results in strong name and brand recognition and the consistency of efforts result in a higher level of momentum.

### The Rule of 7 Touches

*You must contact your buyer  
a minimum of 7 times in an  
18 month period for them to  
remember you.*

*Dr. Jeffrey Lant*



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# 3M Overview

This program is designed for a company that wants to reach out to high value contacts. It is designed to:

- Create strong brand recognition
- Establish essential rapport with key prospects
- Develop long lasting and highly profitable relationships

## **Multiple methods**

With the 3M program, we are contacting your prospects through three different methods that each designed to communicate your message and branding in three unique ways:

- **Phone** – Nothing beats the professional and direct conversation for assessing their needs.

***Purpose – To directly inquire about their needs.***

### ***Direct personal approach***

- **Email with a new marketing piece** – A personalized email to key prospects just to “touch base” are essential for soft gentle touches or prompts.

A rectangular box with a dark background and a sunset-like gradient at the bottom. The text is white and centered.

**Multi Message Marketing**

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**“Each person has a unique way of communicating and hearing messages. To achieve our highest level of success, we send marketing messages through multiple marketing channels multiple times to build momentum.**

**Melissa Landis  
Rich Enterprises, Inc.  
Creator of the 3M Program**



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*Purpose – To build name recognition and rapport.*

*Soft personal approach*

- **Newsletter** – A newsletter with solid content can not only enforce your branding, but help create company credibility.

*Purpose – To showcase your company as the expert with higher credibility in your industry.*

*Logical data-driven approach*



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# The 3M Schedule

With the 3M plan, we are using multiple touches and multiple methods to build momentum. Here is the messaging schedule:



**Week 1 – Phone**

**Week 2 – Newsletter**

**Week 3 – Personal Email and New PDF**

**Week 4 - Newsletter**



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# 3 Multi Message Marketing

## 3M Program Details

**Phone call – Once per month.** We will contact your key prospects (example: Bob of XYZ Property Management) once each month. We have been cold calling for the last 15 years and we know how to reach key decision makers, quickly present your company, and assess their level of interest. Our goals are to:

- **Set an appointment** for you to meet with that decision maker (if and when they are ready and eager to talk with you). We understand the ultimate goal is for you to meet with them one on one to provide more information and a quote.
- **Collect their email address** for future contact. We know that high value contacts will need multiple touches before they are ready to learn more.



*Sample PDF*  
*We use your logo and colors*

**Monthly personalized email – Once per month.** Sending a personalized email message to your high value contacts is essential. Each month, we will send a personalized email to Bob letting him know about your latest special or the newest marketing piece. These emails are casual by design and are created to “touch base” with Bob or to get his opinion on your new PDF.

**Marketing collateral – Once per month.** Each month, we will create a new marketing PDF for your campaign. We will be handling the design work and message creation for the monthly PDF, but we will also use your branding and your



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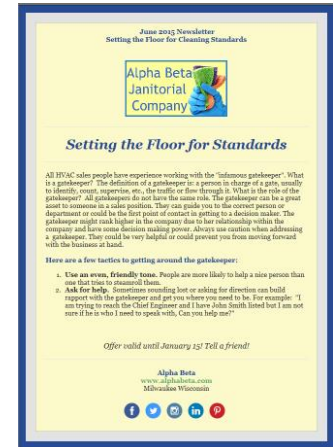
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# 3 Multi Message Marketing

logo.

Creating highly professional marketing pieces takes time and only high quality pieces will get noticed. You are welcome to use your monthly PDF to share with other clients and prospects.

**Professional Newsletter – Twice per month.** We will re-enforce your branding and messaging with a newsletter twice per month. The newsletter will include a short article (typically 3-5 paragraphs). We will handle the design and we will create the articles. The sole purpose of the newsletter is to display your expertise and help you establish credibility.



*Sample newsletter  
We use your  
branding and logo*



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# 3M Pricing

Pricing is based upon the number of prospects within your service area. Most metros have about 200-300 program management companies. Our smallest program is designed specifically for that situation.

3M Starter Program – Up to 300 high value prospects

3M Large Program – Up to 600 high value prospects

3M Ultra Program – Up to 1,000 high value prospects

Contact us today to talk about the size of the list available for your area since that will determine the size and cost of your campaign.

# 3M Formula

A diagram illustrating the 3M formula. It features a dark grey background with a purple border. The formula is presented as  $M^2 + M^T = M^M$ . The 'M' in  $M^2$  is purple, the 'M' in  $M^T$  is blue, and the 'M' in  $M^M$  is orange. Below each term is a legend: '\*Multiple Methods' in purple, '\*Multiple Touches' in blue, and '\*Momentum' in orange.

$M^2 + M^T = M^M$

\*Multiple Methods      \*Multiple Touches      \*Momentum



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# 3M Comparison

**Inside sales program** - Our core programs consist of cold calling and outbound inside sales services so that we can generate qualified leads or set appointments. These programs work well for clients that have an abundance of prospects across a multitude of business types and sizes. This program typically begins to yield results during our second week of activity.

Position Titles – Phone marketer, telemarketer, inside sales specialist, appointment setter

**3M Programs** consist of consistent calling efforts, distribution of newsletters, creation of marketing materials, authorizing articles, and personalized emails campaigns. The 3M program works well for clients that have a limited number of prospects that can yield significant revenues. This program focuses on repeated efforts with prospects over time to create momentum. This program typically begins to yield valuable data (correct contacts and email addresses) during the first month, but momentum and number of appointments increase during the third month of the campaign and beyond.

Position Titles – Marketing coordinator, virtual marketing strategist, marketing specialist

## **Let us handle the details**

- We can provide a contact list of high value prospects (typically property management companies)
- We can make the monthly calls and send you details call reports
- We can create new marketing collateral for you
- We can handle your content creation and newsletter articles
- We can send personalized emails to your prospects
- We can create attractive newsletter designs



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**We handle the details.**

**You focus on the bottom line!**

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