

# myweeklymarketing.

**Janice Hostager:** 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business and life in between. Welcome to My Weekly Marketing. Have you ever met somebody at a networking event, or maybe a party, and you were sure that they wanted to do business with you, only to not hear back from them after the event? So what do you do? Is it best to follow up with them? Maybe call them or send them an email? If so, how many emails should you send? How many calls should you make? We've all probably been there, of course, and it is a challenge to know what to do or not to do to follow up with a lead. On this week's episode, Jason Kramer is talking to us all about lead nurturing.

**Janice Hostager:** 1:03

Jason is the CEO of Cultivize, an agency that works exclusively with businesses to convert leads into loyal customers. If you're not familiar with the term lead nurturing, it's really following up with the lead so that they can get to know, like and trust you and ultimately, of course, do business with you. Think of lead nurturing like dating; you wouldn't want to propose to somebody on the first date, so you want to build trust, to get to know them and show them you care before making a big ask. It's the same way with customers. Instead of pushing a sale immediately, you, one, want to stay in touch.

**Janice Hostager:** 1:40

Two, want to give some value. Three, want to build trust and four, make that big ask when they're ready and not before. So lead nurturing is just building a relationship so that when they're ready to buy, you're the obvious choice. Jason's going to share his secret sauce for, first of all, setting up a process that will systematize nurturing but also give us some hints on how to determine what to do and what to say so that that potential customer says yes. So here's my conversation with Jason. Well, hey, Jason, welcome to My Weekly Marketing.

**Jason Kramer:** 2:18

Thanks, Janice. Thank you for having me.

**Janice Hostager:** 2:21

So let's start out talking a little bit about you. So tell us, now we're talking all about lead nurturing today, but tell us how you got into it. It's so specific that I'm fascinated about your story.

**Janice Hostager:** 2:34

Like, tell us how you got to this point.

**Jason Kramer:** 2:39

Sure, I just loved kind of just working with people and the idea of helping people kind of spread information, if you will. So I started as a graphic designer working for agencies in Manhattan and actually got into freelancing a lot and decided just a few years out of college and this is back in the early 2000s, just to date myself, I started my own company. So I started a boutique web development and graphic design agency, ran that for 16 years and over the course of that time more towards the end of that business before I sold it, I didn't do a lot of inbound marketing for clients. But when I talked to them about their inbound marketing, they never really had a way to track all of their efforts. So they were going to trade shows, they were doing webinars, they were doing networking, they were spending money on, you know, Facebook or Google, whatever they were doing, and I was always like, hey, how's that working for you? And they never really could tell me. All they could tell me is oh, I meet a lot of people or, you know, I get it, I get.

**Jason Kramer:** 3:36

You know, some hits my website or people thing on a form really connect the dots, you know.

**Jason Kramer:** 3:42

Nor were they actually doing anything to nurture relationships, right?

**Jason Kramer:** 3:51

So you have a great conversation with somebody and if there's not a alignment for them to buy from you or for something to happen, if you're not constantly in front of them, they could forget about you.

**Jason Kramer:** 3:57

Right, when they're ready to buy, they can buy from your competitor because you're out of the picture. They forgot about you, and so I got really fascinated with that and because I was already doing a lot of email marketing through the agency I own for our

clients, I stumbled across something relatively new and this is going back into, I'd say, probably in like 2015 or so, maybe a little earlier marketing automation. Marketing automation was just starting at that point give or take, and marketing automation is a way to stay in front of people, to nurture people, to. It's not just sending out a monthly newsletter, which is part of it, but it's about doing other things, which we'll talk about today, and so that's what led me to this, to the idea of how can we help people that are putting all this effort to generate leads, but how do we get them to close more higher percentage of those leads, and that's what Cultivize is all about.

**Janice Hostager:** 4:50

I love that because there are so many times where I've talked to clients or people and they'll say, yeah, I, you know, I talked to somebody at, like you said, a conference and they were super interested, but then they didn't, they didn't call me, they didn't follow up with it. And I would say, well, did you reach out to them? And it's like, yeah, they didn't return my email, you know, and then it just sort of drops and, as you know, everybody's busy and you know we all meet a lot of people, especially if we're out and about at a trade show or an event or something like that, and we really do need to continue that relationship if it's going to grow.

