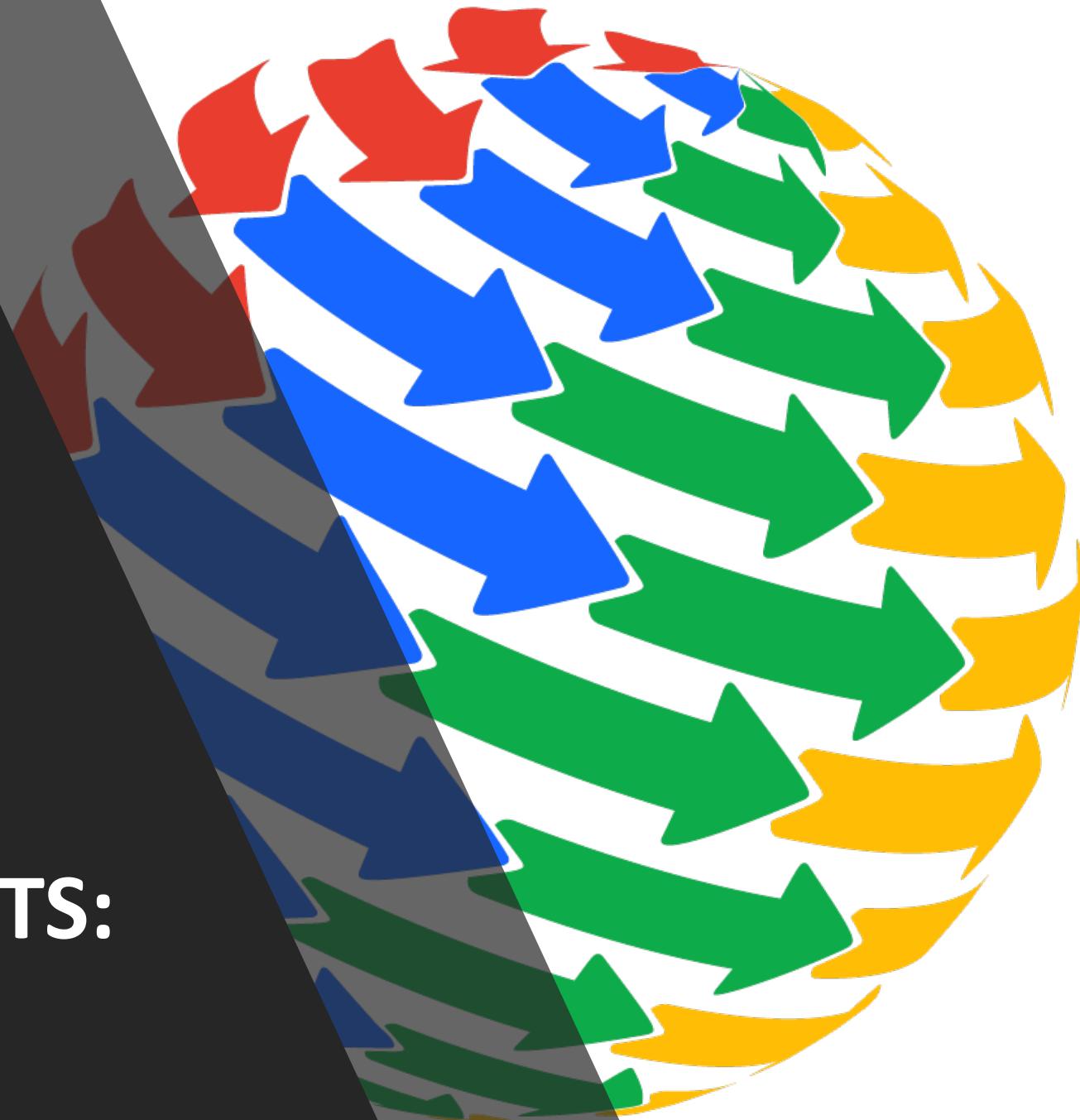


MARKETING ASSESSMENTS:

