

D.I.Y MARKETING TOOLKIT

WITH GARETH
TURNER

www.signalbizhub.org



Welcome to
SiGNAL
BiZHUB



#freeworkspace

Martinique House, Hampshire Road, Bordon, Hants. GU35 0HJ

www.signalbordon.org



Why
this
talk?



Do it
yourself

Who am I?



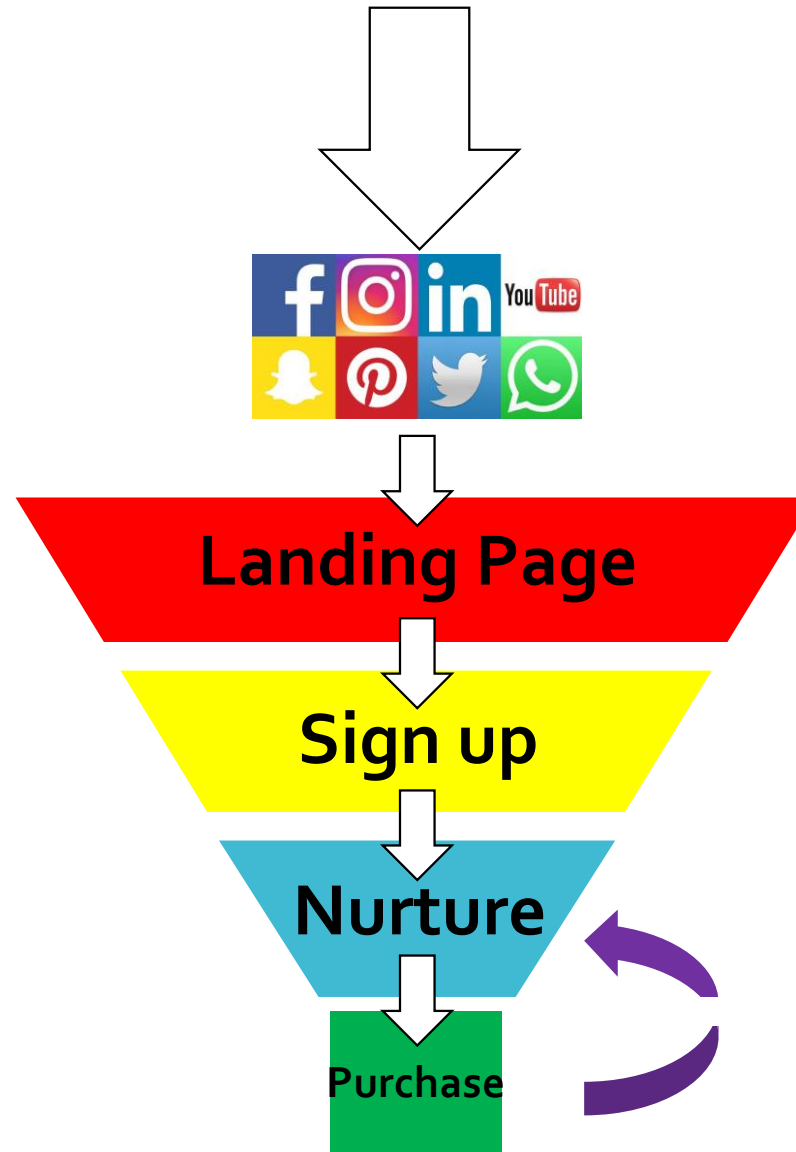
Gareth Turner

**Head of Digital at
SiGNAL**

What
are
your...



The Funnel



So what should
be in your tool
kit?

?

?

?

