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INSIDE A MARKETING STRATEGY / FICTIONAL EXAMPLE

Kanesha / Leadership coach

Make the workshop easier to buy.

THE STARTING POINT

Kanesha wants more corporate workshops while keeping her consulting calendar manageable. Her thoughtful videos get positive feedback, but interested HR leaders still have to ask what she actually offers.

MY RECOMMENDATION

Build one clear workshop page for managers navigating difficult team conversations. Use a weekly LinkedIn video to unpack a situation the buyer recognizes, then invite them to explore that workshop.

WHY I'D GO THIS WAY

The HR leader needs enough detail to put this in front of their decision-maker. A clear outcome, delivery format, and inquiry process will help them do that. Kanesha already enjoys teaching on video, so we can build on a format she can sustain.

YOUR NEXT MOVES

1. Write the workshop page around the moment a manager needs help: avoiding a conversation that is affecting the team.
2. Add the audience, learning outcomes, format, and what happens after an inquiry. Include a short teaching excerpt.
3. Record one useful video each week. Reserve one separate block for following up with relevant professional contacts.

WHAT CAN WAIT

A second workshop and a separate YouTube production schedule can wait until the first offer is easy to explain and inquiries show what buyers need.

WATCH FOR MOVEMENT

Track workshop-page visits, qualified inquiries, and how many inquiries move to a scope conversation. Note which questions keep coming up.

TRY THIS FIRST

For four weeks, use one workshop invitation consistently. If people visit but do not inquire, review the offer and unanswered questions before increasing posting.

INSIDE A MARKETING STRATEGY / FICTIONAL EXAMPLE

Aria / Website template designer for beauty brands

Help buyers picture their own business.

THE STARTING POINT

Aria’s designs attract saves and compliments. In this fictional scenario, shoppers hesitate because they cannot tell which template fits their services or how much work setup will take.

MY RECOMMENDATION

Give one template a complete buying path. Show it as a working beauty-business website, explain setup, and answer the questions that come up before purchase. Use screen recordings and annotated visuals for the supporting content.

WHY I’D GO THIS WAY

A beautiful preview earns attention. A buyer also needs to know whether the booking flow works for their business and whether they can customize the site themselves. Aria can show that clearly while staying off camera.

YOUR NEXT MOVES

1. Choose one template and build a realistic salon example with service descriptions and a booking button.
2. Add a short setup walkthrough, platform requirements, what is included, and the boundaries of support.
3. Make a small bank of screen recordings from that example. Each clip answers one buyer question and points to the matching page.

WHAT CAN WAIT

A larger template collection and a daily Reel commitment can wait while the first buying path is tested.

WATCH FOR MOVEMENT

Watch product-page visits, purchases, repeated pre-sale questions, and support requests. Use saves as a clue about interest rather than proof of buying intent.

TRY THIS FIRST

Test the clearer product page with existing traffic first. If buying questions persist, improve the demonstration before sending more visitors.

INSIDE A MARKETING STRATEGY / FICTIONAL EXAMPLE

Darius / Virtual operations manager for dental practices

Make a good referral easier to give.

THE STARTING POINT

Darius wants a small number of well-matched dental clients. He is comfortable in professional conversations and prefers to keep most of his time for delivery.

MY RECOMMENDATION

Create a referral-ready page for practices whose owner is still coordinating everyday team tasks. Pair a specific service description with a short, fictional workflow example. Build a regular habit of staying in touch with relevant professional contacts.

WHY I'D GO THIS WAY

A referral partner needs to recognize the situation Darius helps with and explain it accurately. A useful page can carry that explanation into the introduction. His marketing volume should reflect the client capacity he actually wants to fill.

YOUR NEXT MOVES

1. Describe the buying trigger in plain language: the owner is repeatedly stepping in to coordinate work that should have an owner and a process.
2. Create a one-page service overview and a referral email that contacts can forward without rewriting.
3. Use two short relationship blocks each month to reconnect, offer relevant help, and follow up on introductions.

WHAT CAN WAIT

Daily posting, a broad freebie funnel, and a new video channel can wait. Revisit discovery needs if the warm pipeline cannot support the available capacity.

WATCH FOR MOVEMENT

Track suitable introductions, fit conversations, signed clients, and remaining delivery capacity. Record why unsuitable inquiries were a mismatch.

TRY THIS FIRST

Use the overview in the next few relevant introductions. Ask contacts which part was easiest to explain and note what prospects still misunderstand.

INSIDE A MARKETING STRATEGY / FICTIONAL EXAMPLE

Marisol / Neighborhood bakery owner

Turn local attention into an easy order.

THE STARTING POINT

Marisol loves spontaneous bakery videos and wants more seasonal preorders. In this example, people comment that the pastries look delicious, then ask how to order and when collection happens.

MY RECOMMENDATION

Give the seasonal offer one simple preorder page with the collection details and ordering deadline. Keep filming the bakery moments she already enjoys. Make the next step easy to find wherever people discover her.

WHY I'D GO THIS WAY

People need practical details while they are deciding. A video can create the craving; the order page needs to answer price, availability, and collection. Marisol's marketing should fit between running the shop and serving customers.

YOUR NEXT MOVES

1. Put the seasonal selection, prices, collection window, order deadline, and ordering instructions on one page.
2. Pin an ordering explainer on Instagram and check the website link, hours, and photos on the bakery's Google Business Profile.
3. Keep a few filming prompts by the counter. Capture a real moment when it happens and add the relevant order invitation.

WHAT CAN WAIT

National follower growth and a tightly scripted posting calendar can wait. Local demand and kitchen capacity should guide the promotion.

WATCH FOR MOVEMENT

Track paid preorders, orders still available before the deadline, and how customers heard about the offer. Check whether repeated ordering questions decrease.

TRY THIS FIRST

Run the clearer ordering path for one seasonal offer. If interest exceeds capacity, close orders clearly and offer an optional notification list for the next release.

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INSIDE A MARKETING STRATEGY / FICTIONAL EXAMPLE

Santi / Online art educator

Give the free lesson a useful next step.

THE STARTING POINT

Santi enjoys long-form illustration tutorials and wants their paid teaching to provide steadier income. In this example, viewers finish a free tutorial without understanding how a workshop helps them progress.

MY RECOMMENDATION

Connect one beginner tutorial to one live workshop on finishing a first digital illustration. Show the difference in support and make the invitation easy to find. Test that workshop before committing to a recurring membership.

WHY I'D GO THIS WAY

A viewer can enjoy watching art without wanting structured tuition. The workshop needs to name the learner, the skill they will practise, and the feedback they receive. A small paid test can reveal demand and delivery needs.

YOUR NEXT MOVES

1. Choose one beginner problem and create a tutorial that helps someone make a small piece of progress.
2. Build the workshop page around the next skill, the materials needed, accessibility details, and the kind of feedback included.
3. Invite viewers through the tutorial and a related email. Reuse process clips for supporting posts when energy allows.

WHAT CAN WAIT

A full membership and a new course library can wait until the workshop shows what students want to learn next.

WATCH FOR MOVEMENT

Track tutorial-to-workshop clicks, enrollments, attendance, and student feedback. Ask what made the workshop feel worth paying for.

TRY THIS FIRST

Offer one workshop and review the experience before repeating it. A full session with poor follow-through calls for a delivery adjustment; low interest calls for a closer look at the topic and invitation.