



PRESENTED BY THE GREATER BRIGHTON
AREA CHAMBER OF COMMERCE

A MIXTURE OF IDEAS, PEOPLE AND
BUSINESSES COMING TOGETHER TO HELP
EACH OTHER GROW AND PROSPER.

MARKETING MASHUP

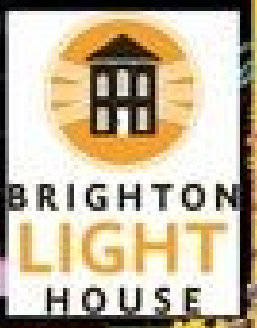
3RD WEDNESDAY
4:00 PM - 5:00 PM
EVERY MONTH

LOCATION: BRIGHTON LIGHT HOUSE, 142 BRIGHTON LAKE RD. BRIGHTON, MI

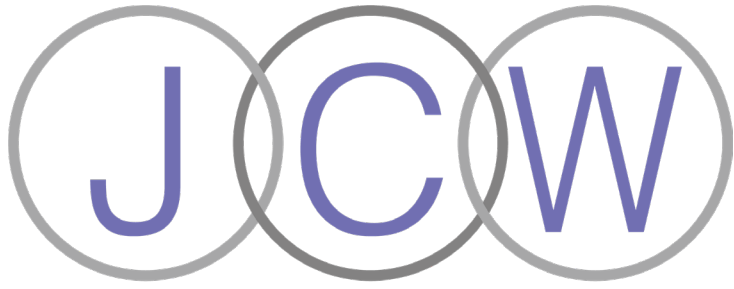
JOIN US ONCE-A-MONTH WHERE
EVERYONE IN ATTENDANCE WILL
SHARE AND LEARN MARKETING TIPS

FACILITATED BY

ROB JOHNSON, WAYNE MEDIA
JASON TRACEY, ROAR CONSULTING
MADDIE SHELTON, KEEP IT REAL SOCIAL
JD ZIELINSKI, LAKEHOUSE STU



Luck. Where Preparation Meets Opportunity



MARKETING & SALES

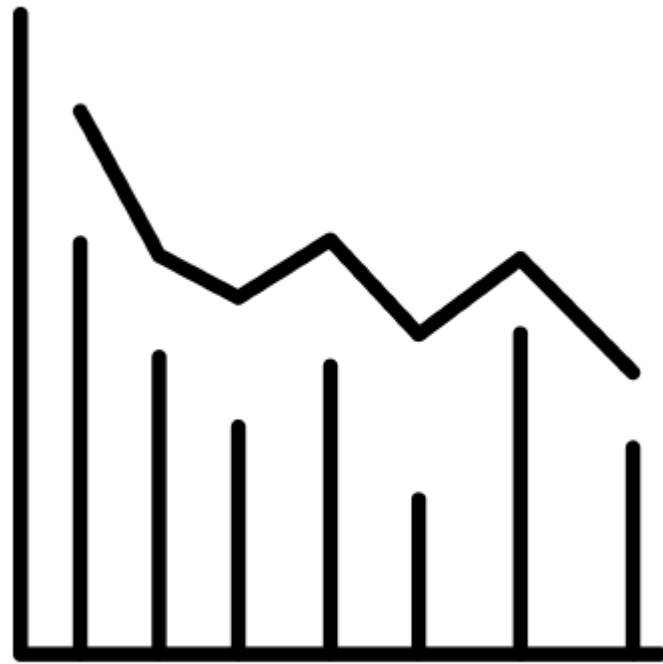
Cheryl Wasilewski
President, JCW
Fractional Marketing & Sales Leader

What to expect

- ✓ The importance of you and your brand
- ✓ Understanding your target audience
- ✓ The power of a process and automation
- ✓ Setting goals

