

ASIAN FEMALE

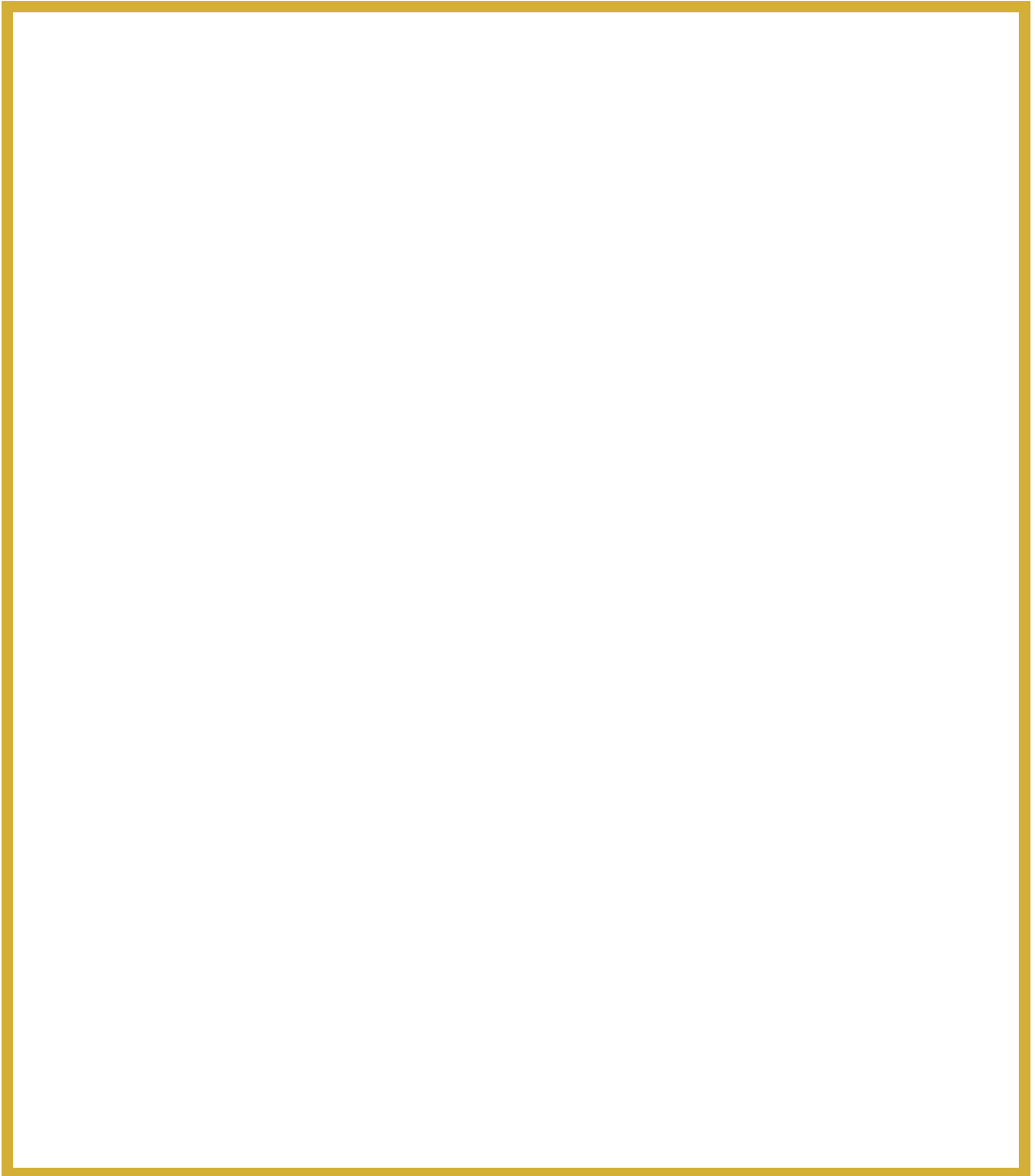
ENTREPRENEUR *collective*

Marketing Strategy

"Shine and Rise"

