



LEARN HOW TO
**MARKET
YOUR
BUSINESS**

A workshop by  **BUTLER
BRANDING™**

in collaboration with 



BUTLERBRANDING™

Butler is a collaborative team of strategists, creatives and marketers that work on your behalf to create, disperse, manage and maintain all your branding efforts.



About Your Hosts

**A big partner for
small businesses.**

**Funding Central California
businesses up to \$1,000,000**

We do a lot more than provide funding! We truly want the businesses we work with to succeed, which is why we provide free advice, assistance, and other resources that you can use to get ahead.

**access
+
capital**



Marketing Workshop

DEFINING OUR TERMS

Brand Positioning

The _____ you portray and the _____ you speak. How you position your brand determines how the _____ perceives you.

Marketing

The attempt to start a _____ with the people you want to serve.

Inbound Marketing

A marketing technique to uninterruptedly _____ and _____ customers to products and services, typically via content marketing, social media, and SEO. Inbound is a long-term strategy.

Outbound Marketing

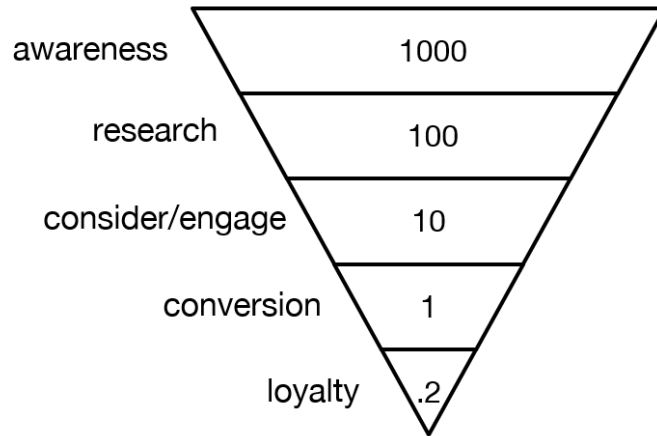
Any kind of marketing where a company _____ the conversation with customers.

Networking

_____ your sphere of influence by intentionally going to where your audience _____.

The Conversion Funnel





Audit Your Funnel

	LIST ALL OF THE BRAND EXPERIENCES	WHAT CAN BE ADDED OR IMPROVED
AWARENESS	<ul style="list-style-type: none"> • Outreach / events • SEO • Media outlets 	
RESEARCH	<ul style="list-style-type: none"> • Website • Social media 	
ENGAGE	<ul style="list-style-type: none"> • What's the first point of contact 	
CONVERT	<ul style="list-style-type: none"> • What do they see to become a client 	
ADVOCATE / RETURN	<ul style="list-style-type: none"> • What follow up methods are we using... 	

Three Golden Questions



1. Who are we _____?

This determines your target audience. List 1-4 user types using an adjective and a noun, placing them in order of priority. The adjectives help you identify creative ways to pitch your office.

(For example: busy moms, stressed small business owners, athletic millennials, vegan hipsters, broke parents, health-conscious BBQ dads, etc.)

- 1) _____
- 2) _____
- 3) _____
- 4) _____

2. What _____ do they need _____?

This determines your message. List the problems your primary user needs solved as it relates to your brand. List your corresponding solution. Then create an offer compelling them to take advantage of your solution. (Repeat for each user type)

EXAMPLE: Busy Moms	YOUR TURN:
Problem(s) I have no time for dinner. Hardly any options for a fast, healthy meal. I'm not sure about this new fast-food place. My kids probably won't eat it.	Problem(s)
Solution: Fit-Fast offers healthy, delicious, fast food meals. Fast casual dining or drive through. Kid-approved.	Solution:
Offer: Free kid's meal on your first order with purchase of any adult value meal.	Offer:

3. Where is their _____?

This determines where you should focus your marketing efforts (where to share your offer so your audience will see it). Based on your user type, choose at least 1-3 platforms in each category (inbound, outbound, networking) that you can / will commit to for a minimum of 4-6 months.

EXAMPLE: Busy Moms	YOUR TURN:
Inbound Create a Facebook ad for my offer, linking to my website. Must opt-in to my email platform to redeem offer.	Inbound
Outbound Create a big, beautiful, eye-catching mailer. Use EDDM to target specific zip codes these moms typically live.	Outbound
Networking Obtain a booth and sponsor the Central California Women's Conference – getting my offer into each grab-bag at the event.	Networking

