



BOSS

Build Your Business' Marketing Strategy from Scratch

A Step-By-Step Guide

In this easy-to-follow handbook, you'll learn how to supercharge your marketing strategy and build an engaged community around your brand.

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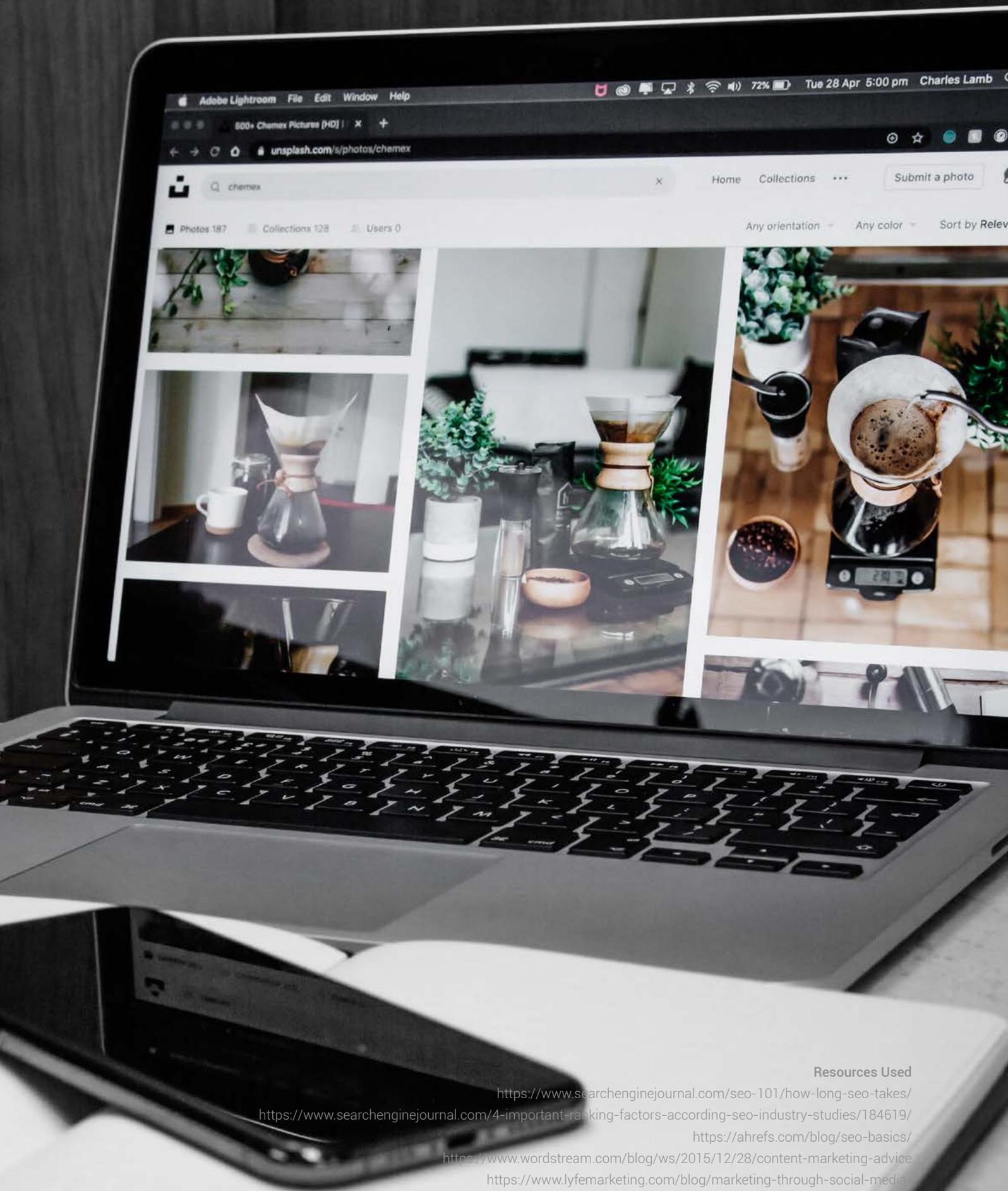
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Still not sure about Boss Agency? This may ease your mind.





