



MARKETING STRATEGY GENERATOR OVERVIEW

Use the checklist below to assist your progress as you work through the Marketing Strategy Generator.

1 **PREP**

Before you officially begin, you will need to come prepared with the following:

- A general understanding of the target audience you'd like to serve or already serve
- Clarity around the process of what it's like to work with you (the steps someone goes through)
- The ability to locate testimonials, case studies or quotes from actual clients or customers

2 **TAB 1 - QUESTIONS**

Your answers to the questions here are the foundation for your content marketing strategy. The questions are organized into 5 sections.

THE ESSENTIALS - succinctly state your target audience and their desire. Narrow your target audience by demographic, industry, or even season of life. This is your core group of customers or clients you most prefer to serve.

THE DESIRE - work through the desire your target audience has as it relates to the service or product you provide. Keep in mind the desire your business fulfills and **HOW** your business accomplishes that. In some cases, your answers will be populated into other fields, where you will elaborate on what you provided.

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2 **TAB 1 - QUESTIONS, CONT.**

Note - the "best case" and "worst case" scenarios should both be negative. Typically, "best case" is "their life continues as it has with no improvement". The worst case scenario should be a step beyond that.

THE SOLUTION - if you have multiple services or products you can either focus on ONE for this section, or you can focus on the more general transformation your services or products provide.

THE RESULT - you'll see the best and worst case scenarios have populated here. You'll determine how the result you give helps your target audience avoid them. You'll also clearly state how you help them fulfill their ultimate desire.

AUTHORITY & SOCIAL PROOF - this section centers around your story, and the values/beliefs you hold. You'll also be directed to tie testimonials to the features and benefits of your business.

YOUR POSITIONING STATEMENT - This section is the culmination of your answers into one guiding "positioning statement". This statement will serve as the guidepost for your marketing decisions going forward. You can re-write as needed in the space provided.

Note - if, after reading the statement, you feel your business sounds too similar to your competition, you will need to revisit the following areas:

- Desire - maybe you need to appeal to a different desire
- Solution - can you highlight a different business service/product or talk about it in a different way?
- Ultimate desire - is there another ultimate desire you can focus on?

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3 **TAB 2 - SOCIAL MEDIA CONTENT PILLARS**

Your answers have been populated onto the social media content pillar matrix, and filtered into different sections depending on the type of content they correspond to.

The yellow rows of the grid are "awareness content". This is content that brings awareness to what your business does. These are most often social media feed posts or Stories.

The light blue rows are "growth content". This is content designed to bring growth to your platform. These work well as social media feed posts or live/pre-recorded videos. They also work well for podcast or email newsletter topics.

The dark blue rows are "promotion content". This content is for selling. You can use it to passively or directly sell, depending on your personal style and season of business you're in. This content works best for Stories, video, and email - places where you can go into more depth, provide context, and speak authentically and clearly.

Think of these content pillars as the topics you limit yourself to speaking on when posting on social media. Rather than being inside of a "box," they give you freedom - they enable you to truly create an identity online where your business (and you as the representative) will become recognizable.

You can pick and choose from the pillars and write content as needed, depending on your personal preference or frequency of posting. A good rule of thumb is 3 posts per week.

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4 **TAB 3 - SALES COPY**

Last, the answers to the questions on Tab 1 are turned into sales copy.

On this tab, you'll note the copy has been laid out in a sales page format.

The organization of this sales page is focused on presenting a desire, and how that desire can be fulfilled. It doesn't focus on problems or sell out of fear-based tactics.

The bottom section of this tab contains a framework for the sales page so you can understand the goal behind each section.

You can take the copy and use it directly on a sales page. If you don't use a traditional sales page, you can use the copy on your website where it would make the most sense. This is typically:

- Home page
- Services page
- Contact page

You can also use the copy in sales emails, as needed.

Please let us know how this feels to you and all testimonials are welcome!

Provide a testimonial and you will gain \$10 off your next purchase.

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Other Amazing Help We Provide:

Robust SEO (Search Engine Optimization)

Creating Your Marketing Video

Developing Your Lead Magnet