

Marketing Strategy Blueprint

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*Free chapter from our book Marketing Fusion.

Your marketing strategy is the foundation of your marketing success. The mistake we see time and again is when we receive calls from potential clients and they are asking about a specific tool like building Facebook ads, SEO, content plan, or a LinkedIn company page. When we need to start with the actual strategy and business goals tied to that strategy before talking about tactics and tools. Let's talk through what your marketing strategy blueprint for your business success looks like.

The framework we use is:

1. Understand your audience
2. Conduct digital assessment
3. Define success
4. Create content
5. Measure
6. Optimize and repeat

Before diving into the framework, let's address your marketing mindset.

- **Mindset #1: Fear of doing it wrong.**

- Your marketing strategy will always evolve. It is a living breathing thing just like your business plan. Marketing is about testing and learning. So, let go of those perfectionism traps. "Done" is better than perfect. We sometimes can become paralyzed with all the options in marketing. Just get started *somewhere*.

- **Mindset #: Fear of what to say.**

- "How can I create content when everything I want to say has already been said?" Ok, let's use the example of Easter. What if every Pastor, Preacher, Priest or Minister said, "Well, the Easter story has already been told, so I don't need to tell it." ? The same principle applies here. People *want your* version of the topic. You are an influencer. People will respond and lean in to listen to what you have to say. The world has been around for thousands of years. So, in reality, there are no truly original thoughts.



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- **Mindset #3: Fear of being seen.**
 - No one likes themselves on video or the sound of your voice. You sound and look amazing. Show up. We need you in this world. We need to see your face light up when you are talking about your passions. Visibility and vulnerability is what is winning in today's world.
- **Mindset #4- Fear of looking silly.**
 - Have you seen all the Reels on Instagram or videos on Tiktok? Lots of silly things are going on there. People like real and authentic content. We want to know you are human and not overly scripted. Don't worry about the "ums" and stumbling over and through your words. I am a big fan of one take social videos. If you stumble, just keep going. Just keep swimming.
- **Mindset #5- Fear of doing it alone.**
 - Yes, someone needs to quarterback your marketing. Get your teams involved; or if you don't have a team, get your partners and clients involved. Hire a contractor or part time employee to assist with execution when you are just getting started with your marketing efforts. You don't have to do it alone. The best marketing isn't done in a silo.

Now that we got rid of the "marketing scaries" let's dive into your marketing framework.

Your Target Audience

Understanding your target audience and what motivates them is another important step in the process. Most of the time, **you** are not your target audience. Don't guess what your audience needs from you. Let's start with, who do you serve? What problems do you solve? What challenges do your clients face? Diving deeper than just simply demographics of "male" or "female" or age range.

We love using the hero journey method that Don Miller provides at [StoryBrand](#). The StoryBrand template will help you tell the story of **how** you guide your clients to success. Our clients love using this template. **You** are not the hero. Your **client** is the hero. You are the guide that helps get them to where they are going. This really flips the script when reviewing your home page or "About Us" section on your website. People buy from people that they know, like and trust.



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Understand where your target audience plays and how they like to consume content. Everyone's learning style is different. You need to appeal to a variety of styles.

- Do they like to read?
- Do they like to watch videos?
- Do they like to listen to podcasts?
- Do they prefer an e-newsletter from you or do they prefer to follow you on social media?
- Which channels do they play on?
- Do they play on Facebook with older demographics?
- Or do they play on Instagram with younger demographics?
- Do they play on LinkedIn because they are more business to business oriented?

Who else also targets your audience in a noncompetitive way? Look for comarketing opportunities with partners. Can you be a guest on each other's blog or podcast? Can you identify micro influencers to work with as well? Do you have an opportunity to build a community with your audience?

Some examples of building community are as follows: a financial planning organization that hosts weekly "Coffee and Connect" sessions online. They rotate experts on each session that are there to serve their clients. No pitches, just holding space for connection and community. Another organization hosts monthly leader meetings to build peer to peer relationships and problem solve together. Notice that both groups are there to serve others and bringing knowledge to the table versus selling tactics.

If you are still struggling to understand your target audience don't be afraid to ask them directly or use HubSpot's free buyer persona template to help build out your target audience even more. Now that we better understand our target audience, let's create a content plan for them.

Digital Assessment

A digital assessment is a great baseline to help identify your marketing gaps. Start your digital assessment by looking at your website. Does your website speak directly to your target audience? Are they represented on your website? Are you talking to their challenges and how you can come alongside them and guide them through



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solving their challenges? Do you have a lead magnet on your website that someone could download or learn from where they would be willing to give you their email address to gain that knowledge from you? Do you have a “sign-up” for your e-newsletter? Do you have social integration? Do you have photos and videos representing your organization to tell your story? Is everything mobile friendly? What social channels do you currently have? Is there brand consistency from the website, to your proposal, to your social media channels?

