



SMACK HAPPY

VIDEOCAST

elevating your business through real-life experiences
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VIDEOCAST NOTES #023

MARKETING & OPERATIONS: A LOVE STORY

CONDENSED NOTES & KEY TAKEAWAYS

THERE ARE 4 MAIN REASONS YOU SHOULD BE SPENDING MARKETING DOLLARS

Realistically, we understand that there can be countless reasons you are wanting to invest your marketing dollars, but essentially, they all tie back to these main four reasons.

1. Increase Revenue
2. Keep Current Clients
3. Getting New Clients
4. Building Brand Message

FIRST THING'S FIRST

If you're looking for a starting point to get things moving forward—we suggest reaching out to a professional first and foremost.

- Ask your business network to recommend someone they've used in the past.
- Get a minimum of three referrals. Just because they worked for another business, may not mean they're right for you.

EVALUATE WHAT YOU'RE DOING NOW

Use the following exploratory questions to find out where your business stands at this very moment. All of these topics, ranging from relationship selling to measurement, support each of the four reasons you should be investing in your marketing.

Forget about your budget. Don't let that limit you, because oftentimes we see business owners condense their actual needs because of that looming number. This really helps you to fully understand what needs to be done, set your expectations, and be able to prioritize what comes first.

Relationship Selling - Listening to needs to encourage satisfaction and happiness.

- What are you currently doing to build customer relationships?
- If you've already got some things in place for relationship building—how do you know what your current customers are feeling?
- And, what do you do to address any concerns?

Utilize Your Website - Creating a clean, simple, memorable experience online.

- Is your website fast, easy to use, and understandable?
- Do you provide your customers a clear path to contact you if they're interested?
- Does your website offer a clear path to reach out in case they need support?
- Are you offering the best and most valuable information specifically catered to your target audience?
- When is the last time your website has been updated?
- Is your website secure?

Remembering the Funnel - Turning top of the funnel prospects into leads, then into sales.

- How many prospects do you get on average per month? (They submit their email.)
- How many of those prospects turn into leads? (People who you respond to after they submit their information.)
- How many of those leads turn into sales?
- What is your sales conversion rate? (The conversion rate is the number of conversions divided by the total number of visitors.)

Improving What You Measure - Knowing what efforts drive your sales.

- Do you have Google Analytics setup on your website?
- If you are tracking your data, do you have Goals setup?
- Do you have any SMART Goals setup to measure benchmark goals?
- Track your progress to decide which efforts are most beneficial to your sales.

This week's special guest:
Paula Mattisoniera of Power Marketing SF

Today our guest is Paula Mattisoniera of Power Marketing SF, an off-site marketing department. Power Marketing SF (PMsf) creates and manages the touch-points between businesses and customers; bridging the gap between running their business and reaching their sales goals.



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SMART GOAL QUESTIONNAIRE


SMART GOALS
for the modern day business owner

Using the SMART acronym can help ensure that anyone working in or on your business share the same understanding of goals set during performance conversations.

<p>SPECIFIC</p> <p>A defined endpoint or target of the web interaction. What do you want to achieve in your area of focus?</p>	<p>MEASURABLE</p> <p>Attach numbers and timelines to the goal. Why is this goal important to you?</p>
<p>ACHIEVABLE</p> <p>Based on existing figures and research-is it achievable? What steps will you take to achieve it?</p>	<p>RELEVANT</p> <p>Is this web goal in line with the business's broader goals? How do you know that you can achieve this goal?</p>
<p>TIME-BOUND</p> <p>The goal must be measurable over a period of time. By when do you want to achieve this goal?</p>	<p>SMART</p> <p>By being strategic and setting goals in a SMART fashion, expectations are clearly outlined by keeping them out in the open. This increases the probability of being successful by up to 70%, thanks to regular check-ins, updates and group accountability.</p>

MISSION-CENTRIC

Through the power of goal setting, business owners can set objectives for their teams and watch them accomplish their mission.

Goal:

1. **SPECIFIC.** What will the goal accomplish? How and why will it be accomplished?

2. **MEASURABLE.** How will you measure whether or not the goal has been reached (list at least two indicators)?

3. **ACHIEVABLE.** Is it possible? Have others done it successfully? Do you have the necessary knowledge, skills, abilities, and resources to accomplish the goal? Will meeting the goal challenge you without defeating you?

4. **RESULTS-FOCUSED.** What is the reason, purpose, or benefit of accomplishing the goal? What is the result (not activities leading up to the result) of the goal?

5. **TIME-BOUND.** What is the established completion date and does that completion date create a practical sense of urgency?

Revised Goal:
