



# Stop Following “Best Practices”

From Wasted Resources to  
Measurable Returns



# What Is Digital Marketing?



# What Is *Digital* Marketing?



# What Is Digital *Marketing*?

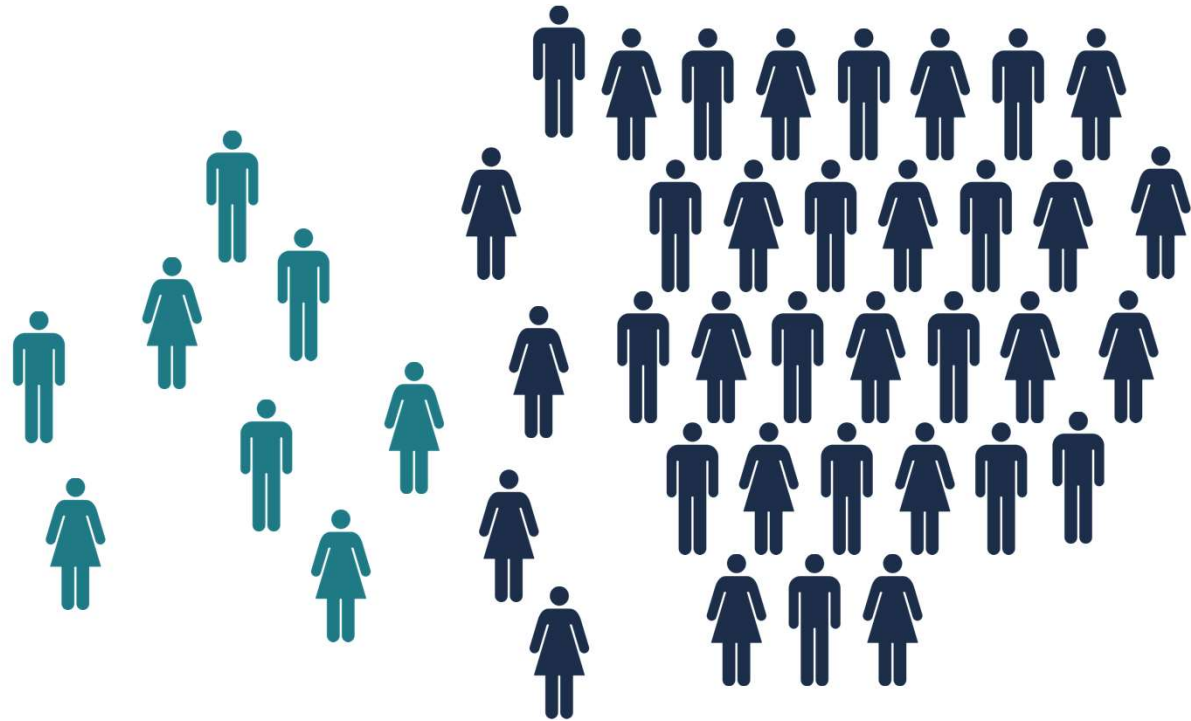


# These Things Are *Not* Marketing

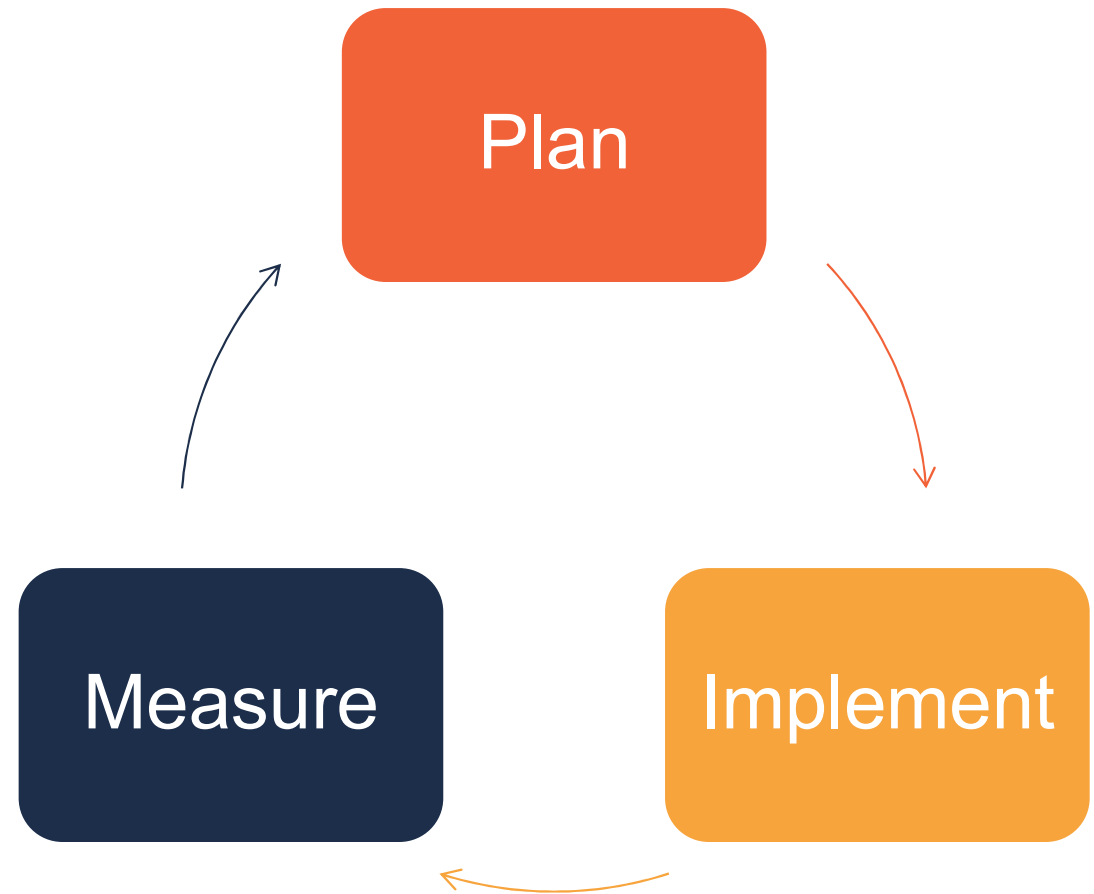




# Reliable System to Bring in and Convert Leads

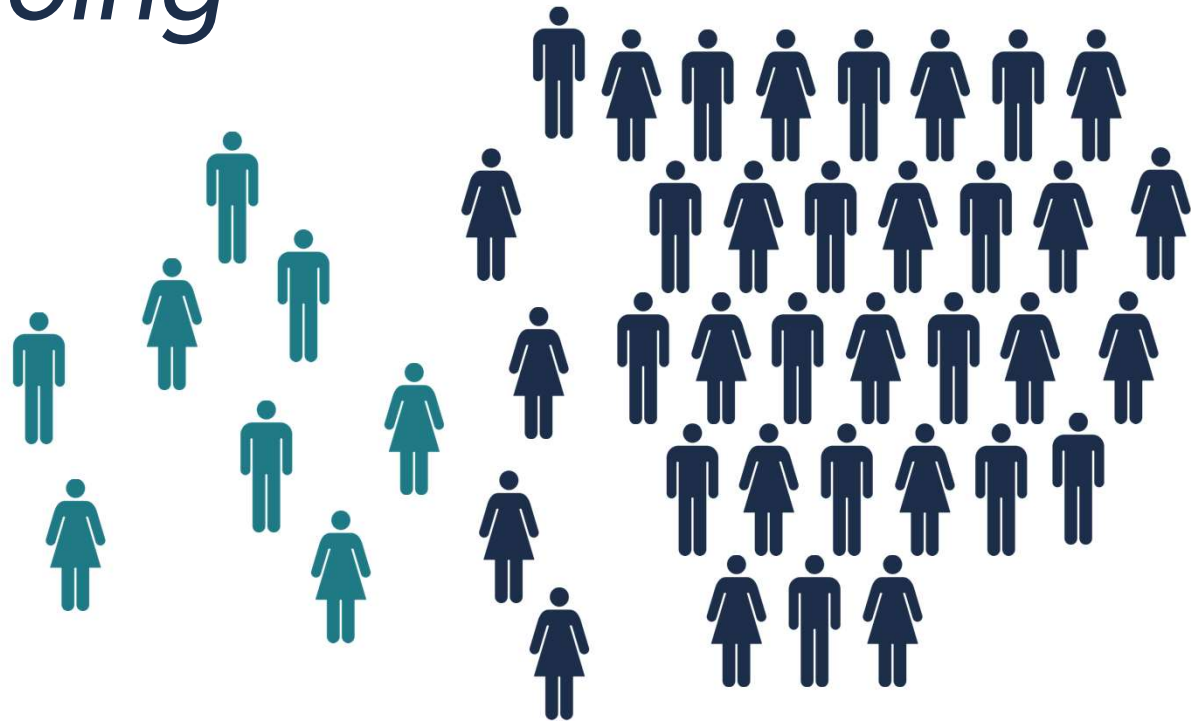


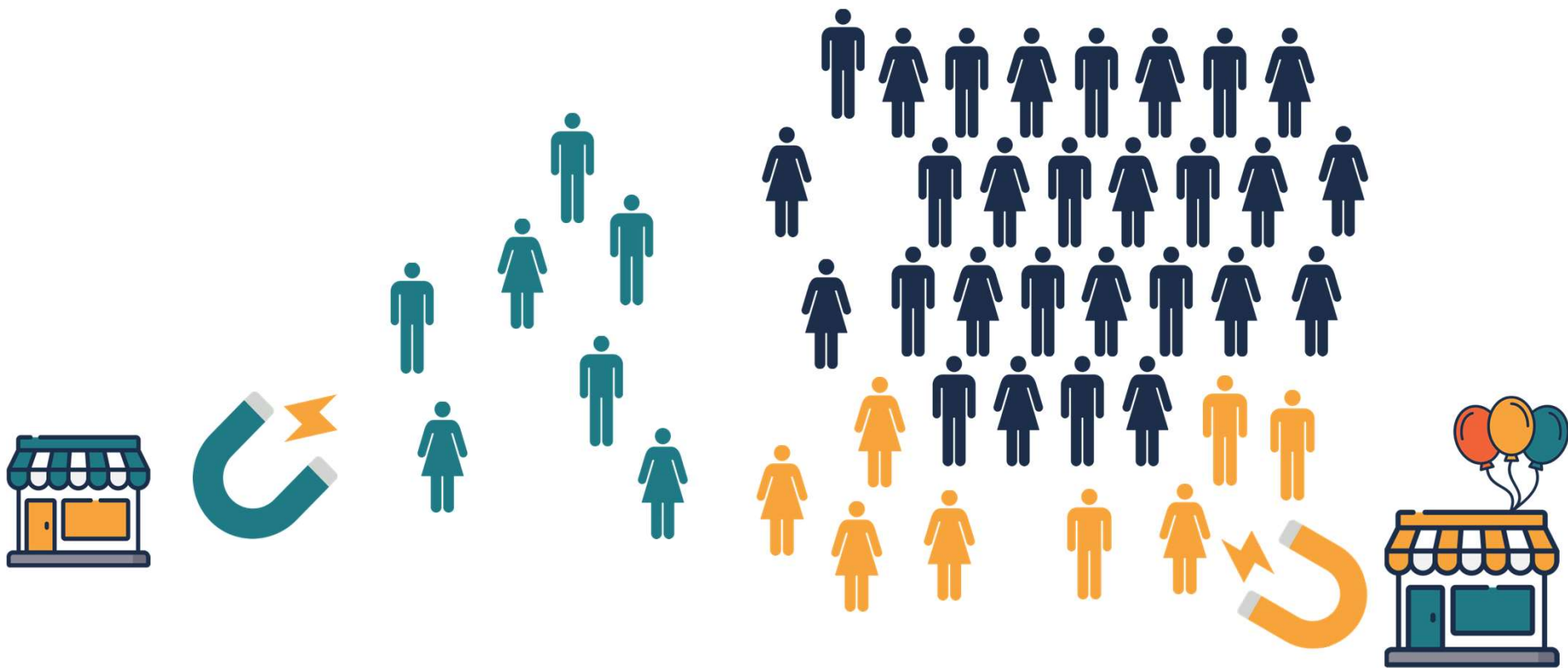
*This is*  
Marketing.