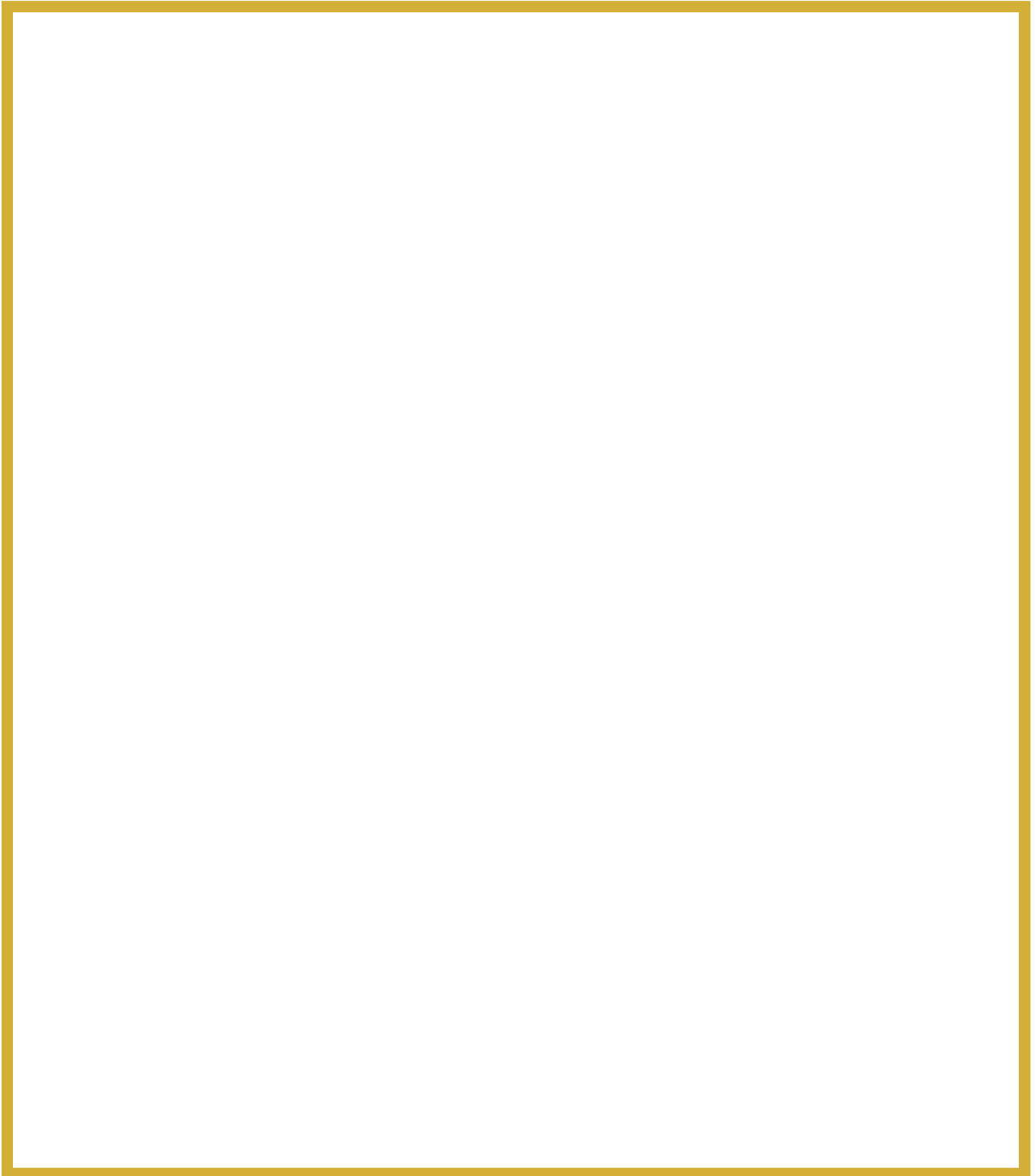
Marketing Strategy

What marketing goals did you smash this year and last year?



