

brand &  
marketing

# Get It Done



**TAKING THE SCREAM  
OUT OF YOUR MARKETING**

Thanks for attending the Marketing 101 and Advanced Marketing webinar series with us, we hope you enjoyed it!

We've included a few ideas on what you could be doing to improve your marketing for business growth. We've also included resources we ourselves use and a simple 1-page Marketing strategy template.

We are very thankful to the Property Institute who included us in this series of webinars.

If you have any questions that were not answered during the live event, please do reach out to Karine or John below:

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## **What?**

A few ideas on building your brand and marketing success for your business.

## **Why?**

Your brand is arguably your most valuable asset. A strong brand will bring you new clients, create a great team and improve the businesses turnover.

## **Who is it for?**

Businesses looking to market themselves better.

## **Who is it from?**

**getitdone | brand & marketing**, a strategist and the execution for a businesses marketing.

Your marketing partner.



# MARKETING 101

## OR COMMON SENSE?

What is marketing and how does it work?

Put simply, its about driving brand awareness for profitable actions.

Marketing is all about driving profitable customer action. How do you go from product to marketplace, to making a sale?

# The Role of Marketing: How it Affects your Business and a few ways on How to Market the Right Way

## Definition of Sales and Marketing

Lets say you're on the couch, relaxing and watching television. Others are there watching as well—a commercial comes on that is funny and you both laugh. One of you then says, "That was some good marketing."

Now many questions arise: is an entertaining commercial really "marketing"? Is there a lot more that goes into it than just a funny idea? This seems like sales, what's the difference between sales and marketing? What's the definition of sales and marketing? What is inbound marketing? What is marketing research? Are there different distribution channels in marketing? The answers to these questions will be answered when we discuss the role of marketing and explain how everything works in this complex world.

"The terms marketing and sales are inescapable in business. In fact, many would argue that one or the other define what it means to do business.

However, while sales focuses on the method of persuading the target market to buy a product or service, marketing looks at the big picture to make sure the entire project – from design to delivery – is optimised to help sales.

It's for this reason you need to make sure your sales initiatives and marketing plan see eye-to-eye to ensure a greater chance of success.

Marketing is an umbrella term for the entire co-ordinated process of getting a product or service into the hands of customers.

After identifying the target customer, marketing specialists use that information to inform the aims and design of the product, the optimum price it should be sold at, where and how it should be delivered to the market, and how the market should be persuaded to buy it through promotion." [business.govt.nz](http://business.govt.nz)

However, the term "marketing" can yield many different results, and many people may not know what the term truly means. So what does marketing mean? Marketing is defined as "**the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.**"



## The purpose of marketing

Marketing has many different areas—one of which is inbound marketing, but we'll get to that later. We'll then analyze the difference between sales and marketing; then answer the question "what is inbound marketing", which will include some inbound marketing examples. Finally, we'll discuss the importance of marketing in business and wrap up what we've learned. First, we're going to list the functions of marketing. In the marketing world there are seven functions of marketing and they are as follows: distribution, financing, market research, pricing, product and service management, promotion and selling.

### **MARKETING MIX 4 P'S ARE AT THE CORE OF WHAT WE DO ...**

Product: Property investor

Price: Rental income

Promotion: How you develop investors to work with you and gain quality tenants, channels used to promote with on and off-line channels

Place: Is where you are located

P: Is for Profit



# Functions of marketing for Mapping channels

## Financing—The Role of Marketing in Business

If you want to have a successful marketing campaign, it's going to take some money. You don't want to throw all your eggs in one basket, but you still want to create a smart financial plan that allocates some ability to spend, but not so much that you don't see a profit.

What is marketing research? It revolves around researching your target demographic so you can build a sound marketing strategy. Effective market research requires using tools to find out who you should be targeting based on what you're selling. If you're a tech company that came up with a new social media platform, are you going to target octogenarians? Didn't think so. If you want a more in-depth look at how to do market research, this [article](#) is a good read.

