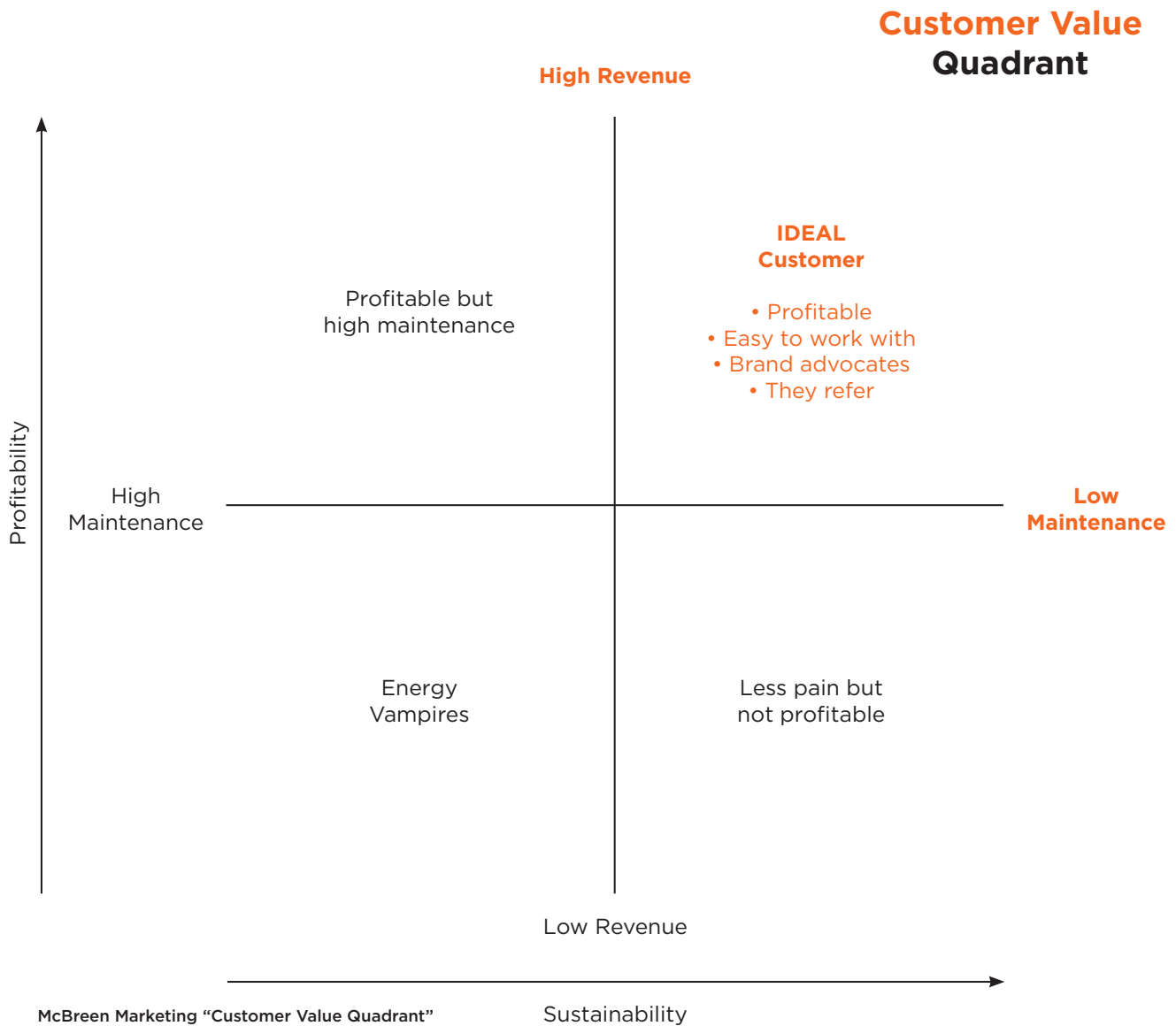


W O R K B O O K

How to Build an Effective Marketing Strategy (A Tactical Four-Step Approach)

1. Find your ideal customer

Who is your ideal customer? Answering this question is a critical first step to building an effective marketing strategy for your business. Think about your customers fitting into one of these four quadrants. Just about every business has customers that fit somewhere within these four quadrants. If you start identifying certain traits (high revenue, low maintenance), you can start to zero in on your ideal customer.



