



Hi There.

I AM GINA PEARCE - BUSINESS CLARITY COACH

I am so glad you could make it today for the 90-Day Marketing and Content Strategy Workshop. By the end of this workshop, you should have a clear understanding of:

- What to include in your Brand Bible,
- Knowing your Ideal Customer Avatar,
- Identifying which platforms and activities to focus on,
- Curating your content pillars,
- Understanding which marketing metrics to measure,
- Creating a 90-day marketing and content strategy to implement.

This may seem like a lot, but this workbook is designed to assist you in working through these elements and to serve as a reminder and guide after you leave. I truly hope you find immense value in this workshop and that it helps your business shine.

Let's do this!

GINA PEARCE

BRANDING

Is branding only relevant for big businesses?

Often, we associate brands with large corporations such as Apple, Xero, and Disney, to the extent that the term 'brand' is sometimes synonymous with globally renowned businesses. However, this perception is not entirely accurate. Any business, regardless of size, can establish itself as a brand, provided it has a consistent and authentic brand kit that accurately defines its identity. Essentially, a brand represents the heart and soul of a business, purposefully communicated to its customers.

Isn't Branding just a logo and colour palette?

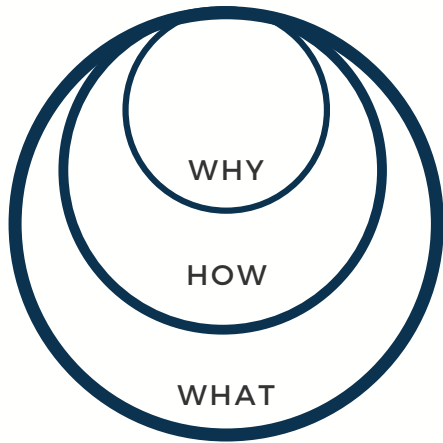
Unfortunately, many businesses spend thousands of dollars on designing their brand and perfecting the visuals, yet they often neglect the preliminary work of understanding what these visuals should communicate. Visual elements are just one part of a brand. Equally important are the brand's Values, Vision, and Voice. These components collectively help determine the brand's unique solution, its special 'secret ingredient', its price positioning, and its content pillars.

Why is Branding so important

Branding plays a crucial role in how businesses communicate who they are, what they do, and establish why they can be liked and trusted. It enables instant recognition of a business's services or products and associates them directly with the brand. Effective branding is about clear messaging that not only attracts your ideal customer but also converts them into loyal followers. In essence, humans are wired with inherent biases in our cognitive functions, making a consistent brand a seamless, frictionless experience.

START WITH WHY

"People don't buy what you do, they buy why you do it." Simon Sinek



Why - Your Purpose

What is your cause? What do you believe?

How - Your Process

What is special about how you do business?

What - Your Process

What do you do to carry out your purpose?

Why - Your Purpose

What is your WHY? Why do you want to start a business? Why do you want to start THIS particular business? What do you want to achieve?

How - Your Process

How do you want to achieve this? What is special about your business?

What - Your Process

What will your business do? What products or services do you plan to offer?

BRAND VISION STATEMENT

Brand Vision Statement

This statement embodies the overarching ideal that your brand strives to achieve for the future. It can range from being grand and ambitious to straightforward and down-to-earth. Importantly, it should reflect your 'WHY', as identified in the previous exercise.

IKEA

Vision Statement: To create a better everyday life for the many people.

TED

Vision Statement: We believe passionately in the power of ideas to change attitudes, lives, and ultimately, the world.

TOYOTA U.S.

Vision Statement: To be the most successful and respected car company in America.

GINA PEARCE

Vision Statement: To create more successful women-lead small businesses around the world

My Vision Statement - Draft

My Vision Statement - Final

MISSION STATEMENTS

Brand Mission Statement

This statement articulates your brand's mission in its current operations and future endeavors. It encapsulates the 'HOW' and 'WHAT' derived from the Simon Sinek exercise and represents a customer-centric rephrasing of your Brand Solution. This mission statement is intended for public dissemination.

Examples:

My Mission statement turned out like this:

I help fempreneurs level up their business by gaining confidence and clarity in their branding and marketing.

IKEA

Vision Statement: To create a better everyday life for the many people.

