

# Shine Bright

MARKETING STRATEGY

SHINE AND RISE MASTERMIND

INSPIRE | MOTIVATE | GENERATE

# WHAT IS A MARKETING STRATEGY?

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- ❖ To achieve your goals you need a strategy. It is a **highly detailed plan** based on how you are going to **achieve your goals** and attract dream clients
- ❖ There is **no size fits all**. It is different for each business depending on what your goals are and what strategies you enjoy undertaking!
- ❖ Marketing strategy includes things like **Facebook, SEO, email marketing, styled shoots, influencer marketing** . I will drill down into the separate trainings
- ❖ You will need to define your own strategy with the help of this training and then be **CONSISTENT and show up daily for it**.

# MARKETING STRATEGY AND TRAFFIC OPTIONS

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- ❖ EVENTS – ATTENDING, SHOWCASING OR SPEAKING
- ❖ SOCIAL MEDIA MARKETING
- ❖ NETWORKING
- ❖ LOCAL MARKETING
- ❖ SEO
- ❖ PR
- ❖ EMAIL OPT IN
- ❖ GOOGLE ADS
- ❖ PODCASTS
- ❖ CONTENT THROUGH SMARTER QUEUE
- ❖ AFFILIATES OR BRAND PARTNERS
- ❖ PINTEREST
- ❖ GUEST BLOG POSTS
- ❖ YOUR OWN BLOG
- ❖ GROUP POSTING

# WHAT WORKED WELL IN 2019/2020

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- ❖ What marketing **goals** did you smash this year and last year?
- ❖ What **products and services** did your ideal clients love?
- ❖ What **packages** generated the most income?
- ❖ **What packages** didn't work and why?
- ❖ What **marketing activity** didn't you enjoy and why?
- ❖ What else could you offer in the next year to **expand your income streams**?
- ❖ What **marketing activity** worked amazingly?
- ❖ How **did your high revenue generating ideal clients** find you and book?

# FIRST BE SUPER CLEAR ON YOUR IC

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- ❖ Their **challenges and problems**. So what is the transformation you are offering? Where are they pre and post working with you
- ❖ **Your solution and value you add**, and how does they feel once they have worked with you?
- ❖ Why would you **choose you over a competitor**?
- ❖ What other **brands in your industry** would they buy from?
- ❖ Who are the **bloggers and thought leaders** are in your industry?
- ❖ Who are the **global brands and global thought leaders** in your industry?

# WHERE ARE YOUR IDEAL CLIENTS HANGING OUT ONLINE?

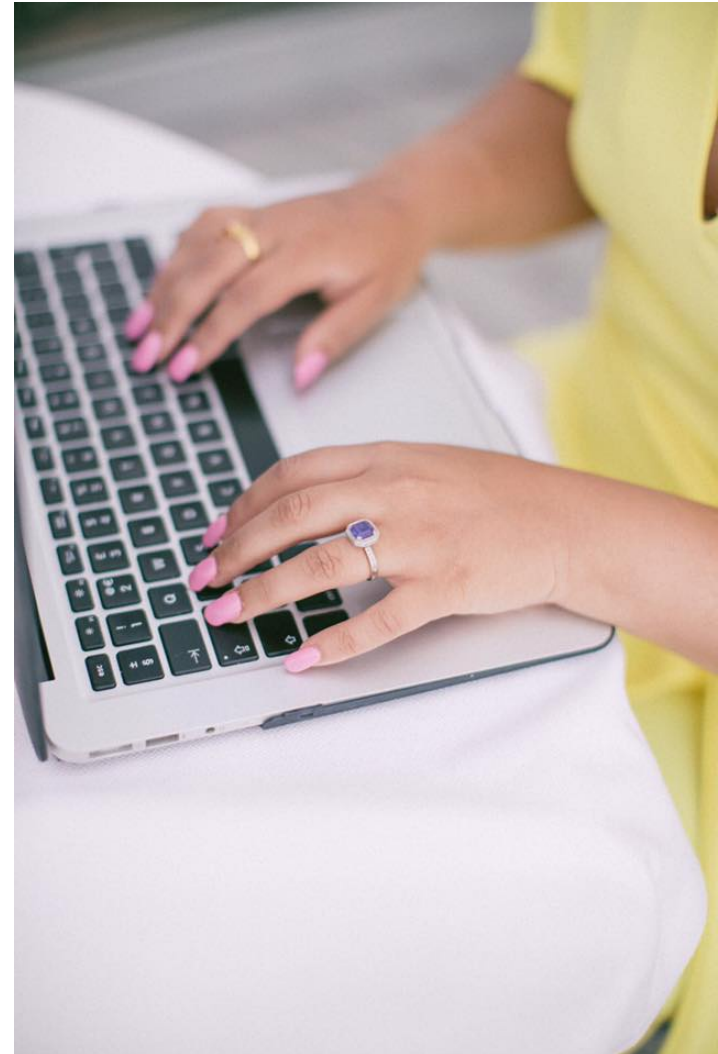
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- ❖ Are they searching on **Google**?
- ❖ Reading **blogs**?
- ❖ **Instagram and Facebook**?
- ❖ **Pinterest**?
- ❖ Do they sign up for **emails**?
- ❖ **LinkedIn**?
- ❖ **Facebook Groups**?
- ❖ **Twitter** – good to connect with influencers and journalists
- ❖ **Magazines**?