It is an *ongoing* process.





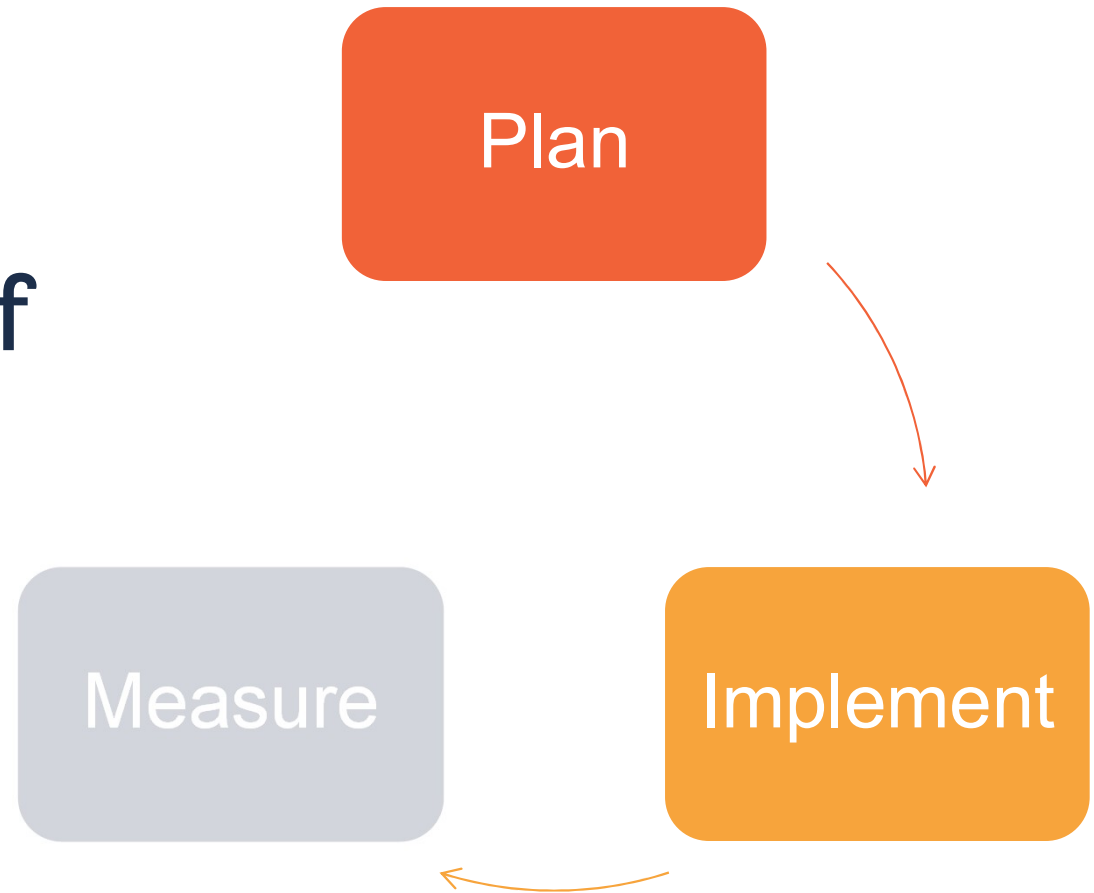
*Implementing is  
the easy part.*

Plan

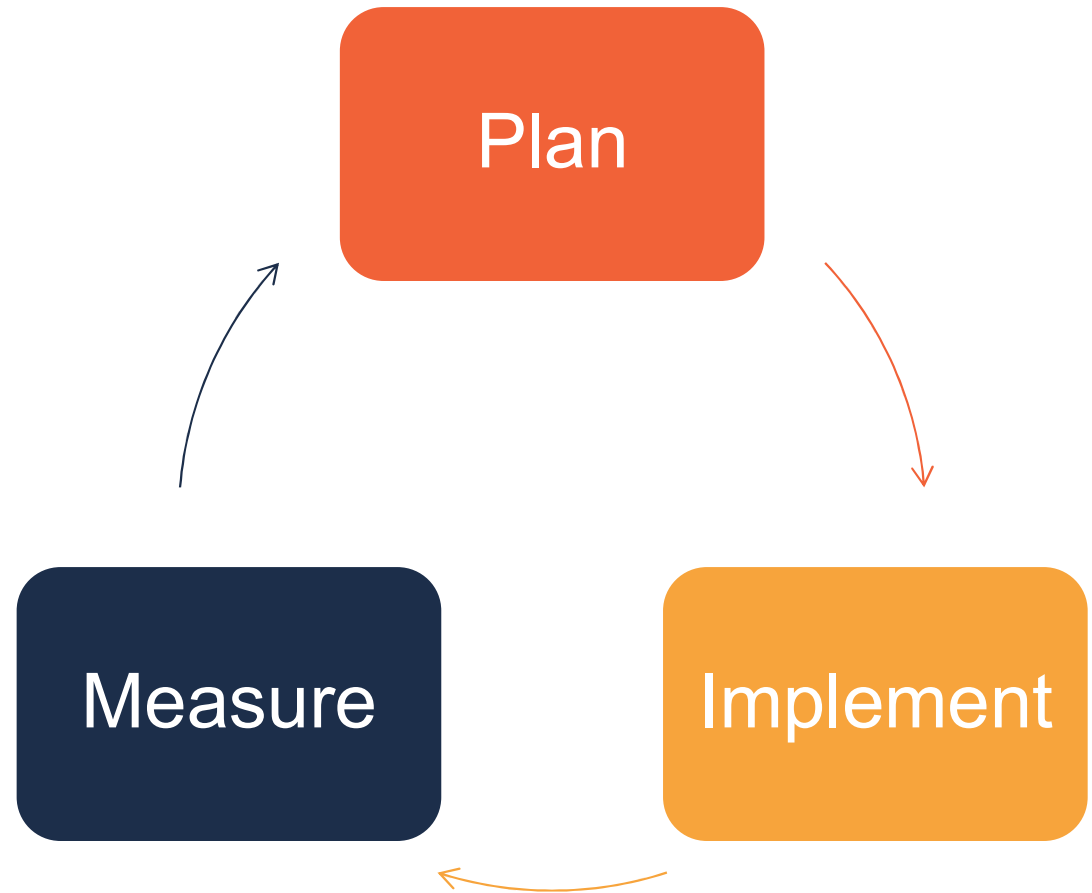
Measure

Implement

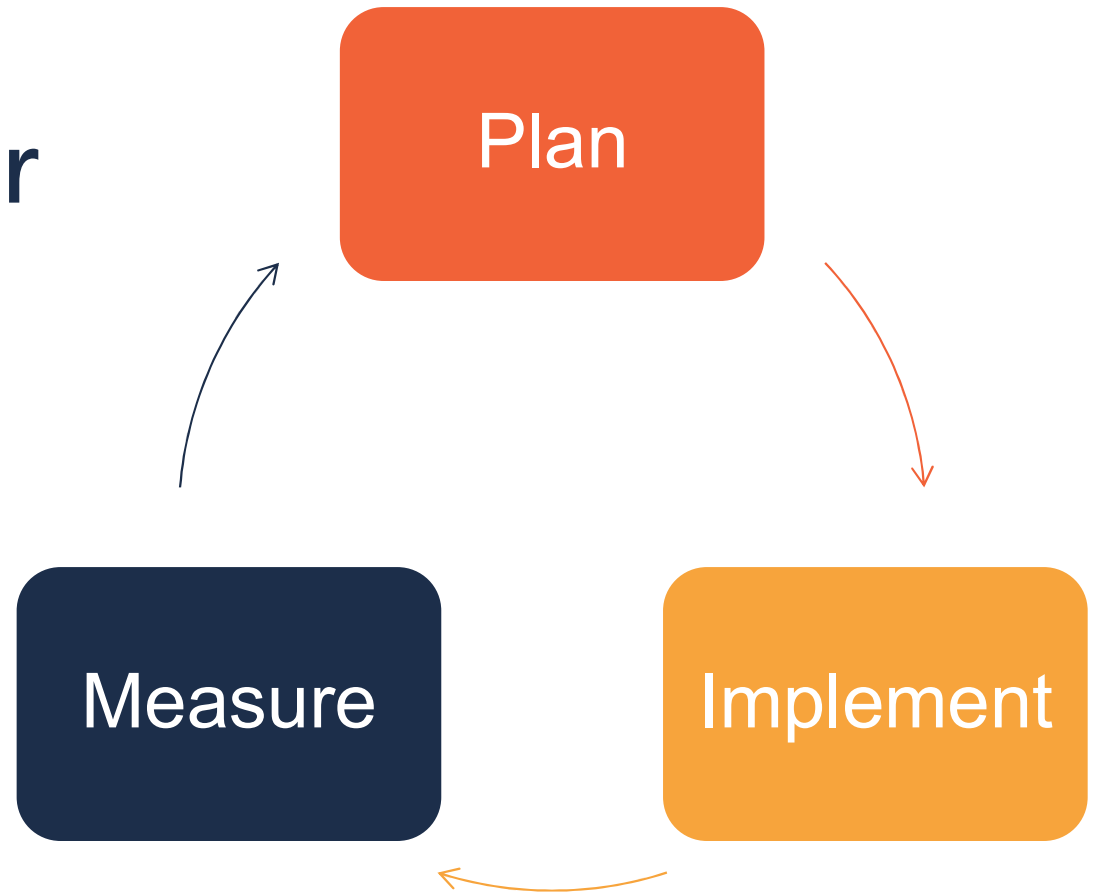
*A plan* triples  
your chances of  
success.



