

upcoach

MAGAZINE

FREE
BUSINESS
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EVERY ISSUE!

HOW TO SPEND YOUR
MARKETING DOLLAR IN 2021
WITH PAUL WARREN

FREE UP YOUR DAY BY
HIRING A VA!
WITH ROBYN SOLETA

THE SIMPLEST MARKETING
STRATEGY EVER
WITH NICK PSAILA

HOW TO WIN THE MARKETING GAME
WITH TONY CROSSIN

WINNING THE FRAME GAME

THE STORY BEHIND NEWCASTLE
STEEL FRAMES & TRUSSES

ISSUE NUMBER SEVEN | APRIL 2021

MESSAGE FROM THE EDITOR

Hello there, What is it that you need help with?

The question above is one of the first questions we ask every business owner when we have a strategy session with them. Every week, the Business Growth Experts at Upcoach hold scheduled Strategy Sessions with any hard working business owner that wants to take their business to that next level.

These sessions usually go for about 30 minutes and the intention is to firstly listen and observe the business, then, advise on a THREE step strategy that will help provide MASSIVE value for the business owner to then deploy at their own pace. In most cases, we solve their biggest challenge or obstacle that they currently face.

So, my question again is - **What is it that you need help with?**

Every business owner is at a different stage with their business, but almost every business owner needs help in some way. Whether its advice on starting out or the information and a strategy to scale a particular business, the range is so varied.

One of the most common issues that we find from these calls is the assistance (and struggles) that people require with help around Marketing. Enter here, a complex world of intricate campaigns, eye-grabbing social content, the design of elaborate funnels, measuring metrics and then converting those prospects to leads, can become a thorn in the side of many entrepreneurs.

And that's why we have dedicated this edition to - MARKETING.

In this edition of the Upcoach Magazine, you will read about the Marketing "Game" and how you can compete in it with your business. You will learn directly from our own VA, on the exact steps needed to FREE up your time by hiring a VA. You will explore the Triple M of Marketing and how you can create a simple strategy that is highly effective and has been used by hundreds of our current & previous clients. Not only that, but you will also discover how and where to best invest your marketing dollars from a true expert in the industry.

Plus you'll get to hear about the story of how a humble steel framing company worked tirelessly and methodically over the last 20 years, to become a thriving business with over 30 employees and exceeding \$8 million dollars in sales today.

So grab a cuppa and enjoy the read. It might just shine some light on how you think about marketing and much like our strategy sessions - I hope you absorb a ton of value along the way.



CHRIS HERBERT
EDITOR OF UPCOACH MAGAZINE

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UpCoach Business Growth Programs

THE SIMPLEST MARKETING STRATEGY EVER

THE TRIPLE M OF MARKETING

Imagine having a crystal ball for your business. A level of foresight that you knew one hundred percent that what you applied would yield a result. That every plan, every meeting, every campaign would bring fruit.

From the early days of trading goods along the silk road, humans have found a way to advertise their wares to the passers by. It usually started with a food stall that had the freshest produce at the time displayed in a way that made it appealing for the traveller or local to not only taste the product, but vote with their eyes as well.

The evolution then took it from the local stall on the road itself into a central marketplace or to a little shop that held spices and rather than a makeshift set up that was removed daily, the business owner made it into a fixed display.

Nevertheless, the advertising principle of presentation and preparation remained the same. Just like in today's world, he or she who presents their product or service better, usually ends up with a sale. You see relevance is critical. If it appeals to the buyer, well guess what, they usually buy.

But picture this... could you imagine if there was no stall, no trading, no shop and no advertising? The business owner would have a great product but little to no one would really know about it.

Sound familiar?

Now fast forward a few hundred years and marketing has actually become easier. I mean we have so many more options of where, when and how to advertise that it should be easy ...right? Wrong!!

Take Amazon or Ebay as a perfect example. You have a business owner in China selling a mattress that you would normally get at your local SleepMaker store. Now don't get me wrong there is still a thing called the "shopping experience". The face to face interaction with the business owner and or sales person, however the buying process is almost the same. Need & Want mixed with presentation and offer.

So why has the simple process of "I have goods you want to buy" become so complex?

Enter the so-called marketing guru's...

For the past 100 or so years, trading became more competitive. You were not the only person that repaired or sold farm equipment. There was more than one corner store in the neighbourhood and life started to change. As transport systems increased the options, you could be from out of the area and still travel for a bargain or deliver a bargain to other locations.

