



MARKETING STRATEGIES

for small business



DIYMarketingStrategies.com

Lesson 1

**self
reflection**

*First impressions are
everything.*

LESSON 1

FIRST IMPRESSIONS ARE EVERYTHING.

THE PSYCHOLOGY OF WINNING AUTHOR DENIS WAITLEY SAID, "YOU MUST LOOK WITHIN FOR VALUE, BUT MUST LOOK BEYOND FOR PERSPECTIVE."

What you might think people feel about your business is different from reality. The hard truth is that their opinion matters more than your intentions. If you cannot convey your company's mission, values, or beliefs clearly and concisely, then your audience will develop their own thoughts and beliefs about your company.

In this lesson, we will not only dive into what you want your company to be seen as but also:

- How does your target market see you
- Do you have the right target market
- What do you do well and not do well
- How do you show up in the marketplace
- How does your top competitor show up

I am excited to see how much you grow over the following three lessons!



This framework can be completed on your own, but sometimes, having someone who knows your business well...AND will be brutally honest with you is the best tool in your tool belt. As we go through the steps, look for the double-person icon. This means that this step would be better with additional people.

STEP 1



GIVE IT TO ME STRAIGHT.

THIS IS PROBABLY THE MOST CHALLENGING PART OF THIS WHOLE FRAMEWORK: ASKING OTHERS TO GIVE IT TO YOU STRAIGHT.

As hard as it can be, you must fully understand how others see you. Ask friends, family, clients, past clients, customers, and even people who have told you "no." - **What is [insert your company name here]?**

It sounds so simple, right? And it is, but it will be eye-opening how many people understand your company's goals. You might find everyone gets it! If so, that is great. We can build on that. If not, don't sweat it. We will get you there quickly.

STEP 2

WHAT ARE YOUR MARKETING WINS AND WHAT IS WORKING WITH YOUR MARKETING?

THIS IS FUN! LET'S LOOK AT YOUR WINS FIRST.

Wins can be as simple as you had the goal to build your website and accomplished that goal!

Next, determine what is working with your marketing. Don't just go with your gut here. Dig in. Look at the data. What IS working? - not what you think is working.

01	17
02	18
03	19
04	20
05	21
06	22
07	23
08	24
09	25
10	26
11	27
12	28
13	29
14	30

STEP 3

WHAT IS NOT WORKING?

THIS IS THE TIME TO BE BRUTALLY HONEST WITH YOURSELF.

Let's go back to the data. What IS NOT working?

01	06
02	07
03	08
04	09
05	10

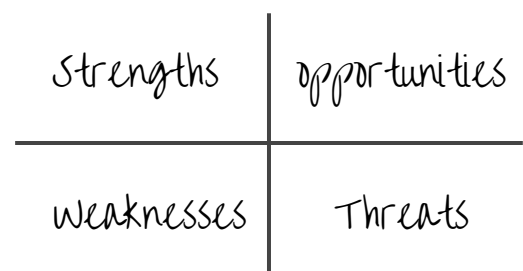
STEP 4



SWOT ANALYSIS

THE SWOT ANALYSIS HAS BEEN AROUND SINCE THE 1960S.

Albert S. Humphrey is often credited with popularizing and formalizing the SWOT analysis at the Stanford Research Institute (SRI) in the United States. Humphrey and his team used the technique as part of a research project aimed at identifying why corporate planning failed in some cases.



As a business tool, the SWOT Analysis can be a powerful view into the opportunities you may be missing.

On the next page, we will go through your company's strengths, weaknesses, and threats. This is your company as a whole, not just your marketing efforts.

We will be skipping opportunities for now, but know we will return in lesson 3.

STRENGTHS

WHAT DOES YOUR COMPANY DO WELL?

01	07
02	08
03	09
04	10
05	11
06	12

WEAKNESSES

WHAT IS NOT IN YOUR WHEELHOUSE THAT YOU DO OR DON'T DO BECAUSE IT'S NOT A STRENGTH FOR YOUR COMPANY?

01	07
02	08
03	09
04	10
05	11
06	12

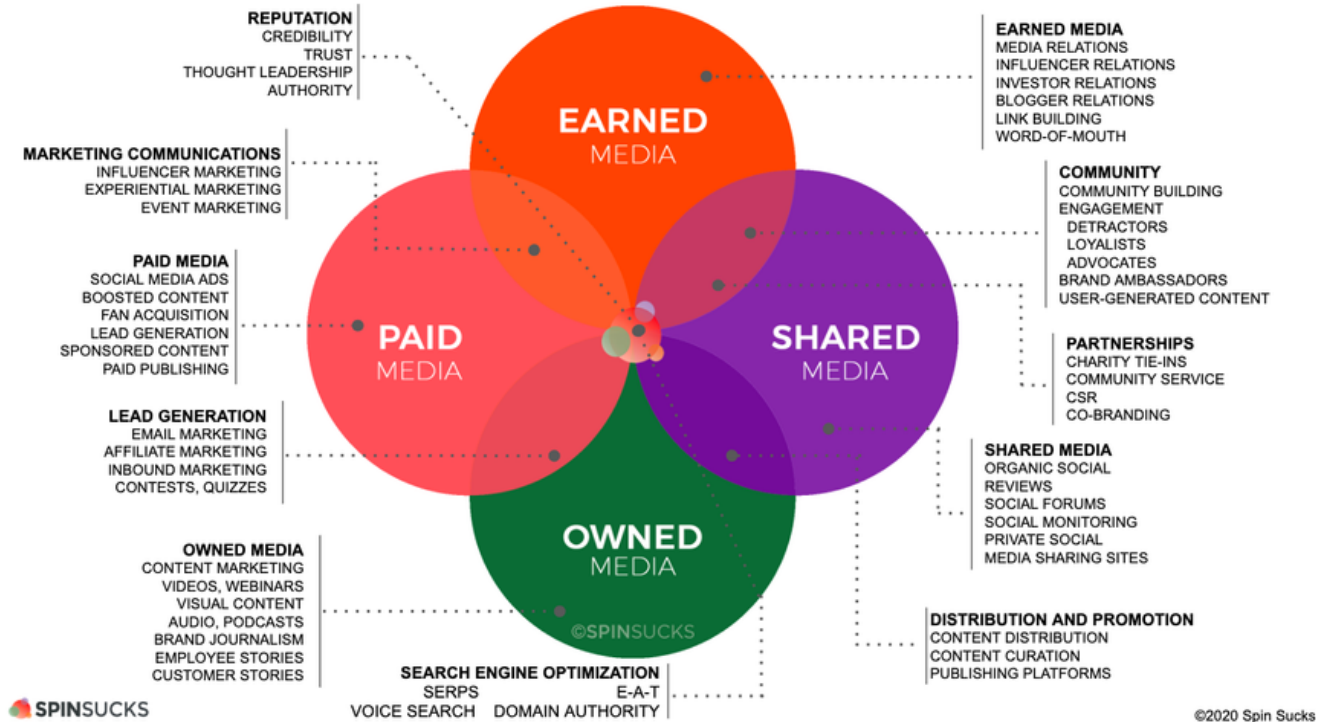
THREATS

WHAT INTERNAL OR EXTERNAL FACTORS CAN DERAIL YOUR COMPANY.

01	07
02	08
03	09
04	10
05	11
06	12

STEP 5

PESO MODEL



IN 2014, GINI DIETRICH PUBLISHED THE BOOK SPIN SUCKS. IN THAT BOOK, SHE OUTLINED A SIMPLE WAY TO UNDERSTAND WHERE YOU SHOW UP IN THE MARKETPLACE.

I use her process as one tool in my marketing toolbox to understand where we should expand our marketing efforts.

Spin Sucks will tell you, “When the PESO Model is working at its best, it can help you establish authority. Authority leads to thought leadership. Thought leadership leads to credibility and expertise. Others see you as an expert ... even your competitors.

And Google links to you on the first page of results because it also sees you as an expert.”

I love how the PESO Model gives me a complete vision of where you are showing up.

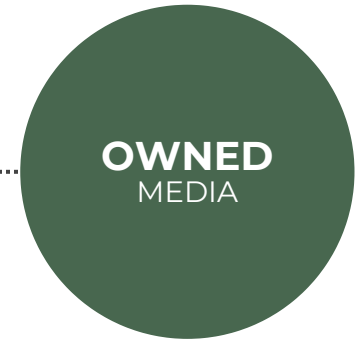
In this step, we are going to run through each section and find where your gaps are in marketing. We will go a bit out of order because, again, OSEP doesn't sound right! But, paid should be last.

These steps may seem daunting, and you might even ask yourself, is it necessary to do this? But it will be invaluable as we work through your marketing strategy.

OWNED MEDIA

TO THE RIGHT ARE SOME EXAMPLES OF OWNED MEDIA.

