Most consulting firms *struggle with marketing.*

They often talk about themselves—their services, their past projects, their process. But your clients don't care about what you do.

They care about their own customers, and how you can help them serve those customers better. The key to effective marketing is shifting the story away from you, and toward your client's customer's problems.

For Consultants with no Marketing Plan.

This basics playbook is for you.

About you:

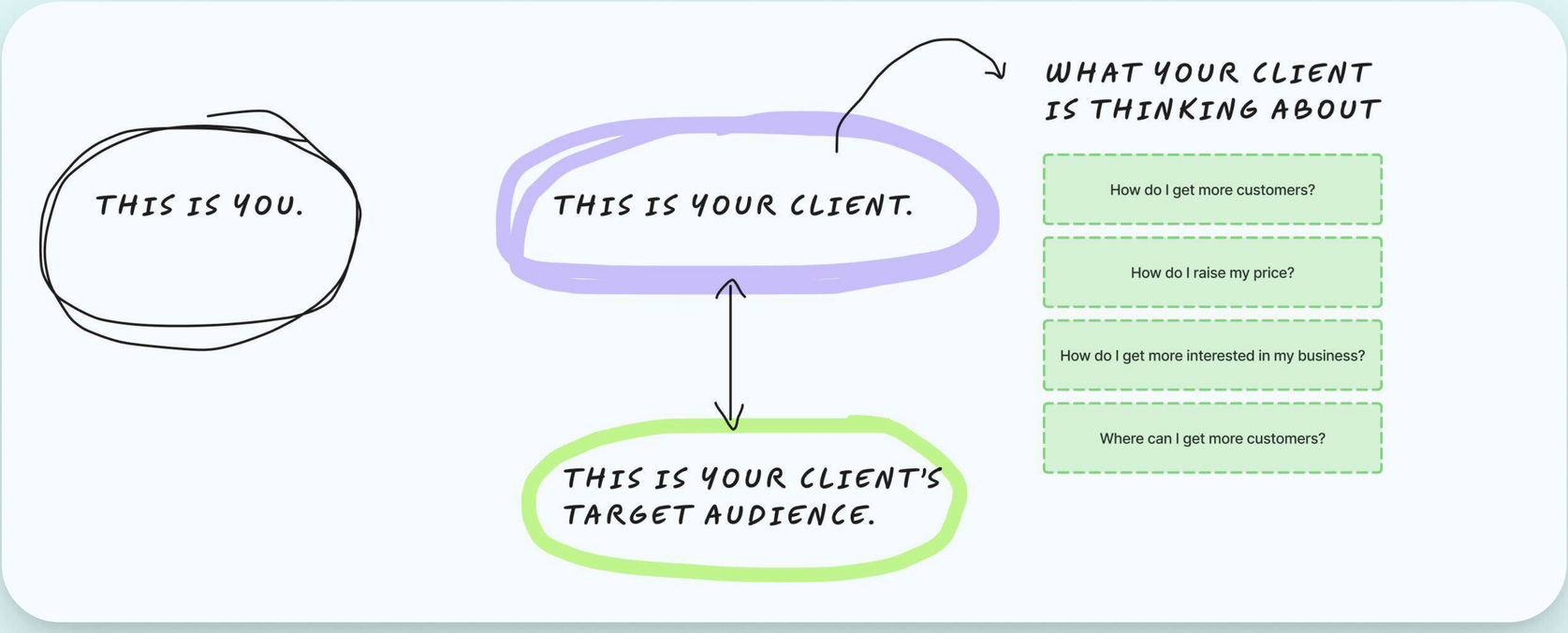
- You are experts in your field.
- Your services, serve other businesses or government agencies.
- You struggle with a competitive landscape.

Let’s Jump into it.

Marketing Roadmap. *5 Methods for Fast, Effective & Lead Generating* Marketing.