So the rise of the marketer and copywriter hit the scene hard. Crafting catchy copy became an artform that generated millions and millions of dollars. From Cigarettes that were good for you (in the 20's Doctors pushed them for tobacco companies) to the latest Ford that every space age family just had to have. You became an instant neighbourhood legend by owning the latest Cadillac. Then the real revolution started at the TV set and when colour became available, well just like Johnny Depp said in the movie Donny Brasco "forget about it"

It became a race around headlines and circulation. How can I get the best headlines that motivated people enough to buy? And how do I get the word out using radio, TV and print media? Ring a bell? It's not that dissimilar today. What's the headline, what am I offering that will get people to opt in, call or email and where is the best place to advertise?

Simples!!!

I wish it was. According to a War Room presentation by Digital marketer CEO Ryan Deiss "over 88% of all marketing fails". With that in mind, it's not that you are not good at it, it's that the odds are stacked against you to start. Hence the real reason the so-called guru's make it look like it's hard is probably more about self preservation than what it actually is.

Now let me be clear. I'm not saying that you can write any headline, throw an ad up on Google and then shut it off because of the thousands of email enquiries and calls. What I am saying is that through clever design, a formula and a ton of testing you will be able to get a result not too dissimilar to the experts. Remember the key here is "practice makes perfect". The marketing agency does this all day every day, so you trying it once and giving up will 100% yield a different result. My intention is to create a simple approach for you to have the foundations you need to get to work. So here you go...

I give you the Triple M Formula !!!

This formula is designed for you to have a simple, elegant way of marketing your product or service and being able to use it over and over again. Spending long hours on marketing simply isn't viable for ANY business owner. As we all know time is money so I wanted you to have a really good way of getting your thoughts on paper and then into the marketplace.

Let's start here:

Market

What is your marketplace? What I mean by this, is who is your ideal best targeted audience?

Now you can give me the typical answer I have heard 1000 times "my product is good for everyone" and I would probably agree, BUT the truth of the matter is that no one's product is for everyone. Some people just don't like it and or can't use it. For example, take the most important commodity ever for mankind...Water.

Some people just don't like drinking it, yet alone buying it, crazy right? You probably know some people yourself. Funny thing is, that they know they actually need water to survive, but they will drink everything else other than water itself.

What I am saying here is that the tighter the audience you can sell to the better. So step 1 is to get your marketplace sorted. Think about your ideal customer, and begin to build a profile of what they think, how they feel and their pains & frustrations in relation to your product right now.

Here's an example:

Product: Nespresso pod Coffee Machine

Market place: Male or female, 25 years and over, needs to live with coffee, wants convenience, not interested in a full barista type top counter machine. Loves the flavour options. Buys coffee from cafes, however loves the taste and wants to make it in their own home and or work.
Not a nescafe drinker.

Can you see what I am doing here? Narrowing down the typical audience. If I want to get a bit tighter that's even better as it really helps to define what they may be thinking and what sort of solution they may be after. The more specific the better. Get it? Now I have an audience, I can start building a message.

Message

Let's start with this - What is the best advertising message that will connect with the marketplace? Now, this is where clever headlines in the form of an offer and testing collide.

I wish it was as easy as writing whatever you actually think sells but through my experience of spending millions of dollars on platforms such as Facebook, Instagram and Google (I'm not kidding on the millions) I can personally tell you that it's about trying your best to really dial it in.

The key to the headline offer is to think like your marketplace avatar thinks. You need to consider, what will make my ideal customer (from above) click on my ad? What would be attractive to them? Is it a discount, a bundle deal? Or is it something deeper, more connective? Is it really speaking more to their inner voice? Let me give you some examples:

Headline:

Want cafe quality coffee anytime, without having to line up? Nespresso can make that happen.

Need 10 min to yourself? Have a coffee on us...The smooth creamy taste alone will make you say ahhhh....Nespresso.

Busy running all day? Looking for a quick time out? Nespresso...simple coffee solutions for your busy lifestyle.

Notice that I am trying to tap into what my ideal customer typically has going on in their life and placing a headline that will make them stop long enough to browse at their phone and say to themselves, yep that's me and click on your ad to know more.



Now the last part of the sequence is the **Method**:

The method is about asking yourself - where is the best place to advertise what I have to offer? Where is the target audience / marketplace likely to be searching for what I have to sell? Is it Facebook, Instagram, Google, on Pinterest or is it an offline method, like Networking? Back to Nespresso.

We know our busy ideal client works a lot, but also commutes to work, so they spend time on their phone. So in this instance, advertising on Facebook or even on Spotify might work well.

We place an ad in front of them on their daily commute and hope they click for more.

Finding the most suitable method for your ideal customers is important, because you want to grab their attention on whatever platform they use most - whether it be online or offline. This will only improve the effectiveness of your ad and the returns on your investment.