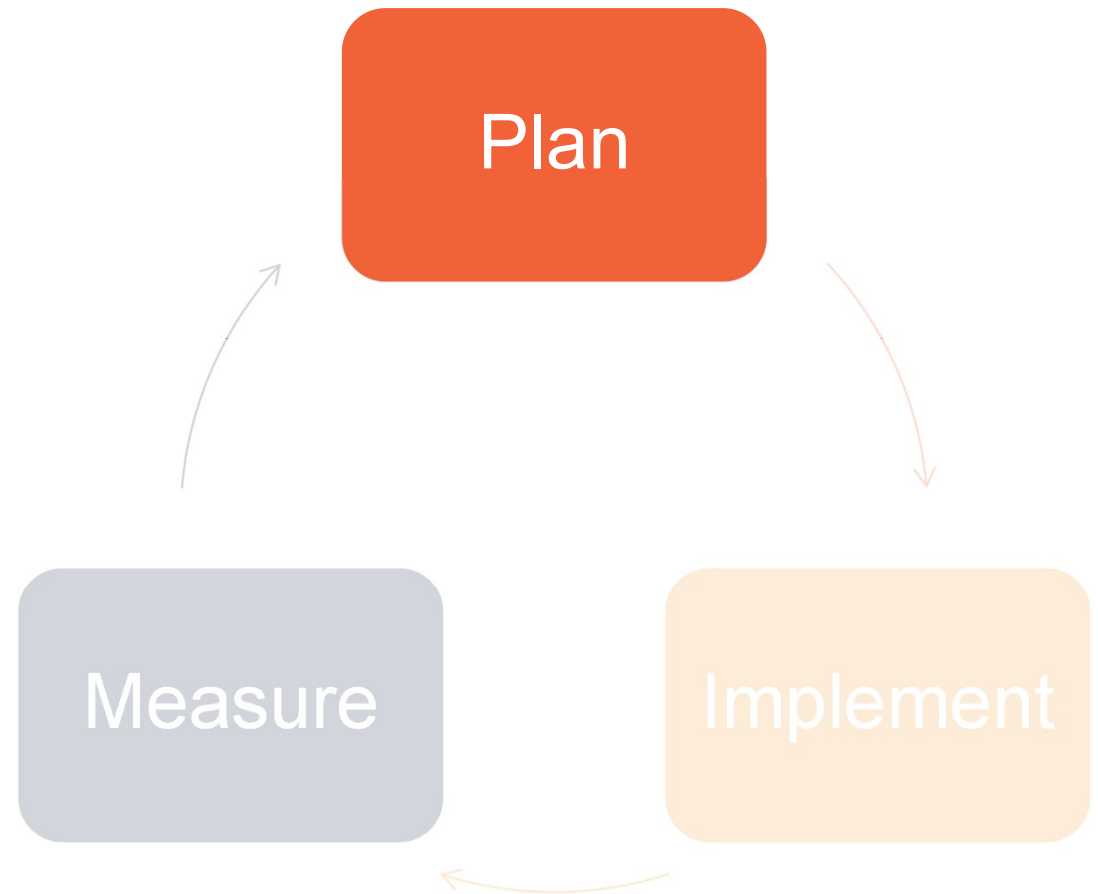
*Measuring*  
reduces waste  
by 25 – 60%.



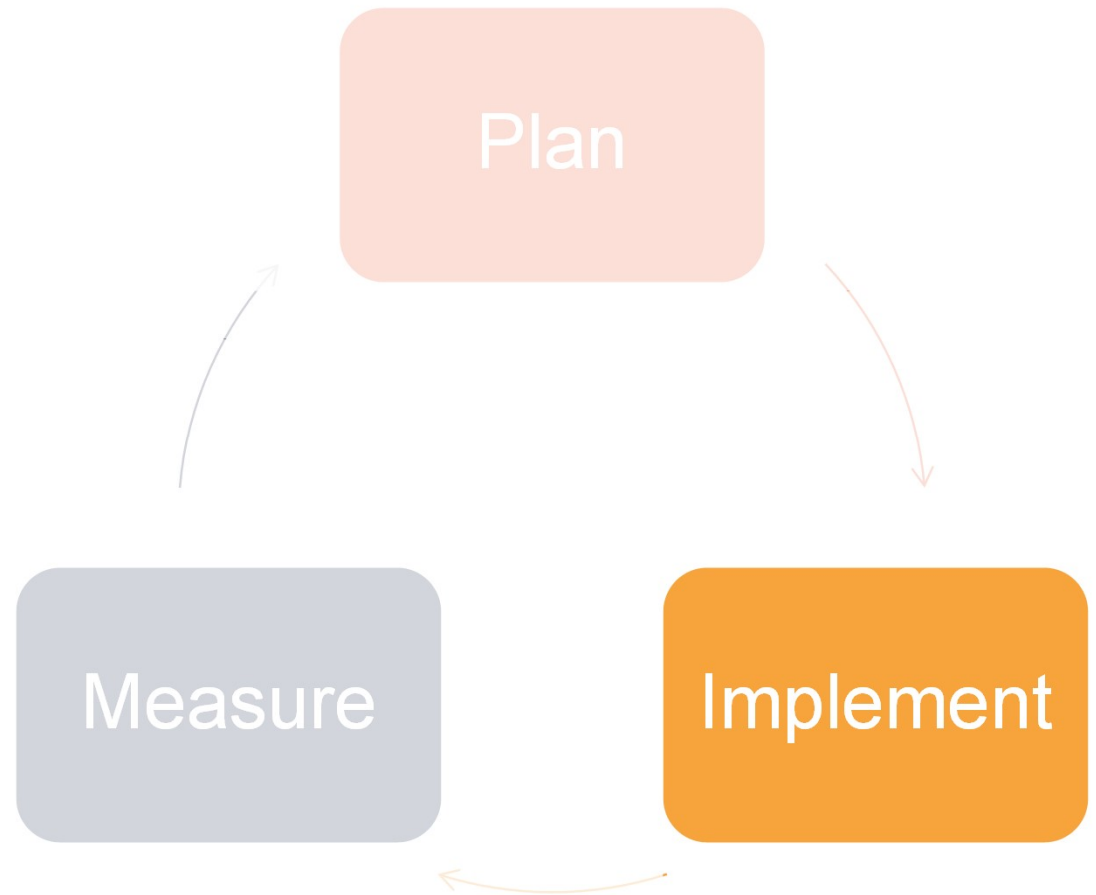
**Are You  
Marketing... or  
Just Creating  
Content?**



# This Session



# ***Next Session***





# I will give you...



**a copy of  
these slides**



**a list of all tools  
I mention**

# Download Worksheets



[WRDigitalMarketing.com/SMB](http://WRDigitalMarketing.com/SMB)

**Email Drip Campaign**

Drip Campaign Trigger: When \_\_\_\_\_

Audience: \_\_\_\_\_

Goal: \_\_\_\_\_

	Topic	Content	CTA
Day 1	Deliver the goods		Add _____ tag
Day 5	Provide value		Add _____ tag
Day 10	Promo		Add _____ tag
Day 20	Provide value		Add _____ tag
Day 30	Promo		Add _____ tag

Add "Completed \_\_\_\_\_ Drip" tag  
Move to Newsletter List

**DIGITAL  
MARKETING**



# **What You Need *Before* You Start Marketing**

# Before You Start Marketing

## Business Strategy



# Before You Start Marketing

**Business Strategy**



**Brand Strategy**



# Before You Start Marketing

**Business Strategy**



**Brand Strategy**



**Marketing Strategy**



# Before You Start Marketing

**Business Strategy**



**Brand Strategy**



**Marketing Strategy**

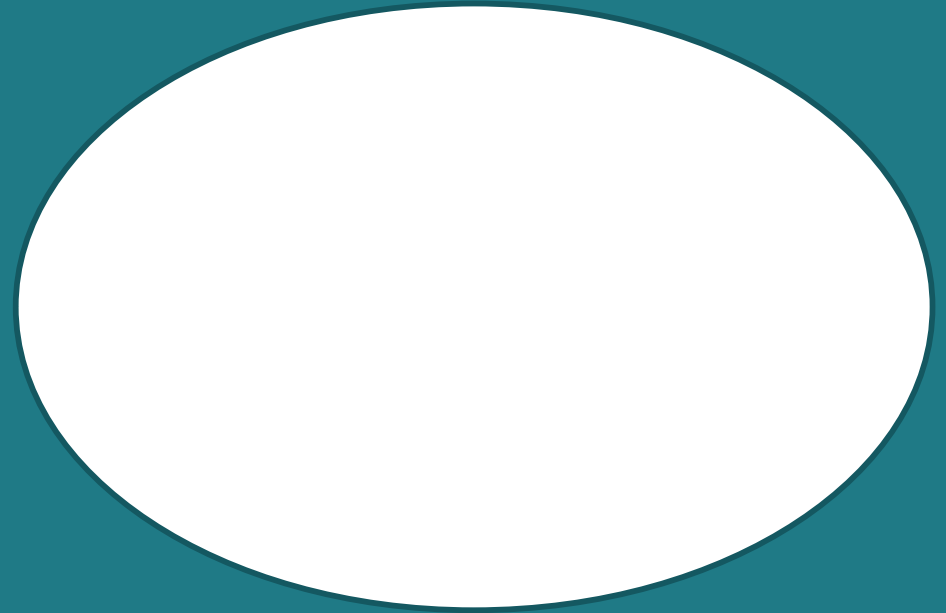


**Marketing Plan**





# Business Strategy








# Business Strategy

Your plan for how your business will compete in a particular market with a product or service.

# Business Strategy



A word cloud of business strategy terms arranged in a diamond shape. The words are in various colors (teal, orange, red, blue) and fonts (serif, sans-serif, script). The terms include:

- entry and exit
- barriers
- cost
- business model
- sources of revenue
- flow
- distribution
- channels
- analysis
- market segmentation
- product/service portfolio
- market structure and competitors
- spread and structure
- organizational culture
- supply and demand
- partnerships
- organizational scale
- swot
- market trends
- strategic
- structure
- cash
- organizational agility
- ip and differentiation



# Business Strategy



PeopleFund

A word cloud of business strategy terms. The words are arranged in a circular pattern, with some words appearing multiple times. The words include: entry and exit, barriers, cost, business model, sources of revenue, flow, distribution, channels, analysis, market segmentation, product/service portfolio, market structure and competitors, spread and structure, organizational culture, supply and demand, partnerships, cash, organizational agility, ip and differentiation, swot, market trends, and strategic structure.



