Nenoos Sydney Integrated Content and Marketing Strategy Milestone 1

Version control

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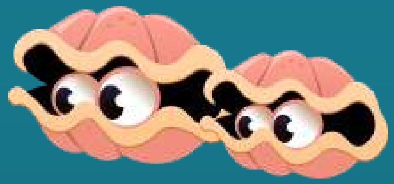

Introduction

This copy deck contains a 6-month integrated content and marketing strategy for Nenoos Sydney.

Author details:

This content was written by Kelly Wade, a content writer, copywriter and digital marketing strategist based near Canberra, Australia. Kelly specialises in helping businesses tell their unique stories, connect with their target audiences and prove their authority and leadership in their industries. In short, she produces awesome information, sales content and marketing copy aimed at helping businesses grow.

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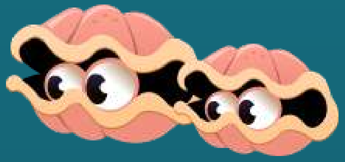


She can also be contacted via an online call (using Zoom, Skype, Google Hangouts etc.)

An actionable strategy — how this strategy is structured

A strategy is a high-level plan of the approach that will be taken to solve a given problem. Unfortunately, it's all too common for strategies to be aspirational with little or no guidance about how to actually enact the plan.

This strategy is different.

Every section of this strategy (after this point) has the following structure:

1. The section starts with a piece of important information that will help you achieve your goals
2. There is then at least one clear goal that you should strive for when reading and implementing that information.
3. And finally, there is at least one clear and specific action that you should take before you move on to the next section of your strategy.

This structure is designed to make this strategy as practically useful as possible. That way, you'll have Specific timeframe to match the length of the strategysix months worth of specific actions to take that will help you achieve your business goals.

This does not mean you won't need other strategic materials. For instance, almost all good strategies will need to be supplemented with some kind of implementation plan. However, this strategy will keep you busy with actionable material that will enable you to implement the vast majority of the strategy.

This is version 1 of your strategy and you're eligible for up to 2 revisions if required. When reviewing your strategy, please pay particular attention to who has been allocated to complete each task. These are my suggestions and you know what you and your team are capable of much better than I do, so it is likely that you will want to adjust at least some of these recommendations.

Brand overview

Nenoos Sydney — committed to providing students with the right tools to help them acquire new skills, develop their individual talents and reach their intellectual potential

Executive summary

Nenoos Sydney is breaking new ground by bringing Nenoos to Australia. This means you'll need to take extra care when analysing your progress towards achieving your goals because you don't really have any successful Australian businesses that you can take your lead from.

Some of your closest competitors have large marketing and advertising budgets, so it may take some time to win market share from them. As such, being resilient will be especially important for you.

This document is designed to provide roughly 6 months of marketing education and actions covering:

+ the science and mechanics of the sales process
+ your brand objectives and sales funnel
+ the marketing resources you'll need to get your business up and running

Over the next 6 months, your focus should be on:

+ Developing your 'home base' marketing assets
+ Creating brand awareness
+ Marketing a single service (the Entrepreneurs Program)
+ Building a list of not-yet-ready prospects who you can sell to in the future
+ Learning how to best communicate with your target audiences

You will have two main sales funnels: a mostly outbound funnel for educators and a mostly inbound funnel for mums. Together, these will give you the best shot at winning sales and growing your business.

Contents

1. Terminology
2. How to sell
3. The science of selling
4. Target market analysis
5. Your sales funnel, which includes:
   + Measurable objectives
   + Educators sales funnel
   + Inbound + mums sales funnel
6. Metrics
7. The resources you’ll need
8. Your 6-month roadmap
9. What to do next

Terminology

The following terminology is used in various sections of your strategy.

Target market = a group of people who are exactly the type of people you want to target with your offering; your offering solves the specific problem that they face

Prospect = prospective customer (someone who is in your target market that you have the opportunity to convert into a lead)Specific example — note that in your case, this covers the parents and carers who will pay for your programs and the educators who you need to convince to allow you to run your programs on their school's grounds (while you don't need to convince the children who will participate in the programs to take an action (at least while you're trying to sell to their parents — obviously they have to be convinced to do things once they're enrolled), you do have to keep them in mind as they affect whether or not the parents and educators are going to be good prospects)

Lead = someone from your target market who is interested in your specificprogram

Warm lead = a lead who has taken an action that demonstrates they're just about ready to buy

Customer = someone who has signed up and paid for a program

Loyal customer = a customer who continues to buy from you and tell their friends about you

Organic search results = any search results that aren't paid ads

SEO = search engine optimisation, which is the process of optimising content so it is more likely to show up at the top of the search results when someone from your target market does an internet search for a relevant term

Conversion = a conversion is the event when a sales target goes from one state to another for example:

Prospect-to-lead conversion = this is when someone from your target market becomes interested in your specificprogram

Lead-to-sales conversion = this is the point when a lead makes their first purchase

Micro-conversions = mini steps along the way to one of the main conversion steps — e.g. when a prospect or lead downloads a lead magnet or when a website visitor clicks a link to a specific blog post

Social proof = testimonials, reviews, case studies, videos and other pieces of content that demonstrate the popularity of and value provided by a particular product or service — these assets provide the social cues that help convince prospects to buy now rather than spending lots of time independently researching; they can also act as the last piece of the puzzle that convinces those who do a lot of research

Inbound marketing = marketing activities that attract prospects and leads to you

Outbound marketing = marketing activities that involve you reaching out to prospects (this is often called prospecting)

Call-to-action = a specific direction that you give a prospect, lead or customer about what they should do next — examples include ‘buy now’, ‘check out this blog post’ and ‘visit us in-store’

In-house = where reference is made to completing work ‘in-house’ this means either that you do the work yourself or that someone on your team (such as one of your educators) does the work

How to sell

Most people who are new to sales picture the process as something like this:

1. Find prospects
2. Deliver the offer
3. Wait for prospects to buy

This may have worked once upon a time, but now that we are all exposed to a vast array of opportunities, there are so many things we could buy with the money we have available that it takes a lot more to convince us that we should buy something.

In addition, successful businesses don't just focus on winning a single sale with every customer. It's a lot easier to make money if customers make repeat purchases because it's a lot easier to convince existing customers to buy a second or subsequent time than it is to convince a new prospect to make a purchase. As such, successful businesses also focus on winning loyal customers.

The other benefit of having loyal customers is that they're more likely to tell their friends, family and professional networks about the brands they're loyal to. And when someone we know tells us about a great product or service that they love, we're much more likely to choose those solutions when we have the same problem.

Sales process So, the best way to picture the sales process is actually something more like this:

1. Find and attract prospects
2. Nurture leads
3. Deliver the offer (and make the sale)
4. Inspire loyalty
5. Encourage advocacy

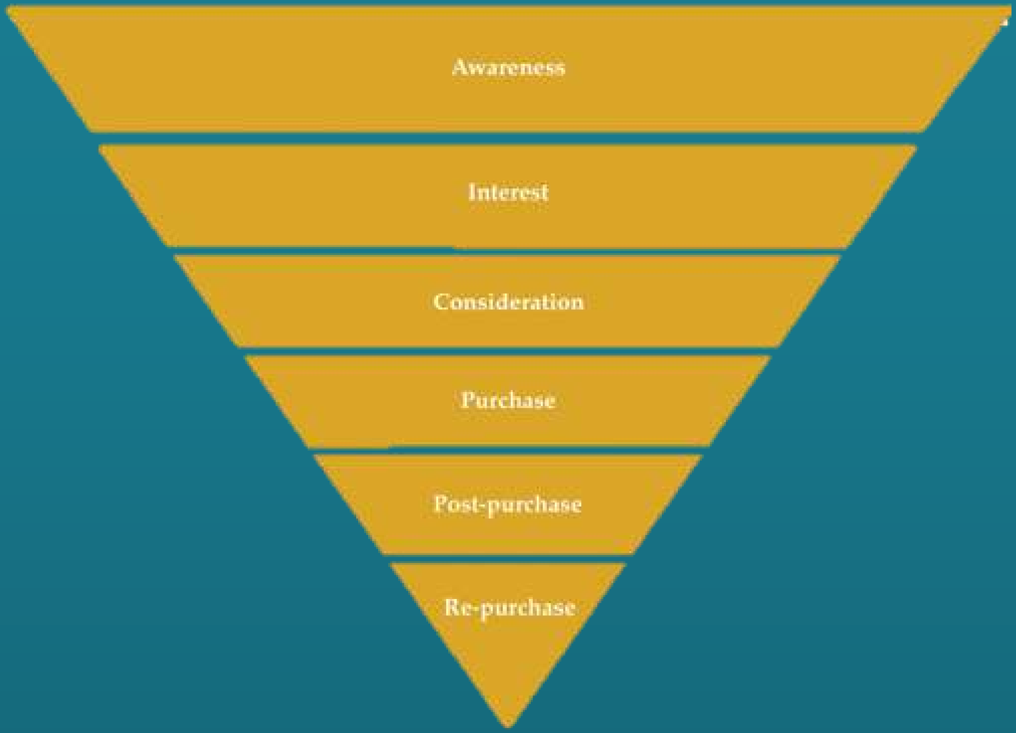
This process is often represented like (and referred to as) a funnel

However, in reality, it looks something more like this

However, this isn't the whole story. This is only the story from the seller's perspective. You can also look at the sales process from the buyer's perspective.

Buyer journey There are many ways to represent the buyer's journey, however, the most practical representation is this:

1. Awareness. During this phase of the buyer journey, prospects become aware of the problem they're facing — they become 'pain-aware'. (They can suffer from the problem, sometimes for a long time, before they become aware of it.)
2. Interest. Here prospects are interested in finding a solution to their problem. They'll start to look for trends and investigate the types of products, services and businesses that could offer appropriate solutions.
3. Consideration. Now prospects are evaluating specific products and services to determine which is the best solution for their problem. This is the point when prospects start engaging with sellers.
4. Purchase. Now the prospect is ready to commit to a specific solution. Up until this point, much of the decision-making process has been emotional. Now they need to rationalise and justify their decision, if only to themselves.
5. Post-purchase. The customer uses the product or service and expects it to solve their problem. If they have questions or need help, they expect to get good customer service. They may also tell their networks about how good or bad their experience has been.
6. Re-purchase. After a positive experience, the customer may purchase the same product or service again (if it's 'consumable') or they may become interested in other products or services that the brand offers.



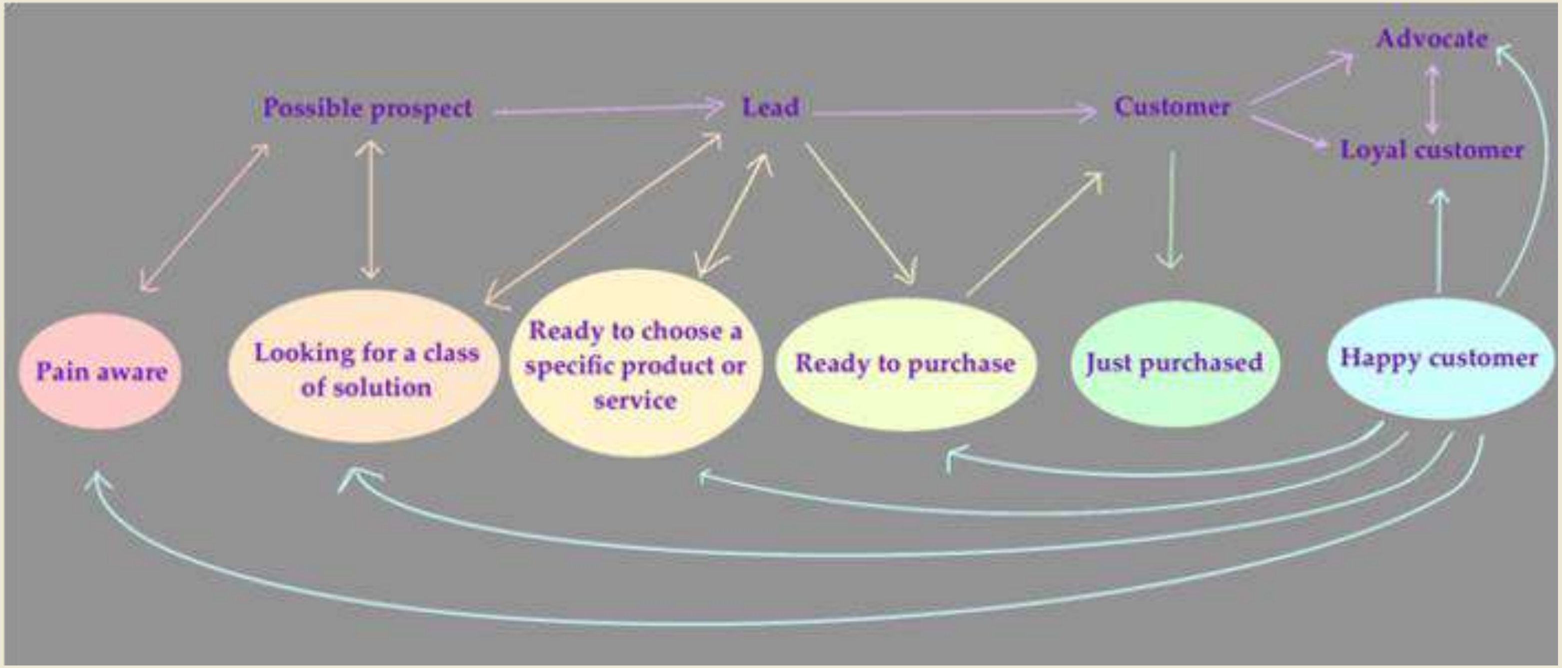
Putting the two models together can be a little challenging because they can align at different points. In particular, the point at which you find and attract prospects could be at the buyer awareness stage, or it could be during the interest or consideration phase. In fact, most established businesses will try to attract prospects in all three phases of the buyer journey.

And it gets more complicated because the way you nurture leads depends on what phase of the buyer's journey they're in.

Combined process

The following diagram may help to illustrate the different phases and how they can align in a variety of ways.

Combined sales process and buyer journey diagram:



All this means there are lots of different methods you can use to sell your offerings. And you'll need a variety of marketing assets to cover each part of the sales process and buyer journey.

Marketing assets for each phase Here are some examples of the kinds of marketing assets and activities you can use at each stage of the sales process and buyer journey:

+ **Pain-aware prospects and prospects that are actively looking for a class of solution.** You can conduct outbound prospecting through email, phone, social media and in-person networking events.

  You can attract pain-aware prospects (inbound prospecting) with SEO-friendly blog posts, SEO-friendly webpages, social media posts, videos, podcasts, posts on forums, digital and print ads, flyers and brochures left in strategic locations, articles published in magazines and other relevant outlets, workshops and more.

  Your aim here is to solve an initial problem (usually through answering a question) for your prospects that's related to the 'main' problem that your product/service solves and convert them into leads in the process.

  As part of this process, you can develop a way to contact leads so you can send them content directly during the next phase of the process. One of the best ways to do this is to get prospects on your email mailing list. Physical mail works too but is much less common these days. But prospects aren't going to hand over their contact details without getting something in return. In some cases, having solved their initial problem will be enough. But in most cases, you need to provide an additional, valuable offering in exchange for contact details.

  For people in your target market that don't yet realise they have a problem, note that you may also have to take action to alert them to the fact that they are suffering from the problem.

+ **Leads that are actively looking for a class of solution.** Your aims here are to position your business as an authority on the class of product/service you offer and to teach leads how that class of product/service can solve their 'main' problem. You're not actively trying to get leads to buy at this stage.
  You can accomplish these aims through email newsletters and information series, blog posts, webpages, social media posts, videos, podcasts, posts on forums, digital and print ads, flyers and brochures that you give out at workshops and events, articles published in magazines and other relevant outlets, conference and event presentations and more. Your lead magnet also helps with this process.

+ **Leads that are ready to choose a specific product or service.** Once your leads are ready to choose the specific solution they're going to implement, your aim is to prove that your specific product or service is the best fit for their needs. There are two approaches you can use to do this.

  You can provide social proof that describes how your solution solved the same problem for someone else and proves that your solution is effective and value for money. You can do this through testimonials, detailed case studies, product/service comparisons, reviews, collected discussions about your offering (usually on social media) and user-generated content (like photos with the product or of things they've created with the help of the product or service).

  You can also provide opportunities for leads to 'try before they buy' so they can see for themselves just how effective your offering is at solving their problem. You might do this through a consultation, free trial or sample, demonstration, portfolio and/or workshop.

  Often this information and your 'try before you buy' offer, along with detailed information about your offering, will be delivered through a landing page or in-person presentation.

+**Leads that are ready to justify their purchase.** Up until this point, you've been getting leads emotionally ready to buy your offering. When they first decide to buy your offering they will have primarily made that decision based on an emotional reaction to everything they've learned about it. They'll be imaging how much better their lives will be once they use your offering. The final step before they actually make the process is to justify to themselves (and sometimes to others, like their family and friends; or at least to be prepared to justify to others) exactly why their decision is the best decision they could make. Your job once they've decided to buy, is thus to help them make a strong justification. This is where a list of features comes into play.
You don't generally create extra content for this part of the process. Instead, you include this information in an easily accessible format in the materials you provide during the previous step. So you would include a features list on your landing page or in your presentation. And/or you might develop a brochure to give out at your presentation and you could include it in that.

+**Leads that are ready to purchase.** Once they've justified their decision to themselves and anyone else they need to justify it to, your lead will finally be ready to actually part with their money and make the purchase. At this point, you need either a digital or offline method through which leads can make the purchase — or both.

For online sales, you generally have a product page (you can have this even if you're offering a service). Or, in some cases, you might require leads to contact you directly to make the purchase — this is typically only done for bespoke packages.

For offline sales, you might have a sign-up form.

Regardless of the method you choose at this stage, the most important part of your piece of sales content is the call-to-action. You must ask for the sale. Even if all you do is have a 'buy now' button, there must be a clear instruction about what leads are supposed to do.

+**Customers that have just made a purchase.** Your job isn't over once your customers have made their purchase. Now you need to make sure your customers have the best possible experience with your brand.

Immediately after purchase, you can provide content that makes it very clear what's going to happen next. You might remind them about your shipping timeframe for instance, or you might provide them with a new-customer information pack. If there's anything else you need your customer to do, you should also tell them right away.

Shortly after purchase or once they've started using your offering, you can also provide customers with content that will help them make the most out of their purchase. For physical products, you might provide a guide that describes how to prolong the life of the product or tutorials that describe how to do particular tasks with the product. Tutorials are also great for software. For services, you might provide a guide to complementary activities that your customer can complete themselves which will help them get more out of your service. As an example, a physiotherapist will often give customers a set of exercises they can perform at home and a crockery retailer will often provide guidelines for how to wash their product so it lasts longer (e.g. it can be washed in the top rack of the dishwasher) and might provide a recipe booklet full of tasty foods that can be cooked with the piece of crockery.

Your goal here is to make customers so happy with their purchase that they'll keep coming back to you for future purchases and they'll tell all their friends, family and co-workers how great their purchase is.

Types of content you might produce for this part of the sales process include tutorials, FAQs and examples of how others have used the product/service that can serve as inspiration. Answering customer queries is also an important part of this process.

You can also provide extra value to your customers by creating a members-only group just for your customers — or that is normally a paid membership group but which your customers get free access to. Within this group, you can provide tips, information and other valuable content. It can also be a place where your customers can meet each other through a shared interest which is something of value in and of itself.

