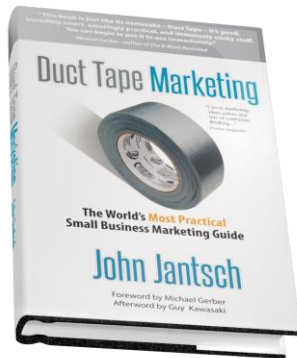


7 Steps to Marketing Success



Ken Tucker
Changescape Web
@changescape



Marketing as a System

1. Strategy before tactics
2. Fill your marketing hourglass
3. Publish educational content
4. Create a total web presence
5. Use a lead generation trio
6. Make selling a system too
7. Live by the calendar





The Duct Tape Marketing System



Strategy

Ideal Client Vision Core Message

Content

Online Assets Offline

Hourglass

Know Like Trust Try Buy Repeat Refer

Lead Generation

Adv SEO PR Email Referrals Social

Lead Conversion

Prospect Present Nurture Transact Refer

Planning

Priorities Org Development Marketing Calendar KPI Dashboard Budget Process

Project Implementation

Marketing materials

Social media routine

PR campaign

Partner platform

New customer orientation

Referral program



1) Strategy Before Tactics



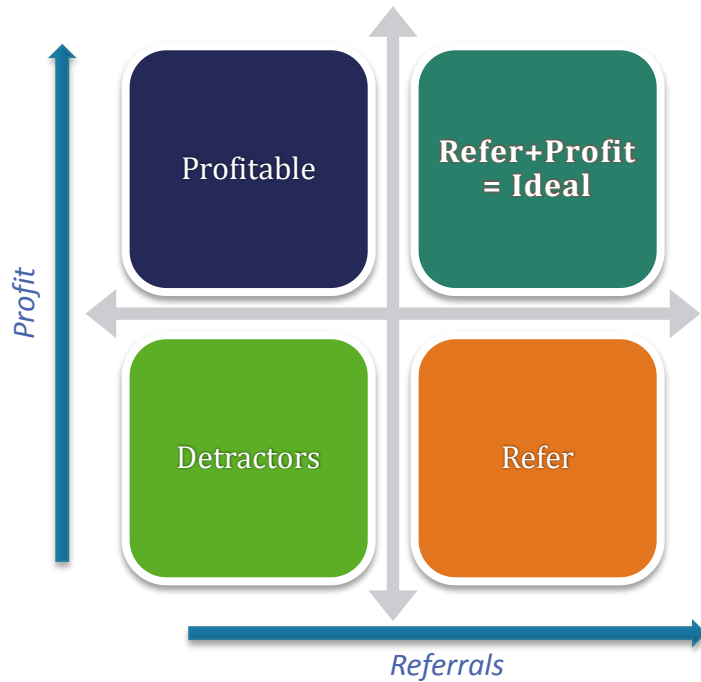
Strategy **before** tactics

- Identify your ideal client
- Define a core difference
- Focus on a few priorities
- Make the competition irrelevant



Define your ideal customer





What are the common characteristics of your most profitable customers that also refer your business to their friends, neighbors and colleagues?"



Sketch them

- How would you spot your ideal customer?
- Create personas



Customer driven strategy

- Why did you buy?
- Why do you stay?
- What's one thing you loved?
- What frustrates you?
- What would you Google?
- Who else do you refer?



Commit to
a **Value
Proposition**
(core message)



You talking logo

- What do you do for a living?
- How you do it in a unique way



Your primary objective

- Change the context of how the world views you, your product, your industry

The Contractor's Architect (an architect helping clients get paid faster)

