

Marketing Foundations

Technology

Marketing

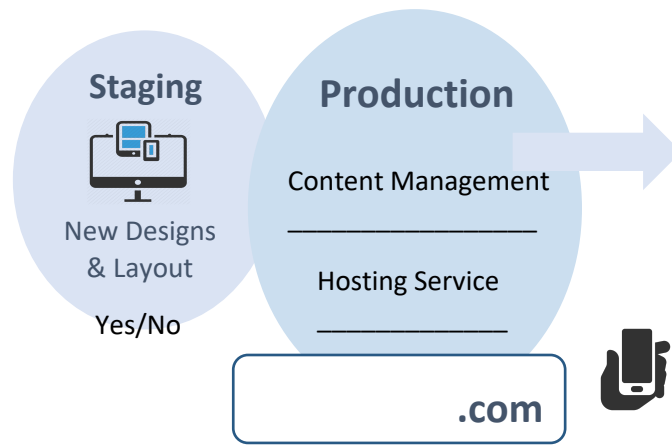
Empowerment

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Hosting Co.

Office 365
(email)

Domain



Theme

Page
Builder



Where is your domain set up?

Where is your Office 365 licensed –
and your email?

Where is your site hosted?

Do they provide a staging site?

Do you use Wordpress? If not, what
Content Manager do you use?

What theme? Do you use a Page
Builder (could be the same as your
theme or a Plugin)



STEP 1: YOUR PROBLEM

Tell us about the problem you are solving for your clients.



STEP 2: YOUR HERO

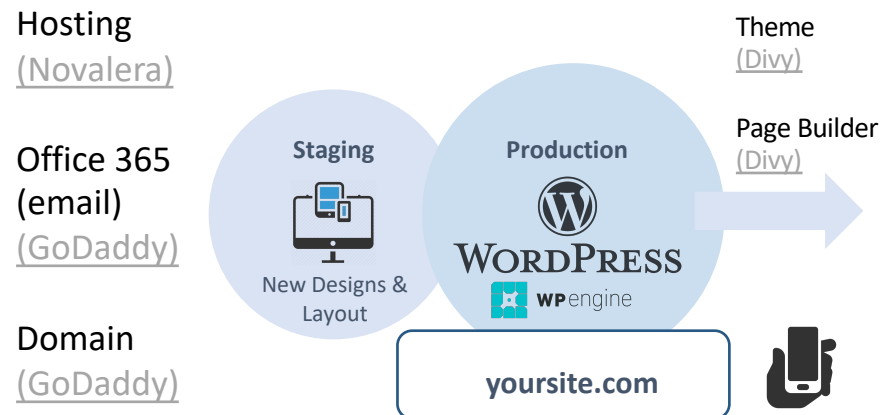
Tell us about your ideal client – the hero in your story.



STEP 3: YOUR FOUNDATION

Tell us about the marketing tools that you are using.

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CTA: _____ Schedule a Consultation

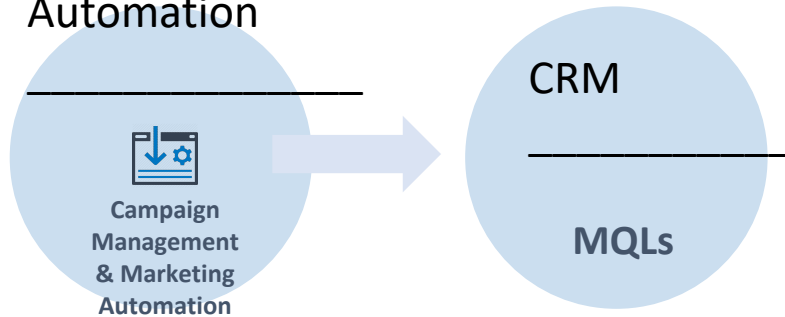
Transitional CTA: _____ Download PDF

What is the call to action(CTA)?

What is your transitional CTA? What valuable content can you deliver that is worth a prospect providing their email and potentially other contact information?

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Campaigns/
Marketing
Automation



ActiveCampaign >



How are you managing your sales funnel?

