



Marketing 101 and Visibility Strategies: Tactics to Bring Your Company Out of The Dark!

Increased Sales! Brand Awareness! More Leads

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Hello,

I'm so excited that you have decided to take this journey of business discovery to dive into aspects of our - Better Business Bootcamp to assist you in maximizing our strategies to increase your business visibility.

We firmly believe that if you are in business selling a product or service, that you need maximum eyes on them so that you can realized increased sales, customers and leads. At the base of this is the realization that marketing is key. Businesses need a robust, effective, cohesive marketing strategy to not only attract your ideal clients but also to effect sales and profits.

Encompassing this workbook will be tools, checklists and strategies to assist you so you are not spinning in the wind throwing darts without having them stick!

We will cover exactly what is marketing, what is branding and how they are different! This workbook will also set out how to affect a dynamic, simple easy to follow Marketing and Visibility Strategy! That will help your business.

So grab a drink, a pen and pad, map out some quiet time in a private space and let's get to work!

Warmest Regards,

La-Von
CEO,
Matters2theHeart LLC,
Better Business Bootcamp



OBJECTIVES

At the end of this Webinar/course, you will

- ✓ Learn the fundamentals of marketing
 - ✓ Verbalize an understanding of Branding
 - ✓ Differentiate Branding vs Marketing
 - ✓ Know the importance of why it is TANTAMOUNT that you know your Target Market and your Competition
 - ✓ How to determine methods for gaining customers
 - ✓ Why it's important to know and understand your numbers
- Be able to perform a marketing audit of your business
- Understand what is Marketing Collateral
- Create a Marketing Strategy
- Create a Marketing Budget'
- Identify your Target Market and Customer Avatar



WHAT IS MARKETING?

At its core, marketing refers to a set of activities that a company undertakes to promote the buying or selling of their product or service! It's a collection of activities or tactics brands use to place their message in the market with the goal of influencing their customers to purchase. It's how a business builds awareness.

Marketing is more focused on sales than branding and is based on a shorter time frame. It almost always has a call to action (CTA) to buy or move closer to a purchase! It can include the buying and selling of these products or services to consumers B2C or to other businesses B2B. A business can also enable others not directly working for the company to assist in this activity by use of rewards or incentives. This is referred to as the use of affiliates.

Whether you are a solopreneur or a company with several employees, the marketing effort seeks to get the attention of potential customers, specifically their target audience or customer avatar through the use of advertising. This advertising can also be buoyed via strategic promotions that can entail special pricing, offers, endorsement5s. Packaging etc

It's also important that once a customer is drawn in through marketing that efforts be undertaken to retain the customer. This entails building and nurturing client relationships. We will cover later in the book things that can be done to keep the customer through branding efforts.

Marketing can be distilled down to a company figuring out how to best match up their products or services to their ideal customer who has a need for them! It's the act of promoting your brand in the market to drive sales!

Why Should You Market Your Product/Service?

You may think, I'm not a marketer! I have a great product; all I need to do is to put it in the marketsphere and people will buy it! Unfortunately, many people think this and then are at a loss when sales are mediocre. They don't understand.

Every business MUST engage in marketing activities. If you don't, who will?

- ✔ How will your customers know to find you?
- ✔ How will they know that your product exists?
- ✔ How will you know if you are reaching your potential customers?

You must have a Plan!

Random one offs or stabs in the dark marketing activity or advertising almost NEVER works!

Branding

Is Branding and Marketing the Same?

Branding is the singular, authentic, original value that you can offer to your clients. It flows through every aspect of the company and it's communicated to your customers every time that they interact with the company whether it's through a visual, auditory or tactile or branding experience not just when they receive a marketing message. It's who the business is!



In a nutshell, everything that a company does or create is their brand. This is why it's very important that the company has a cohesive branding strategy that permeates across all areas of the company.

Branding is the act of expressing all promotion messages (marketing) as well as long term non-promotional messages.

