

Hosted by **SCORE**  | Bucks County

What's Your Digital Marketing Success Plan?

GET MORE CLIENTS AND LEADS IN 2024

About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free
business advice
and mentoring



Offering low or
no-cost business
training



Sharing free business
templates and
resources

Request a SCORE mentor at www.score.org/find-mentor

Your Presenter: Donna Botti, Delos Inc.



Donna is the owner of Delos Incorporated, an award-winning agency in Collegeville, PA. Donna and her team help local businesses get more of the clients they want by replacing their random acts of marketing with a proven process that works.

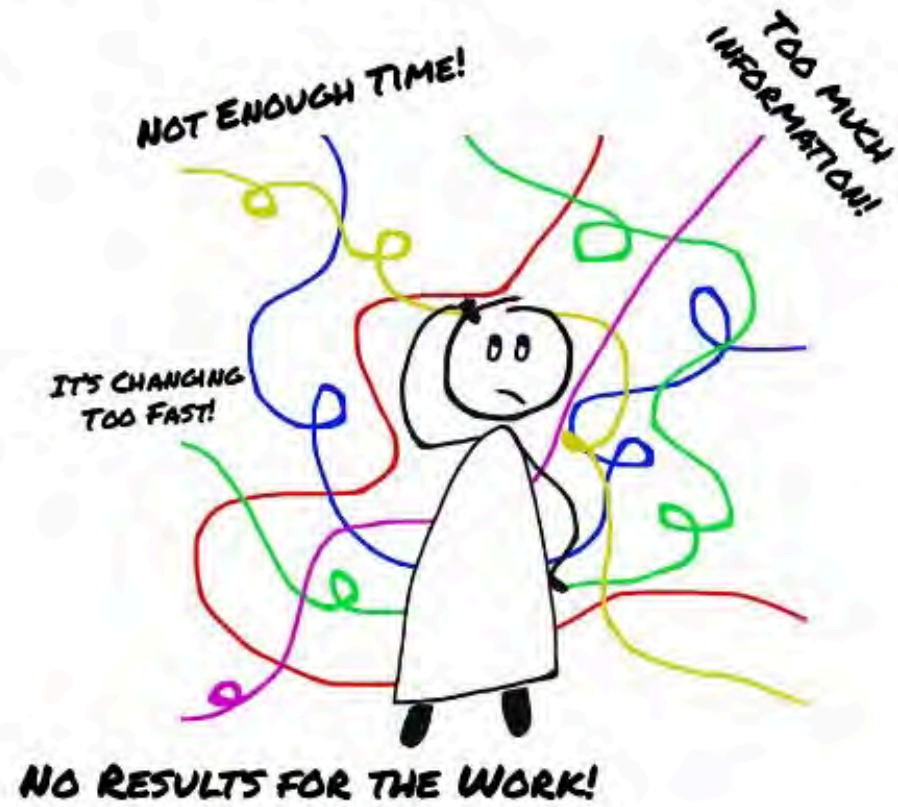
Delos provides digital marketing strategy, training and implementation, and develops websites designed to attract more clients, get better leads and grow revenue.

Donna is a national speaker and trainer on how local business organizations can thrive in an online world with simple, effective marketing strategies that get results.

Donna frequently publishes articles on the Delos website, www.delosinc.com and has a weekly podcast, *Get Digital Marketing Results*. She also enjoys hanging out with her family, the outdoors, hiking with her dog, and Italian wine.

HOW DO YOU GO FROM THIS

TO THIS!





What's Your Digital Marketing Success Plan?



Trends for 2024

- ❖ It's getting noisier and AI is making it worse
- ❖ Advertising is getting more expensive
- ❖ First party data is more important than ever
- ❖ Your customers are looking for authenticity and relationships
- ❖ Video Rules



Just Say No!





