



# Build Your Marketing Machine

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The step-by-step playbook  
for business growth

# The *Planning* Phase

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**You're in the early stages of your marketing journey.**

When you decide to tackle your marketing plan strategically, it's tempting to try to do and learn ALL the things at once. But this will lead to frustration, overwhelm and procrastination. Take it from a master procrastinator!

At this stage of your business, you need to lay solid foundations and develop a mindset and habits that are going to keep you on track.

It's also the time to build a crystal clear picture of your ideal client and conduct research to discover the most pressing challenges they are facing.

This will give you all of the answers you need to create a laser-focused content plan and a bank of language to use in all of your marketing materials, they will strongly resonate with your ideal client.

## PLAN

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Take control of your time with a planning tool like ClickUp or ToDoist

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Set your annual goals and break them down into quarterly milestones

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Create your Ideal Client Avatar

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Create your Client Success Plan

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Conduct emotion-based research with past and potential ideal clients

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Identify your key content pillars

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Create your content plan

# The *Building* Phase

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**You're ready to start creating the tools you need to build a marketing machine that will work on autopilot yet still connect with your ideal clients.**

Here you'll be creating the key pieces of content you'll need to set up a VIP experience for any enquiries and a basic email funnel to nurture new leads.

This phase of building your system is hard work and it's easy to get overwhelmed. However, learning these skills and understanding these tools will help you make significant progress and you'll use them again and again as your business grows.

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Add the Facebook Pixel to your website to begin gathering data

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Choose an email platform like MailerLite or ActiveCampaign

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Create a contact success page & add a simple nurturing email sequence for all enquiries

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Add semi-automated personal touches to your enquiry process

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Plan your conversion event, like a sales call or webinar

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Plan and create your Lead Magnet based on your research & content pillars

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Integrate your Lead Magnet with your website

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Set up your Lead Magnet automation

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Add a simple nurturing email sequence to follow your Lead Magnet

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Setup a simple Facebook retargeting advert to target all website visitors

# The *Scaling* Phase

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**You've laid solid foundations, mastered key skills and now you're ready to start attracting a steady stream of leads on autopilot.**

This phase of your business is exciting, because by now you should be seeing more consistent organic leads coming into your business as well as seeing a significant improvement in conversions, whilst saving time through automation.

Now it's time to add the strategic pieces of puzzle that can significantly increase traffic to your website and add well-qualified warm leads to the top of your funnel.

It's also the time to start thinking about outsourcing certain projects to make sure you are using your time productively.

## SCALING

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Identify what you can do yourself & what you want to outsource

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Plan SEO cornerstone blog content to increase site traffic

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Identify blog posts where you can add content upgrades

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Hone your daily / weekly content creation system to maximise organic leads and test potential paid ad content

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Create 'expert' content for the middle of your marketing funnel

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Gather testimonials, social proof & case studies for the end of your funnel

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Create a Facebook / Instagram Lead Magnet ad campaign

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Add Facebook / Instagram retargeting ads to the middle of your funnel

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Add Facebook / Instagram retargeting ads to the end of your funnel

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Track and analyse your return on ad spend and email performance

# The *Innovation* Phase

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**High five! Your marketing machine is up and running and you're seeing a steady stream of well-qualified, enthusiastic leads coming into your business.**

With your system in place, now it's time to turn up the heat and start to really scale your business. This phase is all about diving into the metrics of your marketing funnel, looking for areas where you can make improvements in order to get the best possible return on your ad spend.

You'll also want to start reaching out to other business to create partnerships in order to access audiences you can't reach on your own. You might considering scaling through creating passive income or digital products.

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Build your team to ensure you are able to spend at least 30% of your time on deep, strategic work

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Outsource anything complicated that is subject to rapid change and requires an expert. eg. Facebook ads

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Review the tools you are using and invest in systems to make sure that your business workflow is as automated as possible

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Invest in funnel tracking software to ensure your conversion data is accurate

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Start focusing on your 'Dream 100' potential partners, in order to gain access to a much wider audience than you can reach on your own

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Seek out opportunities to significantly raise your profile - guest appearances on podcasts, presenting online and at events

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Are you ready to add additional streams of income to your business. This might be coaching, courses, memberships or digital downloads

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Make the most on one-to-one coaching opportunities and masterminds

# Ready *to do this?*

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More than any other thing, putting yourself in the right environment, alongside others on the same journey as you, will help you succeed.

More importantly, learning from coaches and experts, who can help you take shortcuts, will help you escape the dreaded 'procrastination zone', make decisions quickly and take action consistently.

I really want you to you get unstuck when it comes to marketing.

Inside The Marketing Fix, not only do we have step-by-step courses and expert teaching, you get access to one-to-one and group coaching from me and my team.

- WEEKLY CO-WORKING SESSIONS
- MONTHLY MASTERMIND CALLS
- QUARTERLY PLANNING SESSIONS
- LIVE SOCIAL EVENTS



I really want you to you get unstuck when it comes to marketing. If you're ready to take the next step, I'd love you to join the membership for creative entrepreneurs that will help you build you own marketing machine.

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THE  
marketing  
FIX

# Got a *Question?*

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Join the friendliest Facebook group around, to get even more support with building your dream website.

**JOIN THE GROUP**