

Market Me

Session 5: Marketing Tactics continued

Anticipating and Delivering Customer Wants, Profitably

Marketing Recap

- Recap of the One Page Marketing Plan
- Re-visit marketing tactics and prioritise activity

Content Marketing – where to start?

Answer the questions people have about your services.

In order to do this, the best place to start is with some research.

Visit [Answerthepublic.com](https://www.answerthepublic.com) and type your topic into the search bar.

Put some of your key phrases into Google, and see what else it suggests people are looking for.

Ask your customers/friends what they don't understand about your business.

Building a Content Library

Build your content into bitesize chunks - not chapter and verse (think Top 10 Tips... 3 Reasons why.. What not to do with... How to create the perfect, etc)

But bear in mind the 2000 word rule for SEO - more good quality content will really help to express your understanding of your subject.

A picture tells a thousand words - but a video is even better!

Exercise

Building a Varied Content Calendar of Engaging, Relevant Activity

Working in groups, delegates will match their Tactical Priorities to their content library, and from this create an effective plan of quality, relevant content, presented in the most appropriate format for the specific tactic.

Finally, A Winning Call to Action

Assuming you've:

- Built the perfect personal profile
- Disseminated what you do down to a succinct 30-second overview
- Sanity checked it is what your ideal customers are looking for
- Pulled together a solid marketing plan combining the most effective tactics
- Created a solid digital presence combining your chosen channels
- Filled it with highly relevant and engaging content, and
- Ensured it hits your target customers at the right time

What do you want from them?

- A FREE 30 minute consultation, book within 14 days to get your free slot?
- A FREE trial of your product/service, only in December?
- Sign up to a Half Price offer, ends next Friday?
- Buy 2, get 1 free, this week only?
- 20% off in January, must end 31st January?

Notice how they all have a value-add, and they all have a timeframe to encourage sign up. **What is your value-add?**