Mission statement: Offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

TED

Vision Statement: We believe passionately in the power of ideas to change attitudes, lives, and ultimately, the world.

Mission statement: Spread ideas.

TOYOTA U.S.

Vision Statement: To be the most successful and respected car company in America.

Mission statement: To attract and attain customers with high-valued products and services and the most satisfying ownership experience in America.

My Mission Statement

BRAND VALUES

Brand values are how you want your business to be perceived. They are the values that you must communicate in your messaging, content, and pricing.

- | | | |
|--|--|--|
| <input type="checkbox"/> Honest | <input type="checkbox"/> Affordable | <input type="checkbox"/> Religious |
| <input type="checkbox"/> Respected | <input type="checkbox"/> Eco-Friendly | <input type="checkbox"/> Helpful |
| <input type="checkbox"/> Open | <input type="checkbox"/> Equality | <input type="checkbox"/> Trustful |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Exclusiveness | <input type="checkbox"/> Diversity |
| <input type="checkbox"/> Generous | <input type="checkbox"/> Professional | <input type="checkbox"/> Innovation |
| <input type="checkbox"/> Leadership | <input type="checkbox"/> Quirky | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Authentic | <input type="checkbox"/> Unique | <input type="checkbox"/> Minimalist |
| <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Responsible | <input type="checkbox"/> Accessable |
| <input type="checkbox"/> Knowledgable | <input type="checkbox"/> Sportsmanship | <input type="checkbox"/> Teamwork |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Sentimental | <input type="checkbox"/> Collaboration |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> Cheerful | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Luxury | <input type="checkbox"/> Boldness | <input type="checkbox"/> Caring |

List your top FOUR values

BRAND FEELING

Fun questions to ask

What movie star would you choose to play your Brand and why?



What soundtrack reflects the mood of your brand?

What city or town personifies your brand?

What feeling do you want to give to your customers?

BRAND STYLE

Your brand style is a deliberate choice of images, colours, and text to evoke the feeling that you want your customer to experience and that which best describes your values.

Example

Stump and Co is an eco-friendly candle company that draws inspiration from the Australian bush and woodlands. They have selected three primary brand colours: Woodland Green, Rustic Orange, and Lake Blue-grey. The lifestyle imagery features a distinctly rustic appearance, enhanced by a deep rustic preset, which immediately conveys their Brand Style: Bush, Outback, Friendly, Sustainable. This style is harmoniously aligned with the brand's colours, theme, and story, encapsulating the essence of Stump and Co.

Choose a few words to describe your overall Brand Style

- | | | |
|--|-------------------------------------|--|
| <input type="checkbox"/> Eco-friendly | <input type="checkbox"/> Affordable | <input type="checkbox"/> Light |
| <input type="checkbox"/> Boho | <input type="checkbox"/> Inclusive | <input type="checkbox"/> Deep |
| <input type="checkbox"/> Bold | <input type="checkbox"/> Equality | <input type="checkbox"/> Luxurious |
| <input type="checkbox"/> Minimalist | <input type="checkbox"/> Strong | <input type="checkbox"/> Authoritative |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Comfort | <input type="checkbox"/> Innovative |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Quirky | <input type="checkbox"/> Warm |
| <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Young | <input type="checkbox"/> City |
| <input type="checkbox"/> Modern | <input type="checkbox"/> Mature | <input type="checkbox"/> Country |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Fast | <input type="checkbox"/> Fresh |
| <input type="checkbox"/> Masculine | <input type="checkbox"/> Stable | <input type="checkbox"/> Arousing |
| <input type="checkbox"/> Feminine | <input type="checkbox"/> Logical | <input type="checkbox"/> Calming |

BRAND VOICE

Brand voice encompasses the tone of voice used in your communications, the specific words and brand-themed terminology you choose, as well as the words you deliberately avoid. It should mirror the natural way you would converse with a customer face-to-face in a store setting. The tone of voice should be tailored to attract your ideal customer effectively. Most crucially, it must be a true reflection of your brand's essence. For example, you wouldn't expect a Mercedes salesperson to indulge in dad jokes or use explicit language. Given that the Mercedes brand epitomizes class and wealth, its brand voice needs to harmoniously align with these attributes.

