

**THE REV
MARKETING
MAP & ANALYSIS**

Building Your Business

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TRACY L THOMAS Life

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THE REV MARKETING MAP & ANALYSIS
BUILDING YOUR BUSINESS

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1. CREATING YOUR MARKETING MAP

Where the waypoints matter most

The Rev Marketing Map & Analysis Building, Your Business book is a workshop book for business building courses that I have taught for many years.

Let's Get Started!

Whenever you set out on a trip to go anywhere, there is one thing you should never leave without.

A map. (digital or old-school printed version)

It's simple makes sense, but it's also crucial to your success, and you'd be surprised how many people or even businesses fail to utilize this most basic piece of equipment.

Without a map, you don't know where you're going, you don't know what challenges or obstacles might lie in your way, and you definitely don't have any idea if and when you might ever even reach your destination.

It's no different in the business world or virtually any endeavor in which you are looking to go from one place to another, even or especially figuratively, such as in business, looking to go from where you are, which is maybe ok, to a place of success and prosperity.

You need a map. You need a strategy to aid you in marshaling your strengths and applying them to the challenges you'll face. And you need a way to become aware of your weaknesses and places where you can shore up your performance.

Maps provide us with knowledge of the terrain. And that's what we're offering here.

Content Marketing Institute reports that 62% of the most successful content marketers have a documented strategy in place, and 72% of the successful marketers said the strategy was a major contributor. Surprisingly while most B2B marketers have some sort of strategy, only 35% have a documented strategy!

In fact, according to our latest B2B findings, 65% of the most successful content marketers have a documented strategy vs. 14% of the least successful. 73% say it keeps their teams focused on established content priorities. And 68% say it helps their teams allocate resources to optimize desired results. Those are some provocative numbers, friends!

It tells a lot. And it tells us something important.

The value of a documented marketing strategy is, well, invaluable.

That's why we've created a system for helping you create a marketing map analysis that will help you and your business achieve the results you are looking for, success and prosperity, and forward movement.

Simply put, every marketer needs a well-developed and well-documented strategy to help accomplish their goals. And this strategy, developed with your client and specific to their needs, will help outline the kind of results you want for and with them and how you intend to get them.

So welcome aboard to the Revmarketing Map Analysis.

What Exactly Is A Marketing Map?

A marketing map is an inbound marketing plan that you develop in coordination with your client. It gets into all the necessary nuts and bolts of seeing you and your client directly to success. It goes over expectations baselines, establishes goals, competitor analysis, marketing trends, and more. It's all about gaming out where you are, where you want to be, how you're going to get there, and what you can expect to face on the way.

What it does is help you look at your past performances and study them in ways that help analyze strengths, weaknesses, and the means by which you can apply that to the present. It helps you work out a guide for building a strategy that lasts. It shows that you have a plan of action and a guide by which you can consult whenever you encounter particular challenges; it helps alert you to potential spots of trouble and highlights areas in which you are surging ahead. It helps show you where you are on your prospect of success and what you need to work on to continue that momentum and growth and even expand on it.

Ultimately what you are looking to do with an inbound marketing plan is to drive business to you and continue to engage your clients in a way that builds on the value you have with them. It builds confidence in moving forward and focuses on successfully navigating each stage of your company's development.

What you're doing here is looking at the science of success, and in essence, the science of YOUR success. You are being provided with reasonable, logical, measurable evidence of your performance. It helps you set reasonable, logical, and measurable goals to achieve, which build to the ultimate and overriding goal you have, which is the longevity of successes. That's what an inbound marketing plan is and why you must have one.

And what we have here are the elements of that marketing plan you'll need.

2. THE BUSINESS FRAMEWORK

Building your framework

The first thing you do is build a business framework. What that entails is compiling all the information you can on your client; a lot of this can, of course, be found online, and that is going to be your starting point. The reason is that you want your analysis to be unfettered by the client's perspective of themselves, at least initially. Look at reviews, look at reports, look at performance evaluations and social media. Look at what people are saying about the client, their strengths and weaknesses. Then you'll want to, of course, interview the client and see what they have to say about themselves, their goals, and their performance. See if the information they give you jives with what you've uncovered yourself. In this way, you can see a clear-cut difference in any deviations between the evidence you have, the perspective they have, and how closely aligned they might be.

