



Your Marketing Strategy & Content Guidebook

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 where it could be an hour class for each.
- You will create a stronger foundation.
- Clear your mind, take a deep breath, and here we go!

YOU'VE GOT THIS!

Sincerely,

Christine

Christine Morse

Founder, Avid Marketing



Christine Ann Morse

Business Growth Strategist, **Avid Marketing Alliance**
Marketing & Sales Development

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Creating Visibility For Clients Who Wish To Grow

Let's Connect!



TABLE OF CONTENTS

Competitive Analysis	Page 9
Unique Value Proposition.....	Page 11
SWOT Analysis	Page 13
Branding: Name	Page 14
Branding: Logo	Page 14
Branding: Tagline	Page 14
Branding: Elevator Pitch.....	Page 14
Ideal Client	Page 15
Creating Sales Content.....	Page 7
Blogging Knowledge	Page 8
Dynamic Images	Page 9
Creating Endless Content	Page 10
One Blog = 24 Posts	Page 11
Creating Your Strategy	Page 12
Effective Website	Page 13
Search Engine Optimization.....	Page 13
Free & Low-Cost Tools	Page 14
Measurement for Success	Page 15

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.



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. My adventure began with locating all of the free and low-cost tools which provided the best branding.

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.

Christine Morse
Business Growth Implementor

Avid Marketing Alliance
Marketing Strategy, Training &
Services



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 with marketing, technology, and sales

So you can focus on your passion.



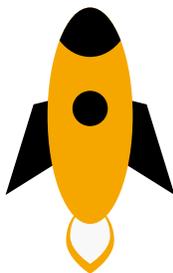
Milestones



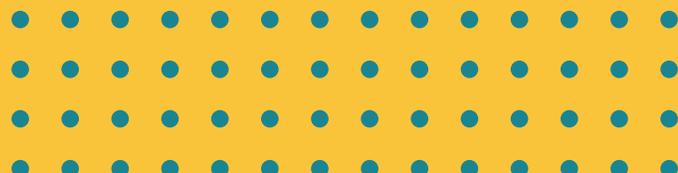
**Thinking about
your business.**



**Planning.
Putting it into
words.**



Launch



Milestones



Thinking about your business.

Competitive Analysis

Competitor analysis in marketing is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats. This also helps us create our unique value proposition.

- Search and study 3 to 5 of your competitors.
- Fill in the info below with what you discover.
- Do not get discouraged.
- This is so you can identify how you are unique from them.
- Feel free to take screen captures and put them into a document so you can remember them later, as you are building your business.

Competitor #1

Company Name	
Location(s)	
Tagline	
Years in Service	
Their Services	
Branding colors and vibe	
What socials do they use?	
What posts receive engagement?	
# of <u>Instagram</u> Followers	
# of <u>Twitter</u>	
# of <u>LinkedIn</u>	
Things you like or didn't like.	
How are you better?	



Thinking about your business.

Competitive Analysis

Competitor #2

Company Name	
Location(s)	
Tagline	
Years in Service	
Their Services	
Branding colors and vibe	
What socials do they use?	
What posts receive engagement?	
# of Instagram Followers	
# of Twitter	
# of LinkedIn	
Things you like or didn't like.	
How are you better?	

Competitor #3

Company Name	
Location(s)	
Tagline	
Years in Service	
Their Services	
Branding colors and vibe	
What socials do they use?	
What posts receive engagement?	
# of Instagram Followers	
# of Twitter	
# of LinkedIn	
Things you like or didn't like.	
How are you better?	



Thinking about your business.

Competitive Analysis

Next Steps:

How are your services better than you competition?

What will you do differently than your competitors?



Thinking about your business.

Unique Value Proposition

What makes you stand out?

Why would your clients buy products or services from you vs your competition?

Let's Identify Your Unique Value Proposition

A value proposition is a promise of value to be delivered. It is the primary reason a prospect should buy from you. We combine that with what YOU provide that is unique to what others can provide and you have the perfect combination.

These thoughts and "words" are going to start to form our messages.

This works best if you have already done your competitive analysis.

A value proposition is a clear statement that

- explains how your product solves customers' problems or improves their situation (relevancy),
- delivers specific benefits (quantified value),
- tells the ideal customer why they should buy from you and not from the competition (unique differentiation).

The value proposition is usually a block of text (a headline, sub-headline, and one paragraph of text) with a visual (photo, hero shot, graphics).

There is no one right way to go about it, but I suggest you start with the following formula:

- Headline. What is the end benefit you're offering? 1 short sentence. Attention grabber.

- Sub-headline or a 2-3 sentence paragraph. A specific explanation of what you do/offer, for whom and why is it useful.

- 3 bullet points. List the key benefits or features.



●Visual. Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.



Thinking about your business.

Unique Value Proposition

EXAMPLE

These words should be used on your website, in your eCommunications, sales content, social media, and especially at networking events while introducing yourself.

There is no one right way to go about it, but I suggest you start with the following formula:

- Headline. What is the end benefit you're offering? 1 short sentence. Attention grabber.

We turn your knowledge into sales.

- Sub-headline or a 2-3 sentence paragraph. A specific explanation of what you do/offer, for whom and why is it useful. List the ways you are different from doing the competitive analysis.

Your knowledge, passion, and services are already created and helping people. We select the best words, tools, and processes for helping you to share them. Creating the pathway for people who need your services to find you.

- 2-3 bullet points. List the key benefits or features that resonate with your ideal client.

**Content marketing is effective and affordable.
Your clients are out there, we connect you to them.**

- Visual. Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.



***These words and processes have taken me 13 years to fine-tune so it grabs attention and also is aligned with my passion and gifts. As you grow and learn, your messages and images may change too. Stay focused and do not give up.
- Christine***



Thinking about your business.