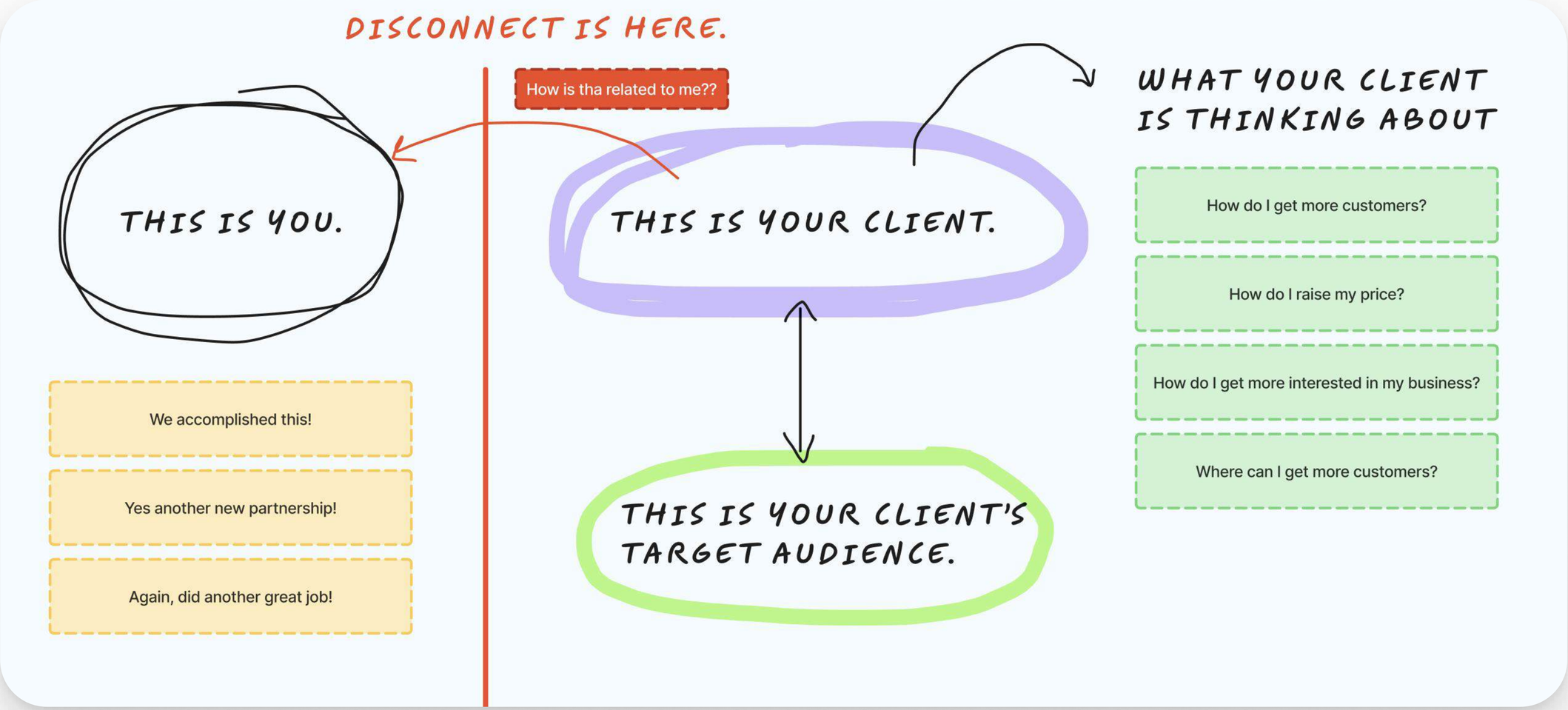
Resource by Alexandra Grisanti · alexandrapgrisanti.co

Method 1. *Grow Faster.* Know the audience.



