

Marketing 101

*This workbook contains 5
successful marketing strategies to
maximize your time and results*

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Marketing MADE EASY

Hello friend!

Whether you're a new or seasoned entrepreneur, I'm so glad you're here. Marketing at the core is simply the action of promoting and selling products or services. That's it. And YOU know your business better than anyone.

There are so many different ways to market your business to others. In this workbook, I will share some time-tested and proven successful strategies that I have used over the past 20 years in my entrepreneurial journey.

Buckle up - let's do this!

Samantha



In this workbook

- 1- Have a plan in order to have success
- 2- Importance of consistency
- 3- Internal marketing vs external marketing
- 4- Social Media Basics
- 5- Renting vs Owning your marketing space

Have a plan in order to have success

People don't plan to fail, they fail to plan.

We have shared this philosophy in business for 20 years. If you want to reach any goal in life, you must have a plan.

When planning a marketing strategy for your business, you need to start with the end and work backwards. Follow these steps to put a successful plan in place:

- 1- Write down your goals for the next 12 months. Where do you want to be in a year?
- 2- Now work backwards. Break that goal down to what exactly needs to happen each month to make that goal happen.
- 3- Now break that down into weekly activity.
- 4- Lastly, break that down into daily activity.

Part of any plan being successful is time management. Consider time-blocking your day to designate a specific amount of time for individual activities or tasks. This will allow you to complete whatever is required in order to reach those weekly / monthly / yearly goals.

Importance of consistency

Consistency is a great way to build trust with your audience. Whether this is through social media or other forms of marketing, being consistent is key to long term trust with your potential and current customers.

- Show up. Whether that is a weekly e-newsletter, regular podcast or social media posts daily, show up consistently. This will enhance the process of building trust with potential and existing customers and clients.
- Be consistent with your message, your brand and your attitude.
- Consistency will enable people to know what to expect if they choose to work with you. They don't want a super positive person one day and someone different the next. Be true to who you are in person and on social media.
- On social media, use consistent profile pictures and usernames (if possible). This will help people find you easier on various platforms (i.e. Facebook name, LinkedIn Profile name, Twitter handle, etc.).

Internal marketing vs external marketing

For most business owners, they assume marketing is marketing. I hate to burst your bubble, but you should have a plan for existing customers and a plan for future customers. Yes, there will be many similarities but some distinct differences are also to be considered.

Internal Marketing: this form of marketing is focused on your existing customers and clients. This should involve consistent communication about your products / services as well as a message of appreciation for their business. Also, if you are looking for referrals, you must ask for them. Consider ending your communication to existing clients with 'thank you in advance for your referrals'.

Marketing ideas:

- Weekly emails providing value or education about the industry you're in. You can also share the benefits of the products they purchased (consider a video email for a personal touch)
 - Client appreciation events (in person or online)
 - Thank you cards (these can be e-cards, but consider actual cards in the mail for an added personal touch).
 - Quarterly calls / texts to 'check in' (depending on your industry this may or may not be needed)
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External Marketing: this form of marketing is focused on attracting potential future customers. This marketing should involve consistent communication about the benefits of your products / services, why they should buy it and the problem(s) it solves.

Marketing ideas:

- Weekly emails providing value or specific benefits of the product or service you provide
- Attending events (online or in person) to meet more people through prospecting
- Social Media Marketing (posts, reels, stories) daily
- Networking with others to reach larger markets of people



Social Media Basics

Social media is a great tool to both maximize your effort and your time. This mostly free tool allows you to reach a large audience in order to share your message and business to grow your market and sales.

Here are a few tips for an effective marketing plan:

- Choose a platform to use and post consistently
- Embrace your BRAND - people will buy you before they buy into your products or services
- Sharing not telling - share about who you are and what your business is all about. Try and avoid listing off your products or services all at once. Sometimes less is more.
- 80/20 rule (most people get this backwards) - this rule simply means 80% of your content on your *personal* page is about you and 20% is about your business. The goal is to create curiosity and conversation. This rule is reversed for a business page or group.
- Batch your content - this means create a lot of a specific thing at one given time. For example, create multiple pieces of content in one sitting OR record multiple videos on the same day. You're already in the frame of mind and focused on that task - capitalize on that.
- Create a consistent posting plan by establishing how often you'll post on your chosen platform (aka frequency). No matter what you decide, do it consistently. Consistency is viewed heavily by the behind-the-scenes algorithms of each platform and they will show your content to more people the more consistent you are.

Check out the Social Media Marketing 101 Workbook on my website for more detailed training on how to maximize social media for your business

Renting vs Owning your marketing space

You do not own social media. These platforms are owned by other people and can be shut down any second. You can also be locked out of your account at any given day. (I know that sounds pretty obvious but most people need a reminder because if 100% of your business is on social media, including your communication with prospects and clients, you need to make a shift NOW).

Accepting and acknowledging this will enable you to see the urgent nature of having an external way to stay in touch and communicate with your customers.

So what does this mean? Capturing contact information (phone numbers and email addresses) is VERY important to the continual communication with your audience.

What is your marketing and communication plan with your audience OUTSIDE of social media? THIS is what you own. Always be in control of communication with your audience.

Check out these ideas:

- Video emails
- E-Newsletters
- Podcasts
- Text communication

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YOU GOT THIS!

I hope these tips helped you get a fresh look at your marketing plan. Just remember that sometimes it's trial and error until you find YOUR unique voice.

**In a noisy world, don't hesitate to stand up and
STAND OUT!**

I am cheering for you,

Samantha



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