**Marketing Strategy**

**Initial To-Do’s**

* Build the website initially with MVP
* In this case the MVPs can be as listed below for {insert nfp name}
* Identify member persona and profiling and finalize on the target audience before moving ahead
* List categories of items and potential deals that can done for clients per category of service offering
* Start with few popular deals/campaigns in the beginning to assess and capture buyer sentiments and market
* Come up with a buyer persona, member profiling and finalize on the target audience before moving ahead
* Come up with a strong brand strategy
* Build a sophisticated brand or a brand that can resonate with your target clientele
* Price your service right – something that is within the budget bracket of your clients
* Building social media profiles (LinkedIn & Twitter)
* Blog would be good idea to educate your audience on the benefits of your product and send traffic to the website (develop after social media accounts)
* Regular posting on social media handles
  + 2 posts a week on Twitter
  + 3 posts a week on LinkedIn
* Publishing paid ads on social media with popular products
  + Selecting Product Pool A for Ad A and run the ad for a week
  + Selecting Product Pool B for Ad B and run the ad for a week
* Use and analyze data properly to make decision
* Build the social media presence of the brand and post engaging and targeted content
  + This will build awareness of the brand
  + Increase connection with your potential members
  + Help engaging with your audience
* One of the best way to engage your audience is through contests – arrange a couple of contest in next couple of months on the social media handles
* You can also share the blog posts and personal success stories on social media too
* Run ads on social media and collect member data – Name and Contact email for personalized remarketing
* Since the website is not ready yet – redirect the visitors to your social media handles and encourage them to follow
* Engage in automated email marketing to follow-up with members - add call-to-action content in your marketing emails
* Use advanced database software tools for your CRM and other core operational systems to promote efficiency of services

**Core Strategies**

* ***Instill trust with member reviews:*** Throwing ratings and reviews on your company pages is a time-tested, straightforward way to turn more site visitors into members.
* ***Google reviews:*** Being the most digitally used platform,it is probably one that most clients would use and it would be best to focus on obtaining high ratings and reviews there
* ***Use compelling before and after photos as part of your content marketing:*** Use pictures that can help your potential members understand the value you can bring to them with your service
* ***SEO rankings:*** Improve SEO ranking by engaging the services of an SEO professional. This refers to how easily your company appears when searched on a search engine like Google
* ***Win new members with referral marketing:***
  + Use the power of referral marketing to turn the enthusiasm of your most loyal members into a steady stream of new business
  + Referral marketing is the practice of incentivizing your members to tell others about how much they love your business
  + You can also incentivize your existing members for each referral that they bring in to your business
* ***Service Filtering:*** If you have more services on your site, ensure that you have advanced service filtering option to cater the member requirements.
* ***Adding Automated Chatbots:*** Include an automated chatbot to your site is good option to capture information from members and use the same for remarketing
* ***Encourage User-Generated Content (UGC):*** Nothing sells a service better than a happy member. UGC provides hands-on experience from past members who are living in and using your services

Here are two of the easiest ways to leverage UGC:

* + Using hashtags on all of your social media posts
  + Providing an easy way for members to post reviews on your site
* ***Mobile Friendly:*** Ensure to make your website mobile friendly as many users today shop on their smartphones
* ***Offer Personalization:*** By understanding your members, you can more reliably predict what they want, and where they are. All of this information makes their shopping experience easier
* ***Educate Your Potential/Acquired Members:*** Highlight to them the strong USP and benefit of your product
* ***Build on automated email marketing:*** Start sending seminar invites, virtual event invites, surveys, educational blog posts and personal stories so that your members can connect with you better
* ***Understand your strengths and weaknesses:*** To start with this, refer to the SWOT analysis. As you go along, refer to it and analyse your business. Jot down the strengths and weaknesses you may have discovered. Note them and market your strengths and USPs to your clients
* ***Build and understand member profile:*** Understand who your target member is, what they require and how you can fulfill what they want from the market. Analyse marketing and sales data to understand this better
* ***Get the right people on board:*** Your staff can make or break an aesthetic practice.
* ***Monitor your online reviews:*** Ensure that you have a strategy in place on how to answer queries, positive and negative reviews
* ***Be selective about the companies and vendors you deal with:*** Chose your product providers well (if you have any)
* ***Include traditional marketing tactics:*** This includes open house seminars, print media marketing such as poster ads and Yellow Pages

**Marketing Campaigns**

Marketing is the most important part of bringing awareness of your company to your targeted audience.

You can or rather should use the below types of marketing for your online store:

1. Content Marketing

2. Email Marketing

3. Brand Marketing

4. Behavioral Marketing

5. Buzz Marketing

6. Social Media Marketing

7. Search Engine Marketing

8. Conversational Marketing

9. Print Marketing