**Janice Hostager:** 5:25

Yeah, so, what about your journey? Has been different than you expected,

**Janice Hostager:** 5:31

When you're working with, like trying to teach people how to nurture leads, so to speak.

**Jason Kramer:** 5:37

The thing that was an eye-opener for me was that companies of all sizes whether they were a solopreneur, they were a larger company, seven figures, they didn't have a defined sales process that they were following. So they would get a lead, but they didn't methodically go about that lead the exact same way every single time. So, for example, if they had nothing to do for a day because they weren't that busy in an afternoon, they would send out a bunch of emails or they'd be like oh, I spoke to Janice two weeks ago, let me call her and follow up, but it wasn't. It was inconsistent, right, it was because, like, it was just a spur of the moment thought, and so to me that was really shocking, especially for organizations that had been around for you know, a few years, that had a decent amount of revenue coming in. I'm like how do you not have a consistent sales process? How is that even possible? And then, because they didn't have that, they didn't have a way to measure anything, and so that, to me, was like a huge eye-opener.

**Jason Kramer:** 6:34

Where and the reason for that you don't know how to fix something if you don't know it's broken is the first part. So you're kind of stuck in your momentum and your behaviors. It's like I always use the example of, like working out at the gym right, so you could be working out at the gym for years, going three days a week, but if you're doing the bench press wrong or if you're doing the exercise wrong, then it's not really giving you the results that it could be giving you, until a trainer comes along and say, hey, Jason, like you really shouldn't be arching your back, you know, when you're lifting those weights, because this is why it's hurting you, right, and this is the benefit. And so when you don't have these processes, you are sort of shooting from the hip right and you're kind of going with your instincts, and the reason they're not changing is they don't know how to change. They may want to change, but they need the guidance.

**Jason Kramer:** 7:23

And that's what I really love about working with our clients is we, as much as we're a team of consultants to help with CRM. A lot of people would call us like a coach or a mentor, because we're really helping them reach, sort of train, their thought process about how they build relationships with their potential customers and the tools they can use, especially in the modern era we live in of all these things that are out there and there's actually too many tools out there, quite honestly. So it's like understanding what tools you can use that could be most effective for you and for your business.

**Janice Hostager:** 7:57

That's a good point, because the thing is that oftentimes, even if we do understand that full customer journey, sometimes we just don't have a way to measure it. I mean we just we can't connect the dots right. So if we know that people are maybe opening our emails, but some, we know that some people bought, but we don't know exactly who that opened the email actually bought and so on, so we don't, we're not always able to make that connection. So I love that that you're working on that. I also really like the fact that you are looking at one of the things I tell clients all the time and I think Amy Porterfield or somebody else coined this phrase the money is in the list, and growing and nurturing that email list is so important even before, right away when you're starting your business, even before you even get really established. If you can have a list going in, not a purchase list, but a list of people that are already interested that you can set up those automations for, that can make a huge difference down the road, right?

**Jason Kramer:** 9:05

Absolutely. So, My wife always jokes with me that I have sometimes really terrible analogies, but here's one more. So, picture a car dealership okay, and there's nobody in the car dealership. The doors are open, but nobody's there working, and you come in on a Saturday morning. You're looking for a car and you start looking around. Maybe you get in the front seat or the driver's seat and you're like I really like this car, but there's no one there to help you, so you leave, right? Now...

**Jason Kramer:** 9:33

You may not be wanting to buy a car that day, but if you were interacting with somebody, a salesperson maybe they could have given you information, maybe they could have helped work out a payment plan. They could have all been done these different things to help potentially make that sale or at least set up the sale for a future date. And so the reason of that analogy is important. Email marketing is the most inexpensive thing you can do, sending out a monthly newsletter. Whether you're using a MailChimp, whatever you're using, right, it could be spending less than \$50 a month.

