

STRATEGY MATTERS

*Why You Must Develop A Solid Strategy
Before You Do Anything Else*

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In the past, I have used the following quote from Sun Tzu to describe the importance of creating and employing a marketing strategy—

***“Strategy without tactics is the slowest route to victory.
Tactics without strategy is the noise before defeat.”***

Using a smart, well-crafted marketing strategy is critical to your business achieving marketing goals, but many people misunderstand what a marketing strategy truly is.

Marketing strategy isn't your goals or objectives, it is a concise explanation of how you plan to reach those objectives.

With that in mind, this month we focused exclusively on marketing strategy, compiling some great posts that will help you define your marketing strategy. We spend some time thinking about content marketing, and the many tools and tricks you need to complete your content marketing goals.

If you think this content helps you, you may want to check out our new marketing course, the Duct Tape Marketing System. With this course, I will teach you everything you need to know to reach your goals using sound strategies, and will connect you with companies that have implemented these strategies with success. to find our more, visit ducttapemarketingsystem.com

Enjoy!



Before Any of the Tactics Matter, Answer These 3 Questions

By John Jantsch

Most business owners think marketing and immediately think email, copy, Facebook and pro-motions – you know, tactics. Heck, most marketers do the same thing.

I've been working with business owners for over twenty five years now and I'm here today to once again affirm that none of the tactics matter until you are crystal clear about a handful of things. If you've heard me talk at a conference in the last ten years then you've heard me say repeatedly – strategy before tactics is the simple road to success.

Now, don't get me wrong, I'm all about systematically and consistently rolling out tactics, but on-ly those that support a strategy that you can commit to. Once you nail the strategy part you can confidently go to work on strategy with tactics, but you can't have one before the other.



I will go as far as to say, however, a simple, maybe even common set of tactics in support of a powerful strategy beats a brilliant set of tactics with no real strategy at all most every time.

So, how do you make strategy simple? Answer these three questions and get everyone on your team aligned around the answers.

1) Why do we do what we do?

This is the age old mission question. Until you can get very clear about the one, overarching purpose for your business, things will always seem a bit muddy. When you can grab onto your “why” you have the basis for every decision you make and a thread that can define your brand and a magnet for building a vibrant community around your business.

Ponder this question for a moment as it might help bring some clarity: What is joyful





to you about the result your business brings a client? There are many variations on this one, but it might help your get started.

Perhaps the greatest challenge with purpose and mission is that it can't be faked. You can't copy it, it simply is what you stand for – so dig deep on this one!

2) Who do we do it for?

The tricky part about this one is that the answer should be as narrow as possible. If you nailed the first answer above, know that some percentage of the world out there won't be attracted to your why – and that's okay. Now your job is to go even narrower and start really understanding who you can help, who gets the most value from your unique approach.

Here's a tip: Look to your most profitable customers that already refer business to you. Find the commonality in this group and you should be able to develop a very narrow ideal customer pro-file that entails both physical description and ideal behavior.

A secondary element of this answer applies to your staff. Who fits your why, your culture? Who can come to your business with the mindset to serve the mission you've so eloquently laid out above?



3) What do we do that's both unique and remarkable?

The last piece of the puzzle is about what you do. But, it's not simply about defining what business you are in. That's important to understand, but more important is to find and communicate how your business is unique in a way that your ideal client finds remarkable. In a way that allows you to stand apart from everyone else that says they are in the same business as you.

This isn't as simple as it might sound. Most business owners don't fully understand what their customers truly value. It's not good service, fair pricing and broad selection. Those fall under the category of expectation and everyone can and usually does claim them. The difference is in the details, the little things you do, the way you do it, how you treat people, how you make your customers feel. It's in the surprises, the things that exceed their expectations.



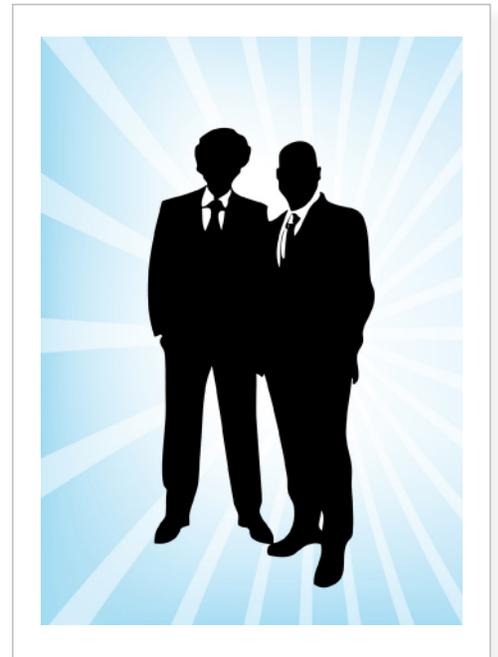


Of course, this assumes you provide something that actually is unique and remarkably done, but I'm guessing you do, you just don't know how magnificent it is and how you should make it the message you lead with.

