

Discover the 7 Keys to crushing it in your niche.

THE 7P MARKETING METHOD



SEVEN P
Marketing Method

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Why read this marketing guide?

If you're reading this marketing guide we're guessing that you either own a business or you manage one, right?

Marketing can be very confusing especially as we are in a time of great change and there's an abundance of information on the topic, but very little guidance in getting it right.

We'd like to help you find some clarity around your marketing, so in this guide, we'll give you a seven-step method for creating a marketing strategy that will help you to attract, convert, close and delight your ideal, premium clients (IPC's)

Marketing Guide Contents

Page 1 Why read this marketing guide?

Page 2 Common marketing mistakes

Page 3 Why marketing doesn't work like it used to?

Page 4 Purpose - Share your vision & purpose

Page 5 Personas - Connect with your ideal clients

Page 6 Products - Analyse your products & services

Page 7 Pitch - Deliver a perfected pitch

Page 8 Pathways - Draw your prospects ever closer

Page 9 Platforms - Leverage the best platforms

Page 9 Procedures - Maximise good marketing habits

Page 10 7P Strategy - Bringing it all together

Page 11 About us - 7P Digital Marketing / 7P Method

Common Marketing Mistakes

There's so much confusion around marketing these days with people running around in a daze from too much information and too many marketing conferences!

It may surprise you to learn that up to 31% of Chief Marketing Officers (CMO's) surveyed said they had no idea if they're doing the right thing with their marketing and 18% were concerned about costs and wasting money!

So give yourself a break for a moment. If professional marketing managers, who should know what they're doing are confused and concerned this should make you feel a little better.

This guide was written as a result of listening to hundreds of business owners and marketing managers who are obsessed with launching new websites, apps and social media campaigns without really figuring out how to connect with their ideal premium clients (IPC's)

Business owners & managers make three main mistakes :

1. They rush the process
2. Copy the competition
3. Fail to follow a proven method

From our experiences with hundreds of companies and from chatting with our fellow marketing agencies, web developers and social media gurus, we conclude that business owners and marketing managers need to:

1. Slow down and look at the issues
2. Have the guts to stand out from the crowd
3. Follow a proven method for attracting, converting, closing and delighting their ideal, premium customers.

This guide outlines the seven steps which we take our clients through that gives them the clarity they need to truly connect with their ideal premium clients (IPC's).

When building a home, you need to start with a plan, get the right tools, build on a firm foundation, build with the right materials and then a team to get the work done.

It's the same with marketing, with true success being achieved only when a proven method is followed. We hope you benefit from our method and our experiences.

Why marketing doesn't work like it used to?

No doubt you've noticed the amazing changes happening around us in society, business and of course in marketing. We are indeed in the grips of a technology revolution and it's changing and disrupting everything around us.

The fact is that all these changes are affecting how consumers search, evaluate and make purchase decisions.

Interruption Marketing

In the past, businesses used "interruption or "outbound" marketing methods which created products and services, ran advertising and used salespeople to close the deal.

You could say that marketing was like hunting for prey. You would put out bait and then pounce on anyone who showed an interest, unless of course, you did cold calling in which case it was a numbers game and the skill of the salespeople was used to talk people into buying things they didn't want or need.

Outbound shows little respect for consumers and frankly people hate it and that why businesses need to move to marketing which people respond to. They need to stop wasting time and money pushing things down people's throats.

Inbound Marketing

The internet has changed everything. It taps into consumers search behaviour and lets people come to you because they want what you have, rather than forcing them before they are ready.

On average, inbound (once it's set up correctly) will have a much lower cost per lead as it's based on publishing engaging content all over the web that will attract, convert, close and delight your ideal premium clients. (IPC's)

Once a piece has been published, it stays on the web doing its job over and over again. So instead of running an add which is paid for and only produces a result once , your content is an income producing asset that works for you continually.

The 7P Marketing Method

The 7P method helps business owners to organise a complete inbound marketing strategy for their business. It analyses key components of a successful inbound campaign and helps you to prepare content that will attract, convert, close and delight your ideal premium clients. Read on to discover what these components are...

Purpose

Share your vision & purpose

If you've got a product or a service the first thing, you need to sort out what is your purpose is and the purpose of your product of service? Without a clear purpose, your Ideal premium clients won't know who you are, what you'll do for them and what's in it for them.

Personal Purpose

What's your big why? Why are you in this industry and why will a relationship with you benefit your IPC?

