

Marketing Advice

Advice 1: Hire a consultant

What can a consultant do?

Provide advice professionally for creating and implementing strategies to reach your target audience.

Why pay for a consultant?

People often make money directly or indirectly off the work of a consultant. A consultant can provide relevant marketing ideas and campaigns to your situation from a history of handling various marketing scenarios. What you pay for is having someone's presence and value contributed.

Advice 2: Market Research

Are you checking out the competition?

Using the same strategies as other successful people can help you apply what works. Look at people in your own industry and niche, but also consider any marketing you like.

Advice 3: Build a Funnel

Sending the same message everywhere can result in ad fatigue or unaligned content

Develop content for each stage of a person's journey with a funnel by connecting the **AIDA** funnel model to **HubSpot's Inbound methodology (ACD)**

Attention starts with

Top of Funnel: **Awareness** of offer and company

Generating **Interest** through

Middle of Funnel: **Consideration** of the change resulted from acting

Stirring **Desire** for

Bottom of Funnel: **Decision** with a direct way to buy

Causing (inter)**Action**

Post Purchase: Buyers - upsells, cross sells, bundles, packages

Re-engagement/Remarketing: Leads - people who interacted before

Advice 4: Develop Natural Progression of Business

Ugly Mug Marketing has a concept they call Natural Progression of Business.

Before a stranger feels like a friend of your business, they have an unmet need, expectation, or frustration that your business solves. As they get to know about you and like you, they become friends. As friends of a business transition into customers, their needs are expressed and trust is built as sales are closed. When your business can change the story of a customer, and wows them, then they become evangelists that spread the word about what you are doing.



Advice 5: Qualify Buyers

When people do reach out, ask questions till either you realize you don't want them or they realize they do want you.

The questions will relate to Budget, Authority, Need, and Time.

You will want to know what is their past drumming history? Where do they want to take their drumming skills? What's stopping them from getting there?

Then you basically say well here is how I can teach you how to do the thing that is stopping you from getting to where you want to go based on what you have done.

If that's a positive conversation, then you let them know how much and where to buy.

At that point you have confirmed their budget, authority, need, and time and know whether or not this is a qualified buyer.

Advice 6: Analyze your Data

If you have your point of purchase on your site, Google Analytics will tell you:

- Where your leads come from
- Where people go on your site
- What people do on your site
- When people come to your site

Meaning you can find out:

- What social media platforms work best for you
- How your website sends people to the next pages
- Whether or not people buy or take the actions you want
- What time by the hour that all of this is happening

Helping you to:

- Focus your energy on the places that are working for you
- Adjust your website as needed to take people where you want them
- Modify the options available for people to take so they do what you want
- Know the best times to share based on your audience engagement

You can also monitor the insights of each place you post individually, and look into the insights of each post.

Could a consultation be useful to you?

A marketing consultant can provide a variety of advice, including the following:

- Specific ad ideas
- Strategies for free marketing
- Ad account structure methods
- Targeting qualified buyers with ads
- Relevant platform recommendations
- Profitability projection of marketing budget
- Long term systems for steady return on ad spend

Long term systems for steady ROAS are called evergreen funnels.

In marketing, the term evergreen is used for the products, segments, and strategies that stay relevant over a long period of time.

[Book a consultation: noladeafchild.com](http://noladeafchild.com)