Marketing messages stem directly from the brand and the brand strategy! Marketing only comes into play after the brand as been built with a clear brand strategy designed. So, let's clarify the confusion regarding branding terminology:

Brand:

A brand is the promise that you make to your audiences. A strong brand can be very valuable because when the promise is met, it can evoke an emotional response. The Brand Identity is the visual expression and the name because these give you a way to identify that the promise is made. It's the promise that you keep!

Branding:

This is about positioning the brand to build relationships, trust, fill a need and to develop trust. This is about keeping your brand relevant, differentiated, and compelling. It's the promise that you make.

Branding Strategy:

This is about determining how many brands does the company need or can afford to support, what each brand should mean, and what kind of relationship should exist or not exist with the parent company.

Branding is the way that a company communicates, make and deliver on it's promises!

Branding Promise:

It's one or two sentences that communicates what the customer can expect from all of the products/services offered under the brand. It is not the same as the company's Mission Statement. You can fuse elements of the company's tag line and Mission Statement in no more than one or two lines. It should be simple and easy to understand and clearly communicate a benefit. Your branding promise should be

meaningful, bold, clear, big and it should connect with potential customers on a emotional level.

Powerful Brand Promises!



"To provide well-designed quality products at an affordable price."



"Joy of building. Pride of creation."

BRAND	BRAND PROMISE	BRAND VALUE PROPOSITION
	The World on Time	On-time deliveries
	Eat Fresh	Fresh food
	The citi never sleeps	24-hr banking

Brand Promise vs. Tagline: What's the Difference?



BRAND PROMISE
A statement you make to your customers about what they can expect from every interaction with your brand.



TAGLINE
A slogan used in conjunction with a product or brand that is often catchy and fun, but might not be specific to the value you offer.

SIMPLE STRAT

Some examples:

Wal-Mart:

Save Money. Live Better! – combining the promise of low prices with an emotion benefit. It offers it's customers a better quality of life with easy access to necessities.

Nike:

To bring inspiration and innovation to every athlete* in the world! – Nike isn't mentioned but it tells the consumers what they aim to do on a much larger scale that sports clothing and equipment.

BMW:

The Ultimate Driving Machine! – they aim to product efficient and elegant vehicles

Apple:

Think Different! - It's one of the most famous slogan and arguably have helped to push them to the top in the computer industry. Their guarantee to see the world differently and to create and their promise to inspire their customers to do the same.

Coca-Cola:

To inspire moments of optimism and to uplift! It does not mention a product or service, it's more of a mindset- a lifestyle brand.

Geico:

15% or less can save you 15% or more on car insurance!

Does your company have a Brand Promise? Yes No

What is it? _____

Branding is a:

- ✓ Feeling
- ✓ It's essence
- ✓ Promise
- ✓ Reputation
- ✓ Fragile
- ✓ It's consistency!

Brand strategy seeks a relationship! Marketing strategy seems a transaction!

Elements that make up your Branding Strategy:

- ✓ Business Name _____
- ✓ Logo: Do you have one? Yes No
- ✓ Uniform Look: Audit your sites, logo, flyer, business cards.
Are they Uniform _____
- ✓ Repetition _____
- ✓ Value Proposition: What is your company's Unique Value Proposition

- ✓ Benefits: What benefits can the consumer expect to get from your product/service?

- ✔ Does your company value customer service? Yes No
- ✔ What does the company do to excel in the customer service arena?

- ✔ What will your brand be synonymous with _____
- ✔ What is the one thing that you want your company to be known for?

- ✔ What are you selling? A product or Service?
- ✔ What is it? _____

FEATURES VS. BENEFITS

Features:

Features are the facts about a particular product or service. They add credibility and substance to your sales pitch or content writing.

Benefits

Benefits gives consumers a reason to buy because it explains how your product or service can improve their needs.

