Marketing

Focus in to gain *controllability, predictability, & confidence* around the marketing tactics you deploy to grow your business!

Hello! I'm Andrea Ross

Business Advisor

Cultivate Advisors™

Today

P — Purpose

O — Outcomes

✓ Intentional Targeting and Controllability to your Marketing Plan

✓ Have a clear channel of control and tactic for 3 marketing buckets

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Today

A

Agenda

- ✓ Identify the difference between Ideal Company Profile & Ideal Buyer Persona
- ✓ Workshop to apply to your biz
- ✓ Develop timeline and tactics to maximize tracking and impact
- ✓ Workshop to apply to your biz

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Today

E

Expectations

✓ **Be Present**

✓ **Distraction Free**

✓ **Parking Lot** – For Unique

Questions

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Tweak versus Overhaul

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Why Do We Need a Marketing Plan?

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I'm going to approach each step today as one bite at a time
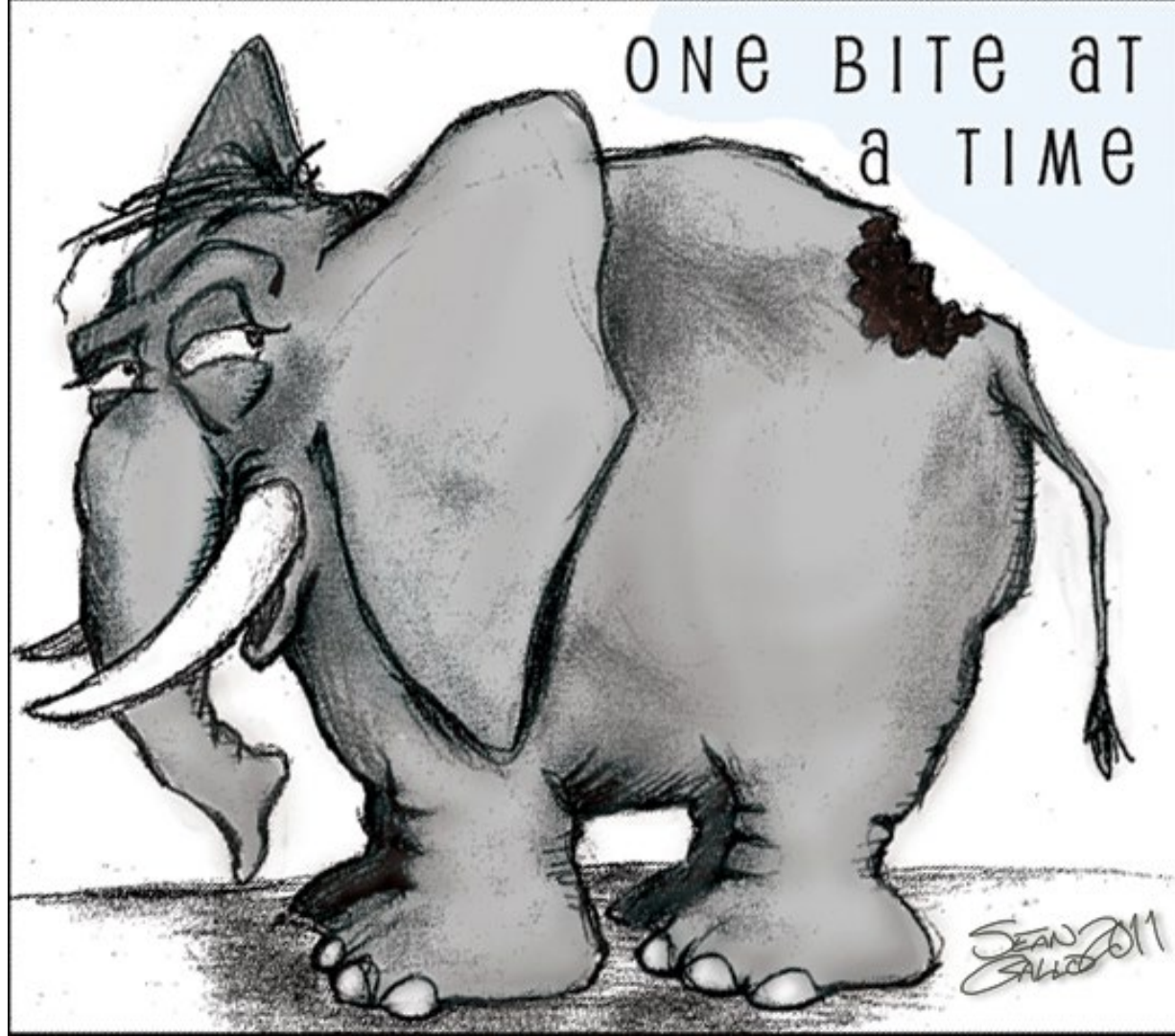
one bite at a time

