

20 UP MARKETING

The 2013 “20 Up”
Marketing Course
Workbook

Step Three: Get Found

www.fashionbrainacademy.com

Imperfect Action

Keep moving forward.
Don't let fear keep you stuck.
Use the forum and the community available to you now.

Marketing that Attracts

Get found by the RIGHT people

- They want what you have
- They can afford to pay for it

Produce content that ATTRACTS them to you – no selling.

Terrific examples of photo testimonials – social proof

<http://dannijo.com/necklaces/view-all/peeta.html>

<http://pocampo.com/2012/08/01/and-julys-winner-is/>

Getting Found by the “Right” People

“Learning to repel people was the scariest but the best thing I've done and I need to continue it.” – Erica Neumayer, Rare Dirndl

I want to attract:

I will deliberately repel:

Content Based Marketing

“The challenge with marketing and sales today, is that it has devolved to a competition of **who can yell the loudest**. And consumers are tuning out with alarming frequency. It would be pretty interesting then, to find **businesses that treated customers differently**.”

Attraction marketing explains a different approach - one that leverages the value of teaching, and the scale of the Internet. It could also be called educational marketing.)”
– *wikihow.com*

Get Known For Something

Become an expert in your niche, the go-to person on your topic. You want to be known for something other than just your product.

WHAT COMES EASIEST to you is often the BEST. Example: how to pack for a long weekend in one bag. “Everyone knows how to do that.” No, everyone does NOT, it's easy for you but not for Jane. Don't de-value something just because it comes naturally for you.

Examples:

Product: aprons. Expert: Stress-free entertaining – “5 Simple Tips to Take the Stress out of Your 4th of July Party”

Product: costume jewelry. Expert: How to be stylish without being a fashion victim and doing it all on a small budget – “The 3 Hottest Necklines for Fall and How to Pick the Right Necklace For Each One”

Product: women's button down tailored shirts. Expert: the 30 something working gal's lifestyle – “Never Be Late Again: the 3 Step Process to Cure the Late Problem Forever”

I can create myself as the expert in this area:

You Need Your Own Platform

Social media – you don't own those names, you are renting that space. You need a home base for YOUR voice, your message, your product.

A place for people to come together. A community of like-minded people.

Based around the lifestyle of your customer, not around a product.

FB posts are gone in a week if you are LUCKY – many times hours. Same for Twitter etc., Remember, FB shut Jane's Page DOWN for no reason with NO warning. (Then they restored it 3 days later for no reason, no warning.)

FB is not searchable on Google.

Your Blog

This is your home base

Why you need a blog

SEO

All roads lead to your website

You need to give them a reason to come to your site besides BUY MY STUFF
Examples... Ikea has the restaurant, free coffee before the store opens
Barnes and Noble has the café

You have a blog not just for SEO – it's for the relationship you build with your ideal customer. It's where people can "hang out" before they are ready to buy.

Consistency = top of mind

Your blog does not need to be a typical "article" blog. It can be weekly or bi-monthly videos or heavily picture based with very little text. The focus is on the lifestyle of your customer – the format of this content is up to you.

Example of weekly Q & A video: <http://kristinmariehassan.myshopify.com/blogs/kristinhassan-com-the-blog/9155011-khtv-episode-1>

Our NEXT STEP will go deeper into what to say and how often to blog and email. For now, I want you to think about what questions people ask you the most. What advice do customers come to you for? Are people always asking you about your process or behind-the-scenes info?

List here common questions you get:

Get Found

You will GET FOUND by your target customer by producing consistent content that is useful for their lives. This way they find YOU and you don't need to chase after them. This process takes time but it WORKS.

Your Marketing Star



You are NOT going to pick everything on this list!! Start with 1 or 2 and get good at them, stay consistent, before you even consider adding platforms.

All the different possible points on your marketing star

- Strategic alliances
- JV's
- OPC
- Your blog
- Guest posting on others' blogs
- Video
- Freebie offer / IFO / opt-in form
- Industry events
- Groups / committees
- Networking
- Social media
- "WUP" letter (Step 4)
- Website
- Business cards / postcards / brochures
- Testimonials
- Podcast
- PR
- Direct mail
- Advertising
- Public speaking

You are NOT going to pick everything on this list!! Start with 1 or 2 and get good at them, stay consistent, before you even consider adding other strategies.