<p>A FEATURE IS ...</p> <p>What something IS</p>	<p>A BENEFIT IS ...</p> <p>What something DOES</p>
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So What? – answering the question ‘So What? Can translate features to benefits.

To make your ad copy stand out on eg. Your flyer, posts, sales pitch, website, you should be using a combination of features with heavy emphasis on the problems.

EXAMPLES FEATURES VS. BENEFITS

Product/ Services	Features	So what? What's the advantage?	The compelling sales message
Mobile Phone	Integrated email application.	Check your emails wherever you are.	With fully integrated email system, this state-of-the-art mobile phone allows you to keep in touch with your customers when you're on the move.
Computer	64 GB hard drive.	Integrate a large amount of software and store a large number of files.	With a 64 GB hard drive, you can store all your important documents on one computer without having to worry about performance issues.
Insurance	Flexible maturity date.	You can choose an insurance maturity date that meets your needs.	Choose the best timing for fund redemption and lock in the greatest potential investment gains without incurring expensive penalties.
Insurance	100 investment funds available.	Many different investment options to choose from.	With over 100 premier investment funds managed by renowned world-class investment managers, you can capture the best market opportunities and maximize potential returns.
Software	An advanced application that can handle multiple users concurrently.	Managers throughout the organization can connect to a common platform to share information.	A state-of-the-art application that can connect multiple users to enhance cost-savings, control, and efficiency.

You need BLS CPR certification. The owner of the training company states:

Features:

- ✓ Card taught by Registered Nurse
- ✓ Stress free environment with small classes
- ✓ Ecards issued the same day.

So what?

- ✔ When you take your CPR certification with us, you will also get our years of experience working in healthcare and also our insight of what it really is like when you are a team helping to resuscitate victims
- ✔ Our clients are small and stress free so we can focus on the you, the individual. We work with you closely so that you have the information and help if you need it to assist you. We will work with you closely to ensure that you see, practice and understand the skills.
- ✔ Our company offer ecards so that if you ever lose your card, you have it right in your email.

Review your content posting and your website and ask, 'So What?' Try to convert the features that you are seeing into benefits. Consumers buy things that fulfil their dreams, desires and that solve their problems! You may include a to the point benefit or the avoidance of a problem or combination.

Ask yourself?

- ✔ What does your customer really want?
- ✔ What are they dreaming off?
- ✔ What are their problems?

You can only sell benefits when you truly know what your customer wants or desires! Typically, consumers are looking to save money, avoid delays, reduce costs, live healthier, happier, more relaxed and more productive!

Now, introduce a problem or two to get the customer's attention? BENEFITS

- ✔ We know that the thought of having to perform CPR can be terrifying, however, we are experienced health care providers and can provide insight of how they really are.
- ✔ We know that learning CPR may be difficult to learn the skills in a large group which is why we emphasize small classes. You will not get left behind and we have the time to ensure that you learn the skills.

Benefit:

The Outcomes or result that your customer will experienced (hopefully) when they use your product or service. It's the primary reason that a potential customer will purchase whatever it is that you are selling! To master the art of finding the benefits that your product or service offers, ask yourself, 'What's in it for me!' WIIFM.

Utilize the tactics above to assist you in writing a strong, persuasive ad copy that will get potential customers to give you a try. Here is an example of the payroll processor, Paychex ad, note there are at least 6 benefits!

Effortless Payroll Software - Accomplish More with Paychex®

Ad pages.paychex.com/Pay_Software/Free_Pricing ▾

Submit Payroll Anywhere, Anytime. Easy-to-Use, Cloud-Based Payroll System.

Safe & Secure · Payroll & Taxes · Free Pricing · Simple Set Up · 24/7 Support Center

2016 Most Ethical Company Honoree – Ethisphere

To quickly grab your potential customer's attention:

- ✓ Highlight a particular problem or benefit on your website, ad copy, flyer or post
- ✓ Use bullet points as the reader needs to quickly scan. List the most important points first.
- ✓ Avoid industry jargon that your viewer/reader will most likely not understand!

