

# Have You Got Your Marketing Basics Covered?

## Your Marketing Map to Make More Money in the New Normal

A successful marketing strategy requires automation, including automated sales funnels. However, your sales funnels will not convert if you haven't got your marketing basics right. Use the checklist below to check if you have your basics covered.

- I intimately know my **ideal customer** including their values, desires, challenges, preferences and lifestyle needs—and I speak directly to them in my marketing copy.
- I know my **brand 'why'**—what I stand for as a brand, and I articulate it clearly in my brand messaging.
- I have defined clear and compelling **Vision and Mission statements**.
- I have clearly defined my **unique selling proposition (USP)**—I've conducted a thorough competitor analysis and I know how my service is different from and better than my competitors.
- I have **powerful branding**, including a professionally designed logo that reflects my brand essence.
- I have clear and compelling **core brand messaging** and a punchy, captivating **tagline**.
- I have clearly defined the **transformation** (the before and after state) that my clients undergo through working with me.
- I have used the process of productisation to develop my **Service Ladder** that begins with a **Low Barrier to Entry (LBE) product**.
- I know how to **delight my customers** with my service and deliver exceptional results that will keep them coming back.
- My buying process is clear and simple. Remember, "The confused person never buys!"





# Important Terminology



## **Brand Visibility Strategies**

Any marketing activity you undertake to build your brand visibility so that your ideal clients know you exist and can help them. It includes social media posts, paid advertising, live videos, YouTube videos, blogging, guest blogging, podcasts, collaborations, public relations (PR), networking, Facebook groups etc.

## **Brand advocate**

Someone who has worked with you who loves your brand, who then tells everyone they know about you and as a result, you receive regular word of mouth referrals.

## **CRM**

Officially stands for Customer Relationship Management. In marketing, it refers to your email database manager that you use to build and nurture your email list using email marketing. Examples include MailerLite, AWeber, ActiveCampaign, Agile, Keap etc.

## **CTA**

stands for Call to Action. You use a CTA when you ask your audience to take a specific, single action using clear, assertive language.

## **Digital Asset**

Anything that you use to operate your business in the online world. It's digital in nature and provides value to your business. It can include your website, landing pages, lead magnets, eBooks, videos, graphics etc.

## **Email Nurture sequence**

A series of automated emails that you send from your CRM when someone subscribes to your lead magnet. The idea is to 'nurture' them from cold (i.e. they don't know much about you or your brand, low level of trust) into a red-hot prospect (high level of trust) who loves your brand and wants to pay to work with you.

## **Landing Page**

An independent, stand-alone web page whose sole purpose is to convert traffic into email subscribers or paying customers. They're used when you have a specific, clear action that you want your customers to take.

## **Lead Magnet**

A digital asset of high value, that solves a specific pain point for your clients, that you provide for FREE in exchange for a customer's contact details (usually name and email address). Used to build your marketing email list and to generate sales leads.

