

JADE TINNER
"THE BRAND ENHANCER"

THE
BRAND
ENHANCEMENT
Blueprint

MARKETING 101
GUIDE & WORKBOOK

THEBRANDENHANCER.BIZ

A NOTE FROM THE AUTHOR

MARKETING IS NOT JUST SOCIAL MEDIA

Thank you for ordering your Brand Enhancement Workbook!

I'm thrilled to have you join me and so many others on this journey to elevate your business through effective marketing strategies. This workbook is designed to guide you step-by-step, providing the knowledge and tools you need to develop and execute a comprehensive marketing plan.

"Marketing: Beyond the Scroll" is our mantra, reminding us that true marketing success goes far beyond social media posts. Together, we will explore the full spectrum of marketing, from understanding your target audience and crafting your brand story to utilizing various channels and measuring your success.

As you work through these pages, remember that this is a space for growth and discovery. Feel free to jot down your thoughts, ideas, and questions. Our goal is to equip you with the skills and confidence to take your business to new heights.

Let's get started and transform your marketing approach from ordinary to extraordinary!

Jade Tinner



BUSINESS GOALS 01

Write down your specific, measurable, achievable, relevant, and time-bound goals.

SHOW-OUT 02

List your business's strengths, weaknesses, opportunities, and threats.

BUYER PERSONA 03

Create detailed customer personas including demographics, psychographics, geographics, and behavioral traits.

MARKETING CHANNELS 04

Identify which channels you will use and why. Justify each choice.

MARKETING CALENDAR 05

Create a monthly, weekly, and daily calendar for your marketing activities.

BUDGET 06

Outline your marketing budget and allocate funds to each channel.

MAC KPI 07

Define your KPIs and the tools you will use to track them. Plan for regular reviews and adjustments to your strategy.

Step 1: Define Your Business Goals

Let's get SMART with our goals!

| <i>Definition</i> | <i>Your Goals</i> | <i>How to Make It Happen</i> |
|--|-------------------|------------------------------|
| Specific <i>Clearly define what you want to achieve.</i> | | |
| Measurable <i>Ensure you can track your progress.</i> | | |
| Achievable <i>Set realistic goals.</i> | | |
| Relevant <i>Align goals with your business objectives.</i> | | |
| Time-bound <i>Set a deadline for achieving the goals.</i> | | |

Step 2: SHOW-OUT

Also known to some as the SWOT analysis

S - Strengths

Internal factors that are favorable.

Example: High-quality products, strong customer service.

O - Opportunities

External factors that could be advantageous.

Example: Increasing demand for eco-friendly products.

H - Hazards (Threats)

External factors that could cause trouble.

Example: Competitive market, economic downturn.

W - Weaknesses

Internal factors that are unfavorable.

Example: Limited online presence, small marketing budget.

Step 3: Buyer Persona

Basic Demographics

Age

Income

Gender

Education

Where do they live?

What do they do?

What are their behaviors?

What are your frustrations?

Your ideal customer is...

Step 4: Choose Your Channels

Traditional Marketing: Print ads in local magazines.

Digital Marketing: SEO, social media, email marketing.

Guerrilla Marketing: Creative public displays.

Influencer Marketing: Collaborate with local influencers.

Relationship Marketing: Implement loyalty programs.

Event Marketing: Participate in trade shows and host webinars.

Select the most effective channels based on your target audience and goals.

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How will you execute through these channels?

Step 5: Your Marketing Calendar

Plan your marketing activities on a monthly, weekly, and daily basis.

Example

January: Launch New Year promotion, send email newsletters.

February: Run a Valentine's Day social media contest.

Monthly: Major campaigns, promotions, and events.

Weekly: Content creation, social media posts, email newsletters.

Daily: Monitoring and engagement.

Weekly Marketing Checklist

Sunday

- Light Engagement
 - Respond to comments & messages
- Schedule post for the week

Monday (Social Media Management)

- Schedule posts for the week on all active platforms.
- Engage with followers: respond to comments and messages.
- Content Creation
 - Write and design content for blog posts, social media, and email newsletters.
- Analytics Review
 - Check website traffic, social media engagement, and email open rates.
- Note any significant changes or trends.

Tuesday (SEO Task)

- Update website content with targeted keywords.
 - Optimize meta descriptions, titles, and tags.
 - Check for broken links and fix them.
- Email Marketing
 - Draft and send weekly email newsletter.
 - Segment email lists for targeted campaigns.
- Engagement
 - Participate in relevant online communities and forums.
 - Comment on industry blogs and share useful information.

Thursday (Advertising)

- Review and adjust PPC campaigns.
 - Analyze ad performance and optimize for better results.
- Video Marketing
 - Create and edit videos for YouTube or social media.
 - Plan a live streaming session or webinar.
- Market Research
 - Stay updated with industry trends and news.
 - Identify new marketing opportunities or threats.

Wednesday (Content Distro)

- Publish new blog post or article.
- Share content across all social media platforms.
- Submit articles to relevant directories and websites.
- Networking
 - Reach out to influencers and potential partners for collaborations.
 - Attend or register for virtual industry events and webinars.
- Customer Feedback
 - Send follow-up emails to recent customers.
 - Collect and analyze customer feedback for insights.

