



Strategic Marketing Recommendations

Jo Cowper, October 2024



Contents

3 steps to confident & strategic marketing success



1: ROCK SOLID FOUNDATIONS



2: A BRAND THAT STANDS OUT



3: DO-IT-NOW ACTIONS

Rock-solid foundations

Direction of travel


What's great about your brand right now?

... and what holds you back?

The Perfect Client

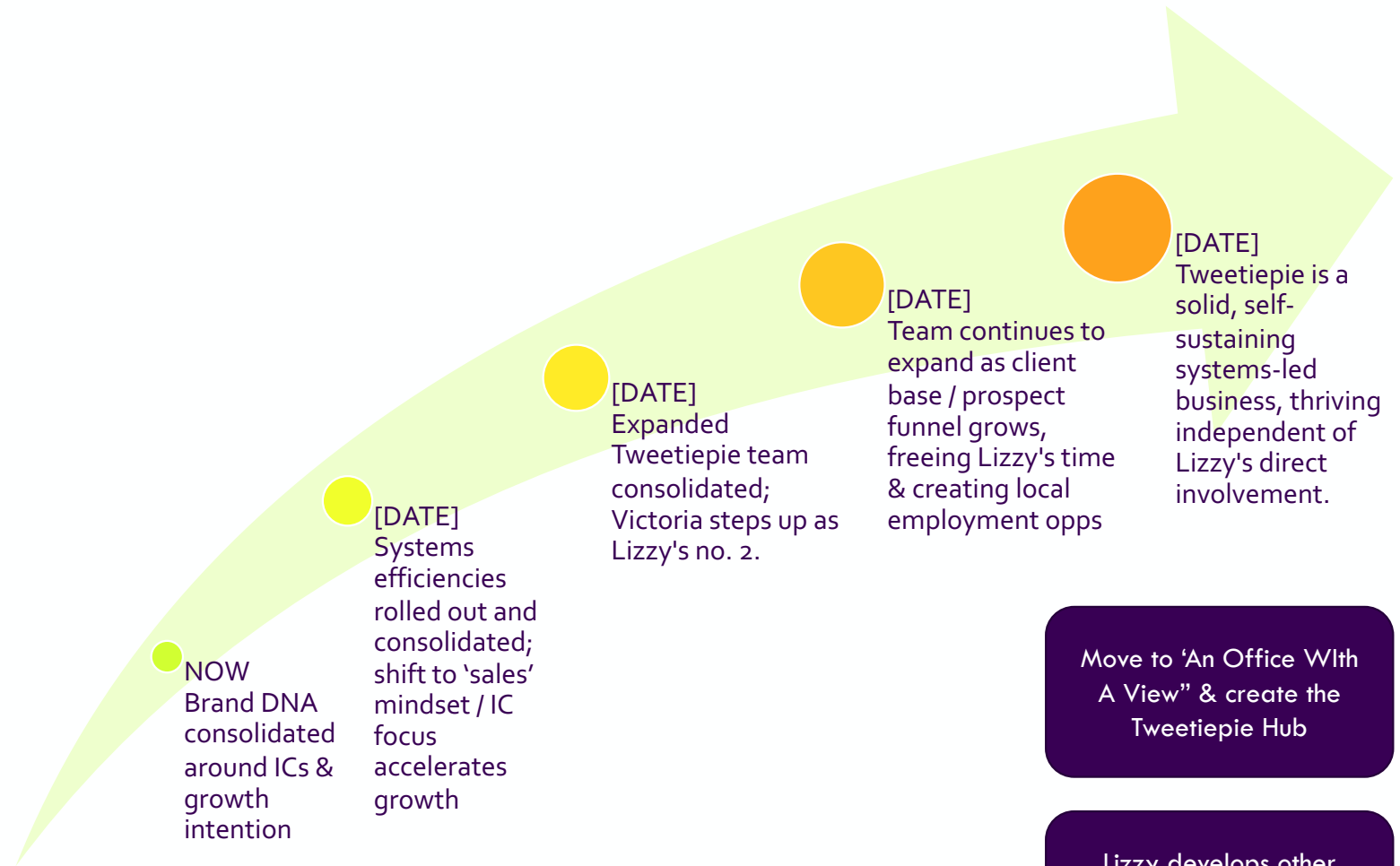
The Competition





**“To grow
bigger, faster.
It’s time to stop
playing small.”**

Direction of travel



What's great about your brand right now?

A thriving local co with strong networks & a growing reputation

- Trading 13yrs; steady growth; Lizzy = President of Inverclyde Chamber; inbound approaches re. large contracts from Inverclyde and beyond

Steady, organic growth spreads risk beyond single client / sector / rev. stream dependence

- Survival and growth beyond Covid; multi-sector, multi-size clients; retainer + project mix; now moving away from smallest contracts

A growth-minded, collaborative brand with strong network connections

- Track record of passing work to trusted partners; longstanding subcontractor relationships; outsource, not overreach; commitment to client results, not just client deliverables

A committed and versatile team (in house & beyond)

- Engagement in Strategy Day & ownership of emerging actions; ambition and versatility within roles; willingness to step up into more strategic role(s)

A commitment to embrace systems, tech and processes for growth; gathering low hanging fruit before cold outreach

- Existing CRM usage; use of video 'hintros'; strategy day focus on efficiency, upsales, referrals & conversion; eyes wide open to 'money on the table'



What holds you back?

Organic growth > lack of clear ideal client/comparator focus

- Lean in to 'preferred' client attributes / situations to position as 1st choice partner in the relationships that matter most

Reliance on predominantly warm prospects inhibits growth pace

- Use IC focus as a basis to drive inbound / support cold(er) outreach

Historical imposter syndrome / self doubt may have slowed growth to date

- Make your sense of purpose & ideal client focus a springboard for confident visibility

"I hate the word sales" + sales phobic team

- Build ideal client focus & continue to back up with processes to diminish friction

Lack of clarity re. external perception of business

- Consolidate brand DNA around DESIRED perception; align case studies / public brand with IC focus



Who are you talking to?

“This was never a lifestyle biz for me: I’m all in!”

“I don’t ‘spend’ - I invest, to leverage faster growth”

“I don’t need one in-house specialist: I need a full team, on tap”

“Pretty deliverables don’t cut it – I’m here for results!”



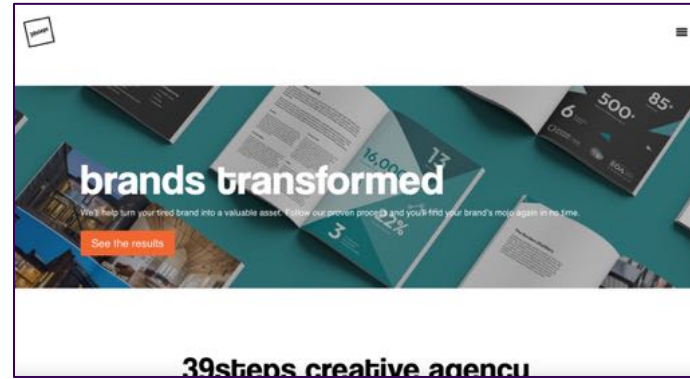
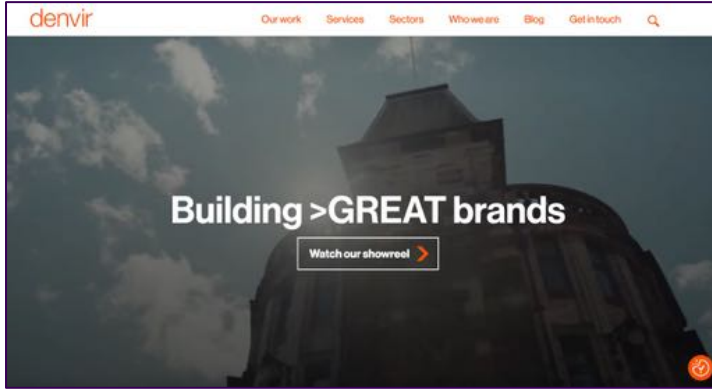
Ambitious founders

-  Male / female
-  Invest to grow
-  Team of <10
-  £250k + in view
-  Scotland region

“We make your
growth our business:
grow your visibility;
grow your reputation;
grow your bottom
line.”



What are their options?



Follow us on Instagram

Home Our Work Our Services About Us
Small Business? Not Convinced? Blog
Contact Us

Special Space
MARKETING AND BRANDING

We help businesses add some flavour to their brand.

INGREDIENTS INCLUDE : Strategy, Branding, Website Design, B2C/B2B Campaigns, Content Marketing and Print Design.

Based in Ayrshire and Glasgow.