Knowing your why will help you to clearly communicate your unique set of skills that are going to get your IPC from where there are now to where they want to be.

Service Purpose

What is the BIG result your IPC will get from working with you? The bigger the result, the more people will be prepared to pay. Your product or services should help your IPC to do something they can't do, don't want to do or can't do as well as you.

Products Purpose

What problem does your product solve for your IPC? How is it better, better value or more convenient from others on the market? Your product should significantly change how your IPC currently gets something done or adds value to how they feel.

Communicate your purpose

Knowing your purpose is one thing but communicating it in a significant and unique manner is the best way to stand out from the crowd and get people banging on your door for the difference that you can deliver for them.

PERSONAS

Connect with your ideal clients

Personas

Connect with your ideal clients

It's rare that an individual product or service meets everyone's needs at the same time. While hundreds, thousands or millions of people may benefit from your offering, there's many factors that may prevent you from meeting all of them.

That's why it's imperative that you identify not just a "target market" but 3 - 4 specific Ideal Premium Customers or IPC's as we call them.

Your IPC's are the clients / customers who:

- you solve a significant problem for
- love what you do for them
- let you work in your creative place
- pay you well (and on time) for what you do
- refer you regularly to colleagues, friends and family

You will also have your own list of individual characteristics that your IPC's display as well as other factors such as:

- gender
- age range
- education
- location
- media preferences
- product / services preference

Developing 3 - 4 Ideal premium personas is not an exercise to be rushed or glossed over as these personas will be at the heart of every marketing decision you make.

Clarifying your IPC's will make every part of your marketing strategy extremely targeted and will provide you and your team with a deep understanding of who you are serving.

Products

Leverage your products & services

The age of "new marketing has changed the understanding of the word product. In addition to "physical products," the online age has introduced the concept of "virtual products" which has significantly increased your opportunities as a business owner or manager.

There's also a move from charging per hour to charging for a result which is disrupting many industries. So in these changing times, it's important to analyse your current products and services for opportunities you may not have thought about previously.

Productising your IP

You need to consider how to capture your IP and create products out of them such as workshops, worksheets, webinars, podcasts, etc. You may also find opportunities in the creation of apps online tools and experiences for your IPC's

Productising your IP maximises your time, money and value in the marketplace and brings more of your IPC's to you in a state of buyer readiness and gives them the tools to promote you on social media.

Physical Products

If you sell a physical product, think about how can you adapt them to solve further problems or provide additional benefit.

How can you add a service, membership or cross-promote your products with a non- competitive partner? How can you maximise your products to bring in additional income streams?

Analysing the opportunities for your physical products is an important part of your marketing strategy as often adding an additional income stream that can pay real dividends.

Pitch

Deliver a perfected pitch

Paul Dunn of B1G1 says that we're drowning in a sea of "sameness" and with millions of marketing messages hitting your Ideal Premium Clients senses each year. How will you cut through the noise and get them to fall in love with your brand, products and services?

The answer? Deliver a perfected pitch.

Your pitch is the clear statement of:

- who you are?
- what you do?
- what you're known for?

Whether its marketing copy on your website and collateral or your team's ability to succinctly communicate your business in just three sentences, a clear, concise pitch will set you apart from your competitors.

It's important to analyse your purpose, personas, products and services before you craft your perfected pitch as it's in each of these stages that your pitch is "hidden".

Pitching is about clarity and understanding for everyone who comes in contact with your business. Not only do they want to know what you do, what they're really asking is "what can you do for me or someone that I know?"

This is where a perfected pitch is so important. Within seconds of meeting you or coming across your website or collateral, your IPC should be able to decide whether your offering is for them or not, but they can only do that if your pitch is so clear that they can't miss it.

Remember: pitching is about clarity, so spend time getting it right and the rest of your marketing will flow from here.



Pathways

Bring your prospects ever closer.

Pathways

Bring your prospects ever closer

Traditional marketing creates products and uses advertising and sales people to hunt for new clients. It's about convincing prospects to become clients based on promises. It's highly competitive and causes prospects to shop on price.

The internet completely broke this dynamic!

New marketing educates prospects and helps them to take the next logical step in fixing meaningful problems or gaining significant advantages.

The traditional sales process is driven by the salesperson; the new sales process is driven by the prospect.

This change has come about because prospects have become highly educated and aware of their needs. For one it's the need to fix a problem, for another, they want to save time, money or the "hassle".

In every case, new marketing is about letting the client follow a pathway from their need to their ultimate result.

