



The Keystone Guide to Profits

**42 Ways to Build Brand Awareness,
Generate Leads, and Nurture Opportunities**

keystoneCLICK

The logo for Keystone Click features the word "keystone" in a lowercase, sans-serif font, followed by "CLICK" in a larger, uppercase, sans-serif font. A white arrow points downwards from the bottom right corner of the "K" in "CLICK".

Keystone Click helps you navigate the complexities of digital marketing. Our proven process builds brand awareness and drives customer engagement to generate a high return on investment for your company. Experience and passion motivates our team of designers, developers, and strategists to bring you value and results.

Lori J. Highly

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Building Brand Awareness

- 1 Optimize your social media platforms, especially an opportunity to leverage LinkedIn as a tool to showcase your expertise. Write content/articles on this channel consistently.
- 2 Submit press releases to your local and national industry publications. Need help with that, check out buzzmonkeyspr.com, they can help you out!
- 3 Exhibit at trade shows where your target audience is participating.
- 4 Volunteer - join a board or get on a committee for a non-profit organization.
- 5 Identify who the influencers are in your space and get them to know who you are and like you. Get them to be an advocate for you. Start engaging with them online. Like, comment and share their posts.
- 6 Conduct a study in your market. Interview your targets, publish the findings and share via multiple formats (webinar, video, podcast, email, social media).
- 7 Align yourself/business with a social cause. Publicly state your support of the organization, fundraising, whatever it is. Consider doing something with them such as hosting an event to support their cause.



8 Leverage hashtags in your social media posts and tag those you are advocating.

9 Contribute content on high authority websites.

10 Leverage the support of your network - ask them to share and engage your content and posts on social media while you support their content.

11 Attend networking groups consistently - show up to be seen - try to speak at them if you can.

12 Have fun giveaways - want one of our stress ball hockey pucks?? **Send us an email and we'll get one to you right away!**



 email us to claim yours
info@keystoneclick.com



13 Get interviewed on podcasts - check out interviewyouservices.com, they help you obtain podcast interviews.

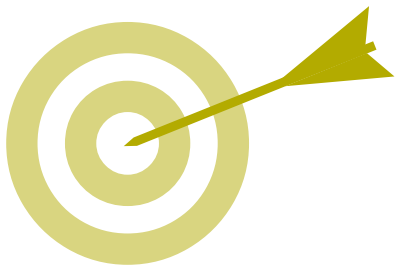
14 Use LinkedIn's search feature and identify who you'd like to work with, reach out to them, send them an invite to connect with a message about the goal of why you are connecting with them.



Generate Leads

15 Start a podcast and invite your target audience to be a guest on your show.

16 Create targeted ad campaigns on the digital channels where your customer is engaging online.



17 Create a freebie that gives your target audience a sampling of your services or product offering.

18 Create a free mini-course (email sign up required) and share on social media, obtain reviews of the course.

19 Host an event (networking or educational).



20 Create a referral program and continue to get your customers and advocates to send you new leads. Reward those who are sending you leads.

21 Align yourself with someone who targets the same audience you do, but does not compete with your offering and create a mutually beneficial partnership where you pass each other qualified opportunities.

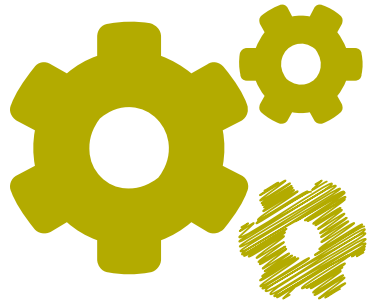
22 Leverage inbound marketing tactics by creating content that resonates with the pain your target customers have.



23 Automate your sales & marketing initiatives. A number of tools, such as HubSpot, allow you to create efficiencies by utilizing automation in your communication process.



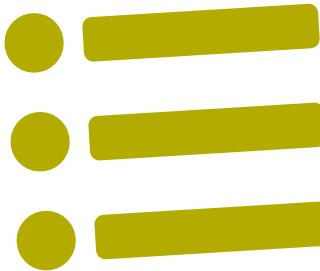
24 Answer questions in open public forums online around your expertise - LinkedIn Questions, Quora.com, Yahoo Questions, etc.



25 Leverage paid ads online: Google Ads, LinkedIn ads, Facebook ads, Twitter ads, YouTube ads.



26 Speak at conferences and have an amazing ASK at the end of your presentation.



27 Add live chat or a chat bot to your website.

28 Create a top 25 target list and build a plan to get in front of those decision makers - where are they engaging online and offline, connect with people they know on LinkedIn and THEN connect with them.



Nurture Your Opportunities

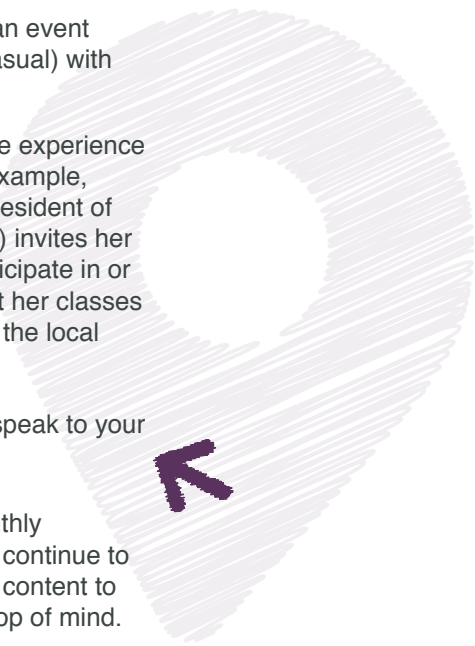
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- 29** Send handwritten notes of appreciation to your clients and opportunities. Consider outsourcing this service to a company such as TheExpressory.com.
- 30** Send them referrals and resources.
- 31** Give them some business of your own.
- 32** Remember the non-essential details and support those (favorite coffee drink from a coffee shop, important milestone in their career, etc.).
- 33** Interview them for a blog post or a podcast.
- 34** Send them some tips and tricks in alignment with your expertise to continue to add value to your audience (see what we did here?).
- 35** Pick up the phone and call them, check in to see how business is going.
- 36** Leverage technology and place nurturing ads in front of your targets.
- 37** Send value add emails.
- 38** Connect with them on LinkedIn - make sure you are posting valuable content consistently on LinkedIn.

39 Invite them to an event (business or casual) with you.

40 Create a unique experience for them - for example, Lori Highby (President of Keystone Click) invites her network to participate in or guest lecture at her classes she teaches at the local university.

41 Invite them to speak to your network.

42 Develop a monthly newsletter and continue to share valuable content to help you stay top of mind.



Assess Your State

What are 3 things you are going to start doing **NOW** to help you **build brand awareness**?

What are 3 things you are going to start doing **NOW** to help you **generate leads**?

What are 3 things you are going to start doing **NOW** to help you **nurture your opportunities**?

Who are your **top 5 advocates** that you can start nurturing **NOW**?

How will you **nurture those relationships**?