# ARE YOU CLEAR ON YOUR OFFERS AND SERVICES?

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- ❖ By now you should be super clear on your product/ services and offer mix
- ❖ We need to map out your strategy for the entire year but for now it would be good to focus on the next 90 days
- ❖ We need to design a strategy that focuses on selling your target number of products/services through the marketing strategy!



# BRAINSTORM A LIST OF CONNECTIONS

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- ❖ **Magazine titles** – go into supermarkets or niche shops
- ❖ **Podcasts** – Search in iTunes under categories or look at relevant #podcast hashtags
- ❖ **Exhibition organisers** – Look at the exhibitions that are happening locally or nationwide – Google
- ❖ **Local PR** – pick up the newspaper or look online – Bloggers – Google
- ❖ **Journalists** – Look on Twitter under # or Tweet Deck – look at their lists
- ❖ **Current network** – does someone know someone else?
- ❖ **Suppliers** for collabs
- ❖ **Group Facebook Leaders**
- ❖ **Thought leaders and influencers** in your niche – Instagram and Events



# HOW TO FIND IDEAL CLIENTS

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- ❖ Your marketing strategy needs to be based around where your ideal clients are **hanging out**
- ❖ Don't **waste time** on activity which is not driving ideal clients. So really be picky with channels
- ❖ You don't need to be live on every **online activity/social media channel**
- ❖ Firstly I would focus on **two social media channels** and do them consistency and then build audience numbers on there!
- ❖ Most likely this is going to be **Facebook, Instagram** and LinkedIn!

# TWITTER IS GREAT FOR INFLUENCERS AND JOURNALISTS!

## Advanced search

**Words**

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

**People**

From these accounts

To these accounts

Mentioning these accounts

**Places**

Near this place


**Dates**

# TWITTER


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- ❖ **Followerwonk search** - Twitter bio's so you can search on job titles or locations etc
- ❖ **Tweet deck** streams monitors key words that you can set up. You can then go in daily to monitor these
- ❖ Look at **key influencer lists** – can be a goldmine
- ❖ **Twitter Chats** and what # are they using for your audience. You can save the hash tags to Tweet deck to monitor them.

# FACEBOOK SEARCH TOOL – LOOK FOR LOCAL GROUPS OR INDUSTRY SPECIFIC

 **Groups** See All


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**UK Henna Mehndi Artists** +1 Join

1.7K members · 5 posts a day

A group strictly for UK Henna/Mehndi artists to share ideas, work and inspiration! We only allow U.K. based artists please contact Admin if yo...

 Binder Tohani and 13 other friends are in this group


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**Jagua and Henna Artists Group** +1 Join

2.4K members · 2 posts a day

"A place to learn about jagua and share your henna, jagua, henna and jagua, as well as jaguahenna adventures! On the body. Off the body....

 Binder Tohani and 2 other friends are in this group

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**Professional Henna Artists (MUST agree to terms to be accepted)** +1 Join

1.8K members · 6 posts a day

Clarksburg, Maryland · A group for PROFESSIONAL henna artists (or those who are at least working to reach this level) who want to learn or...

