
MARKETING ACTION PLAN

YOUR BUSINESS GROWTH STRATEGY GUIDE

[VIEW YOUR DETAILED DATABASE](#)





Welcome to your business growth playbook.

For most business leaders, charting a path to predictable, profitable business growth is an overwhelming challenge. With so much you *could* do, how are you supposed to decide what you *should* do?

After all, at the end of the day, what you're looking for isn't a marketing plan - it's a business growth plan. A playbook you can follow that's developed strategically and executed tactically so that you can see what's working, what's not, and what to do next.

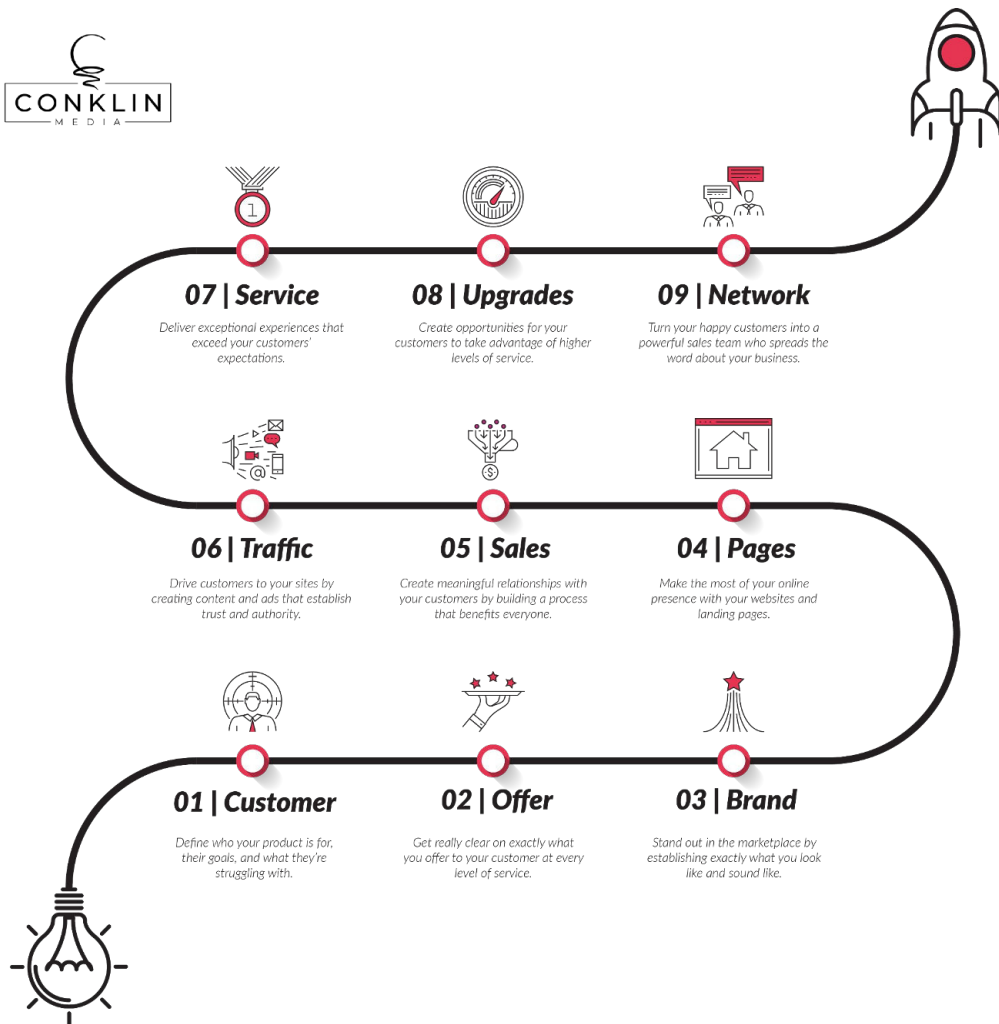
In the process of helping hundreds of companies to grow profitably, we've found that the growth you're looking for boils down to two key pieces - clear, effective communication of the value you provide to your customers and a measurable, trackable way to get that message in front of the people who need to hear it.

We think your work is important and that it deserves to be communicated clearly to the people you serve - the people who need you.

That's why, in this guide, you'll find both the clear and compelling messages that will engage your audience and the step-by-step plan to put those messages out into the world so that you can reach the right customers with the right offers and grow your company.

There are no one-size-fits-all solutions here, no tricks or gimmicks - just clear, effective strategies for reaching the right people for your offer, serving them at a high level, and finally getting clarity on growing your company in a way that's scalable and profitable.





How we do things

Everything we do is to help you profitably grow your business. That's it.

While other companies might talk to you about things like video views and click through rates, we know that the metric that really matters to you as a business owner is profit.

That's why our first order of business is helping you find and connect your highest value customers and highest value offers.

We call these connections **ProfitPaths™** and they're the tool we've used to predictably and profitably grow hundreds of companies.

We're so grateful your company will be next.



[COMPANY NAME]

Messaging Strategy



BEFORE

HAVE:

x

FEEL:

x

STATUS:

x

AVERAGE DAY:

x

DEMOGRAPHICS/INTERESTS

x

KEY PURCHASE DRIVERS

x

AFTER

HAVE:

x

FEEL:

x

STATUS:

x

AVERAGE DAY:

x

FRUSTRATIONS AND FEARS

x

WANTS AND ASPIRATIONS

x



TRIGGERING EVENTS:

- x

BEST FIT WHEN THEY NEED:

- x

ADVANTAGES:

- x

EXCLUSIVE QUALIFIERS

("I want X, but without Y")