# Business Strategy



what you do



# Business Strategy



**what you do**



**who you serve**



# Business Strategy



**what you do**



**who you serve**



**your  
differentiator**





Gas Station &  
Convenience Store



# Business Strategy

*Who You Serve*

*What You Do*

*Your Differentiator*



Gas Station &  
Convenience Store



# Business Strategy

*Who You Serve*  
Travelers on Road Trips

*What You Do*

*Your Differentiator*





Gas Station &  
Convenience Store



# Business Strategy

*Who You Serve*  
Travelers on Road Trips

*What You Do*  
Provide a Fun,  
Convenient Pit Stop

*Your Differentiator*



Gas Station &  
Convenience Store



# Business Strategy

*Who You Serve*  
Travelers on Road Trips

*What You Do*  
Provide a Fun,  
Convenient Pit Stop

*Your Differentiator*  
Clean Bathrooms



Gas Station &  
Convenience Store



# Business Strategy

*Who You DON'T Serve*

*What You DON'T Do*



Gas Station &  
Convenience Store



# Business Strategy

*Who You DON'T Serve*  
People who just need gas

*What You DON'T Do*



Gas Station &  
Convenience Store



## Business Strategy

*Who You DON'T Serve*  
People who just need gas

*What You DON'T Do*  
Compete on price



Gas Station &  
Convenience Store



## Business Strategy

*Who You DON'T Serve*  
People who just need gas

*What You DON'T Do*  
Compete on price





Gas Station &  
Convenience Store



## Business Strategy

*Who You DON'T Serve*  
People who just need gas

*What You DON'T Do*  
Compete on price





Gas Station &  
Convenience Store



## Business Strategy

**4x**  
Customers as Industry Avg





Gas Station &  
Convenience Store



## Business Strategy

**4x**  
Customers as Industry Avg

**\$12-20 Million**  
Annual Sales



Gas Station &  
Convenience Store



## Business Strategy

**4x**  
Customers as Industry Avg

**\$12-20 Million**  
Annual Sales

**2 New**  
Locations / Year



**Gas Station &  
Convenience Store**



# **Business Strategy**

**What Business Am  
I Talking About?**



# Business Strategy

**Buc-ee's!**



**Business Strategy**



**Brand Strategy**



**Business Strategy**



**Brand Strategy**

*How You Communicate  
What Your Business Is*



Gas Station &  
Convenience Store



# Business Strategy

*Who Do You Serve*  
Travelers on Road Trips

*What Do You Do*  
Provide a Fun,  
Convenient Pit Stop

*Your Differentiator*  
Clean Bathrooms



## Brand Strategy

### Colors

#D31145

#FEF117

#FFFFFF

#955404

### Voice

Witty

Fun

Friendly

Trustworthy

*Unique Selling Proposition*  
**World's Cleanest Bathrooms**



# What You Do & Who You Serve

WHAT YOU DO AND WHO YOU SERVE



WHAT YOU DO	WHO YOU SERVE





Gas Station &  
Convenience Store



# Business Strategy

*Who You Serve*  
Travelers on Road Trips

*What You Do*  
Provide a Fun,  
Convenient Pit Stop

*Your Differentiator*  
Clean Bathrooms



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*Unique Selling Proposition*  
**World's Cleanest Bathrooms**



**Brand Strategy**  
must be expressed by  
the business itself.







**Brand Strategy**  
must be expressed by  
the business itself.



- **Well-trained and well-paid staff**
- 
- 
-



**Brand Strategy**  
must be expressed by  
the business itself.



- Well-trained and well-paid staff
- A cleaning team 24 hours a day
- 
-





**Brand Strategy**  
must be expressed by  
the business itself.



- Well-trained and well-paid staff
- A cleaning team 24 hours a day
- Many, many gas pumps
-



**Brand Strategy**  
must be expressed by  
the business itself.

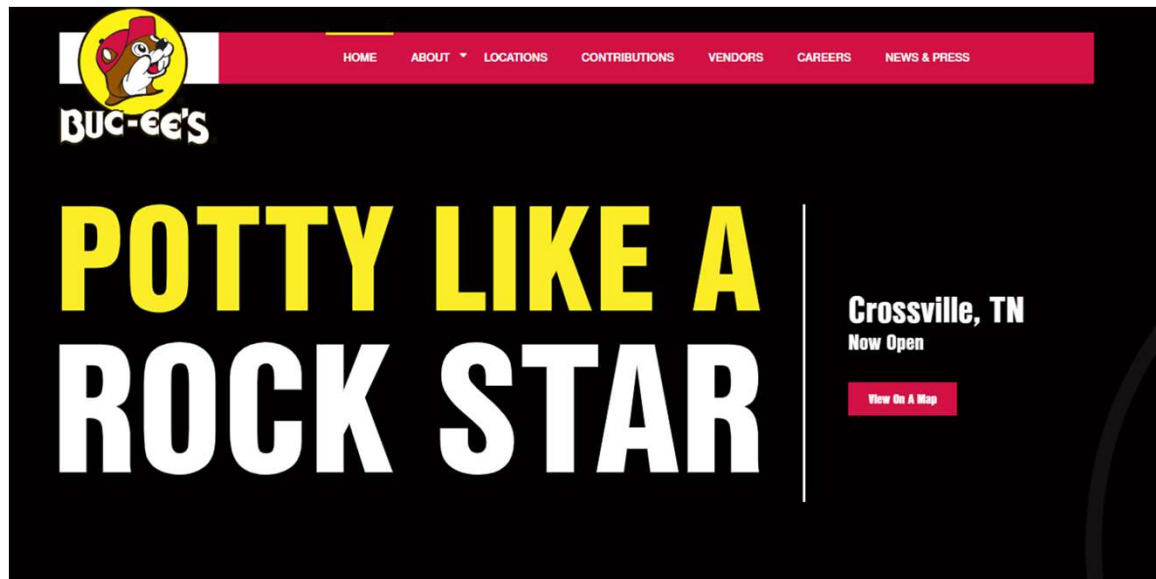


- Well-trained and well-paid staff
- A cleaning team 24 hours a day
- Many, many gas pumps
- Tasty snacks





# Consistency



**ONLY 262 MILES TO BUC-EE'S.**  
**YOU CAN HOLD IT.**



**262 MILES**

**BUC-EE'S**

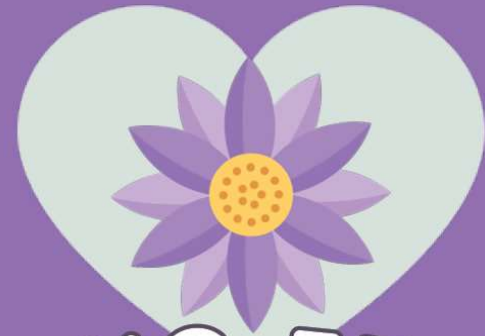
ONLY 262 MILES TO BUC-EE'S.  
**YOU CAN HOLD IT.**



**BUC-ee's**

**262 MILES**

YOU DESERVE A  
*Clean Restroom*



**BUC-EE'S**

**262 Miles**

# When You Have a Strong Brand





# When You Have a Strong Brand

People will...

- 
- 
- 





# When You Have a Strong Brand

People will...

- Refer business to you







# When You Have a Strong Brand

People will...

- Refer business to you
- Pay more to buy from you
- 





# When You Have a Strong Brand

People will...

- Refer business to you
- Pay more to buy from you
- PAY to advertise for you





# Your Brand Strategy

1

2

3





# Your Brand Strategy

- 1 Brand Message
- 2
- 3



## What Your Message Is

BRAND MESSAGING | Using the StoryBrand Brandscript Framework:



<b>A CHARACTER</b> WHAT DO THEY WANT _____ _____ _____ _____	<b>MEETS A GUIDE</b> WHO UNDERSTANDS THEIR FEAR EMPATHY _____ _____ AUTHORITY _____ _____	<b>THAT CALLS THEM TO ACTION</b> DIRECT _____ _____ _____ _____ _____ _____ TRANSITIONAL _____ _____ _____ _____ _____	<b>THAT RESULTS IN SUCCESS</b> _____ _____ _____ _____ _____ _____ _____ _____
<b>WITH A PROBLEM</b> EXTERNAL _____ _____ INTERNAL _____ _____ PHILOSOPHICAL _____ _____ _____	<b>AND GIVES THEM A PLAN</b> STEP 1 _____ _____ STEP 2 _____ _____ STEP 3 _____ _____ _____	<b>AND AVOIDS FAILURE</b> _____ _____ _____ _____ _____ _____ _____ _____	
<b>TRANSFORMS</b> FROM: _____ TO: _____ _____ _____			



# Your Brand Strategy

- 1 Brand Message
- 2
- 3

1

# Brand Message

## BRAND MESSAGING

Using the StoryBrand Brandscript Framework



<b>A CHARACTER</b> WHAT DO THEY WANT _____ _____ _____ _____ _____	<b>MEETS A GUIDE</b> WHO UNDERSTANDS THEIR FEAR EMPATHY _____ _____ _____ AUTHORITY _____ _____	<b>THAT CALLS THEM TO ACTION</b> DIRECT _____ _____ _____ _____ _____ _____ TRANSITIONAL _____ _____ _____ _____ _____	<b>THAT RESULTS IN SUCCESS</b> _____ _____ _____ _____ _____ _____
<b>WITH A PROBLEM</b> EXTERNAL _____ _____ _____ _____ INTERNAL _____ _____ _____ _____ PHILOSOPHICAL _____ _____ _____ _____	<b>AND GIVES THEM A PLAN</b> STEP 1 _____ _____ _____ STEP 2 _____ _____ _____ STEP 3 _____ _____ _____		<b>AND AVOIDS FAILURE</b> _____ _____ _____ _____ _____ _____
<b>TRANSFORMS</b> FROM: _____ TO: _____ _____ _____			

1

# Brand Message

*#1 Wall Street Journal Bestseller*

DONALD MILLER

*New York Times Bestselling Author*

## BUILDING A STORY BRAND



Clarify Your Message  
So Customers Will Listen

*Use the 7 Elements of Great Storytelling to Grow Your Business*



# Your Brand Strategy

- 1 Brand Message
- 2 Brand Voice
- 3



## How Your Message Sounds

**We are...**

Witty

Fun

Friendly

Trustworthy



**1** Brand Message

**2** Brand Voice

**3**

# 2 Brand Voice Exercise

## BRAND VOICE EXERCISE



accessible	diverse	historic	reliable	tried-and-true
actionable	down-to-earth	in touch	responsible	trusted
aggressive	driven	informal	responsive	urban
approachable	eclectic	innovative	rural	value-oriented
assertive	efficient	international	savvy	visionary
authentic	elegant	lavish	serious	welcoming
bleeding-edge	elite	leading edge	sexy	white collar
blue collar	empowering	market-driven	simple	wise
broad	expensive	modern	slick	
casual	experienced	narrow	smart	
classic	fair	national	strategic	
community-building	flexible	pioneering	structured	
conservative	focused	practical	tactical	



