

Module 2

Lesson 4: Putting it together

Hi there, welcome back. We're on Module 2 Lesson 4 in getting your marketing right. And today we're going to be talking about putting it altogether. Now our previous lessons, we spoke about the triple M of marketing - the right message to the right market using the right method of delivery and today what we're going to be doing is want to put them all together so you can start together an outcome most importantly start to make some sales.

Okay let's talk a little bit about the lesson outcome and what I want you to be able to understand is the concept of the triple M and how super easy it is to really understand and most importantly deploy because a lot of marketers make it super hard to really understand marketing. You know you got to do all these stuff, right Facebook ads, make sure you got a landing page, and it's cool I get it but it needs some elements to make sure that your marketing works. The truth of the matter is in the design concept, I've just made it super easy by just using the triple M. What's your message? What are you trying to say to your client? How do you connect with that client? Number 2 is who is your client? So what's the marketplace? Where is your client? What traits do they have? What do they need to see? What's your ideal avatar? And number 3 is what method of delivery do you need to use? Is it going to be offline or is it going to be online? Now let's put all together. Ready to go? Alright, here we go.

Now, there's 3 integrative learnings that I want you to make sure that you get. Number 1 is that it's important to choose one message that speaks to your client. Only one, don't try to choose 55 different things and I'll tell you why, right? Have you ever been to somewhere where they go 'look I mean for a pair of thongs,' as an example. And they go, 'yeah actually we've got thongs but we also got beach towels, we do soap, we've got a massage thing at the back. Actually we're also like this. And you get too confused and you go, 'man I just came in for the thongs have you got any of that?' And I try to sell you everything. Not long ago I walked in into this bazaar and there were so much stuff that I was just, it freaked me out a little bit and I'm like 'Oh man I got to get out of this place because so much stuff there.' And that's what happens when we try to tell everybody everything about our business. Just make it really easy, just go one message that speaks to your target audience. Cool? Number 2 is an integrative learning is choose one market that your target audience is at one time. So it's no use trying to go I think I can help that guy. I think I can help that lady. I think I can help them. You know what we do kid's stuff. We do all of these. It's just too confusing. Just pick one person and test it. One message, one market. Just one. And number 3 is just choose one online and one offline method. That's it! No use like taking things like so far out of context that you become confused. Have you ever been to things like a Chinese restaurant where they bring the menu out and there's so much stuff on the menu that it's almost that you go back to a default setting. Hey, have you got a beef and black bean? Do you know what I mean? Like it's like it's too confusing and that's why in your learnings, you need to understand that and integrate these learnings by just using the triple M and using one method, one message, one market and put it together.

Let me show you an integrative example, so here's an example on this slide. So checking that slide and here's what I want you to look at:

1. As an example, say we're going to use a video message so you're going to write up a script, you're going to record it like I am doing it to camera and you've got a message using video. You could use this, as an example, on your website, you can send that as a link and host it in a YouTube page. You could use things like Wistia, that's like YouTube but kind of like private platform or a forum. You can use things like as a video ad, you can have it on instagram. Right there's all of these different places that you can use video but the message is always the same. In other words, you're just using one message it's just you're about to deliver it via video so you can go that way. Now let's say your market now is a family. So you've got a video message that speaks to a family, right, you see how I'm putting it together? Your market is family so maybe you're a counsellor or maybe you're in fun centers where all the family comes down like jumping castles, trampoline and all that stuff. Going to be family-orientated, guess what maybe it's a family holiday so you say I'm going to use a video to advertise to a family. Why? Because that's my target market and now what am I going to be able to use as a method? So on

this slide, I've spoken about as an example, using Facebook, using Instagram, or social media to a page, in other words that's called the landing page and we'll talk a bit more about that later on throughout the series. So you're actually going, using a message, it's a video message that the family's the target market and now I'm using social media as the method to drive that - that's the online side of it. Now as you can see on the slide here, you've got what? The next one is trade show, in other words, it's an offline method. So let me use the example of how you can integrate both of these together. So let's say you're advertising a family holiday to Bali, cool? Let's go with that. So I'm going to write a message something like, 'hey are you looking to having a luxurious holiday at a fraction of a cost? Maybe you wanted to escape for the winter blues of Australia and wanted to come over to beautiful tropical paradise? And you can do it with your beautiful family for 8 days for a really, really great price. Simply just register your details here and we'll connect with you to find out the right location, whatever it may be. I'm using as an example Facebook on my page to be able to advertise that if I'm in travel now or I can use things like Instagram because I'm putting images there, I've got me on video, I'm putting images of beautiful, tropical Bali and I can use that. Now I can also then use the online part to go: 'get tickets to enter the trade show free on us!' You could say there's a trade show going on at Homebush which I've been to one that's a in the travel market, travel trade show, tourism, travel trade show and guess what, they're driving leads online to get people to come down to that offline medium. Why? Because they can sit with the family, find out a little bit more about what they want, maybe give them some brochures. So do you see how I've integrated that. I've gone from 'what's the message that I can inspire people to go 'hey that sounds like it's me', what's the market in this particular case as this example it's a family. What can I use? I can use social media for the online parts of it and then I can use a trade show for the offline parts of it and I can integrate it together.

Now here's another example that you could see that's exactly the same way. Let's say there's a hotel getaway for a night and it's going to be a family night. Same thing, you can use a video - 'hey come on over, look at the family's having fun and it's that type of messaging that you know, do you want to escape for a night? Do you want to have fun with the family maybe stay in the city, treat them to a beautiful day, maybe spend all day in the park during the day or whatever it may be. It depends on your messaging that you want to use. The target same thing as a family I can use social media to actually go 'hey go in the draw to win 5 prizes with the Intercontinental Hotel, as an example. I'm going to use, the owner of the Intercontinental Hotel or the marketing division - I could use that, I could use Facebook or Instagram to promote that and then offline medium maybe come to the hotel to redeem the voucher and then you go from there. So do you see it's actually a flow.

Now here are the lesson takeaway that I want you to make sure that you really understand and take away from:

1. It doesn't really have to be big, thought-process that's taking hours and hours and hours. To be truthful, it should take about 20 to 30 minutes to design the right message with the right market with the right method. 20 minutes. That's it. We actually do this in some of our programs - we've got the group together and we only got 20 minutes to put the triple M together for what they are going to promote
2. Speed to market. You need to get out there. It's not a space shuttle launch. It doesn't have to be something special. Just get it out there. What's the message, what's the market and what's the method?
3. You need to test and measure. You need to test things like engagement levels. The opt-ins how it's going depending if you're using online or offline will depend on what outcome you're going to get.

Now make sure that you fill in the google doc and download the template so you can work along with this. Now in this particular lesson, it's important that you're connecting and making sure that in the coaching sessions that you're asking and making sure that you're putting it together. We expect that you've got at least 2 or 3 or 4 different versions of this so you still one message, one market, one method but it doesn't mean that you just have to end at that. You can have multiples of that as long as it is still one market, one message and one method but you're trying different ones of those. So we're expecting that you get to work on this. Roll up your sleeves, let's get going. Why? Because this is a lifeline for your business. I can tell you the feedback is absolutely amazing once people really understand how to use it. We use it. This is what we do and this is what we want to change. Sound good? And our next lesson coming up, we're going to be talking about lead magnets. How to capture your client's database and

begin the conversation. That's the most important part right? So now you've got your message, you've got your market, you've got your method, now how do we really put it on either online or offline using what's called the lead magnet and it's got to do with messaging as well. So what you're learning, you apply. Sound good? Now as usual, support comes in these forms: ask@nickpsaila.com or see us on the Facebook page. Until then, have an amazing day.