

A large, stylized number '3' that serves as a background for the text. It is composed of a solid blue shape and a white shape, creating a high-contrast, modern look.

# Three Steps

*to Effective Marketing*

# Introduction

As business leaders, we spend a great amount of time putting out fires, developing and retaining staff, completing administrative duties, and ensuring our customers' and employees' needs are being met— no matter what comes our way.

Let's be honest, we can take a lot; our shoulders are broad. But when we experience a sudden shift in the way we have to do business, that can take a toll. We haven't walked this path before; there is no research to set boundaries or provide insight; and we're trying to figure out how to take care of our employees, customers, and families.

It's safe to say that 2020 was a year like no other and will certainly not revert to the old normal. So, as businesses think about building their brand, what can you do to help your company grow faster during this ongoing market shift?

I've developed this simple document to help you focus on the things that work, explain how to do it, and get you started with some examples.

And if you have any questions, I'm happy to help.



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# Three Simple Tactics to Grow Your Business



Whether you're a seasoned professional or just starting out, there are **three things** that you can do that will make the biggest impact for growth—yes, I said growth not just survival.

These three tactics will help you save time, filter bad advice, stop overspending, and increase revenue.

- Remove your company as the main focus of your marketing story.
- Bring extreme clarity to your messaging.
- Market with a flywheel approach.

When you make thoughtful, strategic decisions, successful outcomes happen, companies grow, and customers get exactly what they're looking for.

# 1.

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## Remove your company as the main focus of your marketing story.

The first thing you can do to impact your organization's growth is to shift your messaging away from initially talking about your company.

Our natural instinct when creating marketing messages is to put our services or accomplishments in the forefront, making us the focus.

*Let's look at two examples that will show you what I mean.*



# Traditional Messaging Examples

- We're a highly-awarded personal injury law firm.
- Our seed is backed by a free replant policy.

We're used to seeing marketing messages like these that immediately show authority.

The **problem** is, and research proves, that people make buying decisions first based on emotion, then back them up with facts.

So, looking at those statements again, do you emotionally connect with them? Do they drive you to want to do anything? Nope, they simply give you facts.

# Enough with the authoritative messaging.

Traditionally, we create marketing messages that show authority because we want to be experts in our field.

However, this kind of language creates a disconnect with your customers that can show up in your bottom line. Research indicates that companies focusing on their customers are **60% more profitable** than ones that don't.

This is because today, authoritative messages are equivalent to a man walking up to a woman and saying, "Hi. You're beautiful. I'm really smart and attractive — we should just get married."

It's absolutely crazy to think about doing that, right? Or at least it should be.

But that's exactly what we ask our prospects to do when we first tell them how great we are and then ask them to buy our product or service.

## Start with empathy.

Showing empathy **before** authority is key to getting your prospects to **want** to do business with you. Focus on what your prospects want to hear, not what you want to tell them.

By removing your company as the focus, you'll become the trusted resource or guide and not the salesperson — which is a more powerful position than simply showing authority.

# 2.

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## Bring extreme clarity to your messaging.

Research shows — and we all know — that no one likes to feel like they are being sold to. This is why **how** you create your marketing messaging is so important.

So, how do you get people to think it's their idea to use your products or services?

You make your communication extremely clear. This is the second item that will impact your company's growth and pivoting.

And to create clear messaging, you need to use **science**.

# Your brain just wants to keep you alive and happy.

The importance of clarity dates back to our brain's primal instincts, which are still relevant today. Every time your brain receives information, it asks two questions:

- Will this information help me survive or thrive?
- Do I need to pay attention?

We live in a first-world country, so our brain's definition of surviving and thriving goes beyond "I need food, water, shelter, and clothing." Most of us are able to consistently meet these needs.

Rather, it focuses more on our level of comfort, social status, or the ability to benefit a cause. For example, your brain will ask:

- Will this make me feel good?
- Will it help me look better to my peers?
- Can I make a difference by doing this?

## Secondly, your brain determines if it should pay attention or move on.

This is where clarity becomes extremely important. Again, research tells us that people don't buy the best products and services; they buy the ones they can understand the easiest.

If your brain has to exert too much energy to comprehend the information, it will just move on. But if your messaging is clear and helpful, your brain will pay attention.

There are **seven areas** you can define that will bring clarity to your messaging. We'll discuss these in more detail later.

