



Marketing Supply Guide

Build A Proven Marketing Plan

CONTENTSUPPLY

Marketing Supply™ is a simple, 3-phase marketing plan to help you build a sales funnel for your business.

Here's your one-page marketing plan:

TRAFFIC

- ☐ **Clear Message** | *A way to powerfully talk about what you do.*
- ☐ **Website** | *An online platform to capture traffic, leads, and sales.*
- ☐ **Traffic Source** | *Content type and distribution platform. Paid and free.*
- ☐ **Traffic Process** | *Predictable and consistent systems, tools and team.*
- ☐ **Traffic Goal** | *Number of views.*

LEADS

- ☐ **Lead Supplier** | *Capture names and emails.*
- ☐ **Email Campaigns** | *Two email types for sales and relationship growth.*
- ☐ **Relationship Builders** | *Strategic activities to leverage partnerships.*
- ☐ **Sales Conversion** | *Method to automatically convert leads into sales.*
- ☐ **Leads Goal** | *Number of leads.*

SALES

- ☐ **Sales Page** | *Targeted sales letter to present product or service to buy.*
- ☐ **Product Delivery** | *Method to deliver product or service after purchase.*
- ☐ **Referrals and Testimonials** | *Easy system to increase value and growth.*
- ☐ **Movement Builders** | *Strategic activities to increase customer value.*
- ☐ **Sales Goal** | *Number of sales.*

Marketing Supply™ is the second step in the Content Supply Plan.



Many businesses struggle to grow because they have no proven marketing plan and they feel overwhelmed or think marketing is too expensive.

But it doesn't have to be that way.

Our goal is to simplify marketing to help you:

- ✓ Grow your business
- ✓ Stand out from the crowd, be different
- ✓ Get more customers
- ✓ Make more money
- ✓ Increase authority and influence in a genuine way

STEP ONE

Make Goals

Use the space below to write 1-3 goals you have for your business.

What will success look like for you?

Would success mean... brand awareness, career change, become debt-free, more vacation time, more free time, new product launch success, getting featured by a well-known publication...

What will make your marketing successful?



The Marketing Supply™ Framework will help you think strategically about sales, public relations, sales funnels, advertising, promotions, launches, customer relationships, and so much more.

And for each step of this plan, consider how tools, teams, and systems can all work together.

STEP TWO

Campaign

Your marketing plan is like a political campaign strategy where success means winning the votes and being sworn into office.

During a politician's campaign run, the result of whether they win or lose never happens by accident. The victory was intentional and designed from step one. Campaign Strategists mapped out the entire campaign from messaging to signage to appearances and more.

Your marketing should be just as intentional — just don't worry about spending thousands of dollars for consults on what color your tie or dress should be.

So, like a political campaign where the end goal is very clear — to get elected, you must break down the goals you set earlier into achievable milestones and organize all intentional marketing activities that'll help you be successful.

