

### **Target Market**

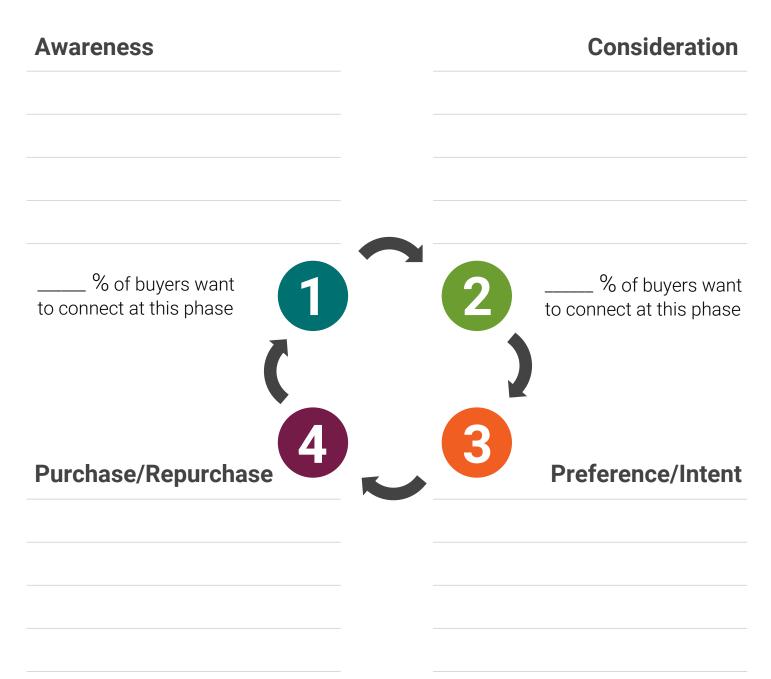
- → How old are they?
- → What do they do for a living?
- → Where do they live?
- What are their goals/challenges personally and professionally?
- How does your service help them reach their goals/solve their challenges?
- What are common objections (time, price, effort etc)?
- What does he or she need to make a buying decision?





# **Identify Buying Stages**

How educated is your target market about what you do?



\_\_\_\_\_% of buyers want to connect at this phase

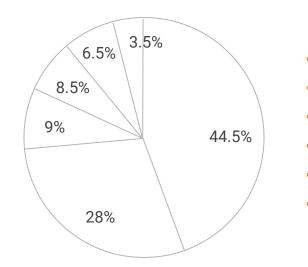


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## **Types of Online Branding**

Healthy Online Brand = \_\_\_\_\_

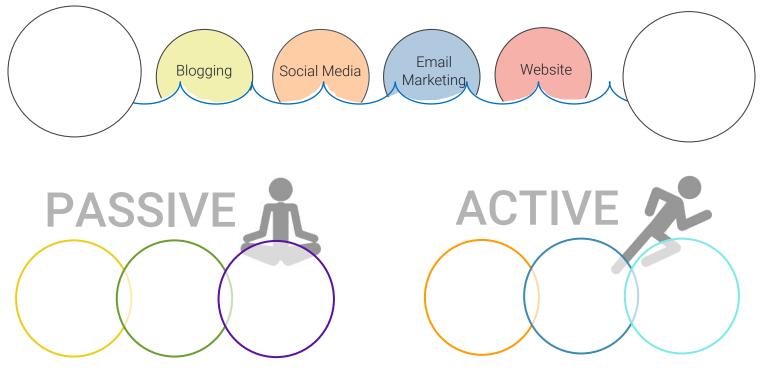
### How SEO Ranking Works



- Website content & behavior \_\_\_\_\_ %
  Links coming into your site \_\_\_\_\_ %
  Consistent listing information \_\_\_\_\_ %
  Google My Business listing \_\_\_\_\_ %
  Reviews \_\_\_\_\_ %
  - Social Media \_\_\_\_\_ %

#### **Reach & Recycle**

Build a bridge to your customers.





