

# PING-ing AS A STRATEGY



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# What is PING-ing?



Let's assuming you've done your research



# Strategy: Ping-ing

- 10 minutes a day
- Reach out and add value
- Comment (not just LIKE)
- Be yourself
- Don't ask for anything
- Don't promote your products
- Be cool
- Dig a well before you're thirsty



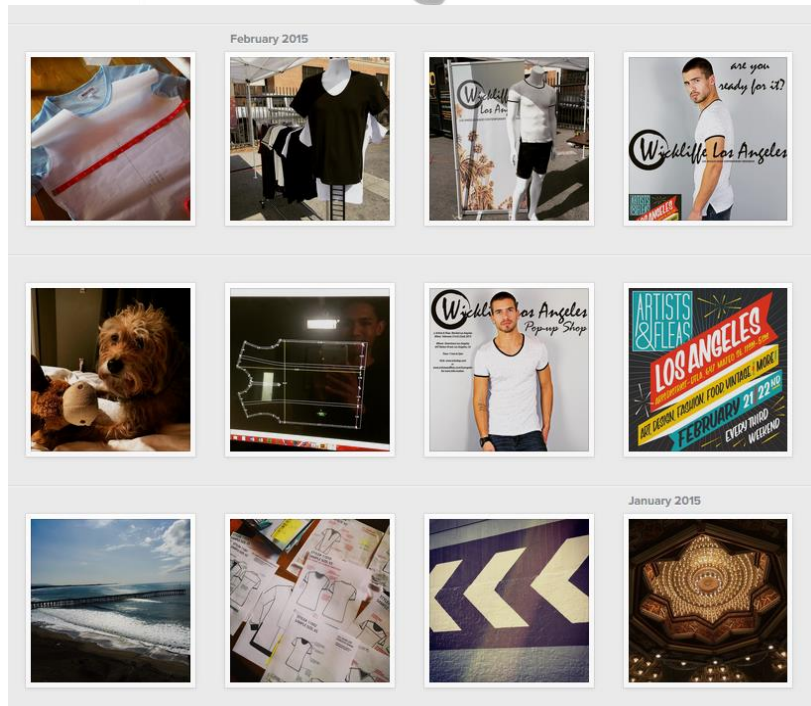
# Ping-ing

- Email
- Check-in
- Grab coffee
- Show up
- Follow up
- Be helpful



# Strategy: Ping, Instagram Results

## Instagram



Dwyne  
<http://wlashop.com>

# Strategy: Ping = First Online Sale



December: He starts marketing.  
Within weeks, Dwyne posts this...

“Some great news I wanted to share with everyone! I've been pinning, posting, and marketing like a villain this week and guess what!!???”

I got my first online sale!!!!  
Yippeee!”

# Because Dwyne's that awesome...

## Dwyne's Story – Part 1

I wanted to share something that has totally helped me in my strategy to build relationships with boutique owners. **I've been following my top stores** I want to get into on Instagram and liking and commenting on all their posts

Some I have not gone into since I started doing this routine. But I realize once I do stop into the stores to just check them out. The **boutique owners instantly recognize me** and remember who I am and what I do

Now I'm working on building relationships with these owner to sell to them at a later time. But **this strategy has been by far very useful in breaking the ice with boutique owners and starting relationships with them....**



# Because Dwyne's that awesome (*and that committed*)...

## Dwyne's Story – Part 2

“...Today I walked into a boutique that I want to sell to. I stopped by just to see what was going on there. **The owner instantly remembered a comment I made** on their Instagram on how much I loved their window displays they posted

**This quick pop-by turned into an hour chat** of getting to know their business and their store. I didn't sell to him this time but I will later in the future after a few more encounters and once the spring line is ready


BAMmmmm! **Setting up the ground work** for an awesome spring season...”

# More Ping-ing Success

“Dwyne - I am sending you a huge hug and kiss right now! I followed your Instagram advice on following shops on I would someday like to be in. Yesterday I commented on one and now the owner wants my line sheets!

Do I have line sheets?!? Not yet, but I will Monday

So thank you!! thank you!! thank you!!”

A large, solid gray circle is centered on the page. Inside the circle, the text "You can pretend to care, but you can't pretend to show up." is written in a white, sans-serif font. The text is arranged in three lines, centered horizontally.

You can pretend to  
care, but you can't  
pretend to show up.