**Jason Kramer:** 10:03

The challenge with those tools is that you don't know who's actually engaging. You might say, okay, this person clicked, this person opened up my email, but what happens if that person comes back a week later to your website and starts spending 15 minutes on your website, right? Or they come back three more times over the course of the next month. Your CRM system can tell you that that person is going to be highly engaged, and so therefore, it's kind of the scenario like of the car dealership. Now you know that, oh, John is actually coming back to my website a lot. Maybe John's interested.

**Jason Kramer:** 10:38

Maybe I should call John, because you and I both know, Janice, that every sales transaction that happens, it's not always the buyer that's knocking on your door and saying please take my money, I want to work with you. Sometimes you have to be more proactive, and of course, there's a comfort level to having the skill set and ability to be forward and outbound. But if you had that information now you're talking to people that are raising their hand, that are showing signals that they might want to buy from you, and so that's why this information is so critical. And when people tell me, oh yeah, I'm doing a newsletter and they tell me they're just sending it out through a MailChimp, I said that's a good start. I said, but you're really losing so much value. You're putting all this effort to sending out a newsletter and it's really doing a disservice to you because you don't know anything happening after they get the newsletter.

**Janice Hostager:** 11:46

Great point. I'm a listener and I realize that I want to start a process or some kind of system so that I can follow up.

**Janice Hostager:** 11:48

I can send out emails, I can follow up with all of this. So what are the essential elements or the strategies that I should be looking at with regards to

**Janice Hostager:** 11:54

lead nurturing?

**Jason Kramer:** 11:56

So, lead nurturing as a just a kind of definition, it is what it sounds like, right? So it's a process, a sequence of events to stay in front of that person. Now it's not saying hey, Janice, will you buy from me? Can you book a meeting? When are you ready to buy? When are you ready to buy?

**Jason Kramer:** 12:14

It's about education, it's about being informative, and so, even if you don't have a CRM and you're listening today and you don't do anything, all your notes are on a pen and paper. That's okay, right? I mean, it's not okay. We're going to get you past that point, but it's okay in the sense of the conversation today. And so, some of the things you could be doing are creating a set of what we call cadences.

**Jason Kramer:** 12:36

Say, okay, every three weeks, every month, whatever it's going to be, I'm going to make a phone call to this person. I'm going to put on my calendar reminder to reach out to this person, or an outlook, whatever you're using. I'm also going to reach out on LinkedIn and I'm going to send a personal note. Maybe I'm going to use either tools or just go on LinkedIn and see if that person is commenting or writing articles. Maybe I'll comment on it right, just staying in front of that person. Another thing you can do is you can invite them into things. So if you're hosting like a webinar or some type of event, you can send them an invitation to that. I've even seen people, through nurturing, do other things that are outside of, like digital, where they'll send out physical mail pieces right. So it might be a sample product or it might be a book. Hey, I know you love hiking. I was at the bookstore. I found this book.

**Jason Kramer:** 13:22

I'm going to write a little inscription and send you a book about hiking because I thought you might like it. So nurturing is just about you staying relevant and in front of that person, but never selling, just providing value so that when they are ready to make a decision, hopefully they come to you versus anybody else.

**Janice Hostager:** 13:40

And real value, right? You really want to stay focused on what they want. Yes, and not because I think that's where people get a little nervous, like I don't want to bug them, I don't want to keep pestering them, because we've all had those salespeople that pester us and we just can't get rid of, right? But I think what you're saying is so different in that we want to provide something that will help them, that will benefit them, that is focused on the problem, the real problem that they have.

**Jason Kramer:** 14:10

Yeah, so, for example. So we just wrote five new eBooks just actually this month, and one of them is about well, there's two of them so. One is about we call it the ultimate guide to your CRM research. So it's helping you know what questions to ask, what to look for when you're looking at demos, understanding you know all these different nuances to finding a new CRM. Another book we wrote is how to amplify this tool you already have.

