

MARKETING ASSESSMENTS:

GET YOUR MARKETING DUCKS IN A ROW

PRESENTED BY

Marketing

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Client Success

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AGENDA



**GENERAL
MARKETING**



SOCIAL MEDIA



**MARKETING
ROADMAP**

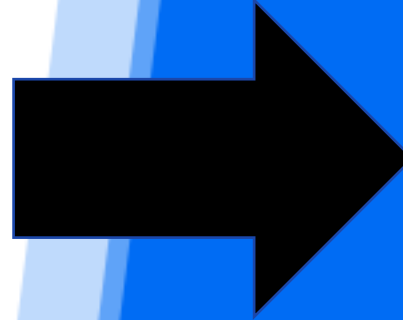


AUTHENTICITY



**MARKETING
MATERIALS**

PREPARE NOW FOR AFTER QUARANTINE



GENERAL MARKETING GUIDELINES

PREPARE NOW FOR AFTER QUARANTINE

Your website – is it up to date? Common issues...

- When did you last visit your site?
- Does it still represent you and your business?
- Have you checked your links? (don't forget about the header & footer)

Need help? Check with local resources (community & technical colleges) or sites like Upwork.

GENERAL MARKETING GUIDELINES

PREPARE NOW FOR AFTER QUARANTINE

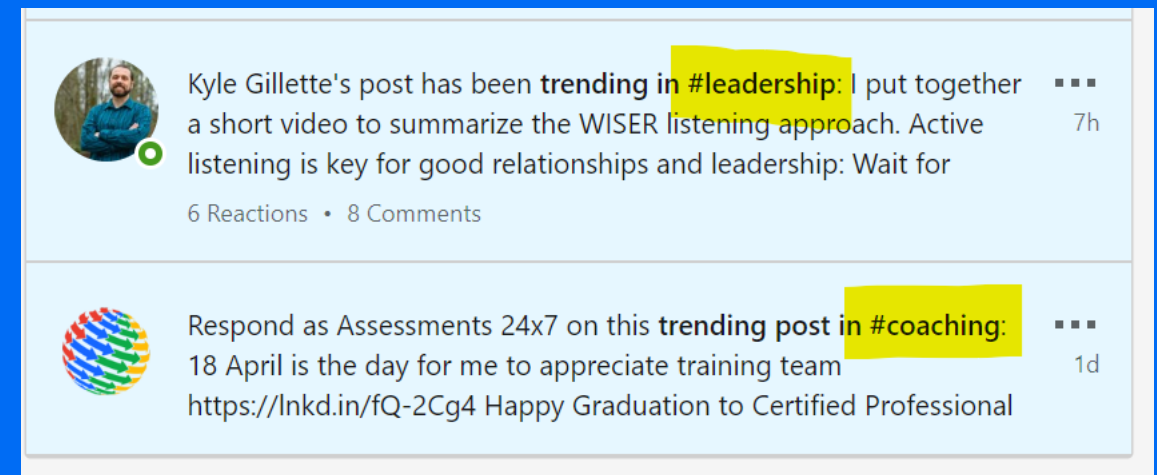
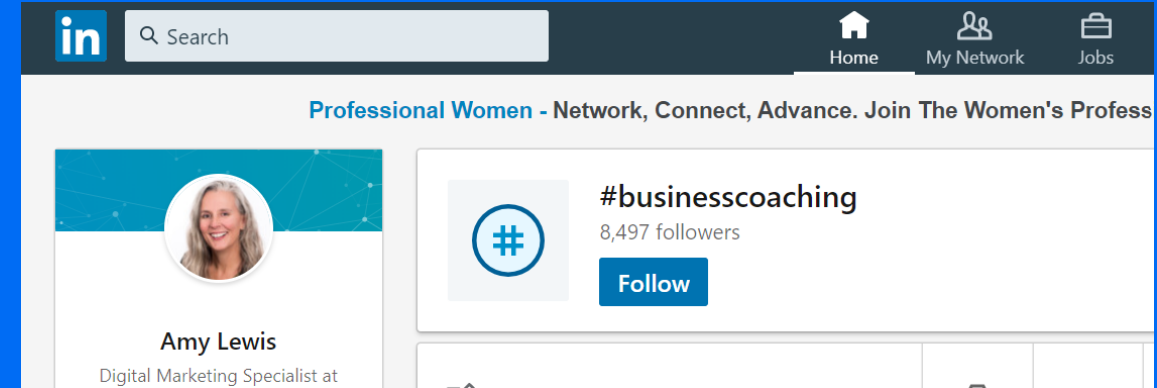
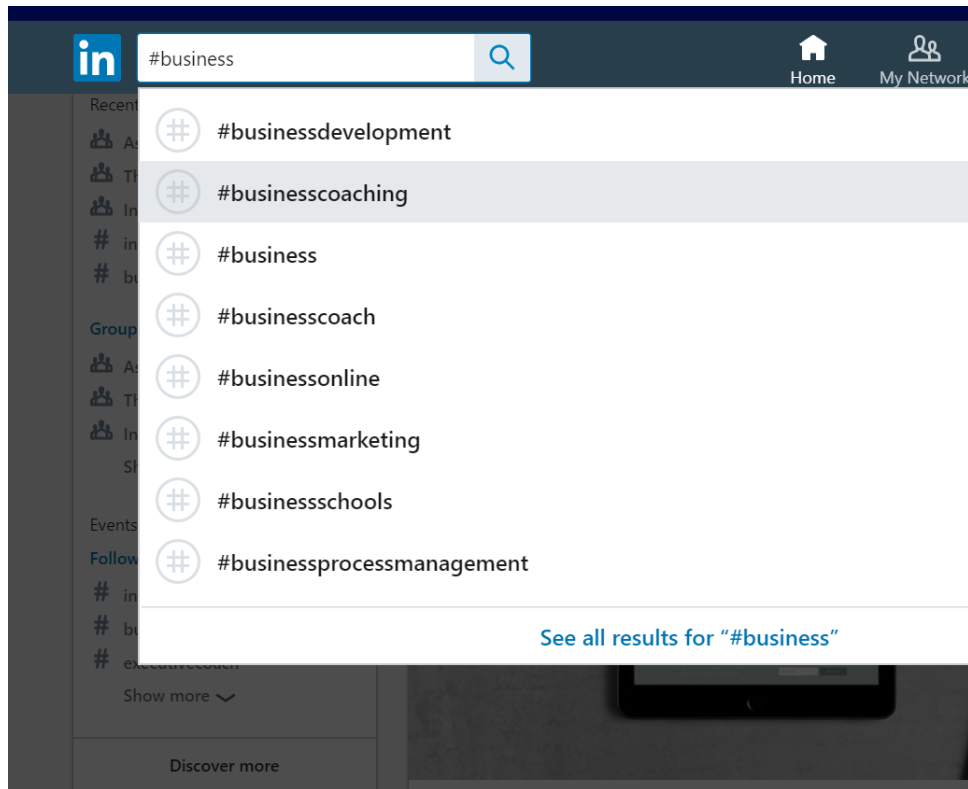
Social media...Where should I be? What should I do?

