



Roger, Roger

PERFORMANCE-FOCUSED MARKETING PARTNERS

The Five-Step Guide to Network Marketing for New Zealand B2B Businesses

Introduction

The adage of old holds fast: "It's not what you know, but who you know."

People still have the most pulling power. Word-of-mouth still sits in the driver's seat.



92% of people trust recommendations from people they know, more than traditional marketing.

- *Global Trust in Advertising and Brand Messages, Nielsen Report*

Reaching the right ears is something many Kiwi companies know all too well - 97% of New Zealand businesses are SMEs. So, to grow forward, you've got to engage with people - clients, colleagues, customers - who resonant with your ideas, principles, your ethos.

It can be all too easy to get caught up in complex marketing strategies - algorithms that are 'destined' to serve us, end up confusing us.

Keeping things simple and succinct when sharing your business to the world via network marketing strategies is key - communicate to meaningfully connect.

What is Network Marketing

Essentially, network marketing is about connecting, engaging and building relationships with people. It's about reaching out to 'ideal customers' - those who then follow you and go on to introduce you to other ideal customers - and people who might become your ideal customers later on.

The key words to take home are 'building relationships' not 'dollar signs.' Fundamentally business success relies on business growth. And, network marketing envelops a 'growth mindset', affording businesses the opportunity to utilise key digital channels and communication tools.

LinkedIn has allowed us to connect with people we would never normally be able to run in to; email, chat and video has amplified the ability to 'meet' with people; CRM's have replaced old school notebooks, marketing automation system tracking tools tell us exactly when 'Rebecca' opened the business proposal we emailed her.



Steps to network marketing

1 Connect: with the right people.

First up, have an open, honest and specific conversation with yourself and team about which type of customer - or groups - you are reaching out to.

Question . . .

- ✈ Do you know who your ideal customer/s are?
- ✈ What do you know about them?
- ✈ What interests them?
- ✈ What puts them off?
- ✈ How can you add value to their day?



Helpful Hint:

Ask us about our useful Audience Planning Template.



2 Build your digital network

Before you start connecting with your audience make sure you can add value off the bat. This might be a great article you've read, something specific to their industry, or a guide/ article you've written.



Helpful Hint:

Plan out your content on LinkedIn, website, email etc within a content calendar. .

Next, engage your audience. Based upon what you've put down for point #1, start developing your own content - social posts, infographics, videos, articles and thought leadership pieces, guides - like this one!

Network marketing and great content go hand in hand. Content that adds value gets attention. We work on this acronym - WIFFM: What's in it for Me. Why would the reader take time out of their busy day to read your article? What will they get out of it?

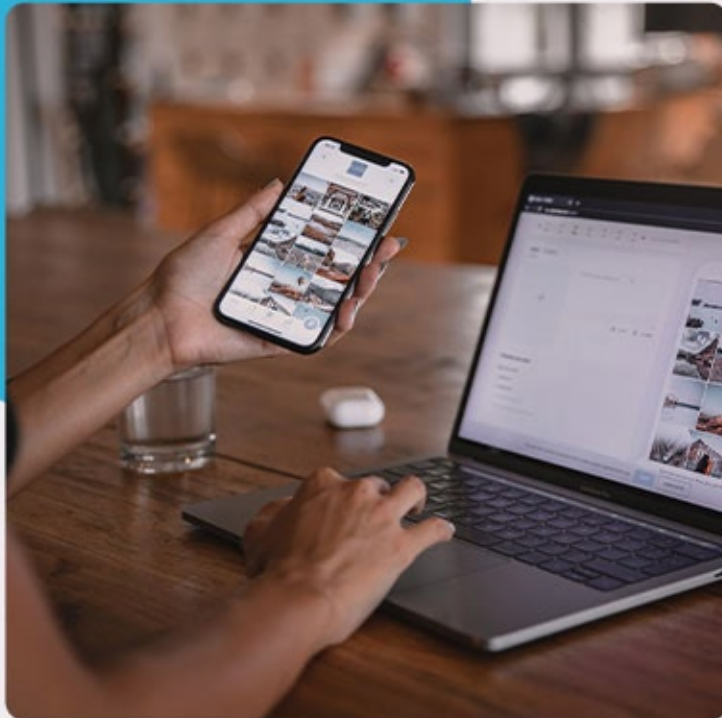


3 Build your traditional network

We refer to this as the 'Four Coffees, Two Lunches' method. It literally means, you have to book in four coffees and two lunches every month.

Why? Because lunches feed a need, allow us to communicate more clearly and satisfy those cravings we all have for personal relationships and interactions because we are still human, with five senses in total - not two.

Who should you have lunch with? Ideally those clients and customers you've outlined in point #1 first and foremost. But you never know who might refer you though, so keep your net wide.



Breaking bread together breaks down barriers.
When someone's in front of you, you can read them better. If someone's telling you about a good deal and their face doesn't match their eyes, you can intuit that better than on ZOOM." - Susan RoAne, author of Secrets of Savvy Networking

Get the coffee ball rolling . . . Ask the question

Don't be afraid to ask people questions, the worst they can say is no. Make sure your timing and tone is right though.

Version 1:

You: Want to catch up for a coffee and a chat?

Them: Sure - that sounds great!

You: Choice!

Version 2:

You: Want to catch up for a coffee and a chat?

Them: No thanks - I'm busy.

You: No worries - hope you get on top of that workload.

The same principles apply when asking for an introduction, referral, testimonial, endorsement etc. Business is done by people, and people like doing business with people they like - and who make the effort to meaningfully communicate with them. They also don't mind doing favours or recommending people they like.





4 Give back and reward

Don't expect other people to recommend you if you're not willing to recommend others. So, get involved, pay it forward, pay it back - just pay it.

"The more extensive the reciprocal altruism born of social connection . . . the greater the advance toward health, wealth, and happiness." - Professor John Cacioppo, *Loneliness: Human Nature and the Need for Social Connection*

5 Test, measure, learn

Make sure you're constantly testing new approaches, measuring the results, and improving your approach to stay moving forward. Don't be afraid to test the waters. Try changing what you say when you send your connection request on LinkedIn.

Then gauge if there's a topic that got heaps of attention or engagement - then try writing more about that topic. You can also get some pretty in-depth analytics from digital platforms so make sure you're reviewing the results.

Systems That Help

Networking marketing benefits your business the most when you engage the right tools - digital, phone, face-to-face - so equipping yourself with the skillset, measures and means to make the most out of digital platforms and communication the old school way, is a must-do.

In our guide, 'The Essential Tools to Network Marketing' we cover all valuable bases.

From robust LinkedIn profile guidance, to email etiquette, to CRM and marketing automation software WHYs and HOWs, to the importance of coffee dates - our guide ticks all the boxes you need answered.

Next steps ...

The best time to start your networking marketing journey is - always! So, if you're set on upping the ante and tuning better networking pathways forward, reach out to us at hello@rogerroger.marketing right here, right now.





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Experts in B2B marketing
Helping to grow your business online

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