

Do-Able Marketing

We take the heavy lifting out of your marketing so you can stand out from the crowd to attract more of the clients you really want to do business with.

The Do-Able Marketing model has been developed specifically for business owners who value their time, affordable solutions and accountability.

I truly believe our marketing program played a key role in facilitating an approximate 12-fold return on our investment. This was the step change we were looking for.

Brett Cribb

Stratus Financial Group – Brisbane QLD



BOLD!
DO IT FOR ME MARKETING

We help business owners to use marketing so that they may stand out in a crowded market place to attract the type of ideal clients who will bring more lucrative and professionally satisfying work that ultimately grows their business.

We've been working with business owners and professionals for over 20 years and what we've come to understand is that there are 3 key reasons that prevent business owners from marketing their business: **Time**, **Affordability** and **Accountability**.



Time

In business, time is a valuable resource and some of this time needs to be devoted to marketing... but how much? You know better than anyone the importance of working ON your business, but in reality the majority of your time needs to be working IN your business. We deliver a coordinated service that saves your time because we do the 'heavy lifting' of your marketing. We'll develop your strategy, design your resources, roll them out for you and report on their performance.



Affordability

How much should you spend on marketing? The answer will vary depending on who you ask. However, it's a question we're happy to answer because in our experience our clients spend on average between 2% and 5% of annual revenue.

For example: For a business turning over \$500,000 p.a. to achieve a sustainable 'Essentials' Do-It-For-Me Marketing program your budget will be between \$12,500 and \$25,000 per year.



Accountability

Business owners are familiar with the term 'what you can measure you can manage' and we agree. Measurement underpins our Do-It-For-Me Marketing program.

We provide you with reports that indicate both brand awareness and client interaction that you may follow up. But accountability is two-fold. Our accountability meetings via conference call or Skype aim to ensure your marketing program remains on track to deliver consistency and the momentum necessary for realising your marketing objectives, on time and on message.

THREE DO-IT-FOR-ME MARKETING PROGRAMS



The Getting Started Program

The Getting Started option is just that. The opportunity for you to experience the Do-Able Marketing model and our Do-It-For-Me framework. This six month marketing program delivers a 'taste' of each of our recommended marketing communications so that you can feel confident when committing to a regular and ongoing marketing communications program.

Many of our clients combine their Getting Started program with the establishment of their key marketing resources. We call this our Getting Started PLUS program which can include any, or all, of our recommended 5 Key Marketing Resources.



The Essentials Program

The Essentials Do-It-For-Me Marketing program is a 12 month program that is recommended for those clients who are first-time marketers and for those who have limited time and budget. The Essentials program is sustainable and aims to create a marketing habit that gets you into the routine of regular client contact. It comprises a series of e-newsletters, quick tips or leadership comments and an end of year, Festive Season's Greeting.

It saves you **time**, because we'll do it for you, it's **affordable** because the budget is realistic and it makes the most of opportunities created by your 5 Key Marketing Resources. And, it's **accountable** because we'll collate analytics including opening and click-through details so that you can follow up.

We also offer an **Essentials PLUS** option. Your PLUS items may include updating any, or all, of the recommended 5 Key Marketing Resources; stepping up the frequency of your communications; adding niche campaigns for specialisations; or taking advantage of other marketing opportunities as they arise.



The Ultimate Program

A bespoke marketing program, The Ultimate Program is recommended for experienced marketers who wish to expand their marketing into more involved marketing campaigns with more advanced marketing resources. Even so, this bespoke package retains the Essentials marketing foundation to ensure continuous communication with your existing and prospective clients. The Ultimate Program commonly includes reviewing and refreshing existing key marketing resources such as branding or websites and developing niche market campaigns for maximum impact.

I'm thrilled with the marketing program Bold! has created for us from our new branding and website to our fully coordinated email marketing campaigns. The marketing report I will give at our next board meeting is already full of great leads and feedback – so encouraging for our business.

Kari Stephens Director, Project Urban – Brisbane, Sunshine Coast & Darling Downs QLD



FIVE KEY MARKETING RESOURCES

While there are hundreds, perhaps thousands of marketing tools you can include in your marketing program, we believe that your starting kit should consist of just five: brand, website, business brochure, professional profile and case study. Best of all we'll write and design them all for you.

