

21 TACTICS TO GROW YOUR BUSINESS

THROUGH MARKETING,

BRANDING & SALES



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Introduction

2020 (and so far 2021 as well) proved to be challenging for large and small firms, for C-Suite Executives and Sales Professionals, across multiple industries - no company or individual went unaffected!

As a sales and marketing strategist, I have worked alongside a number of companies, helping them develop new and sometimes modified strategies through marketing plans, digital approaches one-to-one coaching and training to help them grow their businesses.

I also collaborated with the best subject matter experts from around the world, in the field of sales, marketing, personal branding and leadership.

It's incredible, the synergies and strategies that work from one brand to another and from one business to another!



In this new E-book, I have put together the key tactical activities that have transformed companies, including my own during one of the toughest years in the world's history.

Preface



These days, it is noteworthy that as fast as technology changes, there is an increasing need for the adoption of different strategies for many marketers. From the use of traditional media to advancing digital marketing, many have shared their practices, but are they enough?

This leads me to the question. Have you ever wondered what are the best ways or strategies that could boost your business campaigns and help you to be at the top of the marketing game? Well, you just came across the perfect book!

So with no further ado, here are my **21 Tactics to Grow Your Business.**



7 Marketing Strategies That WILL Convert Your Efforts To Success

1. Building Your Digital Personal Brand (through Podcasts)

I bet you are surprised with this one!

Individuals can appear as guests on established podcasts or start their own, both of which is said to offer huge benefits with few downsides.

But let me give you a quick bit of insight, podcasts are commonly defined as episodes or series with a specific topic or content, spoken word digital audio file that a user or listener can easily access and download.

Podcasts were on the rise in 2019, but the number of podcasters doubled and became more prominent during the Covid-19 Pandemic. Podcasts serve as one of the major mediums that many individuals including digital marketers use across the globe.



Podcasts create a personal connection with the audience and helps you build a tribe!

Forming a community around your business is just as important as networking with the experts from your industry. Podcasts can help your business reach prospective clients and build your organizational brand in a completely new way. This can make all the difference in the world between one-time shoppers and loyal (repeat) customers.

Let me share with you some podcast tips and tricks that will surely promote engagement with your campaign:

- Invite some interesting guests on to collaborate with.

2. Attend networking events

Yes, you read that right! One of the most effective ways to grow your business is also one of the oldest: networking. By immersing yourself in different networking activities and events, you can surely acquire new learning which can inspire you to become better at marketing and growing your business.



- Share the things you are interested in,
- Dedicate and focus your content on your target audience,
- Feel free to tell a lot of stories, both personal and professional, 'cause why not?'
- Apart from sharing, you can also do some Q & A sessions with your listeners and audience. Get them to suggest topics for you,



Now since the pandemic, many have shifted from face to face events to attending events online.

To ensure that your networking activities are beneficial, you need to set goals. Like any business effort, you need to set measurable goals so you can determine the best networking strategy. Some examples include:

- How many new contacts do you want from each event?
- Do you want to obtain X number of qualified leads?
- Is your goal to find a new supplier or vendor for a product within your industry?
- What do you hope to achieve?
- What do you want to learn?

Setting goals is also key to determining how you will assess the success of your networking efforts.

Through listening to the experts' insights and tips at networking events, you will learn to improve how you execute a successful business venture and cope with current market trends.

3. Adopt Search Engine Optimization (SEO) and Search Engine Marketing (SEM).

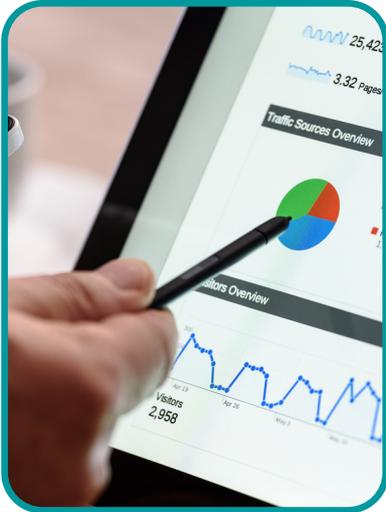
Any ideas on exactly what are the differences between these two search marketing strategies?



Search engine optimization and search engine marketing can be difficult to distinguish for anyone.