## 2 Brand Voice Exercise

### BRAND VOICE EXERCISE



Find Your  
6 Words

accessible	diverse	historic	reliable	tried-and-true
actionable	down-to-earth	in touch	responsible	trusted
aggressive	driven	informal	responsive	urban
approachable	eclectic	innovative	rural	value-oriented
assertive	efficient	international	savvy	visionary
authentic	elegant	lavish	serious	welcoming
bleeding-edge	elite	leading edge	sexy	white collar
blue collar	empowering	market-driven	simple	wise
broad	expensive	modern	slick	
casual	experienced	narrow	smart	
classic	fair	national	strategic	
community- building	flexible	pioneering	structured	
conservative	focused	practical	tactical	



## Your Brand Strategy

- 1 Brand Message
- 2 Brand Voice
- 3 Brand Look



## How Your Message Looks



- 1 Brand Message
- 2 Brand Voice
- 3 Brand Look

**3**

## **Brand Look**



- **Brand Board Template**
- **Brand Kit**






Witty  
Fun  
Friendly  
Trustworthy

## BRAND MESSAGING

## Using the StoryBrand Brandscript Framework.



### A CHARACTER

WHAT DO THEY WANT

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### MEETS A GUIDE

WHO UNDERSTANDS THEIR FEAR

EMPATHY

AUTHORITY

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### THAT CALLS THEM TO ACTION

DIRECT

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### THAT RESULTS IN SUCCESS

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### WITH A PROBLEM

EXTERNAL

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INTERNAL

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PHILOSOPHICAL

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### AND GIVES THEM A PLAN

STEP 1

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STEP 2

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STEP 3

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### TRANSFORMS

FROM:

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TO:

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### AND AVOIDS FAILURE

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### 3 Brand Look

11

# Your Brand Strategy

Witty  
Fun  
Friendly  
Trustworthy



**BRAND MESSAGING** Using the StoryBrand Brandscript Framework.

```

graph TD
    A["A CHARACTER  
WHAT DO THEY WANT  
_____  
_____  
_____  
_____"] --> B["MEETS A GUIDE  
WHO UNDERSTANDS THEIR FEAR  
EMPTISHY  
  
_____  
_____  
AUTHORITY  
_____  
_____"]
    B --> C["THAT CALLS THEM TO ACTION  
DIRECT  
_____  
_____  
_____  
_____  
_____  
_____"]
    C --> D["THAT RESULTS IN SUCCESS  
_____  
_____  
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_____"]
    D --> E["WITH A PROBLEM  
  
EXTERNAL  
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_____  
  
PHILOSOPHICAL  
_____  
_____  
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_____"]
    E --> F["AND GIVES THEM A PLAN  
  
STEP 1  
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STEP 2  
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_____  
  
STEP 3  
_____  
_____  
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_____  
_____"]
    F --> G["TRANSFORMS  
  
FROM: _____ TO: _____  
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_____  
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_____  
_____"]
    G --> E
  
```

- 11

# Your Brand Strategy



Gas Station &  
Convenience Store



# Business Strategy

*Who You Serve*  
Travelers on Road Trips

*What You Do*  
Provide a Fun,  
Convenient Pit Stop

*Your Differentiator*  
Clean Bathrooms



## Brand Strategy

### Colors

#D31145

#FEF117

#FFFFFF

#955404

### Voice

Witty

Fun

Friendly

Trustworthy

*Unique Selling Proposition*  
**World's Cleanest Bathrooms**





**Business Strategy**  
↓  
**Brand Strategy**  
↓  
**Marketing Strategy**



**Business Strategy**



**Brand Strategy**



**Marketing Strategy**

*How You Get the Message  
to Your Audience  
&  
Turn Them into  
Loyal Customers*



**Business Strategy**



**Brand Strategy**



**Marketing Strategy**

- 1** *How You Get the Message to Your Audience*
- 2** *Turn Them into Loyal Customers*



# Marketing Strategy

- 1** How You Get the Message to Your Audience

**What Channels Will You Use?**





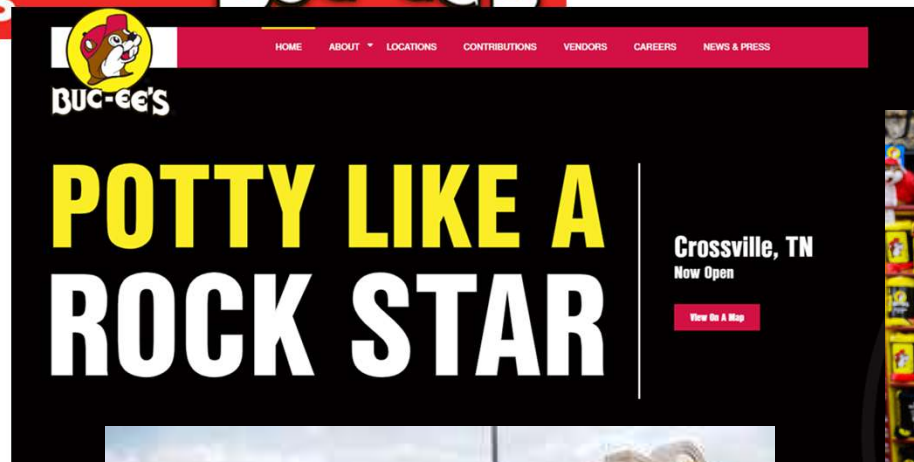
# Marketing Strategy

## 1 How You Get the Message to Your Audience

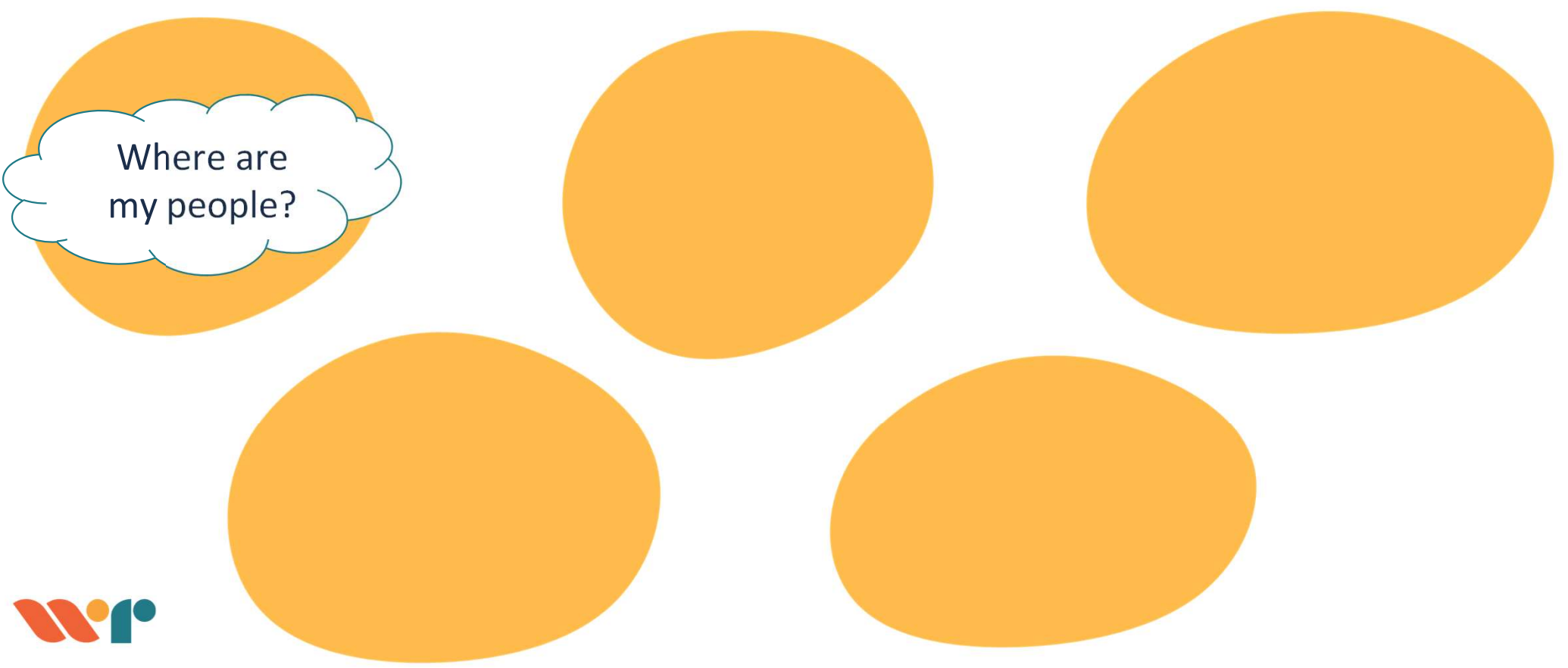
What Channels Will You Use?



# Marketing Channels



# How to Choose Your 5 Lead Sources



Where are  
my people?





# How to Choose Your 5 Lead Sources

Where are  
my people?

How can I capture  
their attention?



# How to Choose Your 5 Lead Sources

Where are  
my people?

Where are they  
looking for me?

How can I capture  
their attention?



# How to Choose Your 5 Lead Sources

Where are  
my people?

Where are they  
looking for me?

How can I capture  
their attention?

What can  
I afford?



# How to Choose Your 5 Lead Sources

Where are  
my people?

Where are they  
looking for me?

What are my  
strengths?

How can I capture  
their attention?

What can  
I afford?



