



Remarkable Marketing Roadmap

Marketing can be overwhelming and confusing.

These two feelings can disappear by having a simple roadmap that increases your confidence and sales.

The Remarkable Marketing Roadmap will help you:

- Reflect the business you've built
- Attract and keep ideal customers
- Increase your sales
- Simplify your marketing
- Win the day

Inside you will find the core marketing pieces you should have in place to grow your business. If you get stuck along the way please give me a call at 816-287-2010 or schedule a free consultation at <https://www.diffactory.com/book/>

A handwritten signature in black ink, appearing to read 'Kevin Oldham', with a long, sweeping horizontal line extending to the right.

Kevin Oldham



Your Elevator Pitch

When someone asks you what you do for a living, this is a marketing opportunity like no other. It is you and another person breaking down the walls that surround all of us..

Make sure you use this opportunity to leave a lasting impression that isn't boring and confusing.

Use the power of storytelling to get them to say "that's interesting; please tell me more."

In every brand story there is the following plot line:

- A character (aka hero of the story). This is your customer.
- Has problem
- The hero meets a guide (This is your product/service/company)
- Who gives them a plan
- That results in success

Here's an example elevator pitch of a client of ours:

"LexLaunch helps entrepreneurs form their LLC in 90 seconds so they can focus on launching their businesses."

- **Character:** New business owner
- **Problem:** There is a lot to do when you start a new company and legal stuff is confusing
- **Guide:** LexLaunch - an online legal solution
- **Plan:** Form the legal part of the business in 90 seconds
- **Success:** The new business owner can work on more important things such as sales, manufacturing, service delivery, hiring, etc.

Here's our company's as another example:

"Diffactory helps companies in the real estate, health and tech verticals build and retain more valuable customer relationships so your marketing investment provides a positive return."

Your Turn:

Create your company's elevator pitch. Once complete share it with your team and integrate it into all your marketing materials.



A Crystal Clear Lead Converting Website

Some of the most effective websites are the ones with the fewest words and links. I want you to think about the business purpose of your website. Why does it exist? Here are some common business reasons our clients have websites:

- Reinforce what the sales team says (this is popular in B2B)
- Sell products online (this is popular for e-commerce)
- Generate exclusive leads
- Provide proof that other customers have experienced success with the company
- Reduce friction in managing customer relationships
- Build authority/establish expertise

Here are some things you can do to drive these results and clarify your message on your website:

- **Offer:** Have an offer above the fold.
- **Call to Action:** Create clear calls to action such as Buy Now, Schedule a Consult or Get a Quote.
- **Success:** Portray your customer (the hero of their story) experiencing success. You can do this through photos of customers winning the day because they hired your company to solve with their problem.
- **Use fewer words:** Remove all corporate or industry jargon.

Our six-year-old son should be able to look at your site for six seconds he should be able to say:

1. What you offer
2. What he should do to learn more

There are some other things you can add to help your website perform better:

- **Testimonials**
- **Social proof** (think logos of associations you belong to, past customers, awards you have received, etc.).
- **Pricing information**

Your Turn:

Review your website homepage. If you don't have the necessary four principles/items in place, make it happen now. Here they are again:

- Offer above the fold
- Call to action
- Success
- Fewer words
- Keep it simple for a six-year-old



A Way to Collect Leads

Let's say a prospect visits your website, but they aren't ready to do what you want them to do (buy your stuff, schedule a consultation, etc.). Since you were successful in getting them to your website, start building a relationship with them until they are ready to buy.

One of the easiest (and most impactful) ways to do so is via e-mail marketing.

Think about your mobile phone.

Chances are you don't leave home without it. And if you are like most business owners you get your email delivered to your phone 24/7. You have a direct line, and permission, to your prospect's email. Use this to your advantage.

Think about the steps you took to get this PDF in your hands. You went to our website, entered your email address and boom...you got something that is of interest to you.

This tactic is "lead generation." If you aren't doing it today, you are missing out.

An email address, provided by someone in your target audience, is a high-quality lead.

What valuable thing can you give away in exchange for their contact information? Some favorite freebies you may consider:

- A helpful PDF
- A short video course
- A contest
- Software trials
- Free samples
- Coupons

Your Turn:

Think of two valuable items you can give away in exchange for a prospect's email address. Post them on your website behind a contact form.



An Automated Email Campaign

Once you have email addresses, you need to do something with them.

Sign up for a lightweight email marketing program such as MailChimp. If you want a level of sophistication, AutoPilot (autopilothq.com) is a great platform. We use it for our business and on behalf of our clients.

There are more sophisticated platforms such as Hubspot, Infusionsoft, and Salesforce. We have found that these platforms are more than most businesses need or will use.

Once you have the software selected it is time to write a series of emails.

We like the following cadence and have found success with it:

3-4 short and helpful emails, then one email that serves up an offer for your email list recipients.

Writing emails can seem overwhelming if you aren't accustomed to it. This is why you always begin an email campaign with the result in mind.

If I owned a landscaping company, here's what I would send to my email list so I can start booking contracts for fall and next year. Assume I'm sending my campaign during the hot Lee's Summit months of July and August:

- **Email 1:** What time of day should I water my grass and how much?
- **Email 2:** The optimal lawn length to thrive this summer
- **Email 3:** Why some people put holes in their yard? (this would be about aerating)
- **Email 4:** More time with your family

Email 4 is the offer email where you share your company's problem solvers with the recipient. Since talked about mowing and aerating, offer a special for pre-booking aeration or mowing services next year.

Then go back into a sequence of 3-4 value-packed emails + one offer.

Your Turn:

Write out the four titles of your emails, then write the emails. Don't get fancy, plain text emails are awesome and effective.



A System For Increasing Customer Retention

So many companies focus on earning sales, and they fall short on retention.

Research from Harvard Business Review tells us that retaining as little as 5% more of your customers results in a 25-95% boost in profit.

Why not create a system that makes sure your existing customers are happy?

This is one of the more time consuming and challenging strategies to put in place. If you want to dive deep into this topic, visit: <https://www.diffactory.com/journey/> for a training video on the topic. It is about 30 minutes long.

Here's the summary in case you don't want to watch the training:

1. After the sale outline the journey you want your customers to go on. This will vary based on the type of business you operate. Determine how your company will add value to their journey.
2. Apply automation to as much of the journey as possible. You can use your email platform to send regular emails that help your customers and remind them they are important.
3. For anything that is done manually, such as handwriting thank you notes, have a system in place, so these things happen every time.
4. Survey your customers and ask for reviews and referrals. We use a platform called Rocket Referrals to automate this part of our business.

Your Turn:

Watch the Customer Journey Marketing video at www.Diffactory.com/Journey



Final Thoughts

It is easy to read this information and discard it. Take action by following the exercises listed as "Your Turn" at the bottom of each page.

Get to work building the following items for your business:

1. Elevator Pitch
2. Crystal Clear Lead Generating Website
3. A Way to Collect Leads
4. Automated Email Campaign
5. Customer Retention system

If you get stuck along the way I'm always up for coffee at Post Coffee, Gusto, Whistle Stop or somewhere else in our area. Don't beat your head against the wall. Chances are that we can work through this together in an hour or so.

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