+**All customers that have made a purchase, whether recently or not.** In addition to making your customers happy, you can also take more direct actions to use them to boost your sales.

You can further encourage loyalty by offering loyalty discounts or a customer rewards system. Or you might give loyal customers a special thank you gift. This works particularly well if it's a surprise.

You can further encourage advocacy by giving happy and loyal customers an incentive. For instance, you can develop an affiliate program or offer referral incentives. You can also provide discounts for your customers and the people they invite to shop with you.

And, remember that social proof you used to convince your customers to buy from you? You can also get more social proof by asking customers for testimonials, to leave a review or to allow you to develop a case study based on their experience. Some brands have great success encouraging customers to share photos or videos of themselves using their purchase which the brand can then collate and use as user-generated content.

> Note, **every single piece of content you create must tell prospects or leads what they need to do next**. You might do this through a link to another piece of content or a text call-to-action. However you choose to do it, this is one of the most important parts of your content as it guides your leads and prospects through your sales process. Without it, prospects may never become leads and leads can flounder around for a long time before they eventually purchase from you or go and find one of your competitors to purchase from.

Section Goal

Your goal for much of your strategy is to understand how to use the sales funnel and buyer's journey in your business to win more sales and grow.

A step along the way is to recognise how your past marketing efforts fit into this process.

Action

1. Print the *combined sales process and buyer journey diagram* in this section and have it handy as you read the rest of your strategy so you can see how each piece fits into the overall sales puzzle.

2. Recall (or look at) the last ten marketing activities you conducted and determine which part of the sales process and buyer journey they were most relevant to. Did each one contain a call-to-action? Did each one provide value to its intended reader/viewer/listener?

The science of selling

Once you have an understanding of the sales process and buyer journey, you then need to understand how to actually do the selling.

Selling, whether you're selling a product or service (or something that's a bit of both), is part art and part science. You may or may not have been born with certain characteristics that can help you sell your brand's offerings. Regardless, you can learn the science of selling and become good at it.

> This is, of course, a huge topic that's much too big to cover here in all its glory. The following information covers the salient points so you can start improving your sales process immediately.

The most important thing you need to understand about selling is that it is all about influence. When you can successfully influence your prospects, leads and customers, you can guide them into taking specific actions that meet your goals. This means you can guide them into making a purchase but it also means you can guide them through the whole buyer's journey. For example, if you can influence your prospects into making micro-conversions, you can gently accelerate their progress from the interest to consideration phase and then onto the purchase phase and you can encourage them to focus exclusively or at least more heavily on your brand's offerings.

On the following pages, you'll find the keys to being able to influence your prospects.

Section goal

Your goal here is to learn the basics of how to use the key tools that can enable you to influence your prospects, leads and customers. Much of this information will need to be put into practice when you develop and commission specific marketing assets, however, each you can also use these tools outside of those assets, and that's what you should focus on when you read the following sections.

Actions

1. Read each of the following sub-sections in order.

2. Where possible, complete each sub-section action before moving onto the next set of information. (Make a note of ongoing actions, and actions that can only be accomplished once you've taken certain marketing actions.)

Attunement — know your market

When you filled in your project brief, you were asked to describe your target market. There is an analysis of your target market later in this strategy but for now, let's take a look at why you need to have a clearly defined target market.

Figuring out who your target market is on a really deep level, is one of the most important parts of successfully selling to them. The more you know about your target market, the better you can target your messages and the way you deliver your messages.

If you know your target markets well enough, you can write marketing messages that your prospects feel have been written just for them. When you can do this, you can demonstrate that you truly understand exactly what your prospects need and this helps them believe that your offering will truly solve their problems.

You can always learn more about your target markets and you should always be on the lookout for new information about them.

Sub-section goal

Learn as much as you can about each of your target markets

Actions

1. Create a file where you'll store information about your target markets.

2. Find places where your target markets like to hang out. This could be physical locations or online locations like Facebook groups.

3. Set aside time in your schedule to regularly visit those places and interact with the members of your target markets — once a month is usually a good starting point. These interactions should be purely focussed on learning about the needs, preferences and habits of your target markets. Don't try to sell to them during these sessions.

4. During each visit, make a note (in your file) of anything you learn about your target markets including:

+How they speak (or write)

+The problems they need help with

>Pay particular attention to how they phrase questions

+Things they like and dislike

+Other places they hang out

+Services and products they recommend or warn others to stay clear of

5. After each session, go through your file and check for any trends that emerge.

6. Think about how you can use your new questions, trends and other information to tweak your marketing messages or develop new marketing assets.

Buoyancy — Be resilient

When you're selling something, you have to be prepared for repeated rejections and be willing to persevere. As an example, many top prospecting coaches recommend contacting 100 ideal prospects before 'giving up'. The same logic can be applied to other areas of marketing — e.g. trying 100 different paid ads before deciding that paid ads aren't going to be effective.

This doesn't mean you can't tweak things along the way — you absolutely should use any responses from your target market (whether positive or negative) to optimise your messages — it just means you'll be doing yourself a disservice if you only try a particular marketing activity a few times before you give up.

Specific exampleFor example, if you run three workshops and none of them are successful, that doesn't necessarily mean that that marketing tactic isn't going to work. Similarly, it's not enough to only email say 10 schools in an effort to convince them to let you run your programs on their grounds. Later in this strategy, I'll recommend you contact up to 100 schools (in batches) for this reason. (I say 'up to' because if you start having great success, you don't want to keep contacting schools if you can't keep up with the resulting demand!)

There are three key practices that can help you survive the inevitable rejections you'll encounter:

1. Ask questions before you deliver a marketing message. E.g. ask yourself 'can I succeed?' rather than telling yourself you're the best and that you'll definitely succeed. Rejections you receive after telling yourself you'll definitely succeed, are more likely to make you feel like a failure, which is definitely not what you want because rejections are not failures. *A rejection is an opportunity to improve your marketing activities*.

A 2010 study by Senay, Albarracín and Noguchi, found that self-questioning people solved nearly 50% more puzzles than self-affirming people. For instance, people who wrote 'Will I…' rather than 'I will…' solved near twice as many of the puzzles.

So not only does asking questions improve your resilience, but it can also help you overcome the challenges you face.

2. Be mostly positive. If every prospect's 'no' elucidates a negative emotional response from you, you're not going to enjoy what you're doing and are more likely to give up or make mistakes. When you're positive, you'll be more resilient in the face of the inevitable setbacks.
   On top of that, if you're positive, your potential buyer will be more positive and more open to your messages. A little realistic negativity will help keep you grounded but you don't want to be pessimistic.

3. Be optimistic. Believe that rejections are temporary, contained and due to external factors. In particular, know that around 90% of people who would be great candidates for a product or service won't be ready to buy when they're first contacted. So initial rejections often aren't permanent.

   It's also helpful to remember that one 'no' doesn't mean that every future prospect you approach will say 'no' too. And a lot of the time, a prospect's 'no' won't have anything to do with your offering or messaging.Specific You've already experienced this last point with the mother who seemed to like your Entrepreneur's program but didn't want to enrol her child because the child would be the only participate. And with the mother whose budget wouldn't stretch to cover your program. And with the family that has other commitments that conflict with the timing of your program.

Specific exampleWhen a school tells you ‘no’ that doesn’t necessarily mean they’ll never allow you to run your program on their grounds. As an example, some schools may change their minds when they learn other schools are running your programs.

And when a parent doesn’t sign up for a program but does sign up for your mailing list, that’s a great sign that they’re just not ready to buy right now — maybe they’ve got too many expenses at the moment or they want to get more information before they make a decision. The point is they may be ready to buy at some point in the future, so if you can keep in contact with them, you can be there with a ‘buy now’ message at the right time when they *are* ready to buy.

Studies (Seligman) show “people who give up easily and become helpless even in situations where they actually can do something [to overcome their challenge], explain bad events as permanent, pervasive and personal”.
And, according to growing body of research, being optimistic can actually improve the success of your marketing efforts. In one study, insurance salespeople who were more optimistic sold 37% more insurance than sales representatives that were more pessimistic.

Sub-section goal

Your goal for this sub-section is to learn strategies that can help increase your marketing success rate and will improve your resilience to rejections so you have the strength to persevere until you succeed.

Action

Write the following three things on a piece of card that you can have handy whenever you’re trying to sell your offerings:

+Ask questions rather than pumping yourself up
+Be mostly positive
+Be optimistic

Clarity

Clarity is important for a number of reasons.

Firstly, and most importantly, you need to be able to clearly articulate the value of what you're offering. When selling, you need to emphasise the experiences the prospect will gain — the benefits — without overwhelming them with options and then you need to give them a clear method of action to take. This applies to your final offering as well as intermediate offerings (like lead magnets).

Secondly, you need to be able to clearly communicate what your offering actually is. Once prospects realise the benefits of your offering, they're only going to part with their money if they can get a good idea of what their money will buy them. To put it another way, prospects need clarity about what your offering actually is when they're ready to rationalise their decision to buy.

Thirdly, you need to be able to clearly communicate how your customers should use your offering. If customers can't figure out how to make use of what they've paid for, they're not going to return for subsequent purchases. And they're not going to leave you positive reviews.

Hiring experts to help you with your messaging (as you're doing by hiring me) is a great way of ensuring your messages are clear. But it's something you also need to remember when you're preparing your own marketing materials and even when you're just chatting about what you do.

Sub-section goal

Your goal here is to start developing a really clear expression of the value of your offerings. This will help you when you're talking to prospects and don't have the option of referring to a carefully scripted message. It will also help you communicate with the service providers who will help you produce some of your marketing assets.

Actions

1. List the top three features of your offeringsspecific — start with the Entrepreneur's program (but you should do the same thing for all your other programs before you launch those programs)
2. List the top three benefits of each of those features
3. Rank those benefits from most useful to your target market to least useful
4. Write the top three benefits on a piece of card that you can refer to whenever you're developing or about to deliver a marketing message

Pitch

A pitch is the specific set of words used when trying to persuade someone to buy, accept or agree to something. Throughout your sales journey, you will use sales pitches to sell your paid offerings but you may also use one or more pitches to do any or all of the following (and so much more):

+convince prospects to download or take a lead magnet
+secure an in-person meeting with a prospect
+convince an editor to allow you to produce an article for their publication
+convince outlets to include a backlink to your content in their content
+encourage social media follows to share or comment on your messages
+encourage website visitors to click on links to more of your content

A pitch could be delivered in-person, over the phone, via a landing page, in an ad or through hundreds of other media. And there are lots of different kinds of pitches you can use.

You've probably heard about the 'elevator pitch', which is one of the most well-known pitch types. It's not as relevant these days as people are so much more accessible. But there are other types of pitches that will be useful in building your marketing assets.

Many of these pitches can only be written by professionals with lots of copywriting and sales experience and training if they're to be effective. But you can write some of them yourself, especially if you're going to be using them in conversations with your prospects.

For instance, getting a 140 character 'Twitter pitch' down-pat is great for all instances when you need to get your message across in an instant (and if you're using it on Twitter, keeping to 140 characters gives you room for links and other assets).

'Subject line' pitches are also super useful assets for emails and any occasion when you want to promise useful information or elicit curiosity so that prospects feel compelled to learn more.

The key things to know about pitches are that each one must:
+grab the attention of the pitch's target and make them curious enough to read/watch/listen to the entire pitch
+describe at least one major benefit of your product/service/idea (whatever it is that you're trying to convince someone to accept) that will resonate with the person receiving the pitch
+clearly articulate what the product/service/idea is

Sub-section goal

Your goal for the Pitches sub-section is to develop a small set of 'standard pitches' that you can use in all your marketing efforts.

Actions specific

1. Describe your Entrepreneurs Program and its primary benefit/s in 140 characters
2. Come up with one word that describes your brand (start with a phrase and keep narrowing it down until you get to one word that conveys the essence of your brand)
3. Come up with one word that describes your Entrepreneurs Program (follow the same process as in action 2)
4. If you have trouble with these actions, order a K. M. Wade 'brand pitch' package

Know how to improvise

When you’re communicating in real time with prospects, whether in person or online, you need to be able to improvise in order to react to unexpected occurrences. Improvisation can take a long time to master, but the following tips will help you develop the skill, in the context of selling, no matter how good (or otherwise) you are right now.

+Listen to your prospect — this may sound obvious but all too often people spend the time while another person is talking figuring out what they themselves are going to say next
+Ask questions and ‘hear’ the answers as offers rather than objections (e.g. if a prospect says ‘I’m not interested at the moment’ that isn’t a rejection, your prospect is offering you an opportunity to pitch again at a later date so make sure you’ve got permission to contact them again in the future — get them on your email list!)
+Say ‘yes and…’ rather than ‘yes but…’ because it means you’re agreeing with your prospect and adding a suggestion
+Make your prospect look good — don’t try to win an argument against them
+Know the benefits of your offering inside out

You may also find it useful to keep a list of the questions you’ve been asked and develop awesome answers to each. That way, you can pull out a well-reasoned response to most of the things your prospects ask and thus you won’t have to improvise as much.

Sub-section goal

I’m sure you’re not surprised to learn that your goal for this section of your strategy is to improve your improvisation skills.

Action

1. Grab a few friends and practice improvisation with them. Here are some places where you can find games designed to help you practice different aspects of improvisation:

   - *https://www.dramatoolkit.co.uk/drama-games/category/improvisation*
   - *https://www.theatrefolk.com/blog/improv-games-for-collaboration/*
   - *http://improvencyclopedia.org/games/*

2. Create a ‘questions’ file so you’re all set to keep track of the questions you get asked

Service and Reciprocation

The most important thing you need to do when selling is serve your prospect's needs. Now, obviously, you think your offering will serve a need otherwise you wouldn't be selling it.

But you have to go beyond that.

You need to clearly articulate how your product serves your prospects need and — and this is the bit people often leave out — when you're trying to sell to a prospect, you also need to serve a need during the sales process (so you need to help them even if they don't buy your offering).

Another way to look at this is: you have to provide value.

Your offering provides value to your target market and you need to be able to clearly articulate what that value is (this relates back to the 'clarify' section). But when you're trying to sell your offering to a prospect, you'll also benefit from providing them with value during the sales process, regardless of how long it is.

Provide prospects with value during the sales process, before they've even pulled out their wallet let alone opened it, and they'll be more likely to buy from you because they'll know from experience that you're good at giving them value (serving their needs).

Now, something that goes well with service is the idea of eliciting a feeling of reciprocation. You see, most people feel obligated to repay kindnesses. Some experts theorise that this trait is an evolutionary advantage that we evolved a long time ago.

The theory is that helping each other out binds individuals into efficient groups that can accomplish more together than they could on their own. And when people can give something, such as food or care, and be confident that the gift will be repaid in the future and therefore that it's not a sacrifice in the long run, then people are much more likely to give the aid.

If you relate this back to service, when you provide true value to your prospects during the sales process, at no charge to those prospects, they'll be more likely to buy from you because they'll know you can provide value and also because they'll feel obligated to give back to you in response to your generosity.

You have to be genuine about it though. Aim to help your prospects not just because you want something from them but primarily because you want to help them.

> Specific Obviously this will be easy for you because you genuinely want to help people. The point though, is that you can carry your genuine desire to help people through to your actual sales efforts too.

Now, all this is not to suggest that you spend heaps of time, energy and money offering things for free. You'll get the best results from a minor investment by developing one or a small number of simple, free offerings that you can use over and over so they provide real value to your prospects but don't cost you much.

Specific example As an example, you could develop a free, one-page hand out for parents and carers that details some simple but effective exercises they can get their kids to do that align with what your educators teach in your programs. The idea is to show how effective your techniques are. When parents see the difference those exercises make, they'll be keen to sign their kids up to your program. And this is the kind of thing you can give out at information sessions, during workshops and when chatting to prospects online. You could even see if you can get it included in a list of resources for members of specific Facebook groups (as an example).

Similarly, you could develop a simple free resource for teachers that illustrates how your programs can make their teaching work easier (e.g. by settling excitable children).

Blog posts, email newsletters and podcasts, when done right, also fall into the category of providing value. Sometimes they can engender a need to reciprocate but usually only when the prospect has received that value over a prolonged period of time. Having said that, responding in detail to prospect questions about these marketing assets can also make prospects feel a need to reciprocate.

All these types of content will take you a little time (and possibly a little money) to develop, but once prepared, the only cost to you will be printing costs and the time it takes to hand them out (for the brochures) and the time and money associated with promoting your content.

Sub-section goals

For this sub-section you've got two goals:

+Provide value to your prospects, not just your customers.

+Use the theory of reciprocity to boost sales.

Actions specific

1. Brainstorm ideas for ways you can give value to your prospects for free before they sign up for your programs in a way that doesn't cost you much time or money (other than when the content is created).
2. Implement at least one of those ideas for each of your target markets. (This might involve you producing content or you may choose to outsource the content creation.)

Commitment and Consistency

Most people think of inconsistency as an undesirable personality trait, while being consistent is often associated with intelligent people who've 'got it together'. As a result, most people aim to be consistent.

Similarly, an inability to make commitments is often seen as a negative. (Just think Asabout all those sitcoms that include episodes about the boyfriend who can't commit to a relationship and won't propose. I can't think of a single one where the boyfriend is celebrated — he's always treated disparagingly.) Most people, once they make a choice, feel pressured to behave consistently with that commitment.

such, if you can get prospects to agree to a series of small things that are related to your offering, you'll be more likely to convince them to buy your offering. One very effective sales tactic is to ask a series of interrelated yes/no questions and intersperse them with requests to do specific tasks. The idea is to start simple and small and slowly build up to asking for the sale. If you can get prospects to say 'yes' each time and to accede to your requests, when you ask them to buy your offering, they'll feel compelled to do so because to refuse would be inconsistent with everything they've just said and done.

Sub-section goal specific

Develop a method of using the human tendency towards commitment and consistency during your discussions with educators and families to increase sales.

Actions specific

1. When you're trying to convince schools to allow you to run your programs on their grounds, use their commitment to providing the best educational environment for their students to your advantage. Brainstorm small, related yes/no questions and commitments that they can agree to that lead naturally to allowing you to present to the students' families and run your programs on their grounds. Build these into your presentation.

To give you an idea of where to begin, you could email a prospect and ask to have a brief chat with them on the phone and then start that conversation with a really simple, completely factual question like 'are you in charge of developing your school's after school program?' If you've done your homework, then the answer should be 'yes'.

Then you could give a brief introduction about what Nenoos Sydney is and follow that with a slightly more complex question like 'do you choose after-school programs that support your in-school program?' You'd like to think that the answer would be 'yes'. If you ever found a school that said 'no', you could then ask them if they would be interested in having that type of after-school program.

Then you could continue to build the questions until you ask for permission to meet in person and give a presentation about your Entrepreneurs Program. When you give that presentation, you can do the same thing and lead up to asking for permission to run the program on their grounds.

2. Do a similar thing when trying to convince families to sign up for your programs.

Note your success with this approach will depend to some extent on how well you know your target audience.

Likeability

People are more easily influenced by those:
+they think are attractive
+who are similar to them
+who give compliments
+they think are trustworthy
+who they are conditioned to like and trust (e.g. celebrities)
On a related note, the principle of association states that innocent associations with either good or bad things can influence how prospects feel about you.

Sub-section goal

Develop a method of presenting yourself as likeable when trying to sell your offering.

Actionsspecific

1.Research the kinds of clothes worn by the educators you're trying to meet with — and wear those types of clothes when you secure a meeting with them.

2.Research the kinds of clothes worn by the parents and carers in your target market — and wear those types of clothes when giving presentations to families.