All of this information you receive is going to aid you in building on the further steps we outline so that you can help your client overcome the challenges they face and put them on the road to success, and most importantly, on that road with a map.

3. THE BRANDING STORY

Determining your brand's precise story

Branding your company is important because it acts as the company's identity. People remember companies by their brands, by the logo and color schemes. Think of two popular leading brands of soda. We don't even have to name their names, and you'll know them just by their colors, red and white, and blue and white.

See what we mean? You know them, don't you?

The branding story is a means of precisely determining your brand or your company's story. It helps you keep the customer in mind first and foremost, and you, second, as the guide.

A brand is important because it focuses your company in mind to solve the customer's problems. A customer is thirsty, and you are a soda company. The customer needs better wheels for their vehicle, and you are a tire manufacturer. You are the solution to their needs. And when they think of that need, they think of your brand, logo, and colors, and it's fixed in their minds as the instant go-to solution for that problem they have.

The primary benefit of a brand is that it helps create or establish a bond with your customer instantly. When you have a brand they find appealing, they like you, trust you, and look to you for what they need. A solid brand associates certain qualities with your company that you want. Trust, reliability, innovation, ingenuity, deliciousness, satisfaction, or whatever positive traits you can think of that would be associated with your product, whether it was wheels for a car or a tasty soda or something you wear or use. If you devise a good brand, those qualities will be associated with you and

your product in the customer or client's mind. You've helped establish a relationship that is based on value with them. And you've put yourself ahead in the game of bringing that business in through your front door.

When you're building a brand, you want to include three key elements that help establish it.

Purpose

What are the values of that company? What does it bring to the customer besides its product?

Promise

What is its statement? What is associating with this company going to do for you?

Potential

What can this brand do for the company? Can it take it where it wants to go?

Determining a brand can be a considerably long process, but that is because it is so important in defining who that company is, what it stands for, where it's going, and what it brings to the customer and the market.

Understanding the value of a good brand is crucial in today's marketing world, and it is indeed something no company can do without if they want longevity in the world.

People already have a negative view of corporations and companies and often associate them with negative stereotypes that they're all soulless and greedy and care only for a dollar.

But that tells us something about the public's perspective that aids us.

It is a truth that a company wants to make money. That is a bottom line.

But that doesn't mean it has to be exclusive of a caring staff that wants to please the public and customer base and to be a positive

force in the world and their market. There's no reason they can't and still have a profit margin in the forefront of their minds. The public doesn't always see it that way.

So a brand, a really good solid brand, solves that problem. It gives the company a positive identity, associates positive values, creates a relationship with the customer base that keeps them coming through the door, and ultimately, that profit margin growing.

That's the value of a good brand.

4. THE BASELINE FOOTPRINT

Deliver real media that attracts

Now, this is where the rubber meets the road. The baseline footprint is the first piece of the map. It's where we lay out what the company can reasonably expect in terms of its gains, under best and worst circumstances and where we can realistically look to make them. We formulate a plan for where we believe we can be in a given time and what it will take to get there. We look at all the avenues of bringing in customers that we have at our disposal, what we lack, what we need, and more. This is so we can say with certainty this is where we're going to be on our track forward movement at such and such time, be it quarterly, semi quarterly, or what have you. Given those numbers, we can begin to formulate where we can be on the next step of the journey, given the gains we obtained at the first checkpoint. Naturally, there will be some deviations in the numbers given circumstances we can't control or the nature of market changes that were unexpected or unforeseen. But it gives us a close enough estimation that the small changes we make to the footprint won't be that much to rock the boat, so to speak.

A baseline footprint offers us a future of uses in that we're also creating a map of where we've been and how we performed in getting there. This gets matched up with our future plans, and we can determine at which portions we were right and which we were wrong. So now we've got an even stronger footprint to work with, which offers us even more specific and realistic potential.

This history of our past performance becomes invaluable the further we go along and merely aids us in strengthening our gains. We can also use this as something of a measuring tool when we look

at how other companies may be doing, and it offers us a wider perspective.

Overall, creating a baseline footprint is the first and perhaps the most crucial step in helping us navigate with our map. And this leads us to the next step.

