

LESSON 2: MARKETING TIME SAVERS

“Being strategic about your marketing will save you
time and money” Amanda Brown

MARKETING TIME SAVERS

“Marketing is no longer about the stuff that you make, but about the stories you tell.” Seth Godin

MARKETING TIME SAVERS

The Marketing Funnel

Simplify your:

- OFFERING
- MARKET
- MESSAGE
- ACTIVITIES



MARKETING TIME SAVERS

Simplify your Offering

“I provide first aid and health and safety strategy, consultancy and training”

becomes

“I provide first aid training”

MARKETING TIME SAVERS

Simplify your Market

“I provide first aid training”

becomes

“I provide first aid training to primary school teachers”

MARKETING TIME SAVERS

Simplify your Message

“I provide first aid training to primary school teachers”

becomes

“I provide first aid training to primary school teachers in order to comply with the latest education authority regulations”

MARKETING TIME SAVERS

Simplify your Marketing Activities

- LinkedIn connections with headteachers and school governors
- Pay per click advertising
- Telephone marketing
- Email marketing

MARKETING TIME SAVERS

Simplify your Marketing Activities

“I provide virtual assistant services to personal fitness coaches to save them time booking in and invoicing clients”

- Social media marketing
- Facebook advertising

MARKETING TIME SAVERS

Simplify your Marketing Activities

- What is your most successful marketing channel?
- Can you do more?
- Can you make it more effective?

Once you know what works, double up.

MARKETING TIME SAVERS

- Automate
- Focus and combine
- Use templates
- Repurpose and amplify your message
- Be consistent
- Track your leads
- Segment your audience