



# The twelve foundation blocks of successful marketing

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**1. Marketing strategy**

Develop your marketing strategy by identifying your ideal client and niche. What problem do they have, how do you solve it, what results will they get and how will you transform their business.

**2. A conversion focused website**

You must be able to add content to your website and capture leads to nurture using email marketing (see 3 below). Add a knowledge centre using 'They Ask You Answer' (see 7 below).

**3. E-mail marketing system**

As part of your follow-up process (see 9 below) set up an email marketing system such as AWeber. Create a welcome sequence of emails to send automatically to new prospects and broadcast at least once a week.

**4. Google My Business**

Complete 100% of the Google My Business checklist and training guide – it's FREE! Ask for reviews, upload images and post regularly.

**5. LinkedIn**

Create your profile and 'About' sections focused on your ideal client, the problem you solve and the results they will get from working with you. Complete the LinkedIn training

**6. Facebook and Instagram**

Create Facebook and Instagram Business Pages and a Facebook Group for your ideal clients. Post regularly. Install the Facebook pixel on your website.

**7. Knowledge Centre**

Implement 'They Ask You Answer' effectively use a Knowledge Base plug-in on your website. Add a question and answer every week.

**8. Pricing**

Getting your pricing right is the single most important part of your marketing strategy. Create fixed pricing and packages (not hourly rates) and maximise the benefits of automation.

**9. Your follow-up process**

Put in place systematic data capture for all leads and build a 60 day follow up campaign to include email, text, tips and video. Send fortnightly 'value' emails to nurture your list and build relationships,

**10. Marketing tracking**

Track your marketing activity and cost by pillar to work out which activity is giving you the optimum return on investment. Focus on your most profitable pillars.

**11. Create marketing assets**

Build a database of marketing assets such as your 'Story', whitepapers, checklists, e-books, videos, blog posts, podcasts and articles.

**12. Marketing calendar**

Plan your marketing activity by mapping out key events in the financial year and create other events at least 3-4 time a year to build a campaign around.

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