

MARKETING 101

A decorative frame consisting of a horizontal bar with rounded ends, flanked by ornate scrollwork and flourishes above and below it.

MARKETING PLAN

THE MORE EXPLICIT YOU ARE ABOUT STRATEGY, THE BETTER YOU CAN IDENTIFY THE RIGHT OPPORTUNITIES TO GROW YOUR BUSINESS.

ACT 1

ESTABLISH YOUR PRESENCE

WEBSITE ————— make him an offer he can't refuse

KEYWORDS ————— connect with potential customers

PLACES ————— put your business on the map

ACT 2

IMPROVE YOUR PROMOTIONS

SEARCH ————— it pays to be number one

SOCIAL ————— give people something to talk about

EMAIL ————— where everybody knows your name

ACT 3

INCREASE YOUR PROFITS

ANALYTICS ————— if you can't measure it, you can't manage it

REPETITION ————— make your business unforgettable

FOLLOW UP ————— the fortune is in the follow up

PRESENCE

WEBSITE

VALUE PROPOSITION

What's new about my product - how is it innovative?
What's useful about it - how can I make it indispensable?
What's wow about it - how is it inspirational?

ACTION STEPS

Write a headline for your website that highlights your value proposition.
Create actionable content that delivers on the promise of your value proposition.
Translate your value proposition into a sales funnel to convert visitors to customers.

KEYWORDS

KEYWORD RESEARCH

What keywords are customers using to find my business online?
What problem can I solve, what information can I provide?
How can I use keywords to increase my visibility online?

ACTION STEPS

Use Google's keyword tools to discover niche keywords for your product, business, and industry.
Write a targeted message that is relevant to the keyword searches your customers use to find you.
Create a list of keywords to incorporate into your website and social content for better visibility.

PLACES

TARGET AUDIENCE

Where do my potential customers spend their time online?
What social channels are they using, what blogs to they read?
What channel and message will work best to reach them?

ACTION STEPS

Write weekly articles for your website or blog to rank on the first page of the search results.
Set up a Facebook business page so potential customers can get to know you.
Research the top websites that reach your target audience and run banner ads on these sites.

PROMOTION

SEARCH

CONTENT STRATEGY

What content do I need to create to attract customers?

What content can I create that people will link to and share?

How can I use content to capture my website visitors info?

ACTION STEPS

Map out your content strategy long term, determine your overall message and take-aways.

Create a digital report that delivers unique value, continually update it to attract links.

Design a follow up strategy to connect with customers after they consume your content.

SOCIAL

FACEBOOK PAGE

How can I tell the story of my business on my Facebook page?

How can I create an experience on my page that engages people?

What kind of promotional incentives can I use to drive sales?

ACTION STEPS

Set up your Facebook business page, use text, images, and video to create interactive content.

Create custom tabs that feature your products, share original content, and welcome your visitors.

Plan a promotion calendar to drive product sales, make your promotions limited and real time.

EMAIL

ENGAGEMENT

What message should I use to attract subscribers to my list?

How can I continually deliver unique value to my subscribers?

How can I ensure my promotions are noticed and get response?

ACTION STEPS

Create an email subscription form for your website with an incentive to subscribe.

Design an email template and format to consistently deliver high quality content to your list.

Write a series of headlines and strong calls to action for your email sales promotions.

PROFITS

ANALYTICS

KPI'S

How can I make sure that I'm attracting a quality audience?

How do I know if my Facebook content is engaging people?

How can I improve the response to my email campaigns?

ACTION STEPS

Set up Google Analytics on your website and track visitors, bounce rate, and time on page.

Run weekly Facebook Page Insights reports and track likes, friends of fans, and reach.

Use your email software analytics tools to track subscribers, open and clickthrough rates.

REPETITION

CROSS CHANNEL

What visuals will attract my target audience in my banner ads?

How do I make sure my business gets noticed and stand out?

What channels can I use together to layer my message for impact?

ACTION STEPS

Design a series of banner ads around one central theme, rotate them daily, weekly, and monthly.

Set up a retargeting campaign on a display network with a follow up banner for your sales offer.

Create a promotion for search, social, display, and email marketing around a single sales offer.

FOLLOW UP

TOUCHPOINTS

How will I set up my sales funnel so I can follow up immediately?

What questions and concerns do my potential customers have?

How will I frequently follow up to ensure I stay top of mind?

ACTION STEPS

Determine the best time to follow up with prospects in the sales cycle, and do it daily.

Write down a list of potential questions and concerns to address them in the conversation.

