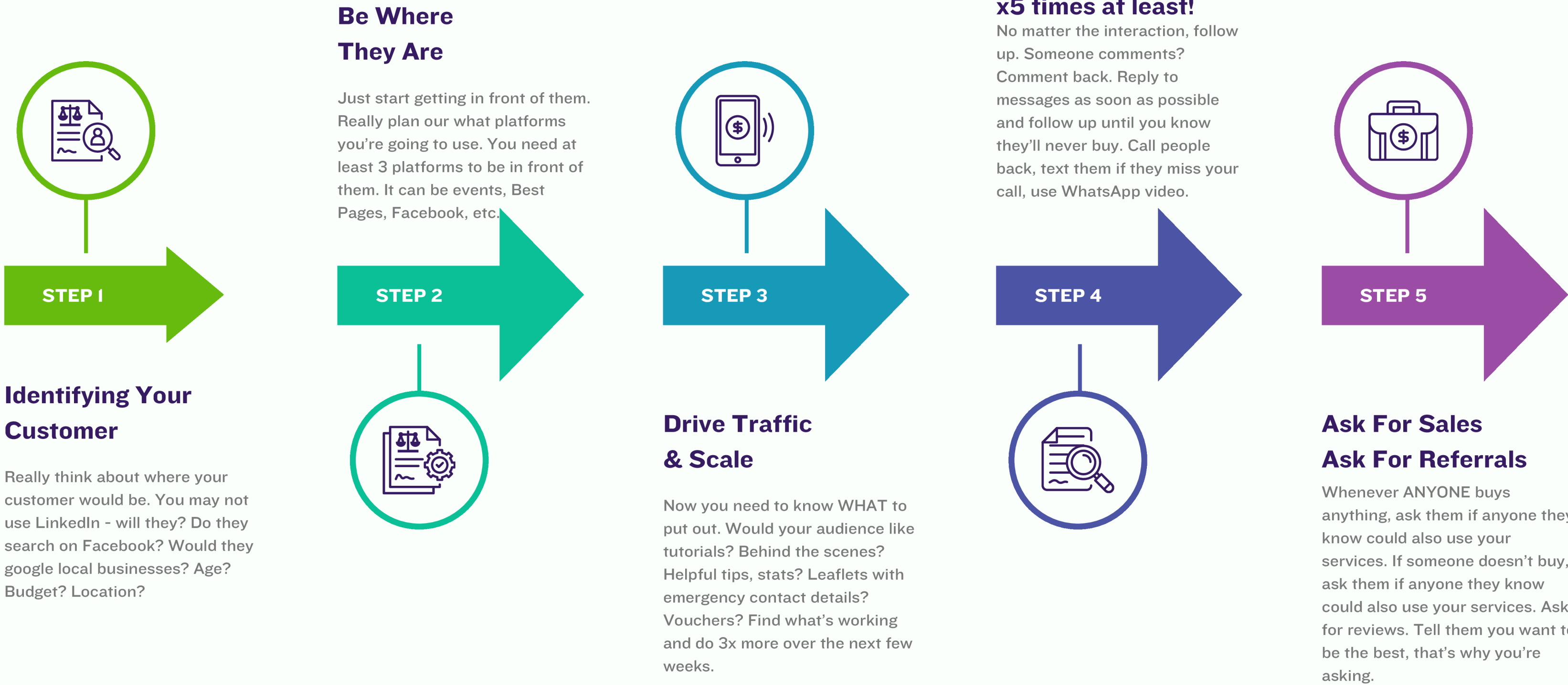


These are the steps for success. There will be plenty of agencies / businesses / marketers who will want you to do it their way. Are they wanting you to fill YOUR wallet or theirs?
Do the basics right. It's going to take some time thinking about it all, but a 90 minute investment now is going to save you hours of wasted marketing and hundreds paying for agencies you don't need.

Essential Marketing Process



A quick timeline of when you need strategies and when you don't. When to level up your marketing, and what goals to hit before you do.





INSTAGRAM BUSINESS PAGE

Create an Instagram account.
Swap to a professional account.
Post images.
Use 3-5 hashtags.
Post >60 second clips.
Use it informally.
At least one story every 24hrs.
DO NOT BUY LIKES.



FACEBOOK BUSINESS PAGE

Create a Facebook Page.
Set up your details.
Post images.
Post >60 second clips.
Use it to engage with audience.
Reply to comments.
Ask for reviews.
At least one story every 24hrs.
DO NOT BUY LIKES.



GOOGLE MY BUSINESS

Create a Google My Business.
Set up your details.
Post client work.
Post >60 second clips.
Ask for reviews.
Update photos every 30 days.



WEBSITE / NEWSLETTER/ BLOG

Make contact details front
and centre.
Get testimonials.
Post client work.
Link all your socials to it.
Collect client information.
Change info every month.
This is for credibility and is a
cornerstone.



LINKEDIN PERSONAL / BUSINESS PAGE

Share personal wins.
This is the person behind the
business.
Build a community by
engaging with other
business owners.
Share value and insights.
Learn from others.
Post 3 times a week.



YOUTUBE CHANNEL & SHORTS

Your channel is for long
content.
'Shorts' is for the same
videos you posts to
Instagram and Facebook.
Cover long and short form
videos and be consistent
with posting with at least 2
videos per week.