- ✓ Are you selling the features of your product/service or the benefits?

- ✓ What is the problem that you are solving for your clients?

- ✓ What are you offering that your competitors are not?

- ✓ Now list 6 features and benefits of your product or service:

✓ _____	✓ _____	✓ _____
✓ _____	✓ _____	✓ _____

By utilizing the strategy of highlighting the benefits that your product/service mentions, you will touch the potential customer's emotion. Every buying decision has an emotion attached to it.

SIMILAR GOALS:

Marketing and Branding share a similar goal. They both aim to attract customers to a company to ultimately grow it! For this course, we will focus on Marketing Strategy!

Consumers don't care about what your product/service can do.....they care about what it can do for THEM!!

The Four Ps of Marketing:

When a company undertakes marketing, it includes the 'Marketing Mix', it's never a stand-alone activity. It's a comprehensive marketing plan that includes several areas of focus. It is a set of action that a company uses to promote its brand or product in the market. It includes the use of:

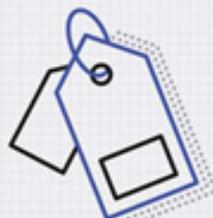
- ✓ Product
- ✓ Price
- ✓ Place
- ✓ Promotion

These are the activities that when done together comprises the essential aspects of Marketing. The marketing mix can be extended to also include : Packaging, Positioning, People and Politics. All elements of the Marketing Mix has an effect of each other. They work together to make up part of the business plan. When researched and designed probably, it can be financially beneficial to a company. If there is no thought behind it or even worse, no marketing plan, it can affect a business adversely.

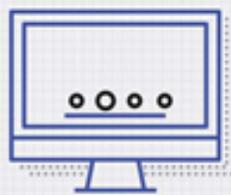
What Is Marketing?



Product



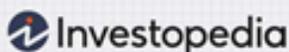
Price



Place



Promotion



Product:

This is the item that your business plans to offer or is providing to potential customers.

It should seek to fulfill a specific need or solve a problem. When deciding on your product or when you are ready to market it, it's extremely important that you understand all aspects of the product. It's the item actually being sold, and it needs to have a minimum level of performance or it won't sell in spite of marketing. You should know:

- ✓ What is the product or service?
- ✓ What need that your product fulfills?
- ✓ What is it about your product that meets these needs? Features
- ✓ Are there others like it in the market?
- ✓ Why is your product an original solution?
- ✓ If so, how do they compare i.e pricing, benefits, features?
- ✓ What are you offering? A product or service? _____
- ✓ What is the need that your product fulfills? What problem does it solve?

- ✓ Are there similar products or services in your area?

Price:

This is what customers are willing to pay for your product or service. However, before determining a price, you should do research into how much it costs to make the product or effect the service, how much will it cost to market and advertise. This is known as COST BASED pricing. VALUE BASED pricing is based on what the customer perceives the value to be and how much they are willing to pay for it. It's important to know that now all marketing is product focused.

Price is the value that is attached to a product. It depends on the cost of production, how much the market will pay, supply and demand and other factors. It can also use to enhance the or differentiate the image of a product. Customer service businesses are different in that they will take on a more customer-centric approach and incorporate other elements to address those specific needs.

Placement:

The type of product sold will also determine where it will be distributed. It's the point of sale. [If it is a status type product, then, maybe it will be sold in only exclusive stores or boutiques and not readily available to the masses. On the other hand, everyday items i.e eggs or bottled water may be sold in a wide variety of stores. Place refers to the point of sale. Payin attention to distribution channels or location is important to catching the consumer's attention. In fact, for every business, 'Location! Location!, Location!' is the rallying cry especially for brick and mortar businesses.

Promotion:

This refers to all the activities undertaken to make the product/service known in the marketplace. This can include press, advertising, incentives, commission, direct marketing, affiliate, and prizes.

