

The MASTER GUIDE CHECKLIST TO ESSENTIAL MARKETING in 5 EASY STEPS!



Find the blog posts that go with
this document at West Coast
Radio's **BLOG FOR CLIENTS...**
www.coastlive.com.au/blogs/

STEP1 – DEFINING YOUR BRAND

What Is Your Unique Selling Point? DEFINE IT!

Write down what it is that you offer that is different or better than what your competitors are offering (it could be based on price, product quality, team members, or your production process):

Have you worked with any trusted groups, well-known brands, or people who will allow you to mention them in your marketing?

If so, who?:

Alternatively...

Do you have great product or service reviews or testimonials that you can refer to when you come to create your marketing?

What does your company stand for (values or beliefs)?

Write this down:

What MAIN purpose does your company have?

Write this down:

What top three goals do you want your marketing to achieve for your brand this year?

1) _____

2) _____

3) _____

STEP 2: Market Research:

There are 2 questions you should ask yourself as you walk through these steps:

Do you know your market?

Have you researched your ideal customer and know what drives them?

If the answer is yes, then write down their biggest issue or problem:

Then write about how you are solving this issue for them with your product or service:

Now... Have you observed your competitors?

What are the top things your competitors are doing right now that you are not?

1) _____

2) _____

3) _____

Remember, to speak to your customers in a language they will understand, you need to first know how they think and talk about the products they love.

TOP TIP: REVIEWS for Keywords & Phrases

Write the top five keywords and phrases they use most frequently:

1) _____

2) _____

3) _____

4) _____

5) _____

What do they love about them?

How do they describe what they don't love?

Why are they unhappy with these things?

Once you know this information, you can better write your marketing message to hit a customer's pain points and offer them the solutions they want.



STEP 3: CHOOSING THE RIGHT MEDIUM FOR YOUR MESSAGE

Now you know what your customers want and you think you know how they think, you need to maximise your opportunity to connect with them.

1st of all, your website: is your SEO (Search Engine Optimisation) and keyword search now in sync with the messages on your website.

Do your customers even use social media? How long on average in a day?

Do your customers use the traditional media? EG: Do they read the paper (do they get their news online?), watch TV (or do they stream all of their content?), listen to the radio when they wake up, while at work or on their way to and from work?

Remember you can't be all things to all people. You want the biggest bang for your buck, trying to reach a specific person can be hard – but you might just be able to reach those around them who can then influence their choice by way of word of mouth.

Most importantly is that you need to ensure that customers in your local area can engage with you easily.

For example:

Make sure that your website mentions:

Your location

Your phone number

Your opening hours

Who you are

What you do

And includes the information that you uncovered as part of your Market Research, answering questions about how your product or service does, what you say it does.

And your social media does all of this and more, you need to spend LOTS of time interacting with prospective customers or putting up content to make that connection and make them want to do business with you. From hashtags to posts, your social media content needs to be on message all of the time.

All of these things are vital when it comes to local searches, so Google can see your page is specific to your local area.



Make your print ad mention:

Your location (shown on a map or just the address)

Your phone number or website

What it is you are offering

How much it will cost

If you are lucky, your print ad will have between 2 to 20 seconds for people to take note of it as they flick through the pages. 2 seconds if there is nothing else that catches their attention on the page, and 20 seconds if they decide to start reading an article (research shows very few people read an entire article). You have 1 opportunity per week (if in a weekly paper) to get your message across.

TV ad's should mention:

Your phone number (if it is easy to remember) or your website

What it is you are offering

If you are very lucky, people (if they are watching during the commercial break and not off getting a coffee or going to the toilet) won't have the TV on MUTE when it's ad break time. Your message needs to be clear. To the point. And worthy of them acting on it. You have more opportunities for your message to get across, but only if people are watching the screen directly.

AND your RADIO ad should always mention:

Your phone number or website

What it is you are offering

Radio industry research shows that people wake up to the radio, listen to it while getting ready for their day, on the way to work, at work, and on the way home again. The more they listen, the more times they will hear your message. This reinforcement from a friendly, trusted source of information means that your message will be at the top of their mind when the time comes to use your product or service. Also... you can't mute or skip the ads. Now, does that seem like the right type of investment for you?

There are other mediums but these are the core ones you should consider to get your message out in.