CONTENT MARKETING
VIDEO WEBINARS
VISUAL CONTENT
YOUR AUDIO PODCASTS
BRAND JOURNALISM
EMPLOYEE STORIES
CUSTOMER STORIES



Spin Sucks definition:

“Owned media is otherwise known as content. It is something you own, and it lives on your website or blog. You control the messaging and tell the story in a way you want it told.”

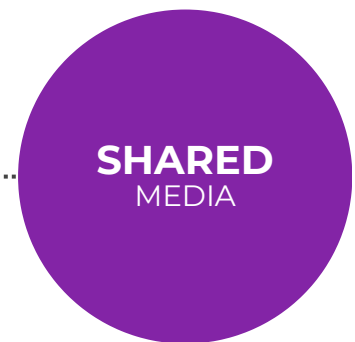
Below, list everything you do that would be considered owned media. If unsure about a media type, go back to the diagram to see if the media in question falls somewhere else. If it doesn't, then you're probably in the right place.

01	06
02	07
03	08
04	09
05	10

SHARED MEDIA

TO THE RIGHT ARE SOME EXAMPLES OF SHARED MEDIA.

ORGANIC SOCIAL
REVIEWS
SOCIAL FORUMS
SOCIAL MONITORING
PRIVATE SOCIAL
MEDIA SHARING SITES



Spin Sucks definition:

“Shared media is also known as social media. It's evolving as well, and continues to build beyond just marketing or customer service teams using it. Organizations have begun using it as their main source of internal and external communications. It includes not just social networking but community, partnerships, distribution, and promotion.”

Below, list everything you do that would be considered shared media.

01	06
02	07
03	08
04	09
05	10

EARNED MEDIA

TO THE RIGHT ARE SOME
EXAMPLES OF EARNED MEDIA.

MEDIA RELATIONS
INFLUENCER RELATIONS
INVESTOR RELATIONS
BLOGGER RELATIONS
LINK BUILDING
WORD-OF-MOUTH



Spin Sucks definition:

“Earned media is what you know as either publicity or media relations.

It’s getting your name in print. Having

a newspaper or trade publication write about you. Appearing on the noon news to talk about your product. Appearing on podcasts. It’s what the PR industry is typically known for because it’s one of the few tangible things done. Until now!”

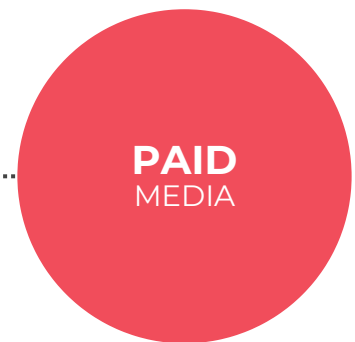
Below, list everything you do that would be considered owned media.

01	06
02	07
03	08
04	09
05	10

PAID MEDIA

TO THE RIGHT ARE SOME
EXAMPLES OF SHARED MEDIA.

SOCIAL MEDIA ADS
BOOSTED CONTENT
FAN ACQUISITION
SPONSORED CONTENT
PAID PUBLISHING



Spin Sucks definition:

“Paid media, in this case, doesn’t

refer to big, fancy commercials and

highly creative print ads. On the contrary, paid media for a communications program is social media advertising, sponsored content, and email marketing.”

Below, list everything you do that would be considered shared media.

01	06
02	07
03	08
04	09
05	10

LEAD GENERATION

BETWEEN PAID AND OWNED MEDIA, YOU WILL FIND LEAD GEN. CHECKMARK WHAT YOU DO AND ADD ANY WE MISSED.

- Email Marketing _____
- Affiliate Marketing _____
- inbound Marketing _____
- Gated Contests _____
- Gated Quizzes _____

DISTRIBUTION AND PROMOTION

BETWEEN OWNED AND SHARED MEDIA, YOU WILL FIND DISTRIBUTION AND PROMOTION.

- Content Distribution _____
- Content Curation _____
- Publishing Platforms _____

PARTNERSHIPS AND COMMUNITY

BETWEEN SHARED AND EARNED MEDIA, YOU WILL FIND PARTNERSHIPS AND COMMUNITY.

- Charity Tie-Ins _____
- Community Service _____
- Corporate social responsibility (CSR) _____
- Co-Branding _____
- Community Building _____
- Loyalists _____
- Advocates _____
- Brand Ambassadors _____
- User-Generated Content _____

MARKETING COMMUNICATION

BETWEEN PAID AND EARNED MEDIA, YOU WILL FIND MARKETING COMMUNICATIONS.

- Influencer Marketing _____
- Experiential Marketing _____
- Event Marketing _____

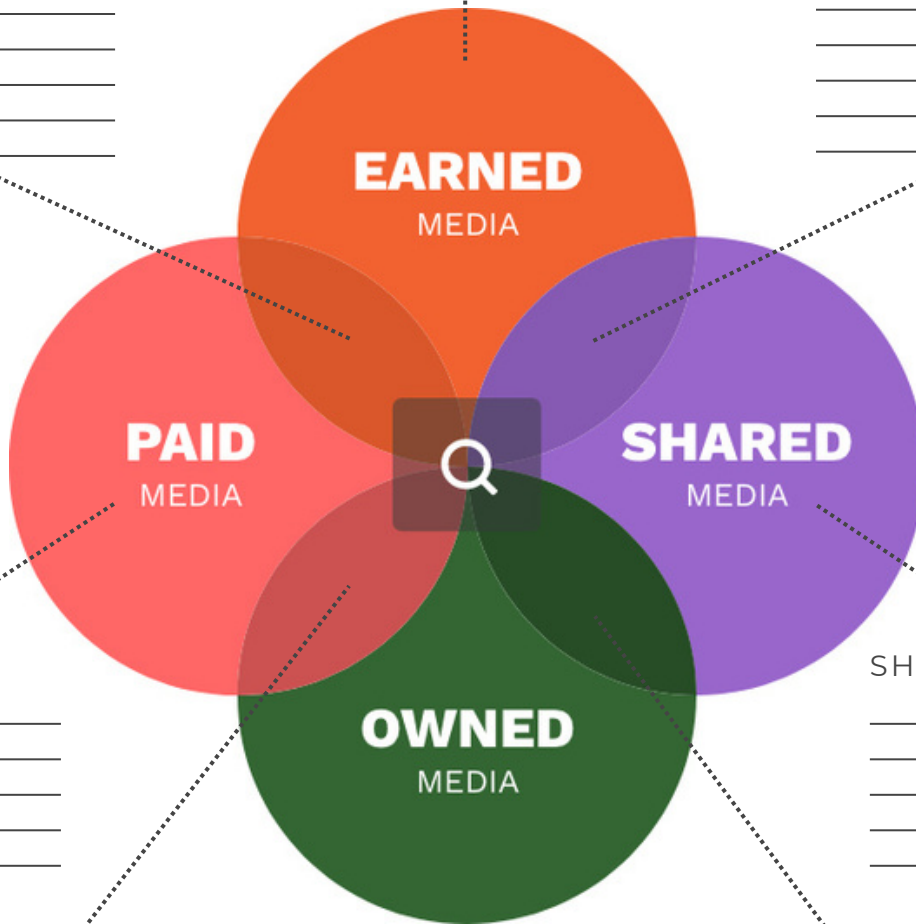
TOP COMPETITOR

MARK ALL THE PLACES YOUR TOP COMPETITOR FALLS ON THE PESO.

EARNED MEDIA

MARKETING COMMUNICATION

PARTNERSHIPS



PAID MEDIA

SHARED MEDIA

LEAD GENERATION

OWNED MEDIA

DISTRIBUTION

Lesson 2

target audience

*Why do I
need one?*

WHY DO I NEED A TARGET MARKET?

