



# OPTIMIZE & GROW

*Caring Through Covid*

Lunch & Learn Series

# Caring Through Covid...



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hank you for joining us today during Poiema's Lunch & Learn series on optimizing your business through digital marketing for the most growth!

The Coronavirus pandemic has significantly changed the climate in how we sell through digital marketing, how we utilize social media and more.

This workbook is filled with the tips and tools to help you create a plan and grow your business, even in unsettled times!

Piper Harris  
Poiema Women's Success Coaching

# Coaching Question: Why Biz?

Launching into small business is exciting!

Often times, excitement can lead to missed opportunities to clearly define and identify the the why, what, who, and how behind your business.

Establishing these answers will transform your idea into a deliberate and actionable plan.

*Question 1:* Why do I want to launch this business (outside of financial gain)?

*Why, What, Who, How*

*Optimize and Grow*

# Coaching Question: What For?

It's important to thoroughly describe what your product or services is and which outcomes you're hopeful for. Also, consider the positive and negatives of your product/service/outcomes.

*Question 2:* What is my product or service?

*Question 3:* Which outcomes do I hope to deliver to my clients/customers?

*Why, What, Who, How*

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# Coaching Question: Who Do I Serve?

Launching a business is tough, especially if your root meaning behind launching is financial gain only. Shift your perspective to that of service. Understand who your client/customer is and harness the gift of generosity found in service. In doing so, your business will grow retain loyal followers.

**Question 4:** Who is my client/Customer?  
Create their profile

- Gender
- Age range
- Income range
- Education
- Profession
- Health status
- Family/Marriage status
- Industry
- Job type
- Social affiliations
- Characteristics
- Talents
- Interests
- Passions
- Beliefs

*Why, What, Who, How*

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*Question 5:* Who is my client/Customer?  
Create their profile

- Where do they live?
- What do they read?
- What do they buy?
- What do they listen to?
- What websites do they visit?

*Why, What, Who, How*

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# Coaching Question: How Will I Serve?

You know why you're launching your business, what your product or service is and the outcomes you are hopeful for, as well as who your customer/client is. Now, you need to develop a strategy in how you will provide your product/service.

## Question 6: How will I deliver my product/service?

- Through a retail location?
- Online?
- Monday-Friday/24/7?
- What are the systems I need to ensure my product or service is delivered? ie: payment systems, online shopping platforms...
- What is my client onboarding process?
- How to I follow up with clients/customers?
- What is my return/refund policy?

*Why, What, Who, How*

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*Inspiring*

business owners and leaders aren't  
driven to lead people,  
they are driven to serve them.



# Ashley Asks: What's Your Value?

Set yourself apart from your competitors during this time by focusing on remaining relevant and being of value rather than selling.

Why?

People do business with other people they like, know and trust. The trust factor is especially key during this time. Finances have been cut for many individuals and businesses, but sharing your knowledge and remaining relevant now will help keep your personal brand or business top of mind.

*Question 1:* How will I provide value to my customer? \*how to's on personal growth/cooking/gardening etc

*Set the Value*

*Optimize and Grow*

# Ashley Asks: What's Your Value?

What's the best way to bring value to your customers?

Through content.

Share your knowledge through blogs, landing pages, email newsletters, videos, and social media posts.

**Question 2:** What kind of content will I bring my customer? ie. how to art, how to self help. In what form with I deliver my content?

*Set the Value*

*Optimize and Grow*

# Ashley Asks: What's Your SEO

SEO

All this great content you're writing and creating for your brand needs to be seen.

Make sure you're optimizing it on your site.

Use page and blog titles, descriptions and keywords to help your customers find your content easily.

Utilize tools like Google Analytics and Google Trends to learn more about what your customers are asking, and use those same keywords in the content you create, both on your site, and on your social channels.

*Question 3:* What are my keywords?

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*Question 4:* Which tools will I use to track my SEO driven content?

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# Ashley Asks: How Do You Social?

It's important to post content regularly on your social channels: Facebook, Instagram, LinkedIn, Twitter, Snapchat...there are lots to choose from!

If you're just starting out opt to post 2-3 times a week.

*Question 5:* Which social media platforms will I use?

*Question 6:* Why will I be using these social platforms? \*Consider your customer, why will they choose these platforms

# Ashley Asks: How Do You Social?

Scheduling your social posts will save you time and money, you can choose sites like HootSuite, Later, or Buffer. Many have free plans that can help you schedule out your content each week to free up your time to focus on other aspects of your business.

**Question 7:** Which scheduler will I use? How will I maximize my time through scheduling software ie: which day of the week will you create content?

**Question 8:** Which days and times will I schedule posts?

# Digital Marketing Resources

- **Marketing Profs**

<https://www.marketingprofs.com/>

- **Hubspot**

<https://blog.hubspot.com/>

- **Moz**

<https://moz.com/>

- **Search Engine Land**

<https://searchengineland.com/>

- **Social Media Examiner**

<https://www.socialmediaexaminer.com/>

- **Social Media Today**

<https://www.socialmediatoday.com/>

- **Google Analytics**

<https://analytics.google.com/analytics/web/>

- **Google Trends**

<https://trends.google.com/trends/?geo=US>

- **HootSuite**

<https://hootsuite.com/>

- **Buffer**

<https://buffer.com/>

- **Later**

<https://later.com/>



Good marketing makes the company look smart.  
Great marketing makes the customer feel smart.

-Joe Chernov

As helpful as workbooks such as this one are, we all need extra help.

As a certified Leadership coach, I coach women in small business development through focus, accountability, and strategy.

Please contact Piper Harris with Poiema Women's Success Coaching at [piperharris.net](http://piperharris.net) or (770) 317-1126 for more information.

For digital marketing growth and optimization, please contact Ashley Velez at <https://atlantaseo.pro> or (770) 843-0220 for more information.

Ashely's Social Sites:

<https://www.facebook.com/atlantaseopro/>

<https://www.instagram.com/atlantaseopro/>

<https://www.linkedin.com/company/atlanta-seo-pro-agency/>

[https://twitter.com/Atlanta\\_SEO\\_Pro](https://twitter.com/Atlanta_SEO_Pro)