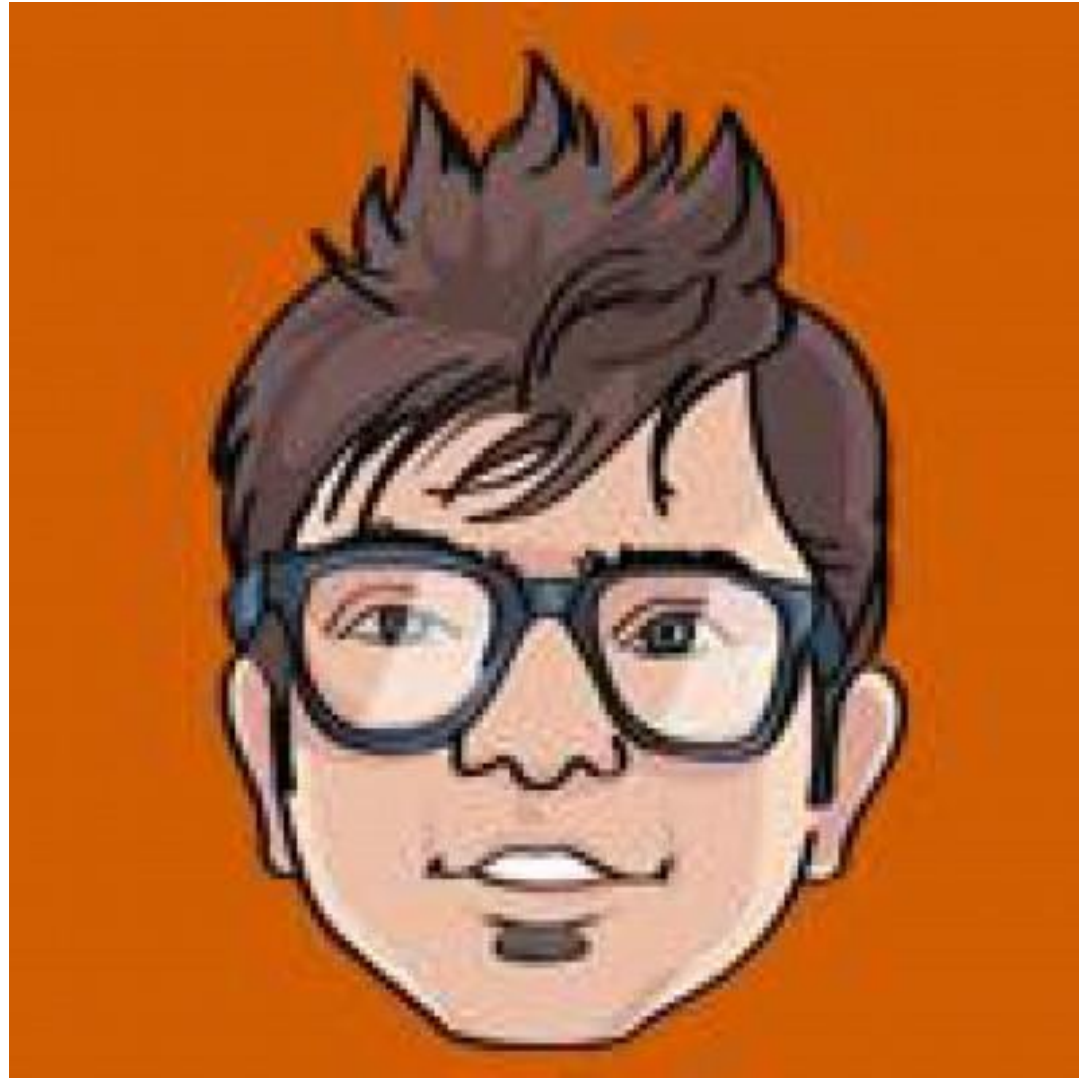
?



What are Buyer Personas?



George



Question...

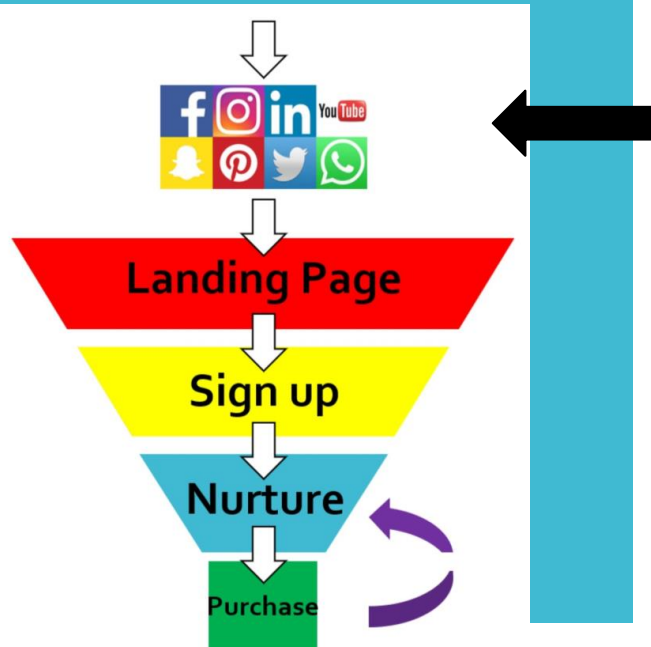


Do you know who your ideal customer is?

The Funnel



Where do your customers hang out?



Question...

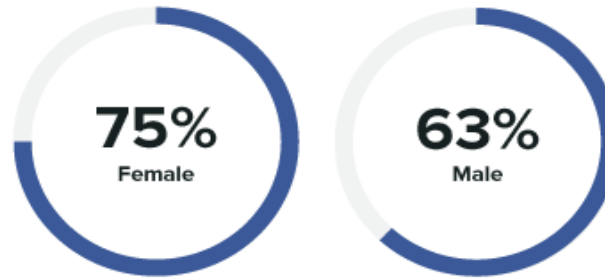


What social media channels are you on?

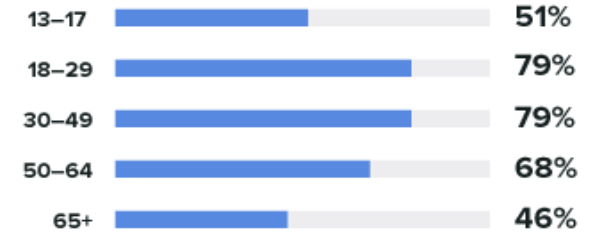
Where do your customers hang out?