- George L. Bell



## Listen to this Podcast!

- “What Makes a Successful Creative”
- Interview with Paul Klein
- Find it on iTunes or Stitcher Radio

[fashionbrainacademy.com/paulklein/](https://fashionbrainacademy.com/paulklein/)



# Strategy: Influencers

- Bloggers
  - Product Review
  - Product Giveaway
  - Coupon / discount for readers
- Can use 2 or 3 of these at the same time
- For example, product review plus giveaway of a product
- Coupon / discount is usually 25%, up to 40%
- Many are free – your expense is the cost of the product + shipping
- 99% of the time you will NOT get the product back

# Strategy: Influencers – Finding Blogs

- Google it up...
  - Top my niche blogs
  - Most popular my niche blogs in Houston
  - PR friendly my niche blogs
  - Product giveaway my niche blogs
- Blog Directories: “23 blog directories to submit your blog to - Search Engine Journal”
- Independent Fashion Bloggers: [heartifb.com](http://heartifb.com)
- Blog Lovin’

# Strategy: Influencers – Finding Blogs

- My product would be great for travel blogs and articles about travel. My Google search
  - Top travel blogs
  - Top travel on a budget blogs
  - Travel writers
  - Check the “related searches”

## Searches related to best travel blogs

best **luxury** travel blogs    best travel blogs **to use**  
**top 10** travel blogs    best travel **journals**  
best travel **sites**    **y** travel **blog**  
travel **blog awards**    **and north**

# Strategy: Finding Bloggers


Messages

fashion bloggers

What's happening?

View 1 new Tweet

**SHOWstudio.com** @SHOWstudio · 5s  
Stay tuned for footage of last week's Aalto Arts Fashion Seminar, co-chaired by [@PinItOppard](#)! [showstudio.com/blog/post/2015...](http://showstudio.com/blog/post/2015...)



View photo

- Fashion bloggers** @FbloggersUK
- Fashion Bloggers** @FashionFunBlog
- A Fashion Blogger** @fashionxblogger
- Fashion Blogger** @cardiffashion
- PFB Fashion Bloggers** @BloggersPh
- 4 Fashion Bloggers** @4FashionBlogger

Search all people for **fashion bloggers**

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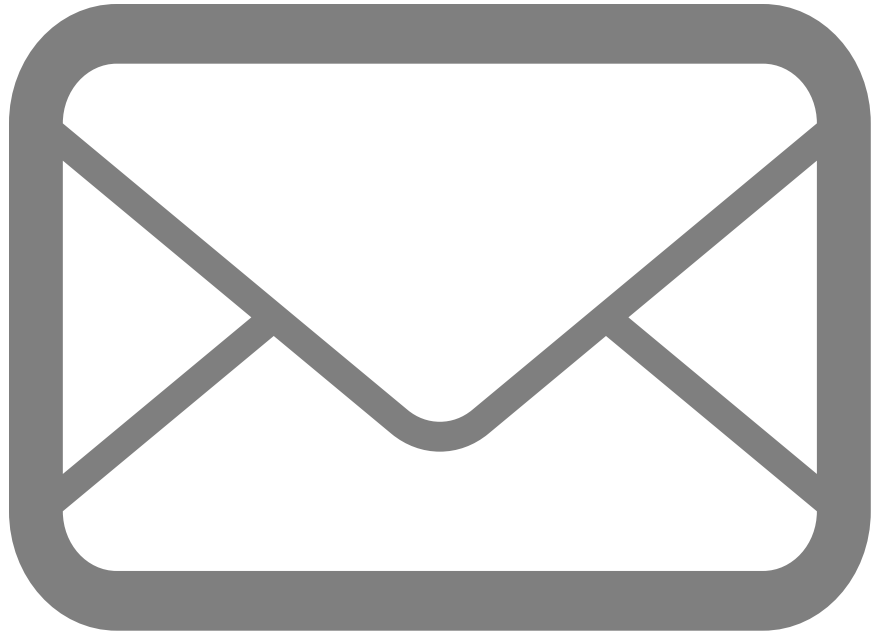
**think with Google** @ThinkwithGoogle · Apr 23  
Sign up to receive marketing insights, consumer trends and more from



# Strategy: Influencers – Blogger Outreach

- Connect on Twitter / Instagram before you email a blogger
- Comment on their Tweets, connect authentically
- Comment on their blog posts – when you have something of value to add
- OK to put your link in the “from”, not in the body of a blog comment (too spammy)
- It’s the same as connecting with retailers – get in their world, get to be “buddies” before the pitch

# Strategy: Influencers



- GREAT pitch idea from Bushra Azhar (*The Persuasion Revolution*)
- Her ONE email subject line got an 80% response rate from celebrity bloggers...

*“A gushing torrent of admiration and a blog pitch”*

# Strategy: Also...”Influencer Marketing” (paid)



[mywifequitherjob.com/influencer-marketing-emmanuel-eleyae](https://mywifequitherjob.com/influencer-marketing-emmanuel-eleyae)



Perfect is  
good but  
**DONE**  
is better

*- Jane Hamill*