Now that you've learned how the brain makes buying decisions, let's compare the company-focused headlines from before to customer-focused ones.

### Traditional Examples

- We're a highly awarded personal injury law firm.
- Our seed is backed by a free replant policy.

### Customer-Focused Examples

- We can help you build a more secure future after a serious accident or medical mistake.
- You no longer have to worry about what Mother Nature throws at your seed.

These "how-can-you-help-me" statements open the line of communication and will produce more qualified leads, increase brand awareness, and generate more revenue — simply because you are connecting with them emotionally before showing any authority.

# 3.

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## Market with a "flywheel" approach.

Now that you understand the importance of focusing on your customers and the science behind clarifying your messages, let's address the third impact area: flywheel marketing.

Today's consumer interacts with brands in ways that are tricky to pin down. You must discover, define, and map out critical touchpoints that keep them moving toward a buying decision.

This type of clear strategy:

- Is measurable
- Stops overspending
- Increases brand awareness and revenue

There are **four steps** to building an effective plan of action. These areas are most impactful for increasing brand awareness and growth:

- Audience
- Website
- Content
- Promotion

When you combine all four of these foundational elements, they function as a flywheel, continually moving, impacting, and producing results.

# Audience

The first and most important step in flywheel marketing is audience identification.

Clients tell us that the marketing efforts that worked in the past aren't working well now. This is because consumers are overwhelmed. Their brains have to filter through thousands of marketing messages each day and determine which ones they believe, need, or reject.

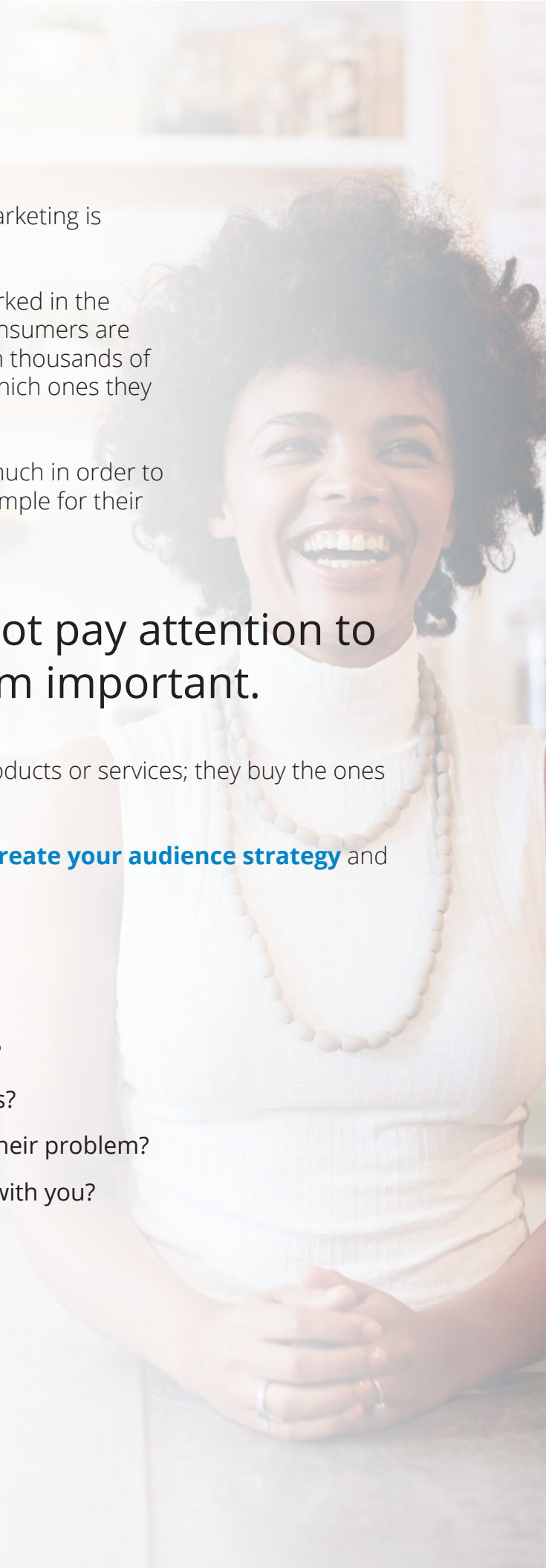
In a world where consumers have to think too much in order to make buying decisions, your goal is to make it simple for their brains to **want** to do business with you.