Remember: 1 core message per commercial can make more impact than a shopping list of what it is your business does.



STEP 4: STRUCTURING YOUR CONTENT TO SELL

Remember the AIDA formula? It goes: **Attract, Interest, Desire Action** - in that order!

You shouldn't reveal everything straight away in your marketing content. The goal is to keep people engaged. Their interest should be stirred enough to get them to your call to action and then make them take the action you want.

Does your headline/first paragraph/first line/hash tag/etc **ATTRACT** your perfect customer?

A great way of attracting your market is to make the headline niche and relevant to your intended audience. Is it relevant? Or too vague?

Does your copy **INTEREST** the right person?

One way of telling whether it will be of interest is to see if it touches on the issues of your perfect client that you uncovered with your Market Research.

DESIRE!

Next: Do you talk about the single biggest problem or DESIRE they have in a way that will get their attention for the media you are using?

This is where having done proper market research really helps.

If it doesn't you need to refine your target market. If it does you need to be sure you are making this clear.

Does your copy make it clear that what you are offering will help them either:

Solve their single biggest issue... (Which they DESIRE greatly to be solved)

Or give them their single biggest DESIRE

Finally, you need to get people to take **ACTION**.

Does your call to action encourage people to take ONE or at most two highly specific actions?

It's not a good idea to confuse people with too many options, so having one call to action is better than two.

Does it re-emphasize why they need to take this ACTION? I.e. because it will help them attain their single biggest DESIRE?

Does your call to action introduce an element of urgency?

Remember, the best call to action is FOMO aka the Fear Of Missing Out?

You should be tapping into this element of your customer's psychology. Particularly in your call to action marketing campaigns.

The easiest way is to use limited time promotional offers.



STEP 5: POLISHING THINGS UP

Here are some essential elements you should check off against your copy (your message) to ensure it is as appealing to readers, viewers and listeners alike.

1) Is your copy clear?

Have you checked it to make sure it's free of waffle?

Have you trimmed extra and unnecessary words?

Is every word ESSENTIAL?

Are you conveying what you need to, to tell customers in the shortest amount of words possible?

Have you checked your grammar and spelling?

Is it consistent? For example, did you notice that every post about this has been somehow different? Your message should ALWAYS be consistent!

2) Are you persuasive or just plain pushy?

Evaluate what you are saying simply by talking to someone in your office, or better yet, tell a potential customer.

Are you outlining the benefits of your product and service? Or are you just telling people how great your products and services are?

3) Is your copy exciting?

Read your content aloud, no matter what media it is intended for.

Does it sound natural and flowing?

Does it sound like you are having a conversation with a friend? (if not... it should)

Your copy should grab people's attention from the get-go. Make use of emotive words or images, relevant headlines, and punchy sentences that hit their pain points fast.

Is your first line optimised to clearly explain what you're offering or who you are targeting?

Does it touch on a common problem you know your target market is concerned about?

Does it use short sentences?

Does it ask questions?

Does it intrigue them, particularly at the start?



4) Is your message structured?

You don't want to confuse your customers with jargon. Instead, guide them neatly through, hold their hand right to the end, where they will take action and purchase.

To achieve this optimal structure, start by honestly reviewing your content, then change it and fix it to make it work.

Then, finally, when your message is ticking all of the boxes, you can release it to the wild and let it do it's thing!

THE FINAL STEP:

Monitoring your results... See the posts about tracking your advertising investments at www.coastlive.com.au/blogs/ for details and also a free spreadsheet to do this for you.

Next, analyse those results, then tweak appropriately to get better results.

How much engagement did your message get?

Did you get any complaints? Any Compliments? Get any Feedback at all?

If you received any complaints, try and address these in your next marketing message, or if you got none, add on to your success with more of the same – or change it up.

It is your message that is out there.

The more notice you get, the better you can expect your results to be.

SO: Keep creating great marketing messages by targeting the right audience, with the right media, and, use these posts as your guide.

Creating engaging marketing is the BEST way to get seen, get found, and get customers.



This document is supplied free to readers of the West Coast Radio's 'Blog For Clients' and relates directly to the 6 posts which reference Essential Marketing in 5 Easy Steps, written by Earl Pilkington.

This is meant as a simple and basic guide only, and should not be used as a substitute for professional advice from marketing professionals.