

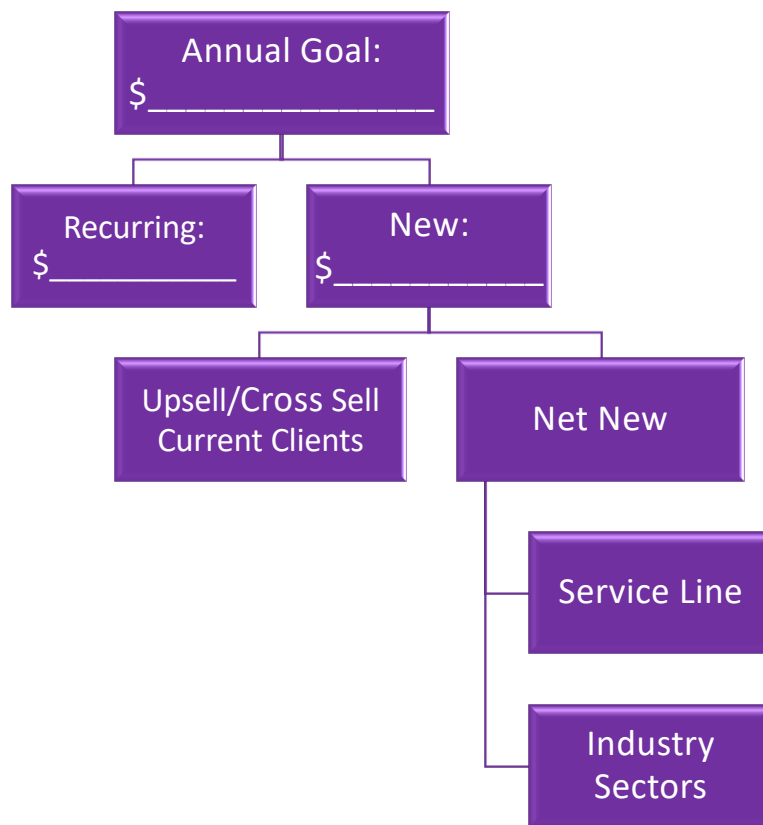


Building Your Marketing Plan



It All Begins with the End in Mind

Start with Your Goals



Calculate the Sales Funnel

Step 1: Desired Revenue: \$_____

Step 2: Average Deal Size: \$_____

Step 3: Step 1 / Step 2 = # of Deals Needed: ____

Step 4: Close Ratio: _____%

Step 5: Step 3 / Step 4 = Targets: _____

Identify the Ideal Client

- Semi-fictional, based on research and real data
- Consider
 - Demographics
 - Behavior
 - Motivation
 - Goals

Elements of a Persona

- Name
- Title
- Company
- Age
- Gender
- Annual Revenue
- Employee Count
- Location
- Values
- Benefits
- Habits
- Hobbies
- Profile Overview
 - (100-200 words)
- Challenges
- Pain Points
- Key Purchase Drivers
- Motivators
- Where They Find Information
- Preferred Content Formats
- How Content Can Help

The Journey

The Buyer's Journey From the Buyer's Perspective



Lifecycle Stages From the Marketer's Perspective



From Another Perspective

- Not all stages are equal length
- Prospects can stall at any stage
- Prospects can transgress



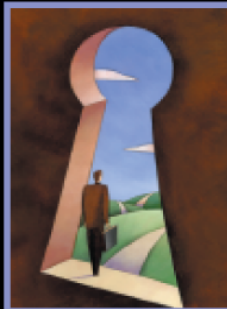
Unaware

Content with current situation or unaware.

Characteristics:
Uninformed, unaware change is possible, denial of problems, defensive about current situation, content.

Objective:
Raise consciousness, stay top-of-mind.

Marketing Tools:
Thought leadership via email, newsletter, speaking, PR, articles, social media.



Contemplating

Aware problems & opportunities exist requiring change.

Characteristics:
Seeking information, re-evaluating possibility of change, assessing pros and cons.

Objective:
Envision the future.

Marketing Tools:
Website, referrals, testimonials, thought leadership, industry associations.



Planning

Intent to take action in the near future.

Characteristics:
Developing plan of action, establishing timeline, gathering definitive information.

Objective:
Show expertise.

Marketing Tools
Website, referrals, testimonials, thought leadership, industry associations, social networking introductions.



Action

Ready to act.

Characteristics:
Engaging problem solving, assigning tasks, building budget.

Objective:
Overcome objections, demonstrate fit.

Marketing Tools
Face to face meetings, email – thought leadership, case studies, references.



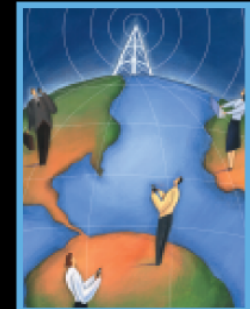
Sold

A client.

Characteristics:
Expectations understood, signed agreement and deposit, ready for action.

Objective:
Reinforce value delivery.

Marketing Tools
Personal contact, assign small tasks, lunch, small celebratory gifts or book.



Advocacy

Consistently happy, exceeding expectations, bringing others to you.

Characteristics:
Continues business relationship, 100% loyal, refers others.

Objective:
Strengthen relationship.

Marketing Tools
Continuous high level contact, dinner, event tickets, special occasion gifts.

Marketing Channels & Tactics

- Core: Website, LinkedIn
- Select the Channels to Conquer
- Create a Content Calendar by Month Focused on Specific Services & Goals





Messages

Points to Remember

- Memorable Soundbites
- Intriguing – not a shopping list
- Help Prospects Recognize Themselves
- Messages for Each Stage
- Answer
 - Why should they care?
 - What's in it for them?
 - Why you?

They Don't Care About:

- How many credentials you have
- Process (until they are ready to buy)

What They Do Care About:

- Themselves
- Their Business
- Their Goals
- Their Lives



Creating a One-Page Marketing Plan

Set Short & Long-Term Goals

30 Days

- # New Retainers
- Average Retainer Size
- # Projects
- Average Project Size

6 Months

- # New Retainers
- Average Retainer Size
- # Projects
- Average Project Size

12 Months

- # New Retainers
- Average Retainer Size
- # Projects
- Average Project Size

Additional Goals

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

:: Personal & Professional

:: Team

:: Service Lines

Implement an Inbound Strategy

- Keyword Research: What are your prospects searching?
- How do you rank?
- Shore Up On Page SEO
 - Title Tags < 60 characters
 - Meta Descriptions < 160 characters
 - Keywords Integrated into the Content
- Run an Analysis on your Website.
 - SEO Minion
 - SEMRush
 - Ahrefs
- Integrate Calls to Action & Lead Capture Tools
- Create an Annual Content Calendar
 - Focus Content on Services



Set Key Metrics: What will you measure?



Stay In Touch



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