So with the above info, now I can put the Triple M Strategy into action:

1. **Market place** - Male or female, 25 years and over, wants to replicate the experience of a cafe without the inconvenience. Wants to take 10 min out of their life to enjoy coffee.
2. **Message** - Nespresso will give you the coffee you want, without the fuss and save you time.
3. **Method** - Connect via your most social platform (Facebook & Spotify) and then have your ideal client opt in to an ad to ask for the sale.

You can now follow the process I have and use the Triple M to help create simple and quick marketing strategies in your business. I hope this will cut down hours of time and a massive level of confusion when it comes to marketing. You now have an elegant way of constructing an advertising campaign that will get you closer to your target audience in the centuries old pursuit of successfully selling your product or service.

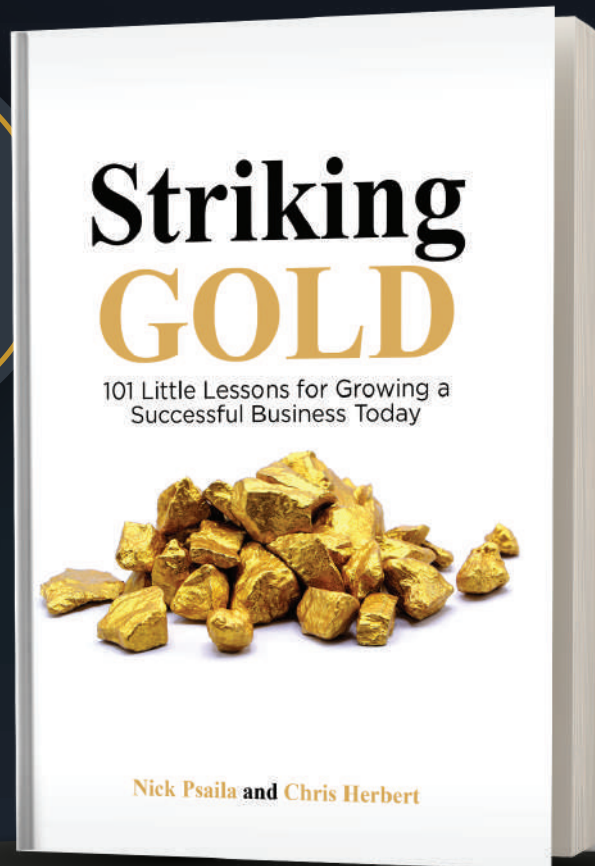
Nick is the Founder of Upcoach Business Growth Programs. As a celebrated business speaker, coach, thought leader and author of Up-ology, Nick has helped thousands of business owners to achieve success.



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WINNING THE FRAME GAME

THE STORY BEHIND NEWCASTLE STEEL FRAMES & TRUSSES

It was on the dawn of a new millennium, in the year 2000, when Sally & Scott Robertson purchased a small steel framing company in the heart of Lake Macquarie in NSW. With great ambitions and opportunity ahead, this was the time to make a real impact in a new and emerging steel framing industry. .

Back then, things looked very different. There were only three employees working out of a small 3-bay shed with a 10sq m office. Times were tough, however, this is where all new small businesses start out. It was at this time that Tim (the son to Sally & Scott) started work on the factory floor, learning how to construct and assemble steel frames for homes across Newcastle and the surrounds. Working and learning as he went, Tim then jumped into a carpentry apprenticeship and “learnt his trade”.

Over the next 10 years, as Mum & Dad continued to grow the business, Tim did further study, became a builder and started a small construction business before being lured back to what his parents were creating. These were exciting times and the company was beginning to grow at a faster rate.



Fast forward to the current day, Tim looks back and comments on the growth that he has witnessed over the last 12 years. *“Back when I came on board full-time, we only had 10 employees and were doing about \$2 million a year in sales. Right now, we employ over 40 people, utilise around 20 subcontractors and are turning over approximately \$9 million a year”*

Newcastle Steel Frames & Trusses (NSFT) has become one of the largest steel frame suppliers in the Hunter region, supplying steel frames and trusses to hundreds of customers across the construction industry. From small residential extensions and granny flats through to large scale commercial projects such as schools, apartment buildings and aged care facilities, you’ll be hard-pressed to find a construction project that NSFT isn’t able to supply the frames for. With a long list of happy (and loyal) customers, they also supply frames and trusses to some of Australia’s largest and most trusted high-volume home builders.

It’s commonly said that your brand is defined by your reputation, and it’s the reputation of NSFT that has recently lifted the business to new heights.