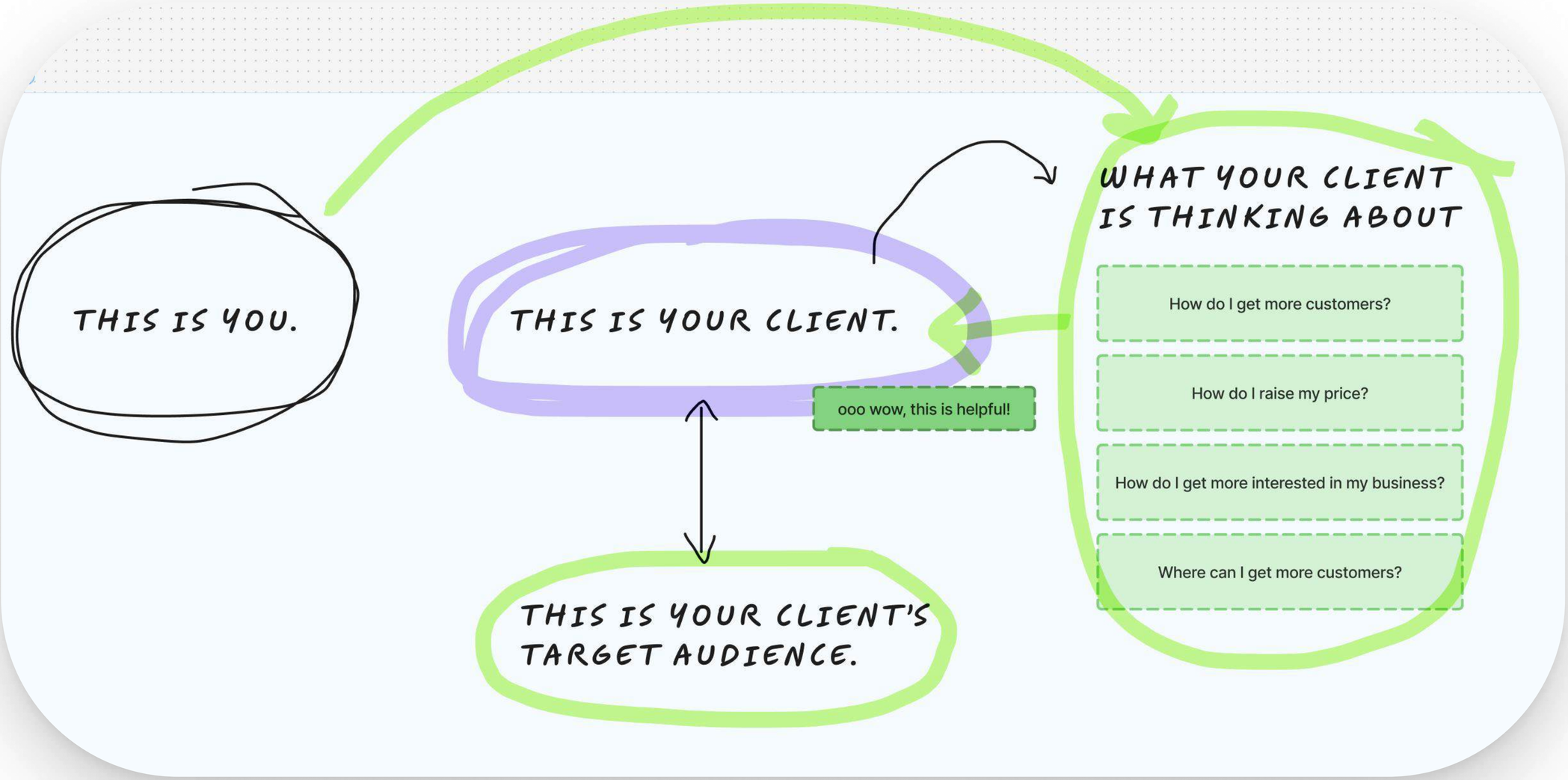
Who is your client's customer (s)?

How does your client make their customers or clients happy? It feels meta but it's going to help a lot- promise! Stick with me.



What doesn't work.

Don't relate to your clients like this.