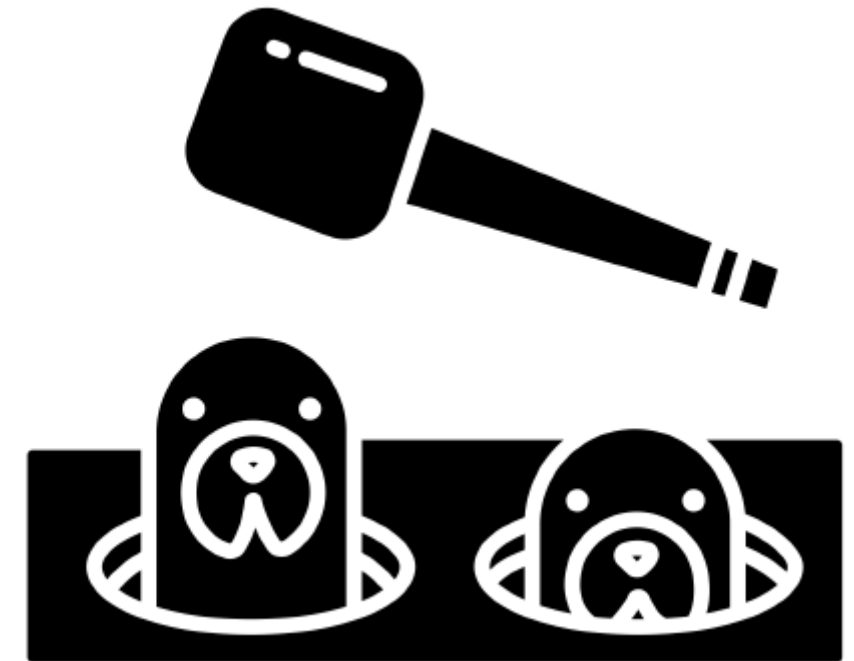
IF PEOPLE
IL PEOPLE
LIKE YOU
LIKE YOU
THEY'LL LISTEN
THEY'LL LISTEN
TO YOU
BUT IF THEY
BUT IF THEY
TRUST YOU
TRUST YOU
THEY'LL DO
THEY'LL DO
BUSINESS
BUSINESS
WITH YOU

Do these issues sound familiar?



2024 MARCH

W	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SA
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



