

**YOUR KNOWLEDGE + PASSION + GUT INSTINCTS**



# **Your Marketing Strategy & Content**

**We've got this.**

Christine Morse  
Founder  
Avid Marketing Alliance

avidmarketingalliance.com  
christine@avidmarketingalliance.com  
616.581.5876

# YOUR MARKETING STRATEGY & CONTENT

**Congratulations and I am  
glad we found one another!**

Your business growth is important and my passion is in helping people to grow. Below are some thoughts before we get started.

- Your knowledge, passion, and gut instincts are valuable.
- Content for social media, PR, and sales is created from your knowledge. It's just a matter of getting it out of your head and into a working format. This is what we are going to do with you.
- We use free and low-cost tools to share your content.
- This workbook is an overview guide. Each topic can be an hour-long training and there is a worksheet on several of these steps if you need them. Follow these steps and you will create a stronger foundation. If you want the hour-long class(es), we can do that too.
- Clear your mind, take a deep breath, and here we go!

YOU'VE GOT THIS!

Sincerely,

*Christine*

**Christine Morse**  
Founder, Avid Marketing



Contact me at  
[Christine@avidmarketingalliance.com](mailto:Christine@avidmarketingalliance.com)

616.581.5876 Text is best.

# YOUR MARKETING STRATEGY & CONTENT

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Using your knowledge, heart, and gut instincts combined with free and low-cost tools will help you to become successful.

Please try these (or have us help you) before spending money on paid ads or with an expensive agency.

# YOUR MARKETING STRATEGY & CONTENT

## ABOUT THE COMPANY

We started this company in 2009 after 20 years in the corporate world of marketing and communications. When leaving the industry, I realized I had a ZERO dollar budget vs a million dollars but knew the importance of great branding. I sought out tools that could ensure the best branding without costing a dime.

Now, I teach people, just like you to do the same thing. Saving you thousands of dollars and countless hours of frustration, trying to learn it yourself.

My goal is to help 1 million people grow their business within 10 years. It was a put on my heart because I want to create generational change. If your children see you start and grow a successful business, it will give them the courage and knowledge on how to follow their dreams.

## COMPANY MEMBERS

**Christine Morse**  
Founder & CEO



**Avid Marketing Alliance**  
Marketing Training & Strategy

**John VerBrugge**  
Marketing Technology  
Specialist



**Shared Hands**  
Virtual Assistants

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**Teaching** you all you need to know about marketing success.

**Providing** the best free and low-cost tools.

**Becoming** your virtual assistance team if needed.

**Supplying** your team for marketing, technology, bookkeeping, sales, and administration.

**So you can focus on your passion.**

# YOUR MARKETING STRATEGY & CONTENT

## PREPARE & PLAN

Many people dive right into the logo and website without fully preparing and setting a strong foundation. Trust me, I know because I was one of those people, for sure!

### COMPETITIVE ANALYSIS:

Search and study 3 - 5 competitors. Do NOT compare yourself but learn from them. Do not duplicate or copy but emulating is A-OK for now.

- Look at their branding, tagline, and About section.
- What are their services compared to yours?
- Study their social mediums. What do they use? What do they post? Are their followers engaged? Why or why not?

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## SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats

List these traits - personally and professionally

This work helps you build your content, determine what services you provide (based on your strengths), and plan to minimize any weaknesses or threats.

Get your head around the weaknesses and threats Set the Plan.

### Strength Examples

- Hard working
- Dedicated
- Knowledgeable / Skilled
- 20 years experience
- Transparent & honest
- A few testimonials

### Weaknesses Examples

- Not enough in the bank
- No website
- Not enough testimonials
- No systems created
- No social media set up
- No team, solopreneur
- Easily distracted

### Opportunities Examples

- Few competitors
- Needed services in this area
- People referring clients to me
- Ability to grow team easily
- Found funding / grants

### Threats Examples

- Too many competitors
- No funding
- Do not know how to grow
- All alone - no help

# YOUR MARKETING STRATEGY & CONTENT GUIDE

## TELL US ABOUT WHAT YOU DO

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### Your Company Name

- 1) Be sure the company name is easy to pronounce.
- 2) Use simple words that people will enter into search engines.
- 3) Do not use "catchy or trendy" lingo like 4 for the word "for".
- 4) Spelling out the full word is best vs abbreviations.
- 5) It is perfect if your name states what you do.
- 6) Purchase the domain and the domain which has the words people are searching for when they need your service(s). Examples are below::

I purchased "freeandlowcosttools.com". "marketingforsmallbusiness"

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### Your Tagline

- Short and sweet. 1 sentence that describes exactly what you do.
- Easily remembered and repeatable so people share your info.

