

# Marketing Strategy Guide

A step-by-step guide to help you build a marketing plan to increase traffic and drive sales.

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supply co.**

# Marketing Checklist

Inspired by Content Supply's Marketing Playbook, this step-by-step checklist helps you create strategic campaigns that reliably attract more leads and convert more sales.

## Traffic

- ☐ Message: A way to effectively talk about what you do attract the right customer.
- ☐ Offer: A clearly defined offer and customer profile.
- ☐ Media: A branded content type and distribution platform. Paid and free channels.
- ☐ Machine: A predictable process to attract, engage and convert your target audience.
- ☐ Goal: Established objectives for view count, impressions, click-throughs, etc.

## Leads

- ☐ Lead Funnel: A resource, landing page and email sequence that captures new leads.
- ☐ Email Campaigns: Email sequences that builds relationships and makes sales.
- ☐ Relationship Builders: Strategic activities to leverage partnerships, team and community.
- ☐ Website: An online platform to funnel all traffic to convert to leads and sales.
- ☐ Cold Campaigns: Use LinkedIn, email and calls to connect directly with prospects.

## Sales

- ☐ Sales Funnel: A predictable process to guide customers from prospect to paid.
- ☐ Sales Page: Effective copy and page design to introduce offer and receive payments.
- ☐ Fulfillment: An automated system to deliver the product or service after purchase.
- ☐ Community: A dedicated process and place to increase customer lifetime value.
- ☐ Case Studies: Collect reviews and success stories for promotions and growth.

Most businesses never reach their full potential, not because they lack great products or services, but because they lack a clear, proven marketing plan.

Instead, they feel stuck: overwhelmed by endless tactics, frustrated by wasted time and money, and convinced that effective marketing is out of reach. It doesn't have to be that way.

At Content Supply, we believe marketing should be simple, strategic, and sustainable.

This guide is designed to help you cut through the noise and focus on what actually works so you can:

- Grow your business with confidence
- Stand out in a crowded market by being truly different
- Build real authority and influence without the gimmicks
- Attract more customers who are the right fit
- Increase revenue while creating long-term impact

This isn't just another playbook, it's a practical framework to help you market smarter, not harder.

## STEP 1

# Define Your Goals

*Start by writing down 1–3 clear goals for your business.*

Ask yourself: **What does success look like for me right now?**

For some, success means building brand awareness or launching a new product. For others, it might be making a career change, paying off debt, gaining more free time, taking more vacations, or being featured in a well-known publication.

Whatever your goals, this guide will help you think strategically about sales, PR, funnels, advertising, promotions, launches, customer relationships, and more.

As you move through each step, consider how the right tools, systems, and people can work together to make your goals a reality.

## STEP 2

# Build Your Campaign

Think of your marketing plan like a political campaign.

Success doesn't happen by accident—it's carefully designed and executed from start to finish. Campaign strategists map out everything in advance: the message, the schedule, the appearances, even the signage. Every move has a purpose.

Your marketing should be just as intentional. The good news? You don't need to spend thousands deciding what color tie or dress to wear. What you do need is a clear plan that connects your goals (from Step One) to a series of achievable milestones.

*Here's how to approach your campaign:*

- **Clarify the end goal.** Just as a candidate aims to win the election, you need to define what “winning” looks like for your business. Is it more leads, new customers, or increased revenue?
- **Break it into milestones.** Translate your big goals into smaller, trackable wins—like hitting a monthly sales target, growing your email list by 500 subscribers, or booking 10 sales calls.
- **Plan intentional actions.** Map out the marketing activities that will move you closer to each milestone—ads, content campaigns, PR pushes, launches, collaborations, or events.
- **Script your message.** Define the core stories and messages you'll repeat consistently so your audience knows exactly who you are, what you do, and why it matters.
- **Guide the journey.** Design content and touchpoints that take people from discovering your business for the first time to becoming loyal, paying customers.

This guide serves as your campaign blueprint—helping you plan, script, and execute marketing activities with the same level of focus and intention that wins elections.

## STEP 3

# Customer Needs

At the heart of every successful marketing strategy is a simple truth: people buy because they believe it will meet a need.

Psychologist Abraham Maslow described this in his famous Hierarchy of Needs—a progression that begins with basic survival and builds toward self-actualization.

In the same way, your marketing should guide customers step by step, meeting them where they are and leading them toward their ultimate goals.