- x

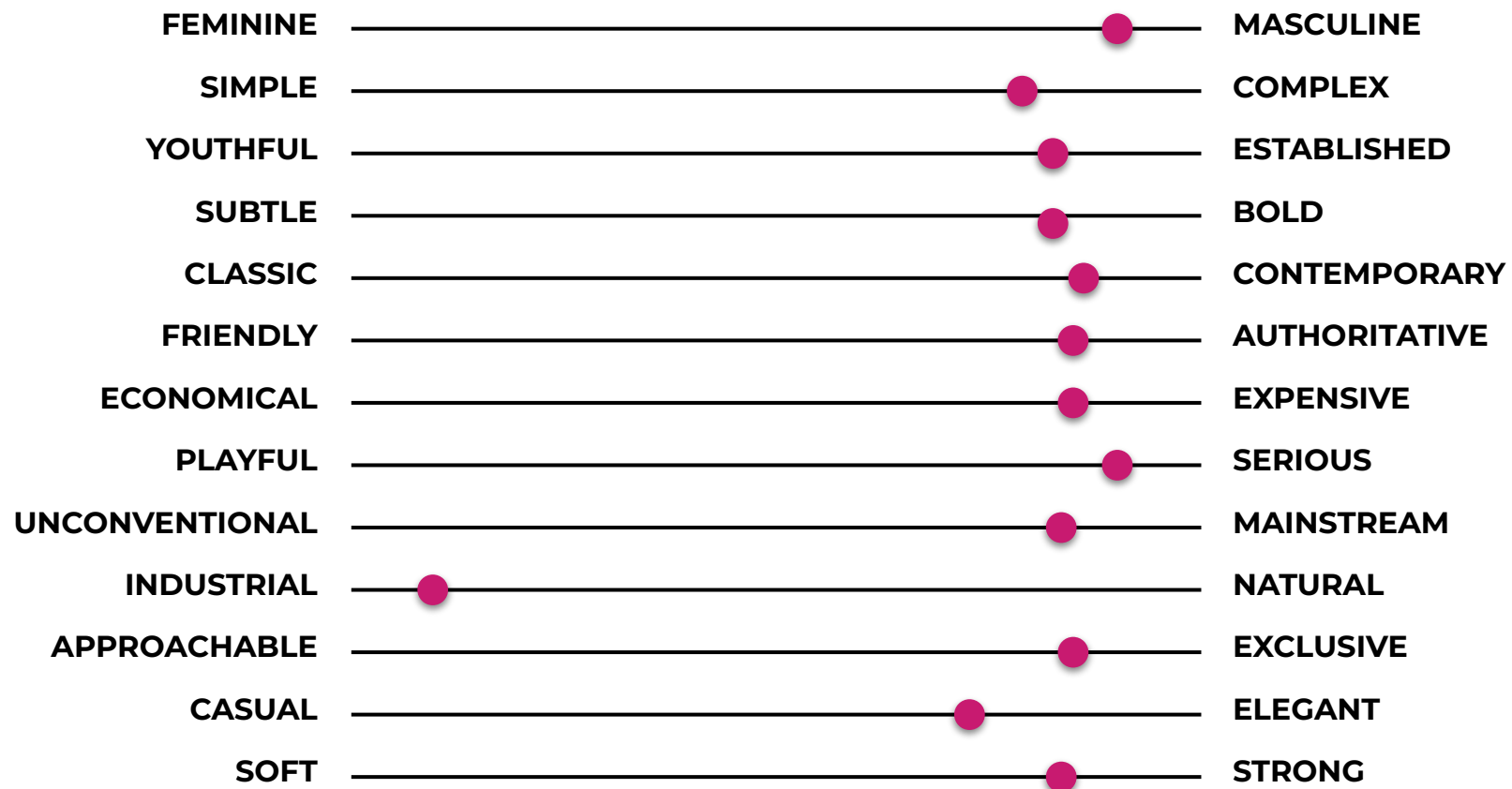
INCLUSIVE QUALIFIERS

("I want X, but also want Y included")

- x

DISADVANTAGES:

- x





[COMPANY NAME]

StoryBrand Messaging Elements

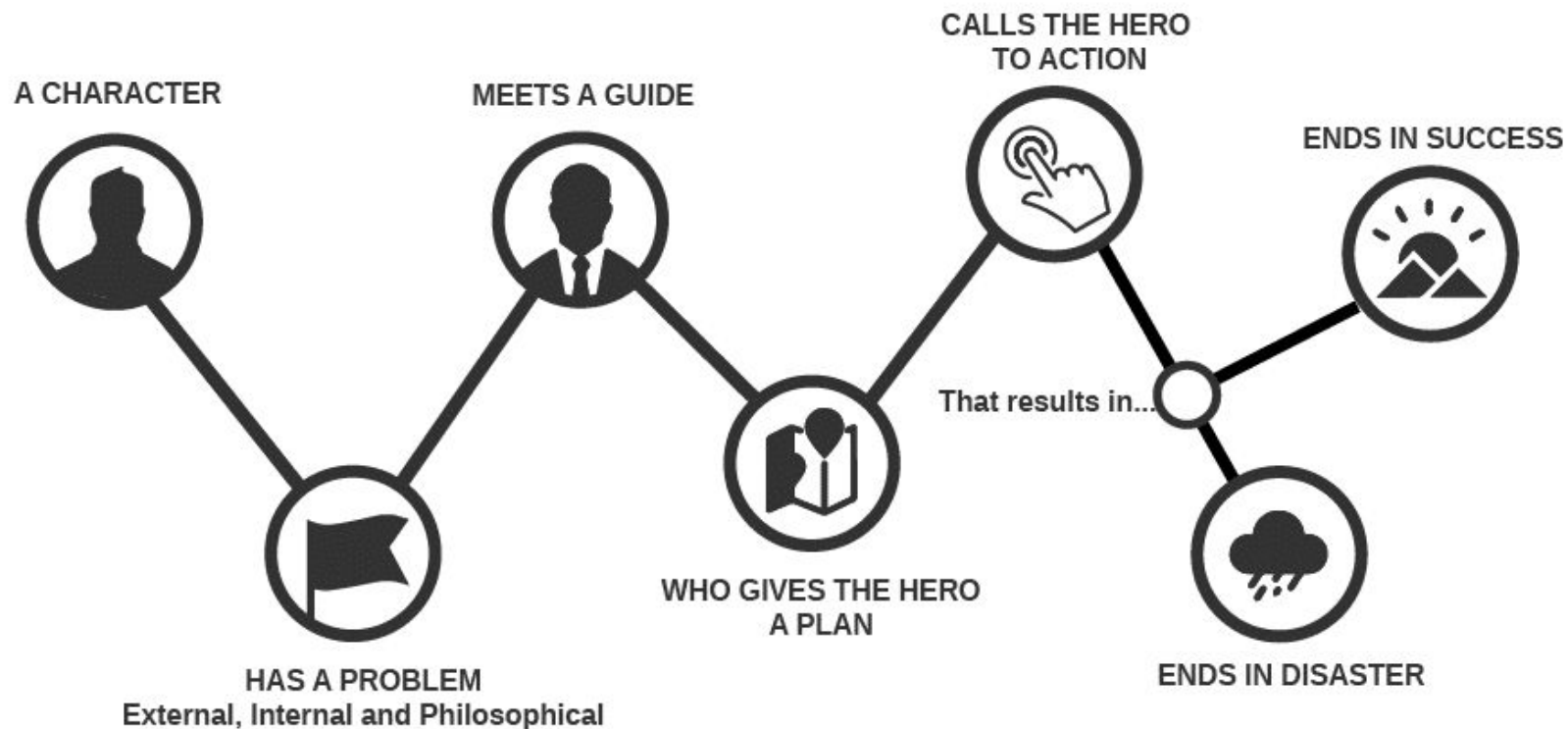


“

In every line of copy we write,
we're either serving the
customer's story or descending
into confusion; we're either
making music or making noise.

Donald Miller

[Building a StoryBrand](#)





External

"You're dealing with..."

- x

Internal

"...which makes you feel..."