A. Who is your ideal customer?

Most businesses are suited to serve a narrowly defined market segment best — kind of like a sweet spot. So, work to define the type of customers (businesses) you should be working with.

Start by asking yourself the following questions:

Am I focusing exclusively on businesses (B2B), consumers (B2C), or both?

What is the ideal company size?

What industries or specific groups of people are a good fit? Some businesses might have 3-4 segments (think: commercial, public, residential, industrial)

Where are they? Are they local, national, or global?

What type of business is NOT a good fit? (Go back to the quadrant.)

Who is your ideal customer? (Don't worry. We'll come back to this.)

What is their biggest frustration - the thing you're uniquely qualified to fix?

B. Describe their buying journey

When creating an ideal buyer persona, many businesses only scratch the surface with a simple “profile.” Things like age, income, and education are **demographics**. While **psychographics** focus on values, interests, and opinions. Demographics and psychographics are definitely valuable, but you need to expand on that by focusing on your customer’s **“buying process.”**

1. What is their problem?

Relationships have challenges often resulting in ineffective patterns and interactions, creating obstacles to growth. Left unchecked the challenges can result in long term dissatisfaction. Thriving relationships don't “just happen”; they require self awareness, effort, intention, and consistent nurturance.

2. What is your solution? (What does a successful buying decision look like to them?)

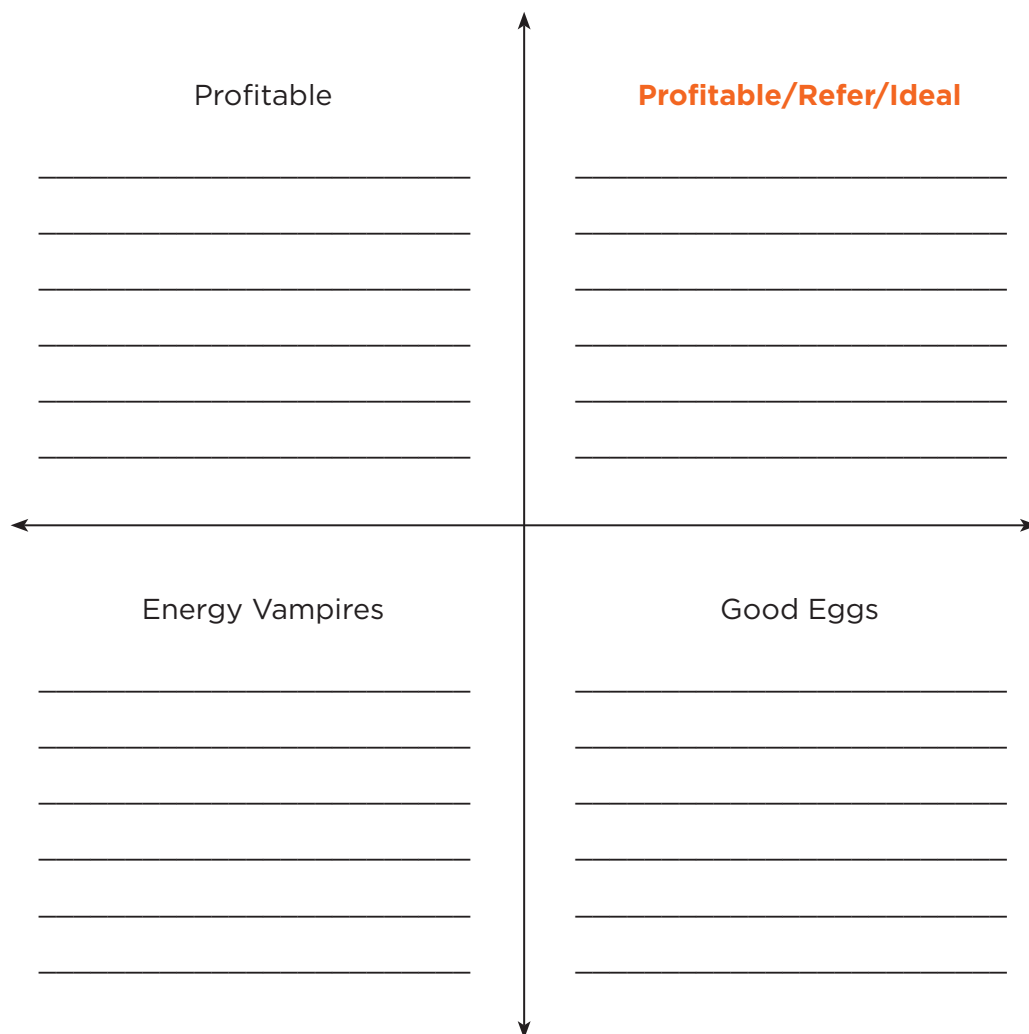
Relationships present opportunities for transformation and healing. Couples therapy that engages clients—transforming challenges into deep satisfaction and peace—is one of the most important investments you can make for your marriage, and your future.