SEO is all about driving visitors to your website organically through a search engine (Google, Bing, Yahoo etc.). According to Hub Spot, "SEM is considered internet marketing that increases a site's visibility through organic search engine results and advertising. SEM includes SEO as well as other search marketing tactics."

Both SEO and SEM are a necessary long-term investment to run your business successfully in the digital world.



This is all about keywords and more keywords!

Both strategies are effective when executed together. These two require detailed study and planning for your campaigns to reach the intended audience and maximize results. To give you a clear approach when you decide to focus on these two prominent digital marketing activities, I have prepared some key points to remember:

- Monitor and study your competitors' digital presence. This will help you determine how you should be positioned,
- Learn your industry as a whole. Learn the keywords used by competitors to be found. This will help you successfully target the needed and required keywords for your own SEM/SEO Plan
- Get a clear idea about your prospects' buying behavior and journey. A clear understanding of your consumers' behavioral patterns will be of great help for you to identify their needs and how to get their attention,

- Evaluate and assess your digital marketing budget. Putting up an online campaign can be boosted with higher bids and budget. So, better to prepare your marketing team on the monetary breakdowns when you start adopting search marketing,
- Check on your website's status and readiness! A good and well-maintained website will provide a great hub in a search engine,

It is important to remember that SEO tends to take longer to show results, but the results you do get are sustainable. SEM can have immediate results through paid resources.

4. Social Media marketing to the future!

As we commonly know, social media marketing is all about using different social media platforms to connect and reach your target audience or consumer.

Digital channels can be used to promote and build strong brand awareness for your product, service or company.



For many companies, including B2B firms, a social media strategy is key to SELLING and growing a business. The most popular and mainstream platforms are Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchat, Pinterest, Tik Tok and now Clubhouse.

I post content almost every day on my social platforms. Definitely no less than 6 times a week. I encourage my clients to do the same and suggest no less than 4 times.



When I tell entrepreneurs and C-Suite executives this, they immediately get overwhelmed; but I have been posting **CONSISTENTLY** for the past 4 years! Yup, 4 years and it's not that difficult to do with proper planning.

Here is why:

- Some studies suggest that your following can grow by up to 56% by posting every day!
- You have a better chance of breaking through all the noise and being seen and heard by your target audience if you post every day.
- Consistency breeds credibility in the minds of your clients. **KNOW LIKE TRUST**
- Brands need to be seen and heard more than 12 times before consumers begin remembering them.

Now with that said, posting without a strategy may very well cause you to shoot yourself and your company in the foot and damage your brand.

There is no need to feel overwhelmed as posts can be automated using **FREE** tools that are widely available such as Buffer, Later and Hoot suite.

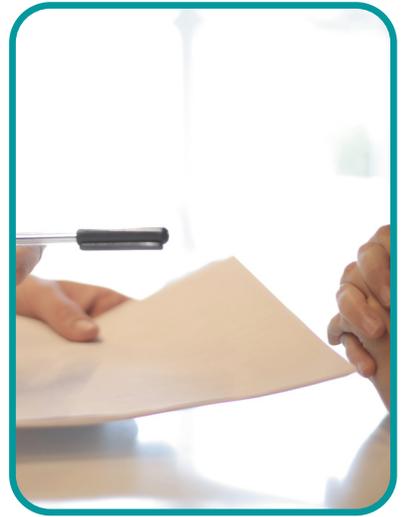
My advice, however, is to start by understanding what message you want to convey about your company and what's the best way to reach your audience effectively.

5. When last have you created an offer?

Creating periodic offers needs to be part of your overall business strategy. Many companies stay away from offers because they fear offers can dilute their brand, but a well thought out offer can really help organizations reach top line goals

From a business perspective offers can help:

1. Increase the sale or purchase acceleration of new and existing products,
2. To successfully launch a new product,
3. Get rid of stock that is close to expiry or obsolete,



4. Help convince customers to purchase your brand over competitive brands,
5. It encourages trial usage which can lead to repeat purchase and brand loyalty.

And whether you realize it or not, many of your customers, especially millennials, suffer from FOMO, otherwise known as the fear of missing out.



You can contribute to the elimination of this anxiety from your clients' lives, at least in the short run, by providing offers. Offers are a great way for your business to encourage potential customers to buy your product or sign up for your service.

