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MARKETING STRATEGIES 2021

MY BUSINESS BACKGROUND



- Co-Founder – The Original Business Club - 2021
- Founder – Joseph Creative Business -2015
- Co-Owner Rosedale Letting Agents – 2011
- Co-Owner – MPSK -2010
- Co-Founder – Rosedale Property Agents -2002



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QUESTIONS

PLEASE DROP YOUR QUESTIONS INTO THE CHAT AND I'LL ANSWER AT THE END

PRE-STRATEGY — SELF AWARENESS

- ARE YOU HAPPY IN YOUR BUSINESS?
- STOP DOING THINGS THAT MAKE YOU UNHAPPY
- FIND YOUR MOJO - MOTIVATION & EXECUTION (ENERGY)
- TIME MANAGEMENT — DOUBLE YOUR TURNOVER
- LIFESTYLE ? - STAFF ?

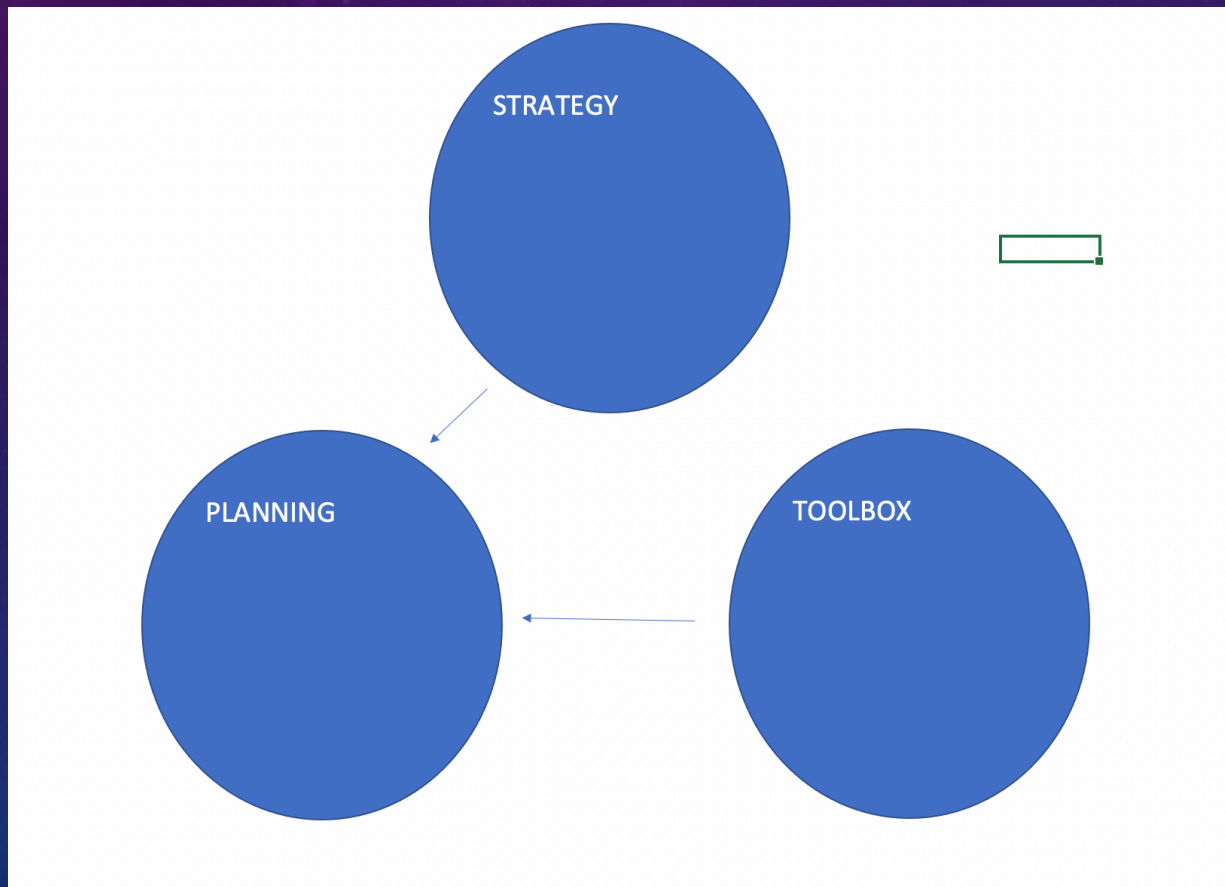


THE OVERVIEW – WHAT IS A STRATEGY?