I have an in-depth understanding of the complexities of intimate relationships as a result of specialized training. I use a clear and intentional process, that allows me to be laser focused on how couples’ issues and challenges stand in the way of creating a more fulfilling relationship.

Customer Value Quadrant (continued)

- Bottom-right - They're low maintenance, but they aren't that profitable. They might not buy from you often, but they like you.
- Bottom-left - High maintenance and low revenue customers who take you away from the people you should be working with and might even be badmouthing your business.
- Upper-left - You have customers who are very profitable but high maintenance.
- Upper-right - You have customers who are not only profitable. You like working with them and they like working with you. (They are high revenue and low maintenance) And they become brand advocates—they refer you to others because they like working with you that much.

Start thinking about each customer and how they fit into the Customer Value Quadrant. And this is not just about avoiding demanding and unprofitable customers, **you also want to avoid working with EVERYONE in the customer value quadrant** - a crucial part of finding your ideal customer profile. If you have a customer list, this is easy. If you're just starting, keep coming back to this.



2. Position your brand for success (brand promise)

Many businesses get stuck in the energy-draining struggle of trying to be all things to all people (remember the quadrant). A hamster wheel of a process that diverts you from what you need to do to grow your business – *to serve a distinct circle of individuals who qualify as ideal customers.*

People DON'T want you to sell to them. They want their problems solved. THIS is what you need to communicate! They might have one major issue or several problems, but until your messaging **promises** to solve these issues, they simply won't notice you. **You must create clear, concise, spot-on messaging that tells your customer why you're uniquely qualified to solve their problem.**

Position your brand

PROBLEM:

Relationships have challenges often resulting in ineffective patterns and interactions, creating obstacles to growth. Left unchecked the challenges can result in long term dissatisfaction. Thriving relationships don't "just happen"; they require self awareness, effort, intention and consistent nurturance.

SOLUTION (Your Product or Service):

Relationships present opportunities for transformation and healing. Couples therapy that engages clients—transforming challenges into deep satisfaction and peace—is one of the most important investments you can make for your marriage, and your future.

I have an in-depth understanding of the complexities of intimate relationships as a result of specialized training. I use a clear and intentional process, that allows me to be laser focused on how couples' issues and challenges stand in the way of creating a more fulfilling relationship.

RESOLUTION (The outcome):

Create the life and relationship you truly desire. I guide couples as they engage in a life-transforming journey, cultivating deep love (of self and other) and abiding trust.

And intimate relationships that thrive require self awareness, effort, intention and consistent nurturance. Couples therapy is the best way to address the issues, challenges, and complexities of couple relationships.

Clients who work with me experience a life-transforming journey that leads to greater love (of self and others) and trust. And learn to create the life and relationship they truly desire.



Donald Miller’s brilliant “grunt test.” Could a caveman grunt what you offer after a quick peek at your site? That is, understand exactly what you do, how you can help him, and know what to do next?

- Exactly what you do
- How you’ll fix his pain and...
- What he needs to do next to work with you.

Think about how this will be crafted as copy on your site (Here we’re using a Couple’s Therapist)...

What do you offer? I help couples with relationship issues.

How will it make your customer’s life better? Rediscover passion, commitment, and meaning in your relationship. Experience a life-transforming journey that leads to greater love, trust, and personal growth.

What should they do next? Let’s talk (discovery call).

Plumbing, Heating, and Air company:

What do you offer? Serving homeowners in Fort Collins, Loveland and Greeley with plumbing, heating and cooling services for over 20 years.

How will it make your customer’s life better? We’ll keep your family comfortable. (see: Acme Saddle)

What should they do next? Request service.