Tone of voice scale - circle



Playful

Serious



Personal

Professional



Enthusiastic

Matter-of-fact



Subtle

Bold

List of keywords

"People don't want to buy a quarter-inch drill. They want a quarter-inch hole!" Theodore Levitt

UNIQUE SELLING PROPOSITION - USP

Your USP is your special secret ingredient. It is your point of difference that can be communicated in an elevator pitch. It is also normally the first piece of copy on your website home page.

Special Secret Ingredient

Before we get into writing your USP, let's get listing all the things that make you unique and special - this could be your dedication to a brand value eg affordable, especially if your competitors are expensive, this could be your manufacturing process, your actual ingredients, or even the way you provide the service or product. Try to list a few.

Examples

Saddleback Leather has a 100 year warranty

Bumble only allows women to make the first move on their dating app

Aussie Man Hands created handcream designed for Tradies hands

Customers Top Priority

Now it is time to get into your customer's head. What are there top priorities? Do they want it locally made? Do they desire perceived high quality? Do they want it quick? Do they want it cheap? Do they want an experience?

UNIQUE SELLING PROPOSITION - USP

Formula

Now it is time to look at the intersection of what you excel at and what your customers want and craft your USP statement. There are many different formulas but I love the I Help Statement:

The I help statement -

I help (target audience) to (end benefit) by (what you do)

or

I help (target audience) with (what you do) to (end benefit)

Eg Honey Hair specialises in blonde and balayage hair for womxn wanting to glow up and shine.

Write your USP

IDEAL CUSTOMER AVATAR

Defining your ideal customer avatar is crucial for effective brand communication. Rather than addressing a general audience, you tailor your messaging with that specific individual in mind. This approach leads to clearer copywriting and enhanced clarity in your brand messaging.

Creating your avatar

Every marketer has their unique method for crafting an Ideal Customer Avatar. The key objective in each approach is to know your avatar intimately. Sometimes, it's straightforward; your customer avatar might be a version of yourself from the past, present, or future. Other times, it requires deeper exploration.

Traditionally, customer avatars were often based on demographics such as:

- Age
- Sex
- Gender
- Income level
- Marital Status
- Family Status
- Education level

While these metrics can be effective for generating Google and Facebook ads, I generally advise against relying solely on them to create an avatar. I recall a podcast by Amy Porterfield, where she conversed with a Diversity, Equity, and Inclusion expert. The expert pointed out that defining your ideal customer based on income, education, and family status can inadvertently lead to exclusion. After all, who are we to judge whether our products are a good fit based on income? Shouldn't that decision be left to our customers?

Psychographics

So, what do we turn to if we start moving away from demographics? The answer lies in Psychographics. This approach involves delving into the minds and hearts of our ideal customers. It's about understanding what keeps them awake at night, their deepest fears, their true aspirations, and their preferred hangouts. By focusing on these psychological and emotional aspects, we gain a richer, more nuanced understanding of who our customers really are.

How to use your Ideal Customer Avatar (ICA)

By gaining clarity on your ICA through the questions below, you can then tailor your brand messages to address their specific pain points and demonstrate how your products can facilitate the change they desire. This process should also bring clarity on where and how to effectively communicate with your ICA.

IDEAL CUSTOMER AVATAR

Name:

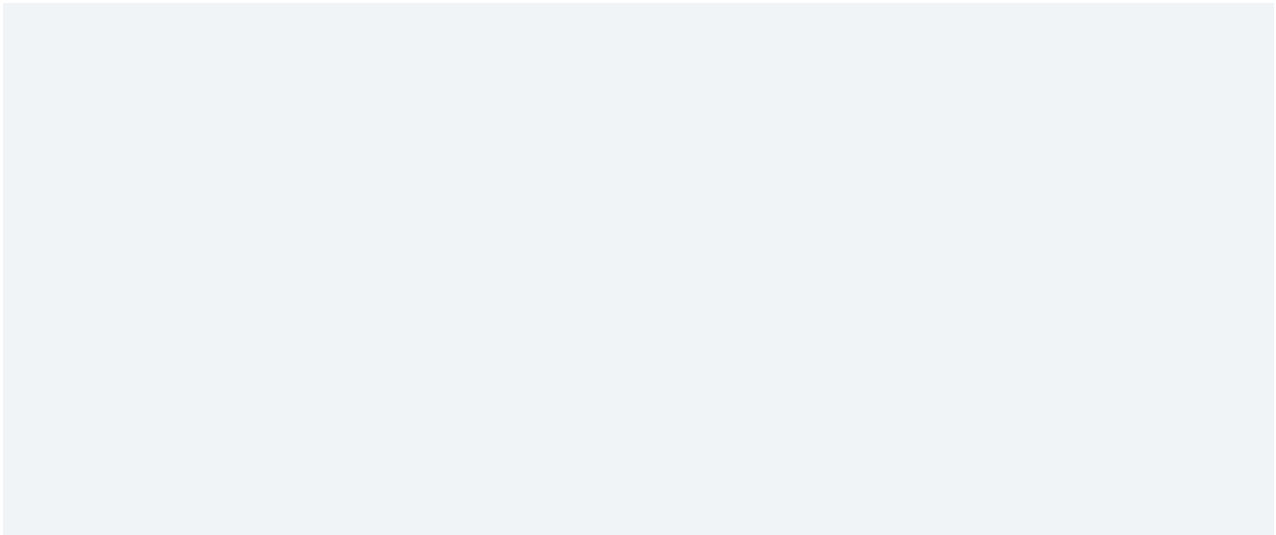
Gender:

What does a day look like in their life? Be very detailed

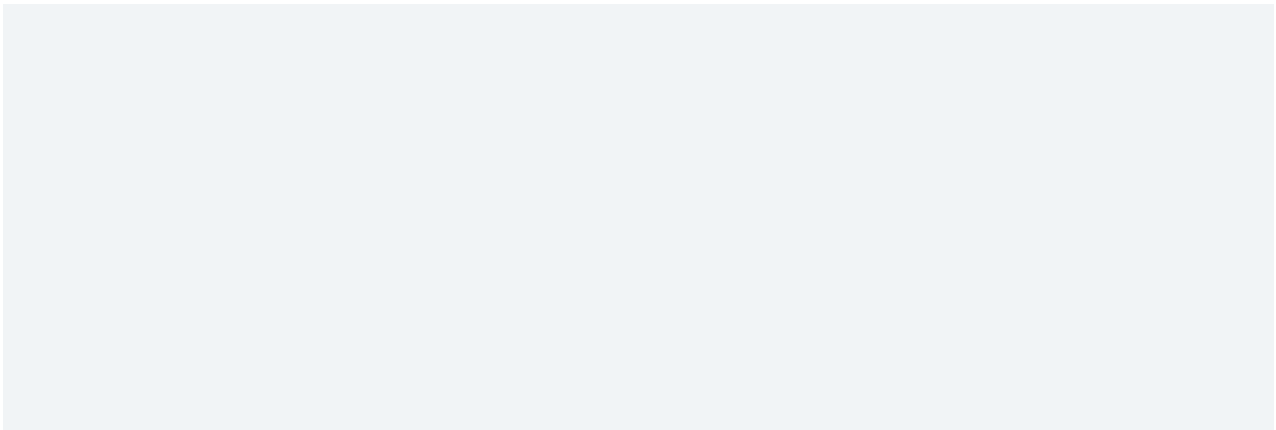
Where do they hang out? (Instagram, FB, Twitter, Email inbox, Pinterest, TikTok, Clubhouse, coffee shops, magazines?)

Where do your competitors hang out?

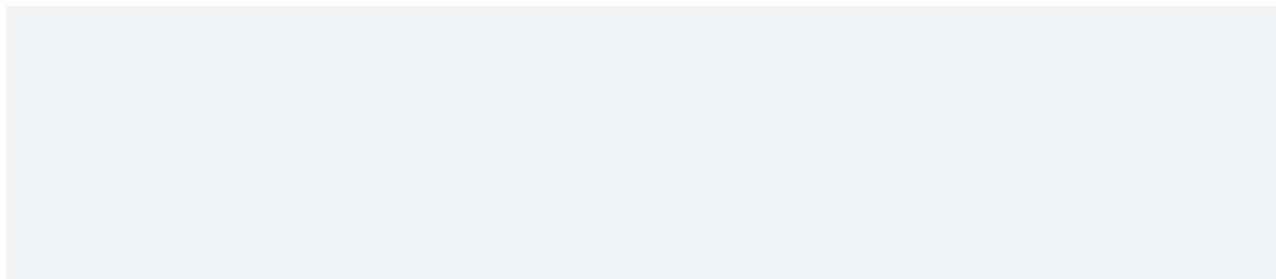
What do they wish to change about their life?