SIMPLE – YOU PLANNED TO DO IT !



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STRATEGY - GROWTH AREAS

CORE MARKETING PRINCIPLES (NOT HACKS)

- DIFFERENTIATION (YOUR USP)
- IDENTIFY YOUR AUDIENCE
- INTENSITY – FOCUS
- BRAND
- DATA
- TECHNOLOGY
- SET STRETCH GOALS



STRATEGY - GROWTH AREAS - CUSTOMERS

- EDUCATION NOT HARD SELLING
- EXISTING CUSTOMERS - EXISTING SERVICES
- EXISTING CUSTOMERS - NEW SERVICES
- ACQUISITION
- NEW CUSTOMERS - EXISTING SERVICES
- NEW CUSTOMERS - NEW SERVICES
-
- LIFE TIME VALUE (LTV)



STRATEGY - GROWTH AREAS - SERVICES

- REVIEW SERVICES – 80 / 20 PARETO PRINCIPLE
- 80% OF THE OUTCOMES ARE COMING FROM 20% OF CAUSES
- WORK WITH CUSTOMERS TO IDENTIFY NEW SERVICES



STRATEGY - GROWTH AREAS

THE TARGET AUDIENCE - ACQUISITION

- IDENTIFY THE AUDIENCE THAT YOU WOULD LIKE TO WORK WITH
- MIRROR MARKETING – ATTRACT SIMILAR CUSTOMERS
- WHAT WILL MOTIVATE A CUSTOMER TO BUY FROM YOU?
- WHAT TACTICS CAN YOU DEPLOY TO ATTRACT OR DISTRACT THEM TO YOU?



STRATEGY - GROWTH AREAS RESEARCH



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- RESEARCH YOUR MARKET
- YOU ARE NOT ALONE
- WHAT ARE YOUR COMPETITORS DOING (BE CAREFUL)
- DON'T BE A COPY CAT
- HOW ARE YOU / YOUR BRAND POSITIONED

PLANNING

MARKETING TOOLBOX – (EXTRACT)



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Marketing Toolbox

LinkedIn Company Invites & Events
LinkedIn Social Media Posts & Pods
Facebook Company & Personal
Instagram
You Tube
Pod Casts
Webinars
Email Marketing
Social Media Paid Ads
Prospector Packages
Tele Sales
Database Building
Database Segmentation
Blogging
Influencers
Direct Mail - Post
Google Ads

Networking
Chat Software
Google Analytics
Visitor Ip Tracking
Remarketing
Exhibitions
SEO
CRM
Website Design
Newsletters
Radio Advertising
Newspaper & Magazine Advertising
Referrals
Flyers
Catalogues
Merchandising
Autoresponders & Automation

PLANNING - THE ART OF COMMUNICATION



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- CREATE A WEEKLY / MONTHLY COMMUNICATIONS PLAN
- SPLIT INTO TWO KEY CATEGORIES
- PROSPECTS & CUSTOMERS
- IDENTIFY WHICH TOOLBOX ELEMENTS YOU WANT TO DEPLOY
- MAXIMISE SOCIAL MEDIA – PERSONAL & COMPANY
- CONSIDER YOUR MARKETING BUDGET

UPCOMING EVENTS. 11TH FEBRUARY 2021



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PAID EVENT £39 - FOLLOW UP EVENT – CREATING MARKETING PLANS



UPCOMING EVENTS – 23RD FEBRUARY 2021



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FREE EVENT -TOP 6 LEAD GENERATION IDEAS £ FREE



UPCOMING EVENTS – 11TH MARCH 2021



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PAID EVENT - £39 – LINKEDIN MASTER YOUR PROFILE



OVER 20 EVENTS DURING 2021



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- <https://events.josephcreative.co.uk>

MASTERMIND & CONSULTANCY 2021



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- GUARANTEED RESULTS OR MONEY BACK
- Mastermind Group
- <https://events.josephcreative.co.uk>

Q & A



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- RESPONSE TO CHAT QUESTIONS

CONTACT US



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