# Lead Source Worksheet

## Awareness Channels Brainstorm

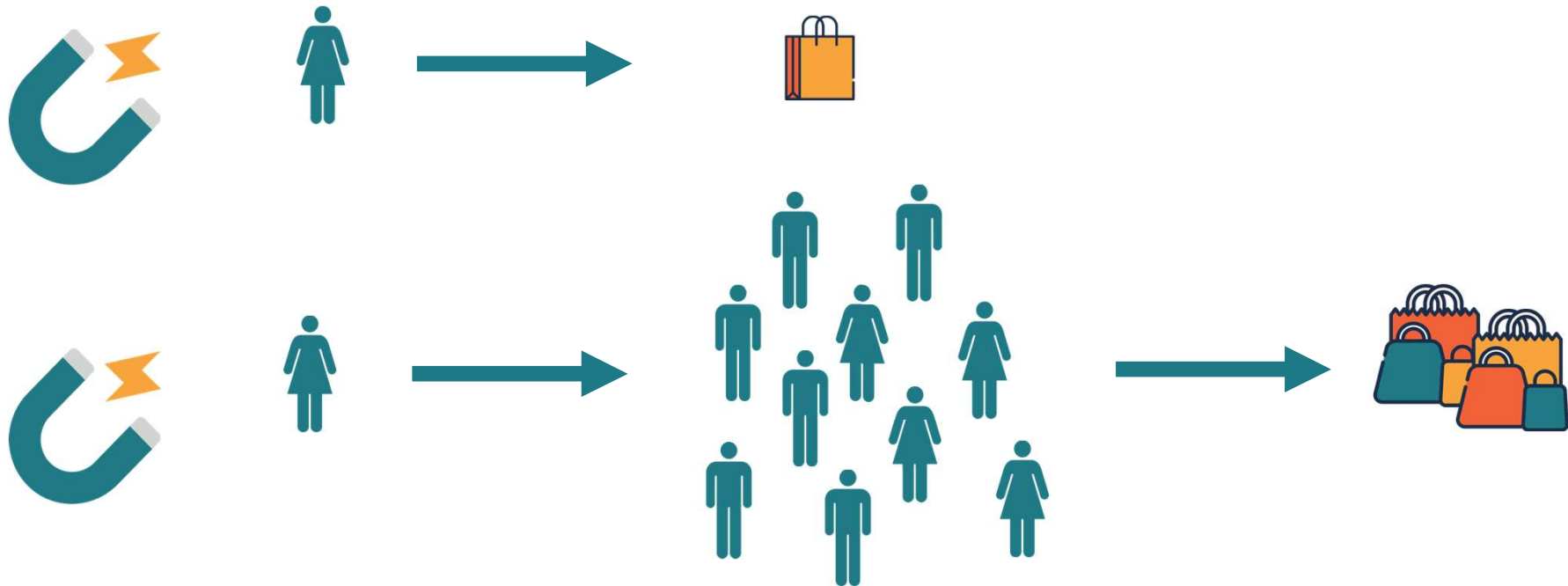
<b>Where does my target audience go?</b>	Where does your target audience go during the day? At night? Online? On weekends? What do they read and watch?	
<b>Where are they already looking for me?</b>	When your target audience is seeking your services/products, what actions do they take? Where do they look?	
<b>What are my strengths?</b>	What do you bring to the table? Are you good at connecting with people one-on-one? Are you a strong writer? A social media maven?	
<b>How can I capture their attention?</b>	What will make them take notice? Where are they most likely to notice?	
<b>What can I afford?</b>	What's your budget? How far can you make it go?	



Download More Free Resources:  
[WRDigitalMarketing.com/smb](http://WRDigitalMarketing.com/smb)



# Referral Source Worksheet



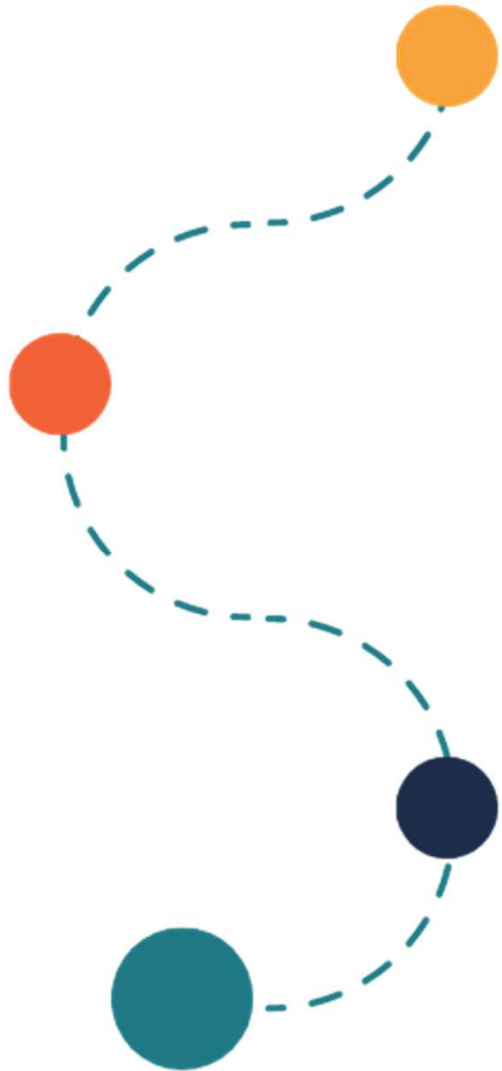
# Referral Source Worksheet

## Brainstorm Referral Sources

Who serves our target client, apart from direct competitors?	
Who interacts with our target client?	
Who influences our target client's purchasing decisions related to what we offer?	
Who do our target clients consult before realizing their need for our offerings?	
Who has provided or is currently providing referrals to you?	







# Marketing Strategy

**2** How You Will Turn  
Them into Loyal  
Customers



A funnel diagram with four horizontal segments of decreasing width from top to bottom. The segments are colored teal, orange, red-orange, and dark red. Each segment contains a white text label. The funnel is positioned on the left side of the slide.

**Awareness**

**Consideration**

**Conversion**

**Loyalty**



## **Marketing Strategy**

**2**

**How You Will Turn  
Them into Loyal  
Customers**



A funnel diagram consisting of four stacked trapezoidal sections. The top section is teal and labeled 'Awareness'. The three sections below it are grey and labeled 'Consideration', 'Conversion', and 'Loyalty' respectively. The funnel narrows from top to bottom.

**Awareness**

**Consideration**

**Conversion**

**Loyalty**

**Let People Know  
You Exist**

**Awareness**

**Consideration**

**Conversion**

**Loyalty**

**ONLY 262 MILES TO BUC-EE'S.  
YOU CAN HOLD IT.**



**262 MILES**

**BUC-EE'S**

**Awareness**

**Consideration**

**Conversion**

**Loyalty**

ONLY 262 MILES TO BUC-EE'S.  
**YOU CAN HOLD IT.**



**BUC-EE'S**

**262 MILES**



*"Oh, there's a place with  
bathrooms up ahead!"*



**Awareness**

**Consideration**

**Conversion**

**Loyalty**

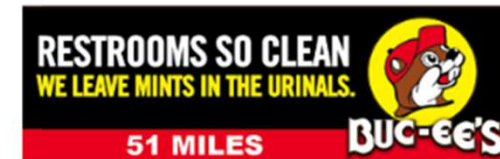
**Convince People to  
Pick Your Business**