For a company to survive, it must sell it's products or services. However, if the marketplace is unaware of what's offered, this lack of awareness can dramatically hurt a company.

The Four Ps of Marketing:

Now, let's have you fill out the following areas for your business and product(s)/service(s)



Product:

- ✓ Features
- ✓ Quality
- ✓ Packaging
- ✓ Service/Support
- ✓ Branding
- ✓ Warranties/Return Policy

Price:

- ✓ Price
- ✓ Commissions
- ✓ Terms- Payment Plans
- ✓ Discounts
- ✓ Affiliates
- ✓ Perceived Value
- ✓ Flexibility

Promotion:

- ✓ Advertising channels
- ✓ Public relations
- ✓ Sales

Publicity:

- ✓ Social Media Presence

PLACE:

- ✓ Distribution Channels
- ✓ Transportation/Shipping
- ✓ Storage

Now that we have established what marketing and branding is and how they are related but not the same, I will take you through, how to design a Marketing Strategy!

There are several steps in the marketing process. Each step is a deliberate process that helps you attain your stated goals in that area. However, more importantly, you should be able to figure out what it is that your client want and need. Once you know the answers to that question, you can more closely develop products and services to meet those needs



Below you will find steps in the Strategic Marketing Process:

- ✓ Mission
- ✓ Situation Analysis
- ✓ Marketing Strategy/Planning
- ✓ Marketing Mix
- ✓ Implementation and Control

During this process, focus should be on setting goals and objectives, product planning, analyzing internal and external business factors and tracking progress.

Mission Statement

Before any marketing activity can be undertaken, you must have clearly define the company's mission statement. A Mission Statement explains why a company is in business, what it does, how It does it, and how it can benefit consumers.

Some questions to answer when guiding you to develop your Mission Statement:

- ✓ Why is your company in business?

- ✓ What is the strategic influence for your business?

- ✓ What is the purpose of your business?

- ✓ How does your mission statement clarify your strategy?

- ✓ What is the desired public perception of your business?

SITUATION ANALYSIS

An evaluation of the internal and external factors that affect your business and market needs to be undertaken. This is the second step in the strategic marketing process.

When performing it should provide a clear, objective view of the health of your business, your current and prospective customers, industry trends, and your company's position in the marketplace. Your analysis will showcase your strengths and the challenges that your business faces.

SWOT Analysis:

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This audit will be performed using the framework of a SWOT analysis – Strengths, Weaknesses, Opportunities and Threats

Strenght

- ✓ What does your company do well?

- ✓ What are some of the factors that you control?

- ✓ What is your competitive advantage?

- ✓ How is your products and services better than others in the marketplace?

WEAKNESSES

- ✓ In what areas are you underperforming?

- ✓ What is limiting your ability to succeed?

- ✓ Where do limited resources affect your success?

OPPORTUNITIES

- ✓ What are some untapped markets?

- ✓ Where is the potential for new business?

- ✓ Can you take advantage of any market trends?

THREATS

- ✓ What are some obstacles that your business faces?

- ✓ Which external factors (technological, political, economic) can cause problems for your business?

MARKETING :PLAN

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Who is Your Customer Avatar or Target Market?

Look towards dividing the market or choosing a segment of it based on customers that align with your strengths and opportunities. Select your target market based on the customer's characteristics, demographics, age, where they live, education, behaviors etc. It is important that your audience is clearly defined and large enough to support your service or product.



When you can define specific sources where products and services are most needed and most used, you will be on your way to figuring out your target market.

