

Finding your Sweet Spot of Marketing





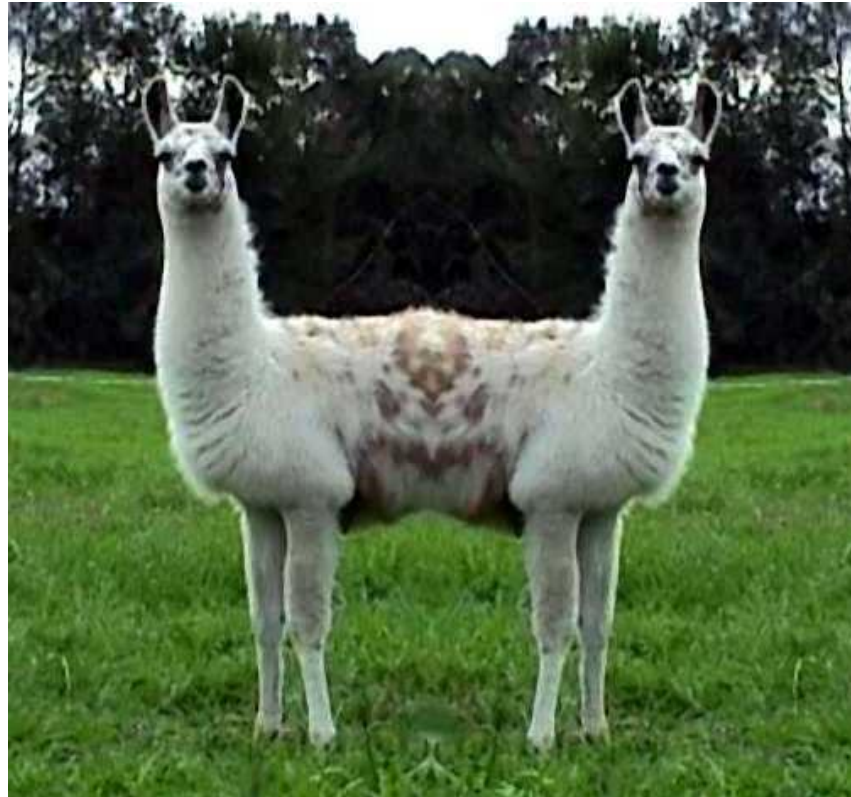




Push and Pull

PUSH

- Advertising
- Direct Mail
- Brochures
- Sponsorships

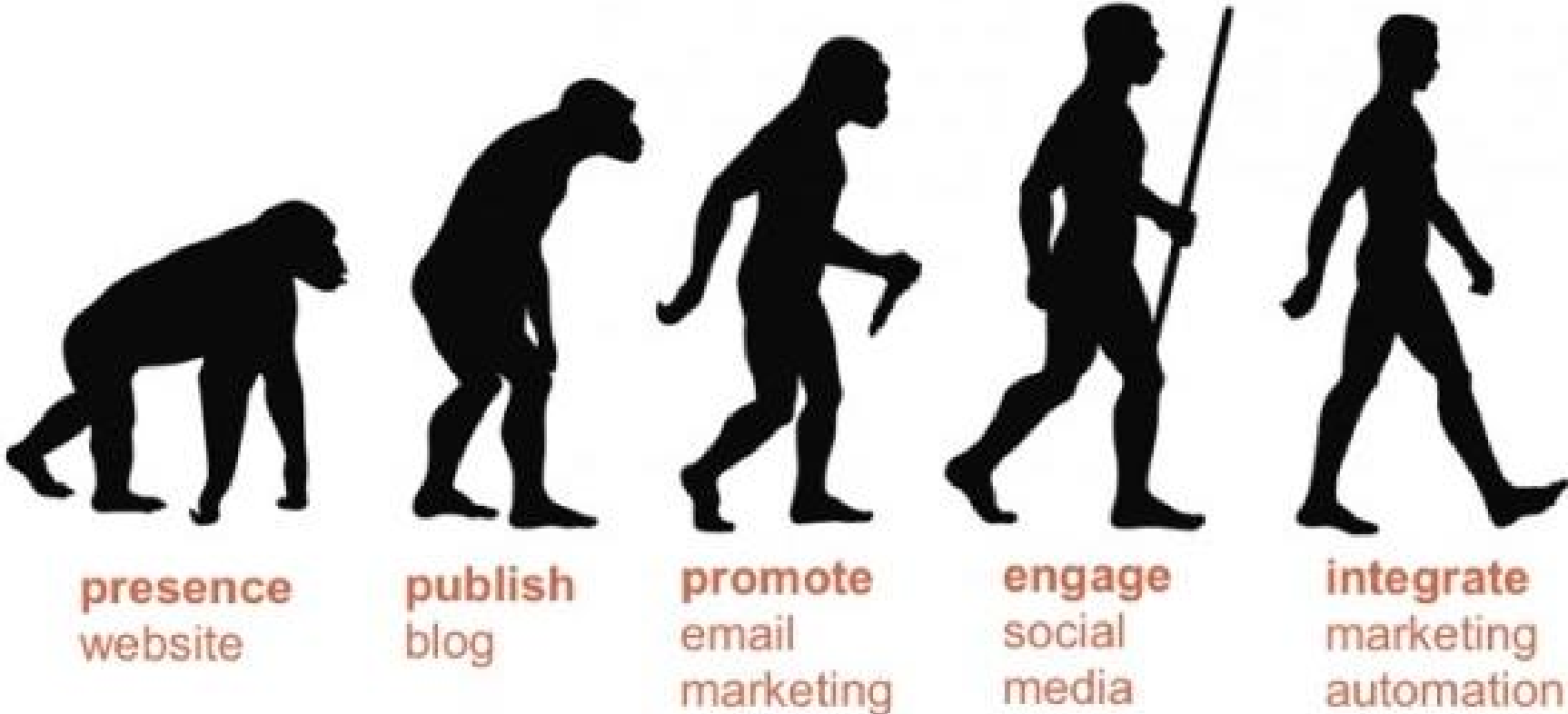


PULL

- Search
- Blogs
- Articles
- Social Media

It's all about CONTENT !

CONTENT MARKETING EVOLVES!



I have
nothing
to say.



You should
blog about
it.



(c)gapingvoid.com



How to get people *listening*... ...and *conversing*



1. Validate

2. Educate

3. Share

4. Prove

Validate



- Purpose & Principles
- Credentials
- Awards
- FAQ
- Social Media

Educate

- Surveys, #'s, results
- White papers
- How 2 tips & tricks
- Newsletter
- Seminars – online & offline



Share



- Customer
- Partner - other expertise...adjacencies
- Republish
- Filter, Aggregate

Prove



- Testimonials
- Product Reviews
- Diagnostics
- Results
- Partnerships

How to get people *listening*... ...and *conversing*



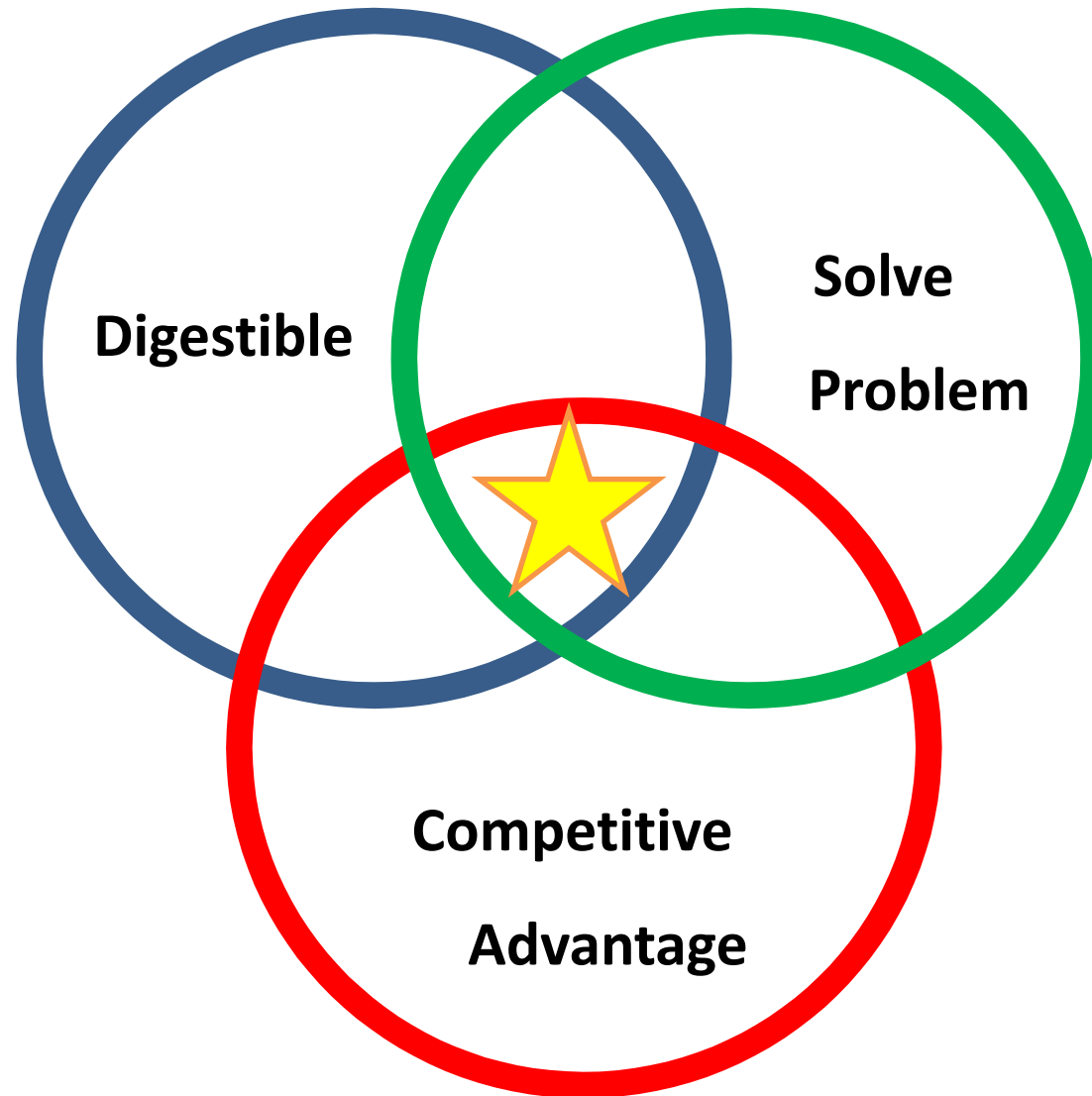
