

Templates & Toolkit

Version 1.0

A quick guide to structure your thoughts, ask questions about you and your business, the market and your clients.

It's an exciting time as you're starting or growing your business.

Whilst marketing can seem like a minefield, this toolkit with a series of tips and templates will help get your ideas mapped out.

Each of the templates will guide you through considerations, ideas and frameworks to help pull your plan together.

Designed to be completed quickly and easily, it'll help capture your thoughts, organise your ideas and reflect how far you've come already.

Want to talk it through? Visit our website to book a free 30 minute call if you get stuck.

1. WHO ARE YOU & WHAT DO YOU DO?

Before you can communicate with clients, create a brand or start selling, you need a get hold of who you are.

Who are you: It may sound like a simple question, but can be a challenging one to answer. It may be helpful to think about your brand as a person.

What do you do: Think about the products and services you provide. Add as much detail as you can to help build a picture.

What is your business name?

What do you do?

How do you do it?

Why do you do it?

What is your vision?

What are your values?

2. WHO'S THE IDEAL CLIENT?

Rarely is 'everyone' your customer. If you are putting time, energy and money into building relationships with clients, how would you find them?

It is quite likely that you'll have more than one category of client. It may be helpful to complete this page for each type.

Try to build a picture of who they are - either personally or as a business. Think about the things that make them unique - location, age, a shared problem or industry.

What do you call this group?

How do you define them?

What's important to them?

Where do they currently buy?

Where do they shop/eat/work/live?

What are their habits or characteristics?

What do they think value is?

Who are they connected to?

3. WHAT PROBLEM ARE YOU SOLVING?

Most businesses solve a problem (or two) for the clients they serve. It can be helpful to clearly understand things from the client perspective - and help you communicate clearly.

It's good to think broadly about the client's problem in human and business terms. What are they struggling to solve? They may be short on time, experience or perhaps their current solution is just stressful. Understanding their goal and obstacles will help you position your offering.

Their Problem

Your Solution

Their Problem

Your Solution

Their Problem

Your Solution

Their Problem

Your Solution



THAT MEDIA GROUP

4. FEATURES & BENEFITS

Ensure you're looking at your offering from the clients perspective.

It can be easy to see your products and services from your own viewpoint, however, switching perspective to your client can be invaluable.

Each of the features your product offers, may be better presented as a benefit to the client.

For example, you offer Saturday delivery, the benefit to the client is convenience. A television may offer a new technology, but it's important to communicate the benefit - a better picture.

Feature

Benefit

Feature

Benefit

Feature

Benefit

Feature

Benefit

5. THINK ABOUT THE CUSTOMER JOURNEY

It's probably longer than you think. You'll want to consider the first point of awareness to the point they recommend you to others.

Understanding all the steps in a client journey, both pre and post sale will help ensure you've considered all your communication and identified opportunities.

You may identify something as simple as 'not quickly responding to an enquiry' could be negatively impacting the sales process and conversion results.

Engagement

Brand awareness

Education

Problem identification

Research

Investigate solutions

Evaluation

Assesses satisfaction, requirements

Justification

Justify value, buy in

Purchase

Transaction

Adoption

On boarding

Retention

Satisfaction

Expansion

Up sell, cross sell

Advocacy

Loyalty, recommendation

Want to find out more?

We'll be updating this guide as we develop more resources to share with you. Simply head to our website and click 'free stuff' to check for the latest version.

We're also keen to know how you found this guide, what's useful and how we can make it better, email kevin@thatmediagroup.co.uk with your comments and suggestions to shape the next version.

Don't forget, you can visit our website to book your free 30 minute call with us to discuss your ideas, ask questions and plan your marketing strategy.

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