9 Step Marketing Plan Overview



1 VALUE PROPOSITION
Outline who you serve, what you provide, and what sets you apart from the competition.

2 PERSONAS
Look at different revenue streams zero in on your niche, and define your perfect client persona.

3 BRANDING
Create your brand promise. Outline the look, feel and message your material will portray.

4 PROCESS & AUTOMATION
Outline your marketing and sales processes and identify areas that can be automated.

5 KEY MESSAGES
Develop messaging that supports your niche and needs of your target market.

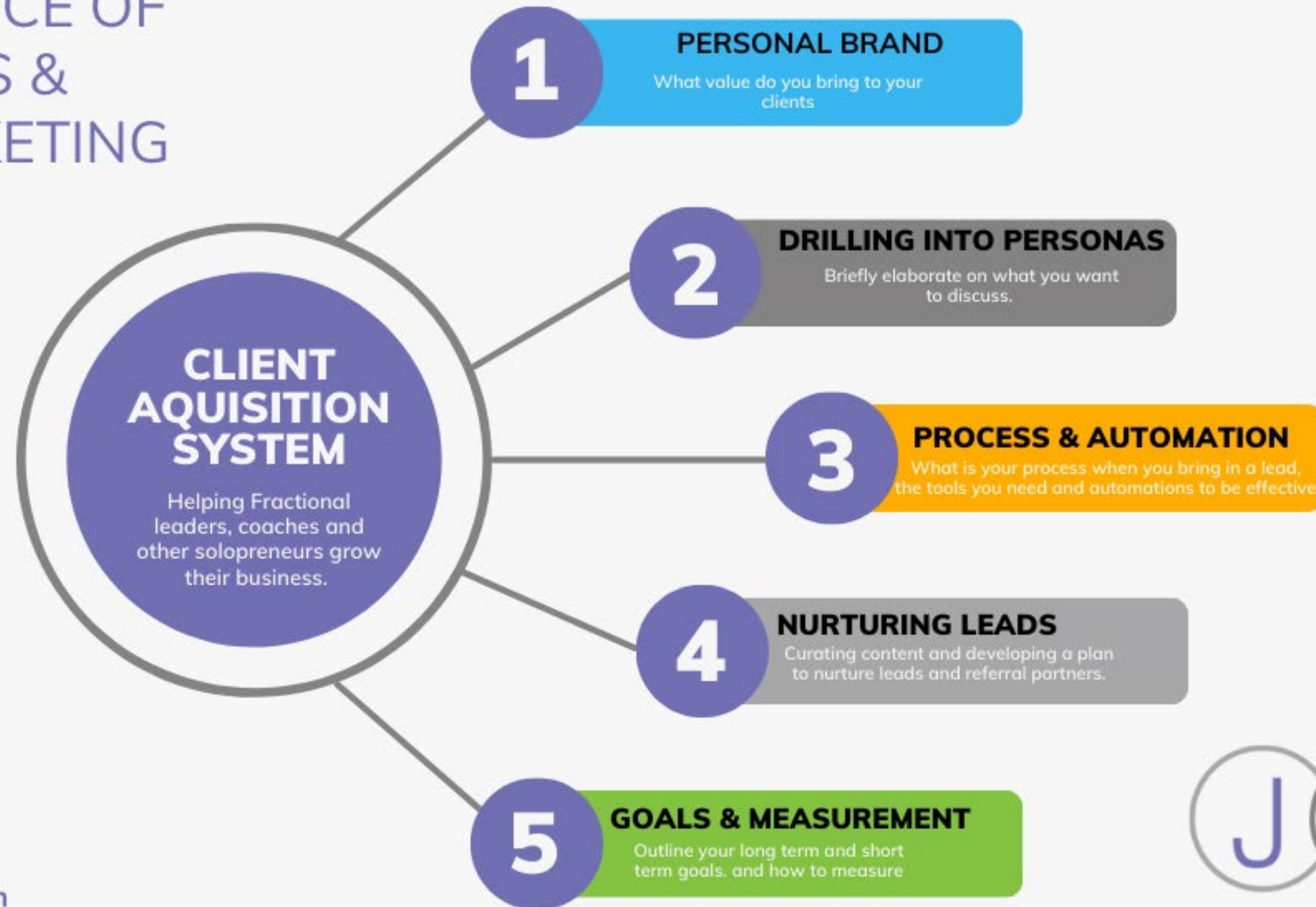
6 WEBSITE
Develop a website with content that leads visitors through a funnel to self-select for sales-readiness.

7 NURTURE
Develop a consistent communication plan with the right channels to develop relationships with your leads.

8 GOALS AND MEASUREMENTS
Identify the specific goals, the plan attempts to achieve, how it will be measured .

9 LEAD GENERATION
Determine where and how you will reach your target market and generate leads within your budget.

SCIENCE OF SALES & MARKETING



jcwagency.com



Getting More Clients

A top-down view of a wooden desk. In the top left, a portion of a silver laptop is visible, showing the keyboard and trackpad. To the right of the laptop is a white coffee cup on a saucer with a latte art design. In the top right corner, there is a blue clipboard with several colorful paper clips. In the bottom right, a tablet displays a blue-toned data visualization with a pair of black-rimmed glasses resting on it. A green plant with large leaves is positioned at the top center. The central focus is a spiral-bound notebook with the text "YOU ARE YOUR OWN BRAND" written in large, bold, black, hand-drawn letters. A black pen lies on the right side of the notebook.

**YOU ARE
YOUR OWN
BRAND**



IT'S NOT ABOUT YOU!

PRACTICE

- What Problem Do You Solve?

- For Who?

Understanding Personas

GETTING DEEP INTO THEIR MINDS



A MESSAGE **TOO BROAD**
WON'T INTEREST ANYONE
IN PARTICULAR



UNCLEAR MESSAGES

CAN CAUSE **CONFUSION**

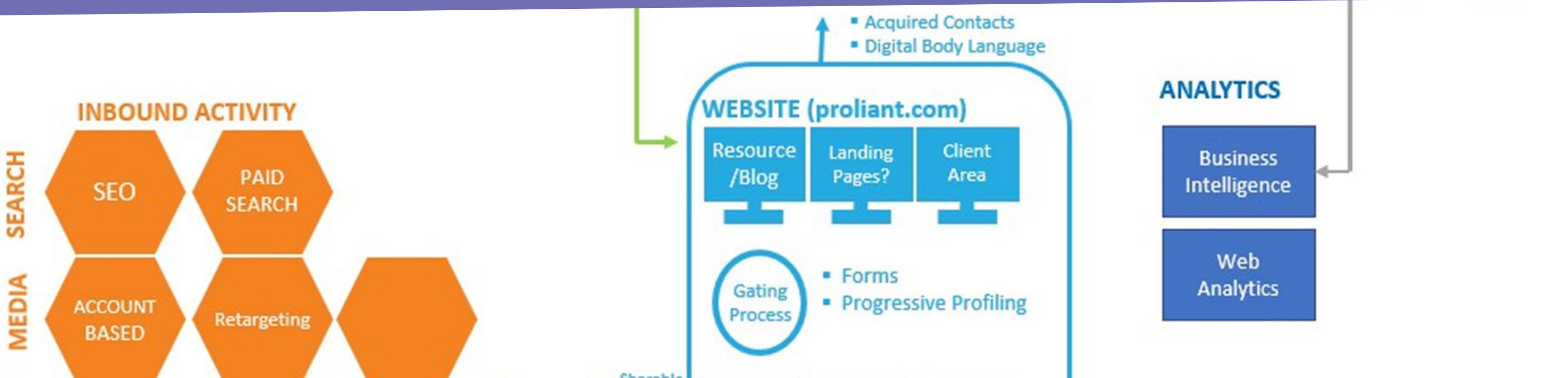
AND A CONFUSED

MIND **WON'T BUY**





Process & Automation

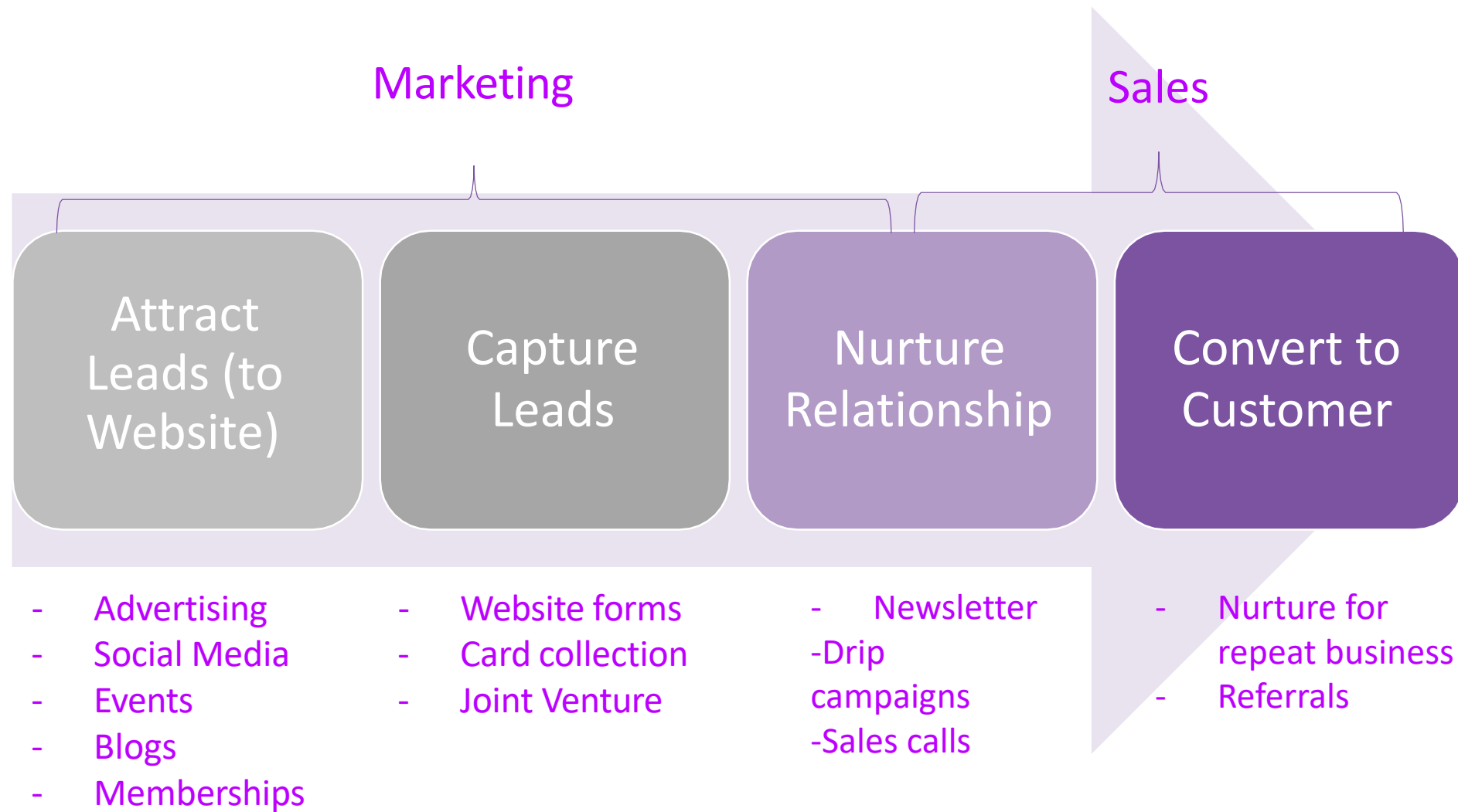


Why do we need processes?

- Consistency so important steps are not forgotten
- Keeps you focused on next steps
- Allows for automation to reduce repetitive tasks

According to Gartner, using a Business Process Management Framework in any process increases the project success rate by 70%

