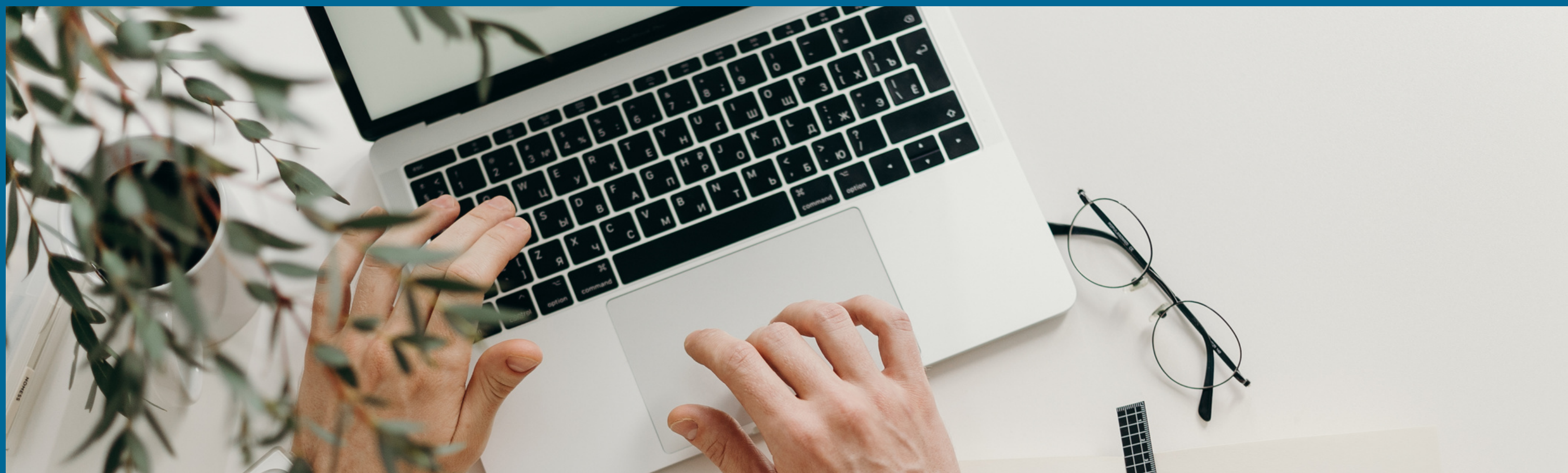


The 5-Phase Marketing Strategy

Build your brand presence



Summary of Phases

The 5 Phases

Understand

What are your current goals? Grow your reach? Increase sales? Improve lead generation? All of the above? You've got to be clear on what you want the end result of your marketing efforts to be.

Plan

Decide which platforms, tools, and tactics are the best use of your current resources.

Build

Create a breakdown of activities for each marketing channel (when and what to post on each social platform, for example)

Test

Execute your plan for 30-90 days and document your results

Refine

Evaluate your results at the end of your test period. Repeat what's working. Change what isn't working and test again.

Phase 1: Understand



What are the goals you most want to achieve with your marketing?

The ABCs of Marketing

- **Awareness - Get people interested**
This is where you share your identity messaging and invite people to learn more about you. They won't buy if they don't know you exist.
- **Brand Loyalty - Get people convinced**
Consistent presence builds trust and persuades followers to become subscribers and buyers.
- **Community - Get people engaged**
When people feel like they are part of a community, they are loyal to your brand.

Primary Goal

What is the number one goal of your marketing?

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Other Goals

What are the other goals you'd like marketing to achieve (but not at the expense of goal number one!)

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-
-
-

Phase 2: Plan



Based on those goals, what platforms and channels are going to be the best use of your resources? Which ones do you want to experiment with or try out for the first time?

Traditional Marketing

Which channels will you use in the offline world?

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Digital Marketing

Which channels will you use in the online world?

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Phase 3: Build



Channel your energies

Different channels, different tasks

Each channel or platform serves a specific purpose and drives your marketing efforts toward your goals. Decide how you're going to use each platform, how often your marketing will show up there, and when your marketing will be showing up.

Examples:

- Post on Instagram 4x/week with awareness content and 1x/week with sales content
- Create a weekly video on YouTube to grow awareness and increase lead generation
- Send an email newsletter every wednesday
- Attend monthly networking meeting
- Reach out to influencers 2x per week and invite to guest post on my blog

Channel your energies

My Channels & Tasks

-
-
-



Phase 4: Test

How will you measure results to know when you've achieved your goals?

Evaluating effectiveness

Step 1: Set up data collection.

Decide how you'll measure the progress toward your goals. Engagement? Reach? Sales? What's the key performance indicator (KPI) that tells you that you're on the right track. Beware of vanity metrics. If "likes" don't help you achieve your goal, don't track them!



Step 2: Track and record.

Be sure to document your results so you can evaluate them at the end of your test.



Step 3: Analyze impact.

If something isn't working, you'll need to make adjustments.

Phase 5: Refine

If your results aren't where you want them to be, what needs to improve?

Improve messaging

If you're getting crickets, then your audience either isn't seeing your messages, or they're not resonating with them.

Widen reach

Maybe the response was positive, but not nearly enough people saw your marketing. Where else can you reach out?

Increase engagement

Clicks, likes, shares, referrals, comments - if they help you achieve your marketing goals, how can you improve engagement with your fans?

Reward loyalty

What are you doing to thank and acknowledge your Raving Fans? Who keeps showing up to celebrate you? Celebrate THEM!

Generate leads

Are your marketing efforts turning into new business inquiries? Are people asking questions or asking/clicking to learn more about your offers?

Increase sales

Is your business making enough money to support your marketing efforts? Is revenue growing, falling, or staying the same?