*Here's how to apply this to your strategy:*

- **Start with the basics.** Just as humans need food and shelter, your customers need clarity. Can they quickly understand what you offer, why it matters, and how it solves their problem? Make your messaging crystal clear.
- **Provide security.** Once people understand your product, they want to feel safe choosing it. Do you offer guarantees, social proof, or transparent pricing that builds trust?
- **Create belonging.** Customers want to feel part of something bigger. Use your brand voice, community-building, and storytelling to help them feel connected.
- **Build esteem.** Show customers how your product makes them look good, feel more confident, or achieve recognition. Case studies, testimonials, and transformation stories work powerfully here.
- **Unlock potential.** At the highest level, your brand helps customers grow into the best version of themselves. What transformation do you make possible? How do you help them achieve their ultimate vision?

### **Action Step:**

Write down where your customers are today in this “hierarchy” and how your marketing can meet them at each level—from basic clarity to transformation.

## STEP 4

# The Plan

At Content Supply, we use a simple 3-phase plan that guides your customers from first contact to becoming loyal, paying fans.

Every business, no matter the industry, needs three things to grow and scale: traffic, leads, and sales.

Every marketing decision you make should tie back to one of these drivers. But instead of treating them as cold transactions, we view them through the lens of relationships.

*That's why we call the phases:*

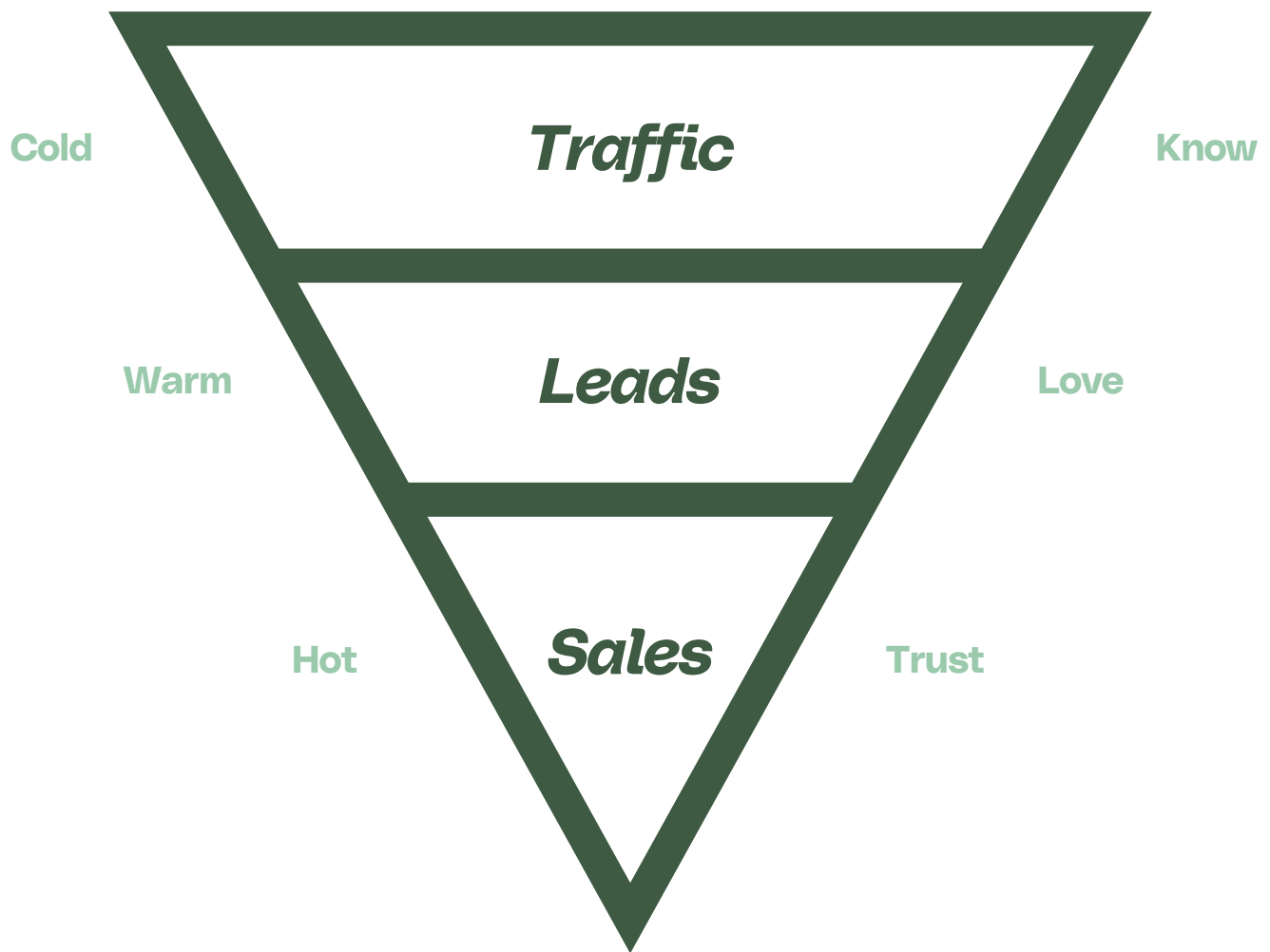
- **Know (Traffic):** Helping new people discover your brand.
- **Love (Leads):** Nurturing interest and connection.
- **Trust (Sales):** Converting belief into action and purchase.

