

# *Effective Marketing Systems & Techniques*

*Learn more about business growth thinking that will help you reach new customers.*



**Amway**

Global Promotions



HermanMiller

**AVID  
MARKETING  
ALLIANCE**

800+ Positive  
Endorsements!

# EFFECTIVE FREE & LOW-COST TOOLS

## Your Programs & Services

- Clear Branding
- Your Unique Value Proposition
- How You Improve People's Lives
- Your Action Plan

## Your Toolkit

- Clear, Clean Website
- Strong Search Engine Optimization (SEO)
- Lead Magnet
- Sales Funnel
- Communications Tools
- Measurement of Effectiveness

## Your Systems & Processes

- Attract Ideal Clients with Tools
- Gold is in the Follow-Up

# Proof of Concept – Both Clients Used Free & Low-Cost Tools

Christine Morse: Program Growth by Using Free & Low-Cost Tools!

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Proud to announce that we provided enhanced branding, marketing activities, and new messages which engaged our Ideal Clients for a local Non Profit. We created a brand new marketing department including visibility, hiring and training team members, and creating numerous new processes. We took their events from the basements of churches to standing room only at the GRAM by using free and low cost marketing tools which is what we teach today.

	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

	6/1/22	5/21/23	Notes
Mktg			
Website Hits / Month	435	1,024	
Facebook Likes /Followers	987	1,400	
LinkedIn WKC Page	336	593	Please invite your connections.
Members Only FB Group	0	20	
Instagram Followers	69	92	
Media Appearance	1	12	
Segmented Listings	1	4	Targeted Messages
New Members		17	
Sponsors @ \$250		5	\$1,250
Sponsors @ \$2500	1	3	\$7,500
Database Contacts	676	932	37% open rate. Standard Industry is 20%. We moved from 1 x / month to weekly reminders.
Ops			
Process Documentation	0	45	
Roundtable Participants	0	5	@ \$120 each = \$600
Kentwood Small Biz Training Participants	0	14	Approximately \$10,000 in Revenue
A/R Process / Calls / Month	0	20	Streamlined. Added Customer Service Calls

Christine Morse  
Senior Marketing & Communications Specialist

*Your Vision:*

*Your Mission:*

*Your Why:*

*How many new clients do you need each month to meet your financial goals?*

*What is your desired yearly income? \$ \_\_\_\_\_*

*What are your monthly expenses? \$ \_\_\_\_\_*

*Average income per customer? \$ \_\_\_\_\_*

*How many new clients each month? \_\_\_\_\_*



# *Let's Identify Your Unique Value Proposition UVP*

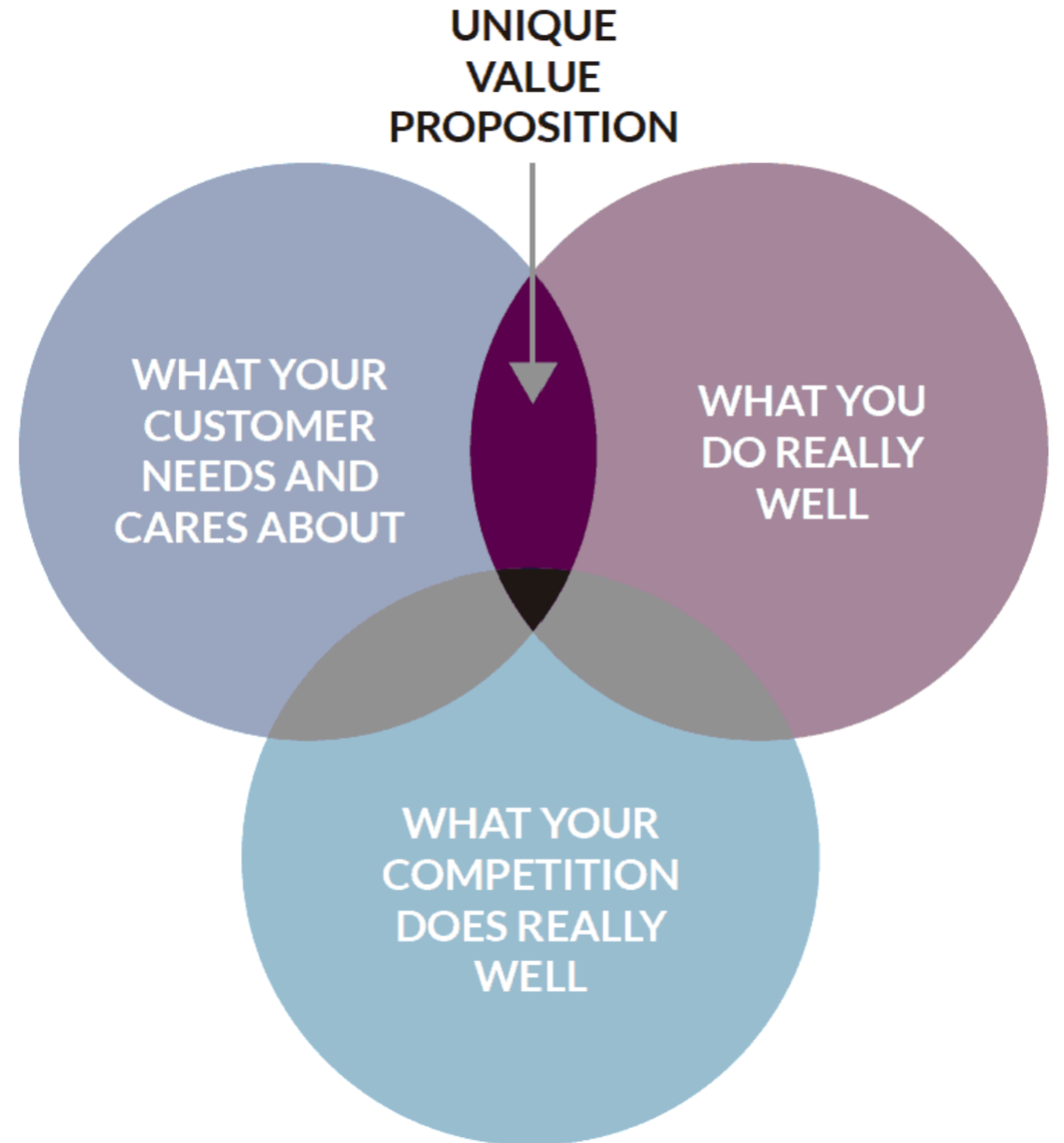
What makes you stand out from your competition?

