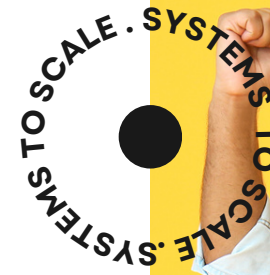




Marketing Systems to Scale

Presentation by @annavija

piccolosolutions.com



Strategy

Workflows

AMA



• Index

Introduction

Marketing vs. Sales

2024 Marketing Trends

Maximizing Value

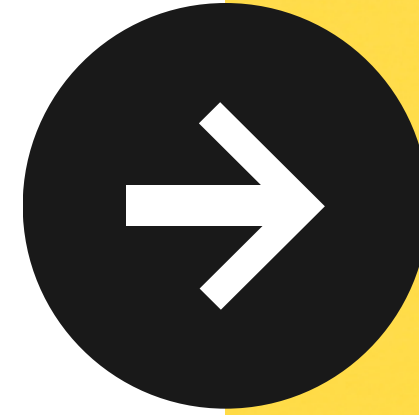
Measuring Success

Websites That Work

SEO 101

Social Media Success

Contact



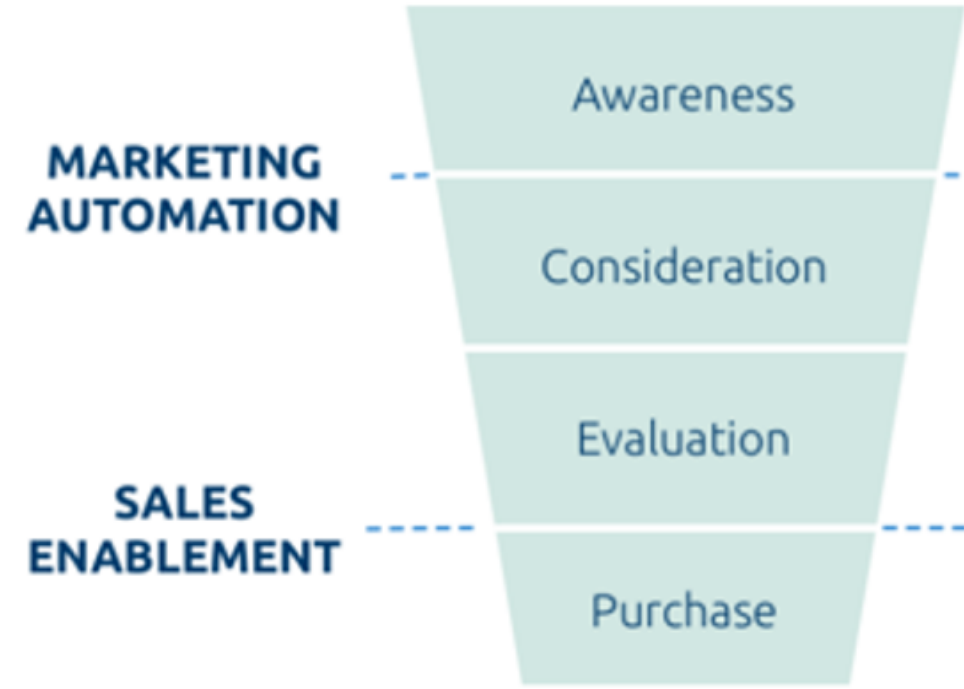
Well, hello there!

Piccolo is genuinely interested in helping businesses become more efficient, profitable, and confident.

We work with businesses on a full range of services, packages, and products to meet their needs and SCALE their results.



They're Different.



MARKETING

Step 1

Marketing builds awareness, creates curiosity, and attracts leads to your business.

SALES

Step 2

Sales convert those leads into conversations, relationships, and paying clients.

\$UCCESS!

Step 3

Combining Marketing and Sales creates happier teams and more effective campaigns, leading to converted revenue.