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Focus & Overview

Step 1 – Ideal Company Profile "What"

Step 2 – Ideal Buyer Persona "Who"

Step 3 – Otters, Dolphins & Whales "Where"

Step 4 – Nets, Spears & Seeds "How"

Step 5 – Track Tactics & Tweak

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Step 1 – Ideal Company Profile- The "WHAT"

- **Ideal Company Profile** = Traits of the company we use for targeting
- The **ICP** defines the research & prospecting to create our opportunity
- This creates our **Target**

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Step 1 – Cultivates Ideal Company Profile

- **Industry: Professional Services**
- **Geography: North America**
- **Revenue: 500k+**
- **Employees: 2-50**
- **Product/Service: Recurring products/services & Client Value 1,000+**

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Step 2 – Ideal Buyer Persona- The "Who"

- **Ideal Buyer Persona** = The PERSON at said company that we'd create the introduction & conversation with

- The **Buyer Persona** defines the messaging, approach, and how to solve their specific pain

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Step 2 – Cultivates Buyer Persona

Hustler

"I just worked through the weekend again"

Experimenter

"I'm always putting out fires; I need a change"

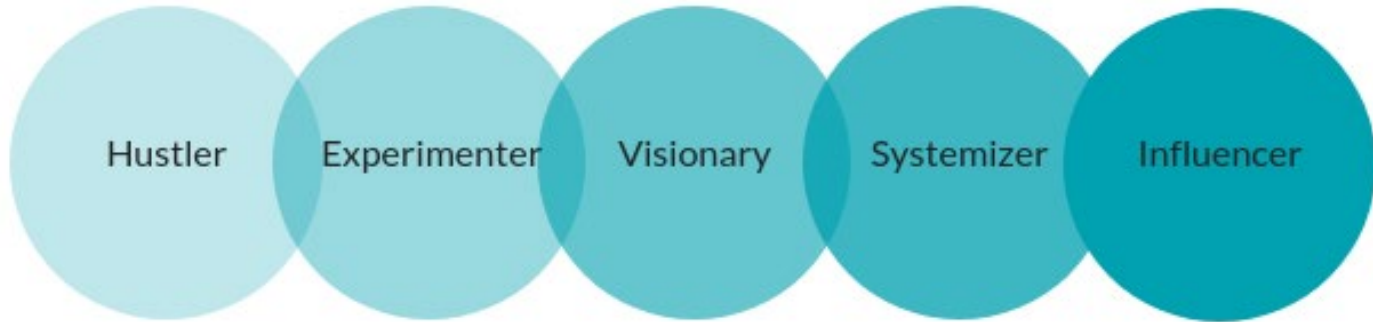**Visionary**

"I don't know how to work ON the business"

Systemizer

"How can I make this scaleable"

Influencer

"I need to clone myself to keep growing this"