Not only do you want to look at your own marketing, but you want to look at your competitors' marketing strategies as well. What services are they leading with on their website? How are they describing what they do? What social channels are they playing in? How often are they posting on those channels? What is your differentiation in the market? Why do people buy from you?

You can also look at a mentor brand. Finding a brand that you aspire to be like we find is often very helpful. Do you have a mission, vision and values defined in your organization? How are you walking those out in your business and through your marketing **today**? Now that we have identified our marketing gaps, let's define our success.

Define Success

Start with the end in mind. We need to understand your business strategy. What are your business goals? What are you hoping to achieve through marketing, is it business development, recruitment, brand awareness, or customer service? Gaining clarity about your business goals will help drive your marketing goals and what success, for you, looks like. What's the most profitable thing that the organization does today? Is that particular service on your website? Define what marketing success looks like for your organization.

- Would you want more leads?
- More candidates?
- Increased brand awareness?
- More conversations?
- Or are you thinking more leads, candidates, brand awareness, conversations?

Then ask yourself, “*How is this success going to be measured?*” Keep in mind it is easy to fall into the trap of vanity metrics: likes, follows, or impressions. The good news is that it **can** be measured. This is a big myth that



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we hear often. Now that we know what success will look like for our marketing, let's dive into understanding the target audience that we serve.

Create Content

Now for the fun part: content creation. Ideas for content are everywhere. Look at your presentations, RFPs, proposals, recorded webinars that you have led or participated in, industry, and association content. Determine the frequency of posting content that you will be sharing. You don't have to post every day and on every platform. Take a phased approach. Our approach is the crawl, walk, and run method.

- What types of content are you going to post?
- Who's going to own the writing process of content?
- Who will add the visual elements to that content?

Ask yourself what are some of the "frequently asked questions" that we get from clients and candidates. This type of content is gold. Get your employees involved in the process. Empower your employees to share their ideas and content. Getting into a cadence for your monthly content plan is so critical to keep things moving in the right direction. We recommend doing batch content over a 30 day period. That way you're only having to touch it once a month or so; approve it and then everything gets scheduled out from there.

That's great but where do you go when you get stuck with coming up with content ideas? You can find more content ideas on ChatGPT, Answer The Public, AllTop, Slideshare, Buzzsumo, YouTube, Twitter, Industry websites, Association websites, and from interviewing your clients and employees. Start an internal marketing committee and hold monthly content idea sessions with them. We like to call them "bad marketing ideas" meetings. This takes the pressure off of you and is way more fun and engaging way to brainstorm and connect with your clients and employees.

When planning out content, ask yourself if there is anything coming up in the next 30-60-90 days that you need to include in your content plan. Don't shy away from video in your content plan. Your brain processes video 60,000 times faster than text. We get to actually see your passion on video versus you just writing about it. The videos don't have to be studio quality videos for social media. There is nothing wrong with using your phone for quick videos. Now that we have a content plan, it's time to measure.



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Measure

See the fruits of your labor. Pull your weekly or monthly reports from your website, social media channels, and e-newsletter. What are the numbers telling you?

For business development: Did we drive more traffic to our landing page? How many people downloaded your lead magnet? How many of those that downloaded it turned into a call? How many of those calls turned into proposals? How many proposals turned into clients? Know your close ratio.

For recruiting: Did we have more people on our careers page? How many filled out your application? How many interviews? How many offers were made? How many were onboarded? Know your days to fill ratio.

For customer service: Did the number of calls go down? Were you able to resolve the issue quicker?

For brand awareness: How many impressions and how much engagement did you have? How many people shared your content? What was your open rate on your emails? How many new subscribers did you get? How many unsubscribed?

You can use a simple spreadsheet to document your numbers from one month to the next month to look for trends. Document if your numbers are growing, decreasing or if they're flat. Then look for reasons as to why the numbers are changing. Did you have less content than the month before? Causing the numbers to fall from the previous month? Did you have a media opportunity or event that drove the numbers up? Now that we know what to measure and how, let's optimize our process.

Optimize and Repeat

Optimizing your marketing starts with reviewing the last 30 days. Ask yourself, "*What worked?*" "*What didn't work?*" What types of content resonated with your clients or candidates and what missed the mark? What channels were more successful than others?

Go back through the customer and candidate journey. Are there areas that can be tweaked or tightened up for a better close ratio?



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Now that you have a marketing strategy blueprint to leverage, another important factor to remember in marketing is that consistency will pay off. You will have to pivot your plan as your audience and marketing platforms change. Remember that your marketing plan is an ever-evolving plan. Test, test, and test. Stay curious but don't get caught up in shiny objects without testing them before diving in. Be patient with yourself as marketing can be overwhelming. Just 10 years ago we only had 150 marketing tools, and today we have over 9,000 tools in our toolbox; and new ones are being added daily.