Segmenting your Target Market

- ✓ **Geographic** Consider Region, population, climate/weather, size of area
- ✓ **Demographic** Consider occupation, gender, income, age, household size, religion, education level, job title, years of experience and marital status
- ✓ **Behavioral** Consider decision-making patterns, price sensitivity, brand loyalty, patterns of use,
- ✓ **Philographic** Consider beliefs, lifestyle, values, stressors, goals etc

Complete this exercise: DEVELOPING YOUR AVATAR

DEMOGRAPHICS

Age	Gender	Generation	Generation
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marital Status	Educational Level	Size of Family	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Income Level	Occupation	Geographic Location	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Job Title	Years Of Experience	Anything Else	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



Name Of Your Avatar _____

PSYCHOGRAPHICS

✓ RELIGIOUS VIEWS

✓ POLITICAL VIEWS

✓ GOALS – PERSONAL, FAMILY, BUSINESS

✓ PRIORITIES

✓ INTERESTS (ENTERTAINMENT, BUSINESS, FAMILY, LIFESTYLE, HEALTH)

✓ WHAT ARE THEIR STRESSORS?

✓ WHAT FRUSTRATES YOUR AVATAR?

✓ WHAT SCARES THEM?

✓ WHAT MAKES THEM SAD?

✓ WHAT MAKES THEM HAPPY?

CUSTOMER PROFILE

DEMOGRAPHIC VS PSYCHOGRAPHIC

Female		Values Ethically Sourced Products
Age 25-34		Interested in Political News
Single, No Children		Volunteers with Pet Nonprofits
Employed Full Time		Likes to Travel
Homeowner, Two-Bedroom Condo		Spends Free Time Gardening
Household Income: \$75,000		

Now, where do your target customers show up? Eg. Instagram yes/no Facebook yes/no Twitter yes/no Pinterest yes/no YouTube yes/no

✓ Where do they hang out online? What type of groups?

✓ How does your Avatar like for businesses to contact them? Text, email, Facebook/Instagram

✓ What are the duties of your Avatar at work?

✓ Who do they report to? Or who reports to them?

✓ Where do they get their information from?

Newspaper, online, Blogs, TV, YouTube, LinkedIn, Facebook, Friends, Internet, Magazines, TV

AVATAR PROBLEM ASSESSMENT:

Take a moment to try to figure out why your Avatar needs your product or service! In order to present your product/service as the solution to their problem, you have to first understand their problem.

✓ What are the duties of your Avatar at work?

- ✔ What impact is this having?

- ✔ How does this make them feel?

Now, here is where you must try to determine if your plan is succeeding.

MEASURABLE GOALS:

Set measurable goals with milestones that are specific to measure your business progress.

MARKETING TOOLKIT:

Set measurable goals with milestones that are specific to measure your business progress.

This refers to any collection of digital or physical media, resource or content that helps support and give live to the marketing and sales process!

Items below are considered marketing collateral and your business should have a fair collection of them that is being used to support your marketing activities:



- ✔ Business cards
- ✔ EBooks
- ✔ Newsletters
- ✔ Press Page
- ✔ Email Signature
- ✔ Infographics
- ✔ Presentation and Sales Collaterals
- ✔ Explainer Videos
- ✔ Case Studies
- ✔ White Papers
- ✔ Flyers
- ✔ Posters
- ✔ Business Cards
- ✔ Landing Pages

Determine Which Type Of Marketing Collateral You Need

How do you determine what your business needs? Do you need every item listed above? The answer is no. Various collateral serves different purposes. Based on where your potential customers are in the marketing funnel. It's important that you address each group with marketing collateral that is appropriate to where they are in their buying undertaking.

It's important that you nurture your potential customer through their buying journey with the right collateral for each state before trying to convince them to buy your service or product. The key is to realize that your marketing collateral is not one size fits all. Each customer may benefit from a different set of marketing collateral.

When you target different groups with various marketing collateral specific to them, you can generate more leads, entice new customers, re-engage previous customers, promote new products and campaigns and become wider known.

Printed materials were heavily relied on in the past, however, they required a face to face interaction with consumers. Thanks to the internet, options have now widened to include online media such as branded emails, ebooks and the like and you can send to one customer or as many potential customers as you want.