- x

Philosophical

"...and that's not fair because..."

- x



Empathy

This background story helps people understand why they should do business with you when they have so many options available to them.

- x



Authority

Understanding your customer's problems isn't enough. You need to show them that you're capable of providing a solution in order for them to trust you.

- x



Give them a simple plan

1. x

x

2. x

x

3. x

x





Call them to action

What are the key actions you want them to take?

- x

What other options could you offer them?

- x





Paint a picture of success

It's important for us to craft messaging that gives our customers a clear picture of what life will be like on the other side of their pains and problems.

We need to show them what a “win” looks like so that they can begin to imagine their life once they've solved these problems.

Short-term	Long-term
x	x

What's at stake if they don't take action?

x





How do we use this messaging?

- Use the long-form copy as a video script.
- Pull pieces out of the Empathy and Authority sections for the “About” section on your website
- Speak to your customers problems at all 3 levels and paint a picture of success when you write your social media posts
- Create email content around what success looks like for your customer
- Build a call to action on your website that explains how easy it is using your 3-stage plan
- Use the Success components to write compelling search ads speaking to your customers' desires
- Use your customers' problems to decide what kind of blog content you'll write (what questions could you answer about the problems they're facing?)



[COMPANY NAME]

Competitor Research



Detailed Competitor Analysis

[Click Here to View](#)



See your competitor analyses here:

PAID KEYWORDS

ORGANIC KEYWORDS (SEO)



[COMPANY NAME]

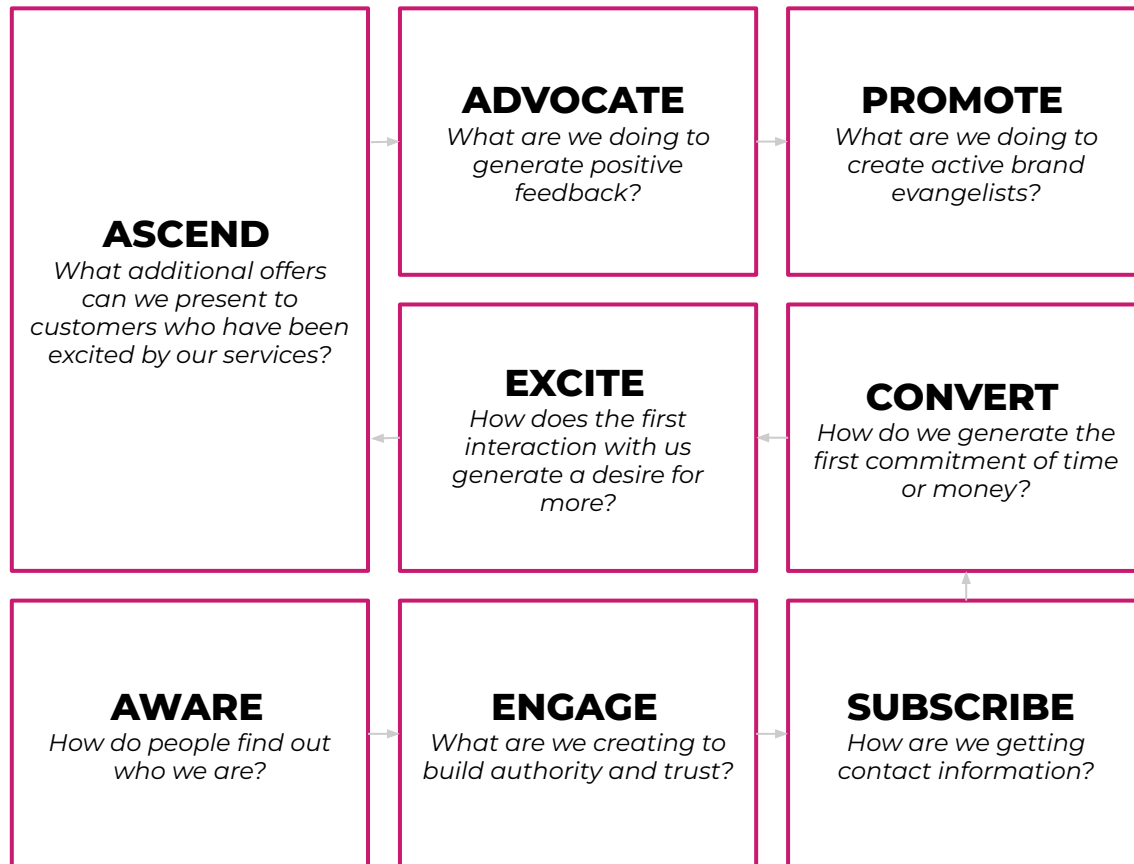
Marketing Action Plan



The Customer Value Journey

This journey represents a systematic, step-by-step method for developing deep, meaningful relationships with our customers.

Any marketing initiative begins with identifying where our customers are in this journey and thoughtfully giving them the resources and motivation to move to the next step.