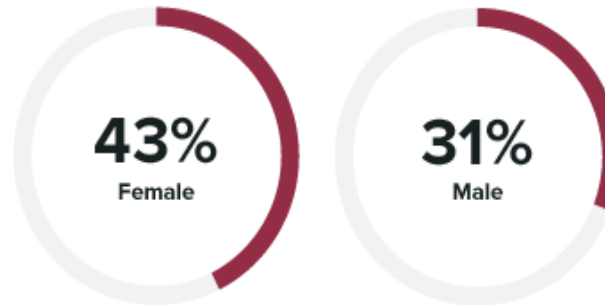
Gender



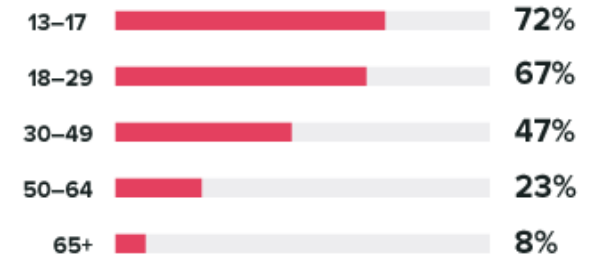
Age



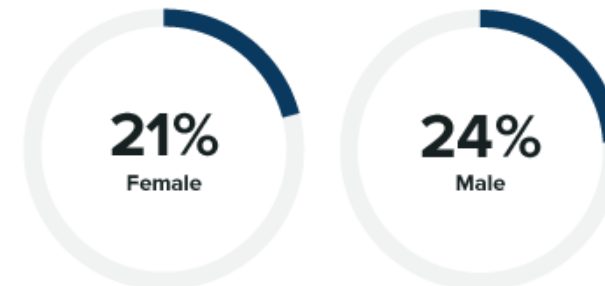
Gender



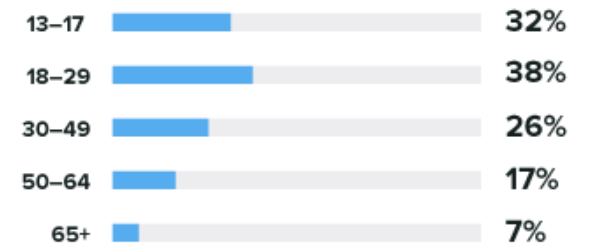
Age



Gender



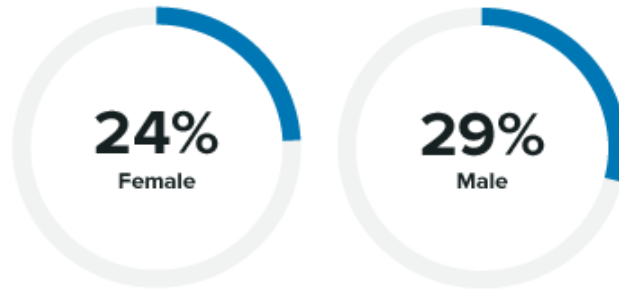
Age



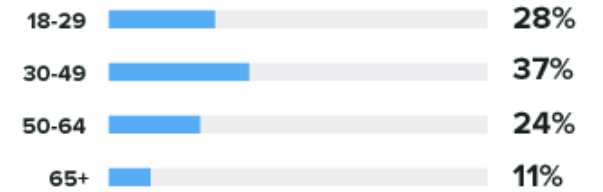
Where do your customers hang out?



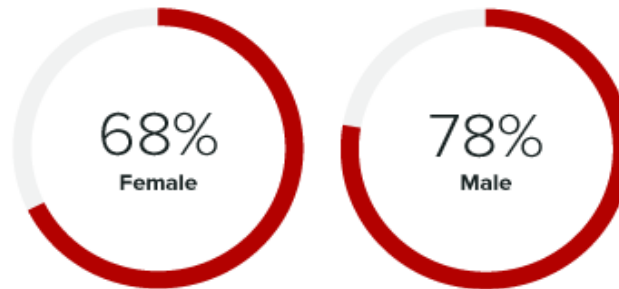
Gender



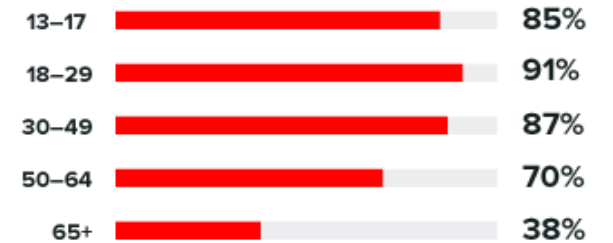
Age



Gender



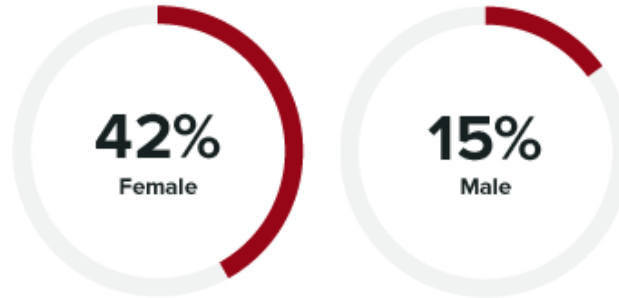
Age



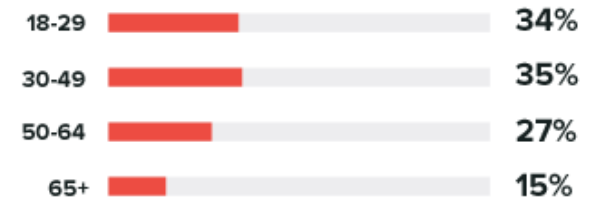
Where do your customers hang-out?