## Promotion—In Marketing?

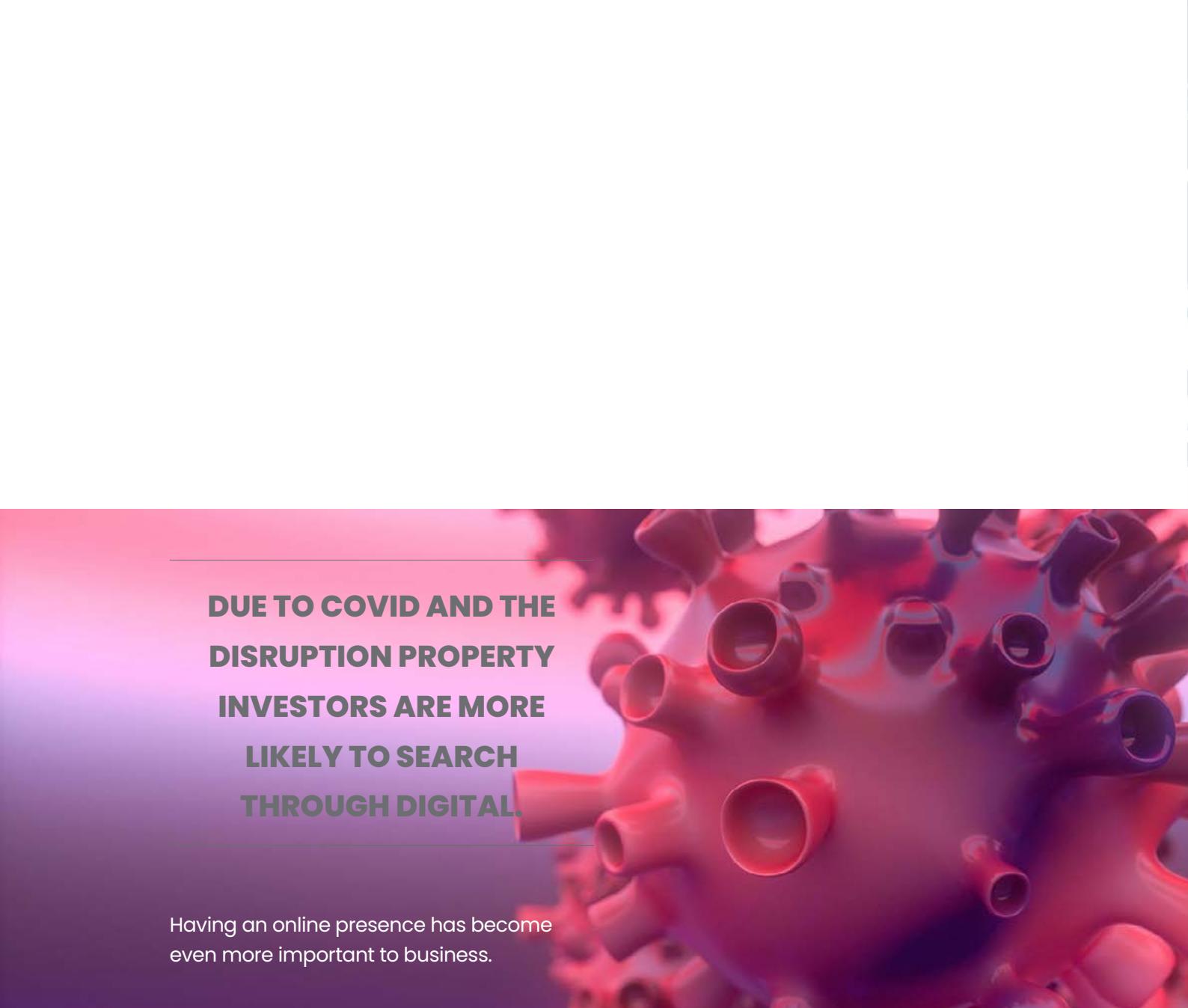
Promotion involves confirming your marketing is seen in the right places by the right people. You'll want to make sure there's plenty of marketing from your brand's end, as well as to keep up with which strategies are trending. Advertising on [Facebook](#) and [LinkedIn](#) is certainly a great place to focus those efforts.

## Measuring Advertising Effectiveness

In order to prevent falling behind with your competitors, you must constantly make improvements to the service you offer. By staying on top of investor and tenant feedback and online reviews, you can see what's working and what isn't. Additionally, employing marketing performance metrics is a smart way to keep up with service management. Interested in learning more about marketing performance metrics? [WordStream](#) has an easy to understand metrics that matter.

## Market Research& the Importance of Research

Market research is arguably the most crucial.



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**DUE TO COVID AND THE  
DISRUPTION PROPERTY  
INVESTORS ARE MORE  
LIKELY TO SEARCH  
THROUGH DIGITAL.**

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Having an online presence has become even more important to business.

- # Social media matters, just as much as it used to – especially if this is stand alone
- # SEO matters, and works better when paired with search advertisements
- # Websites matter and require a good digital footprint with multi-channel social proof to really convert with consistency
- # Email matters, but requires much more authenticity and needs to be paired with some automation tools
- # Media is important but needs to exist with purposeful quality – not simply run an ongoing rat race posting for the sake of posting.

# An evolving marketing strategy in a covid-19 environment

It is now apparent that today's world is not the same one that we left behind. With almost no industry left untouched by the effects of COVID-19, there's no question the Coronavirus pandemic has catapulted digital transformation to the top of the priority list for virtually every business in the world. A robust digital presence and advertising strategy are no longer good-to-haves; they're business requirements. They're table stakes for competing in the future.

Business and marketing leaders need to be agile but strategic, pragmatic yet innovative, and most importantly, they need to navigate the now while planning for a future that remains unknown. Over the last few months, millions of businesses and institutions all over the world, across nearly every sector, have had to re-imagine and re-architect entire business models, with marketing playing an increasingly critical role in their survival and viability.

In moments of rapid change and unpredictability, the "new normal" gets shaped by companies that embrace the opportunity to evolve. Developing a marketing strategy that fuels your business growth is no easy task, but there has never been a more pivotal time to put in the work. As the new normal continues to evolve each day, only one thing remains consistent; the stakes have never been higher for your business.

Here are a few to consider as part of a marketing strategy:

## Strike the Right Tone

Believe it or not, the line between compassionate and cringe-worthy messaging can, at times, appear relatively thin. Being ready to test and evolve your messaging with changing circumstances is key; the last thing any brand wants is to struggle with being tone-deaf to their audience.