We are often asked about the tools we use to execute for clients. Here is a short list of the essential tools that are often recommend:

Social Media Management Platform: Buffer, Agorapulse or Metricool

Design Tools: Canva, Dall-E or Adobe Firefly

Stock Photos and Images: Pexels, Canva, Unsplash or PicMonkey

Generative AI Images: text to image Midjourney, Adobe Firefly, Canva, or Dall-E

Website Platforms: Wix, Squarespace or WordPress

AI Website builder: Durable and Mixo

SEO Tools: Yoast for WordPress, SEMRush, or Moz.

Website Analytics: Google Analytics

E-Newsletter Platforms: MailChimp, Constant Contact, or Emma

Video Tools: iMovie, Animoto, Wave, and BigVu (for teleprompter on your phone)

AI Video Tools: text to video creation Lumen 5, D-ID, Vidyo

Content Curation Tools: Tweetdeck, Feedly or Google alerts

Proofreading Tool: Grammarly

Process documentation: Tango

Our favorite AI tools: <https://kendramirez.com/our-favorite-ai-tools/>

All the tools recommended are free or budget friendly. You don't need all of them. Try a few of them and let us know how it is going for you. We look forward to hearing from you.



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With a strong strategy in place, let's look at filling that pipeline using our six C's method.

- Curious
- Connector
- Community
- Convert
- Care
- Consistent

Curious

Stay curious about your industry, your clients, your client's industry, and always be learning. Attend your client's industry conferences or webinars. Ask your clients to tell you more. Really lean in. I wouldn't be in the digital industry if I hadn't stayed curious. Digital didn't exist when I was in college. I love to learn and have the mentality of: "opportunities are around every corner." I fell in love with the digital industry. There will be other industries that pop up that don't exist today that you may find yourself falling in love with. In order to do that, you have to stay curious my friends.

Connector

Be a connector for others even when it isn't related to your specific job or company. An example is recently I saw a social media post about someone looking for additional commercial space for his growing photography business. I reached out to him and let him know about another friend who has beautiful commercial space and has space that he isn't using. It would be a "win, win" for them. This has nothing to do with my specific business but I enjoy connecting two wonderful people with great businesses. Be a connector for yourself, your team, and your clients. We all know business development is about timing. Timing is everything! Who do you think they will think of when you have assisted them in other areas of their business? You!

Community

Build a community or get involved in an existing community. This one is so vital, and something I am really passionate about. I have a friend who is a financial planner, and he started a Coffee and Connect community that meets online every Thursday. He brings in different speakers on different topics that the



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community would like to learn more about. Not once does he sell his services. It is about building a community and it has grown beyond his wildest dreams and beyond his local community. He has a thriving high six figure business and he accompanies that directly tied to his community building. You can also get involved in existing communities that you have similar interests in like hiking, bike riding, crafting, and/or whatever else you might enjoy doing.

Convert

Converting is about having a lead magnet on your website. It's not enough to point someone to your website or a blog. Do you have a lead magnet on your website? Something that someone can provide an email address to receive the lead magnet. This can be a paid or free lead magnet. Examples of a lead magnet are downloadables like templates or checklists, reports, or invites to specific programs. This is an opportunity for someone to get a taste of what you offer *or* purchase your programs/services. These have always worked well for our clients. One client with a simple lead magnet for a plan that he was offering and they sold three new clients at \$20,000 each. This was all done through organic traffic; not paid advertising. When you are speaking directly to your target audience and the solutions to their challenges this can be very effective.

Care

Care about your team, employees, clients, partners, and the community that you serve.

Surprise and delight them all. Make notes of when you hear about someone purchasing a new home, having a baby, getting married, birthdays, and work anniversaries. Celebrate it all. I surprised my team with some aromatherapy shower fizzes. A small surprise to thank them for their work and a way to treat themselves. We love surprising our clients around Thanksgiving with gifts of appreciation. Caring will help with prospective clients and candidates and retaining current clients and team members. Ask yourself, how you can surprise and delight the people that you are surrounded by.

Consistent

Marketing must be consistent. You can't start and stop and expect to see results. There is nothing wrong with testing, but allow your campaign and plans to be tested for a while before changing directions too quickly. Again, think of the crawl, walk, run method. You don't have to do everything on day one. We believe in a phased



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approach. Find a cadence that works for you. If you plan on posting on social media platforms twice a week, then stick to the same days during that week. As humans we love routine and we get used to expecting your content or e-newsletter on those days. Don't give up. You never know who is reading your content. Many times, I have people tell me in person that they love our content but I never see them liking or commenting on our content. Remember you are planting seeds.

Which of the six C's are you going to try? Let us know.

Now you know our secrets to marketing success! Our clients that are using these marketing strategies have led to successful growth in their business development and recruitment generation. We can't wait to celebrate your success with you.

We have a 45-page marketing strategy workbook just for you that goes into more detail. The workbook can be downloaded at <https://kendramirez.com/wp-content/uploads/2023/05/Marketing-Strategy-Workbook-2023.pdf>



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