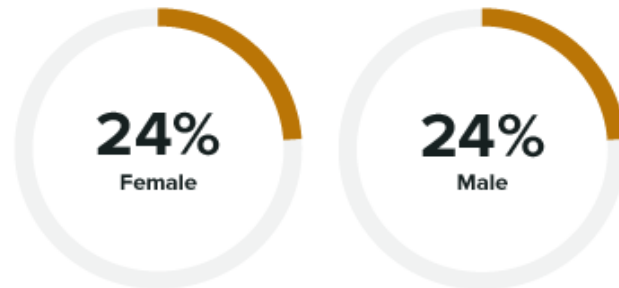
Gender



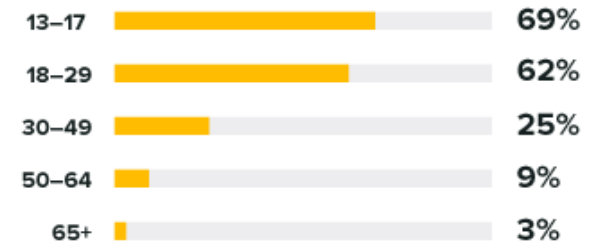
Age



Gender



Age



What gets engagement?



What gets engagement?



Videos and curated content



High Res Photos, Quotes and Stories



Jobs, company news and professional content



Videos



Infographics and step by step photo guides



News, blog posts and gifs



Videos

What do your customers want from you?

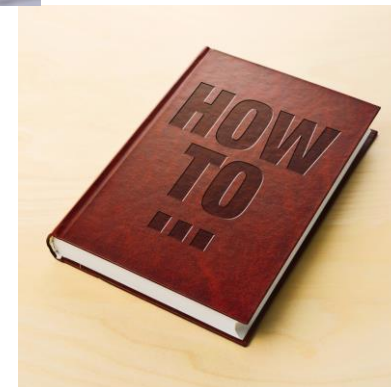
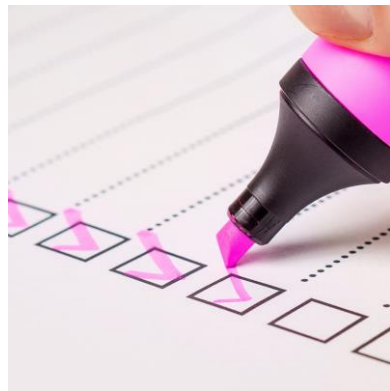


What Your Customer Wants

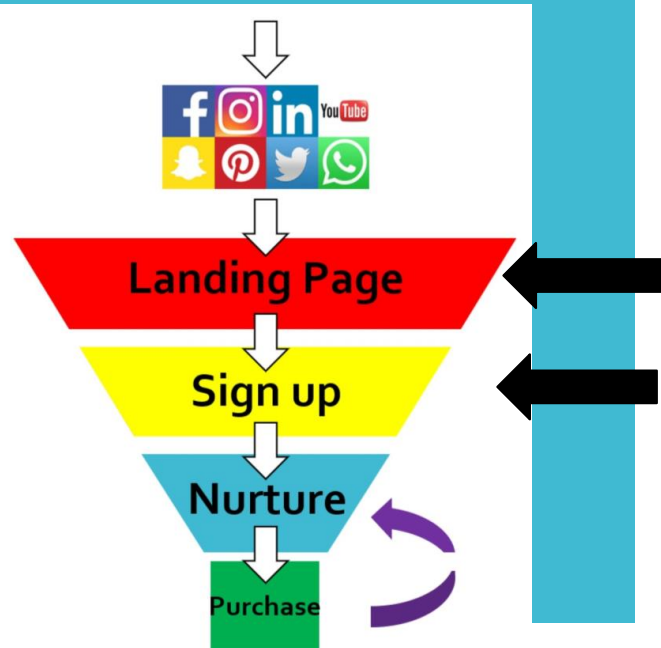


Do You Know?

Lead Magnets



What are
landing pages?



**LANDING
PAGE**

Question...

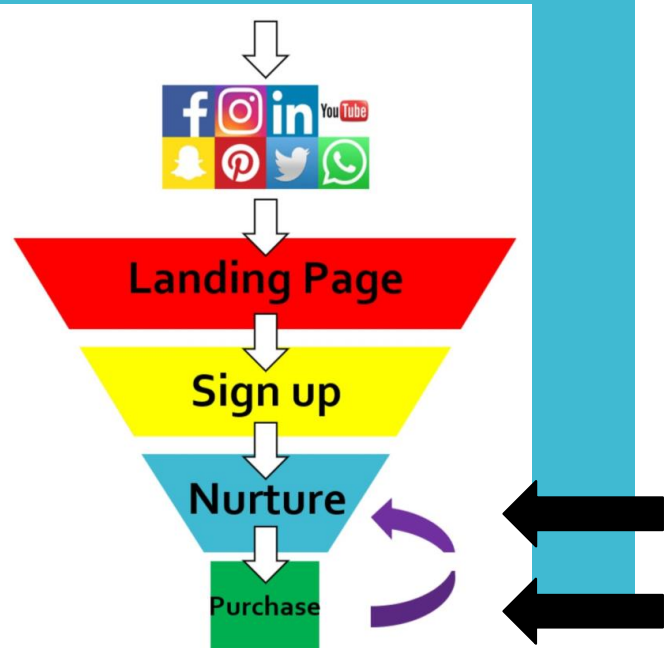


Have you tried any lead generation activities?

What were they?

Have they been successful?

How will you follow up with customers?