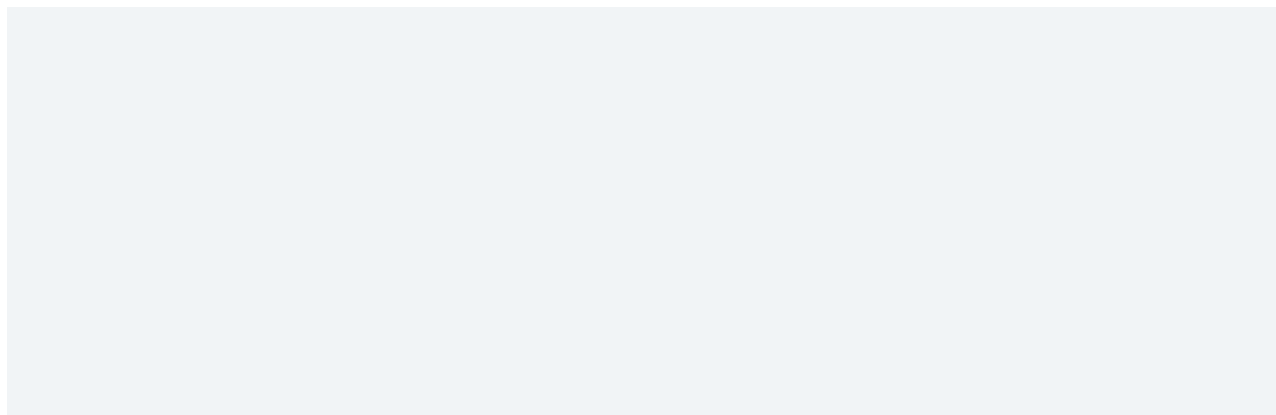
Why? What benefits would this change bring?



What stresses them out? What keeps them up at night?



How can you solve their pain points and bring them the benefits they desire?



MARKETING

"Marketing is telling people what you do and why"

Developing a Marketing Strategy

There are many things to take into account when creating a marketing strategy. It is important to not get overwhelmed with the choices and to be measuring everything that you implement. Marketing is a testing game, a game of constant tweaks and measure, tweaks and measure. The main questions to ask are:

What

- What are your goals
- What are your content pillars
- What do you like doing
- What budget do you have
- What type of business do you have

Where

- Where are you going to distribute your content
- Where are you going to spend your marketing budget
- Where are you going to spend the most of your effort and time
- Where are your customers

How

- How are you going to create your content
- How are you going to position your brand
- How are going to get in front of your customers
- How are you going to attract your customers

MARKETING

*"The secret to marketing success is no secret at all:
Word of mouth is all that matters" - Seth Godin*

Types of Marketing Activities

There are 3 types of marketing opportunities - Paid, Earned, and Owned.

Paid

Interruption Ads - FaceBook/Insta, TikTok, YouTube, TV, Radio, Cold Calling

Search Ads - Google Ads, Pinterest Ads

Retargeting Ads - Cart recover sequence, FB pixels

Influencers

Paid Sponsorships

Affiliates

Referral and Loyalty Programs

Earned

Press and Media Coverage

Reviews

SEO Backlinks

Social Mentions

Referrals and Word-of-mouth

Community building

UGC - User Generated Content

Owned

Website

SEO

Email Marketing

Brick and mortar stores

Content Marketing (This can be semi-rented)