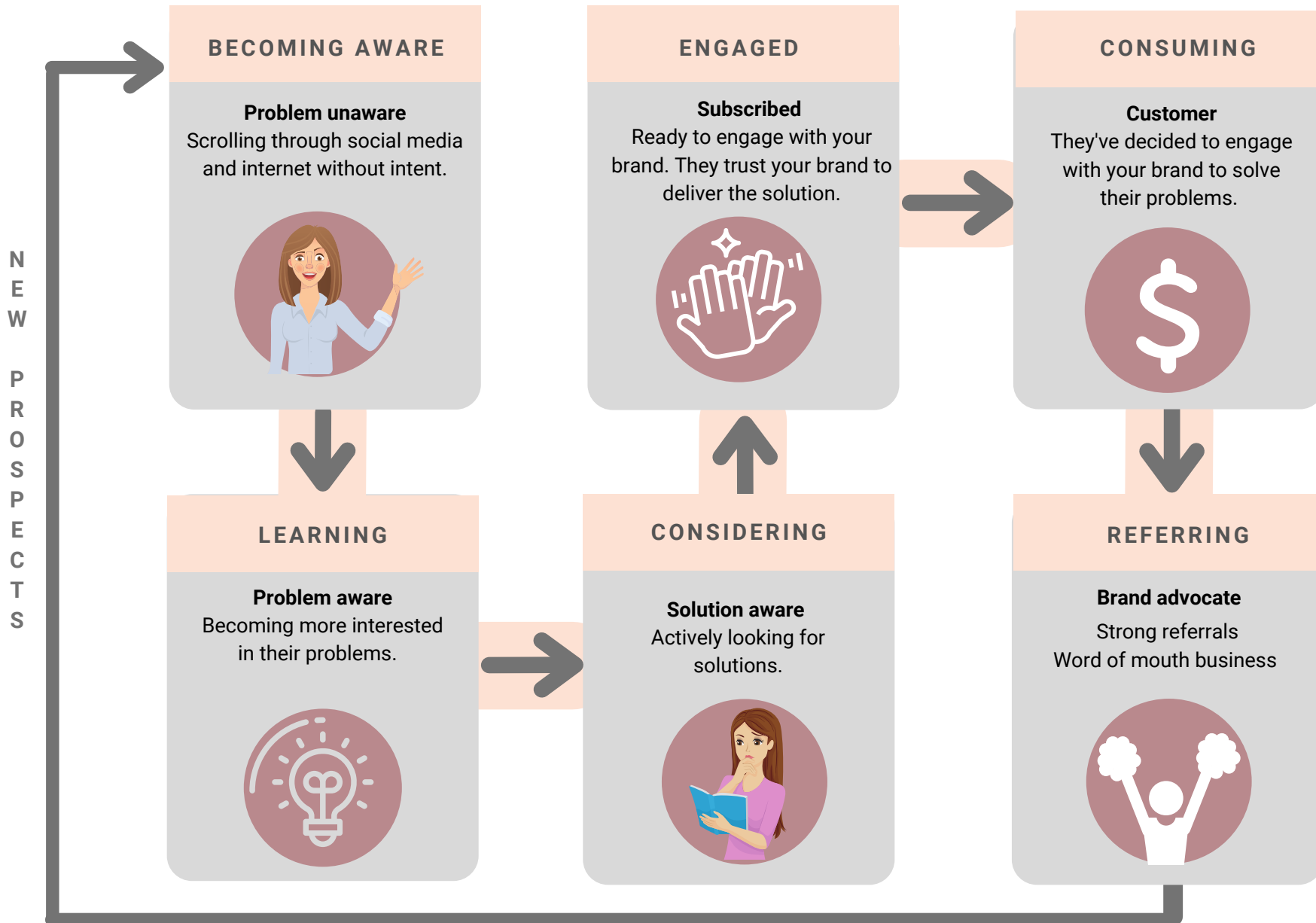
## **Low Barrier to Entry Product**

A product or service that you offer at a lower-than-usual price at the start of your funnel as an 'easy yes' for new clients who haven't worked with you before. The intent is to allow prospects to experience the value of working with you for themselves before investing in your regular services.



# The Customer Journey

THE CUSTOMER'S EXPERIENCE WITH YOUR BRAND





# Your Marketing Map

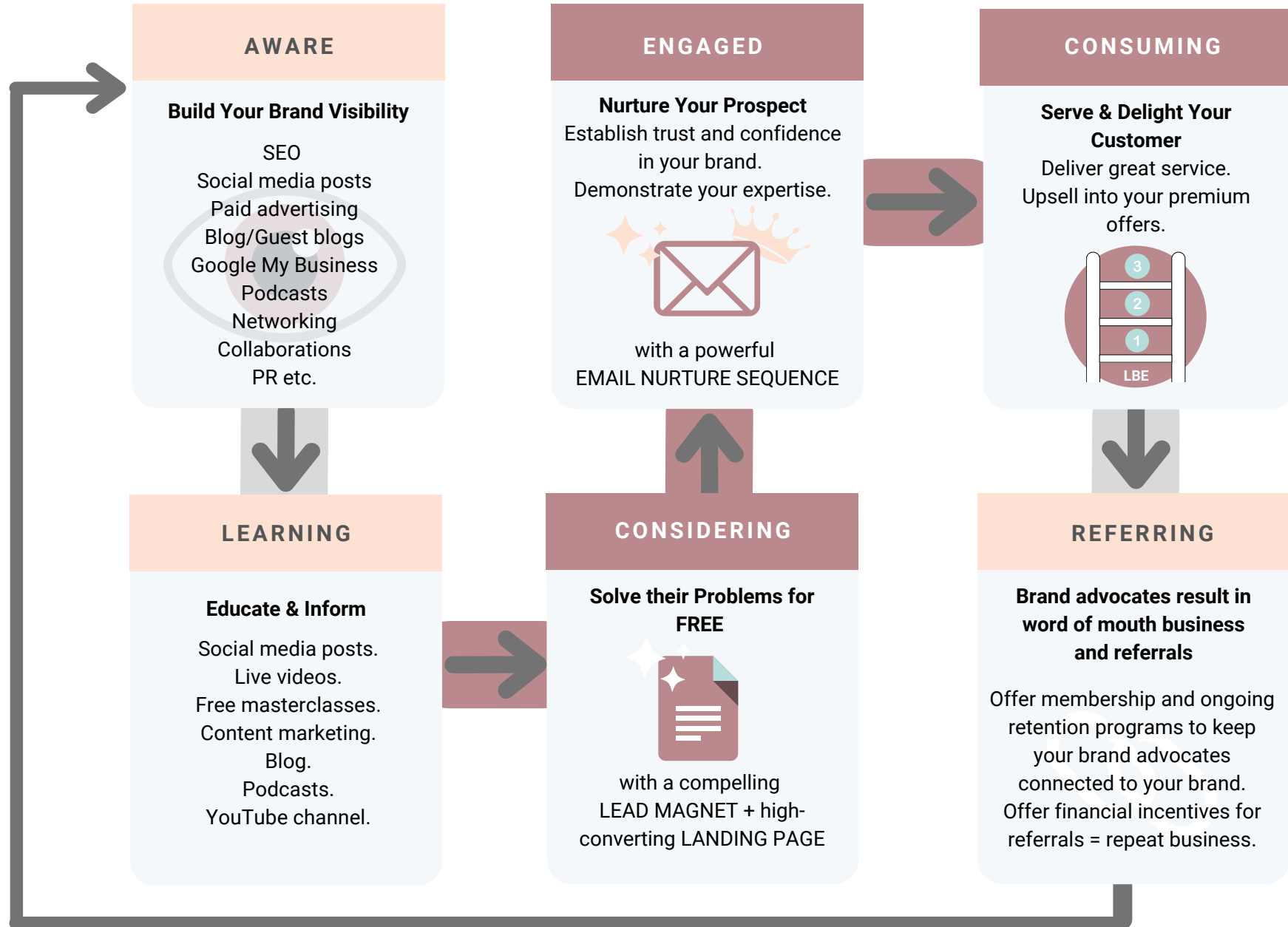
MARKETING ACTIVITIES YOU NEED TO UNDERTAKE



