

31 Day Jumpstart

to Better Marketing in 2020

Identity

- 1. Google your business
 - a. List your top 10 results:
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- 2. Follow appropriate pages and customers on social media
 - a. List partners
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 - b. List customers
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- 3. Join groups on Facebook, AgTalk, State Land & Cattle, Buy/Sell/Trades
 - a. Interests:
- 4. Write a paragraph about how your business got started

- 5. Write about 1-3 things your business/product does well
 - a.
 - b.
 - c.

- 6. Write about a part of your business you are improving
 - a. Interests:

- 7. Write an elevator speech
 - a. What problem do you solve?
 - b. Present your solution
 - c. Explain why people should trust you
 - d. Describe your value proposition
 - e. Offer a call to action

- 8. Develop a SWOT Analysis

	Strengths	Weaknesses
Opportunities		
Threats		

- 9. Establish branding rules
 - a. Font:
 - b. [Colors](#):
 - c. Download images
 - d. Develop voice

Action

- 1. "[Add a Place](#)" on Google and complete profile
- 2. Update info on association sites
 - a. Refer back to "Google your business" list and ensure all top results are accurate.
- 3. Create an email signature
 - a. [Wisestamp](#) is a free site that will integrate with your email host to provide a professional option.
- 4. Curate stock photos for use throughout the year
 - a. Unsplash.com
 - b. Pexels.com
- 5. Edit candid photos
- 6. Take video
- 7. Plan major annual timeline commitments
- 8. [Schedule](#) posts including holidays, planned content, intros
- 9. Introduce yourself, your family, your business
- 10. Share an article relating to your field
- 11. Recognize someone who has helped your business
- 12. Thoughtfully explore social advertising
- 13. Google a marketing question
 - a. Marketers to explore: Wes McDowell (website, digital marketing), Amanda Horvath (video), Michelle Wintersteen (branding)
- 14. Reach out to someone you've done business with but haven't talked to in awhile

Planning

- 1. Plan to participate in a local club or group, volunteer, network
- 2. Say a meaningful “Thank You” to (a) customer(s), offline
- 3. Promote email sign-ups
 - a. On website
 - b. On social media
 - c. In person
 - d. In email signature
- 4. Ask for testimonials
 - a. On website
 - b. On social media
 - c. In person
 - d. In email signature
- 5. Ask for feedback from Facebook Groups, target audience
- 6. Study your “Insights” page and what has been most successful
 - a. Set benchmarks
 - Total visitors:
 - Reach:
 - Most successful post:
 - Least successful post:
- 7. Establish a marketing budget
- 8. Plan your actions for the next 30 days

Online:	Print:	Personal:	Branding:
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