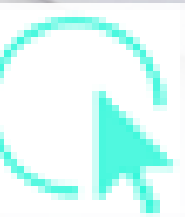


STARTER MARKETING PLAN



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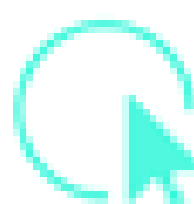


“ MARKETING IS NO LONGER ABOUT
THE STUFF THAT YOU MAKE OR SELL,
BUT ABOUT THE STORIES YOU TELL....

SETH GODIN



WWW.HOTSWOTS.COM



ABOUT THE AUTHOR JUDITH SHUTTLEWORTH



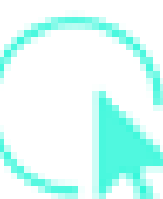
HELLO, I'M JUDITH AND I'M PLEASSED TO MEET YOU

I have been running HotsWots doing all things digital since 2010. It started out just trying to get a simple website built. I had so much trouble trying to find someone who could advise me about design, development **and** how to get the website found online, that I decided to start my own business.

Now all these years later the team has grown and we have many clients and have built websites, ecommerce sites, membership sites, software and have even done a start up together with an app for the real estate industry.

We still have some of our original clients working with us after all these years which is a testimony to us having a strong team with a range of expertise and belief in great service, professionalism and only wanting the very, very best for all our clients.

More than anything, most of our clients, like you, need help with the basics of marketing online. There are millions of websites these days and it's not so easy to get found. So go through our simple Get Started list and you will be well on the way to formulating a plan for yourself.



LET'S GET STARTED

Do you have a website?

- Does your website have a method for capturing leads?
 - Does your website use video?
 - Does your website clearly display the necessary information?
 - Does your website have a clear offer and call to action?
 - Does your website have a unique selling/strategic position?
-

Do you have any marketing for the website?

- Free – directories, articles, blog posts, video, social media
 - Paid – PPC on Google, Facebook, LinkedIn
-

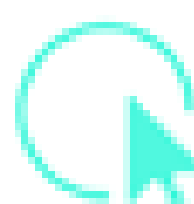
Does Your Website follow the 8 Second Rule?

Every website needs to answer the following questions in the first 8 seconds if your visitors are to stay, engage and take action. These are:

- Why am I here (i.e. – What is your website about)
 - Why do I care (i.e. – What's in it for me?)
 - What should I do now (i.e. – A clear call to action)
-

Are you using Search Engine Optimization?

- Video
- Article Marketing & Blogging
- Back Links
- Google My Business
- Relevant Directories
- Meta Data



Do you have a blog?

- Are you actively using it?
- Does it include video?
- Do you share it to your social media platforms?

Do you have a podcast?

Are you using email marketing?

- Opt in boxes on website
- Free tantalising offer
- Auto responders
- Landing pages
- Funnel
- Multiple offers and active contact with clients
- Newsletter

Are you using mobile marketing?

- Apps
- Text Message advertising
- Mobile web site
- Facebook Messenger



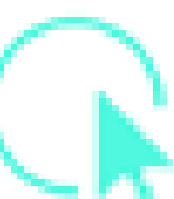
Do you utilize social networking?

- Twitter
- Facebook
- Instagram
- LinkedIn
- SnapChat
- Others

Do you track where your current calls/inquiries are coming from?

- Internet
- Social Media
- Off Line
- Referral

Do you track your online activity to your website with Analytics?



FINALLY

Use the above list as a prompt for implementing the basics of your online marketing. You definitely do not need to implement all of the tactics. Once you have a plan for your marketing direction that is in keeping with your budget, amount of time you can allocate and what resonates with your target market, then you can start implementing some of the tactics one at a time.

Need some help? Get in touch by giving us a call on
+612 8206 7775
or drop me an email at
judith@hotswots.com | <https://www.hotswots.com>