1. Validate

2. Educate

3. Share

4. Prove

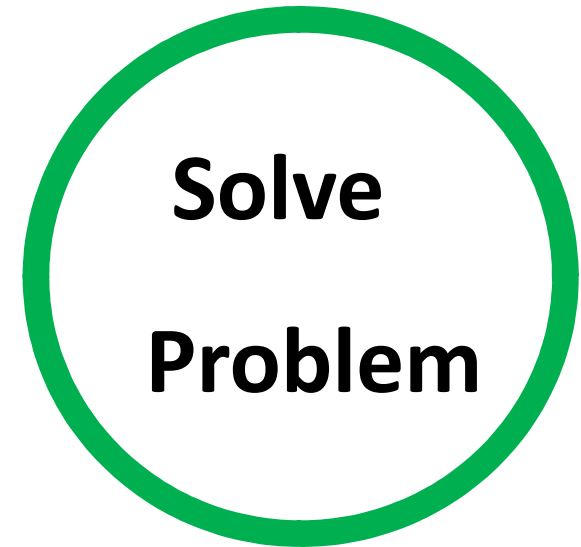
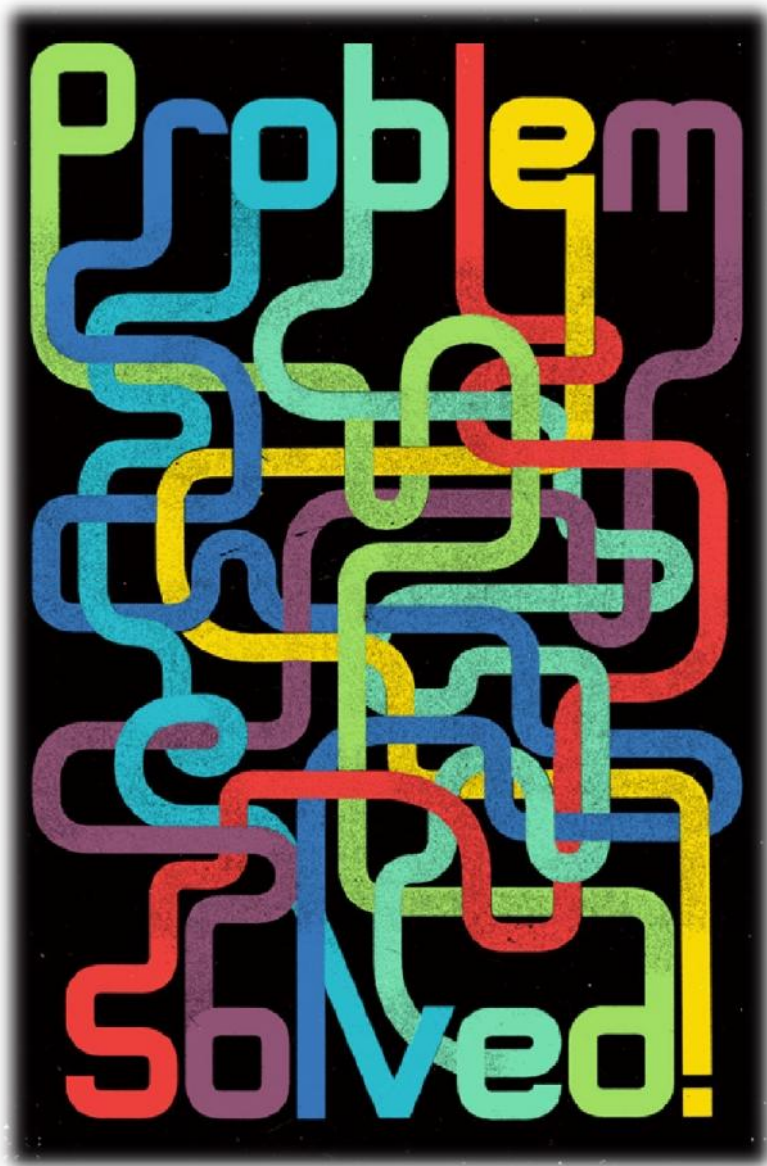
Finding your Sweet Spot of Marketing



