



GROWTHBOUND
MARKETING

THE COMPLETE SMALL BUSINESS MARKETING GUIDE

Unlock 10 years of marketing secrets



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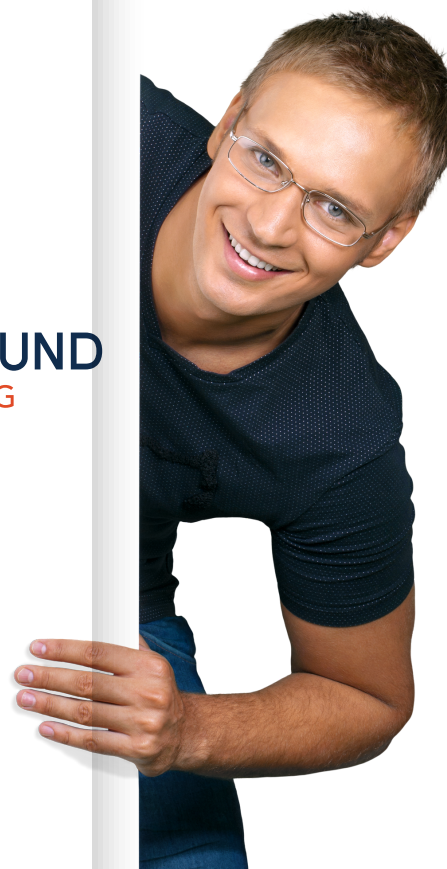


Marketing is intimidating. When you start thinking about all the ways you could market your business — and all the money it takes to figure out the best strategy — it's no reason so many businesses feel paralyzed. They know they need to grow, but they have no idea where to start.

In the end, many business owners either rely on referrals to operate or they over-pay a marketing agency to take care of it all for them. With a little more marketing knowledge, you can determine where you should be investing your marketing dollars and decide to manage it on your own or pay the right agencies for the right services.



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We hope that this comprehensive marketing guide can be the launch pad you need to start — or re-start — marketing your business.

By the end of this ebook, you'll have all of the knowledge that you need to create and launch successful marketing campaigns. You'll also have a specific marketing plan tailored to your business, which will work as a guide toward reaching your goals.

Let's get started.



Chapter 1

Your Customers Are Everything

Your customers are everything' may seem like an obvious statement, but a lot of businesses forget about this, especially large brands. They get caught up in competing with their competition instead of serving and taking care of their customers. But today, consumers have a plethora of options in front of them. If they don't see what they like, they simply hit the back button and go down a couple of search results to find a better solution.

"Every customer buys something to fulfil a desire."

Many brands see this and think that the only way to compete is price. But, if you compete on price, it is a race to the bottom — smaller margins, longer hours, and a bad business model.

There has to be something that businesses can do to earn their customers without lowering their prices, right? The key is the customer.

You see, every customer buys something to fulfill a desire. This desire might be as simple as losing weight, or it might go deeper, such as losing weight so they have the energy to play with their kids again. At the end of the day, every purchase is driven by a desire.

The reason that understanding your customers' desires is so important is because of a simple truth: It is incredibly hard to convince someone to do something they don't want to do.

In the marketing world, convincing people is the fastest way to waste your budget. Instead, if you can guide or lead the customer to your business through their desire, you will find happier customers, cheaper customers, and customers that are more likely to stay with your business a lot longer — bringing in recurring revenue year after year.

Marketing is all about fulfilling a desire

The first step should then be to figure out your customers' desires. Fortunately, digital marketing has made it easier than ever to understand market trends. We can see what people are searching for in real-time and how events are changing the market. There are a couple of ways to understand your customers better, such as surveys, keyword research, or asking them face-to-face.

Asking your customers what they desire can be a little awkward.

Luckily for us we can avoid that awkwardness and get the information that we need with some simple tools, like a survey! It's important to note that the way you ask a question will determine how your customers respond to said question.