Done well, they boost short-term sales but also attract new customers, prompt positive online reviews, and lead to repeat purchases.

6. And there goes the importance of Email Marketing.

Say Hello to emails!

From individuals, to medium and large-scale enterprises, everyone and every business relies on the use of email.

Email marketing has been around for quite a while but many companies that I interact with are either not using it consistently or have not formatted each template to entice clients to read and ultimately buy.



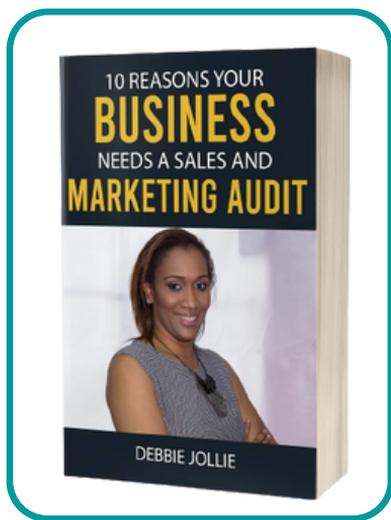
An email newsletter can be used for the distribution of newsworthy information to clients. E-Newsletters can also contain promos, events, updates and a whole lot more that focus on brand awareness and information dissemination.

So what makes email marketing effective? To execute this digital marketing strategy for maximum results, keep these major marketing ingredients in mind:

- Quality Content,
- Proper Messaging,
- Interesting Headline,
- Time of Newsletter Blast,
- You're Target Audience.

7. Ever wrote an E-book?

As we complete our first seven tactics and strategies for growing your business, let us have a look at the benefits of writing an E-book.



E-book, short for Electronic book, is digitally created content material or a soft-copy version of a printed book or journal, made available over the Internet.

So why write an E-book?

Ultimately, the goal of a carefully created E-book is to offer something valuable to your target audience with the hope of generating warm enough leads that convert into sales.

Beyond just increasing your top line, an E-book is like good PR. It can help establish you as an authority and build trust. The more value you provide in your E-book, the more readers will associate your brand with excellent content.

Moreover, you get to build a positive rapport with readers, growing their trust in your brand and refining long-term relationships with prospective clients.

So how do you write an E-book then?



Of course, I have prepared some basic and important tips for you. See these 7 E-book pro guides below:

1. First thing first, plan what topic or content you are going to write for your target audience,
2. Research the necessary information that you will need for your e-book's context,
3. The greatest E-books provides solutions and value to the reader. Make sure throughout the book,
4. As writing is never an easy thing for anyone, know that it will require your time, creative juices/ideas and patience: Make sure to carve out quality time to produce your work. Rushing it may only cost you more revisions at the end,
5. Save your drafts,
6. Get an editor and proof reader,
7. Come up with an engaging and professional design for your E-book. If you are working on a budget, there are many freelancers on peer to peer platforms that can provide high quality at affordable prices.

Chapter 2

WHO'S GOT 7 SALES STRATEGIES?

A great sales strategy is essential to ensure business success. This is why selling still ranks in the top 3 most important business activities.

A solid sales strategy helps you stand out in a market full of competitors, increases sales and conversions and helps to better position your own brand in the eyes of customers.

In this E-book, I put forward the most effective sales tactics that will give a positive result for your business.

1. Connect with the decision maker.

If you are looking for fast results in sales, it makes sense that you get in contact with the principal decision maker.

Whether you are selling IT services or a physical product, the main person that you need to reach and ultimately influence is the individual who makes the final decision.

I have seen many sales people over the years communicate with other individuals laterally in organizations; which then takes months before getting any kind of decision or feedback.



Naturally, it is not always easy to access these key players when it is the CEO of an organization, however going to the top can definitely short circuit the time your quotation jumps from desk to desk in a potential client's business.

Doing enough research before approaching the prospect makes things much easier.

Understanding as much as you can about the firm before you approach them will improve your chances of success.

As an entrepreneur, you must have a plan before you start trying to convince your prospect to purchase your product or service. This plan can make all the difference between you hitting and exceeding your targets.

2. Follow up until you get a definitive answer

A business coach once said to me; follow up until you get a 'NO'.