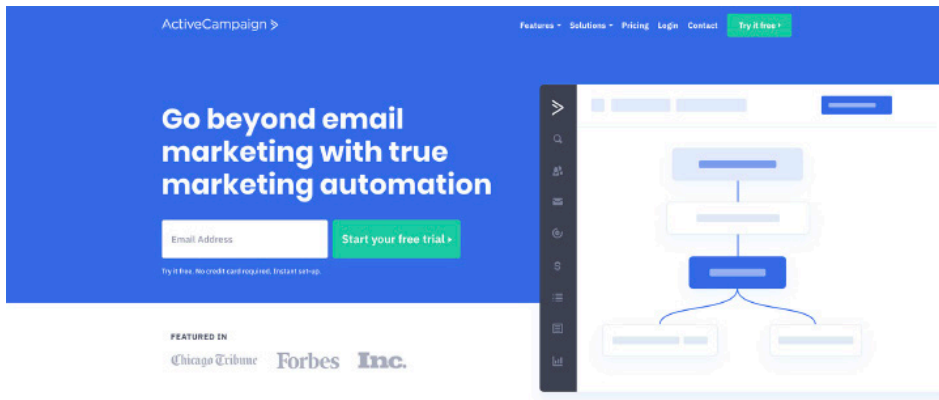
Your primary website copy

What do you offer?

How will it make my ideal customer’s life better?

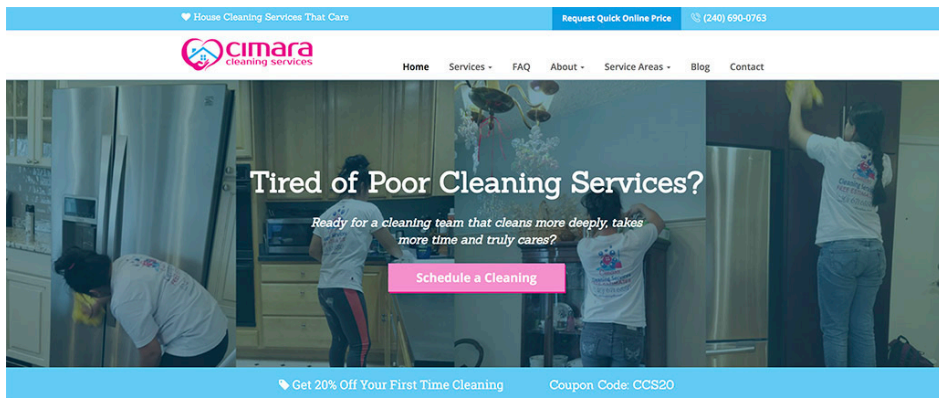
What should they do next?

Use these website home page samples to guide you...

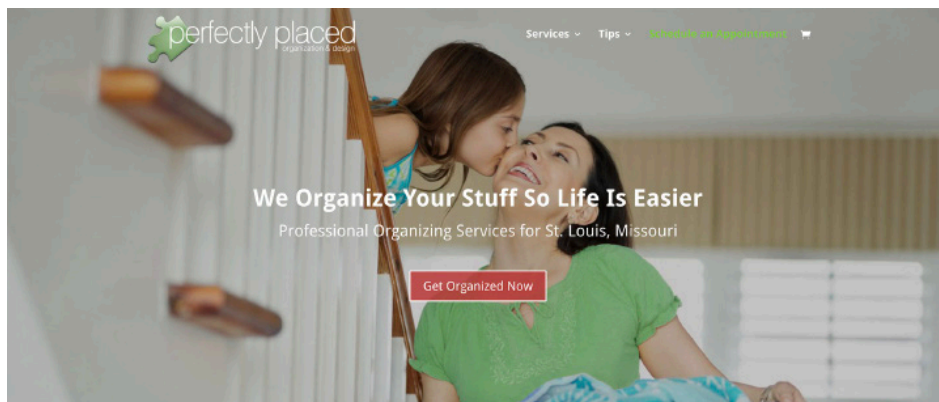


**Email Marketing. Marketing Automation.
Sales CRM. Messaging.**

All the tools you need to make meaningful connections and grow your business.



House Cleaning With Care



Hire a professional organizer and find a place for everything

Life is full of long work days, unexpected road blocks and every day challenges. It is these things that fill our time and keep us from getting what our hearts long for—a place to rest.

