Social Media 22 Marketing Workbook

Know your business before you start to market!
Worksheet #1: Defining Your Business

1. Describe your target market: ____________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

2. What is the purpose of your business? __________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

3. What differentiates your product or service from the competition?_________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

4. What is the biggest opportunity for your business?______________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

5. My top 3 competitors are:____________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

*Brendon Burchard recommends making a list of your top 20 competitors. What are they offering? What pain points are they hitting? Get their newsletters, services offerings, price points, etc. Now partner with these competitors to encourage cross promotion.

6. List 3 strengths of your business:______________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

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7. List 3 weaknesses of your business:
___________________________________
___________________________________
___________________________________

8. Products and/or services I might introduce include:
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

9. Markets I should consider entering include:
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

10. Markets I should consider exiting include:
______________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
Worksheet #2: Vision Statement Worksheet

What is a vision statement?

A **vision statement** is a vivid idealized description of a desired outcome that inspires, energizes and helps you create a mental picture of your target. Where do you want your company to be in five years? Your vision statement is your inspiration, the framework for all your strategic planning. A vision statement includes the results you will have achieved and characteristics the organization will need to possess in order to achieve the desired results.

Examples:

**Avon**  
To be the company that best understands and satisfies the product, service and self-fulfillment needs of women - globally.

**Ford**  
Early 1900s: Democratize the automobile  
Current: To become the world's leading Consumer Company for automotive products and services.

**Heinz**  
Our VISION, quite simply, is to be "THE WORLD'S PREMIER FOOD COMPANY, OFFERING NUTRITIOUS, SUPERIOR TASTING FOODS TO PEOPLE EVERYWHERE." Being the premier food company does not mean being the biggest but it does mean being the best in terms of consumer value, customer service, employee talent, and consistent and predictable growth. We are well on our way to realizing this Vision but there is more we must do to fully achieve it.

**Sears**  
To be the preferred and most trusted resource for the products and services that enhance home and family life.

(create your vision statement on the following page)
Create your vision statement below:

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
Worksheet #3: Mission Statement Worksheet

What is a mission statement?

A summary of the aims and values of a company, organization, or individual. A mission statement describes why your company exists. It is also a great branding tool; Use it to promote your organization and to help convey the essence of what you are all about. Try answering the question, "Why did I start this organization?"

Step 1 - Make a list of the following:

My products & services: ____________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

My top three core values: ______________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

What my business is really good at: _____________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Step 2 - Review the below points for creating a mission statement.

A mission statement:

Is short and concise (less than 150 words).
Is clearly understood by customers as well as employees.
Reflects what your organization does.
Reflects why you are in business.
Is developed from the customer’s perspective.
Identifies benefits.
Identifies your uniqueness in the market.
Step 3 - Review the following well-crafted mission statement examples:

**Disney**
“To make people happy.”

**Microsoft**
“To enable people and businesses throughout the world to realize their full potential.”

**Amazon**
"To build a place where people can come to find and discover anything they might want to buy online."

**Google**
“Google’s mission is to organize the world’s information and make it universally accessible and useful.”

**Girl Scouts of America**
"To help girls grow into proud, self-confident, and self-respecting young women.”

**Coca-Cola**
“To Refresh the World… in body, mind, and spirit.”

Step 5 - Considering the answers you gave in the Developing Your Business Worksheet as well as your notes from this worksheet, write down your corporate mission statement below.
________________________________________
________________________________________
________________________________________
________________________________________
________________________________________
________________________________________
Worksheet #4: Developing Target Audience Profiles

Before deciding on content you must first identify your “buyer personas” aka target audiences. These groups should be specific.

Think about buyers’ problems and how your company solves these problems. This is key.

Three Step Action Plan:

1. **Identify your company goals.** Need to know the vision statement (see mission and vision statement worksheets #2 & #3) and write down in detail your business goals. Again be specific and list more than one goal.

2. **Identify target audiences** – who has a specific interest in your company and what do they want? Important to segment buyers and develop marketing programs and content to reach each one. Also think outside the box; perhaps there are some people who would be interested in affiliate marketing or being a reseller which would be a specific target market aside from typical customers.