Over the last two and a half years, the business has grown from producing approx 50,000 Lm (lineal metres) of frames and trusses a month with a turn over of \$4.5 million per annum to producing in excess of 120,000 Lm of frames and trusses per month and turning over approx \$9 million per annum.

Even with this incredible growth, Tim remains one of the most humble people I know. Having lived in the Newcastle and the Lake Macquarie region all his life, he spends his “spare” time working on his 50-acre property and enjoying time with his three boys.

“We try to do as much as possible” mentions Tim. *“Whether it’s hitting the beach or heading out in the bush with the motorbikes and camping with the kids and friends, this is where I love to spend my free time”.*

As a self-confessed person that can’t sit still, Tim also expresses his passion for building, *“I am a carpenter and licensed builder by trade and still love to build. I have a passion for designing and renovating my own properties, so I’m kind of thinking about that stuff all the time too”*



It's fair to say that success takes time, and this has been the case for NSFT too. As with any entrepreneurial ride, there have been highs & low's, and the business has faced many challenges over the last 20 years. I asked Tim about some of the most challenging parts of running a steel framing company in today's competitive construction industry:



"Over the past 20 years, we have had our fair share of setbacks but for me, the most challenging time would have been having a couple of large builders going into liquidation owing a significant amount of money. These events played a huge mental strain on us, trying to make ends meet and keep our staff employed while months of sleepless nights passed by, working on every scenario under the sun to keep the doors open and keep moving forward."



And it's with this gritty determination and high level of persistence that has kept Newcastle Steel Frames & Trusses moving forward. Not only this, but I admire the way that the team rallies together to achieve their monthly milestones. When questioning Tim about what it takes to be successful in business, his reply didn't come as a surprise.



"I believe building and keeping a great team around you is really important. Not only that, you need to be persistent and prepare to take the long road. You also need to keep close eyes on your metrics, your KPI's and never lose sight of your goals".

I had a few more questions for Tim, to find out more about what he's learnt on his journey, his advice around coaching and what he's looking forward to in the future.

What do you enjoy most about running NSFT?

"I love working with and building great team members. Most of us spend more time with our work colleagues than our family, so to have a team that works hard, respects each other and gets along well, makes it much easier for everyone to turn up each day and do their best".

What have you personally learnt about business while growing NSFT?

"You need to have a good team around you. You can have all the sales, but without the people, you will never be able to deliver. I also think learning to manage life/work balance is critical. When I head out the door, its time to switch off (most of the time). I guess another one for me is that there is always a solution to a problem - it might not be the one you want, but its a solution either way."

Tell us, how has COACHING helped you to grow the business and why did you seek it out?

"Something I heard years ago that has stuck with me ever since was that, for those people who want to excel in their career, they need consistent coaching. Elite athletes are the perfect example. Elite athletes are coached to the highest level throughout their careers to ensure they stay at the top of their field and really, business is no different. I feel that having a business coach keeps you on track to meet your goals mentally and helps to implement the tools needed to grow your business".

"A few years ago, I knew that I wanted to take the business through a period of growth and move it to the next level. To do this I knew I would need the help of a business coach that can provide a fresh set of eyes from the outside. Having a business coach in your corner keeps things moving in the right direction, gives you fresh ideas and the help that Chris has provided has been exceptional".

What's the best piece of marketing or advertising advice you can share with us?

"If youre not a marketing person, find someone that is. Our BDM (Danny) and Marketing Assistant (Amy) has definitely made a difference in terms of growing the business.

You really need the talent to lean on in this area and leverage the expertise of others".

What does the future look like for Newcastle Steel Frames & Trusses?

"With steel framing finally making a footprint in the industry and fastly becoming the preferred frame method of most major builders in NSW (and across the country) we believe we can continue to grow the business by an additional 10% each year. We aim to move to larger premises over the next 2-3 years which will give us a greater capacity to service more of the industry in the future."



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FREE UP YOUR DAY BY HIRING A VA!



Imagine having an extra 81 days each year, to do with whatever you please? Spend time with family, enjoy the beach or work strategically on your business. Either way, the precious time you'll save is easily worth the investment.

A recent study by Sage reveals that the average Australian business owner spends 81 days a year working on low level admin tasks. Now imagine the situation if you're a small business owner who is filling various roles within the business due to its early stage or limited funding. No wonder you'd end up working 50 to 60 hours per week and get stuck on the hamster wheel.

You see... *"Every problem has a solution. You just have to be creative enough to find it"* - Travis Kalanick, American entrepreneur and the co-founder of the ride-hailing app company Uber.

In this article, we'll discuss how a "Virtual Assistant" (VA) can save you from the hamster wheel of the never-ending workload so you can focus on growing your business and have extra time to spend with your family.