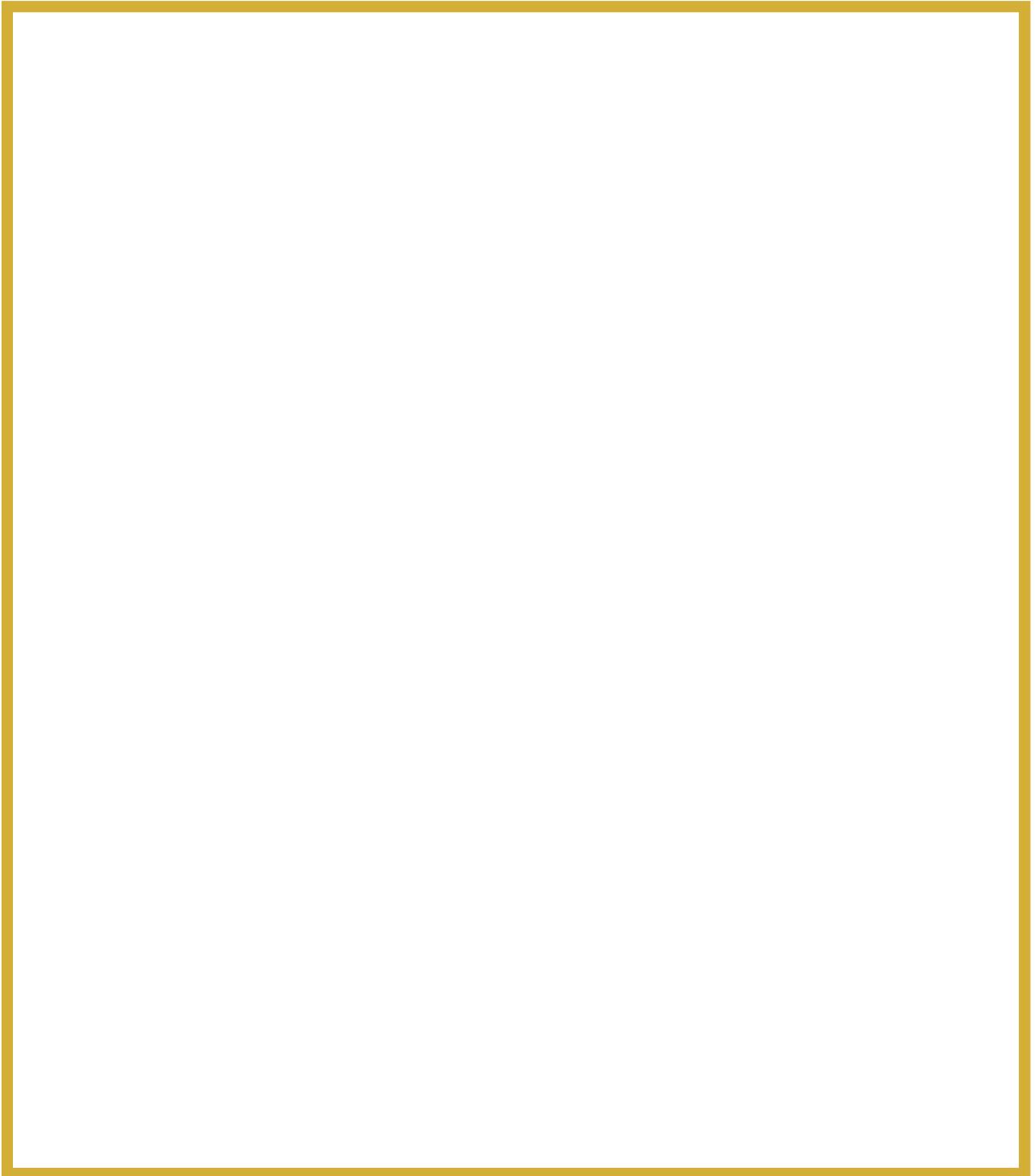
Marketing Strategy

What products and services did your ideal clients love?



Marketing Strategy

What packages generated the most income?

A large empty rectangular box with a gold border, intended for a chart or data visualization.

Marketing Strategy

What packages didn't work and why?