Resources Used

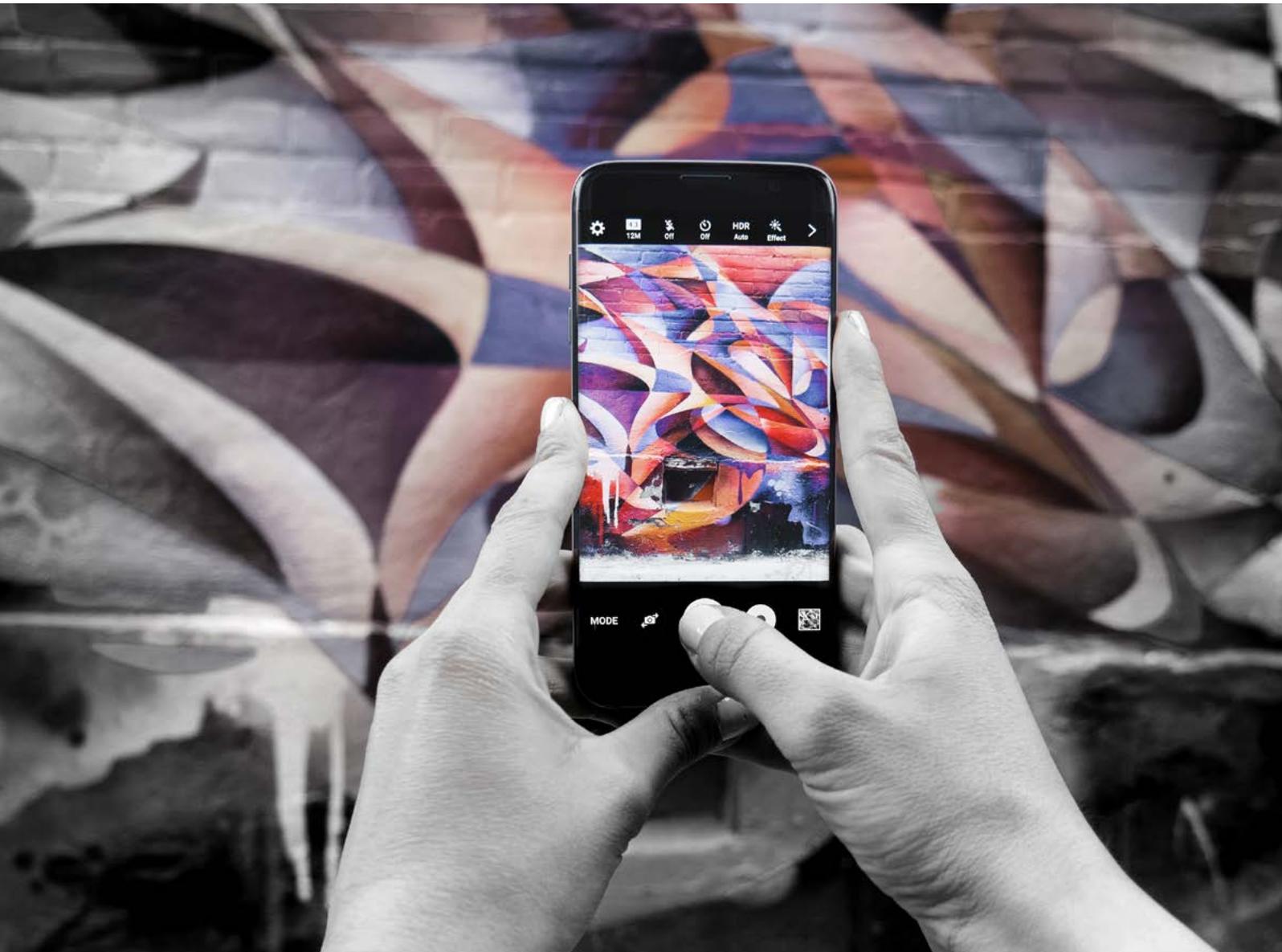
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Lesson 01

Here's Why You Need to Mix Up Your Marketing Strategy

Do you find yourself doing the same old-school marketing tactics with diminishing returns?