Think about it like dating. If you meet someone new, you don't immediately say, "Hey, want to grow traffic together?"

Instead, you start with a genuine conversation: "I'd like to get to know you better."

The same is true in marketing—people need a reason to stay engaged before they commit. The more you focus on building real relationships with your customers, guiding them from **Know** → **Love** → **Trust** the more your brand will stand out, and the more effective your marketing will be.





In order to get people to trust and pay you, you must be trustworthy.

Trust is built with time and patience in a relationship that's valuable to you and your customer. Value is best delivered through actually having products and services to sell. So before you go off getting strategic about your marketing, you must have an offer that's proven to convert with a process to deliver it.

With this foundation set, you're ready to guide your customers through the sales funnel in a genuine way.

And that begins with generating TRAFFIC.

## STEP 5

# Traffic

When it comes to growing your business, people need to know you exist.

This is done with traffic.

Traffic is when your prospects are getting to know you and your brand for the first time as you increase awareness to people who don't know you or cold leads.

To successfully generate traffic, you need the following:

- ☐ **Clear Message:** A simple yet powerful way to talk about what you do so customers listen and buy.
- ☐ **Website:** Your website must invite customers into a new story and relationship with your brand. And it needs to present your products and services in simple way so customers feel seen and heard and are ready to buy what you offer.
- ☐ **Traffic Source:** A method to build awareness and attention using your chosen medium and distribution platform. Think videos on YouTube, podcasts on iTunes, photos on Instagram. All guided by where you customers spend their time (platform) and how they prefer to get their information (medium).
- ☐ **Traffic Process:** A predictable and automated process for traffic generation 24/7 using systems, tools and team members.

This marketing phase includes 3 parts: who, what, how.

### Who is your customer?

Niche down to a target market to know exactly who you're talking to.

What do they want?

What do they struggle with?

What language do they use?

Where do they spend their time?

What are their false beliefs?

What solution can you offer them to solve their problem?

The list goes on, but the point is you must come to know your ideal customer intimately so all conversations are about them.

Consider creating a customer profile.

### **What is your message?**

In what ways can you talk about what you do in a simple yet powerful way.

Clarity and confidence in your brand messaging is vital to the effectiveness of your marketing. Use Story Supply™ to follow a framework for your message.

In your messaging, make sure your unique selling proposition (USP) is clear for you, your team and customers.

Why should customers buy from you?

How is your product or service different from the competition?

## How will you share it with content?

Based on customer preferences, plan content relevant to what your customer would read, watch or listen to.

This content is for people who are not aware they have a problem and so they'll never know they'll even need a solution - the one that you provide through your product or service.

So you must illuminate, agitate, and build awareness to their specific problems.

The more you show you understanding of their problem the more your target audience will believe you have the solution.

## What's the problem you need to educate your customers on?

Traffic related content often includes:

- |            |               |
|------------|---------------|
| ▶ Ads      | ▶ Speaking    |
| ▶ Podcasts | ▶ Social      |
| ▶ Videos   | ▶ Livestream  |
| ▶ Photos   | ▶ Impressions |

This is all about traffic to keep you (and your brand) top of mind and to maintain attention as they grow to like and even love you!

## STEP 6

# Leads

People progress from prospect to lead when they provide their name and email in exchange for someone of value from you, we call this a Lead Supplier.

