Below are the 7 essential  elements we go to work on to grow your business.

❶

**Create a core message and strategy of difference**

Finding a way to stand out in the mind of your ideal customers, something differentiates your business from every other business that seems to provide the same products and services as you, is hard work, but it might be the most important discovery you can make.

To help discover the perfect strategy for your business we’ll:

* Define more ideal customer using what you know about your current customers
* Discover the characteristics of your most profitable customers that already refer
* Interview your current customers to discover the problems you really solve for them
* Scan your reviews to find even more clues about what your customers think
* Create a core message that targets the problems your ideal customers want to solve



Marketing lives and dies by developing ***"Strategy Before Tactics"*** - We think this step is so important that we start every engagement here with something we call Strategy First - In fact, this can be a stand alone engagement that leads into the following implementation steps.

## ****Why You Need Strategy Before Tactics!****

### Do any of these problems exist in your business today?

* You might be trying to sell to anyone and everyone
* You feel like your business is a commodity
* You’re not sure what tactics make sense right now
* You seem to be attracting the wrong types of clients
* You are struggling to stand out from your competitors

The answers to the problems above aren’t found in SEO, Social Media, or Web Content – these are strategy problems and they can only be addressed with strategy solutions.

Once you develop a marketing strategy that is perfect for your business you’ll suddenly discover that:

* You can attract clients that are ideal for you
* You can stand out in ways that make the competition irrelevant
* You can know confidently what to do and what not to do
* Clients will expect to pay a premium to work with you
* You can identify the most profitable ways for you to attract new business

## ****What a Strategy First Engagement Includes****

1. **Initial Getting Started Discovery Meeting** – During this call we’ll learn about your current marketing efforts as well as future goals and objectives.
2. **Core Message and Ideal Client Persona Development** – We’ll conduct research or interview 5 ideal clients (depending on your package level) to discover your most effective competitive advantage. You will receive access to interview summaries, ideal client profiles, and our recommendation for a core marketing message that will allow you to stand out from the competition.
3. **Editorial plan** – Based on our keyword research we’ll build a content strategy using our “hub” pages approach that will allow you to map out 6-12 months of content as part of your ongoing marketing efforts
4. **Customer Journey Map** – Using our proprietary Marketing Hourglass technology we’ll help you create a roadmap of suggested marketing tactics for each of the phases of the customer buying journey: Know, like, trust, try, buy, repeat and refer.
5. **Competitive Landscape** – We’ll study your biggest competitors and create high-level summaries and a report on their marketing strengths and weaknesses.
6. **Priority Growth Recommendations** – From our research and an audit of your existing marketing and online presence we’ll recommend the highest-impact activities you need to consider fixing or implementing today.
7. **Presentation of Findings** – Once we complete our work we’ll schedule a time to meet with you and your team via video chat to deliver the items above and map out what we believe is the best strategic approach for you to take with your marketing. From this point, you’ll have several options for how you put our recommendations into action. We can teach you or your staff to do it or we can do it for you.

The entire process takes about 30-40 days and involves three meetings with you and your team.

When you receive our strategy findings you’ll have a clear direction for standing out and attracting the ideal client and a roadmap of the most effective tactics to support your strategy.

A lot of different tactics can be used to support your content marketing goal, including  white papers, video content, eBooks, email newsletters, social networks, and yes, blogging. Each one serves its own purpose in the bigger content marketing strategy, but they all contribute to the end goal of building trust with your customers.

## What is curated content?

Curated content is content created by another brand or organization shared by a company that believes it’s high-quality and interesting to their audience. On a very basic level, it’s the corporate equivalent of forwarding an article to a friend or coworker.

But the point of curating content isn’t just to keep your audience informed. When used strategically as part of a marketing plan, it allows you to amplify your voice and provide unique value to your audience.

## Why curate content instead of creating it?

At Scribewise, we’re really big fans of creating great content. And we like to think we’re pretty good at it. But even as advocates of creating unique content for your brand, there are some specific advantages that you can only get from content curation:

* **It builds authority.**Curating content creates opportunities to share your voice, perspective and value. Each time you share an article or bit of news with your audience, you’re telling them what news you think is worthy of discussion. If you do it consistently, your audience will look to you for guidance on what to pay attention to.
* **It creates trust.** No one trusts an egocentric salesperson, so sharing only your own content is like waving a red flag. Curating content breaks up the self-promotion, providing value to your audience, boosting credibility and positioning your brand as a trustworthy resource.
* **It’s community-driven.** Thought-leadership doesn’t exist in a vacuum. Curating content pushes you to interact with other leaders in your space and encourages your audiences to jump into the conversation by sharing their own thoughts and opinions.
* **It doesn’t contribute to the noise.** There is already a lot of content out there, and if we’re being completely honest, [a lot of it is trash](https://www.scribewise.com/dont-write-trash-content-get-the-most-out-of-your-experts-instead/). Content curation helps amplify the good stuff without adding more to the ever-growing content wasteland.
* **It’s low hanging fruit.** We like to say that content can’t be good, cheap and fast—you can only pick two. Curating content is a sneaky way to get all three. Because you’re sharing the work someone else did, curation gives you an opportunity to include great content in your marketing strategy without investing a lot of time or money.

## How to curate content

The first rule of content curation is not to overthink it. Here are three simple steps to start adding curated content to your marketing strategy.

* **Find your content.**Look for articles, infographics, videos or other forms of content worth sharing with your audience. Make sure they’re relevant, timely (posted within the past week or two) and high quality. Social media, your favorite newsletters or top industry publications are all great places to start browsing.
* **Add your opinion.** Content curation isn’t just sharing content you found online. Your audience can find this on their own. Add some value by giving your opinion. Why do you think this particular article is interesting, or where do you think it misses the mark? Tell your audience what you take away from the content you’re sharing.
* **Create a conversation.** The ultimate goal of curating content is to engage with your audience, so be ready for thoughtful conversations every time you post something new. Encourage your followers to let you know what they think of the content and be ready to reply to comments and messages.

Curation is just one piece of your content marketing strategy, but it’s an important one. It’s a (relatively) quick and easy way to share your value, build communities and fill in gaps in your editorial calendar. But don’t get too stuck on what to share and when. Find content you enjoyed reading and share your thoughts. Authenticity is key!

https://cottagehome.info/wp-content/uploads/2013/04/Screen-Shot-2017-05-05-at-2.37.55-PM.png