

Marketing YOU



As a small business owner, your best bet to connect with your potential customers is to get them to connect with YOU. People trust people, not brands. By being the face of your business through your marketing, you can build trust, remind your network about your expertise, and create connections that turn into clients.

You already have everything you need to be the face of your business. All you need now is faith in yourself and a plan. To recap:

- **Identify your unique perspective.** Talk with family and friends to figure out what sets you apart.
- Decide which **one marketing tactic** you want to focus on first.
- Develop a **repeatable and sustainable** way to deliver your marketing.
- **Just get started.** Perfection is the death of productivity.
- Look at your data and **learn along the way!**

Choose Your Marketing Channel

Platform	Instagram/ TikTok	LinkedIn	Facebook	Email Newsletter	Blog	Podcast
Audience	Millenials and Gen Z	Corporate	Millenials, Gen X, Boomers	Any You Curate	Any You Curate	Any You Curate
Content	Entertaining and educational videos	Thought leadership posts, inspirational imagery	Photos, educational and entertaining posts and video	Personal letter, curated reading, client testimonials, promotions	Educational or inspirational content. Focus on SEO	Education, entertainment, interviews
Suggested Frequency	Min: 1x a week Rec: 3-5x a week	Min: 1x a week Rec: 2-4x a week	Min: 1x a week Rec: daily	Min: 1x a month Rec: weekly	Min: 1x a month Rec: weekly	Min: 1x a month Rec: weekly
Technical Skills	Video capture and editing through mobile apps	Writing, access to photos	Writing, access to photos	Writing, experience with email marketing service	Writing, platform to publish on (website, Substack)	Audio recording and editing
Notes	+Larger potential audience — May not be as engaged ★ Have to grow and curate through creative content	+Larger potential audience — May not be as engaged ★ Good way to connect with professionals	+Larger potential audience — May not be as engaged ★ Good way to remind people you already know about what you do	+ More engaged, more likely to take action — You have to grow the audience ★ Can use as way to engage and educate potential clients	+ Can convert readers to customers through education — Harder to reach audience ★ Good choice for a second channel	+ Good to engage existing audiences — Technical and time consuming ★ Good if you have the skills or can outsource

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Content Prompts

Answer a question you received from a client.

Share a personal story about something that happened to you recently and how you solved the problem using your expertise.

My [month] goals as a _____.

Steal these _____ hacks.

5 things to do now before _____.

Here are three things to know about _____.

Respond to a comment/question.

Confirm or debunk a hot take.

What being a _____ taught me about myself.

3 ways to improve _____.

My biggest mistake as a _____.

Data Tips

What to Look For on Social

- **Followers:** could also be called connections or subscribers.
- **Impressions:** could also be called views or reach.
 - Look for increases over time. Can indicate if the algorithm liked your content.
- **Engagements:** total number of likes, comments, clicks, etc.
 - Look for increases over time. Replicate content that has high engagement.
- **Engagement rate:** total engagements divided by impressions.
 - Good for benchmarking yourself against industry standards and tracking over time. General averages:
 - LinkedIn: 5%
 - Instagram: 3%
 - Facebook: 1%
 - TikTok: 5%

What to Look For on Email

- **Deliverability:** percent of emails that made it into the inbox.
 - Goal: close to 100% as possible
- **Click rate:** percentage of people who clicked a link in your email.
 - Most important. Shows most engagement.
- **Open rate:** percent of people who opened your email.
 - Usually inflated. Look for trends.

Useful Tools (Click Icons to Access)

Social Media Holidays



Subject Line Tips



Video Editing



Blog Best Practices



Let's Connect!



RoxanneCommsPro
WorthyJourneyComms



roxanne@worthyj.com