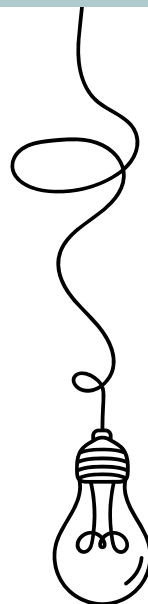


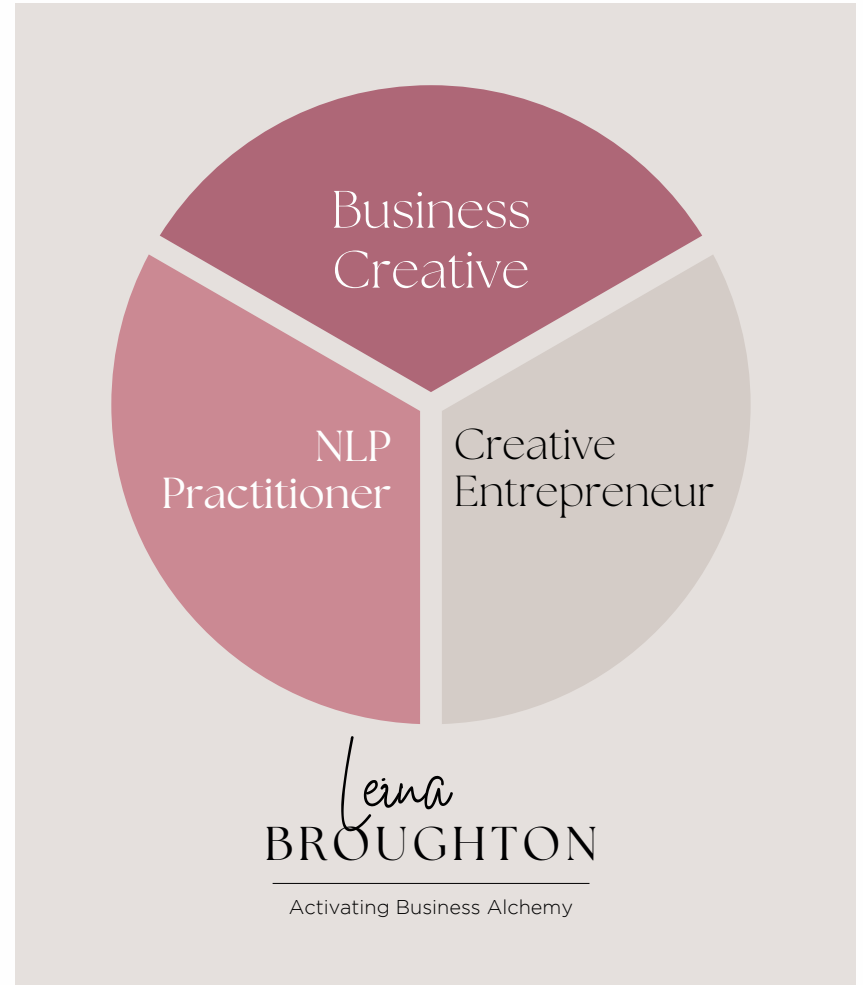
Create & Refine

Your Digital Marketing Map



CURIOSITY *Invitation*





DIGITAL *Marketing*

My journey to marketing & business



No understanding of business

Rose Coloured Lenses

ALLERGIC TO TECHNOLOGY

What to do you mean pay taxes?

Strategy?

