



Marketing **YOUR BUSINESS IN Q4**

By Julie Joyce



Agenda

1. Targeting your ideal customer online
2. Instagram Reels: Worth the hype or too much work?
3. Developing an online point of view
4. Q4 Priorities: Making the most of your time and budget





DEFINING AND TARGETING YOUR IDEAL CLIENTS

WHO IS YOUR CLIENT?

- Research
- IG Insights
- Google Analytics
- Collect anecdotal evidence
- Know who your client isn't
- Review your favorite and most profitable projects
- Write a customer avatar including who, what, where and when's

HOW DO YOU ATTRACT THEM?

- Using Google Ads and FB targeting
- Have a referral program
- Social Proof, case studies and testimonials
- Voice your point of view
- Ask your clients why they chose you and why they keep coming back. Use these as content attributes.



DEVELOPING A POINT OF VIEW

1. What is a personal brand? (Have guidelines in place!)
2. Social media is personal - don't interrupt.
3. If you're speaking to one person, that person will hear you.
4. Becoming more comfortable in front of the camera.
 - a. IG Stories: Story tip, use a tried & true format.
 - b. Go Live
 - c. Do a collab
 - d. Reels - lip sync, voiceovers, tutorials, BTS



SOCIAL MEDIA, INSTAGRAM AND REELS

1. Choose the right platform.
 - a. You can't be everywhere, but give it a try...
 - b. Re-purpose!
 - Blog - into posts
 - Video: Upright: Pinterest, TikTok, IG, Shorts, Pinterest
 - Video: Landscape: YouTube, LinkedIn
2. Always follow best practices:
 - sizing & orientation
 - hook
 - Call to action
 - Location
 - SEO: Bio (have a call to action!), alt tags, & caption
 - Hashtags



IT'S REELS TUTORIAL TIME

- The keys to a successful reel: It isn't views! BUT:
 - Watch times
 - Music: look for the check
 - Video Quality
 - Setting, data, high quality
 - Settings > Photos & Camera > Record Video > 4K at 30fps (or 4K at 24fps or 4K at 60fps).
 - Filters: Y or N?
 - Adding transitions, in app or try your own
 - Adding text: Where to put text
 - Adding a cover image



TIPS FOR GOING IN FRONT OF THE CAMERA

1. Write down your script.
2. Write thoughts in one sentence chunks.
3. Edit out all extra words.
4. Record it once slowly to see how long it is & edit again.
5. Listen and pretend you're ignorant about your service. Does it make sense?
6. Edit Again.
7. Add a call to action at the end...



TIPS FOR GOING IN FRONT OF THE CAMERA

1. Record from the back of the camera
2. Stop: Check your lighting and background
3. Look at the camera
4. Speak slowly
5. With every sentence, consider a change/transition
6. Record in app or camera - whatever you're more comfy with.
7. Three choices for recording:
 - a. one sentence chunks with stops
 - b. Flow
 - c. Voice control start and stop



Q4 MARKETING

- Have a plan - batch your content now!
- Rely on the basic tenets of marketing:
 - your website
 - your offers
 - your email plan
 - the timeline
- EMAIL, EMAIL, EMAIL
 - or build your list now!
- Paid Vs Organic - now is the time to invest
- Think about q5:
 - service providers, start now!
- Google My Business & YouTube
- Streamline your sales processes