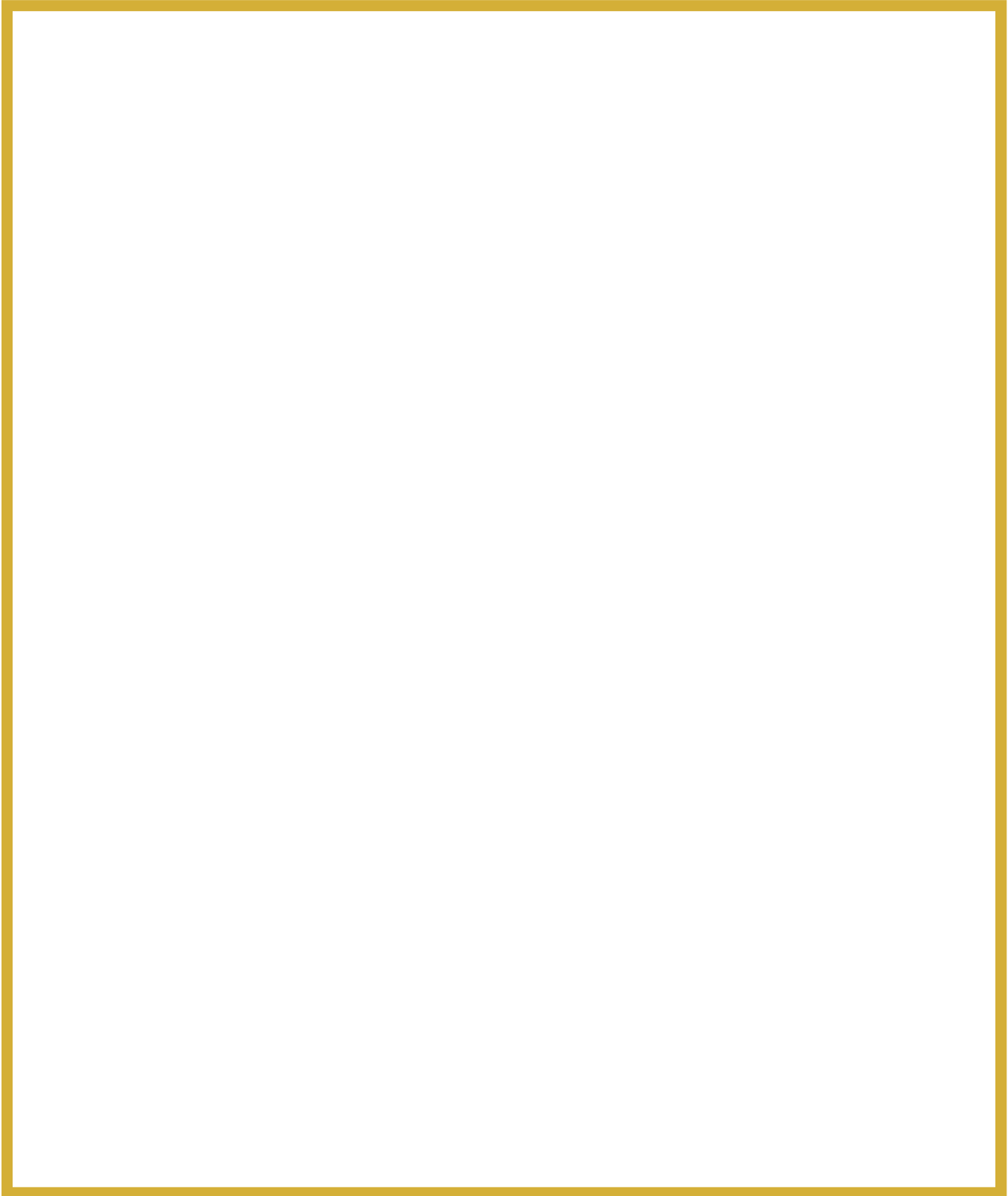


What marketing activity didn't you enjoy and why?



Marketing Strategy

What else could you offer in the next year to expand your income streams?



Marketing Strategy

What marketing activity worked amazingly?

