

# EXPLORE YOUR ENTHUSIASM

## EPISODE 95: HOW TO FIT ALL OF YOUR MARKETING PIECES TOGETHER.

Blogs, newsletter, Twitter, Instagram... does your marketing work together, or is it random and fractured? Today we're going to talk about:

- ★ What most people are doing wrong with their marketing
- ★ How to make your marketing both easier and more effective
- ★ An example, from a real student, of fitting it together.

Before we jump into it, I want to tell you that I'm going to be teaching a class on this, where we go into the specifics of how to fit YOUR marketing puzzle together (with a workbook, so you can apply it to your own business!), in a live webinar TODAY. If you're listening to this on Wednesday February 24th, then the webinar is today.

So head to [taraswiger.com/TNNAwebinar](https://taraswiger.com/TNNAwebinar) and register! (If you can't make it live, there will be a recording available if you register, so go sign up!) I've been told that the workshop will be available even after Feb 24th, so you may still be able to get it if you're listening to this later.

### Here are the most common complaints I hear about using different marketing tools:

- ★ It's really hard to find time to create content for all the different tools you're using for your business - blogs, emails, instagram, Facebook.
- ★ I don't even know what to share!
- ★ I don't have any followers on THAT platform.

And I get that: it can be hard to come up with totally new things to say in a bunch of different places. And it takes a while to build an audience on any platform.

But here's the good news: You don't need to come up with entirely new things all the time. AND your different marketing tools aren't standing alone - they are all interconnected. You chose ONE focus for your marketing, and then distribute it to the different channels.

This is what most people, who make those complaints about time, and content and followers, are getting wrong - you don't come up with each piece separately - it all fits together. It all comes from the same place and reflects the same message.

So this is how you make your marketing both easier AND more effective: All of your marketing flows from your product and you decide what product or aspect to focus on at one time. And then you fill in your different tools from there.

Last week on Periscope I got to talking about the difference between a Marketing Plan and a Content Plan and people were so shocked I wanted to share this with you, with everyone! A Marketing Plan just tells you WHAT your message is ("I sell this awesome thing!"), who you're talking to, and what tools you use to talk to them. My book [Market Yourself](#) walks you through figuring out these aspects out, so you can create that marketing plan.

But then, once you know the overview of what you use and what your message is, you'll find it MUCH easier to stay consistent (which is the key to effective marketing), if you create a content plan for the next month or few weeks. A Content Plan gets into the nitty-gritty: what are you going to say and when? What is your focus each week and how will you talk about it?

You create your Content Plan by first knowing your overall marketing plan, then choosing a focus that's in alignment with your current goal: Are you trying to grow your email list? Are you trying to increase sales? Then choose a focus for your content that will help you reach that goal. For example, if your goal is to increase sales, then you'll want your content to be talking about your products and their benefits. Get even more specific and pick just ONE product or product category or aspect of your product, and focus on it!

Once you've got your content focus, you come up with some specific things you're going to say about, and spread that through your tools.

Now it's at this stage that you want to think of your tools in order of priority. I think of mine as a wheel and spoke system. I put new, awesome content in the center of the wheel, then I spread it out through the spokes.

For example, my goal is about growing my email list and reaching more people, so I made my content focus for the last few weeks the [Biz Confidence Challenge](#). I created an awesome challenge, via email and Instagram, and then I wrote about it on my blog, I mentioned it on my podcast and periscopes, and I gave people the sign up form on all social media. While that's my focus, that's what all of my tools are referring to, most of the time.

When my goal is to increase sales, I focus on ONE product and I create content for my emails and podcast about that content, then I share that content on social media.

The center of my wheel is [my weekly emails](#) and my podcast - I then take this and share it through my spokes: Twitter, Instagram, YouTube, Pinterest, Facebook. I have checklists for what to do with every blog post and every podcast, so it gets shared a few times in all the places.

Now, let's look at an example of all this puzzle-piecing from a real-life student. She's a member of my [Starship community](#) and we had a 1:1 session via email. She asked me: "How do I get more followers on my Facebook page? And how do I get more sales? I want to reach a specific sales goal, but what do I do?" I told her - these two questions are related. Because is more followers on Facebook REALLY your goal? Or is your goal more sales? If your goal is more sales, then don't worry about Facebook followers and instead look at the entire marketing eco-system, which Facebook is one part of.

I find it helpful to look at this from the perspective of how one customer is going to meet you, fall in love with you, then buy from you (I call this your Customer Path and I've got [a class on CreativeLive that covers it](#)).

