



Marketing tips

Four strategies for entrepreneurs and small business owners

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Our team is made up of **strategists, content creators, designers and project managers**. Our clients come to us when they don't have internal marketing teams or are short on resources, time and staff to support any aspect of marketing.

Our job is to make our clients' jobs easier. We are a **full-service content marketing agency**.



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Four areas of marketing concentration for 2023

01

Personas and journey mapping

Understand **what your customers want the channels they use**. Who do they trust? Where do they hang out online? Do they visit key areas of your website or engage in one type of content over the other?

02

Consistent distribution strategy

Use **omni-channel distribution** to cross-promote. Develop content planning and scheduling systems to stay on top of content distribution. **Outline key touchpoints**; how can you relay the same message multiple times for the highest potential reach?

03

Concentrated customer database

Keep your database clean and input customer information whenever it's received. Emails, phone numbers, mailing addresses—if you have it, use it. Tie this into your distribution and touchpoint strategies.

04

Personal brand development

You are the face of your company; **make a name for yourself**. Create trust and engagement by being consistent on social media, joining committees and groups, and participating in speaking engagements. Decide which channels are “open” to the public and which you will keep private.

Personas + journey mapping

Focus content and services on your target audience.

Understand demographics; make marketing decisions based on data



DYK? 54% of most audiences prefer video to written content. 40% of Gen Z are influenced by products shown on TikTok. 45% of Pinterest users have household income of \$100,000+. LinkedIn is the #1 network for lead gen.

Location

Rural. Urban. Suburban. Local.
Regional. International.

Education

Technical speak? Lay people
terms? Formal? Casual? Ability to
understand or need more
explanations?

Content preference

Video, text, digital, print, audio, email,
in-person, virtual, online, in-store...

Age

Baby Boomers | 1946-1964
Gen X | 1965-1980
Gen Y | 1981-1996
Gen Z | 1997-2010
Alphas | 2011-present

Access

Equitable access to digital platforms,
tools, store location, print media, etc.
Algorithms within social media, time of
day, day of the week.

Channel preference

Facebook, Instagram, TikTok, Twitter,
LinkedIn, Pinterest, Snapchat,
YouTube, email, RSS feeds, print,
audio...

Consistent distribution strategy

Use an omni-channel approach to expand reach.

Concentrated customer database

Keep your data clean for future opportunities.

Track customer touchpoints to build great engagement



Build your database. Your marketing is only as good as the information you have – correct channel, correct contact information. Use a CRM (customer relationship management) system to build your lists and keep updated.

Email address

Birthday

Meeting dates/purchase dates

Mailing address

How they found you

Social media handles

Personal brand development

How do you want to show up for your customers?

Build a name for yourself and your brand



It takes people an average of **7 seconds** to form an impression of you/your brand (Psychological Science).

Digital 'home' (website)

Can people find you readily and is the branding uniform?

Volunteer opportunities

How do you give back?

Awards

Keep track of these opportunities. Have bio versions prepared and headshots available.

Values

What values do you bring to the table? Are those clear in your communication and marketing?

Speaking/training

What can you share with others either through partnerships, professional groups or on your own? Create a Google Alert to track "call for speakers".

Bylines and articles

Make a wish list of publications; track their editorial calendars and/or pitch editors who write on similar topics.

Q&A



www.AlleeCreative.com