- Best case scenario is the intersection of “Where you feel comfortable” and “Where your customers are”
- POLL – what is your preferred social media platform
- Interact & connect
- Follow hashtags (LinkedIn, Instagram)



GENERAL MARKETING GUIDELINES

FOLLOW #HASHTAGS TO BUILD YOUR NETWORK

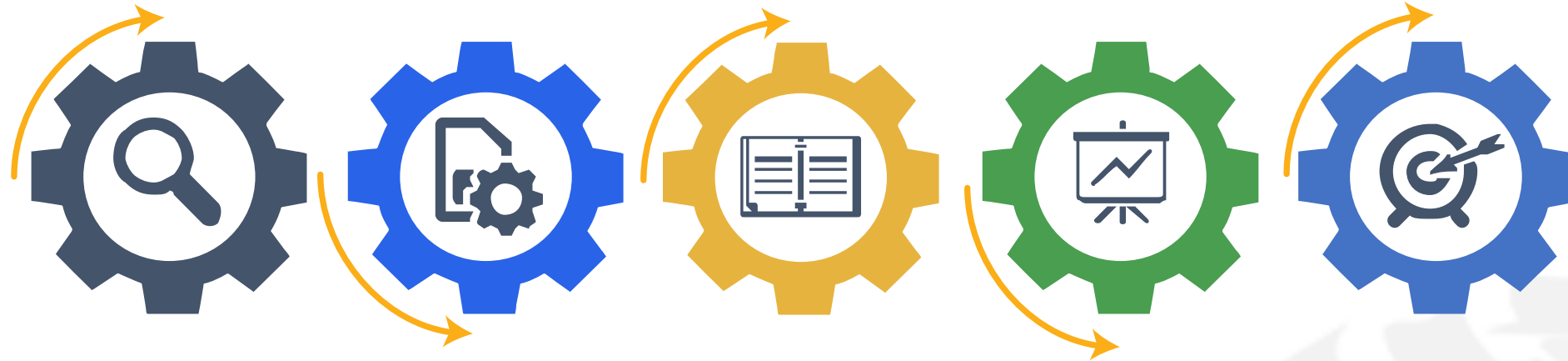


GENERAL MARKETING GUIDELINES

PREPARE NOW FOR AFTER QUARANTINE

**What can YOU offer RIGHT NOW
for free?**

MARKETING ROADMAP



DISCOVERY

Understand your prospect. The “How” & “Why” of identifying your coaching niche.

SETUP

Establish the correct sales philosophy & lay your foundation.

CONTENT

Establish the message and identify the brand positioning.

PROMOTION

Get your message and brand out into the world and in front of prospects.

TRACKING

Identify what is working and what is not. Make the necessary adjustments!

“When you really understand your customer and what their needs are, you can create things that speak directly to them and really meet their needs.”

- Eben Pagan -

DEFINING YOUR AUDIENCE

“YOU CAN'T HIT A TARGET YOU HAVEN'T SET.”

Target Audience:

- Who is your target audience?
- What Industry do you want to target?
- What does your ideal client look like?

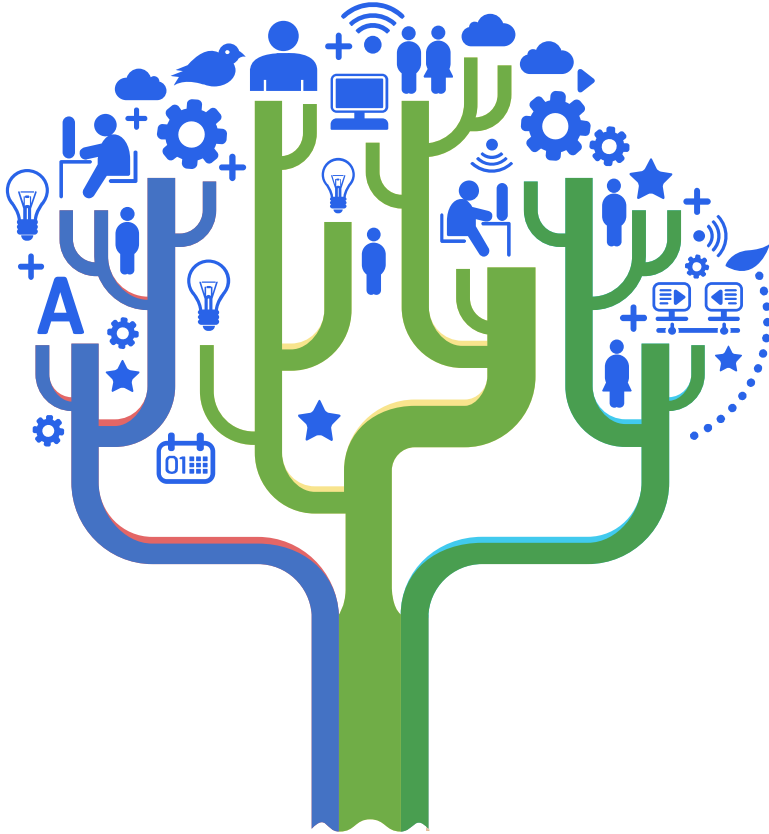
Customer Avatar/User Persona:

- Exercise to make a fictional character that represents your ideal prospect/client.
- Get **clarity** on who to sell to.
- Find the messaging that resonates with them and gets them to take **action**.

You will identify:

- Where do my customers hang out?
- What type of content to create.
- What interests do your customers have that you can relate to and form a relationship.
- Download template:
<https://vault.assessments24x7.com/avatar.docx>

TECHNICAL FOUNDATION



Lay the Foundation

- Understand the competitive landscape
 - Who are your main competitors?
 - What are your competitors doing?
- Determine ownership and budget.
 - Who will do what?
 - How much budget can you set aside?
- Determine a process
- Implement automation
 - CRM
 - Infusionsoft, Hubspot, Pipedrive, Insightly
 - Tools
 - Mail Chimp
 - Yesware, Reply
 - Baseline Reporting
 - Google Analytics
 - Revenue benchmarking
 - What are your KPIs?
 - Website checkup
 - Website audit- seoptimer.com
 - Mobile friendly?
- Poll – Where are your leads coming from?