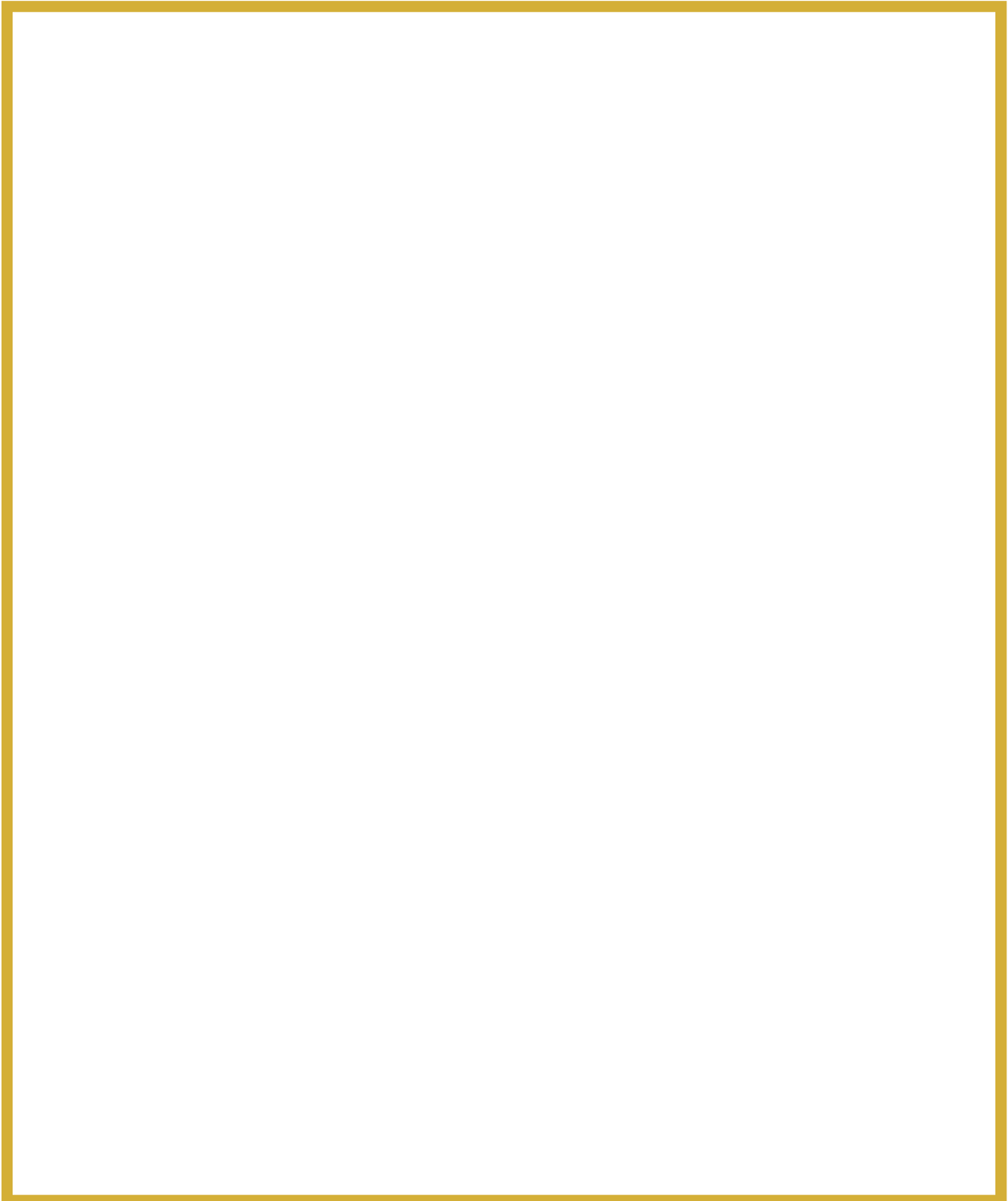


How did your high revenue-generating ideal clients find you and book?




Marketing Strategy

Now let's talk about your ideal client. What are their challenges and problems at the moment? Write these all down!

