

MAKING SYSTEME.IO WORK FOR YOUR BUSINESS



**The World's
Easiest All-In-One
Marketing Platform**

INTRODUCTION

Before getting or having got your free Systeme.io account, the question is how to get results from it without it being a drain on resources, cost and time and without needing a digital marketing degree.

Systeme.io is a simple, affordable and intuitive all-in-one marketing platform for anyone who is looking to grow their online business.

It's a good bet that you are taking on Systeme.io to grow either sales, customer base, market share, revenue and profits or all of it. Yes you may also want to extend market reach or get a better return on marketing spend but ultimately it's all about generating more business.

The two main barriers to achieving growth are usually around not having enough opportunity to go after (leads) and not enough converting it into business (sales), which is where Systeme.io excels, built to help you grow your business.

WHY SYSTEME.IO?

We believe it's the best solution out there and so does Capterra the leading independent software assessor, giving it the highest ratings compared to over 300 other similar providers, including Salesforce, Monday.com, Zoho, Katra and HubSpot.

Systeme.io Awards:

- Best Value All-in-One Marketing Platform Software (2022)
- Best Value All-in-One Marketing Platform Software (2021)
- Best Value Marketing Automation Software (2022)
- Best Value Email Marketing Software (2022)
- Best Value Learning Management System Software (2022)

Already shortlisted for next awards:

- Marketing Automation Software (2023)
- Website Builder Software (2023)
- Email Marketing Software (2023)

We know it's great but like all other software solutions it's only as good as its implementation and utilisation.

MAKING IT WORK

Most businesses don't get the value they hoped for out of their systems, software and applications because of problems around:

- **IMPLEMENTATION**
 - 32% of software solutions fail to be implemented as they are not tailored to real needs.
 - One in five corporates are still paying for at least one software product still not being used.
- **UTILISATION**
 - On average 45% of software solution features remain dormant, unused by users.
 - Continuity of usage over time is between 35% (for many users) and 55% (for fewer users).

Gartners and GitNux Data Reports

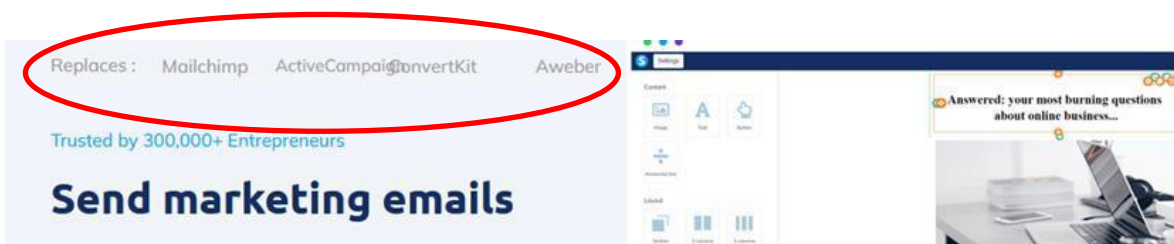
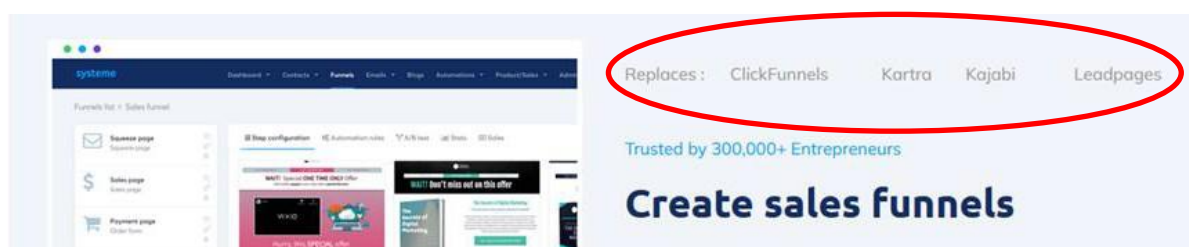
So Systeme.io is undoubtedly able to take your business to its next level so long as you can easily and effortlessly make it work for you. This means making sure it does what it does best, which is to generate leads and sales. Your marketing platform gives you everything you need to powerfully grow the business.

The magic of Systeme.io is that it brings together all the components needed to generate leads and sales, centralising, integrating and managing them on one marketing platform.

Without getting too technical these components include:

- Email campaigns and email automation
- Sales funnels
- Google Ads for sales funnels
- Social Media Ads for sales funnels
- Landing, Optin and Thank you pages
- Contact database and leads segmentation
- Campaign tracking, results and performance management

Here are just two of these components normally requiring separate apps, in one solution:



MAKING IT HAPPEN

Essentially there are two campaign areas that drive the platform's resources and activities. One is for LEAD GENERATION campaigns and the other SALES GENERATION campaigns. You've got the sales funnels that can run across both but these are the main features:

LEAD GENERATION

- **Landing Pages** that capture leads (templates that can be used for Website and Ads)
- **Contacts Section** (automated Leads Database with 'tags' to categorise follow up)
- **Email Campaigns** (templates and workflows to run and automate campaigns)

SALES GENERATION

- **Landing Pages** that generate online direct sales (templates for Website and Ads)
- **E-commerce** (product / solution online loading, shopping cart and payment links)
- **Sales Funnels** (automated sales funnel to track and convert leads to sales)

These are the building blocks of running successful digital marketing and sales campaigns.