**Jason Kramer:** 14:38

So I might send out an email if I already know somebody has a CRM and they're like oh, we're not interested. I'd be like, hey, John, that's great. I don't know how things are going, but we just wrote this new ebook. I thought it might provide some value to help. Now he may never hire me, but here I am giving him a 15-page guide for free, I'm not asking anything in return where he might be able to do different things with his CRM that he's never done before or he didn't even know it's possible, and so that's a type of nurturing that we try to evoke for ourselves and for our clients. Never ask for a meeting, not to say you're not going to, right? It's going to be in there. Of course we're trying to sell, but it shouldn't start with that.

**Jason Kramer:** 15:23

And I think the other thing, too, that a lot of you talked before about all these salesy people out there, and there's a lot of them. I'm of the opinion, Janice, where you should really understand what you think the problem is that that person has, right? Either themselves personally or the company, and that's what you should really lead with. So, for example, if I know somebody who's doing CRM research, I would say something like,

I know it's overwhelming, excuse me, I know there's literally gazillions of different options out there on the marketplace. I know that you're unsure about costs and about all these different things. Here's some things to look for, here's some questions to ask when you're talking to other vendors, and so that's me just saying, hey, I'm just trying to help you right, make the right decisions so you don't sort of get screwed, you know, and get locked into something or buy something that's not really going to fit your specific needs and goals.

**Janice Hostager:** 16:15

And that's a great way to personalize it too, because you know that they are, you know their problem, right, and you can just really address it straight up. What about if you are not, well, let me back up. How do you get to know what that person's problem is? Let's say you have a list and you send out a weekly or monthly newsletter already. How do you figure out what specifically the problem is for each of those? How would you personalize a campaign?

**Jason Kramer:** 16:41

That's a great question. So sometimes you can't. But so let's say, hypothetically, you knew nothing about the person. You have a list, someone did something, right? There's a couple different ways you can do it. So one is if you're capturing, let's say, people on your website they're signing up for your newsletter or downloading something, you can have a dropdown field on there what describes you best, and the dropdown is all the different problems you help solve and they're self-identifying what problem they have. So that could be a really simple way for you to find out right away, without even talking to them, what the issue is that they have.

**Janice Hostager:** 17:17

Even a link in an email right so you can tell, like who clicked on which one and send them to and have them segment in your email service.

**Jason Kramer:** 17:27

If you have something more sophisticated, absolutely that's a way to go. But everybody listening and I know there's all different types of businesses listening today and so you know you've been in business long enough to know these are the things I typically help people with, right, so you don't know which problem they have. But if all the things you're doing, your communication mentions the top three, the top five problems you help with, they probably have one or more of those problems. So that's usually the way I that's the



safe bet I do is say, hey, here's the top kind of like five issues we typically see. Do you have any of the? Which one of these is affecting you the most?

**Jason Kramer:** 18:03

And that's kind of helps start the dialogue, to figure out which one you know, and then you could follow up by saying well, I have certain pieces of information I can share with you once I sort of know, like, what your specific issue is.

**Janice Hostager:** 18:17

Mm love it. So what, how do we know that it's working? So what metrics should a small business owner track to measure how effective their lead nurturing efforts are?

**Jason Kramer:** 18:24

Yeah. So I mean, it all comes down to the tools you have. So you know something like a tool we just built called Profit Path, which is a series of interconnected Google Sheets which we'll talk a little bit more before we kind of end the show, but it's designed to be almost like a precursor to a CRM, so it's allowing you to keep track of all of your contacts, all the information, how you met them, where you met them, the next steps and then the opportunities you have with that person, right, so we call it the sales pipeline, but it sounds a little bit more kind of like sort of B2B. But the pipeline is just your visual dashboard to where things are at in the stages. I had coffee with this person, I have to do a demo with them, I have to send them a proposal, so it gets track of everything. And so, to answer your question, the reporting is only going to be as good as two things: the data that you're keeping track of and the system you're using to put that data into. So if you're just writing things down on paper, it's going to be virtually impossible to kind of do anything with that, even if you're putting things into a spreadsheet, if the spreadsheet isn't designed in such a way where it could synthesize all that data, it also becomes kind of impossible. So what you really need is like a system like the Profit Path tool or some type of basic CRM that will make sure it's going to give you the reporting you're looking for. For the things that I look for, I look for not necessarily open and click rate, because quite honestly, I think those things are sort of irrelevant. Even if I had 60% of the people opening up an email, 40% don't, so what does that really tell me? And so it's not so much about what they're doing if they click through, it's what are they doing next. That's what I look for. So if I send out a newsletter, I'll give you a quick story.