2024 Trends

BUYER JOURNEY

GENERATE LEADS

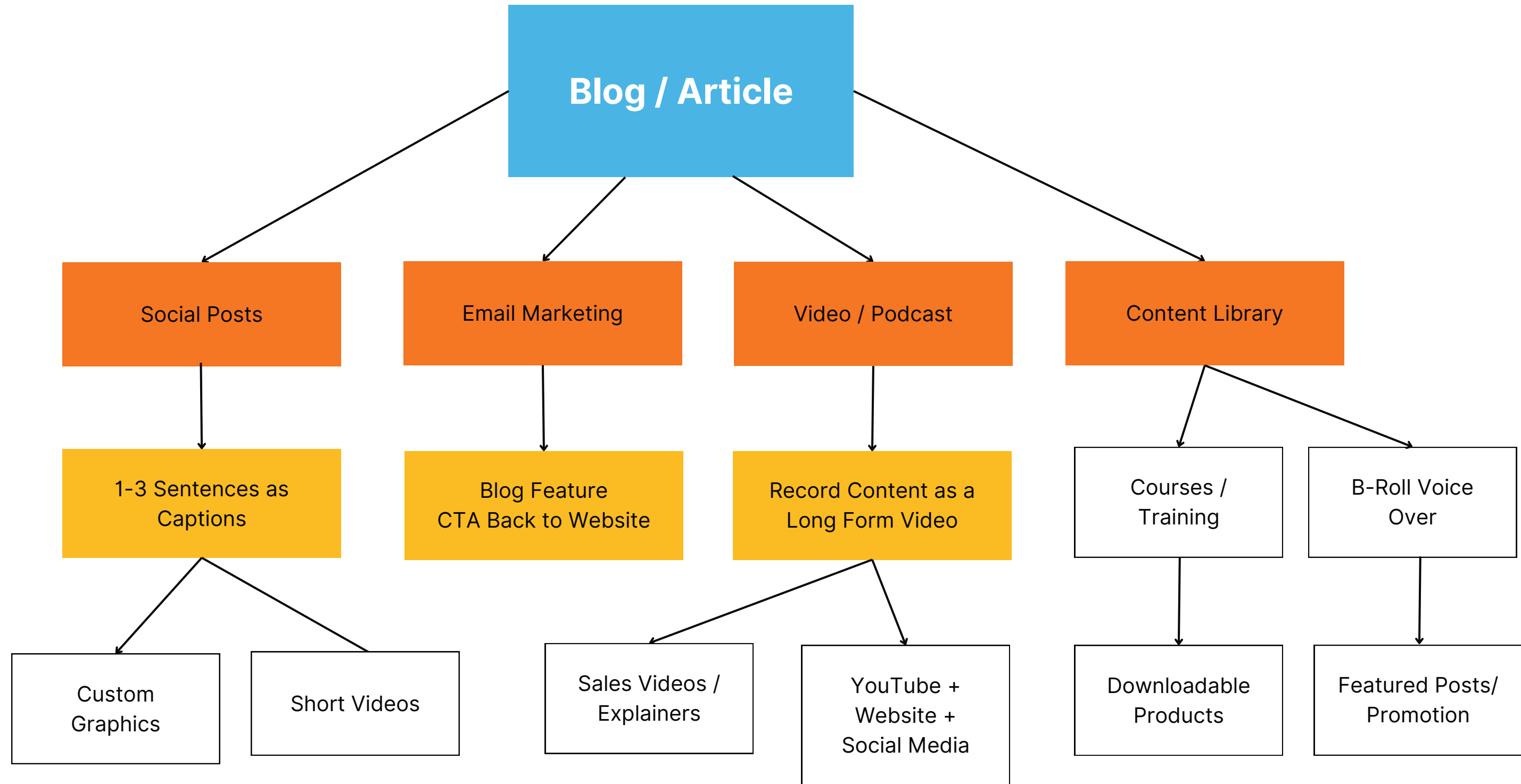
SALES COOPERATION

TECHNOLOGY

SEGMENTATION

- Knowing your Customer
- Understanding Individual Buyer Journey
- Creating Content that Converts Quality Leads
- Being More Human*
- Aligning Sales and Marketing Teams
- Quickly Passing Leads to Sales
- Split Testing for Higher ROI
- AI Integration (Marketing, Systems, Ideation)
- Automated Campaigns (Nurture, Top of Mind)
- Increase in Data-Driven Marketing
- Segmented Campaigns

Long Form Content



- Website Analytics
- Conversion Metrics
- Return on Ad Spend
- Search Traffic Metrics
- Keyword Rankings Metrics
- Social Media Engagement
- Direct Messages / Tags
- Email Open Rate
- Click Through Rate
- Reviews Received
- Cost per Lead / Client



Metrics That Matter

Pick 2-3 KPIs that will be most impactful to your business and test those for 6-12 months.