GET YOUR MARKETING DUCKS IN A ROW



PRESENTED BY

Marketing
Amy Lewis
Jared Moore

Client Success
Monica Saare

AGENDA



GENERAL
MARKETING



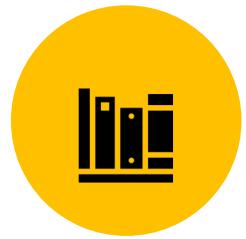
SOCIAL MEDIA



MARKETING
ROADMAP

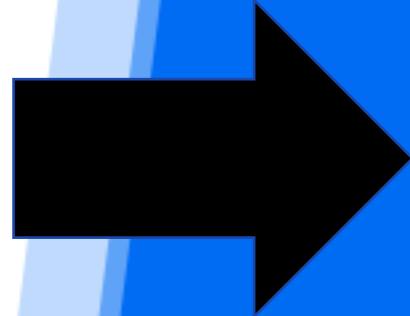


AUTHENTICITY



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

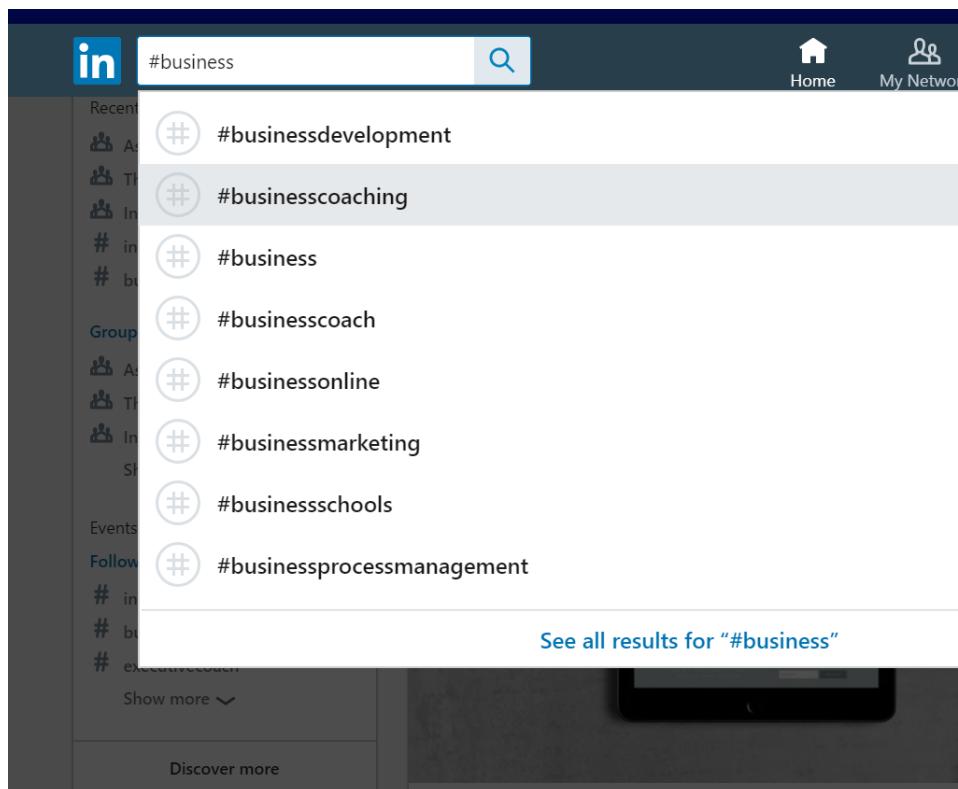
Social media...Where should I be? What should I do?

- 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



A screenshot of a LinkedIn profile page for Amy Lewis. The profile picture shows a woman with blonde hair. The title is "Digital Marketing Specialist at". To the right of the profile, there is a section for the hashtag "#businesscoaching", which has 8,497 followers. A "Follow" button is visible. Below this, there is a post from Kyle Gillette. The post text is: "Kyle Gillette's post has been trending in #leadership: I put together a short video to summarize the WISER listening approach. Active listening is key for good relationships and leadership: Wait for". The post has 6 reactions and 8 comments. The timestamp is 7h.