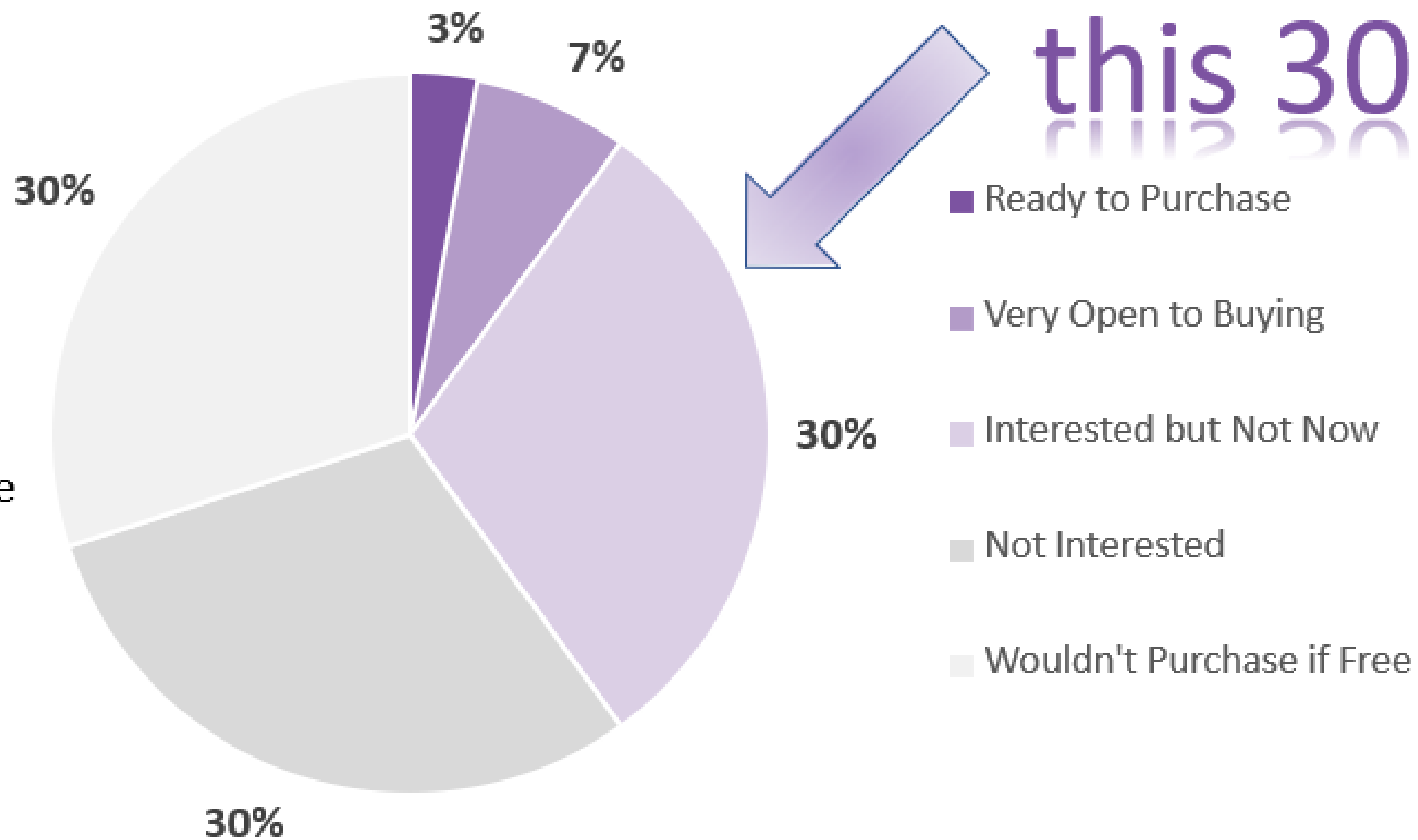
Marketing System



THE IMPORTANCE OF NURTURING

Advertising Target Audience Readiness to Purchase

Lets go get
this 30%



The goal is to capture as many contacts from the 40% that might be interested, sell to the 3-10% ready to buy and nurture the rest.

GOALS AND MEASUREMENT?