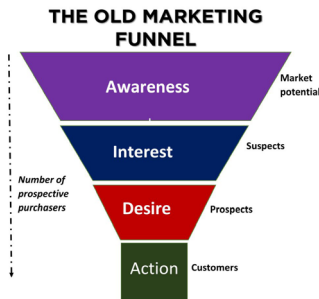
Now, think about **YOUR WEBSITE**

Using the template below create initial copy ideas based on everything we've discussed up to this point. Also think about the primary image you will use.

The diagram shows a website layout template within a large rectangular border. At the top, there are three boxes: 'Logo' on the left, 'Top navigation/links' in the center, and 'Contact' on the right. Below these is a large central box labeled 'Primary "above the fold" message'. Underneath that is a smaller box labeled 'Call to Action button'. A horizontal dashed line separates this top section from the bottom section, which contains a large box labeled 'Secondary message'.

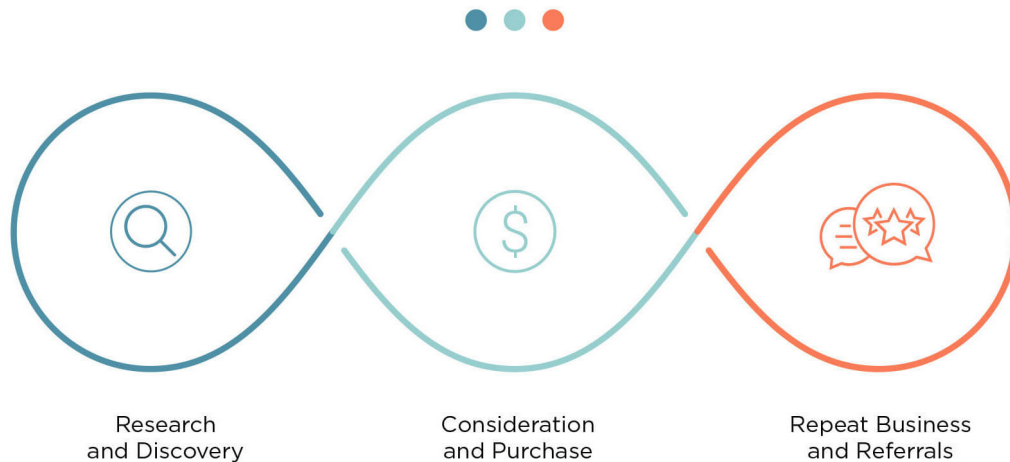
3. Guide customers to your digital doorstep

I mentioned the marketing funnel. (A horse and buggy model.) I prefer to think of your relationship with customers as something more like a continuous loop. The way people make buying decisions has dramatically changed. So we need to think through how we're moving people through these stages...



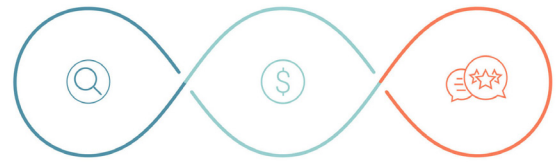
- Old marketing funnel vs.
- The Marketing Hourglass
 - The 3 Loops of Modern Marketing

The 3 Loops of Modern Marketing



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**What is their discovery and buying process?
How do they evaluate all options and make a purchase?**



Research and Discovery (the Know, Like and Trust phase):

Advertising, networking, referrals, website, customer reviews, social media, blog content, SEO, local SEO, marketing materials.



Consideration and Purchase (the Try, Decide, Buy phase):

Workshops, demos, training, eBooks, your service team, welcome kit, video training.



Repeat Business and Referrals (the Repeat, Refer phase):

