



Maximize your marketing

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MAXIMIZE YOUR MARKETING



THE AGENDA

01

WHO IS JACQUI

And why is she qualified to tell me this stuff?

02

ASSUMPTIONS

The things I have to assume you know or have a handle on

03

CHOSEN CHANNELS

What channels do we have to work with?

04

MARKETING JOURNEY

Sales and such

05

MINI-JOURNEY

Don't miss it

06

RETENTION JOURNEY

It's cheaper to keep 'em



Who is Jacqui

CEO, One Degree Marketing
Founder, Elevation
Academy Mother
Wife
Target Addict

BS Marketing, University of Alabama, Small Business Administration Emerging Leaders Grad, Goldman Sachs 10K Small Business Grads, American Marketing Association Young Professional Marketer of the Year, Birmingham Business Journal 40 Under 40 , Women to Watch, TEDx Speaker, if you're still reading, bless you





BEYgood Black Parade Route Grant Recipient 2020



ASSUMPTIONS

Let's call this pre-work...

01

Defined target audience
and/or created an avatar

02

Defined the “problem” your
product/service solves for your customer

03

Channels you will utilize ... but
maybe we should start here

What channels are you using?



DIGITAL CHANNELS

Social media channels, Email marketing, website, blog, etc.



PRINT CHANNELS

Newspaper, Magazine, Direct Mail, etc



OTHER CHANNELS

Events, Billboards, Radio, etc.

What channels are you using?

STILL DEVELOPING?

- Be where your audience
- is Know what's expected
in your industry
- Stay focused - don't try to
be every where



Marketing Journey

THE POINT

This defines the type of messages you should be using to move people along the journey

THE PROCESS

This is the high-level GPS for your audience

THE PROMISE

High-level understanding of the impact your marketing has on your audience's movement is key



Marketing Journey

AWARENESS

How will you show up in this space to catch and keep the attention of your target audience?
What channels are we using here?
How will we move our audience forward?

- Calls-to-action
- QR code
- Lead magnets
- Like / Follow
- Using a
- discount/offer etc.

CONSIDERATION/ EVALUATION

How will we deepen the level of trust? What are the obstacles we must overcome

CONVERSION

A journey within a journey - get the sale / commitment

- Special / limited-time offer
- exclusive access/content
- time
- testimonials/proof
- etc.

Marketing Journey

EXAMPLE

AWARENESS

Social: personality of our brand, expertise, knowledge
Blog: Flex our expertise
Events: personality of our brand, expertise, knowledge

- Join our email list
- Follow /
- Subscribe Visit our site

CONSIDERATION/ EVALUATION

Website: Portfolio items, service info
Email: Here-first info, deeper connection content
Social: Portfolio items, service info

- Click here to schedule
- Use code ONLYFORYOU for the thing we have and go get it

CONVERSION

Website: schedule consultation / book appointment

MINI- JOURNEY

THE POINT

Maximizing the conversion journey is next level.

THE PROCESS

Have you ever gone through your purchase process?

THE PROMISE

Standing out is in the details.





QUESTION:

**HAVE YOU EVER
GONE THROUGH
YOUR OWN
PROCESS?**

MINI-JOURNEY

Step 1

What is their entry point into your process?

Click on link in bio on Instagram

Call-to-Action

Add To Cart - button

How will you communicate the next step?

**Opportunities -
Upgrades
Related items
Complimenting items**

Step 2

What happens next? This might be an appointment, form, etc.

Put item in cart

Call-to-Action

Checkout Now - button

How will you communicate the next step?

**Opportunities -
Upgrades
Related items
Complimenting items
FOMO**

Step 3

Purchase and receive confirmation email

Call-to-Action

Shop more - button

How will you communicate the next step?

**Opportunities -
Related items
Complimenting items
Join a community
Start email funnel**

Step 4

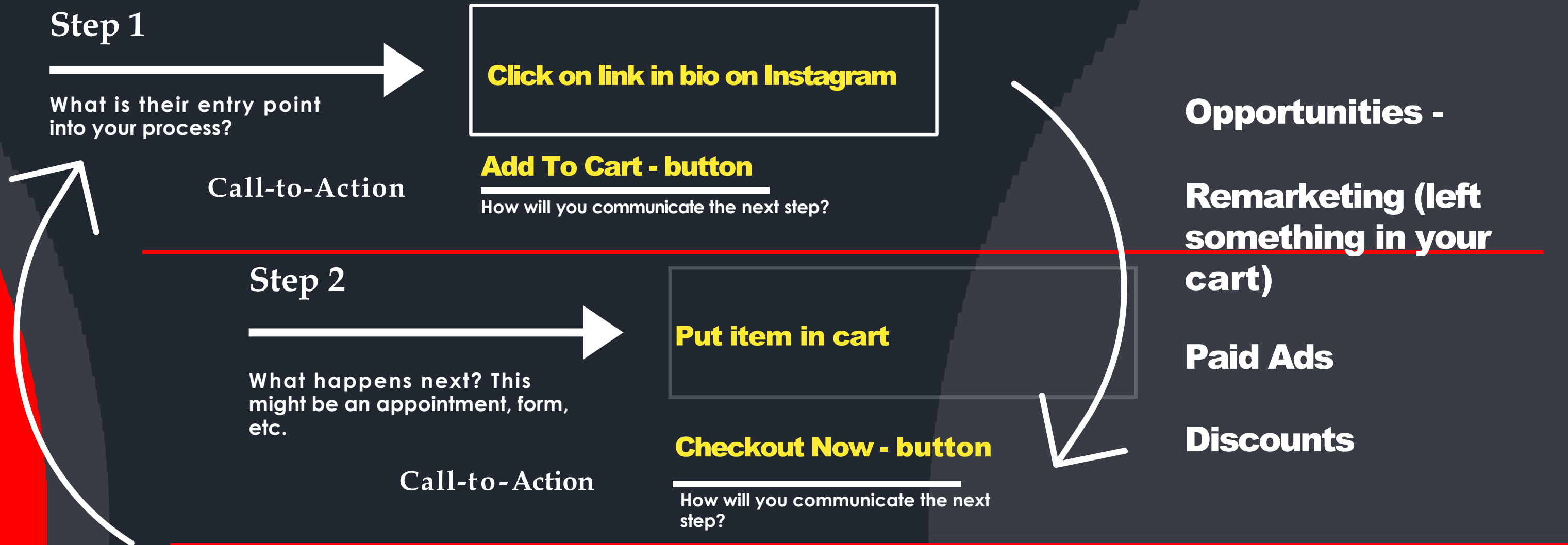
Receive email with tracking information

Call-to-Action

COME ON AND GIVE ME YOUR MONEY

How will you communicate the next step?

MINI- JOURNEY



**Why are they stuck in the cycle?
Is this a marketing problem?**

Retention Journey

THE POINT

This defines the messages and marketing needed to retain your audience

THE PROCESS

Relationships take work

THE PROMISE

It wasn't a one-night stand, it was the beginning of forever



Retention Journey



All of the opportunities...



MARKETING JOURNEY

high-level marketing opportunities as your audience filters down to the true consumer



MINI-JOURNEY

individual processes that have opportunities to deepen the relationship



RETENTION JOURNEY

marketing focused on loyalty and advocacy of our audience

IF YOU'RE LOOKING FOR ME

....



linqapp.com/TheJacquiJones