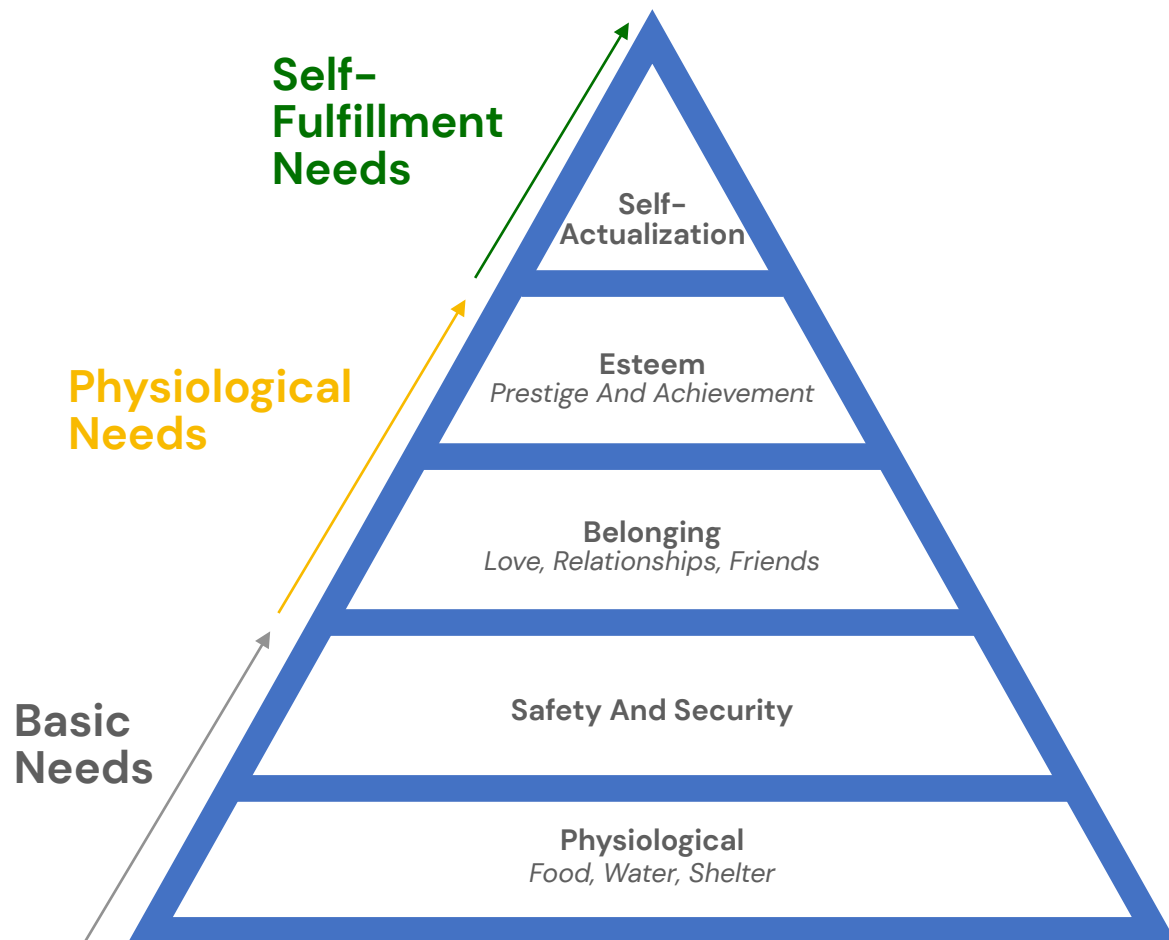
The Marketing Supply™ Plan acts as a campaign where specific messages are scripted, and content created, to guide your audience from learning about your business for the first time to becoming loyal customers happy to pay for what you offer.

STEP THREE

Customer Needs

There's a theory of human motivation called Maslow's Hierarchy of Needs that shows the progression of needs every human must experience in order to reach one's full potential.

The Marketing Supply™ methodology for how we approach marketing follows a similar progression for each customer — serving at the most basic level through proper messaging, products and experiences — guiding someone to reach their full potential.



STEP FOUR

The Plan

Marketing Supply™ is a 3-phase marketing plan to guide your customers from first contact to raving, paying fan.

It begins with getting clear on what every single business needs to grow and scale.

Every business needs a consistent increase of traffic, leads and sales.

All marketing decisions need to be motivated by one of those categorizes.

At Content Supply, we believe relationships are the most effective strategy for success. So, we affectionately refer to each marketing phase as Know (Traffic), Love (Leads), and Trust (Sales).

This establishes the foundation of a healthy, growing relationship that will also grow your business.

When we're first dating someone, we don't say, "Hey there, I think it's about time we increase our traffic together..." Definitely not!

Instead, we want to be more genuine and say, "I want to get to know you more..." Much more natural and inviting for someone who's still trying to discover whether they are interested or not.

The more you focus on nurturing and growing a relationship with your customer — how much they know, love and trust your brand — the more you'll stand out from the crowd and the more your marketing is guaranteed to work!

Each phase requires different kinds of messaging and strategy because your customers are on a specific step of their journey of transformation. The messaging must be relevant to where they are and what they currently believe.