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Step 2 – Cultivates Buyer Persona
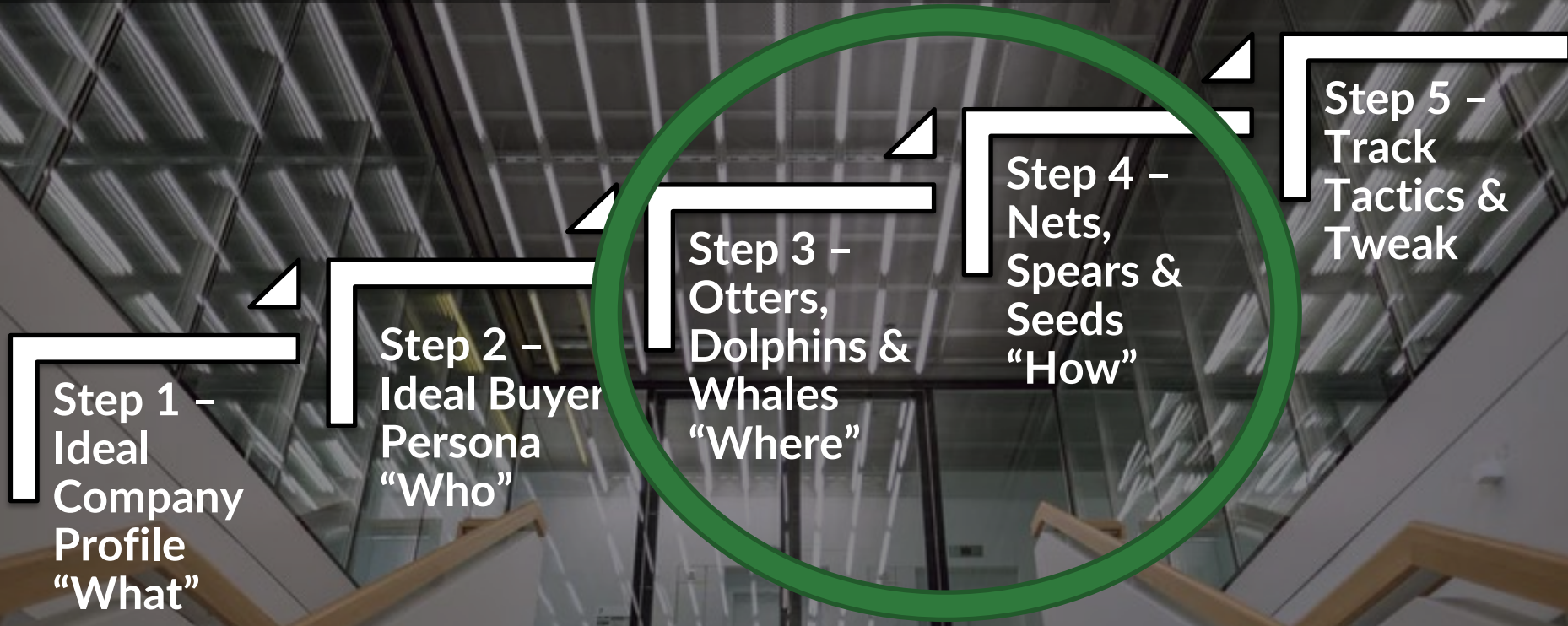

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Common Mistake: Combining the Two!

- **Ideal Company Profile** = Traits of the company we use for targeting

- **Ideal Buyer Persona** = The PERSON at said company that we'd create the introduction & conversation with

INCORRECT

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Let's Workshop This…

CUSTOMER AVATAR

GOALS AND VALUES

Goals:

Values:

Age:
Gender:
Marital Status:
#/Age of Children:
Location:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:
Magazines:
Blogs/Websites:
Conferences:
Gurus:
Other:

Quote:
Occupation:
Job Title:
Annual Income:
Level of Education:
Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:

DIGITALMARKETER

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Putting It Together

- **Ideal Company Profile** = Characteristics of the company we use for targeting (WHAT)
- **Ideal Buyer Persona** = The PERSON at said company that we'd create the introduction & conversation with (WHO)
- The **ICP** defines the research & prospecting to create our opportunity.
- The **Buyer Persona** defines the messaging, approach, and how to solve their specific pain
- Our goal to assess our Opportunities by **defining** & **segmenting** the **ICPs** we uncover.
- We then select the appropriate **Person/Role** within each Opportunity that will help create a conversation and match our **message to their needs.**

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Now We Can Go To
Where to Catch the Who

Step 1 – Ideal Company Profile "What"

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Step 3 – How Do We Attack?