Who's Responsible?

Remember - **MARKETING** is responsible for audience, **SALES** is responsible for revenue.



WEBSITES THAT WORK

**The purpose of business is
to create a customer who
creates customers.**

Shiv Singh



Who's Looking

Who is your target demographic?

What are their pain points?

What information do they want NOW?

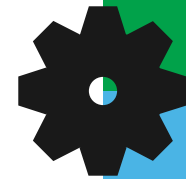


**People
You
Know**

**Leads and
Customers**

**Your
Compe-
tition**

Elements of a Converting Website



Your website is often your first impression.

Make it count by keeping it current, relevant, and easy to use.

Let your website recreate your "coffee conversation" for you.

01. Story Brand

The Client is the HERO.

You are the GUIDE.

Tell a story, don't sell a widget.

02. User Journey

The fewer clicks, the better.

Choose your own adventure.

Cut the fluff.

03. Value

Offer resources and solutions.

Build trust.

Create curiosity and need.

04. Call to Action

The moment they decide, "yes!"

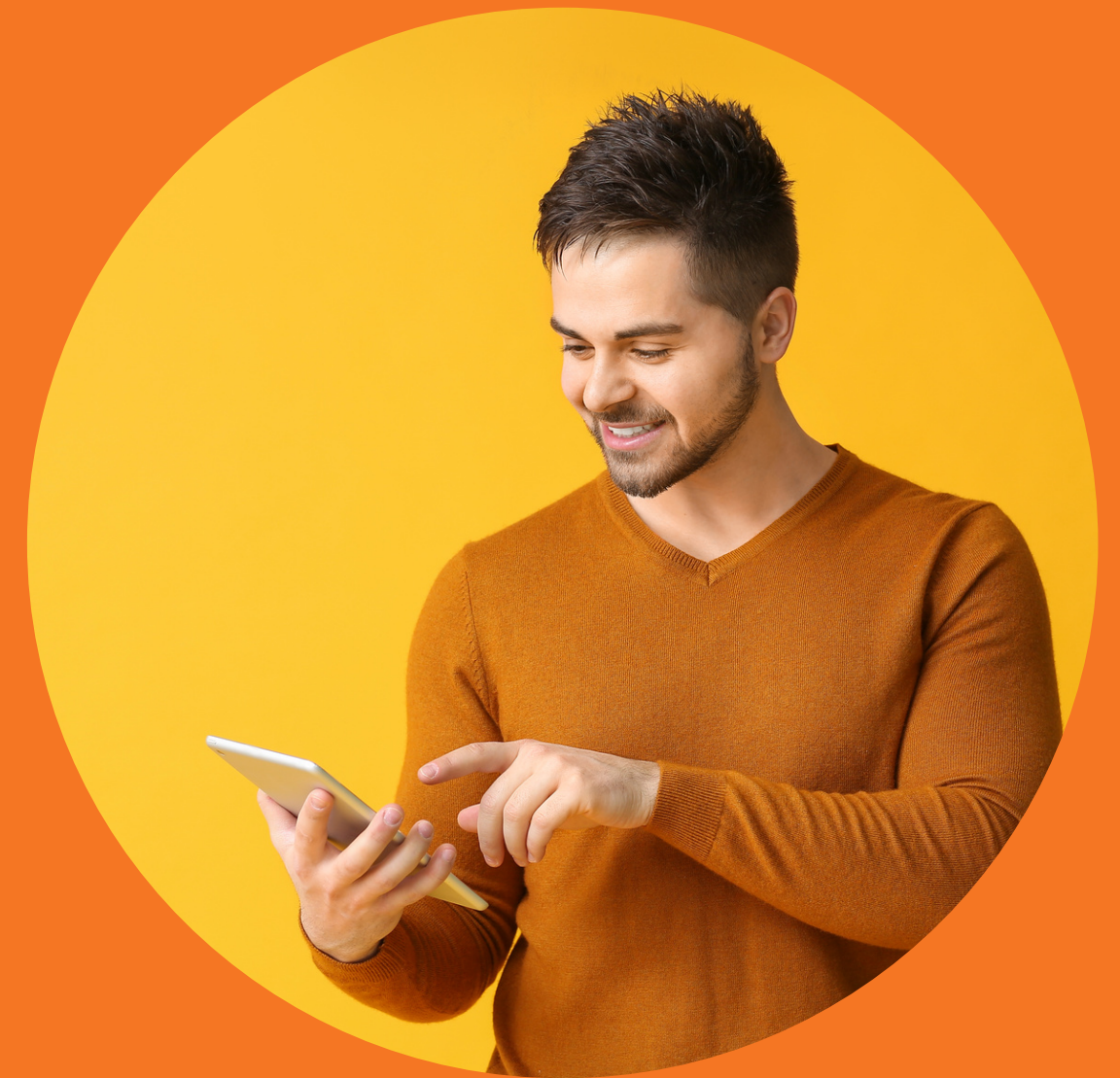
Every which way they can.