Follow up!



NOW ONLINE! JOIN THE VIRTUAL BIZHUB

Free

Register

SIGNAL BIZHUB INSPIRATION SESSION. This month's theme is Social Media!

About this Event



DIY MARKETING TOOLBOX FOR BUSINESS OWNERS ON A BUDGET

With Gemma Furren - Head of Digital at SIGNAL

Who it's for:

This session is for business owners who want to do their own marketing, but can't afford a team or expensive software subscriptions!

Date And Time

Fri, 14 August 2020

09:30 - 11:40 BST

[Add to Calendar](#)

Location

Online Event

Summary



Research and know your customer

Find out where they hang-out

Create engaging content

Post across the correct social channels

Create a lead gen that your customers want

Have a strong landing page

Understand your customer journey and nurture them

What regular marketing activities do you need to do?





The screenshot shows a calendar application with a weekly view. At the top, there are four tabs: 'Queue', 'Waiting Approval', 'Drafts', and 'Outstanding'. The 'Queue' tab is currently selected. The calendar grid displays dates from Sunday 6th August to Saturday 13th August. A blue button with the text 'Add a New Item to this Day' is positioned over the 11th of August. The interface is clean and modern, with a light grey background and white text for dates.

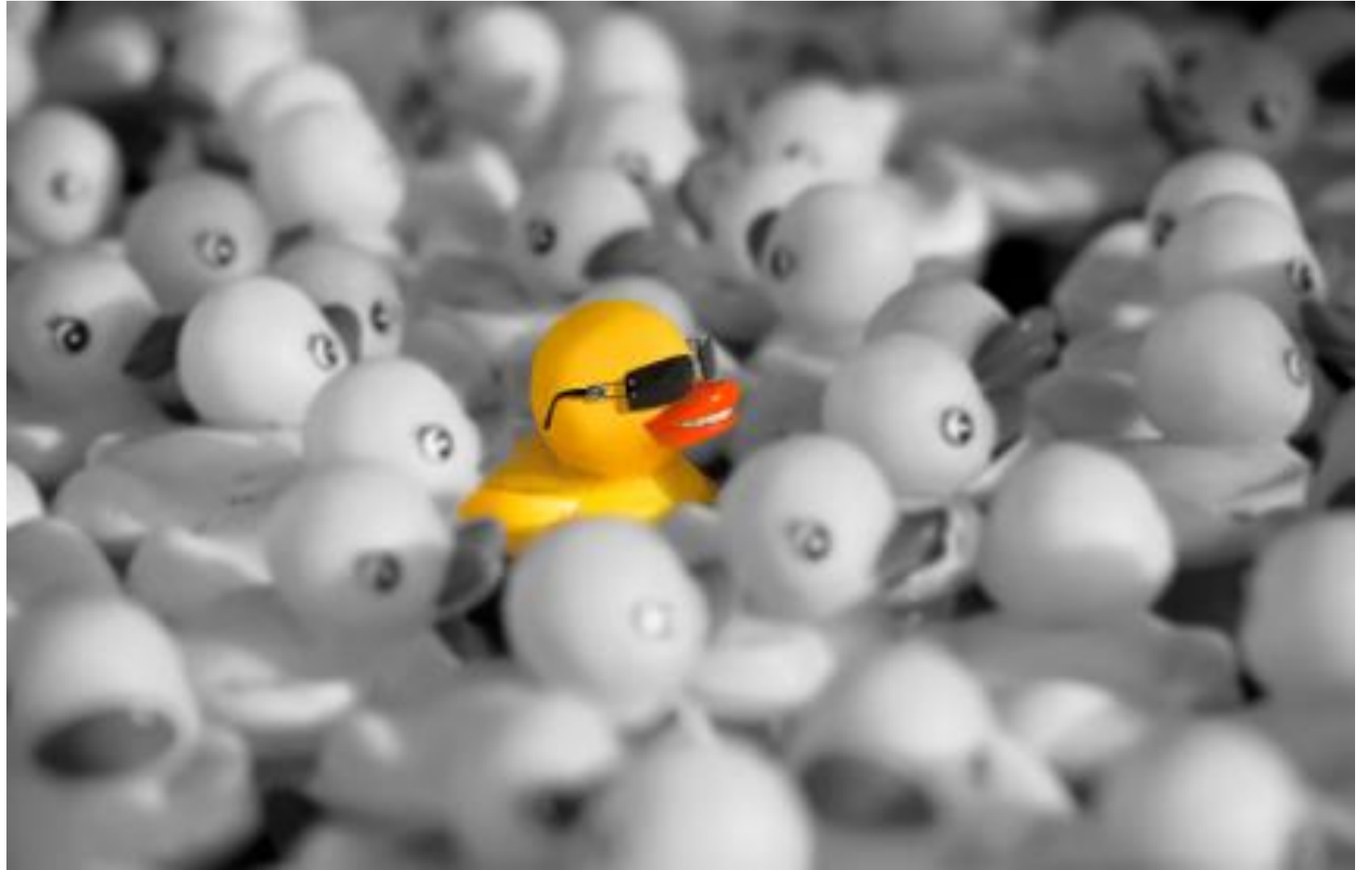
Friday 7th August

Question...



Are you a social media lover or hater?