## Prioritise Marketing that's Measurable

When budgets are tight, and there's more pressure than ever for each dollar spent to help your bottom line, it's essential to focus your budget on areas where you can measure success. Unlike traditional marketing, digital marketing allows you to measure ROI every step of the way. Digital offers companies an opportunity to improve their messaging and targeting every single day, not to mention the ability to see real-time results for each aspect of the campaign. Taking a data-driven approach with your marketing is the only sure-fire way to improve ROI, grow your audience base, and minimise inefficiencies.

## Embrace a Larger Audience

If you work in an industry that relies on meeting customers face-to-face, from the small, local mom-and-pop investors to larger investors that depend on the annual circuit of networking, your world has undoubtedly changed over the last

# TEAMWORK

few months. While COVID-19 has driven all of us indoors, it also has, in many ways, forced us all online and removed boundaries and borders that once separated us. Embrace this. Rethink your audience. Use the fact that everyone's eyes are, in one way or another, glued online to introduce yourself to new customers.

From a marketing standpoint, this uniquely challenging period will surely be characterised

by a sudden embrace and evolution of digital-first marketing programs and long-term shift from immeasurable to measurable channels. Businesses that adapt, innovate, and operate with a data-driven mindset will be best positioned to survive now and thrive in the years to come.

**Determine how best to position and craft messages to promote: This entails figuring out the best reach and series of actions that make your audience want to have you manage their property and become a tenant.**

Map out channels for delivering messages.

What has Covid taught us, businesses MUST go back to basics. Important fundamental viewpoints to consider in marketing.

1. Marketing is creating a demand
2. Classically the 4 Ps of marketing are Product, Price, Placement, and Promotion – add in a 5th P for Profit
3. Marketing can be seen as getting the right message to the right audience at the right time for the right action
4. Marketing can also be described as the central messaging of any given brand to 'why investors choose you to manage their property', and 'why tenants choose you as their property manager'.
5. Here we like to break marketing down to a tactical description – discovery, attraction, conversion. The three inter-loop to span across our investor and tenant conversion journey or pathway to work with you.



# Your businesses brand is your most valuable asset

Your brand is both your businesses reputation and its visibility in the marketplace.

We are used to hearing that a businesses most important asset is its people. But people come and go. And unless an individual's reputation and industry presence is so strong that they impact the entire businesses marketplace perception, not much changes. Your reputation is what lingers.

Brands can be ruined.

They can also be strengthened. That is exactly what we show you how to do.

## Understanding your Brand

**What it is, and What makes a brand successful?**

For most professional services, your brand is your most valuable asset – and perhaps the least well understood. That's not too surprising, given that few professional services are run by people with a marketing and brand background.

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**YOUR BRAND HAS A  
DIRECT IMPACT ON  
BUILDING YOUR FIRM.**

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## What a Brand is not

- ◎ Your brand is not your business's name.
- ◎ Your brand is not a logo or tagline.
- ◎ Your brand is not your website or marketing collateral.
- ◎ Your brand is not your mission statement.
- ◎ Your brand is not your advertising.

### A Brand Defined

Your brand is in part your reputation. It's what people say about you when you're not around. It's how they feel about your business and what they expect from working with you. But reputation alone doesn't capture the full scope of a brand.

You need to add in the dimension of visibility. How well known is your business in your target market? The better the reputation and the greater the visibility, the stronger your brand.

A well-known, well-respected business has an easier time attracting new clients. Potential investors want to be associated with it. And you are likely to be more profitable.

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**THE BETTER THE REPUTATION AND THE GREATER THE VISIBILITY, THE STRONGER THE BRAND WILL BE.**

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### Brand Building

Some activities are consistent with your brand and will help build and reinforce it. Other activities might run counter to your brand (hurt your desired reputation) and should be avoided.

Similarly, increasing your visibility within your target audience will build your brand (assuming the activity communicates your reputation correctly). However, if that visibility doesn't help communicate your reputation you will fall short.

That's why marketing is so often a questionable strategy for a business.

### Breathing Your Brand

To build your brand, you also have to deliver on your brand promise. You have to be who you say you are and live up to the expectations created by your brand. If you don't, your reputation will soon reflect it.

### Two Brands

When you understand that your brand is the way people perceive a business, it's easy to see that different people can have different views of the business's reputation and visibility.

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**YOU HAVE TO BE WHO YOU SAY YOU ARE AND DELIVER WHAT YOU PROMISE. IF YOU DON'T, YOUR REPUTATION WILL SOON REFLECT IT.**

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Think of your brand as being internal and external; how the others see and how your people in the business perceive the brand.

If these aren't in sync, you're more likely to make mistakes.

In understanding your brand and consistently communicating clearly, the magic happens. You attract the right people.

### What makes a brand successful?

Your brand success can be defined when delivering results you expect. Here are a few important measures of brand success:

- ◎ High client referral
- ◎ High level of self-initiated contacts from potential clients
- ◎ A high closing percentage
- ◎ Few competitive bid situations
- ◎ Premium fees

All of these make it more likely that the business with a strong brand will more likely succeed.

# Factors that drive brand success

Some of them are directly linked to the very definition of what you do. Others are driven by considerations.

