

*ACA Small Business Bootcamp*

# HOW TO CREATE A MARKETING STRATEGY TO SKYROCKET BUSINESS GROWTH



**CLEVER COW** MEDIA



*Hello There!*

# MY NAME IS NICOLE

An Award-Winning Serial Entrepreneur, Consultant,  
Marketer, and Public Speaker



CEO & Founder

**CLEVER COW MEDIA**

*Featured At:*



# *Our Mission*

Is to help build local economies through thriving small, mid, and startup size companies



# Question

**PLEASE ADD YOUR ANSWER TO THE CHAT**

- WHAT INDUSTRY ARE YOU IN?
- WHAT ARE YOUR BIGGEST CHALLENGES?
- WHAT SIZE COMPANY ARE YOU?



# *What is a Marketing Plan?*

A marketing plan is a strategy used to achieve growth goals especially in the context of attracting, retaining, and converting clients.



ADVERTISING

DIGITAL **SEO**

EARNED MEDIA

**META**

AFFILIATE

**SALE  
SFOR  
CE**

**MARKETING**

REFERRAL

**HUBSPOT**

**KEYWORDS**

WEBSITE DESIGN

**NETWORK MARKETING**

APPS

**LOGGO**

**SWAG**

**DIRECT MAIL**

**LANDING**

**TRADESHOW**

**REVIEWS**

VIDEO

**AUTOMATION**

**PAGE**

SERVERS

**DATA**

**BRANDING**

**EMAILS**

DOMAIN NAMES

**INFLUENCER**

**CRM**

**PRINT &  
BANNERS**

**FUNNELS**

**LEAD  
GENRATI  
ON**

**TWITTER  
FACEBOOK  
INSTAGRAM  
TIKTOK  
YOUTUBE  
PINTEREST  
REDDIT**

**ADS**

**GEO TAGGING**

**PR**

**WEBINAR**

**COMMUNITY BUILDING**

**CONTENT**

# Batman

## WHAT WE CAN LEARN

- USE DIFFERENT TOOLS TO ACHIEVE DIFFERENT GOALS
- NO TWO COMPANIES ARE THE SAME AND THEREFORE SHOULDN'T HAVE THE SAME STRATEGY
- THERE IS MORE THAN ONE WAY TO ACCOMPLISH THE SAME GOAL



### **Psst! Pro Tip:**

Many online coaches and out-of-the-box solutions won't work for most because of the lack of customizability

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# **BIGGEST MARKETING MISTAKES**



1. STARTING TOO LATE
2. SHINY OBJECT SYNDROME
3. CONFUSED MESSAGING
4. NOT TRAINING PROPERLY
5. NOT LISTENING TO YOUR  
CUSTOMERS

*The Biggest Question...*

WHAT DOES SUCCESS LOOK LIKE?



# What To Consider

## WHEN CREATING A MARKETING PLAN?

### Who...

is your buyer  
and what are  
their pain  
points

### Budget..

How much do you  
need to  
accomplish a goal  
and how much do  
you feel  
comfortable  
spending

### Timeline...

What is the  
timeline within  
which you  
want to  
accomplish  
your goals

# Types Of Marketing



## NETWORK

- CHAMBER OF COMMERCE
- NETWORKING EVENTS
- CONFERENCES
- MASTERMINDS



## DIGITAL

- SOCIAL
- WEB
- GOOGLE
- ADS
- EMAILS
- AUTOMATION



## TRADITIONAL

- BILLBOARDS
- SWAG
- DIRECT MAIL
- STICKERS
- PRINT WORK
- EVENTS

*Long Term*

**GOALS**

**WHY THIS  
MATTERS?**



- EXIT AND M&A
- INVESTOR(S)
- FACE OF THE COMPANY
- FOREVER/FAMILY BUSINESS
- IPO
- RETIREMENT

# Marketing Plan

## QUICK TIPS

- Everyone needs a marketing plan
- Start building your plan early
- Always plan for the next 6-12 months
- Attach KPIs to all goals
- Start with success and then pick your tools
- Don't try to achieve too much at once

# Technology

## HOW DOES IT FACTOR IN?

- MEASURING
- TRAINING
- AUTOMATION
- REPORTING/INSIGHTS
- COMMUNITY BUILDING
- TIME MANAGEMENT
- RESOURCE ALLOCATION



### **Psst! Pro Tip:**

Don't just add more technology on top of a broken process.



*What Are KPIs?*

**KEY PERFORMANCE INDICATORS**



# Key Performance Indicators

## QUICK TIPS

- Setup processes to measure
- Use technology to make processes more efficient
- Start with baseline numbers and decide on a cadence to pull new numbers
- Get at least 4-6 weeks of data before tweaking

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# WHEN SHOULD I HIRE MARKETING HELP?



1. YOU NEED AN EXPERT
2. YOU DON'T HAVE ENOUGH RESOURCES
3. YOU HAVE MORE THAN A \$1500/MTH BUDGET
4. YOU DON'T WANT TO BE YOUR COMPANY'S CMO

# FREELANCE

- MORE LIKELY TO DO ONE-OFF PROJECTS
- GENERALLY SPECIALIZED
- EXECUTIONAL: NEEDS SOMEONE TO GUIDE THE STRATEGY

VS.

# AGENCY

- WORKS ON BOTH ONE-OFF PROJECTS & RETAINER
- MORE GENERALIZED
- STRATEGY OR EXECUTION

**Psst! Pro Tip:**

Clever Cow uses their ecosystem of specialized creative agencies to offer expert execution and strategy

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# WHAT TO LOOK FOR WHEN HIRING AN AGENCY



1. A GREAT PERSONALITY FIT
2. ASKS THE RIGHT QUESTIONS
3. CAN BUILD A STRATEGY NOT ONLY BASED ON WHAT THEY ARE GOOD AT
4. BUILDS BASED ON GOALS

# Budgeting

## HOW MUCH & HOW TO ALLOCATE?

- 5-25% of your target revenue (unless you are a startup)
- Pick 2-4 goals - half of the goals should be long term, half should be low hanging fruit
- Don't try to accomplish everything at once. Phase goals in buckets of need to have, nice to have, and extras.



*Set Your Expectations*

START WHERE YOU ARE AT NOT  
WHERE YOU WANT TO BE



FAQs

**WHAT WE  
ALWAYS  
GET  
ASKED?**



1. WHAT ABOUT HOT TOPICS AND TRENDS?
2. WHAT IF I AM ALREADY WORKING WITH SOMEONE WHO ISN'T RIGHT?
3. WHEN DO I CHANGE THE PLAN?



*Let's Get Moo-ving*

ANY QUESTIONS?



*Thank You!*

**MAKE MORE  
MOO-LA!**



**CONTACT ME:**

**NICOLE@CLEVERCOWMEDIA.COM**

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