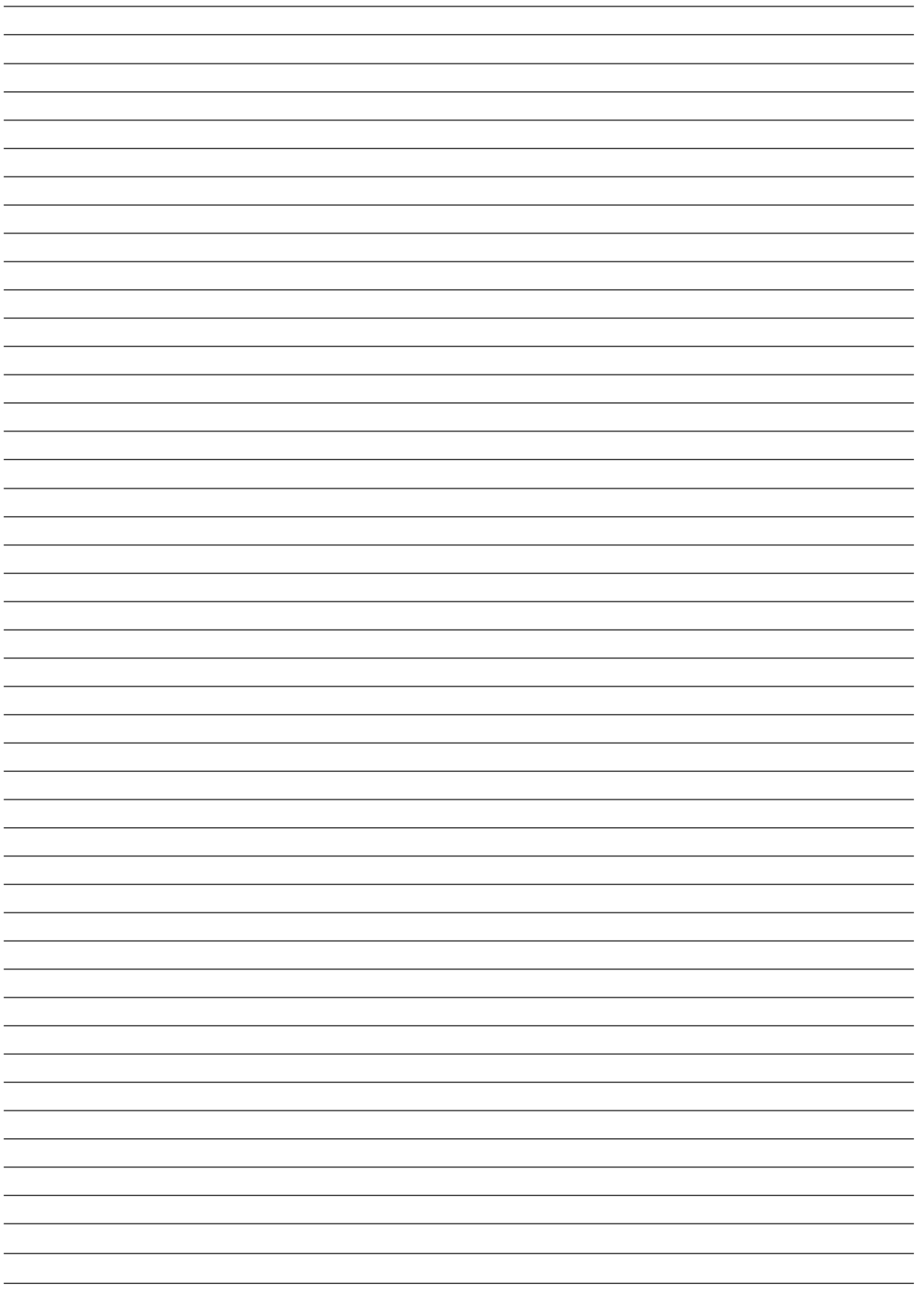
I'VE HEARD IT A MILLION TIMES. **MY TARGET MARKET IS ANYONE WHO ...** **FILL IN THE BLANK.** WELL, IS IT REALLY ANYONE? OR, IS A SPECIFIC SOMEONE EASIER TO SELL TO?

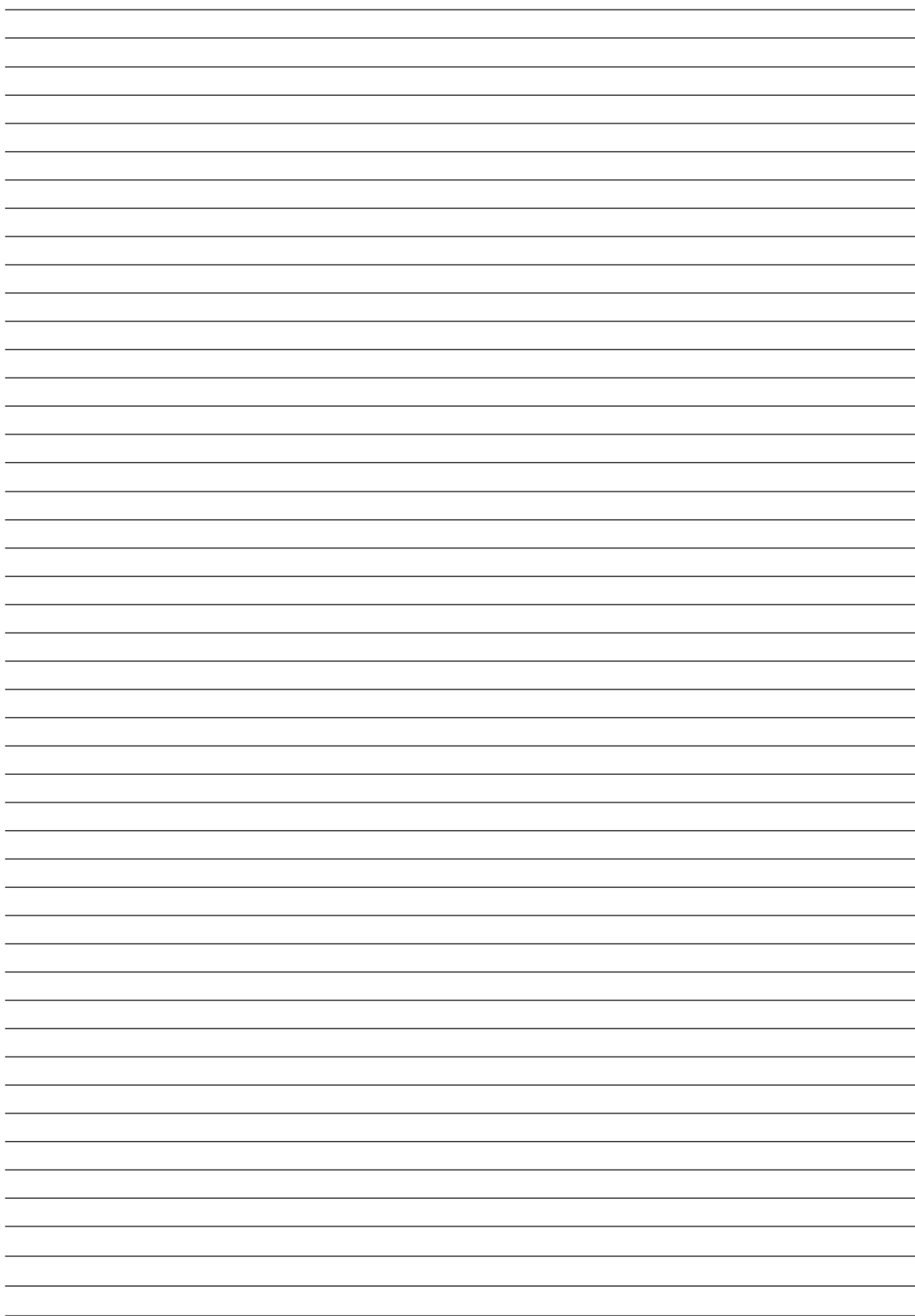
Building a well-defined target market is foundational to any successful business strategy. It's akin to setting the coordinates for a ship before embarking on a voyage.

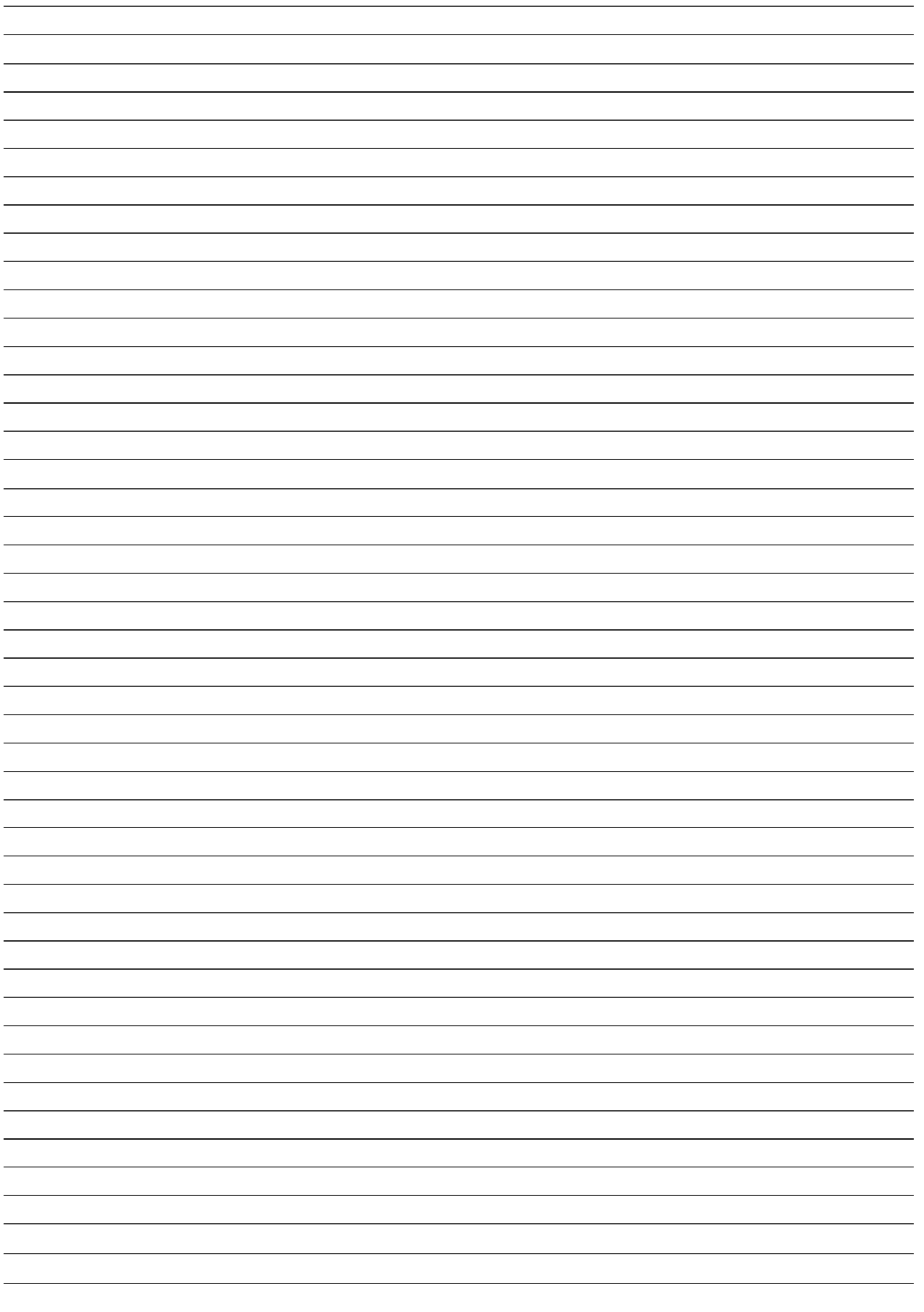
When you have a well-defined target market, you will:

- Focus your business resources — time, money, and effort — with surgical precision. Instead of scattering efforts across a broad spectrum, concentrating on a specific target market ensures maximum impact and optimal resource allocation.
- Provide tailored solutions to your customer's unique needs, preferences, and pain points.
- Have effective communication that speaks directly to your customers' needs, capturing their attention and interest faster than talking to a broad audience.
- Position your business effectively in the market. Whether you want to be perceived as a luxury brand, a cost-effective option, or a niche specialist, understanding your target market helps shape this perception and gain a competitive edge.
- Understand the specific needs of your target market and address them better than your competitors, gaining a competitive advantage.
- Find it easier to track and measure the success of your marketing efforts because you can clearly see if your strategies resonate with your intended audience and make data-driven adjustments accordingly.
- Save money by avoiding unnecessary expenditures on marketing to an audience that isn't interested or relevant to your offerings.

Honing in on a target market isn't just a strategic choice; it's a fundamental necessity for any business aiming to succeed. It's about understanding your audience so profoundly that you can meet their needs with precision and efficiency. This practice is the bedrock upon which a flourishing business is built.







STEP 3

IDEAL CUSTOMERS

WAIT. I ANSWERED THAT EARLIER.

No, you told me who your current customers are. What I am asking is who your ideal customer is. Just because someone is an existing customer doesn't make them your ideal customer. Some might be, but I bet not all.

Years ago, when I worked for a prestigious business coaching organization, you could ask anyone there who their ideal customer was. Nine times out of 10, they would say any business that wants lasting change for the company and the people. Well, that was not really true. Looking at past clients, you could see that the odds could have been better if a company made less than \$5M a year and had fewer than 25 employees. These companies couldn't afford a coaching contract. And then, there is the boss ... the person who can say yes to the contract. They have to be bought in. Oh yes, they probably need to be a privately held or an employee-owned company, too.

Do you see what I am getting at? When you really get down to it, their ideal customer, at the core, were privately held companies with \$5M or more in revenue, with 25+ employees, whose leadership wants to provide lasting change for their company and employees.

So now I ask you, who do you think your ideal customers are? Be specific, such as, electrician who owns a family-owned and operated business or working mom with toddlers at home.

01

06

02

07

03

08

04

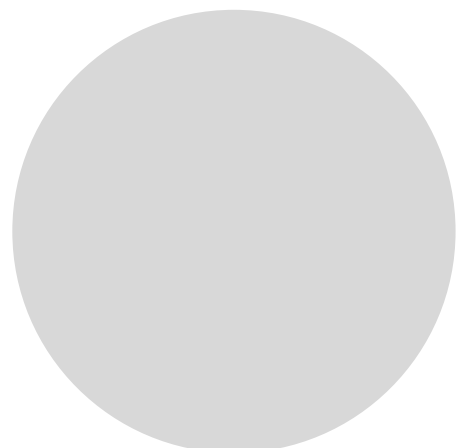
09

05

10

DEFINE MARKET SHARE

TAKE THE IDEAL CUSTOMER LIST AND DIVIDE THE PIE CHART TO THE RIGHT BASED ON THE PERCENTAGE OF SALES YOU EXPECT FOR EACH.





VOICE OF THE COMPANY

DISCOVERING AND HONING THE DISTINCTIVE VOICE OF YOUR COMPANY IS A CRITICAL ASPECT OF SUCCESSFUL BRANDING. IT OFFERS A COHESIVE AND RECOGNIZABLE IDENTITY THAT SETS YOU APART IN A COMPETITIVE MARKET.

A consistent voice reinforces your brand's image and values across all communication channels, fostering a strong and memorable brand identity. When your audience consistently encounters a specific tone, style, and personality in your company's messaging, it enhances brand recognition and ensures a lasting imprint in their minds.

Moreover, a well-defined company voice establishes a deeper connection with your audience. It goes beyond the products or services you offer, allowing you to relate to your target market on a more personal level. This connection builds trust and loyalty, as consumers are more likely to engage with a brand they perceive as genuine and relatable. The voice guides how you tailor your messages to suit different audience segments, ensuring that your communication remains relevant and engaging to the right people.

A unique voice not only differentiates your brand but also ensures clear and effective communication. By understanding and employing your company's voice, you can convey messages that align with your brand's values and mission, avoiding confusion or misinterpretation. Additionally, it provides a framework for your team, aligning all members with a consistent approach to communication. Ultimately, your company's voice is a versatile tool that enhances brand recognition, fosters consumer trust, and empowers your team to communicate effectively and authentically.

4.1 THE HERO OF YOUR COMPANY

WHO IS THE HERO OF YOUR BUSINESS? IT'S NOT WHO YOU THINK IT IS! IT'S NOT YOU AND/OR YOUR SERVICE OR PRODUCT. IT IS THE PERSON WHO HAS THE ABILITY TO SAY YES TO YOUR PRODUCT OR SERVICE.

Revisit the *Define the Marketshare* section from the last page. Your company's main hero is the audience that takes up the most significant part of the pie chart. Write that here:

STEP 4.2

PROBLEM

WHY DO YOUR IDEAL CUSTOMERS SEEK A PRODUCT OR SERVICE LIKE YOURS?

Example: An event planner has a big event coming up and needs a dessert that can accommodate several food allergies. Their problems might be needing desserts that meet certain dietary restrictions, and they have a large group, so they need a reasonable price and a good variety.

01

06

02

07

03

08

04

09

05

10

STEP 4.3

BUYING DECISIONS

WHAT MAKES THEM CHOOSE ONE PRODUCT OR SERVICE OVER ANOTHER?

Potential customers are driven to make buying decisions based on many circumstances. Maybe it's price, availability, or location.

01

06

02

07

03

08

04

09

05

10

4.4

THE FEATURES

WHAT DOES YOUR PRODUCT OR SERVICE DO?

01

06

02

07

03

08

04

09

05

10

4.5

THE BENEFITS

WHY DO THESE FEATURES MATTER?

01

06

02

07

03

08

04

09

05

10

4.6

THE VALUE

HOW DO THESE BENEFITS MAKE THEM FEEL? POTENTIAL CUSTOMERS SEEK A SOLUTION BECAUSE OF A FEELING MORE THAN PRACTICALITY.

01

05

02

06

03

07

04

08

CONNECT TO PROBLEMS

WHICH OF YOUR FEATURES, BENEFITS, AND VALUES SOLVES THE HERO'S PROBLEMS?

FYI, your features, benefits, and value will not solve every one of their problems. Unless, of course, YOU are just that amazing :)

- First, bring over your problems from page 20.
- Look at your features, benefits, and values. Which one can solve problem one. Sometimes, there may be more than one that solves a given problem.
 - Write it on the line to the right of the problem. If you do not have a feature or benefit that solves the problem or addresses their buying decision, then place an X on the right.
 - Do the same for the next problem until you have addressed all of them.
- You should see a pattern of items that show up more than once in connections. Circle the ones that show up on the right side more than once. These items are the characteristics that differentiate your company from the competitors.

