

## CHAPTER 1 – Why You Aren't Getting the Results You Want

*"Tactics without strategy is the noise before defeat."* –Sun Tzu

You're still here. Great. (You're so smart.)

Throughout the last 25 years, I've worked with a lot of businesses. Most were wasting thousands of dollars and hours of time on marketing tactics that would never work for them.

These companies are usually at a loss as to why they aren't seeing the results they want. Their sales team is upset by poor quality leads, there's low engagement from prospective and current clients, sales numbers are down, and they're dealing with a whole heap of frustration.

They were essentially failing at trying to execute 10 different marketing tactics, when just doing three could've meant finally seeing meaningful results.

Because here's the deal: You've been right all along, your business is on a marketing hamster wheel of death, pushing out as much content as possible on as many platforms as possible, but it's not getting you the promised results — high-quality leads and profitable customers.

Or worse yet, your marketing plan is non-existent.

This happens because you're wearing multiple hats and don't know where to focus to move the needle.

If this sounds familiar, you're in the right place.

Now, I want you to see what it'll be like to use a strategy-first methodology. The challenges you're facing are all intertwined, and my framework can help you untangle them.

First, you'll get clear on your messaging and determine who your most profitable customer is. This lays the groundwork for your marketing strategy, which helps you make decisions with confidence.

You've probably had a lot of ideas about what *might* work for you. I help you validate if they're right for your business. You'll go from, "I wonder if we should try X," or asking, "Why aren't we seeing any results?" to confidently saying, "Here's what we need to do instead."

You'll feel a sense of relief that your marketing is under control. You'll better understand your customer and therefore, be able to attract more people like them. You'll be using the appropriate marketing channels, which will be revealed once you've developed your strategy. You'll optimize what you're already doing, and everything will click into place.

*This* is what it feels like to have your marketing function working.

You knew all these individual pieces were important, you just didn't know how to put them together — until now.

Putting a strategy behind your marketing efforts is going to help you understand exactly who you should be talking to and how. Once you implement what I've laid out in the framework, you'll have a better idea of what you need to do. Because your strategy is your road map. It defines where you'll focus your efforts to achieve your goals.

However, if you're OK being all over the place, not knowing how to spend your precious marketing dollars, then you don't need a strategy. Continue to waste resources as you change direction every other week because you don't have unique messaging, ideal customers, a buyer's journey, or know the marketing channels that support it all. Just dive into a bunch of random tactics and see how that works.

On the other hand, if you're tired of approaching marketing that way, the good news is you can take my framework and use it to get warm or hot leads to the sales team quicker, shortening your sales cycle.

See, great marketing is not about taking random actions. You need thought, planning, research, and feedback for effective marketing. Without a strategy as a road map, it's like building a house without a foundation, like setting up a production line without all the right parts and pieces, and well...

Running a business without a way to reach the people who most want to buy from you.

One of the best ways to know something works is to look at others who've accomplished what you want to. I hope that by sharing a few of my client success stories, you'll be inspired to see the possibilities in your business.

### **Client Success Story #1: Machining Manufacturer Goes from Lost to Meeting Customers Where They're At**

This company's VP came to me because they didn't have a marketing team. She had no help and no clear direction as to what she should be doing.

We started by taking inventory of who they were currently selling to, and of those customers, who was buying the most and who were repeat buyers. We looked at the data they were compiling on customers and considered how we might add to that. Then we analyzed the messaging and marketing channels they were currently using.

Prior to us working together, their core message was "We design and manufacture chambers for customers around the world." That was OK, it gave them some credibility, however it spoke more about the company than the needs of their customers. Their customers were scientists, so we looked at what their needs were and changed the messaging to – "Helping you create better science." As Donald Miller would say, we made the customer the hero of this client's brand story.

I worked with them to create website content that aligned with their message, grow their social media presence, and set up an email automation system, which gave them more of a marketing system than when they started.

They updated their website to include more information the visitor needed, and I got them on LinkedIn and YouTube. They signed up for Marketo to help in the customer journey and lead generation. And I also helped them start a blog. To continue managing their marketing function, they hired an additional full-time person. As a result of our efforts, their sales increased to the point where they added a new building onto their manufacturing plant.