Surveys can help you understand your customers' desires, as well as how well you are meeting your customers' desires, what other services your customers want, etc.

Side note: Your customers' desires are always changing. The market evolves, new companies and solutions change how our customers think, and life events speed up or slow down. On top of all that, technology is making it easier than ever for customers to fulfil their desires on their own.

BUT, your customers might not know their desires

Customers look at resolving their desires in the form of solving problems. For example, if you just had a super long day at work and were so tired that you didn't want to make dinner for yourself or your partner, you could say that your desire is to relax. In order to relax, you need the least stressful way to feed yourself and your household. If the price is too high, that could add stress. If the food doesn't taste good, it could get in the way of relaxation.

You might approach this desire with a statement like "I need to buy dinner because I don't want to cook tonight."

Did you notice how the desire wasn't even in the statement? That is because customers rarely know what they desire, they are just aware of how to have that desire met or fulfilled. We can take that statement and form a problem question from it. Here is an example.

"What do I want to eat tonight
or
"Do I want to eat Mexican food or Chinese food tonight?"

When we know what people are asking, we can uncover their desires from their questions. Additionally, we can understand how they are approaching their desire. In fact, there are 3 different types of questions our customers will ask themselves when trying to fulfil a desire.

- External questions
- Internal questions
- Philosophical questions

External questions are the easiest to answer in your marketing campaigns. Typically, when we focus on these types of questions during our marketing campaigns, conversion rates are 3x higher than the industry average. Keep that in mind as you progress through this guide — you don't need to address the other two questions, but if you can, your marketing, branding, and advertising will be that more powerful.





External Questions

- What do I want to eat tonight?
- What is the closest restaurant?
- What is a healthy takeout restaurant that I quickly purchase that my daughter will actually eat?

These types of questions are really easy to answer. For example, you could create a Google ad campaign targeting the search "food near me." Then, when a potential customer searches in Google maps, you show up and they click on directions to your restaurant. You just got yourself a new customer.

The other two questions are a little harder to answer. If you do it wrong, it can actually confuse your customers. We highly recommend that you stick with the external question until you get a marketing campaign that is profitable. Then, you can experiment with internal and philosophical questions to dial in your campaigns.

This guide will not cover these questions in-depth. When you're ready to tackle these questions, we recommend that you purchase Eugene Schwartz book "Breakthrough Advertising". However we will give a couple of examples to help you understand the difference between these three questions.

Internal Questions

- If I eat here, will I gain weight?
- Do I want sophisticated Starbucks or a quick Dunkin' ?

Philosophical Questions

- Did this meat live a cage-free life?
- If I eat a lot of meat, does that make me a bad person because I am contributing to greenhouse gases?
- Do I want to support local farmers?

What do we do with these questions?

Once you know what questions your audience is asking, then we have 80% of our headline, a good idea of where we are going to advertise, and what our brand should look like. These questions are the very first steps on their customer journey.

Chapter 2

The 5-Step Buyer's Journey

Every customer, even repeat customers must go through five stages or steps before they purchase. This process can take a couple of seconds or it can span years. Typically, this is referred to as a sales cycle, but in reality, the sales cycle is just the part of the customer journey that the business is aware of. The customer journey actually starts much earlier.

The 5 Stages

- Need Recognition
- Information Search
- Comparing Alternatives
- Purchase
- Post Purchase

Your goal as a business is to move the customers down each of these stages until they complete stage four. Then, your job becomes providing such a great experience that they come back time and time again.

Search Engine Optimization, Social Media marketing, billboard and radio ads are all strategies that will help you move your customers down each of these stages.

No.1 Need Recognition

The need recognition phase occurs when a potential customer recognizes they have a desire. They could be sitting on their couch eating cheetos when they reach into the bag to find it empty. That is when they realize that they just ate a giant bag of cheetos in 20 minutes and the little voice inside their head says "You need to get in shape." That moment is the 'need recognition' moment.