**Jason Kramer:** 20:17

I was consulting with a woman in the education space. Um, she's retired, but she basically helps superintendents and then people in the school district. She summarizes books. So think of her as like the cliff notes or like a book club for schools and school districts. So if teachers are trying to decide what books they should bring into the classroom, she helps make recommendations and you sign up for like her, like program and like newsletter and all different genres, all different. You know grades, and so, um, you know, with her, you know we were trying to, um, figure out how to, how to do that right, how to kind of synthesize all this information, but tracking the data. For her, it was about what's important that we need to track, and so the example that I want to give here is not so much about her but about me, and then I'll full come circle on the story.

**Jason Kramer:** 21:09

So her name is Jen, so I hadn't spoken to Jen since August. All right, and I helped her. She got what she needed out of working with us and I send out newsletters every month and she's on our list, and I saw that just this month she opened up our newsletter. I was like, oh, that's cool. She clicked the link, went to the website. Okay, that's fine. But then she filled out a form to download a guide on our CRM comparison guide, which I just mentioned, the research guide and I was like, well, that's interesting. I wonder why Jen did that. I wonder if she's looking for a new CRM.

**Jason Kramer:** 21:38

So two days later I called Jen only because I had that information and all connected for me, and I said, hey, Jen, what's going on? We haven't spoken in a while. And we caught up and I was like I was curious. I'm like I see you downloaded this guide. What was the sort of the catalyst to that? And she's like, oh, I'm actually looking for a new tool and I thought of you.

**Jason Kramer:** 21:56

And now she may never have called me because she'd be like, ah, you know, I was a relatively maybe a small client in her eyes to Jason and his company. I had the guides helpful, I'm just going to go hire somebody else. But because I had that information, I was able to then capitalize on a potential additional engagement with her, which I wouldn't have been able to do if I didn't have that. So you ask about what you should look for and what's important. I think that answer is unique for every business, but at the end of the day, my simple answer would be it's the information that's going to help you make a shift in your business, to grow your business that's the most important thing. So, like web visits, form fills that may be like insignificant you know, how many contacts do

you have on LinkedIn? None of that really matters, it's about what's your rate in terms of growth to get more clients and more conversations going.

**Janice Hostager:** 22:51

Two questions as you're telling that story. The first thing is that it's interesting because her filling out that form also showed some purchase intent right, or at least moving in that, and it's sort of like keywords in a way that you can tell by the words that people use to search for you whether or not they're just, as we would say, top of funnel or just kind of looking and browsing, or whether they're really serious about purchasing or getting ready to purchase somewhere in the middle. The second point I want to make, and so I could always tell, when people use a CRM like HubSpot, because they'll follow up and say hey, I see you visited my website.

**Janice Hostager:** 23:31

Does that creep you out?

**Janice Hostager:** 23:32

I mean because it kind of did me especially when this was all first starting, it was like okay, this seems a little too voyeuristic for me, I just kind of want to back off, like so. I think um there you know, like how do you know where that line is, like?

**Jason Kramer:** 23:48

Oh, it's a fine line for sure. I mean, um, and I would say, yeah, you don't want to be like, oh, I saw you on my website at 2.52 pm. Looking at this, I mean that's really creepy. But you know the thing that I thought, this is my thought. I don't generally tell them that I saw they were on the website, like in Jen's case, because I had a relationship with her, like I was comfortable saying that. You know, I've had even people say to me shoot me an email and say, oh, we're not interested, thank you, take us off your. They don't say take us off your list, but just like we're not interested. And then two weeks later they go and download more content or they're back on our website. So that's their way of brushing me off. I don't reach out to them again and say anything. I usually wait a little while, see what else they do, and then I'll reach back out, you know, and be like hey, we haven't spoken a while, pretending I didn't know all this was going on, and be like hey, you know, do you have any questions? You know, just want to see where you're at. Um, so I think you have to be careful on how you use that. But what I will say is that that information is very powerful when it comes to the nurturing and the marketing because, to your point before Janice, you can segment all this information and synthesize it so you can have automated emails go out to somebody because they went to a specific

page on your website, because they downloaded something, because they did whatever. Give you a really quick example In most of my sales emails and just in most of my sales emails not really marketing emails there's usually a link to book a call with me.