GOOGLE RESULTS

- Paid Ads
- Local Results
- Organic results

The screenshot shows a Google search for "digital marketing new york". The results are categorized into three sections:

- Paid Ads:** Two results are shown at the top. The first is for a "Digital Marketing Conference | Oct 15-16, 2019 in NYC" with a URL www.programmatic.io/digital-media/conference. The second is for "Digital Marketing Courses | Enrolling For Courses Now" with a URL www.digitalmarketinginstitute.com/. Red arrows point from the "Paid ads" label to these two results.
- Local 3-pack (Organic, SEO):** A map of New York City is shown with three red location pins. Below the map is a list of three digital marketing agencies: "360i" (4.5 stars, 26 reviews), "HUNTER Digital Marketing" (5.0 stars, 8 reviews), and "acKnowledge Digital Marketing" (5.0 stars, 3 reviews). Red arrows point from the "Local 3-pack (Organic, SEO)" label to each of these three entries.
- SEO (Organic Results):** Two results are shown at the bottom. The first is for "BARREL | Creative & Digital Marketing Agency in NYC" with a URL <https://www.barrelny.com>. The second is for "Best Digital Agencies in New York City - Digital Agency Network" with a URL <https://digitalagencynetwork.com/agencies/new-york>. Red arrows point from the "SEO (Organic Results)" label to these two results.

SEARCH ENGINE OPTIMIZATION (SEO)

Onsite SEO

- Use YOAST
- MarketMuse.com for research
- Focus on readability and quality writing.

Linkbuilding (Offsite)

- <http://pointblankseo.com/link-building-strategies>

Local

- Google My Business
- Moz Local
- Yext

PAID MEDIA

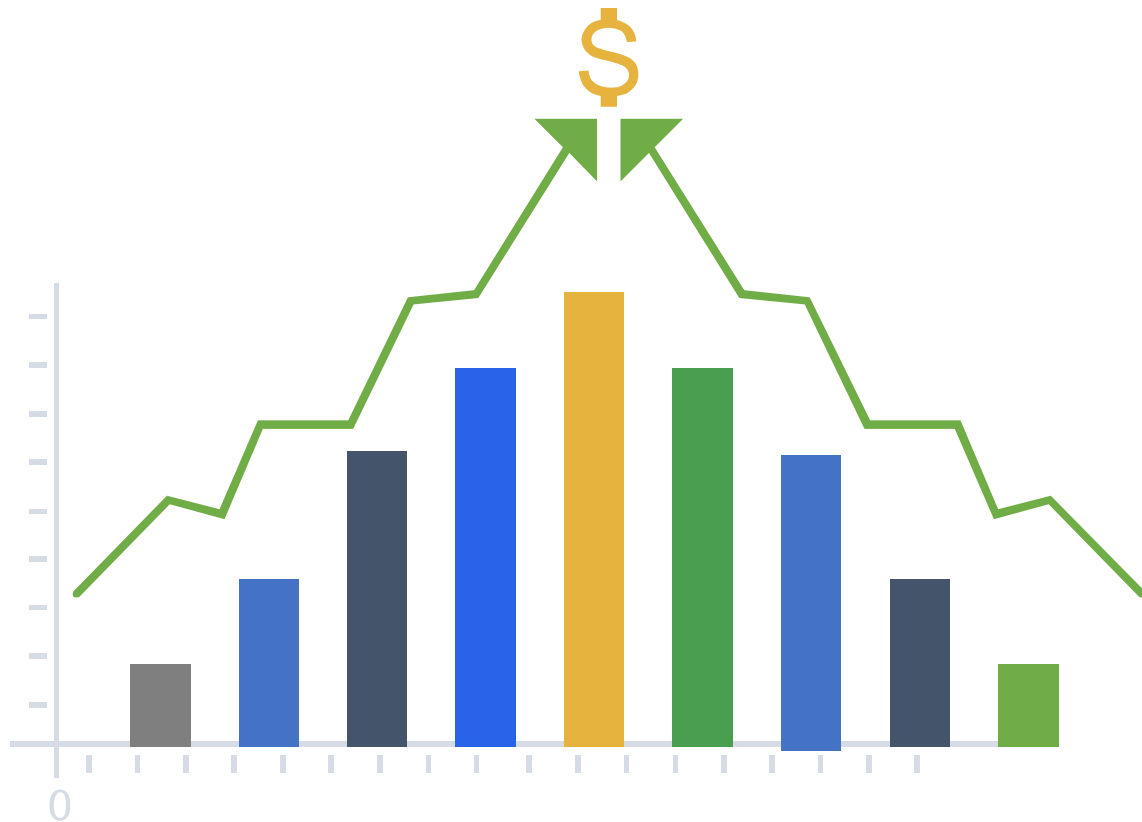
- Paid Search (PPC)
- Remarketing/Retargeting
- Display advertising
- LinkedIn
- Facebook