What is a Virtual Assistant?

To put it simply, VA's are just like a regular employee who works remotely. They offer a diverse list of services to support you and your businesses operations.

What Services Does a VA Provide?

The truth of the matter is that there is no explicit list of activities that VA's can do. They can do any task as long as it can be done remotely. Some VA's specialise in specific or industry based tasks, however, most can perform multi-functional roles across many aspects of your business.

Here are a few examples that you can delegate out right now:

- 1. Administrative Tasks** – Making phone calls to customers, scheduling appointments, managing your calendar.
- 2. Bookkeeping** – Maintaining and preparing financial records of your business.

- 3. Customer Service and Support** – Answering customer product inquiries, handling and resolving customer complaints and product issues via phone and email.
- 4. Data Entry** – Entering customer information into your CRM's and databases.
- 5. Email Management** – Checking your email, managing your inbox, sorting email.
- 6. Lead Generation** – Generating, qualifying, processing, and following up on leads and appointment setting for the Sales team.
- 7. Market Research** – Target market research, demographics, scoping out the competition, compiling trends in your industry.
- 8. Marketing** – Social media marketing, internet marketing, or offline marketing.
- 9. Promotional and Advertising Material Designs** – Creating brochures, business cards, stationery, logos, etc.
- 10. Social Media Management** – Creating and posting content to your social media pages and platforms (Facebook, LinkedIn, Instagram, Youtube) and engaging with your customers.
- 11. Travel Arrangements** – Flight and hotel reservations.
- 12. Web Design and Development** – Building and maintaining your website.

What are the BENEFITS of Hiring a VA?

Now let's discuss the benefits of how a VA can help you get off the hamster wheel and move forward with your business without blowing up your budget.

COST-EFFICIENT

Depending on your business needs, hiring a VA can be three times cheaper than hiring a local employee. Aside from lower salary rates, your overhead expenses are reduced tremendously because you don't have to spend money on computer equipment and office space. Most importantly, VAs, in general, possess a wide range of skill sets.

They are already experts in general administrative tasks which enables them to immediately get into the role with hardly any training required. It's like hiring an all-rounder for 75% less cost.

BOOST YOUR PRODUCTIVITY PERFORMANCE

When you have someone dependable to take care of the recurring and time-consuming admin tasks you can focus on the most important, high-level priorities for your business. This means you have more time to streamline your business operations and develop killer ideas to grow your business.

WORK-LIFE BALANCE

Achieving work-life balance is definitely not easy but it is essential for long-term success. When you have someone reliable to do the tasks on your list, it becomes possible to find time for your personal life and the things that you enjoy doing. Just imagine spending an extra 81 days per year to live the kind of life you had in mind, when you first started your business.

Finding the Right VA for You

Hiring VA's has helped many business owners and entrepreneurs to reach success and you can too!. So how do you find the right VA for you?

There are several ways to find VA's. The most common is through reliable online agencies and Freelance marketplaces. For Freelance marketplaces you can hire your VA's the same day while online agencies might take a couple of days or a week depending on if they already have a pool of candidates that meet your requirements.

Here are just a few of the Freelance marketplaces you can use.

	Upwork	OnlineJobs	Fiverr	FreeUp
Founded	1999	2009	2010	2015
Website	upwork.com	onlinejobs.ph	fiverr.com	freeup.net
Freelancer Location	Worldwide	Philippines	Worldwide	Worldwide
Pre-vetted Freelancers	No	No	Yes with Fiverr Pro	Yes
Worker Tracking	Yes	Optional	No	Yes
Customer Rating	4.5 stars	4.0 stars	4.1 stars	4.3 stars
Platform Fee	5-20%	\$69/mo	5-20%	15%
Hourly Rate	\$3+ USD	\$3+ USD	\$3+ USD	\$5+ USD

Finding and hiring the right VA is a big commitment but it can help you achieve much more in a shorter space of time. If you do your research, hire well, and lay a strong foundation (VA training), you'll reap the benefits and have more time and energy for the things that matter most to you and your business.

Robyn Soleta is an experienced Virtual Assistant and leads the Upcoach V.A. team based in the Philippines. Robyn oversees and manages the various number of daily outsourced activities that Upcoach requires.



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HOW TO SPEND YOUR MARKETING DOLLAR IN 2021

BY GUEST AUTHOR, PAUL WARREN

When Chris asked me to write this article for the UpCoach Magazine, I jumped at the chance. Over the last 20 years of being in business, running a successful eCommerce business, and now a full-service digital agency, I have found that many business owners are very uncertain about where to spend their money when it comes to online marketing. Some are not sure how much of their budget they need for marketing, so without further ado, let's jump right in, and I will share my insights.

