



# WTF Marketing's B.A.M.F. Marketing Guide

(bad-ass marketing freelancer)

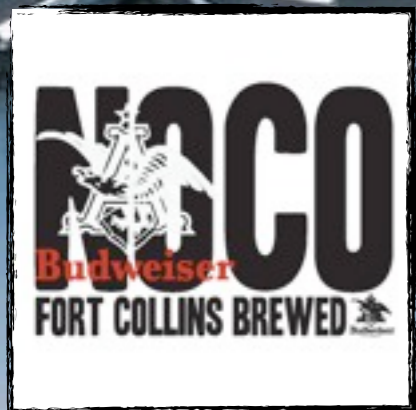
Branding  
Blogging  
Content



Tools  
Technique  
Metrics

## A quick note about the author...

Nick Armstrong's WTF Marketing unapologetically rocks at energizing underdog businesses from mom and pop shops to Fortune 100s. With innovative, strategic, and easy-to-understand marketing and technology training, businesses hire Nick when they absolutely, positively have to stick out.



# Introduction

This guide was created to help you build your marketing strategy. In a few simple steps, you can identify your branding and target markets, set goals, and then work out your entire strategy. Have fun, and remember - this should be a living document, changing as necessary. Check sections off as you go.

# Introduction

It is in no way comprehensive for every business.

If you need additional help or guidance, feel free to reach out: [Nick@WTFMarketing.com](mailto:Nick@WTFMarketing.com)

Good luck!

# Social Media Strategy

The new model of business is based around the idea of open interaction. Just as George Bailey knew each of his customers personally in It's a Wonderful Life, you need to treat your customers with the same respect on social media.

Tell stories. Invite them to see something behind the curtain. Add value to their lives before they pay you.

# The Most Important Q:

Always ask WHY you are doing something in particular.

Is posting that tweet going to increase your sales or some other metric? Why are you doing it?

Why is a marketer's most important question.

# Attitude

- In a Tweet (140 characters), write down what your business stands for and what you want to accomplish:

\* This is a "Why Am I In Business" question...

# Approach

- In a Tweet (140 characters), write down how you want to accomplish what you wrote on the last page:

\*Choose your approach to match your strengths and values. Helpful: think of the things you -don't- want to do in order to be successful

# The Three C's

In a Tweet (each): What is your key area of knowledge?

In what context do your customers want to see it (guides? classes?)?

What's your most unique characteristic (what sets you apart)?

☐ Content:

☐ Context:

☐ Characteristic:

# Delivery

*Are you more of a...*

- ☐ Video Person
- ☐ Photo Person
- ☐ Audio Person
- ☐ Long-Form Text Person
- ☐ Short-Form Text Person

# Your Toolbox

Which social media tools facilitate your chosen delivery? Try to focus on 2 or 3.

- ☐ Blog (WordPress)
- ☐ Microblog (Tumblr)
- ☐ Short Written (Twitter)
- ☐ Grassroots (Facebook)
- ☐ vlog (YouTube)
- ☐ Face-to-Face (Meetup)
- ☐ Quick Photo (Pinterest)
- ☐ Photoblog (Flickr)
- ☐ Podcast (iTunes)
- ☐ Virtual (Second Life)

# Your Toolbox

No matter which tool you choose to use, you will probably still need to write up long-form content (blog) to go along with your chosen method.

This gives people another avenue to connect with and share your work.

# What Are You Marketing?

- ☐ Yourself
- ☐ Your Brand
- ☐ Your Product
- ☐ A series of Your Products
- ☐ Your Service

# In 3 Words...

What do your customers want from your business or others in the same category?

☐☐☐

\* Careful. Ask them.

# In 3 Words...

What stories are your customers telling themselves about your product/service category?



\* Careful. Ask them.

# In 3 Words...

How does your product/service serve  
the customer's wants - uniquely?



# In 3 Words...

How does your product/service  
fail to deliver what your customer wants?



# In 3 Words...

what words/jargon are your  
customers familiar with?



# In 3 Words...

*Describe your ideal customer*



# Your Call To Action

Describe your ideal customer interaction.

- ☐ First point of contact?
- ☐ Landing page or blog?
- ☐ Pathway from first contact to purchase?
- ☐ Are all those steps crystal clear?
- ☐ Is the call to action identifiable on your site?

# S.M.A.R.T.S. Goals

- ☐ Specific
- ☐ Measurable
- ☐ Achievable
- ☐ Realistic
- ☐ Timely
- ☐ Sustainable

I want to:

By doing:

Within:

And can commit:

And will have (to help me):

And will measure my progress by:

And will re-evaluate my goal if:

# Big-Picture Goals

*In a Tweet...*

- ☐ Where do you want to be in 6 months?
- ☐ Where do you want to be in 1 year?
- ☐ Where do you want to be in 5 years?

# Little Picture Goals

Thinking about your attitude and approach, what are 3 reasonable goals you would like to achieve with your social media strategy in the next month?