Expert information

Case studies

Brand Identity

HR and Employee Relations

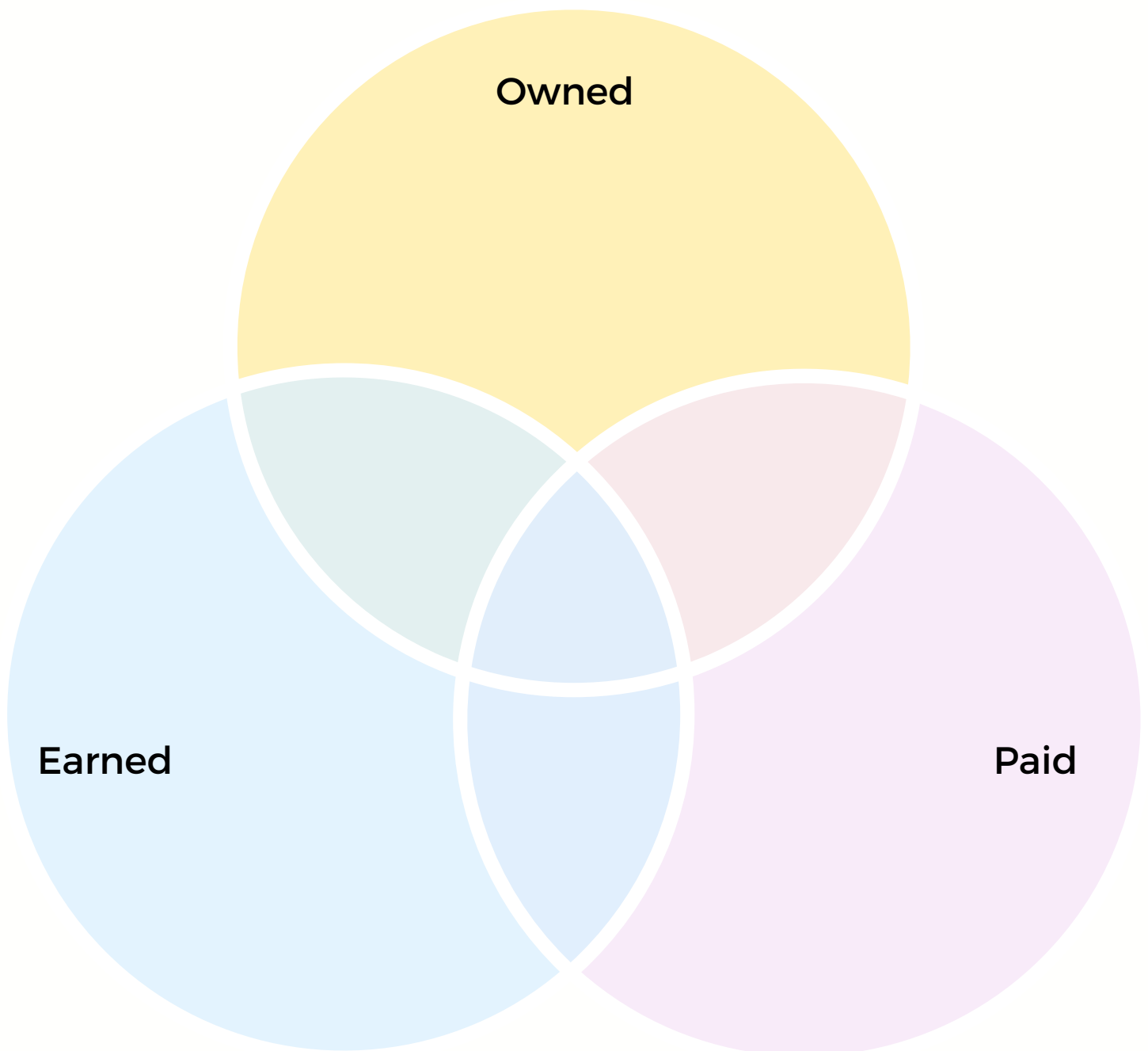
Customer Service

Flyers and brochures

MARKETING

"Don't push people to where you want to be; meet them where they are" - Meghan Keaney Anderson