However, it can take much longer. Maybe your potential customer is getting ready for the day and they try to put on their favorite pair of pants and it feels a little snug. Then, later that day their pants rip. A couple of weeks go by and they start to notice that none of their clothes fit like they used to. Then, they are sitting on the couch watching TV when a weight loss commercial comes on and the little voice inside their head says "You need to get in shape."

Both experiences fall under the need recognition stage, but one took five seconds and the other took a couple of weeks.

It is important to note that marketing for the need recognition stage is normally reserved for massive brands with deep budgets or smaller markets like a town of 2,000 people. This is because the average American sees around 9,000 advertisements a day. If your customer isn't thinking about their desire, then your job becomes competing with the other 9,000 ads that they will see that day. Ad spend quickly adds up.

No.2 Information Search

Information search is when your potential customers begin to take action. They go to Google or YouTube and they start to learn how they can fulfil their desire. They might look up DIY tutorials or they might search for a business directly in Google. Either way, they are beginning to understand what options they have to fulfil that desire.

This is where small brands should focus, especially service-based businesses or businesses with short sales cycles. This is because SEO, Google Ads, & Facebook Ads allow us to present our message directly in front of the customer while they are searching. We can be the first option that they see.

No.3 Comparing Alternatives

This stage is tricky. Typically, the more expensive your product is, the more research is needed before a purchase. For example, if you were looking for a brand new car, you would look at all the major brands: Toyota, Ford, Honda, Jeep, etc. You would find the model and make that fits your needs, and then you would compare every single detail between the various cars before you make your purchase.

On the other hand, if you were looking for pest control, you might Google "cockroach removal" and click on the first ad that shows up. While viewing their website, you may quickly run through a list of alternatives in your mind, such as going to Home Depot to buy the treatments yourself. Then, you decide that driving to Home Depot would be too much work, so you call the pest control company and schedule a visit.

Both examples are valid. It is important to understand who your competitors are and how you can position yourself as the best choice to fulfil their desire.

No.4 Purchase

This one is pretty straightforward — what is it like to purchase from you? A customer will reach this stage when they decide that you are the best choice and they are ready to purchase. As a brand, you want to make sure that your check-out experience is seamless. This is because a hiccup could break trust and cause your business to lose the customer.

When a customer reaches this stage, it isn't a done deal. You still need to convince them why they need to buy from you.

No.5 Post-Purchase

A lot of brands forget about post-purchase, but we would argue that it could be the most important part in the customer journey for your business. This is where the customer finally gets to fulfil their desire. Using the food example above, could you imagine if you got food poisoning instead of enjoying a peaceful, stress-free night? You would never go back and you would tell all of your friends to never go to that restaurant.

This is your opportunity to make such an impact that your customer comes back time and time again. And the best part about that? You don't have to spend valuable marketing dollars every time they come back. A successful post-purchase experience will dramatically increase your revenue and profit.

TIP: You're not only competing with other brands

As a business, it is important to note that you are not only competing with other brands, but also with other ways to fulfill your customer's desire. For example, if you have back pain and you are thinking about going to a chiropractor, you might consider other options before picking a back adjustment. These could include:

- Icing your back
- Enjoying a nice night in a hot tub
- Hot shower
- Massage

When creating your marketing plan, think of all the alternatives to your products or services.

Understanding Marketing Frameworks

Advertising and marketing have been around for thousands of years, so there is no need to reinvent the wheel. Over the last hundred years or so, sophisticated marketers have built frameworks that they follow when they are building out campaigns. In this guide, we are going to look at 2 of them and how we can rely on these frameworks to bring us customers time and time again. These 2 frameworks are:

- AIDA Framework
- PAS Framework

The AIDA Framework is one of the oldest in the world and it stands for: Attention, Interest, Desire, Action

The PAS Framework stands for: Problem, Agitate, Solution

AIDA Marketing Framework

The AIDA Model is a powerful tool that can be used in advertising, marketing strategies and public relations. This section breaks down the process of the four stages: Attention, Interest, Desire and Action