## Our brains are wired to not pay attention to things that it doesn't deem important.

In fact, consumers don't always buy the best products or services; they buy the ones they can understand the easiest.

There are several things you need to define to **create your audience strategy** and clarify your messaging.

- Who are your best customers?
- What do they ultimately want?
- What problems or challenges do they face?
- What emotions are tied to those challenges?
- How can you show authority over solving their problem?
- What do they need to do in order to work with you?
- What does a successful outcome look like?



Example:

Most small business leaders don't always know where to start or have the time to manage everything themselves.

Following an ineffective strategy can lead to being taken advantage of by a slick salesman and taking poor advice from well-meaning people. It also causes a tendency to overspend and waste time on things that don't increase revenue.

Our marketing protocol helps companies create a clear plan of action. By utilizing science and real-time data, we know exactly what's working and what needs to be tweaked. This saves time and eliminates the possibility of overspending.

We established this protocol because small businesses shouldn't have to worry if their marketing plans will actually generate revenue.

Based on this information, you can create customer-first messaging that states a problem, shows empathy, provides a solution, and tells them what to do next.

Only by communicating in a specific order will you drive your best customers to do the thing you want them to do.



# Website

The second step in the process is website development.

Your audience strategy must be used to create a lead-generating website that moves your prospects through a buying journey. Your website can determine the success of all your marketing efforts.

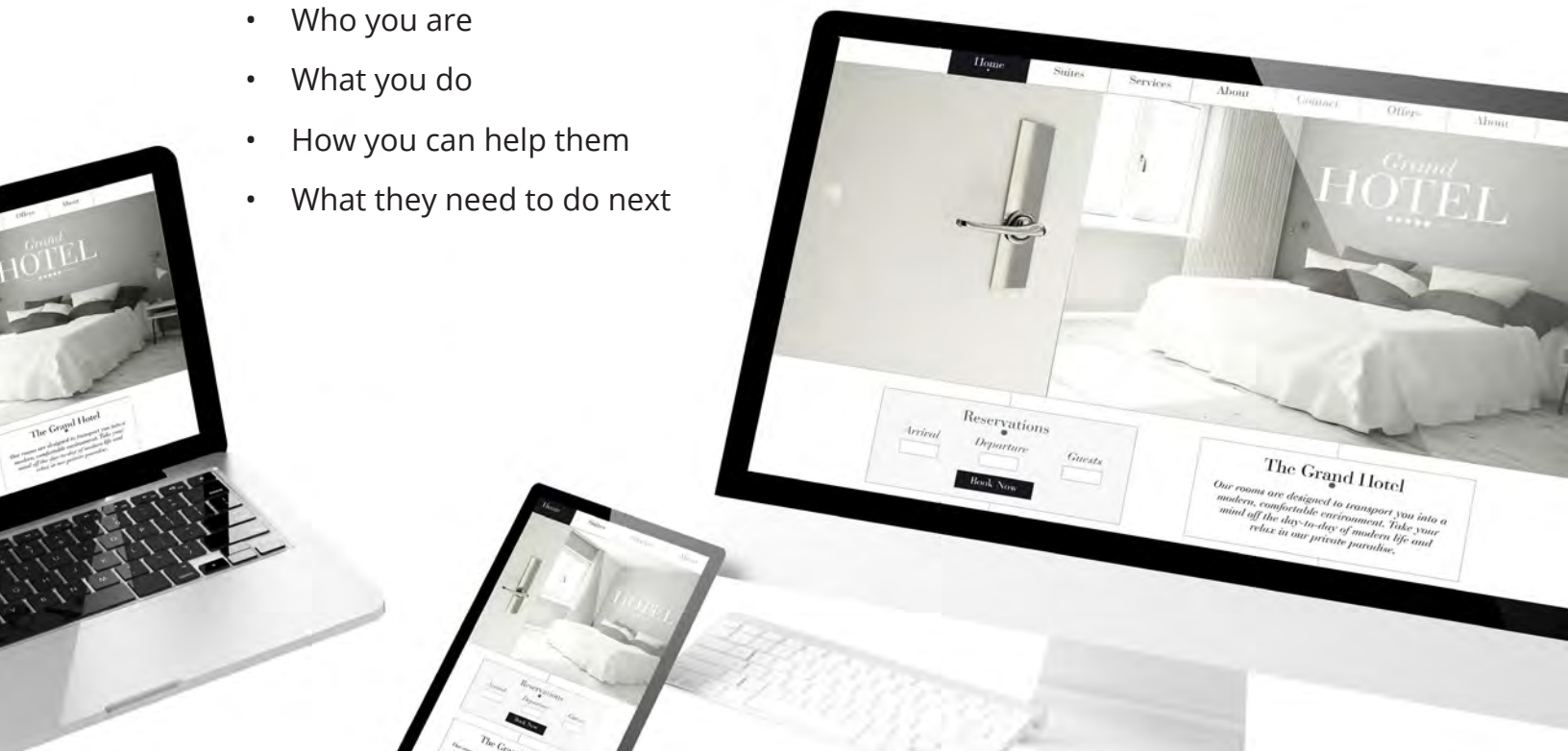
Here's something to think about—you only have up to eight seconds to capture someone's attention once they land on your website.