1

Brand

Your visual brand should be styled to stand out from the crowd and make a promise that resonates with your ideal clients. It will be used on all of your materials, its strength will be consistency, so that your clients clearly know what they can expect from you. If you already have a professionally presented brand – great, if you don't or you feel that your brand needs refreshing, perhaps a modern take on existing fonts or colours, we can do this for you.

2

Website

While it will offer many benefits, your website is where your ideal clients can learn more about you. It's here that they will begin to understand your character as well as your service offering. They'll learn about your other clients and the problems you solve, they'll sense that your values match their own and your services meet their needs. Your website is integral to your ongoing marketing program as articles for newsletters, quick tips and leadership comments will all be stored on your website enjoying visitor traffic driven by email marketing hyperlinks. We can design your website AND write the content for it!

3

Business Brochure

It doesn't need to be a major production, but your business brochure represents more than just your services. It needs to indicate tenure, and provide your ideal clients with a sense of confidence in your infrastructure and importantly, your ability to provide continuous service over the course of what are typically longer term relationships.

4

Professional Profile

Your professional profile provides prospective clients with a sense of familiarity and insight into your interests, values and character. This provides reassurances for those who rely upon you to represent their best interests. People do business with those they know, like and trust and while they will expect you to be qualified, as a trusted service provider, they are more interested in your genuine character. We'll create a professional profile that explains what we call the 4Cs – Your Credentials, your ideal Clients, your Character and we'll add Conversation starters that will make you, and your professional profile memorable.

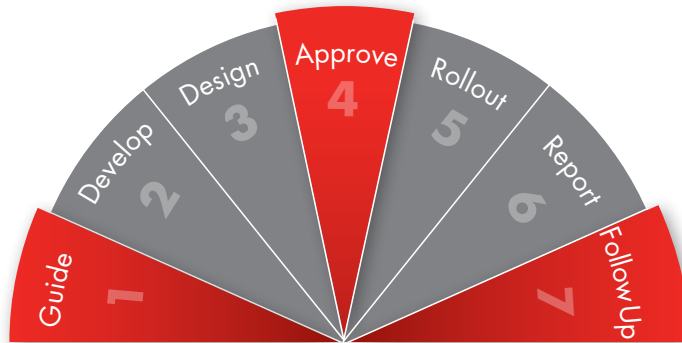
5

Case Study

While it is good practice to create a library of case studies, for your starting marketing kit you only need one and it should demonstrate your expertise for a leading service. This service should be in demand and resonate with the majority of your clients. We work to a proven case study framework.

SEVEN-STEP MARKETING FRAMEWORK

There are seven steps in the marketing process:



With your guidance, and in accordance with your briefings, we'll come to understand your ideal clients and discuss options for your upcoming marketing campaigns and resources. We'll review your progress to date (and the outcomes) and share our experience and knowledge for making the most of your marketing program.

We will develop a Retain & Gain Marketing strategy that is underpinned by our know, like and trust e-marketing approach, database development and your 5 Key Marketing Resources.

With your strategy agreed, we'll design the marketing resources you need for your marketing program. This will include some, or all the recommended 5 Key Marketing Resources and other content such as product and service leaflets, quick tips, newsletters and articles.

Once complete, these marketing resources will be returned to you for checking and your approval.

With your marketing strategy and marketing materials approved, it's time to implement. We will roll out your marketing program for you. Strategically timed to resonate with your clients, prospects, aligned professionals and centres of influence (COIs) to deliver strong responses for you.

Using email marketing, which is both inexpensive and accountable due to measurement analytics, we will compile opening and click-through reports for your review. Details including the name and other contact details of individuals who opened your email indicate brand awareness, and those who clicked the hyperlink to read more, indicate engagement. Further, hyperlinks from your email to your website create a flow of traffic to your website where clients, prospects and COIs can learn more about you.

With your email marketing report in hand, it's over to you. While our clients tell us that they receive direct enquiry in the form of reply emails and phone calls, in our experience people are busy, and as well intentioned as they may be, clients often only follow through when you follow up.

STEP 1
Guide

STEP 2
Develop

STEP 3
Design

STEP 4
Approve

STEP 5
Roll Out

STEP 6
Report

STEP 7
Follow Up

RETAIN & GAIN MARKETING

The potential life time value of a client can be substantial, so ongoing communication with your existing clients is vital. Not only will a satisfied existing client look to you for additional services not yet purchased, they'll happily refer you to others capable of buying services from you.