Your marketing collateral should support your company's sales and marketing efforts. It should always have a Call to Action embedded in it!

Various marketing collateral can be used to create brand awareness or to create qualified leads etc. Use your CTA to have them progress through the buyer's journey with the goal to get them to complete their buying cycle. Some CTA can be, 'Click on this link' to take them to a landing page, 'Check out our Website' to have them experience your website where there is more information and other CTA buttons, Contact us today at xxx-xxx-xxxx to get them to call you.

Digital Collateral:

Very beneficial to have and a necessity. It can be used to track engagement, sales, as well as to inform and educate prospective customers.

MARKETING ASSETS:

This is pretty much the same as your marketing collateral, but it's displayed at the cellular level where most businesses should have a majority of the items listed below. Check the ones that you have and make it a part of your overall marketing strategy to obtain the ones with an asterisk beside it if you don't have it already:



- ✓ Logo*
- ✓ Flyers *
- ✓ Brochure *
- ✓ Thank You Card *
- ✓ Email Signature *
- ✓ Social Media Headers *
- ✓ Website *
- ✓ Website Banners *
- ✓ Custom Tablecloths
- ✓ Professional Headshot *
- ✓ Landing Page
- ✓ One-Sheet/Media Kit Brochure
- ✓ Retractable Banner
- ✓ Promotional Gifts *
- ✓ Product/Service Shots *
- ✓ Free Digital Download Resource
- ✓ Business Cards *
- ✓ Rate Card/Price Sheet *
- ✓ Proposals
- ✓ Video Explainer/Introduction *

Ensure that all of your marketing collaterals are consistent across the board! Same brand colors, fonts, and that the quality of the graphics or pictures are good, correct resolutions and that the image sizing is appropriate!

The more of these marketing items that you have in your Marketing Arsenal, the more visible your brand, product or service will be. Potential customers should have a greater opportunity to increase their awareness and interaction with your company!

Marketing Assets Check:

Marketing COSTS \$\$\$\$\$! It can be expensive or inexpensive for the owner. The point is, it will cost something!

Marketing tactics are a series of strategic steps aimed at promoting a business goods or services with the aim being to maximize sales and to maintain a competitive good or service.



Some marketing tactics engaged in are:

- ✓ **Sales:** Personal sales, telemarketing - are you telling people what you do?
- ✓ **Public Relations:** Publicity and Press Release
- ✓ **Promotions and Premiums:** Contests and Sweepstakes, Events, Loyalty Programs, Coupons
- ✓ **Webinars, E-Books, Guides** - Another way to impart information through education
- ✓ **Memberships:** Join or attend meetings.
- ✓ **Networking:** Community Involvement, Trade and Professional Association, Chamber of Commerce – are you a member of any networking group? Have you joined your local Chamber of Commerce?
- ✓ **Live Video:** Engaging in live videos on your social media platforms. Research has shown that consumers find this more engaging and are likely to stay on your site longer which is what you want.
- ✓ **Social Media:** Business Facebook, Instagram, Twitter, LinkedIn, YouTube, etc. – What business social media accounts do you have?_____ Do you have at least two?_____ Are you posting content at least 3-5x a week?_____

The purpose of having these accounts are to reach potential customers, create brand awareness and to communicate with prospects who in turn, may be able to be converted into paid customers.

If not, make a goal with a plan behind it to schedule out your content posts or commit to putting aside at least 10 mins a day for four days a week to post content. This is one of the major ways to increase awareness of your product or service!

- ✓ **Email Marketing:** Email Management programs i.e. ConvertKit, Constant Contact, MailChimp. Concentrate on building an email list so that it can be used to communicate directly with customers and prospects.

CUSTOMER SERVICE:

✔ What are you doing to give your customers a great experience?

✔ What does your customer experience look like?