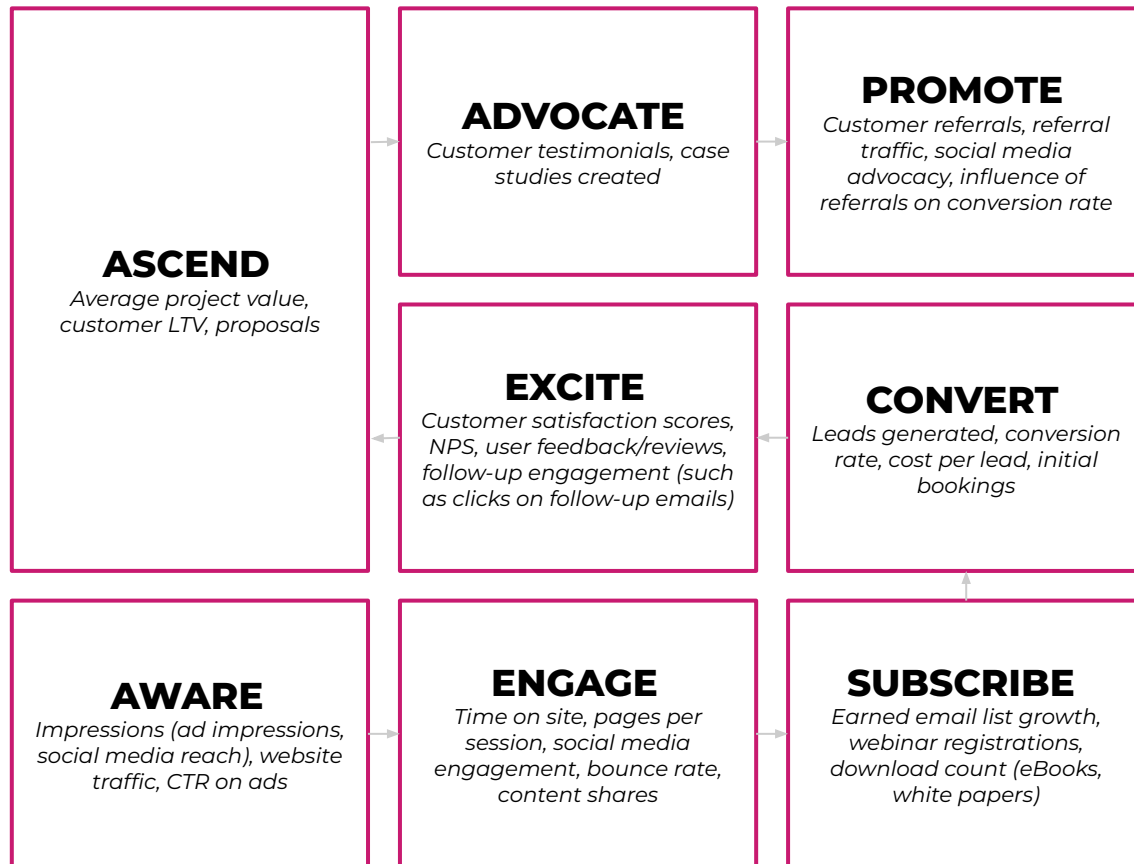




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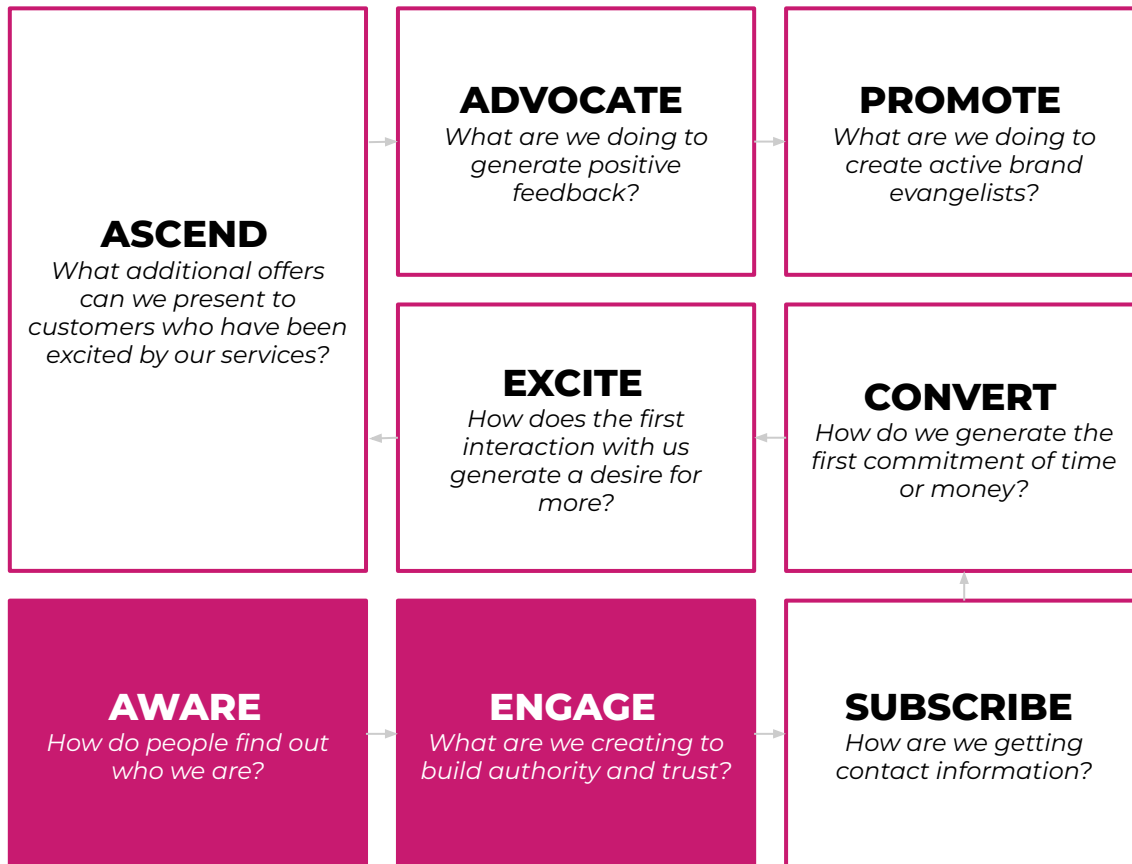


Awareness and Engagement

Our awareness efforts are designed to bring our brand and service in front of people who otherwise wouldn't have known about it.

Once they're aware you exist, the next stage (engagement) is to allow them to discover what we're all about.

These efforts can take a variety of forms, based on our particular expertise as well as the unique environments in which we're able to reach our customers.





Your Website

Your website serves as the hub of your digital marketing communications. We always tell clients that your website should function as your best employee.

Done correctly, your website will allow you to generate leads, make sales, and provide valuable information to potential customers so that you can present them the most relevant information possible.

SITE RECOMMENDATIONS



Paid Traffic Campaigns

MAKE THE MOST OF HIGH-INTENT CUSTOMERS

For compiling data on customers, building retargeting audiences, and determining which search terms will constitute the rest of our paid traffic strategy, there's no better place to start than pay-per-click campaigns on search. We'll learn what specific keyword combinations drive customers to click and what ads and messages resonate the most.

This learning phase sets the stage for all of the other content we create - the pages and blogs we write, videos we script and film, and the way we structure our ads across all platforms.



[TARGET KEYWORD]

Keyword Volume: 270/month

Keyword Difficulty: 100/100

Cost per Click: \$18.87



[TARGET KEYWORD]

Keyword Volume: 100/month

Keyword Difficulty: 84/100

Cost per Click: \$6.05



[TARGET KEYWORD]

Keyword Volume: 30/month

Keyword Difficulty: 60/100

Cost per Click: \$12.08



[TARGET KEYWORD]

Keyword Volume: 20/month

Keyword Difficulty: 27/100

Cost per Click: \$0.00

PAID RECOMMENDATIONS

KEYWORD PROFITABILITY TOOL



Search Engine Optimization (SEO)

OWN THE TOP SPOT ON GOOGLE

One of the best ways to get found online is through search engines. In order to rank on these search engines, it's important to understand what people are actually searching for. Using the analytics we install on your site as well as keyword research techniques, we're able to see what terms get the most search volume and conversions, and we use that information to tell us what keywords we want to rank for organically.

From there, we can update our website, write blogs on our site, create YouTube videos, and more to rank well on Google.

207 %

RETURN ON INVESTMENT

KEYWORD 1

416 %

RETURN ON INVESTMENT

KEYWORD 2

368 %

RETURN ON INVESTMENT

KEYWORD 3

Conklin Media's unique approach to Search Engine Optimization means that we only optimize for the search phrases that we know actually drive conversions - everything we do has to point back to profitability for you and we'll never ask you to make investments that we don't connect to actual bottom-line results.