Quickly getting a prospect's attention will determine whether they stay on your website or decide to click away.

We've learned that most websites fail to convert prospects into customers because the site's messaging is too complicated and doesn't showcase what's really important to them.

Strategy, layout, and the correct words drive the success of a website. People should be able to look at your website and understand in under eight seconds:

- Who you are
- What you do
- How you can help them
- What they need to do next



# Your web design must be simple to understand and display content compelling enough to get consumers to do something.

To give you a head start, here's what the [homepage of your website](#) should include:

- A header: Explain who you are, what you do, how you can help people, and what they need to do next.
  - A body section: Include the pain points your customers feel (show you understand where they are coming from), how you're qualified to help them, and the benefits they'll experience once they choose your business.
  - A closing section: Lay out the steps customers must take to work with you, and call them to action ("buy now," "schedule a consultation," etc.).
  - A footer: Include things like job application links, contact information, your hours of operation, and a brief mission statement.
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# Content

The third step in the flywheel approach is content development. Research proves that people make buying decisions first based on emotion, then back them up with facts. From buying a new shirt to choosing life insurance, almost every decision we make is connected to an emotion.

So, if you're only telling people how amazing your product is, you're likely not generating the results you want. Poor engagement is normally due to missing the subconscious, emotional element in our brain's decision-making process.

If you want your best customers to engage with your product or brand, you have to meet them on their terms.



# What is content marketing?

Content marketing is based on the understanding that people want to interact with the information they want — not what you want them to know. And they want to do it on their own time.

The goal is to attract customers by creating and promoting content that is relevant and helpful, not interruptive. Content such as blogs, videos, and downloads should pique curiosity or guide your prospects.

Most marketing plans call for content creation, but they stop there. Instead, you should **create content** based on how the brain travels through a buying journey. There are three levels to this journey:

- **Awareness:** I'm aware that I have a problem and need to know more about something.
- **Consideration:** I'm considering how to solve my problem.
- **Decision:** I'm deciding on a specific product/service.

A well-thought-out lead generation strategy gives prospects the ability to interact with your organization and qualify themselves before you even talk to them.