Delos Framework for Digital Marketing Success



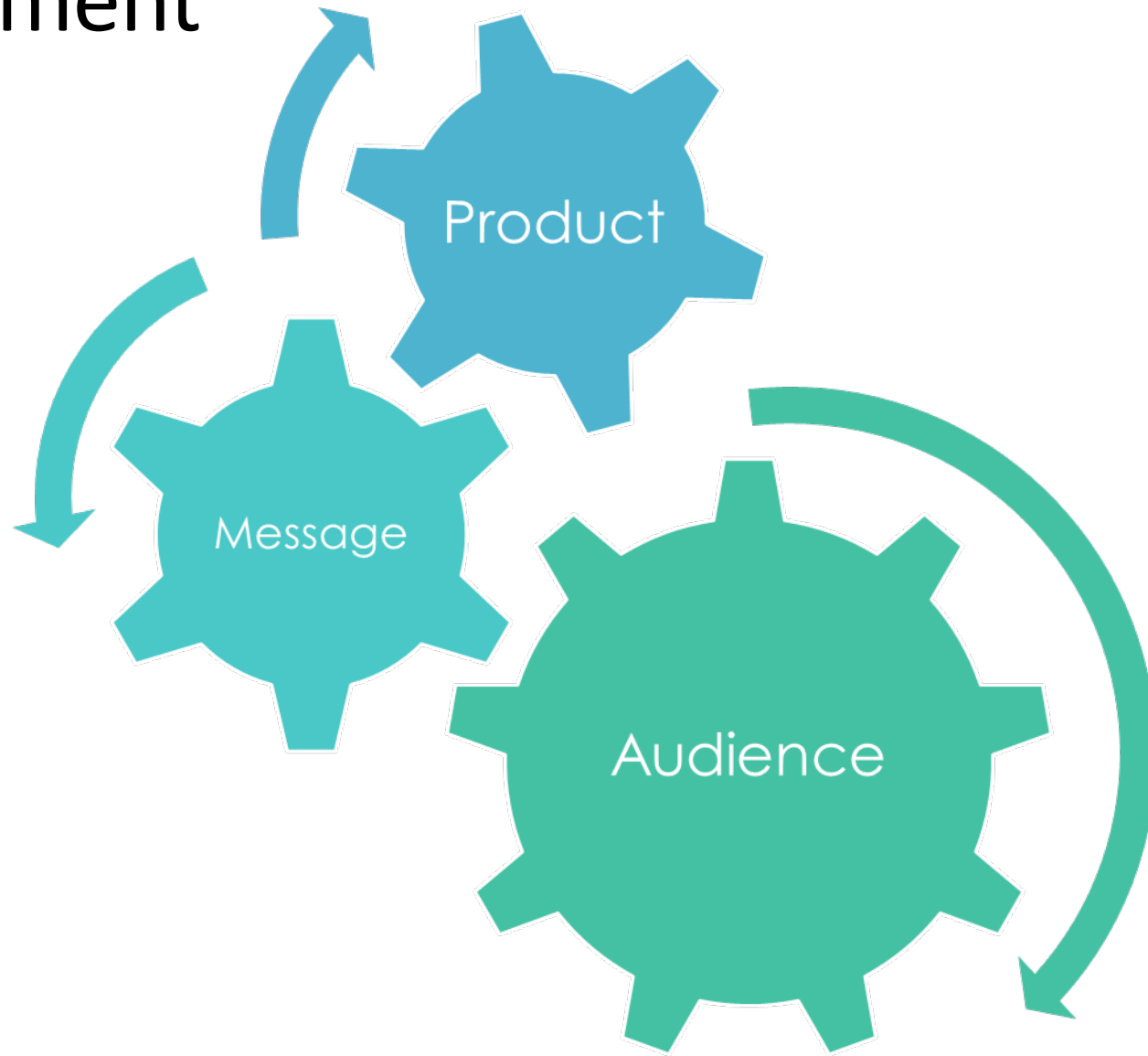


❖ Key Action #1:

Focus Your Efforts on the Right Clients



Alignment





Know Your Client

- ❖ Consider your current clients
- ❖ Why do they buy from you?
- ❖ Which ones bring you the most rewards financial and personal?
- ❖ Who is NOT your client?



Solve Their Problems

- What problems do they have?
- What are their goals and aspirations?
- What are their challenges and pain points?
- Speak their language!





What does it look like?

- By speaking to the right customer, our client saw a reduced number of leads per month, but had higher conversions to customers, increased revenue, and spent less time with tire-kickers who would never be customer.
- By updating the language and organization of their website to talk to the customer and business they want, our client doubled their web traffic and leads in 10 months.



❖ **Key Action #2:**

Use the Content You Already Have



Many people think...

- I don't know what to say
- I don't know what platforms to use
- I don't have time to figure it out



You Have Content!