How does SEO work?

Here are the top 3 things that will make a difference when it comes to pushing specific pages toward the top of Google's results and increasing your website's overall authority:

- **Technical SEO (Security, mobile optimization, page speed, 404 pages, 301 redirects, canonical tags, site architecture, etc.)**
 - **We need to make sure that your site “plays nicely” with Google, especially as we build and make updates to the site.** If your site makes it difficult to see what you actually do or it appears to be broken when it connects to other pages on the site or when it connects with other sites around the internet, Google will punish you in the rankings, even if your content is highly relevant. It's looking for sites that will deliver a great user experience.
- **On-page SEO (Keyword-rich content, Power Pages, Internal links, URL structure, title tags, bounce rate)**
 - We need to make sure that the titles, headings, and words on your site accurately reflect what you do. Not only do you need to show search engines what your site is about, you also need to tell it (through your titles and headings) what is most important and (through your internal links) which topics are connected. **This means avoiding branded terms as page titles and headings and instead, reflecting the things people are searching for.**
- **Off-Page SEO (Link building)**
 - Possibly the most important aspect of SEO once every other factor is in place, when reputable sites around the internet (particularly when they're in your industry) link back to your site, it lets search engines know that your site is reputable as well. **Strategically building these connections over time will show Google that your site can be trusted and that it is a valuable resource for people searching the topics on your site.**



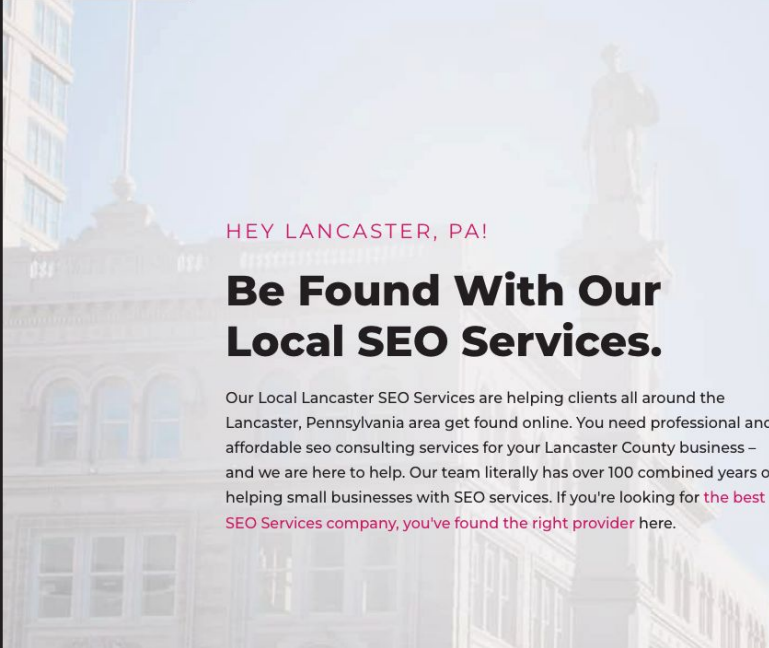

Search Engine Optimization (SEO)

SEO RECOMMENDATIONS

SEO ROI CALCULATOR



An example of our SEO approach:



ABOUT ▾ GROWTH SERVICES ▾ CASE STUDIES OUR WORK RESOURCES

HEY LANCASTER, PA!


Be Found With Our Local SEO Services.

Our Local Lancaster SEO Services are helping clients all around the Lancaster, Pennsylvania area get found online. You need professional and affordable seo consulting services for your Lancaster County business – and we are here to help. Our team literally has over 100 combined years of helping small businesses with SEO services. If you're looking for **the best SEO Services company**, you've found the right provider here.

Ready For Your Lancaster Business To Be Found?

Fill out the form or call us now

717-951-8349

☐ I'm not a robot 

OWTH STRATEGY COMPANY

HOW WE'VE USED THIS FOR CLIENTS



Paid Social Media

1. We can source contact information from your current database of customers and from interest-based targeting. We can also retarget visitors to your website, and create custom and lookalike audiences based on your Facebook followers and email list.

2. Those contacts will serve as the foundation for our targeting strategies across social media.

3. We start showing social media retargeting ads to website visitors to drive conversions on the website.

Resource Center Edit Campaigns (Ctrl+U) Campaigns 1 Selected

+ Create [Icons] Edit A/B Test [Icons]

On / Off	Campaign Name	Delivery ↑	Bid Strategy
<input type="checkbox"/>	Brand Awareness	Account Closed	Lowest
<input type="checkbox"/>	ShipStore Re-marketing	Account Closed	Using ad set
<input type="checkbox"/>	ShipStore		
<input checked="" type="checkbox"/>	Virtual Cards - R		

Search and filter

5K IGNITE HOME COURSES RESOURCES MEMBERSHIP ABOUT SIGN UP FREE! ❤️ 🔍

WORLD CLASS BUSINESS GROWTH TRAINING EMPOWER YOUR TEAM

✓ SIGN UP FREE!

try an AI business tool

GET BIZ ADVICE NOW - SEE AI IN ACTION



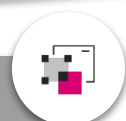
COLD AUDIENCE

These people will be seeing ads pointing them to the main website talking about the pain points we solve, the services we offer, and the results they can expect working with us. These ads will consist of image and video content that will be constantly optimized and tested. **The goal is to create a warm audience.**



WARM AUDIENCE

This audience will see ads for the next 90 days that will consist of case studies, information about our core products, testimonials, press releases, expected results, differentiators, and what's at stake if they don't hire us. They will also be nurtured for a subsequent 90-180 days if they make it out of the original 90-day sequence without taking the desired action, such as a form fill.



HOT AUDIENCE

This is a 30-day high-intent retargeting focus where we push a strong CTA (booking a call or scheduling a visit). If they make it out of the 30-day window, they go back into the warm audience.