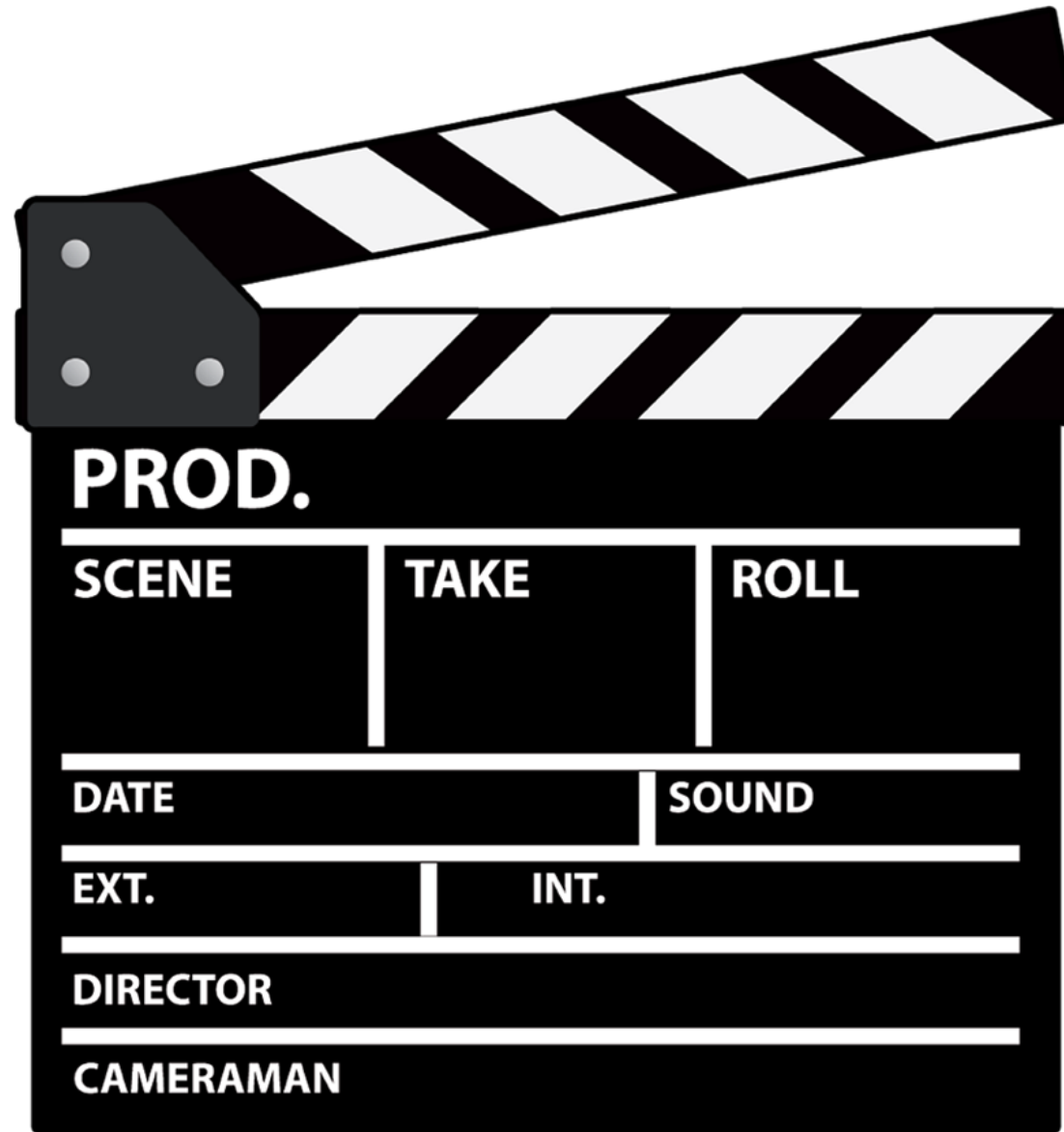
How will you
stand out
from the
crowd?