DIGITAL *Marketing*



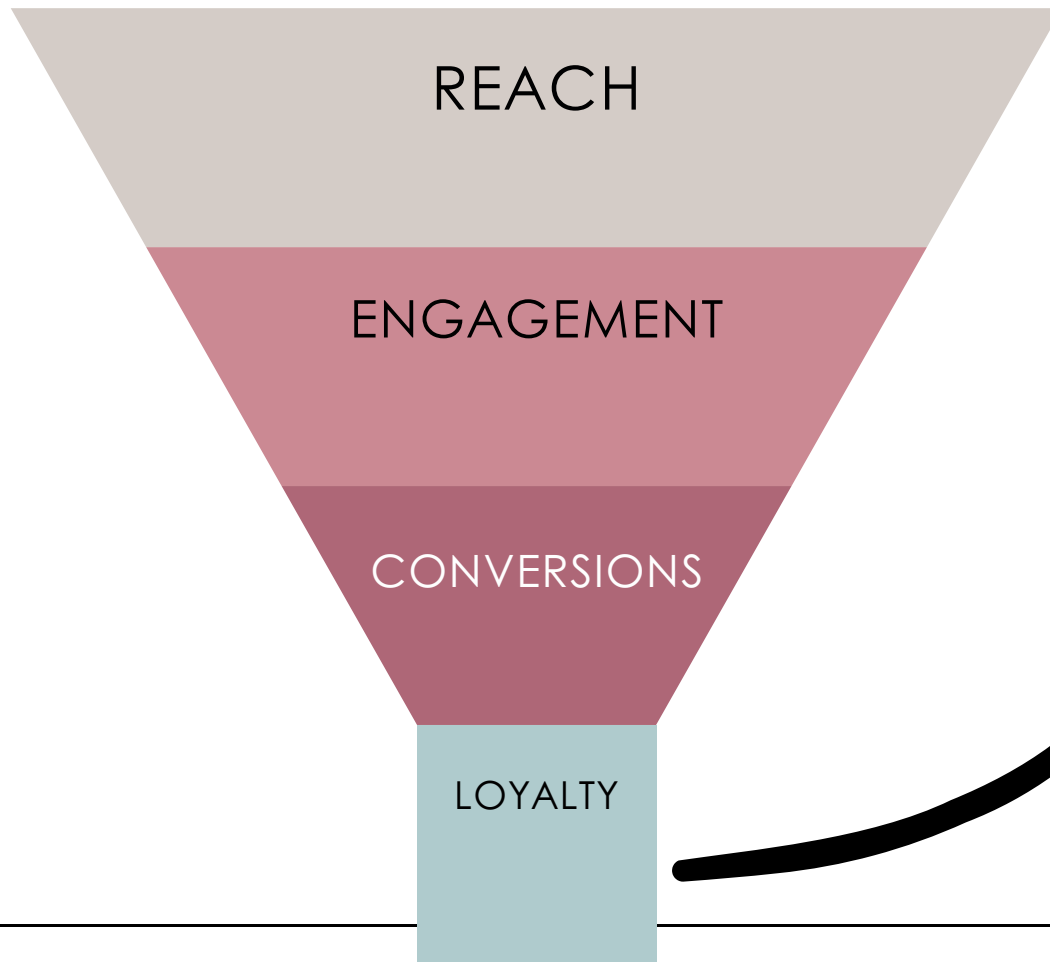
Marketing is the art of connecting with the people that are in need of your service or product.

Technology is simply a tool.

THE MARKETING *Measure*

1. The Funnel
2. The F.I.R.E method
3. Decide with K.L.C.M
4. New plan

THE FUNNEL



For a funnel to function you need to be using methods across all sections

The F.I.R.E Method

A quick and efficient way to assess all of your Marketing efforts and methods and work out a plan for moving forward.

F I R E

FUNNEL

Reach | Engagement
Conversion | Loyalty

IMPACT

/10

R.O.I

/10

EVOLVE

/10

Google Reviews

Instagram Posts

Networking

STEP 1, List off every single type of method you use to increase your reach and sales.

REACH

Google reviews
FB/Insta Advertising
YouTube Advertising
Pinterest
Insta Reels
Google Search Ads
Billboards
Print Advertising
Podcast Advertising
Sponsorships
Volunteering
Community Groups
Online Communities
Influencer Marketing
Car Wrap
Physical Signage
Door Knocking
Letterbox Drop
Local Event Sponsorship
Book
Blog / Content
Listing on other websites
Flyers w/ QR codes
Flyers w/ discount voucher
Business Cards
Branded Merchandise
Podcast Appearances
Website SEO

ENGAGEMENT

Email Marketing
Google Reviews
Follow up personal emails
Facebook / Instagram
(Posts, Lives, Stories, Reels,
Groups)
Running a FB Group
YouTube (Videos, Shorts)
Writing blogs on other
websites
Podcast Appearances
Your Own Podcast
Website Webinars
Free Downloads
Affiliate Marketing
User Generated Content
Online Communities
Influencer Marketing
Blog / Content

CONVERSIONS

Clear offers & pricing
Advertising
Email Marketing (sales
campaigns)
Flyers w/ discount voucher
Online Sales Promos
Free Shipping Weekends
Referral Marketing
Affiliate Marketing
Dynamic Retargeting
Membership Discounts
Conversion-optimized
landing pages
CTA buttons
Easy links to purchase from
social platforms
Special offers in downloads
Listing on other websites
Influencer Marketing (with
direct call-to-actions)

LOYALTY

Email Marketing
(Anniversary emails/codes)
Loyalty Programs
Customer Testimonials
Referrals
Membership Discounts
Membership Special Events
Free Shipping Weekends
Christmas Cards
Branded Merchandise
User Generated Content
(encouraging shares, tags)
Online Communities
(building brand advocates)
Anniversary emails/codes
Your Own Podcast (for
existing customers)
Website | Webinars (for
product usage, tips)
Google Reviews
Physical Signage (reminder
for local loyal customers)
Local Event Sponsorship (for
community engagement)

STEP 2.