PROBLEMS

01	
02	
03	
04	
05	
06	
07	
08	
09	
10	

CONNECT

WHICH OF YOUR FEATURES, BENEFITS, AND VALUES ADDRESSES THE HERO'S BUYING DECISIONS?

Again, your features, benefits, and value will not address all the buying decisions. Unless, of course, again, YOU are just that amazing :)

- Like before, bring over your buying decisions from page 20.
- Look at your features, benefits, and value. Which one can address buying decision one? Sometimes, there may be more than one that solves a given problem.
 - Write it on the line to the right of the buying decision. If you do not have a feature or benefit that solves the problem or addresses their buying decision, then place an X on the right.
 - Do the same for the next buying decision until you have addressed all of them.
- Here, you will also see a pattern of items that show up more than once in connections. Circle the ones that show up on the right side more than once. These items are the additional characteristics that differentiate your company from the competitors.

BUYING DECISIONS

01	_____
02	_____
03	_____
04	_____
05	_____
06	_____
07	_____
08	_____

4.8

YOUR HERO WINS!

NOW THAT YOU HAVE CONNECTED YOUR FEATURES, BENEFITS, AND VALUE TO YOUR CUSTOMERS, HOW DO YOU HELP YOUR HERO WIN?

01	06
02	07
03	08
04	09
05	10

4.9

WRAP IT UP, PEOPLE.

BEING ABLE TO SUM UP YOUR HERO, THEIR PROBLEM, AND YOUR SOLUTION IN A NICE LITTLE BOW DEFINES THE VOICE OF YOUR COMPANY.

_____ struggle(s) _____
HERO (SECTION 4.1) TOP PROBLEM(S) (SECTION 4.2 AND 4.3)

_____ _____
YOUR COMPANY OR PRODUCT CONNECTING TO CUSTOMER (SECTION 4.7)

helping _____
HERO HOW THEY WIN (SECTION 4.8)

REWRITE, BUT SHORTER :)

ADDITIONAL VOICES

IF YOUR COMPANY HAS A PRODUCT LINE OR A SEPARATE SERVICE THAT TARGETS A DIFFERENT HERO THAN YOUR PRIMARY HERO, THEN YOU WILL WANT TO COMPLETE THE VOICE EXERCISE FOR EACH OF THESE SEPARATE HEROES.

Examples of why you would need multiple voices:

- Maybe you're a specialty cupcake retail shop that offers cupcakes for people with dietary restrictions. In this case:
 - The primary hero is moms with children with food allergies.
 - If you also sell in larger quantities to corporations for specialty gifts, you would have a secondary hero, an event planner, or an HR professional.
 - In this case, you would have a voice for your retail customers and a voice for your corporate customers since they each have different problems you are trying to solve.
 - You may have multiple personas inside these two voices, but we will get into that next.
- If you're a nonprofit. You probably have three heroes with different voices:
 - Donors
 - Volunteers
 - Clients
 - All with multiple personas within them.
- For me, I have:
 - The DIY business owner who wants to take a course and do it all themselves
 - The business owners who want to do it themselves with some guidance
 - The business owner who wants me to do it all for them.
 - Each has a different problem that I have to speak to in my marketing.

LIST ANY ADDITIONAL VOICES HERE. BE SURE TO BE SPECIFIC.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

YOUR IDEAL CUSTOMER

HERE ARE ALL THE CUSTOMERS THAT YOU HAVE LISTED THUS FAR.

You will need that in the next section.

- 01

- 02

- 03

- 04

- 05

- 06

- 07

- 08

- 09

- 10

- 01

- 02

- 03

- 04

- 05

- 06

- 07

- 08

- 09

- 10

- 11

- 12



PERSONAS

A PERSONA IS A WAY TO PERSONIFY AND UNDERSTAND YOUR IDEAL CUSTOMER'S TYPICAL BEHAVIORS, PREFERENCES, NEEDS, AND DEMOGRAPHICS.

As a marketer, you will use personas to create targeted marketing strategies. Personas represent different customer segments, allowing marketers to tailor their messages, advertisements, and product offerings to appeal to specific groups based on their demographics, preferences, and behaviors.

This section will build out your ideal customer personas. They will have names, you will envision what their life is like, and you will put yourself in their shoes to better understand their buying habits.

By the time you are done with your Personas, they will become a part of your company. As you talk about products or services and how you will reach a specific persona, you will even refer to them by name. The goal is to personify this person so that their needs are as clear as yours. At the end of this section is an example of a printable persona you can use.

PROBLEMS

MOVE OVER FROM 4.2.

01

02

03

04

05

06

07

08

09

10

BUYING DECISION

MOVE OVER FROM 4.3.

01

02

03

04

05

06

07

08

09

10

PERSONA #1 - _____

Assign name last

IN STEP 2 OF THIS LESSON, YOU CREATED A PIE CHART BASED ON WHICH CUSTOMERS WILL GENERATE THE MOST BUSINESS. PERSONA #1 WILL BE THE LARGEST SEGMENT OF THAT PIE CHART.

DEMOGRAPHICS

AGE _____

GENDER _____

JOB/CAREER _____

INCOME _____

DEGREE LEVEL _____

RELIGION _____

MARRIED? _____

CHILDREN? _____

LIKES

List their likes. Are they outdoorsy? Do they like sports? Do they prefer to eat at home? Do they volunteer somewhere? What is their favorite movie? What else?

BUYING DECISIONS

What's their motivation for purchasing decisions?

DEFINING CHARACTERISTICS

What do people say about them? Are they kind? Full of integrity? Guided by a moral compass? Pulled themselves up by the bootstraps? Hard-working?

COMMUNICATION CHANNELS

How do they like to be contacted? What social networks do they spend time on?

PERSONA #2 - _____

Assign name last

IN STEP 2 OF THIS LESSON, YOU CREATED A PIE CHART BASED ON WHICH CUSTOMERS WILL GENERATE THE MOST BUSINESS. PERSONA #1 WILL BE THE LARGEST SEGMENT OF THAT PIE CHART.

DEMOGRAPHICS

AGE _____

GENDER _____

JOB/CAREER _____

INCOME _____

DEGREE LEVEL _____

RELIGION _____

MARRIED? _____

CHILDREN? _____

LIKES

List their likes. Are they outdoorsy? Do they like sports? Do they prefer to eat at home? Do they volunteer somewhere? What is their favorite movie? What else?

BUYING DECISIONS

What's their motivation for purchasing decisions?

DEFINING CHARACTERISTICS

What do people say about them? Are they kind? Full of integrity? Guided by a moral compass? Pulled themselves up by the bootstraps? Hard-working?

COMMUNICATION CHANNELS

How do they like to be contacted? What social networks do they spend time on?

PERSONA #3 - _____

Assign name last

IN STEP 2 OF THIS LESSON, YOU CREATED A PIE CHART BASED ON WHICH CUSTOMERS WILL GENERATE THE MOST BUSINESS. PERSONA #1 WILL BE THE LARGEST SEGMENT OF THAT PIE CHART.

DEMOGRAPHICS

AGE _____

GENDER _____

JOB/CAREER _____

INCOME _____

DEGREE LEVEL _____

RELIGION _____

MARRIED? _____

CHILDREN? _____

LIKES

List their likes. Are they outdoorsy? Do they like sports? Do they prefer to eat at home? Do they volunteer somewhere? What is their favorite movie? What else?

BUYING DECISIONS

What's their motivation for purchasing decisions?

DEFINING CHARACTERISTICS

What do people say about them? Are they kind? Full of integrity? Guided by a moral compass? Pulled themselves up by the bootstraps? Hard-working?

COMMUNICATION CHANNELS

How do they like to be contacted? What social networks do they spend time on?

PERSONA #4 - _____

Assign name last

IN STEP 2 OF THIS LESSON, YOU CREATED A PIE CHART BASED ON WHICH CUSTOMERS WILL GENERATE THE MOST BUSINESS. PERSONA #1 WILL BE THE LARGEST SEGMENT OF THAT PIE CHART.

DEMOGRAPHICS

AGE _____

GENDER _____

JOB/CAREER _____

INCOME _____

DEGREE LEVEL _____

RELIGION _____

MARRIED? _____

CHILDREN? _____

LIKES

List their likes. Are they outdoorsy? Do they like sports? Do they prefer to eat at home? Do they volunteer somewhere? What is their favorite movie? What else?

BUYING DECISIONS

What's their motivation for purchasing decisions?

DEFINING CHARACTERISTICS

What do people say about them? Are they kind? Full of integrity? Guided by a moral compass? Pulled themselves up by the bootstraps? Hard-working?

COMMUNICATION CHANNELS

How do they like to be contacted? What social networks do they spend time on?

PERSONA #5 - _____

Assign name last

IN STEP 2 OF THIS LESSON, YOU CREATED A PIE CHART BASED ON WHICH CUSTOMERS WILL GENERATE THE MOST BUSINESS. PERSONA #1 WILL BE THE LARGEST SEGMENT OF THAT PIE CHART.

