




# Strategic Brand Positioning & Sales Planning + Implementation

BUSINESS

BRAND

DIGITAL

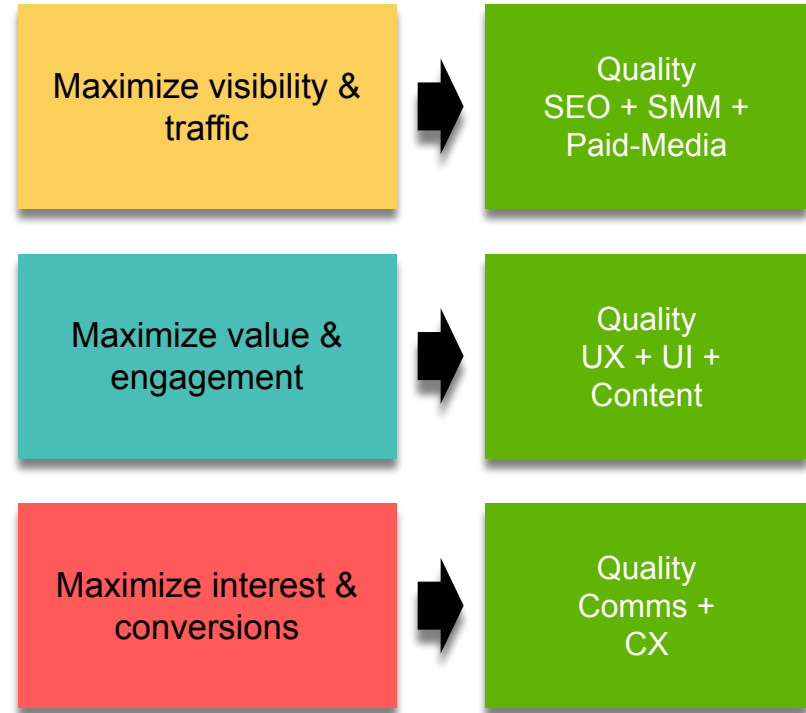
SALES



# Map out your customer journey

## 01

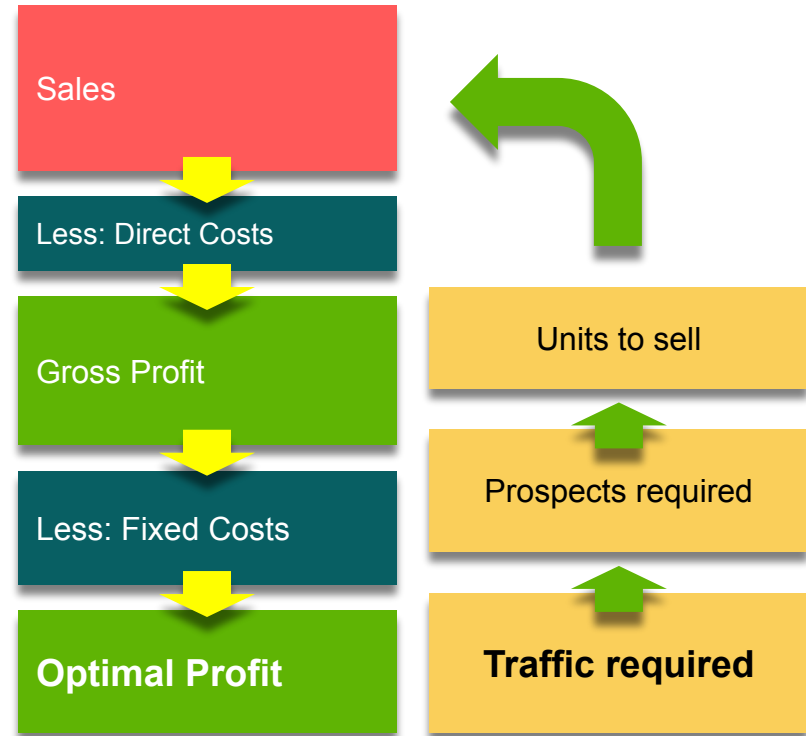
Marketing success is based on getting people to look your way, then holding their attention, and then getting them to take an action before they look away or get distracted. User experience and customer experience are equally important to close more deals, as well as a clear content and communication strategy.




# Achieving critical-mass and sustainability

## 02

Critical mass is the point at which sales volumes become sufficient to achieve your optimal profit and a sustainable business model without any capital injections required. To achieve this you need to know your numbers well and understand how much capacity you will require.





# Are you ready to scale your business?

## 03

Once your groundwork is in place as per blocks on the right, paid-media will assist you to reach your exact audience-type to scale your business at a faster pace. Success is based on getting your margins right, understanding your cost of delivery, and being able to retain your customers. I.e. returning customers.

