

MARKETING

*“Change is the law of life and those who look only to the past or present are certain to miss the future.”
- John F. Kennedy*

STRATEGIES FOR REACHING EXECUTIVES

MARKETING BENEFITS



Marketing Leaders, C-suite executives, Senior leaders, high-level directors.

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Improve leader's self-awareness, strategic thinking and communication skills, which leads to more effective brand leadership, aligned teams and messaging and improved decision-making. The results are stronger ROI, faster strategic pivots and enhanced customer engagement.

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Provides a roadmap for achieving business goals, such as increased revenue, brand building, and gaining competitive advantages. A clear strategy ensures marketing efforts are focused, consistent, and efficient, leading to improved customer engagement, loyalty, and informed decision making based on the market.



CORE AREAS OF MARKETING FOCUS

Provide a roadmap for achieving business goals, such as increased revenue, brand building and gaining competitive advantages. A clear strategy ensures, marketing efforts are focused, consistent, and efficient, leading to improve customer engagement, loyalty, and informed decision-making based on the market.

Executive coaching is not training; it's a dedicated space for reflection and behavioral change. The focus areas are typically determined by an initial assessment and often fail.

1. Content Marketing: Establish Authority

- **Thought Leadership:** Create content (blog, post, white papers, LinkedIn articles) that shares data driven insights and addresses the complex challenges your target executive audience faces (e.g., M&A leadership, digital transformation, culture change).
- **Google Rating;** Strive for 5-star.
- **Signature Framework:** Develop and share a high-level overview of how you deliver your promise. This establishes your unique process and expertise. (e.g., Promising you a 5-star experience!)
- **Consistent, fresh, authentic messaging and branding.**
- **Consistently refresh search capabilities (AI, SEO), mobilize, optimization, and data analysis;** become a quality “lead generating machine.”
- **Cherish feedback, have fast follow up processes in place and avoid annoying your audience with too much irrelevant email, and/or excessive pop-ups.**
- **Premier Resources:** Offer a valuable asset like a white paper or keyboard on a pressing executive issue in exchange for an email address (lead magnet).

GROW COACHING MODEL

G-GOALS:

What do you want to achieve? In this session? Long-term? **DEFINE** the specific, measurable outcome.

R-REALITY:

What is the current situation? What have you tried? **ASSESS** the current state, obstacles and resources.

O-OPTIONS:

What could you do? What are all the possibilities? **EXPLORE** solutions and strategies without judgement.

W-WILL:

What will you do and by when? What support do you need? **COMMIT** to a concrete, actionable plan.

The (7) 8 P's of Marketing

2. Building Social Proof & Trust:

- **Testimonials and Case Studies:** This is the most powerful tool. Gather and prominently display success stories from past clients, focusing on the tangible results and ROI (e.g., increased team retention by 15%).
- **Referral Programs:** Implement an incentive program for current or past clients who refer new business.

3. Online Presence & Visibility:

- **LinkedIn is Key:** Optimize your profile headline and summary to be client, focused, clearly stating the value you bring and including relevant keywords. Engage consistently by sharing insights and commenting on post by industry leaders.
- **Professional Website:** Your website is your 24 seven business card. It must be professional, easy to navigate, SEO-optimized and clearly highlights your client results and UVP (Unique Value Proposition).

4. Networking and Relationship Building:

- **Industry Engagement:** actively participate in professional development programs, industry – specific communities and event where your target audiences congregate.
- **Strategic Partnerships:** Forged relationships with related professionals for mutual referrals.

Product: How can you develop your products or services?

Price: How can we change our pricing model?

Place: What distribution options are there for customers to experience our product, e.g. online, in-store, mobile etc?

Promotion: How can we add to or substitute the combination within paid, owned and earned media channels?

Physical: How we reassure our customers, e.g. impressive buildings, well-trained staff, great website

Processes: Are there internal process barriers in the way to delivering the best customer value?

People: Who are our people and are there skills gaps?

Partner: Are we seeking new partners and managing existing partners well?