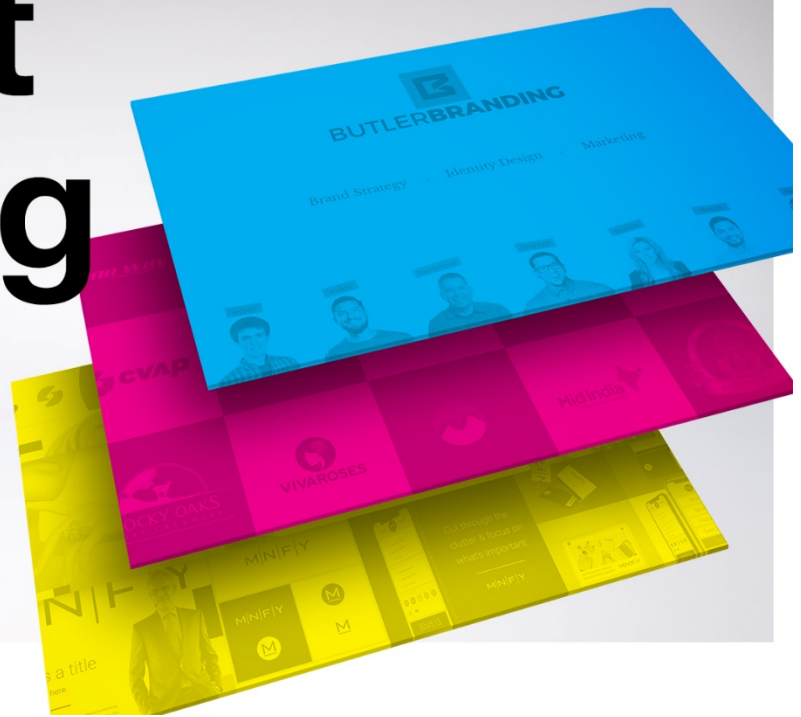
_____ the process, then _____

Once you've answered the 3 golden questions and formulated a strategy for your primary user, repeat the process until you have at least 4-7 marketing initiatives you can comfortably commit to for a minimum of 4-6 months.

- Make sure your strategy touches all your users
- Make sure you cover all three categories of marketing (inbound, outbound, networking)

Content Stacking

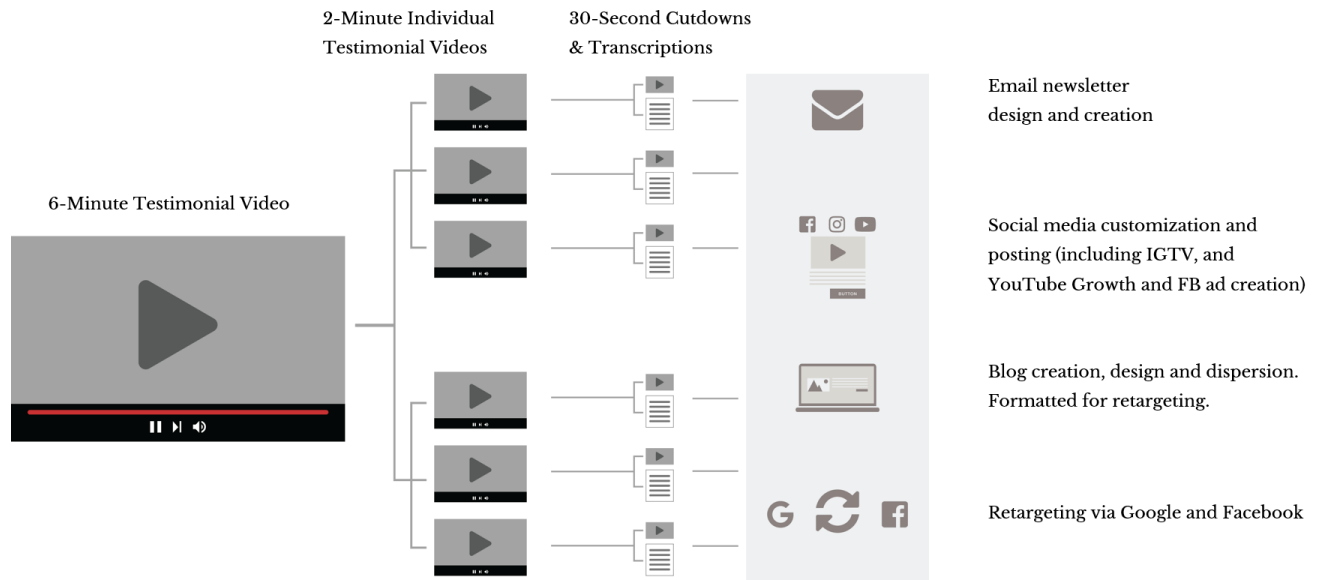
A content marketing hack.



Creating a bunch of content from one piece of content.

Content Stacking is the process of stacking several small pieces of content (we'll call this "supporting content") on top of each other to make one big piece of content (which we'll call "primary content"). However, in reality, it really works in reverse... you think of one big piece of content (the primary) you'd like to create, such as an e-book, corporate video or annual report, and then think about all the small pieces (supporting content) it takes to create it. In other words, your primary content is the sum of all the supporting content, and you can use the supporting content to share on digital platforms periodically. Using this method of content creation gives you a lot of content without having to think of new ideas all the time – you create a large pool all at once and distribute the pieces sequentially.

Content Stacking Example



Coming up with content.

Coming up with content to create can seem daunting. However, you likely have a lot more content to share than you think. Below are some questions designed to get the creative juices flowing. Answer each question with 2-4 ideas.

1. What are the top 5 questions I've answered 100 times?
2. What are interesting stories we can tell?
3. What content would grab our audience's attention?
4. What resources could we offer that our audience would benefit from?
5. What could we do or say that flexes expertise?
6. How could we add value to our audience?

You Did It!

Well, almost...

Finishing this workbook gives you the foundation to build from; now it's time to put in the work. Commit to executing your strategy for 4-6 months consistently before changing anything. Don't want to do it alone?

Schedule a **free in-person** consultation



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