

Strategies & Metrics

How is my marketing strategy unique?

The key to effective marketing strategies with mind-blowing results is knowing how to tell your story in a way that can be easily measured and duplicated. This is my own process framework to streamline any marketing project.

1. Audit and Communicate

This process involves assessing the immediate needs of the customer, taking inventory of any available assets and resources, and discussing the client's goals including how to leverage current areas of success.

2. Understand and Research

This process involves general market research as well as defining what makes the client's product or service unique from competitors. Audience data can then be collected to be used as an effective outline for materials.

3. Plan and Create

This process involves developing marketing plans by first creating long and short term calendars of campaigns or content. Next is composing detailed target audience personas and other supporting assets or materials.

4. Execute and Repeat

This process involves distribution assets and materials through all defined channels such as; social media, email or SMS, websites or blogs, print materials, and affiliate or influencer partnerships so that the cycle can begin again by analyzing the results of the optimized campaigns and content.



My Circular Marketing Strategy Framework

How are metrics applied to my circular marketing strategy framework?

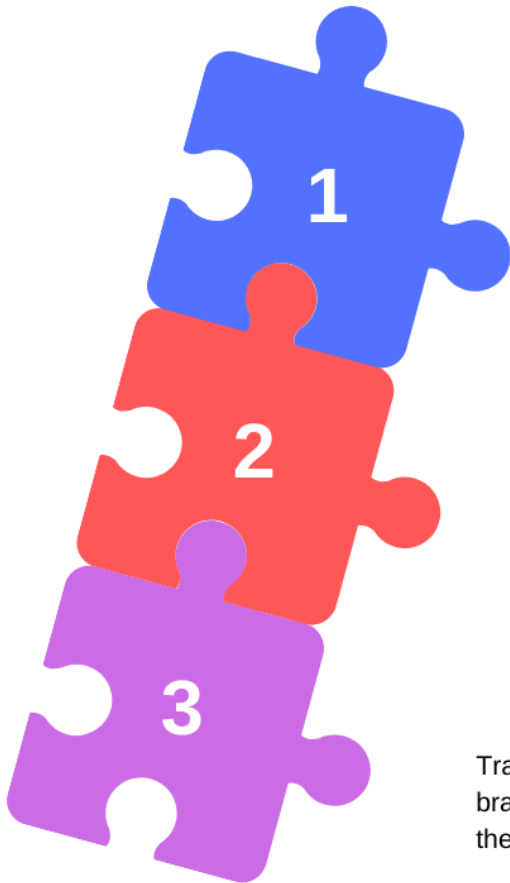
Once metrics data (or any research) has been collected and analyzed, then optimization can begin.

My optimization process for websites, for instance, looks at bounce rates, heat maps, and conversion statistics to develop ways to find gaps and make corrections. This is often done through changes in SEO (Search Engine Optimization) and applying heavy keyword adjustments. Sometimes, it considers the buyers journey from a user interface perspective. Pleasing design is good, but your audience must be able to find what they are looking for immediately.

However, the most important part of my process is creating functional funnels that are built around the needs and goals of the client.

Functional funnels are funnels where metrics can be tracked, and improvements can be made. These funnels can look different depending on the project they are applied to.

Social media, for instance, is the most immediately recognized funnel. Here it's best to know the target audience of each platform, create branded content that is adjusted for each platform's target audience, and remember the three Ts; tone, tags, and transaction.



What are the Three Ts?

Tone

The copywrite and messaging you create should ALWAYS educate, entertain, or empathize with your audience personas.

Tags

Your tags should be well researched using the latest tools, while keeping in mind the way your audience might currently be looking for you.

Transaction

Transaction is my unique conversion model. Your brand is in a relationship with your audience. You need them and they need you.

Another often underutilized funnel is targeted emails and SMS marketing. While everyone hates having their inboxes and phones filled with spam, creating pleasing emails and SMS campaigns that trigger your audience personas lead to conversions.

47% of marketers stated that email is their most effective marketing channel, followed by social media marketing (39%), SEO (33%), and content marketing (33%). From: [GetResponse](#)

Backlinking is another often misunderstood and underutilized funnel. Marketing managers often create backlink spam that hurts their search engine scores. The goal is to develop a network of partnerships and content that organically supports each other. Simple ways to do this is through blogging, media partnerships, and influencer marketing.