FREE AUDIT

TREND DIFFERENTLY

HOME WHAT WE DO OUR WORK WHO WE ARE CONTACT US

IT'S ABOUT STANDING OUT

All your marketing needs, one creative solution.

→ LEARN MORE

CATALYST

What we do About Clients Insights Free Audit Careers Contact

63%

of companies state lead generation as a challenge.

Launch
Local Call for Business

Agency Services Work CSR Contact

Brand. Digital. Design.

GLASGOW Marketing Agency

Website Design SEO Services About Blog Contact

Start a Project

The Digital Marketing Agency for Glasgow Business.
Talk to Real People about AI

- 25+ years of local marketing expertise
- Tailored strategies for small business
- Measurable results, affordable plans

Ask Your Free Discovery Call

Planit Scotland Partner

Google Partner

The best marketing agency in Scotland.

At Planit Scotland, we pride ourselves on being the premier digital marketing agency in Scotland, driving your marketing strategy forward and ensuring your business shines brighter!

#JustAskPlanit Contact Us

Summer Sale! 20% OFF All New Website Projects

Contact Us for a Quote Today

TPM10
Technological Project Management

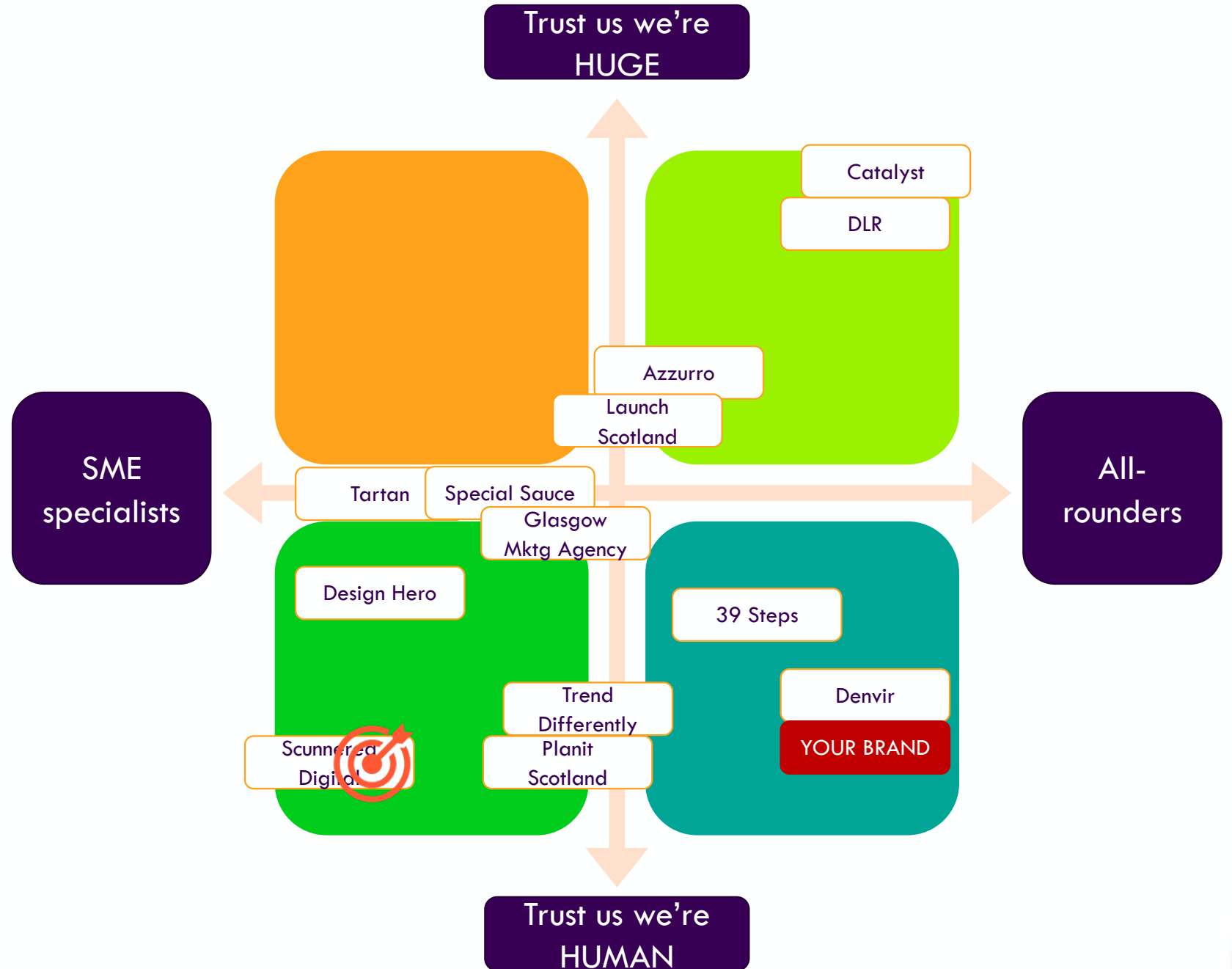
MEET THE TEAM WEB SOCIAL BRAND CREATIVE

Inverclyde council

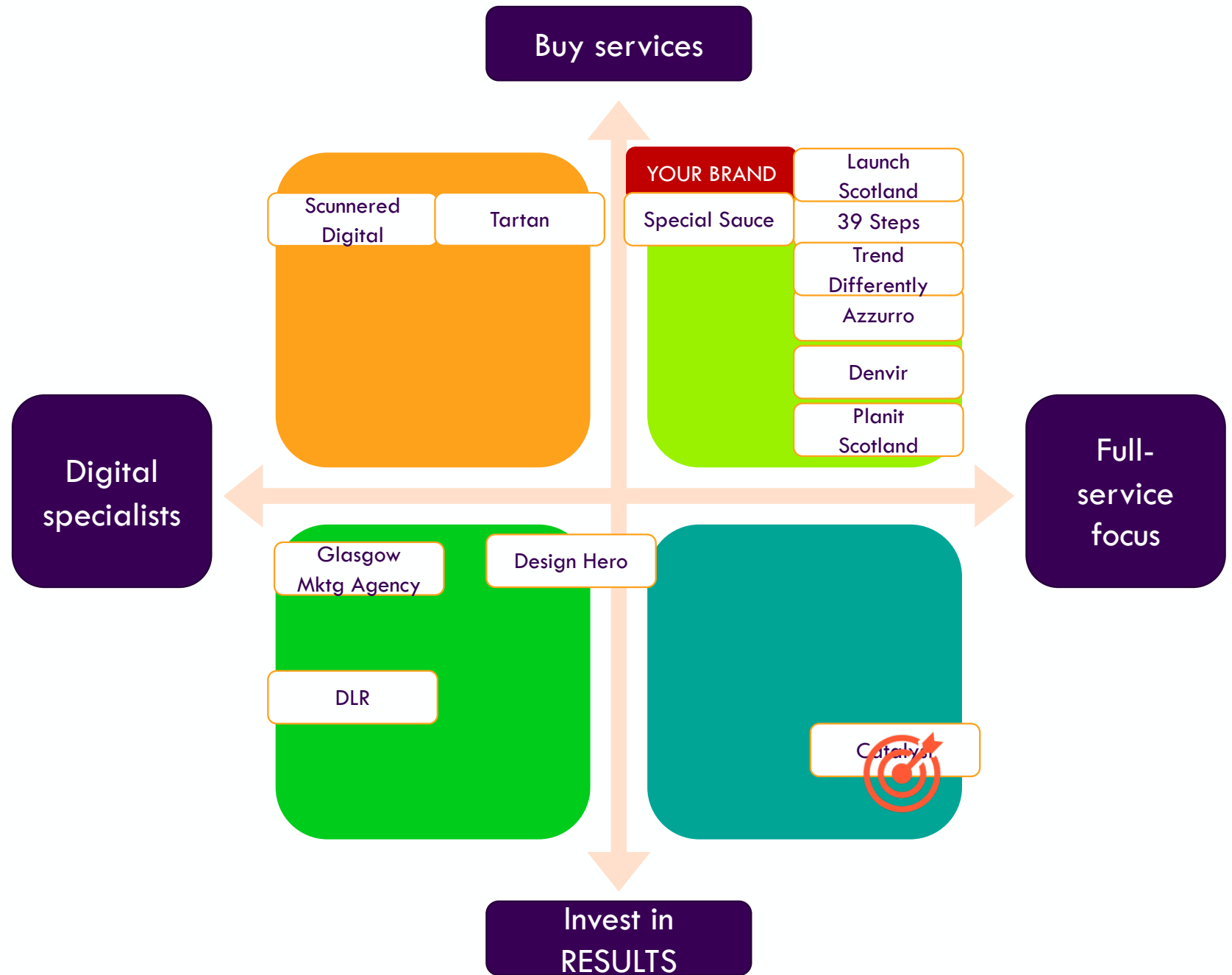
#BeCourteous

How can we help?

