

CLIENT CALL GUIDE: MEDIA

OVERVIEW

This document is your internal guide to workshop media.

MEDIA INTRO

- **Focus on direct response marketing**
 - With a limited budget, the goal is to get your prospect to respond.
 - Spend money on a marketing funnel that works.
 - Don't DIY on managing paid channels.
- **ROI is the name of the game**
 - Track the results of your marketing campaign.
 - Choose which key metrics to monitor regularly.
 - You may lose money at first but you will make it up on future transactions.
 - Know your numbers.
- **More than one media channel**
 - Don't be single-source dependent.
 - Make sure to build your own email list.
 - If you don't know how to start with media, start with email and one paid channel e.g. Google Ads, Facebook Ads, Podcast, etc.
 - Don't start posting all at once to all channels. Focus on one channel at a time.
- **Set up tools and systems**
 - You will need tools to make reaching your audience faster and more efficient.
 - If you are not a techy person, you can choose to hire a specialist to do the work for you.
 - Marketing CRMs such as Ontraport, ConvertKit and Active Campaign are useful in boosting your sales and managing your growing list.
 - Choose the right tool for the right job.

REVIEW YOUR MEDIA CHANNELS

Steps:

- Use [Your Media Channel Guide](#) to check on your current media channels or what channels to choose.

Common Gaps:

- I don't know which channel to choose
 - Start with just one.
 - Review your target market research to know where your audience usually hangs out.
 - Regardless of which channel you choose, email should be a part of your strategy.
- I'm not active on social media. I have no time.
 - If your budget allows, hire a social media specialist and potentially a copywriter to write on your behalf.
 - Create long-form base content such as a webinar or live training video. You can use short segments in future posts and emails. Repurposing your content saves a lot of time.
- I've tried paid channels like Google Ads but they're not working.
 - Review your Ad:
 - Is your messaging clear enough to be understood by a 12-year old?
 - Did you highlight the information that the audience wants to know?
 - Are you using the right keywords?
 - Is your CTA hard to find?
 - Does your ad fully explain what you offer in a few seconds?
 - Look at how your competitors are doing.

KPI OVERVIEW AND SELECTION

Objective

- Measure your marketing funnel success and adjust quickly if it's not working.

Steps:

- Decide on the key metrics to use in order to track your marketing funnel.
 - Assign someone in your team to monitor these metrics regularly. It can be daily, weekly, or monthly. It depends on how fast the business moves.
 - Use this [KPI guide](#) as your reference.
-



Common Gaps:

- There are a lot of KPIs out there. I don't know where to begin.
 - What are your business goals? What are you prioritizing right now?
 - Here at revONE, we focus on:
 - Leads
 - Conversion rate
 - Cost of customer acquisition
 - Average transaction value (front end)
 - Lifetime value on the backend

- KPI's are not updated regularly. I don't know what my current numbers are.
 - This is likely a result of a lack of communication between your employees.
 - Make sure that you assign a person to monitor and report on your KPIs regularly.

REVIEW MEDIA CHANNEL PRIORITIZATION

Objective

- Prioritize which media channels should be allocated the most resources.

Steps:

- Use the [Media Channel Brainstorm & Prioritization spreadsheet](#).
- Evaluate your channels using your KPI metrics.
- Focus on the channels that are working best.

ESTABLISH YOUR CONTENT STRATEGY

Objective

- Organize your content without spending too much time coming up with content ideas.

Steps:

- Write down your main *why*.
- Choose your 5 main topics.
- Write 10 subtopics from your *educate* content pillar.
- Use the [Content Calendar Template](#).
- Lay out your content for the whole month to a whole year if you can.

MAP IT OUT

Objective

- Write it down: The Media I will Use to Reach My Target Market

Steps:

- Choose up to 5 channels to reach your audience.
- Rank them according to their scores in [Media Channel Brainstorm and Prioritization](#).
- Fill out Square 3: My Media

Common Gaps:

- I'm not a good writer.
 - Consider investing in a full-time copywriter to get your messaging across to your target market.
- My social media is not leading to sales.
 - It can be frustrating, but you need to know where that channel sits in your funnel. If your channel sits at the top of your funnel, its goal is to raise awareness and generate traffic. Therefore, your KPIs around social media should focus on pageviews and not on sales.
- I have no system in place.
 - Utilize the content strategy lesson. Learn how to create content based on the main topics that you are passionate about.
- No calls-to-action