A lot more can be done through Systeme.io such as creating membership sites, launching webinars and running courses and you can see more about all that on this Systeme.io article:

[7 Things Only Systeme.io Can Do For You](#)

HOWEVER TO GET GOING WITH RAPID RESULTS – WE SUGGEST

That you either go straight to a Start Up Plan or upgrade from a Free Plan to a Start Up Plan and then move onto either a Webinar or Unlimited Plan later if you find you want to.

Why a Start Up Plan? To answer that, first here is a summary of features across all the plans:

Features	Free Plan	Startup Plan	Webinar Plan	Unlimited Plan
Price	\$0/mo	\$27/mo	\$47/mo	\$97/mo
Contacts	2,000	5,000	10,000	Unlimited
Email Sent	Unlimited	Unlimited	Unlimited	Unlimited
Sales Funnels	3	10	50	Unlimited
Sales Funnels Steps	10	50	300	Unlimited
Blogs	1	5	20	Unlimited
Blog Posts	Unlimited	Unlimited	Unlimited	Unlimited
Courses	1	5	20	Unlimited
Students	Unlimited	Unlimited	Unlimited	Unlimited
File Storage Space	Unlimited	Unlimited	Unlimited	Unlimited
Automation Rules	1	10	100	Unlimited
Workflows	1	5	20	Unlimited
Tags	1	10	100	Unlimited
Email Campaigns	1	10	100	Unlimited
1-click Upsells	1	10	100	Unlimited
Order Bumps	1	10	100	Unlimited
A/B Tests	1	10	50	Unlimited
Coupon Codes	1	10	50	Unlimited
Deadline Funnels	Yes	Yes	Yes	Yes
Stripe Integration	Yes	Yes	Yes	Yes
Own Affiliate Program	Yes	Yes	Yes	Yes
24x7 Support	Yes	Yes	Yes	Yes
Custom Domains	1	3	10	Unlimited
Evergreen Webinars	0	0	10	Unlimited
Free Migration	No	No	No	Yes
1-on-1 Coaching	No	No	No	Yes

If your first main use of Systeme.io is for running successful lead generation and / or sales generation campaigns (as we suggest) the Start Up plan is best for you, especially around the following areas, as compared to the Free Plan:

Features	Free Plan	Startup Plan
Contacts	2,000	5,000

You'll be surprised at how quickly you will need more than 2k contacts for your leads database, especially if running continuous or cyclic campaigns.

Sales Funnels	3	10
Sales Funnels Steps	10	50

If you think of a sales funnel per campaign or per product push, then 3 won't get you very far. For the average SME business, we think 10 funnels will do you well for 6-12 months at least and Funnel Steps are vital for getting leads to sales, in control of progress.

Automation Rules	1	10
Workflows	1	5
Tags	1	10
Email Campaigns	1	10
1-click Upsells	1	10
Order Bumps	1	10
A/B Tests	1	10
Coupon Codes	1	10

Without getting too technical, the automation rules and workflows are what allow you to create and link the actions and outputs from various digital marketing activities from and to each other (e.g. contact base to emails - or ad - to sales funnel). It's a lot simpler than it sounds and once mastered it's like having your own in-house digital marketing department creating, tracking and converting powerful results.

The stats above show what is available and we think 1 of each is not enough for you.

For example, a 'tag' is what you create and add to your contact base so that you can pull out contacts according to certain criteria (labels). You can also put 'tags' into email copy.

So 1 tag will only allow you to personalise with just one tag set up in your contact base, such as 'first name'. Whereas 10 tags that you can draw on allows you to tailor each email for a personal communication based on the individual, such as whether they are a prospect or a client, what they enquired about, what they bought, company name or even location.

Tags are also ways of segmenting / automating what to send to whom. For example:

Include these tags* 6

x v

Select all | Unselect all

Exclude these tags* 7

x v

Select all | Unselect all

All contacts that have a tag in the "Include" list will receive the newsletter unless they also have a tag that is in the "Exclude" list

Note: if a contact has several tags that are in the "Include" list, they'll only receive one email

The same goes for 1-click upsales – 1 on Free Plan (basically to buy or order something, even an appointment, direct). You will want more than 1 for running different promos or offers.

TO GET YOUR START UP SUBSCRIPTION, CLICK HERE:

SYTEME.IO START UP SUBSCRIPTION LINK

This will ask you to sign up for a free account (if you haven't already) and once that's done you will be sent an email to upgrade and pay. It's \$27 a month or 30% off for annual plan. You can also sign up for Unlimited Plan straight away if needed (see features table above).

If you are doing the Start Up Plan we suggest you do monthly, as that means you can upgrade if and when you want to. You can also cancel anytime you want.

A FINAL STEER

Systeme.io won't do the strategic thinking and deciding for you around targeting and coming up with marketing campaigns from scratch.

It will however facilitate, execute and optimise the desired outcomes brilliantly.

You will still need to decide what you are promoting and to whom and to define the leads generation and sales generation campaigns to do that.

You are the what and why. Systeme.io is the how.

Given that, there is no avoiding you or your team getting to grips with the basics of how to set up and run (centralised) digital marketing activities through the platform. The good news is there's a lot of resource on the Systeme.io site to help you with manuals, docs and videos.

Plus we've found these 9 YouTube videos useful, click here to access.

The key is to plan your first campaign and *then* see how set it up and run it on the platform.

If you would like some help before you start your first campaign, for a limited time we are offering our subscribers a free consultancy session to look at the best way to grow your business with digital marketing, based on the opportunity and your available resources.

Please register your interest here

We hope this newsletter has been of some help towards your exciting new approach to generating leads and business online.

Wishing you good fortune in generating abundant leads and lots of business online, or in generating many leads online that go on to become major offline sales.