When I'm speaking to business owners, I usually recommend that the business invests between 10-20% of their annual revenue on their marketing budget. This 10-20% will cover everything from SEO, Google Adwords, Facebook, Content Marketing. This also includes website management, which is very important given the frequency of websites being hacked these days.

Let's assume a business generates more than one million dollars in revenue annually, as a baseline; I suggest that this business should be spending at a minimum, \$100,000 / \$150,000 annually on their marketing budget. Typically I break this down over 12 months, so the monthly investment a business should be spending will work out to be around \$8,500~ / \$12,500 a month.

It's important to note that there is always a 'delay period' for a lot of your marketing spend to kick in and start generating results. Make sure you allow at least 4-6 months before you expect to see the results coming in.

So now we know what we need to spend monthly, how do we spend it?

In my experience, I recommend all business owners start marketing with the two most important marketing channels, first and foremost, and those channels are Google organic and Google paid ads.

GOOGLE

Google organic is the 'non-paid' version of Google search results, where, when people search for things like "plumber near me" or "pool fence installer near me" your site comes up organically. These results come up under the paid ads section, typically 3-4 positions down from the top of the page. To appear in these positions, you need to be running what is commonly known as an 'SEO campaign' (Search Engine Optimisation).

Generally speaking and from an investment point, for your SEO campaign, you're going to need to spend at least \$2,750 per month for 6-12 months to start to 'rank organically' in these results. You need to understand that this is a long-term investment and a valuable one that will position your business where it needs to be over the years ahead once you appear in those top results.

Now **Google paid ads** are typically the first 3-4 results on the Google search results page, and for your ad to appear there, you need to pay a cost per click (CPC) for each keyword you are bidding on with Google. In terms of expenses and investments, you will need to pay an agency a management fee for managing your ads, and then you will also need to pay for each 'click' that Google sends your way.

On average, you can expect to pay around \$1,250 for the account management fee, and then typically another \$2,500 in ad spend, which is more than enough to get you started. This will give the agency managing your account plenty of buffers to work with to generate your results. Once the account is generating a positive result, you can increase the ad spend to scale the account further. Unlike an SEO campaign, you can expect leads and enquiries to start coming in from this type of campaign in as little as 2-3 months. So if you need new business 'now' then Google Ads is the way to go.

FACEBOOK

The next marketing channel you need to be on is Facebook organic. By Facebook organic, I refer to posting articles, running competitions, sharing stories, and even posting funny memes to your business's Facebook page. This is great for reaching your customers organically and for building up an audience over time. A Facebook page is also a significant 'trust signal' which means that more often or not, your customers will come and check out your Facebook page.

If they see posts being made to your page, they are more likely to trust your business, and therefore will want to do business with you. Typically I recommend all business owners post to their Facebook page at least daily, if not, every second or third day. In terms of costs, you can expect to pay around \$50 per post, which works out to be around \$1,500 a month in a 30 day month.

BLOGS

Following on from Facebook, the next marketing channel you need to be actively working on is writing articles that can be published to your website's blog. On average these articles should be at minimum 800 or so words, and go all the way up to 2,500 words for really detailed articles. The purpose of writing these articles is so that Google finds those articles and sends traffic to your website. As an example, a typical article title would be something along the lines of "Everything You Need to Know About Glass Pool Fences". As you can see from the article title, what we are expecting to happen is that people search for "Pool Fences" and then they find your website on Google and then land on your website.

From an investment perspective, you can typically expect to pay between \$250 - \$500 for a high-quality article, written by a native English speaker. This article would also come supplied with artwork for the blog so that it can be published on both your website and your Facebook page. I typically recommend businesses publish between 4 and 8 articles each month for their websites at a minimum. So with a spend of \$250 per article and 4 articles, you're looking at \$1000.

So now that we've covered the four main channels that I recommend businesses start their marketing efforts on, and with a total spend of around \$9,000 a month, you should be well on your way to running a very successful marketing campaign over the next 12 months. It's worth noting, you don't need to start with all four channels straight away, but it makes a huge difference to the overall campaign results if you do.

I hope this article has made the process of coming up with a marketing budget somewhat easier and gives you a clear direction as to how you come up with a marketing budget, and how to spend it in 2021. If I can be of any assistance or guidance whatsoever, please feel free to reach out to me. My contact details can be found on www.insiteful.com.au

All the best,

Paul

Paul is the Founder & CEO at Insiteful, a full-service online marketing agency for retailers, service organisations, and industry professionals who all share a common goal — building better businesses online.