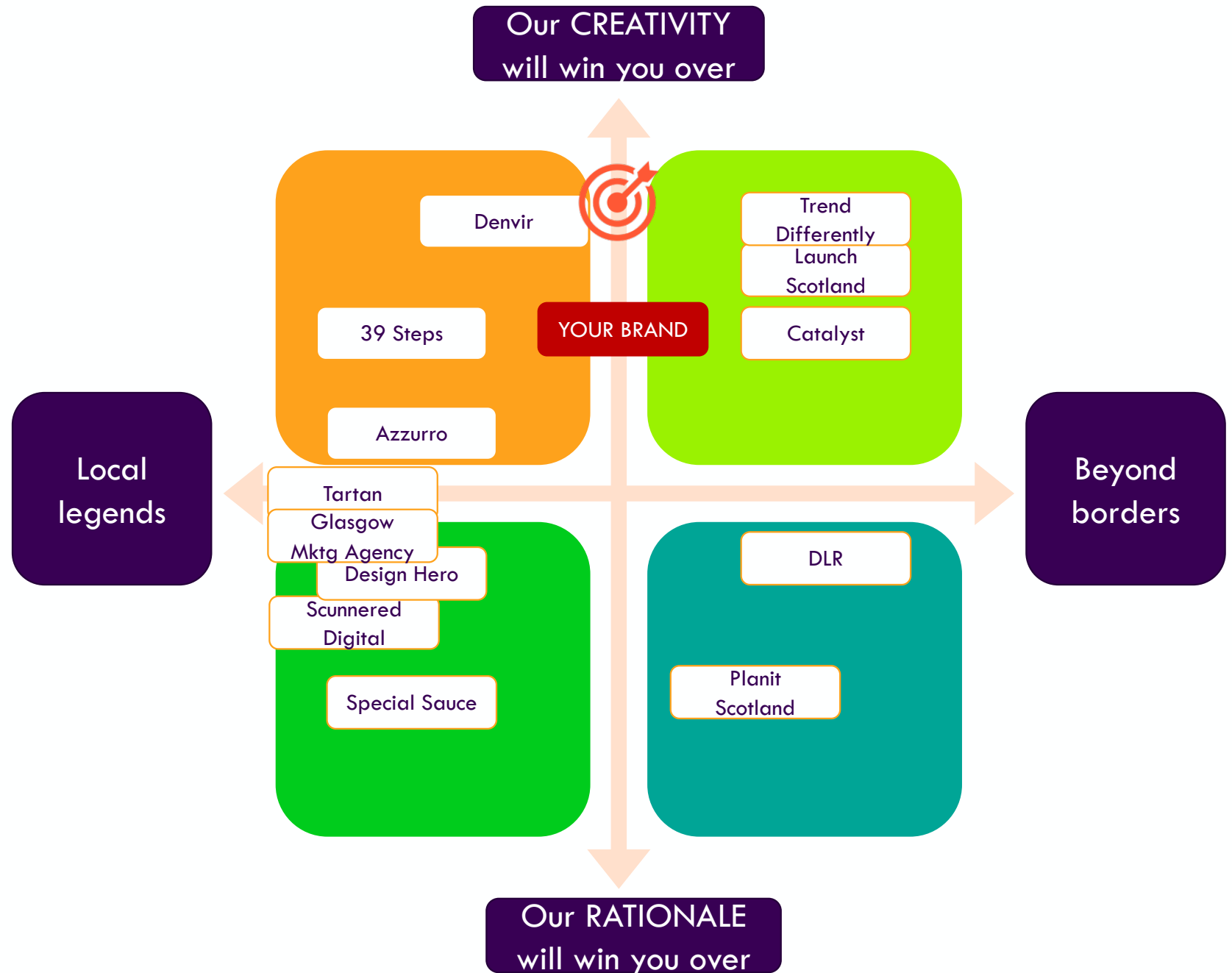
What are their options?



What are their options?



What are their options?





“More than *JUST* a
pretty brand”

A brand that
stands out

USPs vs Non
Negotiables

Your Strong Values

USPs vs Non-Negotiables



Non-negotiables: what will get you to the start-line

- 1) Full service marketing agency: digital and offline
- 2) Loved by our clients (with the testimonials to prove it)
- 3) We're a team of talented creatives working across all sectors
- 4) Providing ongoing and project-based support for growing SMEs



USPs: what will get you ahead

- 1) More than 'just' a pretty brand: measure our value in YOUR results
- 2) Local hero: Scottish business, incubating best-in-class talent in Inverclyde
- 3) The growth specialists: we 'get' growing SMEs
- 4) The smart choice: get our multi-talented team on tap for less than one full-time salary

Your Strong Values

1:
Accountable

We're not here just to make your business look great: we're here to help you do well. Our success is your success.

2:
Connected

A hub of local talent, plus a national network of specialist collaborators: leverage our trusted network to accelerate your SME growth.

3:
Ambitious

You're not here to play small, and nor are we. If you've got big ambitions for your growing business, you've found the right company.



Your Strong Values

4:
FUN

Brand-building; attention-grabbing; campaign-engineering: our appetite for fun keeps our our work fresh and focused on YOUR success.

5:
Agile-
minded

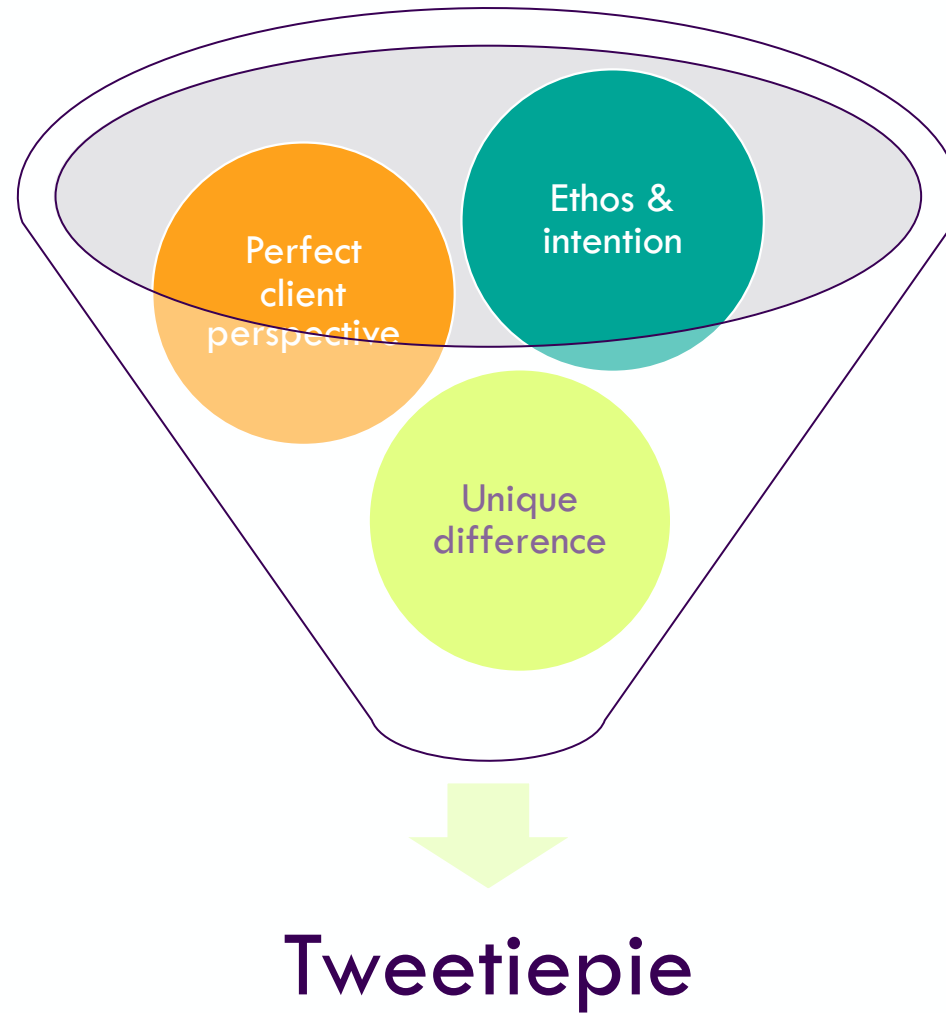
No one-trick ponies here: we go beyond mainstream marketing tactics to create an action plan that's laser focused on YOUR unique situation.

6:
Engaged

What goes around, comes around: we invest in developing local talent; growing local businesses & supporting local networks and communities – because when our region thrives, we all win.



The sum of its parts



“Marketing that works:
Boost your visibility
Boost your reputation
Boost your bottom line.”