Here's my advice: Go talk to your customers, they know what you do that's unique. Listen carefully and don't be afraid to embrace the little things you do, that's where you are different in a way that matters.

Spend time with the process of answering these three questions, get your entire team involved and make it a game. This is the essence of strategy. It doesn't have to be an academic process, but it is perhaps the most important thing you can do for your business and certainly something you should do before you even consider your next great idea for how to use Pinterest.

Now, say it with me, Strategy Before Tactics!



Now that you understand the importance of strategy in marketing, it is time to create a strategy for all of your content platforms. Jay Baer of Convince and Convert Digital Marketing Advisors breaks down why many companies should rethink their social media strategy, and lays the groundwork for forming a new strategy.





Why It May Be Time to Completely Rethink Your Social Media Strategy

By Jay Baer

I recently delivered the closing keynote at the [Social Fresh Conference](#) in Orlando (the next Social Fresh – a conference I very much endorse – is in October in San Diego).

My presentation was called “Shotguns Trump Rifles: Why Social Success is Now a Volume Play” and was one of most controversial talks I’ve ever given about [social media strategy](#).

I’ve embedded the slides and video below, and I do hope you’ll spend a few minutes now (or download for later) because this issue impacts every single person using social media strategy for business.

Here’s the summary of why we all need to consider adopting the shotgun methodology: Social media offers your brand reach, but today’s social media is terrible at reliable reach. Reliable reach is the ability to send a message to a person who has asked to hear from you, and for that message to reach that person. Email has reliable reach. So does direct mail. And the telephone. And even fax. Social media does not have reliable reach, which is what makes it so challenging for marketers.

If I send out a tweet, the 124,000 who have said they want to hear from me won’t see that tweet. A small cross-section (usually about 2,000, according to my Twitter stats) will see it instead. Thus, my theoretical reach is 124,000, but my reliable reach is about 1.6% of that, and the actual people comprising that 1.6% shifts somewhat from tweet to tweet. The same dynamics exist on LinkedIn, Pinterest, Instagram, Google +, and especially Facebook.

So while social media consultants, agencies, and in-house social marketers looking to impress their bosses often run reports that cite impressions figures for social media, those numbers are usually potential impressions (theoretical reach) not actual impressions (reliable reach). And the difference between potential impressions and actual impressions in social media is the biggest business lie since magic potions.

What this lack of reliable reach means is that we keep trying to communicate with people who have asked to hear from us, but when we send those messages what we mostly get are busy signals.

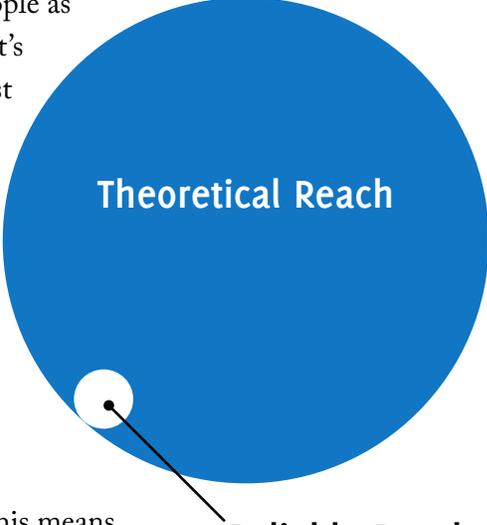




This is partially because of the incredible competition for attention that is inherent in social media. Realize that all of the major social media platforms in North America rely on a one-to-many architecture that satiates the presumed desire for everyone to be a publisher. The concept that we want our missives to be seen by as many people as possible is the psychological engine for all of these social networks. It's why it's relatively difficult to set up lists and groups to be able to send messages to just a few people.

In the everyone is a publisher world, the communications cacophony is simply staggering. Facebook has said that on average, each user is “due” 1500 pieces of content every time they log in. And your brand messages are lumped into that 1500. That's a tough success equation, because NOBODY says that their favorite part of social media is brands participating in it. Your brand is tolerated in social media because it keeps it free for the rest of us.

And of course, social networks are (except for Pinterest) public companies. This means they have a legal responsibility to maximize THEIR success, not yours. Consequently, you see reliable reach getting squeezed even more so than the mathematics of competition alone would indicate. As long as brands are willing to pay for reliable reach (and Facebook's recent announcement of a 61% increase in ads year-over-year suggests that we are very much willing), organic reliable reach will continue to diminish. And by the way, if you think that the exact same [Reachpocalypse](#) that we've seen with Facebook won't eventually happen with Instagram and Pinterest, you're kidding yourself. Prepare for it.



Theoretical Reach

Reliable Reach

The Shotgun Solution to the Reliable Reach Crisis

So what should you do? What should I do? What's the plan when reliable reach is slipping away, and shows no signs of returning? I believe it's time to set aside the rifle, and grab the shotgun.