Lead your IPC through these stages

Attract - attracted by your clear pitch

Convert - becomes "converted" to your insights & solutions

Close - self-selects to become your customer

Delight - loves the result and becomes a raving fan

Leading, not pushing through each stage of the buying process is the hallmark of great marketing.

This process builds trust and results in a long-lasting relationship between you and your IPC.

Platforms

Leverage the best platforms

This is everyone's favourite stage in the 7P Marketing Method as it's the visible part of your marketing strategy.

Now that you've established your:

- Purpose
- Personas
- Products
- Pitch
- Pathways

You can now set up or redesign your marketing platforms. At each stage of the 7P Method you will have identified the platforms that you IPC uses and which ones will suit each stage of your pathway.

Far too often business owners and managers the platforms part and then end up saying the same as everyone else, putting back a square one in the "sea of sameness."

Which platforms should you use?

The truth is that there are far too many platforms out there and that you most likely don't have the time or extra money to use them all.

So you need to use the combination that will attract, convert, close and delight your IPC's

This could look like this:

Attract - social media, blogging, video, free downloads

Convert - free gift / trial, webinar, presentation, ebooks

Close - demo, workshop, sample, proposal, presentation

Delight - social media, training webinar, memberships

Your unique use of platforms will vary but should never be used in isolation but always as part of your pathways strategy to ensure maximum engagement with your IPC's

PROCEDURES

Maximise good marketing habits

Procedures

Maximise good marketing habits

Procedures is the final step in creating marketing that will attract, convert, close and delight your Ideal Premium Clients. (IPC)

By this step you will have each part of your unique marketing strategy in place, and all you're waiting for now is to start the sales process off and see your strategy take care of the rest.

Where to from here?

Now you need to move into your sales and marketing procedures as these are the regular tasks that are going to generate the traffic for your marketing funnel.

These will include regular updates on your:

- social media profiles
- company blog
- personal blog
- guest blogs and articles
- press releases
- subscriber newsletter
- website SEO

Creating regular engaging content for your brand, products and services is the best way to ensure that your IPC's will find you and become engaged with your insights and your offerings.

As your online profile grows you will find more and more of your IPC's will be seeking out your expertise. However rather than spending your time looking for prospects to sell to and having to spend time convincing them to work with you, they will come to you already "pre-sold" on your solutions.

And that's how the 7P marketing method helps you to attract, convert, close and delight your IPC.

Strategy

Bringing it all together

The 7P Marketing Method gives you the pieces of your complete marketing strategy.

While many business rush to the marketing "megaphones" such as websites, social media, Youtube, blog posts etc it's imperative that you and your team take the time to prepare correctly BEFORE you launch into your message.

The steps in the 7P Method will help you to prepare you to attract, convert, close and delight your ideal premium clients.

We've provided this cheat sheet to help get you started but feel free to call us or book a discovery session to get a customised strategy for your business.

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INBOUND MARKETING PHASES:

ATTRACT

STRANGERS

CONVERT

VISITORS

CLOSE

LEADS

DELIGHT

CUSTOMERS

PROMOTERS

INBOUND MARKETING TOOLS:

Quality content is created

ONLINE ADS

BLOGGING / SEO

SOCIAL MEDIA

FREE OFFERS / CTA'S

gifts, ebook, events, seminar

LANDING PAGES & SMART FORMS

NURTURE SEQUENCE

SALES CONVERSATION

demo, trial, membership

SALES SEQUENCE

WEB SIGNALS & WORKFLOW

SMARTPHONE APPS

reward, connect, re-engage

SOCIAL SHARING

RE-ENGAGE SEQUENCE

Quality content is shared

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About us

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7P Digital Marketing

7P marketing is a digital marketing company that helps business owners & managers to attract, convert, close and delight more of their Ideal Premium Clients.

We create and implement complete marketing strategies for our clients that replace the hard work of traditional marketing with an automated sales and marketing systems that delivers real results.

Our expertise include:

- marketing workshops
- marketing strategy
- social media management
- online marketing
- marketing copywriting
- professional blogging
- website design & construction
- app development
- email marketing automation

7P Marketing Method

The 7P marketing method is a series of workshops which help business owners and managers to design a marketing system to attract, convert, close and delight more of their IPC's.

Rather than just an educational style work our clients each step of the workshop becomes an actionable step in your marketing strategy.

To attend an initial FREE discovery session register at 7pmarketing.com.au/our-agency/workshops/

To gain addition insight into building a marketing strategy for your business visit

7pmarketing.com.au/resources/