How available can you be?



SEO - 101

How do I reach the top of Google?



Your Keywords

What do people search for to find your business?

NO ... what do THEY search for?

Research and Narrow



PICK 5 - 10 TARGETS

USE YOUR KEYWORDS EVERYWHERE

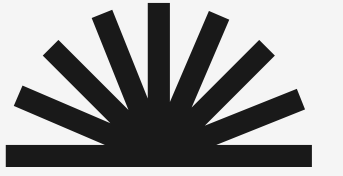








Where Are You?



- Google My Business
- Facebook
- Bing for Business
- Yahoo for Business
- Yelp
- Apple Maps

GOTTA' CLAIM THEM ALL!

PHOTOS AND VIDEOS ARE GOLD

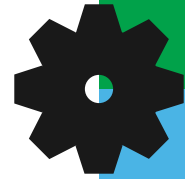


Climb Higher

The search engine algorithm is always evolving.

The best way to "win" is to be consistent with fresh, coded content.

Remember to tell your story!



01. Reviews

Ask early and often.

Reply to all reviews.

Share on your website / social.

02. Photo / Video

Visualize your customer.

Be human.

Address FAQs.

03. Consistency

Make a schedule. Stick to it.

Consistent is better than "more"

Fresh, hyper local content.

04. Mobile + Speed

From the bathroom...

Too slow, down low.

Keep it clean on the backend.



Social Media Success

You have 3 seconds.

Get attention.



Hey, there!

Who is your target demographic?

What are their pain points?

What will make them ENGAGE?



**People
You
Know**

**Leads and
Customers**

**Audience
Boosters**

Professional Sites

B2B MARKETING

RELATIONSHIP DEVELOPMENT

"ONLINE RESUME"