## A well-defined target audience

Your businesses visibility is important, but not the primary factor. Its important to have a clearly defined and understood target market.

Brand can try to be everything and hope to be successful, but to be meaningful it must resonate with your market.

Identifying your target audience has you at an advantage, rather than a disadvantage.

## Excellent reputation

To be a really successful brand, the reputation must not be simply good, it must be great. Everyone must view the firm in a favorable light.

## Relevance for success with target audience

Your must be seen as being relevant to the success of your client. It's not enough to be nice people or even knowledgeable and helpful. Those fall into the "nice-to-have" category.

The real driver of a successful brand is your ability to make your clients successful. You aren't just a bystander; you are a contributor to your clients' success.

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**TO BE MEANINGFUL, A BRAND MUST BE "FOR SOMEONE." NO BRAND CAN TRY TO BE EVERYTHING FOR EVERYONE AND HOPE TO BE SUCCESSFUL.**

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## Visibility

Are you widely known to your target audience? Are they aware that you not only exist but that you are also relevant to your clients' success? Are they also aware of your reputation?

Research has shown there are many businesses that fall short here. There reputation with their clients may be great, and seen as a driving success, but that visibility only extends to a portion of the target audience.

It's hard to reach everyone in multiple target audiences at the same time – without sufficient visibility you are less likely to grow the business.

## How do you do it?

What are the best brand building strategies for a business? Let's start by defining what a brand building strategy is, and then how it can work.

### Brand building strategy defined

The strength of brand as a businesses reputation times its visibility within its target audience.

There is one additional dimension of a brand to consider: its relevance to the target client group. A business that is not seen as offering services that are relevant to solving important client issues will tend to have a weaker brand.

An effective brand building strategy will help businesses improve their reputation, increase their relevance and increase their visibility to the target client. The best strategy is to do all three.

### Top brand building strategies

Here are a few strategies that can help effectively increase the strength of your brand.

### Content marketing

Content marketing involves providing a steady stream of useful information to potential clients or influencers. Its educational not promotional. It addresses relevance, reputation and visibility.



# Brand building Strategies

## Dominate the social media space

This is one of the most highly leveraged brand building strategies available to businesses based on the growth of social media. Businesses of all types are becoming regular users of social tools such as LinkedIn, Twitter and YouTube.

But just participating in social media is not enough. Many, businesses and individuals do that. Instead, invest a few resources to gain a dominate presence.

There's a real strategic opportunity here because adoption of social media is still possible to become a major online voice within your target markets.

While traditional face-to-face networking is still important, consider the time and cost savings associated with an online approach. The strongest brands are everywhere your target market looks, and are respected by those they talk to. A strong social media presence can be a great strategy to make that happen.

## The best brand building strategy

In most cases, the best overall brand building strategy is one that combines several of these

strategies. For example, a content marketing strategy is a natural fit with a strong social media presence. Social media becomes a perfect way to spread the content, and the content makes great fuel for online discussions.

And, of course, these winning strategies complement traditional brand building strategies. Face-to-face networking and marketing work well with any of these strategies.

Build your brand and you will build your business. But remember, no strategy is effective unless it's implemented.

## Using the strategic marketing to build your brand

If you're like many businesses, the concept of a strategic marketing process may seem a bit alien. And it's no wonder. The classic strategic marketing process models were developed for advertising-driven consumer products. Service based businesses are different in their nature and how they are marketed.

## **Strategic marketing process defined**

The strategic marketing process is how you align your businesses overall strategy with your day-to-day business development efforts. It allows growth to be driven by a deliberate strategy.

For many businesses, growth is a result of luck and individual partner efforts. Marketing is often reactive and short term oriented. "Hey, we were just asked to sponsor an event. Should we do it?" or "We need some new clients. Let's send out a mailing describing our service offerings." You get the picture.

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### **WE ALL WANT TO GROW OUR BUSINESS. BUT HOW CAN THAT BE DONE STRATEGICALLY?**

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#### **A Practical approach**

Here are a few simple strategic marketing process.

#### **Decide on the overall goals**

What kind of a business do you want or need to have? How much growth? Do you want to double in size in 3 years, for example? Businesses with clear strategies, built on strong differentiators, tend to grow faster and be more profitable.

#### **Look at your strengths**

What industry verticals do you already have strength in? What kind of services are you good at delivering? Where do you offer the most value and enjoy the greatest success? Most businesses have a large number of service combinations to consider, since growth has often been opportunistic.

#### **Consider which markets have the most promising long-term prospects for your firm**

They may or may not be high growth industries (although growth is important to consider). This step may take some basic secondary market research, this isn't hard to do.

#### **Consider where you are best prepared to offer today**

This is important to understand. Don't be a business that offers everything and anything, this can be confusing to your market and often costs a business those valuable profit margins.

What do you excel at already? There may be some sectors in which you have deep experience and a strong team. They may feel like an obvious choice. Or you may have a service that delivers greater value than competitors.

#### **Research the best possibilities**

Do some structured research on possible target client groups. Research will identify not only best short-term opportunities (a.k.a. that "low hanging fruit"), it will also point to new services that you can offer in the future. You will also understand what messages you need to communicate and which hurdles you will have to overcome.