SWOT Analysis

THINKING & PREPPING

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. This work take a lot of gut instincts and thinking.

SWOT: 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.

<p>Strength Examples</p> <ul style="list-style-type: none"> • Hard working • Dedicated • Knowledgeable / Skilled • 20 years experience • Transparent & honest • A few testimonials 	<p>Weaknesses Examples</p> <ul style="list-style-type: none"> • Not enough in the bank • No website • Not enough testimonials • No systems created • No social media set up • No team, solopreneur • Easily distracted
<p>Opportunities Examples</p> <ul style="list-style-type: none"> • Few competitors • Needed services in this area • People referring clients to me • Ability to grow team easily • Found funding / grants 	<p>Threats Examples</p> <ul style="list-style-type: none"> • Too many competitors • No funding • Do not know how to grow • All alone - no help



Thinking about your business.

SWOT Analysis

SWOT: Strengths, Weaknesses, Opportunities, and Threats

Your Strengths	Your Weaknesses
Your Opportunities	Your Threats

Create Your Action Plans for Each Category.

- Strengths: What can you move forward with today for creating your business?
- Weaknesses: Where do you need help? What gaps need filling?
- Opportunities: What is some low-hanging fruit so you can get started earning money?
- Threats: What do you need to remove or accommodate for before you see success?

If you need help, let me know. This is one of my specialty areas!

Christine Morse

Christine@avidmarketingalliance.com



Thinking about your business.

TELL US ABOUT WHAT YOU DO

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"

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.

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.

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.



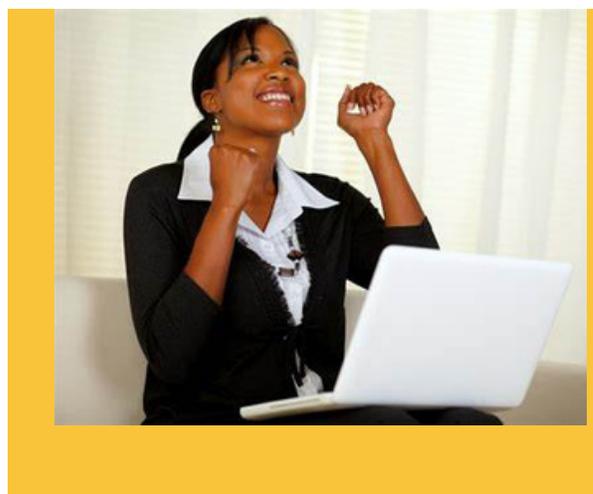
Thinking about your business.

Ideal Client

LET'S IDENTIFY YOUR IDEAL CLIENT

As soon as you know this information, it will help you to determine what messages to write and what tools to use for reach your potential clients.

- 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?	
 <p>Select all that apply.</p>	Specialized skills or education	<input type="checkbox"/> FALSE <input type="checkbox"/> FALSE <input type="checkbox"/> FALSE



BLOG

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

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 Pitch

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.co](mailto:Christine@avidmarketingalliance.com)

[m](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.

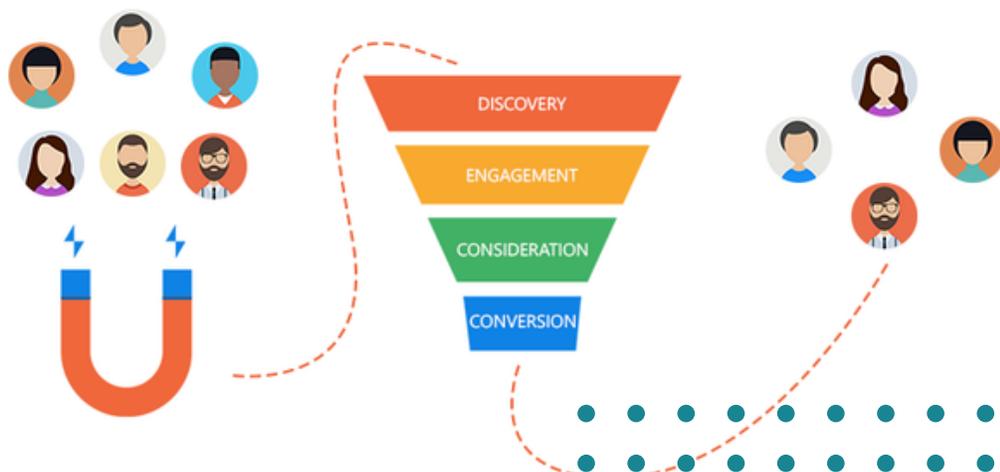
Keep it simple:

- 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



LEADS

CUSTOMERS



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

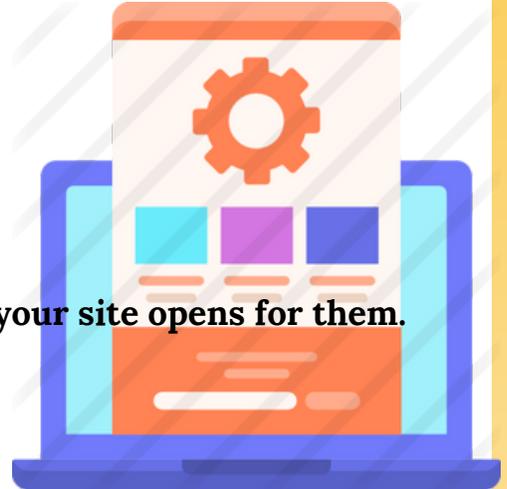
Contact info on the top right of the header

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!



MailChimp



GrooveFunnels



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 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
HANDS



AvidMarketingAlliance.com

SharedHands.co

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