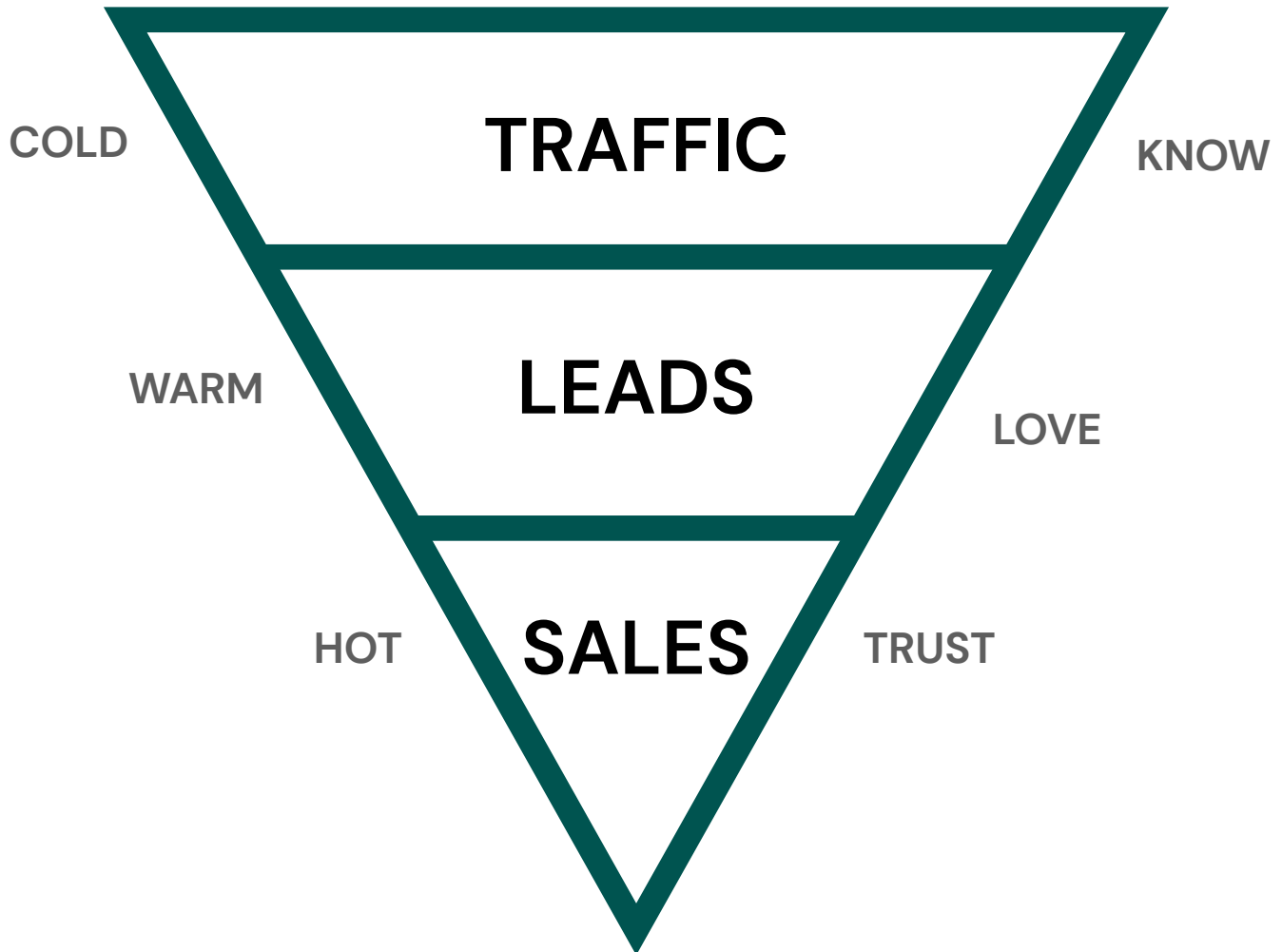
Belief transformation happens with storytelling, and is essential in order to progress your customers from lead to buyer.

So every time you plan any type of content, identify which marketing phase your customer will be in because that will guide what you actually say.



STEP FIVE

The Framework



In order to get people to trust and pay you, you must be trustworthy. Trust is built with time and patience in a relationship that's valuable to you and your customer.

Value is best delivered through actually having products and services to sell. So before you go off getting strategic about your marketing, you must have an offer that's proven to convert with a process to deliver it.

With this foundation set, you're ready to guide your customers through the sales funnel in a genuine way.

And that begins with generating TRAFFIC.



STEP SIX

Traffic

When it comes to growing your business, people need to know you exist.

This is done with traffic.

Traffic is when your prospects are *getting to know you* and your brand for the first time as you *increase awareness* to people who don't know you or *cold leads*.

To successfully generate traffic, you need the following:

- ✓ **Clear Message**: A simple yet powerful way to talk about what you do so customers listen and buy.
- ✓ **Website**: Your website must invite customers into a new story and relationship with your brand. And it needs to present your products and services in simple way so customers feel seen and heard and are ready to buy what you offer.
- ✓ **Traffic Source**: A method to build awareness and attention using your chosen medium and distribution platform. Think videos on YouTube, podcasts on iTunes, photos on Instagram. All guided by where you customers spend their time (platform) and how they prefer to get their information (medium)
- ✓ **Traffic Process**: A predictable and automated process for traffic generation 24/7 using systems, tools and team members.

This marketing phase includes 3 parts: who, what, how.

Who is your customer?

Niche down to a target market to know exactly who you're talking to.

What do they want?

What do they struggle with?

What language do they use?

Where do they spend their time?

What are their false beliefs?

What solution can you offer them to solve their problem?

The list goes on, but the point is you must come to know your ideal customer intimately so all conversations are about them.