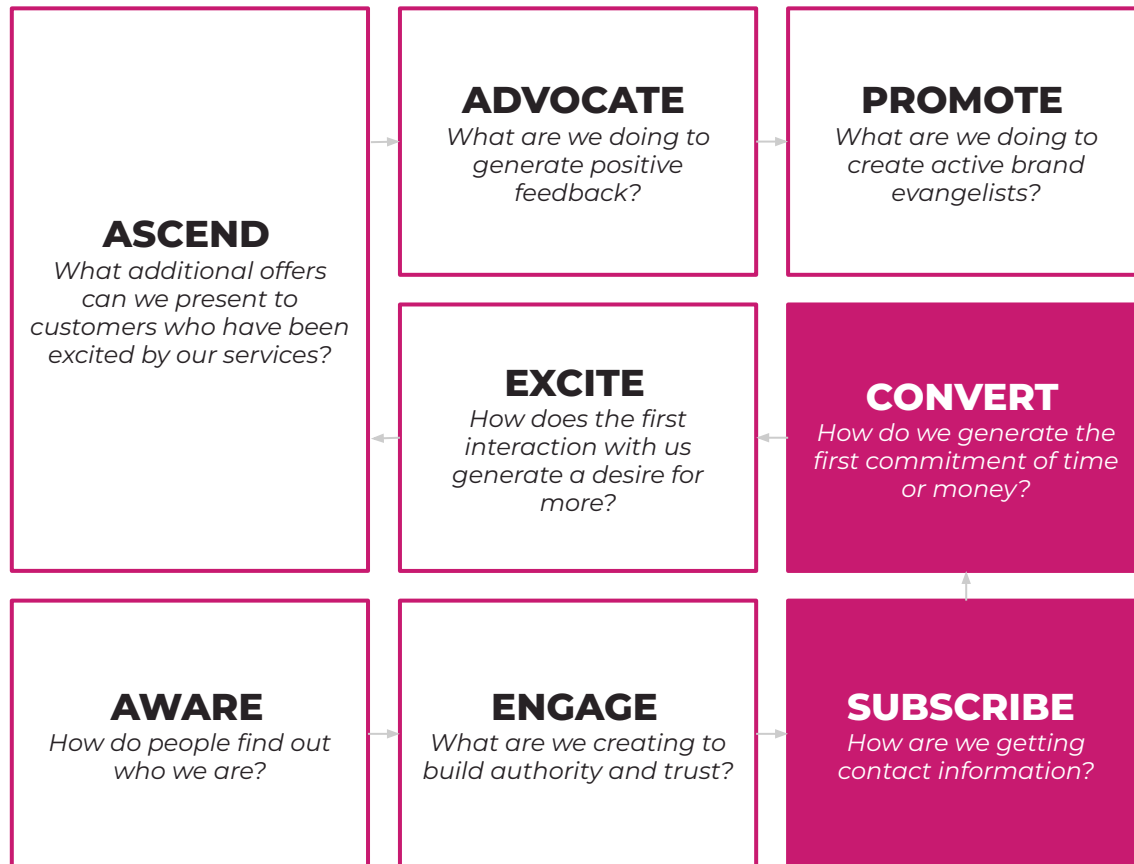


Subscription and Conversion

Once customers are aware of us and engaged with us through the valuable content we create, it's time to strengthen the relationship.

In the Subscribe stage, we are making a concerted effort to collect follow-up information so that we can nurture the relationship.

In the Convert stage, we are giving them the opportunity to do business with us for the first time by giving us a small commitment of time or money.





Lead Generation Offers

Lead magnets do exactly what they say: attract leads for your business. There is no limit to the number of lead magnets you could create - the key is to give massive value so that your customers actually benefit from what you've provided to them.

The goal of a lead magnet is to capture an email address so we can eventually sell to the customer. Each lead magnet will also allow potential customers to "segment" themselves based on their unique needs and interests, at which point we can make them more relevant offers.



x

x



x

x



x

x



x

x



Email Follow Up Campaigns

BUILD AND NURTURE YOUR NEW RELATIONSHIP

This campaign is triggered automatically after someone has opted in to your site by giving their email address. Its intention is to allow new subscribers to develop a deeper relationship with your brand and move them gently toward the action you want them to take.

1. Deliver Asset	2. Add Value	3. Testimonial	4. Overcome	5. Call to Action
<i>Delivered immediately</i>	<i>Send 24-48 hrs. later</i>	<i>Send 24-48 hrs. later</i>	<i>Send 24-48 hrs. later</i>	<i>Send 24-48 hrs. later</i>
Include minimal text.	Identify a pain point that will resonate.	Make sure the customer is the hero - not you.	Identify the main resistance you get.	Be clear and direct. Not the time to be cute.
Just giving value - don't oversell them.	Position yourself as the solution to the problem.	Make it someone they can see themselves in.	Use empathy and authority to disarm.	Be specific when talking about client results.
Demonstrate how you can solve their problem.	Identify specific benefits your service provides.	End with specific results and clear call to action.	Include a strong PS that adds extra value.	Include scarcity and urgency.



Email Follow Up Campaigns

BUILDING OUT YOUR FOLLOW-UP ECOSYSTEM

In addition to the sales campaign that is triggered when your customer takes a specific opt-in action, there are several other automated email campaigns your business can put in place to nurture relationships with your customers and increase sales. Here is a quick look at a few of those types of campaigns:

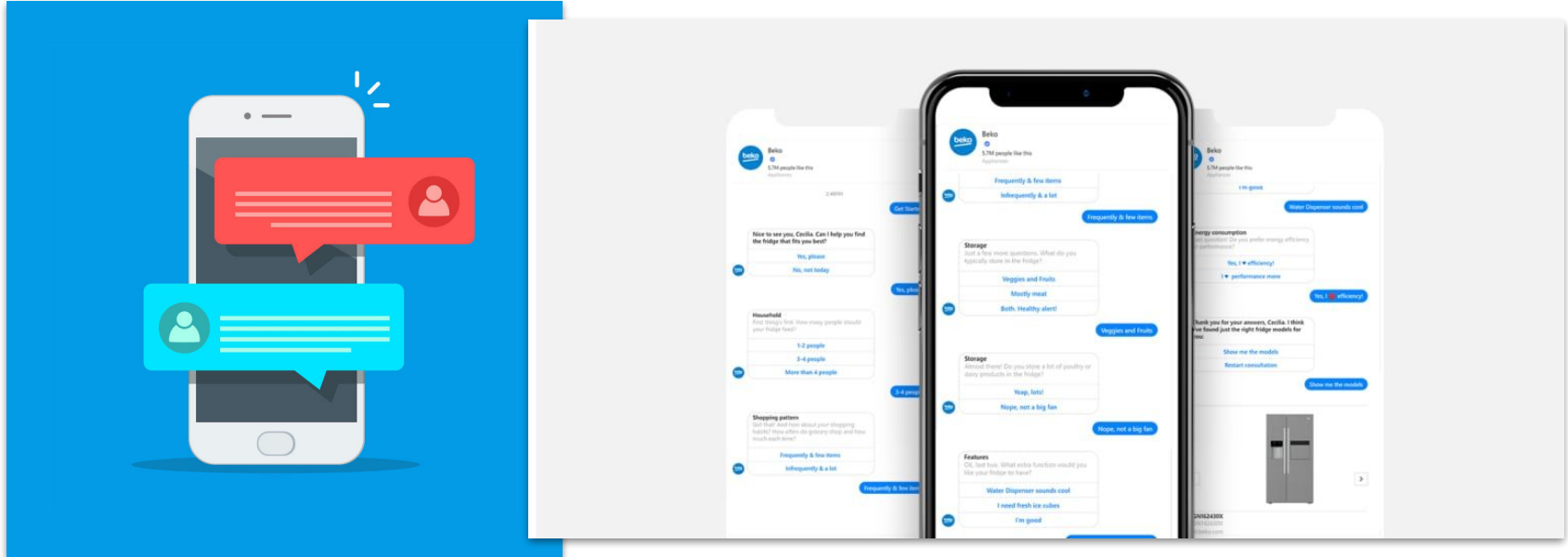
Cart Abandon	Welcome Series	Onboarding	Newsletter	Re-Engagement
For those who start process, don't finish	For new subscribers	For new customers	For all subscribers	For subscribers that haven't opened lately
Remind them how life gets better	Builds their relationship with the brand	Explain the process of being a customer	Show them most recent updates	Remind them why they signed up
Opportunity to offer another incentive	Differentiates you from competition	"Trains" them to have huge buy-in	Tangent material that's also valuable	Get them connected again with value
Include scarcity and urgency	Lets them know what to expect from you	Access to additional resources/community	Keeps your brand top of mind	Provide high-value resources and FOMO