- What are you already saying / doing
- Use the 3x rule
- Make it part of your processes
- Answer the questions people are asking



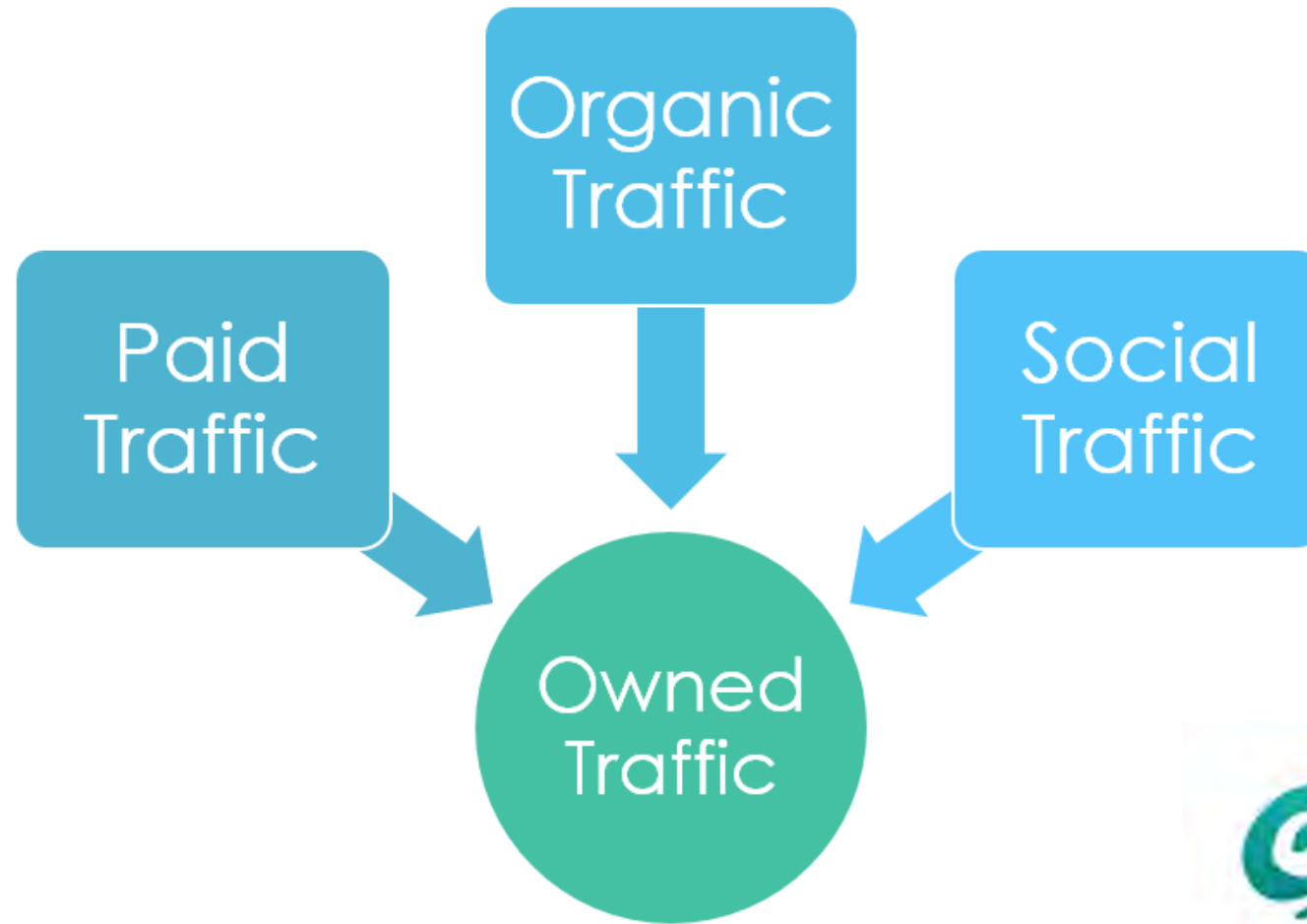
Key Content

- For the business you want
- What's important to the client you want
- Answer the questions people are asking

Don't Build on Rented Land



You can't build relationships with people whose names you don't know!





Grow Your List





What does it look like?

- Recording a day-long training program that happened and using pieces of that on website, social media, YouTube, email marketing that resulted in months of scheduled content
- Recording a video when a question comes in and using that on website, social media and as reference for other people who have that question
- Having a checklist for every job – taking before pictures, in process pics, after pictures, and notes about the job so that project added to portfolio on website, email, social media, and reviews

❖ **Key Action #3:**

Make it Easy and Manageable



Your Random Acts of Marketing Aren't Working





Plan Your Content

- Get rid of the silos – same message on all channels
- Reuse and repurpose
- Have a mix of timely, seasonal, and evergreen content.
- Batch and schedule
- Use automation
- Use AI for ideas and to save time



Repurpose, Reuse, and Automate

- Example:
 - Blog post on Top 10 Beach Vacations
 - Make 10 slide video
 - Make 10 social posts highlighting each one
 - Create polls comparing beaches
 - Send an email to list highlighting the content
 - Reusable at a later date too

Can you use AI in your marketing?