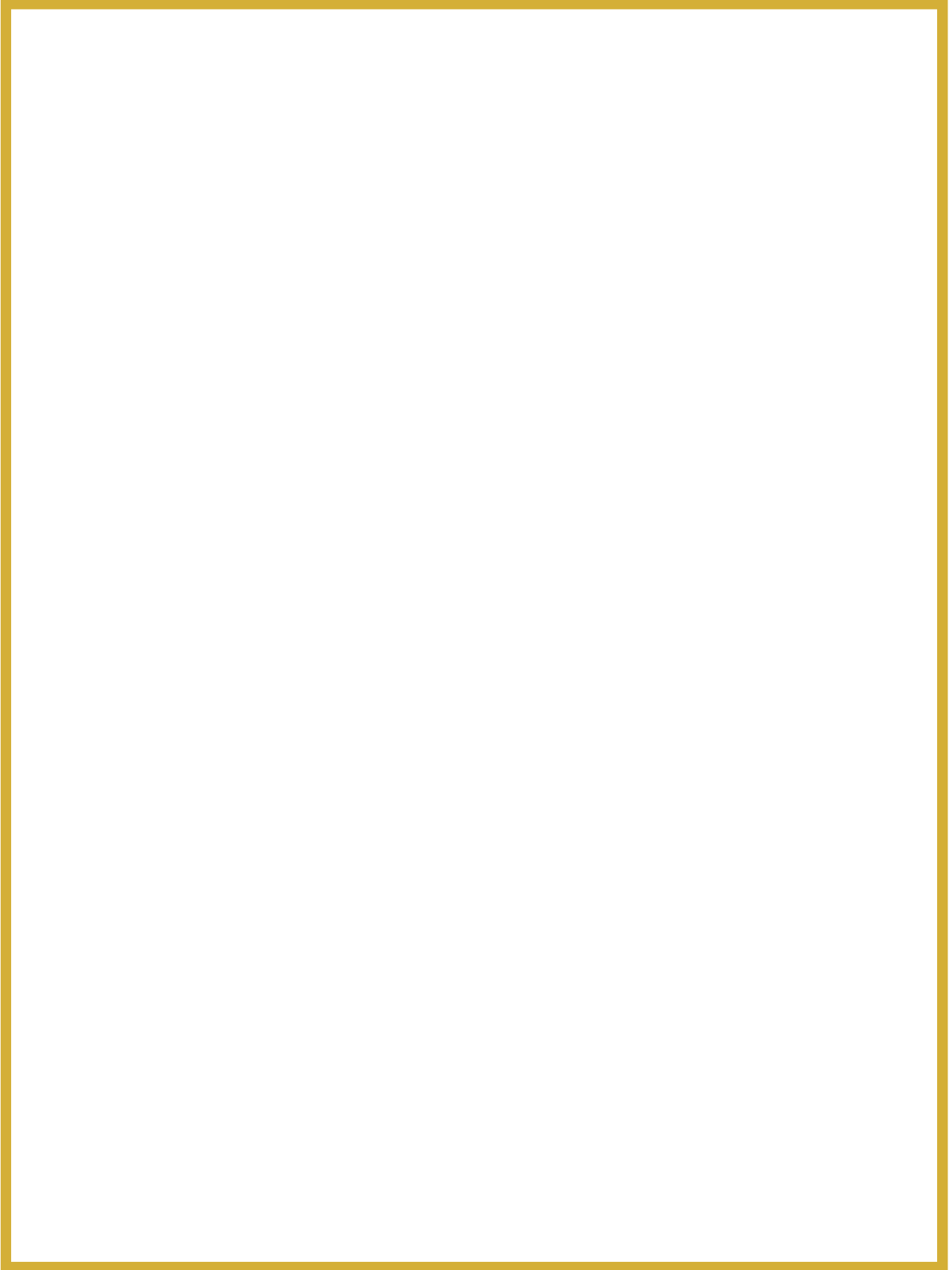


Marketing Strategy

So what is the transformation you are offering? Where are they pre and post working with you? This doesn't need to be some dramatic transformation, but we need to bring awareness to where they are BEFORE they work with you and where they end up after. This also then should feed through your content, your solution and the value you add, and how do they feel once they have worked with you? List all the feelings!