**Jason Kramer:** 25:18

It's just, everybody uses it, it's just easy, right, and so I have it set up where, even though that's through Calendly, I have it set up in my CRM where, if they click that link, my CRM knows they clicked that link to go to Calendly, but my CRM knows whether or not they actually booked a call and if they didn't book a call two days later, I'll send a very generic email. Hey, Janice, I noticed you tried to book a call with me the other day. I didn't see it show up in my calendar. Not sure if there's a weird like text snafu, but if you're looking for time like, here's my link. Again, you know, hopefully we could talk soon, and so that's just the system, sort of nudging them a little bit, saying like, hey, I recognize that you clicked it, but I'm not like outwardly saying like I'm tracking you, you know yeah.

**Janice Hostager:** 26:01

And that's really a smart way of doing it too. Because I think so. Instead of a funnel, I use what I call the trail to the sale. It basically is similar. It starts from awareness consider, compare, evaluate, buy, supersize, send and serve. So I think so along the spectrum of the buyer journey. Basically, what I noticed and the reason I never really liked the funnel is that the funnel makes you feel like people just kind of fall through it, like you start in the top and then you know, yeah, not everybody will get all the way to the bottom, but it just kind of happened. But in reality that is not at all

**Janice Hostager:** 26:39

what happens and that's why we're having this conversation today is that you have to nurture them along the trail, like move them all along to the next step. Not that they're not in control too because gone are the days of a lot of push marketing, but you know the consumer now is in control, so it's more of the pull. But people can hop off the trail and, you know, unsubscribe for a while and then come back on later on and do this time and time again. You know, get close to purchasing but then back off a little bit. So it's really interesting to follow that and I know it happens because I do it myself and because I can see that my clients do it as well. Like they'll be very interested. But then, especially for someone like me who does marketing, they may, you know, be focused on marketing for a season, but then something else you know came up in their business and they got distracted and yada yada.

**Janice Hostager:** 27:34

So I like what you're saying in that if you can figure out the path, the journey that your customer is actually taking, then you can set up a simple email automation or a something you know or some way to trigger you so they can reach out to them. However it is you do business, so that you can keep them moving along that trail.

**Jason Kramer:** 28:02

Yeah, and that's what you know I love about the approach we take is that you know, you and I know what that is and kind of how to do that right, how to set up those automations, and so you know, even for the listeners, you know, I would say almost regardless of the platform I use, you know, feel free to reach out to me and if you need help, you need some guidance. You know, I know there's tutorials and things like out there, but sometimes you need somebody to hold your hand or kind of you have a unique situation or your unique idea that you're not finding a specific video or guide on how to execute that. You know that's what we're here for is to kind of help people, you know, kind of break through that kind of barrier where they're like, hey, that sounds great, I love what you're talking about, but I have no idea how to do that. Right. So what happens? They just never do it. Right. Because they don't know how to do it.

**Jason Kramer:** 28:45

And so I want to make sure that everybody feels comfortable, you know, just in this conversation, to say that we're not just you know only, we're not just only talking to multimillion dollar companies. We talk to solopreneurs and all different types of businesses to help give them advice, because everybody should have that opportunity to have that knowledge. I've always believed education is like as much as I don't like to say it but my sales technique, if you will, because whether or not they want to buy from us, that's up to them. All I can do is just present to them how we can provide value. But I never want to bring anybody on board that I truly don't think we can help, because no one's going to win in that situation.