Goals/Measurement



WHAT GETS MEASURED GETS
WATCHED AND ACHIEVED



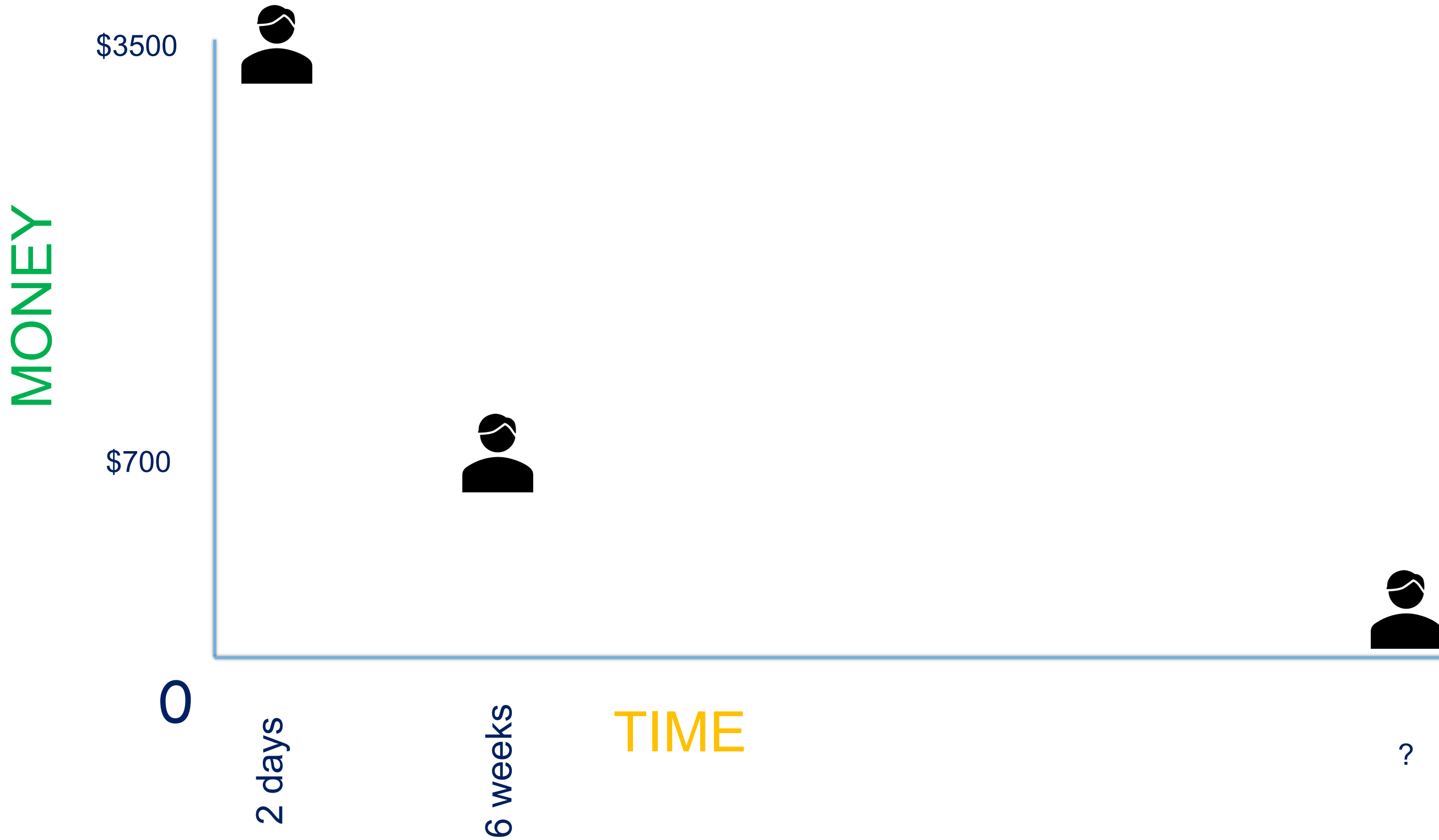
GOALS ARE THE START OF ANY
PLAN AND SHOULD BE
MEASURABLE



THEY ARE THE REASON FOR THE
PLAN AND WHAT YOU INTEND TO
ACCOMPLISH

HOW WILL YOU GET RESULTS?

3 Choices



Client Acquisition Cohort Group Program

Features:

- Network with peers
- Led by Cheryl
- 5 modules with workbook
- Private group to interact outside of workshop times

Outcomes:

- ✓ A personal brand that you are confident in and clearly communicate value to your target audience
- ✓ A deeper understanding of your target audience and what motivates them to purchase
- ✓ A marketing system that attracts, nurtures, closes leads and saves you time
- ✓ Goals and measurement that you set for 2024 to keep you accountable for replacing your corporate income.



What Others Have Said



"My business has a clearer focus"