DEMOGRAPHICS

AGE _____

GENDER _____

JOB/CAREER _____

INCOME _____

DEGREE LEVEL _____

RELIGION _____

MARRIED? _____

CHILDREN? _____

LIKES

List their likes. Are they outdoorsy? Do they like sports? Do they prefer to eat at home? Do they volunteer somewhere? What is their favorite movie? What else?

BUYING DECISIONS

What's their motivation for purchasing decisions?

DEFINING CHARACTERISTICS

What do people say about them? Are they kind? Full of integrity? Guided by a moral compass? Pulled themselves up by the bootstraps? Hard-working?

COMMUNICATION CHANNELS

How do they like to be contacted? What social networks do they spend time on?

PERSONA #6 - _____

Assign name last

IN STEP 2 OF THIS LESSON, YOU CREATED A PIE CHART BASED ON WHICH CUSTOMERS WILL GENERATE THE MOST BUSINESS. PERSONA #1 WILL BE THE LARGEST SEGMENT OF THAT PIE CHART.

DEMOGRAPHICS

AGE _____

GENDER _____

JOB/CAREER _____

INCOME _____

DEGREE LEVEL _____

RELIGION _____

MARRIED? _____

CHILDREN? _____

LIKES

List their likes. Are they outdoorsy? Do they like sports? Do they prefer to eat at home? Do they volunteer somewhere? What is their favorite movie? What else?

BUYING DECISIONS

What's their motivation for purchasing decisions?

DEFINING CHARACTERISTICS

What do people say about them? Are they kind? Full of integrity? Guided by a moral compass? Pulled themselves up by the bootstraps? Hard-working?

COMMUNICATION CHANNELS

How do they like to be contacted? What social networks do they spend time on?

PERSONA EXAMPLE

HERE IS AN EXAMPLE OF HOW TO TAKE YOUR PERSONA EXERCISE AND MAKE THE FINAL PERSONA.

These persona slicks should be printed out and kept where you can see them. You will learn to address each persona as you build out marketing copy. You'll begin to know them by name and understand them completely.



OVERWORKED OLIVIA

Olivia adores being a stay at home mom. Her daughter keeps her quite busy with playdates, MOP groups, and snuggles on the couch.

In her spare time she loves to cook, go to craft fairs, and have a glass of wine...or two during girls night. She started her crafting business as extra income, but it has become so popular it has become a career that allows her extra money and a flexible schedule.

DEMOGRAPHICS

AGE: 28
OCCUPATION: Crafter
EDUCATION: H.S. Diploma
RELIGION: Christian
INCOME: \$45k
Married with children

CHARACTERISTICS

- Hard Working
- Personable
- Driven
- Good at Time-management
- Busy

LIKES

- Cooking
- Making Things
- Family Time
- Going to Craft Fairs
- Her MOP Group
- Wine
- Girl's Night
- Movie: Made in Manhattan

BUYING DECISIONS

- Price
- Accessibility
- Go at Own Pace
- Keeps Power in their Hands
- Easy to Follow
- Fits Her Schedule
- Customizable
- Helps Her Succeed

SOCIAL CHANNELS



OTHER COMMUNICATIONS

- Texting
- Word of Mouth

If you would like to download this persona slick as a usable document check out DIYMarketingStrategies.com/PersonaSlick

Lesson 3

**make the
plan**

*The marketing funnel
failed me.*

LESSON 3

DEFINING SUCCESS

I HEAR PEOPLE ASK, “WHAT IS SUCCESSFUL IN MARKETING?” IN RETURN, I ASK, “WHAT IS SUCCESS TO YOU?”

What you define as success will differ for me and the business next door. Actually, what you define as success today will differ from what you define as success next year.

I feel success is a journey. It doesn't really happen overnight. It takes stamina, persistence, and a drive to succeed. Therefore, I will tell you to take it a few steps at a time. What does success look like for you in the next year? Start with an easy win. What is one thing you can start doing today that will move the needle toward success? Then, list out something a little more challenging to obtain, and lastly, a goal that makes you stretch a little out of your comfort zone.

The good news is, I will wait to have you list those...for now! But I do want you to be thinking about that over the next few days.

X TO Y BY Z

THIS IS NOT A NEW CONCEPT IN BUSINESS.

Think of 'X to Y by Z' in the business world as a strategic shift from one state (X) to a desired state (Y) facilitated within a specific timeframe (Z). It's akin to steering a company from its current marketing outcomes (X) to an envisioned level of success (Y) through a well-defined time (Z). This concept underscores the importance of targeted actions and methodologies to achieve business objectives and drive growth.

As we go through this next lesson, X to Y by Z will be a guiding principle as our marketing strategy unfolds.

MARKETING EXECUTION

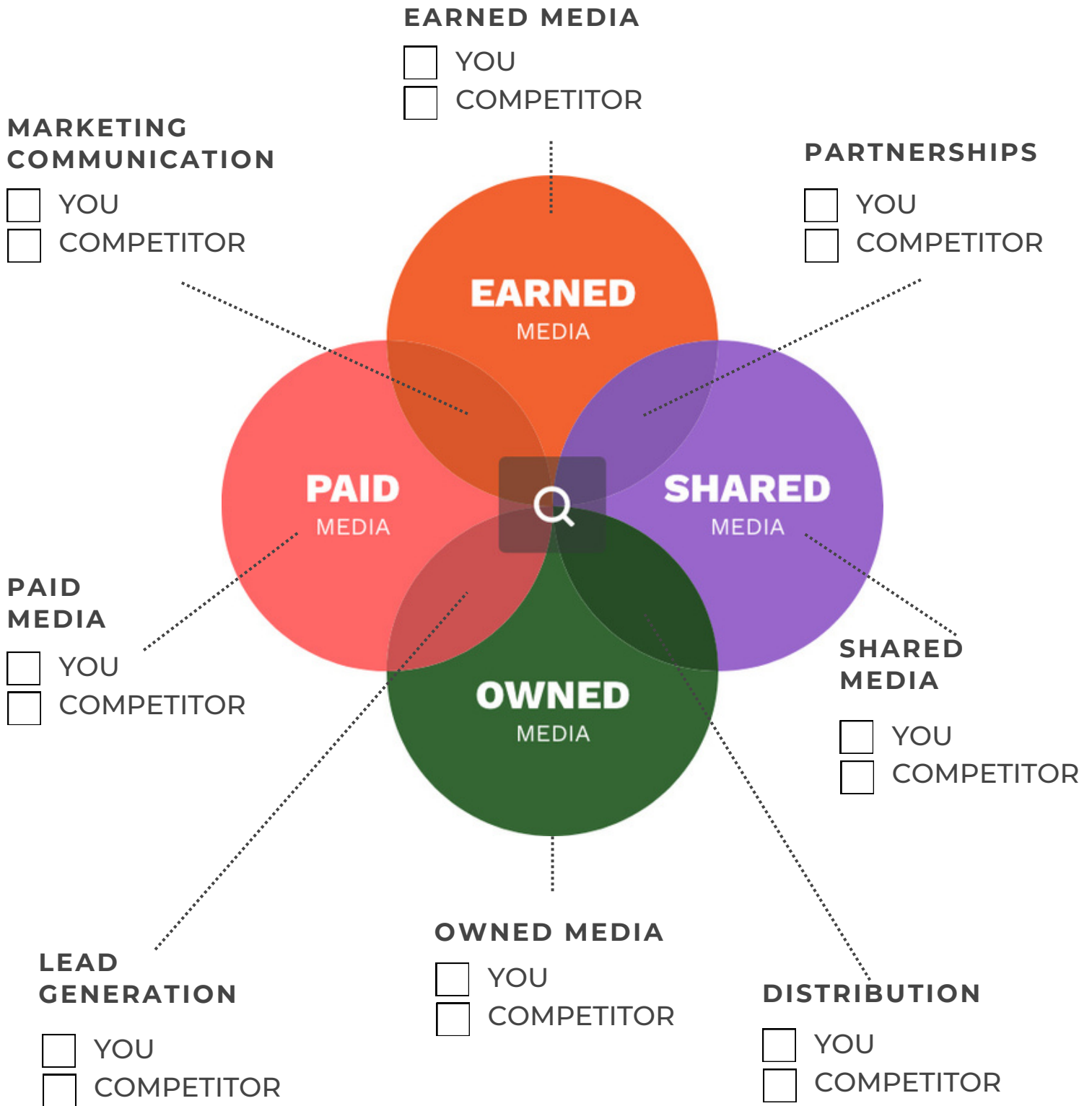
MY FAVORITE THING TO REMIND SMALL BUSINESS OWNERS IS, “REGARDLESS OF IF YOU HAVE ONE EMPLOYEE OR 100, MARKETING STRATEGY IS THE SAME. IT'S MARKETING EXECUTION THAT YOU SCALE BASED ON SIZE.”