3.Make sure you're considered presentable by your prospects whenever you meet with them. As an example, artfully messy hair and ripped jeans can be quite fashionable in some circles. But if they're not considered presentable by your prospects (which is especially likely with the educators) then they'll perceive you as scruffy.

4.Start each meeting with a positive comment. Don't ever start a meeting with a negative comment even if it's to commiserate with the prospect. (For example, don't talk about how bad the traffic was or how bad the weather is.)

5.Try to mention things you have in common with your prospects when you're talking to them to build rapport and help them see that you're like them. You might learn these things by researching your prospect prior to meeting with them. Or you might notice things when you meet with them.
E.g. If they're wearing cat-shaped earrings and you love cats you could say something like 'I love your earrings. Do you have a cat?' [wait for response] 'I've got X breed.' Or if you notice their coffee mug supports the same AFL team that you barrack for, tell them and perhaps make a comment about a particularly good goal from the most recent game.

Authority

We are conditioned from birth to accede to authority figures (parents then teachers etc.). You can use this to your advantage by establishing your authority early on in your communications.

Sub-section goal

Develop a consistent approach to establishing your authority so prospects are more likely to believe your claims, do what you direct and therefore buy from you,

Actionsspecific

1. Develop an email signature block that establishes you as an authority figure (e.g. you state that you're Managing Director of Nenoos Sydney on your LinkedIn profile. Your signature block should reflect this) and as an authority on childhood education (e.g. find a way to build into your signature block that you have extensive experience in childhood education (through running your child care centre)). Perhaps you might have a tagline that says something like '*Enhancing emotional intelligence and talent through innovative childhood education since 2005*'

2. Develop a standard way of introducing yourself and answering your phone that demonstrates your authority or gives the perception of authority (e.g. you might introduce yourself as Carolina, Managing Director, Nenoos Sydney)

Scarcity

People believe opportunities are more valuable when they're limited. This is in part because we 'know' things that are difficult to obtain are usually better than things that are easy to obtain. That's why 'limited time' and 'limited number' offers are so popular in advertising.

Having a limited offer also encourages prospects to take action rather than procrastinating. When prospects procrastinate, they often keep putting off committing to a particular solution for so long that they never end up buying anything at all. Putting limits around when prospects can access your offer or get a discount/special bonus etc. gives them a reason to buy now and prevents this kind of procrastination.

But consumers are increasingly savvy and can often detect when scarcity isn't legitimate. (Have you ever found a limited time offer and then cleared your browser cache and visited the same URL at a later date and found that the count-down timer has been reset? These kinds of fake scarcity tactics just cause prospects to lose respect for brands and allow prospects to delay acting.) So any scarcity you inject into your marketing must be legitimate.

Sub-section goal

Develop a method for building scarcity into your offerings.

Actionsspecific

Decide how you will inject legitimate scarcity into your offers to drive sales (and obtain testimonials)
Here are some ideas to get you started:

- Discounts when launching each program
- A free term for 1 child in celebration of a particular event (e.g. International Day of Education)
- You could offer a discount to all families of the first school to allow the program to be run on their grounds
- A bonus resource for the first 50 families that sign up to the Entrepreneurs Program
- Have specific enrolment periods (this is great for email newsletters and ads)
- Offer a bonus holiday workshop or program for families that sign up to a program by a certain date

Social proof

We humans are social animals. We like to do what other people do. And we don't like to stand out from the crowd too much.

People also like to have 'shortcuts' that help them make better decisions more quickly. One shortcut is to evaluate how many other people are doing a particular thing or using a particular product/service. If something is popular, most people believe that 'that many' people can't be wrong and so come to believe that the product/service/activity must be worthwhile and valuable. In this way, the level of popularity becomes a shortcut for evaluating whether something is a good idea without having to spend lots of time researching the pros and cons etc.

Another shortcut is to accept the recommendations of friends, family and co-workers. When people trust the judgement of the people they know, they're more likely to buy the same products and services without expending a lot of effort to evaluate the product/service independently because they believe the people they know wouldn't recommend something if it wasn't good.

When it comes to buying products and services this means:

1. Many of us like to buy popular products.
2. Most of us are more likely to buy products and services if someone we know recommends them to us.

The interesting thing about this last point is that 88% of people trust online reviews as much as they would trust an equivalent review from someone they actually know. You can leverage this to increase sales by including customer testimonials in your marketing materials. In fact, one study found customers spend 31% more with businesses that have good client testimonials. So, it's well worth it to gather as much social proof as you can.

Testimonials, reviews, case studies and other pieces of content that demonstrate that people are buying a product or service and that they get value from it, are collectively called 'social proof' because they provide these social clues that help convince prospects to buy.

Testimonials are the easiest place to start when it comes to collecting social proof for your business. And getting the right kind of testimonials makes a big difference to their effectiveness. Plus, while you might need a skilled case study writer to produce effective case studies, you can easily collect good testimonials yourself.

Sub-section goal

Develop a process for collecting testimonials to drive sales.

Actions

Ask every one of your customers the following questions:

- What did you like most about the product/service?
- What were your perceptions before you made the purchase?
- How has that perception changed?
- What are the three biggest benefits you've experienced as a result of our product/service?
- Would you recommend our product/service?
- Is there anything else you'd like to add?

SpecificJust replace 'product/service' with the name of your program. So you would ask, for instance, 'what did you like most about the Entrepreneurs program?'.

SpecificNow I know you don't have any customers yet but you have had people attend your free workshop so if you have permission to contact them again, ask them these questions. Then when you do start getting paying customers, you can replace the testimonials you got from the workshop participants (and from the other Nenoos franchises) with testimonials from your own paying customers.

SpecificI also highly recommend you ask parents/carers, schools/preschools and the children themselves these questions (or appropriate variations). Don't just ask the parents and carers. That way you'll have testimonials to use when approaching families and educators.

Until you can secure your own testimonials, get permission to use testimonials for Nenoos more broadly.

Optimise

No matter how good your content, copy, strategy and other marketing assets are, you should always be on the lookout for ways to improve them.

Importantly, any changes you make should be **based on data** you've gathered and the size of the changes should be proportional to the strength of the data.

For example, don't overhaul your website or email template just because one prospect didn't like your message. That one prospect may not be representative of the rest of your target market. (That might sound obvious, but you'd be surprised how many people do just that and then never see a benefit from those assets because they never trial the content for a decent length of time and are constantly trying to please every single consumer.)

But, on the other hand, if a handful of prospects say your font is hard to read, go ahead and change the font. And if 50 prospects say your offering isn't of any interest at all then it's probably time to rethink the benefits you're advertising.

SpecificTo give you a more specific example, when you've contacted a few educational institutions, whether or not they agree to meet with you (and regardless of whether they agree to let you use their grounds or not) use their feedback to fine-tune the messages you deliver to future educational institutions. If they say the program sounds useful but they're not willing to let you run it on their grounds, you might need to strengthen your arguments for why it's in their best interests to offer the program to their students through their school. Or you might need to find out why they're unwilling and remove those barriers.

Sub-section goal

Your goal for this sub-section is to incorporate optimisation into your standard business practices so it becomes second nature.

Action

1. Create a file where you can store all the feedback you receive from prospects. This could be a physical file or a digital file — like a spreadsheet for instance.
2. Set aside a portion of time in your schedule every month to review this file and look for any trends that might indicate something you could optimise.

Weapons of influence

The power of because

A 1978 study by Ellen Langer (Professor of Psychology at Harvard) showed that people are much more likely to do something for you if you ask them to and provide a reason why they should — if you say ‘because...’

Action

When you want a prospect to take an action, whether that’s to buy your offering or sign up to your mailing list, always ask them to take the action and tell them why they should.

If an expert said so, it must be true

People are much more likely to believe an expert if that expert is confident, doesn’t use lots of jargon and is seen to have a benevolent or altruistic intent. (So, experts that have been hired by a company to research a particular issue are often not seen as trustworthy.)

Action

Whenever possible, put an expert’s ‘recommendation’ into your marketing materials. If you can get an expert to endorse your offering, use that in all your marketing efforts. If you can’t, at least ensure there’s science to back up your assertions wherever possible.
This means including references to scientific research and data in almost all your marketing materials. (You don’t need to put this in things like business cards though.)

Direction

When you want someone to do something, you actually have to tell them to do that thing — sometimes you even have to give them some help doing it. This may sound obvious, but you'd be surprised how many people break this cardinal rule without realising it.

So, if you want someone to buy something from you, that means you tell them to buy it. If you want someone to call you for more information, tell them to do so. And sometimes, if you want someone to get more information from you, you make an appointment to give them the information rather than relying on them to contact you and ask for the information.

Every time you give a prospect, lead or customer a piece of content, talk to a prospect, lead or customer or indeed interact with one of these people in any way, you should be directing them to take an action that helps you move them closer to making a purchase from you or giving you something else that you want (such as a testimonial). This could be as simple as providing an answer to someone's question and saying 'message me if you need more help with this' or 'here's a video that provides a more detailed answer'. Or you might direct a blog post reader to read another blog post in your information series. Or it might be something more direct.

For instance, if your lead has just read a series of blog posts about your class of product/service, you might tell them to learn about your specific offering with a link to your landing page. And then on that landing page, you might offer them a free sample or free trial.

As another example, if you've cold-called/cold-emailed a prospect or approached a prospect in person, don't end the conversation by saying 'get in touch if you want to learn more' or 'visit my website for more information'. Instead, tell them exactly where they can get more information (e.g. give them a link to a specific blog post, post them a brochure or hand them a brochure and your business card) and schedule a time to follow-up and discuss exactly how you can help them solve their problem (if you're conversing via email you might have to offer them three options for a time and date of a call or you could give them an appointment-booking link).

Sub-section goal

Your goal for this section is to understand the value of giving direction and learn to recognise whether you're giving adequate direction.

Actionsspecific

1. Look at the last five pieces of marketing content you created (or were given) and answer the following questions about each one. Does each one clearly tell the reader/viewer/listener what they should do next? Does each one have a primary call-to-action and optionally one or more secondary call-to-actions? For instance, does your website homepage tell visitors to sign their children up for a program or learn more if they're not yet ready to commit?
2. Recall the last five conversations you had with a prospect or lead and answer the following questions about each one. Did you clearly tell them what to do next? For example, when you spoke to the mums after your recent workshop, knowing that they weren't ready to buy yet, did you direct them to more information, give them a brochure, give them activities their children could do at home or give them some other direction? If so, what was the outcome of that? How could you improve your process next time?

Remove barriers

People procrastinate. When there are barriers to overcome in order to complete a task, people procrastinate even more.

When it comes to sales, this means that barriers to purchase significantly reduce sales rates.

You can boost your sales by removing as many barriers as possible and making it as easy to buy as possible.

As an example, some businesses drastically increase sales rates just by laying out the buying process on their sales landing page. This works because some customers abort purchases if they don’t know what they’ll have to do during the purchase process or if it’s taking too much time/effort.

Something as simple as including screenshots of the purchase process removes uncertainty and shows leads exactly how long it’ll take to complete their purchase.

Final thought

*The best way of selling something is not to challenge people to do something that **you** want them to do. Instead, challenge them to do something **they** want to do that also happens to align with your interests.*

Specific exampleSo, when trying to sell to parents, you want to challenge them to help their kids become their best selves rather than challenging them to sign their kids up for your programs

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When you’re trying to see to educators, challenge them to help their teachers get better results in the classroom rather than challenging them to allow you to run your programs on their grounds.

K.M Wade Custom Illustrations-Set 1-8

You've done a great job of starting to define two target markets for your business. There are two key things you to need develop a clear understanding of:

+ *How can Nenoos Sydney help members of each target market overcome their challenges and deal with their pain points?*
+ *What are the best ways to deliver your marketing messages to members of each target market?*

On the following pages, you'll find a summary of the information you've supplied, recommendations for additional information to research (over time) and recommended answers to the above questions.

Information supplied

You have supplied the following information about your two current target markets.

Target market 1 - Educators

Role

+After-school activities decision maker
+School principal or deputy principal
+Develops school strategy and roadmap

Job focus

+To develop and implement a quality learning environment, enabling students to reach their potential, both academically and socially
+To foster effective communication networks and partnerships with caregivers and the wider community to enhance student learning experiences
+To improve teaching practices and leadership capabilities

Personal background

+Age = 40 – 50 years

Professional background

+At least 10 years in a leadership role
+Attitude = leader, business savvy, frugal, skeptical
+Reputation = visionary, decisive, well-regarded within the community

Abilities

+Leadership: ability to see and convey the "big picture"
+Knowledge and expertise
+Innovation: follows the latest trends
+Expectations: high expectations of teachers

Pain points

+control student behavior
+recruit teachers and staff
+promote personalised learning
+improve teaching effectiveness
+student retention
+parent support

Fears

+Making a bad decision and tarnishing reputation

Target market 2 - Mums

Personal background

+Gender: female.
+Age 27 - 45 years.
+Married with two children.
+Live in any Sydney suburb
+Income over $1000 (per fortnight?)

Business background

+Human Resources background
+Working part or full time.
+Husband has a medium-high paying job

Lifestyle

+Hectic lifestyle taking care of the kids and her professional career.
+Husband works long hours and she makes decisions regarding kids' education.
+She wants her kids to have the skills to succeed in life. She's concerned about her kids' education.
+She pays for after-school care, but she doesn't mind paying more for quality activities as long as her kids are learning something useful and are happy with the activities.

Their challenges/pain points

+Children spend long hours at school. They complain about OOSH, as they are getting bigger and the activities provided are for younger kids. They need something more stimulating.
+Mum and dad don't spend enough time with their kids. They use tablets and other devices as "babysitters"
+They are worried about screen time.
+They feel they need some parenting guidance.

Where does she go for information?

+She is a heavy user of the Internet
+She is on Facebook and Instagram

Gaps to fill

In the ‘Science of selling’ section of this strategy, you learned the importance of attunement and likeability when it comes to influencing your prospects and encouraging them to take the actions you want them to take.

In order to better implement these key ‘tools’, there are some key pieces of information that you would benefit from researching.

Goal
Your goal for this sub-section is to fill in each of your target market personas with additional detail (over time — you may need to do quite a bit of research in order to complete the actions below). The more detailed you can get, the better you’ll be able to optimise your marketing efforts.

Actions
1. As part of the actions for the likeability sub-section, you researched the kinds of clothes worn by each target market. Add that information into your personas.
2. Similarly, as part of the actions for the attunement sub-section, you’re researching the answers to the below questions. When you’re able to answer those questions, include the answers in your personas.

.How do your prospects speak and write?
.What other problems do they need help with — in addition to the pain points you’re aiming to address? Include the exact phrasing of questions they’ve asked.
.What are their likes and dislikes?
.Where do they congregate, especially when they’re looking for help?
.What services and products do they recommend or discourage the use of?
3. Here are some additional pieces of information it would be useful to answer:
.life beliefs
.favourites books, music, TV shows
.magazines, newspapers and other publications they read
.specific blogs they follow
.Pinterest boards they follow
.Facebook pages they like and groups they participate in
.conferences or other events they go to
.guilty pleasures
.people they idolise
.experts they follow
.ideal holiday
.things that make them angry
.people that make them angry
.top 3 daily frustrations
.trends that occur in their lives (whether work or personal)
.any built-in biases to the way they make decisions (e.g. engineers are very analytical)
4. Pretend you’re your ideal customer. What are the primary emotions you’re feeling at the exact moment when you’re about to sign your children up for the Entrepreneurs Program? What are you saying to yourself in your head? What story are you telling yourself? Write this all down, in the exact language your ideal customers would use. Write it like a journal entry and include all the embarrassing things that most people wouldn’t say out loud.
5. Go even deeper and answer these questions as if you were your ideal customer:
.What do they secretly fear may be true about their lives right now? — either as it relates to your Entrepreneurs Program or in general
.What do they worry about at night? What keeps them up at night?
.What stresses them out on a regular basis?
.What do they avoid facing in their life because it triggers too much fear?
.What’s the worst-case scenario related to their life situation?
.How do they fear others (close friends, family co-workers etc.) would react if they found out about the situation?
.What do they fear might fail if their situation continues or gets worse?
.Where will they lose power, influence and control in their life if things don’t change or if they get worse?
.What do they secretly wish was true about their situation? — either as it relates to your Entrepreneurs Program or to their life in general
.What’s the dream solution that they’d pay almost anything for?
.If this dream solution could appear and unfold perfectly, what would happen?
.How will others respond to them if they get their situation fixed in an ideal way?
.What will they be able to do, get or achieve if their fantasy situation comes true?
.Where will they be more powerful and influential in their life if the fantasy situation comes true?

Suggested strategic answers

Based on the information you've provided about your program and my own research into your target markets, I've developed answers to the two key questions you need to answer. As you learn more about your target markets, you'll likely need to refine these.

How can Nenoos Sydney help members of each target market overcome their challenges and deal with their pain points?

Educators

1.Control student behaviour. Nenoos Sydney's programs help students be more settled in class. The programs give students strategies they can use to calm themselves down when they're upset or excited. It also helps them focus in the face of distractions, deal with uncertainty and learn to overcome obstacles.
Nenoos's programs help kids recognise and understand their emotions and those of others, and use this awareness to manage their behaviour and relationships.
All these things make students easier to teach and manage.
2.Recruit teachers and staff. By supporting student learning and helping schools control student behaviour, Nenoos helps produce a school environment that teachers and other staff want to be a part of. Nenoos makes teachers' and other staff members' work easier so recruiting new teachers and staff members becomes much easier.
3.Promote personalised learning. Nenoos programs are adapted to each child. And each lesson is adapted to the child's situation on the day. Thus by partnering with Nenoos, schools are promoting personalised learning.
4.Improve teaching effectiveness. When students are more receptive to the messages being delivered to them (which is a benefit of the Nenoos programs), they learn more efficiently and therefore more quickly. They develop a better understanding of the concepts and how to apply them. This means every hour of teaching becomes more effective.
Nenoos's programs also improve reading, writing, numeracy and language development. This builds a strong foundation that school teachers can more easily build on, further increasing the effectiveness of their instruction.
5.Student retention. Two benefits of Nenoos's programs are that they help students regulate their emotions and manage relationships. These are necessary if students are fit in at school. When students can't regulate their emotions and interact appropriately with other students, teachers and staff, the results are often expulsion of the student or removal of the student by the parents/guardians. As such, Nenoos's programs help prevent students from having to be removed or barred from their school.
6. Parent support. When parents are able to be more involved with their children's education through their school, they generally become more supportive of the school's practices and of the school. By enabling parents to enrol their children in Nenoos's programs through their children's school, Nenoos thus helps improve parent support of that school.
7. The fear of making a bad decision and tarnishing their reputation. Nenoos Sydney's programs are delivered by qualified teachers. Nenoos programs were developed by an R&D team made up of psychologists, teachers and educational psychologists. The programs have had great success in Spain and other South American countries. The programs will be provided at no cost to the school. When you've got some testimonials, these will also help allay these fears.

Mums

1. **Children spend long hours at school. They complain about OOSH, as they are getting bigger and the activities provided are for younger kids. They need something more stimulating.** Nenoos's programs were developed by an R&D team made up of psychologists, teachers and educational psychologists for your child's age group. Each program and class is adjusted for your child so they'll be continuously challenged and stimulated.
2. **Mum and dad don't spend enough time with their kids. They use tablets and other devices as "babysitters".** Nenoos programs teach valuable academic, social and emotional skills that parents don't have time to teach. By helping children manage their relationships, Nenoos programs improve the quality of the time parents are able to spend with their children.
3. **They are worried about screen time.** Nenoos programs don't involve screen time so they're a great way to entertain and stimulate children without resorting to electronic devices and contributing to their daily screen exposure.
4. **They feel they need some parenting guidance.** Nenoos programs teach important life skills that parents may not feel confident teaching, especially if they haven't mastered the skills themselves. Nenoos's blog can be an excellent source of parenting guidance too.