- **Attention:** The first step is to grab the customers attention. This is critical when advertising on platforms like Facebook or TikTok
- **Interest:** Now that you have the customer's attention, you have to channel their interest toward your product or service.
- **Desire:** After the consumer is interested in the product or service, the goal is to move their mindset from 'That is interesting' to 'I need this!'
- **Action:** Lastly, we need to drive our potential customer to take action in the form of signing up or purchasing



Grab Their Attention

The attention stage is overlooked by most marketers. This is because most businesses want to only talk about themselves and what they are up to. But consumers only care about their own problems and needs.

Fortunately for most businesses, grabbing your audience's attention doesn't have to be grand or jaw-dropping, it just has to stop their current thought and make them pay attention. Here are a couple of ways you can do that.

- Place advertisements in unexpected locations, such as the sidewalk or on bathroom stalls
- Create shock with a controversial statement
- Do something out of the ordinary, like tell people why they shouldn't buy your products

Now, obviously you don't want to ruin your campaign at the expense of getting noticed, but a good attention grabber can make or break a marketing campaign.

Create Interest

After you have their attention, now you want to direct that attention by peaking their interests. This is easily done when you understand your target audience extremely well and know what they care about. However, most businesses fall into the trap of over-complicating their product by trying to make it too interesting.

Remember, there is nothing that will kill a campaign faster than confusion. To create interest, break up your product or service into three elements that relate to your target audience. Then simply present it.



Create Desire

Creating desire for your product or service is probably the hardest part. This is because people do not like the feeling of being sold to, yet love when a product or service matches their needs exactly. Luckily for us, there are a couple of things that we can do to increase desire, and these are:

- Show social proof
- Create a sense of urgency
- Offer a guarantee
- Show before and after demonstration



Invite Them To Take Action

On websites, this is often known as a call to action (CTA) in the form of a button. By using the AIDA framework, you can actually invite your audience to take action in many ways — the important thing is to invite your audience to take action. So often businesses owners do all this work to create interest, fan the desire, and then they leave it at that. They leave their audience wondering what happens next or what they should do. The solution is simple, ask your audience to do what you want them to do.

If this was a YouTube video, you would ask them to subscribe and comment. If this was a Facebook ad, you would ask them to click the link down below. The trick is to ask your audience to take action and then provide the simplest way for them to take action.

PAS Marketing Framework

The PAS framework is a conversion-focused method used to quickly and simply get consumers to take action. It stands for:

Problem: Start with the problem so you can relate to your audience	Agitate: Take the problem and run with it. Here is where you describe the problem in detail and explain why it is such a problem	Solution: Provide the solution the consumer needs
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State the problem

Naming the problem does a few things. For starters, it helps you relate to the consumer. They feel like you understand them, which means they will be more likely to keep reading.

Second, by naming the problem, you're touching on an emotion they feel, whether that's irritation, frustration, anger, sadness or even FOMO. Emotions are a powerful marketing tool, especially when those feelings are strong.

When you first state the problem, you don't have to spend too much time on it. Get right to the point.

Agitate that problem

Now, it's time to push on those emotions you already unlocked by naming the problem. We're not just going to name the problem and move on — we're going to stick with those emotions just a bit longer.

Let's say someone is looking for orthodontic services to fix their teeth because they dislike their smile. After naming the problem of crooked teeth hurting their self confidence, we're going to agitate that problem a little more. We could talk about how they don't like smiling for photos because they are embarrassed about their teeth, so they end up always shying away from photos. We could talk about how their self consciousness about their teeth makes them nervous about meeting new people, so they often say no to going out with friends.

The agitation stage is about getting into the nitty-gritty details. You want to paint a picture that the reader can relate to. Be specific, and feel free to use the senses when describing real-life scenarios.

When you talk about the problem in detail, the reader starts to feel validated and understood, and that you've thought about this problem so much that you must have a solution.