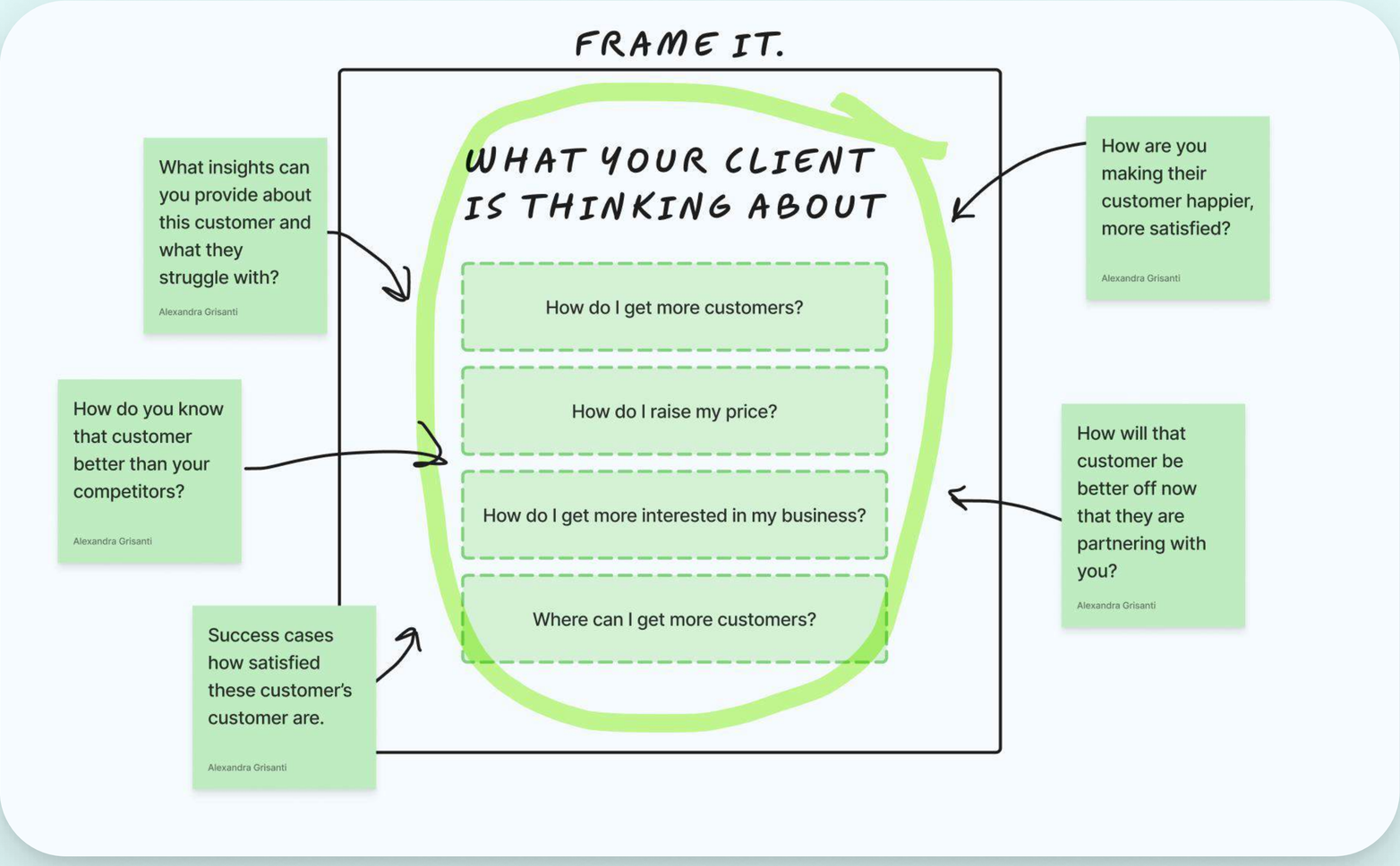
Relate to their pains.

Give them information about how you're working on their problems along side them.