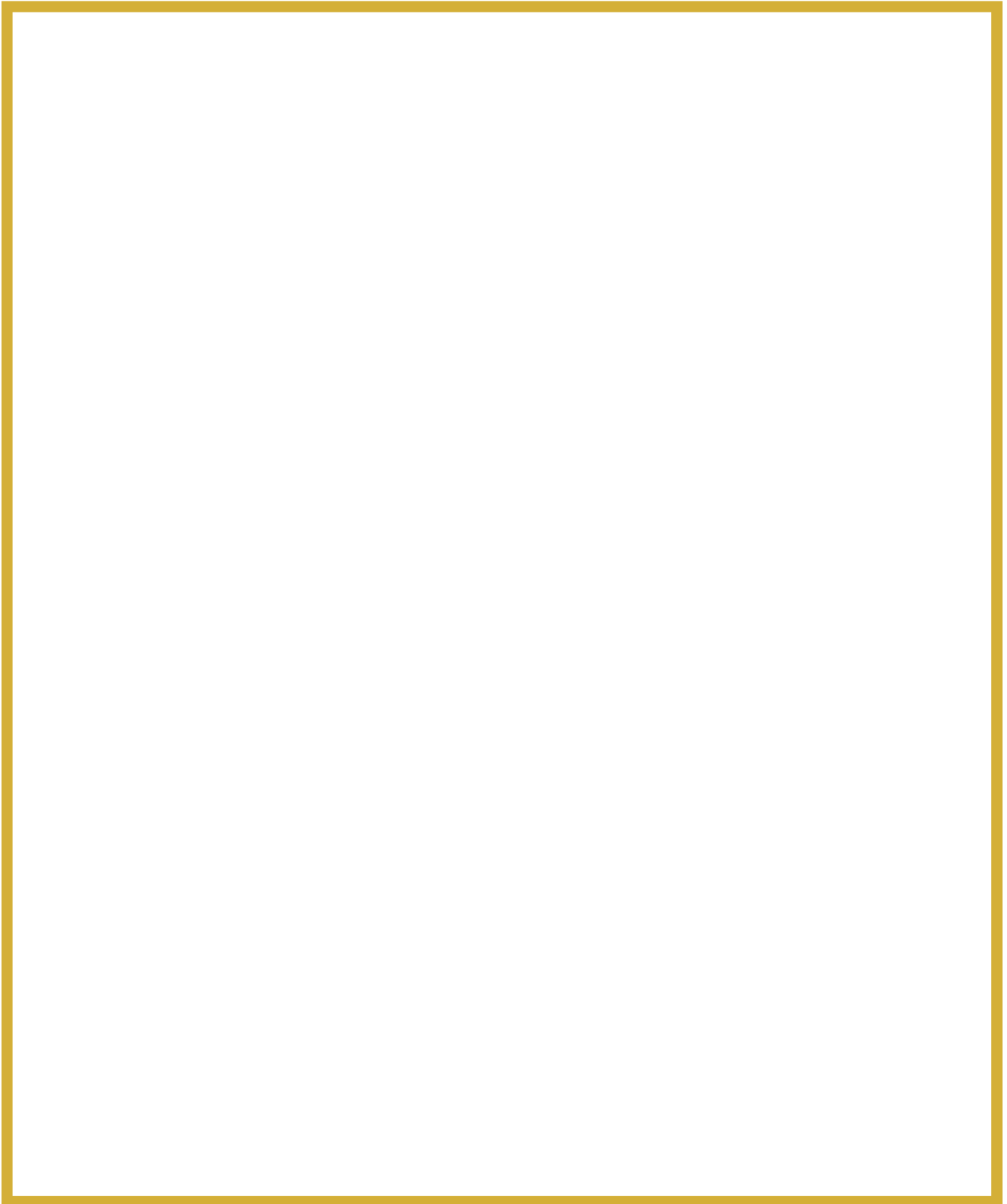


Marketing Strategy



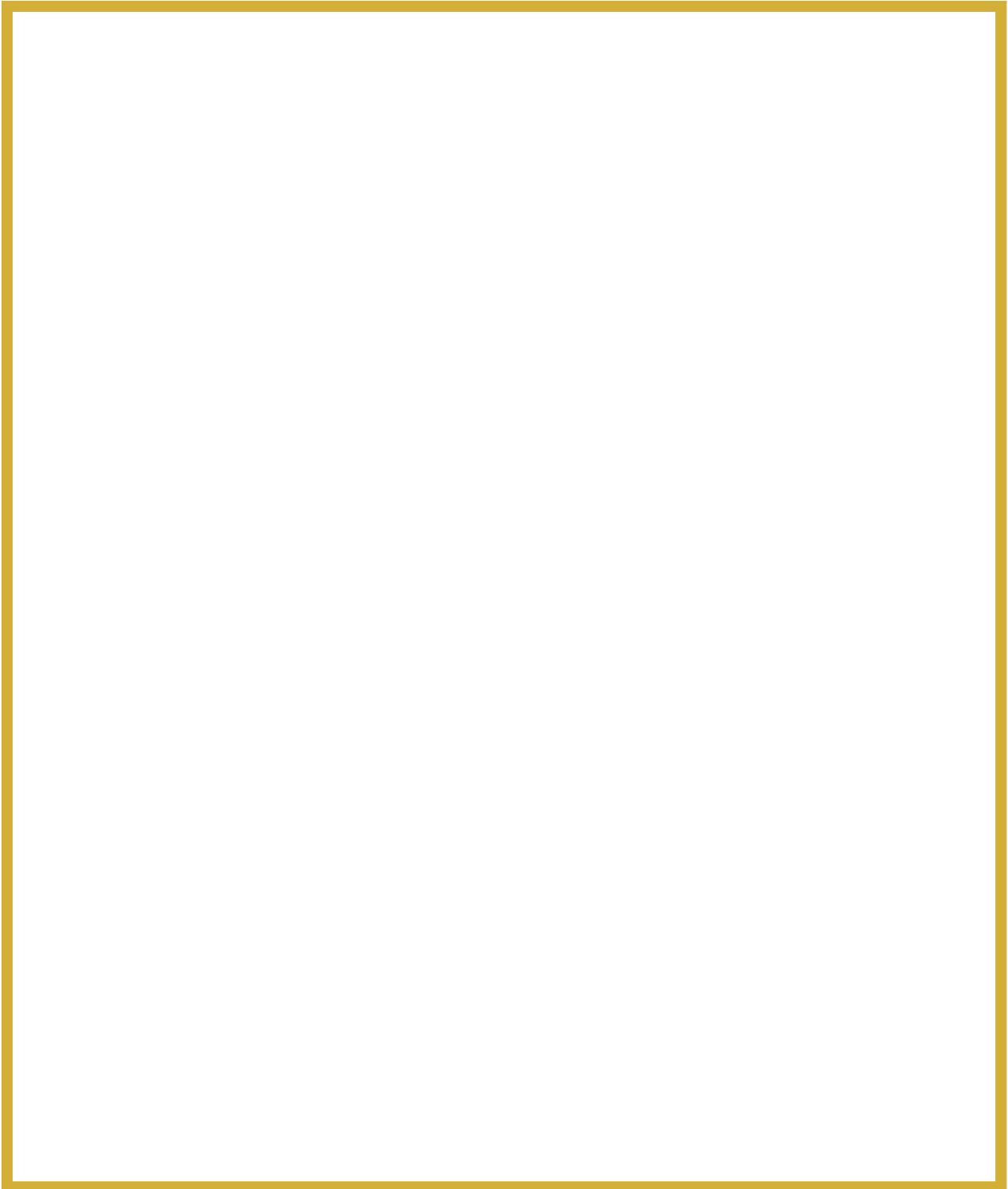
Marketing Strategy

Why would they choose you over a competitor?