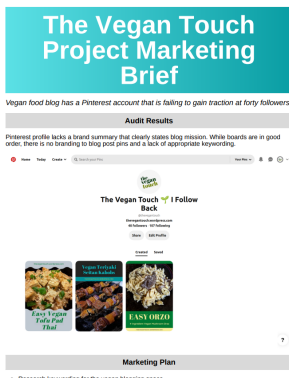


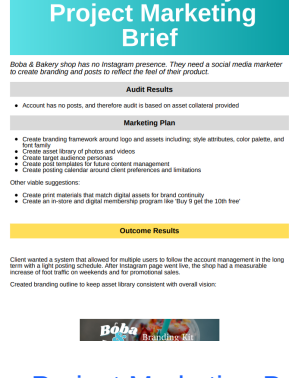
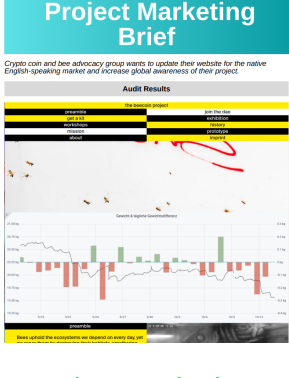
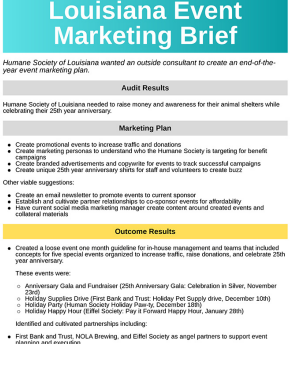
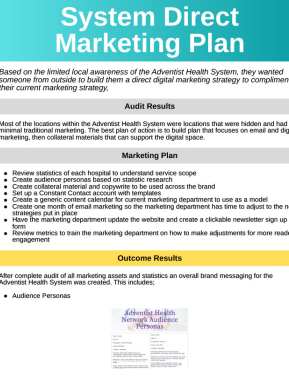

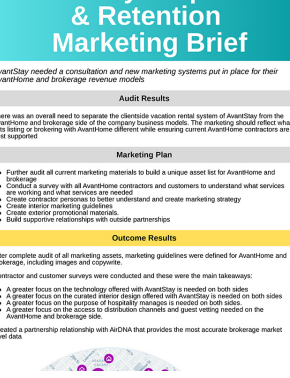
An influencer marketing your brand on TikTok is the most modern version of a successful backlink.

The last part of my process is understanding successes and gaps. A common mistake many marketers often make is pouring money down the drain in ad campaigns attempting to fix the lack of interest in their product or campaign. A lot of information can be gained by the performance metrics you are analyzing, but some market research has to be done straight from the source. This means talking and listening to the audience, creating survey systems that gain responses, and knowing how to correctly interpret A/B testing.

Leveraging what is successful can create even more success because that is what resonates with your audience.

What does the outcome of this process look like?

Here are some project summary examples of how this process has been applied to various types of projects in the past:

 <p>The Vegan Touch Project Marketing Brief</p> <p>Vegan food blog has a Pinterest account that is failing to gain traction at forty followers.</p> <p>Audit Results</p> <p>Pinterest profile lacks a brand summary that clearly states blog mission. While boards are in good order, there is no branding to blog post pins and a lack of appropriate keywording.</p> <p>Marketing Plan</p> <ul style="list-style-type: none">Research keywording for the vegan blogging space.	 <p>Whole Foods Awareness Event Marketing Brief</p> <p>Newly converted Whole Foods stores need to increase both customer traffic and basket size.</p> <p>Audit Results</p> <p>Locations that were formerly Wild Oats Market have less consumer awareness around brand. Basket size average is much lower than the region average, and customer traffic has no measurable increase after stores were rebranded from Wild Oats Market to Whole Foods Market.</p> <p>Marketing Plan</p> <ul style="list-style-type: none">Create promotional store events to increase traffic and basket sizeCreate customer personas to understand who the store is not reachingCreate branded advertisements and coupon codes for events to track successful campaigns <p>Outcome Results</p> <p>Created unique monthly marketing plans and events with promotional collateral to promote events. As an example, during the month of March 2016, prepared seven special events organized to increase traffic and basket size. These events were:</p> <ul style="list-style-type: none">Computer Round UpWorld Wildlife DriveWine & Beer SaleBuy a Flower, Plant a FlowerSt. Patrick's Dinner & Beer TastingSpring Powers SaleSalad Egg Hunt	 <p>SmileNow Project Marketing Brief</p> <p>Dental office is unhappy with their low website traffic and wants an audit of their website and analytics to make improvements.</p> <p>Audit Results</p> <p>SmileNow has only 636 sessions for 12 months, with an average bounce rate of around 80% below (for 12 months):</p> <ul style="list-style-type: none">Total sessions: 636Average session duration: 1 minuteBounce rate: 80%Pages per session: 1 <p>Marketing Plan</p> <ul style="list-style-type: none">Research keywording for the dental blogging space.
<p>Open Project Marketing Brief</p>	<p>Open Project Marketing Brief</p>	<p>Open Project Marketing Brief</p>
 <p>Boba & Bakery Project Marketing Brief</p> <p>Boba & Bakery shop has no Instagram presence. They need a social media marketer to create branding and posts to reflect the feel of their product.</p> <p>Audit Results</p> <ul style="list-style-type: none">Account has no posts, and therefore with a based on asset collateral provided <p>Marketing Plan</p> <ul style="list-style-type: none">Create branding framework around logo and assets including style attributes, color palette, and font familyCreate entire library of photos and videosCreate target audience personasCreate post templates for easier content managementCreate posting calendar around client preferences and influencers <p>Outcome Results</p> <p>Client wanted a system that allowed for multiple users to follow the account management in the long term with a light posting schedule. After Instagram page went live, the shop had a measurable increase of foot traffic on weekends and for promotional sales.</p>	 <p>Beecoin Project Marketing Brief</p> <p>Crypto coin and beer advocacy group wants to update their website for the native English-speaking market and increase global awareness of their project.</p> <p>Audit Results</p> <p>Website audit and analysis showing areas for improvement.</p> <p>Marketing Plan</p> <ul style="list-style-type: none">Define what makes the product stand outCreate audience personas to evaluate what markets remain untappedBuild educational marketing materialsBuild promotional assetsBuild partnerships with magazines or blogs <p>Outcome Results</p> <p>I created educational materials and copywrite to raise awareness about the product.</p>	 <p>Humane Society of Louisiana Event Marketing Brief</p> <p>Humane Society of Louisiana wanted an outside consultant to create an end-of-the-year event marketing plan.</p> <p>Audit Results</p> <p>Humane Society of Louisiana needed to raise money and awareness for their animal shelters while celebrating their 25th year anniversary.</p> <p>Marketing Plan</p> <ul style="list-style-type: none">Create promotional events to increase traffic and donationsCreate marketing personas to understand who the Humane Society is targeting for benefit campaignsCreate branded advertisements and coupons for events to track successful campaignsCreate unique 25th year anniversary gifts for staff and volunteers to create buzz <p>Outcome Results</p> <ul style="list-style-type: none">Created a loose event one month guideline for in-house management and items that included concepts for five special events organized to increase traffic, raise donations, and celebrate 25th year anniversary.
<p>Open Project Marketing Brief</p>	<p>Open Project Marketing Brief</p>	<p>Open Project Marketing Brief</p>
 <p>Adventist Health System Direct Marketing Plan</p> <p>Based on the limited local awareness of the Adventist Health System, they wanted someone from outside to build them a direct digital marketing strategy to complement their current marketing strategy.</p> <p>Audit Results</p> <p>Most of the locations within the Adventist Health System were locations that were hidden and had minimal traditional marketing. The best plan of action is to build plan that focuses on email and digital marketing, then collateral materials that can support the digital space.</p> <p>Marketing Plan</p> <ul style="list-style-type: none">Review statistics of each hospital to understand service scopeCreate audience personas based on statistical researchCreate collateral material and copywrite to be used across the brandSet up a Content Calendar with templatesCreate a generic content calendar for current marketing department to use as a modelCreate one month of email marketing as the marketing department has time to adjust to the new branding kit at handHave the marketing department update the website and create a clickable newsletter sign up formReview metrics to train the marketing department on how to make adjustments for more reader engagement <p>Outcome Results</p> <p>After complete audit of all marketing assets and statistics an overall brand messaging for the Adventist Health System was created. This includes:</p> <ul style="list-style-type: none">Audience Personas	 <p>Dublin Dog Product Launch Marketing Brief</p> <p>Dublin Dog wanted a new approach to support their current marketing for product launch.</p> <p>Audit Results</p> <p>While Dublin Dog has a faithful following and customer base, their messaging about what makes their product unique and their ability to get their product in front of new markets had been limited. Typical search terms and plan were adequate but saw the need for a plan for additional support.</p> <p>Marketing Plan</p> <ul style="list-style-type: none">Define what makes the product stand outCreate audience personas to evaluate what markets remain untappedBuild educational marketing materialsBuild promotional assetsBuild partnerships with magazines or blogs <p>Outcome Results</p> <p>I created educational materials and copywrite to raise awareness about the product.</p>	 <p>AvantStay Acquisition & Retention Marketing Brief</p> <p>AvantStay needed a consultation and new marketing systems put in place for their Avantihome and brokerage revenue models.</p> <p>Audit Results</p> <p>There was an overall need to separate the client's vacation rental system of AvantStay from the Avantihome and brokerage side of the company business models. The marketing should reflect what gets listed or booked with Avantihome different while ensuring current Avantihome contractors are best supported.</p> <p>Marketing Plan</p> <ul style="list-style-type: none">Further audit all current marketing materials to build a unique asset list for Avantihome and brokerage.Conduct a survey with all Avantihome contractors and customers to understand current services and how marketing and retention systems are neededCreate contractor personas to better understand and create marketing strategyCreate master marketing guidelinesCreate general promotional materialsBuild supportive relationships with outside partners <p>Outcome Results</p> <p>After complete audit of all marketing assets, marketing guidelines were defined for Avantihome and brokerage, including images and copywrite.</p> <p>Contractor and customer surveys were conducted and these were the main takeaways:</p> <ul style="list-style-type: none">A greater focus on the technology offered with AvantStay is needed on both sidesA greater focus on the curated interior design offered with AvantStay is needed on both sidesA greater focus on the purpose of hospitality managers is needed on both sidesA greater focus on the access to distribution channels and guest vetting needed on the Avantihome and brokerage side <p>Created a partnership relationship with AiDNA that provides the most accurate brokerage market level data.</p>
<p>Open Project Marketing Brief</p>	<p>Open Project Marketing Brief</p>	<p>Open Project Marketing Brief</p>