Consider creating a *customer profile*.

What is your message?

In what ways can you talk about what you do in a simple yet powerful way. Clarity and confidence in your brand messaging is vital to the effectiveness of your marketing.

Use Story Supply™ to follow a framework for your message.

In your messaging, make sure your unique selling proposition (USP) is clear for you, your team and customers.

Why should customers buy from you?

How is your product or service different from the competition?

How will you share it with content?

Based on customer preferences, plan content relevant to what your customer would read, watch or listen to.

This content is for people who are not aware they have a problem and so they'll never know they'll even need a solution – the one that you provide through your product or service.

So you must illuminate, agitate, and build awareness to thier specific problems.

The more you show you understanding of their problem the more your target audience will believe you have the solution.

What's the problem you need to educate your customers on?



Traffic related content often includes:

- ⑤ Ads
- ⑤ Podcasts
- ⑤ Videos
- ⑤ Photos
- ⑤ Speaking
- ⑤ Social Status Updates
- ⑤ Live Streams
- ⑤ Comments, likes, shares for first engagement
- ⑤ Events, networking
- ⑤ And so much more.

This is all about traffic to keep you (and your brand) top of mind and to maintain attention as they grow to like and even love you!

STEP SEVEN

Leads

People progress from prospect to lead when they provide their name and email in exchange for something of value from you, we call this a *Lead Supplier*.

Now they are a *warm lead* and falling in love with your brand in this new relationship! To capture new leads, you need the following in place:

- ✓ **Lead Supplier**: Capture a new lead's names and email in exchange for something of value, such as a PDF, video series, webinar, etc.
- ✓ **Email Campaigns**: Using email marketing software, setup 2 types of campaigns:
 1. **Relationship**: Recurring, relationship building email messages intermixed stories, value and promotions.
 2. **Sales**: Automated email sequences that sell products and services after a Lead Supplier resource is delivered.
- ✓ **Relationship Builders**: Invest time, attention, and intention into new customer relationship and partnership building activities — such as trainings, workshops, messaging apps, personal video messages, email campaigns, and more.
- ✓ **Sales Conversion**: To automatically convert quality leads into new, paying customers to need a sales conversion strategy. A way to nurture and invite leads to buy the product and service they need now.

To nurture customer relationships, consider the **five love languages**.

♡ **Words of Affirmation**

♡ **Acts of Service**

♡ **Receiving Gifts**

♡ **Quality Time**

♡ **Physical Touch**

How could you use the love languages with your customers?

...while remaining professional, of course.

You can deepen your relationships with your customers by doing marketing activities, messaging, content and more influenced by each language.

You can do public announcements of customer achievements — affirmations.

Offer a hug or high-five at a networking event — physical touch.

Send a thank you card after a contract wraps up or a product is delivered — gifts and service!

Brainstorm ideas for how you can use love languages in your marketing.

WORDS OF AFFIRMATION IDEAS

ACTS OF SERVICE IDEAS



RECEIVING GIFTS IDEAS



QUALITY TIME IDEAS



PHYSICAL TOUCH IDEAS



You now have ideas on how to deep your customer relationship.

Choose one idea and try it out today with one of your customers and see how your marketing begins to change!

Content in the *lead phase of your marketing* needs to be relatable, genuine and inviting.

You've now established a relationship with your audience and you need to nurture it.

So provide free value and help through more valuable posts, videos and resources.

This is when they will begin to follow you more closely by joining your email list, subscribing to your channel, following your page, liking your posts.

Your customer understands more about their problem and how your company can offer a solution.

Now invite them to take the next step in your relationship!

BUT, make sure they understand the value of your unique selling proposition, products and services as simply and clearly as possible so they'll know you offer the solution.

This means ***you need to educate them*** on your process with more in-depth content such as:

- ▶ Lead Suppliers
- ▶ Articles
- ▶ Guides
- ▶ Trainings
- ▶ Webinars
- ▶ Email Campaigns
- ▶ Free Groups
- ▶ Long-Form Videos
- ▶ Networking Events
- ▶ Virtual Summits

What's the solution you need to educate your customers about?

Your unique process for results.



As your ideal customer continues to learn about and love you for all the value you have to share then they'll trust your brand to buy the product or service they need.

Email Campaign

Email is a powerful way to communicate directly with your prospects and customers. You are growing your relationship with them so they'll eventually buy and have a better life!

There are two types of email campaigns.

Email Type #1

Growing a customer relationship through recurring emails.

These emails often happen every week, month or every time there's news or content to share. These messages are more relevant to the day and week and often share stories — kind of texting that special someone after a great date!