Now they are a warm lead and falling in love with your brand in this new relationship! To capture new leads, you need the following in place:

- ☐ **Lead Supplier:** Capture a new lead's names and email in exchange for something of value, such as a PDF, video series, webinar, etc.
- ☐ **Email Campaigns:** Using email marketing software, setup 2 types of campaigns:
  1. Relationship: Recurring, relationship building email messages intermixed stories, value and promotions.
  2. Sales: Automated email sequences that sell products and services after a Lead Supplier resource is delivered.
- ☐ **Relationship Builders:** Invest time, attention, and intention into new customer relationship and partnership building activities – such as trainings, workshops, messaging apps, personal video messages, email campaigns, and more.
- ☐ **Sales Conversion:** To automatically convert quality leads into new, paying customers to need a sales conversion strategy. A way to nurture and invite leads to buy the product and service they need now.

To nurture customer relationships, consider the five love languages.



**Words of Affirmation**



**Acts of Service**



**Receiving Gifts**



**Quality Time**



**Physical Touch**

*How could you use the love languages with your customers?*

...while remaining professional, of course.

You can deepen your relationships with your customers by doing marketing activities, messaging, content and more influenced by each language.

You can do public announcements of customer achievements – affirmations.

Offer a hug or high-five at a networking event – physical touch.

Send a thank you card after a contract wraps up or a product is delivered – gifts and service!

Brainstorm ideas for how you can use love languages in your marketing.

To nurture customer relationships, consider the five love languages.

**Words of Affirmation** Ideas

**Acts Of Service** Ideas

**Receiving Gifts** Ideas

**Quality Time** Ideas

**Physical Touch** Ideas

You now have ideas on how to deep your customer relationship.

Choose one idea and try it out today with one of your customers and see how your marketing begins to change!

Content in the lead phase of your marketing needs to be relatable, genuine and inviting. You've now established a relationship with your audience and you need to nurture it.

So provide free value and help through more valuable posts, videos and resources. This is when they will begin to follow you more closely by joining your email list, subscribing to your channel, following your page, liking your posts.

Your customer understands more about their problem and how your company can offer a solution. Now invite them to take the next step in your relationship! BUT, make sure they understand the value of your unique selling proposition, products and services as simply and clearly as possible so they'll know you offer the solution.

This means you need to educate them on your process with more in-depth content like:

- |                  |                   |                     |
|------------------|-------------------|---------------------|
| ▶ Lead Suppliers | ▶ Trainings       | ▶ Virtual Summits   |
| ▶ Articles       | ▶ Webinars        | ▶ Networking Events |
| ▶ Guides         | ▶ Email Campaigns | ▶ Long-Form Videos  |
| ▶ AI Apps        | ▶ Free Groups     |                     |

**What's the solution you need to educate your customers about?**

As your ideal customer continues to learn about and love you for all the value you have to share then they'll trust your brand to buy the product or service they need.



# Email Campaign

Email is a powerful way to communicate directly with your prospects and customers. You are growing your relationship with them so they'll eventually buy and have a better life!

There are two types of email campaigns.

## Email Type #1

Growing a customer relationship through recurring emails.

These emails often happen every week, month or every time there's news or content to share. These messages are more relevant to the day and week and often share stories – kind of texting that special someone after a great date!

## Email Type #2

Sales emails that deliver a free resource and then sell on a paid product.

Use the following 5-step email campaign, prepare email subjects and messages that will guide your prospects from becoming a new lead to being ready to buy.

### Email 1: Share The Free Resource

### Email 2: Review Problem, Present Solution

**Email 3: Address Objections**

**Email 4: Share Case Study**

**Email 5: Direct Call To Action**

After a customer completes this email campaign they can be moved to your other email list for email type #1 where you'll continue to develop a relationship.

## STEP 7

# Sales

Your customers will show they trust you when they pay you.

This is when you make sales and your customers become hot leads.

The goal of this marketing phase is to build lifetime value with your customers through delivering an amazing customer experience.

The trust you've developed with your customer has been a journey for you both. It's the next and highest level of commitment for your customer.

And now, they'll always trust and buy from your brand... as long as you don't offend them, or stop selling altogether.

