

# STRATEGIC PLAN + MARKETING PLAN FOUNDATION

## Part 2: Marketing Plan

Now that you are clear in your approach to the market (growth strategy) you will revisit your marketing to see what elements are in place and where marketing is needed

Remember being motivated to do something doesn't mean you have to love it, however, you love the results it creates!

### **Commitment and consistency creates success.**

There is a visual chart to help you see your whole plan in one snapshot at the end of this guide.

## Growth Strategy

**Based on what you uncovered in part 1, which of these growth strategies are you pursuing?**

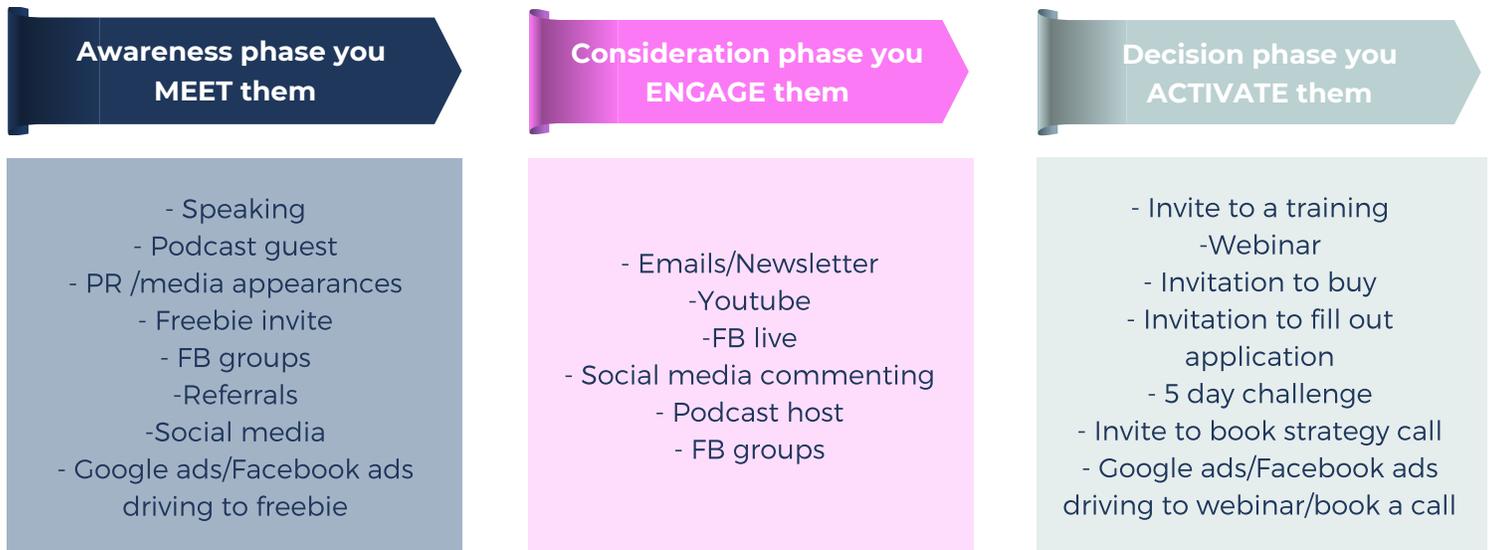
- Market Penetration by Acquiring new Customers:** selling to new customers within the current market you are in.
- Sell more to Existing Customer base:** selling higher dollar/ more products and services to existing customers.
- Product Expansion/Development:** selling new/expanded products within your existing market.
- Market Expansion:** expanding into new markets, either a new target audience or new areas geographically, or into new areas where your prospective customers are.
- Diversification:** selling new products to new markets.
- Acquisition of Other Companies:** acquiring other companies to expand your operations.

**Now that you've chosen your growth strategy(ies), consider how these components of your marketing plan will help you achieve that growth.**

# Foundational Marketing Tactics

Many businesses benefit from a marketing plan that includes both online and offline; digital and non-digital. This is a case by case depending on your business model.

In the simplest way in your business you are aiming to **Meet, Engage** and **Activate** clients. There's an Awareness phase where you meet them, a Consideration phase where you engage and Decision phase where you activate. It's important that you are actively meeting customers in all three phases and not jumping ahead and skipping steps as that can result in low conversions and frustrations. Customers need to warm up to and familiarize with what you have to offer. Think about your own buying habits... how long do you need to engage with/be reminded/made aware of offers before you take action?



All of the following strategies and tactics are to help you meet, engage and activate your prospective customers.

**Check the box once you have this tactic underway.** This will help you visually see which tactics you are engaging and where you may still have gaps.

- LIST BUILDING:** If you wish to drive online leads as a part of your growth strategy, create at least 1 email opt-in to nurture and build email lists over time.
- LIST NURTURING:** If you have an email sign up or opt-in offer you will be collecting online leads and will need to nurture that list. Commit to showing up for your email list at least 1x/month so you keep engagement going.
- LEAD GEN:** Implement at least 1 lead generation tactic to drive more consistent leads (see the list below).
- DIGITAL MARKETING:** Running online ads to drive leads into your list-build item, or to make an appointment or directly to make a purchase. Most likely you'll run ads to your list-build opt-in item as people are much less likely to see your ad for the first time and go straight to booking a call.
- WEBSITE:** Ensure that your website makes it easy for people to understand what you do and how they can take the next step to work with/contact you.
- SOCIAL MEDIA:** Commit to showing up to your social media channels at least 1x/week consistently.

## \* List Building & Nurturing

**What it is:** Something evergreen that lives on your site... Such as an email series, PDF, free video series, a survey, etc.