What tool do you use for managing prospects?

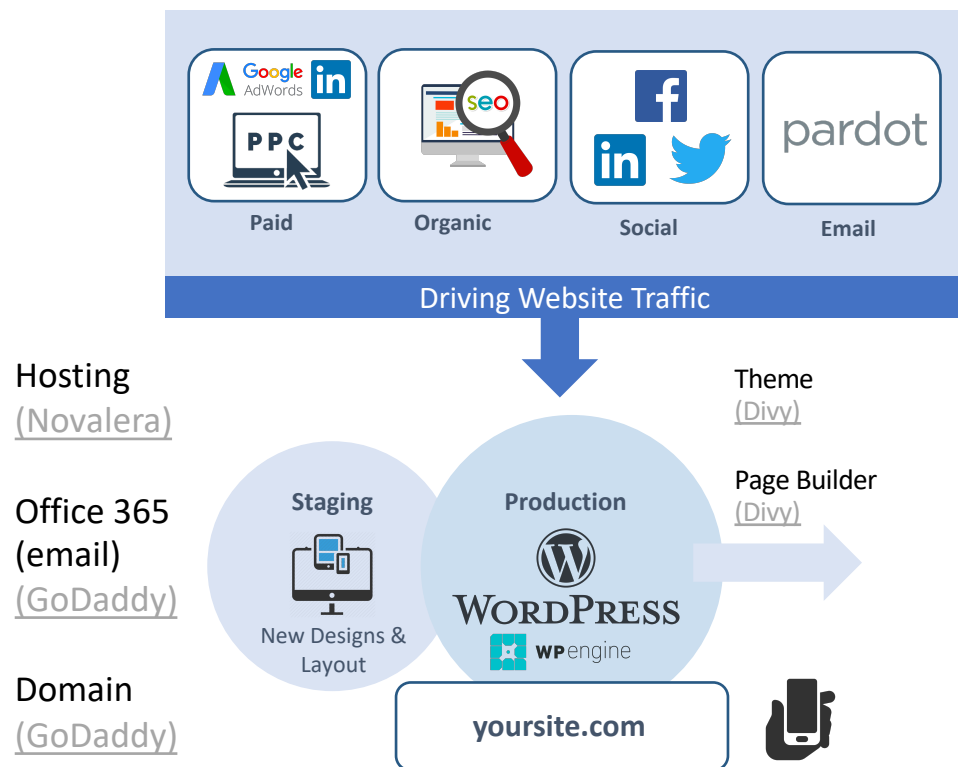
What tool do you use for sending emails?

What tool do you use for marketing automations? (Automatically sending emails or triggering contact with the prospect)

What CRM do you use?

Which of these tools are integrated?

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CTA: Schedule a Consultation

Transitional CTA: Download PDF

How are you driving traffic to your website?

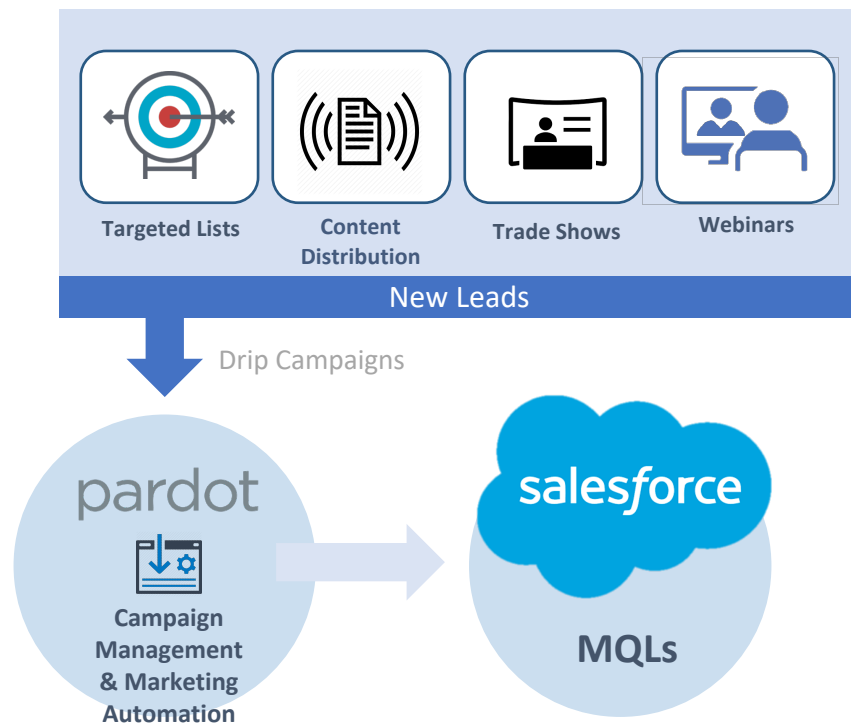
Have you optimized your Search terms?