- Make the competition irrelevant

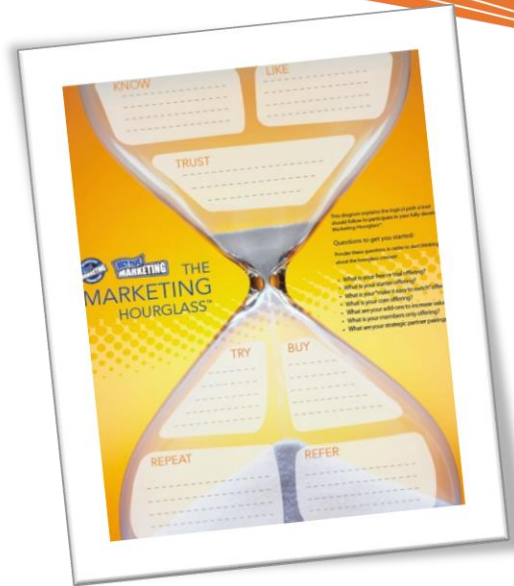
Access to Completion (a school scheduling software that helps Universities graduate more students)



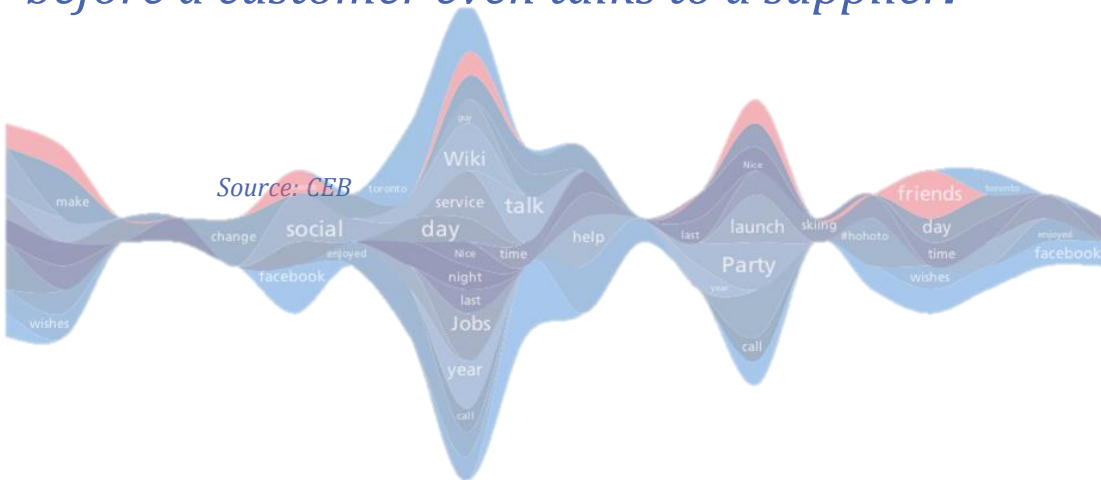
*Marketing success is
mostly about choosing
the right customers!*