Awareness

Consideration

Conversion

Loyalty





Awareness

Consideration

Conversion

Loyalty



*"Oh, they have good snacks. And I will need to use the restroom..."*



**Awareness**

**Consideration**

**Conversion**

**Loyalty**

**Average: 6-8  
Touchpoints**



**Awareness**

**Consideration**

**Conversion**

**Loyalty**

**Call Them to Action**

**Awareness**

**Consideration**

**Conversion**

**Loyalty**



**Awareness**

**Consideration**

**Conversion**

**Loyalty**



*"Oh, there it is. Let's go!"*



**Awareness**

**Consideration**

**Conversion**

**Loyalty**

**Keep Them Coming Back**

**Awareness**

**Consideration**

**Conversion**

**Loyalty**





**Awareness**

**Consideration**

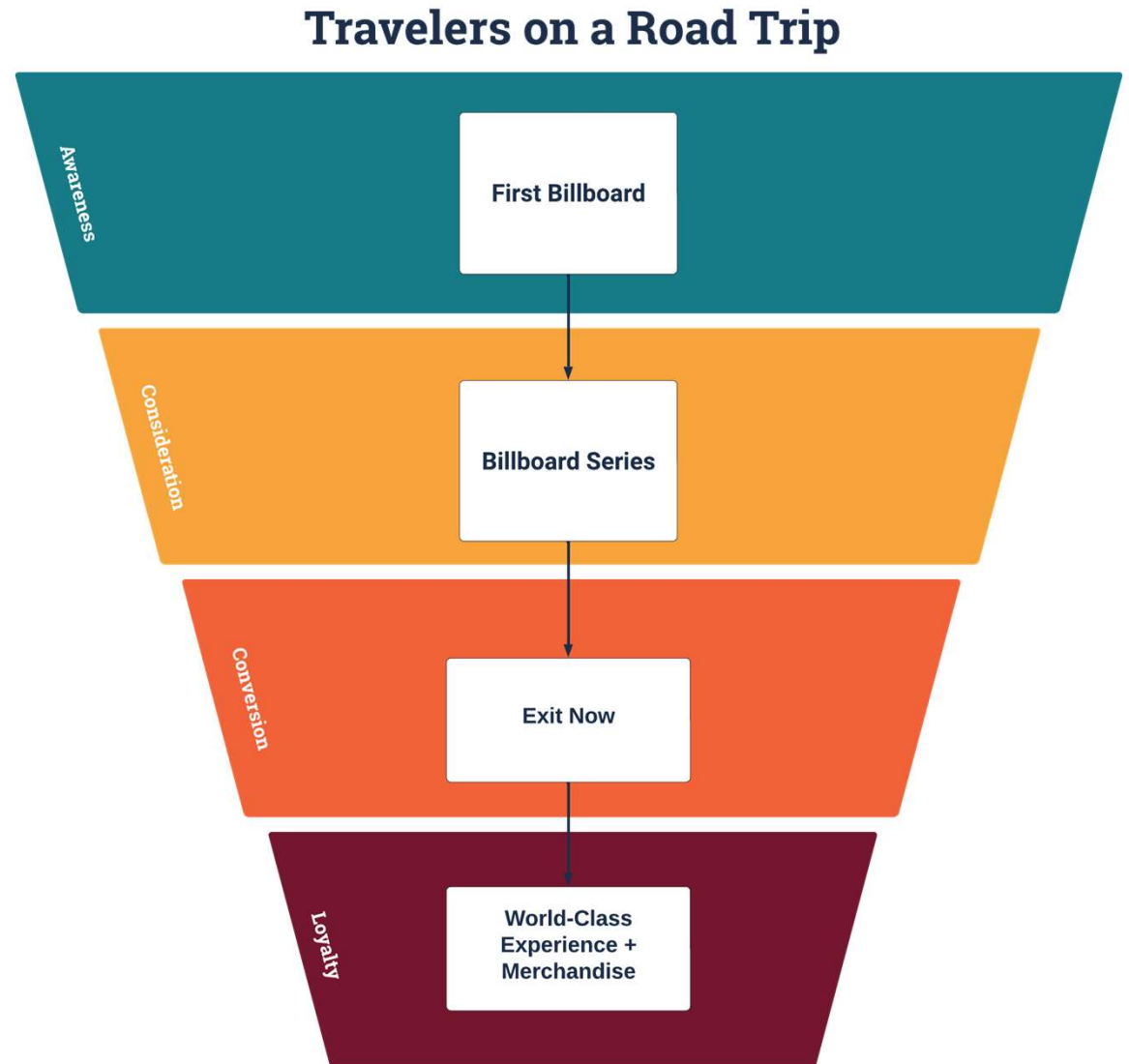
**Conversion**

**Loyalty**



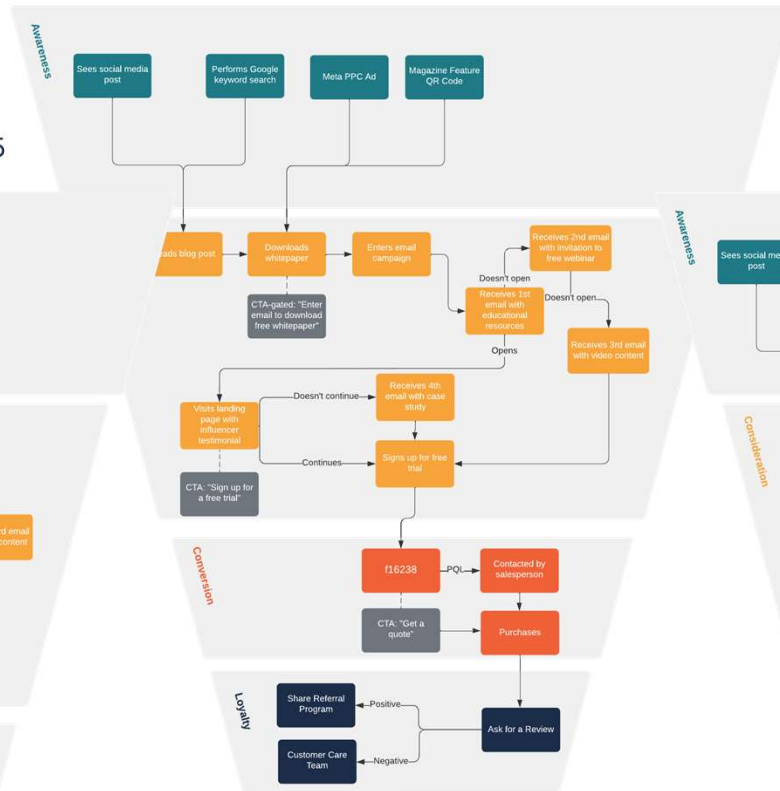
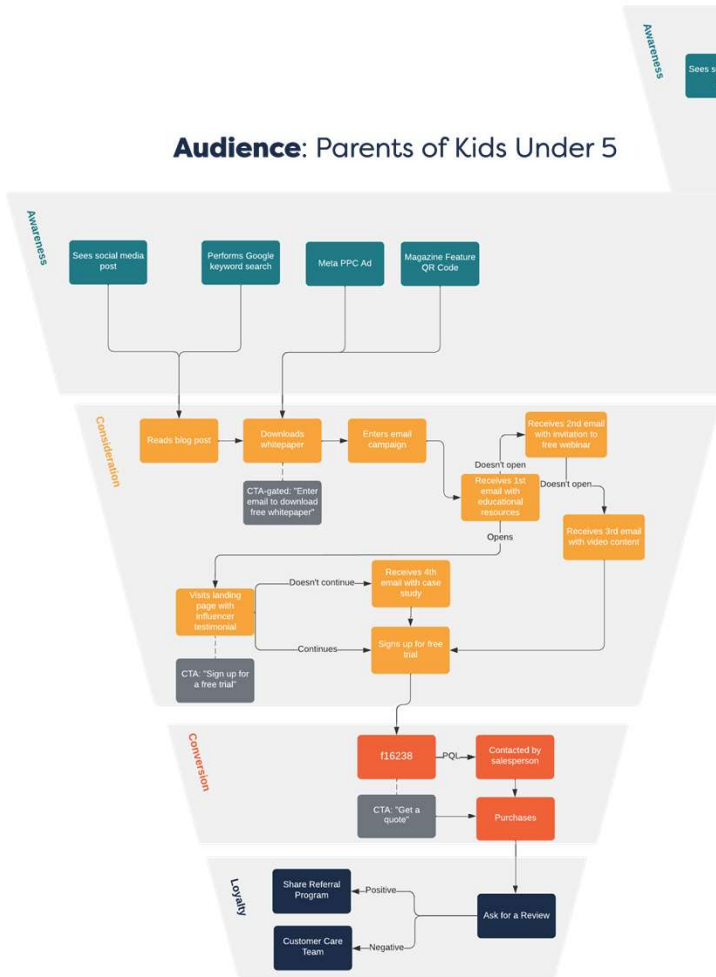
*"Let's stop here again.  
And let's tell our friends  
all about this place."*