Keep a calendar to track weekly phone and email touchpoints with potential customers.

Establish your presence - If you don't have a direction, if you don't have something distinctive at the end of the day, it's going to be hard to win. Strategy is about tough decisions. It's about choice, trade-offs, and fit.

1



When it comes to a website, you want to make your customers an offer they can't refuse. The goal of your website is to drive sales, your website should be designed so that every interaction builds toward the sale.



Your next goal is to find your target audience online. Connecting with the right people, at the right time is essential to growing an Internet business. You'll need to understand keywords to reach your potential customers.

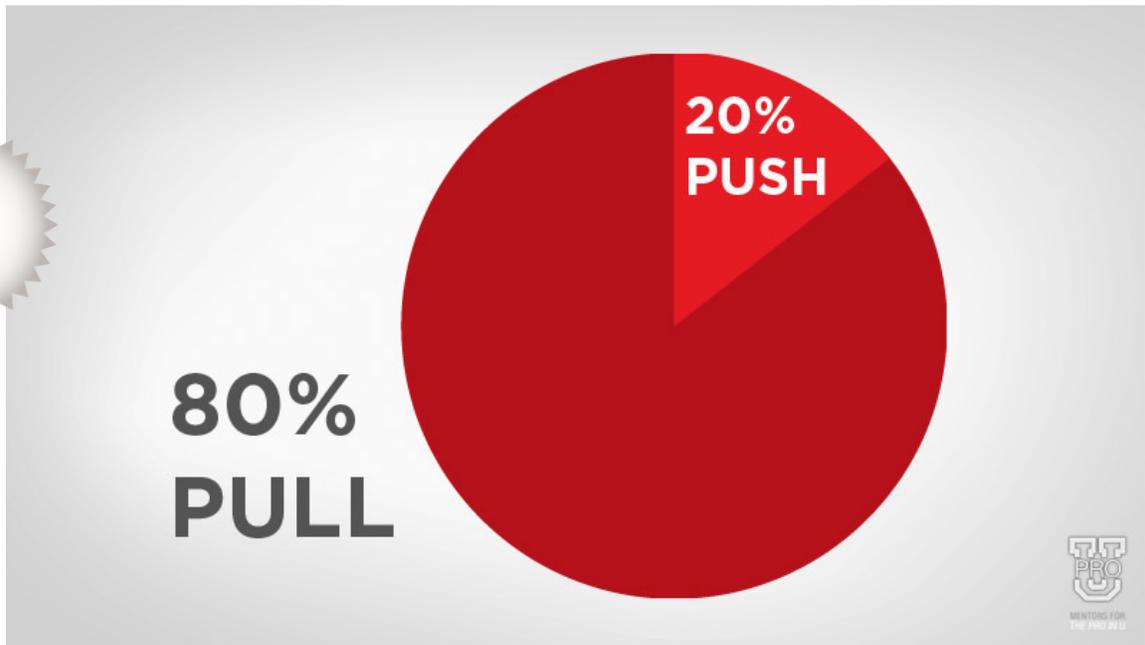


To market successfully online you'll want to focus on places. The platforms and pages where your target audience spends their time. Where will you find your customers, on Google, Facebook, popular websites?



Improve your promotions - In a world where there are so many messages, it's increasingly difficult to rise above the noise and be noticed. It's not about what you do, it's about what you do differently than everyone else.

2



With search marketing it's essential that you play to win. You want to get your website ranked on the first page of the search results. The top 3-5 positions receive 90% of the available traffic. It pays to be number one.



To succeed in social media you have to give people something to talk about. Where search marketing is about information, content, and value, social marketing centers around storytelling, visibility, and connections.



Email marketing is driven by familiarity, engagement, and your ability to meet your audience's expectations. When a customer signs up on your email list, you want to follow up regularly to establish a relationship.



Increase your profits - Repeat, happy customers are the key to profitability. Buying habits form through simple, time-tested methods like reward and repetition. Give your customers a reason to buy frequently, and they will.