I bring this up to remind you that we are working on a strategy. This strategy will help you shape your marketing execution. In other words, when we are done, you will know where you need to show up. You will then take that information and define how you will show up, which is the marketing execution.

STEP 1

WHERE ARE YOU MISSING?

YOU WILL WANT TO FLIP BACK TO YOUR PAGES WHERE YOU FILLED OUT THE PESO MODEL. PLACE A CHECK IN THE BOX NEXT TO "YOU" IF YOU HAVE AT LEAST ONE THING LISTED IN THAT SECTION. THEN, DO THE SAME WITH YOUR TOP COMPETITOR.



STEP 2

SWOT - OPPORTUNITIES

MAN, YOU'VE COME A LONG WAY! REMEMBER, YOU STARTED WITH A SWOT ANALYSIS ALL THE WAY BACK IN LESSON 1. YOU WENT THROUGH THE STRENGTHS, WEAKNESSES, AND THE THREATS. NOW, IT IS TIME TO RETURN TO PAGE 6 AND FILL IN THE OPPORTUNITIES.

You probably ask why we waited so long before finishing our SWOT analysis. Well, if I had you complete it back in lesson 1, you would have missed the opportunity to fully understand your target audience, competitors, and your company's voice.

As you have looked into your strengths, weaknesses, and threats, you should see that it becomes a treasure trove of opportunities for your business.

Opportunities are really where the SWOT analysis shines. But just because something is on the opportunity list, it doesn't mean you will implement each of them right now. We will later determine which ones to take action on and which ones should be a contingency.

Weaknesses

Begin with your weaknesses. Weaknesses are not always holding you back. Some weaknesses are inconsequential for your business.

Go back to my cupcake company example. Maybe one of their weaknesses is that they do not have a delivery service. If they are not selling a lot of cupcakes in large orders but instead singles or even dozens from their storefront, then delivery would not be needed. Therefore, this weakness is inconsequential to their business.

Now, look back at page 6. Are there weaknesses keeping you from reaching your goals, growing, or making someone choose a competitor over you? If so, what opportunities are there for you to fix that problem? Write it down on the next page.

Threats

Threats are a bit different. We should try to find ways to mitigate threats. I understand that not everything can be avoided, like a natural disaster, but you can set yourself up to mitigate as much as possible.

On page 6, go to the threats. Are there threats that you can mitigate? What opportunities can you start working on to mitigate those threats?

As you begin, remember that some of these opportunities might be marketing-related, but the point of this exercise is to look at your business as a whole.

01	26
02	27
03	28
04	29
05	30
06	31
07	32
08	33
09	34
10	35
11	36
12	37
13	38
14	39
15	40
16	41
17	42
18	43
19	44
20	45
21	46
22	47
23	48
24	49
25	50

STEP 3

WHERE IS YOUR HERO?

GO BACK TO EACH PERSONA.

Beginning on page 26, you worked on your personas, where you wrote down their communication channels. List them all here. Put an X in the left box if you already have a presence there. If not, add an x in the right box if it is feasible to add to your marketing strategy. Also, if it is listed in more than one persona, add a check for each additional. For example:

Instagram ✓✓✓

STEP 4

"WHERE TO" EXERCISE

CONTINUE TO SHOW UP

LOOK BACK AT THE LIST OF THINGS YOU SAID ARE WORKING ON PAGE 4 AND THE PESO MODEL SECTION BEGINNING PAGE 7.

Since the list of things you said is working and the PESO model is where you are currently showing up, determine which of these marketing initiatives you want to continue doing. You might save some for the "Do More" section.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

LEAVE

LOOK BACK AT THE LIST OF THINGS YOU SAID ARE NOT WORKING ON PAGE 5 AND THE PESO MODEL SECTION BEGINNING PAGE 7.

Since the list of things you said is NOT working and the PESO model is where you are currently showing up, determine which of these marketing initiatives don't make sense to continue.

_____	_____
_____	_____
_____	_____
_____	_____

STEP 5

MARKETING FUNNEL VS MARKETING HOURGLASS

THE MARKETING FUNNEL CAN BE TRACED BACK TO THE EARLY 20TH CENTURY.

The funnel approach was popularized by E. St. Elmo Lewis, an American advertising advocate, who introduced the idea of the AIDA model in the late 1800s - Attention, Interest, Desire, and Action. This early framework aimed to explain how a potential customer progresses from being aware of a product to purchasing.

The purpose of the marketing funnel is to guide marketers in understanding and engaging customers effectively by structuring their strategies to match the progression of consumer interest and decision-making, ultimately leading to conversions and brand loyalty. It has been an essential tool that helps organizations tailor their marketing efforts at each customer journey stage, allowing for a more strategic and targeted approach.

WHY THE MARKETING FUNNEL OVER PROMISES AND UNDER DELIVERS

THE MARKETING FUNNEL IS A GREAT TOOL STILL USED BY MANY MARKETING PROFESSIONALS, BUT SEVERAL YEARS AGO, I READ A BOOK CALLED "DUCT TAPE MARKETING" BY JOHN JANTSCH.

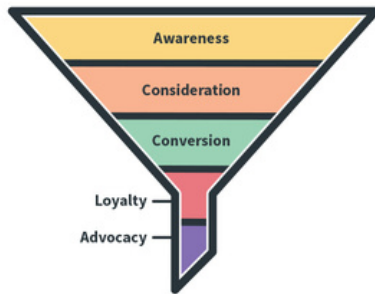
His concept of the buyer's journey showed me that the marketing funnel falls short of your entire marketing potential.

We know that having repeat customers and referrals is easier, quicker, and more cost-effective than making a first-time sale. Hourglass marketing puts this concept as a pivotal part of the marketing strategy.

In this lesson, we will pair the hourglass marketing model with the PESO Model, sprinkle in some pixie dust, and viola! You will have your marketing strategy! Well, part of that is true. Pixie dust and magic won't get you your marketing strategy. But, at the end of this lesson, I promise you will see why I believe anyone can build an effective marketing strategy.

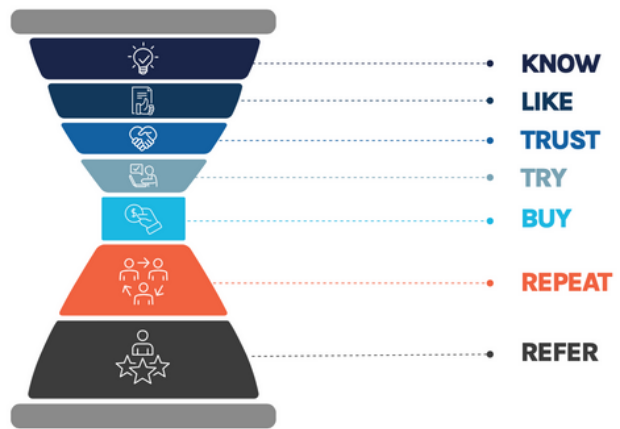
THE SUBTLE DIFFERENCE

MARKETING FUNNEL



VS

MARKETING HOURGLASS



CAN YOU SEE THE SUBTLE BUT MASSIVE DIFFERENCE BETWEEN THE MARKETING FUNNEL AND THE HOURGLASS?

Over the years, the marketing funnel has evolved to include Loyalty and Advocacy, but look at it. It's almost an afterthought. It is the smallest part of the funnel. The marketing hourglass puts more weight on Repeat business (Loyalty) and Refer (Advocacy) than any other part of the hourglass. The hourglass has more nuance to walk people through the buying journey.

As promised, we are getting ready to tie the Marketing Hourglass to the PESO Model, AND we will dive into your company's voice.

6.1

CHANNELS COLUMN

BY NOW, YOU HAVE COMPILED ALL YOUR MARKETING CHANNELS TOGETHER ON PAGE 40 AND 41.

In the column labeled CHANNEL, match the channel to the appropriate place on the marketing hourglass.

6.2

KPI COLUMN

LINED UP WITH EACH CHANNEL, DEFINE THE KEY PERFORMANCE INDICATORS (KPI).

an example would be increase Facebook engagement by 3%, or send an email newsletter the first of every month.

6.3

TIMELINE COLUMN

LINE UP CHANNELS, AND KPI'S WITH A DESIGNATED TIME YOU WOULD LIKE TO ACCOMPLISH IT BY.

This is where I will remind you to take your goals in steps. Your timeline for some channels might be 2 years. That IS ok!