WHALES

DOLPHINS

OTTERS

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Step 3 – Each Group Has Their Own Batch of "Tactics"

- **Whales**
  - The top tier. Highest Average Customer Value (ACV).
  - Usually longer sales process.
  - Hard to win it all at once.
- **Dolphins**
  - Mid-to-high ACV.
  - **Medium-To-Long sales process.**
  - More access to them vs a Whale.
- **Otters**
  - Small-to-Medium ACV.
  - Similar to our SMB Clients.
  - Easy access.
  - **Shorter Sales Cycle.**

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Step 3 – Cultivate Example

- **Whales (Franchise Networks)**
  - The top tier. Highest Average Customer Value (ACV).
  - Usually longer sales process.
  - Hard to win it all at once.
- **Dolphins (Influencers & Systemizers)**
  - Mid-to-high ACV.
  - **Medium-To-Long sales process.**
  - More access to them vs a Whale.
- **Otters (Hustler)**
  - Small-to-Medium ACV.
  - Similar to our SMB Clients.
  - Easy access.
  - **Shorter Sales Cycle.**

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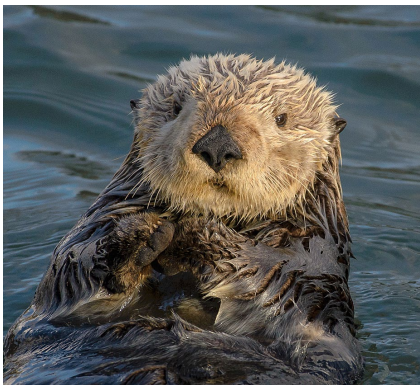# Step 3 – How To Find The Leads?

WHALES

DOLPHINS

OTTERS

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Now We Can Go To How to Catch Them!

Step 1 – Ideal Company Profile "What"

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Step 4 – Where Are These Leads?

NETS   SPEARS   SEEDS

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Step 4 – Where Are These Leads?

- **Nets (Cold) Variable & Scalable-**
  Group Targeting vs. Person Target

  - Generated through inbound marketing. Casting a wider net with content.
  - Can be scalable. Leads coming in & show interest.
  - Takes time to create & optimize. Less predictable early on.
  - Quantity vs Quality approach

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Step 4 – Where Are These Leads?

- **Spears (Warm) variable length & controllable- People Orientated vs. Groups**

  - Direct outreach. Very specific & targeted.
  - Often referred to as "Sales"
  - Predictable but can be difficult to scale without right process.

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Step 4 – Where Are These Leads?

- **Seeds- (Hot) Longest & Inconsistent**
  "Organic"

  - Word of Mouth leads.
  - Primarily through past relationships or referral.
  - Highest **quality**, but can't grow them so not **scalable**.
  - Requires patience.

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Step 5 – Tactics, Track & Tweak

- Different tactics for different outcomes
- We need a variety to create the most effective marketing process we can
- The goal being that the pipeline is predictable & eventually scalable
- All of these are *complementary to one another. It's NOT one or the other*
- Just like our Targets, there's 3 ways to classify *how* we approach them

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Step 5- Tactics- Nets

- Social Media
- Content Creation
- Email Campaigns
- Signs
- What else?

Step 5- Tactics- Spears

- LinkedIn
- Networking Events
- Direct Outreach
- Targeted Emails
- What else?

Step 5- Tactics- Seeds

- Personal Network
- Clients Referrals
- Customer Referrals
- What Else?