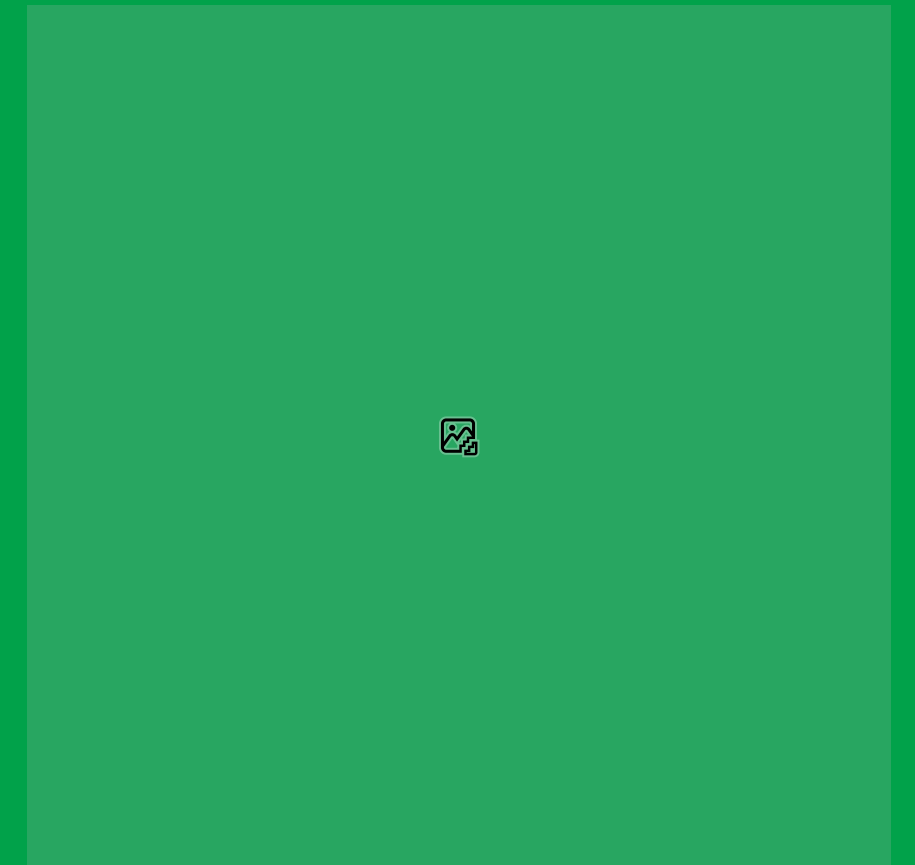
INFORMATION ARTICLES

SEARCH ENGINE CREDIT



LinkedIn

**Google
Buisness
Profile**



Personal Sites

B2B + B2C MARKETING

LIFESTYLE + HUMAN SIDE

IMAGE DRIVEN

SELF IMPROVEMENT

CREATIVE

CLICK TO BUY



Instagram



Pinterest

A Little Bit of Both

B2B + B2C MARKETING

PERSONAL + PROFESSIONAL

COMMUNITIES / GROUPS

VARIOUS ENGAGEMENT TOOLS

LINK SHARING



Facebook



Twitter

The Fresh New Thing

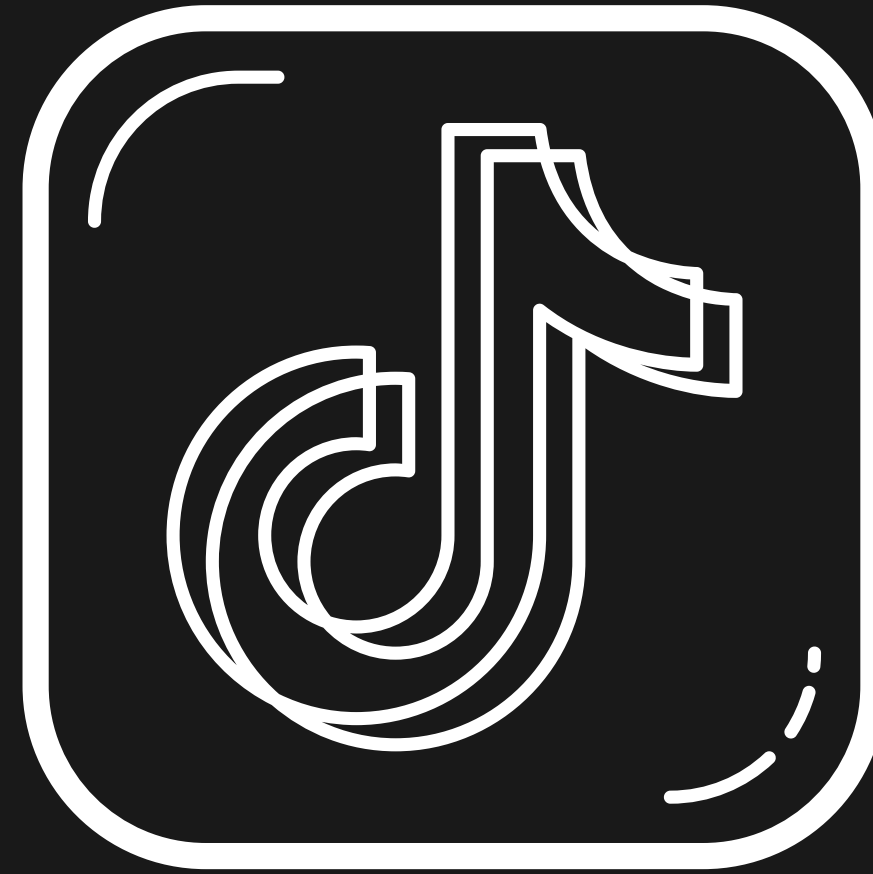
H2H + B2C MARKETING

PERSONAL + PROFESSIONAL

YOUNGER AUDIENCES

CONSISTANT CONTENT

LIMITED SHARING



TikTok

SnapChat



The Outlier

B2B+ B2C MARKETING

PERSONAL + PROFESSIONAL

RANGE OF AGE GROUPS

FAQS + TOPIC EXPLORATION

INCREASED PLANNING

ELEVATED PRODUCTION

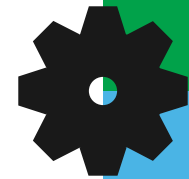
SEO FODDER



YouTube