Do-it-Now
Actions

Strategic approach

Align

Connect

Attract

Templates & checklists



Strategic Approach

Align

- Align brand experience with ideal client profile

Connect

- Leverage referrals and existing networks
- Streamline processes to optimise efficiency & value-per-contact
- Build pipeline for prospect nurture

Attract

- Consistent brand-aligned, ideal-client-centric marketing to support outreach and cast the net wider

Align: Brand actions

TPM or Tweetiepie Media?

- Two very different propositions here: align with ideal client outlook.
- 'Media'? – is it still relevant? Lean into a bold and engaging character brand; not faceless corporate.
- A word is more engaging than an initialism ...

Align digital footprint

- Remove broken link to X; swap in YouTube
- Review your intention with social: do less, more wholeheartedly ...
- Ensure @name / domain are consistent across all retained platforms

Update for next 10 yrs

- Revert to the non-birthday logo across all media
- Refresh for 2024 onwards: dynamic, bright, confident
- Be consistent in your frame of reference, to remove friction from client journey
- Consider a brand tweak that makes more of the logo and name; less of the initialism

OWN your beliefs & true strengths

- Swap fancy copy for clarity of focus in brand tone – from the intro onwards:
- “Morally I want to see clients get results – I couldn't live with myself” – keep it this simple
- Talk business & results, not 'brand' & story – stand out from the PR / Graphic Design crew
- Passionate about coming together as a team in the office > show that!
- Highlight in-house core skills, over and above outsourced skills, to stand out on your own terms



Align: Brand actions

Keep it even simpler

- Swap out the adjectives & abstract language for action & verbs; call out your IC:
- “We are a vibrant team of innovative enthusiasts poised to elevate your brand to new heights.”
- “Grow your visibility. Grow your reputation. Grow your business. From launch to seven figures, we support Scotland’s start-ups and scale-ups to get bigger/get busier, faster.”
- Borrow IC language – see reviews for inspiration

Uplevel your photos to demonstrate pro focus

- Swap DIY team pics for crisp, pro images with matching backgrounds / no background
- Show Team Tweetiepie consistently in the brand: not client photoshoots, team Club Gym Wellness

Call them to ACTION

- Create a compelling prospect funnel:
CTA front-and-centre on website: a clear proposition & next step(s)
- Offer SOMETHING that ‘s IC aligned: Freebie? Calendly call? Campaign planner? Launch blueprint? Build your email list to warm up cool prospects who fit the profile



Align: Brand actions

Create a client JOURNEY

- Lean into IC focus to create client journeys for the two client groups – retainer and launch – and productise these (process; what you'll get; what to expect etc)
- Use these to present the Tweetiepie difference (i.e. your go-to partner for launch and for focused exponential growth) – rather than just another pick-and-mix marketing services provider.

Be the stars of your own website

- Clients are important, but shift the balance to show more of you, the guides. At present the first impression is Inverclyde; not Tweetiepie. (see below)
- SHOW your values – don't tell them. Simple language; clear impacts; plenty of connection.
- Share some of the facts you shared with me – client results – even if anonymised.
- Consider news / stories OR expanded About section (more pages) to demonstrate your extended team & commitment to local community engagement (young people; sponsorship, etc)

Own the RESULTS (they're unimitable)

- Take a page out of Catalyst's book to show impact – creatively – not just deliverables.
- Position as the accountable and driven partner of choice to the ambitious, growth-obsessed small business owner.



Connect: Networking; Lead Funnel; CRM

- ✓ Leverage referrals and existing networks
 - Continue to use LinkedIn, local networking (existing connections plus Chamber; specialist pro bodies; business clubs) and directory research to collate your Scotland-based target client & referral partner list, one sector at a time:
 - Health and wellbeing
 - Travel & tourism
 - [Tech / SaaS]
- ✓ Streamline processes to optimise efficiency & maximise value-per-contact
 - 'sales process': initial contact; discussion; follow-up; reminders
 - Client servicing processes
 - Testimonials and referrals (be consistent with BOTH: build systems to reduce man-hours)
- Build pipeline for prospect nurture
 - Establish website and LI user journey with a clear CTA and journey to connect: collate prospects for nurture
 - Consider lead magnet (download? Event? Training? Template? Audit?) designed to attract ideal clients or pre-growth ideal clients
 - Create nurture sequence to convert prospect list to receive Hintros, etc.
 - Consider developing a regular e-newsletter to maintain visibility, educate and nurture
- Support data capture consistently with CRM

Attract: Digital Comms

Create a **consistent** flow of purposeful communications

- Never be lost for content ideas nor purpose

Goals =

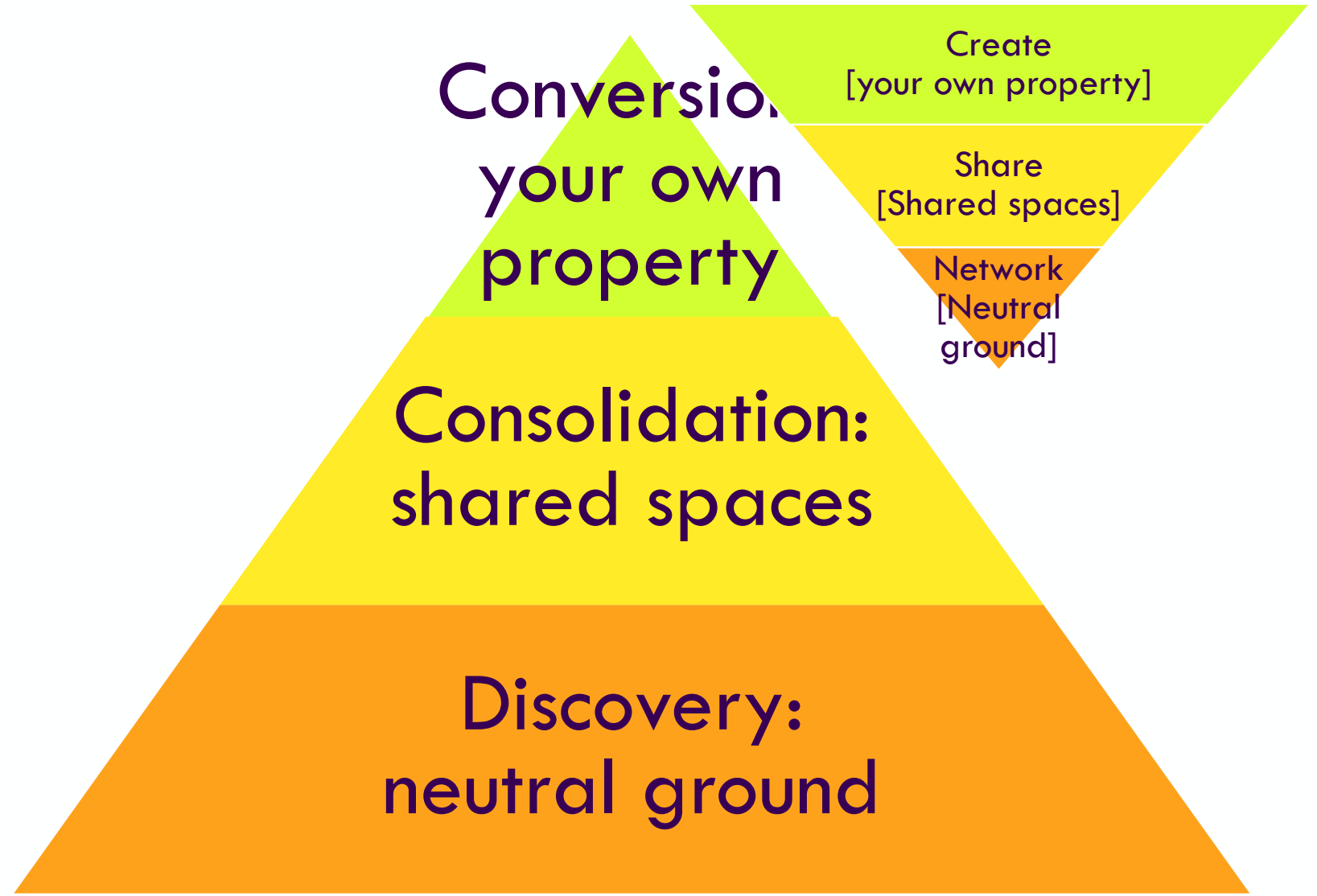
- To widen awareness and brand appeal
- To create a journey that serves the customer AND you, the business – 80-20 rule
- To normalize the transition from community to client; from client to advocate
- To grow engagement

To include:

- A purposeful and strategic regular content mix [see themes below]
- An automated [email] onboarding & nurture programme
- Social media: focus for traction: one or two primary channels; the others follow. Linked In (growth & prospecting); Facebook/Insta (pragmatic); YouTube (strategic)
- A regular flow of **actionable educational** and **inspirational** content



Attract:
Be found online



“When you are [creating content] keep asking yourself “so what” until you are sure what is in it for the customer.” – Ann Handley



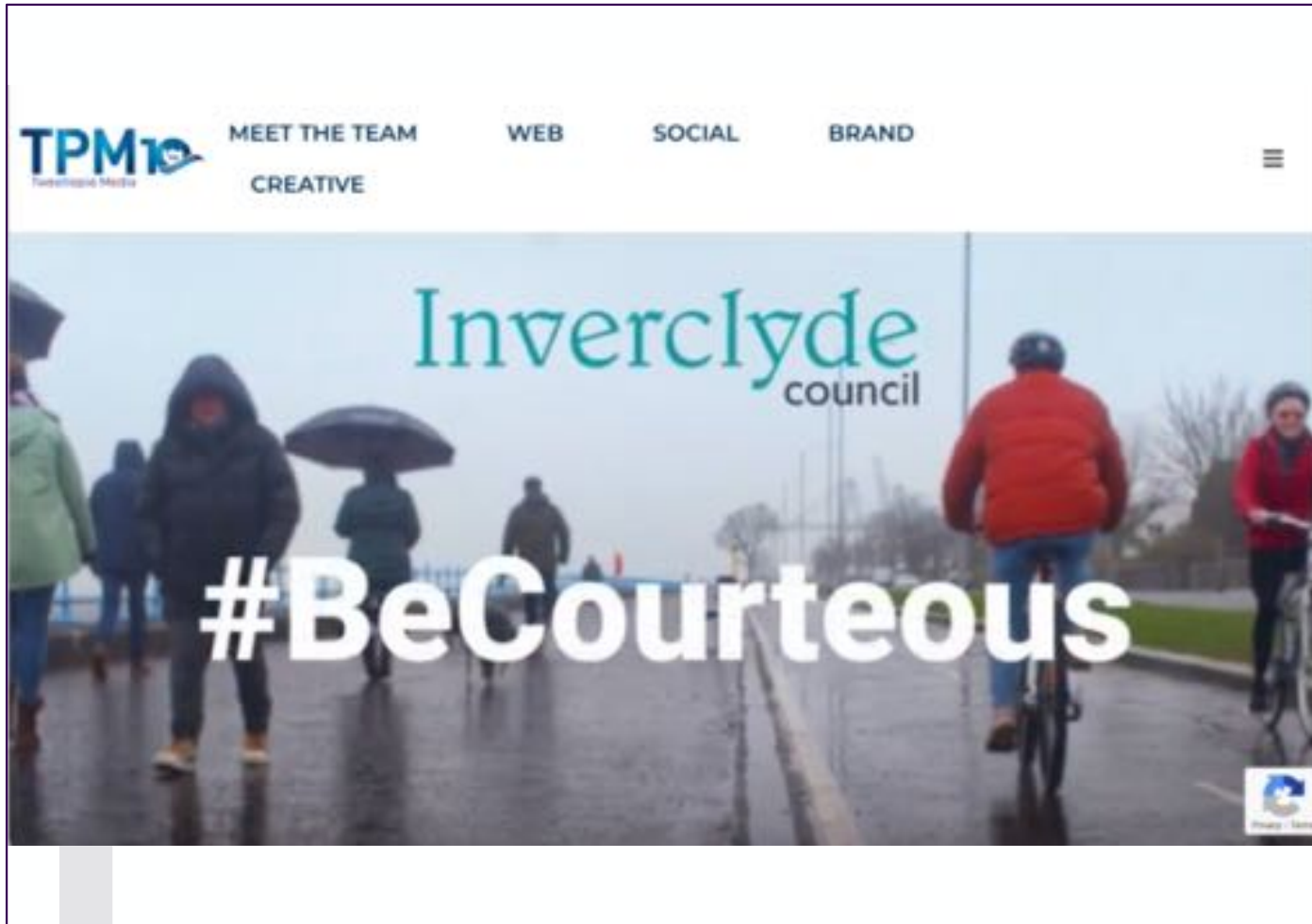
Attract: Website & Blog

Your 'Bricks & Mortar' on the web.

Great for:

- ✓ Establishing & reinforcing your brand/differentiation
- ✓ Welcoming those who are already interested in you
- ✓ Driving user action
- ✓ Showing 'goodness of fit'
- ✓ A home for 'rich content' & search
- ✓ Showing off your offer in full





tweetiepiemedia.com

Protect the brand – obtain .co.uk (.scot?) domains

Brand actions as above: tone, visuals, show-don't-tell; review social links

Revamp your first impression! A compelling IC-centric message plus CTA on the homepage

Remove the showreel from the 'hero' space – this is space for impact, not story; client ID is becoming entangled with your ID (ICC; McKay 'who are we') – switch to scroller OR more ambient video with overlaid CTA

Add an 'About' page to share the Tweetiepie story and IC focus

Add a 'Services' page – or even, 'Launch' and 'Grow' pages – calling out IC & presenting client journey for retainer and launches; consider full content restructure around these two client stages

Minimum: review presentation of main nav services; present your in-house areas of excellence, front and centre

Bring team / Tweetiepie images into the site, i.e. on the Contact box (not the gym)

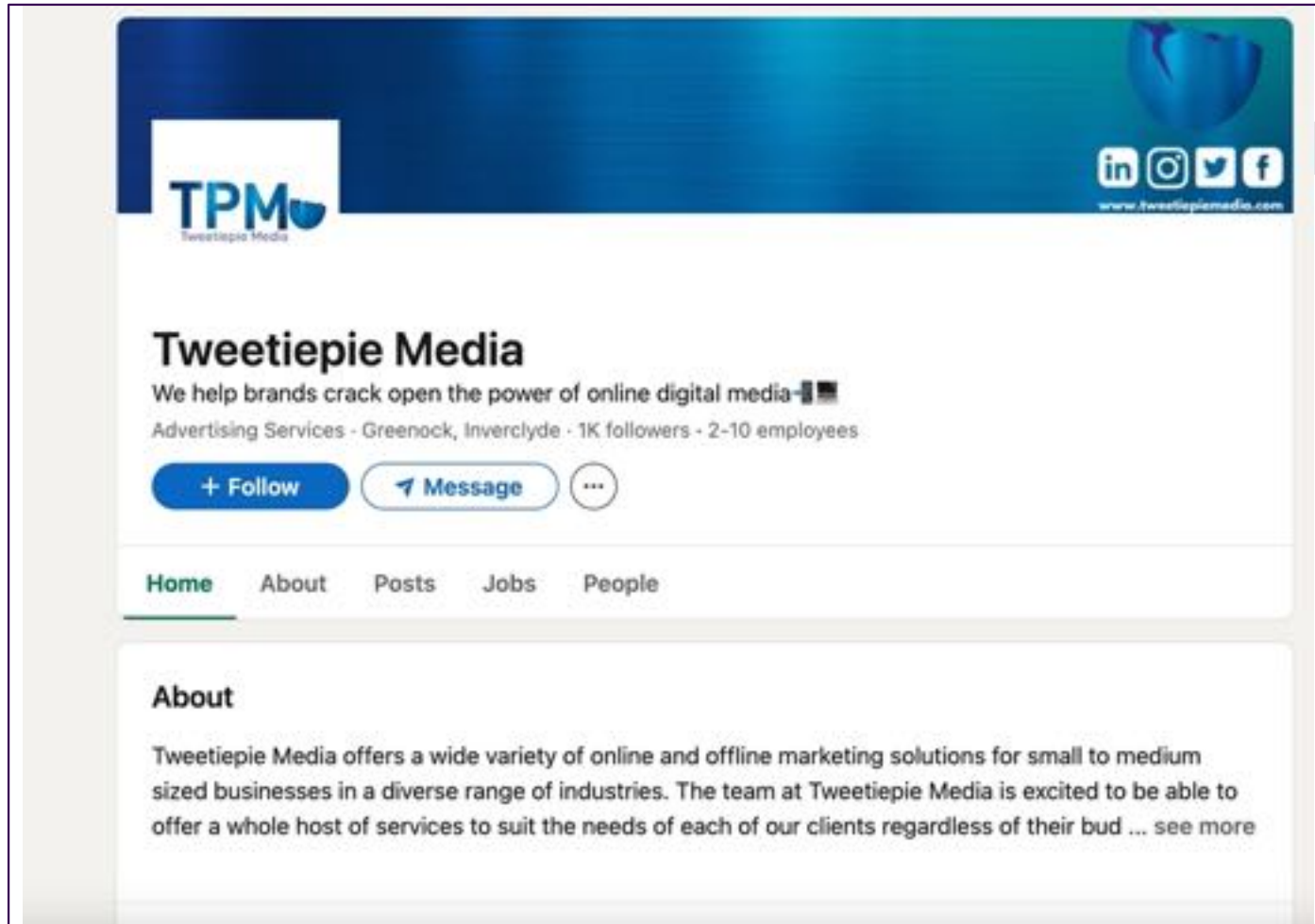
Attract: LinkedIn [Page & Profile]

The social network for people serious about their business or career.