Step 5 – Tracking Progression

1. Excel/Google Sheets
2. CRM System
3. Build Out/ Custom

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Putting It All Together

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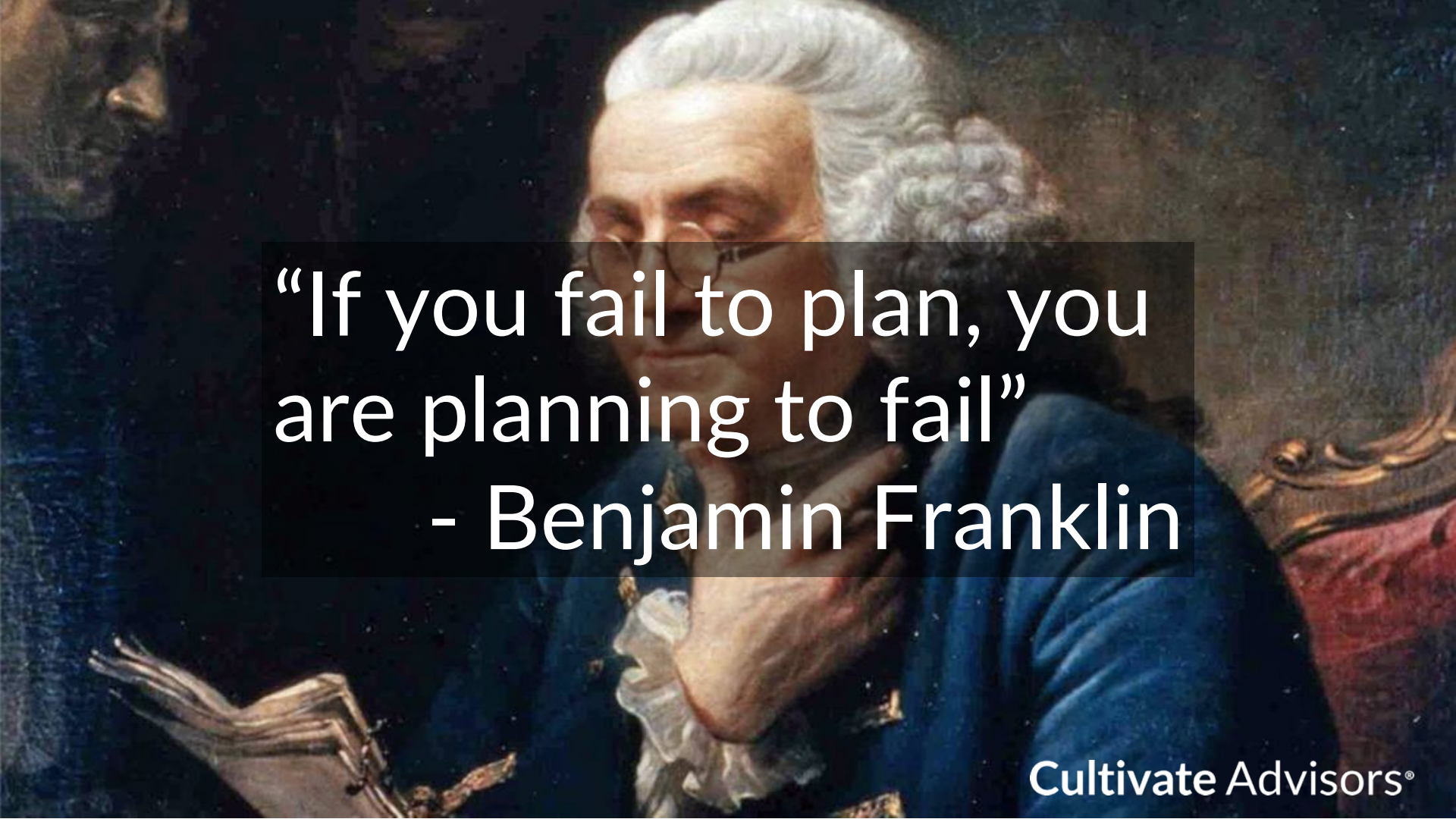
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Quick Skill Hacks

- Review historics to set the future
- Have a mindset of momentum, keep going and keep growing
- Keep testing until something is consistent, then consider spending larger amounts of money on it
- Be ready to adjust- go back to persona and ensure you are hitting the right audience!

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Next Step for Planning

Go Deeper, Plan, and Track

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"If you fail to plan, you are planning to fail"
- Benjamin Franklin

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Wrap Up

Two Takeaways From Today