

JOANNE KLEE MARKETING



Making your marketing ideas come to life can feel impossible.

But trust me, it's MISSION POSSIBLE. We can help."



Joanne's thought leadership and goal oriented focus is outstanding."

VP Diamond Marketing Solutions

BE THE BRAND

- 1. Have your Marketing Meeting: make time for marketing 1x per month.
- 2. Think about your Brand. What do you want customer to feel and think about when they work with you?

BE THE BRAND: THE BUSINESS

- HOW Are you different from the competition?
- What are your core principles and values?
- What inspired you to build your business?
- What do you do better than the competition?
- What makes you different or unique?

BE THE BRAND: YOU

- What is your professional sense of style?
- Are you traditional or modern? Corporate or friendly?

THE CUSTOMER

- What do you want to come to mind when someone hears your business name?
- How do you want people to feel when they think of your business?
- How do you want customers to describe you as a company?



For Speaking Availability Contact: joanne@joannekleemarketing.com







3. What do you customers want? WIIFM

4. **Marketing Spend:** "Digital advertising spend surpasses spending on offline advertising CMOs invest two-thirds of advertising budgets in digital channels." Source: 2018 Gartner Survey of 300 CMO's



TIP: Your Marketing dollars should be spent online. AND project-to-project. Consider what makes sense for your brand.

5. Where are your customers? That is where you should be. . .

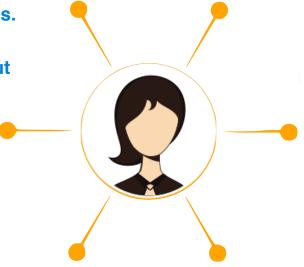
Your customers are online & are interacting with brands in search of information, recommendations, and reviews. If your brand is not around to answer, a competitor will be."

6. THE CHECKLIST:

→ Make a list of prioritize for your business.
Use these starter tips.

Online Advertising is a good place to put marketing dollars.

- √ Website (mobile responsive)
 - HTTPS
- √ Google My Business
 - Ask for reviews
 - include your N.A.P.
 - Use the don't show my address checkbox to hide your address
- √ Linkedin
- √ Email Marketing
 - Get a list:
 - Get lists using quickbooks invoice/payment recipients
 - scrape your inbox





- Email Subject Lines: Don't over think it. . .
 - "What Did You Think? Write a Review."
 - "As You Wish" (ask for that coffee meeting)
 - · On Recent news "Here are my thoughts on . . ."
 - Make an offer: Complimentary chat or review of their needs.
 - Use you website services, and send occasional info
 - · Use your LinkedIn case study profile
- Automate it! Pre schedule your email marketing and social posts
 - Email Free Option Scheduling: Mail chimp or Constant Contact
 - Social Free Option Posting: Hootsuite or Buffer



✓ SCHEDULE YOUR MARKETING MEETING > Right Now!

 Make a calendar of your marketing activity for the year

GO HAVE YOUR MARKETING MEETING!

#MISSIONPOSSIBLE

#LADYBOSS SINCE 2005