Your Marketing Activities



CONTENT PILLARS

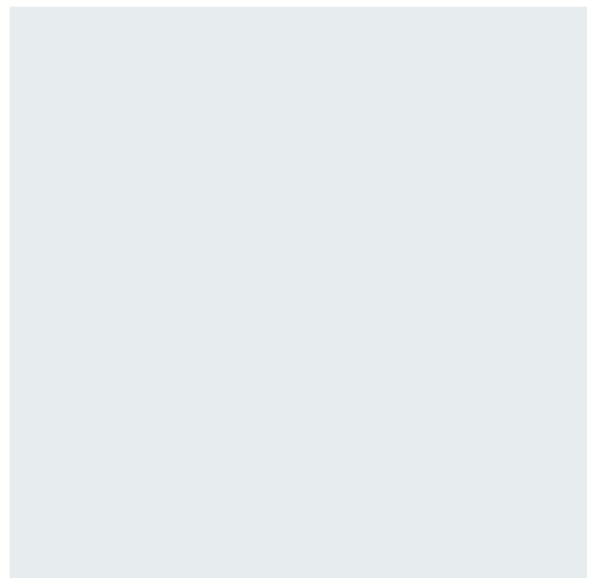
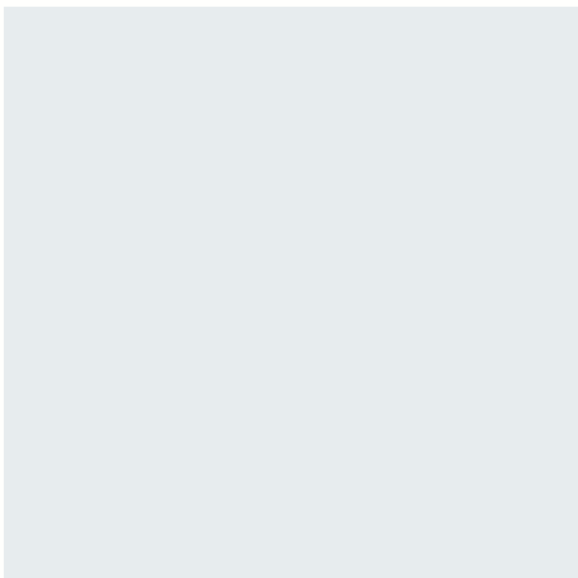
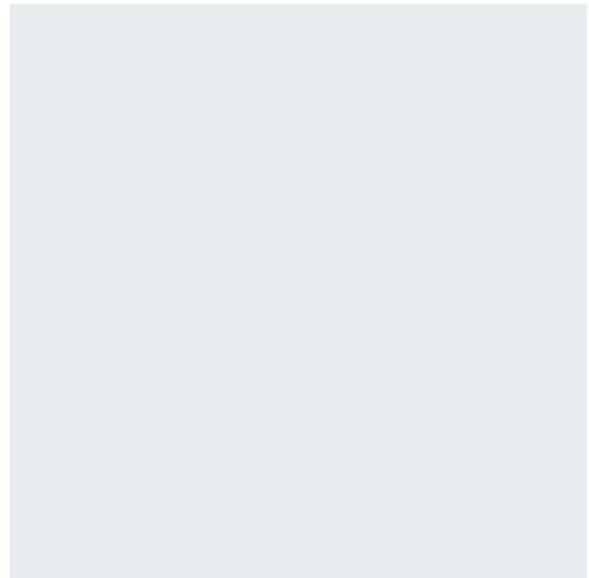
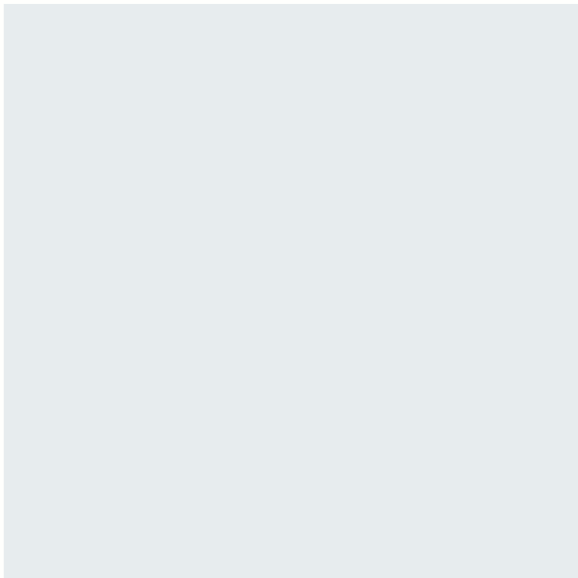
Your content pillars represent the key areas or topics that you focus on in your sales and communication. They define what you are 'known' for. Essentially, they act as a promise to your audience, setting clear expectations about your brand's focus. It is advisable to select only 3-4 topics to maintain clarity and consistency in your messaging.

Examples

Brow and Lashes: 1. Before and Afters 2. Beauty 3. Family and Dog Life

Real Estate: 1. Listings 2. Architecture 3. Gorgeous suburb spotlights

Pilates: 1. Classes and info 2. Recipes 3. The ocean 4. Family and life



CONTENT DISTRIBUTION

Your content distribution strategy involves selecting one primary, high-quality piece of content to produce and determining the best methods for its dissemination. This strategy also includes choosing which social media platforms to use. It's important to recognize that not all platforms are alike, and indiscriminately sharing identical content across all platforms can be a surefire way to lose followers.