Present the solution

The reader is now ready to hear what solution you have for them, so now's your chance to save the day and offer them a way out. When describing your solution, keep the focus on the reader and how your solution solves all those problems you brought up.

Once you explain how your product or service solves all their problems, you can start talking about you — who you are and why they should choose your solution over others.

Chapter 3

Design & Launch a Marketing Campaign



The marketing campaign structure is the foundation of your marketing. It will determine the direction of your marketing team and make sure everybody is on the same page.

Typically, what you want to do is match your marketing campaign structure to your customer journey. If your target audience is well aware of your product — or at least knows that products like yours exist — the customers are pretty far down on the journey and this will change how we structure the campaign.

In agencies and large companies, they typically structure their campaigns in a funnel, which means they are going to start where the customer is and guide them through the steps. The methods to guide customers through these steps could be web pages or emails, but the end goal is always to guide the customer to purchase. Small businesses can also create and manage funnels of their own.

When creating a marketing campaign, remember that the goal is to solve the problem and fulfill the desire. You have to think about what options your customer is weighing in their minds before you design a campaign structure. Then, you can catch the consumer at the right moment and reel them in to purchase.

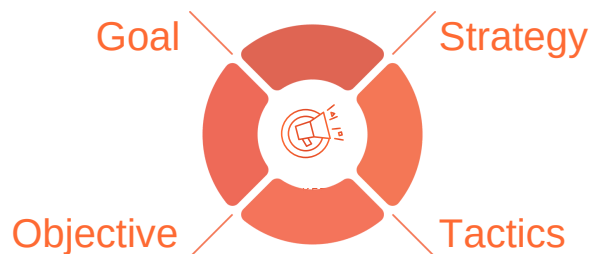
Let's say you are a chiropractor running Google Ads. A potential customer looks up how to get rid of back pain and sees your ad, so they click on the ad and go to your landing page. There, they fill out a form and are taken to a calendar link to book a session with you. At the same time, their email goes into an automated email flow where they will receive coupons and learn more about your brand and the services you offer. Eventually, the hope is that they will not only book one session, but will become a recurring patient of yours.

With a complex multi-prong campaign, how do you measure to make sure that the campaign is effective?

That's where the GOST comes in.

GOST Campaign Management

The GOST is a methodology for campaign management. It stands for:



When it comes to executing on marketing, a big obstacle that companies face is that you have several different people working on a marketing campaign, but those people aren't talking everyday and they don't know what's been done and what has not.

Sometimes, they may not even know how their work specifically fits into the overarching goal of the campaign. This is why the GOST is so important.

The way it works is you're going to set your high-level **goal** first. So, if I were a chiropractor, my goal would be to get more customers. It's ok to be big and ambiguous because this is just your overarching goal.

Then you're going to set an **objective** to make sure that you can reach that goal and that your goal is measurable. If your goal in this example is to get more customers, then your objective might be to get 10 new customers by the end of the summer. It should include a specific number and time frame. Your goal may be 10 more customers by the end of the summer or maybe it's 1,000 new customers in a year — it's all relative to your business.

The way to measure success for hitting that objective is **strategies** — these are how we're going to actually go about and achieve the objective. If I were a chiropractor, then I may do Facebook ads, Google ads, SEO and/or an email campaign. These are the ways I am going to reach my customers and get them to take action.

Now, what do we have to do to launch, for example, a Facebook ad campaign? We break it up into digestible **tactics**.

Given my strategy for Google ads, one of my tactics might be to create a landing page. Another task is to do keyword research for the Google ad. Then, I'll write the text for the Google ad. For the SEO strategy, the tactics might be keyword research, writing blog articles, getting backlinks coming in, excetera, excetera.

When you divide the strategy into tactics, now all team members know what they are in charge of and which strategy it belongs to. Once every tactic is divided up, employees can look at who is working on what, and they can coordinate with other team members on tasks.