This means that even if the prospect seems uncertain, uninterested or is simply ghosting you- You should NOT give up!

Now this is easier said than done, as we are all human and naturally will be affected by getting negative news.

It's important to remember this statistic:

80% of sales require 5 follow-up calls (sometimes more) to close a sale after the initial meeting. 44% of sales reps give up after one follow up.



Getting the opportunity to pitch your product or service or provide a client with a proposal is only the first step. You need to keep up your persistence and communication with this prospect. Develop a plan of how you will stay connected and top of mind with this customer after your initial meeting.

3. Prospect every week

Success in sales comes down to a full pipeline.

But not only a full pipeline!

A CONSISTENTLY full pipeline!

If you don't know what you want to achieve, you will never work hard enough to get it.

One of the biggest complaints by senior level management is that sales people do not find sufficient enough sales opportunities.

Interestingly as well, many entrepreneurs do not spend enough time on sales activity. They may spend more time on traditional and digital advertising not realizing that hunting for business is a crucial activity for their company's growth.



Here's my simple advice for those that do not prospect or don't carry it out sufficiently.

- Decide on how many prospects you want to reach out to each week. Set a realistic number that you are sure you can achieve,
- Make sure to research these companies using Google or through your network so that when you make the initial contact, you will have sufficient information on the organization and its stakeholders,
- Keep reminding yourself each day about the goal you have set. Working hard comes easily when there is something you want desperately,
- Plan out each day of the week (a week in advance, I do my planning every Sunday) so you can focus on reaching your goal for that week,
- Be smart about the plan you make, but at the same time don't overwork yourself for it.

You may not be able to achieve the goal in the first week but after a while, you will slowly get the hang of it.

4. Use video in your email

Humans are very responsive to visual content.

The pandemic has forced a lot of us to now rely more and more on digital means of communicating.



Now this is not easy, because as business owners and sales professionals we still want to maximize our impact with our prospective client. But how can we do so without that physical face to face interaction?

Video email!

In 2020, I discovered a few apps that allow you to record a message directly to a prospect and embed it in your email. My response rate improved by more than 60%

People prefer to both see and hear from clients. They want to view a working model or a demo of the thing they wish to buy instead of simply reading a long article on it.

Video email is easily an under-utilized strategy to attract clients. Instead of saying good stuff about your service or product, try to include a short video in the email of how it works. In this way, it will be simple for you to gain customer trust. It can also make the selling process smoother.

You can even hire a professional to shoot a couple of short videos for your various target groups. A perfect demo can do a lot better at convincing a prospect than a 2000 word article

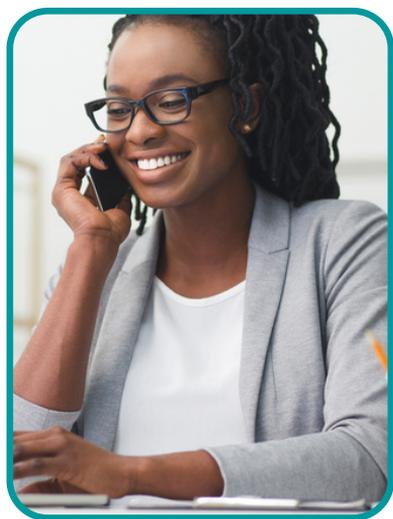


Try to keep in mind that the client does not have much time and you need to grab his or her attention from the time they click the email.

Make sure the written message is short and the initial video no longer than one minute. Think about what the client will be looking for and only put enough info to grab their attention. You may find that with this tactic you receive an email to book your next meeting!

5. Cold calling still works!

Ideally we would love that our clients approach us 100% of the time.



However, the truth is there is so much competition that we can't rely on this and need to think about how we can instead reach out to clients in a consistent manner!

If you are a new sales rep or have a startup company, you need to go after your prospect.

You have to go back to basics!

Just like tip# 3 that says you need to prospect every week, you should also be speaking with prospects and clients every week via phone, Zoom, Skype or any other medium of choice.

Cold calling is still a great sales strategy but there are things you need to keep in mind.

Before you approach the potential buyers, you need to thoroughly research them or else your attempt will probably end up failing.

Cold calling is often used to create an opportunity to sell something. It doesn't mean that you will for sure make a sale but at least you will get a chance to do so.