The rifle approach to social media represents the currently accepted best practices about what makes for “good” and “successful” social efforts. The rifle approach says:

- Invest in excellence. Don't get involved in a social outpost unless you can do it well





- Quality of content is a major driver of success
- Develop a unique editorial approach for each social network
- Build a large following in every channel where you are active

But the problem with the rifle approach is that it's a rulebook that needs reliable reach to be valid. But today's social media truths for business mean that the rifle approach isn't necessarily the best practice any longer.

The shotgun approach is a new way of conducting your social media affairs, based on the mathematical realities of an era where reliable reach has gone unicorn.

The shotgun approach says:

- You need to be sending more messages in more places.
- The total potential size of a social network is far less relevant than the number of people you ACTUALLY reach there.
- Because such a small percentage of your total audience will see any one message you send in any particular venue, you can adopt an editorial calendar that works across-the-board, with changes in execution to fit each network's norms.

In the shotgun approach, you don't worry as much about building a big audience in any particular network, but instead building a touchpoint corral around each of your customers and fans. The holy grail isn't one million Facebook fans, but being connected to each of your fans in as many places as possible. The more places you are connected to your customers and fans, the more places you have permission to contact them, the greater the chances that you will actually be able to contact them somehow, somewhere.

The shotgun approach emphasizes different metrics, too. Instead of worrying about fan count or engagement in each venue, measure total brand connections across all venues. The best possible metric for the shotgun approach is average number of connections per fan. If you follow me on Twitter, we are connected in one place. If you follow me on Twitter, subscribe to this blog via email, and have me in a G+ circle, we are connected in three places. This is the touch point corral. Moving every one of your fans from one to three (or more) is the strategic thrust of the shotgun approach.

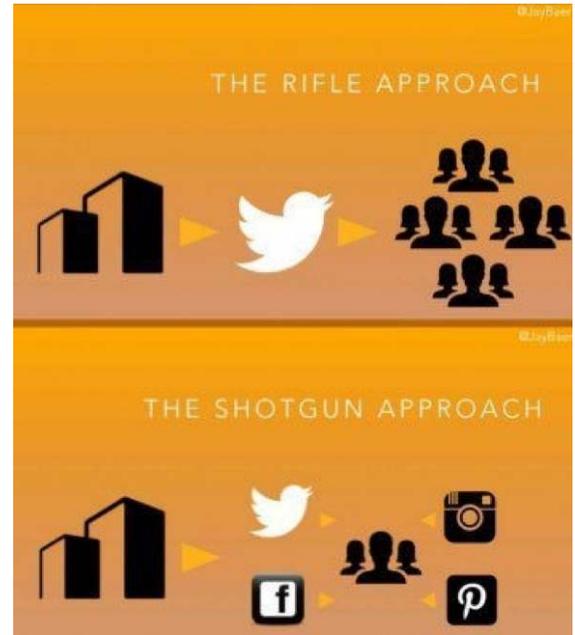




My friend [Jeff Rohrs](#) (co-host of the [Social Pros podcast](#)) has an excellent book called [Audience](#) that goes in-depth on this concept.

I understand that the shotgun approach may seem odd. It feels weird, even to me, and I came up with it. It puts a premium on quantity, which is the opposite of what most people in social media have been preaching for five years. I wish reliable reach wasn't like finding a needle in a haystack, and I wish the solution wasn't to build more haystacks, which is essentially what the shotgun approach recommends.

But realistically, when you look at the numbers, I very much believe it's time to consider embracing this approach, which incidentally is good news for social media professionals since more labor is needed to execute this playbook.



What do you think?

Now that you have a new social strategy in place, the next step is to use social media platforms to promote all of your content. Here is an article from the Duct Tape Marketing blog about how to do just that.

How To Promote Every Piece of Content You Create

By John Jantsch

You've written a series of useful blog posts and done everything you've told to optimize that content for your most important keyword phrases. Now it's time to post it to your social media profiles and sit back and enjoy the rush of traffic.

Several years ago this scenario may have been true, but today content marketing has become so competitive that you must include significant promotion as a core element of your editorial process.





Yes, of course, tweet your blog posts several times (I love using the [Buffer Scheduler](#) as you can add a tweet now, in 10 hours, in a day and in a week all at the same time.) Add Facebook, LinkedIn and Google+ posts that highlight why someone might want to read your posts and then go to work on getting your posts in front of other people's targeted audiences.

When we build content plans for our clients today we always include what we call an influencer program that over time can help us significantly increase the reach, traffic, engagement and leads from the content our clients produce.

Below are five steps we take in building an influencer program

Find Influencers

Step one, of course, is to find the Influencers we want to target. By Influencer, we loosely mean other content producers in our chosen industry who we believe to have a following in our ideal client pool.