Meeting your measurable goals

If you get all the tactics done, strategies will be complete. If your strategies are complete, you should hit your objective; and if your objective is hit, then you reach your goal. This process breaks everything down so that we know how to structure our campaign and how to measure and track it.

Tip:

There are so many things that you can do with marketing, but you have to decide what is the No. 1 thing that is going to make a measurable difference for your business.

Now, what we need to do is actually get to work to figure out your goal:

Is it to get more customers?

Is it to decrease the churn rate of your current customers? Is it to reactivate old customers? Is it to better your brand image and launch a PR campaign? There are so many things that you can do with marketing, but you have to decide what is the No. 1 thing that is going to make a measurable difference for your business.

Then, we ask, what are the best ways to accomplish that goal? Are we going to do Facebook Ads? Are we going to do TikTok? Are we writing blog articles or reaching out to affiliates?

Later on, you're going to see a brief overview of the strategies and the best tools out there for you to be successful.



Picking the right marketing strategy

You've got the basics down, and while we've talked about some examples of marketing campaigns and strategies, we haven't dived too deep into creating those campaigns. That's because there's a little more work to be done before we can start creating Facebook Ads or doing keyword research.

Now's the time to talk about how you pick the perfect marketing strategy for your business.

One common practice to determine this is to perform a SWOT analysis, which stands for Strength, Weakness, Opportunity and Threat. Another is to create buyer personas.

SWOT Analysis

A SWOT analysis helps you understand what the playing field looks like and where you fit into that playing field. It helps you know which ad platforms to put money towards, what content to produce, which social media platforms you should be on and where you should spend your time to maximize your ROI.

SWOT stands for:

- **Strength:** The resources, skills or circumstances of the business that give it an advantage over its competitors
- **Weakness:** What the business lacks or where it falls short in its offerings or abilities
- **Opportunities:** Any current or future circumstances in the industry that could benefit the business
- **Threats:** External factors that could impair or limit the business

To help you understand the differences between strengths, weaknesses, opportunities and threats, you can divide them into two halves. Your strengths and weaknesses are internal and the opportunities and threats are external.

For this example, I am going to act like I am a dentist and I am putting together a social media strategy for my practice.

Business: Dentist office

- **Strengths:** Cool equipment, Authority figure, local community, returning patients, large staff, young staff, people care about their smile, your front desk assistant is a great writer
- **Weakness:** Not super tech savvy, Patients privacy rights, not a "sexy" industry, bad on video
- **Opportunities:** Teeth whitening is really trending among Millennials and Gen Z and you offer that service, your office is located in a new shopping center that the city just put a lot of money into, your front desk assistant has been looking for ways to grow and could start doing a blog
- **Threats:** Crowded market, people are buying water picks and tech toothbrushes, so they don't think they have to go to a dentist

When trying to come up with external opportunities, look at your strengths and think about ways that you can capitalize on them. You can't completely avoid threats because they are external, but you can use your strengths to create a plan to face your threats or build around them.

Next, pull out a list of your objectives and goals (from your GOST) and incorporate your SWOT analysis to help you achieve them. Develop a plan of action and discuss how you plan to measure your success with those actions.

In the end, you'll have a marketing plan in place that takes into account all of your strengths, weaknesses, opportunities and threats. You will build a strong brand that has a clear purpose and definitive goals. Your analysis will then help everyone on your marketing team get on the same page and work together to accomplish those goals.



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Buyer name



- Name
- Location
- Age
- Occupation
- Family Status

Create Buyer Personas

Buyer personas are fictional characters that represent your target audience. Businesses create them to personify their customers and make it easier to communicate with and sell to them. A buyer, or target, persona profile usually includes:

Goals

Challenges

Level of Education

Race/Ethnicity

Life Stage

Interests

Purchasing Behaviors

Buyer personas are a more specific representation of your audience. They are beneficial because they help clarify which marketing tactics a business should use. They also remind the marketing team that the consumers are real people with real hopes, dreams, fears, and limitations. The reason you want to create buyer personas is so that your message doesn't fall flat. If you define who your target customer is, creating marketing campaigns is a whole lot easier, simply because you have someone to talk to instead of a giant crowd of people to talk at.

