

GROWTH MARKETING

digitalundivided | JPMORGAN CHASE & CO.

BREAKTHROUGH
BREAK THROUGH



SAY MORE

FULL FUNNEL MARKETING

ABOUT ME

I am an author, copywriter, digital content strategist, and the owner of Say More Services, a boutique content marketing agency in McKinney. We develop full-funnel marketing strategies for our clients across a multitude of industries, create engaging content to feed their marketing campaigns, and execute found-first SEO strategies for local businesses.

Locally I have mentored dozens of small businesses, startups, and nonprofits on how to grow their business with marketing. I've served as a board member for the California Child Prevention Council, Marketing Director for the McKinney Black History Month program, and currently one of Chase Bank's Women on the Move.



Chantelle Kadala

DIGITAL MARKETING

- Start with the customer. Build your plan around customer insights and needs – not around your products and tactics.
- *Keep it flexible. Situations and plans change, especially online, so ensure plans are usable with a clear vision for the year and keeping detail to a shorter-term 90-day focus.*
- Set realistic goals. Include specific SMART objectives in your plans but keep them realistic by basing them on insights from your analytics, so they're easy for others to buy into.
- *Keep it Simple! You're the expert but you need to think like a buyer & speak/write like you're answering a child's question.*
- Keep plans up-to-date. Review and update monthly with new data from efforts. We recommend 90-day planning of key activities and review against analytics dashboards.

AGENDA



Targeted Marketing

Know Your Marketing Audience

Budgeting Your Marketing

Organic vs Paid

Content Marketing

Search Engine Optimization

Marketing Channels

Q & A

LET'S TALK MARKETING

Marketing is convincing a buyer that you are the best solution for their problems and can get them what they WANT better, faster, or cheaper than the other guy.

WANT vs. NEED

WHY TARGETED MARKETING IS A REQUIREMENT

Here is where a lot of small businesses, startups and nonprofits struggle and end up wasting a lot of resources (money, time, manpower) on marketing - ESPECIALLY purpose driven women like us. We pour our hearts and souls into a product or service and look around to see all these people that NEED what we are selling.

Whether its the best popcorn, the baddest bag, or melanin-powered matchmaking - at this stage in your business growth you don't spend marketing dollars convincing people they need your thing. We are going to focus on finding and persuading the people who want it now and providing such stellar service they become ambassadors and referrers.

That's why you shouldn't do any marketing without solidifying your buyer personas and continually updating them with data from your website and ad analytics.

KNOW YOUR PEOPLE

Before you spend a dime on marketing, take the time to research your audience.

It's the most important part of your marketing strategy, and it comes before anything else.

Without research, you'll never know where to focus your marketing efforts and you'll end up with a poor return, regardless of whether you spend \$10 or \$1000.



Research takes a lot of forms and should include, at minimum, the following:

- Identifying your target audience
- Audience segmentation (your separate personas - how different members of your audience should or could be targeted)
- Competitive analysis
- Customer surveys
- Audience pain points in relation to your product

This research serves as the foundation for every campaign you create for pre- and post-launch efforts. Yes, you can buy data reports for your audience or industry. But it's often not necessary, since you can uncover almost all of this information with a little judicious digging.

MARKETING BUDGET

IDENTIFY WHAT MAKES THEM TICK

Once you've spent time discovering your ideal customer segment, figure out the platforms that they hang out on, given their specific interests.

Find out where they go to consume content—is it looking for answers on Google, is it blogs, YouTube, Snapchat, or Instagram? Do they watch TV or read certain trade publications?

Only spend your marketing budget where you KNOW your material will be seen and consumed.



HOW MUCH MONEY SHOULD I SPEND ON X?

The simple answer is we recommend you budget 10 to 20% of last month's PROFITS for the next month's marketing at the beginner growth stage.

- *Don't go into debt paying for marketing.*
- *If you are not turning a profit at all at this point something is broken and it needs to be fixed before you spend money acquiring new customers.*
- *You're in the trial and error phase for paid marketing efforts and monthly tracking and accountability for a year forces you to examine what's working and what's not.*

Don't go into debt paying for marketing.

DIGITAL MARKETING

FREE-ISH PAID

Organic marketing is a strategy that generates traffic to your business over time rather than using paid methods.

This includes blog posts, case studies, guest posts, unpaid tweets, and Facebook updates. Organic marketing uses SEO, social media, and a variety of **CONTENT MARKETING** channels to increase brand awareness.