Great for:

- ✓ B2B leads: 80% of social media leads are from LinkedIn; 50% of all traffic to B2B websites & blogs is from LinkedIn
- ✓ Connecting with high earners & decision makers
- ✓ Being discovered: LinkedIn 'matchmakes' business relationships
- ✓ Evidencing trust / quality of relationships
- ✓ Receiving recommendations
- ✓ Positioning as an opinion leader





[/tweetiepie-media](#)

Consider use of simplified icon in place of 'TPM' initialism across all icon settings

Use same version of the main logo, consistently (10 years?)

Update the banner to maximise the value of the real estate: IC-centric statement of what you do and for whom

Remove other social icons; it's not actionable

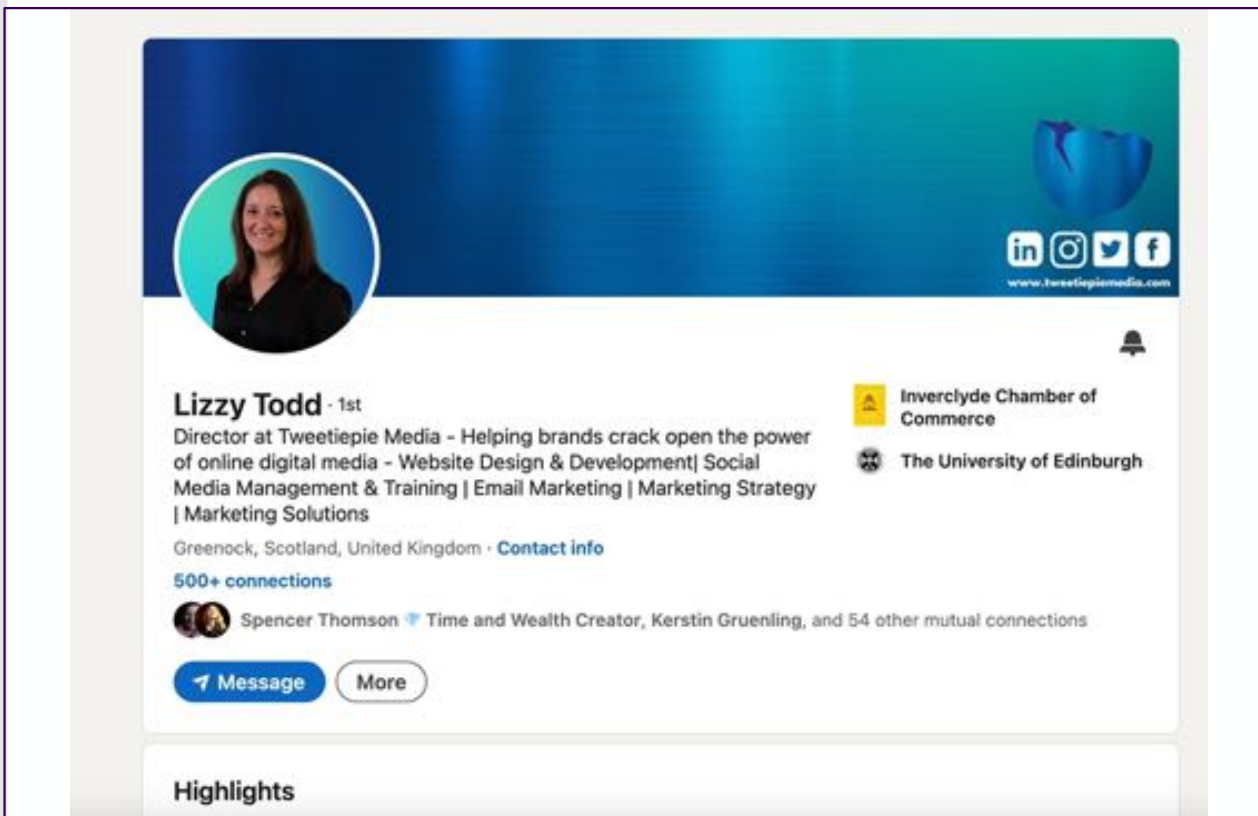
Match banner image to (updated!) website homepage space

Consistent strapline across all digital settings: review emphasis on digital; how central is it?

Talk about yourselves in the the 1st person plural; act natural!

Use this space as your 'body of evidence' – testimonials; clients; projects, etc

Selectively reshare top content from Lizzy / partners / clients / team members



/lizzytodd

Update profile so Tweetiepie shows as your employer at the top of your profile

Update headline to emphasise driving purpose and transformation; not job title

Update banner to include plain-English transformation statement: CLIENTS and IMPACT (may be the same as Tweetiepie statement); remove non-actionable icons

Write your first-person 'About' statement: it doesn't need to be long, but should be personal!

Create Featured Posts for ALL off-platform actions & engagement: Lead magnet!! Website links. Project profiles. Book a call?

Make your profile the heart of your content creation activity – supporting overall brand reach

Share original content here, first. Business wins plus personal networking activity; business news, etc.

Content rules: set a frequency and stick to it; 1 point = 1 post; lead with the hook; plenty of white space; show leadership in tone and focus; avoid unnecessary off-platform links

Build network consistently and strategically, with within target industries / job roles (founder & directors; Scotland-first; business size; sector)

Engage consistently with the content and the network members you would like to see more of

Attract: Google My Business

A free tool from Google covering search & maps: reaching $\frac{3}{4}$ of internet users, globally.

Great for:

- ✓ Local/regional profile gains, in return for a very small investment of time
- ✓ Standing out in Google search results
- ✓ Being found by those who are actively looking
- ✓ Showcasing positive reviews
- ✓ Driving action directly from Google
- ✓ Sharing events, news & offers directly from Google
- ✓ Gives back more when you put in more ...





Tweetiepie Media

5.0 ★★★★★ 30 reviews ⓘ

Marketing agency in Greenock, Scotland

Website

Directions

Save

Share

Call

Continue to update regularly!

Consistently request reviews (process-driven)