MARKETING PLAN:

Don't forget that customer service is a vital part of the marketing process. Give your customers an experience that they will remember AND tell others about!

One bad experience can cause you to lose that client

Remember, people need to see or hear about your product or service at least 7-9 times before they buy!

Consider the following when creating your marketing assets and before they are released for distribution:

- ✔ Decide which Marketing Tactics will effectively get your message to your target audience
- ✔ Determine which Marketing Collaterals you have and what you would like to add
Keep good written records. Determine which metrics you will use to judge if your marketing strategy is working
- ✔ Ascertain a marketing timeline, estimated cost, Budget etc.
- ✔ Write down what your expectations are? How do you expect this new Marketing Strategy and Visibility Plan to affect your business?
- ✔ What are your expected results from utilizing your Marketing Plan after the timeframe has been met?
- ✔ Plan your promotional strategies

TARGET MARKETING PROCESS:

All of the above marketing planning and strategizing to include having Marketing Assets as Marketing Collateral are all used to draw prospective customers to your product by providing useful and quality content to get them to want to find out more about your business.

The process intersects together to:

- ✔ **ATTRACT AND ENGAGE** : You would have created targeted content that answers your customer's questions about your product or service and is evergreen online. This would be done by creating blog content, having a social media presence and using SEO words that show up in keyword searches that would guide prospective clients to your site.
- ✔ **CONVERT**: Using sign-up forms, landing pages, tip sheets, ebooks and email newsletter to start to collect information about prospective clients to assist you in guiding them through the sales funnel. Try to deliver targeted marketing to the right audience at the right time.
- ✔ **CLOSE**: You can begin to customize the marketing that leads the prospect to buy your product or service once you have obtained detailed information about them. This is where email marketing again comes into play.
- ✔ **DELIGHT**: You may express and feel joy when you make a sale to one customer, however, the goal is to curate that customer to have your brand loyalty and to realize the long term value of being a customer. Stay in touch with customers, ask for feedback through surveys and think of ways to provide rewards for customer loyalty!

FINALLY!!!

- ✔ Have someone audit and proofread all copy
- ✔ Perform spell check
- ✔ Ensure that your message copy is CLEAR
- ✔ Use bitesize sentences
- ✔ Have a Call to Action embedded on the marketing asset
- ✔ Ensure there are links to send your prospective clients to

COMPETITIVE ANALYSIS TEMPLATE

	My Business	Strengths	Weaknesses	Competitor 1	Competitor 2	Competitor 3	Importance to Customer	Remarks
Products								
Price								
Quality								
Selection								
Service								
Reliability								
Expertise								
Stability								
Reputation								
Location								
Appearance								
Employee								
Company Culture								
Advertisement								
Market Growth								

THE ONE PAGE MARKETING PLAN



WHY
Your purpose.



WHO
Your ideal customer.



DIFFERENCE
How and why you are the best.



PRICE & POSITIONING
The story customers will believe about the value you create.



DISTRIBUTION
How you reach people and get your products into their hands.



PLATFORM
Where you tell your story.



PROMOTION STRATEGY
How you tell your story.



CONVERSION STRATEGY
How you deepen relationships with prospective customers.



GROWTH STRATEGY
The plan for attracting more customers.



REFERRAL STRATEGY
The story you give people to tell.



STRATEGY FOR INCREASING TRANSACTION VALUE
How you delight customers.



RETENTION STRATEGY
How you keep customers coming back.



PRODUCTS

Thank
you



Thank you for attending this webinar and for purchasing this Ebook! We wish you all the best in your business endeavours and know that if you follow the guidelines and suggestions stated here in developing your Strategic Marketing Plan that your business should see increased sales and awareness.

If you would like to take advantage of our coaching in our Better Business Bootcamp or our consulting services, please don't hesitate to contact us at:

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Mention Code 'MARKET100' for \$100 of our 6 weeks Better Business Bootcamp



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Better Business Bootcamp



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