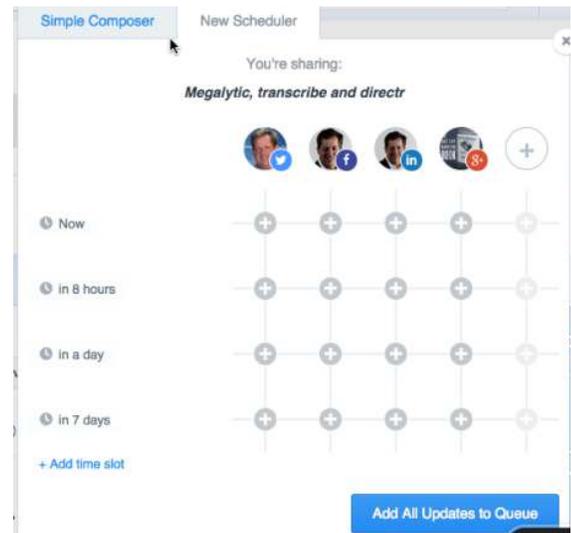
There are a variety of tools you can employ to find such folks. Currently, I'm quite fond of [BuzzSumo's](#) influence ranking tool but I also employ [Topsy](#) and [Followerwonk](#) to help validate and expand my list of potential partners. (Inkybee and [BlogDash](#) offer powerful paid plans as well.)

Segment Influencers by Customer Persona

Next we build a spreadsheet of influencers segmented by our client's differing market segments or personas. Many businesses seek to gain influence with different levels of stakeholders. For example, a company might need to interact with the CFO and the purchasing agent, and we need to create profiles of influencers for both. This is true as well for businesses that serve significantly different industries of market demographics.

We add as much social information as possible to the spreadsheet as well as relevant notes.

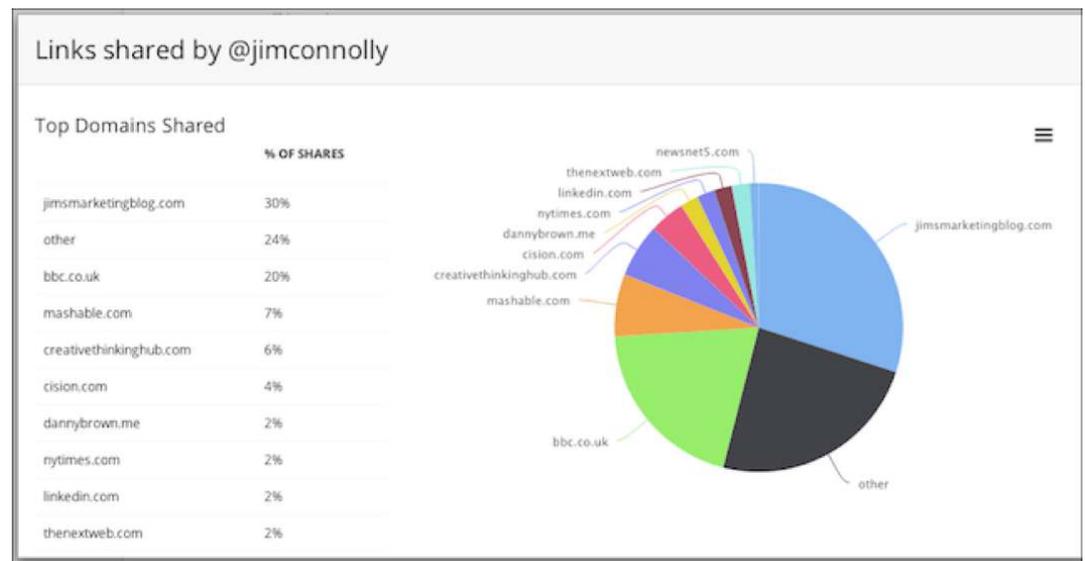
This process can be automated to some extent using a CRM with unified communications and social built in. Tools like [Nimble](#) are very powerful for this purpose.





Build Relationships First

Now that have our list we go to work on building relationships. We never pitch story ideas or ask for links or tweets until we've established relationship based on value. One of the first things we do in most cases is to follow every member on our list by putting them in Twitter lists and Google+ Circles. We also subscribe to their blog feed using [Feedly](#), as well as their newsletters and other forms of content. Obviously if you want to build a relationship you must take the time to get to know their content habits, behaviors, and needs.



BuzzSumo shows me what kind of content Jim Connely – a small business influencer – shares so I can know what he reads and where he likes to get his information.

Next we begin the practice of sharing their content with our follower, posting relevant and useful comments on their content and, where appropriate, featuring their content in our own blog posts, emails, and newsletters.

All of this effort is aimed at gaining some recognition and building a relationship based on mutual content goals. At this point, we may reach out and directly share something that we think they might find extremely relevant – hopefully something they might want to blog about or use as a data point in an upcoming post.

Add Guest Blogging To Your Editorial Plan

In addition to our targeted Influencers, we also build a list of potential guest blog post opportunities. We are looking both for places that we can post and potential writers that may have great content to share on our blog. The reason this is such an important element is that we can often find blogs that won't respond to covering some topic, but





would love a well thought out blog post.

