

HOW TO:
THE
GUACAMOLE
GUIDE

BY JACQUELINE PFISTER

HOW TO:

**MARKET YOUR
PRODUCT OR
SERVICE ONLINE**

BY JACQUELINE PFISTER

So you're ready to make some waves online with your brand, product, or service, but you need a little guidance. This guide is the first thing you should read before diving in deeper into internet marketing tactics. I've helped many brands develop their business and these are the roadblocks and solutions I found to be the most important. I made this free guide to help people that are lost or just getting started.

1.

BUILD A GROWTH FRAMEWORK

A lot of marketers think campaigns are the holy grail, but without a sustainable framework, how can you reap the long term benefits? If you want to multiply your business, you need a framework. I'm not talking about something complicated, but rather something that can run on its own when needed. You want an ROI positive machine.

“EASY COME, EASY GO!”

You want to build your framework right from the start. Usually you need a professional or you need some expertise, but today, anyone can come up with a framework! Hopefully you can get the basics here and run with it. Firstly, you need to know what your goal is. Is your goal to bring customers to your store? Is your goal to gather an email list to sell them down the line? What is the main goal? I like to reverse engineer things a bit myself. I always start with the end in mind and work my way back. Don't discount what kind of experience you want them to have either! Start with the end goal in mind and start to put the pieces in place. You may need to start with organic Facebook marketing or Instagram

to get your name out there. Perhaps you are ready for ads? Whatever stage you are at, you can see a problem you can solve for them, reverse engineer, and don't forget about the customer experience. I recommend sitting down and actually mapping out what you want the customer experience to be. Your marketing efforts can be added on you may even come up with something brilliant!

2. DEVELOP YOUR BRANDS STORY

Just because you sell a boring product, doesn't mean that you cannot have a brand story. Every product, service, or company out there is telling a brand story. Sadly, people miss out on this huge opportunity to draw people in. I like to call it the "spirit" of the brand. I'm not talking about a logo or even how your product makes someone feel, rather the overarching message. Who does your brand resonate with? What kind of shared values might you have with your customers? Some questions you might ask yourself could be, is my brand showcasing a hero that overcame? People love stories and stories sell. Do I solve this problem better than anyone in my town? What story are you putting out into the world? Is it just a sad Airbnb that's cost effective? There's a million ways you can frame a house. A picture says a thousand words and brand doesn't need to say a word". A

brand has something to say. Are you developing your brands story?

“A PICTURE SAYS A THOUSAND WORDS, A BRAND DOESN'T NEED TO SAY A WORD”

What do people know about you from looking at your social media? Do you show what you do on the weekends or keep your business separate? Do you show a transformation or are you on a journey? What kind of narrative are people following? This is the beauty of being online, we get to control the narrative. We get to steer the creative direction. Some people may actually be interested in knowing more about the CEO's life on the weekends. Remember that you are developing trust and telling your story is a beautiful way to create that relationship with your customers. Be more than just a roofing company or a stale Airbnb, be guac!

3.

TRAFFIC SECRETS

So you've laid down the foundational work, now you need to know how to get traffic. There's several ways to get traffic and the most common one's are paid ads and Facebook. Youtube and even instagram can yield great results. But before we jump into all of that, let's think about your actual business. Where does it belong? Each platform or acquisition methods can give you two totally different results. The "what" and the "where" matters a lot! If you have an ice chest company, would you want to sell on YouTube? Maybe. Perhaps there's a market out there. Hunters, fishers, outdoorsman and a number of people looking for tutorials on Youtube. The idea here would be brand awareness, but you could get lots of traffic. Let's face it, you probably wouldn't get a cooler shipped directly! Where are your future clients going to come from?

You can acquire customers from almost any platform, but you need to give them a process towards a conversion. If you find your brand does well on Facebook organic, stick with it! I see a lot of people bouncing around to different platforms and ultimately fail because they never mastered it. Master 1 platform and move on to the next.

“EACH ACQUISITION METHOD CAN GIVE YOU TWO TOTALLY DIFFERENT RESULTS”

LAUNCH YOUR STRATEGY

Once you've mastered these 3 things, you can go on to make a strategy and build upon the knowledge you've discovered through this process. Building a brand online really is a process and if you skip a step, you can really miss out. Strong brands and businesses online are made through these fundamentals.



Dream big
Start small
Act now

ABOUT THE AUTHOR

Jacqueline Pfister is a Latina born in sunny Palm Springs, CA. She's a military wife who studied Internet Marketing at Full Sail University and went on to help business grow online. She's done numerous trainings and mentorship's from some of the top names in the industry. She mastered challenges through CRUSH IT U online and is a part of the 100X community. She loves working with brands that promote travel. She's also a little too obsessed with guacamole!