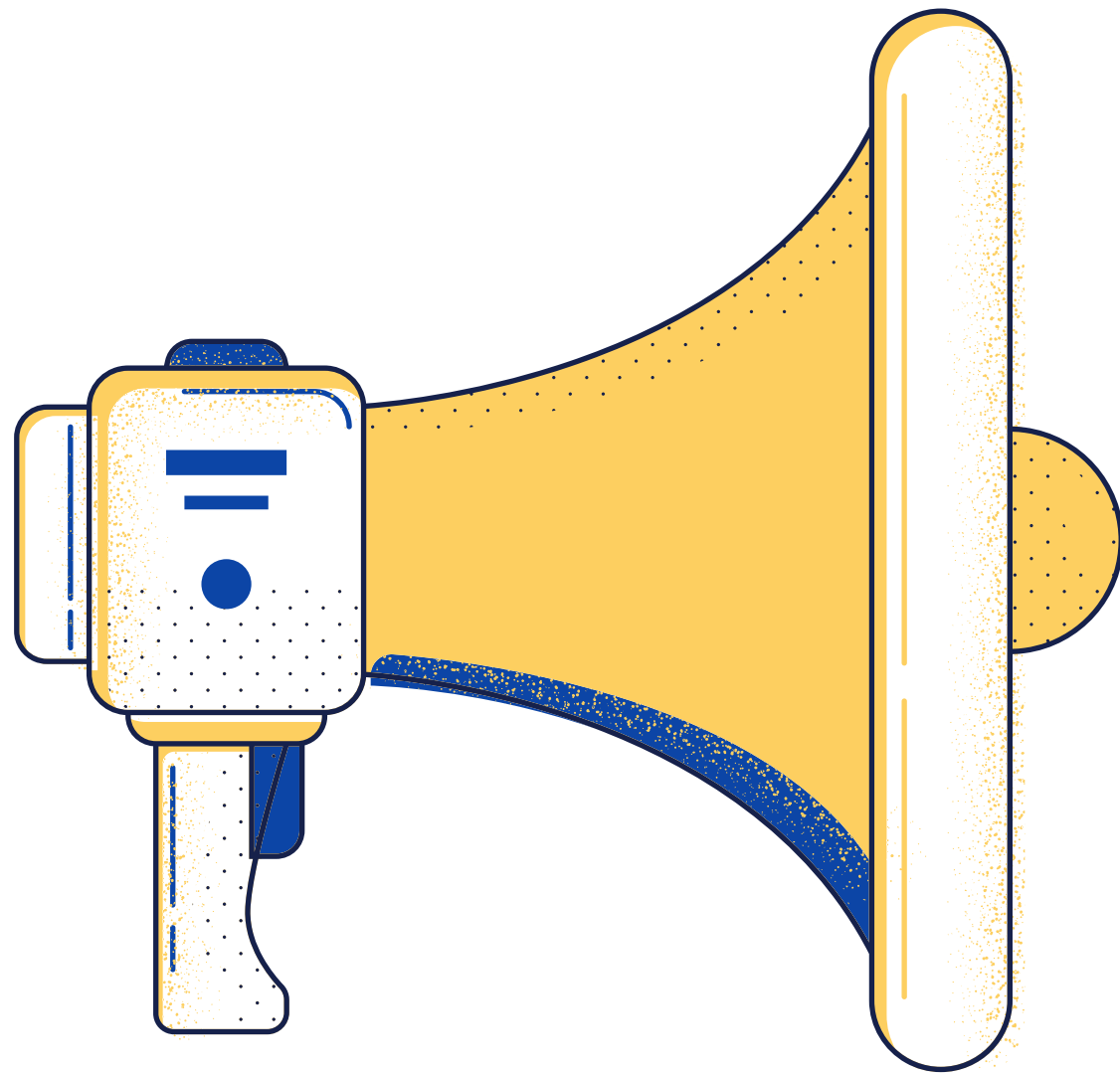


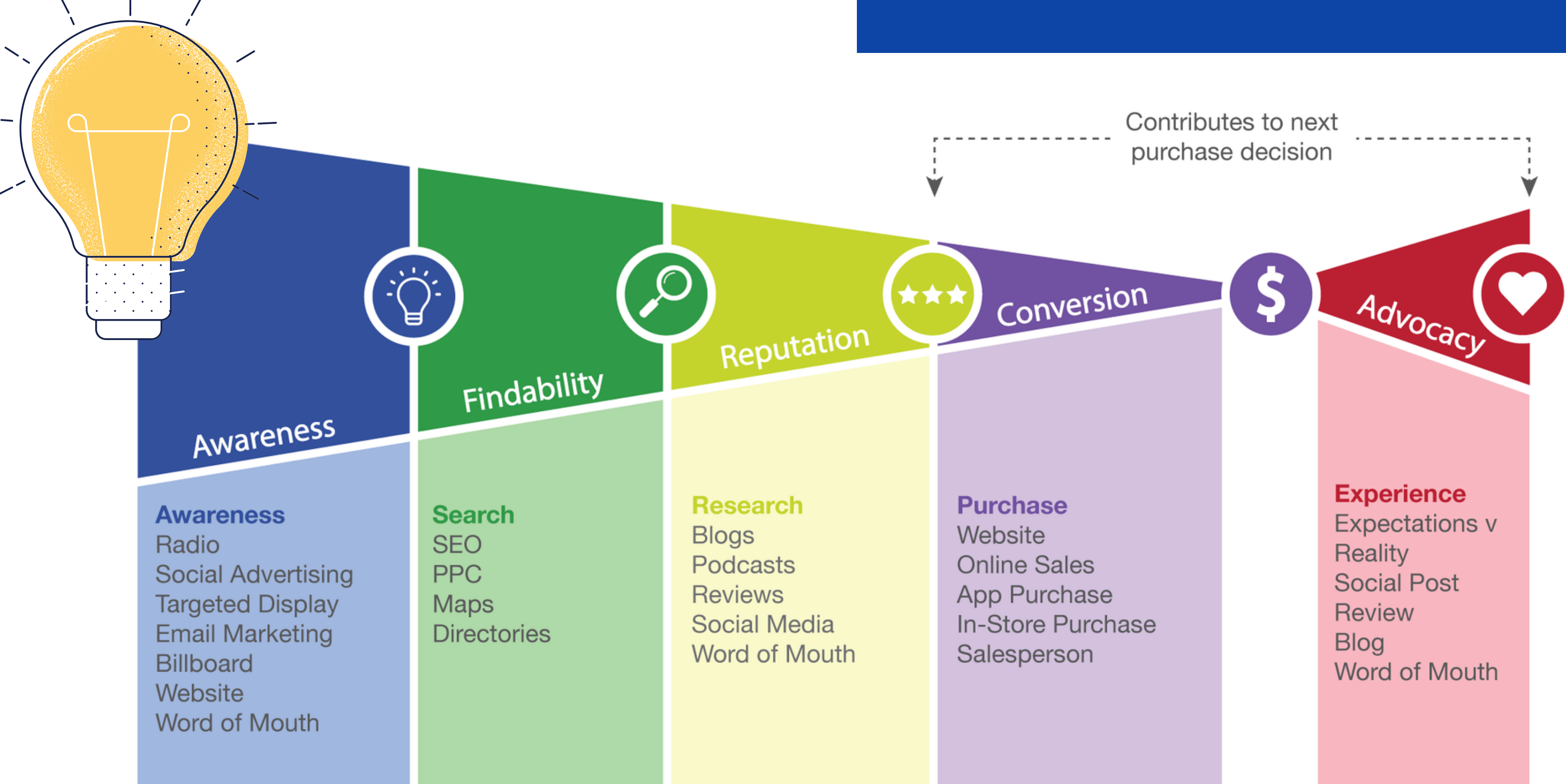
6 Steps to Increase Revenue in 6 months

Reach the right audience at the right time with the right message and grow your business with digital marketing strategy.