Automated

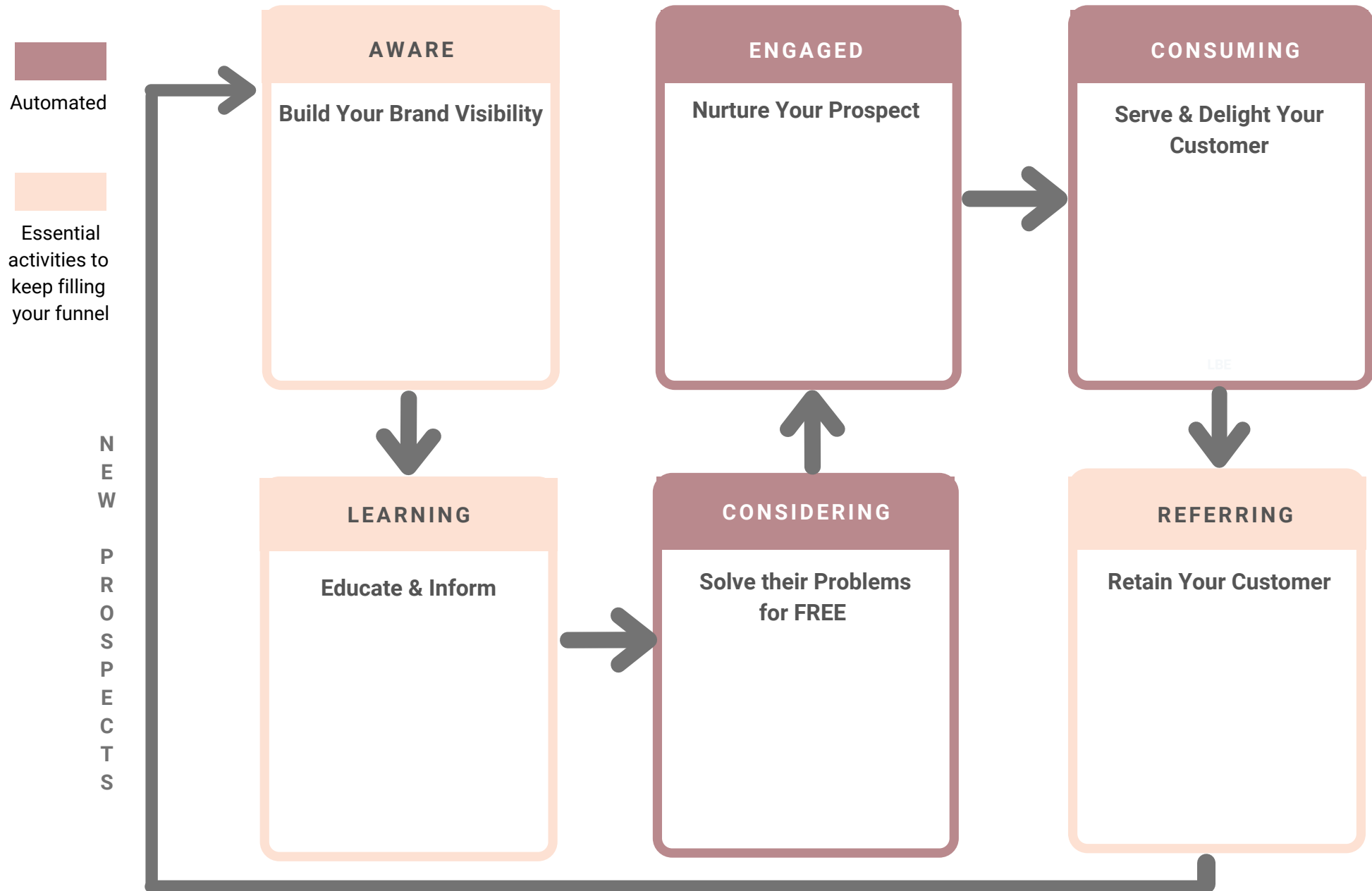
Essential activities to keep filling your funnel

NEW PROSPECTS





# What's Your Marketing Map?





# Your CRM