#### **Choose your high priority target client groups**

By now you should have a good understanding which sectors are the most likely to yield success if you concentrate on them. Focusing marketing efforts will be gain and improve your market awareness and traction.

#### **Develop a marketing strategy and plan to reach target audiences and with an integrated approach**

For most businesses this could be a mixture of traditional approaches, such as networking and association activity, and newer online approaches such as content marketing and social media.

Accelerate both the visibility and reputation within target markets and those that influence them. Think opinion leaders and referral sources.

### Have good measuring tools in place

You'll want to know how the strategy is working. Start to track contacts (email list size, for example), referrals, leads, proposals and wins as a starting place.

But you may also want to track visibility (e.g., keyword searches on targeted terms, press mentions, social media reach and the like) to monitor the strength of your brand within the target group.

### Implement your strategy

The strategic marketing process falls flat if it's not actually implemented. Yes, we know it can be hard. But implementing it separates you from your competitors!

### Always review, adjust, and refine

Monitor the progress each month. Is the business actually doing what it planned to do? Is it having the desired impact?

Each quarter, take a look at the cumulative results. Is the marketing working the way it was projected? Make ongoing adjustments.

Finally, conduct an annual review in conjunction with planning and budgeting. If you have been implementing a solid plan for a year and the needle isn't moving, you need to consider a new strategy.

This strategic marketing process is one that keeps the business focused on strategic growth. That is important because strategic growth adds much more value to a business than the unfocused or undisciplined growth that can occur in the absence of a strategic marketing process.

This is where the magic comes together with a strategy that works.

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## BY FAR THE BIGGEST LEVERAGE POINT IN ANY BUSINESS IS MARKETING.

IF YOU CAN GET 10% BETTER AT  
MARKETING, THIS CAN HAVE AN  
EXPONENTIAL OR MULTIPLYING EFFECT  
ON THE BOTTOM LINE AND YOUR BRAND  
FOR IMPROVED AWARENESS.

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# Branding tools

Here are a few brand building tools.

How do you build a leading brand?

That's where branding tools come into play.

## Branding Tools Definition

A branding tool is a technique that helps you build and refine the business's reputation or increase the visibility of that reputation. The best branding tools somehow manage to do both at the same time.

Here are a few we've used and recommend.

### Produce quality video

Increasingly, people don't read—they watch. For the cost of an impressive brochure, you can produce a memorable signature video that tells the story of the business and positions you and the business as a leading brand.

Don't do ho-hum, talking-head sales piece doesn't impress. Do it right or not at all.

Check out and speak with John Maybury, he has an offer that's awesome: <https://www.johnmaybury.com/>

### Develop a must-read industry blog

Make sure the blog is something that potential clients and referral sources want to read — having a blog just to have one won't cut it. Start by defining a clear blog strategy.

Publish frequently and give the blog some features that stand out. Think of the blog as an online magazine, with topics and features that people talk about and share with colleagues and friends.

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**A QUALITY BLOG WILL HELP BUILD  
ONLINE VISIBILITY AS WELL AS ATTRACT  
SEARCH ENGINE TRAFFIC TO YOUR  
WEBSITE.**

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Over time it can position the business as a leading brand, so don't hesitate to get the help you need to do it well.

### Publish an industry newsletter

More traditional than a blog, a newsletter provides critical industry insight and information that is not easily available elsewhere. The

newsletter's particular slant can convey the business and teams perspective on the industry.

This type of industry-focused newsletter is a proven brand-building tool. But to succeed as such, your newsletter must be robust and useful—it has to clearly stand out from the usual firm-centered fluff piece.

### Ask yourself

Are you a true differentiator. Think of some way you believe the business is different. Then ask if a potential competitor could ever say the opposite. If the answer is "no," it is probably not a good

differentiator. By the way, having great people and offering great client service don't pass this test.

Because the businesses brand is central to the ongoing success it should be a matter of ongoing focus and investment. In reality, it rarely is.

The business can be the one that attracts the best clients, the most talented team, and the strongest business partners. You can charge the premium fees and enjoy the highest valuation.

All in all, that's not a bad prospect.

## SAMPLE CALENDAR

	Start Wk 1	Start Wk2	Start Wk3	Start Wk4
Video				
LinkedIn post				
Industry Update				
Email Newsletter				
Upcoming events				
Purpose	Attract Prospects	Build Engagement	Turn opportunities into Clients	Make it easy for prospects to find you



# First impressions: being on brand

With a flooded market you need to make an impression first impression with investors and tenants that stand you apart from your competitors. Once that's reflective of your brands story and instantly connects with them.

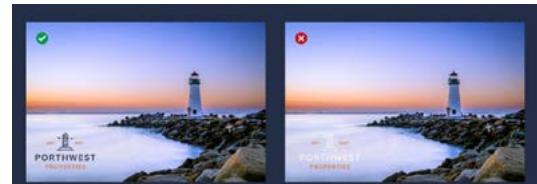
Your logo, or brand as we refer to in marketing sets the tone, aesthetics, and values of the entire brand. With good guidelines in place this ensures it is used properly and as it is intended. Guidelines are an integral part of any good brand strategy and brand style guide.

Here we look at good use of a logo.