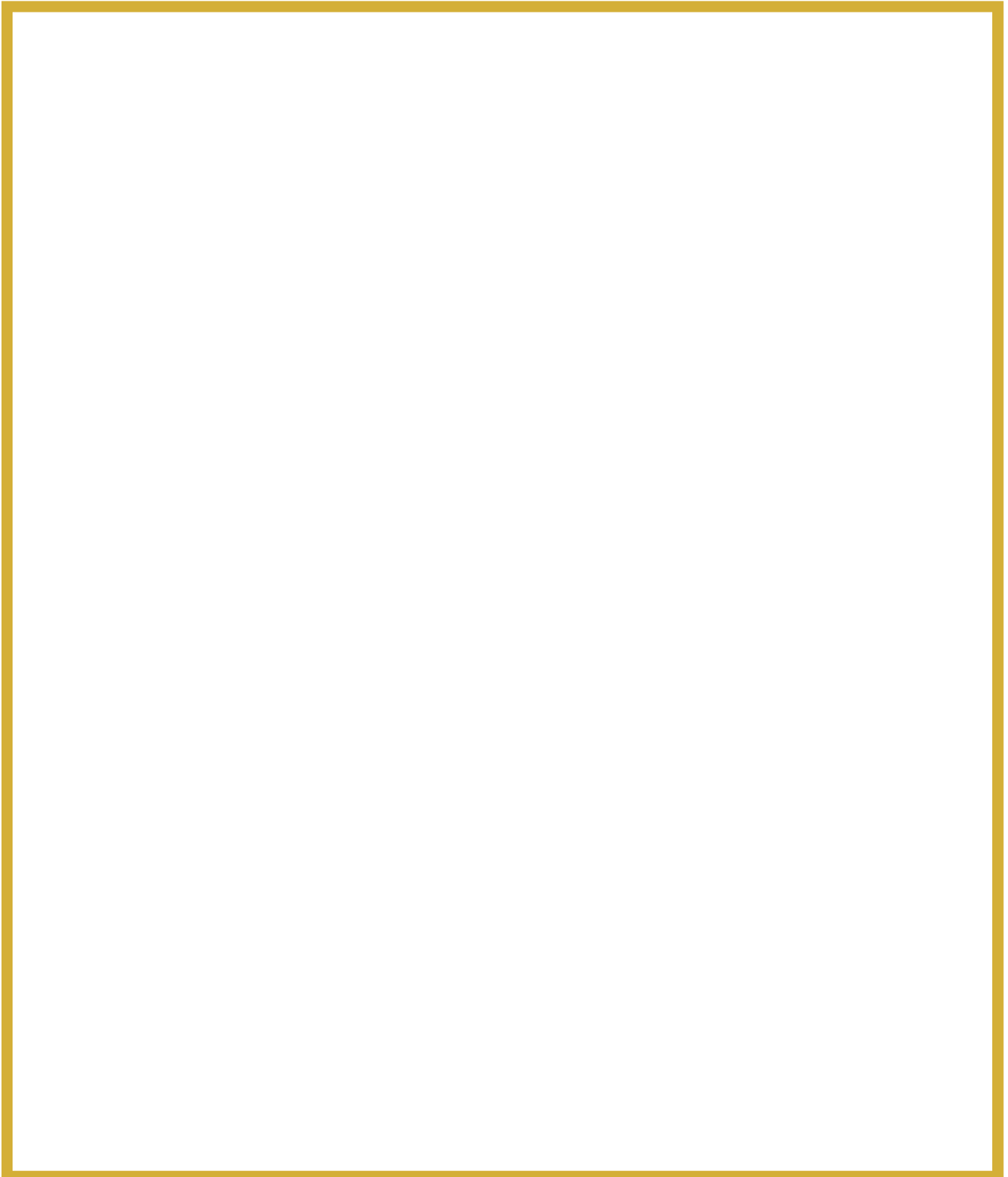
Marketing Strategy

What other brands in your industry would they buy from?



Marketing Strategy

Who are the bloggers and thought leaders in your industry?



Marketing Strategy

COMPETITOR RESEARCH: Don't copy them but be inspired!

What are they doing well in terms of marketing?



Marketing Strategy

What is their website like? Is it of high standard?



Are they doing Facebook lives?



Are they doing email marketing?



Marketing Strategy

Are they ranking on page one of Google for your key words?



What are their numbers for Instagram, Facebook, You Tube etc?



What kind of content are they sharing?



Marketing Strategy

Are they using Facebook Ads?

Are they doing collaborations online or offline?

What else is working well for them?

This then should give you ideas for your marketing strategy as well! This should give ideas on what you can do too!

Marketing Strategy

Are you clear on your SEO keywords? If not go back to the SEO training



Write down your marketing strategy and the channels you want to focus on. So for example, SEO, Instagram, Facebook lives etc



Marketing Strategy

Now write down your own marketing strategy for your own brand. Refer to slide 17 for ideas. Also refer to the visibility and content worksheets and trainings for ideas

Marketing Strategy	Frequency e.g Weekly or Daily

Now make sure this is also in your diary!

Marketing Strategy

When you have identified your strategies, get super clear on your brand goals.

For each 90 day cycle I would only focus on 2-3 goals. One of these should be a revenue goal and how you will achieve it by writing down your marketing strategy and ideas. Refer to slide 18 for more examples.

You can then map this out in Asana to make it easier for yourself and keep you accountable.