## The power of customers who qualify themselves is tremendous.

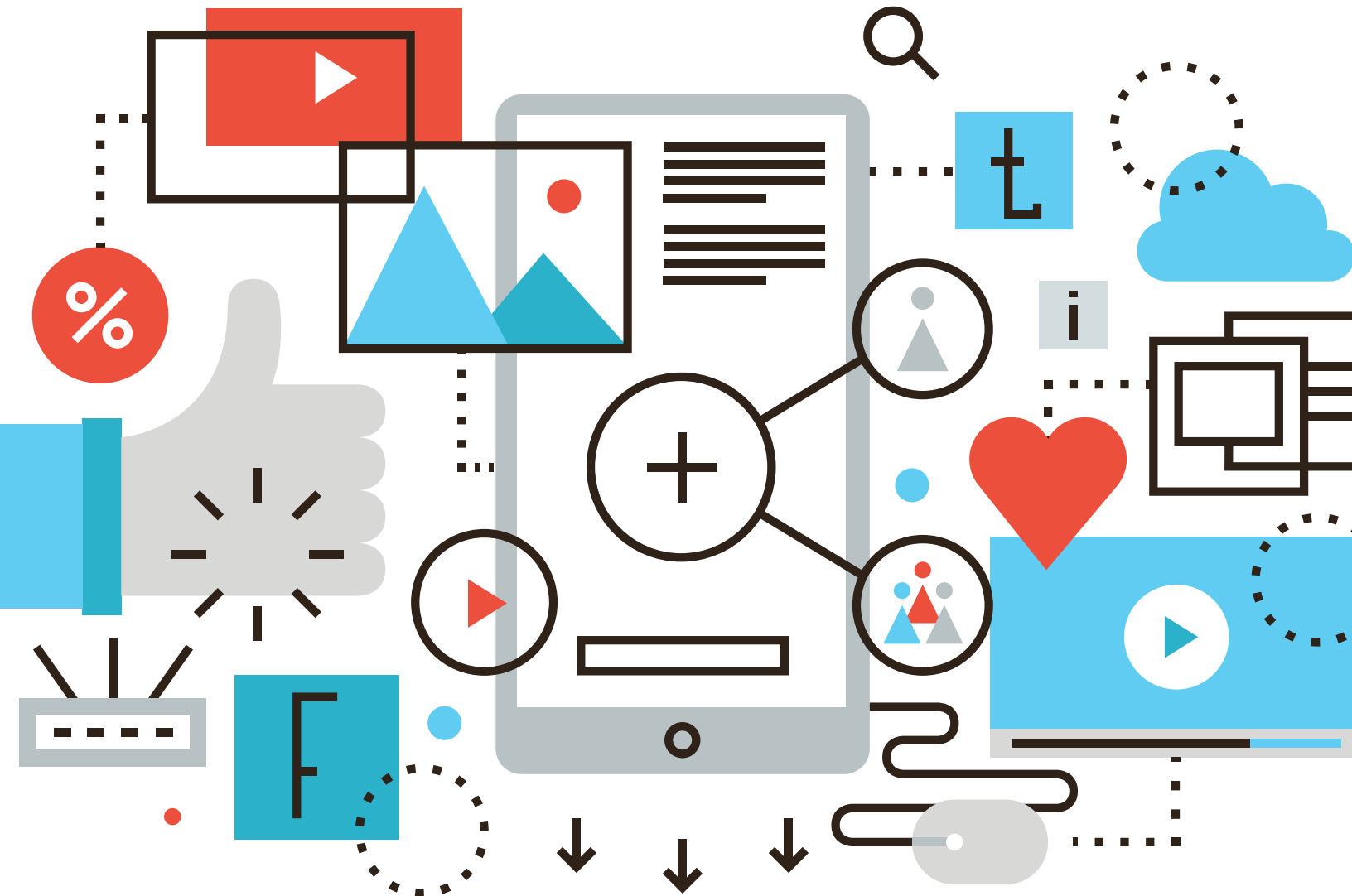
Imagine spending less time talking people into using your services and more time on helping them meet their needs.

By following your audience strategy, you can define what content is needed in each stage of the buying process and create impactful touchpoints that lead prospects to do the thing you want them to do.

# Promotion

The final element in flywheel marketing is promotion, which is where most companies fail. Simply uploading content to your website or posting it to your social channels won't drive new business.

Your goal is to get your lead-generating content in front of your best prospects — with little to no effort on their part. Use tactics such as **social media**, Google ads, and strategic emails to attract and lead prospects to your website.



# Promotional protocols consist of a number of individual services, some larger in impact than others.

However, they are all important when it comes to improving SEO, increasing your search engine rankings, promoting lead-generating content, and simply getting found online.

These six areas of digital marketing include:

- Website
- Reviews
- Online Business Directories
- Pay-Per-Click Advertising
- Content
- Social Media

With billions of pieces of information to sort through and Google having to deal with keyword spammers, digital marketing has become complex.

The four most important areas to begin with are:

- Website
- Reviews
- Online Business Directories
- Social Media

Developing, executing, and monitoring a promotional strategy will help you connect with customers, increase brand awareness, provide measurable leads, and get found online.

# We've just reviewed a lot of information.

To recap, you'll develop your audience identification strategy to clarify your messaging and create a lead-generating website. Then, you'll use social media and other promotional tools to drive people to the strategic content on your website—which is developed to lead people to do the thing you want them to do.

By implementing these data-monitoring initiatives, you'll be able to evaluate what your audience wants and is responding to. This saves time, reduces the possibility of overspending, and eliminates ineffective strategy.

And if you need help, please reach out. We're happy to answer any questions you may have or to **schedule a complimentary consultation.**

