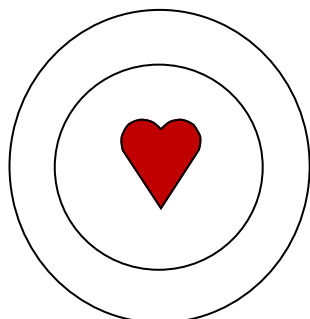


Magnetic Marketing Secrets — *HOMework*


Magnetic Marketing Target



Potential Market - Anyone who could potentially buy your products or services without too much tailoring. (Typically someone who responds to same marketing.)

Target Market - The group that is *most likely* to buy your products & services, therefore, you target them with your time, energy and money. They represent the greatest potential for sales volume, frequency and profitability.

Ideal Clients - The clients you LOVE to work with and who LOVE to work with you. Everything about working with them is ideal from getting the business, to completing the work tot maintaining the relationship.

	Name Favorite Client #1:	Name Favorite Client #2:	Name Favorite Client #3:
How would you describe them? (adjectives)			
Problem or challenge they wanted your help to solve			
Career/Profession			
Gender			
Age			
Marital Status			
Kids? How many?			
Geographic Location			
Household Income			
Why are they a favorite client?			
What do they have in common?			

Magnetic Marketing Secrets — HOMEWORK

Demographics Statistical Characteristics	Demographics (Business to Business)	Psychographics Psychological or social factors that affect lifestyle and purchasing behaviors
<ul style="list-style-type: none"> • Age • Credit Rating • Education Level • Employment status (unemployed, retired, student, full-time, part-time, temp., etc.) • Family status (# children, etc.) • Gender • Geographic location • Home ownership • Income (Individual or household) • Primary residence (own, rent, etc.) • Marital status • Occupation/career/vocation • Pet ownership • Political affiliation • Race/Ethnicity/National Origin • Religion • Etc. 	<ul style="list-style-type: none"> • Annual Sales Revenue • Clients they serve • Corporate culture/values • For Profit or non-profit • Industry • Local, national or international co. • Location(s) • Number of employees • Number of locations • Number of years in business • Position buyer in • Private or public • Products/service offerings 	<ul style="list-style-type: none"> • Attitudes • Buying motives • Challenges/Stressors • Dreams/Aspirations • Fears • Goals • Habits • Health status • Hobbies/Interests • Lifestyles • Motivators • Needs/Desires • Opinions/Beliefs • Passions • Personality • Personal characteristics • Usage patterns • Values • Wants • Etc.

Potential Market	Target Market	Ideal Clients

Ideal Client Profile for _____ (____/____/____)

<p>What do they look like? (Add a picture) — helps to picture them when writing marketing.</p>	<p>Name: Age: Marital Status: Children: Education: Occupation: Location: Household Income:</p>
<p>Words to describe him/her:</p>	
<p>Hobbies/Interests:</p>	<ul style="list-style-type: none"> • • • •
<p>Wants/Needs:</p>	<ul style="list-style-type: none"> • • • •
<p>Current Challenges:</p>	<ul style="list-style-type: none"> • • •
<p>Decision making style:</p>	<ul style="list-style-type: none"> • • •
<p>As a buyer responds to:</p>	<ul style="list-style-type: none"> • • •
<p>Best ways to market to him/her:</p>	<ul style="list-style-type: none"> • • •
<p>Key Marketing Messages (1-3 key messages to use in all marketing — HINT use their words!)</p>	<ul style="list-style-type: none"> •

Magnetic Outcomes

Current Problem or Challenge (Pain)