To predictably generate sales, you need the following:

- ☐ **Sales Page:** To present the offer for customers to buy with a sales message, video, order form, email confirmation and more.
- ☐ **Product Delivery:** A process to deliver the product or service you promised your customer when they paid you. This should be scalable and automated.
- ☐ **Referrals and Testimonials:** A method for generating new referrals and proof-based, customer testimonials.
- ☐ **Movement Builders:** Organize strategic activities to increase customer value, loyalty and other brand building opportunities to existing customers.

Sales related content is most often delivered through:

- ▶ Online Courses
- ▶ Strategy and Sales Calls
- ▶ Paid Trainings and Workshops
- ▶ Loyalty and Membership Programs
- ▶ Physical Products (think Amazon, etc.)
- ▶ Services (done for you, SaaS, etc.)
- ▶ Coaching and Mastermind Programs

All sales content is only accessible after a customer pays for access.

**What new content will you create about your product or service to provide more value for your paying customers?**

*Enrollment training, team process, standard operating procedures, new course module, thank you card, etc.*

## STEP 8

# Content Planning

Using your new marketing plan, think about the journey your customers go on to learn about your brand and buy your products.

Each step requires a different type of message.

Brainstorm all the ways your customers experience your brand during each phase of marketing: Traffic, Leads, and Sales.

### **Traffic**

### **Leads**

### **Sales**

Using the customer experience list, prepare your content list.

This becomes your own content supply!

Now prepare a list of content that fit in each phase of your marketing.

**Traffic** – Ad Content

**Leads** – Funnel Content

**Sales** – Product Content

## STEP 9

# The Process

Great marketing doesn't happen by chance—it happens by process.

Every campaign, every post, every ad should flow through a clear framework that combines systems, tools, and people working together toward a common goal.

Your first step is to define the north star: the measurable goals that define success.

This gives your team clarity and confidence that they're moving in the right direction. From there, you'll need to establish the right processes that turn strategy into consistent execution.

*Here's how to break it down:*

### 1. Process

Document the way things get done. Create standard operating procedures (SOPs) and checklists for each marketing activity—paid ads, branding, email campaigns, blogs, videos, podcasts, and social media. This ensures quality and consistency no matter who's on the team.

### 2. Systems

Choose the right software and platforms that help your team stay organized and efficient.

Examples include:

- Project Management: Asana, Trello, ClickUp
- Content Creation: Canva, Adobe Suite, Figma
- Communication: Slack, Zoom, Loom
- Marketing: HubSpot, Mailchimp, Webflow, Meta Ads Manager
- Analytics: Google Analytics, Data Studio, attribution tools

### 3. Tools (People)

Even the best systems won't work without skilled people using them.

*Assign clear roles so everyone knows who owns what:*

- Marketing Strategist → Oversees the big picture and alignment with goals
- Copywriter → Crafts messaging and campaigns
- Designer → Creates visuals, branding, and layouts
- Email Marketer → Builds and optimizes email funnels
- Video Marketer → Produces and edits video content
- Ad Buyer → Manages paid campaigns for maximum ROI
- Social Media Strategist → Plans, posts, and engages with audiences

#### **Action Step:**

Audit your current process.

Do you have SOPs for your main marketing activities?

Are your tools aligned with your team's workflow?

Where are the bottlenecks slowing down execution?

A well-structured process gives you more than efficiency—it gives you predictability. And predictable marketing is the foundation of consistent growth.



# Your Next Step

You've just walked through the core framework of a proven marketing strategy—one designed to help you cut through the noise, simplify your approach, and build real momentum in your business. By now, you should see that effective marketing isn't about chasing every new trend or pouring endless money into ads. It's about clarity, intention, and consistency.

*With the right strategy, you can:*

- Attract the right audience with messaging that resonates
- Build deeper relationships with customers who truly value what you offer
- Turn leads into loyal fans who buy again and again
- Free yourself from the cycle of guesswork and overwhelm

The truth is, most businesses never struggle because they lack talent or vision—they struggle because they lack a plan and a partner to help execute it. That's where we come in.

At Content Supply, we help businesses like yours turn strategy into action. With the right team, tools, and systems, we make marketing work—day after day—so you can grow faster, smarter, and with less stress.

This guide is your blueprint. If you want more than a plan—if you want a partner to execute it alongside you—we're here to help.

**Book your free strategy call with Content Supply today.**

We'll customize this framework to your business, uncover new opportunities, and set you on the path to consistent growth.

Your business deserves marketing that works. Let's build it together.



*It's time to...*

# ***BUILD YOUR CONTENT SUPPLY***

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