



Business Success Solution

Step Into Your Greatness

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Strategic Marketing Tips

Discover the various ways to educate your clients about the value you offer. There are 3 primary ways to reach your audience.

1. **Passive marketing.** It's a critical component to a well rounded marketing campaign.
 - a. **Ads.** Virtual, print or media.
 - b. **Testimonials.** This gives you social proof.
 - c. **Video.** People can get a sense of who you are with video. **Viewers spend more time on a web page which includes a well done video.**
 - d. **Interview recordings.** You're positioned as the expert.
 - e. **Your book.** It's better than a business card.
 - f. **Website.** Does your website accurately represent?
 - g. **Business card.** Use the front and back. The back ought to have a matte finish and can include a call to action.
2. **Leveraged.** You're connecting with many people at one time.
 - a. **Trainings.** Teaching deeper information on a specific topic.
 - b. **Workshops.** You're a speaker at a conference.
 - c. **Speaking.** Virtual or in-person, either on your stage or someone else's.
 - d. **Word of mouth.** Referral marketing where others make connections for you.
 - e. **Email campaign.** Connecting with people on your email list. Offering additional information and information about upcoming opportunities.
3. **Direct.**
 - a. **One to one.** Meeting with joint venture partners, affiliate partners or potential clients for coffee, lunch or at your office to develop the know, like and trust factor.
 - b. **Networking events.** Places where your ideal clients or referral sources gather. Chamber meetings, associations, leads groups, fundraisers, conferences.
4. **Additional ways to connect.** What could you add to the list?