Content marketing

Content marketing encompasses all the content that you create and distribute.

Long-Form Content is often the most effective. This includes creating blogs, recipes on your website, podcasts, and videos.

The ideal scenario involves generating snippets from your long-form content and distributing these through emails and on social media platforms.

Social Media Marketing

Social media marketing often serves as the initial marketing activity for many businesses, primarily because it's free. While it can be an excellent method for establishing an online presence, it can also become a drain, requiring considerable energy, potentially leading to burnout and feelings of inadequacy or 'comparisonitis'.

I always advise my clients to start with just two platforms before gradually expanding. It's also important to remember that these platforms generate revenue through advertising spend from small businesses. Consequently, they are not designed to promote significant organic reach."

CAMPAIGNS AND CONTENT

When planning for social media, I recommend dividing your 'content' into two categories: Campaigns and Content

Campaigns

Campaigns should be the main focus of your content for a set period. I recommend having a campaign or theme that lasts one to two weeks, though this can vary. For instance, during a launch phase, your campaign might need to be extended. Examples include the launch of a new product or service. Alternatively, you could think in terms of themes.

For example, if you are a real estate agent, your two-week theme might be 'Wamberal.' During this period, you could feature your property listings in Wamberal, showcase the hottest cafés in the area, share photos of Wamberal's beaches, and highlight the best-designed homes in Wamberal.

Content

This is the content to intersperse throughout your campaigns. It can showcase any element within your content pillars and might include something distinctly branded. For example, every Friday, I consistently post a photo of a cute puppy. This has become a part of my brand identity, and I maintain this practice regardless of the ongoing campaign.

I advise aiming for a balanced mix between campaign-focused content and more general posts. Avoid being overly focused on selling; strive for a blend that engages your audience in various ways.

Monthly

PLANNER

MONTH: _____

FILL OUT EACH DAY WITH ANY CAMPAIGNS YOU ARE RUNNING, YOUR MARKETING FOCUS FOR THAT DAY, AND YOUR CONTENT DISTRIBUTION

CAMPAIGNS

Winter Special - Dry Skin
Spa Treatment \$295

CONTENT

Social Media
Local SEO
Google Ads

MON	TUE	WED	THU	FRI	SAT	SUN
Update SEO	Blog winter skin	Share blog local FB groups	FB/Insta Special	FB/Insta Photo's of special	FB/Insta Funny winter meme	
Google ad Local SEO	Google ad Blog special	Google ad FB/Insta Content	Google ad FB/Insta Content	Google ad FB/Insta Winter skin info	Google ad FB/Insta After glow	Google ad
Google ad	Google ad	Google ad	Google ad	Google ad	Google ad	Google ad

Monthly

PLANNER

MONTH: _____

FILL OUT EACH DAY WITH ANY CAMPAIGNS YOU ARE RUNNING, YOUR MARKETING FOCUS FOR THAT DAY, AND YOUR CONTENT DISTRIBUTION

CAMPAIGNS

CONTENT

MON

TUE

WED

THU

FRI

SAT

SUN

MONTHLY

PLANNER

MONTH: _____

FILL OUT EACH DAY WITH ANY CAMPAIGNS YOU ARE RUNNING, YOUR MARKETING FOCUS FOR THAT DAY, AND YOUR CONTENT DISTRIBUTION

NOTES

GOALS

MON

TUE

WED

THU

FRI

SAT

SUN

MONTHLY

PLANNER

MONTH: _____

FILL OUT EACH DAY WITH ANY CAMPAIGNS YOU ARE RUNNING, YOUR MARKETING FOCUS FOR THAT DAY, AND YOUR CONTENT DISTRIBUTION

NOTES

GOALS

MON

TUE

WED

THU

FRI

SAT

SUN

THANK YOU



Thank you for attending today's workshop. I trust that you found it both enjoyable and valuable.

If you'd like to stay connected or have any further questions, please feel free to reach out. You can find me at

Instagram @gina.pearce

Listen to my podcast *Business Beats with Gina Pearce*

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