While marketing to existing clients may be your low hanging fruit, your longer term harvest involves gaining new clients. To do this you need to grow your database of contacts via traditional and online networking and partnering with non-competing aligned professionals. These relationships will take longer, but regular and relevant communication based on our know, like and trust approach will mean your reputation is assured when the time is right for prospective clients to engage.



Retain Marketing includes implementing a regular communication program that aims to keep you top of mind amongst your existing clients. It reinforces that you are an attentive service provider offering relevant and useful information and professional leadership.

Regular and sincere communication with existing clients reminds them that they are satisfied with your services, and as satisfied clients they are likely to refer you to others when the opportunity arises.



Gain Marketing is about extending your reach to those ideal clients who are not yet doing business with you – your prospective clients. We encourage you to continually grow your database. During our regular marketing accountability meetings, we'll remind you of the benefits of gaining new contacts via traditional and online networking, and opportunities for partnering with aligned, but non-competing professionals.



Know, Like & Trust Do-Able Marketing effectively merges our Retain & Gain marketing strategies with the 'Know, Like & Trust' principle. A key goal of each of our Do-It-For-Me Marketing Programs is to make the business owner or professional **'known'**. We enhance the 'known' component by developing meaningful, relevant messaging that recipients will **'like'**. Being known and liked are the precursors to **'trust'**. However, trust takes time to develop, and that's where the sustainable nature of the Do-Able Marketing model ensures regular and consistent contact.

Being **known** + being **liked** + being **trusted** x need
= new business transactions

While the marketing reports and positive comments from clients and COIs indicated our marketing has us top of mind, we can also directly attribute new clients to our marketing program. Recently, our professionally styled brand, website, professional profiles and client case studies all contributed to a process which led to an introductory meeting for accounting and business advisory services for a significant business enterprise.

Ashley McGuirk Core Business Accountants – Buddina QLD

3 ATTRIBUTES OF AN IDEAL CLIENT

Growing your database, indeed your business, will involve connecting with those 'ideal' clients who can bring more lucrative and professionally satisfying work.

Ideal clients are those you want to do business with. You like them personally and the work they bring to you is interesting, often challenging, and definitely personally and professionally satisfying.

Ideal clients will, of course, like you. They will have a connection that goes beyond technical. They may share your values and interests, respect your good character and they'll appreciate your knowledge, expertise and advice.

Ideal clients must be profitable. This goes beyond their capacity to pay your fee in accordance with your terms, the work you do must reflect your expertise and ability to provide solutions to their needs, and you must be remunerated accordingly.

Note: A true ideal client will possess all three of these attributes, not just one or two.



NEXT STEPS...



Read my Book

Download a free chapter of Accountable Marketing – Do-able Spin Free Marketing. Visit wendybold.com and complete the fields as required.



Add me to your Do-It-For-Me Marketing List

Sign up for our newsletters, tips and marketing comments. These 'walking the talk' email communications will provide a first-hand demonstration of our Do-Able Marketing model and Do-It-For-Me Marketing framework.

Put it this way, we don't recommend anything we wouldn't do ourselves.

Go to doitformemarketing.com.au



Two for One

Ask about our **Two for One** Professional Profile Offer. Order your professional profile and we'll include a BONUS LinkedIn Summary FREE.



Call Us

Call us on **07 5477 0197** to discuss how Do-It-For-Me Marketing can provide the marketing solution you need.

Here at Bold! we invented Do-It-For-Me Marketing programs as part of our overarching Do-Able Marketing model which was designed specifically for business owners.

Do-Able Marketing is a model that combines **practical with creative** and it's as easy as one, three, five and seven:

1

Our number **one** goal is to help you to stand out as a leader in your field; to be top-of-mind or the go-to business that attracts more lucrative and professionally rewarding work.

3

We offer **three** levels of fully coordinated Do-It-For-Me Marketing programs that are tailored to suit the character of your business:

Getting Started Program / Essentials Program / Ultimate Program

5

Despite the infinite number of marketing resources available, we believe you need just **five** Key Marketing Resources:

Brand / Website / Business Brochure / Professional Profile / Case Study

7

We have invented a **Seven-Step** Marketing framework specifically for business owners that is rolling out across Australia:

Guide / Develop / Design / Approve / Roll Out / Report / Follow Up

*Impressed is the best word to describe EFI's experience with Bold!
From the outset the staff at Bold! were attentive to our needs and the direction the company was heading. They invested the time and effort into understanding my business and then produced the marketing materials; and all within our budget requirements.*

Philip Major Eco Fuel Innovations

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