5. BUYER PERSONAS

Target your personas with precision

What are buyer personas, and how do they help us? Buyer personas are fictional representations of real buyers who are our ideal clients. These are the people who are going to spend the most and remain loyal repeat customers. These are the people we want to ideally appeal to most and rig our branding to attract. It behooves us to study these personas and learn about them. These are the people who are going to be the signature customers, the ones we are here to please and leave satisfied after every interaction. Remember what we said about relationships having value?

These are the relationships we want to value most, not just because of their business but also because of the business surrounding them that they bring. They tell their families, friends, and coworkers. So we build our company and our product around their needs specifically.

According to Protocol 80, using personas makes websites two to five times more effective and easier to navigate for targeted users. And marketing expert Stephen Zoeller reports that 71% of companies that exceed lead and revenue goals have documented personas in place. In your marketing map, create a few buyer personas for your clients and include a fictional name, stock photo, story, demographics, challenges, and goals that your client's customers might have. Use data from your client and perhaps interview current customers to find the information needed to create your personas.

That's why buyer personas are important. They help us acquire the data we need to build a better business. Because if we don't know

what our ideal customer looks like, if we don't know their habits and interests and needs, we can't satisfy them.

6. CUSTOMER LIFETIME VALUE

Measure the CLV metric value

Naturally, it's important to review and maintain an eye on how you're doing from your perspective. You have analytics and data and all sorts of things as well as your own eyes to go by. But it's also important to see things from the client's perspective. Remember, it's a hallmark rule we have stressed time, and again, the customer's perspective is oftentimes even more important than our own in determining how we are doing.

The CLV or Customer Lifetime Value metric tells us that. It keeps a pulse on what the customers think we're doing right, as well as other specific data.

Based on that value, we can continue to improve our services and performance, and we can determine things we aren't doing that we could. We can extrapolate a lot of value and useful information we might not otherwise be privy to by using this metric value and applying it to our efforts. This refining process is ongoing, just like every other step and procedure we apply to our mapping. We need to view our product, our company, as a living and breathing entity. It is constantly moving, sometimes forward, sometimes back. But it's always moving, and if we stagnate and stop, that's the end.

So we must always endeavor to keep moving forward, and the CLV helps us do that.

7. WEBSITE ASSESSMENT

Check your website audit often

Your client's websites are typically the first point of contact for customers, and first impressions matter. If these sites are poorly designed, slow or hard to navigate, they're going to turn customers away. And cause clients to lose business. According to HubSpot, 57% of mobile users won't recommend a company if its mobile website is unresponsive or poorly done.

Now consider the immensity of that last statement; 57% of mobile users won't recommend it. That's a huge percentile which represents almost literally a life or death situation for your company. So consider how important it is to keep a website looking sharp, responsive, and up to date. It may seem like an easy thing to miss and shove to the side, but with a percentile like that, you cannot afford to lose that kind of business and expect to keep forward movement, much less prosperity coming in the door.

Not if your website looks like that, it won't.

Check the audit often.

Remember the first statement, that it's often the first point of contact for customers. So it needs to look attractive, professional, and bold. It needs to be bold in the sense that it's stating this is who we are, what we represent, and what we can do for you.

It's responsive, and it shakes their hand. It is approachable and user-friendly.

Consider looking at it from their perspective. How easy is it to navigate? How easy is it to find the information you want as a customer? What information is there that doesn't need to be? What

information is hard to find? How can we make this sharper and more interesting?

If you've got a good strong website that keeps people on it, you're off to a great lead.

Keep it.

8. COMPETITOR ANALYSIS

Watch your competitor online

Are you spying on your competition?

If not, you should be.

Cause they're doing it to you. And you'd better believe they're paying attention to your strengths and weaknesses and divining whatever they can from analyzing the face and performance of your company. That's the market, that's the way it works, and that's why you should be doing it to them. Your competitors can be and are a valuable source of information about what and what not to do. How are they treating their customers? Are they posting positive or negative reviews? What are those reviews saying? Does it appear that the competition is listening? What social media platforms are they operating on, and how successful do they seem to be there? Do they use mailing lists? Are customers happy with that? Or are they not as participatory as one might think, and why?