# Little Picture Goals

What is *ONE THING* (each) you can do this week to help you toward your goals on the last page?



# Little Picture Goals

What metrics do we need to be tracking?

□

□

□

# Little Picture Goals

*How and when will we track them?*



# Little Picture Goals

*How do they tie to sales?*



# Who Will Represent You?

- ☐ Yourself
- ☐ Internal Social Media Person
- ☐ Internal Marketing Person
- ☐ External Social Media Person
- ☐ External Marketing Person

Careful! The more degrees of separation there are, the more you need to be sure that person has your best interests at heart and can accurately represent you!

# External Marketing Audit:

- ☐ Company Name:
- ☐ Contact Name:
- ☐ Contact Phone:
- ☐ Rate:
- ☐ Per:
- ☐ Meet with every:

# External Marketing Audit:

- ☐ understands ROI and measures it?
- ☐ Is current on industry trends?
- ☐ understands how engagement converts to sales?
- ☐ Is easy to relate to and doesn't treat me like an idiot?
- ☐ Is providing a good value?

# Marketing Checklist

- ☐ CMS Chosen
- ☐ Service-Hosted, or
- ☐ Self-Hosted
- ☐ Blog
- ☐ Content Calendar
- ☐ Video
- ☐ Photos
- ☐ Analytics
- ☐ Cart + Payment System
- ☐ Keyword Research
- ☐ Social Media Integration
- ☐ Domain purchased
- ☐ Emergency Team

# Blog/Website/CMS

- ☐ Clear, specific focus
- ☐ Tracking RSS
- ☐ Categories Established
- ☐ Static Content
- ☐ Contact Info
- ☐ Social Share Icons
- ☐ Spam Comment Guard
- ☐ Comment Policy
- ☐ Integration with Newsletter

Username:

Password:

Handler:

Additional user accounts:

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Start Visits:

Start Bounce Rate:

Start Time on Site:

Start Best Referrer:

# Google Webmaster/Analytics

- ☐ Key Referrals
- ☐ Keywords
- ☐ 404 Errors Tracked
- ☐ Not Malware Infected

Username:

Password:

Handler:

Additional Admin Accounts:

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# Newsletter

- ☐ Content Calendar
- ☐ Custom Branded
- ☐ Unsubscribe Policy
- ☐ Follow-up Policy
- ☐ Tracking Stats
- ☐ Blog-to-Newsletter Policy
- ☐ Easy to Join
- ☐ Autoresponders Created

Username:

Password:

Company:

Handler:

Additional user accounts:

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Start Subscribers:

Start Open Rate:

Start Click Rate:

# Twitter

- ☐ Username easy to spell & remember. Complex password
- ☐ Customized profile colors + bg
- ☐ Recognizable avatar
- ☐ Specific location
- ☐ Keyworded bio
- ☐ Website linked
- ☐ Use Hashtags, @ Replies, RTs
- ☐ Avoid auto-posts

Username:

Password:

Handler:

Start Follower Count:

Start Following Count:

Start Ratio:

Start Klout (if you care):

HootSuite: Yes/No

Username:

Password:

Handler/Team:

Scheduled Posts OK: Yes/No

Who Reviews and when:

# Facebook

- ☐ Representing as a Page  
(not a Person/Profile)
- ☐ Timeline Created
- ☐ Photo Banner + Avatar  
Optimized
- ☐ Vanity URL
- ☐ FB-specific Content, Optimized  
Photos for each post, etc...
- ☐ Comment Policy
- ☐ Custom Tabs w/ Call to Action

Username:

Password:

Handler:

Start Likes:

Start Talking About This:

Start Weekly Reach:

Scheduled Posts OK: Yes/No

# LinkedIn

- ☐ Keyworded bio
- ☐ All e-mails listed
- ☐ Appropriate picture
- ☐ Public profile URL
- ☐ Custom URLs in Profile
- ☐ Public profile searchable
- ☐ 100% completeness
- ☐ Blog Integration
- ☐ Twitter Integration

Username:

Password:

Handler:

Start Connection Count:

Start Recommendations:

Start Visit Stats:

# Google+

- Keyworded Description
- URL to Website
- Rel=Author Tag on Website
- Proper Banner Photo
- Proper Avatar Photo
- Tied to Maps or All Relevant Info

Username:

Password:

Handler:

Start +1:

# Pinterest

- ☐ Specialty Boards
- ☐ Group Boards
- ☐ Comment Plan
- ☐ Repin Tracking
- ☐ Pinterest-Specific Blog Photos

Username:

Password:

Handler:



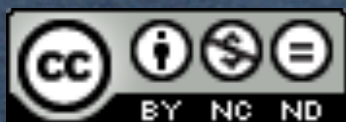
# WTF Marketing's B.A.M.F. Marketing Guide

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Thank you!



Nick Armstrong  
[WTFMarketing.com](http://WTFMarketing.com)