



THE ULTIMATE MARKETING STRATEGY CHECKLIST

*Advice and marketing strategies
from over 20 of today's
profitable entrepreneurs that
you can use right now.*

Compiled by Jamie DuBose
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WELCOME!

Have you ever wished you could ask other influential business owners what marketing strategies they're using to grow their business? You're in luck!

I've connected with so many inspiring entrepreneurs from many different industries and niches who are making an impact, changing lives, and using brilliant marketing strategies to build their business.

Through this experience, I've had the opportunity to see what works and what doesn't when it comes to marketing.

And now, I'm sharing those marketing tips with you in this Ultimate Marketing Checklist

Below you'll find advice & marketing strategies from over 20 of today's profitable entrepreneurs that you can use right now to help you build your audience, bring more value to your customers and ultimately grow your business. Enjoy!

Sincerely,
Jamie



Denise Duffield-Thomas

Develop relationships with affiliates. Reward your affiliates with good commissions (paid on time), a high integrity program and the resources they need to promote you.



Jennifer Kem

Master what I call the “L1 Launch” (also known as a lead magnet). Pair a story-driven paid traffic series (aka Facebook ads) to a useful L1 that isn’t too long to get through (like a checklist, template, worksheet), then create a series of emails inviting them to a 5-10 day challenge, have a dedicated, temporary Facebook group, daily livestreams and worksheets and contests.



Latasha Booth

Prioritize relationships, people connections by not just networking for the sake of getting the sale, but networking for the sake of getting to know people.

Building out my pool of connections has helped me get connected to other people who have been great clients. One way that I've done that is by having at least one coffee chat per week. I did 52 coffee chats in 52 weeks, and that was super huge and helpful in growing my connections.



Gregory Jenkins

Design a nurture funnel that automatically follows up with people will help establish your expertise, provide value for your prospects, position the way they think about your brand, and ultimately fortify the relationship you want to have with that person over the long term.



Lacy Boggs

Be unendingly useful and completely consistent. Post a useful, interesting, engaging blog post every single week. It's no longer good enough to be spotty or average. You've got to go for great.



Nathalie Lussier

I call it the Marketing Mirror Effect: give someone a taste of your paid offer using the same modality, for free. We didn't try to get people to opt-in for a webinar or get a PDF...we gave them a "mirror" experience of what they would get with the premium version.



Kamila Gornia

Participate in Telesummits. They've allowed me to create many incredible relationships with influencers, as well as grow my list by thousands and get lots of sales without any paid advertising.



Stephenie Zamora

Use Transparency and storytelling. There are plenty of fantastic tools, ideas, and systems for marketing, but none of them matter if your content strategy isn't attracting the right clients and customers in a real and relatable way. The fact is, people resonate with people... not blanket strategies, not generic copywriting, and not polished personas.



Amber McCue

Treat every online experience like we were actually in person. Don't completely throw best practices out the window! Start with a creative idea in mind *then* layer in best practices. Not best practices first, followed by fun. Fun comes first.



Ashley Leavy

Get really clear on the customer journey and speaking to what each person is going through with our emails has resulted in us being incredibly profitable. This has absolutely been the key to our growth and has helped double our business revenue every year for the past five years.



Kelsey Kerslake

Having a super captivating and impactful FREE offer has been a game-changer for my business.

Giving away pure value up-front has helped position my expertise and warm people up to working with my company. In these trainings, I keep things 100% focused on value - no pitching until after they have received a big ah-ha or win.



Laura Wright

Personal Outreach: I'm paying attention to somebody if they are watching my marketing and they're liking all of my videos. Then I reach out to them and I invite them to have a private sales conversation. If I notice like somebody is clicking on everything but not opening my emails, I will reach out to them and invite them either for a sales conversation or for them to work with me.



Kelly Garrett

Experiment with Facebook Messenger Bots. With 2 Billion people on Facebook Messenger, it's a tool any business can use to reach prospects in an extremely intimate way



Chris Martinez

Before you spend a penny on Facebook Ads, figure out what business you're REALLY in and position yourself as the #1 option for that. You'll really maximize your ROI and you can scale your business online really quickly with the right positioning and the right message to the right market.



Brittney Becher

Focus on connecting with potential clients. Utilizing smart networking and keeping in touch with past and current clients fuels the referral engine that helps our business continue to be profitable year over year.