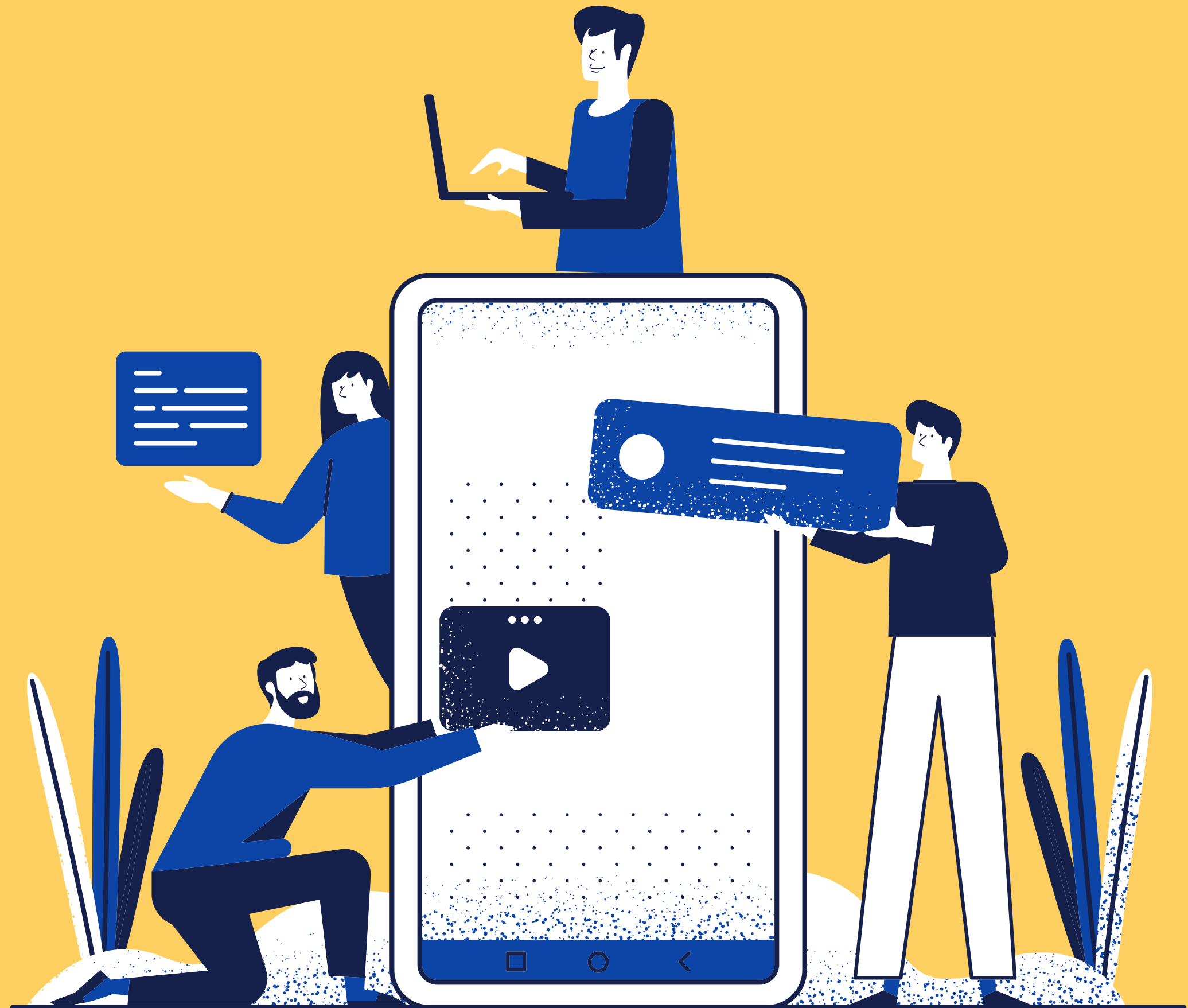


Marketing works best when it reaches your prospects at every level of the buying process.



The customer journey is the same for nearly every product. Each marketing tool is leveraged in different ways with carefully honed messages to reach people at each stage in their journey.

Let's get started!



