

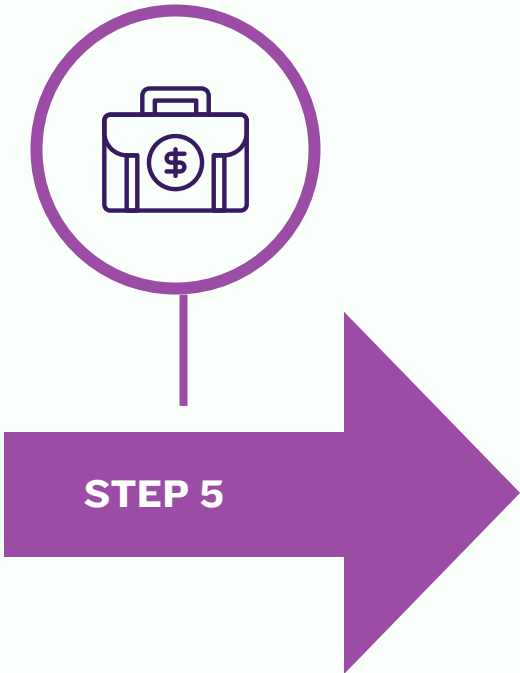
These are the steps for success. There will be plenty of agencies / businesses / marketers who will want you to do it their way. Are they wanting you to fill YOUR wallet or theirs?

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.

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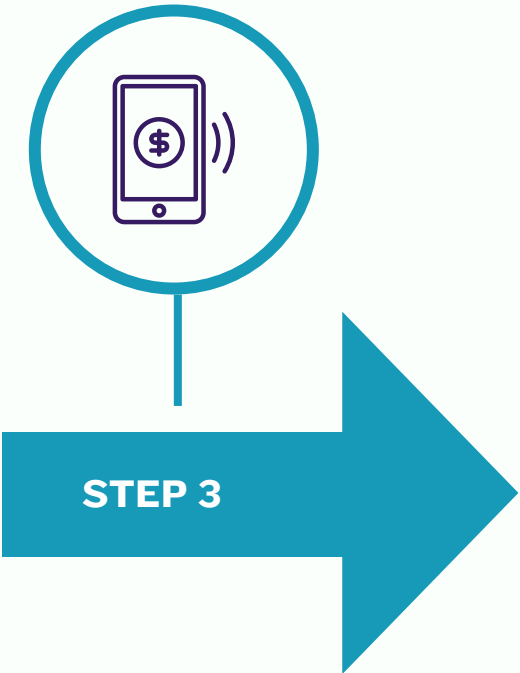
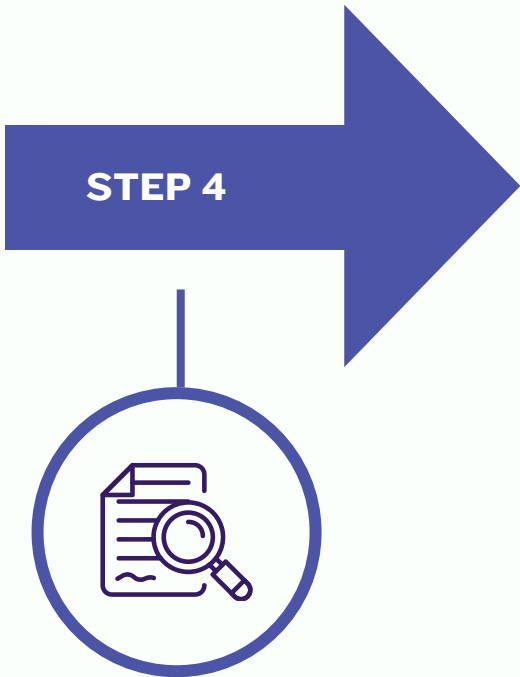
MARKETING STRATEGIES

Follow Up
Follow Up
Follow Up
x5 times at least!
No matter the interaction, follow up. Someone comments? Comment back. Reply to messages as soon as possible and follow up until you know they’ll never buy. Call people back, text them if they miss your call, use WhatsApp video.



Ask For Sales Ask For Referrals

Whenever ANYONE buys anything, ask them if anyone they know could also use your services. If someone doesn’t buy, ask them if anyone they know could also use your services. Ask for reviews. Tell them you want to be the best, that’s why you’re asking.

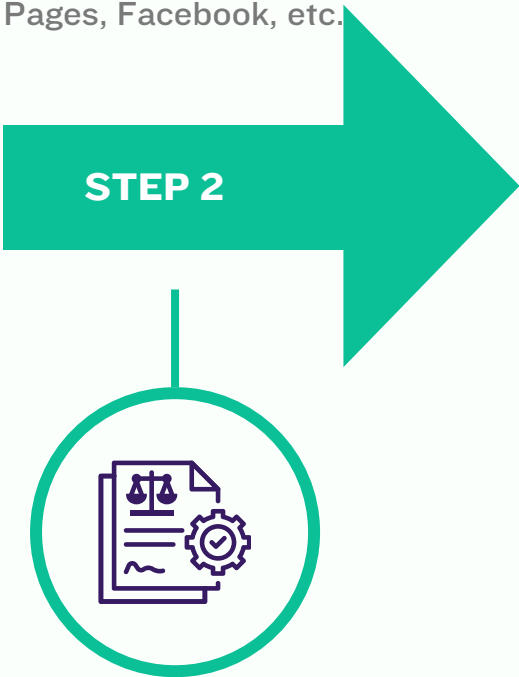


Drive Traffic & Scale

Now you need to know WHAT to put out. Would your audience like tutorials? Behind the scenes? Helpful tips, stats? Leaflets with emergency contact details? Vouchers? Find what’s working and do 3x more over the next few weeks.