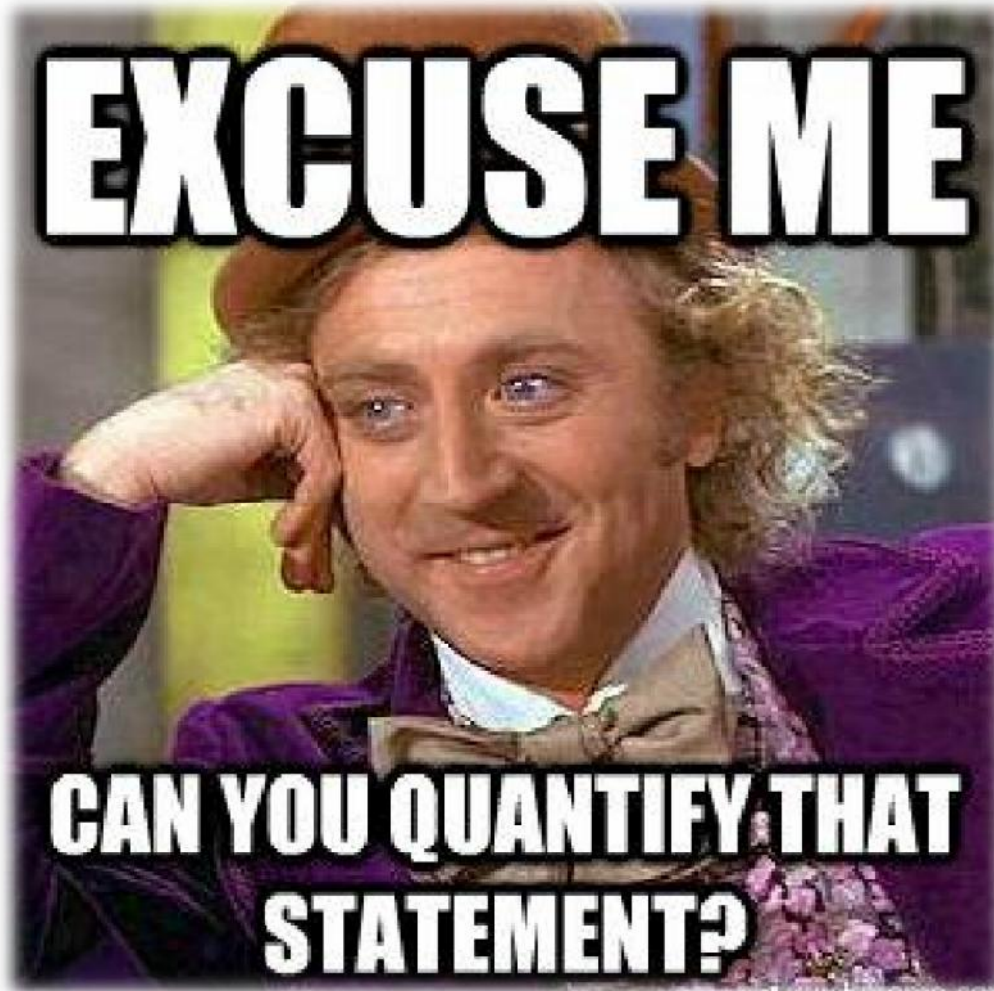


Digestible

- **Context**
- **Accessible**
- **Readability**
