



## JOANNE KLEE MARKETING



Making your marketing ideas come to life can feel impossible.

But trust me, it's MISSION POSSIBLE. We can help."



*“Joanne’s thought leadership and goal oriented focus is outstanding.”*

– Virginia Canavan  
VP Diamond Marketing Solutions

## BE THE BRAND

1. **Have your Marketing Meeting: make time for marketing 1x per month.**
2. Think about your Brand. What do you want customer to feel and think about when they work with you?

### BE THE BRAND: THE BUSINESS

- HOW Are you different from the competition?
- What are your core principles and values?
- What inspired you to build your business?
- What do you do better than the competition?
- What makes you different or unique?



### BE THE BRAND: YOU

- What is your professional sense of style?
- Are you traditional or modern? Corporate or friendly?

### THE CUSTOMER

- What do you want to come to mind when someone hears your business name?
- How do you want people to feel when they think of your business?
- How do you want customers to describe you as a company?

(continued)



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### 3. What do you customers want? WIIFM

4. **Marketing Spend:** “Digital advertising spend surpasses spending on offline advertising CMOs invest two-thirds of advertising budgets in digital channels.” Source: 2018 Gartner Survey of 300 CMO’s



TIP: Your Marketing dollars should be spent online. AND project-to-project. Consider what makes sense for your brand.

5. Where are your customers? That is where you should be. . .

“**Your customers are online & are interacting with brands** in search of information, recommendations, and reviews. If your brand is not around to answer, a competitor will be.”

### 6. THE CHECKLIST:

➔ **Make a list of prioritize for your business.**

*Use these starter tips.*

➔ **Online Advertising is a good place to put marketing dollars.**

- ✓ Website (mobile responsive)
  - HTTPS
- ✓ Google My Business
  - Ask for reviews
  - include your N.A.P.
  - Use the don't show my address checkbox to hide your address
- ✓ LinkedIn
- ✓ Email Marketing
  - **Get a list:**
  - Get lists using quickbooks invoice/payment recipients
  - scrape your inbox





- **Email Subject Lines: Don't over think it. . .**
  - “What Did You Think? Write a Review.”
  - “As You Wish” (ask for that coffee meeting)
  - On Recent news “Here are my thoughts on . . .”
  - Make an offer: Complimentary chat or review of their needs.
  - Use you website services, and send occasional info
  - Use your LinkedIn case study profile
- Automate it! Pre schedule your email marketing and social posts
  - Email Free Option Scheduling: Mail chimp or Constant Contact
  - Social Free Option Posting: Hootsuite or Buffer



✓ **SCHEDULE YOUR  
MARKETING MEETING  
> Right Now!**

- Make a calendar of your marketing activity for the year

**GO HAVE YOUR MARKETING MEETING!**

**#MISSIONPOSSIBLE**

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