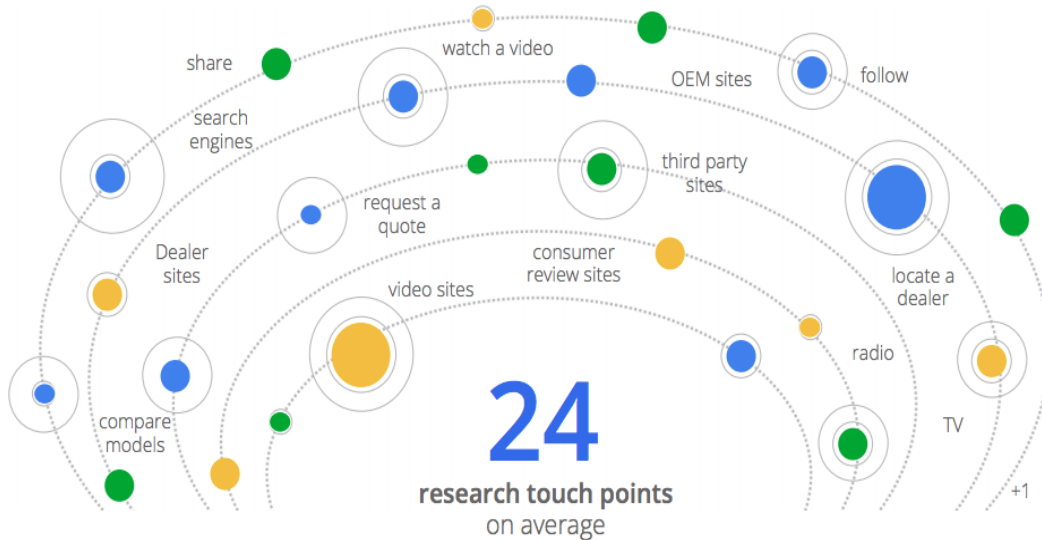
2) Build your Marketing Hourglass



*57% of a typical purchase decision is made
before a customer even talks to a supplier.*



Auto shoppers are doing **more research** than ever



Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

RT1. Which of the following online sources, if any, did you use to look for information on cars/trucks using these types of devices? N=1591 / RT2. Which of the following sources, if any, did you use to look for information on cars/trucks? N=1591 / RT10. Earlier you mentioned you visited the following types of websites. Which of the following, if any, did you do on each of these types of websites while shopping for [Car Type]? Please select all that apply. N=1387-1440 / SOC2. In general, which of the following describe what you did while visiting social media website(s) to look for information about [Car Type] while you shopped? Please select all that apply. N=596



The **funnel**
is broken







The Marketing and Sales Hourglass



Definition of Marketing



Definition of Sales



An hourglass is positioned on the left side of the slide, with its narrow neck aligned with the center of the funnel-shaped graphic. The top bulb of the hourglass is wider than the bottom bulb, and the sand is visible in the narrow neck. The funnel shape is formed by two overlapping curved lines that meet at the top and bottom, creating a wide opening at the top and a narrow opening at the bottom. The background is a solid orange color with a white curved line at the top.

Know

- Message, ads, referrals, networking, earned media

Like

- Website, blog content, tools, social media, podcast, articles

Trust

- SEO, webinars, marketing materials, white papers, self-serve

Try

- Workshops, evaluations, demo, DIY training, starter, freemium

Buy

- Service team, new customer kit

Repeat

- Post project review, cross selling, customer events

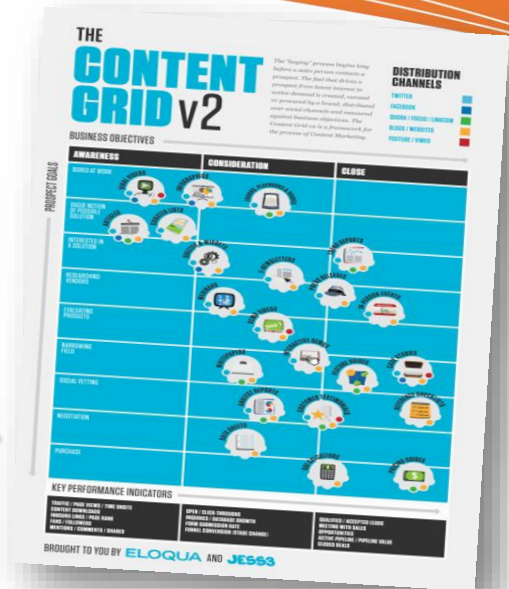
Refer

- Champion events, partner intros, peer2peer roundtables

The Marketing Hourglass™



3) Publish Educational Content



Total Content System™

1. Create a list of monthly Landmark Content Themes
2. Develop your Content Delivery Platform
3. Create and use an editorial calendar



Sample theme list

- Jan – Referral Marketing
- Feb – Coaching and Consulting
- Mar – Sales and Lead Conversion
- Apr – Online Integration
- May – Writing
- Jun – Strategic Partners
- Jul – Customer Experience
- Aug – Content Marketing
- Sep – High Tech, High Touch
- Oct – Growth Strategies
- Nov – Analytics and Conversion
- Dec – Personal Growth