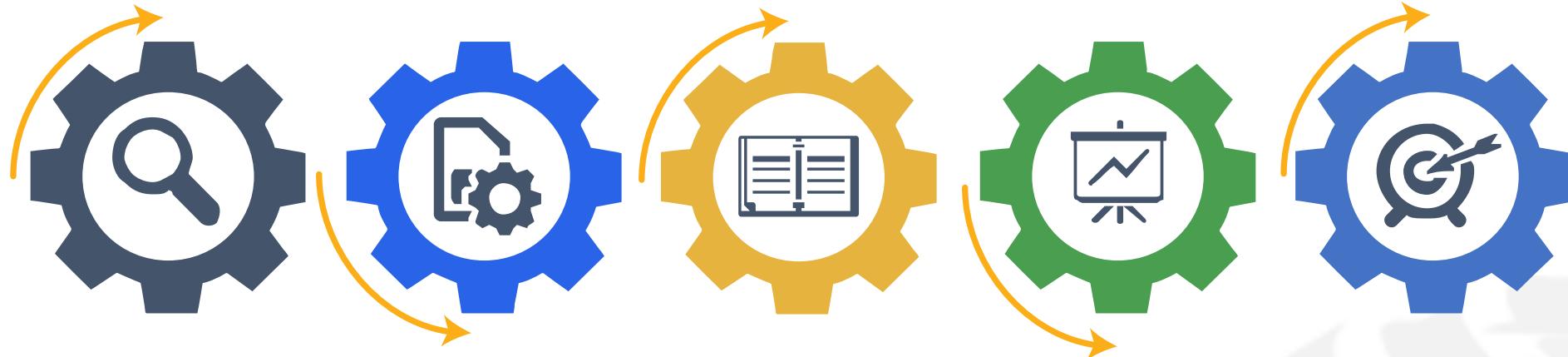
A screenshot of a LinkedIn post by Kyle Gillette. The post text is: "Respond as Assessments 24x7 on this trending post in #coaching: 18 April is the day for me to appreciate training team https://lnkd.in/fQ-2Cg4 Happy Graduation to Certified Professional". The timestamp is 1d.

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?

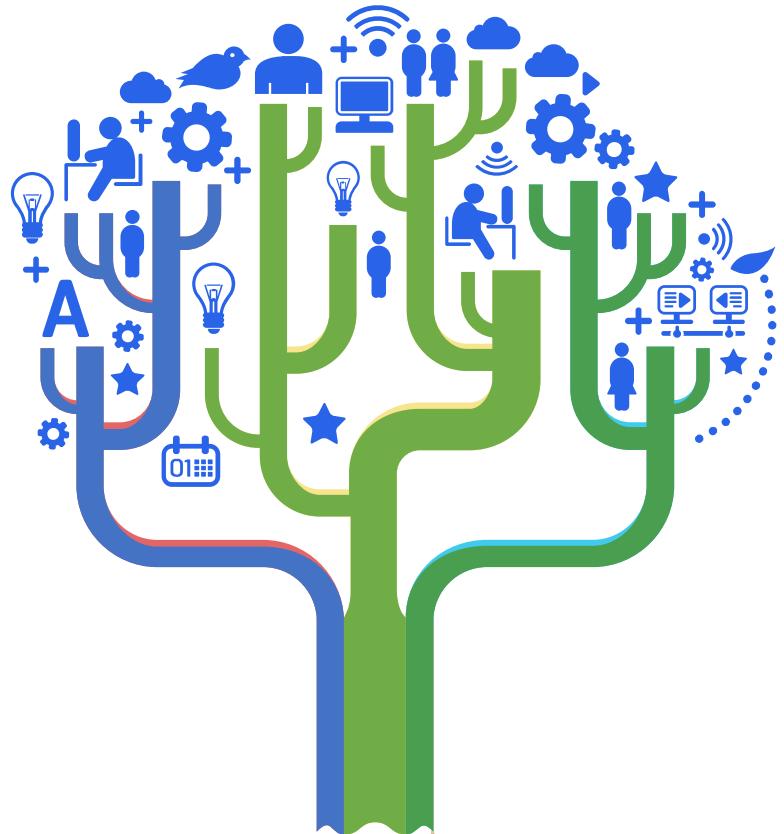
Customer Avatar/User Persona:

- 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?