3. **Build Buyer Persona Profile** – bio for each.

Profile Specifics:

A. We want to know as much as we can about each “buyer persona”:

   ➢ What are their goals/aspirations?
   ➢ What are their problems?
   ➢ What media do they rely on for answers to problems?
   ➢ How can we reach them?
   ➢ Need to know in detail the things that are important for each buyer persona.
   ➢ What words or phrases do the buyers use?
   ➢ What sort of images or multimedia appeal to each?

B. Read what your buyer personas read!
C. Interview people and ask:

- What problems do you have?
- What advice can you give?
- What is most important about (your product/service/etc.)?
- How did you learn about our company?
- What websites and blogs or podcasts do you subscribe to?

Note: A great way to use LinkedIn is to interview people or gather information by giving a survey. For example, you can join a group that has members that are within your target market and then have access to all these members to gather crucial information. The best marketing messages come from listening to what your target audience wants and needs.

Overall, you need to know buyers’ background, daily activities and current solutions for their problems in order to create successful marketing messages.

- What do you want each group to believe about your company?
- What messages will you use to reach them on the web?
- Use statistics in message to back up or interesting and useful information.
- Project what is different and unique about your company – develop a Unique Selling Proposition (see Worksheet #5).
- To differentiate develop your core values and passion-based messages.

(Resource – David Meerman Scott “The New Rules of Marketing and PR”)
Worksheet #5 – Developing a Unique Selling Proposition (USP)

“A USP in an ultimate statement of benefit, or the single most compelling reason why a customer should buy from you over your competition. In a short meaningful, specific sentence, a USP describes your primary distinguishing feature to your target market and lets them know what’s in it for them if they do business with you” (Michie, Ezine Articles).

- Think from consumers/client’s point of view
- Why should they “buy” from you? NOT why should you sell to them.

The USP should answer the following:

What **problem(s)** are you the answer to?________________________
________________________________________________________
________________________________________________________

What quality makes you different and more desirable than your competition (don’t be better, be unique)?
________________________________________________________
________________________________________________________
________________________________________________________

What opportunity can you present to potential consumers that others can or do not?
________________________________________________________
________________________________________________________
________________________________________________________

Why should people buy from you? ____________________________
________________________________________________________
________________________________________________________
REMEMBER...

- Need compelling reasons! Tell prospects what’s in it for them and why they should buy from you or become a client. Use benefit based marketing messages.

- Start with a long statement of 2-3 paragraphs or sentences, then work out one focused sentence from there.

Examples of USPs:

**Buc’ees Gas Stations in Texas** – they wanted to truly stand out and they thought of the number one complaint at gas stations...dirty bathrooms. So they created their whole marketing campaign around having the cleanest bathrooms. They hired a full time bathroom attendant and their bathrooms look bathrooms at the Ritz Carlton! This attracted a ton of people and on their blog customers post pictures of them at Buc’ees. Their billboards say things like “You can hold it. Only 240 miles to the next Buc’ees.” This is their USP.

**Caliente Cab in Greenwich Village** – they have certified chefs that make salsa and guacamole fresh by your tableside. This is different and unique and attracts a ton of customers.

**Cinema restaurant in NYC** – the walls are covered with oversized cinema pictures of actors. There is a pull down projector screen playing a movie at all times. This is a USP – it’s different and people like unique.

**Keytag1** – This is a plastic card and key tag manufacturer. They offer free design, free proofs and free shipping on all orders. All competitors charge a lot for design and shipping is not free so this is their USP.
Worksheet #6: Creating Thoughtful Content

Helpful Hints:

Content that is created will be a solution to your target audiences’ problems. Use content without mentioning what the company has to offer - NO sales pitches! It’s all about giving away value these days. The old marketing way of sending a mailer or email that leads people to a “buy” now page is not effective; give value, give value, give value, then ask for money (V + V + V = $) (from Brendon Burchard’s training).

*Example:* Tire company gives customers “10 Tips to Drive Safely” – this is giving the consumer useful information, but at the same time the tire company is promoting their name.