### **Types of Online Branding**

Website	Does this fall in your strengths? Yes No Would it reach your target market? Yes No
Social Media	How much to post? Facebook 3 - 10 posts/week LinkedIn 5 posts
Does this fall in your strengths? Yes No	per week, 20 total/mo <b>Instagram</b> varies,
Would it reach your target market? Yes No	consistency is key <b>Twitter</b> 5 - 7 tweets/day
	Pinterest 11 pins/day
Email Marketing	Does this fall in your strengths? Yes No Would it reach your target market? Yes No

RESENTE

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DESIGN

Blogging	Does this fall in your strengths? Yes No Would it reach your target market? Yes No
Paid Online Advertising	Does this fall in your strengths? Yes No Would it reach your target market? Yes No
	Ad Types Search Ads Social Media Ads Retargeting Affiliate Ads Display Ads
Directory Listings	Top Citation Sources for Engineering Firms engineerjobs.com manta.com indeed.com
Does this fall in your strengths? Yes No Would it reach your target market? Yes No	Inkedin.com   Inkedin.com </td

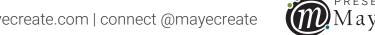
Find where your business is listed: moz.com/local/search

Find top citation sources by category: moz.com/learn/seo/citations-by-category

# **Build Your Strategic Plan**

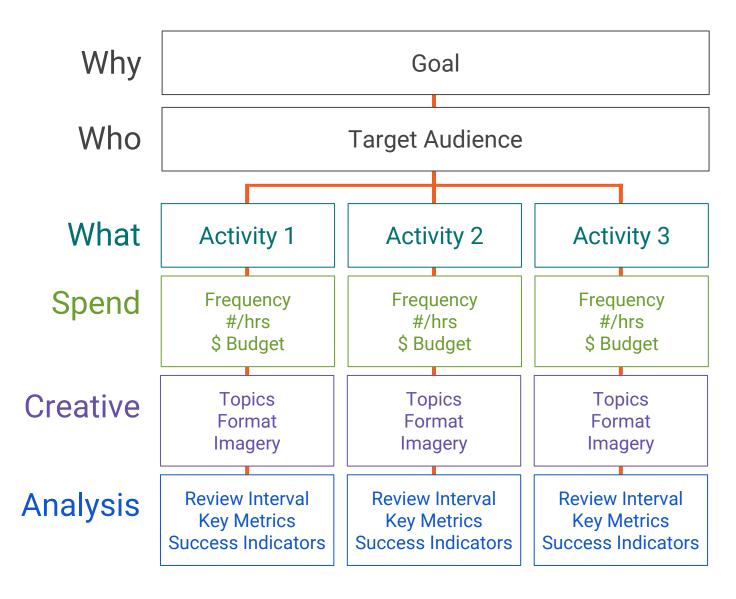
Create a hypothesis for today and homework for tomorrow.

<ul> <li>→ Client &amp; Non-Client Contacts</li> <li>□ Email List</li> <li>□ Mailing Address List</li> <li>□ Facebook Friends/Fans</li> <li>□ Twitter Followers</li> <li>□ Blog Followers</li> <li>□ Email Subscribers</li> </ul>	<ul> <li>Strategic Alliances</li> <li>BNI Chapter</li> <li>Rotary Group</li> <li>Neighborhood Association</li> <li>Church</li> <li>Gym</li> </ul>	Asset Discovery
→ Capital	Country Club	
Services for Trade		
Funds to Invest	→ Location	
<ul> <li>Staff</li> <li>Sales</li> <li>Designers</li> <li>Writers</li> <li>Delivery Truck Drivers</li> <li>Interns</li> <li>Kids</li> </ul>	<ul> <li>❑ Shared Building Space</li> <li>❑ Signage</li> <li>❑ Window/Display Space</li> <li>❑ Sidewalks</li> <li>→ Equipment</li> <li>❑ Printer</li> <li>❑ Company Cars</li> <li>❑ CRM</li> </ul>	
→ Ready Made Marketing Materials	Smart Phones	
<ul> <li>Previously Designed Ads</li> <li>Testimonials</li> <li>Portfolio Photos</li> <li>Ad Specialty Items</li> </ul>	<ul> <li>→ Processes</li> <li>□ Checkout</li> <li>□ Sales</li> </ul>	