**Janice Hostager:** 29:26

Right, right and I think you alluded to this that some email software and I haven't used MailChimp in quite a while, but most email software has some sort of an automation setup. So if somebody clicks on a link, you can set up an autoresponder so that they will get information back, but unless it's a more expensive system, like a HubSpot, for example, which most people that are starting out in their business that's going to be out of their reach. It's an expensive platform. Yeah, so do you have some other tools that you recommend or some resources that you recommend for smaller businesses?

**Jason Kramer:** 30:09

So I mean, if you're comparing something to HubSpot, there's a tool that used to be called Sharp Spring. We've been using that product for over a decade. They actually got bought about three years ago by Constant Contact, so it's now called Constant Contact Legion CRM. We're one of just a handful of exclusive resellers and partners, so you couldn't even buy that product directly from Constant Contact. You'd have to go through one of their partners, like Cultivize. But that's a product that's going to be less expensive than HubSpot. It can do everything that HubSpot can do, but the benefit is that HubSpot has the hubs, right. They have the sales hub, the marketing hub, the content hub, and so you have to buy all these individual tools that are like almost \$1,000 a piece, right, if you want to use everything. And so, yes, it does become extremely expensive.

**Jason Kramer:** 31:00

This other tool from Constant Contact and just for clarity of your customers, it's not the base Constant Contact email tool for 50 bucks a month. It's a tool that's about \$1,000 a month, but that's a lot less than the \$5,000 a month you would spend at HubSpot. But everything's included, right? So your email marketing, your CRM, your sales pipeline and sales tools, you can build a whole lot in there, landing pages. I don't want to do technical stuff, but it's a very powerful tool.

**Jason Kramer:** 31:31

Another one we like, also for just email marketing if you don't need the CRM piece is another product called VBOU, the letter V-B-O-U-T that we really love. It's kind of closest to probably like a product called Klaviyo, which is strictly, or like Pardot, which is for Salesforce. It's strictly an email marketing automation piece, but a pretty sophisticated tool but easy to use. And then, lastly, I would say that you say that this new tool that we created, which you could find more about if you go to ProfitPathTool.com, is a tool that we built here for the last several months and that's the one I mentioned, all built on interconnected Google Sheets, which I would say is for a price point of, with the coupon code I'm going to give to your listeners here at the end of the show for \$149, one-time access, one-time fee, rather for the access no monthly subscription, no annual subscription. You really can't go wrong.

**Jason Kramer:** 32:27

It's like I don't think there's anything less expensive on the market. That's as sophisticated as what we built with those spreadsheets.

**Janice Hostager:** 32:35

That is cool, and we'll put the links to all these things in the show notes for today as well, but I'm going to check that out as well. Well, thanks so much, Jason. I really enjoyed our conversation today and I appreciate you coming on.

**Jason Kramer:** 32:52

Yeah, I appreciate that. And one last thing you know we talked about lead nurturing. We actually just wrote a new. It's called the Blueprint for Lead Nurturing. So if you go to [afterthelead.com](https://afterthelead.com), that's the word [afterthelead.com](https://afterthelead.com), there's information. In there we can download a bunch of eBooks that we've created here at Cultivize. There's a link to connect with me on social media. You can even book and schedule a free consultation with me off of that page and there's also a link to that Profit Path tool I mentioned. So [afterthelead.com](https://afterthelead.com) is a great resource for any of the listeners. And, lastly, if you use the coupon code `janice` all lowercase, you'll save \$50 off of the Profit Path tool.

**Janice Hostager:** 33:30

That is awesome. Thank you for doing that for my listeners.

**Jason Kramer:** 33:32

My pleasure.

**Janice Hostager:** 33:33

All right. Thanks again, Jason, I appreciate it.

**Jason Kramer:** 33:36

Thank you.

**Janice Hostager:** 33:38

So what do you think? Are you ready to systematize your lead nurturing process? For more information about anything we talked about today, visit [myweeklymarketing.com](https://myweeklymarketing.com). Forward slash 94. I hope you enjoyed this episode. If you liked our conversation, I'd love to have you follow me on iTunes or your podcast platform of choice. See you next time. Bye for now.