In addition, when we add guest posts to the mix of content on our own blog we often find that our content is more diverse and we start to build relationships with bloggers who wish to pro-mote their content featured on our site. Of course, we also vigorously promote our guest posts run on other blogs.

You may find there is some cross over here from your influencer list, but we also use keyword searches on BuzzSumo and Topsy adding the term “guest post” to help build our guest post plan.

Expand With Strategic Partnerships

Finally, we look to blow up one or two significant pieces of content every so often. We’ve found that one of the best ways to do this is through collaboration and cobranding.

Our first approach is to take an eBook, tip sheet or case study and offer to let a strategic partner or Influencer cobrand the already proven content to share with their audience. This often allows us to gain introduction to large groups of prospects and is welcomed by partners who know they should be producing more content.

Another approach is to jointly create a long form post, infographic or even eBook with a strategic partner. Quite often one partner may have big data to share while another wants to showcase their killer graphic design skills and collaboration creates an impressive end product that just may get picked up by numerous blogs and influencers as you co-promote with your partner or partners.

Yes, content marketing is work, but it is the most effective way to generate leads for any business that wants to compete on expertise and authority rather than price.

Now that you have an idea of how to create and market your content, it is now time to think about how to make your content marketing efforts more efficient. Here are several tools I use at Duct Tape Marketing to streamline our content plan and collaborate with the with my team.





5 Tools That Change the Way I Do Business

By John Jantsch

I write about lots of tools, but mostly tools that help you do a better job with marketing or social media or SEO. Today I want to spend some time sharing tools I use to run my business.

Like so many folks these days, I've assembled a team that includes in office staff, remote staff and third party collaborators for projects and specific business services.

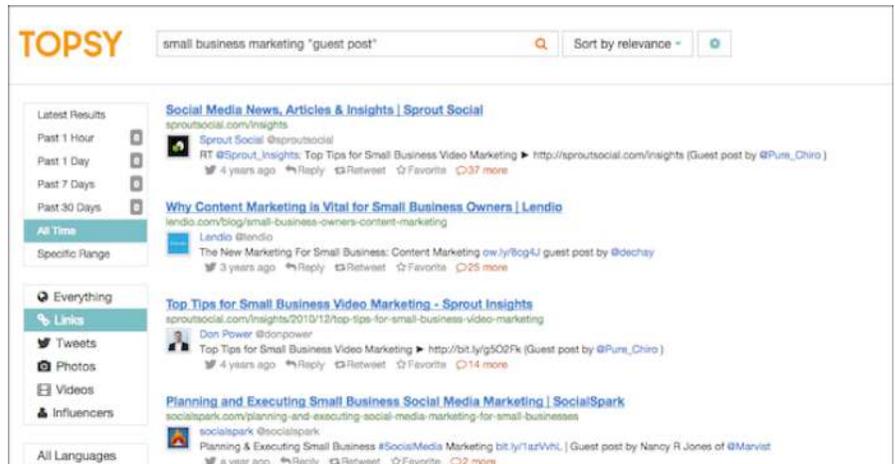
I've spent many years juggling communication and managing projects in what could only be described as something akin to a stack of file folders laced with email.

I tried this project management tool and that task list making tool, but once I totally reframed what a project could be, the tools became incredibly more useful.

What we've begun to realize is that business is little more than a series of systems. And every system, a series of processes, and every new initiative, simply a project, and every project simply a series of tasks. Okay, stay with me here, but when you start to view your business with this kind of thinking, you can start to organize everything around the smallest unit possible - the task.

So, now a task is as simple as reading an article or sending an email. When you start to adopt this view you can start to see how you might organize and track the fact that most everything you want to accomplish in your business can be deemed a project (and remember a project is just a bunch of tasks.)

We use [Asana](#) to organize everything as projects. Asana makes it very easy to create and report on tasks associated with projects and, of course, you can bring anyone from outside into a project. The key to making this tool really click for me was when I decided anything can be a project. My daily plan, our weekly staff meeting, even my goals for the year are now in Asana as projects. The net effect, as Asana rightly promotes as a value proposition, is far greater organization and far, far less internal email.



Searching Topsy to turn up guest post possibilities for my chosen topic.





We turned to [Pocket](#) as a way to organize content. We save content to read later, content related to a research project, content that we want everyone to see, and content we are curating for clients.

We starting employing [Smartsheet](#) as a way to create marketing and editorial calendars for clients and found that it allowed us to think about projects and proposals from a spreadsheet mindset instead of a document mindset. When I started doing this, proposals got a lot easier to create because I thought about money and backed into them. Mind you, this isn't the best or only way to create plans, but it's another way to view the same problem from a different angle, and I can't tell you how important that distinction is when you're trying to keep your creative muscles engaged.