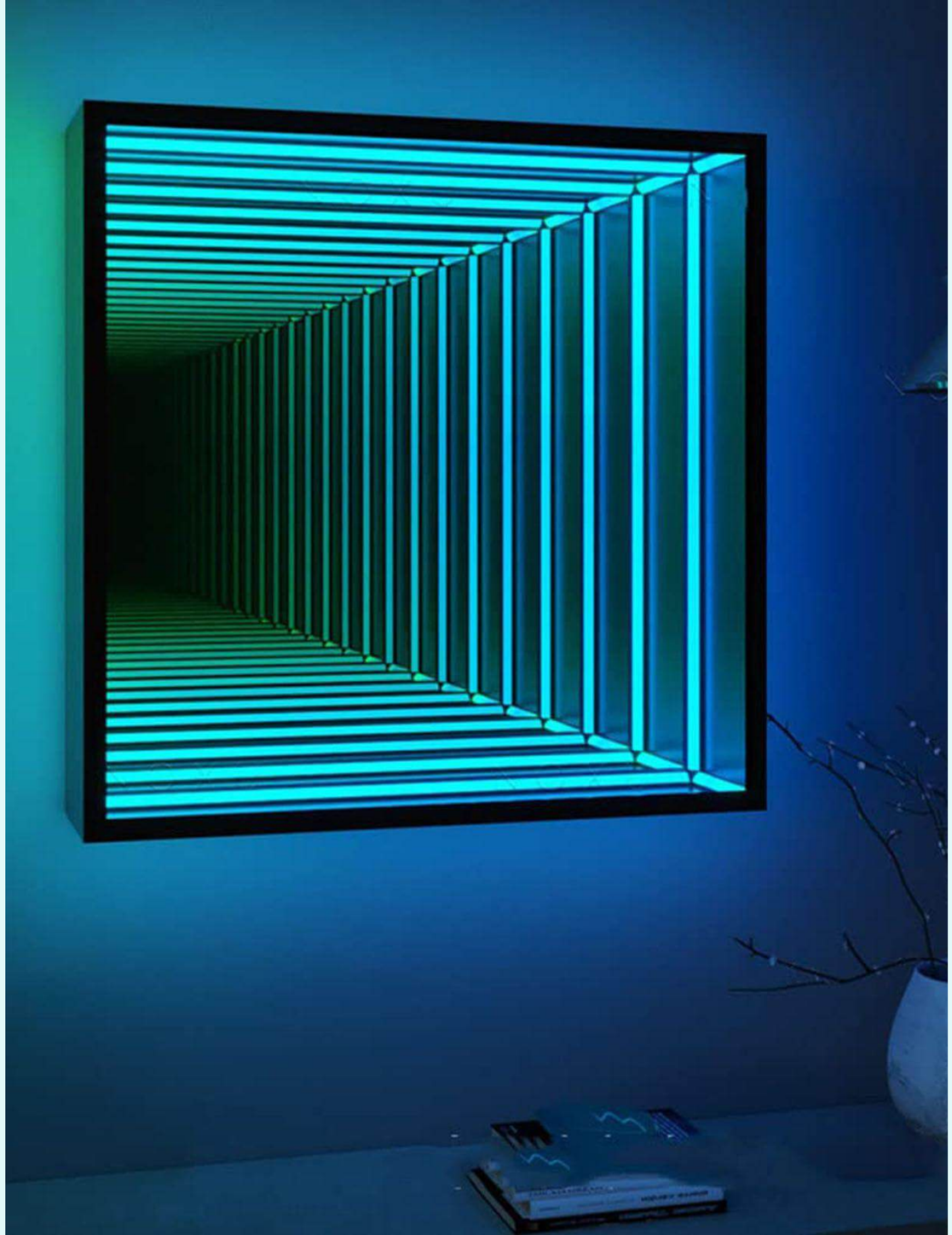
Method 1. *Who is your customer's customer.* Map it out.

1. Map your clients basic info
2. Who are their clients / customers?
3. What are those customer's pains/ needs??
4. What is your client worried about when it comes their customer???

Next. *Create the frame.* for this new perspective.



Helping your client's connect better with their customers.



Remember your client cares only about two things:

1. Their business success
2. and that is dependent on their customer's happiness.

Everything else is just noise.

It is a little abstract so I'm going to give you an example.

–Attention flow not going in a good direction–

FREELANCER VISIT'S ACCOUNTING FIRM'S WEBSITE.