Update consistently with project photos; logos; plus team highlights

Tweetiepie Media

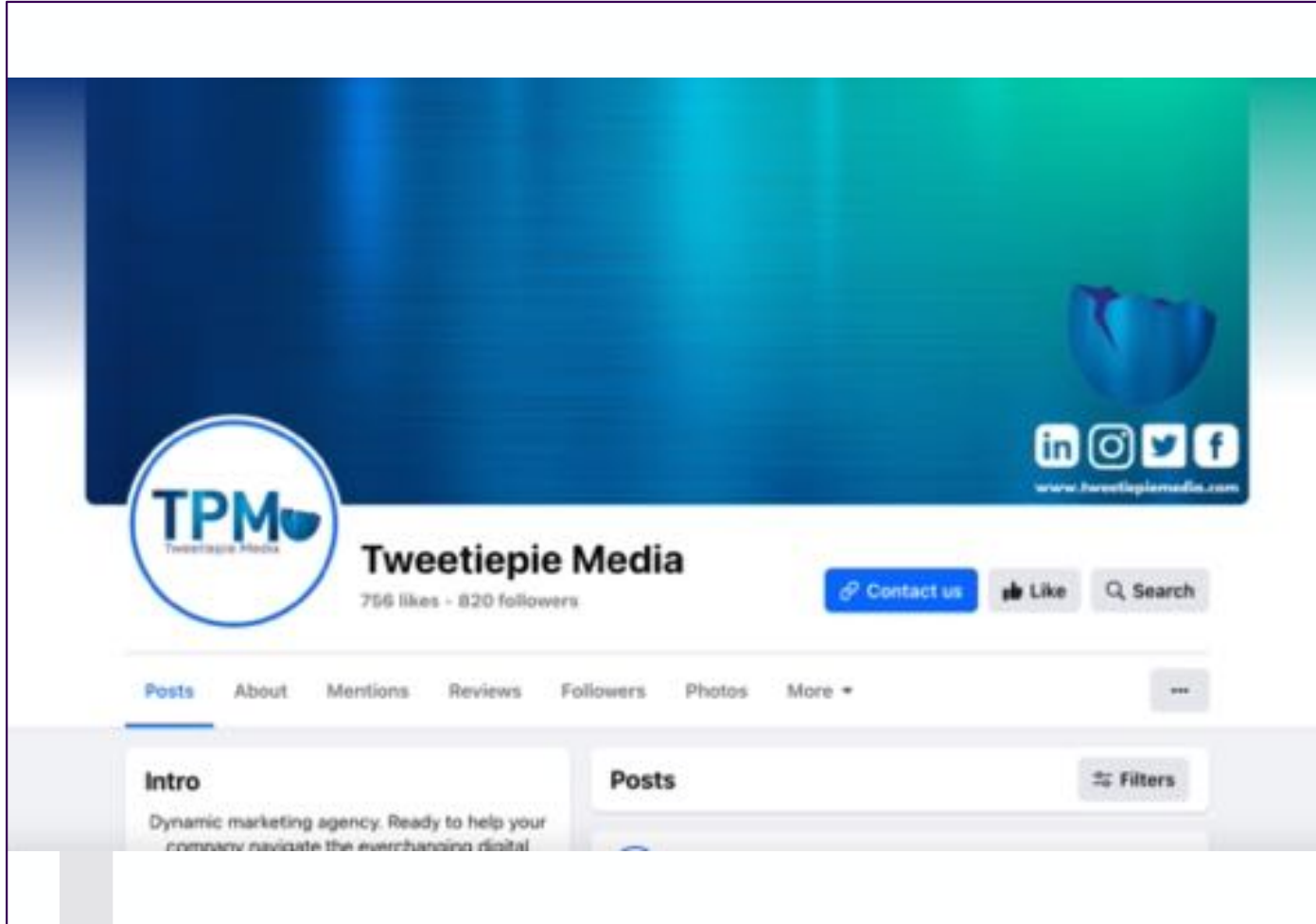
Attract: Facebook

The world's best known, most-used social network.

Great for:

- ✓ Expanding reach in EVERY niche:
think focus before scale
- ✓ Proving you're 'real' & active
- ✓ Networking within communities of interest or local communities
- ✓ Presenting your full brand offer
- ✓ Securing positive reviews
- ✓ Growing engagement
- ✓ Targeted & affordable advertising





ehnoo.com

Consider use of simplified icon in place of 'TPM' initialism across all icon settings

Use same version of the main logo, consistently (10 years?)

Update the banner to maximise the value of the real estate: IC-centric statement of what you do and for whom

Remove other social icons; it's not actionable

Match banner image to (updated!) website homepage space

Consistent IC-focused strapline across all digital settings

One point, one post: keep it fresh and interesting (round-ups are great but much of this content deserves to stand alone!)

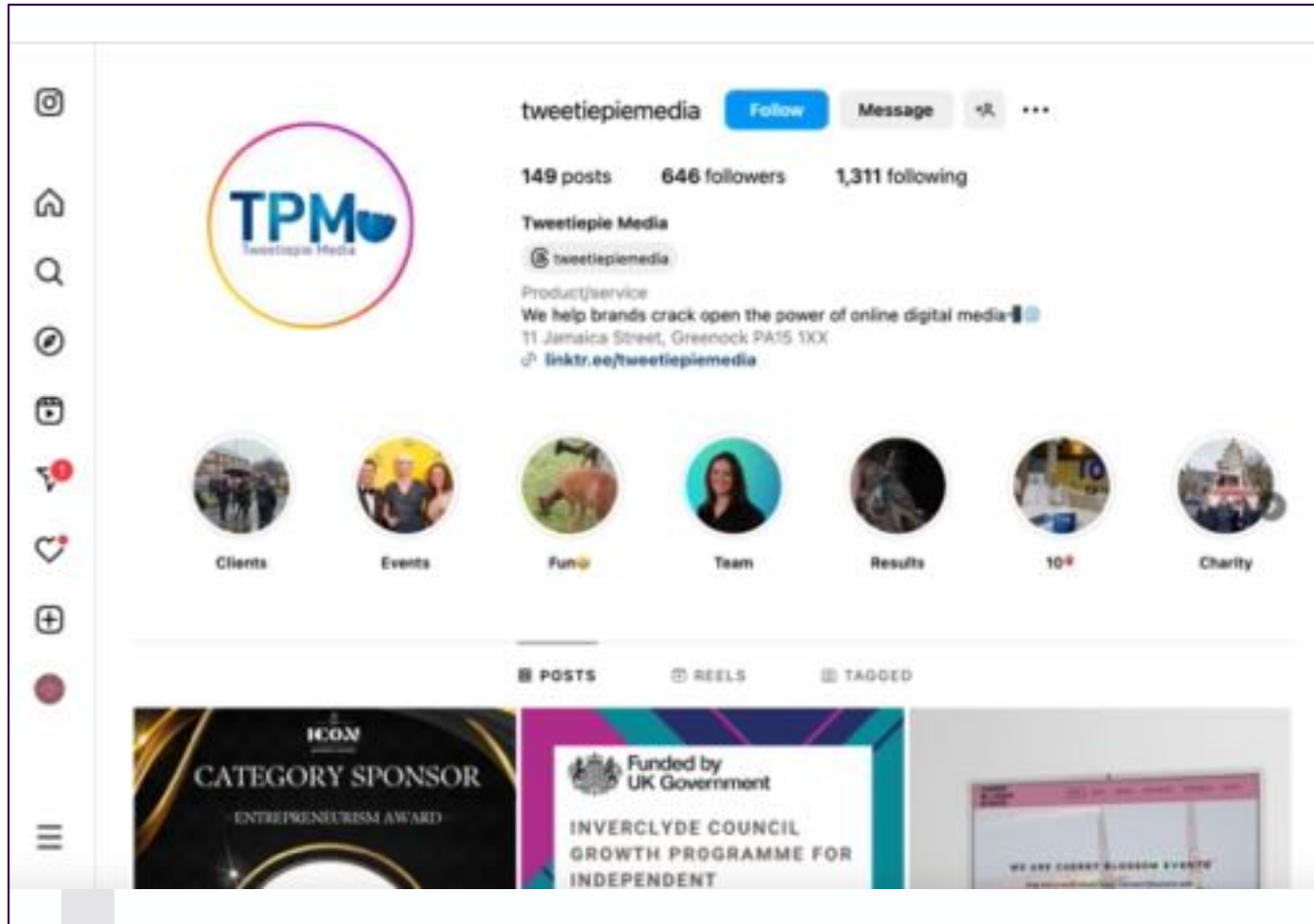
Engage consistently with IC / current client content – this is your space for local profile-growth

Attract: Instagram

A highly visual platform that yields great engagement. Great for:

- Sharing the character, style & personality of your brand
- Developing/celebrating your aesthetic or visual identity
- Creating a 'shop front' to sell directly
- Driving engagement: 4x more interaction than FB
- Developing & celebrating ambassador/influencer relationships
- Sharing 'life as it happens'





@tweetiepiemedia

Consider use of simplified icon in place of 'TPM' initialism across all icon settings

Use same version of the main logo, consistently (10 years?)

Update descriptor to match other socials

Prioritise your socials: what is Insta achieving for you? What is its purpose? How does it present your design mastery?

If Insta is a focus for you, it will need a specific visual approach – distinct from what you're doing on FB / LI, OR, it will need to lead the way. Is this a strategic priority?

Update linktree (replace with website! – or, minimum, remove defunct content)

