



The Three Essential Marketing Campaigns You Need - The Marketing Campaign Series



With all the marketing campaigns and conversion funnels out there, which are really essential to your online business? This episode proposes three.



James Schramko and John Lint

James: Hey, welcome back to SuperFastBusiness. This is James Schramko with my friend [John Lint](#). This is episode 882. And we're going to be talking about the three essential marketing campaigns you must have for your online business. And of course with intro sound, that means one thing, it means I've got my sound deck back, John. So, enjoy the easy listening.

We're laying the foundation stones today for our next series. Now, of course, the previous series we've just completed was our [membership series](#), which, if you have a membership, or you're thinking about a membership, you'll definitely want to go back and catch that series.

And we've listed all of these on our podcast page superfastbusiness.com/list, you'll be able to see them all. And John, what are the three essential marketing campaigns that we need if we have an online business?

A bit of background to the topic

John: Yeah, before we dive in, let's talk a bit about what we did so far. So we talked about membership sites, and we've shown people how to build a membership site, how to profit from it, how to grow it, all of that good stuff.

We also talked about online courses in the past - [how to create an online course](#) and how having these types of businesses are very lucrative and profitable. And that will give you the freedom that you desire. So that's what we did.

And throughout those series, we talked about, how could we sell access to an online course? And you hear those things, like, maybe doing a webinar, maybe doing a launch, maybe doing a sale.

And all of these things are basically funnels or campaigns. I like to call them campaigns, because they require more than just, you know, a funnel of pages. They do require emails and things like that, and different systems and tools that you need to have in place.

And we can go from super basic campaigns, like a special type of campaign, like a sale, to super advanced: like a segmented webinar, automated segmented webinar campaign.

And all of these campaigns, we teach them as part of your access to 10XPRO.io, which is the platform that we use to easily create, launch and sell online courses, membership sites, and be able to do all sorts of really advanced campaigns, or very simple campaigns as well, so that you can grow your email list and sell your products.



So this is always the goal: grow your email list, sell your products, make money, basically. So we teach all of these campaigns. But I thought for today, and we're going to visit all of these campaigns, I think in the next year, that's what we want to do.

But I thought for today, it's important to set the foundation. Because in reality, all of these advanced campaigns are just the building blocks that we are going to talk today. You put them in different orders or in different ways, or you do a little tweak to each of them. And then they will allow you to do those other campaigns, right?

So it's very important for today to understand those three basic campaigns, those three basic types of strategies that you can use to grow your business, to do the two things that we talked about: grow your email list, and sell your products.

The three campaigns, in short

So in short, the three types of campaigns is, number one: the list-building campaign. Very basic, very, very important. Multiple ways you can do it, but from a structural perspective, which is what we're going to talk about today, I mean, what you need, the list-building campaign is number one.

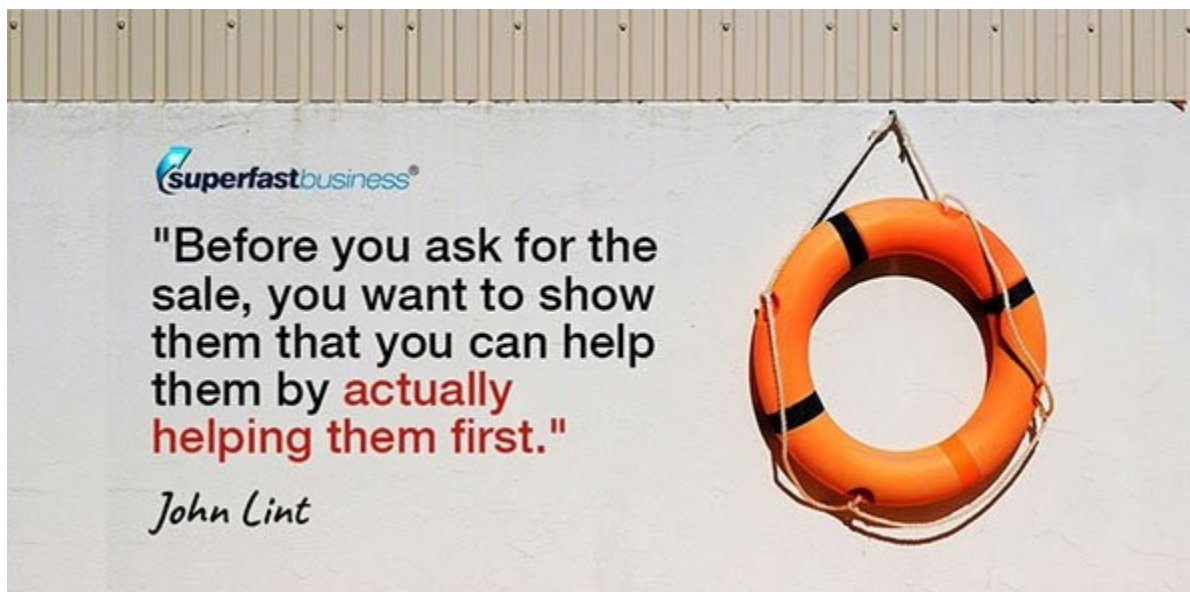
The second one is what I call the sale campaign, but I'd rather use the word the special campaign, the special offer campaign, rather than sale. Because when I say sale campaign, people think, ah okay, it's a discount. It's like 20 percent off. And it can be that, but it doesn't have to be that. You don't have to always discount your stuff.