### **Hypothesis Generation**

a.k.a. goal setting



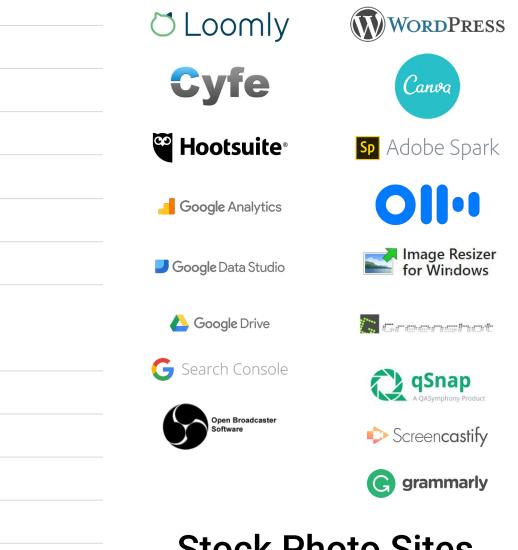
#### Why

#### Who

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#### What



### **Stock Photo Sites**

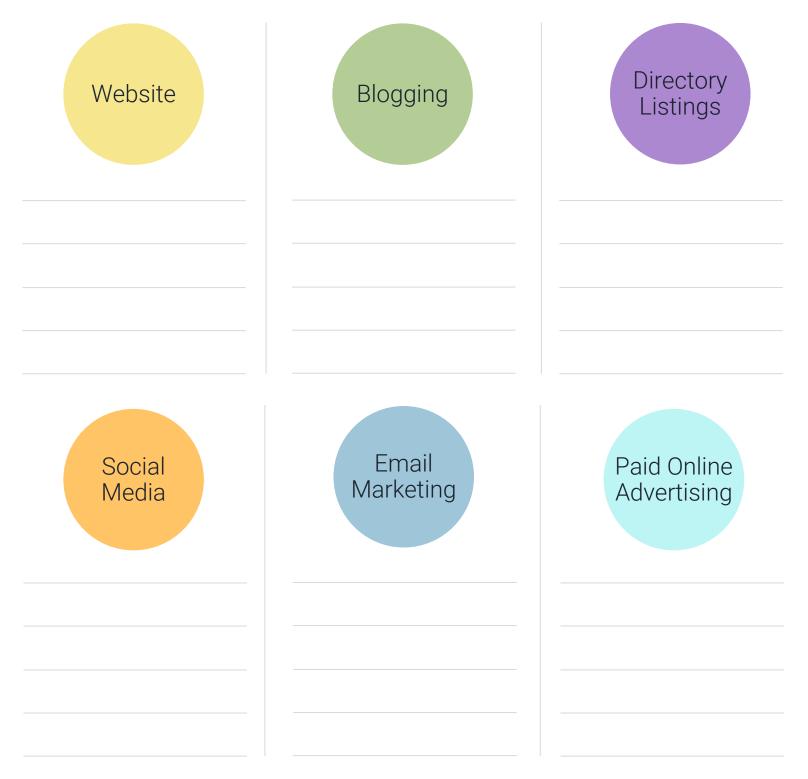
Free: pexels.com, unsplash.com, reshot.com Paid: iStock

#### Creative

Spend

## Things to review

- → Did you do it?
- → What happened?
- → Why do you think it happened?
- → Could you do anything differently to improve the outcome?





# **Online Branding Plan Template**