What are the best ways to deliver your marketing messages to members of each target market?

Below is a brief introduction to the best ways to deliver your marketing messages. The next section of your strategy is where this is fleshed out in detail.

Educators

Educators will likely respond to a faster-paced buyer journey. Outbound marketing methods are likely to be the primary means of success provided they are well-supported by additional brand-awareness activities. Primary communication media are likely to be email, phone and in-person.

Mums

You're likely to have the best success with the marketing messages you target at mums if they're exposed to your messages over an extended period of time through a variety of media. Gently guiding mums through the buyer journey via email, social media and school- or community-based presentations are likely to be the best ways to deliver marketing messages.
Inbound marketing strategies will likely be most effective when you're targeting mums.

Your sales funnel specific

In the ‘How to sell’ section of this strategy, there’s an overview of the sales funnel and buyer journey along with a description of how they’re combined and the kinds of assets you can use to accomplish your goals. The way these are implemented is, of course, unique to every business and the purpose of this section of your strategy is to detail your unique sales funnels and the content you’ll create for each phase.

And the first step towards laying this out is to clarify your objectives.

Objectives Specific

Purpose
Setting objectives is a key part of any project, including marketing, as it gives clear direction and enables an objective evaluation of progress.

To be effective, objectives must be realistic and measurable so you can determine whether you're achieving them and make adjustments to your plans as necessary.

State of play
You have specified achievable goals.

The goals you have specified are not measurable in their current format.

Goals
+Over the next 6 months, you should strive to achieve your objectives.
+You should initially work towards your objectives as you stated them.
+I encourage you to learn to use the basic metrics and tools that will enable you to strive towards the quantifiable goals I have supplied (which are translated from your stated goals). I will publish blog posts that should help you with this.
+Each month, you should assess your progress towards achieving your goals.
+At the end of the 6 months, you should develop a new set of measurable goals for the subsequent 6 or 12 months.

Actions
1. Print the pages containing your objectives and display them wherever you do your marketing activities so that you can refer to them whenever you make a marketing decision.

Stated objectives

Primary objective
Convince schools and preschools to let you run your programs on their grounds so that you can start to generate revenue

Secondary objectives
+Create brand awareness
+Get prospects to:
> Ca ll/email to request more information
> enrol their kids in your program
> sign up for the email newsletter

Quantifiable objectives
1. Convince 1 school or preschool to meet with you in person
a.) Convince 19 more schools or preschools to meet with you in person
2. Convince 1 school or preschool to let you run an Entrepreneurs Program on their grounds
a.) Convince 4 more schools or preschools to let you run an Entrepreneurs Program on their grounds
(You may need to convince schools or preschools to run an expression of interest before they'll agree to let you run your program on their grounds.)
3. Have 1 prospect call or email you to get more information
a.)Have 49 more prospects call or email you to get more information
4. Have 1 prospect sign up for your email newsletter
a) Have 199 more prospects sign up for your email newsletter
5. Have 1 lead enrol their child in an Entrepreneurs Program
A.) Have 9 more leads enrol their child in an Entrepreneurs Program
6. Achieve an average monthly earning of **$X** *(It's up to you whether you want to tell me what this value is or not)*
7. Increase average monthly website visitors by 30%
8. Reach 300 blog visitors a month
9. Choose the right social media platforms for your business and set up or optimise accounts on each
10. Reach 50 Facebook and 150 Instagram followers (who are in your target market, not just friends)
11. Achieve 10 likes and 1 share/comment per week per social media account
Note, it'll much easier to get things up and running and off to a great start if you focus on one program at a time. This is why the program-specific information in this strategy is specific to your Entrepreneurs Program. Once you've developed a process that effectively attracts new customers, you can launch your next program. As this is a 6-month strategy, launching your next program is not included in this document.

Your sales funnels in detail

Now that we've clarified your objectives, it's possible to lay out your sales funnels. On the following pages, there are outlines of your sales funnels for each of your target markets. I've also included more specific details about how to achieve each of the goals you specified. Later in the strategy I've provided more details about the resources you'll need implement these sales funnels and achieve each of your objectives.

The two types of activities that build your sales funnels

Marketing activities fall into two categories:

+inbound
+outbound

Outbound marketing activities are those which involve reaching out to prospects, leads and customers and attempting to influence them in such a way that they take a specific action.

Inbound marketing activities are those which involve getting prospects, leads and customers to come to you so that you can influence them into taking the desired action.

Your sales funnels contain a mix of inbound and outbound marketing activities because different strategies work best for different target markets. And the marketing technique that works for a lead in one part of the buyer's journey doesn't necessarily work for a lead from the same target market who is in a different part of the buyer's journey.

Your sales funnels also include contingency plans for prospects and leads that don't take the desired action initially. Why? Statistically, only 3-10% of qualified prospects (as in prospects who are a perfect fit for your offering) will have a need for your offering at the exact time you're engaging with them. This could be because you've reached out to them at a time when they're just not ready. Or it could be because they were attracted to your content when searching for an answer to a specific problem and they're just not ready yet to solve their next problem.

That's not a lot of 'ready' prospects.

But there's a silver lining to this. Research shows that up to 40% of prospects who aren't ready now, will have a need for your offering at some point in the next 18 months.

Many businesses either don't bother to stay in touch with or don't know the value of continuing to communicate with those prospects. So when those prospects eventually find themselves needing the offering, they tend to buy from the business that contacted them about the offering most recently.

For this reason, it's really important that you implement all aspects of your sales funnels, eventually. (You don't have to implement everything at once.)

You want to be searching for and attracting the 'ready now' prospects. But when you come across viable prospects and leads who don't have a need for your offering there and then, you can stay in touch in a low-key, relevant and valuable way.

By doing this, you build trust, demonstrate your authority and generate credibility, and increase brand awareness. That way, when they're ready to buy, you'll likely be the first business they think of even if you weren't the last person who contacted them.

This is why you have an email list for educators in your sales funnel, for example. So, remember the resilience and buoyancy part of the science of selling. Don't view those "I'll keep your information on file" responses in a negative light. Instead, see them as the seeds of the fruit you'll be able to harvest later on.

Target market: educators

Your goals for this sales funnel are objectives 1 and 2 (and later 1a and 2a):

Short-term goals

1.Convince 1 school or preschool to meet with you in person
2.Convince 1 school or preschool to let you run an Entrepreneurs Program on their grounds

Long-term goals

1A. Convince 19 more schools or preschools to meet with you in person
2A. Convince 4 more schools or preschools to let you run an Entrepreneurs Program on their grounds

Related goals

There's no point convincing educational institutions to allow you to run your programs on their grounds if no one signs up for the programs. As such, once you've convinced at least one school to give you a chance, you need to start delivering sales presentations to families.
+The most closely related objective to those listed above is, therefore, to deliver 20 sales presentations to families. This number can be adjusted down if the presentations are really successful or adjusted up if you're having trouble gaining traction.

Your sales funnel for educators

Given these goals, your 'sales funnel' for this target market isn't actually about making a sale — instead, it's about convincing schools to enable you to run your Entrepreneurs Program on their grounds. We'll still refer to it as a sales funnel, however.

To convince schools and preschools to let you run your programs on their grounds you need:

+A strong value proposition for your programs that aligns with the values of the school
+To clearly demonstrate the benefits for the school as well as the benefits for families
+To remove as many barriers to approval as possible

With all this in mind, here is your funnel:

1. Find and attract prospects.

When it comes to collecting prospects in your educator target market, you'll primarily be finding prospects through outbound marketing techniques, at least initially. You should seek out educators who match your target market and email them or message them on social media to make contact.

You're likely to improve your success rate if you follow up with a phone call.
While outbound marketing techniques will be your primary means of finding prospects, in the beginning, you can benefit from developing marketing assets that aim to attract prospects. Inbound marketing tactics will likely become more effective once educators start hearing about Nenoos from colleagues. The benefits of inbound marketing are that you can secure more customers with less effort.

Inbound marketing tactics could include presenting at educational conferences (this will likely be a task for the 12-months after this strategy's timeline), developing a blog for educators, putting up flyers and delivering social media posts aimed at educators. A good backlink strategy will also be helpful here.

Actions

1. Contact up to 100 primary schools and preschools to introduce yourself and Nenoos and touch on your Entrepreneurs Program.
    +Do this in batches of 5 to keep the task manageable.

+You can create each email yourself from a 'warm email template' that you commission from a copywriter.

+While your email will have a call-to-action, the primary purpose of this email is to introduce yourself and Nenoos and get them curious to learn more.

+This email should include something of value for the contact.

+Follow up with all prospects that don't respond to your email and with any that request more information.

+Assume that most prospects will not respond to your email unless they happen to already be in the 'ready to choose a product/service' phase of the buyer's journey and don't be discouraged by this.

+Your follow up can be via email but you'll likely get a better response if you follow-up via phone.

+Commission a script for this follow-up that you can personalise for each prospect.

+As part of this follow-up, ask to meet the person responsible for after-school activities (primary schools) or the director (preschools) so you can deliver a presentation about your Entrepreneurs Program. You might like to offer to deliver this presentation to all the teachers so they can see the benefits of your programs to their teaching work. Prospects that accept this offer will be classed as category A warm leads.

+For those that decline the presentation, ask if you can keep in touch with them from time to time when you have something of value to share with them. (You can share pertinent blog posts etc. with them). Prospects that accept this offer will be classed as category B warm leads.

Note: Actions for inbound marketing activities are similar across all your marketing funnels so these are consolidated in that section of this strategy.

2. Nurture leads + 3. Make the sale

Once you've got prospects interested in your offering, your primary lead-nurturing activity will be delivering an in-person presentation and accompanying brochures about Nenoos and your Entrepreneurs program.

Once you've got prospects interested in your offering, your primary lead-nurturing activity will be delivering an in-person presentation and accompanying brochures about Nenoos and your Entrepreneurs program.

This can be supported through an email newsletter for prospects that aren't ready to receive your presentation and for those who found you through your inbound marketing assets.

You'll deliver your offer in-person at the end of your presentation. As a reasonable amount of paperwork will need to change hands for you to be able to run your programs on school/preschool grounds, your arrangements will need to be finalised via email (or possibly in-person at a later date).

One major barrier for decision-makers in schools will be the 'Community Use Agreement' or 'Licence/Lease' and 'Child Protection Declaration' that are required for community and small business use of NSW State school grounds (you'll need to confirm which is most appropriate for your business — it's most likely to be the Licence/Lease). You can lower this barrier by arriving with a draft of the relevant documentation.

There may be similar requirements for preschools.

For educators that like the idea of your program but are hesitant to commit even with this barrier removed, you could suggest they run an 'expression of interest' to canvas how many parents/carers might be interested in your program. If there's lots of interest, this may be enough to get them to commit to partnering with you to enable you to run your program in their school.

Actions

1. Confirm whether you need a Community Use Agreement or Licence/Lease and draft one for each school you present at (you should be able to use the same one for each school and just substitute in the school's details). At the same time, check whether there are any other requirements you need to fulfil.
2. Determine whether there are any such requirements for the use of preschool grounds and complete them if there are.

3. Deliver up to 50 presentations and associated brochures to the category A decision-makers.

- Ask them to allow you to run your Entrepreneurs Program on their grounds.
- Provide them with the draft documentation to demonstrate competence and lower the barrier to acceptance. You should prepare these documents in-house. You may benefit from seeking legal advice on your responsibilities under the Agreement with the educational institution.
- Ask them to allow you to deliver a presentation to families about your program on their grounds.
- You should prepare the presentations yourself. You may wish to seek professional advice on the structure of your presentations and have an editor review the slides (if used). Kelly Wade can proofread/edit your presentation slides
- You'll get the best results if you outsource the brochure text to a copywriter. If you have in-house graphic design skills, you can design the brochure in-house. If not, you'll get the best results if you outsource the design to a professional graphic designer. Kelly Wade can write the text for your brochures and has basic graphic design skills so offers budget graphic design services in a package with the copy — this would be an intermediate solution between completing the design in-house and outsourcing it to a professional graphic designer
- If they're hesitant, suggest they run an 'expression of interest'.

4. While these leads should have your contact details from your email signature block, having to find an email from you whenever they want to contact you acts as a barrier to contacting you. As such, whether they remain a lead or become a customer, give each lead your business card.

- This reduces the barrier to communication.
- Seeing your card can also act as a reminder about your business (this keeps you front-of-mind and improves brand awareness).
- For best results, you should outsource your business card design to a professional graphic designer. You may wish to hire a copywriter/marketer to develop an appropriate tagline to use on these cards. Kelly Wade can write the tagline and offers budget business card packages for existing customers

Note: Category B decision-makers will be nurtured using inbound marketing tactics until they're ready for your presentation. As such, actions associated with these leads are included in the inbound marketing section.

4. Inspire loyalty.

Once educational institutions have agreed to allow you to run your Entrepreneurs Program on their grounds, you can inspire loyalty by providing them with evidence that they made a good decision. An effective way to do this would be to provide them with an end-of-term report (at the end of each term) that includes details of how many children are benefiting from your program and the benefits they're receiving. (This would need to be done in such a way as to maintain student privacy.)

You could also provide a brochure with information about how teachers can capitalise on the things program participants are learning. Alternatively, you could provide them with an email newsletter that includes the same sort of information as well as blog posts about relevant topics.

Educators may also appreciate you providing resources they can give to families. This service would offer a number of benefits:

+ The decision-maker can show off their great decision
+ The decision-maker can improve parent support and promote personalised learning
+ You'll get free advertising of your program to parents and carers who haven't yet signed up

The aim here is to ensure the decision-maker feels the school is getting value from allowing your programs to be run on their grounds so they will renew the arrangement at expiry (assuming you want that outcome).

Actions

1. Develop a report template that will enable you to report on the benefits/success of your program. This template will save you time at the end of each term.

- You can create the template in-house. You might wish to have an editor proofread the template.

2. Provide a completed report for each decision-maker at the end of every school term.

- You can prepare these in-house. If you have an editor proof-read the template, you shouldn't need to have a professional editor proofread the final reports.

3. Either: Develop a brochure that helps teachers capitalise on their student's participation in the Entrepreneurs Program.
The text should be outsourced to a copywriter. E.g. Kelly Wade
The graphic design can be done in-house or outsourced depending on the level of in-house skill.
4. Or: Develop an email newsletter for educators whose students are participating in the Entrepreneurs Program.

- Ideally, this would be provided at the end of every term.
- It could include a report on how their students are benefiting from the program (subject to privacy arrangements).
  - You should develop this section in-house. You may wish to have it professionally edited.
- The newsletters could also include helpful blog posts (or excerpts of these) that are relevant to the interests of the educators and to your program.
  - You'll get the best results if you outsource this to a professional copywriter. Or you could write some or all of it in-house and consider having it edited/proofread. Kelly Wade can write the text of your newsletters or proofread/edit the text you write in-house
  - This content can be the same for each educational institution.
  - Content ideas are included later in this strategy.
- You'll get the best results if you outsource the email template creation to a professional email marketer and professional designer unless you have those skills in-house. Kelly Wade can provide this service if you're using an email marketing tool that she is familiar with

5. Develop a resource that educators can share with families that provides value to both the families and the educators.

- This could be a once-off resource or a periodic resource that can be included in the newsletter that the school sends home to families.
- The text should be outsourced to a copywriter. E.g. Kelly Wade
- Images can be created in-house if you have the skills in-house, or outsourced to a professional graphic designer. Or you may be able to find stock photos.
- It would be best if this were a text-based digital resource (it can, of course, include images) to minimise the cost of development and production.

6. Ask the educators how you can improve your service so that they can get even more benefit out of it. Then implement the feasible suggestions.

5. Encourage advocacy.

The most effective way for you to encourage advocacy in the early days will be to encourage educators to share your information with their professional colleagues.
As an example, if you choose to develop an email newsletter, you can make it easy for recipients to share the informational content (not the reports) with their professional colleagues via email and/or on social media.
You can also ask educators for social proof assets.

Actions

Ensure your loyalty resources from phase 4 are set up to allow easy sharing of relevant information.
Ask each decision-maker for a testimonial about your program (refer to the questions listed in the 'Testimonials' sub-section of the 'Science of selling' section of this strategy. The decision-maker could provide this or you could suggest they approach a teacher that's benefited from the program.
If you have a particularly good relationship with a school, and especially if they've provided great feedback about the benefits they've experienced, ask them if you can develop a case study about their experience.
For best results, a professional case study writer should either conduct the interview or should provide a set of questions that you can ask during an interview.
Kelly Wade can write customer case studies and can conduct the interviews for these via phone/email or she can write the interview questions so that you can conduct the interviews yourself

Process diagram

Here's how your 'sales' process could work:

Resource list

Multi-use resources

+ Website
+ Business cards
+ Blog (with posts for educators)

Funnel-specific resources

+ Warm-email template
+ Follow-up phone (preferred) or email script
+ Presentation for schools
+ Presentation for preschools
+ Pre-sales brochures for schools
+ Draft Community Use or Licence Agreement and any other required documentation
+ Email newsletter for category B leads
+ Report template
+ Post-sale brochure or email newsletter
+ Resource for educators to share with families
+ Case study interview questions (if relevant)

Target market: Mums

Your goals for this target market are:

Short-term goals

3. Have 1 prospect call or email you to get more information
4. Have 1 prospect sign up for your email newsletter
5. Have 1 lead enrol their child in an Entrepreneurs Program

Long-term goals

3A. Have 49 more prospects call or email you to get more information
4A. Have 199 more prospects sign up for your email newsletter
5A. Have 9 more leads enrol their child in an Entrepreneurs Program

6. Achieve an average monthly earning of $X

Related goals

The following goals are integral to your success in this funnel and to the success of the inbound aspects of your educator sales funnel.

7. Increase average monthly website visitors by 30%
8. Reach 300 blog visitors a month
9. Choose the right social media platforms for your business and set up or optimise accounts on each
10. Reach 50 Facebook and 150 Instagram followers (who are in your target market, not just friends)
11. Achieve 10 likes and 1 share/comment per week per social media account

Your short- and long-term goals will be easier to accomplish if you accomplish your goals for educators, however, this is not a prerequisite.

While your sales funnel for educators is largely outbound, your sales funnel for mums is almost entirely inbound. As the inbound marketing techniques and resources required for your sales funnel for mums are similar to those required for the inbound aspects of your educators sales funnel, this strategy details one inbound sales funnel that is mostly for your mum target market, but which also includes specific details for your educator target market. Those details are clearly marked as such.

Your inbound marketing sales funnel

To convince families to take the actions outlined in your objectives you need to:

+Provide valuable content for parents and carers
+Clearly demonstrate the benefits for families as well as for the children in a way that resonates with your target market
+Remove as many barriers to completion as possible

A significant advantage of inbound strategies over their outbound counterparts, is that, when implemented correctly, most of the content you create as part of your inbound marketing funnel can become more effective over time. Outbound strategies are only effective while you're implementing them. (The main exception is paid ads which are only effective while they're running and generally become less effective the longer they run for. *While there is some controversy among experts about whether paid ads are outbound or inbound marketing tools, my view is that they attract prospects so they're inbound.*)

With all that in mind, here is your funnel:

0. Set up your tools

Explanations for how each of these tools fits into your funnel are in the relevant sections below.