Be Where They Are

Just start getting in front of them. Really plan out what platforms you’re going to use. You need at least 3 platforms to be in front of them. It can be events, Best Pages, Facebook, etc.



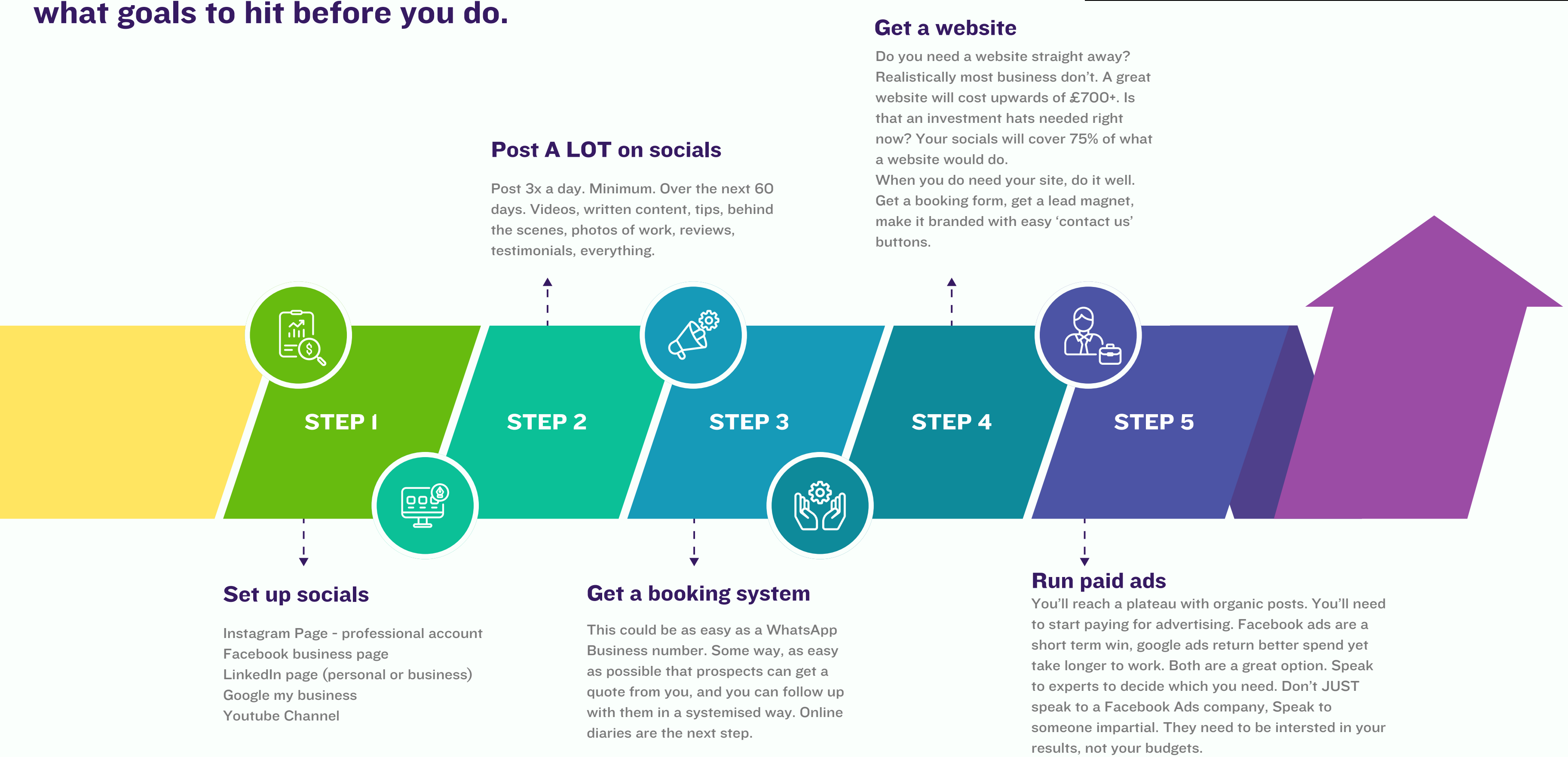
Identifying Your Customer

Really think about where your customer would be. You may not use LinkedIn - will they? Do they search on Facebook? Would they google local businesses? Age? Budget? Location?

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.

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MARKETING STRATEGIES



WHAT TO DO WITH YOUR SOCIALS

FUNDAMENTAL MARKETING STRATEGIES



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.

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MARKETING STRATEGIES