But what's important with this one, it is probably the most important campaign or funnel in the world that is the one that you need to master. Why? Because it's used 80 percent of the time, 90 percent of the time, I would say, and it is part of every single other campaign out there.

When you talk about doing a - you might have heard that - product launch campaign, well, at the end of it, there's a sale campaign, there's a special offer campaign. You're doing a webinar. At the end of it, there's a special offer campaign. And at the beginning of them all, there's the list-building campaign I talked about.

So if you know all of them, then if you master those two basic ones, then you're like, Okay, great! I can already start doing other crazy campaigns and start complicating things if you want to.

And then the third campaign is actually not really a campaign, but it's very important. It's very important to maximize your profits, maximize your conversions. And that is the content: it's a content campaign. And it can come in multiple shapes.



It can be just a video, it can be just an article, it can be usually just a series of pages. And most of the time they're not even connected. But it's a piece of content. Why? Because before you ask for the sale, you want to show them that you can help them by actually helping them first.

You want to provide valuable pieces of content before you're doing that sales part. So now we have those three campaigns: your list-building, which is usually the first part of any campaign.

And you have a content part where you're going to deliver some content to educate them, to entertain them, to show them that you are an expert, to show them that you can help them, to show them that you have helped other people like them, that's what you do.

And then you have the sale part campaign. And that is usually the back end. That's where you basically have an offer, you have either a page, a video, something like that, that is going to present the product, talk about the product, or maybe do a little recap of what they got before.

And then you're going to have the funnel, which is all about, well, here's how you pay. And here's how you can enter your credit card or whatever. And then you have all the other pieces that come after they place the order.

And that can be very simple, like in this special offer campaign / sale campaign, or it can be a bit more advanced, when people start doing more advanced things like one-click upsells, and they have back end offers. But we can talk about all these things later.

The composition of a list-building campaign

For today, I just want to focus on those three types of campaigns. So going back to the first one, the list-building campaign. From a structural perspective, it's super easy. It's two pages.

Opt-in page, we call it an opt-in page, what is it? It's basically a page that is going to tell them, Hey, do you want this cool thing? Great, the only thing that you need to do is to let us know your name and email. And sometimes more often, it's just the email.

Enter your email, and you're going to get this cool thing. That can be a PDF report, it can be a video on the other side, it can be just an article on the other side, can be a checklist, can be a PDF report, I guess it can be a book, maybe, it can be anything you want.

It can even be a webinar. It can be videos that are part of a product launch. So you see, it's always the same thing: opt-in page, I go to another page. And in this case, in a very basic list-building funnel, it's just a thank you page.

It's a page that tells them: Awesome, thank you, whatever we promise you on the opt-in page is coming your way. You can deliver it via email, or you can deliver it on the page. So on the page, I can have a video. You promised me a video, I land, I watch the video, I got the video.

You promised me a PDF, I land on the page, I can click a button, download the PDF. That's on-the-page delivery. Or it can be via email. In that case, the thank you page is just a page that says: Hey, thank you, awesome. Whatever.

The video, I send you the video, the link to the video via email. Or I send you the link to the PDF via email. And now you basically send an email. So from a funnel perspective, this campaign is two pages: opt-in page, thank you page.

And then of course, you're adding them to your emailing system, and your emailing system is sending them an email. I like to always send an email, whether I'm delivering on the page or not.

Why? Because it starts training them to receive my emails, number one, and that email is always a good way, of course, a perfect way to introduce yourself, if they don't know you that much / that well. And basically remind them of the cool thing, remind them of the benefits, remind them of the problems that you're going to help them solve, all of that stuff.