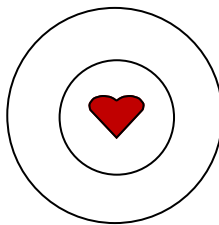
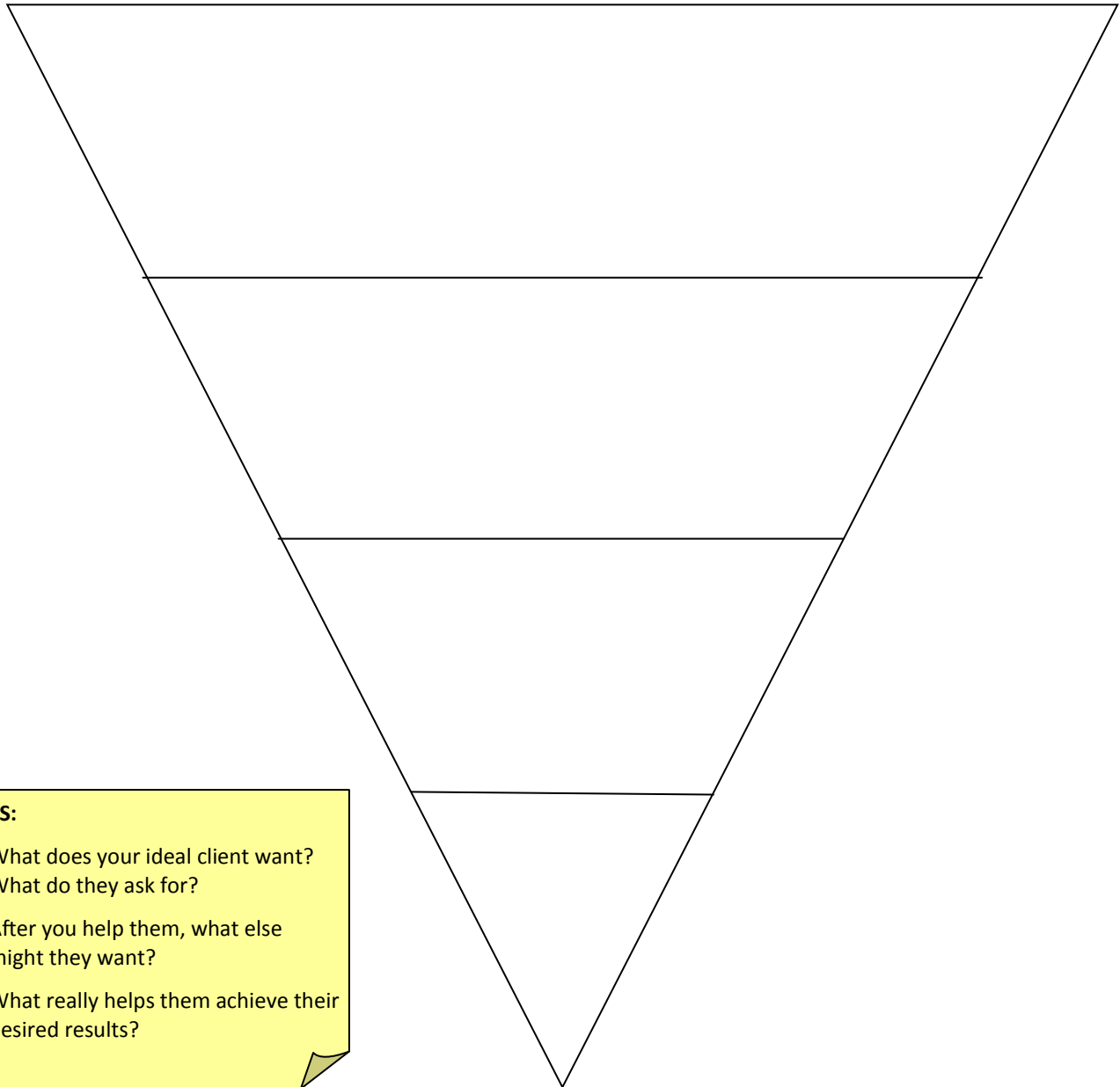
TIPS:

- Use THEIR words as much as possible
- Complete current problem/challenge AND Desired outcome FIRST

Your Product(s) and/or Service(s) that create the desired outcome (Process)

Desired Outcome, Results or Transformation (Promise)

Magnetic Marketing Funnel





Magnetic Marketing Strategies

INSTRUCTIONS: 1) Circle your TOP 3 Magnetic Marketing Strategies 2) Circle your top 2-3 tactics (or add your own)

