

INTENTIONAL MARKETING

*Do NOT implement tactics without first having a marketing plan and second, getting into the right mindset!

Writing Tactics:

Informative Keyword Rich Blogs
Email/hard copy newsletter
Articles in Digital Magazines
Advertising in Digital Magazines
Articles on websites
Comment on posts, blogs, forums
Infographics, quizzes, surveys
Document sharing

Press Releases
Direct mail letter (lumpy mail)
White Papers and eBooks
Write a book
Case studies
Create FAQs
Website copywriting
Website and social SEO

Writing

Speaking Tactics:

Webinars
Podcasts/podcast guest
Online course creation
Live speaking
Joint ventures
Virtual summits
Word of mouth
Referral programs (Affiliates)
Trade shows
Attend conferences
Outbound phone calls

Speaking

Video

Marketing
Tactics*

Social
Media

Video Tactics:

Content video series
Videos for ads
Website videos
Training or demo videos
Online course videos
Zoom call videos
Roku TV show videos

Social Media Tactics:

Update profiles for brand consistency
Manage Google my Business
Ask for reviews - Google my Business and LinkedIn
Facebook and/or LinkedIn advertising
Google advertising
Create a group on Facebook or LinkedIn