Other Tips:

- Provide powerful and insightful information with a clear focus.
- Create content for each target audience.
- Use examples, stories and even statistics.
- Create titles that grab one’s attention!
  - Ask a question
  - Spark their curiosity (don’t put full description in title – make them want to read more)
  - Present title as a problem based question – not solution based
- Segment target audiences and create web pages that speak to them, press releases targeted towards them, etc.
- Develop a site personality – This is HUGE! Create a distinct, consistent and memorable site. Consider tone of voice in content.
- Insert photos, graphs, charts, polls, videos, audio – Need more than just text! Content is everything you see – catch people’s attention.
- Make the content interactive – wikis, calculators, quizzes, “Ask the Expert,” trivia, “Q&A with ABC Company,” “Success Checklist for x,” etc.
- Give opportunity to post comments/feedback – this will give ideas for content the buyer wants to read. Showcase a client’s story.
- Remain focused on buyers and their problems.
• Post interesting articles that your target audience would enjoy.

• Set Google Alerts for keywords within your industry to learn what is being talked about, what is in the news, etc. Then build off this for your content. This will save you time because you already know the current buzz!

• Follow blogs that your target audience would follow. Repost interesting blogs or build off from what people are commenting on.

• Check in with your target audience – ask them for feedback, post a poll, etc.

• Giveaways, contests, or any other appealing content will draw in more followers, fans, etc.

• Make content benefit based – what’s in it for them (your target market)?

• Stay away from product driven messages.

• Always think of the wow factor – what makes your company unique – not just better.

• Give away value for free. If you write an article, create a video, or even an ebook – you have to say to yourself, “I could charge for this information.” That’s how valuable it is.
20 Types of Blog Posts
From ProBlogger – Darren Rowse

• **Instructional** - Instructional posts tell people how to do something. I find that my Tips posts are generally the ones that are among my most popular both in the short term (ie loyal readers love them and will link up to them) but also in the longer term (ie one of the reasons people search the web is to find out how to do things and if you can rank highly with your tips post you can have traffic over a length of time).

• **Informational** - This is one of the more common blog post types where you simply give information on a topic. It could be a definition post or a longer explanation of some aspect of the niche that you’re writing on. This is the crux of successful sites like wikipedia.

• **Reviews** - Another highly searched for term on the web is ‘review’ - I know every time I’m considering buying a new product that I head to Google and search for a review on it first. Reviews come in all shapes and sizes and on virtually every product or service you can think of. Give your fair and insightful opinion and ask readers for their opinion - reviews can be highly powerful posts that have a great longevity.

• **Lists** - One of the easiest ways to write a post is to make a list. Posts with content like ‘The Top Ten ways to…’, ‘7 Reasons why….’, ‘ 5 Favorite ….’, ‘53 mistakes that bloggers make when….’ are not only easy to write but are usually very popular with readers and with getting links from other bloggers. One last tip on lists - if you start with a brief list (each point as a phrase or sentence) and then develop each one into a paragraph or two you might just end up with a series of posts that lasts you a few days.

• **Interviews** - Sometimes when you’ve run out of insightful things to say it might be a good idea to let someone else do the talking in an interview (or a guest post). This is a great way to not only give your readers a relevant expert’s opinion but to perhaps even learn something about the topic you’re writing yourself. One tip if you’re approaching people for an interview on your blog - don’t overwhelm them with questions. One of two good questions are more likely to get you a response than a long list of poorly thought through ones.

• **Case Studies** - Another popular type of post here at ProBlogger have been those where I’ve taken another blog and profiled them and how they use their site to earn money from their blogging. Sometimes these are more like a review post but on occasion I’ve also added some instructional content to them and made some suggestions on how I’d improve them. Case studies don’t have to be on other websites of course - there are many opportunities to do case studies in different niches.

• **Profiles** - Profile posts are similar to case studies but focus in on a particular person. Pick an interesting personality in your niche and do a little research on them to present to your
readers. Point out how they’ve reached the position they are in and write about the characteristics that they have that others in your niche might like to develop to be successful.