In a sense and certain ways, you can see where analyzing competitors is almost like using them as your guinea pig. You get to see what works and what doesn't without risk to yourself. Now that doesn't mean you go right out and directly copy what they're doing because that's obvious, and it marks you as uninventive and disingenuous. But you can see that a certain movement they're doing works, and you can determine why it works and adapt that in some fashion to your movement without the negative backlash.

Competitor analysis is abundantly important because you are paying attention to the market, its trends, and the world around you. You are seeing your competitors as your customers see them.

Are they more attractive than you and your product? If so, why? If not. How can you continue to keep that lead?

Ultimately that is what your analysis is all about, the customer. It's not actually about the competitor at all. It's not about undermining them or attacking them in any way.

It's about the world around you the customer sees, and it's about keeping you and your product at the forefront of that view.

9. CONTENT AUDIT

Grow your business with content

What kind of content are you creating to reach and interact with your customer and client base?

Are you producing blogs? Videos? Social media posts? Tweets?

Do a content audit before you determine what content to create for your clients. According to studies, 30% of Microsoft's content or three million out of ten pieces had never been read, which the company didn't discover until it conducted a content audit. To be sure clients are getting traction take an audit of the content they already have existing:

; blogs, videos, photo galleries, all of it, and document any gaps that you can fill. And get rid of redundant, outdated, or trivial content that doesn't serve the purpose of moving your company forward and customers coming in the door.

When interacting with or reaching out to your customers, it can be easy sometimes to get carried away and feel like more is better, but that isn't always so. You want to be mindful that sometimes less is more, as long as it is impacting and your audit reveals that it is engaging the clients and keeping or maintaining interest.

It's important to keep them engaged and let them know where you are in your journey, to let them know what's going on, what changes are taking place, what great offers you have coming up, and what direction you're going. But as we discovered with the Microsoft example, too much can leave them bobbing in a sea of information, and the very opposite effect can be achieved, where clients or customers can't find what they need and so lose interest. Then

they'll just stop paying attention to all of it. And that can be a very difficult spiral to get out of.

So constantly and consistently audit your content and make sure that you have just what you need to engage and reach the customer without going overboard and creating wasteful content that ultimately never even engages them at all.

10. MARKETING ASSESSMENT

Does your business stack up online?

Do you have a new product coming? Do you have a new idea for the business? Or a new direction you want to consider?

You'll need a marketing assessment first.

A marketing assessment determines the potential for these things and offers a basic and broad idea of how well it's going to fly. That doesn't mean it's written in stone or it's always precise because market forces often have dramatic and unforeseen effects that even the best can't predict. But a marketing assessment offers a solid solution for gaming out a potential theory, idea, content, or product and how well it's likely to do. A marketing assessment helps you grasp how well your business stacks up online. It can reveal points and places that perhaps could use some shoring up, and it can help determine if there's something more you could be doing.

While it's true that making a bold decision can seem decisive and groundbreaking or pioneering, it's equally true that these decisions aren't made completely out of the blue with no thought to their potential impact on the market and your own business.

Even pioneers had a good general idea of where they were going, what they might find, and how they might get there.

So don't sell yourself short by failing to look before you leap. Make a marketing assessment before you leap and give yourself the benefit of risk assessment and management to help calculate the outcome you want and what you need.

11. KEYWORD STRATEGY

Strategy is key in business

Search Engine Optimization is a key and crucial point in getting your website, and by virtue of that, your company is noticed by the customers. It needs to be ranked high up there, and it's got to be on the first page when customers search for your particular area. If it's not, chances are they won't even see it, much less be enticed to click.

The long and short of the way it works is this. Keywords alert a search engine to a place, such as your website, if it contains the keywords a searcher is looking for. The more keywords you have in your blogs, your website, or other online content, the higher you can potentially rank. Thus you can appear higher on the page when a search is run.

Often, this signals to the public that you are the go-to place for their answer. And that is precisely what you need to be seen as.

Remember the marketing brand story? Are you the solution? So with that in mind, you've got to research and pay attention to the necessary keywords that get you high on the list. Your business cannot afford to lose this edge when it comes to a competitive marketplace, and the value of that is incalculable.