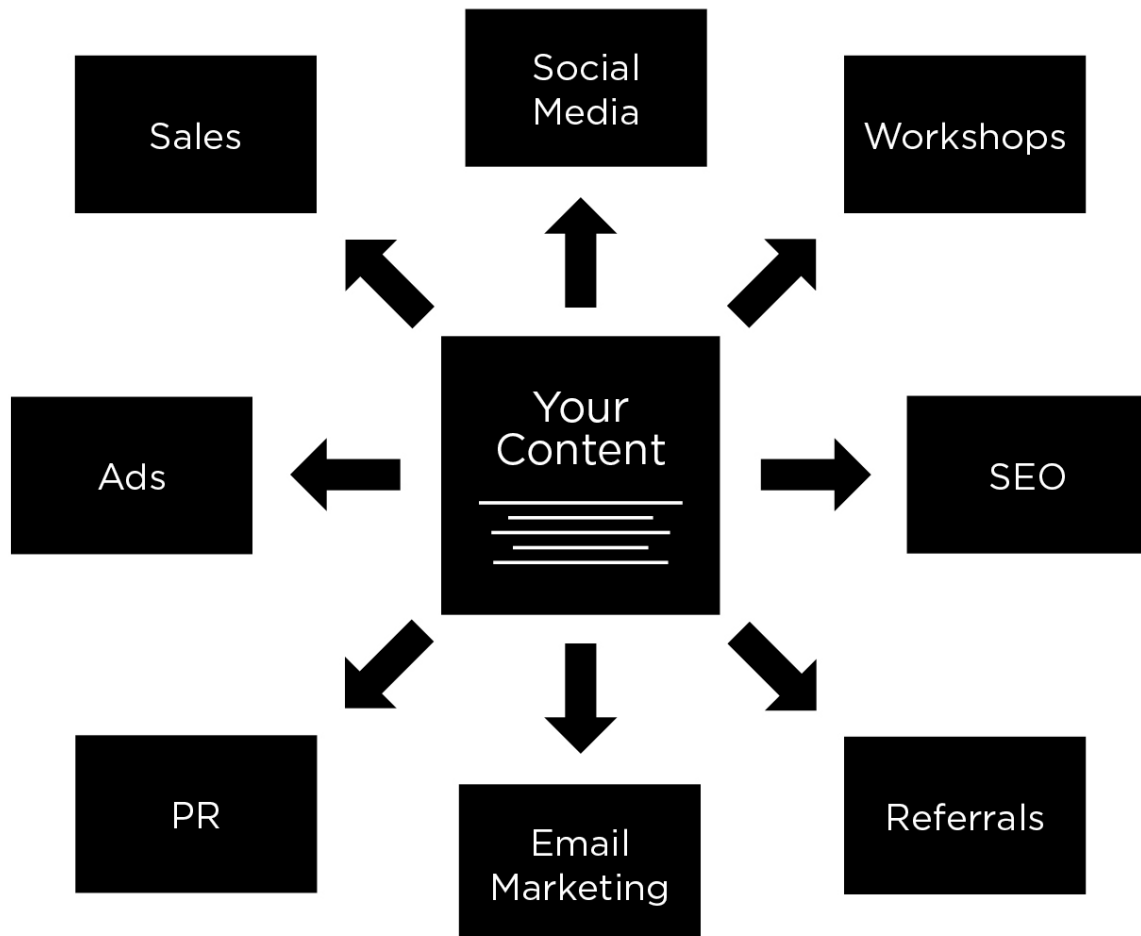
A review funnel so happy customers can easily leave reviews, referral partners, post project reviews, customer follow up, surveys.

4. Content and SEO

Think about **YOUR** content as a medium you use to frame the benefits of your product without selling, just like the hypothetical **Acme Saddle Company**. And expanding your topic area like Acme will give you an almost endless opportunity to talk about your products and/or services.

Your ideal customer is the leading character, the protagonist. You're the guide showing them the way. Think Mr. Miyagi or Obi Wan. And a continuous stream of **QUALITY** content is how you do this – guide your customers.

There are so many businesses in the online realm cranking out content without clear goals. You **DON'T** want to do that. You **DO** want to create content that becomes an asset over time. Each piece of content should have a focus based on what you want it to do for your ideal customer. Your content fuels the channels below...



A. Keywords – focus on intent and think about triggers

Technologies like voice search are turning search engines into “answer engines.” So, when writing content, think about what both the search engines and your customers want to see.

1. Focus on the keywords your ideal customer will type in a Google search

Think about your ideal customer’s wants and needs. When someone types a keyword into a search bar and your website shows up on page one this is called organic SEO. Organic SEO MUST be a key element of your marketing. And finding the keywords potential customers are searching for is step one.

Ask questions (They ask, you answer):

- Take 30-60 minutes to write down the questions you think ideal customers would ask. Don’t stop until you have at least 20 questions. These questions and your answers become the foundation of your content. Think about core keywords most pertinent to your brand. This list will change as you dive deeper into this process.