If you're interested in being seen by your ideal customers, stay tuned because my framework will help you find out exactly who that is and create marketing strategy around appealing to those people and what they need.

## **Client Success Story #2: Local Jeweler Makes It on the List of Top 3 Jewelry Stores for the First Time**

My local jeweler client is B2C and not typically the type of business that I work with today, however their success is a testament to the power strategy can have in taking a business in a new, and more profitable direction. When they came to me, their sales had plateaued, they had no marketing staff, and the general manager didn't have time to do it herself. They needed help putting together a marketing plan. Their challenge was they had become known as more of a "pawn shop" than a fine jewelry store because they bought and sold so much gold and they wanted to change that image.

They had a pretty good data capture system, so we were able to look at their current customer base to determine who the most profitable customer was. It was women, aged 45-65, who were self-purchasers. The second most profitable segment was couples in their thirties looking for engagement rings. We went full steam ahead on the women aged 45-65 who were purchasing jewelry for themselves and targeted the messaging to them. We wanted to claim that segment of the market and go out and find more of those people. We allocated most of the budget to this first group, but we did allocate a smaller portion to the couples in their 30s with disposable income to buy larger, more expensive pieces.

As a result of the work we did, they made it on the Business Records' list of Top 3 Jewelry Stores. This was something they had not previously achieved in 32 years of business.

It's amazing what you can accomplish when you get clear on who needs your product or service most, so that you can speak directly to them. You stop trying to be everything to everyone and instead become the right choice for a specific group of people. It makes marketing much easier.

## **Client Success Story #3: Mortgage Lender Reaches People Who Needed Their Service the Most**

This business came to me not knowing how to reach the people who could take advantage of their home loan products. While they were a non-profit mortgage leader, they still had goals they were required to reach — but weren't.

They were frustrated as to where to begin. They had little social media presence, were in the middle of a website redesign, and were using email sparingly but had no process in place to collect leads and email addresses.

After conducting some online research, we were able to see the kind of search volume "home loans," "lending," and other keywords were receiving online. They didn't have any search engine marketing at the time, so that was our first step. We didn't just want to talk about lending, but rather, use a campaign to share "tips and tools" of home buying and remodeling to encourage interested buyers to sign up for the newsletter and to download more information on their special programs.

We gradually built a larger list and increased awareness of their programs through paid search, paid display ads, and email marketing. And because their loan programs were only available in specific geographic areas, we used direct mail and online targeting methods that only spoke to those individuals — their most profitable customers. If we had tried to use marketing channels that didn't allow us to target specific areas and people, it would have been a waste of time and money — both of which they saved by partnering with me on strategy development.

Without taking a deep dive into your business, it would be nearly impossible to know how your ideal customers find you. But once you do, you can create a strategy that ensures you consistently show up there, serve, and get more business as a result.

#### **Client Success Story #4: Building Products Manufacturer Goes from Unknown to Reaching 30% Growth Rate**

This manufacturer used the same marketing system I use with new clients. Prior to that, they had no brand identity, they weren't growing, and they didn't know what to do next.

By crafting a clear brand message, they were able to use that on a new website, which helped them increase lead generation. They better understood the problem they were solving for their customers, so they were able to create blog content that helped them improve their SEO and increase the number of visitors to their site. Their email marketing campaigns were better at nurturing prospects into buyers quicker — shortening the sales cycle. This all resulted in 30% year-over-year growth.

When your marketing speaks to the exact problem your customers have — not the problem you *want* to solve or *assume* they have — but the problem they're actually willing to pay to solve, you can grow your business substantially.

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If you're under pressure in your role to *do something*, then it makes sense you'd jump straight to tactics to take some kind of action. You send emails, put together a website, or post on social media, hoping something — anything — resonates with your prospective customers.

Unfortunately, you're judged by the actions you take more than the results of those actions. The problem is those random actions don't help hit the company's revenue goals.

But because strategy isn't quickly and easily done, most people feel they don't have the time to do it. Plus, it's something that's not outwardly apparent like a Facebook post, email, or print ad is. But I promise, if you take a step back to put a strategy in place, you will spend less time on tactics *and* have more to show for it.

Now on to Chapter 2, where we'll discuss exactly who will get the most value from this book.