The BACON System

The Perfect Marketing Strategy - Map It Out

Part 1) Past vs New Clients

Who Are Your Best Customers? What Did They Buy & How Often?

Name	Purchased?	Frequency	Value
		❑ Wk ❑ Mo ❑ Qtr	$
		❑ Wk ❑ Mo ❑ Qtr	$
		❑ Wk ❑ Mo ❑ Qtr	$
		❑ Wk ❑ Mo ❑ Qtr	$
		❑ Wk ❑ Mo ❑ Qtr	$

Where Are More People Like Them Hanging Out (In-Person, Online, Social Media)?

1) _____

2) _____

3) _____

Why are they buying now? What motivates them?

_____

_____

_____

Why would they buy from you? What are your competitive differences?

_____

_____

_____

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Part 2) Sell More Of The Same or New Products

I need/want to increase sales on: ❏ New Offerings - ❏ Current Offerings - ❏ Not Sure?

Can you sell more to your current customers? How?

_____

What could you or should you sell to new customers? Why?

_____

Could you raise your prices? Can you create a higher perceived tor real value?

_____

Part 3) Benefits vs Features

What is your most popular service?	
Features	**Benefits**

What are the emotions that motivate your customers to but your type of product or services?

_____

_____

_____

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Part 4) Create an Emotional Connection

Have you compiled a story behind your business or offerings: ❏ Yes - ❏ No - ❏ Working On It?

_____

_____

_____

Are you ACTIVELY collecting testimonials from clients?: ❏ Yes - ❏ No - ❏ Working On It?

_____

_____

_____

What is the FEELING(s) clients get by purchasing your products or services?

_____

_____

_____

Part 5) Create The Plan

I have a Social Media Distribution Plan & Strategy: ❏ Yes - ❏ No - ❏ Working On It?

1) Content Form: ❏ Text - ❏ Images - ❏ Podcast/Audio - ❏ Video - ❏ Other

2) Primary Audience: _____

3) Posting Platforms: ❏ Facebook - ❏ LinkedIn - ❏ Twitter - ❏ Instagram - ❏ Pinterest

❏ Others: _____

_____

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Part 6) Execute The Plan

How often do I want to share this content: ❏ Daily - ❏ Bi-Weekly - ❏ Weekly - ❏ Not Often

List 7 topics that could be in your marketing sequence?

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

Part 7) Measure The Results

I Check My Analytics (Google/Social Media): ❏ Weekly - ❏ Monthly - ❏ Quarterly - ❏ Not Often

My top visited pages or best performing posts are?

1) _____

2) _____

3) _____

4) _____

5) _____

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Final Thoughts - Your Online Sales Conversation

Create a conversation to your new Ideal Customer Avatar and your Ideal Solution For Them...

_____

_____

_____

_____

_____

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