Paid marketing uses paid methods to target, reach, engage, and convert audiences quickly.

This includes paid search ads, paid social media ads, sponsored posts, display ads, video ads on YouTube, etc.

TARGET GOALS

CONTENT
marketing



Amber Jackson to Everyone

A

I'd like to create more online sales and generate more clients booking online than calling

Veronica Sanders, Allied ASID to Everyone



My main goals are lead generation and more booked appointments/sessions

Raevyn Hokett to Everyone



More traffic and more sales

Kimberly Borges to Everyone

K

Id like to get to the first page when women google women's blazers

Elle - Girlfriend's, Budget! to Everyone



More appointments set / e-commerce sales

Brooke Fitzpatrick to Everyone



more people submitted my database form on my website

Debra Moore to Everyone

DM

More online sales

HOW IT WORKS

TYPES OF CONTENT MARKETING

- Blogging
- Lead Magnets
- Case studies
- Success stories
- Customer testimonials
- Online reviews
- White papers & ebooks
- Templates
- Videos
- Infographics
- Podcasts
- Webinars
- Interactive content
- Social media
- User-generated content (UGC)
- GIFs and memes



CONTENT MARKETING is creating and distributing valuable (helpful), relevant, and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

Content marketing is used to attract your ideal buyer persona and convert them into customers. You want to grab their attention, earn their trust and let them know about your brand. You do this without being pushy and by educating, entertaining, and inspiring them.

How It Works:

- A potential customer is on a problem.
- ▶ They Google it and find the solution on your website.
- ▶ Now they go to that website for all their related needs.
- ▶ When they need a related product or service, **they'll most likely buy from you.**

Content Marketing is a great way to attract new customers as well as re-engage existing customers.

SEO

SEARCH ENGINE OPTIMIZATION

How you get your website and content in front of potential customers:

Answer the questions (search keywords) potential customers enter into search engines with useful content on mobile-ready optimized websites to rank higher in search engine results.

LOCAL SEO

Optimize Your Google My Business Listing and Include locality keywords in your website content, footer, and contact/location pages.



CHECKLIST

SEO Basics

- Set up GSC and Bing Webmaster tools
- Set up Google Analytics
- Install and configure an SEO plugin (WordPress)
- Generate and submit a sitemap
- Create a Robots.txt file
- Check Search Console for manual actions
- Make sure that your website is indexed

Keyword Research

- Identify your competitors
- Conduct a keyword gap analysis
- Find your main 'money' keywords
- Find long-tail keyword variations
- Find question keywords
- Analyze the intent of pages that rank
- Create a keyword map
- Prioritize by search volume and keyword difficulty

Technical SEO

- Leverage "Inspect URL" feature in GSC
- Ensure your website is mobile-friendly
- Check your site's loading speed
- Make sure you are using HTTPS
- Find and fix crawl errors
- Check the page depth
- Check for duplicate versions of your site
- Identify and fix broken links
- Use an SEO-friendly URL structure
- Find and fix orphaned pages
- Check canonical tags
- Add structured data

On-Page and Content

- Fix duplicate, missing, and truncated title tags
- Find and fix duplicate or missing meta descriptions
- Find and fix multiple H1 tags
- Improve title tags, meta descriptions, and page content
- Run a content audit and prune content
- Optimize images for SEO
- Organize topic clusters
- Find and fix keyword cannibalization
- Update outdated content
- Improve content readability

Off-Page SEO

- Analyze your competitor's link profile
- Conduct a link intersect analysis
- Target your competitors' broken backlinks
- Leverage digital PR
- Implement the Skyscraper technique
- Turn unlinked mentions into links
- Set up and optimize Google Business Profile

MARKETING CHANNELS

HOW CAN YOU GET YOUR MARKETING MESSAGES IN FRONT OF BUYERS?



Let's Talk About...

Search engine optimization (SEO)

Content marketing (Free/Paid)

Blog, Guest Posts, Paid Posts, Lead Magnets

Email marketing (Free/Paid)

Opt-in incentives, Autoresponders

Social media marketing (Free/Paid)

Posts, Boosted Post, Post Swapping

Influencer marketing (Paid)

Offline advertising (Paid)

Traditional print, outdoor, radio, etc.

Online advertising (Paid)

Google Ads, FB Ads, Banner Ads

Partnership marketing (Free/Paid)

Community building (Free/Paid)



RESOURCES JUST FOR YOU

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