The Marketing & Sales course has totally elevated my business I.Q. so profound and applicable. After taking the business course I truly feel that my business has a clearer focus for this new year. JCW has certainly given my business traction.

Twan Jones - Coach



"Great Tools"

I gained good insight into who, where and how to reach our target market. JCW gives great tools, and the follow up is perfect to make sure that you're not only learning the who, where, and how, BUT IMPLEMENTING!! THANK YOU.

Jilly Moore -



"Easy To Follow"

Even as a marketing professional I learned a lot and watched other participants grow every week. Great opportunity. Thanks Cheryl.

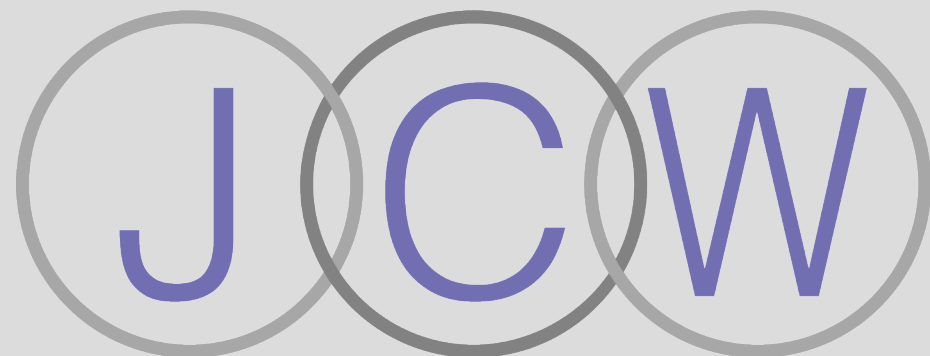
Natalia I -

KEEP ON MARKETING

🍀 Receive bi – monthly **MARKETING TIPS**

🍀 Get information on our cohorts

🍀 Schedule a meeting



MARKETING
& SALES