Documenting processes via [Process.st](#) was the next big step in embracing our systems thinking. Imagine the value of creating assets out of your proven processes and then turning those assets into checklists that allow anyone in your business to immediately grasp how to make decisions. We divided our processes up by creating a functional org chart that focuses on what needs to be done rather than who's doing what. This step allowed us to create a giant list of the processes that need eventual documenting and the subsequent priority in terms of tackling the creation.

Lastly, we improved our communication internally and externally using a tool called [Hipchat](#). Hipchat is instant messaging powered by chat rooms. This way we can create team chat windows that allow for individual chats and group chats and segregate them by topic. We can also share files and links and initiate audio and video chat sessions on the fly. Essentially, this is chat organized and structured with search.

Some of these tools have cross-over functionality, but we've adopted and integrated them in a way that I believe will make our business run better and ultimately make it more valuable.

Our weekly newsletter involves many links to great articles that helps reinforce the pillars of the Duct Tape Marketing System. This month, we found this great article from Michael Brenner of NewsCred. Michael does a great job of outlining why a content strategy is necessary in your marketing plan, and outlines several of his tips for creating a successful marketing strategy. you can find the original post [here](#).





How to Plan and Build a Successful Content Marketing Strategy

By Michael Brenner

Did you know that every day on the internet:

- There are 4.75 Billion pieces of content shared
- There are 1.8 Billion photos uploaded
- There are 700 Million Snapchats
- There are 500 Million tweets
-

Marketing, as we know it, is being transformed right in front of our eyes. More and more messages are being promoted every day, on more channels, and as a result, consumers are learning to simply tune out the noise.

Because of this, brands must leverage content marketing to deliver the useful information necessary to educate and build trust with their audiences. But they often fail to document what they are trying to achieve, how they will get it done, and what measures will prove success.

Yesterday I presented to more than 600 attendees of the NewsCred #ThinkContent Webinar:

“How To Plan And Build A Successful Content Marketing Strategy.”

I presented:

- The key factors for content marketing success
- The core components of a content marketing strategy
- I answered the main questions of how to build a solid content marketing strategy





I shared my secret that effective content marketing was relatively simple:

“The buyer journey is nothing more than a series of questions that must be answered.” ~ IDC

I shared the Content Marketing Institute’s more formal definition of content marketing:

“Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.” ~ Content Marketing Institute

And I shared the rallying cry for why we need to change:

“We have to stop interrupting what people are interested in, and be what people are interested in.” ~ Craig Davis (former Chief Creative Office – J. Walter Thompson)

Backed by research and our own customer engagements, I covered

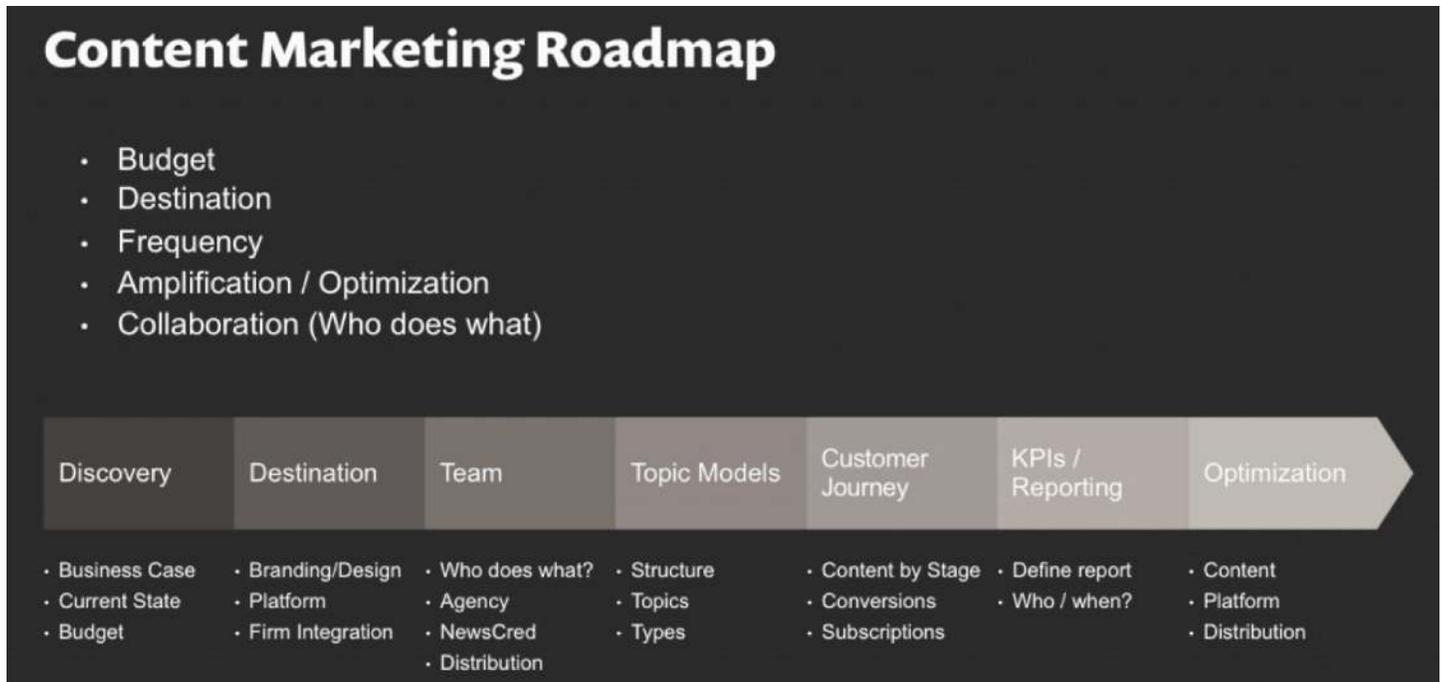
The 6 factors to content marketing success:

1. Document content strategy
2. Have someone in charge of content
3. Consistently publish quality content
4. Map content to buyer journey
5. Balance Paid, Owned, Earned Media
6. Track Content Marketing ROI



I also showed our “money slide:”

The Content Marketing Roadmap



I provided an example and a template for anyone to develop:

Your Content Marketing Mission Statement

Become a destination for [target audience] interested in [topics]. To help them [customer value].

This will help us [your content marketing goals]

- Earn your audience’s attention vs. just buying it
- Reach, engage and convert NEW buyers

AmEx Open Forum Example: Help Small Businesses Do More Business. To become the largest source of inbound leads.

I provided spreadsheets to help anyone conduct a content audit and measure their content marketing results:





- One-third of your budget on content
- One-third of your budget on paid distribution

For The Content Budget:

- One-third of your budget on licensed content
- One-third of your budget on original content
- One-third of your budget on User Generated Content (UGC) or co-created content with employees, influencers, customers

This also works when you consider the Hollywood model of budgeting for movies where 50% of the budget goes to production of the content and 50% of the budget goes to distribution.

One comment about the “rule of thirds.” The mix ends up being different for every brand. The point is to start with this as a budget assumption. Once you start publishing and measuring results, you can optimize the budget for superior content marketing results.

We also had a number of guest posts on our blog, including one from Jesse Aaron, a social media blogger for Mashout. He broke down ways to market like a big business on a small budget.

Using Large Business Tactics on a Small Business Budget

By Jesse Aaron

You won't find your local pizza shop in the Super Bowl advertising line-up, but you will find Papa John's there. You won't find your local shoe store sponsoring an Olympic team, but you will Nike there. However, there's a strong chance the regional Papa John's and Nike outlets have not heard of the local charity run or annual Turkey bowl. Although their brand presence and marketing budgets are vast, they don't always have their finger on the pulse of local events – but small businesses do. They're engrained in the fabric of communities and they can use that to their advantage.

Small businesses have these advantages manifest as we convert the marketing tactics
ducttapemarketing.com | facebook.com/ducttapemarketing | twitter.com/ducttape



and campaigns of large businesses into a smaller formula. Let's explore a few of them.

Strategic Branding Opportunities

Red Bull has molded their brand image to offer shareable and engaging media channels. Think of Felix Baumgartner and his record-breaking free-fall from 128,000 feet above the Earth's surface. His most prominent sponsor was Red Bull. What they've done is affiliate their brand with various stunts and events that are complete media magnets. Even if nobody is paying close attention to the brand and sponsor information, these televised events will be shared for years to come and because of that it's next to impossible for the brand to go overlooked.

Now, there's absolutely no way that a small business could hope to match that kind of media coverage, at least not right away. That said, it's entirely possible to create something highly shareable and engaging that spreads like wildfire, or becomes a social phenomenon so-to-speak. That shouldn't be your focus or goal, however.

A small business can adopt a similar strategy by sponsoring local events and charities. Attending talent shows at neighboring schools and featuring one of the local acts is a great way to simultaneously promote localization and attract eyeballs. Who knows, they might be the next Felix Baumgartner.

Take Advantage of Emerging and Real-Time Marketing Opportunities

This doesn't pertain to any one brand, but instead several. Ever notice how the big names always seem to tie their marketing and advertising campaigns into real-time events and opportunities? For example, just take a look at how [Coca-Cola](#) and [Oreo](#) have tied their brand messages into the Super Bowl.

Along a similar vein of tied-in-branding, small businesses can hop on any relevant trends that sprout on social media. Remember the ice bucket challenge? Everyone and their cat posted a video of that, but the playing field was open to everyone. Countless brands and individuals of all sizes were scoring views and traffic due to their creative take on the challenge.

