

Strategically Spilled Milk Informs People About Sequential Marketing

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Strategically Spilled Milk has released new information on sequential marketing. The goal of the company is to assist other people to become true internet experts and to be able to attract more traffic to their websites. The said type of marketing is a vital part of this pursuit for more web traffic. It is hoped that the new information will be able to help others achieve their online marketing goals.

"The idea behind sequential marketing is to create a marketing plan that can be repeated again and again, delivering strong and consistent results", says Ryan McKinney from Strategically Spilled Milk. "For example, it can be used to follow up any steps you have in your marketing strategy to ensure new and potential customers become real customers, using a predefined time frame."

Strategically Spilled Milk's Ryan McKinney is a sequential marketing expert and he has been explaining how many businesses are trying to do something once, but don't stick with it unless it shows a huge ROI or instant results. He points out that this is not how marketing works. Instead, sequential marketing training will teach business owners how they must stick with a certain strategy, making slight adjustments until they find the strategy that is right for them. Every strategy is a sequence, and this type of marketing is about understanding the sequence before it is engaged and to have full clarity on how and why it works, so it can be repeated again and again.

One example of this type of marketing is an email. A sequential email ensures that a business continues to be at the front of the mind of the customers. The first email that is ever sent out is unlikely to yield any responses or replies. Hence, this email must be followed up again and again, changing it ever so slightly each time. This ensures that a business continues to be at the forefront of the customer's mind, but in a different way each time. Thanks to the sequence, a relationship starts to build up and businesses can take stock of which moves were most effective, thereby learning how to better connect with their customers in a receptive manner.

"Sequential marketing is hugely important," adds Ryan McKinney. "For instance, it can help make sure that

you can communicate with your customers in a timely manner, when you know that they need certain services or products. For instance, our training for this kind of marketing can teach you how to set reminders to follow up your customers when a service they have used runs out, and to follow this up in time with a telephone call. The key basically is to make sure that you know which market segment you are targeting, and you learn how to make sure these people respond positively to your efforts again and again."

For further information or to speak with a sequential marketing expert, please visit the Strategically Spilled Milk website, or contact Ryan McKinney directly using the contact details listed below.

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