# INSTAGRAM

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- ❖ Search Instagram from your **profile tab** and search for key words – such as #AsianBride – but make it specific to search for ideal audience
- ❖ Utilise the **people and tags feature** in the magnifying glass section to look for relevant accounts through people and tags. In the tags section a lot more suggested tags will come up for you as these are related. You can explore more hashtags

# CONDUCT COMPETITOR RESEARCH AND LEADING BRANDS

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- ❖ Don't copy them but be **inspired!**
- ❖ What are they doing well in **terms of marketing?**
- ❖ What is their **website like?** Is it of high standard?
- ❖ Are they doing **Facebook lives?**
- ❖ Are they doing **email marketing?**
- ❖ 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?**
- ❖ 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!

# SEO KEYWORDS

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- ❖ Start to look at what **keywords you would like to rank for**. So for example is it London makeup artist
- ❖ Do a **Google search** to see what comes up for the keywords you want to rank for – for example Asian Wedding Planner
- ❖ You can do **competitor analysis on SemRush** to see what organic keywords your competitors are using. You can look at high and low competition keywords
- ❖ You can use **Google ad words planner** to look at the volume – will cover in more detail in SEO

# WHAT BELIEF SYSTEMS DO YOU NEED TO LET GO OF TO GET TO THIS STAGE?

- ❖ I am not clever enough
  - ❖ I am not techy enough
  - ❖ I am not good online
  - ❖ I am not slim
  - ❖ I can't attract high end clients
  - ❖ I don't have the skills to be amazing
  - ❖ My competitors are better than me
  - ❖ Get support if you need it and also look at your obstacles and what might stop you! What is not in your zone of genius?
- ✓ *“What will be the main obstacles to achieve the goal/vision?”*
- ✓ *“What will I do to prevent or overcome the obstacles?”*



# RECOMMENDED MARKETING STRATEGY

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**Instagram Daily**

**Instagram Stores Daily**

**Facebook Posts Daily - Share Your  
Personal Page weekly**

**Facebook Lives Weekly**

**Facebook Group Posts Weekly**

**Instagram Live Weekly/IGTV**

**Weekly Blog Post and Email  
Newsletter**

**SEO**

**PR**

**Online and Styled Shoots**

**LinkedIn**

# THEN SPLIT INTO ACTION PLAN – 90 DAYS

Dream Goal	Action Plan
Rebrand of new website	Research Ideal Audience Look at current branding and message Look at your new messaging Research designers and developers Create mood board Create the launch plan
Increase income to £2000 per month	Focus on selling XX products Do daily value led Facebook and Instagram posts Daily stories showcasing BTS Do a weekly value led blog post Work a high impact shoot with key influencers

# THEN SPLIT INTO ACTION PLAN

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Dream Goal	Action Plan
Book three one to one clients via Facebook and lives – weekly	Research content ideas Ask my audience what they would like to know about – polls Schedule time to research Schedule time to go live Go live
Sell all 10 spots on my retreat	Brainstorm a list of all the activity I am going to do to sell my retreat Announce early bird offer Write out all posts that relate to my ideal client, why they should attend and what transformation they will get. Use different channels Focus in April – May selling it

# THEN SPLIT INTO ACTION PLAN

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Dream Goal	Action Plan
Rebrand of new website to attract XX new clients this quarter	Research Ideal Audience Look at current branding and message Look at your new messaging Research designers and developers Create mood board Create the launch plan Create launch offer Do the launch!

# ELEMENTS TO CONSIDER

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- ❖ TRACK KPI'S each month so email list, social media numbers, traffic to website, leads, conversions, income etc
- ❖ Know your entire customer journey and spot any gaps
- ❖ Do you need to outsource for help?
- ❖ Are your processes efficient?
- ❖ Is your messaging on point?
- ❖ Are you focusing on growing your audience?
- ❖ Are you focusing on selling?

# HOMework

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- ❖ List out answers to **slide 4**
- ❖ Identify where your **ideal clients are hanging out**
- ❖ Be **super clear** on products or services mix and what you are selling and when for the rest of this year
- ❖ Create your **connection list**
- ❖ Do your **competitor research**
- ❖ Conduct basic **SEO keyword research**
- ❖ Select **marketing strategy**
- ❖ Complete action plan for **next 90 days** in line with the services/products you are selling and your marketing strategy