Example: We create visibility for people who want to grow.

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### Your Logo:

No need to pay a lot for it.  
Fiver or Canva are good sources.

Make it timeless. Clean. Easy to recognize. Different. Make sure your heart loves it.

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### Elevator Pitch:

Introduce yourself. State your tagline. Wait for them to acknowledge and understand. Then, tell them HOW you what you do.

Practice. Practice. Practice.  
Example below:

Hi, I am Christine Morse and I am the founder of Avid Marketing Alliance.

We create visibility for people who want to grow.

We specialize in using free and low-cost tools and help people use all types of marketing that builds relationships and encourages referrals.

# YOUR MARKETING STRATEGY & CONTENT

## LET'S IDENTIFY YOUR IDEAL CLIENT MY FAVORITE PART!

It took me YEARS to create these best practices!

Who is your ideal client?

What social mediums do they use?

Where do you find them?

How do you help them?

What keeps them up at night worrying?

How do they feel after receiving your services?



## YOU CAN USE OUR TEMPLATE!

You can use our template that asks you a series of questions on how you help your client. This creates ALL of your content for sales copy, your ads, and your website!

### Marketing Content Planner by Avid Marketing Alliance



		Fill in green areas with your answers.		
The Essentials	Who is your target audience?			
	What is their desire as it relates to your service or product?			
	What is the deeper desire? AKA, a desire behind the surface.			
	How will the customer's life improve if their deeper desire is fulfilled?			
	What's been holding them back from fulfilling it before now?			
	Select all that apply.			
	Time			FALSE
	Money			FALSE
	Specialized skills or education			FALSE
	Lack of awareness around a solution to fulfill their desire			FALSE
	Mindset or lack of belief			FALSE
	Other	FALSE	Explain what "Other" means here if checked	

# YOUR MARKETING STRATEGY & CONTENT



## CONTENT IS KING!

Sharing knowledge, tips, your passion, and demonstrating that you are a great human are the best ways to gain attention on social media.

Blogging is more simple than you think and can create 24 social media posts with EACH Blog.

A Blog is simply an article of information that provides knowledge to the reader. It is only 350 - 600 words + An eye-catching image = Blog. BOOM! That's it!

Again, take a deep breath, relax....YOU'VE GOT THIS

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## LET'S BRAINDUMP YOUR KNOWLEDGE

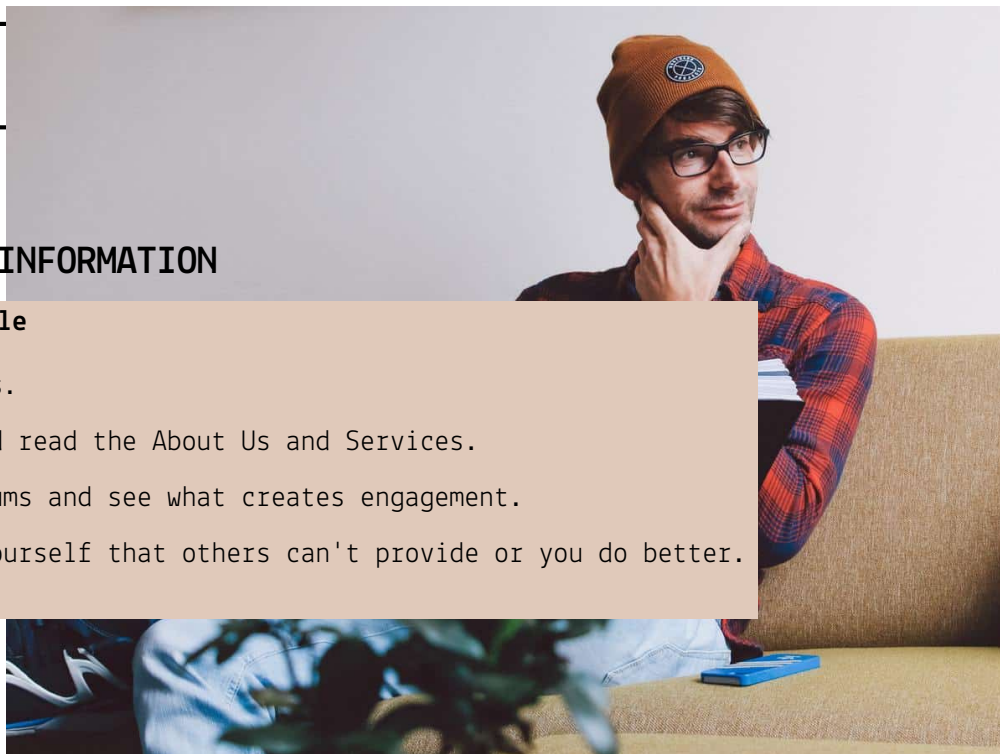
Drop 24 pieces of knowledge. Information that you know that you can share to help someone in your field of experience. My examples below:

- 
- Competitive Analysis
- 
- SWOT Analysis
- 
- Branding - Company Name
- 
- Branding - Tagline
- 
- Branding - Elevator

## NOW, ADD BULLETS OF INFORMATION

### Competitive Analysis (example)

- Chose 3 to 5 competitors.
- Study their websites and read the About Us and Services.
- Study their social mediums and see what creates engagement.
- Create differences in yourself that others can't provide or you do better.





## Adding Photos that attract your ideal clients

Statistics state that your ideal clients need to see your brand, through an impressive lens 38 TIMES before they want to give you money. It used to be 7. Now, it's THIRTY-EIGHT!

Some examples of mine are below. These demonstrate how I help clients with training, passion, enthusiasm, and hard work. It depicts that I really enjoy helping the solopreneurs. I create these in a FREE tool called Canva.com

When you are talking about a specific topic, you can create a thumbnail for that topic and/or use an image that demonstrates that thought you are conveying. Make sense?



This is what I used with my blog about how to turn marketing into sales.



## 5 Years of Content Created in a Few Short Hours!

After creating your content, learn what words attract your ideal client, and develop images that attract, now it's time to set up your process!

As mentioned, we like to use free and low-cost tools AND help to remove stress, and keep the time spent to a minimum on marketing for the business owner.

Your goal is to create 2 blogs a month and post them to your website. From your website, you share your blog into your social mediums.

Here's the secret sauce.....You can create 24+ posts from EACH BLOG!

24 blogs x  
24 pieces of information from these blogs for posts  
= 576 pieces of content

52 weeks x 2 posts a week = 104 posts needed.

You, in essence, are creating 5 YEARS of social media with my system! BOOM

On the next page, you will learn how to turn each blog into 24 pieces of marketing.

This is fantastic information and I hope you are still excited!

If you are having troubles creating your marketing content, we can help!

Contact me at  
[Christine@avidmarketingalliance.com](mailto:Christine@avidmarketingalliance.com)

616.581.5876 Text is best.



Content Creation SOP  
sarahebaus.com/content

First, start with your “master content” - a podcast episode, a video, or a blog

This acts like a trunk that all the branches sprout!

1. Cut 30-60 sec pieces for IG Reels and Tik Tok
2. Transcribe video or audio file into written form
3. Format written form into a blog post (this is easiest to do when the original piece of content is in a numerical format such as 5 Ways to Up-Level Your Branding, etc)
4. Shorten that blog and use the intro and one main point for an email - direct to the blog to read more!
5. The title of the podcast is used for Pinterest graphics - these have unlimited possibilities, but it's recommended to pin between 5-10 pins
6. The intro and each point turns into a Facebook and Instagram post - create a library of graphics templates to modify for various posts
7. Use the 5 goal method to create 5 more posts
  - a. Inspire - take a quote from the blog post and expand on it
  - b. Educate - Create a slide deck graphic featuring each main point
  - c. Engage - Ask a question or create a poll relating to the blog topic
  - d. Promote - A direct ask to check out your blog post!
  - e. Nurture - Breakdown the pain points your audience feels that the topic solves
8. Take quotes from the blog for quote graphics and tweets

Example:

A video about the 5 Ways to Up-Level Your Branding you could create...