# ***This Is Marketing Strategy***

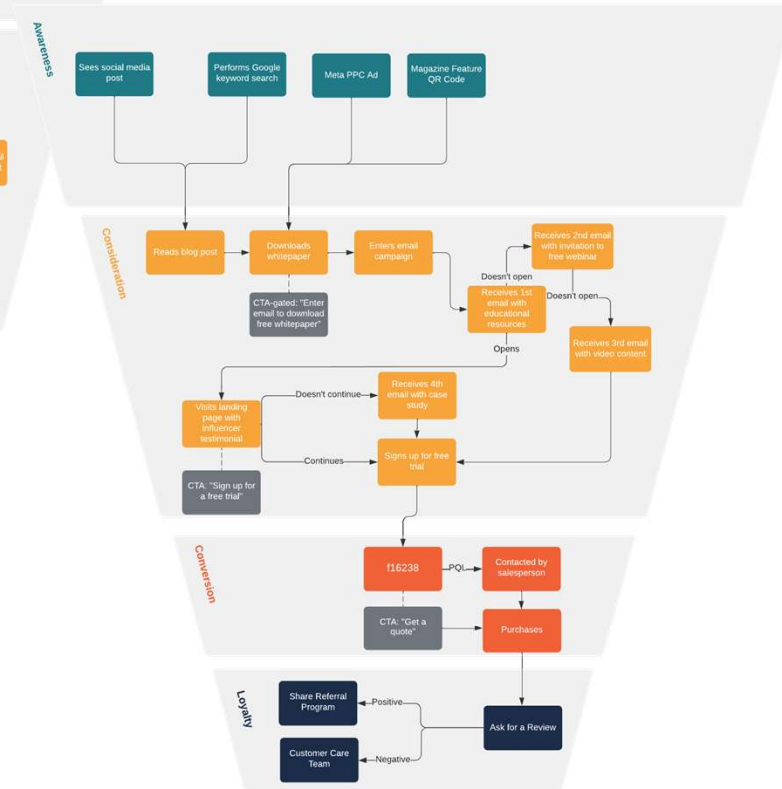


## Audience: Parents of Kids Ages 5-10

### Audience: Parents of Kids Under 5



### Audience: Parents of Kids 11-13



# Tools

1

2



# Tools

1

2



# Tools

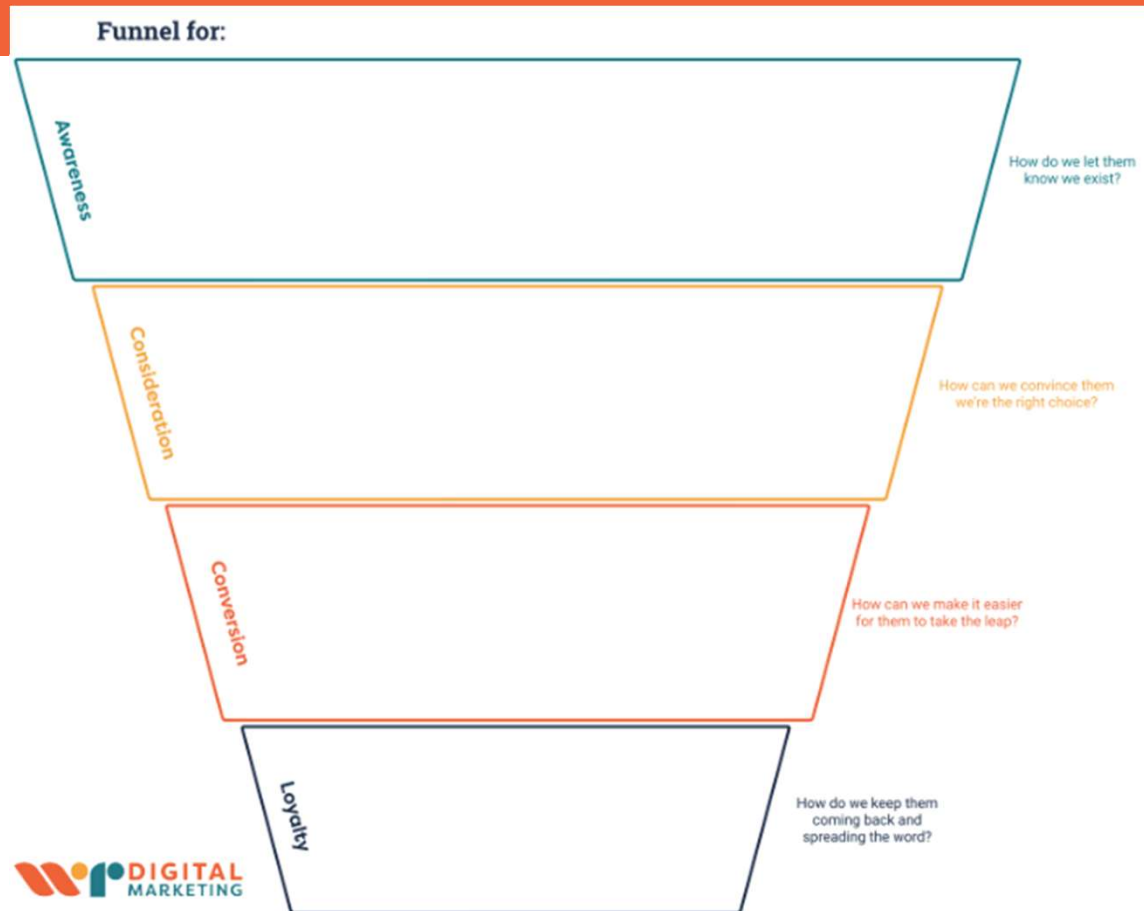
1

 **Lucidchart**

2



# Worksheet







**Business Strategy**



**Brand Strategy**



**Marketing Strategy**





**Business Strategy**



**Brand Strategy**



**Marketing Strategy**



**Marketing Plan**





**Business Strategy**



**Brand Strategy**



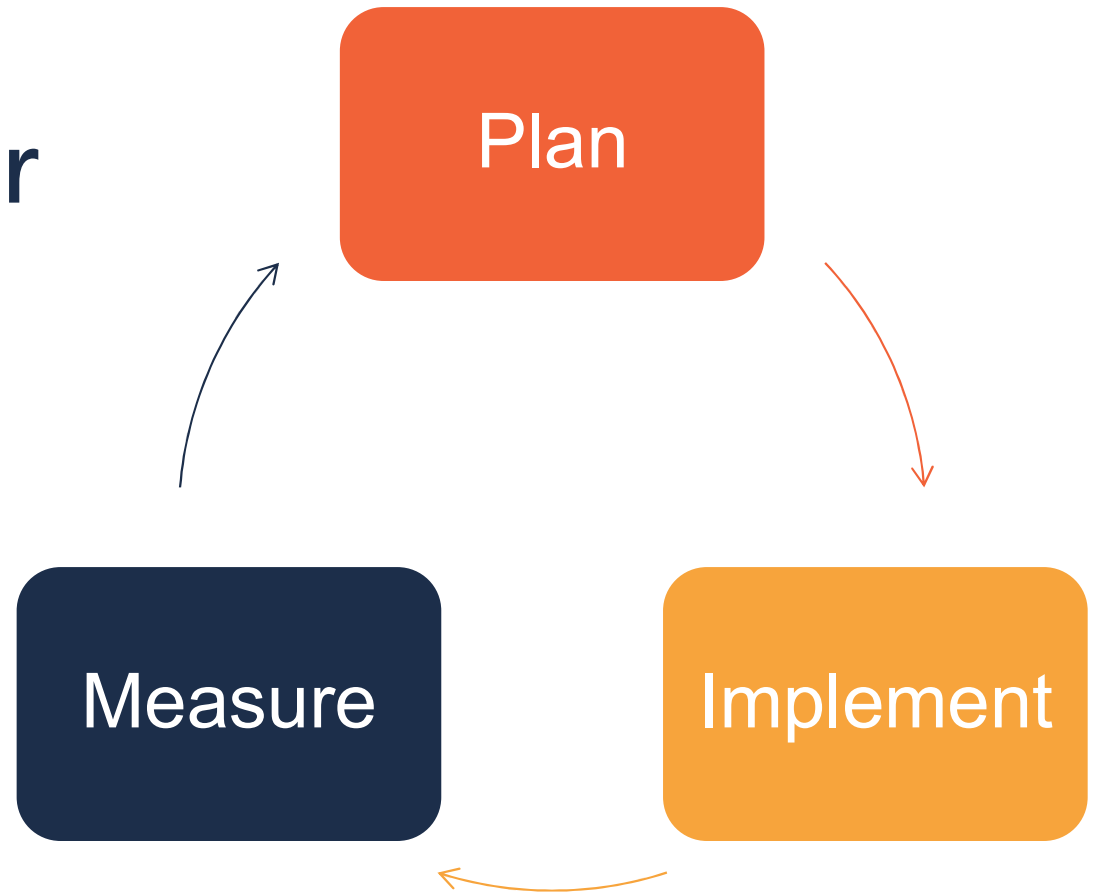
**Marketing Strategy**



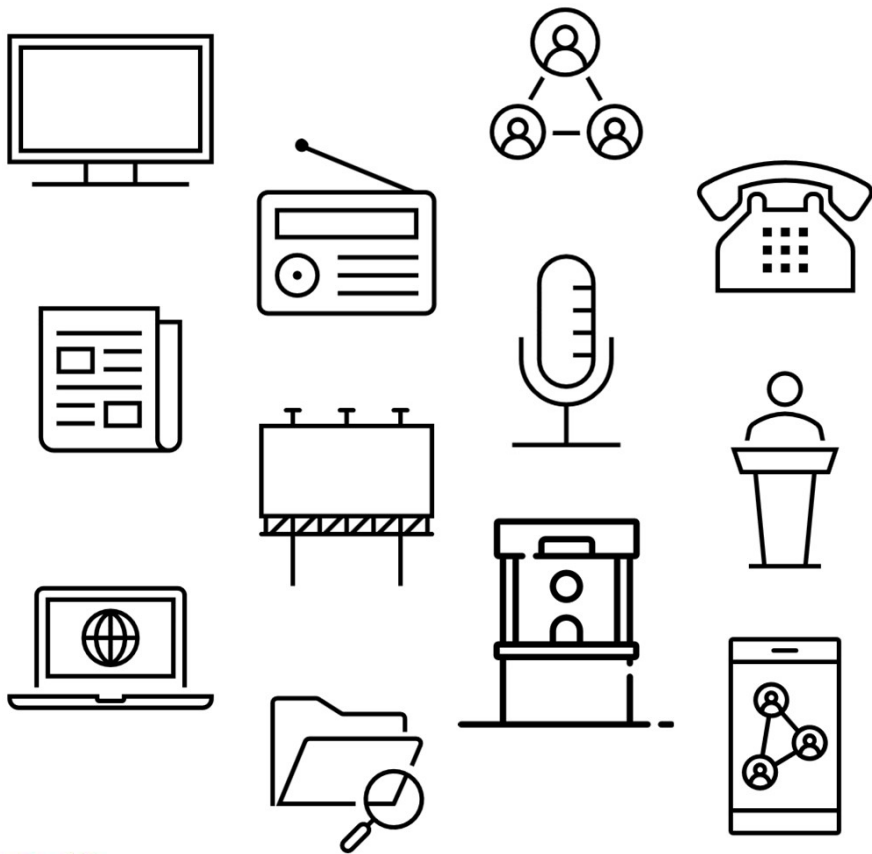
**Marketing Plan**

*The Who, What, When, How  
of Getting It Done*

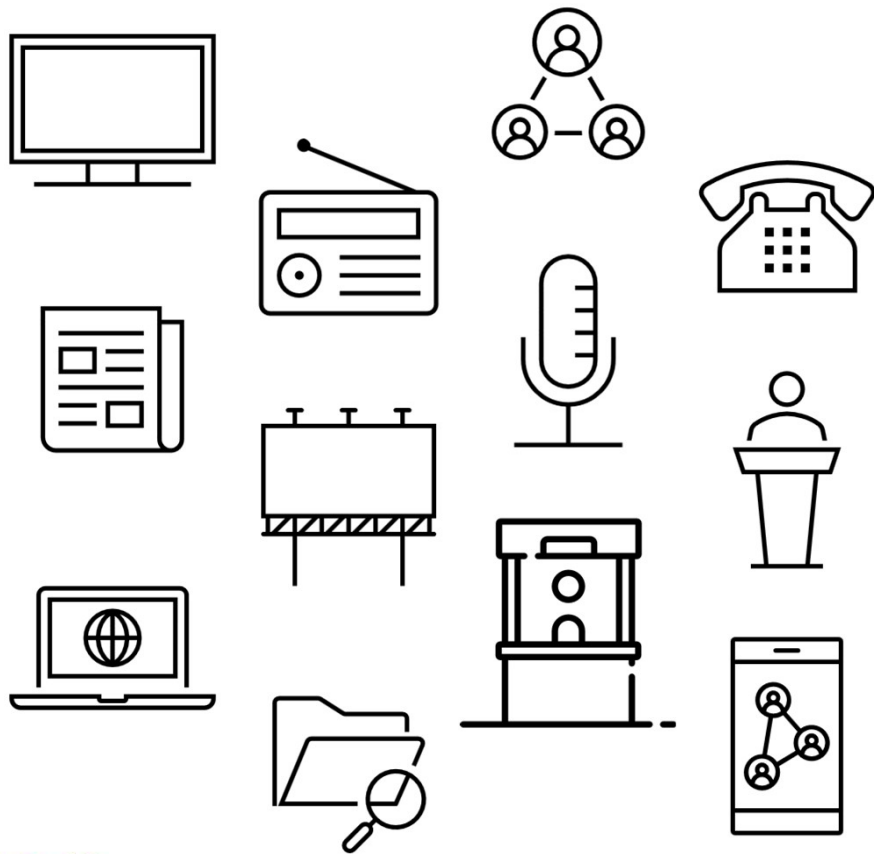
**Are You  
Marketing... or  
Just Creating  
Content?**



# Change How You Think About *Marketing*



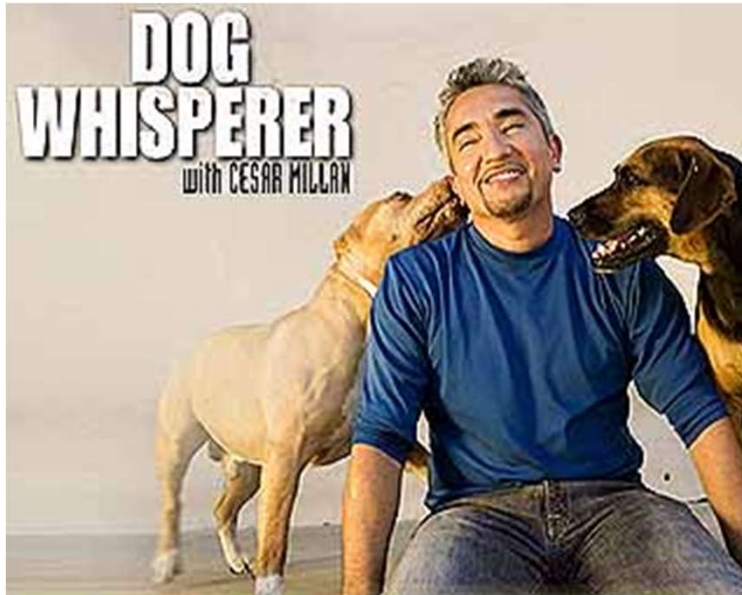
# Change How You Think About *Marketing*





# About Me





- Head of the Digital Marketing Strategy
- Over 1 Million Social Media Followers
- High Traffic Website
- Highly Engaged Email List





## A Fractional Marketing Department

The robust marketing team  
growing businesses need...

*...without the overhead  
of full-time employees.*





**Juliana**

Founder & Managing Director



**Josh**

Lead Project Manager



**Angela**

Lead Content Strategist



**Eva**

Lead Web Developer



**Kendall**

Lead Designer



**Jaryn**

Social & Ad Specialist



**Celena**

Lead Copy Editor

Educator for



Educator for



**Non-Profit Business Lender**

Educator for



**Non-Profit Business Lender**

(Psst... They Offer *Free* Business Coaching)



## Next Session

**Forget the Algorithm:**  
Maximize the ROI of Your  
Site, Social, SEO, and Email



# Download Worksheets



[WRDigitalMarketing.com/SMB](http://WRDigitalMarketing.com/SMB)

**Email Drip Campaign**

Drip Campaign Trigger: When \_\_\_\_\_

Audience: \_\_\_\_\_

Goal: \_\_\_\_\_

	Topic	Content	CTA
Day 1	Deliver the goods		Add _____ tag
Day 5	Provide value		Add _____ tag
Day 10	Promo		Add _____ tag
Day 20	Provide value		Add _____ tag
Day 30	Promo		Add _____ tag

Add "Completed \_\_\_\_\_ Drip" tag  
Move to Newsletter List

**DIGITAL MARKETING**