Is it your experience?

Do you have a unique process?

Do you have unique or specific clients?

Do you provide an added benefit or service?



# Your HUB & Homebase

1. Do NOT spend a great deal of money!
2. Easy to Update – Do not set it and forget it.
3. Many have SEO Built In
4. State Your UVP on Homepage
5. A Few Sections at the top
  - About Us
  - Services
  - Contact Us

6. Connect Google Analytics: <https://analytics.google.com/>



# Search Engine Optimization SEO

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- Google, Yahoo, & Bing Reward Legitimacy.
- Your keywords, images, services listing, domain, blogs content all provide legitimacy.
- Updating your website regularly provides legitimacy. Blogging is great for this.
- Connect to socials, especially You Tube!
- Directory Submissions WK Chamber Directory!, <https://business.yelp.com/>
  - Do Ads only if your house is in order: <https://business.nextdoor.com/>
  - <https://www.vendasta.com/blog/top-100-online-business-directories/>
  - <https://www.google.com/business/>
- Link Building: Linking between pages in your OWN website is great.
- Backlinking: Link with other bloggers or articles and share their content from other orgs in your blog. This will link your site to theirs for legitimacy.



# Best Affordable SEO Tools

<https://www.semrush.com/>

Spot issues with **Site Audit** and get a full list of what you can do to fix them:

- Check for broken pages, links, and problems with basic html tags.
- Detect complex issues related to international SEO, crawlability, and schema optimization.

## Your Keyword Rules

Navigate the most trusted keyword research database with **Keyword Research**. Discover new targets based on tons of metrics and easy-to-use filters:

- Competition level
- Keyword difficulty
- Monthly volume
- Related phrases
- Search intent

## Figure Out Your Rivals

Take a deep dive into any of your competitors' data:

- Keywords
- Backlinks
- Ad campaigns
- Top performing content

Use **Competitors reports** to see who you're up against online and what their current strengths and weaknesses are.

## Boost Your Content



Great Training on SEO:

<https://academy.hubspot.com/courses/seo-training>



## IMPORTANCE OF

### BLOG IN SEO



BLOGGING KEEPS YOUR  
WEBSITE FRESH



BLOGGING INCREASES  
TRAFFIC TO YOUR  
WEBSITE

BLOGGING  
ENGAGES PEOPLE  
ON YOUR  
WEBSITE

BLOGGING HELPS  
YOU TARGET LONG  
TAILED KEYWORDS

BLOGGING HELPS  
YOU BUILD  
INTERNAL LINKS

BLOGGING HELPS YOU  
GET A LINK FROM  
OTHER WEBSITES

BLOGGING HELPS  
YOU CONNECT WITH  
YOUR AUDIENCE

BLOGGING IS FLEXIBLE  
AND COMPLEMENTS  
YOUR OVERALL  
MARKETING STRATEGY

# *Blogging is easier than you think!*

- 350 – 1200 words, 3 chunky paragraphs
- Knowledge Articles
- Events & Promotions
- Tips & Tricks Which Help People
- Images that resonates

How to get started:

<https://avidmarketingalliance.com/blog/f/getting-started-with-content-marketing>

# *What is a lead magnet?*

A marketing tool that generates leads by offering a resource in exchange for a prospect's contact information. Lead magnets can take the form of ebooks, whitepapers, templates, and similar downloadable assets.

A Great Lead Magnet:

1. Be relevant
2. Provide value
3. Be trustworthy
4. Make your audience want more
5. Be shareable



# Creating Your Sales Funnel

Let's sketch out your clients' journey!



**Best Sales Funnel Management Software 2023**  
Get closer than ever to your customers

Whether a small business or enterprise-level corporation, the right CRM software can streamline your sales funnel & boost profits through customer retention.

Last Updated May 2023

**Top CRM Services for Your Business**

Service	Rating	Key Feature	Action
monday sales CRM	Excellent 9.3	Trusted by 100,000+ teams	<a href="#">View Plans →</a>
Editor's Choice Salesforce	Exceptional 9.9	Generate +29% increase in leads	<a href="#">View Plans →</a>
HubSpot	Excellent 9.2	Join 135,000+ customers	<a href="#">View Plans →</a>

<https://www.top10.com/crm/sales-funnel-comparison>

My favorite is Hubspot

# *Your Communications Tools*

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Pick 2 or 3 Socials  
Free Content Creation Tool for YOU!. 😊



MailChimp

# Measurement of Effectiveness

		June	July	August	September	October	Notes
Website Visitors	# of visitors						
	Length of Stay						
	Popular Pages						
	Lead Magnet						
LinkedIn	Profile Views						
	# of Connections						
	Average Post Engagement						
	Event RSVPs						
Facebook	# likes / followers						
	Posts						
	Ave Post Engagement						
	Thoughts						
eNewsletters	# of Connections						
	Opens						
	Clicks						
	New Subscribers						
New Clients	# of Sales Conversations						
	# of New Clients						
	# of Clients Who Didn't Sign Up						
	Why Didn't They Sign Up?						