And of course, if you're promising them a link to that PDF, or that video, boom, you can have that link there. But the most important thing is now you're training them to open your emails.

And the very first one is very important, because now you're basically telling Gmail, whatever emailing system that you're using, that, Hey, this person is cool. He's a friend of mine, I opened his email, I'm clicking on the links. Perfect. So that's what we want to do.

That campaign right here is the list-building campaign. Super basic, but very important, because when you master that, you can do it in multiple flavors. Think about it, a webinar is just that: the first part is register for the webinar. It's a list-building campaign. Product launch as well.

So we'll talk about all of these campaigns in the next episodes. But I just want people to understand that. So you integrate. And of course, with 10XPRO, you can easily do that. It takes a few clicks, we integrate with the best emailing systems out there. And you just check a box, select your system, and boom, now you're building your list.

Getting them to know you, like you, trust you

That's the first one. Usually what happens after that is the content campaign. Content campaign can be whatever you want. But usually, basics is one page. One page where you have maybe a video or just some text, where you are delivering something, you're teaching again something.

You're providing value. You're helping them solve a specific problem, or you're sharing your story. Can be any type of content. And we talked about this before in our previous series, but it can be any type of content that is valuable to someone who is in that situation.

So that can be something like a tip on how I can solve this problem. It can be a case study from someone else who had my problem, but now they don't have that problem, so I'm learning about them. It's valuable. That can be in the form of video content, like I said, text, whatever, on a page.

So this is very simple, very basic, we can move on. But you need those. You need those, because you always want to do that BEFORE you're asking them to buy your products, whether products or services.

Why? Because now they get to know you, like you, trust you. They get to get value before. They're trusting you, they know that you have been helping other people; all of the things that you want them to know before they take out their credit card and buy the product.

Very basic yet very important

And then finally, we have the third campaign. Third campaign: the special offer campaign / the sale campaign. Very basic campaign as well, three pages. At its core, three pages. More complicated, can be as many as you want. But its core, three pages.

One, it's a sales page - a page where you're describing your products and services. It can be video only; it can be text only, it can be a hybrid with video and text below.

It can be one that has some delay, where the video is on top, and then the text below gets revealed after X amount of seconds. This is part of different strategies. But basically it's a page. It's a page where you are telling them about the product and service.

Next, we click a button. They click a button, they go to what we call an order page. Order page: very basic. Enter your details, like your credit card details, or PayPal, if you want to check out with PayPal, then you can do it.

But it's a page that does a recap. They enter their details and now they have purchased your products and services. And then where do they go after that? They go to a thank you page, where you're going to tell them what should happen next.

You're going to get an email with your login details or, Awesome! Watch this video first, and then click here to go to the portal.

And in our case, we are selling usually online courses, membership sites, so we are telling them to check out their email to get their login details to the portal where they can then access the coaching, and the online courses or the content or whatever it is that is inside our membership site.



And in that thank you page, very important to do a little recap, remind them that they did a good decision. But again, very simple page. That is part of that funnel. That funnel: three pages, sale page, order page, thank you page.

Master that, master those three, put those three together. And now you're doing the most important things that you need to do with your online business. [Build your email list](#), build trust, get them to know you, like you and trust you.

And then three, make an offer, make a valuable offer. And if you have an [offer that converts](#), which is what you always talk about, James, then now you have a funnel, an entire campaign that you can then twist and use all the time to help them out.

These are the three campaigns, this is an overview, we can go deeper into some of the things that you could do if you want to. But yeah, these are three campaigns that everybody should be using, and mastering. Because that's how you can sell anything you want.

James: I'd have to check, but without a doubt, that's probably the longest my guest has gone in one session!

John: Naw, I think I've done better the very first time that you and I talked about.

James: Firehose, I think, was the word mentioned by the listener. Thank you, John. I just sit back and shut up and let you do your thing.

John: That's okay, man.

James: Okay, a couple of points. Let's round this out. Because it's such a simple concept, I don't want to do it the disservice of complicating it. Some people only need to learn the very first one: the capturing of the email.

And I'm thinking specifically of people who do lead generation for a living. Their entire job is to drive traffic to a page and collect an email address or phone number and then sell that to someone else. That's it.

If you only learnt that one funnel, you can make money from that. You could also back-end that with affiliate offers. You know, for context, it depends who's coming to that page. Are they known to you or are they cold? So it could be cold, warm or hot.

Depending on that might determine the need for that second one, the content, if they already have a sense of who you are from a Facebook group or something and you're just harvesting them and they know you, then you're ready to take them through and move them through the sequence very quickly.