Knowing more information about them will help you later on with branding, copywriting, and targeting on platforms like Facebook or YouTube.

When creating your buyer persona, it helps if you already have a good grasp of your target audience. You can look to your current audience and pick out who best represents your target persona.

It's also helpful to ask yourself the following questions:

1

What problems does my product/service solve?

2

Who are my competitors?

3

What are my unique value propositions?

4

What are all the features of my product or service?

5

What are the values of my business?

6

What are the goals of my business?

You can also research your competitors, do some social listening and survey your current customers to get the answers you need.

With a SWOT Analysis and a Buyer Persona, you'll know what your resources are and have a firm grasp on who you should be targeting.



Chapter 4

Strategy Breakdown — Organic or Paid? Social or Search?



A book could be written (and several have been written) about each of the below marketing strategies. We will be giving an overview of each strategy and the benefits of each one, but there's always more information you can find about these marketing methods.

The ones we will be covering are:

1. Search Engine Optimization (SEO)
2. Google Ads
3. Facebook Ads
4. Organic Social Media Marketing
5. Reputation Management
6. Marketing Automation

Search Engine Optimization

Search Engine Optimization, typically shortened to just 'SEO', is the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as "organic") search engine results.

It's about understanding what people are searching for online, the answers they are seeking, the words they're using, and the type of content they wish to consume. Knowing the answers to these questions will allow you to connect to the people who are searching online for the solutions you offer.

Every business should focus on SEO — their home page and pillar pages should be optimized for keywords, and their site's load time should be fast to keep customers on the page. But, if you are using SEO as a strategy to get new customers, you may also do some of the following strategies:



SEO is a long game, so it's not the best strategy if your business needs to earn revenue right now. If that's the case, you should be investing in ads on Facebook or Google, depending on where your target audience is. While running ads, you can be working on SEO in the background so that, ultimately, SEO can be bringing in qualified leads organically rather than you having to pay for each one.

Some of the best tools for SEO are:

- Ahrefs
- Moz
- SemRush

Google Ads

Running Google ads can be a great way to get an immediate return on investment for your marketing. You can put in as much money as your business can afford, and then turn up or down your budget as your needs and goals change.

Google Ads show up on Google. When you perform a search, you'll see them at the top and bottom of the pages, clearly marked as an 'Ad' in the top left corner. When people click on these links, they are taken to a landing page, which is a page that aims to get viewers to take an action.

When choosing the keywords to go after for your campaigns, the value is dependent on the search volume (how many people search it each month) and the cost per click, or CPC, (how much people pay to show up for this keyword. The higher the CPC, the more difficult the keyword).

This simple equation can help you determine if a keyword is worth going after.

(Keyword Search Volume) X (Google Ads average Cost per click or CPC) = Value Score

Example:

Landscape service near me:

(3,500 searches) X (\$2.5 CPC) = \$8,750 Value Score

To excel at Google Ads (and Facebook Ads), you'll need a landing page that is optimized for conversions. Use the AIDA, PAS or POP method from earlier to write your copy and get your target audience to take action.

Some of the best tools for Google Ads are:

- Ahrefs
- Moz
- SemRush

Facebook Ads

Many businesses, specifically service-based businesses, start with Google ads because they are accessible and everyone uses Google. However, Facebook may be a better way to reach your audience depending on what you are selling and who you are selling to.

The biggest question to answer when deciding whether or not to do Facebook ads is: Is my target audience on Facebook? Your buyer personas you created should help you answer that.

If the answer to that question is no, you may want to stick with Google ads, or even check out YouTube Ads (also managed by Google Ads), LinkedIn ads, or Instagram ads (also managed by Facebook Ads).