I always suggest to clients that it is a good idea to have a script prepared that you can follow during a cold call. You do not have to use it verbatim, so as to come across robotic, but it will help guide the conversation and make sure you have all your questions answered before you close the call.

You should also ask the prospect for an appointment to talk further. Do not miss the opportunity to speak further with a prospect, even after the initial call.

Here's a suggestion, while in the conversation, ask the client when next they are free in their schedule; book the follow up meeting immediately in your calendar and send to your client.

Ask them (in real time) if they have received the Zoom invite and if they can confirm. This is a sure fire way to at least get another meeting set up. Cold calling will only work if you do it the right way.

6. Be helpful

Always remember that you genuinely want to offer solutions that work for your clients.

If you are only doing business for profit or the money, you will probably never actually enjoy what you do. Focusing on your client's happiness is the key to success. You should understand what the client's needs are and provide solutions accordingly.



Of course, you need to hit your own sales targets in order to achieve your own goals. But at the same time, your business will thrive even more if clients are satisfied with your genuine efforts to help them.

7. Ask for referrals

There is nothing wrong with asking for referrals if your client loves what you do

You just have to develop a proper and strategic way to ask for it.

Your aim should be to find the right solution for the client, not just make the sale.

Your main motto is to give a product or a service that actually makes your clients' work easier, more productive, more efficient....adding to their bottom line.

Building a good long term relationship is always a good idea.

If your client trusts you, he/she will, for sure support your services. As a sales person, you have to put their satisfaction as a priority.





Many organizations roll out full referral programs. If carried out effectively referrals can ensure that you meet and exceed sales revenue targets.

- Be specific with referrals or else they won't be of any use,
- Ask your clients to refer you but don't be forceful about it,
- Existing customers are always the best way to get new customers,
- Referrals can aid in achieving better, 'warmer' prospects.

Business has always been about success alongside some failure. A fantastic sales strategy enables you to take the first major step towards success.

Chapter 3

BRAND YOU: 7 WAYS TO DIFFERENTIATE

Okay and alright, you got my top 7 marketing strategies and my top 7 sales strategies; now let's do this - Top 7 Branding Strategies to grow your business.

1. Use Brand. Storytelling

Things have changed in the market place.



Advertising and marketing are no longer one-way communication from the manufacturer to the customer but a totally integrated customer experience with brands.

Customers are investing more and more in brands and it makes sense that in order to build greater brand loyalty and connectivity, Companies need to distinguish themselves through their brand story.

Your brand story is your competitive advantage! ...and it's one of my golden rules in digital marketing.

Brand story telling creates personalization.

Our target consumers nowadays are more interested with the stories that touch their lives, careers or professions as part of their life.

As a result, marketing doesn't always have to be super technical or polished. Your company's story can be written, in video form or any form of content.

The key to successful brand story is making the connection. Yes, this is easier said than done, but you must align your company's story content to what your audience is looking for, not for your understanding but for THEM.

We are just the creative medium.

2. Take Advantage of PR (Public Relations)

A good public relations article or feature can carry your brand's image a long way



But many CEOs and C-Suite executives however, don't understand or see its value.

The truth is:

1. Public Relations helps firms to save money,
2. Become more competent,
3. Build brand exposure

4. Sell more products,
5. Increase shareholder value,
6. Entice consumers to pay more for your products or services,
7. Ultimately, help develop stronger customer relationships.

PR goes hand in hand with your reputation that is why they are so important.

As a marketer, I know firsthand that you cannot take the risk of gaining a bad reputation as it will take years to clean it up (if you are lucky); whereas some companies never bounce back.



Good PR is a long burn....it takes time to build a good reputation. But a few good, well positioned media mentions can take your visibility to the next level, attracting clients, investors and opportunities that may not have been on your radar.

If you haven't used Public Relations, here are some key tactics that you can employ to increase leads:

- Issue regular Press Releases - Placements in news publications, blogs, websites, and magazines are viewed as trustworthy, and will help you to build trust in your organization.
- Pop Up Shops/ Events Events (FREE or PAID) are an effective way of growing your community, getting your brand out there, and developing partnerships. If you sell products, this is a key method you should employ at least once a quarter.