Consider the example shown. Draw your Marketing Star as it currently exists (see handout)

The points I will start with are as follows:

- 1.
- 2.
- 3.
- 4.
- 5.

Next year at this time I will add these points:

- 1.
- 2.
- 3.

4.

5.

Case Study: 20 Up step-by-step system

The process:

Step 1: Write article

Example: "Black and White: how to wear it and what to avoid"

Add photos to the article with captions (containing keywords). The article can be 300 – 350 words. Make sure you have a call to action or engagement at the end of the blog. Save the article on your blog as a DRAFT. Do not make it live just yet.

Step 2: Prepare your email newsletter

Using the 3 – 5 "sections" model of an e-zine, use the B & W article as the main meat of your newsletter.

Subject line: Simple and quick ways to embrace the trend of the season

When your e-zine is all set, save it in DRAFT.

Step 3: Post your blog and send the e-zine

When you are ready to send your e-zine, it's time to make your blog live. Post your blog (for real) just before you send your email newsletter. Don't forget a call to action on the e-zine.

Step 4: Post some nuggets to social media

Facebook: Don't stress about how to wear this season's biggest trend. We make it so simple to be in the cool crowd! [LINK](#) to blog post / [PHOTO](#)

Facebook: Are you loving the black and white trend? What's your favorite way to wear it?

A: stripes

B: prints

C: mix and matching solids

Twitter: It's not just for tile floors – the black and white trend made easy to wear: [LINK](#) to [BLOG](#) post



Facebook post option: Black and White: I want it for my house AND for my body! The season's hottest trend is B & W: here's how to wear it: [LINK](#)



Facebook option: Don't get caught looking like this! Wear the B & W trend with style – we show you how: [LINK](#)



Facebook post option: If it's good enough for Jackie, it's good enough for me. How to make the b&w trend work for you this weekend.

Twitter Post #1: Today' blog post: The Black and White trend seems easy to wear but watch out for this common mistake: [LINK](#)

Twitter Post #2: Black and white's not just for referees and tile floors. How to rock the hottest trend of the season this weekend: [LINK](#)

Twitter Post #3: A Black and White look works for any age: Check out Jackie O and make it yours. [LINK](#) to [BLOG POST](#)

Twitter Post #4: Not getting into the B & W trend just yet? Here are some simple and quick ways to start wearing it pronto: [LINK](#)

Step 5: People click your link on social media...

They click and end up back on your site, where you then capture the lead's name and email.

Step 6: Relationship

You build the relationship with the lead through email, valuable content, and start building the Know-Like-Trust factor.

Step 7: The Sale

You keep the relationship going, stay top of mind. So when THEY are ready to buy, you are there and top of mind. You have to wait for their schedule, not yours, which is why your marketing machine **MUST** be consistent. We don't know when they will be ready so we are always marketing.

Where to Find Customers

First, you need to get involved. Get a feel for where your ideal customers are hanging out online **BEFORE** you think about inviting them to be your followers. What Facebook Pages do the like? Who do they follow on Twitter? Pinterest?

Your assignment for now is to follow these people/brands and listen. Watch and listen to what's out there. That's all. I recommend you spend about 2 – 3 hours this week doing this

research. If you only want to do Facebook, fine. If you want to do only Pinterest, fine! Just pick the platform you like and you know your ideal customers use.

List here the people and brands you feel your ideal customer follows on social media:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Driving Traffic to Your Site

Using the 20 Up Marketing System, you drive people to your site from ALL platforms – social media, biz cards, flyers, in-person meetings, everything. All roads lead back to your website and lead capture.

When people land on your site, you need to capture their name and email. **Our next STEP will cover exactly how to do this so don't worry about it just yet.**

What you want to keep in mind is that the consumer needs a good reason to give you her name and email address.

Step Three Checklist

- Imperfect Action
 - Photo testimonial examples
 - Marketing that attracts – PULLS people in
 - My platform – blog
 - Content based
 - Position myself as the expert
 - Marketing Star
 - The points I will start with on MY Star
 - Step-by-step process – blog/email/social media
 - Listen – do research on where to find customers online
- Marketing Star