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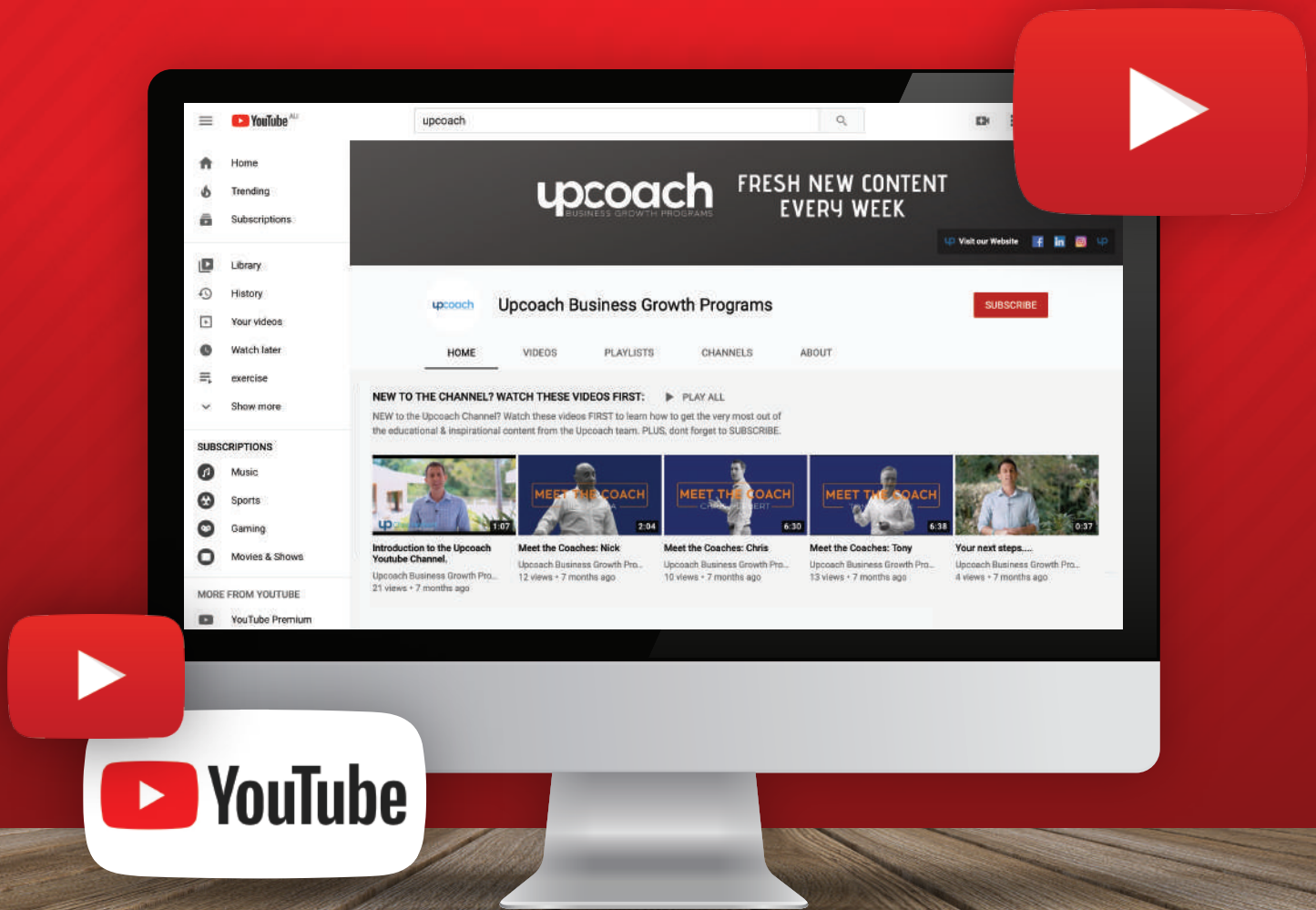
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HOW TO WIN THE MARKETING GAME

Lets face it, Marketing is really just a game. There are rules to follow, strategy to play out and the outcome is to win by attracting new customers and clients in the digital world we play in right now. So how can you play the game?

As a business owner and coach I have spent a fair bit of time researching and understanding the game of marketing, what the rules are and how to play. What's more important however, is that I have learnt some of the best strategies for winning at this game are too.

In this article I want to share with you that even though marketing can be a complicated beast to understand, there are some fundamental things you must be aware of. Hopefully, I can shed some light on these and help you make marketing decisions easier, faster and more effective so you can win at this game too.

