



Project Status: DISCOVERY

OPPORTUNITIES

- 3 Ways for Exponential Growth
 - Get in front of more prospects
 - Increase conversion rates of prospects to clients
 - Targeting of higher-value prospects
- "Marketing and innovation make money. Everything else is a cost." -Peter Drucker
- "Stories constitute the single most powerful weapon in a leader's arsenal." -Dr. Howard Gardner, professor Harvard University

FOCUS ON STORY-BASED MARKETING

- Each "branding" effort should pull the viewer one step closer to doing business with EU (Know/Like/Trust)
 - Customers don't generally care about your story, they care about their own.
 - Your customer should be the hero of the story, not your brand.
- Digital/Social storytelling
 - Video & Content
 - YouTube
 - Facebook
 - Facebook Live
 - Instagram
 - LinkedIn
 - Website opportunities
 - Other social platforms
 - All other media
 - Collaborations with influencers

Establish a Clear Message to Your Market (USP)

- WHY do they do business from you?
- How do you get their attention?
- How do you get this message across?
- How do you trigger them to buy?
- How do you delight them?

No Comprehensive Video / Content Plan

- Need wide-reaching video & content strategy
- Need an editorial calendar for content creation
- Video creation plan
- Systematized content & video distribution
- Video sales funnel
- Live-video strategy

Better Systematized Follow-Up with Prospects and Customers

- Email Capture & Drip Campaign System
- Share-encouraging campaigns, all media
- Tools & Upgrades
- Content
- Newsletters
- Event notifications
- Vendor list opportunities

Prospect Database Optimization

- Past: Recapture thru email recapture, text, or phone recapture system
- Present: Retain, capture email, and work the back end (repeat business and referrals)
- Prospects: Follow-up with drip email (or text) campaign, educate, then CTA and close

Strategic Partnership Campaign

- Every customer is a potential customer of another event or a repeat customer or a partner's customer
- Systematized outreach to potential strategic partners (influencers, brick & mortar partners, event partners, vendors, large lists, others)
- Every attendee should get a compelling offer enticing them to go to another event or other up-sell opportunity
- Each event is a "launch" where you can encourage eager shoppers to check out future markets
- Joint ventures with vendors or other relevant but non-competing businesses (list of companies to reach out to)



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Content & Video Marketing

- Implement Company-Wide Content & Video Promotion Strategy
 - Meaning the customer the hero, and U the guide
 - Story
 - Shots
 - Schedule
 - Strategy / Series
 - Show Your Work
- Story helps because it is a sense-making mechanism. Essentially, story formulates put everything in order so the brain doesn't have to work to understand it's going on.
 - In a story, the viewer should always know:
 - Who the hero is
 - What the hero wants
 - Who the hero has to defeat to get what they want
 - What tragic things will happen if the hero doesn't win
 - And what wonderful thing will happen if they do
 - HEROES: Your customer is the hero. And their customers are theirs
 - 3-Part WHY Video for each stakeholder team member
 - Upload videos across all web platforms - Different types and formats for each
 - Video converts better than any other marketing format
 - Create and Implement editorial calendar for content

Refine Your Message to Your Market (A.K.a. Your USP / STORY FRAMEWORK)

- PROCESS - Immediate focus on making your message clear, visible, and "on repeat"
 - Follow the Story Framework process to define story elements
 - Turn this into a formula for social media interaction

Comprehensive Marketing Campaign

- \$2 - 2.5 millions in 2-3 years
- Work with more innovation-minded clients

Sales Strategy

- Your Ideal Client
 - Finding them
 - Attracting them
 - Contact campaign
 - Track sales
 - Finding what they want
 - Focus on what they care about most
 - Making an offer
 - Control content
 - Options for outreach

Implement Systematized Follow-Up Campaign

- Assess existing prospect list, past prospect list, and list tracking/collection system
 - Set up email auto-responder marketing system
 - Capture email addresses on website and other media
 - Professionally written emails designed for conversion
 - Create and pre-load auto-responder email messages
 - Email addresses can be forever, unlike a home address
 - Implement drip campaign
 - Social groups
- Can often be the fastest way to increase sales
 - Leverage your existing opportunities
 - Find more opportunities for strategic alliances

Strategic Alliances (Optional)

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Conversion Overhaul - Web Platform

- Analyze and improve conversion across web platform
 - Integrating the story framework into the website platform
 - Direct call to action
 - Visually show the success our customer will experience if they use our product
 - Break down your offerings into bite-sized categories
 - Communicate off of a brand script
 - Landing page capabilities
 - Compelling offer
 - Effective CTA
 - Email capture more dominant on homepage
 - Conversion tracking
 - Continuous improvement process

Educational Content Campaign

- Outline educational framework
 - Create a highly valuable educational content platform
 - Email drip campaign to growing list
 - Email capture at events
 - Marquee content strategy
 - Events
 - Partnerships
 - Team member marketing training

Local Media Opportunities

- Finding local PR and media opportunities
 - Use PR to add credibility to your brand
 - Professionally written articles for submission
 - Press release strategies
 - Surveys

Adding More Value

- Questionnaire
 - Asking / Surveying Existing and Prospective Clients
 - Surveying to avoid adding anything customers won't appreciate
 - Membership program marketing opportunities
 - Video opportunities

Print Campaigns

- Analyze conversion opportunities
- Brochures, educational materials, flyers, etc
- Holiday-based promotions
- Birthdays, events, etc
- "Recapture" campaign for past customers
- Print-based Newsletter
 - Local
 - Regional
 - Niche
 - Includes Direct Mail, where applicable