1. Create your website.

•You've already organised for Kelly Wade (copywriter) and Raquel Martín Delgado (developer) to do this (K. M. Wade Milestone 2).
•Your website should include a method for collecting email newsletter sign-ups.
2. Create your blog.

•Raquel (developer) should be able to do this during website setup.

3. Set up your Google My Business profile.

You can do this yourself using copy from your new website.
Images should be consistent with your website and social media profiles.

4. Optimise your Facebook account.

•You can update the about section of your page using copy from your new website.
•You should update the cover image to match the new design of your website. Depending on how similar the new design is, you may be able to do this yourself.
    •The text on the cover image should be updated. The new text could be taken from your new website or business card copy.
    •The image needs to be optimised for display on desktop and mobile devices. The image displays at 820 X 312 pixels on desktop devices and 640 X 360 pixels on smartphones. As such, the final image should be 820px X 360px with all the most important elements within 640px X 312px.
•Decide whether a 'send message' button is the best option for your page.
    •You might prefer a 'book now' button that links to a program booking page.

5. Set up your Instagram account.

•Set it up as a business Instagram account.
•Link the account to your business Facebook page.
•Use copy from your new website in the 'about' section.

6. Optimise your personal LinkedIn account and create a business page for Nenoos Sydney. (This is mostly for your educators target market.)

•Your cover image should be consistent across your social media platforms and with your website.
•Use copy from your new website in the about and work history sections.
•Include a call-to-action for people to contact you should they want more information about partnering with you to run your programs in their school.

7. Optimise your YouTube channel.

- You can update your ‘about’ section with copy from your new website.
- It would be useful to change the profile name to Nenoos, Sydney.

8. Decide whether you would like to use Twitter as well as your other social media platforms.

- See the social media section of this strategy for information that can help you decide.
- If you decide to use it, you can set up your Twitter account now to ensure you get the Twitter handle you want. But you can wait to start actually using the account until you’ve got the other channels down-pat if you wish.
- It’s worth noting that you’re likely to get a lot more traction on Twitter more quickly when compared with Facebook as a result of the way the Facebook platform has changed in recent years. As such, you might choose to instead prioritise Twitter over Facebook, particularly given you don’t have much of a Facebook following yet.

9. Set up a Medium account.

- All your blog posts can be delivered to Medium as well to increase readership.

10. Set up an email marketing account (e.g. through MailChimp).
11. Develop social media brand guidelines and image templates so you can create your own consistent, on-brand social media posts.

- Your guidelines can cover things like: brand colours, brand fonts, image styles, sound guidelines (for videos and Stories posts), a branded hashtag and key hashtags that you’ll use frequently.
- Once you've developed your guidelines, you can develop or commission image templates for each social media platform you use.
  - For Instagram, you should aim for between 5 and 9 image templates and up to 9 stories templates.
  - For the other social media platforms, you could stick to 3-5 templates.
  - If you or someone on your team has design skills, you could create these in-house. If not, you should outsource these to a graphic designer so that you can be sure the images you create from them are graphic-design quality.

12. Develop (or commission) blog and social media implementation plans.

- Social media and blog strategy are huge topics in their own right and deserve special consideration. Some guidelines are provided in this strategy and you should flesh these out in more detail once you’re ready to start creating blog posts and ramping up your social media efforts.

13. Develop a backlink strategy.

- One of the best ways to drive a big spike in traffic to your website and blog when they’re new, without paying for ads, is to get larger, relevant websites to link to your content. Having a strategy for encouraging these backlinks is the best way to make the most of the opportunities they offer.

14. Register an account on or request access to relevant fora. Examples of such fora could include:

- Facebook groups that teachers and school/preschool decision-makers frequent
- Parenting Facebook groups — especially those that are specific to Sydney
- Reddit
- Quora
- EssentialKids
- ReachOut

1. Find and attract prospects.

An SEO-friendly website can attract prospects who are actively searching for the solutions you offer. Once they're on your website, you can nudge them towards the content that will convert them into leads and then into customers. Your website is the home base for all your marketing activities.
A good Google My Business profile can attract the same types of prospects and is especially useful for businesses like yours that offer local services.
An SEO-friendly blog can attract prospects who are searching for the class of solutions that can solve their problems as well as prospects who are looking for information about their problems. It can also attract prospects who are actively searching for the solutions you offer. Pushing your blog posts to Medium, when done correctly, is a great way of increasing your blog readership and improving your website's authority ranking which will help you bring in more website visitors.
You can also write guest posts for other blogs. This can get your message in front of people from your target market that you don't have any connection with. Writing guest posts is outside the scope of your activities for the next 6 months but it's worth being aware of its place in your marketing activities.
Strategic social media posts can attract prospects in any of the above categories. They can also attract people who aren't yet pain-aware. You'll have more success with social media, however, if you have lots of followers. As such, part of your prospect-attracting efforts will need to be focussed on building your social media following.
Answering forum questions on topics related to your programs is a great way to start providing value to your target market. The best way to get started with this is to search relevant fora for questions relating to key topics of interest (see the content topics section of this strategy) and then answer those questions in a succinct, non-salesy way. If you've answered the question in more detail on your blog (this is the ideal situation), provide the link. If you haven't already answered the question on your blog and you see the question cropping up frequently, add the question to your list of blog post topics to cover. In this way, you can increase brand awareness and send prospects to your website..

Video is currently a very effective way to attract new prospects. Videos can be used in social media posts, blog posts and paid ads. They can also be used as stand-alone content on places like YouTube.
You can also attract prospects through articles in magazines and other similar sorts of publications. Interviews on radio etc. can do a similar job.
If there is a relevant seminar, workshop, conference, expo or other event that your target market is attending, you can attract prospects by presenting at and/or networking during the event.
Paid ads are an expensive method of attracting prospects but they can speed up your progress towards achieving your goals.
For mums whose children attend a school that has partnered with you to deliver your Entrepreneurs Program on-site, they can be attracted through an invitation to attend your presentation.

Actions

1. Create an invitation that schools can send to parents inviting them to attend your sales presentation.
•This should be created by a copywriter and graphic designer unless you have in-house design skills. Kelly can do the copywriting for your invitation and can also offer a budget design service
2. Create one blog post each month that tackles a problem that mums or educators face (mums is the priority initially). Or that kids face that mums/educators want to help them solve.
•This should be outsourced to a content writer and graphic designer. Kelly Wade can write your blog posts and also offers budget graphic design options within her blog post packages
•For best results, have your writer create 12 months of social media posts to promote each blog post. Kelly Wade can also create social media posts that promote your blog posts as part of her blog post writing packages.
•See the content topics section of this strategy for information on blog post topics.
3. Add each blog post to Medium.

- The canonical tag should point to your blog. (The canonical tag is a piece of code that tells search engines which is the original version of a piece of content.) Kelly Wade upload your blog posts to Medium and ensure the canonical tag points to your blog

4. Spend 1h each week creating and scheduling social media posts that deliver answers to prospect questions.
- These should be a mix of curated content, original content and sales content. (See the content classes section for further details.)
- See the content topics section of this strategy for information on social media post topics.

5. Create one new video each month that shows how the techniques used in your programs work and how they solve the problems faced by your target markets.
- These shouldn't 'push' your programs themselves. In fact, they don't even need to mention your programs.
- For best results, this should be done by someone with video experience (it can be done in-house or it can be outsourced depending on your team's skills).

6. Pitch an article or guest post to up to 50 relevant publications and/or blogs. CHILD Mags, Kidspot and MamaMia are examples of relevant publications you might pitch to.
- Topics could include Nenoos's educational philosophy and key topics relevant to your brand. (See the content topic section for more details.)
- Try approaching 2-5 publications per week until your first pitch is accepted. Complete that article before pitching additional publications.
- You can create your own pitches based on a pitch template prepared by a copywriter with experience pitching articles to publications.
- Articles should be written by an experienced content writer. Kelly Wade can write your articles and develop an email pitch template that you can use to pitch them

7. Issue a media release announcing the launch of your 'new' Entrepreneurs Program.
- The media release text should be outsourced to a media release writer. Kelly Wade can write the text for your media releases as well as an email pitch template
- You can distribute it yourself to all your local newspapers and other relevant publications.
  - You may want your writer to craft a pitch template for this.
- Your media release pack should include images taken by a photographer and/or created by a graphic designer. You might also include one or more videos

8. Contact up to 100 outlets in an effort to secure at least 10 interviews (unless you get these from your media release).
- You might like to commission a pitch template for this.
- You can do this in batches of 5 to keep the task manageable.

9. Research an appropriate conference/event that you can attend as an attendee and/or speaker and/or exhibitor. Apply to speak and/or book your ticket.
- Use this as a networking opportunity.
- This might be an event attended by educators or parents.
- Consider options where you can have an information stall or booth.
- Parents, Babies and Children Expo - Sydney might be an option.

10. Spend 30 mins per week answering relevant forum questions.
- Initially, you might stick to questions relating to your content topics (see the content topics section of this strategy).

11. Spend 10 minutes a day building your social media following and building relationships with key social media profiles.
- Every extra follower is someone who will be more likely to receive your messages.
- And every time a follower interacts with your profile, there's the potential for people in their networks (even if they're not in your network) to see your content.
- A key way to get more followers is to follow people in your target market who might follow you back. (This doesn't work for Facebook.)
  - Start by searching each platform for mums and teachers in Australia.
  - Follow any profiles you find.
  - Like and/or comment and/or retweet (for Twitter) at least one post on each page.
- Another way to get more followers is to follow other key people (such as experts) in your field. (You can follow other relevant pages on Facebook.)
  - Start by searching each platform for relevant profiles. This could be teachers or brands that advertise children's activities or share educational information.
  - Follow any profiles you find.
  - Like and/or comment and/or retweet (for Twitter) at least one post on each page.

•While you're looking for more followers, take a look at the hashtags they're using in their posts and which are included in posts that they like or share (or retweet on Twitter). Make a note of any relevant ones and incorporate the most popular ones in your own posts.
12. Optional: Run paid ads to speed up the process of attracting prospects and leads.
•If you choose to go down this path, hire an expert who can create effective ads on Google and social media. Kelly Wade can create Google search and social media ads

2. Nurture leads.

One of the best ways to nurture your leads is to deliver content directly to their email inbox. To do this, you need to collect their email addresses (this is often the point when a prospect turns into a lead). And to get people to hand over their contact details, you need to demonstrate that you'll provide something valuable in return. Sometimes providing valuable content (such as great blog posts) is sufficient. However, most of the time, you'll need to provide something of value that prospects can only get if they hand over their email address. This is the purpose of a lead magnet.
Leads can also be effectively nurtured through blog posts and YouTube videos (both of which can be shared in your emails too) and social media posts.
The key here is to create content that flows logically from the content you used to attract your prospects and progressively convinces your leads that the type of programs you offer are the best solution to their problems. Your content should also convince leads of your authority on the topics that are most relevant to your brand.
The best way to do this, in the beginning, is to create 'content funnels' that are designed to be a single path from prospect attraction to the sale.
For prospects that receive the invitation to your in-school presentation, you'll begin your lead nurturing efforts with the in-school presentation. If they want to make a purchase then and there, you'll need a mechanism to allow this. Many mums will, however, want to think about it some more. These mums should go on your mailing list.

It's also worth noting that you can sometimes skip some of the preliminary marketing steps by writing lead-nurturing guest posts for other blogs. This can get your message in front of people from your target market that you don't have any connection with and is a great way of capitalising on the marketing efforts of other brands that have already primed prospects and leads. Writing guest posts is outside the scope of your activities for the next 6 months but it's worth being aware of its place in your marketing activities.

Actions

1. Deliver up to 20 presentations and associated brochures to families.
•Start with one presentation at the first school that agrees to allow you to run your Entrepreneurs Program on their grounds. Deliver additional presentations as each school agrees.
•You should prepare the presentations yourself. You may wish to seek professional advice on the structure of your presentations and have an editor review the slides (if used)Kelly Wade can edit your presentation slides.
•You'll get the best results if you outsource the brochure text to a copywriter. If you have in-house graphic design skills, you can design the brochure in-house. If not, you'll get the best results if you outsource the design to a professional graphic designer. Kelly Wade can write the text for your brochures and has basic graphic design skills so can offer budget graphic design services in a package with the copy — this would be an intermediate solution between completing the design in-house and outsourcing it to a professional graphic designer
•You'll need a mechanism to collect sign-ups to your program and associated payments plus sign-ups to your mailing list.
2. Create one lead magnet for mums and another for educators.
You're outsourcing this to a copywriter (Kelly Wade).
3. Create an automated welcome email series for each target market.
Include the lead magnet in the first email.
This should be outsourced to an email marketer.Kelly Wade can craft an automated welcome email series
4. Create four email newsletters for each target market per year with a view to increasing the frequency to once a month once everything else is set up.

•These should either be outsourced to a copywriter and designer or a copywriter and designer should create a template for these.Kelly Wade can either create a template for your email newsletters or can write and design each individual newsletter if you choose an email marketing platform she is familiar with

5. Create one informational blog post per month that flows logically from the blog posts you produce to attract your prospects.

•This should be outsourced to a content writer and graphic designer.

•For best results, have your writer create 12 months of social media posts to promote each blog post.

•See the content topics section of this strategy for information on blog post topics.

6. Add each blog post to Medium.

•The canonical tag should point to your blog.

7. Spend 1h each week creating and scheduling social media posts that extol the benefits of the techniques your programs use.

•These should be a mix of curated content, original content and sales content. (See the content classes section for further details.)

•See the content topics section of this strategy for information on social media post topics.

8. Create one new video each month that shows how your programs work and how they solve the problems faced by your target markets. For best results, this should be done by someone with video experience (it can be done in-house or it can be outsourced depending on your team's skills).

3. Deliver the offer (and make the sale).

Once your lead has seen enough content that they're convinced that a program like yours is right for their child, you can send them to a landing page for your program that's designed to perfectly fit the content funnel, and which then takes them the Entrepreneurs Program sales/booking page. The landing page's role is to convince your leads that your Entrepreneurs Program is the right fit for their needs and then the sales page enables them to make their purchase.

Given your budget and the time you have available to market your business, these landing pages are going to be outside the scope of your first six months of marketing. Instead, you should funnel leads to the Entrepreneurs Program information page (which will link to a sales page) [this is being created in Milestone 2]. Because this page isn't as tailored as a landing page would be, its conversion rate will be a bit lower than a landing page's would be, however, it will still be focussed on convincing your target market to book their child into your program.

See phase 2 above for information about what to do with leads who are ready to purchase after the in-school presentation.

You can reduce barriers to purchase by offering a 'risk reversal'. Perhaps the most common is a money-back guarantee. You could offer a money-back guarantee if the family aren't happy with the program after a term. Given your budget, you might prefer to instead focus on proving that your leads' children will get value from the program by offering a free trial. Perhaps you might offer the first session (or first two sessions) free with no obligation to sign up if the family isn't happy with the program.

Actions

1. Decide how mums will book their child into your program.

•Will they book and pay online?

•Will they fill out a form when they see you present at their child's school?

•Do they need to email or call you to make a booking and the required payment?

•Will they fill out a form and pay after attending a free trial?

2. Decide whether you'll offer a free trial. And if so, how long it'll be.

4. Inspire loyalty.

Once families have signed their kids up to your Entrepreneurs Program, you can help them make the most of your program with a new student information pack. This could include tips for simple ways parents can support their child's participation from home.

You could also encourage families to sign up for a full year of the program by offering a discount when they pay for the full year upfront. Or you could offer a discount when families sign up multiple children.

Developing an email newsletter for families that have children attending your programs, is a great way of providing additional value to families and reaffirming the value of your programs. You can also answer FAQs in this newsletter.

If possible, it would be great to provide parents/carers with an end-of-term report that summarises each child's participation in the program and, most importantly, the benefits each child is receiving as part of the program. If you can talk to each child's school teacher to ascertain whether the teacher has noticed any improvements in the child's performance, participation, inter-personal relationships etc. that would also provide great feedback to parents.

The aim here is to ensure parents feel like they and their kids are getting value from the program so they're happy to re-enrol their child for the next term or year.

Part of this phase is to also provide great customer service. This means taking the time to answer any customer queries as soon as possible.

Actions

1. Develop a report template that will enable you to report on the benefits/success experienced by each child. This will save you time at the end of each term.

•You can create the template in-house. You might wish to have an editor proofread the template.

2. Provide a completed report for each family at the end of every program term.

•You can prepare these in-house. If you have an editor proof-read the template, you shouldn't need to have a professional editor proofread the final reports.

3. Develop a new student information pack.

•The text of each piece of written content should be outsourced to a copywriter and/or content writer. Kelly Wade can craft the text for your new student information pack

•The graphic design can be done in-house or outsourced depending on the level of in-house skill.

4. Develop an email newsletter for families of children who are participating in the Entrepreneurs Program.

•Ideally, this would be provided in the middle of every term.

•Each newsletter could also include helpful blog posts (or excerpts of these) for the children in your program as well as their families.

➢ You'll get the best results if you outsource this to a professional content writer. Or you could write some or all of it in-house and consider having it edited/proofread.

➢ Content ideas are included later in this strategy.

•You'll get the best results if you outsource the email template creation to a professional email marketer and professional designer unless you have those skills in-house.

5. Spend 5 mins a day checking your email, phone messages and social media messages for customer queries that you need to answer. (Then take as long as you need to answer them.)

•If you get asked the same question multiple times, create a standard answer and post it on your website.

➢ You may wish to have an editor proofread any standard answers you create. Kelly Wade can proofread any standard FAQ answers you create

5. Encourage advocacy.

There are three main ways you can encourage families to tell everyone they know about your programs:

1. Email newsletter. Each of your email newsletters should make it easy for families to share the information with people they know — and each newsletter should actively encourage such information sharing with an appropriate call-to-action. Occasionally, you could include a discount for families and their friends if their friends sign up one or more children. Or you could even develop a referral program.
2. Take-home messages. You could provide the occasional print-out to children during one of your sessions that families can share with friends who might benefit from the program. The aim with this option is to encourage advocacy from families that don't read their emails.
3. Branded freebies. The new student kit could contain a Nenoos Sydney branded item that could advertise your program for you. Something that could work well and which ties in well with your techniques is a Nenoos drink bottle that kids can take to school and to other extra-curricular activities. If it's got a really great design, other kids might ask where the child got it and they can then tell their friends about the great program they're in. If other parents see the branding, they might ask the child's parent/carer about the program. A branded exercise book (that meets the typical book-list requirements for page count and size) could provide similar in-school advertising benefits. Or a branded t-shirt could offer similar out-of-school advertising benefits.

A less direct, but highly effective, means of encouraging advocacy is to develop inspirational, funny or otherwise really useful social media posts (memes are especially effective). If you can create social media posts that families want to share with their friends, you'll have those families advocating for your brand without even knowing it.
You should also ask parents/carers and their children to provide you with a testimonial. For children that experience drastic improvements, you could ask families whether they would be willing to be interviewed for a case study. You could consider offering an incentive to families that will consent to this — perhaps a discount on their next fee or a gift.