Finding themes

- Brainstorm
- Keyword tools
Google Keyword Planner
- BuzzSumo – find most shared



The image shows a 'Content Calendar Worksheet' form. At the top left, there are logos for 'DUCK TAPE MARKETING' and 'CHANGE CAPE WEB'. The title 'Content Calendar Worksheet' is in the top right. Below the title, there is a large 'U' icon followed by the text: 'Use this form to create target content for your editorial calendar.' To the right of this text are two input fields: 'Company Name' and 'Date'. The main body of the form is a grid of 12 boxes, one for each month of the year: January, February, March, April, May, June, July, August, September, October, November, and December. Each box is a light blue rectangle with a white border. At the bottom left of the form, there is a small copyright notice: '© 2014 Duck Tape Marketing'.



Content powers the journey



Awareness

Trust

Education

Engagement

Conversion

Blog posts
Events
Advertising

How to
Reviews
Testimonials
Articles

eBooks
Demos
Workshops
FAQs

Case studies
Interviews
Contests

Peers
Trials
Personalization



Content Delivery Platform

- Blog/Podcast
- Video/Slideshare
- Newsletter/eBooks
- Guest posts
- Webinars
- Infographics
- Offline



*An educated
customer is always
a better customer*



4) Total Online Presence



Total Online Presence

- Content platform
- Organic SEO
- Email marketing
- Social media
- Online advertising
- Mobile and location
- Analytics and conversion



Online foundation

- Lead capture forms
- Landing pages A/B
- Blog/Podcast
- Newsletter/eBooks
- Webinars
- Sharing/social
- Measurement





Win the Local Search Game



- **82%** of local searchers follow up offline via an in-store visit, phone call or purchase (TMP/comScore)
- **74%** of internet users perform local searches (Kelsey Group)
- **61%** of local searches result in a purchase (Search Engine Watch)
- **59%** of consumers use Google every month to find a reputable, local business (Search Engine Watch)
- **37%** of all searches are done on mobile (ClickZ)



But what is local search?

Search phrase + location Example: *air conditioner repair independence mo*

Ted's Heating & Cooling
www.tedsheatingandcooling.com
5.0 ★★★★★ 11 Google reviews · [Google+ page](#)

AV Heating and Cooling
www.avheatingandcooling.com
4.6 ★★★★★ 12 Google reviews · [Google+ page](#)

McIntosh Heating and Cooling, Inc
www.mcintosh-hc.com
2 Google reviews

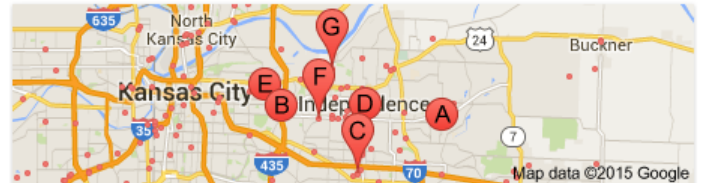
Climate Control Heating & Cooling
climatecontrolkc.com
[Google+ page](#)

