

## Module 2

### Lesson 3: Method

Hi there and welcome to module 2, lesson 2 in getting your market right. Now, in the previous module what we Hey hey welcome back. We're at module 2 lesson 3 in getting your marketing right. So today we're going to be talking about Method. In other words, what platform will you use to connect your market and there's so many different platforms. So I'm going to really simplify it down for you to make sure that you get the best bang for buck and most importantly convert prospects into really, really cool clients. Here's the lesson outcome that I'd like to think about for the lesson itself. It's important to really identify the methods that are going to suit your business and most importantly, connect with the marketplace that we've spoken about and the message. So remember, we spoke about the triple M - the message, the market and now part 3 is the method. There's so many different methods. Back in the old days they used to be the simple method. They used to be the guy, the local butcher on the corner, you've got the shopfront, you've got pictures of what do you call them like starburst lamb chops for \$12 a kilo and they used to be 12 bucks right? \$12 a kilo right and that's about it. People walk past and you're good to go, maybe a sandwich board at the front and people could come in. Super super easy but guess what, the world's change and it's even more awesome for us because now you've got the ability with the right method is to attract clients from all over the world for your business. How awesome is that, right? Didn't I give you enough to be local, now you can be international which is even better. Now there's 2 methods that I want to talk to you about, obviously number 1 is online and number 2 is offline. But I'm just going to add one more to that, you can actually integrate the two together. How to use online methods of advertising your business to the right market with the right message and then how to combine all of that and then help your offline business as well. Power of the internet. I've created a slide here that I want you to have a look at, the way that I've kind of positioned the slide is for you to kind of get a bit of a checklist or scale so you'll be able to see what suits your business the most. And here's what I mean, as you can see I've got Facebook, I've got LinkedIn, I've got Instagram, I've got email because we're talking about market centric online examples. I'm going to give you market centric offline examples as well but just come along with me for the ride. Let's think about it like this, with your market centric online examples, I'm going to go 'is it a social target market that I want to talk to people who are going to be a bit more on Facebook, so let's say if you run a cosmetics business you're a wholesaler or retailer, well of course a big majority of your clientele or target audience is probably going to be a Facebook user. Right because they could be young teens, it could be middle-aged women, it could be more mature women, it depends on what type of range that you have but more than likely that's a tick for Facebook it's a social target audience you're going to be good to go. Next one is, is it going to be business to consumer? Can I use Facebook to deliver my message to the right market to a business to consumer? And the answer is yes because Facebook's a really good way to do that and let me tell you, billions of people now on Facebook. There's over 15 million just in Australia are on Facebook so is it a consumer based environment? And the answer is absolutely yes. That would probably a tick, so your method of delivery for your message for your market Facebook's the way to go. Next one would be is it a B2B based decision maker as an example. Are they somebody's going to be social? As an example somebody like me of course, I'm on Facebook and if there's people that say hey we're advertising to new techniques using LinkedIn as an example, we've got a short course running a webinar or there's a live event and I've advertised it on LinkedIn. I'm probably the perfect target audience for that as an example if they're saying 'how to increase people in your live events or how to create a better webinar' Of course I'm going to use something like Facebook because it's a business to business but a social business person like myself and that's the right place for it. Can you see I'm trying to build this so when you're about to get your method of delivery you can go 'maybe that doesn't fit ..' and there's so many different platforms that's why I want you to get super accurate with it so you get the best bang for your dollar. Now the next one is as an example 'is it going to be a large organization - maybe a mining corporation - as an example. Well the answer is I don't know if they're going to be on Facebook probably more LinkedIn style platform where they at so I don't think that Facebook is the right way so if you're trying to advertise to that type of target audience using Facebook as a method it wouldn't be the first one that I'd be jumping to. More LinkedIn or Google would probably the better way or maybe through an association. There's other different way that you can do that in an offline method. And the last one would be as an example, if you've got an offline store and you want to integrate it with an online store and beat your target audience's social type of person that's on Facebook well maybe that's a tick, right? You're good to go. So you see so many bricks and mortar businesses

already used online to promote their brick and mortar business that it just makes it super awesome if you're going to understand what method to use and identify where your market is actually be. Now you can have a look through the other ones, I don't want to spend so much time just looking through those. Here's an example, I'm just going to give you the LinkedIn ones so you get it. Social target audience is LinkedIn the place? I believe it's more B2B but however, the reason why I've got a cross and a check on the slide, right? And check this out, maybe because it could be because there are people that are on Facebook that are also on LinkedIn as well so it's the best of both worlds. Are they going to be business to consumer? Probably not. LinkedIn's probably more business to business. So guess what, business to consumer from just advertising a hamburger shop, you know advertising that way probably wouldn't be the right way - you get the idea. So what I'm going to get you to do is when you plug in your business or your market go through this checklist and you can enter this which one's my best way? That's what I'm trying to do pinpoint it down for you so you're super, super awesome with your marketing and with your delivery method.

The next one is offline example so once again, I've just gone through that so I want you to have a look. I've given you 4 different platforms:

1. Letter box
2. Trade shows
3. SMS
4. Phone

Now there's probably another 300 of them but in this particular learning I want you to understand that these are kind of the big 4: letterbox drops seems to be the one in lot for real estate and maybe certain amounts of retail. Trade shows if you're B2B, trade shows are kind of the thing. By the way, SMS is really, really cool as well because I believe it's the new black, right? SMS is easy to get than an email is or at the end of the day it's old school phone so you have to check out some of these market centric offline examples that suit your method of delivery depending on your market. Do you see how it all rolls in together? You got the right message, the right market, get the right method. Got it? I know it's a lot to think about but I want you to think about it and use these examples and tick it, use the crosses to go maybe that's not it - it's just going to give you a quicker, streamlined way that you can really reach your target audience.

Here are the lesson takeaways:

1. It's super important to go through that list and connect with the right one. Here's what I want you to do write this down, don't vary from it. Just choose one online method, one offline method. That's it. Don't try to go with 35 different ones. You're going to spend lots of money and you're not going to be able to measure it. We're going to talk about metrics a little bit later on in this course. You must do - measure every little bit of marketing that you do so that you know what your return on that investment is. So make sure that you just choose one online method and one offline method.
2. Once you test the responses, you can go what - actually I thought LinkedIn was going to work but guess what maybe Google worked better than LinkedIn. So once you've got those metrics which was good, guys this isn't an exact. It's not a science, it's actually a test and refined method of running business. I don't know anybody that's hit it in the head, bullseye, perfectly, first time out of the gates. It doesn't work that way not even if your Apple. They're always looking for different ways. That's how it works.
3. Integrate online with offline. Why? Because then you've got the best of both worlds so whether you're going to be an online business and you're watching this and you're just online. Sure you're going to use online method but guess what there's people that are offline that would probably still buy your product as well. Do you see how it works? Now don't always restrict yourself with just one. You've got the option to do both. That's what's really, really cool. And guess what, everything is in the new platform. Don't be scared to test new platforms. Remember before we only had Facebook and LinkedIn but now we've got Instagram, Twitter, Snapchat, there's

all of these new ones that are coming on board and they're always developing. So make sure you test and measure your level of marketing. Got it? Okay. Fill in the google form it's really, really important. Next lesson is what's awesome, we're going to put all of these together so we're going to talk about the message, the method, the market - put it all together and I'm going to show you how the triple M works and how can you integrate it into your business in a timely fashion. Cool, cool. Now if you need help, you know we're always here. Simple - [ask@nickpsaila.com](mailto:ask@nickpsaila.com), reach out on our Facebook page. We'll make sure that we get back to you give you all the help you need. Got it? See you on the next one.