1. YOUR MARKETING TEAM..or YOU?

With the ever-changing world that we currently live in, it's vital to have a diverse and varied marketing team working for you. (what do you mean it's only you?) No matter the size of your business, you need somebody working in all these spots to ensure your marketing system delivers the growth in new customers that you are looking for. So let's start with:

- **Marketing Manager:** Somebody to oversee and steer the ship with lots of experience.
- **Marketing Coordinator:** Get lots of general and diverse tasks done (you'll be really surprised at how much there is that has to be done)
- **Digital Ads:** It's my opinion that all businesses need to be doing digital ads (Google, Facebook etc) and you need somebody that has the technical skills to do it well & manage them.
- **Web development and design:** You need to have a great website and that comes with having a great web developer and designer on call.
- **Analytics:** The technical nature of software means you need to be able to pull all data points together in a cohesive and easy to read way to analyse and interpret reports and set up dashboards.
- **Creatives:** Good designers who can continually craft outstanding content and material.
- **Content:** The lifeblood of the digital economy, they need to be producing information that engages your target audience.
- **Social:** Time to get social and engage with target audiences.
- **Email:** Every business needs to be running email campaigns. It provides the best return on marketing spend bar none!

Ok, time to pick yourself up off the floor as we have more to get through!

Now, I realise some small business owners may not have the team to lean on to cover these types of responsibilities, however, you can rely on outsourced help to do this from either VA assistance, graphic designers or marketing agencies. You simply can't be an expert at everything, so you need to find the right talent for the job.

2. YOU NEED TO OWN.... SEARCH!

Now you have sorted out the team, your first and foremost priority is to own Search. What I mean is that you need to own the real estate that is Mr Google.

Every day hundreds and thousands of potential customers are searching for your products and services and you need them to find YOU over your competitors. Attracting more of your target audience to find you is what 'owning' Search is all about. But there is a lot more to owning Search than just doing SEO or Google Ads. Owning Search requires your whole marketing effort to be working together. Here's how:

Marketing strategy: Your marketing strategy needs to be spot on (read the article from Nick on the Triple M) so the right people find out about your business through Search. If you get 10,000 visitors per month to your website, but that 10,000 people aren't your target audience, it's pointless.

Analytics: You need to know exactly what is and isn't working in Search, which keywords are generating enquiries, and which keywords are a waste of money. By tracking the data from each of your campaigns, this allows you to make decisions on improving your Search results.

You need a great website: You're never going to perform well with a poor or mediocre website. Conversion rates go up with a better site, more leads are generated, Google likes you more and will bring more visitors to the site, which in turn converts better, and leads/sales skyrocket.

You need great content: You need to consistently create content that engages your target audience. Content can come in the form of videos, blogs, posts, images, reviews and case studies and needs to be relevant and original so that your audience want to share with their family and friends. This also helps to fuel SEO (Search Engine Optimisation) which grows the number of organic visitors to your site too.

You also need to run a great business: By winning awards, promoting reviews, being socially responsible and supporting causes that you are passionate about, this will all help to lift the way that Mr Google (and your target audience) refer traffic back to your business. If you can ensure your website is updated regularly, this helps with the ongoing flow of enquiries.

3. BUILD LONG LASTING RELATIONSHIPS

Once the team is in place and we have got customers, it's now time to build long lasting and value-adding relationships with your target audience for life. Our challenge here is to position yourself so that you and your brand/business are always top of mind whenever they think about a possible topic that you're an expert at.

Ideally, you want them to continually refer customers to you because they love who you are and what you do. It's important to build these sorts of relationships by having nurture cycles that offer ongoing value and assist in the ongoing engagement with your customers.

You can do this in a variety of ways:

- Give them value for free via email or on social platforms to entice them to use your services and to share it with others
- Continually impress them, engage and deliver on what you promise by helping them post-transaction by providing follow up calls on your products
- Introduce partners that they can also do business with to lift the value they receive
- Provide ongoing education on what you specialise in to build a lasting and personalised relationship that they won't get from a competitor.

Where to from here?

As confronting as the above article may seem, the impact of a well executed approach to marketing will have you winning the game in your business. If you're currently struggling with the results from your marketing efforts, then I suggest you act on the following:

- Build a great team around you that can help you win the game. You can't do it all.
- Get more of your target audience's eyeballs on your business by investing time and money into owning Search
- Build lasting relationships with your customers and add real value over time that transforms them into loyal customers that keep referring your business to others.

Tony is one of the Business Growth Experts at Upcoach. Specialising in business finance, Tony is a regular contributor to the Upcoach Magazine and personally coaches clients to grow and scale their businesses.



This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across the entire width of the page, typical of notebook or legal stationery. There are no margins, text, or other markings present.

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