Not Your Coffee...



People don't engage with pictures of your coffee or hands working at a keyboard.

Tell stories to build trust and curiosity.

Remember that social media is SOCIAL - tag and interact with others!

01. Tags + Mentions

Tag people and profiles.

Ask for comments and replies.

Share other's content.

02. Content Series

Introduce your team.

Demo your product/service.

Share resources and solutions.

03. Contests

Generate leads with a form.

Get nominations and votes.

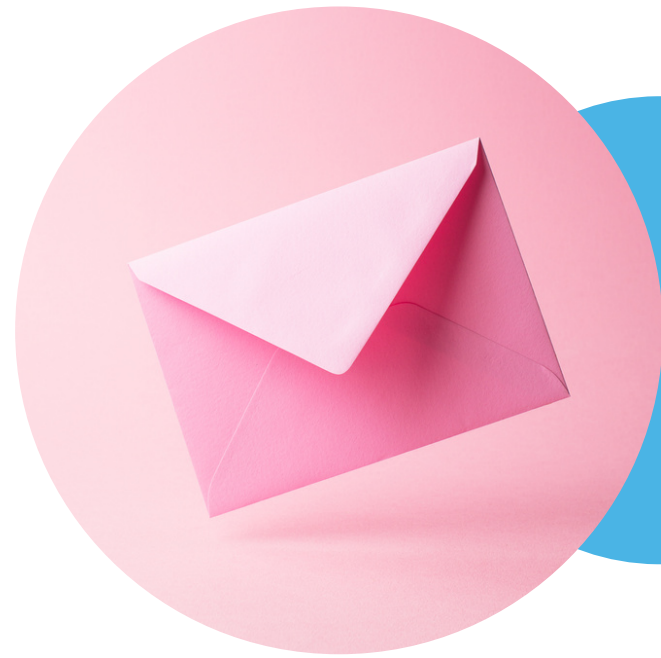
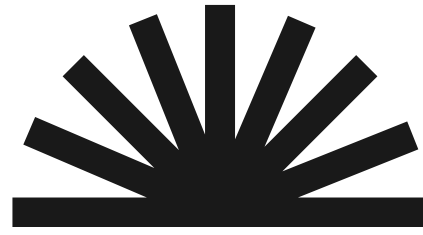
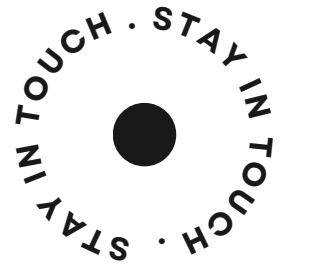
Partner with other brands.

04. Keep it Local

Share local news.

Tag trending conversations.

Share seasonal tips and trends.



Stay in Touch



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