Website Chatbot

MAKING THE MOST OF YOUR WEBSITE VISITORS

If you can keep website visitors engaged longer on your site and point them in the right direction to solve their problems, they're much more likely to purchase. A chatbot is a great way to segment your website visitors so that your sales team is only receiving high-quality, high-intent leads.





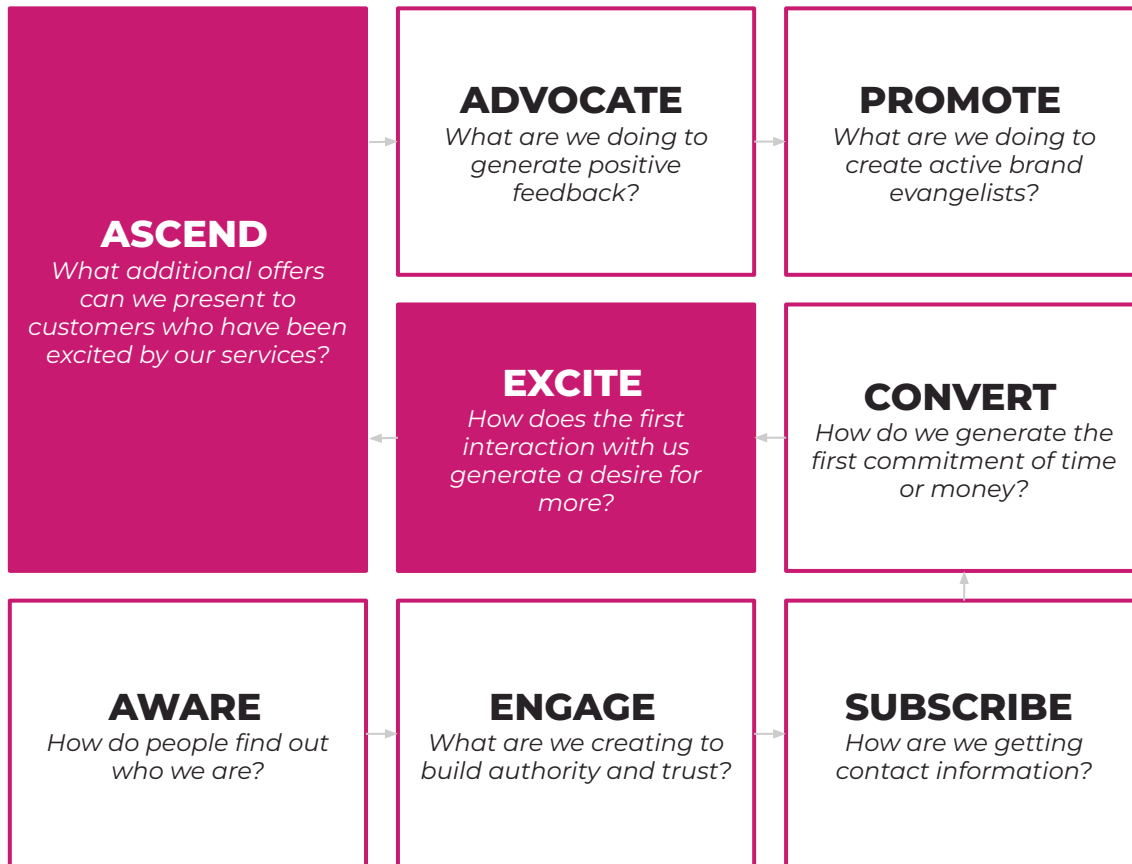
Excitement and Ascension

After the initial conversion, we have an obligation to get customers excited about the prospect of working with us.

Each interaction that customers have with us should generate a desire for more. This means high levels of service and customer care.

When we effectively excite our customers, we're implicitly receiving permission to offer them higher levels of service as well.

This ascension is where we truly become profitable and create a virtuous cycle of conversion, excitement, and ascension.





Here are some ways you can improve monetization (average project value) and retention (customer lifetime value) by delivering exceptional service and seamlessly upgrading customers to higher levels of service, including:

- x

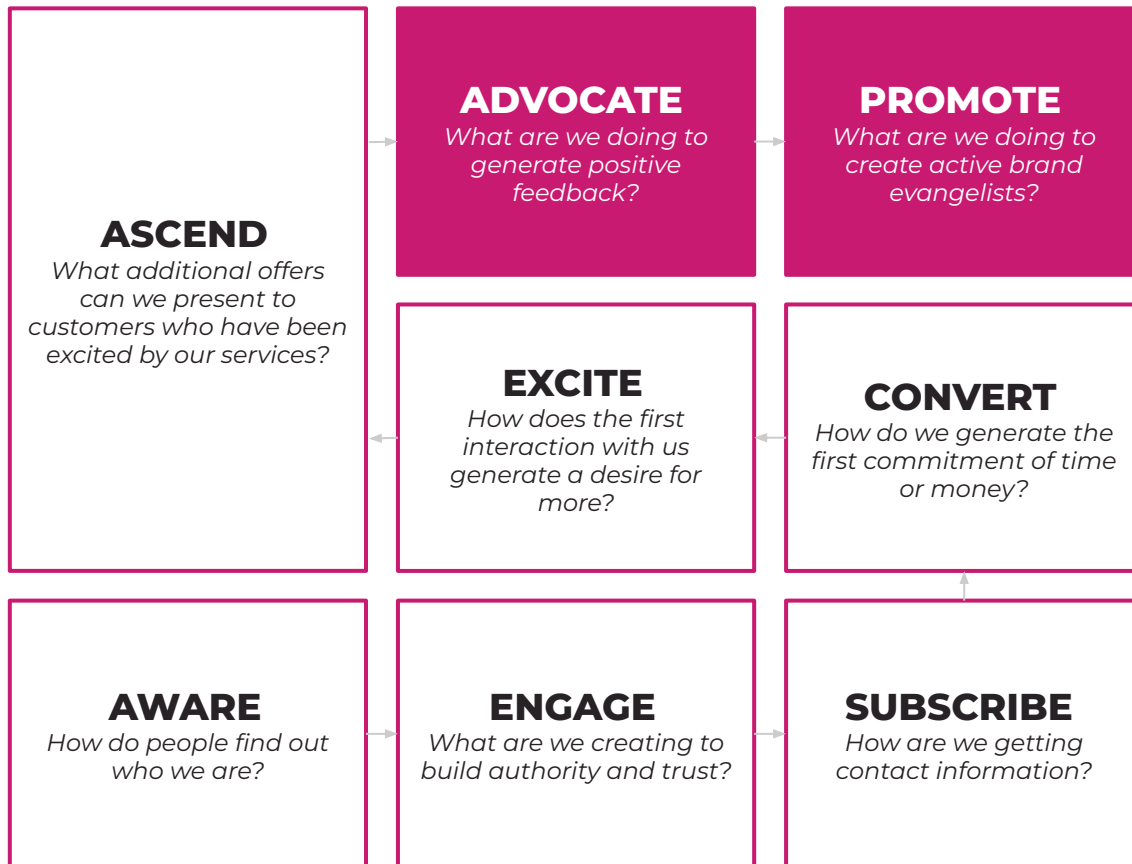


Advocacy and Promotion

There is no more powerful way or cost-effective way to generate new customers than through word of mouth from your existing customers.

In the Advocate and Promote stages, we're focused on sourcing high-quality, specific testimonials and reviews from our customers as well as making it as easy as possible for them to tell their friends about working with us.

Each of these efforts effectively restart the Customer Value Journey by making a new pool of potential customers aware that we exist.





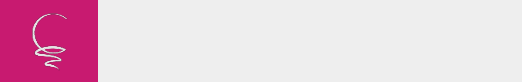
Here are some ways we can help you gather testimonials, tell better stories, showcase client success, and increase awareness and peer-to-peer social proof effortlessly by allowing your happiest customers to spread the word for you:

- x

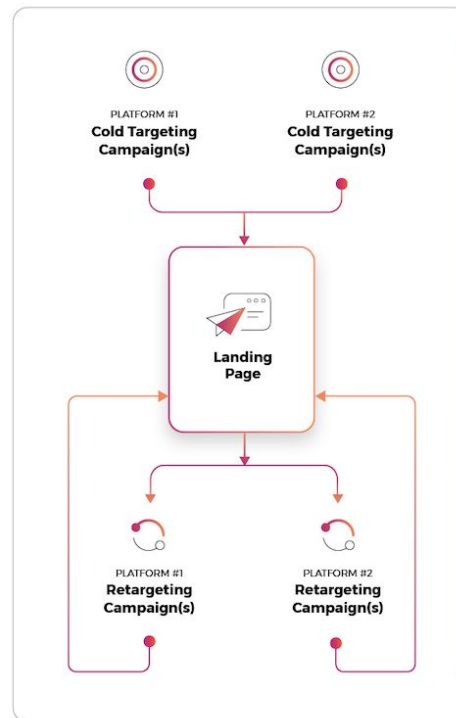


[COMPANY NAME]

Implementation Plan and Timeline



- 01 On Your Mark**
 - ✓ Define the Impact Offering
 - ✓ Define the Impact Prospect
 - ✓ Define clear success metrics
- 02 Get Ready**
 - ✓ Craft a unique selling proposition
 - ✓ Clearly define your target audiences
- 03 Get Set**
 - ✓ Create a landing page that is optimized to convert visitors
 - ✓ Write ad copy
 - ✓ Create static and/or video ad creatives
 - ✓ Define audience targeting for campaigns
 - ✓ Set up conversion tracking
 - ✓ Set up visitor behavior tracking
 - ✓ Build ad campaigns that drive traffic to new landing page
- 04 Go!**
 - ✓ 5K team's QA check
 - ✓ Campaign reviewed by your team
 - ✓ Turn on campaigns



Ongoing Optimization



Ad Campaign Optimization

- Test new ad copy tailored to the defined Impact Prospect and Impact Offering
- Test new ad images & videos to capture the Impact Prospect's attention
- Test variations in audience targeting



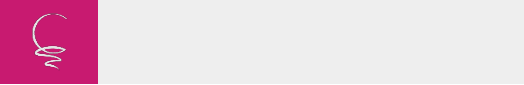
Landing Page Optimization

- Optimize Headline
- Optimize Imagery
- Optimize Call To Action
- Optimize Social Proof
- Optimize lead form or checkout flow



Assess Outcomes Utilizing Data Reporting Tools

- Google Analytics
- Google Tag Manager
- ClickMagick
- Heatmap tracking (Microsoft Clarity)
- Conversion Funnel Reporting



Technical Seo

Make sure your site performs well on all devices, loads quickly, and is easy to use and navigate.



Off-Site SEO

Generating high-quality media placements to your site from other sites around the internet

On-Site SEO

Optimizing the content on your site for the keywords you want to rank for

What's included each month

Month 1	Month 2	Month 3
<ul style="list-style-type: none">✓ Technical Audit Delivered✓ Technical Audit Fix Block 1 Complete✓ URLs established✓ Ranking Analysis Complete (Baseline)✓ Reporting Dashboard Established✓ Outreach Begins✓ Temp content added to URLs if not yet ready✓ PowerPage™ Content Complete✓ Supporting Content Complete✓ First Media Placement MAY be seen	<ul style="list-style-type: none">✓ Monthly QC Audit✓ Technical Audit Fix Block 2 Complete✓ Outreach Continues✓ Ranking Analysis Complete (Don't have big expectations yet)✓ Reporting Dashboard Reminder / Highlights✓ Media Placements Complete✓ Goal Impact Discussion	<ul style="list-style-type: none">✓ Monthly QC Audit✓ Technical Audit Fix Block 3 Complete✓ Outreach Continues✓ Ranking Analysis Complete (Should start seeing real results)✓ Reporting Dashboard Reminder / Highlights✓ Media Placements Complete✓ Goal Impact Discussion✓ Decisions on new campaign, continuing this one into growth phase, or both.



PowerPage™ Development

Using Content Tool

Supporting Content

Supporting Content

Supporting Content



TECHNICAL AUDIT & MONTHLY REPORT / ACCOUNTABILITY

MONTH 1

5 - 10 Digital PR Outreach & Placements

MONTH 2

5 - 10 Digital PR Outreach & Placements

MONTH 3

5 - 10 Digital PR Outreach & Placements

PR Outreach & Placements Process

- 1 Research Relevant Sites
- 2 Audit for Quality Before Outreach
- 3 Contact Discovery
- 4 Outreach
- 5 Negotiation
- 6 Content Creation
- 7 Confirm Live Links