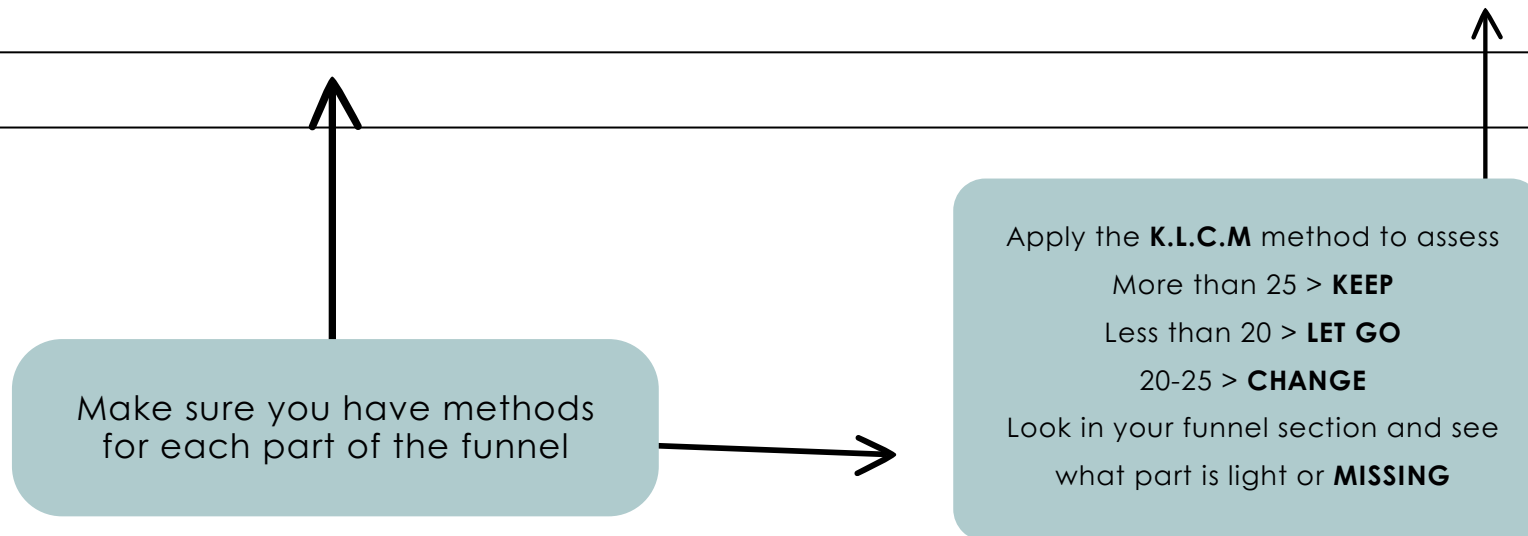
Assess each item based on the F.I.R.E Method

	FUNNEL	IMPACT	R.O.I	EVOLVE	TOTAL
	Reach Engagement Conversion Loyalty	/10	/10	/10	/30
Google Reviews	R - L	10	10	10	30
Instagram Posts	E	2	2	5	9
Networking	R - E	7	8	8	23

STEP 3.

Assess each item based on the F.I.R.E Method

	FUNNEL	IMPACT	R.O.I	EVOLVE	TOTAL
	Reach Engagement Conversion Loyalty	/10	/10	/10	/30
Google Reviews	R - L	10	10	10	30
Instagram Posts	E	2	2	5	9
Networking	R - E	7	8	8	23



*HOT TIPS

If your sales are inconsistent you are most likely missing **REACH** and **LOYALTY**

If you are talking to lots of people (engagement) but have no sales, look at your offers **CONVERSIONS**

If you see a decline in repeat customers or referrals, you are most likely missing **LOYALTY**

If you mostly have return customers, start leveraging your existing customer to increase **REACH**

If your customers are not advocating for your brand, you are most likely missing **LOYALTY**

If your marketing efforts are not translating to overall business growth, you are most likely missing alignment across Reach, Engagement, Conversions, and Loyalty

CHECK YOUR CUSTOMER JOURNEY!





I Have FUN!

Building a business that is profitable and that you are passionate about is a process!!
Keep showing up & stay curious, your customer is waiting to connect with you.

Leina
BROUGHTON

Activating Business Alchemy