A Independence, MO
(816) 787-0330

B Sugar Creek, MO
(816) 796-0300

C 4316 Washington Ave
Independence, MO
(816) 373-9500

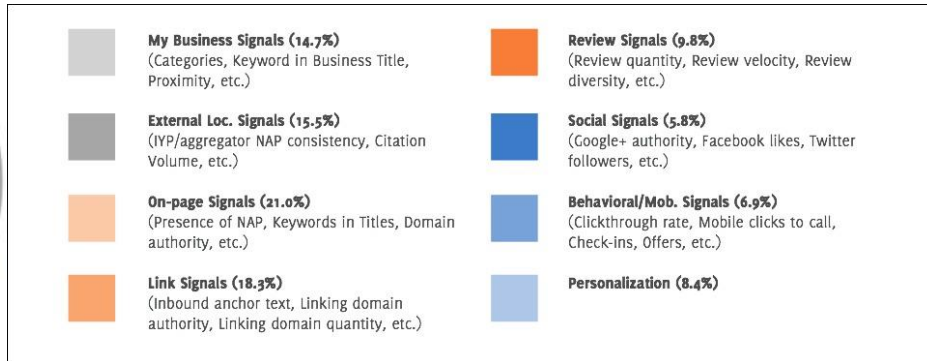
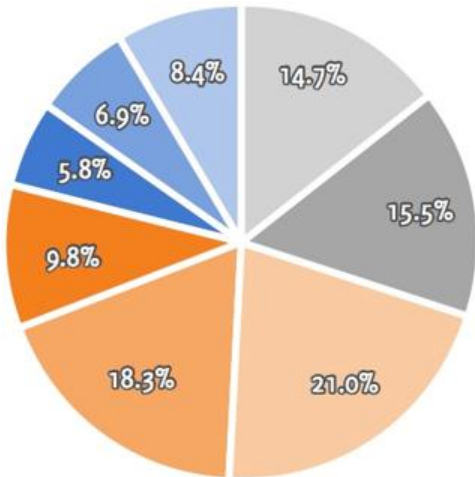
D Independence, MO
(816) 336-1820



Map for air conditioning repair independence mo



Overall Ranking Factors



Source: MOZ



Social Media System

Collect

Curate

Create

Share

Engage

Hootsuite
Feedly
Talkwalker
Diigo

Pulse
Feedly
Scoop.it
Newsle

Word Swag
Canva
List.ly
Visual.ly

Hootsuite
Feedly
Buffer

Nimble
Groups
Contactually



Why social media?

- Follow up with prospects
- Stay top of mind with customers
- Keep up on your industry
- Provide customer service
- Develop partner network
- Amplify sharing



5) Lead Generation Trio



Lead generation

- Advertising
- Public relations
- Referral systems



Advertising

- Control
- Narrowly targeted
- 2-step – direct response
- Accountable
- Awareness for content



Public Relations in 7 steps

- Build your list
- Match your message
- Pitch relevant stories
- Guest and contribute
- Conduct influencer outreach
- Build speaking opportunities
- Consistently release



Champion referral program

- Educate your champions
- Compelling offer
- Promote your program
- Coopetition
- Keep reminding
- Measure and tweak



6) Lead Conversion is a system



Lead Conversion

- Discover – Next step
- Present – Seminar
- Nurture – Sales cycle
- Transact – Same experience
- Review - results



*Effective marketing
eliminates the need
to sell.*



7) Live by the **Calendar**



Live by the calendar

- Monthly themes
- Project/task lists
- Marketing appts.
- Devise a game



Duct Tape Marketing System and Social Media Marketing Training

Focus on Strategy + a Marketing System That Will Help You Gain More Customers, More Profit and More Control of Your Business Right Away

Create your marketing strategy and marketing system based on 20 years of small business marketing success



At Changescape Web, we believe having a marketing system is vital for business success. We offer training on the Duct Tape Marketing System developed by best selling author John Jantsch and contains hundreds of proven strategies, tactics, tips and tools that are field tested and practical. Each lesson includes a short overview video.



The Duct Tape Marketing System is an online training system made up of 11 key marketing modules, tutorials and action plans, constructed in the precise order you'll need to create your system. The modules include both strategy and tactics to complete a comprehensive system. We'll coach you through the system.



We've added **social media videos** too - covering effective online marketing, search engine optimization, Facebook, Blogging, Twitter, LinkedIn, YouTube, Pinterest, Google+, and more. Add coaching sessions to develop an effective social media strategy and to get the most out of your social media efforts.

120 Day Coaching Programs

- Access to the Duct Tape Marketing System Training AND Social Media Recordings
- Do-It-Yourself, One-on-One and Group programs available
- Hands on and you will have homework
- Visit www.stlmarketingsolutions.com

Managed Marketing Services

- Done-for-you marketing services
- www.changescapeweb.com/managed-marketing-services-packages/



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