CHANNELS

KPI

TIMELINE

KNOW

When prospects are in the Know Stage, they have never heard of you or know hardly anything about you. In this stage, the focus is on generating awareness and interest in your business. *Channel examples would be - Content Marketing, such as blog posts, articles, infographics, and other valuable content that educates and engages potential customers; Search Engine Optimization (SEO), PR, Networking and Events, Paid Ads; Influencer Marketing, Cross-promotions, Link Building, Community Engagement, Boosted Content, Sponsored Content, Podcasts, and Video Marketing.*

LIKE

When prospects are in the Like Stage, the goal is to move potential customers from merely knowing about your business to actually liking and engaging with it. *Channel examples would be - Social Media Engagement, User-generated Content, Free Webinars and Workshops, Quizzes, Polls, Surveys, Social Listening, Gated Content, Lead Generation, Inbound Marketing, Contests, and Educational Content.*

TRUST

The primary purpose of the Trust Stage is to convince potential customers that your business is trustworthy, credible, and capable of delivering on its promises. It's about demonstrating your expertise, reliability, and integrity, which are fundamental in fostering long-term customer relationships. *Channel examples would be - Success Stories, Testimonials, Trust Badges, Certifications, Social Proof, and Media Coverage.*

CHANNELS

KPI

TIMELINE

TRY

The Try Stage aims to reduce barriers to entry, showcase the value and benefits of your offering, and encourage potential customers to take that crucial first step toward a purchase. *Channel examples would be - Samples, Freebies, Demo Sessions, Assessments, Discounts and Promotions, Virtual Tours, Open Houses, Deeper Dive Webinars, Social Forums, Money Back Guarantees, and Loyalty Programs.*

BUY

The purpose of the Buy Stage is to facilitate a smooth and confident purchasing decision, ensuring that potential customers feel comfortable and confident in choosing your product or service. *Examples include E-commerce, Secure Payment Gateways, Products, Services, Remarketing Campaigns, Email Campaigns, and Abandoned Cart Recovery.*

REPEAT

The purpose of the Repeat Stage is to encourage customers to come back for more purchases, creating a cycle of continued engagement and building a loyal customer base. *Channel examples would be - Relationship Building Email Drip Campaigns, Loyalty Programs, Customer Appreciation Events, Referral Programs, Cross-Selling and Upselling, Subscription Models, Memberships, Personalized Recommendations, Replenishment Reminders, Text Campaigns, Social Media Engagement, Exclusive Promotions, Birthday and Anniversary Promotions, and Post-Purchase Surveys.*

REFER

The purpose of the Refer Stage is to leverage the positive experiences of existing customers and transform them into brand advocates who actively promote your business to others. *Channel examples would be - Referral Programs, Customer Testimonials, Case Studies, Social Media Sharing, Email Campaigns, In-App or In-Web Referral Mechanisms, Exclusive Referral Offers, Referral Contests, Partnering with Influencers, Referral Landing Pages, and Webinars for Referrals.*

STEP 6

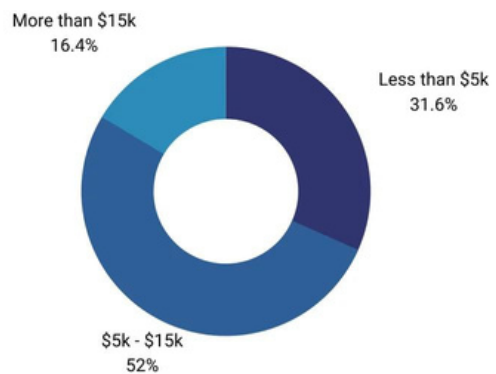
BUDGETING

THE DREADED B WORD ... BUDGETS.

You probably dread this part unless you're an accountant (no offense to my accounting friends). Let's first start with your marketing allocation. On average, established companies allocated as low as 2% of their sales to marketing, all the way up to 10% in some cases. The average marketing percentage has increased by 5% since 2011, bringing the average to 8.7% in 2023.

There are several factors that will determine your marketing allocation. For instance, are you a Business-to-business (B2B) company? If so, on average, B2B companies allocate 7.8% of their revenue on marketing. For Business to Consumer (B2C), it's 5.9% if you are a service company and 15.1% if you sell products.

What is the size of your small business monthly marketing budget (for agencies: avg. per client)?



 databox

Another factor that plays into your budget is your size. You're here because you are a small company. According to a survey from Databox, 52% of small business owners and marketers say they spend \$5,000-\$15,000 per month. Keep in mind that the SBA's definition of a small company is 500 employees or less. So if you see those numbers and are freaking out, I can't blame you!

The last factor I will bring up is your industry. Different industries tend to spend more or less to gain traction in the marketshare and awareness game. A few examples would be:

- Consumer Goods and Retail - 10-20%
- Technology and Software - 10-20%
- Healthcare and Pharmaceuticals - 10-18%
- Financial Service - 5-15%
- Hospitality and Tourism - 12-20%

These allocations are based on general trends and industry standards. It's crucial for you to analyze your unique situation, target audience, marketing goals, and overall strategy to determine the most effective marketing budget allocation for their specific needs. Regular review, measurement of ROI, and adjusting the budget based on performance are essential practices for any industry.

WHAT SHOULD BE IN A MARKETING BUDGET?

CREATING A MARKETING BUDGET INVOLVES CAREFULLY PLANNING AND ALLOCATING RESOURCES TO ACHIEVE YOUR BUSINESS GOALS. REMEMBER, IF YOU RETURN TO THE PESO MODEL, PAID IS ALWAYS LAST. YOU SHOULD FIRST FIND MARKETING CHANNELS THAT ARE LOW TO NO COST. IF YOU CAN GET THE REACH WITHOUT SPENDING MUCH MONEY, GO FOR IT!

The specific elements of your marketing budget will depend on your industry, business size, target audience, and overall marketing strategy. However, here are common items that should be considered when building a marketing budget:

- Advertising and Promotion
 - Paid advertising (online and offline)
 - PPC (Pay-Per-Click)
 - Display ads
 - Sponsored content
 - Social media ads
 - Promotional events
 - Sponsorships, partnerships, and co-marketing efforts
- Content Creation
 - Creation of blog posts, videos, infographics, whitepapers, and other types of content relevant to your target audience
 - Content distribution costs, such as content amplification and syndication
- Digital Marketing
 - Search engine optimization (SEO) and website optimization
 - Email marketing campaigns
 - Social media management and advertising
 - Influencer marketing
 - Affiliate marketing.
- Public Relations (PR)
 - Media relations, press releases, and media outreach efforts
 - Crisis communication and reputation management
- Market Research
 - Surveys, focus groups, competitor analysis, and customer research to understand market trends and consumer behavior
- Marketing Technology
 - Marketing automation software
 - CRM systems
 - Analytics tools
 - Other marketing-related technology

- Trade Shows and Events
 - Participation in trade shows, conferences, and industry events
 - Booth design, travel expenses, and promotional materials for events
- Direct Mail and Print Collateral
 - Printing and distribution of brochures, flyers, direct mail, catalogs
- Website and App Development
 - Website maintenance, updates, and improvements
 - Mobile app development and maintenance
- Staffing and Training
 - Outsourced marketing
 - Training programs to enhance marketing skills and knowledge
- Miscellaneous Expenses
 - Unexpected marketing costs that may arise during the year
- Testing and Optimization
 - A portion of the budget should be allocated for testing different marketing strategies and optimizing campaigns based on results.

Flexibility and adaptability are critical to a successful marketing budget. I would be amazed if you have allocations in every one of these categories. I have said in the past and will say again, always start with what is free and add what costs money based on what makes sense. If it's not giving you a return on investment, it is flushing money down the drain.

STEP 7

SUSTAINING A MARKETING STRATEGY

WE FINALLY MADE IT! HOW DOES IT FEEL TO GET THROUGH YOUR FIRST MARKETING STRATEGY? THE GOOD NEWS IS THAT IT GETS EASIER EACH YEAR. THIS IS THE FIRST AND THE LAST TIME YOU WILL GO THIS IN-DEPTH WITH YOUR COMPANY - UNLESS YOU ARE DOING A COMPLETE REBRAND!

With anything, a marketing strategy is not set it and forget it. You will want to revisit your marketing strategy each year and make tweaks.

10 STEPS TO REVISIT YEARLY

LESSON 1 - STEP 2 - WHAT IS WORKING?

You've had a year of data to see what is working. Let's really dig in and see what truly is working and giving us a healthy ROI.

LESSON 1 - STEP 3 - WHAT IS NOT WORKING?

Over the year, as you find things that are not working, you have probably already thrown those out, but let's make a list so we can document what it was and what didn't work with it.

LESSON 1 - STEP 4 - SWOT ANALYSIS

What has changed from the last one? Have any of your weaknesses moved to strengths? Have your threats gone away? What are new threats in the marketplace? Have you gained new strengths? Remember, the Opportunities will come at the end! Skip it for now.

LESSON 2 - STEP 6 - PERSONAS

Has your ideal customer changed? Are your personas still valid? Do you need to take one away or add a new one into the mix?

LESSON 3 - ALL OF IT

Yep! You read that right. Steps 1 through 6.



DIYMarketingStrategies.com
linkedin.com/company/diy-marketing-strategies