**Why have an opt-in:** This allows you to consistently invite and nurture new leads.

**Strategy:** Build your brand and email list over time. Some may join your list and convert to a consult/sale quickly, whereas others will stay on your list for years until they are ready to buy. Having an opt-in and nurturing your email list allows you to stay in front of that audience over time. The key here is continuing to communicate with people via email after they download your opt-in item so that you can build a relationship with them.

**How to do it:** Create something of value that people want. People have tons of offers available to them, so your offer needs to be compelling and deliver real value. The goal is to make a good impression so that people are more likely to buy from you down the line.

- Landing page design best practice (see mastery site)
- How to set up an email marketing funnel (see mastery site)

**Where to place it:** Link to it from your social pages, your signature line, and at the end of any presentations as a “free gift” for your audience.

### Examples of list build opt-ins

#### Email series:

- 5 Steps to Build Your Brand Strategy: <http://www.strategiesthatpay.com/5steps>
- Unlock the First 3 Steps to Building an Aligned, Authentic, Profitable Brand: <http://www.impactacademy.com/3steps>

**Weekly or monthly email list sign up:** <http://www.impactacademy.com/bst>

**PDF guide:** 2020 Planning guide: <http://www.impactacademy.com/2020guide>

## ✦ My List Building + Nurturing Commitment ✦

My list building opt-in item is:

---

This is how I am nurturing that list:

---

I have these components done for my opt-in:

- Clear, compelling, quality, opt-in offer that my audience will get value from
- Landing page built to best practices
- Email follow-up series created

I am committing to consistently marketing it in these ways:

---

## \* Lead Generation

**What it is:** Something to actively drive leads. Check the box for those that you are committed to engaging in the next 12 months.

*\*Bolded item indicates that training is included in the mastery site. If your desired lead gen strategy is not taught in Impact Mastery, Amber may be able to refer you to others who offers programs on that tactic:*

**Strategy:** Showing up consistently. If you currently rely solely on in-person strategies, it's smart to choose at least 1 digital lead gen system so you can easily adapt to market shifts (like during the pandemic).

**Why have at least one digital component:** When managed properly, digital lead gen allows you to drive consistent leads at whatever rate you desire and you can track leads all the way through to the sale to see what is and isn't working.

**How to do it:** See additional trainings in the membership site for your chosen lead gen strategy.

**Where to use it:** If you offer a digital training/quiz/lead gen tool, link to it from your social pages, your signature line and at the end of presentations as a "free gift" for your audience.

- Automated Webinar** - with a CTA to book a call. In some cases, sell directly from webinar
- Other live trainings online** such as one-time live trainings, challenges, other
- Live in person events/retreats
- Public Speaking
- YouTube
- Partnerships/referrals/networking 1-1s with my network
- Public Relations**
- Facebook groups activity to drive leads
- A digital quiz funnel with email/personalized follow up
- Email Marketing (if your email list regularly converts leads)
- Other (describe):

### ✦ My Lead Gen Commitment ✦

My PRIMARY lead generation tactic is:

---

My SECONDARY lead generation tactic is (if you have one):

---

My digital lead generation tactic is (if your above are not digital):

---

I am committing to consistently marketing in these ways:

---

## ✦ Digital Marketing - Advertising

Check the items you are engaging (some digital marketing items may have been accounted for above)

- Retargeting ads** to reach people who have already shown interest. At a minimum, do you have a retargeting pixel set up that will serve a retargeted ad to someone who has been on a page on your site but hasn't booked a call/purchased an item? Retargeting can be done for as low as \$1/day and it reaches people who have already interacted but didn't book the call or make a purchase, but are interested in doing so.
- Google Ads to drive leads to a specific page/training
- Facebook/Instagram/LinkedIn Ads to drive leads to a specific page/training

### ✦ My Digital Marketing - Advertising Commitment ✦

My Digital Advertising that I am engaging is:

---

## ✦ Website Optimization

Your website should be actively meeting, engaging and converting leads as an extension of your business.

- Is it clear what you do and for whom?
- Can a customer easily get in touch with you?
- Does your messaging convey the brand tone, and create the right vibrational connection that you're looking to create with your audience?
- Is it clear how they can opt-in to your email list or into a valuable opt-in offer?

### ✦ My Website Commitment ✦

The work that I have completed on my website is:

---

The area of opportunity for improvement on my website that I am committing to is:

---

## ✦ Social Media

**What it is:** Channels where you can reach your audience -- Instagram, Facebook, LinkedIn, etc. These channels are different from an email list, as you don't own the information, but it's the most personal platform.

**Strategy:** This is a way to build an authentic, long-term connection with your followers.

**Why:** Leads to a deeper trust from your followers who will be more likely to buy from you in future.

**How to do it:** Decide which platforms your followers are on and show up consistently. Batch your content (a few weeks or a month's worth of content) in order to make management as efficient as possible.

### ✦ My Social Media Marketing Commitment ✦

My social media platforms of choice are:

---

I am committing to showing up (how often):

---

**MY GROWTH STRATEGY IS:**

**My growth strategy is supported by these marketing strategies and tactics  
(note here what you have in place or are committed to developing):**

<b>LIST BUILDING</b>	<b>LIST NURTURING</b>	<b>LEAD GENERATION</b>
<b>DIGITAL MARKETING</b>	<b>WEBSITE</b>	<b>SOCIAL MEDIA</b>

Define here what marketing activity you are engaging in each phase of your customer lifecycle.

**Awareness phase you  
MEET them**



**Consideration phase you  
ENGAGE them**



**Decision phase you  
ACTIVATE them**