- **Partnerships** -Team up with others. This is one of the fastest ways to grow your company and brand. Partnerships are one of the best ways to gain publicity from the audience of your partner.
- **Local TV shows**- If you can't immediately get into the likes of Forbes or ABC news, the next best thing is reaching out to small news and radio stations and asking to be a guest speaker.

When you pitch to these media companies make sure the story you wish to sell is newsworthy and something of interest to your prospective clients. It is easy to sell yourself if what you are selling is perceived as **VALUABLE!**

3. Get Featured on Timely Podcasts

I believe that with the number of people who love reading, there are equally a large number of individuals who are up for just wearing their ear buds and listening to some of the relatable podcasts.



For the marketing world, podcasts are one of the fastest rising channels/media to reach and engage with a larger number of target customers.

Moreover, podcasts listen streams are in high demand for today's generation.

Podcasts are emerging as a strong branding tool – and a viable way to connect new audiences with your products or services.

That is why this strategy is also one good way to level up your digital marketing - by getting featured on it!

The benefits of podcast participation run deep.

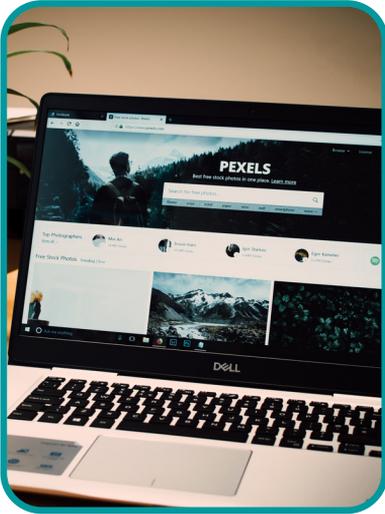
All you have to do is pick the right podcast and the perfect influencer. This combination will catch the attention of your target audience.

Easy peasy, try it!

4. Build Your Own Creative and Catchy Website

It goes without saying that you need a website in 2021.

It is a necessary component for small, medium or large firms.



By getting featured on a timely and highly influential podcast channel, you can achieve the visibility and brand authenticity that you may be aiming for in no time!

Participating in a podcast gives the brand an opportunity to express its personality.



This trendy and modern platform is your gateway to becoming a reliable brand in the digital world.

The biggest question I get is “why bother to create a website if there are various social media platforms already available?”

The biggest coup about owning and building your brand via a website is that it belongs to YOU. It represents your own digital piece of real estate.

Social media is rented space and with all the changes to the algorithms and to the (owners of social media platforms) ability to sensor you at anytime, it is important to develop a website and to develop a strategy around how you want to present your brand digitally.

Here are some major benefits I have experienced since launching my website in 2018:

- **Your website gives you credibility. 9/10 conversations I have with prospects now say they have gone to my website before reaching out to me**
- **Your website works 24/7. People are on the internet all hours of the day and night, so if you want to grow your brand regionally or even internationally like I do; it makes sense to have a PR and branding tool that is available to clients at their convenience.**



- A website is the best place for sales pitches. As a marketing strategist, the most ideal place to sell your services, create landing pages for prospects to purchase your products, services or courses is your website. No other platform will be totally inclusive to your needs.

So how difficult is it to create a website?

Not difficult at all.

Getting online is easier than ever with all these DIY website builders: Shopify, Wordpress, Wix, just to name a few.

Some online tutorials say you can do it in as little as one hour. All you have to do is:

1. Choose your web building platform.
2. Buy a domain name and web hosting.
3. Set up the website.
4. Add content.

Conclusion: Almost every business out there can benefit from a website. Most companies actually need one!

The argument for having a website in today's world is very strong.

5. Have the Confidence to Speak at Events

Keynote speaking is one of the best branding tools to build that KNOW LIKE & TRUST!



Branding, marketing and PR keynote speakers can drive and build influence.

That's the power of being a speaker. You can build visibility, influence others, grow your business, network, grow followers, sell books, sell products, take advantage of opportunities and do lots more.

This is extremely valuable to building organizations, especially when the organization is aligned closely with a personal brand.

Individuals are attracted to personal brands that are able to capture their attention and offer them value with the products and services they provide.

And despite the current pandemic we still face as a global community around the world, the power of speaking as well as influencing never stops.