- **Link Posts** - The good old ‘link post’ is a favorite of many bloggers and is simply a matter of finding a quality post on another site or blog and linking up to it either with an explanation of why you’re linking up, a comment on your take on the topic and/or a quote from the post. Of course adding your own comments makes these posts more original and useful to your readers. The more original content the better.

- **‘Problem’ Posts** - I can’t remember where I picked this statistic up but another term that is often searched for in Google in conjunction with product names is the word ‘problems’. This is similar to a review post (above) but focuses more upon the negatives of a product or service. Don’t write these pieces just for the sake of them - but if you find a genuine problem with something problem posts can work for you.

- **Contrasting two options** - Life is full of decisions between two or more options. Write a post contrasting two products, services or approaches that outlines the positives and negatives of each choice. In a sense these are review posts but are a little wider in focus. I find that these posts do very well on some of my product blogs where people actually search for ‘X Product comparison to Y Product’ quite a bit.

- **Rant** - get passionate, stir yourself up, say what’s on your mind and tell it like it is. Rants are great for starting discussion and causing a little controversy - they can also be quite fun if you do it in the right spirit. Just be aware that they can also be the beginnings of a flaming comment thread and often it’s in the heat of the moment when we say things that we later regret and that can impact our reputation the most.

- **Inspirational** - On the flip side to the angry rant (and not all rants have to be angry) are inspirational and motivational pieces. Tell a story of success or paint a picture of ‘what could be’. People like to hear good news stories in their niche as it motivates them to persist with what they are doing. Find examples of success in your own experience or that of others and spread the word.

- **Research** - In the early days I wrote quite a few research oriented posts - looking at different aspects of blogging - often doing mind numbing counting jobs. I remember once surfing through 500 blogs over a few days to look at a number of different features. Research posts can take a lot of time but they can also be well worth it if you come up with interesting conclusions that inspire people to link up to you.

- **Collation Posts** - These are a strange combination of research and link posts. In them you pick a topic that you think your readers will find helpful and then research what others have said about it. Once you’ve found their opinion you bring together everyone’s ideas (often with short quotes) and tie them together with a few of your own comments to draw out the common themes that you see.

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• **Prediction and Review Posts** - We see a lot of these at the end and start of the year where people do their ‘year in review’ posts and look at the year ahead and predict what developments might happen in their niche in the coming months.

• **Critique Posts** - ‘Attack posts’ have always been a part of blogging (I’ve done a few in my time) but these days I tend to prefer to critique rather than attack. Perhaps it’s a fine line but unless I get really worked up I generally like to find positives in what others do and to suggest some constructive alternatives to the things that I don’t like about what they do.

• **Debate** - I used to love a good debate in high school - there was something about preparing a case either for or against something that I quite enjoyed. Debates do well on blogs and can either in an organized fashion between two people, between a blogger and ‘all comers’ or even between a blogger and... themselves (try it - argue both for and against a topic in one post - you can end up with a pretty balanced post).

• **Hypothetical Posts** - I haven’t done one of these for a while but a ‘what if’ or hypothetical post can be quite fun. Pick a something that ‘could’ happen down the track in your industry and begin to unpack what the implications of it would be. ‘What if….Google and Yahoo merged?’ ‘What if ...’

• **Satirical** - One of the reasons I got into blogging was that I stumbled across a couple of bloggers who were writing in a satirical form and taking pot shots at politicians (I can’t seem to find the blog to link to). Well written satire or parody can be incredibly powerful and is brilliant for generating links for your blog.

• **Memes and Projects** - write a post that somehow involves your readers and gets them to replicate it in some way. Start a poll, an award, ask your readers to submit a post/link or run a survey or quiz.
Thank you for taking the time to complete these essential worksheets. Once you have a clear vision and know who you are targeting, your website, SEO and social media efforts will pay off!

**Next Steps:**

- If you are a client, please provide a copy of your answers to us so we can incorporate your vision into your customized marketing plan.
- If you are not a client yet, please click the link below to request a **free Opportunities Report** that will list specific website, SEO and social media enhancements you can take advantage of to have a recognizable online brand and ultimately make more money.

  Yes! I want my free no-obligation Opportunities Report to see how I can enhance my online marketing.

**Godspeed.**

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