



# BONUS CONTENT:

## THE POWER OF HUMAN CONNECTION

*Multiple Touch Card Campaign  
Examples and Stories*

## Example #1



This is an example of a five-touch campaign that was designed for an Aston Martin dealership. The purpose of this was to show them how they could easily extend their follow-up from a single touch to a five-touch that would reach their customers at optimum times.

The hub of a good multiple touch campaign is built around the thank you, birthday and holiday opportunities. We simply suggested to send those and add a keep in touch and a promotional card inviting them to bring their car in for service.

In this case, the only variable piece that requires input from the salesperson is in the thank you card. They simply take a photo of the buyer next to their new car. Then they can have a pre-written thank you message already built in the card. They can overwrite that message to personalize it to that individual. Once they do that, they can click send.

All four remaining impressions have pre-set photos and messages built in. This minimizes the effort but the receiver is left with the impression that the dealership went way above and beyond to make them feel appreciated.

You will notice we used the r80/m20 rule (80 percent relationships, 20 percent marketing) as four out of the five impressions were strictly focused on creating relationship. The fifth impression was a marketing promotional piece inviting them to bring their car in for service. The first four messages are short, personal and only express appreciation. The philosophy is that you only say thank you, you only say happy birthday and you only say happy holidays, with no promoting or selling of any kind.

We even recommend that any company branding be done subtly and discreetly. The more you make these impressions about the person you're sending them to or the products they are interested in the better.

In this campaign, we recommended a keep in touch impression called "top shelf living." Aston Martin owners are part of an elite club and they take great pride in their vehicles. So, the "keep in touch" impression simply celebrated their car. The dealership's CRM keeps track of the exact car the buyer purchases so when the buyer receives this impression, it can have their car picture on it.

## Example #2



This example shows a motorsport dealership campaign. They did a similar five-impression campaign but used custom built cards for each impression.

### **Example #3**



Linda Walters is a Mortgage Broker from Toronto Canada. She and her team send out a four-touch card campaign to everyone they do a mortgage for. The first touch is a “Nice to Meet You” that they send after the first meeting with a couple or family that’s starting the tedious mortgage process.

When they are done with the transaction, they get another card that says “Thank you for the business.” Their third impression is sent out on the “anniversary date” of their closing. The fourth impression is a “Keep in Touch” card that simply says they are thinking about their family and hope all is well.

She does not ask for referrals or promote her company's services in any way. Since incorporating this simple campaign, Linda's mortgage company has increased its business by 71 percent all from referral business. These phenomenal results culminated in her getting rid of all other advertising and marketing efforts.

#### **Example #4**

Heba Malki, is co-owner of the Domilya Group, a commercial and residential construction business based in Milton Ontario, Canada. In her first 11 years of business, she and her husband had primarily used online marketing and networking events to promote their business.

In the past three years, the couple has incorporated a strategic relationship marketing plan that has increased their revenue by 320 percent. Heba runs this program and she goes by one simple rule: everyone she meets receives a minimum of four tangible touches in the mail every year. Each multiple touch campaign starts with a "nice to meet you" card and gift. She then sends a birthday card (if she has their birthdate), a Christmas card, Valentine's Day card, and a Happy New Year card. She does this to stay top of mind with people she meets, and her focus is to create relationships, not generate business.

When those she meets have an interest in their construction services, she sends a "Thank you for the opportunity to bid your job" card, a "Thank you for choosing us" card, and she even sends a card when they are not chosen for the job. She then sends a thank you card and gift after completion of the job, a three month stay in touch card, a six month stay

in touch card (usually centered around a holiday), and a 12 month stay in touch card. She even sends a thank you card to anyone who does an online review of their business.

Anyone who ends up in her marketing funnel receives at least seven cards from her company within a year. It is only after all those touches that she will send an “ask for the referral” card. She is implementing the r80/m20 Rule, and her business has received phenomenal results.

Heba tells a story about being the high bidder on one job, but how they won the job in spite of the pricing because of her card-sending habits. They were invited to bid a large renovation job for a medical office. She sent their usual “Thank you for the opportunity” card and included a box of brownies. After they completed and sent the bid, she then sent another thank you card with a large gift box.

A few days after she sent the second card and gift, they received a phone call asking them to come in for a meeting. When they got there, the first thing the doctors told them was they were the highest bidder. “We are giving you the job anyway,” the doctors said. They said anyone who takes the time to follow up with the timing and class that Heba’s company did must put that kind of extra effort when doing the job. They wanted someone they could trust to finish the job right. This, my friends, is the power of human connection at its very best.

**[This bonus content is an excerpt from the book \*The Power of Human Connection \(pages 60-65\)\* by Kody Bateman.](#)**  
**[Click here to view or purchase any of Kody’s books.](#)**

## ABOUT THE AUTHOR



**Kody Bateman is the founder of the modern-day Promptings Movement.** His mission is to bring the world together by helping people act on their Promptings to create genuine human connection.

His multi-faceted approach to pairing Relationship Marketing with the Promptings Process has resulted in world-renowned results for millions of people.

By first helping you create a personal development plan, he helps you transform your mindset and nourish the unique genius within you. Working with the subconscious mind, his philosophy teaches that “the stories you put in your mind become the stories in your life.” Once you build that strong foundation, he helps you discover the reciprocity in what you send out in life is what you get back.

Not only does he teach you how to do this in your personal life and your business, he also has daily tools and mechanisms you can use to do it. Those systems have transpired into the best personal development and relationship marketing tools in the world today.

His systems have been used by over 1 million people with over 200 million greeting cards and 13 million gifts sent to people’s friends, customers, clients and family members all at the perfect time. No more birthdays are forgotten, appreciation is shared when needed, and automated pre-set messages with gifts are sent over an extended period so businesses can stay in touch with their clients. This activity has generated over 20 million referrals and \$100s of millions of dollars in incremental business to his users.

Kody is the founder and Chief Visionary Officer of an international relationship development company that utilizes the affiliate and network marketing business model. In addition to customers using his services to enhance relationships, independent Affiliates use it to create lucrative income streams by sharing his amazing programs.

He offers countless free tips and trainings via online and social media streams and he offers life-altering and business-generating events around the world.

His passion for showing people the power in a prompting goes unmatched. As more and more people act on their promptings, kindness and appreciation ripples out into the world connecting us together again. His dedication to this mission is creating a community centered around promptings, and he loves to see that community make a lasting difference in the world.