- **Format**



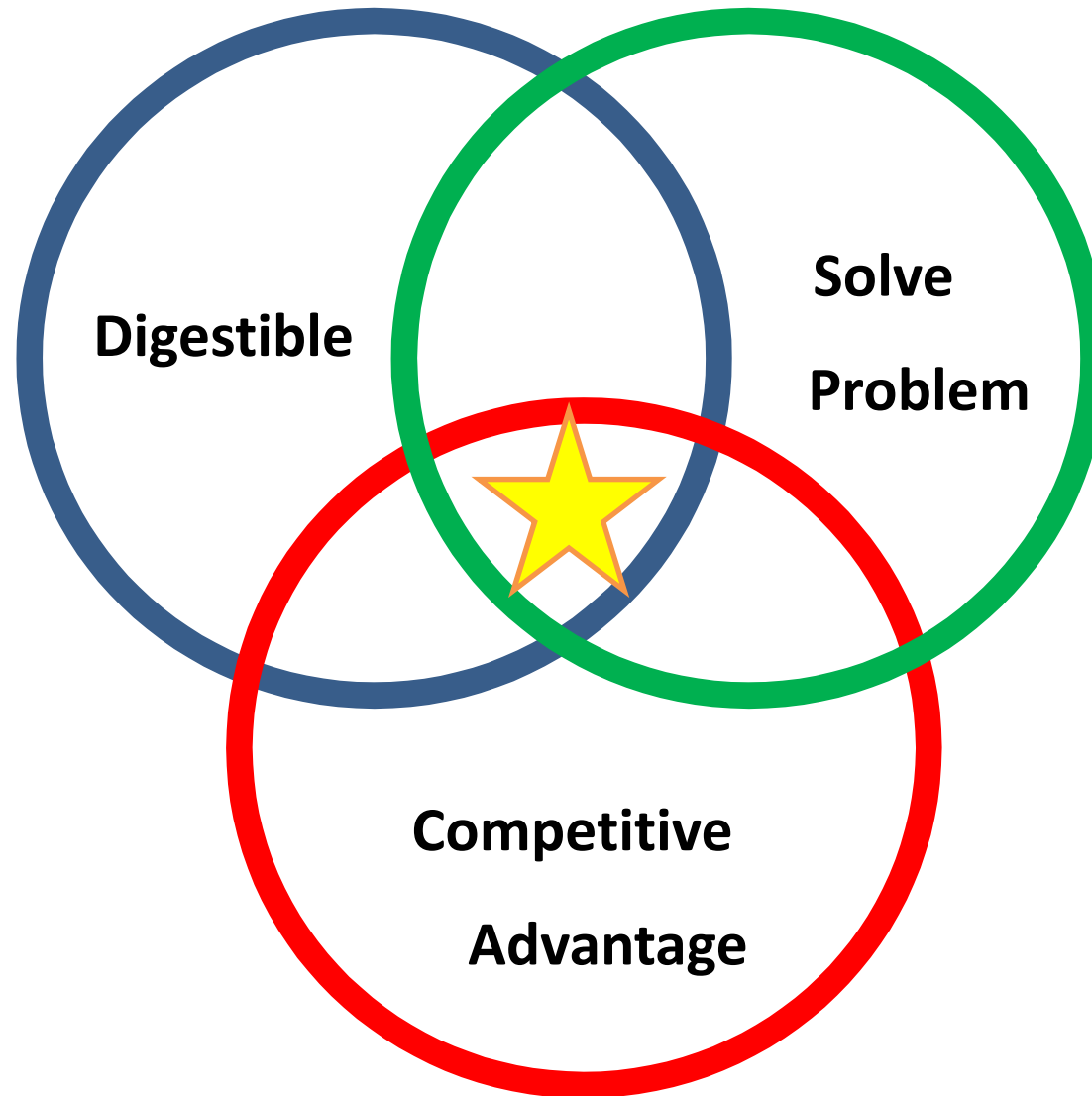
- **Problems**
- **Needs**
- **Insights**