With all of these social media platforms, the methodology is similar. You want to create ads that speak to your audience and convince them to click on the ad so they take action. Creating ads isn't about keywords anymore — it's about honing in on your audience.

Using your buyer persona cards will really help you here. On Facebook and Google, you can get very granular in your targeting, down to whether or not they like certain movies or music. Use your buyer persona to create target audiences on these ad platforms, then use the AIDA or PAS frameworks to write captivating ads and landing pages.

Some of the best tools for Facebook Ads are:

Social Media Marketing

If you don't have the money to spend on social media ads, you can go the organic route with social media. Social media marketing is all about creating a following who trusts you. If you choose to do social media marketing, the key here is consistency. You need to post consistently and maintain a consistent voice in your posts.

Social media marketing can be extremely beneficial, especially because it is relatively free (minus the cost of hiring an employee or an agency to manage your social accounts). If you do social media marketing right, you'll create a loyal following of customers. These customers will be more likely to be long-term customers, and they're also more likely to be evangelists — meaning they will tell others about your brand and get their friends and family to buy from you, too.

Choose your social media platforms wisely, and don't be overly ambitious. You don't need to post on every platform out there. Choose one or two and really own it.



Some of the best tools for Social Media Marketing are

Reputation Management

In today's day and age, a brand's reputation means everything. One statistic found that reviews impacted the purchasing decisions of 93% of consumers. On the other end of the spectrum, 94% of people admitted that a negative online review convinced them to stay away from a business.

Every business should be worried about getting as many five-star reviews as possible, but reviews matter more for some brands than others. If you choose to do a campaign strategy for reputation management, your main focus will be on gathering five-star reviews on Google, Yelp, Facebook and/or your website.



You can do this by asking clients face-to-face to leave you a review or texting or emailing clients after their order or appointment to see if they will leave you a review (see Marketing Automation below).

Some of the best tools for reputation management are:

Marketing Automation

If you already have clients and want to figure out how to keep them and turn them into long-term clients, marketing automation should be one of the marketing strategies you focus on. Marketing automation is also a great avenue if you have started gathering leads through Google ads, Facebook ads, YouTube ads, etc., but you haven't gotten them to convert just yet.

Marketing automation automates many marketing practices, such as lead generation, segmentation, lead nurturing, and retention. Emails are one of the most common forms of marketing automation. Businesses can create emails ahead of time and then, when a certain trigger happens, the emails are sent automatically to that end user.

Think of a time that you had an appointment and got a text message reminder about it. That is marketing automation. Or maybe you filled out a form or visited a website because you were interested in buying a product or service but then you decided not to. Those emails that show up in your inbox are marketing automation in action.

Some of the best tools for marketing automation are:

Conclusion —Marketing campaigns are as unique as your business

There's no simple solution to the question: How can I grow my business? As we learned in this ebook, it depends on lots of different factors, from your budget to your personal strengths, from your target audience to your growth goals. You have to start by looking at where you are. Then, you look at where you want to go. The marketing campaigns you choose should align perfectly with the present and the future to create a clear, precise path to success.

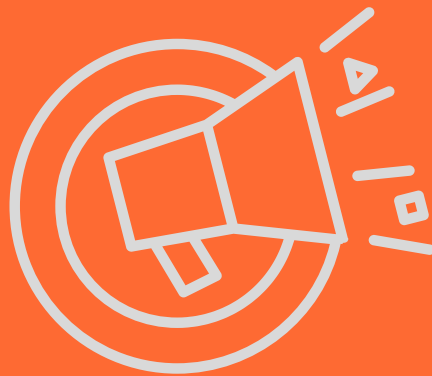
That doesn't mean you should set your marketing campaign and never think about it again, though. It's important to check in and see if your strategies and tactics are helping you meet your objectives and goals. If not, it's best to tweak your campaigns a little until you see the progress you're looking for.

You have all the tools you need to get started. Don't wait to take control of your business' marketing. Give your business the chance to be as successful as possible.



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