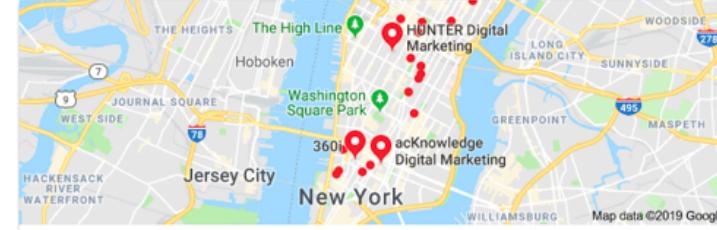
GOOGLE RESULTS

- Paid Ads
- Local Results
- Organic results

digital marketing new york

Paid ads → **Digital Marketing Conference | Oct 15-16, 2019 in NYC**
Ad www.programmatic.io/digital-media/conference ▾
Learn About The Latest Digital Marketing Trends, Issues & Best Practices. Register Today! 2 Full Days Of Content. Build Your Custom Agenda. Over 90 Expert Speakers.

Google Search Ads → **Digital Marketing Courses | Enrolling For Courses Now**
Ad www.digitalmarketinginstitute.com/ ▾
Over Half Of Our Graduates Got A Pay Rise & 81% Were Promoted After Their Course. Flexible payment plans available. Industry Validated. 92% Student Satisfaction. Fully Accredited. Recognised Worldwide. Types: PPC, SEO, Display, Email, Social Media, Strategy.

Local 3-pack (Organic, SEO) → 
Rating ▾ Hours ▾

360i 4.5 ★★★★★ (26) · Marketing agency 32 6th Ave · +1 888-360-9630 Open · Closes 5 p.m. WEBSITE DIRECTIONS
HUNTER Digital Marketing 5.0 ★★★★★ (8) · Internet marketing service 137 W 25th St 11th Floor · +1 212-202-1431 Open · Closes 11 p.m. WEBSITE DIRECTIONS
acKnowledege Digital Marketing 5.0 ★★★★★ (3) · Internet marketing service 197 Grand St #5s · +1 646-383-7285 Open · Closes 6 p.m. WEBSITE DIRECTIONS

SEO (Organic Results) → **BARREL | Creative & Digital Marketing Agency in NYC**
<https://www.barrelny.com> ▾
Barrel is an independent creative and digital marketing agency in New York City. Experts in UX, Shopify Plus, WordPress, and results-driven marketing.
Growth Marketing · Careers · Work · About

→ **Best Digital Agencies in New York City - Digital Agency Network**
<https://digitalagencynetwork.com/agencies/new-york> ▾
Explore the best digital marketing agencies in New York, USA specialising in web design,