This is exactly what I told the Starship Captain about her Customer Path (the following is a quote from what I sent her):

**Your Customer Path** = how people find you, fall in love with your work, and buy it. Each step they take (or time they encounter you) is going to lead them to the next step (and closer to buying).

Your **craft shows** are the first step for most people (and this is a good thing! It's MUCH easier to find people in person than to hope they find you somehow online!). The goal here is to move them down the path. They can do that in a few ways:

- ★ Buy something from you (score!)
- ★ Sign up for your newsletter (to find out more and be led to your online shop, or to your next in-person event)
- ★ Get your biz card and remember later to go check out your website, which will lead them to either newsletter or online shop or FB page)
- ★ Buy from you AND sign up for your newsletter, so they can buy from you again!

So you can see from that list where you can focus in-person AND what the next pieces of your puzzle are. In person, be sure to invite everyone, looker or buyer, to sign up for your newsletter. I found that giving them a percentage off their purchase that day both got everyone to sign up AND got people to buy a little something to "use" their discount.

Your **newsletter** is the next most-effective tool you have, because it goes right to people's inboxes AND can lead them directly to a sale.

The steps after they open your email are:

- ★ Buy something! (To get them to do this, be sure you are including a direct link to a product in your shop, so they can buy it!)
- ★ Come to your next event (include your next event in your emails and invite people to come, mention your newsletter and save x%)
- ★ Go to your FB page and like it, so that FB is reminding them of your awesomeness (You can invite them directly to do this every few emails, but remember that it's the action least likely to lead to a sale.)

Your **Website** is where MOST people are going to go after meeting you in person (if they aren't getting your newsletter). Now, not everyone is going to remember to check you out or even remember to look at your biz card. But if I tell my friend about you and she Googles you, she'll end up here.

So, as I said above, you want her to find what she's looking for

- ★ Shop - to buy something
- ★ Newsletter sign-up - to be reminded to buy something in the future
- ★ Come to next event
- ★ Get to know you a bit better (with About page and FB page)

Your **Facebook page** is likely where people who have already met you or your biz in some way are going to be hanging around. These are the people who are already your customers (and want to buy more!) or haven't bought yet. So you want to give them a mix of options AND have conversations with them, so they get to know and like and trust you, and feel comfortable buying from you.

On your FB page, you'll rotate through:

- ★ Showing them what you're working on
- ★ Linking directly to a product (so they can buy it)
- ★ Telling them about upcoming events and inviting them to come and see you

- ★ Asking questions/having conversations
- ★ Inviting them to sign up for your newsletter
- ★ Showcasing your new patterns in your Ravelry shop

Now, I hope at this point you can see how it all fits together? And how the goal is NOT to just get more and more FB followers, but to get people onto your newsletter list and into your shop.

This can be accomplished through:

- ★ inviting people at your Craft Shows
- ★ Getting to know people on FB and having them check out your page (remember that when you post on other pages/groups, you show up as yourself (your personal page), so your personal page needs to link back to your biz page regularly in order to get those people over to your biz!
- ★ Continuing to talk to the people already on FB and your newsletter and moving them down the path towards buying through giving them regular invitations (showing products and giving them direct links)

So your Marketing Plan comes down to being consistent in those areas: Consistent with newsletter, with posting a mix of stuff (as outlined above) on FB, and on updating your Events and inviting people in person to sign up for your list!

Now! You can see how this all fits together, both in how she thinks about creating content, but also in where she focuses her energy. Instead of spending time worrying about Facebook followers, she's going to spend time getting people from Facebook to buy, and people who want to know more, to sign up for her emails.

When you start to fit all your pieces together, and you use your social media tools as an outlet for ONE cohesive marketing message that you're sharing across platforms, your marketing will both become more effective, and take a lot less time.

**If you want to dive into this more, I've got a few resources for you:**

- ★ You can learn more about fitting your puzzle together in [my webinar with TNNA](#).
- ★ And if you're not sure what your marketing plan is, let alone your content plan, take a step back and figure it out with my book, *Market Yourself*, which you can [find at Amazon](#), or you can [get a signed copy from me](#).

- ★ If you would like to get personalized help with your Marketing Plan, I limit one-on-one sessions to members of the Starship - you can learn more about that and be notified of when it opens again at [TaraSwiger.com/starshipbiz](https://TaraSwiger.com/starshipbiz)

Thanks so much for listening! I'll be back again next week - and until then I wish you an enthusiastic day!