1

- A quality product or service
- Strong brand-identity
- Good communication
- A dedicated team
- Dedicated service-providers

2

- Right pricing / margins
- Profitable delivery (VP)
- Strong cashflow / capital
- A measurement system
- A governing framework (ESG)

3

- Adequate visibility
- Targeted correctly
- Engaging / energizing

4

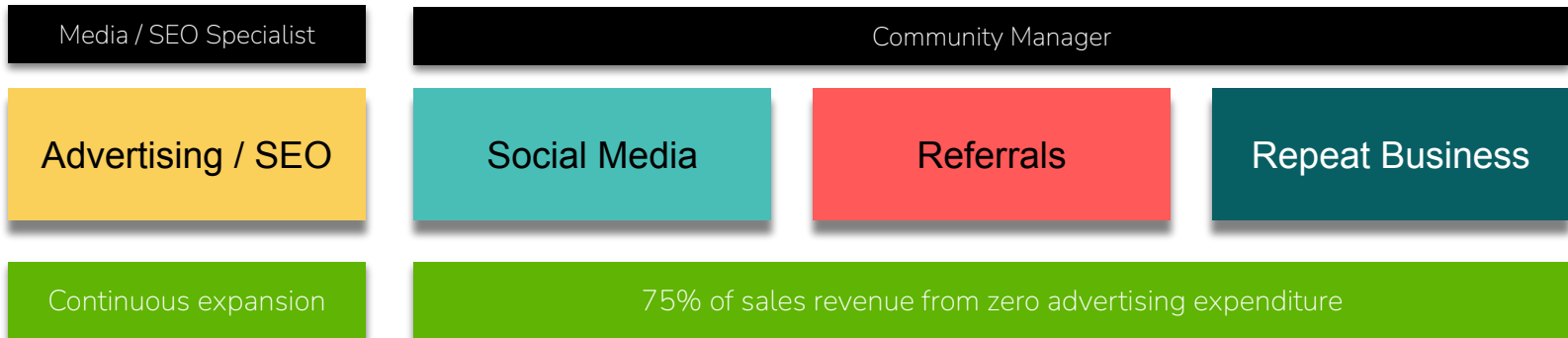
- An attractive offering (USP)
- Ability to sell / close deals
- Ability to retain customers
- Ability to achieve critical-mass



# Chasing good after good to exceed your targets

## 04

Acquiring new business will require additional focus until you gain traction and start building up a client base. The below graphic is the ultimate goal to strive for to achieve long-term business sustainability. Ongoing community-management will ensure a much improved retention-ratio.

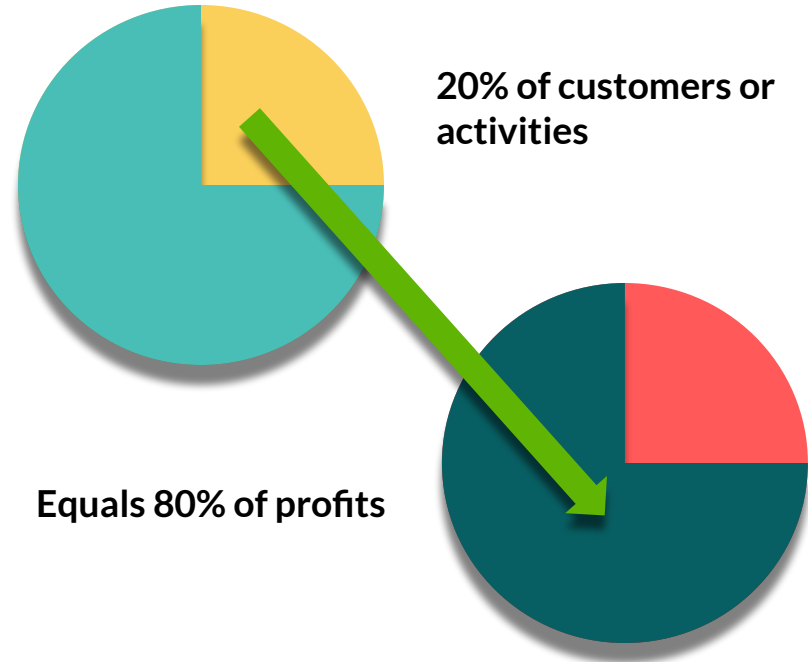




## Guard your power: Pareto principle

### 05

There is a huge possibility that as you scale your business you will discover that 80% of your profits is generated from 20% of your client-base or 20% of your business activities. It is thus vital to have the right measurement systems in place so that high-value customers and activities can receive extreme care and attention.





# My Freelancer Services (Main focus: B2C Lifestyle)

Assimilation

Aggregation

Attribution

Amplification

Alignment

Congruence

1. Business & Executive Coaching\* (Clarity on your vision, unlocking your true value, & recognizing any counterintuitive thought patterns)
2. Brand positioning (Discover your target-market, formulate your brand content, and develop your customer-journey-map)
3. Strategic & Financial Alignment (ESG)
4. Customer acquisition strategies
5. Performance Measurement Systems
6. Big-Media Digital Publishing / Digital PR (Reach 5M+ readers in your target market)
7. Social Paid-Media (LinkedIn, Facebook, Instagram, YouTube, TikTok)
8. Google Pay-per-Click (Search / Display / Shopping)
9. Assessment, validation, or review of your existing strategy, or a new proposed strategy, and in relation to my services above

\* Business: Relates to strategy, planning & implementation | Executive: Relates to cognitive mental processing (Decisiveness, centeredness, & execution)

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# Digital-PR + Paid-Media Services [Big-Media + SMM]



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1

## Advertising Strategy

I will assist you to define your budget size, audience, demographic-reach & paid-media platforms to use to achieve your sales targets etc. Includes traffic, engagement & conversion metrics.

## Content Planning

I will assist you to decide on the most appropriate ad-formats including creative-copy and ongoing monthly planning. Includes content-pillars, personas, tone-of-voice, narrative etc.



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## Implementation

I will then implement the ad-campaigns on the respective paid-media platforms including ongoing tweaking, optimization & reporting in order to achieve the best return-on-ad-spend.



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# Let's talk..

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Follow my 5 content  
pillars on LinkedIn:

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#GrowthMindset  
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#Engagement  
#Alignment