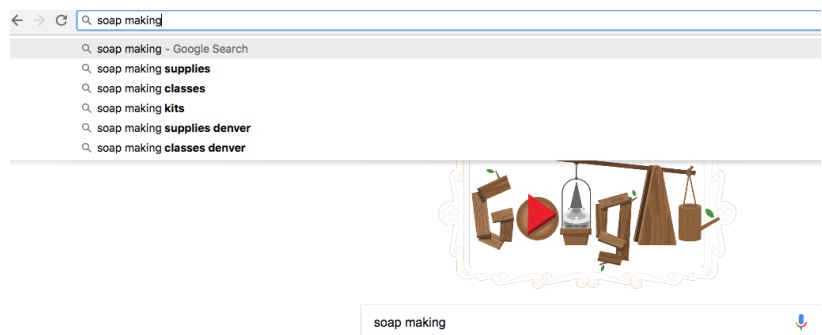
Create a spreadsheet and continue to build it out. These questions and answers might become...

- Blog posts
- A detailed Q&A section on your website
- Videos
- Website pages

2. Take a deeper dive into keyword research

Conducting keyword research helps you better understand the keywords and phrases potential customers use to search for your products and/or services. The more you understand their wants and motivations, the easier it will be for you to combine that understanding with clear brand messaging to speak directly to them. And it will help you build a content calendar that gets results.

Jump onto Google: Take some of the keyword phrases from step 1 and type them into the search bar and you’ll see that Google suggests key terms based on your search. **The terms suggested are the popular terms related to your search (high-converting keywords).** Use them to expand your list. Continue to use Google Suggest for ideas.



A. Keywords – focus on intent and think about triggers (continued)

Use keyword tools and research:

- **Google keyword planner.**
- **Answer the Public** Type in a search term and you'll find the questions you can focus on.
- **Pay attention to Google Ads.** Look at the keyword phrases competitors use. Are certain words repeated? How is the brand copy written? How do the headlines read?
- **Look at the organic search results.** Look at the titles and descriptions your competition uses.
- **Click on your competitor links.** Look at the core messaging on their home page. The keywords they use throughout their site. You're looking for a combination of clear, focused brand copy and good use of keywords. Pay close attention to both their Brand Messaging and SEO.
- **Continue to build out your spreadsheet** of keyword phrases.

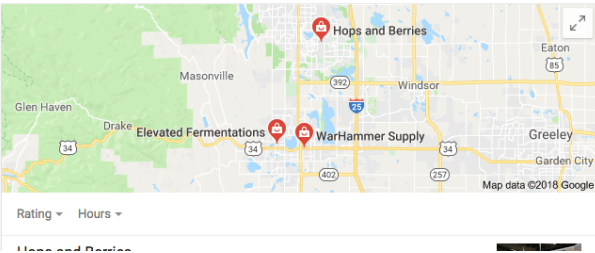
Ads

[Applejack Wine & Spirits | CO's Largest Beer Selection | applejack.com](#)
[Ad] www.applejack.com/Beer
 Heading to the Mountains? Stop by Applejack Wine & Spirits on the Way Up! Best Prices & Selections. \$100 Orders-Free Delivery. Our Store To Your Door. Special & Vintage Wines. Unique Inventory.
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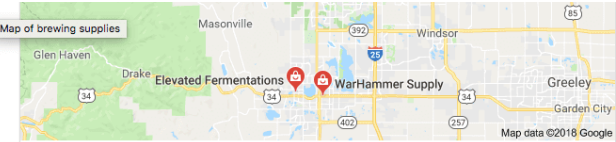
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 Get started brewing sooner with fast shipping options to Fort Collins. Lowest Prices Malt/Grain. Exclusive Beer Kits. Perfect Fathers Day Gifts. Experienced Brewmasters. Free Shipping Orders >\$30.

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 Professional Brewhouses, Fermenters, Brite Tanks and Brewing Accessories. Temp Control. Kettles. Pro Equipment · [Brewery Installations](#) · [Brewhouse Inquires](#)



Organic search results



Rating ▾ Hours ▾

Hops and Berries
 4.6 ★★★★★ (77) · Brewing Supply Store
 Fort Collins, CO · (970) 493-2484
 Closed · Opens 10AM Tue

WarHammer Supply
 4.8 ★★★★★ (27) · Brewing Supply Store
 Loveland, CO · (970) 635-2602
 Opens soon · 10AM