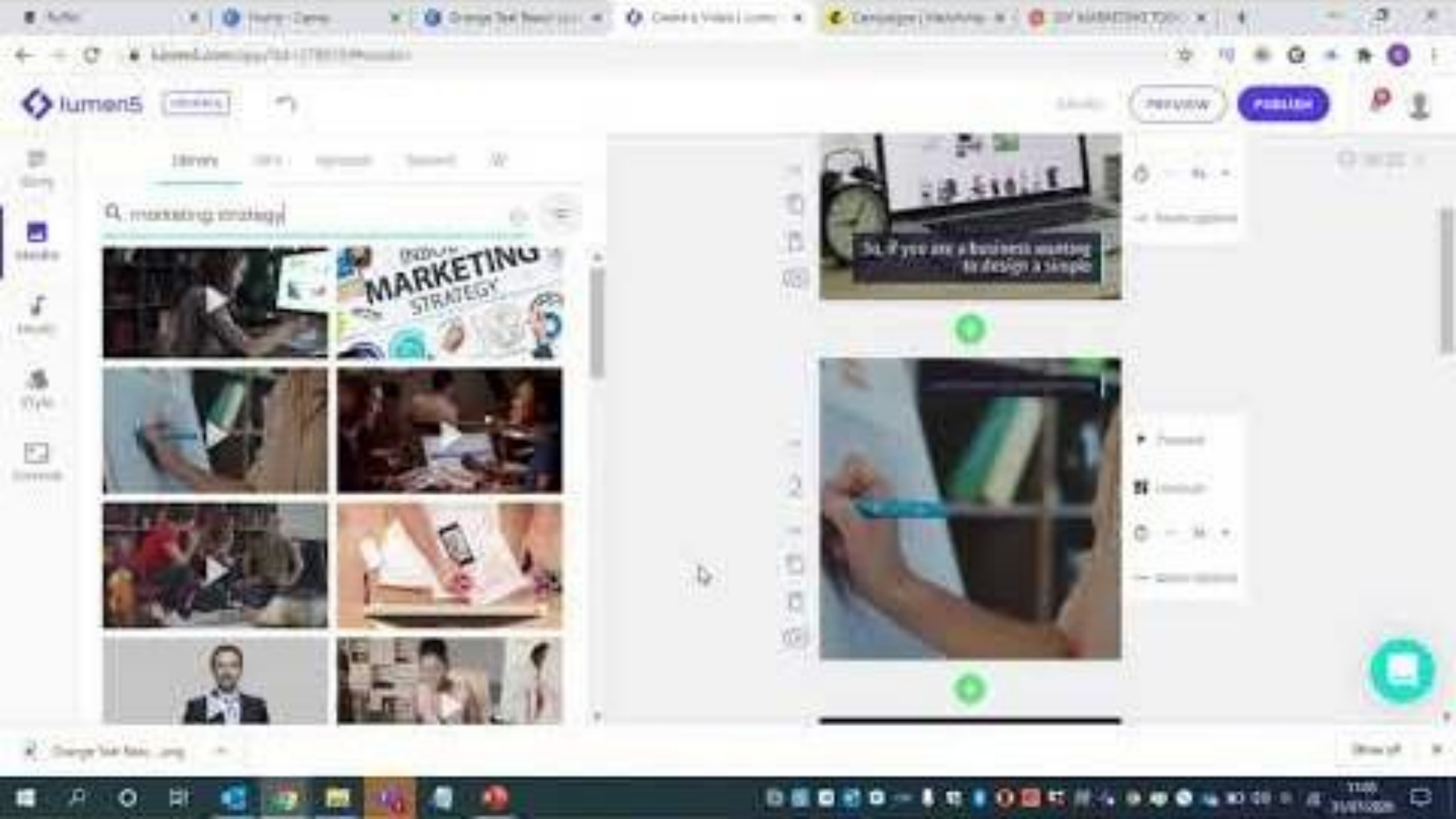


Video content.

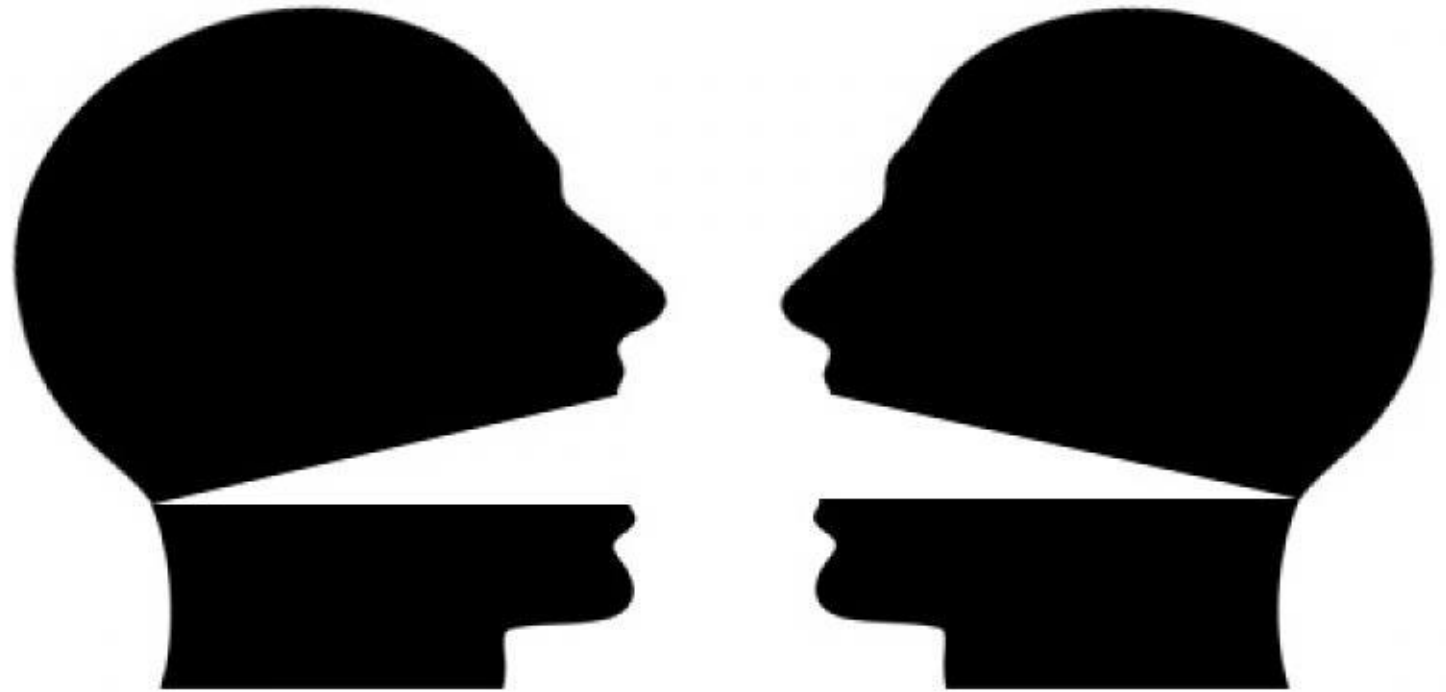




Lumen5



Other Video Content





Question...