1. At least one short video for Tik Tok and IG Reels
2. A blog post
3. An email
4. At least 5 pins
5. 5 posts based on each point (5 ways) for Instagram and Facebook
6. 5 posts based on the 5 goal method for Instagram and Facebook
7. At least 3 quote graphics for Instagram and Facebook
8. At least 3 tweets

This totals to be... 24 pieces of content across 7 platforms

# The Strategy!

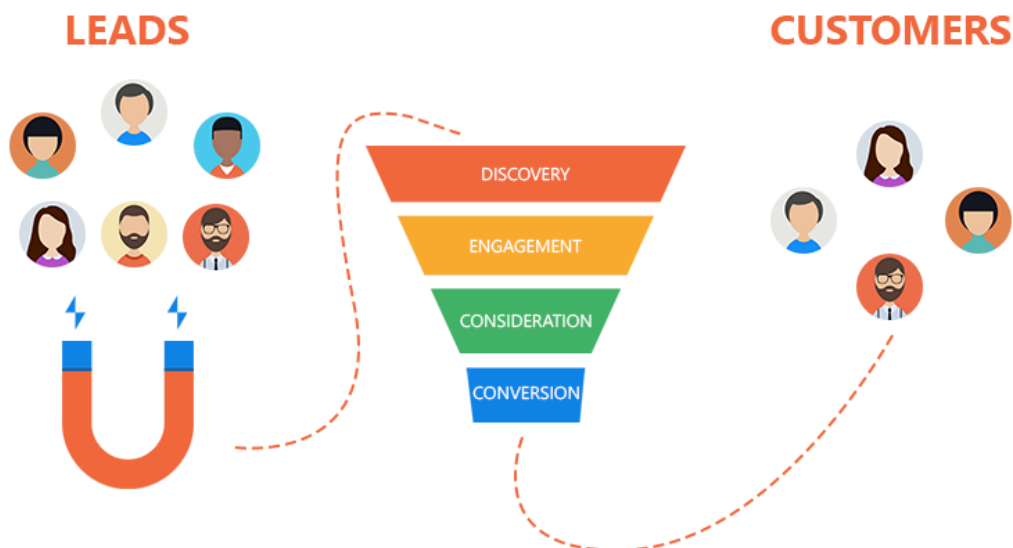
Now, let's put this great work to use. Like each of these pieces, we could provide an hour-long training and workshop. This is meant to be your guiding light.

There are many free and low-cost tools that can help you keep this strategy in place and moving forward. If you want help with those, let us know.

What I found best over years is the magic combination of a strong website, social media, events, and press releases.

Keep it simple:

- 2 blogs a month
- 2 to 3 posts a week on various mediums
- 1 eNewsletter each month with 2 or 3 posts from above. Nothing re-created.
- 1 event or promotion each month
- 1 press release each quarter



## Best Practices for an effective website

Easy to update! YOURSELF.

Be sure that if someone creates it for you, you have all easy access for updates.

4 - 5 headings across the top.

About Us | Services | Blog | Contact Us

Logo on top left

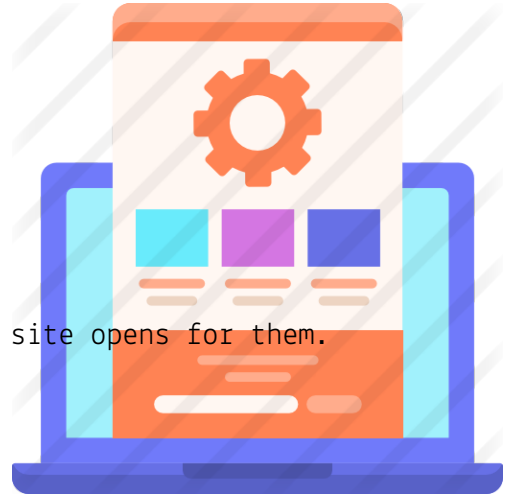
Contact info on the top right of the header

CLEARLY stating how you help people as soon as your site opens for them.

Easy and as few words as possible.