Lidiane Moiera Mocko

Customer service is very important for our Mocknick Apps clients, and it's a key component of keeping customers engaged and spreading the word about our app and services.



Sage Polaris

Do not fall for the one size fits all strategies that exist online. Be nimble and lean into your specific strengths (and the strengths of your team if you have one). But most importantly take the time to research what your audience wants, listen to them, and then deliver.



Charm Fernandez

The most impactful marketing strategy I did in my business was segmentation. I receive a lot of inquiries for our services, and I used to always give them a package that I thought fits all. When I analyzed the questions and matched it with the type and level of businesses my potential and existing clients have, I realized that they are on different segments. So I sorted my list out and offered them a package that was the best match for their current situation and/or journey. Go and find out more about your potential and existing customers and really hone in into what exactly they need because there's no such thing as one size fits all.



Nicole Jackson Miller

Be Yourself. Show up, connect with people, build genuine relationships and be of service. A huge part of what I work on with my team is making sure that our clients and their teams are having a good experience, and constantly keeping an eye on how we as a whole can learn and improve.



Nikki Elledge Brown

Bring people along for the journey. Hashtag humanity. Let them see behind the curtain. (Or ditch the curtain all together.) Build a meaningful connection, and you'll make it easy for us to decide if we want to do business with you.



Danielle Tucker

Public Speaking is a super creative way to onboard new warm leads in as little as 5, 10 or even 60 minutes.

Whether you're an introvert or extrovert, it's an awesome way to reach multiple people at once.

And the best part is that you can cater speaking to your unique marketing style.

Whether you prefer to reach an online audience or connect with people face-to-face, public speaking is a powerful tool for any marketing strategy!



Troy Broussard

The most effective marketing strategy that I've used over the years is to not think like a marketer. It's about relationships and people, and just simply caring about them and their business, and their priorities, and their needs, and putting yourself in their shoes.



Mary Beth Storjohann

Provide value, more value and then more value. Being a resource others could lean on and refer to is what helped to build my credibility, allowing others to refer to me and therefore grow my business.



Daniel Bussius

Create original, high value content made available at no cost to the end user. I use 5 incredibly simple steps. They are:

1. Provide them with free value (consider this window shopping).
2. If they like what they see, they will opt-in (walk into our store).
3. Once they have entered your world, do not rush up to them and sell them, (no one likes a pushy sales rep once you walk into a store).
4. Welcome them, inform them of some specials and ask how you can help them.
5. Continue to add value and customize our conversation with them until you know exactly what they want. THEN SELL.

THE ULTIMATE MARKETING STRATEGY CHECKLIST

- ☐ Develop relationships with affiliates

- ☐ Schedule regular coffee chats

- ☐ Master the "L1 Launch"

- ☐ Design a nurture funnel

- ☐ Be useful & consistent

- ☐ Use the Marketing Mirror Effect

- ☐ Participate in telesummits

- ☐ Use transparency & stories

- ☐ Create amazing online experiences

- ☐ Design a customer journey

- ☐ Engage in personal outreach

- ☐ Use Facebook Messenger Bots

- ☐ Connect with potential clients

THE ULTIMATE MARKETING STRATEGY CHECKLIST

- ☐ Invest in amazing customer service

- ☐ Avoid one-size-fits-all strategies

- ☐ Use public speaking

- ☐ Be yourself

- ☐ Bring them along for the journey

- ☐ Create high-value, free content

- ☐ Don't think like a marketer

- ☐ Provide value, value, value

- ☐

- ☐

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MEMBERSHIP

Zen CONNECT is a “Project of the Month” membership where we focus on one monthly topic/strategy or marketing campaign that will help you grow your business.

We’ll also talk about the things that actually stop you from implementing (mindset + overwhelm, etc.) so you can continue to make measurable progress month after month.

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I'm Jamie DuBose, CEO & Founder of Zenplicity, the digital marketing agency that helps profitable entrepreneurs share, sell and teach what they love through marketing, membership, and metrics.

As an AccessAlly Certified Partner, I've had the pleasure of supporting clients with their membership site projects since 2015.

I believe that every entrepreneur has a unique opportunity to use results-driven relationships to grow and scale their business, and I would be honored to help you fulfill your dreams of reaching your next income level and creating a sustainable, profitable business.

Connect with me, and we'll book a quick call together to see how my team and I can support you!

LET'S TALK!

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