Elevated Fermentations
 5.0 ★★★★★ (23) · Brewing Supply Store
 Loveland, CO · (970) 308-7888
 Closed · Opens 10AM Tue

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<https://www.midwestsupplies.com/homebrewing-equipment>
 Choose from our wide variety of beer brewing supplies, including kettles, siphons, carboys, fermentation equipment, wort chillers, pumps and more. ... We also have beer brewing equipment kits that include all the basic essentials needed to start brewing beer at home.
[Beer Brewing Recipe Kits](#) · [Fermentation](#) · [Beer Making Equipment Kits](#) · [Boiling](#)

Local SEO is extremely important if you're a local business

- **Optimized your Google My Business page**
- **Citations (Bright Local, Yext, Synup, Whitespark)**
- **Etc.**
- **Local SEO Checklist**

A. Keywords - focus on intent and think about triggers (continued)

Ask yourself: Which keywords will I target for my home page?



← Location copy

← Focused above the fold messaging (talking to her ideal customer)

← Specific call-to-action

← Key services descriptions

- [Service #1](#)
- [Service #2](#)
- [Service #3](#)
- [Service #4](#)

← Customer reviews

← A blog section

← A detailed footer showing your location (with an embedded map, especially helpful if you're trying to rank locally), address and contact info, social media links, hours, and navigation. And more.

This is where steps 1-2-3 come together:

1. Ideal Customer
2. Brand Promise
3. Guiding Customers to Your Digital Doorstep

B. Think in terms of creating “cornerstone” or “hub” themes

To help please people and Google think about focusing on 5-6 key topics and only write about those topics for 6+ months. We do this for our own business. In past months we’ve focused on topics like “local marketing” or “steps to properly brand your business.” And recently, I’ve created a complete A-Z series on how to market your small business. These themes become a library of content. Content potential customers are searching for and content that sends the signals search engines love.

C. Calendar it and deliver it, continually

Sample Theme List Calendar content and deliver it continually

- | | |
|---|---|
| Jan Business vision/planning | Jul Website design and planning |
| Feb Ideal customer (and customer personas) | Aug Competitive research |
| Mar Brand positioning and core marketing message | Sep Guiding the Customer Journey |
| Apr Content planning | Oct Content framework |
| May Visual branding elements | Nov Content platform |
| Jun Modern SEO strategy | Dec Complete online presence |

The goal is to create a calendar and live by it using video, blogging, eBooks, etc. Content upgrade (the new free). Repurpose all your content. Backlinking / outreach strategy.

Visualize a year from now – structured content you’ve created as a valuable, rich, helpful library of content. Content that people AND Google find valuable.

Focused content to help you rank, help future customers find you, know you, like you, and buy from you. And you can also use this content for just about everything you do. Use it in conversations and/or presentations, create instructional videos to post on YouTube, you have valuable stuff to share via social. I could go on, but the sky’s the limit.

4 Steps to Build an Effective Marketing Strategy

Helpful links:

Post on this workshop content: mcbreenmarketing.com/build-marketing-system-in-4-steps/

craigmcbreen.com

Duct Tape Marketing | ducttapemarketing.com

Branding and Ideal Customer:

- **StoryBrand (Donald Miller)** | storybrand.com
- **Buyer Persona Institute (Adele Revella)** | buyerpersona.com

Content/Customer Journey:

- **We Don't Sell Saddles Here (Stewart Butterfield)** | medium.com/@stewart/we-dont-sell-saddles-here-4c59524d650d or just search "We Don't Sell Saddles Here, Stewart Butterfield."
- **"They Ask You Answer" (Marcus Sheridan)** | marcussheridan.com/they-ask-you-answer/

SEO/Keyword research:

- **The Key to the Future of SEO / AEO - Understanding and Credibility (Jason Barnard)**
semrush.com/blog/key-future-seo-aeo-understanding-credibility/
- **Answer the Public** | answerthepublic.com
- **Keyword Planner** | ads.google.com/home/tools/keyword-planner/

Local SEO:

- **My Local SEO Checklist**
- **MOZ** | moz.com/blog/category/local-seo
- **Bright Local** | brightlocal.com
- **Whitespark** | whitespark.ca
- **Yext** | yext.com

Other great blogs for SEO and Local SEO:

- **Search Engine Journal** | searchenginejournal.com
- **Search Engine Land** | searchengineland.com
- **Search Engine Watch** | searchenginewatch.com



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