



Marketing AMA

Follow-up Notes

Prepared for Instant Housecall
March 29, 2020

Outline Your Target Audience

Outline 1-3 target personas

<p>Name (ex. Kelly) or overall distinguisher (ex. Construction Contractor)</p> <p>Demographics:</p> <ul style="list-style-type: none">Male or female (if applicable)Age range (if applicable)Geographic targeting - importantB2B or B2C <p>If B2B:</p> <ul style="list-style-type: none">Job titleMain decision maker or influencer?IndustryBusiness typeMain business attributesTypes of products they sell (if applicable) <p>If B2C:</p> <ul style="list-style-type: none">Family status (if applicable)Education levelIncome levelHabits (if applicable)Hobbies, activities, sports, etc.	<p>Pain Points and/or Needs - 2-3 points</p> <p>This is done to help uncover what issues they may be facing that is applicable to how the product or service can help them</p> <p>Ex. Needs an efficient process in processing client health claims</p> <p>Questions Asked</p> <p>What are the main questions they ask when they get in contact with you about your services?</p> <p>How Product or Service Helps Audience - 2-3 points</p> <p>This helps to pinpoint how the product or service helps with pain points or needs outlined above</p> <p>Ex. Cost-effective and user-friendly technology through claims management systems</p>
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Establish Referral Network

Referral Network

This includes other vendors who partner with you, associations that are popular with your target audience, church groups, past clients, etc.

Consider adopting a referral program to encourage companies with multiple locations for repeat business and to refer you to others. This will mean mapping out a follow up process for existing customers with email and phone, and if you receive a referral, send a thank you to the person referring, this can involve a simple gesture of a nice email or handwritten note with a gift card.

We recommend that you do at least a touchpoint (post-COVID) at least once a quarter. A touch base, and email examples of work that has been completed in the last few months. As for referrals too in the communication.

Join a Mastermind group or online networking group for your target area, ex. BNI

SEO, including local SEO

Focus on both on-page and technical SEO set up and aim for localized keyword searches in the key target locations that you want to target, coupled with words that your target clients are searching.

Local SEO:

Focus on getting stellar Google Business reviews - local SEO for the areas that you are focusing on. Start first by creating and maintaining a Google Business account, and having clients leave high ratings for you.

When optimizing a website, there are two main factors to look at:

On-Page Factors	Off-Page Factors
<input type="checkbox"/> New, relevant content	<input type="checkbox"/> Backlinks
<input type="checkbox"/> Title tag (page title)	<input type="checkbox"/> Social media shares
<input type="checkbox"/> HTTPS (site encryption)	<input type="checkbox"/> Domain authority score
<input type="checkbox"/> H1, H2 (headlines)	<input type="checkbox"/> Page load speed
<input type="checkbox"/> Alt descriptions for pictures, video	
<input type="checkbox"/> Internal linking to other pages on your website	
<input type="checkbox"/> Mobile-friendly	
<input type="checkbox"/> Click through rate, time on site, bounce rate	

For Page Speed Insights, check your site: <https://developers.google.com/speed/pagespeed/insights/>

Online Advertising: Two-Pronged Approach

1. **Google Pay-per-click “Always on” Advertising:** Run ads and collect audiences utilizing similar keywords as used for SEO optimization, in your [target geographic](#) area.
2. **Remarketing on Social Media:** For retargeting, ensure a Facebook tracking pixel tracking is installed in your Google Tag Manager, so ads can be served to anyone who has visited your website.

OR

If you have an existing customer or cold lead list, you can upload into your Facebook Business profile to create custom audiences and Lookalike audiences and serve ads to them as well.

LinkedIn Profile and Networking

Power up your online exposure if you have B2B clients and show your thought leadership to connections, clients and potential clients. Successful networking is possible in only 5 minutes a day.

Profile Updates 1-2 hours (one time)	Network Building When you meet someone	Engaging / Monitoring 5 minutes per day
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Profile Updates

List up to 50 skills	About Section: Introduce yourself - Use 1st person	Use recent, professional headshot
Utilize branded background image	In Experience, connect to your company page	In Experience, list your achievements, not your duties
Customize your profile link	Review your Privacy & Settings	Keep all sections of your profile up to date

Interacting With Others on LinkedIn

1. Spend five minutes a day interacting with others on your newsfeed
2. Post a few times a week with curated content

The more you post, the more you will get noticed by your connections, their connections and provides you with exposure to a wider audience.

Best rule of thumb when posting or commenting or interacting with others on LinkedIn: ***When in doubt, leave it out.***

Have more questions?

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