12. INFLUENCER CHECKLIST

Influencer a wealth builder checklist

In many social media venues as well as online, being an influencer is now a prime way of reaching out to customers and getting them to notice you. It's something you want to look into and follow up on. Be listed as an influencer, like an author in your industry, and you can gain an edge. And every bit of edge counts in your business and out there in the world.

Being an influencer is a means of allowing the public to know that you possess an authority of opinion that the public can then refer to and receive advice, direction, and assurance of a thing. It helps keep you in the forefront of their minds as a place they can count on to deliver the information they need to make informed decisions.

The way it works is that there are badges next to the name or profile picture of a person, company, or organization on many social media platforms. Those badges signify certain things like they have been verified to be exactly who they say they are and not an imposter. Like many celebrities, you know, you can have fan pages or profiles that look very much like the original. And they may or may not be intentionally trying to be seen as that person, and it can nonetheless become very confusing. That's why a verification badge comes in handy because it lets you know at a glance that you are talking to the real deal.

Influencer badges work the same way in the sense that they let the public know that you are a person of influence in whatever sphere it is you are involved in. So they know that your voice carries considerable weight.

And that is a thing that can only help build your standing in the market.

13. REPUTATION MANAGEMENT SCORE

*Protecting your reputation online
score*

Online reviews and testimonials are an excellent way to broadcast your successes and increase your reputation. But it can also be a place where malcontents can try and hit you where it hurts your reputation. So you've got to always stay on your game to protect your reputation.

There is one truth in the world when it comes to public view.

The truth itself often doesn't matter.

Only the accusation.

It's simply a brutal fact that most people don't care if there is truth, an allegation or not, just that someone accused some type of wrongdoing can be enough to steer people away. And it can do irreparable harm to your standing in the public view. That is something you have to protect at all costs because trust is a commodity you cannot afford to lose.

That's why you need to invest in your reputation management score.

Many companies provide reputation management scores and offer the public a means of judging instantly whether a company listed is to be trusted or not. It can provide at a blink a means of determining the veracity of any question to reputation at all. You owe it to yourself and the company you have built to continue engaging your customer base, the market, and even your

competitors on issues great and small. You owe it to yourself, your company, your employees, and especially your customers to let them know you value their relationships. You aren't going to allow anything to undermine that.

There are a million and one reasons why discontented souls will try and damage your reputation, but that doesn't mean they will succeed. Not if you've adequately invested in your reputation management score and you allow your customers to see in plain view that you have been, you are, and you will remain on the up and up at all times and maintain the professionalism they've come to expect from your name.

14. CREATING YOUR MARKETING MAP

Where the waypoints matter most

The old saying that goes if you build it, they will come is an untrue one. And it is one that will see you deep in the weeds if you aren't careful. You've got to understand that you need a strategy, a map, a course by which you can plot the journey of your company's success.

And the steps we've outlined here provide you with that. They are the bare bones, the minimum of what you'll need. But it's where you start.

There is a lot more detail to each of these steps that we outlined, and all of that information and those steps are available through us. We're happy to lend you a hand in getting as in-depth as you need to create the right marketing map for you, your business, and ultimately your success. You owe it to yourself to find every edge you can in honing your influence, reach, knowledge, and ability to engage your customers or clients and keep them coming through the door. And that's where the power and the magic of the marketing map really come into play because it offers you tools you wouldn't otherwise have had. A marketing map can be as plain and simple or as deeply detailed as you would like. Whatever your needs are, a marketing map can be created to suit and satisfy that need.

Remember, you are only as strong as your skillset, and skillsets come from possessing a wide range of tools that can allow you to accomplish more with less.

Working smart, not hard, is the hallmark of a successful business. And you deserve that hallmark if you've put in the mileage on the vehicle that is your company.

Let us help you develop the tools and the marketing map you need, designed for specific needs, designed for your company, and designed for your customer or client base.

Don't settle for less when you don't have to. Keep your forward momentum, keep your skills sharp and keep looking for opportunities. Because just because you built, it does not mean they will come.

You've got to go out and get 'em.

Follow us to learn more about creating the marketing map designed to build your company, grow it, and see it to its ultimate destination of being a leader in your industry.