That's because, in our increasingly digital world, traditional marketing tactics are no longer effective. Once upon a time, billboards, print ads, radio spots, and tv commercials reigned supreme. But, even if you had the marketing budget to afford one of these expensive platforms, it wasn't a good use of your resources—not then and definitely not now.



In addition to being costly, traditional marketing has a ton of drawbacks, such as limited reach, poor lead conversion, lack of interaction with your audience, and the inability to measure ROI.

With the advent of the Internet, traditional marketing seems like a relic of yesteryear. Magazines and newspapers are out of print and online. TV has been replaced by YouTube. Podcasting killed the radio star.

If your traditional marketing efforts have failed to pay off, it's time to mix things up and go digital.

Start with this guide. In the following lessons, we'll share how to create a strategy that integrates the main (and most effective) components of digital marketing, including SEO, content marketing, social media marketing, and email marketing.

Before we dive into the individual digital marketing components, it's important to identify your target customer. Figure out who you'd like to reach with your marketing. (Hint: Think small if you want to be successful.)

You're not speaking to everyone in the world. You're speaking to a select few— the people who need your product and are willing to pay for it. This is the only group to worry about when coming up with a digital marketing strategy.

Consider the problems that your customers have and the online places where they go for help. Think about what questions they may have and what will motivate them to buy.

Next, pinpoint your goals. What specific goals would you like to hit with your marketing? It's not enough to say "I want to generate more leads." Insert a specific number, like 500 or 1000. Then, attach a deadline. "I want to generate 500 leads within the next 90 days."

After you've set a goal, you must create a realistic plan of attack.

Decide the methods you'll use to reach your goal and assign responsibilities. Measure your efforts by focusing on key metrics like overall website traffic, most visited pages, social media interactions, email opens, and lead-to-customer conversion rate.

This is an overview of what you'll do to meet your marketing objectives, but don't worry. In this guide, we'll break everything down into bite-sized pieces. By the end of this guide, you'll have the tools and tips to build your digital marketing strategy from scratch. We'll also help you formulate the right marketing mix to reach your target audience. You'll learn how to use digital marketing to attract leads, convert leads into new customers, and turn new customers into loyal brand advocates. Are you ready?

Let's get started!



Why is innovation in marketing important?

If you want your business to grow, you need to innovate.

Innovation marketing identifies future and new market opportunities and researches customer needs. It plays a role in all phases of the innovation process by ensuring new products and services are geared to the market and customers, and most importantly, to increase revenue opportunities.

Is email marketing still effective?

The most valuable tool in your social marketing toolbox is your list of customers' email addresses. Just think about it: there are roughly 3.8 million people using email today and they aren't ruled by algorithms.

Emails are personal and if you use a simple tool like Mailchimp, you can create beautiful email campaigns that allow you to control your marketing and sales message. Also, tools like that tell you exactly who is opening your emails, what they do with them, and what they do if they then visit your website.

How important are keywords in content marketing?

Content needs to be useful and needs to solve a problem. Hence, keywords are used to reach people who are searching for answers. Once you know what keywords are trending or are popular, you'll be able to produce content that is useful to the reader.

All content marketing depends on keyword-enriched content to generate traffic and high search engine rankings. The most appropriate places for using keywords are the header tags, tags, meta descriptions, alt tags, URLs, ads, content, content headlines, and page titles. However, it is important to use keywords as a guide only and not to bog down your content with them. One mention or two is more than enough.



Ready to build a brand that you love?

Boss Agency can help you develop your brand and content marketing strategy from scratch. Let's partner together to create an awesome future for your business.

Set up a consultation
call now.