3



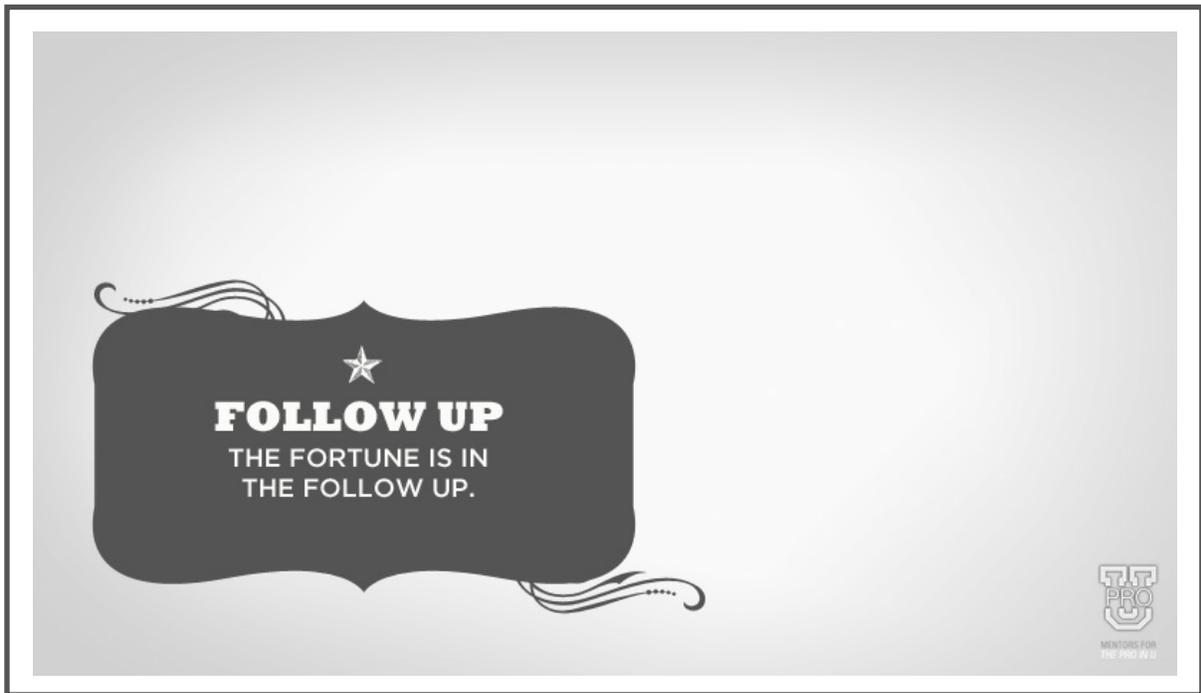
Analytics tools provide you with valuable insights that will increase the profitability of your marketing campaigns. When you measure your campaign performance you see immediately what works and what doesn't.



Repetition is what makes an online campaign profitable. Your goal isn't to spread your message all over the Internet. Go deep, not wide. This will ensure your business remains top of mind with your target audience.



While a high number of sales can be driven through a powerful online presence and well designed sales funnel, the fortune is still in the follow up. Potential customers will respond best to one-on-one communication.



Content Strategy Content strategy plans for the creation, publication, and governance of useful, usable content. Otherwise, content production isn't strategy at all: it's just a glorified production line for content nobody really needs or wants.

Cross Channel Cross-channel marketing is more than just communicating with customers using multiple channels. It denotes the ability to drive a single campaign with a consistent message that is coordinated across channels to increase its effectiveness.

Engagement Engagement builds deeper connections with customers and prospects through highly personalized one-on-one communications and interactions. It's the value of your communications; it's whether or not expectations were met.

Facebook Page A Facebook page is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations. Unlike personal profiles, pages do not gain "friends," but "fans" - which are people who choose to "like" the page.

Keyword Research Strategic research into the demand for keywords. The process of researching and identifying the terms and phrases that searchers use. Keyword research revolves around the selection of the best keyword and phrases to optimise your website.

Key Performance Indicator (KPI) KPIs are commonly used by a business to evaluate the performance or success of a marketing campaign, sales funnel, or business objective. Success is defined and measured by the incremental progress toward strategic goals.

Strategy Marketing strategy addresses how a business competes successfully in a particular market. It concerns strategic decisions about message and channels, meeting customer needs, gaining advantage over competitors, and creating new opportunities.

Target Audience A target audience is the group of people that a marketing or advertising campaign is aimed at appealing to. Target audience profiles are based on characteristics such as; lifestyle, brand or media consumption, purchase behavior, etc.

Touchpoint Touchpoint is defined as every point in time the customer 'touches' or connects with your company throughout the entire product delivery; before, during and post-purchase. Each of these touchpoints molds their impression of you and your brand.

Value Proposition Your value proposition differentiates your company, products or services from the competition. It's the functional, emotional, and self-expressive benefits delivered by a product, service, or brand that provide perceived value to the customer.

NOTEWORTHY