Why do you want to capture emails?

The reason why we want to catch an email address, and I know it's probably overstating the obvious, you've got big platforms out there where people have been building their business and they change, and they disappear or they go.

Whole groups get wiped off the planet or the virtual world in a heartbeat. One day you go to bed, the next day you wake up and your whole asset has gone because then you realize it wasn't your asset. It was Zuckerberg's asset or it was YouTube's asset, and you've got nothing. So please, please, please, build an email list. And building an email list is simply a case of just pushing a few buttons.

I want to ask you to explain, how does the campaign functionality work in 10XPRO? Because I think that one page of campaigns, which we can put a screenshot where this video is, for episode 882, how does it technically work?

I don't often ask you this, but I will today, because it's so important. Let's say I'm listening to this episode. And I say, Yep, you guys are right, I need to build my email list. I'm on a Facebook group. I don't have anyone's emails. I want to put up my page and collect email addresses. What are the technical steps involved?

John: Well, with 10XPRO, it's a one-click install campaign, so all of the campaigns I kind of mentioned today, you can install them with one click. And the way it works is that okay, you go to the campaign section, where we install campaigns, where you have all your campaigns.

And you click on the button that says, Add new campaign, and then you're going to get a pop-up, that tells you which campaign you want. And we have more than 10 campaigns, from super basic list-builder, sale, then you have a product launch campaign.

The huge advantage of using 10XPRO

So you don't have to buy another \$2,000 product to learn about the product launch. You don't have to buy another \$2,000 product to learn about webinars.

James: But hang on, if I don't buy all these products, how am I going to procrastinate from ever building anything?

John: Right, exactly. So any of those campaigns -

James: They're all built in, right? They're totally baked into the machine, the same methodology, or the concept is all built in, all the bits and pieces that you'd normally have to glue together.

And it's probably a good point to mention this - what's on my mind right now, you and I have been talking about this. I want to do a fresh installation in the beginning of next year, 2022. I want to do a fresh installation on a 10XPRO site, and use these features from scratch to show what's possible.

I'm wondering, if you're listening to this and you think that'd be something of interest to you, let me know, and you can follow along. But I want to build a fresh 10XPRO installation on a subdomain or a domain that I already have, and build it out from scratch and just see where we get to with it just to demonstrate this stuff.

And I want to get deep, I want to roll up my sleeves and just go into some of the more advanced campaigns we're going to be talking about in the future episodes of this series.

But I just thought I'd throw that out there, gather some interest. And if you are, then we can do some little screen walkthroughs of the sorts of things that I'm using in my own business. I'm a real practitioner. I'm not just a theorist, I want to do this stuff. I want to get deep into it.

John: And you have already been using it with [SuperFastResults.com](https://www.superfastresults.com).

James: Of course. It's coming up to two years now. I've done really well off SuperFastResults. And just for examples of the sort of things we're talking about here in terms of capturing an email, I've got a book funnel, so [I give away my book](#).

I asked John, can you do a book funnel, and he did a book funnel for me. And so in the campaign builder is a book campaign. You click on the button, and it puts the pages you need, you just have to put a picture of your book, and you have to tell it which email campaign you want it to add to.

It's going to plug into [ActiveCampaign](#), or AWeber, or Infusionsoft or [Ontraport](#), like all the known brands that we work with. So I've got a book funnel, I've got a challenge campaign, where you can opt in for that. And then I send an email every day for 30 days. That's the second part of what we're talking about.

One-click campaigns, anyone?

John: And you have a bunch of sales campaigns as well set up, where you're making an offer. All of that.

James: I have sales campaigns. You can go and get a free training, you can get the [Lifestyle Design training](#). You can buy any product, I've got [products from \\$9 to \\$99 on that site](#).

John: And all of these campaigns, with 10XPRO, you just install them with one click. Again, you click on Add New Campaign, and we're going to ask you which campaign you want, there's going to be a series of boxes with the title.

Let's say SEO campaign, you click on that. There's a little spinning wheel, the system is thinking. Two seconds later, boom, you have all the pages that you need. You have the sales page, order page, thank you page. That's very basic.

If you want very complicated, trust me, there's nobody out there that does more complicated campaigns than we do. It's all built in, and you won't need all the tools to make them work. You will need, in theory, if you're going to start doing complicated campaigns with segmentation and automation, you will need a series of tools. But guess what, here's the good news. It's all built-in in 10XPRO.