Sample Mktg Strategies	Sample Marketing Tactics
Advertising (Anywhere you pay to deliver your message)	<ul style="list-style-type: none"> • Advertisements (on –line, off-line, billboards, etc.) • Signage (Business, wrapped cars/buses, door signs, bumper stickers, etc.) • TV/radio commercials (incl. infomercials & streaming video openings)
Cause Marketing (Benefits non-profit)	<ul style="list-style-type: none"> • Collect donations and/or donate part of sale proceeds • Host events with non-profit beneficiary • Sponsorship
Content Marketing (Educational marketing)	<ul style="list-style-type: none"> • Create and share educational handouts • Speak at meetings, conferences or workshops, radio show, etc. • Teach webinars, teleclasses or workshops/seminars, podcast, etc. • Write and publish newsletter, articles, blogs, reports, case studies, books or ebooks
Direct Marketing	<ul style="list-style-type: none"> • Catalogs, Flyers, Postcards, Sales letters, etc.
Event Marketing	<ul style="list-style-type: none"> • Celebrations (client appreciation, anniversary, holidays, etc.) • Fundraising events • Live events for educational and/or social purposes (expo, classes) • Virtual events (teleclasses, webinars, video-streaming, etc.)
Networking/Connecting (live or virtual)	<ul style="list-style-type: none"> • Meeting potential clients, or referral sources at events/workshops/conferences, Group/association meetings, One-on-one meetings, Tradeshow/Expos, Volunteer opportunities, etc.
On-line/Digital/Internet Marketing (see also content marketing)	<ul style="list-style-type: none"> • Affiliate marketing • Mobile Marketing • Online advertising (banners, popup ads, pay-per-click, video ads, etc.) • On-line networking (social networking, responding on forums/chats, blogs, etc.) • On-line directories (profiles, bios, etc.) • Search Engine Optimization (SEO)
Passive (Marketing materials)	Brochures, Business Cards, Email signature, Flyers, On-line Directories (profiles, bios, etc.) Signage (building, vehicles, clothing, etc.), Voicemail message, Website(s), etc.
Promotion	Advertising (See Advertising above), Contests/sweepstakes, Direct Mail – letter, postcards Discounts/coupons, Giveaways, Merchandising, Public Relations (see below), Signage Special Incentive offers, Sponsorships (See also Cause Marketing), Testimonials, Trade shows
Public Relations	Media interviews (TV, Cable TV, Radio, newspaper, magazine), Press Releases (announcements, achievements, events), Pro bono work, Publicity Events (related to celebrations “national business week”)
Relationship Marketing (Deepen relationship to increase satisfaction and loyalty)	Newsletter/Blog, Cards (Thank you, birthday, anniversary, congratulations, etc.), Feedback (Questionnaires, suggestion box, complaint process, etc.), Client appreciation events, Loyalty programs,
Strategic Partnerships & Alliances	Affiliate Program, Co-branding/marketing, Cosponsor special events and promotions, Cosponsor with non-profit, Cross referrals, Giving discount coupons to complimentary business, Joint venture – product/service (could create 3rd company), Joint distribution, Joint research & development, Joint sales, Licensing (product/technology), Sell complimentary products/services
Word of Mouth/Referral Marketing	Affiliate Programs, Free samples, Networking groups (eWomenNetwork, BNI, chambers, etc.), Referral program, Referrals – ask for them, Share information and ask others to pass it on, Tell a friend button, Testimonials or endorsements
Add your own (based on current trends and/or your strengths!)	



Magnetic Marketing Messaging Prep Form

ONE Specific Product/Service You Are Marketing right now:

Key Question	Answer
Who is my ideal client for this product/service?	
What are their top 3 problems or challenges right now?	
How does THIS product/service help them solve the problems listed?	
Why would solving this problem be important to them? Why now?	
Why should they buy from me? (<i>Hint: list <u>benefits</u> of use, not product features</i>)	
What is <u>one</u> thing I want them to do as a result of this marketing effort?	
How will I use this information? (<i>Hint: where to market, timing, message, tone, method(s), promotion, frequency, product mix, pricing, etc.</i>)	



One Page Magnetic Marketing Plan (___/___/___)

Overall Goal: <i>What do you want to accomplish in your business next 6 months? 6-18 months?</i>	
Key Products & Services to Highlight (existing/new) <i>What primary products or services do you want to sell this year?</i>	1. 2. 3.
Ideal Client for key products and/or services <i>Ideally who will buy?</i>	
Marketing SWOT Summary <i>What are your marketing strengths, weaknesses, opportunities & threats?</i>	<ul style="list-style-type: none"> • Key Strengths: • Key Weaknesses: • Top Opportunities: • Top Threats:
Positioning (your Special Sauce) <i>How do you differ from your competition? How do you want your clients to see you? Why should they buy from you?</i>	
Top Three Marketing Strategies <i>What is the best way to reach and capture your ideal clients?</i>	<ul style="list-style-type: none"> • • •
Estimated ROI <i>What are projected sales? Expenses? Profit?</i>	<ul style="list-style-type: none"> • Projected Sales: • Projected Expenses: • Projected Profit: • Estimated ROI:
Key Success Measures <i>What will you do to measure your marketing effectiveness? How & when will you do this?</i>	<ul style="list-style-type: none"> • • •

TIPS:

- KEEP IT SIMPLE!
- Create a 30-45 Marketing Calendar (You may want to market out longer if you have launches, etc.)
- Block time to complete these tasks or activities (including repetitive ones)
- Automate as much as you can
- Delegate as much as you can
- For repeatable processes — document it

What to include in your schedule:

- Marketing Projects (what needs to be created or updated?)
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
- On-going Marketing Activities (Events, launches, promotions, content marketing, stay-in-touch strategy, etc.)
 - _____
 - _____
 - _____
 - _____
- One time marketing activities
 - _____
 - _____