CONSULTING FIRM

THE CUSTOMER

THE CUSTOMER'S CUSTOMER

An Accounting Firm

Alexandra Grisanti

A Freelance Designer

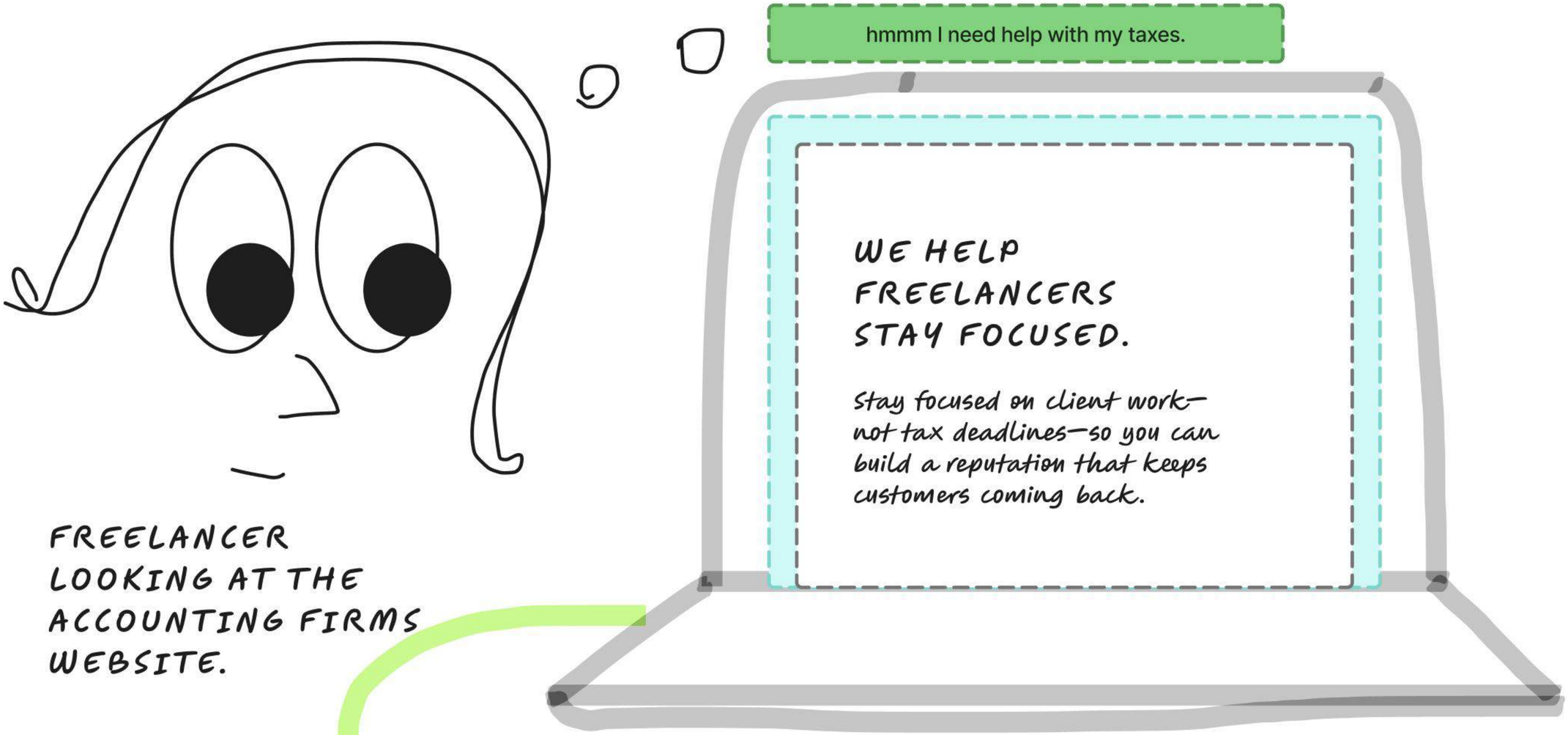
Alexandra Grisanti

A Dentist Office's Website

Alexandra Grisanti

HMM THAT'S INTERESTING.

"DENTIST OFFICES STRUGGLE KEEPING APPOINTMENTS."



FREELANCER LOOKING AT THE ACCOUNTING FIRMS WEBSITE.

MEANWHILE THE ACCOUNTING FIRM IS HELPING THE FREELANCER BUILD REPUTATION.