Those tools are part of 10XPRO, we call them boosters. And these are little boosters that you can attach to campaigns. But when you create the campaign inside 10XPRO, we already attach those boosters, and we have set them up for you in the way that most people use them.

Now, if you want to tweak them, customize them, like you said, put your own image, your own title, change the delay timer to be this, change the webinar timer to be that, whatever, you want to customize things, of course you can.

But we give you the framework, we give you the structure, you can start it with one click. And if you need my help, I'm here every single week helping members, helping them with their campaigns.

And of course, we have an amazing Academy, where I spend tons of time explaining exactly how each campaign works, how you can customize it. I give you blueprints, I give you some new shortcuts, all of that is there, if you want to then do your own stuff.

Where it all started for 10XPRO

My goal with 10XPRO, it's always about that, making sure that we can set up those - that was the genesis of 10XPRO, because you and I spent a lot of time with courses, membership sites, because it's something that we really love and we're really into.

But the genesis of 10XPRO are funnels and campaigns. We were the first platform out there to be able to create amazing funnels, super easy. And that is the genesis of 10XPRO. So you can make more money, and you can have all your campaigns working better for you, whether it's on autopilot, converting better, so that you can sell.

In our case, what we sell most of the time is an online course, membership site program, coaching program services as well. But you can then use those campaigns to quickly do the things that are very, very important in your business.

And like you said, list-building and making a sale. That's why today I wanted to cover that and not go so much into the other campaigns. Because like you said, I can talk for hours about campaigns.

James: I know you could. You could talk underwater.

John: Yeah, exactly.



The takeaways of the ep

James: Okay, just a quick recap. You should be capturing email addresses. That's really the number one campaign that you should be setting up if you don't already have it. Set up an email capture campaign. Once you've got the email, they've put their hand up, they've said yes, I'm interested in your thing. Continue that relationship.

If you're listening to this podcast, this is episode 882 of SuperFastBusiness. The chances are you receive emails from me saying, hey, there's a new episode twice a week. That's my stage two campaign.

I'd call it warming up. Or I suppose a marketing term would be pre-selling. But it's more than that, I actually want to create a lot of value, just creating all this value in advance. And some people buy, some people don't, it doesn't matter if not everyone buys. They can't all buy.

If everyone who listened to this episode bought something from me, I may have fulfillment issues. But anyway, the third part is it's really good for you to be able to actually collect money. At the end of the day, all jokes aside, we do spend too much time wasted on things that don't really make a difference.

It comes down to, as one of my mentors said, yes or no. Do you generate an income from your online business, yes or no? If the answer's no, then maybe this is one of the pieces you're missing, is something that people can actually buy.

And I coach people every day in our private coaching. And this is a key area where people waffle and waffle and waffle. They're telling me all this stuff, and they're also busy, and they're doing this and they're doing that, and we call it "gunna", in Australia.

They're "gunna" do this, and they're "gunna" do that. And I just say, Just do it. Put your offer out there, draft the page today, show it to me tomorrow. And all they need to do is click on that campaign, and fill in the item amount and give it a description and tell the system what to give them when they buy.

Even if it's an appointment. It could be a consult. You don't have to create the thing yet. It could be an event coming in the future. There's lots of things you could get paid for today. Even if you don't have the thing, it's okay as long as you fulfill, because I'm sure you don't want to be arrested for wire fraud.

You've got to deliver. But assuming that's the case, these three campaigns are where we start. This is the point of this episode. You want to capture email addresses, you want to continue to build the relationship. You want to ask them to buy something. That's it, John. I think that's covered.

What to look forward to

John: That's it.

James: Now we're going to be coming back with more advanced campaigns. But please give us a line. Let us know if you've listened to this episode. Give us a shout out or me - not John - on socials. John doesn't do socials. But I do socials a little bit, because I've got so much time not building websites.

Let us know if you've got special requests, what sort of campaigns are you particularly interested in, maybe advanced ones? Let's see if we can get John to flex a little bit and reveal what's going on here.

All right then. So this is episode 882, superfastbusiness.com. I've been chatting to John Lint from 10XPRO.io. That's the platform I've been using and recommending for my students. They're getting huge results. You've heard some of these [case studies](#) coming through the show and it's changing lives.

Go back and listen to [episode 877](#). And that was a ground up, because they listened to this show. My guests on that episode, listen to this show, got 10XPRO and is now making an income from it. And couldn't be happier.

John: Very cool.

James: Thanks, John, for building it.

John: Awesome, thank you, man.

James: And I will catch you on a future episode.



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