Have you placed any paid ads via Google or Social media?

Are you placing and/promoting content on social media?

Are you sending emails and what platform are you using?

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What else are you doing to increase your leads and grow your MQLs?

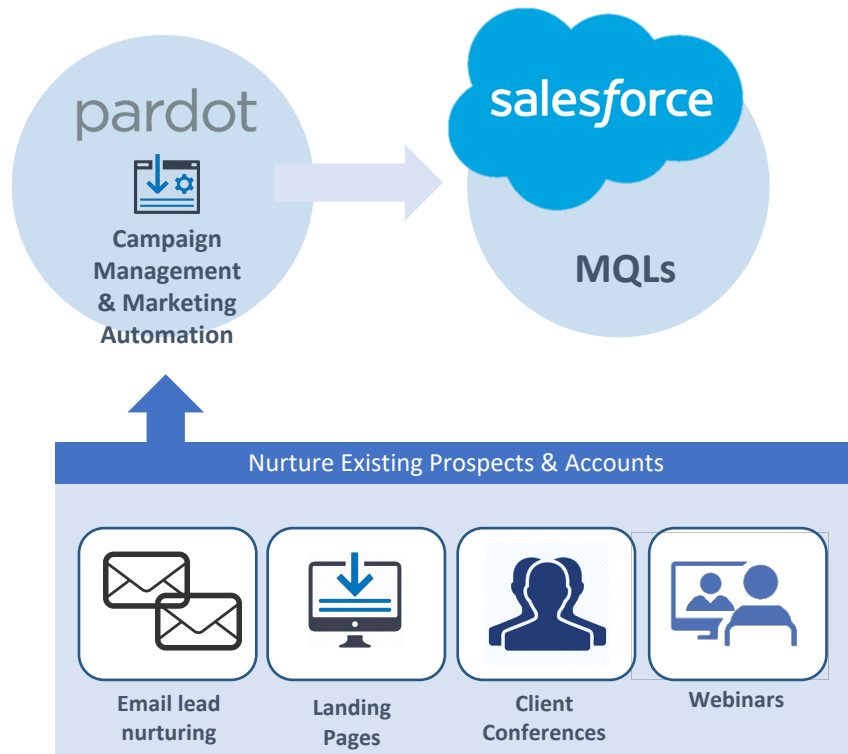
Are you buying and lists? If yes, which service and is it integrated with your CRM?

How are you distributing content? Do you have a blog? Do you send articles to industry publications for consideration? Do you publish press releases?

What tradeshow or webinars are you participating in?

Do you manage your own webinars in house?

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How are you keeping your brand and offer relevant and front and center with your prospects?

How often are you emailing?

Do you have custom landing pages created to target specific audiences?

Do you have a Client Conference/Summit/Forum to share best practices and thought leadership?

Do you have ongoing webinars for existing prospects & clients to continue to educate them on the value you can deliver

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What does success look like?