Email Type #2

Sales emails that deliver a free resource and then sell on a paid product.

Use the following **5-step email campaign**, prepare email subjects and messages that will guide your prospects from becoming a new lead to being ready to buy.

EMAIL 1: SHARE THE FREE RESOURCE

SUBJECT

MESSAGE

EMAIL 2: REVIEW PROBLEM, PRESENT SOLUTION

SUBJECT

MESSAGE

EMAIL 3: ADDRESS OBJECTIONS

SUBJECT

MESSAGE

EMAIL 4: SHARE CASE STUDY

SUBJECT

MESSAGE

EMAIL 5: DIRECT CALL TO ACTION

SUBJECT

MESSAGE

After a customer completes this email campaign they can be moved to your other email list for email type #1 where you'll continue to develop a relationship.

STEP EIGHT

Sales

Your customers will show **they trust you when they pay you.**

This is when you make sales and your customers become *hot leads*.

The goal of this marketing phase is to build lifetime value with your customers through delivering an amazing customer experience.

The trust you've developed with your customer has been a journey for you both.

It's the next and highest level of commitment for your customer.

And now, they'll always trust and buy from your brand... as long as you don't offend them, or stop selling altogether.



To predictably generate sales, you need the following:

- ✓ **Sales Page**: To present the offer for customers to buy with a sales message, video, order form, email confirmation and more.
- ✓ **Product Delivery**: A process to deliver the product or service you promised your customer when they paid you. This should be scalable and automated.
- ✓ **Referrals and Testimonials**: A method for generating new referrals and proof-based, customer testimonials.
- ✓ **Movement Builders**: Organize strategic activities to increase customer value, loyalty and other brand building opportunities to existing customers.

Sales related content is most often delivered through:

- ▶ Physical Products (think Amazon, Shopify, etc.)
- ▶ Services (done for you, software as a service, etc.)
- ▶ Online Courses
- ▶ Strategy and Sales Calls
- ▶ Paid Trainings and Workshops
- ▶ Coaching and Mastermind Programs
- ▶ Loyalty and Membership Programs

All *sales content* is only accessible after a customer pays for access.

What new content will you create about your product or service to provide more value for your paying customers?

Enrollment training, team process, standard operating procedures, new course module, thank you card, etc.

We used key strategies from the Content Supply to create amazing results for one of our clients Teachable. We helped develop, film and launch an award-winning, brand awareness campaign that generated 152,383+ leads and established market authority.



"We won a Telly Award! This video truly represented the passion of Teachable and I have for the creators that are saying yes to their passions, big ideas and sharing it with the world."

– Jess Catorc, *Teachable*

▶ [Click here to watch testimonial video.](#)

STEP NINE

Content Planning

Using your new marketing plan, think about the journey your customers go on to learn about your brand and buy your products. Each step requires a different type of message.

Brainstorm all the ways your customers experience your brand during each phase of marketing: Traffic, Leads, and Sales.

Traffic



Leads



Sales



Using the customer experience list, prepare your content list. This becomes your own *content supply*!

Now prepare a list of content that fit in each phase of your marketing.

Traffic — Ad Content

A large, empty rounded rectangular box with a thin gray border, intended for writing ad content.

Leads — Funnel Content

A large, empty rounded rectangular box with a thin gray border, intended for writing funnel content.

Sales — Product Content

A large, empty rounded rectangular box with a thin gray border, intended for writing product content.

Get access to the content planning template for more in-depth implementation workshops inside the [Marketing Supply Course](#).

STEP TEN

Process

All marketing activities would not be possible without a clear process — a perfect combination of **systems, tools and team** members.

Begin with setting goals for marketing — how do you measure success?

This is your team's north star. This will give them confidence that they're doing marketing right.

Then, setup systems and tools your team can follow to successfully achieve your brand vision.

Here are some samples of how to organize each

SYSTEM

Standard operating procedures and checklists for paid ads, branding, email, blogging, videos, podcasts, social media, and more.

TOOLS

Softwares, apps and solutions for web design, email marketing, project management, communication, content creation, and more.

TEAM

Organized people to help deliver exceptional customer experiences using systems and tools. Roles often include: Marketing Strategist, Copywriter, Graphic Designer, Email Marketer, Video Marketer, Ad Buyer, Social Media Strategist, and more.

What's Next?

Your solution for rapid brand growth is a proven marketing plan. The days of wasting time, money and energy on ineffective marketing are over. Get access to the Marketing Supply course to help you feel confident in your marketing, stand out from the crowd, build authority and grow your business.

The Content Supply Plan.



Get access to the support, skills and services to grow your visionary business at ContentSupply.com.

ContentSupply.com

START NOW