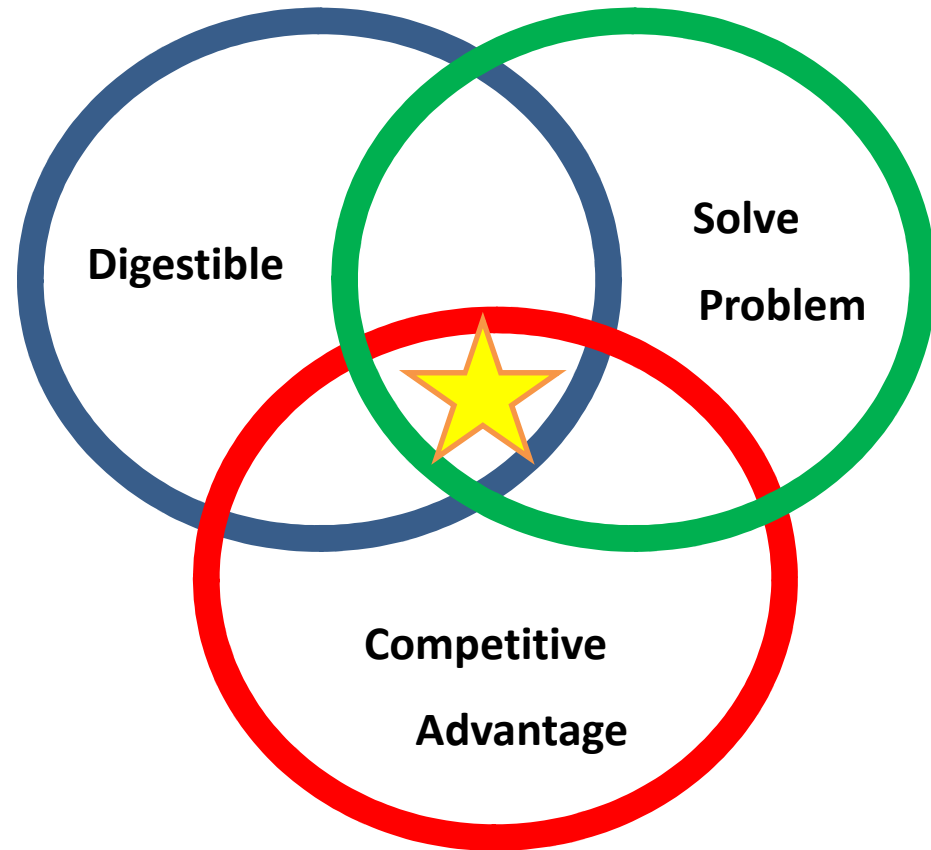
Competitive Advantage

- Clarity
- Relevant
- Concrete
- Provable

Finding your Sweet Spot of Marketing



- 1) What is digestible for your customers?***
- 2) What problems are you trying to solve?***
- 3) How would you display, quantify or prove your Competitive Advantage?***



Finding your Sweet Spot of Marketing



Questions?

Finding your Sweet Spot of Marketing



Subscribe: www.vantagemarketing.com.au

Contact: James Atkins

jatkins@vantagemarketing.com.au

+61 3 9836 0491