Should you?



Marketing Content Uses

- ❖ Articles
- ❖ Social Media
- ❖ Email Marketing
- ❖ Video Scripts
- ❖ SEO
- ❖ Copywriting
- ❖ Repurposing Content



AI Definitions

❖ Artificial Intelligence (AI)

the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings



AI Definitions

❖ Generative AI

Generative AI refers to models or algorithms that create brand-new output, such as text, photos, videos, code, data, or 3D renderings, from the vast amounts of data they are trained on. The models 'generate' new content by referring back to the data they have been trained on, making new predictions



AI Definitions

❖ Large Language Models

Large language models (LLM) are very large deep learning models that are pre-trained on vast amounts of data. They use statistical models to analyze vast amounts of data, learning the patterns and connections between words and phrases. This allows them to generate new content, such as essays or articles, that are similar in style to a specific author or genre.



AI Definitions

❖ Prompt

A prompt is the text you put into the AI model in order to have it generate the output you want.

Prompts are really important in getting good useful results.

The Prompt is Key to Good Results

- Who is ChatGPT acting as?
- Who is the audience for the output?
- Who are you?
- What tone, style and format should the results be in?



Marketing Prompt for Your Ideal Client Research

- ❖ Tell me more about my ideal persona. Be specific. Answer in the following areas:
 - ❖ What problems do they want to solve?
 - ❖ What are their pain points?
 - ❖ What are they hoping for and want to achieve?
 - ❖ What has caused them to seek a solution to the problem?
 - ❖ What are the barriers and objections stopping them?
 - ❖ What do they already know about the problem and other solutions?



Context for the prompt

- ❖ You are an expert market researcher and consumer behavior specialist
- ❖ My ideal client is and has these characteristics.....
- ❖ My business / product / service is
- ❖ My brand voice and style is



Other Possible Marketing Prompts

- ❖ Keeping in mind the information I have provided you about my client, my business and brand voice, generate a list of 5 possible content ideas that can be used on my website and social media
- ❖ Keeping in mind the information I have provided you about my client, my business and brand voice, write 10 Instagram posts in the hook/value/CTA format
- ❖ Write a compelling follow-up email to respond to those who are requesting more information about our services



Use AI Tools Wisely

- Your message and content ultimately has to have your voice
- The importance of the prompt
- Start with your content
- Great for brainstorming and ideas
- For execution, think of it as intern – you will have to edit



Plan Your Content

	Themes	Content Plan	Recurring Items	Seasonal Items
<i>Instructions</i>	<i>What is the main focus or message for the month?</i>	<i>What do we need to create or produce (video, blog post, etc.)? What already exists or will be created anyway (web site sections, promotions, vendor-supplied content)?</i>	<i>Which of the recurring items will be used during this month?</i>	<i>Holidays, Awareness Events, Seasonal items specific to your organization (for example Tax Time, Back to School, or End of Year Donations)</i>
JAN				
FEB				
MARCH				
APRIL				
MAY				



Get it on a calendar



Consistency Builds Traction



What does it look like?

- Our client started email marketing regularly to their customer list and gets sales and inquiries from every email.
- By planning out key content areas supporting business they want to grow, our client now has 10 articles on their website that outrank their home page and receives leads every day.
- By using templates, automation and scheduling, our client created best practice follow-up to inquiries increasing the amount of leads that convert to a sale three-fold.



Planning

It's Time to Go from
Random Acts of
Marketing
to Reliable Revenue





Progress not Perfection



The importance of small steps!





Things to Remember

- Key pathways to success
 - Get Your Messaging Right
 - You Have Content – Be Strategic and use AI to help
 - Planning, not Random Acts of Marketing
- This is a process
- Consistency is key
- You can do this!



What's Next?

Priority	Actions to Implement the Plan
1	Get my guide: What to Post When You Don't Know What to Post https://www.delosinc.com/contenthelp/
2	
3	

“The distance between goals and reality is called action.”





Questions?

Helpful Links

- Find SCORE resources for small businesses at www.score.org/templates-resources
- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- **Donna Botti, Delos Inc.**
 - www.delosinc.com
 - dbotti@delosinc.com
 - www.delosinc.com/TheMarketingHabit
 - www.delosinc.com/ContentHelp
- Book an appointment with a SCORE mentor at www.score.org/find-mentor



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