Keep it varied! See the content mix guidelines below

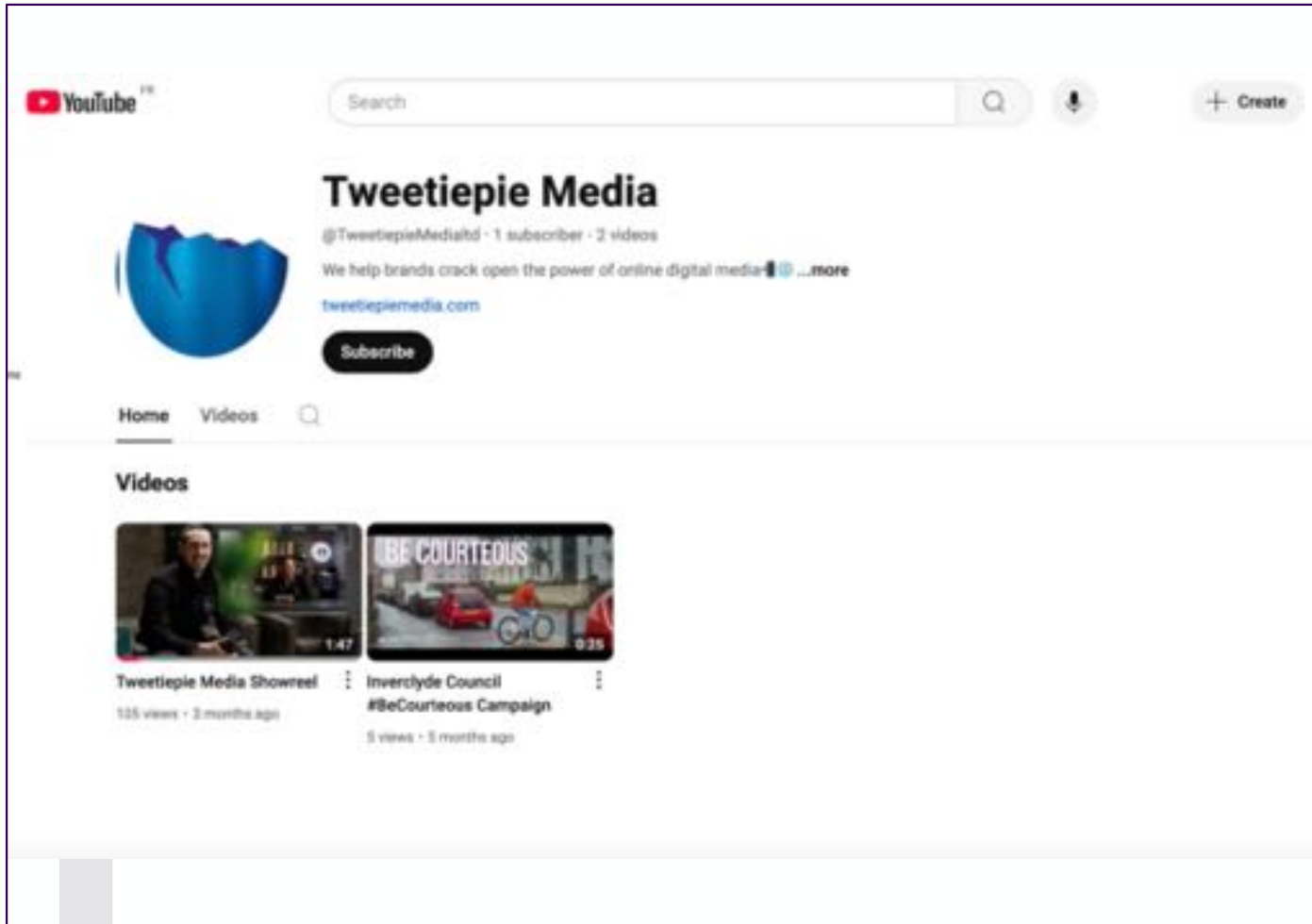
Attract: YouTube

The world's 2nd largest search engine

Great for:

- ✓ 'How To' advice of every kind
- ✓ Building character & differentiation
- ✓ Polished and 'raw' content
- ✓ Developing relationships with viewers
- ✓ Reaching niche markets in-platform
- ✓ Creating content to share elsewhere
- ✓ Creating connection 'at scale' by showing your character and vision
- ✓ Bringing future advocates 'behind the scenes' of the brand
- ✓ Reaching new audiences via shorts





YouTube: tweetiepiemediaLtd

Future focus: consider video to connect with / attract ideal clients (secondary to LI)

Update the descriptor as per other channels

Review use of icon: at odds with other channels!

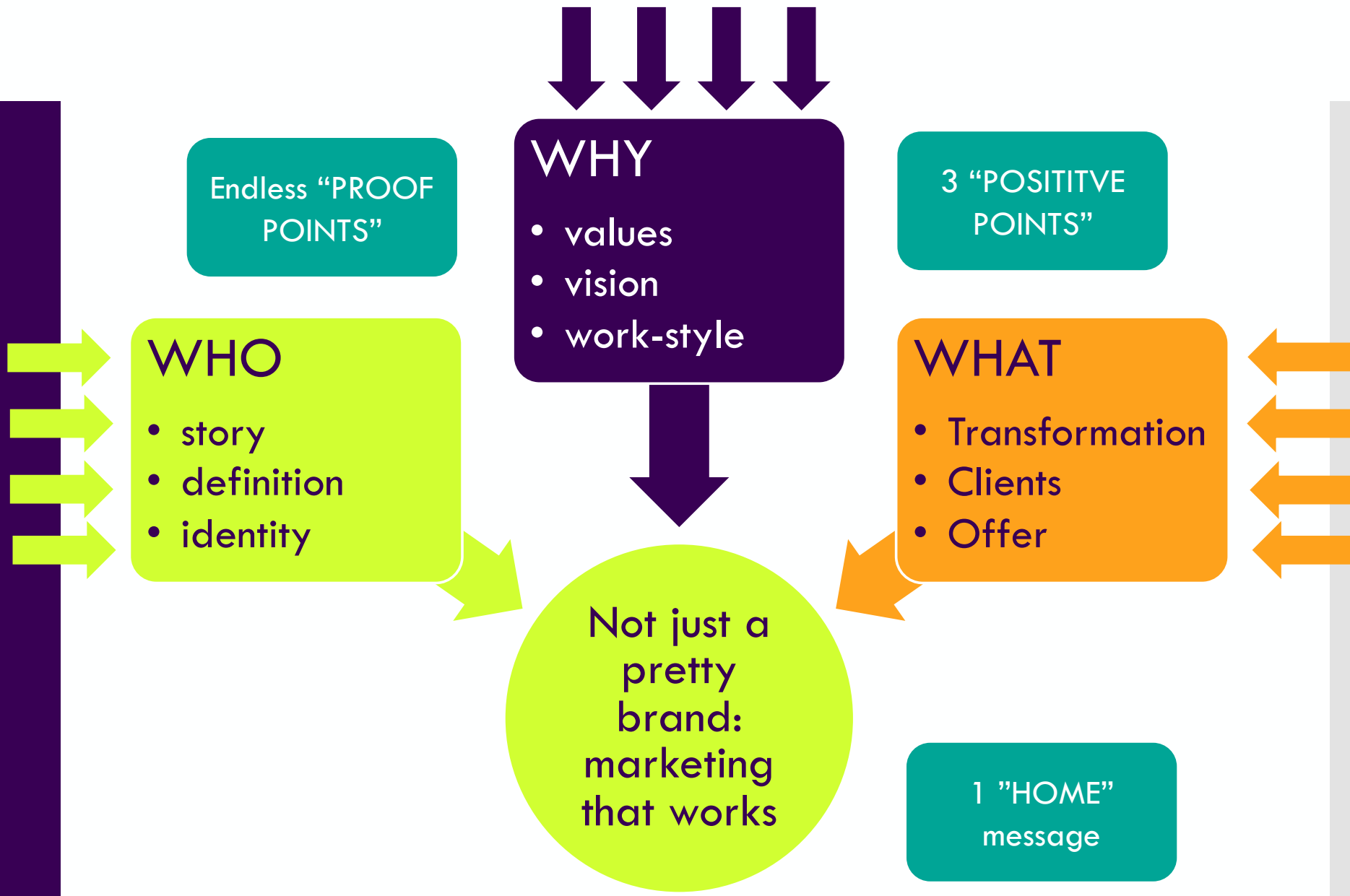
Add a banner, as per other channels

Create content that showcases; educates; presents: be human here!

Address IC problems and show personality

Repurpose content to other channels

Attract: Content Mix



Lift Off!

GO FORWARD
WITH CLARITY



User Journey Template

User group(s)	who is this journey for
I want ...	what brings them to the website? This is about what the customer wants from us, not what we want from them
So, I need to see ...	what needs to be put in front of them, in order for them to feel immediately satisfied with their interaction with us. Again, this is about giving them what they want, not (necessarily) getting what we want from them.
Destination	the main page that we need to get them to asap to achieve this.
Nice to know	this is our part of the conversation: once we've given them what they came for, we have the chance to show them interesting and/or persuasive content that we think will be of interest, in order to maximise the value that we gain from their visit to the site. This is our opportunity to a) drive sales and b) up-sell, based on their current status and interests
Opportunities	other thoughts or business opportunities to bear in mind when we craft the user journey for this group.



Checklist 1: Brand Tone

- “We” are speaking to “you”
- 1 post: 1 point
- Think tabloid: start with the punchline
- Short, direct words
- Short sentences
- Structured sentences
- Own it: @mention & link.
- Limit exclamations
- Catch eyes with emojis
- Proof read, spell check, check spacing



Checklist 2: Content Strategy

- Which topic is this?
 - Theme 1
 - Theme 2
 - Theme 3

- Are you being consistent:
 - Visually
 - Behaviourally [Quantity]
 - Verbally
 - Quality

- Could there be a follow up post?
 - Schedule it!

- Could this be a video post?

- 1 point:1 post
 - Break it down
 - Less is more
 - 'Could this post be two posts? Could it be three??'

- Brand Tone Checklist