## A good brand



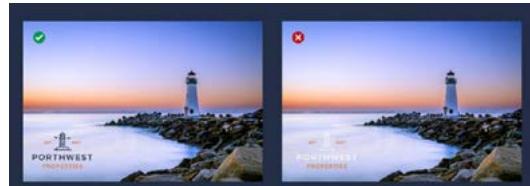
## How to and not to



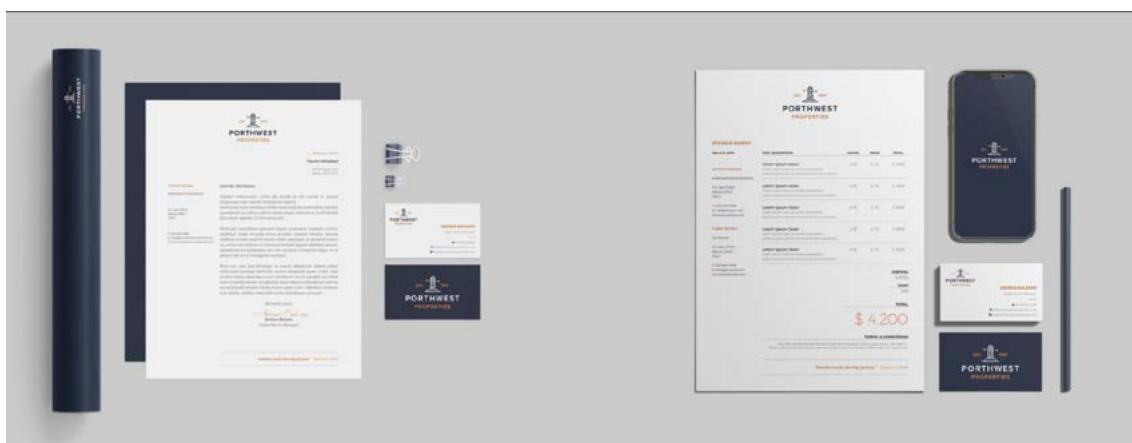
## Using your brand across images

When using images care should be taken to create a well balanced and considered compositions. Photography is a key part of the identity, and the use of colour should feel complimentary to the image. When placing the logo over an image it is better to choose a pale area of the image to maintain sufficient standout

## Do's & Don't



**How you use your logo/ brand and images should be consistent across all branded assets.**



**Good brand guidelines should include:**

Identity & Manual

Logo and how used or not used

Typeface/ Font family with range of weights

Stationary usage

Templates pre-designed in electronic or paper with design and/ or style

Brand colours: Primary and secondary colour palette with breakdowns

This is a great example of well-thought out brand guidelines: <https://brand.missouristate.edu/>



# Marketing Strategy

**Often a marketing strategy and those with so many responsibilities to juggle, marketing can sometimes be put in the 'too hard' basket. What we have learnt is marketing is an essential element of running a successful business. Here we give you somewhere to start .**

## **Creating a property management marketing plan ...**

1. Determine the types of owners you want to attract

You need to know your ideal client: what types of owners do you want to bring into your business?

2. Decide how many new owners you want this year

Decide how many new owner accounts you want over the next 12 months

3. Determine how much to spend on acquiring new properties

Location, competition and value and remember to plug in the numbers.

4. Create an action plan

It's now time to put a plan in place so that you and your team know how to get there.

You should have both inbound and outbound marketing strategies as part of your action plan for the next year.

Inbound marketing strategies:

Outbound Marketing Strategies:

## **5. Execute the plan**

Grab the team together and decide how you will work toward implementing your plan and achieving your goals.

Key to the process is setting up a method of evaluating your progress. What KPI's (key performance indicators) will you use to measure your progress toward your goal?

How often will you review those KPI's? What steps will you take if you notice you are not on track?

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**ITS IMPORTANT TO REMEMBER THAT NONE OF YOUR  
MARKETING EFFORTS WILL PAY OFF IF YOU DON'T HAVE  
A FLAWLESS SALES PROCESS IN PLACE. WHEN PHONE  
CALLS GO UNANSWERED OR MESSAGES ARE LEFT ON  
VOICEMAIL, AND YOU'RE NOT PAYING THE RIGHT  
ATTENTION TO LEADS, YOUR MARKETING PLAN ISN'T  
GOING TO WORK. IF YOU CANNOT CLOSE THE DEALS,  
THERE'S NO PLAN THAT CAN HELP YOU.**

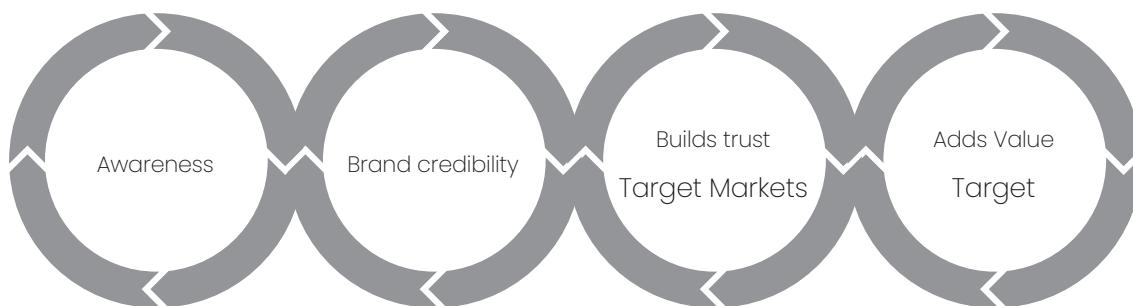
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# The importance of marketing

**It's not about the importance of marketing – but about the importance of the right marketing.**

It's often said there are no sales without marketing and will not make you profitable unless you already are.