1. Decide whether you're going to offer any kind of discount or incentive for families that recommend your programs.
2. Ensure your email newsletters always encourage advocacy.
3. Decide whether you want to create take-home messages or a branded freebie
4. Spend 30 mins a week creating social media posts that are designed to be highly shareable (e.g. memes).
   - You can do this in-house.
5. Ask each family for a testimonial from parents/carers and the children enrolled in your program.
   - Use the questions listed in the 'Testimonials' sub-section of the 'science of selling' section of this strategy.
   - Where there is a child that experience substantial improvements because of the program, ask the family if they'll consent to being interviewed for a case study.
     - For best results, a professional case study writer should either conduct the interview or should provide a set of questions that you can ask during an interview. Kelly Wade can write interview questions or conduct phone/online interviews and then write customer case studies

Funnel diagram

Here are two examples of how the pre-purchase part of your sales funnel could work:

Required resources

Multi-use resources

- Website
- Google My Business profile
- Business cards
- Blog (with posts for parents/carers and children) and Medium account
- Social media profiles and associated resources (brand guidelines, post templates, implementation plans)
- YouTube channel
- Email marketing account
- Backlink strategy
- Forum access

Funnel-specific resources

- Invitation to the sales presentation
- Publication pitch email template
- Articles for the publications that accept your pitches
- Media release
- Interview notes (for when you get interviewed about your program)
- Conference/event presentation/exhibitor materials/ticket
- Paid ads for a variety of platforms (e.g. social media, publications, TV, radio, Spotify, podcasts) — optional
- Sales presentation for families
- Brochures for families
- Lead magnet
- Automated welcome email series (one for families and another for educators)
- Email newsletter (one for families and another for educators)
- Blog posts for each phase of the funnel (for families and educators)
- Social media posts for each phase of the funnel (for families and educators)
- Videos (for families and educators) for various phases of the sales funnel
- Report template and reports
- New student information kit
    - Optional branded freebie
- Optional take-home messages

Other

While all your marketing activities should be developed to contribute to one of the funnels described in the previous pages, it’s worth considering two other things.

Brand awareness

Getting your brand in front of educators, parents, carers and children so they’re aware of it before they’re ready to become prospects as well as in any stage of the buyer journey is incredibly useful. But building brand awareness can seem like a really nebulous task.
Here are some things to keep in mind at all times.

To create brand awareness you need to:

+Regularly and consistently get your brand in front of schools, preschools and prospective parents — and even in front of children as they can tell their parents/carers and teachers about Nenoos. Today, that generally means regularly and consistently being on social media, networking in person and contributing to content that has a wide distribution (e.g. magazines).
+Have quality brand assets that keep all your brand awareness activities consistent. This is important because eventually, you want someone who’s familiar with your brand to instantly recognise your content when they come across it. Every time this happens it’s a little reminder about your brand so you’re kept front-of-mind. Then when someone is ready to become a prospect, lead or customer, they know where to go for the information or product/service they need. And when friends, family or co-workers need help with something that’s relevant to your brand, brand-aware people can point out your brand even if they’ve never used it before.

Things like social media guidelines and blog post and social media implementation plans will help you create content that represents your brand and to do so consistently so there aren’t any gaps that can derail your efforts and kill your momentum.

Backup plan

It’s always good to have a Plan B. But in your case, it’s especially important to develop a backup marketing plan and to know when you’re going to implement it.

Convincing educational institutions to allow you to run your program on their grounds may be very difficult.

Schools that already have an OHSC/OOSH program may not want to introduce another after-school program. Schools without an OHSC program may not be interested in having any after-school programs. And schools that haven’t ever licensed the use of their grounds or signed a Community Use Agreement may be very resistant to doing so for any reason, no matter how much value the programs might provide.

Similarly, preschools don’t typically run programs after hours (though you may be able to use the grounds of a preschool that’s run in a community facility).

As such, you have to be prepared for the possibility that there won’t be any educational institutions willing to allow you to run your program on their grounds.

Your inbound marketing sales funnel should help you attract prospects without relying on educational institutions. However, you’ll need to find another place to run your programs.

And in the event that educational institutions aren’t partnering with you, you may want to revisit running some free events for families to replace this part of your funnel. This may seem counterintuitive given you haven’t had success with the handful of workshops you’ve run so far, but with the tools you now have (from this strategy) you should be able to attract more workshop participants and convert more of them into customers.

Goal

Your goal here is to develop a backup plan that will enable you to achieve your objectives even if educational institutions refuse to allow you to run your programs on their grounds.

Actions

1. Decide how long you will attempt to partner with educational institutions before you switch to your alternative plan.
2. Research the communities that would be most likely to sign up for your program if it’s not offered through a school — look for areas with a decent average income but a lack of after-school programs and children’s activities.
3. When you gather newsletter sign-ups, talk to prospects at expos etc. and otherwise talk to families in your target market, find out where they live, whether they’d prefer a school- or community-based program and whether they’d be willing to enrol their child in a community-based program if their school doesn’t offer one.
4. Implement the following supplemental funnel if you decide you need to implement your backup plan.

Community workshop funnel

0. Set up your workshop/event.

Once you've carefully chosen an appropriate area to run a program, book a location in the same way you did in the past.

1. Attract prospects.

A key part of the success of your workshops will be attracting prospects specifically to those workshops. You can do this:
+through social media, if you've got a reasonable number of followers. You can also tag relevant profiles on posts that advertise your event to encourage them to share your posts with their networks. E.g. you could tag @SydneyToDo on Twitter, use #ToDoInSydney on Instagram, tag @hellosydneykids on Instagram etc.
+by advertising the event in local newspapers, adding it to Eventbrite and similar services and getting it listed in the 'What's on' sections of local magazines etc.
+by posting flyers in the local area.
+by putting flyers up in the closest public library or libraries. This is a particularly good place to advertise your programs and workshops as families visiting libraries are more likely to be interested in educational programs.
+through local preschools and schools. When you find a school or preschool that's interested in your program but not willing to allow you to run it on their grounds, you can ask the institution if they'd be willing to include an advertisement for your event in their newsletter for parents and carers.
+via your mailing list. If you've been steadily collecting emails for your newsletter, you can alert all your subscribers to your upcoming event. You should get a higher success rate with those people as they're already leads.
+2. Nurture leads + 3. Deliver your offer.
+The event itself is the tool you'll use to nurture the leads that turn up to the event. The event should show mums exactly how their children and their families can benefit from the program and that their kids enjoy participating.
+At the end of the workshop, every person who's interested in the program's concept should sign up for either the program itself or for your mailing list (if they're not already on it). So you'll need to be prepared with an effective sales pitch at the end of the workshop/event. You can use the same resources you developed for school-based presentations for families.
Once you get to this point, your sales funnel merges in with the inbound funnel for mums.

Measuring success

Overview

Metrics enable you to objectively assess your progress towards accomplishing your objectives and your level of success. Metrics are what is required to ensure your marketing activities are contributing to achieving your stated objectives.
This section contains information about the basic metrics you can use to assess and monitor your marketing efforts — more advanced metrics can give you more information but it's important to get a handle on the basics first.

Success metrics to start with

Income

When it comes to assessing your progress towards your income goal, you obviously need to be able to measure your income. This means you need to know your:
+monthly expenses
+monthly revenue (all the money you have coming in)
+monthly income (revenue minus expenses)
It's also helpful to know:
+how many students you had enrolled over the month
+The income and expenses associated with each student

You can gather this information from your payment processor/s and by keeping a record of any cash or cheque transactions.

You can keep track of this information using a spreadsheet or dedicated accounting software. Depending on how you plan to bill your customers, you may find it useful to use an invoicing platform that also enables you to track your income. Examples include:
+Wave (free)
+Rounded (an Australian company)

Given your previous business experience, you probably have this covered but I would be remiss if I failed to include it in your strategy just in case.

Website, blog and email newsletter performance

When it comes time to assess how well your website, blog and email newsletters are performing, there are a raft of measures you can use The most basic that you should become familiar with initially are:

+ The number of unique website visitors per month
+ The number of unique visitors to each blog post per month
+ The number of unique visitors to each webpage per month
+ Total newsletter subscribers
+ The number of new subscribers per month
+ Total number of impressions for your website, each webpage and blog post, and each of your main keywords (the number of times your website and specific pages/blog posts showed up in Google search results)
+ Total number of clicks through to your website, each webpage and blog post, and for each of your main keywords (the number of times someone clicked through to your website/blog from a Google search result)
+ The click-through rate for your website, each webpage and blog post, and each of your main keywords (the number of clicks divided by the number of impressions multiplied by 100)
+ Average position for your website, each webpage and blog post, and each of your main keywords (the position in Google's search results — e.g. if your average position for a particular blog post is 50, when someone searches for a term that's relevant to that blog post, it will show up around 50 places from the very top (on around the fifth or sixth page of the search results)
+ Number of emails, phone calls and contact form submissions from prospects, leads and customers
+ Monthly and per post totals for engagement statistics for social media posts that link to each of your blog posts and webpages (see the social media metrics below)

You can use Google Analytics and Google Search Console to find most of this information (you'll need to get social statistics from the social media platforms and you'll need to keep track of the number of enquiries and queries you receive).

When you've mastered those metrics, you can start looking at bounce rates and acquisition data.

Launching a new program

When you launch a new program, you need to know how successful it is for many reasons. For instance, you might ask yourself:

- Is this program worth continuing with?
- Am I marketing this program effectively?
- Am I ready to launch the next program on my list?

The best way to start answering these questions is to calculate your income, revenue and expenses for each program and graph those values over time. This will enable you to compare things like:

- how much you're earning from each program. This can help you determine which is your most successful program and whether your new program is approaching that level of success.
- whether your program is still rapidly growing (in terms of the number of participants). If it's not growing and the income generated by that program is still low, you may need to adjust your marketing. If it's not growing and the income generated is on par with or exceeds that of your other programs, it could be time to launch the next program. If it is, chances are you should keep on going the way you are so you can consolidate the way you're running the program.

Social media growth and engagement

Social media success is notoriously difficult to measure. But you can start to get a handle on your social media performance by looking at the following data for each platform (where available):

- total number of followers
- number of new followers
- monthly totals for the following post engagement statistics (make a note of individual posts that perform particularly well so you can try to determine the characteristics of posts that do well with your audience):
    - impressions
    - likes
    - reach
    - engagement rate
    - link clicks
    - retweets
    - replies or comments
    - shares
- Follower statistics such as the following (to help you determine whether you're reaching the right audience):

gender percentages

- top 3 age brackets
- top 5 locations (cities/regions and countries)
- top 5 interests and occupations
- You can obtain this data from the social media platform's analytics tools and monitor it in a spreadsheet.

Goals

1. Learn to use a set of basic metrics that will enable you to assess the success of your marketing activities.
2. Learn to use free tools that will enable you to gather appropriate metrics data.

Actions

1. Go through the list of metrics and tools and evaluate your level of expertise with each.
2. When you find one you don't know how to use, research how to use it.
3. Learn to use each metric/tool well before moving on to the next one.
4. Every month, use your knowledge of how to use each metric to measure your progress towards reaching your objectives.

Marketing assets

A list of required marketing assets is included with each of your marketing funnels. This section of your strategy provides more detail about the resources you need to obtain, who will create them and when they should be created.

Website

Purpose

Your website is your home base for all your marketing activities. Your website needs to:

+ Explain what need Nenoos Sydney fulfils (the benefits of your programs)
+ Explain why leads should choose Nenoos (the features they'll use to justify their decision to buy and enough information about your brand to ensure it aligns with their values)
+ Enable families to sign their children up for your programs (if possible)
+ Tell families when and where your programs and other events are being held
+ Enable families and educators (and the media etc.) to contact you
+ Provide value to existing customers

Your website should be a place you can send prospects, leads and customers for information. It should, ideally, also attract prospects and leads so you don't have to rely entirely on labour-intensive, outbound prospecting activities.

Your website will also host your blog.

Creator

Your website will be outsourced to a copywriter (Kelly Wade — Milestone 2) and web developer (Raquel Martín Delgado).

Timeframe

Writing will commence after this strategy is finalised.

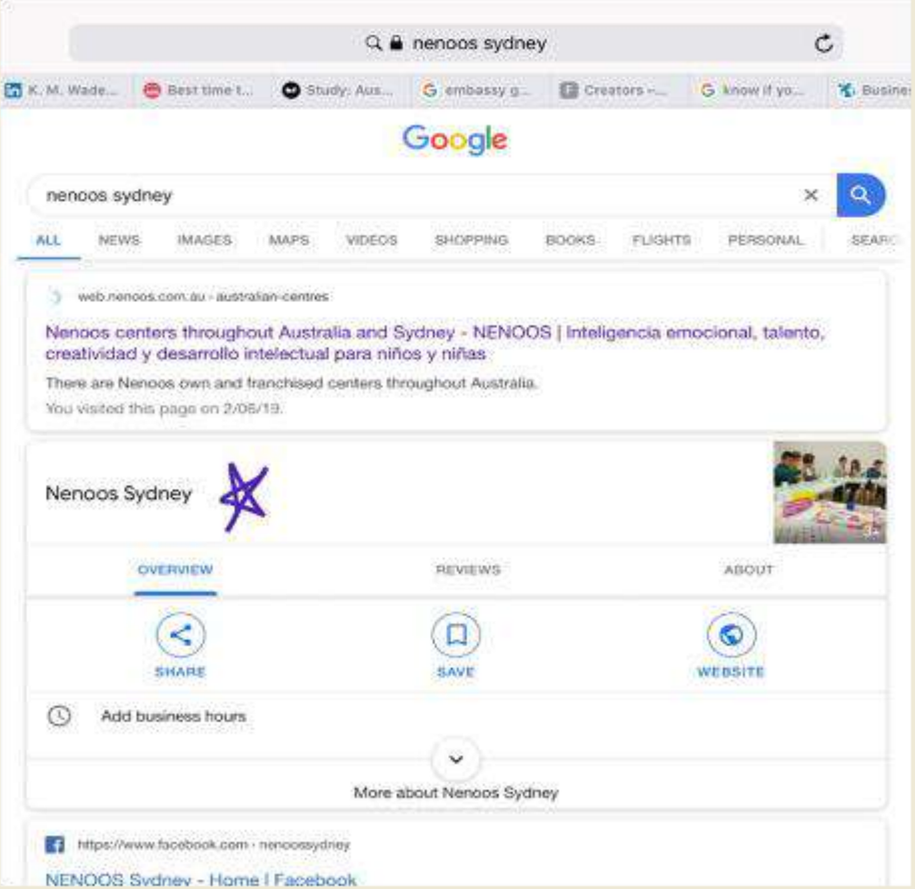
The website will likely go live approximately 1 month after your web developer returns from overseas.

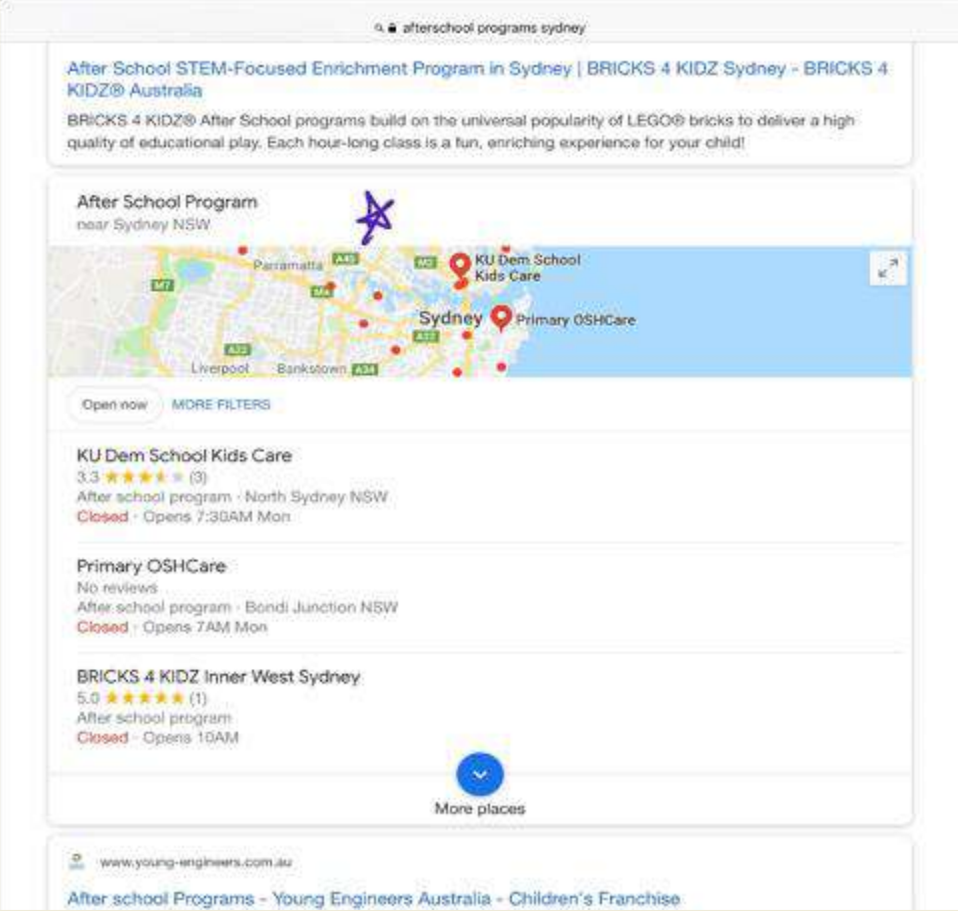
You can be conducting other activities while this is taking place.

Google My Business

Purpose

Your Google My Business profile will help you show up in Google 'local search results'. These search results are Google's attempt to show businesses that offer services in the user's geographic area. (An example is the map results that sometimes show up in the organic search results.)





When prospects search for services like yours in Sydney, if they’re just looking for information they’ll likely go to the normal organic search results (and hopefully your website) but if they’re ready to choose a provider, they’re more likely to look at the map results so they can choose a provider in their area (then they’ll go to the website) — optimising your Google My Business profile is invaluable for this.

Creator

You should be able to optimise your Google My Business profile yourself.

You may wish to copy sections of your website copy for your business description and services descriptions or you may choose to outsource these sections to a copywriter.

Timeframe

You should optimise your profile as soon as possible after your website copy is finalised.
You can boost the performance of your Google My Business by periodically adding images, videos and posts. Once your blog is up and running, you can add this content to your Google My Business profile for this purpose.

Business cards

Purpose

Whenever you meet someone in person who could be a prospect or good connection for some other reason, you can give them your business card so they can easily contact you or visit your website.
This will be a must-have item when you meet in-person with school staff (when you're trying to convince them to allow you to run your program on their grounds).

Creator

This should be outsourced to a graphic designer or copywriter with basic design skills. Kelly Wade offers a budget business card design package for existing clients whose budget doesn't extend to hiring a professional graphic designer

Timeframe

These can be designed while your website is being developed.

Warm-email template and follow-up script

Purpose

When you send an email to an educational institution hoping to secure an in-person meeting, it's useful to have a template that provides a standard layout based on proven, persuasive techniques. A template can save you time and will hopefully improve your success rate. It can also minimise opportunities for grammar and spelling mistakes.
A template or script for the follow-up serves the same purpose.

Creator

For best results, you should outsource the template and script to a copywriter E.g. Kelly Wade or buy a ready-made one.

Timeframe

These templates should be finalised by the time your website is live.

Presentations

Purpose

Your presentations are a sales pitch.

You'll need one each for:
+Schools
+Preschools (this will be similar to the schools one but the benefits and features will be tailored for the unique needs of preschools)
+Families
If you attend a conference or other event as a speaker, you'll also need one for that.

