

PINPOINT

MARKETING

YOUR MARKETING STRATEGY
AND PLANNING SPECIALIST

Presentation by

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(Marketing) Consistency is key!

What do these examples all have in common?

The regular selection of the same optimum players for a football team

Learning to drive with the same instructor for every lesson

Networking within the same group/s

Revising the same topics over and over again for a test

Using the same recipe every time

They are all examples of CONSISTENCY!

- You have heard the phrase of content is king, but have you heard of consistency is queen? *Eg it is not just about what you say but also how and how often you say it!*
- 40% of small business owner respondents to a poll I carried out said the area they most struggle in their business and its marketing, is with consistency *sound familiar?*
- CONSISTENCY is – the ability to replicate a process or activity with the same level of quality over and over again *would you agree?*
- CONSISTENCY doesn't mean boring or not creative or being tied down
- It does mean being accountable, regular, constant and it is a habit *so if you are looking for a new habit or goal for 2022 then make being consistent one of them!*

Why get organised and be CONSISTENT?

Remove the chaos and overwhelm, by having a plan and course of action to follow

Better manage your time, by knowing what you are doing, when and also why. Create yourself a routine

Build your marketing over time, slowly but surely

Increase your number of touches to reach your audience, therefore increasing exposure and opportunities to engage and sell

Raise your profile and spread your message, to the right people across the right channels

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Consistency is key in Marketing

Why get organised and be CONSISTENT?

Ensure regularity by drip feeding your message. Belt and braces approach

Give your marketing some clarity. Know your why

Here is an example of CONSISTENCY as part of your marketing strategy.

This shows consistency across:

- content
- channels used
- regularity/frequency of communication

This is how I plan my own content and often advise clients to do the same ...

Theme – Set one per month to underpin all the content for that month

Blog	Athena minute	LinkedIn post	Facebook post	Add in more channels you use e.g. Newsletter, SEO, ads, videos ...
<p>Make notes what to write. Copy, #, image, stats, links etc</p>	<p>Start with your longest piece of content eg the blog. Write this first then take sections for the other longer pieces like the newsletter. Then shorter for your minute, then even shorter for posts</p>		<p>Same concept if outsourcing or writing yourself. Link back to the blog from the shorter pieces for web traffic hits too</p>	<p>This is drip feeding and repurposing content. This is not lazy or duplicating.</p> <p>It's about getting value and ensuring CONSISTENCY!</p>

Your channels

- Write your content for the theme *eg if you are an IFA one of your themes may cover pensions. What they are, why have one, the types, the pitfalls etc*
- Then disseminate this content across all the channels *eg the lengthiest piece/the blog will be the detail such as covering all the reasons to have one. Then break this down into a post or piece of content per reason. Then summarise these reasons and a CTA for your minute for example*
- Then date/schedule and diarise when it is going to be published across the month *eg one or two reasons per week plus adding in stats, types of, who has pension posts etc. So it isn't all selling, interject these posts with others on non theme topics like market news, your personal news, seasonal and topical content etc*

Your complete content plan/strategy may look something like this ...

Week 1 – w/c 1st May

	Blog	Athena minute	LinkedIn post	Facebook post
Mon 1st	Publish: XXXX XXXX XXXXXXXXXXXX		Use the heading and top sentences from blog and inc link XXXXX	Use the heading and top sentences from blog and inc link XXXXX
Weds 3rd		Deliver at the meeting: XXXX XXXXXXXXXXXX XXXXXXXXXXXX	Take bullets from the blog and inc link XXXX	Take bullets from the blog and inc link XXXX

Week 2 – w/c 8th May

	Blog	Athena minute	LinkedIn post	Facebook post
Tues 9 th			Talk about xxx and xxxxx and inc image and #xxxx	Talk about xxx and xxxxx and inc image
Fri 12 th			Talk about xxx and xxxxx and inc image and #xxxx	Talk about xxx and xxxxx and inc image

Repeat for the remaining weeks of the month. Then repeat this routine monthly, with your new theme each time

Here are some final notes about your new found marketing CONSISTENCY:

Optimum frequency of posting can vary per channel, but be regular

Consistency will build your pipeline or funnel over time to avoid famine or feast when it comes to your sales

Always measure your marketing eg number of leads, GA stats, SM stats, £ sales, ROI

Repeat what works and do it all over again

Find the time to do this, no excuses

**Commit to it. Give it time and be patient and positive.
New habits take time to implement and make happen.
Marketing isn't a magic wand**

HABITS = CONSISTENCY = PROGRESS



If you need help with defining and writing your story for great content, why not ask Angela. And then I can help with your plan or you can by following this template/process