Images that resonate with your ideal client.

Contact information at the bottom which includes an email and phone number.



## Best Practices for Best Search Engine Optimization (SEO)

Google, Yahoo, and Bing reward legitimacy with organic optimization because they want to highlight legitimate companies. This means that they raise you higher in the rankings when you are proving legitimacy.

- Your domain needs to match your content.
- Name your images with words that attract your ideal client. These words "appear" in the back end of the website and can help people find you when searching.
- Keep your website active with updates. Adding Blogs are perfect for this.
- Content is using the words that your ideal clients are searching.
- Register your website with the search engines.
- Proper use of H1 and H2 tags which means headers and titles. You can Google for this or ask us to do it! :)
- Link your website with social media icons because if you have a FB, LinkedIn, and Instagram page, those icons are linked to legitimate websites.





## Free or Low-Cost Tools that are effective

You need:

- A Website that is your hub/home base.
- At least 2 social mediums
- An eNewsletter program like Mailchimp or Constant Contact
- Video recording tools and processes. I use a simple Logitech HD1080p for video recordings and a microphone.
- A better microphone is a Yeti. If you are doing online work.
- Landing pages are used for special promotions. It's a simple page of information that encourages the reader to use your services. It's straight and to the point and allows easy access to paying you!
- Once these are in place, your life will be easier. I have worked for 11 YEARS determining which tools are effective, EASY, and free. I'll bet you're glad you found this guide!



## Measurement for Success

It is very important to track your measurement for success. Below are some quick tips on how to easily do this. And, PROOF that free and low-cost tools work.

I was able to double and triple the measurements for a non-profit by using these tools. By using the correct words, attracting the ideal client, building relationships, and having the correct marketing to sales process created, you will be successful. I promise.

- Create Spreadsheet.
- Left Column List all of your starting measurements
- How many Facebook Followers?
- How many Instagram Followers?
- How many visits to your website a week?
- How many people are in your eNewsletter database?
- How many clients a week do you see?
- How many calls/quotes do you create a week?

The columns along the top are labeled Jan | Feb | March | April

- Each month, fill in the columns with the increased numbers!
- **That's exactly how easily I did it each month when I had to report to the Board of Directors, on how our team increased the numbers each month.**

	2015	2017
New Website, Fully Organically Optimized, Interactive, Accessible & Beautiful	125 hits/week	1800+ hits/week
Facebook	1716 Fans	2123 Fans
Twitter	19,200 followers	21,800 followers
Contact Database receiving regular communications which inform and encourage participation	1,226 contacts	3,125 contact
Enhanced Community Engagements with heightened branding and process	3-5 / year	15 / year
Media Hits and Relationships, PSA's, Non Profit Segments, Video Streams	6 / year	55 / year
Phone calls into the organization	30 / day	60 / day
Overview Brochures distributed within the community	300	12,000 +
Table Events / Tradeshows	12 – 14/year	16+
Educations Trainings / Presentations / Overview of Services	4 / year	13-15 / year
Press Releases & Media Experiences (Obtained Monthly Radio Talk Show)	3 / year	21 / year
Videos & Impact Stories	4	21

I hope these tips help you grow your business. Please let me know your thoughts by sending an email to [christine@avidmarketingalliance.com](mailto:christine@avidmarketingalliance.com) on ways I can improve this document. Remember, I need to help a million people within 10 years so I can help create generational change.

Kind regards,  
*Christine*

# Training

- LINKEDIN FOR SALES
- HOW TO TURN MARKETING INTO SALES
- CONNECTING YOUR TECHNOLOGY
- BLOGGING FOR SALES
- CREATING YOUR BUSINESS STRATEGY
- HELPING YOU CREATE YOUR CONTENT
- CREATING YOUR EVENTS AND PRESS ATTENTION

# Services

- MARKETING SERVICES
- TECHNOLOGY STRATEGY
- ADMINISTRATIVE TASKS
- BOOKKEEPING
- HELPING YOU GAIN MEDIA ATTENTION



**SHARED**  
**H**  **NDS**

[AvidMarketingAlliance.com](http://AvidMarketingAlliance.com)

[SharedHands.co](http://SharedHands.co)

616.581.5876 (text it best)