Public speaking events have been re-engineered, going fully digital for more than a year now! So opportunities are still very much available but more from the comfort of your own home

Now, speaking at events is not just entirely about the topic or the product and service features that you may want to convey, but it is about sharing who you are. You need to deliver your passion and desire through your speech.

So how can I become a guest speaker?



Step 1: Be very clear on your goals. Define what industry you are in and what type of speaking engagements you are interested in. Free or paid? Domestic or International? And so on.

Step 2: Google it. Google "Events in my area", "Speaking gigs available in Dentistry" and so on. This will give you a list of possible events that you can reach out to.

Step 3: Follow speakers on social media who are in your industry. You can keep an eye on the events that they are speaking in for your future reference.

Step 4: If you have a budget, reach out to a Publicist or agent for help. They tend to take all the 'dog' work out from following up and making a million calls. PR persons are also knowledgeable in this field and may know exactly who to call to make this go faster.

Step 5: Reach out via phone or email. Ask event coordinators what's the process to apply for a speaking gig with their event. Be specific and take the time to customize the form of communication you are going to use for the person or event you're reaching out to.

Yes, this is time-consuming, but this is the work that will set you apart and make you stand out.

6. Be Limitless in Creating Brand Videos

In this digital world, video still ranks as the most influential way to communicate with your audience.

Do you have a strategy to incorporate video into your content regularly?

In order to be truly effective with video, you need to craft Your Brand Story.



Become limitless with the engaging concepts, ideas, and formats so long as you are committed to executing a product that is as appealing as possible.

Since video content is already dominating the mainstream, it will remain the king of all content.

Well delivered videos are one of the most effective ways for brands to sell products and services online.

It is one of the best techniques to capture the audience's attention.

It still ranks as #1 in building KNOW, LIKE & TRUST.

But it is only effective when a well thought out content marketing strategy is used.

Creating your brand story through video will showcase your company in a more unique way.



Whatever concepts and ideas you choose to put in there, must reflect the mastery of creativity you dedicate for that brand video.

To benefit from video as a personal brand, don't forget the actual spice is personalization and human touch!

You need to be yourself!

Even if it is not perfect in the beginning, know that people only buy from people they like. They can see through fake and duplicated messages.

Just offer your best value in your own authentic way.

When I started video in 2016, I was extremely apprehensive because of my stutter. In order to convey my brand story in the best quality I hired a videographer.

This changed the landscape of my business and increased my inbound leads by more than 70% from 2019 to 2020.

A successful business in 2021 needs to strongly consider video marketing as part of attaining a greater competitive advantage.

7. Make it a Habit to Publish Content Regularly

Social media is a noisy place and I have been able to continue to reach clients by posting almost every day!



Yes almost every day!

THIS SH*T WORKS! 🤪

Seriously, about 4 years ago I developed a **STRONG** content strategy.

Prior to this I would post a few times a week.

I NEVER Xused VIDEO as a form of marketing because I was too scared and in retrospect, I really wasn't pushing my business at 150% like I do now!

If you want to take your business to the next level, increase your leads and your sales, and work on the projects YOU want to.....then you need to ADOPT a CONTENT STRATEGY that puts YOU in front of YOUR audience EVERY DAY.



Posting content regularly, not just on social media, but through email marketing and via your website, can dramatically benefit your business. Here's how:

- New and fresh content provides value for your customers and builds awareness for your brand,
- It helps you to stand out from your competition and cranks the volume up on your Brand's voice. Regular content beats your competitors any day, and lets you remain top of mind among clients,
- Gives you an opportunity every day to sell,
- Helps to generate leads and increases conversions,
- Improves organic content ranking,



My final takeaways:

With all these aforementioned strategies, I only have one goal for this E-book. I hope that readers would have learnt something new and be willing to implement some if not most of these strategies to change the trajectory of their business.

So you got to the end! YAY!

Here's a bit ABOUT The AUTHOR:

Debbie Jollie, The Stammering Communicator is a Caribbean-based entrepreneur sharing her life as a female who stutters, all the while helping organisations define and refine their sales and marketing strategies to achieve their top line goals.

Debbie is also a mom, tertiary level educator, volunteer and owner of two businesses.

The full range of the marketing services we provide can be found on **www.debbiejollie.com**