Are you a creative person or do you find designing marketing content daunting?

What 'old school' marketing activities can you use?



So what should
be in your tool
kit?

Buffer

Mailchimp

Canva

Lumen5



Summary

Understand Your Customer and sales funnel

Your need to keep creating additional content to bring prospects into your funnel

Schedule and Automate as much of the process as you can

You need to stand out from the crowd

Video Content is king – USE IT!

Re visit tried and tested marketing methods

You need to sign up to these free tools or similar

Do you have
what it takes
to market
your
business?



HubBUB Marketing Package



MONTHLY ARTICLE (APPROX. 500 WORDS)

This could be a blog post, press release or news story for PR, article for LinkedIn or content for any other platform.

GRAPHIC AND VIDEO

We also create a graphic in Canva and a Lumen5 video so your content will stand out from the crowd.



MONTHLY EMAIL NEWSLETTER

A monthly newsletter, to go out to your email database, to raise brand awareness and promote your business.

MARKETING AUDIT

Also included is a one-off social media audit, website audit (if you have one) and marketing strategy session to kickstart the service.



MONTHLY SOCIAL MEDIA SCHEDULE

We provide 3 engaging social media updates per week to share across your chosen social media platforms.

SHOUT OUT!

We'll also give your business a 'shout out' on our social media (over 8,000 followers) and in our weekly newsletter (over 1000 subscribers).

Question...



Who has lots of really good intentions of marketing – but doesn't have the time?

Thank You...

SIGNAL



.....
**Making a noise
about our customers**



BUYER PERSONA TEMPLATE

**UNDERSTAND YOUR CUSTOMERS SO YOU CAN
COMMUNICATE WITH THEM EFFECTIVELY**

**SiGNAL
Martinque House
Hampshire Road
GU35 0HZ
01420 556335
www.signalbordon.org
work@signalbordon.org**

Introduction

What are Buyer Personas?

Buyer personas are fictional, generalised representations of your ideal customers. They help you understand your customers (and prospects) better, and make it easier for you to tailor content to the specific needs, behaviours, and concerns of different groups.

Depending on your business, you could have as few as one or two personas, or as many as 10 or 20.

How can we use them?

At the most basic level, personas allow you to personalise or target your marketing for different segments of your audience. For example, instead of writing generic content for clients across all sectors your business operates in, specific marketing content can be targeted at key decision makers in a more relevant and personalised way. This results in much better quality content that engages prospects and adds value.

How can we create buyer personas?

Here are some practical methods for gathering the information you need to develop personas:

- Interview existing customers to discover what they like about your product or service.
- Look through your contacts database to uncover trends about the type of people you work with, common denominators etc.
- Get your sales team's feedback on the leads they are interacting with most. (Who are the key decision makers? What questions do they ask? What are their challenges? What are they interested in?)



Buyer Persona Worksheet

It may be helpful to think about specific prospects that you want to engage with, or clients that you would like to 'clone' – i.e. to get more of – when you complete this exercise.

The aim is to generalise where possible, otherwise you could end up creating personas for every single client or prospect you come in contact with!

It may also be helpful to group personas into different stages of the sales cycle. For example, the people you deal with at initially who may exploring your company or shortlisting them for considerations by others; the people who initial meetings and presentations are made to, those people who make the recommendation to work with your business; the key decision makers who agree / or disagree on whether to engage your company.

Section One - Who?

Persona Name

[give them a name that identifies this group of clients / prospects]

Sector

[what industry / sector do they work in?]

Background

[Job title, Career path, Family – this info can help us personalise content]

Demographics

[Gender, Age, Income, Location]



Section Two - What?

Goals

[Company goals & Professional goals]

Challenges

[What challenges do they have that relate to your company's services or products?]

What can you do?

[How can you help the persona achieve their goals and overcome their challenges?]



Section Three - Why?

Common objections

[What reasons might this persona give for not working with your company?]

Common motivators

[What reasons does this persona give for working with your company, or a competitors?]



Section Four – How?

Conversion messages

[What things does your company say that the persona engages with? I.e. think about existing clients and what they say they like about your company, your people, and your product / services?]

Added value

[What can your company do for this persona to add value, go above and beyond and differentiate your product / service from competitors?]

Now repeat with your other buyer personas!

Once you have developed these personas review your marketing content to ensure your messaging and the information provided is aligned with their needs.

Find out more about SiGNAL by visiting our website.

www.signalbordon.org

At SiGNAL we provide workspaces to help you get your business off the ground and grow. From meeting rooms, offices and desk hire, to pay-as-you-go workbenches and therapy rooms, we have workspaces for entrepreneurs, sole traders and micro businesses right in the heart of Bordon.

We also offer fantastic business support through our learning and development events, as well as a free coworking space where you can get stuff done!

SIGNAL
Martinque House
Hampshire Road
GU35 0HZ
Phone 01420 556335
Email work@signalbordon.org