Friday (Review Performance)

- Analyze weekly marketing performance metrics.
 - Compare results against goals and identify areas for improvement.
- Plan for Next Week
 - Update the content calendar based on this week's performance.
 - Set new goals and adjust strategies if necessary.

Saturday

- Read marketing books, articles, or take online courses.
- Explore new tools or software to improve marketing efforts.

July 2024

Use this to plan your marketing for the next 30 days!

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 30 | 01 | 02 | 03 | 04 | 05 | 06 |
| 07 | 08 | 09 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | 01 | 02 | 03 |

August 2024

Use this to plan your marketing for the next 30 days!

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 28 | 29 | 30 | 31 | 01 | 02 | 03 |
| 04 | 05 | 06 | 07 | 08 | 09 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

September 2024

Use this to plan your marketing for the next 30 days!

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 |
| 08 | 09 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 01 | 02 | 03 | 04 | 05 |

October 2024

Use this to plan your marketing for the next 30 days!

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 29 | 30 | 01 | 02 | 03 | 04 | 05 |
| 06 | 07 | 08 | 09 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 01 | 02 |

November 2024

Use this to plan your marketing for the next 30 days!

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 27 | 28 | 29 | 30 | 31 | 01 | 02 |
| 03 | 04 | 05 | 06 | 07 | 08 | 09 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

December 2024

Use this to plan your marketing for the next 30 days!

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 |
| 08 | 09 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 01 | 02 | 03 | |

Step 7: MAD KPIs

Measure and Adjust Define Key Performance Indicators (KPIs) such as sales growth, website traffic, and social media engagement.

Google/Yelp Analytics

Social Media Insights

CRM Data

Ad Insights

What KPIs are you tracking? (Traffic, engagement, clicks, etc.)

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What tools will you use to track this activity?

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How frequently will you review this activity?

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KPIs: Increase website traffic by 30%, achieve a 5% conversion rate.
Tools: Google Analytics, Hootsuite for social media, Mailchimp for email marketing.
Review Frequency: Monthly evaluations and quarterly adjustments.

Free Software and Digital Platforms for Marketing

1. Social Media Management

Hootsuite Free Plan: Schedule and manage social media posts across multiple platforms.

Buffer Free Plan: Schedule posts and analyze performance on social media.

Later: Visual planner for Instagram, Facebook, Twitter, and Pinterest.

2. SEO Tools

Google Analytics: Track and report website traffic.

Google Search Console: Monitor, maintain, and troubleshoot your site's presence in Google Search results.

Ubersuggest: Keyword research, domain overview, and competitive analysis.

Yoast SEO: WordPress plugin to optimize your website's SEO.

3. Content Creation

Canva: Design graphics for social media, blogs, presentations, and more.

GIMP: Free image editing software similar to Photoshop.

Pexels: Free stock photos and videos.

Unsplash: High-quality free photos for personal and commercial use.

Lumen5: Create videos from blog posts and articles.

4. Email Marketing

Mailchimp Free Plan: Email marketing service with templates and automation for up to 2,000 subscribers.

MailerLite: Email marketing service with a free plan for up to 1,000 subscribers.

Benchmark Email: Free email marketing platform with basic features.

5. Project Management

Trello: Organize tasks and projects with boards, lists, and cards.

Asana Free Plan: Task and project management tool for teams.

Notion: All-in-one workspace for notes, tasks, databases, and collaboration.

6. Customer Relationship Management (CRM)

HubSpot CRM: Manage contacts, track deals, and automate tasks.

Zoho CRM Free Plan: CRM with lead management, sales pipeline, and marketing automation.

Bitrix24: CRM and project management tool with a free plan.

7. Website Builders

WordPress.com: Free website builder with customizable themes.

Wix Free Plan: Drag-and-drop website builder.

Weebly Free Plan: Easy-to-use website builder with ecommerce capabilities.

8. Survey and Feedback Tools

Google Forms: Create surveys, quizzes, and polls.

SurveyMonkey Free Plan: Create surveys with a limited number of questions and responses.

Typeform Free Plan: Interactive forms and surveys.

9. Video Creation and Editing

iMovie: Free video editing software for Mac users.

OpenShot: Open-source video editor.

Animoto: Create professional videos with ease.

10. Analytics and Insights

Google Data Studio: Create customizable reports with data from various sources.

Hotjar Basic Plan: Heatmaps, session recordings, and feedback tools for website optimization.

MozBar: Free SEO toolbar for research on the go.

11. Collaboration and Communication

Slack Free Plan: Team communication and collaboration tool.

Microsoft Teams Free Plan: Collaboration tool with chat, video conferencing, and file sharing.

Zoom Basic Plan: Free video conferencing for up to 100 participants.

12. Ecommerce Platforms

WooCommerce: Free WordPress plugin to create an online store.

Shopify Free Trial: Limited-time free trial to build an online store.

BigCartel Free Plan: Ecommerce platform for artists and makers, free for up to 5 products.

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A strong personal brand creates a bond with your customers before you attempt to market your products or services to them. It means they are already on your team and want you to succeed.

Now that the idea of personal branding has been well-established in your mind, it is time to begin, or revamp, your own.

jade
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