

Get Your Website Found

+ Get More Leads

Increase Sales

Marketing 101

Marketing 101: Introduction to getting your website found, getting more leads and converting leads to sales.

Your business needs to get more leads for your sales team, it's as simple as that. With that goal firmly in your sights, one can easily be confused about how to begin.

The answer is Marketing 101, the strategy and execution of marketing tactics that will get your website found, and ultimately get more customers for your company.

Chapter 1: Business Strategy Analysis

To grow your business, you need to first define your business strategy. What are the goals and direction you want for your company in the short term (e.g. the next 3 years) and the long term (e.g. 5+ years)?

Consider the following in your business strategy analysis:

- ✓ **Current Sales** – review of existing P&L statements if possible
- ✓ **Client Demographics** – industry, company size, etc
- ✓ **Buying Behavior** – consider the type of client drives the bulk of your income, any seasonality that may apply, the buying timeline
- ✓ **Current Staff Capabilities** – skills, bandwidth, hiring budget to fill gaps
- ✓ **Competitive Landscape** – what makes up your top 5 competitors' marketing efforts and how are they positioned in the industry?
- ✓ **What Makes You Different?** How does your culture, service quality, products or business style differentiate your business from the competition?

Once you understand where your business stands, you can decide the direction you want to follow with your marketing strategy. Use your business strategy analysis to find potentials for growth or areas that need attention to overcome existing hurdles.

Armed with a deeper comprehension of your business as it is today, you are ready to begin the strategic planning process that will lay the groundwork for your marketing strategy.

Chapter 2: Target Market

To build a marketing strategy, you need to know to whom you want to promote your products or services, in other words, who is your target market?

Based on the deductions from your business strategy analysis, you know who your current clients are and what defines them. To choose a target market, select a segment of your existing client base to focus your marketing efforts on based on the demographic and buyer behavior data compiled in your analysis.

Armed with this information, you are ready to develop your target persona. This is a crucial stage of strategic planning for your marketing.

Target Persona Development

Before you can develop a marketing strategy, you need to have a firm visage of your target persona. Along with the demographic and buyer behavior information you have accumulated, you need to consider the following criteria:

- ✓ **Drivers** – What drives them to reach out to a company like yours? What is it, specifically, that defines their need?
- ✓ **Location** – Not their physical location, but where can they be found online? What groups, publications, websites or blogs would draw their attention and engagement?

With these details confirmed, you now have the basis to put a “face” to your target market, to define their needs and where you can find them. You are now ready to begin developing your content strategy.

Chapter 3: Content Strategy

Marketing is driven by content, blogs, emails, articles, ads, offers, videos, webinars and the like. Today's buyer does not want to be sold to, they want to be educated, to develop a perspective on your company before they pull the trigger.

We never know where a buyer is in their buying cycle, so we need to develop a content strategy that speaks to them at every stage.

Part I – Keyword Strategy

No matter the content you intend to create, if you will be sharing it online as images or text you simply must implement a keyword strategy.

SEO, search engine optimization, allows search engines to find your website, ad, blog, article or post based on a keyword search. With more than 85% of net surfers shopping online, there's a great chance your target market, or some portion of it, is among them. You need to leverage this massive lead-driving potential with a targeted keyword strategy in your marketing strategy.

Using keyword tools like Google's Keyword Tool service or Hit Tail, you can do research on the industry-related words your target market will use to research online. Even for print marketing, integrating a keyword strategy will create a consistency in the creation of your content that will help you get more leads. The same verbiage and imagery allows for consistent branding across all mediums.

Part II – Types Of Marketing

What did your target market location research show? Does your target market spend time online reading blogs or engaging in social media, or do they read publications on the web or in print? Both?

Where your target market spends their time will delineate the types of marketing you select as part of your marketing strategy. These types of marketing will become the list of marketing tactics you will populate with your content strategy.

Part III – Timing

When should you post a blog? Initiate an ad campaign? Post to social media sites? The key to success with a content strategy to get your website found and an increase sales is consistency.

Select your timeline based on seasonality and buyer behavior, then stick to it. The deadliest foe of a content strategy is silence, so be consistent, be engaged and be timely.

Many companies find this to be the most daunting aspect of a marketing strategy. Dedication, both to developing and sharing content as well as analysis of effectiveness can be a full-time job for any brand.

It is, however, vital to succeed in today's market.

Chapter 4: Analysis

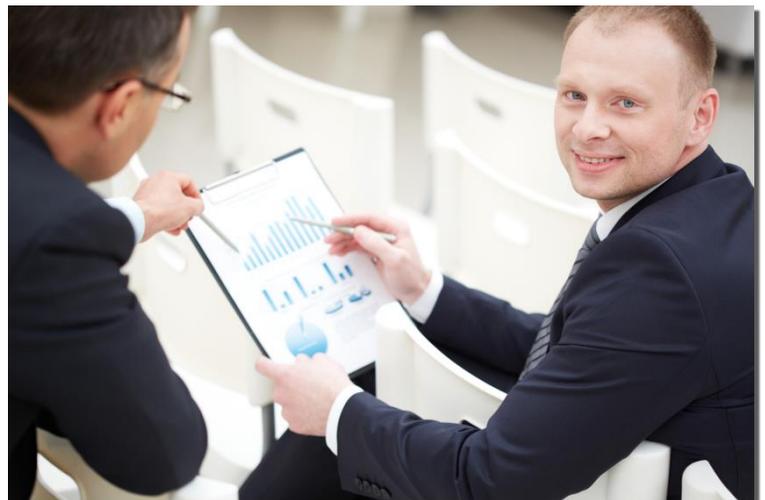
So, what's the purpose of all this SEO, content strategy and marketing tactics? To get your website found and get more leads, of course. While the phone ringing or increases in actual sales are good indicators of a successful marketing strategy, they are not often immediate effects of marketing efforts.

Regular analysis of the effectiveness of your marketing tactics is crucial to understanding how well you are engaging your target market and if you are saying what you need to build trust within your brand, driving them down the sales funnel to eventually increase sales.

Using tools like Google Analytics or Radian 6 give a comprehensive view of the success of your marketing tactics. Reviewing the analytics on individual blogs, articles, ads or social media sites will also give good insight into what is engaging your target market and what isn't.

Monitor criteria like:

- ✓ Shares and comments on blog posts
- ✓ Website traffic
- ✓ Clicks on links



Chapter 5: Review

Your marketing strategy needs to be developed with your business goals in mind. Let's review that process:

- ✓ A business strategy review gives you a comprehensive image of your business as it is as well as insight into your target market and your differentiators in your industry.
- ✓ Defining your target market specifically allows for effective content creation to get more leads based on their needs.
- ✓ Your content strategy needs to be consistent, keyword-oriented and multi-faceted in its application.
- ✓ Consistent analytics review and assessment is necessary to gauge success of any marketing tactic that is working as part of your marketing strategy.

Need a little help getting your website found, getting more leads or more customers? We're here to help.

Reach out today and mention that you downloaded our *Marketing 101* whitepaper and we'll do a free website and marketing analysis for your business!

**Get Started
With Your
Custom
Marketing
Strategy NOW!**