Creator

You should prepare your presentations yourself.
If you're going to do a PowerPoint (or equivalent) presentation, you might consider having a graphic designer create a template for you that's consistent with your brand and other marketing assets.
You might consider getting advice on how to structure your presentations for maximum impact and clarity. Kelly Wade can help with this
If you're going to do a PowerPoint presentation, you may wish to have an editor review the text on your slides. Kelly Wade can do this too

Timeframe
With the exception of the conference/event presentation, these presentations must be completed before you meet with a school and present to families.
If required, the conference/event presentation needs to be finalised before the conference commences.

Brochures

Purpose
Brochures should spell out important information about your business and programs — they should be able to do a sales pitch for your prospects when you're not there. They should describe the benefits of your programs to the target market and they should list the features.
At a minimum, you should have a brochure for:
+ Schools
+ Preschools
+ Parents and carers
+ Each program
Later on, you might produce brochures for niche prospects.
You can also produce informational brochures about key topics related to your business (see the content themes section later in this strategy for further details).
Something that may be particularly beneficial for you, is having some 'product comparison' brochures (which can also be uploaded to your website as webpages or blog posts). For instance, you could compare your programs to Kumon tutoring. You could also compare your programs to a standard after-school care program.

Creator

Outsource this to either Kelly Wade can provide either service:
A copywriter and graphic designer (more expensive option)
A copywriter with design skills (cheaper option)

Timeframe

Ideally you'd have the first set of brochures before your next meeting with an educational institution, however, you may not wish to put your prospecting efforts on hold that long — these should be the next milestone after your business cards are developed.
Program brochures can be developed when you're ready to launch each program.
Informational brochures can be created once you've started your blog (some of your blog posts can be repurposed into information brochures).

Invitation

Purpose

Once you've secured agreement from a school/preschool to enable you to run your program on their grounds, the educational institution will need to invite families to attend your sales presentation. By providing the invitation you can ensure your programs are appropriately advertised to families.
If you suggest schools run an 'expression of interest', this invitation can be modified ever so slightly to suit that purpose too.

Creator

For best results, a copywriter should write this invitation. Kelly Wade can do this

Timeframe

This invitation should be ready to give to educators once the first one agrees to 'host' your program.

New student info pack

Purpose

A new student information pack can help students and families make the most of your program, which can inspire loyalty and advocacy. The idea here is to provide students and their families with real value. You want to provide your students with everything they need to participate in your program. And given your target market's pain points, it would be great if you could also provide your students' parents with something simple that they can do to support their child's participation in the program that doesn't take a lot of time.

Creator

The written materials should either be outsourced to a writer and potentially a graphic designer or they can be written in-house and edited by a professional editor.Kelly Wade can do both these things

Timeframe

These need to be ready when you get your first student sign-up.

Social media posts

Purpose

Social media posts serve multiple purposes:

+ Increase brand awareness
+ Attract your target markets
+ Demonstrate your value
+ Nurture leads
+ Convert leads to sales
+ Support customers
+ Encourage customers to tell their friends about you

To be effective, your social media posts must:

+ Not always be about your brand (this turns people off your brand and reduces sharing of your messages)
+ Be relevant to your brand (e.g. funny cat videos might attract followers but they're not useful if that's not relevant to your brand or to your target market)
+ Provide real value to your audience
+ Be strategic — every time you post something on social media you should know why you're posting it and what you're hoping to achieve with it

Creator

You and your team of educators (if you want them to be involved) can produce most of your social media posts (subject to other workloads).
When you're sharing blog posts, you may wish to have your blog post writer write a year's worth of social media posts to promote each piece of content.Kelly Wade offers package deals for this service

Timeframe
You can start creating a social media plan and strategic social media posts now.

Articles

Purpose

Magazines etc. are always looking out for more content for their publications. By giving them articles, you will be helping them with that need, increasing awareness of your brand and helping prime your target markets to buy from you.
Articles should be about topics that are relevant to the publication *and* relevant to your brand *and* relevant to your target market. Suggested topics are included later in this strategy.

Creator

You've got the option of hiring a content writer, having one of your educators write some articles or creating these yourself. If you or one of your educators writes any of the articles, you might like to have an editor give them a once over before you submit them to the publication. Kelly Wade can help with both options

Timeframe

This should be an ongoing project. You should pitch articles to publications on a regular basis. Depending on whether you write the articles yourself or outsource them, you might aim to have one published every month or every couple of months.
You should not start pitching the first article until you've got your initial brochures done.

Pitch template

Purpose

As with the email template, a pitch template is designed to maximise your chance of convincing a publication to let you produce an article for them (you need to 'pitch' your article idea to publications before you write the article).
A template also saves you time when pitching to publications and helps avoid spelling and grammar mistakes.

Creator

Outsource this to a copywriter so you can write all the emails yourself. Kelly Wade can do this

Timeframe

This should be done when you're ready to start pitching articles (after your initial brochures are finalised).

Media release

Purpose

Media releases alert journalists to your news so they can write an article about it — the article then contributes to your brand awareness, elicits queries and can drive traffic to your website.
Media releases that generate articles are a good way of advertising your brand and programs to a wide range of people for a lower cost than paid ads.

Creator

Outsource the media releases to a media release writer. Kelly Wade offers this service
Distribute the media releases yourself (you may like the copywriter to develop a pitch template for you to use when distributing the release). Don't pay for distribution to a list as this is an ineffective way of trying to convince journalists to write a story about your news.
You'll also need a media pack that journalists can use to get more information and images for their articles — digital versions of your brochures can go in the pack and you may want to hire a graphic designer/photographer for the images or you might be able to do this yourself.

Timeframe

You can organise a media release every time you launch one of your programs.
The first media release for the Entrepreneurs Program can be done once you've got the marketing assets you need for your school and family presentations — perhaps before you start pitching your own articles.

Blog

Purpose

1.Attract prospects to your website
2.Demonstrate your business's authority and expertise on key educational issues and topics
3.Educate prospects about their challenges
4.Position you as a go-to source of information on the topics that relate to your programs
5.Demonstrate how and why the types of programs you offer are the best types of solutions for your prospects' challenges
6.Keep not-yet-ready prospects engaging with your brand so you're the logical choice when they're ready to buy
7.Send leads to your the webpage or landing page where you demonstrate why and how your program is the best solution for their specific challenge
8.Help customers get the most out of your programs (to improve customer satisfaction and loyalty)
9.Boost your domain authority, generate backlink opportunities and keep your website fresh, all of which contribute to SEO and improved website performance
10.Give loyal customers something to share with their friends so they can start advertising your brand for you (not that that's why they share the content of course)

Creator

You've got three choices when it comes to who can create posts for your blog. You can choose one or any combination of the following:
+You
+Your educators
+A content writer
If you write content in-house, you may wish to have an editor review your content and you might like to get a template to help your team produce great content.Kelly Wade can do both of these things

Timeframe

You can develop a blog plan and start producing blog posts whenever you're ready.
Once you start, you should publish at least 1 blog post per month and you may wish to work up to producing 1 post a week.

Email newsletter and/or information series

Purpose

An email newsletter and/or information series lets you do many of the things a blog does but it also lets you better tailor your messages to each recipient and to their stage of the buyer lifecycle. You can also offer incentives and include sales copy whereas you can't really do that with blog posts.
An email list lets you create a group of people you can sell to at any time whereas you have less control over if and when a prospect will visit your blog.
An email information series is a pre-made sequence of emails that get sent out automatically to new subscribers (this is usually called a welcome series) and at other special times — such as when you launch a new program, after a lead first converts to a customer or in the lead up to the first term of the year.
An email newsletter is something you create each month (or whatever frequency you choose) for whoever is on your list (and in the relevant segment) at the time.

Creator

You've got a few options for people who can create these kinds of emails:
+You and your educators could write each email (you might like to have each one professionally edited)
+A content writer, copywriter and strategist with email marketing and inbound marketing expertise could work together to create each email (you'll save money if you hire someone who does all three)Kelly Wade offers all three services
+You could commission a copywriter to write a template that you could then fill in each time you need an email (this would be easiest to do for your newsletters)
+A designer and/or developer can create the visual aspects of a template or each email (if you hire a writer to write a template, you'll save money if you hire someone who can also create and design the template too)Kelly Wade can develop emails and email templates if you're using an email marketing platform that she's familiar with

Timeframe

You can start setting up most of your email marketing assets once you've started your blog and started collecting emails for your list.
You might like to start with an email newsletter so you can gather data about what works best for your audience and then you can work on creating information sequences later.
Regardless of when you start creating the bulk of your email marketing assets, you should have an initial 'welcome email' that gets delivered to your first email subscriber. (You can create a basic one or modify the default that's created by the email marketing platform while your website is being created. It can then be updated later one when you're in a better position to leverage your email list and once you've got more data about what your target markets will respond to.)

Lead magnet

Purpose

A lead magnet is a piece of valuable content that you give away to prospects free of charge in exchange for their email address (and any other contact and/or personal details you need — e.g. you could collect their location and/or phone number too). The more personal information you wish to collect, the more value your lead magnet must deliver in order for it to be effective at converting prospects to leads.

A lead magnet is one of the best ways to build an email list so you have lots of not-yet-ready prospects you can convert into customers in the future. It also demonstrates your expertise and authority in your niche, giving prospects the confidence to either allow you to run your programs on their grounds or to book their child in for a program.

Creator

This will be outsourced to a copywriter (Kelly Wade).

Timeframe

While your website will include an email sign-up form, you don't need to have a lead magnet from the get-go. There's no harm in having your email sign up form be fairly dormant until you're ready to make the most of your email list.

As much of your email content will be based on blog posts (so you can repurpose content and get more bang for your buck/time), there's no need to create your lead magnet until after you've got your blog up and running.

Lead magnet details

You provided a draft of a lead magnet and I provided some basic feedback which is reproduced below for your reference:
+Yes, I think the topic is engaging enough. It's also closely related to your unique selling point so it's a good choice in terms of relevance. The way it's currently presented, I don't believe it will have the impact you're hoping for. Re-framing it a little would make it substantially more engaging.
+No, it's not too short. The thing to remember with a lead magnet is that it's all about providing value — it doesn't matter how long it is provided it provides a good level of value. I think there are a number of ways to increase the value it provides to make it a more successful lead magnet without necessarily lengthening it.
+I agree that re-wording some sections could make it more accessible to the general public. As an example, the introduction would be more suitable for your target audience if you first talk about how connections in the brain are made and then talk about the role of movement in that process. With the current ordering, I think you risk readers thinking it's too 'outlandish' for them. Given you've constructed this piece of content from book excerpts, I would also advise you to make sure the wording isn't too similar to those book excerpts for copyright reasons.
+I think it would be highly valuable to include references to the books you've referenced. Where possible, I would recommend you also reference scientific papers that provide relevant insights. This will help demonstrate your authority on these topics.
+I encourage you to think carefully about the purpose of this piece of content. To me, it currently reads more like a brochure for existing customers or those who are almost ready to buy. To be an effective lead magnet, it needs to clearly describe a problem your target market is facing and provide a solution to that problem. Then it needs to invite the reader to take further action — for instance, sign up for your email list or contact you for information about your programs.

More specific feedback

Now that you've got more information about how to market your brand, here is some more detailed feedback about the lead magnet you drafted. If you start thinking about this now, you'll have plenty of time to generate some great ideas for when we get started on your lead magnet.

1. The best lead magnet topic will be a problem that mums are facing that you can help them solve. This problem needs to be related to your programs and should be related to other problems that your programs can help mums solve.
2. Your lead magnet is going to be the start of a content funnel that will be designed to lead your prospects through the entire buyer's journey. As a result, it would be best if the topic lead naturally into a series of topics that will allow you to demonstrate your authority and the benefits of your programs.
3. Families that struggle with screen time are unlikely to eliminate screen time for the age-group you specified. Especially given many schools use devices as a teaching aid in early primary school — and sometimes in preschool.
4. Your draft isn't likely to influence your target market in the way you want (see the 'science of selling' section of this strategy). In particular, the topic isn't well attuned to a new prospect, it's more attuned to someone who's emotionally decided to sign up for your program and needs to justify their decision.

Expo materials

Purpose

Going to an expo enables you to talk directly with large numbers of people who you know are in your target market and are interested in the types of services you offer (assuming you pick the right expo of course).
Your expo materials need to act as a sales pitch and a source of information and contact details for people who want to learn more after they leave your stand.

Creator

Most if not all of your expo materials should be marketing assets you already have (brochures, business cards etc.).
You might consider hiring a copywriter and designer to produce a flyer that delivers a special offer just for expo attendees.
You might also consider purchasing some ‘swag’ that you can give away (Nenoos Sydney branded bags that can be used as library bags for the kids or as grocery bags, fridge magnets, note paper — anything you think will market your brand and which is going to be useful for your target market).

Timeframe

These need to be ready whenever you’re ready to attend your first expo — aim to attend at least one expo in the next 6-12 months.

Paid ads

Purpose

You can reach a huge section of your target market (potentially all of it) without using paid ads — however, paid ads allow you to reach more people in a shorter period of time.tact details for people who want to learn more after they leave your stand.

Creator

Paid ads are expensive so few businesses can afford to learn how to produce effective ads through trial and error. As such, if you choose to use paid ads, it's critical that you outsource their creation to a copywriter with experience producing ads for the platform you intend to use.

Timeframe

I recommend you organise the other assets listed in this strategy before you consider producing/running paid ads as you'll get a better return on your ad investment if you have plenty of resources to share with ad viewers.

Your content in more detail

This section of your strategy contains more detailed information about the strategic content that can be a real asset to your business. It covers:

- **Content themes.** This sub-section includes a list of suggested content themes that you can use as a basis on which to develop blog post ideas, videos, brochures, social media posts etc.

- **Content classes.** This sub-section describes the various classes of content and how they work together to market your business.
- **Repurposing content.** No one wants to spend more effort and money making content than they have to. This section gives a brief outline of how you can repurpose content to get more out of each piece of content you produce or commission.

- **Social media implementation basics.** Using social media seems simple, but businesses often fall into bad habits when it comes to using social media for promotion. This sub-section provides a brief introductory guide to social media use that should help you avoid some of the most common mistakes.

Content themes

Once you start creating content for social media, your blog, email newsletters and information sequences, publications (articles) and conference presentations, you'll need to have a set of key themes about which to base your content so you can ensure your content always contributes to accomplishing your objectives.
These themes will, naturally, evolve over time because after a while you'll decide you have enough content on certain topics. And as you start interacting more with your target markets, you'll discover which topics resonate the most with your audience and help you create the most effective marketing assets.
With that in mind, this section of your strategy outlines some key topics that you can start with but you should regularly review them and revise them as necessary.

Goals

1. Use a set of key themes to guide the creation of strategically effective content for your business.
2. Understand how to evolve your themes over time as needed.

Actions

1. Review the starter themes on the following pages and take some time to think through the different facets of each theme and how they relate to your business and programs.
2. Review your themes every 2 months (initially) to determine whether they still meet your needs — base your decision on how much value you're getting from the content created for each theme.

> *If you need to modify or add new themes, make sure they appeal to your target audience so that creating and sharing your content benefits and attracts people who are more likely to either book their child into your program or allow you to run your program in their school/preschool.*

3. Generate 12 blog post ideas based on the identified content themes.
4. Generate 6 email newsletter ideas based on the identified themes.
5. Generate 1 week's worth of social media post ideas based on the identified themes — do this every week. (Work up to planning a month at a time.)
    a.) Curate 1 week's worth of content to share on social media based on the identified themes — do this every week. (Work up to planning a month at a time.)
6. Generate 3 article ideas based on the identified themes.
7. Research key celebrations (international day of... for example) that relate to each theme — these will be key times to create and share content that's relevant to each theme.

Initial content themes

1. How to develop key ‘academic’ skills
- Literacy
- Numeracy
- STEM (science, technology, engineering, maths)

2. Holistic education
- The benefits of a holistic education (for students, parents and teachers)
- How to deliver a holistic education
- How to support a holistic education at home

3. Key skills for a well-rounded education; why they’re important; how to foster them
- Emotional intelligence
    - Empathy
    - Self-awareness
    - Self-control
    - Respecting the opinions of others
- Creativity
    - Innovation
    - Curiosity
    - How to foster creativity
    - Practices that stifle creativity
- Knowing how to learn
    - How to challenge children without discouraging them
    - How to foster a love of learning
    - Curiosity
- Leadership
    - Emotional intelligence
    - Responsibility
    - Problem solving
    - Decision-making skills
    - Valuing others’ opinions, ideas and perspectives
- Memory
- Decision-making ability
    - Critical thinking
- Problem solving
    - Critical thinking
    - The importance of problem-solving
    - How to develop problem-solving skills

4. The role of physical exercise and water in education and learning
- Basic brain anatomy
- The science of learning

5. 'Learning problems’
- What they are
- Things that contribute to them
- Strategies for overcoming them

6. Self-esteem
- How to foster it
- Practices that damage it
- How to repair a damaged self-esteem

7. Screen time
- Disadvantages
- Benefits
- The latest research about screen time for children
- How much is appropriate for each age group
- How to improve the quality of screen time
- How to reduce screen time
- Screen time substitutes

Program-specific

1. Kids activities
- What makes programs for kids educational and fun?
- Benefits of after-school care programs (for teachers, schools, parents and kids)
- How to choose the right program for your kids
- How to choose the right program for your school/preschool
- How to choose the right program for children in specific age groups

2. Entrepreneurship

- What is entrepreneurship?
- Why entrepreneurship is valuable now and why it will continue to be in the future
- How to prepare the next generation of entrepreneurs (for teachers and parents)
- Confidence
- Innovation
- Creativity
- Perseverance
- Business skills

Content classes

Different classes of content serve different purposes. Knowing what content to share and when will help you make the most of your content and will improve the effectiveness of your marketing activities.
The information in this section is equally relevant to digital and print content.

Goals

1. Understand the different content classes and how you can use them to achieve your objectives.
2. Learn to use the tools and metrics required to objectively assess the effectiveness of different types of content for your brand and objectives.

Actions

Study the definitions and information in this section of your strategy until you have a good understanding of the value of different kinds of content and how each relates to your business.
Review the last 10 emails you sent and determine which category each fell into.
Review the last 10 posts you delivered on Facebook and:
Determine which category each falls into.
Determine what your posting ratio was for those sets of posts.
Determine which types of content you need to produce more or less of.

A note about promoting content on social media — social media posting ratios

When it comes to posting on social media, research has shown there is an ideal ratio of the different types of content. A posting ratio tells you how much of each type of content you should post to your social media channels (and on digital forums etc.) in relation to the other types of content you are sharing.
The ideal posting ratio for social media is:
- 60% curated content
- 30% your original content
- 10% sales content

In other words, for every 10 posts you deliver, approximately six should be curated content, three should be your original content or sharing your original content and only one should be a sales post. Keep this in mind as you read the following descriptions.

Curated content

Curating content is the thoughtful gathering of useful information from diverse sources and sharing it along with your own insight or thoughts on the content. This is a particularly good way of answering forum questions but it’s frequently used in several ways in both digital and print media.

The most common use of curated content is in social media posts. When social media marketing is done well, posts are usually composed of a mix of a business’s original content and quality curated content as per the ideal posting ratio described earlier in this section.

Curated content can also make a great addition to an email newsletter.

Why share curated content?

Sharing curated content with your prospects, leads and customers offers a number of benefits:

- Your business will appear less promotional (and thus will better appeal to your prospects and leads).
- It generates goodwill with the people/brands that produced the content that you shared. This can help you build mutually beneficial business relationships with key influencers and brands in your industry.
- It can help you promote audience loyalty because it enables you to provide more of the content your audience is seeking. This saves them time by ensuring they can go to you for information rather than trawling through tens or hundreds of websites to get the same information and then summarise it themselves.
- It positions you as an industry expert and/or thought leader. This can help you build trust and demonstrate your authority.

