

Eagle Strategy Group Presents

Scarcity Marketing Campaigns - A Free Preview



Your guide to building scarcity social
media and email marketing campaigns that
convert customers and grow sales.

Steve Moorar

IT'S ABOUT NETWORKS AND SALES

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Scarcity Marketing Campaigns Summary

A brief description of *Scarcity Marketing Campaigns: Your Guide to Building Scarcity Social Media and Email Marketing Campaigns*.

by Steve Mooar

The *Scarcity Marketing Campaigns* (eBook) is your guide to building scarcity social media and email marketing campaigns that convert customers and grow sales. The book is exclusively available on [Amazon.com here](#).



Scarcity and email marketing. There is a psychological effect that can be triggered by creating a sense of urgency in your sales funnel. If your customer feels they are on a deadline they are more likely to react to a call-to-action. Basically, you are creating demand.

I have been designing and implementing email marketing strategies since 2000. I have found that scarcity is a very strong message that I have been successfully able to apply to social media marketing

Scarcity Marketing Campaigns eBook Description

Are you just getting started with social media and email marketing and need help with your strategy? Are you already producing social media and email marketing campaigns, but can't get your followers to buy? Are you frustrated with marketing and feel your sales funnel is broken? Are you getting some conversion from your marketing efforts, but want to do better?

In this book, I will teach you everything you need to know to create your own Scarcity Marketing Campaigns. Even if you have just started and only have a couple followers or have just started collecting email addresses, following the instructions in this book will help you engage with your followers, improve conversion, and increase sales.

In this book, you will find easy step-by-step instructions to:

- Design your marketing campaigns
- Improve your sales funnel
- Create demand for your products and services
- Write email subjects that increase your open rates
- Write social media posts and calls to action (CTA's) that get more clicks

I have seen readers increase engagement by 150% and sales by 40% in just their first 72-hour Scarcity Marketing Campaign. This is without spending a single dollar on expensive marketing tools and without spending additional time on marketing.

Scarcity Marketing Campaigns Preview

Here is a preview that includes Chapter 1 and the beginning of Chapter 2.

by Steve Mooar

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About Author

Steve Mooar is a management consultant by day and growth hacker by night. He has worked with numerous small and medium sized businesses over 20+ years with marketing projects completed in:

- Consumer Products
- Publishing
- Professional Services
- Retail
- Travel & Hospitality
- Many More

To reach Steve or give us feedback on this book, email us at ebook@ScarcityCampaign.com

Chapter One – Introduction to Scarcity Marketing

Scarcity [skari-si-tee]

- 1. Insufficiency or shortness of supply; dearth
- 2. Rarity; infrequency.

The concept of the scarcity of a product driving demand is not new. Any parent has learned the hard way at Christmas time that there are always key toys on the Santa list that just do not seem to be available. I remember trying to hunt down toys based on Disney's Frozen a few years back and hitting road blocks at toy stores and mass retailers. Searching Amazon and eBay showed pricing climbing higher and higher.

The problem with the Christmas example is the manufacturer and Disney are not benefiting from the demand. The people benefiting are those that were able to get their hands on the products and sell through channels like eBay that allow for a price higher than retail. Further, supply coming after the season for products in demand will have some value but the sales opportunity is lost.

Unlike, the Christmas example, using the Scarcity Marketing Campaign model allows one to control both the supply side and demand side. At a very high level, the Scarcity Marketing Campaign creates a perceived sense of urgency by implying that a product or service is in limited supply.

There is a psychological effect that can be triggered by creating a sense of urgency in your sales pitch. If your customer feels they are on a deadline they are more likely to react to a call-to-action. Basically, your Scarcity Marketing Campaign is creating demand.

There are easy tweaks you can make to your email subject and copy to trigger the sense of urgency. In fact, you can skip right to step 3 of the Scarcity Marketing Campaign Approach, "Create Urgency in Your Email Subjects". Follow this step and start doing exactly that and trigger a sense of urgency for your existing marketing campaigns. However, this book is about applying the Scarcity Marketing Campaign Approach to your entire sales funnel. The result is the creation of a marketing campaign that will really move the needle.

With these 4 tools in place, you just follow three easy steps to create a Scarcity Marketing Campaign:

- Step 1 – Designing your scarce product
- Step 2 – Define your sales pitch
- Step 3 – Create an email that converts

Chapter Two – Scarcity Marketing Tools

One of the added bonuses of following the Scarcity Marketing Campaign Approach is that it probably fits into your existing sales process right out of the box. You can start using this approach with a very basic sales funnel. Plus, the tools you need to complete campaigns in this approach you probably already have.

Does this sound familiar? You send an email with some copy and a link to your website. The link is referred to as a call-to-action (CTA). The email subscriber clicks on the link and is taken to a sales page for your product or service. The sales page also has a CTA to buy your product or sign up for your service. You do the same with social media and in the above example, you just replace email with a Tweet or Facebook post.

This is the 3 basic steps of the sales funnel we will be using to implement the Scarcity Marketing Campaign Approach. To clarify, here are the 3 basic steps in our sales funnel:

- Step 1 – The Scarcity Marketing Campaign is kicked off with an email and social media posts that create a sense of urgency and include CTA's.
- Step 2 – The customer responds to the CTA in the email or social media and ends up on your sales page on your website. The sales page steps up the level of urgency.
- Step 3 – On your sales page, the user clicks on the CTA and adds your product to their cart and completes their purchase.

Yes, this is very basic product sales funnel, but it gets results...

GET STARTED

Now that you have read the preview to *Scarcity Marketing Campaigns*, get the entire eBook on Amazon.com. The book is only \$2.99 and the bonus content alone is worth over \$20.

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AMAZON.COM