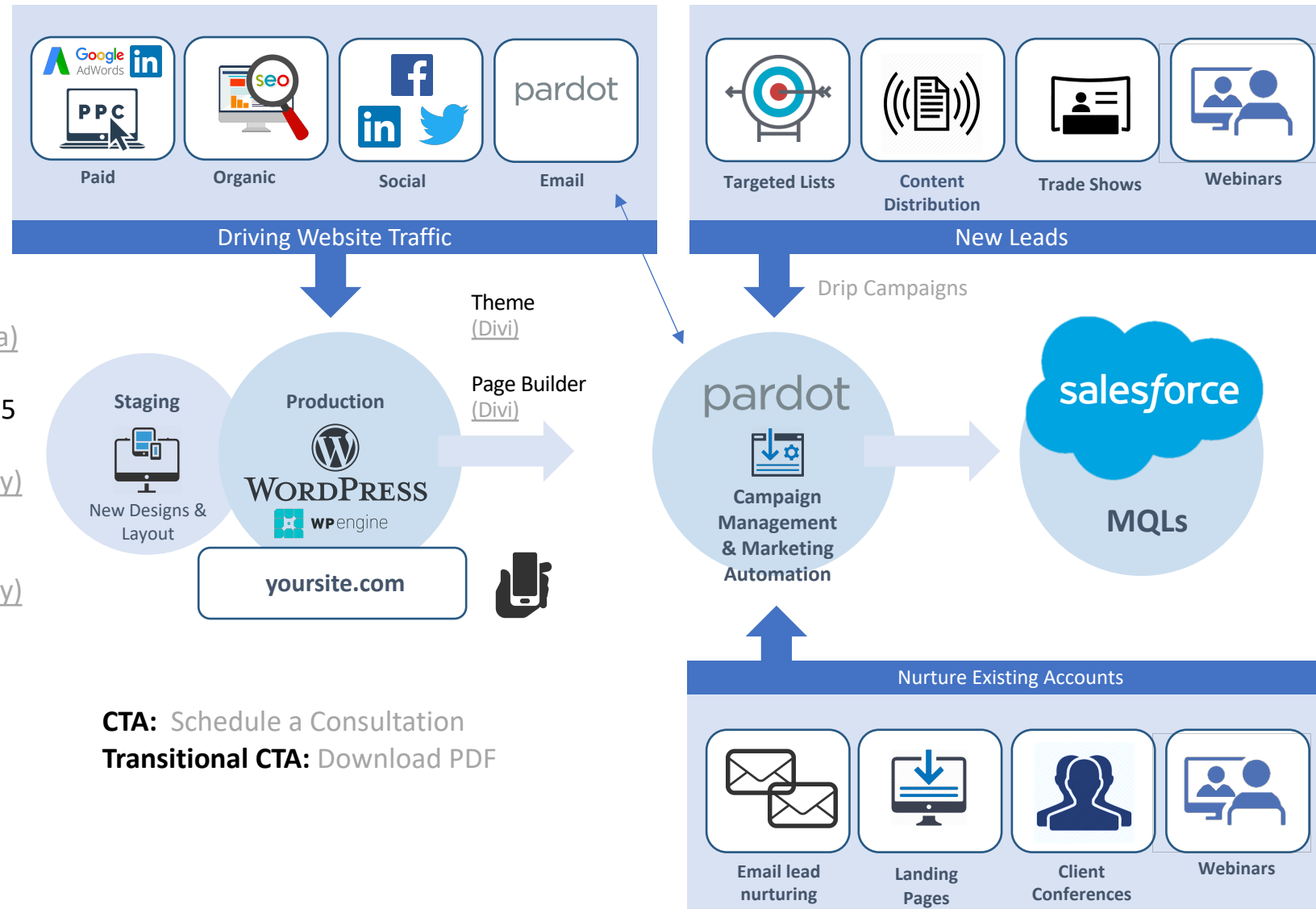
Do you have KPIs?

How are you measuring them?

Have you done any research to understand your assumption about your ideal client and your market?

If yes, what you have your done and what did you learn?

Example Marketing Foundations



Analytics & Tracking



Tag Manager



Google Analytics

pardot

Industry Surveys



Existing database

Leverage industry publications of increased audience

Your Customized Marketing Foundations

Schedule a meeting with Bruck Marketing for your customized workbook.

info@bruckmarketing.com
<https://bruckmarketing.com/contact/>