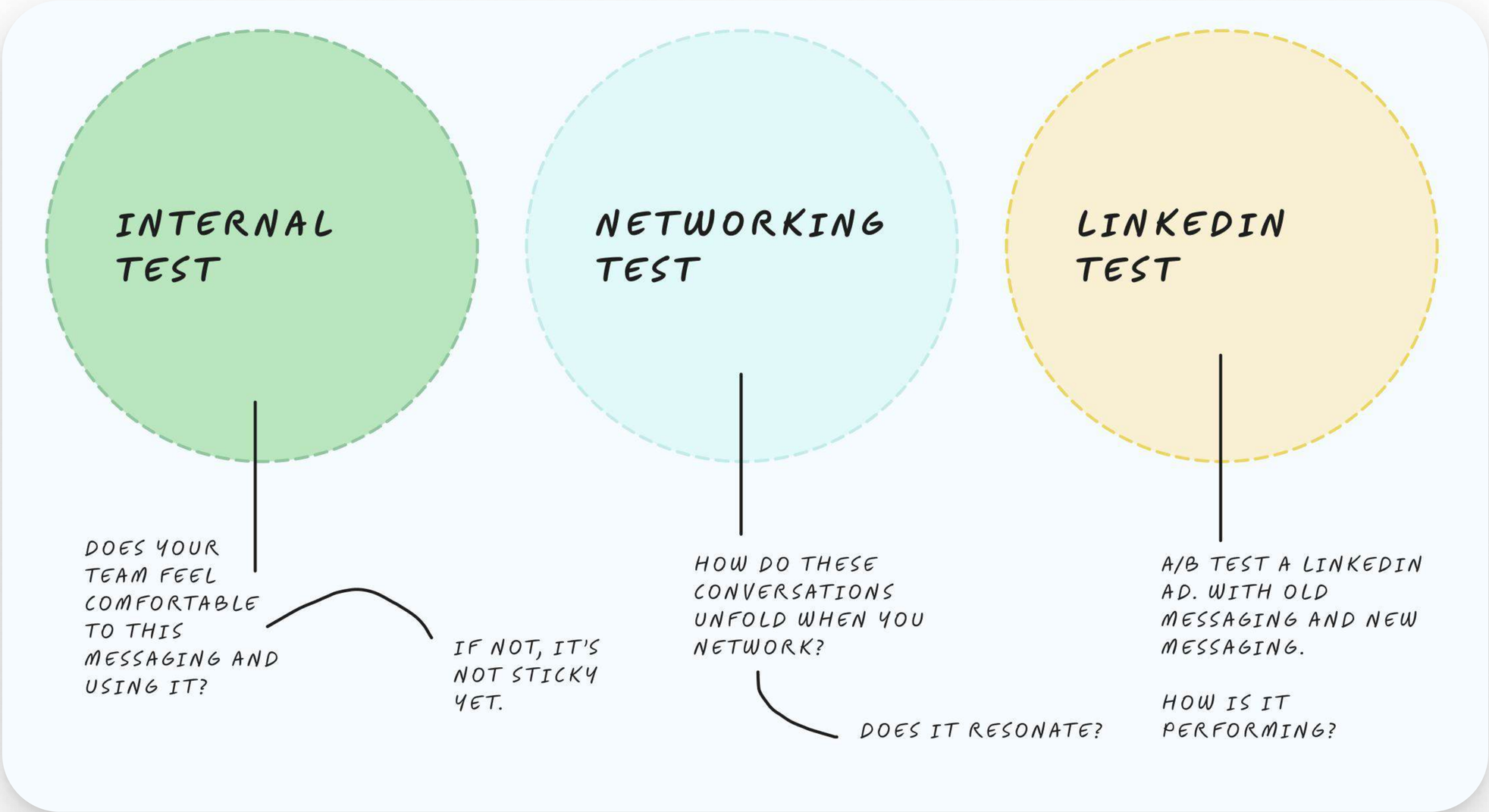
Don’t a lot of companies do that?

FREELANCER LOOKING AT THE ACCOUNTING FIRMS WEBSITE.

THE ACCOUNTING FIRM FEELS UNGENEROUS, UNHELPFUL, BORING.

Last step. *Compare the Frames.* Now you have a new frame and an old frame.

How do you test your new message strategy?



Three tests–

BEFORE GOING 100% LIVE

Launch.
Getting out your message.
How do you spread the messaging?

When should you use this method?

After you have tested your new lens and differentiation, and you have confidence that this new messaging is better. Go live with it!

Inbound marketing

Outbound marketing

Inbound. *Search, content and webinars.* Talk about it.

1. Website with free and useful downloads. (see what I did there?)
2. Content articles relating to those pain points your of your customer’s customer.
3. Webinars with thought leadership.
4. Creating events and inviting your contacts to it.
5. Press releases

Outbound. *Networking, Outreach, Paid Ads.* Put it in front of them.

1. Paid Ads
2. Paid Search Results
3. Going to Industry Events
4. Email campaigns
5. Physical mail campaigns / magazines

Hope this helps!
Creating a Marketing Roadmap.
Get better results, faster.

Monitum DJUNGO GROWTH HEUBEL zwapgrid Future FOOD Makers FLOWER

Hello! I'm *Alexandra.*

Growth Designer based in Stockholm, Sweden working in Sweden, Norway, Germany and the USA.

Thanks for your time!

Wishing your team all the best! I am here and available if you'd like to collaborate on something.