OUTREACH & DIRECT MAIL

- Direct Mail Campaign
- Manually contact prospects. 50/day goal!
- LinkedIn connections and direct messages. Outsource this!

MARKETING ASSESSMENTS

MEASURE



Know What Works.... and What Doesn't

- Google Analytics
- Goal & Conversion Tracking
- Call Tracking
- CPL (Cost Per Lead): How much can I pay per lead and have enough profit margin?
- Review, test, hypothesize, launch again!

MARKETING ASSESSMENTS

TAKE ACTION

Get started TODAY

- Install Google Analytics
- Start a blog. Use Yoast for guidance on keywords.
- Create Social Media Accounts and start sharing- *reminder, content!*
- Read [Moz's Beginners Guide to SEO](#)
- Start email marketing
- Start a paid media campaign
- Outreach to prospects- LinkedIn and Email. Set a goal!
- Calendar: Calendly
- CRM: Hubspot, etc.
- Workflow:
 - Map out existing workflows
 - Identify areas to automate



MARKETING ASSESSMENTS

AUTHENTICITY

- Be **AUTHENTIC**
- Uniqueness stands out
- You can't be duplicated
- People will relate!



Keep authenticity in mind when creating marketing materials, social media content, presentations, books, and other offerings.

MARKETING ASSESSMENTS

USING DISC STYLES

Keep DISC Styles in mind

- D – Be quick, to the point and direct
- I – Be entertaining, engaging
- S – Be accommodating, create security
- C – Conscientious and detailed

People buy from People



MARKETING MATERIALS

YOUR COMPANY
LOGO
APPEARS HERE

DEMO ASSESSMENT ONLY

[Click here for detailed instructions regarding your HOME PAGE.](#)

Send Assessment

Select Assessment Link:
Select Assessment Link

Email Address
[Text Field]

First Name: [Text Field] Last Name: [Text Field]

Custom Email:
 No Yes

Available Assessments


Biblical DISC Assessment	997
DISC - Coaching	998
DISC - Leadership	990
DISC - Service	994
DISC and EIQ-2	998
DISC and Learning Styles	996
DISC and Motivators	965

Resource Center

- Assessment Users
- Manage Assessment Links
- Usage Stats
- Group Reporting
- DISC Collaboration
- Fitness Reporting

- Virtual Tour Of Your Account
A quick overview of your account
- DISC Trainer Materials
Password is **peoplesmarts**
- Motivators Trainer Materials
Password is **mottraining**
- Hartman Value Profile Trainer Materials
Password is **HVPtraining**
- EIQ (Emotional Intelligence) Trainer Materials
Password is **eiqtraining**
- Learning Styles Trainer Materials
Password is **Istraining**
- Sales IQ Plus Trainer Materials
Password is **siqtraining**
- PGI Trainer Materials
Password is **PGItraining**
- Certification
Practitioner Certification
- Marketing One-Sheets
Download one-sheets**
- Sample Reports
Download Sample PDF reports



 **Marketing One-Sheets**
Download one-sheets

GROUP CERTIFICATIONS DISC, MOTIVATORS, EIQ



SOLD OUT

DISC Certification

New session added!
June 17 & 18

May 20th & 21st
8:00 AM - 12:00 PM PST
\$795 per person

Registration is no longer available



Motivators Certification

May 6th & 7th
8:00 AM - 12:00 PM PST
~~\$1795~~ **\$795 per person**

Register Now

Registration deadline April 29th



EIQ Certification

May 20th & 21st
8:00 AM - 12:00 PM PST
~~\$1795~~ **\$795 per person**

Register Now

Registration deadline May 13th

THANK YOU!

Contact Assessments 24x7

hello@assessments247.com

206-400-6647

Monica Saare

monica@assessments247.com

**Complete the Survey by Friday, 2pm PST –
You could win 2 Free Assessments**