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**WHEN COMBINED, YOU GET IMPROVED SALES RESULTS.  
ITS IMPORTANT TO REMEMBER, THIS DOESN'T HAPPEN  
WITHOUT A GOOD STRATEGY. A GOOD STRATEGIC  
MARKETING PLAN THAT TAKES A HARD LOOK AT  
MARKETING AS A WHOLE.**

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# Types of communication platforms: LinkedIn | Facebook

Social media is the perfect way to get followers tagging their own network, many of whom may not have even heard of you yet.

There isn't just one way a social media contest can be done—in fact, there are many—but the most important element they all share is that they ask your followers to tag, share, or re-post your content in exchange for a chance to win a prize, and in doing so, they gain you reach and brand awareness.

## What Content Do I Create on Social Media?

Don't think of Facebook personal as only personal – use it for business as well.

## Update your profile regularly

Unsure FB & LI profiles have strong CTA's

Ensure engaging and emotionally connecting cover image

Have a recent smiling headshot

Headlines should be what's in it for your prospects, not what you do

Write a good hook in your About section and ensure it has your contact details

## Grow your connections/friends

Think about who you want to friend/connect with

and connect with six people per day (routine)

Use LinkedIn sales navigator to distill down your target market – niche

Use the data on sales nav for FB

Build your strategic partners – share the same audience but are non competing

## Engage

80% of people on social do nothing

So for business growth, like or comment on posts on social

Ask a question in the comments to continue the conversation

Engage with value (give it away)

Don't sell & Build relationships over time

Use the messaging function – reach out to your network to ask for a coffee or zoom conversation

# THE FOUR P'S?

## PAINS, PROBLEMS, PHILOSOPHY & PROOF



<p><b>Post 1: Kudos, Monday</b></p> <p>Post about someone in your network, or community to position that you care about other people. Nothing about you, just singing their praises. Ideally tag them. Have a CTA. Use a picture of them.</p> <p>Can also be your team, your clients, suppliers, strategic partners, a mentor, a coach – just not you.</p>	<p><b>Post 2: Pains/Problems, Tuesday</b></p> <p>What is pain point about property managers attracting new clients? New regulations? e.g. healthy homes</p> <p>Talk about the problem that they have</p> <p>Talk about an example of a challenge when a self-managing landlord had with HH (keep it short and to the point)</p> <p>Then give some value – what self-managing landlords can do to fix it</p> <p>This is not a CTA of come work with me</p> <p>Ask a question</p>
<p><b>Post 3: Philosophy, Wednesday</b></p> <p>This post is about you. Not work, you, personally.</p> <p>People buy people.</p> <p>Share a win that you've had, talk about a breakthrough, share your values, insights about failure/winning, baby photos, pets etc (they work!!)</p> <p>Have a CTA</p>	<p><b>Post 4: Proof, Thursday</b></p> <p>Use Canva and put a short client testimonial into Canva (make short) and post it.</p> <p>Have a CTA</p> <p><b>In order of importance</b></p> <p><b>Pains/Problems</b></p> <p><b>Philosophy</b></p> <p><b>Kudos</b></p> <p><b>Proof</b></p>



## If you take anything away; remember this ...

- ◎ Brand awareness is important because it helps people remember you
- ◎ Blogs, infographics and guest articles are a great way to get started with content.
- ◎ Listen in on social media: LinkedIn, Facebook groups, online communities all provide information on what's happening with investors and gives you the chance to share your knowledge and get your name/ brand out there
- ◎ Create a marketing strategy: it's important for both attracting tenants and marketing properties but also a great way to attract investors and landlords as well.
- ◎ Regularly publish case studies that you can show potential clients: compile information and stats to quickly show you can fill properties and the average satisfaction of your tenants.
- ◎ Publish articles on LinkedIn: with short or long-form content that can be shared with your network and position yourself as a thought leader in your industry

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**FINALLY, IT'S IMPORTANT TO REMEMBER  
THAT BRAND AWARENESS ISN'T "ONE AND  
DONE." KEEP TESTING NEW STRATEGIES TO  
SEE WHAT MAKES THE BIGGEST IMPACT.**

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# Resources

## Software we love

[AppSumo](#) was created with one idea in mind: the tools you need to grow your business shouldn't put you out of business.

### [Email marketing](#)

Writing an effective email is daunting, difficult, and definitely necessary to growing your business.

And at AppSumo, we've sent a lot of emails over the years. Think tool recaps, Star Wars fanfic, and Spotify stats on The Weeknd. (We even send emails "After Hours" haha—sorry, I'm done.)

### [Jumppl](#)

Manage your projects, clients, calendar, and team on a single platform

### [VBOUT](#)

Maximize customer reach and drive conversions with a powerful marketing automation platform.