Types of curated content

There are four main types of curated content:

- Aggregated content — content about/on a given topic (not written by you) gathered in one place (e.g. your social profile, a book, a brochure). This is the most basic kind of content curation.
- Distilled content — content that summarises several sources of information on a given topic.
- Insights — content that conveys an insight into a given topic that you have developed as a result of having studied that topic.
- Chronologies — timelines of curated content that show how a particular topic has evolved.

Original content

Original content is, as the name suggests, content that you created or commissioned. Such content could, for example, convey original research or your views on a given topic that you've developed through working on particular problems.

Sometimes it can be a little difficult to tell the difference between original content and the distilled or insights types of curated content. Here are a couple of examples that should illustrate the differences:

1. A blog post that describes your view on the use of physical movement as a powerful educational tool. You've backed up every assertion with at least one piece of data. Each piece of data is linked to a primary reference. *This would be original content.*
2. A blog post that summarises the views of three prominent industry players on the use of physical movement as a powerful educational tool. *This would be classed as curated content.*

Sales content

Sales content is anything that directly ‘asks for the sale’. Web and print ***copy*** is typically sales content. Though sometimes your copy might aim to get prospects/leads/customers to take another action rather than to buy your product/service (e.g. sign up for your mailing list). Sales content makes up the minority of your content because you first need to provide value to your prospects and leads before you ask for the sale.

Sales content in specific circumstances

Social media. Examples of sales posts on social media could include: testimonials from educational institutions, parents/carers and students; interesting information about what your programs cover; and posts advertising an event such as a workshop or new program launch.
Note that the posting ratio represents the desired average ratio of post types — you might publish more sales posts in the lead up to an event but then balance that with fewer sales posts at another time.

Forums. Any sales-type posts you make on forums should clearly be in response to someone’s question. If you post sales pitches at random, forum members won’t respect your brand and you could get banned from the forum by the administrators.

Print content. Most, if not all, of your print content will be sales content, at least initially.

Conversational content

An important part of interacting with your audience — via email, on social media, in person, on the phone and on the various forums — is having a conversation. Social media posts such as comments and replies are ‘conversational’ and don’t count as curated, original or sales posts and they also don’t count towards daily, weekly, or monthly posting goals as you should ideally respond to all such correspondence in a timely manner.

Evergreen content

The term ‘evergreen content’ means content that is always relevant — content that doesn’t have a use-by date. Evergreen content is like an evergreen tree, which doesn’t lose its leaves in winter.

Your webpages and most of your blog posts will be evergreen content. Your business cards, all of your brochures and most other print marketing assets should also be evergreen wherever possible as you don’t want to waste money printing content that won’t be read before it becomes obsolete. In fact, the majority of your content should be evergreen if you want to minimise your content expenses.

Because evergreen content doesn’t have a use-by date, you can re-share and repurpose it multiple times (in unique ways) so that more of your audience will see it.

Time-sensitive content

Time-sensitive content is exactly what its name suggests — content that is only relevant over a given period of time. As a result, this kind of content doesn't lend itself to being re-shared and often doesn't lend itself to being repurposed.

Examples of time-sensitive content include:

- Responses to 'breaking news' — if you re-share this kind of content too long after the event you'll look silly and will likely deter at least some followers and prospects.
- Content designed to promote an upcoming event — this content is useless if shared after the event has already occurred (the exception is content promoting a program launch that may be useful in promoting the program even after the launch)
- Data reports/summaries — this will likely change over time
- Articles focussed on a current trend — most people won't be interested in this kind of content after the trend has passed

Making the most of your marketing resources — repurposing content

Most pieces of content you create or commission can be reused and rejigged for a different medium or slightly difference audience. Doing so enables you to reuse your content so you get more out of it.

Here are some examples of ways you can repurpose content:

+ A blog post can be turned into an infographic, a podcast and/or video and can be modified to fit in an email newsletter — and vice versa
+ You can turn a series of blog posts into a book or e-book
+ A series of podcasts and videos could be turned into a training course

Social media implementation basics

Platform selection

The choice of which social media platforms to use is an important one as it affects who you might reach and how well you might engage with them.
You currently have a Facebook page, YouTube channel and personal LinkedIn profile. You mentioned you would like to use Facebook and Instagram but didn't mention whether there are any platforms that you would like to use or which you don't want to use. As Facebook and Instagram don't cover all your target markets, this part of your strategy is here to examine which social media profiles you could benefit from using.

Goals

Your goals for this sub-section are to select the most appropriate social media platforms for your needs (objective 9). That is, the platforms that best suit your objectives and target markets and the platforms you enjoy using.

Actions

Review the platform statistics and determine whether your chosen social media platforms are right for your business.

Platform statistics

The number of Australian social media users is increasing and more social media users are viewing social media on a mobile device. 21.74 million Australians use the internet (87% of the population). 18 million Australians use social media (72% of the total population). 64% of Australians use social media on a mobile device.

Australians spend about an hour and a half on social media each day — that's 30% of the time they spend on the internet.

The number of Australian Facebook users is holding steady while the number of Instagram and LinkedIn users is growing. The number of Twitter users has decreased a little though 26% of Australians (2.56 million) still use Twitter. Facebook and YouTube are the most popular social media platforms in Australia.

Facebook:


JAN 2019
FACEBOOK ACTIVITY FREQUENCY
1
15
9
1
14
1 1
19 11
14 6
1 1
16 12
Hootsuite
we are social


JAN 2019
FACEBOOK PAGE REACH BENCHMARKS
AVERAGE MONTHLY CHANGE IN PAGE LIKES
AVERAGE POST REACH vs. PAGE LIKES
AVERAGE ORGANIC REACH vs. PAGE LIKES
PERCENTAGE OF PAGES USING PAID MEDIA
AVERAGE PAID REACH vs. TOTAL REACH
+0.15%
8.6%
6.9%
27%
28%
Hootsuite
we are social


JAN 2019
FACEBOOK ENGAGEMENT BENCHMARKS
3.91%
6.97%
6.15%
4.02%
2.82%
Hootsuite
we are social

Instagram
Twitter
Snapchat
LinkedIn
Platform use cases
Images: Instagram, Pinterest, Tumblr
Video: YouTube, Vimeo, Vine
Platforms for all: Facebook, Twitter
B2B: LinkedIn

Recommendations
I suggest you use the following social media platforms in the following ways:
Facebook — Use as a 'catch-all' social media platform where you post all your social content. Down the track, you might like to consider starting a Facebook Group for educators and/or families to engage with each other. Growing your audience on Facebook will likely be difficult without the use of Facebook ads. However, you may be able to keep in touch with not-yet-ready prospects through Facebook.

Instagram — Use this for images. Target emotional responses from parents and caregivers (post motivational images and education statistics). Use Instagram Stories to promote workshops and other events. Link your Instagram account to your Facebook account and set them to automatically show all your Instagram posts on Facebook as well.
Twitter — Even though Twitter use has fallen slightly and more men use Twitter, it's still a good platform for education businesses and for both your target audiences. This wouldn't be your primary social media platform but it's a particularly good platform for curated content and for having conversations with your target markets. It's also easier to grow your audience and get more engagement on Twitter than it is on Facebook.

YouTube — You could do a lot for your brand with video. Any videos you create should go on your YouTube channel so they have an even better chance of being discovered but at this point, there's no need to post to this platform on a regular basis. You may like to host your videos on YouTube so they don't slow down your website as much.
LinkedIn — You should use LinkedIn to network with educators. But keep in mind that your other target market is composed of working mums so you can still get your message out to mums on LinkedIn — it's just that they're not generally on LinkedIn to research after-school or educational activities for their children.
I don't recommend you use the following social platforms:
Pinterest — To use Pinterest effectively you need to pin a huge number of images each day (30 is the sweet spot). This is a huge commitment that you're unlikely to be able to meet given the number of hours you have available to work and the fact that your brand doesn't lend itself to that variety and volume of imagery.
Snapchat — Snapchat is most popular with a younger demographic so isn't the most appropriate for either of your target markets. Having said that, if you wanted to try to appeal directly to children, this might be a good platform to choose.

How to use social media

In this day and age, using social media is one of the most effective ways of increasing brand awareness, getting your message in front of prospects and driving traffic to your content. To be effective though, it needs to be used strategically.

At the moment:

- You post semi-regularly to your Facebook Page and most posts about your business (original, salesy content).
- You’ve got a few videos posted to YouTube.
- You’ve got a personal LinkedIn profile but you don’t have a business page nor do you post regularly to your profile.

What you need to know to be effective on social media

+You must provide value to your audience. (Remember, this is one of the keys to influencing your audience.)
+It cannot all be about you — you have to share other people's content and engage with your audience. (Remember the posting ratio from earlier in this strategy.)
+You need to spend time each week connecting with (following) people in your target markets.
+You can't just promote your content once — you need to regularly promote your content in interesting ways.

Social media tools

Businesses that use social media effectively don't go into their accounts and post to them each day. Instead, they create content ahead of time and schedule it to be posted at the optimal times for their audience. Here are some tools you can use to do this:

+Hootsuite. The free plan enables you to post to up to 3 social media profiles and you can schedule 30 messages at any time. For $39/month you can connect up to 10 profiles and you get unlimited scheduling, performance metrics, RSS integration (for curating content) and $650 of ad credit. Hootsuite can be used with Facebook, Instagram, YouTube, LinkedIn, Twitter and Pinterest.
+Buffer. The free plan enables you to post to 3 social accounts and you can schedule 10 posts per profile at any time. For $15/month you get up to 8 social accounts, 100 scheduled posts per account and some performance metrics. Buffer can be used with Instagram, Facebook, Twitter, LinkedIn and Pinterest. Buffer lets you create a post and then customise it for each social network.
+Recurpost. The free plan enables you to post to 3 social accounts and schedule up to 100 recurring posts at once and 10 one-off posts per account. You also get analytics for free. For USD15/month you get up to 2 RSS feeds (for content curation) and unlimited Tweet variations (to help with creating unique content). Recurpost can be used with Facebook, Twitter, LinkedIn. The major benefit of Recurpost is that you can create libraries of content on different topics and create schedules for each topic — this is really helpful when you're creating content in batches.
+Sociamonials. There's no free plan but there's a 7-day free trial. The USD19/month plan allows you to connect up to 10 social profiles and gives you unlimited scheduling. You can use Sociamonials with Facebook, Instagram, Twitter, LinkedIn and YouTube. You get advanced analytics, automatic reposting queues and can sort your posts into different libraries with different posting schedules (similar to Recurpost). Sociamonials offers extras like e-commerce tracking, lead tracking, custom website tracking, stock photos, a social CRM and share buttons that you can use on your website. Like Buffer, Sociamonials makes it easy to create a post and optimise it for each social platform. The more expensive Sociamonials plans offer additional extras like contests, landing pages, popup and sticky-tab widgets, testimonial creation and user-generated content approval workflows.

Social media implementation plan

A social media implementation plan is the bridge between your strategy and your social media posts themselves. Your strategy tells you why you're posting to social media and the kinds of things you can post about. Your implementation plan tells you the specifics of what to post and when.
Your implementation plan should cover:

- Posting frequency. I recommend you work up to the following posting frequencies:
  - Facebook: 3-10 posts per week
  - Instagram: at least 1 post per day — being consistent is more important than the quantity, however
  - LinkedIn: 20 posts per month
  - Twitter: 1-5 tweets per day
  - YouTube: Whenever you have content
- Posting times. The time of day when you post content matters because your target market isn't on social media all the time. Here are some guidelines to get you started:
  - Facebook: 1-3 pm is statistically the best time to post if you want people to see and engage with your posts. So start with this and then investigate the best times for your specific audiences.

- LinkedIn: 7-9 am and 5-6 pm are statistically the best times to post on LinkedIn because users tend to check this platform on the way to work or on the way home. You might find teachers login while they're still at work but after the children have left for the day. Again, start with these times but investigate what works best for your audience.
- Other platforms: The time of day doesn't matter, statistically. So vary the time you deliver posts and determine what works best for your audience.

- Posting schedule. This covers which topics you'll post (see the content themes section for themes that can inform your topic choices) on what days and at what times.
- Guidelines for how often you'll share blog posts, videos and other content you've created. As an example, you might share blog posts once a week during the first month after a blog post goes live and then share them once a month after that for at least the first 11 months.
- Templates. The templates you create or commission for your social media posts can be included in your implementation plan.

Most people find it really useful to develop a weekly or monthly timetable that details what they'll post and when. You can then program the schedule into your social media scheduling tool.

Goals

+ Achieve objectives 10 and 11.
+ Post regularly and consistently to all your profiles (you can start with one or two and add the others in later if you wish).
+ Become familiar with at least one tool that can help you post regularly and consistently to all your profiles.
+ Share posts that provide lots of value to your target markets.
+ Develop a strategic plan for using social media to achieve your other business goals.

Actions

1. Research and chose a tool to help you post regularly and consistently to your chosen social media platforms.
2. Develop a social media implementation plan. Use the content themes section of your strategy to inform this.

6-Month roadmap

You’ve said you can devote about 25 hours a week to your business and originally set aside $12,000 for the first year of marketing (not including the website re-write). With these things in mind, here is a rough timeline to guide your marketing activities over the next 6 months (starting from when this strategy is finalised and work commences on your new website).

Given you are outsourcing some of your marketing activities, the tasks for each month are broken down into tasks for each person on your extended team.

Note: ‘In-house’ tasks are tasks that either you or another Nenoos employee can do.

This timeline represents a ‘best-case scenario’ — that is, a timeline that you can aim to match. There’s no way to anticipate any hiccups that might occur along the way (especially given this flu season is anticipated by experts to be severe) and review timeframes will vary so don’t be concerned if it takes longer than this to get everything done. Similarly, this is, by necessity, based on a rough estimate about how long it will take you and your other contractors to complete the relevant tasks. If these estimates aren’t realistic, your timeframe will be different to what’s shown here.

You’re also free to delay or rearrange certain tasks. For instance, if the timeframe gets delayed for some reason, you might decide you’d rather start producing quality blog posts before you do a media release or magazine article. Once the first two months’ tasks are complete, many of the other tasks can be reorganised based on how everything is progressing.

So, without further ado, here is your timeframe for the next 6 months.

Month 1.

Writer tasks

- Write new website copy

In-house tasks

- 'How to sell' actions
- 'The science of selling' actions
- Print the pages containing your objectives and display them wherever you do your marketing activities so that you can refer to them whenever you make a marketing decision.
- Review and provide feedback on the website copy
- 'Target market analysis' actions (ongoing) [if time allows]

Other contractor tasks (graphic designer, web developer etc.)

- None

Month 2.

Writer tasks

+ Website copy amendments (if not completed during the first month)
+ Write a warm-email template
+ Write a follow-up phone/email script
+ Write and design pre-sales brochures for schools and preschools
+ Write and design business cards
+ Write the invitation that schools can send to parents inviting them to attend your sales presentation

In-house tasks

+ Inbound marketing sales funnel actions — phase 0 (set up your tools)
+ Prepare the presentations for schools and preschools
+ Determine whether you need a Community Use Agreement or Licence and whether you need to fulfil any other requirements. Draft all necessary documentation.
+ Design your new student information pack
+ Review and provide feedback on the design for your new website
+ Review and provide feedback on the month's written work
+ 'Target market analysis' actions (ongoing)

Other contractor tasks

+ Web developer: develop the new website
+ Web developer: set up your blog
+ Graphic designer: Develop social media cover images
+ Graphic designer: Develop social media image and Stories templates

Month 3.

Writer tasks

+Write and design pre-sales brochures for families
+Write any required materials for the new student info pack
+Write the Entrepreneurs Program media release and pitch template

In-house tasks

+Start emailing school and preschool prospects in batches of 5
+Prepare the presentation for families
+Start following up on your emails, again in batches of 5 — start by following up about 10 days after you sent your first email
+Meet with any prospects that agree to a meeting
+Review and provide feedback on the month's written work
+Start building your social media presence by:
- Searching for accounts to follow/connect with
- Posting on social media using your new content themes and guidelines etc.
- Answering forum questions

+'Target market analysis' actions (ongoing)

Other contractor tasks

+Graphic designer: Develop any images required for your media release pack

Month 4.

Writer tasks

+Write a publication pitch email template
+Design and write an email welcome series for educators
+Design and write an email welcome series for mums

In-house tasks

+Distribute the media release (using the pitch template)
+Continue emailing school and preschool prospects in batches of 5
+Continue following up on your emails, again in batches of 5 — amend the follow up timeframe if required
+Meet with any prospects that agree to a meeting
+Deliver presentations to educators if organised
+Review and provide feedback on the month's written work
+Research an appropriate conference/event that you can attend as an attendee and/or speaker and/or an exhibitor and book your tick/apply to speak/exhibit if you find one
+Continue building your social media presence by:
- Searching for accounts to follow/connect with
- Posting on social media using your new content themes and guidelines etc.
- Answering forum questions

+'Target market analysis' actions (ongoing)

Month 5.

Writer tasks

+Write and design a lead magnet
+Write an interview pitch template

In-house tasks

+Start pitching an article to 2-5 publications each week
+Continue emailing school and preschool prospects in batches of 5
+Continue following up on your emails, again in batches of 5
+Meet with any prospects that agree to a meeting
+Deliver presentations to educators if organised
+Deliver presentations to families if organised
+Review and provide feedback on the month's written work Review and provide feedback on the month's written work
+Continue building your social media presence by:

- Searching for accounts to follow/connect with
- Posting on social media using your new content themes and guidelines etc.
- Answering forum questions

+'Target market analysis' actions (ongoing)

Month 6.

Writer tasks

+Write an email newsletter for families — topic: how to instil a love of learning. Create two versions for:
- Families that have signed up to a program
- Not-yet-ready-to-buy families

+Write an email newsletter for educators — topic: how to foster curiosity in the classroom. Create two versions for:
- Educators that have partnered with you to allow you to run your program on their grounds
- Not-yet-ready-to-partner educators

+Write a blog post — topic: a problem faced by families (e.g. 10 ways to instil a love of learning in your child)
+Write a blog post — topic: a problem faced by educators (e.g. 5 things you can do in the classroom tomorrow to foster curiosity in your students)
+Write an article (if required because a pitch has been accepted)

In-house tasks

+Start contacting outlets (in batches of 5) in an effort to secure interviews (e.g. radio interviews)
+Continue pitching an article to 2-5 publications each week (except when a pitch has been accepted and the article is being drafted)
+Continue emailing school and preschool prospects in batches of 5
+Continue following up on your emails, again in batches of 5
+Meet with any prospects that agree to a meeting
+Deliver presentations to educators if organised
+Deliver presentations to families if organised
+Review and provide feedback on the month's written work
+Continue building your social media presence by:
- Searching for accounts to follow/connect with
- Posting on social media using your new content themes and guidelines etc.
- Answering forum questions

+Develop report templates for:
- Families
- Educators

+'Target market analysis' actions (ongoing)

Other contractor tasks

+ Strategist: Develop a new strategy to cover the next 6-12 months.

The conclusion of this strategy — what to do next

In six months' time, you should evaluate:

- Your progress towards achieving your stated objectives
- How well this strategy served your needs
- Your marketing strengths and weaknesses

You should also prepare a new strategy to cover the next 6 or 12 months of your marketing strategy (the timeframe should be based on how fluid your marketing activities are likely to be). This strategy should include a plan for launching your next program and should specifically address the marketing weaknesses you've identified and take advantage of the marketing strengths you've built using this 6-month strategy.