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

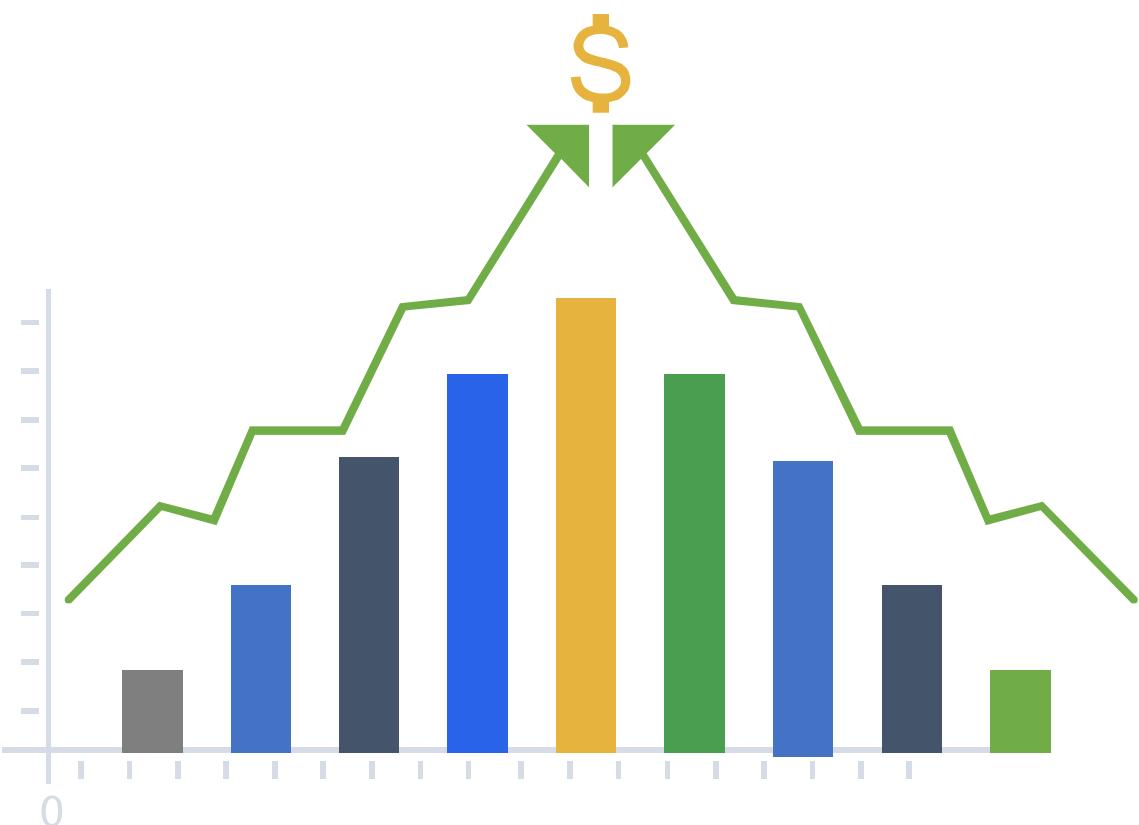
- Paid Search (PPC)
- Remarketing/Retargeting
- Display advertising
- LinkedIn
- Facebook

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

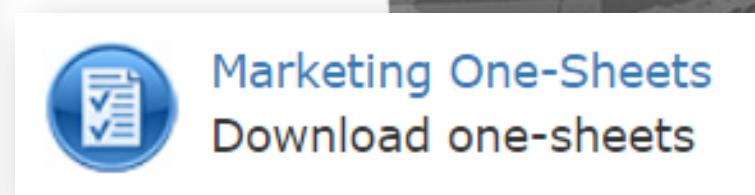


MARKETING MATERIALS

The screenshot shows the software's user interface. At the top, there is a placeholder for a company logo with the text "YOUR COMPANY LOGO APPEARS HERE" and "DEMO ASSESSMENT ONLY". Below this, a message says "Click here for detailed instructions regarding your HOME PAGE." A "Send Assessment" form is displayed, containing fields for "Select Assessment Link", "Email Address", "First Name", "Last Name", "Custom Email" (with radio buttons for "No" and "Yes"), and "Import Users". A "Send Assessment Email" button is located at the bottom right of this form. To the right of the form is a "Resource Center" sidebar with links to various training materials, each with a small icon and a password. The links include:

- Virtual Tour Of Your Account (Password is **peoplesmarts**)
- DISC Trainer Materials (Password is **motraining**)
- Motivators Trainer Materials (Password is **motraining**)
- 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 **sigttraining**)
- PGI Trainer Materials (Password is **PGItraining**)
- Certification (Practitioner Certification)
- Marketing One-Sheets (Download one-sheets)
- Sample Reports (Download Sample PDF reports)

A large blue arrow points from the "Marketing One-Sheets" link in the sidebar towards the bottom right of the page.



GROUP CERTIFICATIONS

DISC, MOTIVATORS, EIQ



SOLD OUT

DISC Certification

New session added!
June 17 & 18
8:00 AM - 12:00 PM PST
\$795 per person

Registration Expired

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**