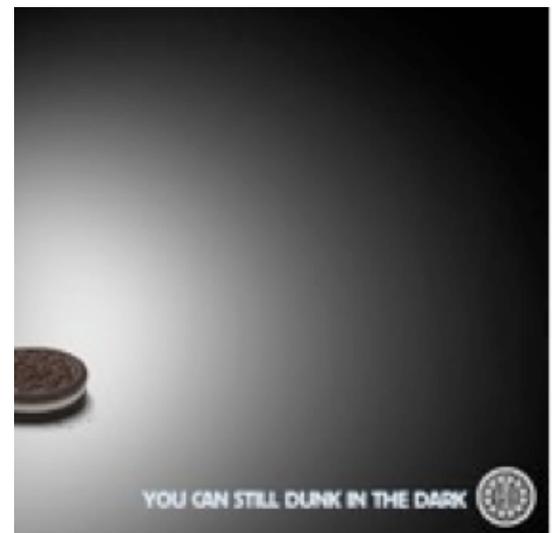


photo credit: [Oreo's Twitter Feed](#)



Create Content Based on Popular and Relevant Search Terms

Another playing field that can be a bit more forgiving than traditional advertising is the results page for search terms. Google factors in locations so when someone starts looking for pizza both local and chains will show up. Pizza Hut will never be able to compete with a locally renowned pizza shop.

When we start looking at the most popular and relevant search terms about our business we uncover paths to content. For example, if we sell mice traps and we notice many people are searching for tips on how to trap mice humanely, we could make both physical and digital cards to send out to customers and friends.

For small businesses with a creative team, we can reimagine search terms as visual content. I came across a great example of this recently with an infographic showing how much Americans spend on cars. I was searching for the average price someone spends on a car and this was just a small auto-parts shop, but they effectively turned a popular search term into an engaging piece of content.

Flex and Flaunt Expertise

Famous brands consistently try to market themselves as the best, the brightest, and the biggest. Almost every hot tech company today can fuel that initiative because they attract the best and the brightest – but not of all of it.

According to a survey commissioned by the Freelancers Union, 34% of the American workforce freelances. The small web design shops and creative studios can easily home talent on par with the largest businesses. Think about the local mechanic or barber who has dedicated their life to the trade. We're accustomed to seeing slogans like “#1 practice” or “top-rated in the area” and while this is definitely effective branding, more can be done to actually show expertise.

Blogs and video channels open the door to create educational materials such as tutorials and guides that can help convert potential customers. Local events also present opportunities to demo products or teach classes. Universities are also constantly on the lookout for experts of various industries to give lectures and in-class speeches, which can open your own business to fresh talent.





Monthly Favs

Every month I like to collect some of my favorite links and tools to help take your marketing efforts to the next level. Here are my monthly favs.

ToutApp – Sales tool with email tracking, templates, and analytics

RiteTag – Social media tool that automatically helps you find the best hashtag for a post

PayBoard – Intelligent navigation for your website helps get people to the right information

Achievo – Goal setting and sharing app to help you stay on track

Embed.ly – Use Cards to embed and share content on your WordPress blog

Viral Content Buzz – Network that gets your content shared by sharing other people’s content

Yapp – Create your own mobile app for free

Panda – Daily news feed that keeps you up to date on the best content

Discover.ly – Chrome extension that allows you to see social connections in your email

The Duct Tape Marketing System

Thank you for your interest in the Duct Tape Marketing System and our introductory module, Marketing Strategy. If this content interested you, I urge you to join our exciting new online course at DuctTapeMarketingSystem.com. There you can find even more content on this subject as well as the other aspects of the Duct Tape Marketing System.

When I created the Duct Tape Marketing System, I sought out to impact as many small businesses as possible by installing a practical and effective marketing system that ensures ongoing marketing success and growth. The course includes the many modules of the Duct Tape Marketing system as well as a community of consultants and small business owners to help you achieve your goals. I am confident that this new course will help your business, and I hope you take advantage of this opportunity.





Talking Logo Worksheet

One of the strategies we employ in the Duct Tape Marketing System is the talking logo. Every company and employee should have a talking logo as an answer to the question “What do you do?” Attached is one of the many assets you will find within the Duct Tape Marketing System, a worksheet to help you define your own talking logo.





Talking Logo

Like a traditional printed logo, a talking logo is a tool that allows your firm to verbally communicate the single greatest benefit of doing business with your firm. A talking logo is a short statement that quickly communicates your firm's position and forces the listener to want to know more.

Company Name

Date

WHAT DO YOU DO FOR A LIVING?

Your Talking Logo is created in two distinct parts.

PART 1

Addresses your target market

PART 2

Zeroes in on a problem, frustration or want that market has.

You *know* you have a great talking logo when a person hears you deliver it and immediately says,

"Really, how do you do that?"

PATTERN

Action verb, (*I show, I teach, I help*)
target market, (*business owners, homeowners, teachers, divorced women, Fortune 500 companies*)
how to xxxx = *solve a problem, get a result or meet a need.*

WHAT DO YOU DO FOR A LIVING?

MAKE YOUR LOGO POWERFUL

In order to make your Talking Logo truly powerful you'll need to have a complimentary statement that tells them just how you deliver on your promise when the listener inevitably asks to know more.

How Do You Do THAT?