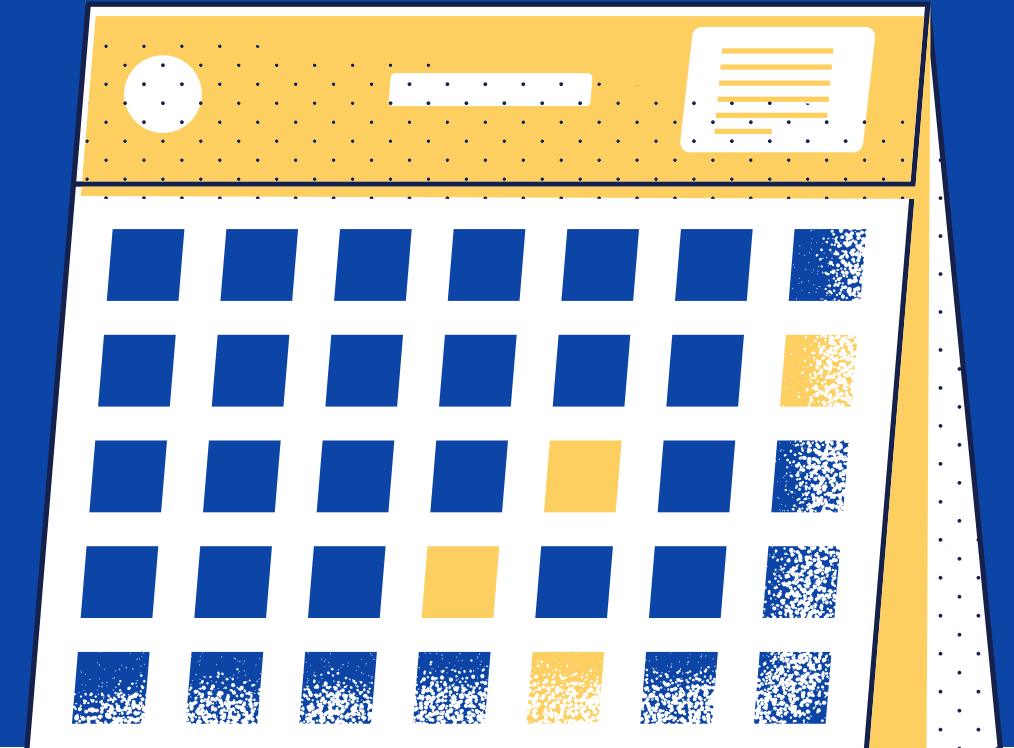
STEP 1: BASELINE & GOAL SETTING

You know your business. Start here and examine your current situation. Take a moment to ask yourself these questions:

1. What are you selling and how does it help people?
2. What am I doing right now to grow my business?
3. Who are your competitors and what marketing are they doing?
4. What do I want my business to look like next year? Do you want to increase revenue? Increase your current customer value?



A WORD ON GOAL SETTING...



A great guide for goal setting is the SMART mnemonic. Consider this strategy when setting goals for your business:

-
- S – Specific (or Significant)
- M – Measurable (or Meaningful)
- A – Attainable (or Action-Oriented)
- R – Relevant (or Rewarding)
- T – Time-bound (or Trackable)

A top-down view of a person's hands holding a white coffee cup over a map of Sweden on a wooden desk. A laptop to the left displays a photo gallery. The map shows various cities and roads, with a red pin marking a location. The person's hands are visible, one holding the cup and the other pointing at the map. A silver watch is visible on the person's wrist.

STEP 2: MAP YOUR CUSTOMER JOURNEY

Take a moment to picture how your current customers became buyers of your product or service. Many people start with research: (think Google and YouTube). From there, they narrow down their search for more specific items or stores. What has an impact on the decisions they make as they take this journey? You can bet that if they're hearing or seeing your competitor's brand advertised over and over, it will influence how they proceed in the purchasing process.

Why we map the customer journey...



The process of mapping the customer journey is the examination of how customers find you and where they make critical decisions to purchase. This helps you determine where to be and the most impactful ways to spend your marketing budget.

STEP 3: CRAFT THE MESSAGE (AND STICK TO IT!)

Who is your customer? What does their life look like before your product or service and what does it look like after? With messaging, you're not selling your product as much as you're selling a solution. Does what you're selling make your customer happier? More comfortable? More secure?

Now, use your message to sell the solution and be consistent across all advertising.



Thinking About Before & After

When considering the impact your product or service has on your customers, ask yourself these questions:

1. What are your customers fears and frustrations?
What keeps them up at night? What challenges do they face?
2. What do they want for themselves? Who do they aspire to be?

Now think about how you can address their wants and needs. If you're selling air conditioners, your customers' before state is that they are too hot or paying too much to cool their home. After, they are comfortable and have peace of mind that they are spending a reasonable amount to cool their home.



STEP 4: PICK YOUR CHANNELS

Mapping out your customer journey may have helped you determine where your prospects are. Now you can choose the best places to spend your advertising dollars to reach those people.

Here are just some of places you can be with your ads:

Facebook, Instagram, LinkedIn, TikTok, Pinterest

Google

YouTube

Streaming TV

Online Banner and Display

Radio

Email

Billboards





STEP 5: SET YOUR BUDGET

This is not always easy. Remember that marketing is an investment. With an excellent strategy in place, you can expect a return on your investment. If you've done a good job of planning, you can typically say: the more you spend, the more you get.

Expect at least a 20% return on your investment. Compare that to your margins and you can see how many sales you must generate to get that return.

STEP 6: IMPLEMENT & TRACK

It's time to put your plan into motion! Execute your strategy and place your ads. But don't stop there. Use metrics to see what's working. Google Analytics is a great place to start to see where your web traffic is coming from. Track your sales and compare to previous periods.

Key performance indicators (KPIs) vary based on your marketing tactics, but here are a couple common ones to keep an eye on:

1. Pageviews and Sessions, Time on Site, Referral Traffic
2. Conversions (clicks to call, form fills, requests for information)
3. Cost per Lead





NEED HELP? LET'S GET STARTED!

Investing in great marketing strategies has been proven to grow businesses. Just be sure you're doing it right. Thoughtful messaging, targeting, choosing the right platforms and tracking are they keys to success.

If you need help, start with Mid-West Family La Crosse. We're results driven, experienced and passionate about what we do. We'll even conduct a free digital evaluation before we talk.

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