### [Blo](#)

Project management that cuts through the noise with boards, calendars, chats, and more

### [SocialBee](#)

Schedule and optimize your posts with this all-in-one social media manager.

The One Page Marketing Plan is based on simplicity and specificity. It is designed to only include the core components that make up an effective Marketing Plan and, crucially, to restrict the amount of space available for inputs. Why so? A Marketing Plan needs focus, and the exercise of distilling thinking onto one page provides the necessary discipline to ensure that its contents are filtered, relevant, and clear.

Steve Jobs famously said, "I'm as proud of many of the things we haven't done as the things we have done. Innovation is saying no to a thousand things." In any plan, what it DOESN'T include is as important as what it does...if not more.

Audience	Strategies	Activities
Target Persona	Marketing Goals	Marketing Channels
Customer & Journey	Key Strategies	Tactics & Activities
Value Proposition	Pricing & Positioning	Measures of Success



WHAT  
NOW?

[we connect](#)

# Our focus is on the strategy, design and execution of your marketing.

A Marketing Partner who helps you to grow your business by establishing and maintaining a strong and engaging brand.

## Seamless Brand & Marketing Solutions.

**Strategy:** A good strategy gives you a picture that looks in on business culture with a conscious deliberate process in the target market segments, for growth.

**Marketing:** This really is where the fun begins! Marketing brings everything together, and where the magic begins – it's where we love what we do most for execution.

**Email & Web:** Email marketing and websites are a good way for your market to find you. It doesn't need to be complicated, keep it simple and effective.

**Brand strategy:** It all starts with a good brand. Successful brand strategies are well thought out and executed across the business to improve team and client experience for competitive advantage and performance.

**Visual:** Creating brand standards to communicate visually. Visual assets engage conversations to leave a lasting impression on your market, which in turn builds trust.

**Personal branding:** Is not a one-time event. As we evolve, so too does a personal brand. Personal brands differentiate you from your competition, helping to form a lasting impression with your audience and customers. People connect with people.

brand &  
marketing

**Get It  
Done**



# Making it simple to run your marketing.

Simple but significant marketing partnership

Kárine is about working with businesses across all aspects of their business to help bring it to the next level.

As a marketing partner that offers a great scalable marketing partnership solution for small to medium business. Helping you to refine your marketing process and working with you to set up and build your marketing systems. We can also provide you with all of the tools and services needed to run and manage your marketing and sales systems.

Thats a Marketing Partner, we become invested in the business and ongoing success.

## A RANGE OF MARKETING PARTNERSHIP PACKAGES ON OFFER.

Starting from: \$650 [\$.750] - \$4500 [\$.5500]

Giving you dedicated hours per month\*.

Create a growth strategy\*: inquire

Email: [hello@getitdonenow.solutions](mailto:hello@getitdonenow.solutions)

Call: **022 514 3556** to learn more.

"Kárine is both a professional and personal colleague who I have known for several years and has a seldom found dexterity of expertise in both Marketing and Sales. I have found Kárine to be a great sounding board and able to offer unique insights because of this diverse skill-set whenever I have sought her views on either or both Marketing and Sales related matters.

She does not take the easy route which others often do, by telling you what you may want to hear, but rather focuses her attention on what you need to hear. All of which is greatly refreshing as it shows Karine's modus operandi is that if her client succeeds with her help, then she succeeds as well.

I have no hesitation in recommending Kárine to anyone seeking either Marketing or Sales expertise to incrementally improve their business." — **GORDON SEETO** – Founder & CEO Dakeyras Consulting

\*Excludes brand development, refresh and assumes existing branded assets are in place. If not, we can work through to develop.



## John Maybury, Presentation Coach

Getting attention is part of John Maybury's DNA.

John Maybury Jr is a third generation NZ radio broadcaster who followed his father and grandfathers' footsteps into radio and show business that dates to Christchurch in 1939.

So, his knowledge of what it takes to stand out comes from good pedigree.

John spent most of his early life training in voice and stagecraft, before working in radio through his 20's for stations like Newstalk ZB, Hauraki and The Breeze. He worked as an actor, MC and TV Presenter through this time as well honing his communication skills.

He then moved to Australia and worked in marketing and advertising agencies helping big brands tell stories through brand experiences. After returning to New Zealand after 13 years away, his focus is helping small business owners find their voice, get attention on social media for their business by doing videos, podcasts and pitching at networking – in a memorable and effective way

E: [John@JohnMaybury.com](mailto:John@JohnMaybury.com)

# HELPING YOU BE MEMORABLE, CONFIDENT AND EFFECTIVE.

Video has you stand out and get the attention of your audience 10 times faster than written imagery posts. I want this for you. Learn to create beautiful, informative and on-brand videos on your phone and have them edited by pros to help you win business on social and online.

Our bespoke video scripting, coaching and finishing process ensures that your audience won't miss you and your business on social media.

Normally I charge \$699 but I'll give it to you as a PINZ member at \$499 + GST:

Valid to 15th Nov '21

More info here <https://www.johnmaybury.com/unmissable>



brand &  
marketing

**Get It  
Done**

**DO  
MORE**

*You can*  
**WIN**  
*if you*  
**WANT**

Email: [hello@getitdonenow.solutions](mailto:hello@getitdonenow.solutions)

Call: 022 514 3556 to learn connect