

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?