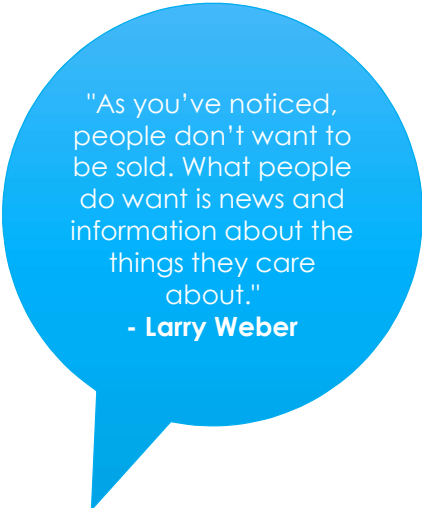


Week 21 Focus – Challenges with Marketing

Focus Question: What's the challenge for you around marketing right now?



"As you've noticed, people don't want to be sold. What people do want is news and information about the things they care about."

- Larry Weber

STORY

There are many challenges with marketing including:

- Not enough time dedicated
- Not being consistent enough with your efforts
- Not following through
- Not thinking about what your client/customer wants (think messaging, approaches...)
- Changing the topic too many times
- Not having a message on the channel your people are looking at (i.e. focusing on Facebook when people are looking to LinkedIn)
- Not using language that is meaningful to the group

Creating a marketing plan and strategy is important in terms of creating a focus for continued effort and actions. Writing things down so that you can see what you are doing, and track your efforts, can move you to a more strategic allocation of your time and resources.

Experimentation and trying things out in small cycles helps us get important data on what people like and don't like, value and don't value. Things in the marketing space change quickly so not relying on just one channel can be of use.

Being able to repurpose material is key for ongoing marketing efforts. To create new content each day can be exhausting, and repurposing allows us to leverage what we have already created.

ACTIVITY

While there are many challenges we face in marketing, there is always an opportunity to repurpose the material we have already created.

This week identify key pieces of content you have created. Think about how it could be repurposed.

For example, the next time you create a blog post, consider what it could look like if you were to repurpose it three times, not just once. So, consider this...

Original Version: A blog post on five things to do before the end of the year with your team.

#1 - Repurposing – Create it as a video – 5 Things to Do Before Year End with Your Team

#2 – Repurpose - Create an audio post/podcast around it

#3 – Combination: Combine this with other posts to make a larger article or download from your website.

#4 – Magnify: Share the link with other content providers, so they can share it with their readers/followers.

CONNECTION TO THE WORKBOOK AND PLANNER

Refer to the tools in the Content Planner Section. Take particular note of:

1. Tool – Content Tracker – For each piece of content, use the tracker to note how many views and reads it has gotten in each of the different locations.
2. Tool – Don't Just Do it Once! Scaling Content (page 275 of PlanDoTrack and page 271 of the Coaching Business Builder)