

MARKETING STRATEGY

SUMMARY

Currently, your following has been gained mainly through telesummits.

Right now, we're looking to connect with your audience on a more intimate level – as you build Feminine Mastery into a bigger, and bigger brand, you're going to be creating a following that needs to “see” you on many levels.

This means building your brand as a LIFESTYLE – and that's what this strategy is about, using the tools provided below to emulate both a lifestyle and dream that your clientele wants to create their own version of via the Feminine Mastery services & programs.

THE OVERALL STRATEGY

Instagram

This is something we initially talked about that you love to do, it's visual and not TOO focused on wording – this is a great way for women to meet you at a glimpse.

You'll want to emulate “coaching” brands, but with content that fits your audience.

Statistics show that these posts perform the best on Instagram:

- Inspirational quotes
- Esoteric imagery that captures attention (such as the imagery we've used on the site or you've collected into your Shutterstock collections)
- Photography of you – specifically ones that encapsulate beautiful energy, essence or color with you in the photo
- Capturing moments of you “living the dream” with family, friends and/or SO
- Vulnerable shares – you can make 1 minute or less videos about “hits” that you get or “growth” moments; women relate best with feeling as though you're not just Cyndie, you're Cyndie they can talk with and relate to.

A few brands that emulate “in their own way” using these tactics:

- <https://www.instagram.com/thechampagnediet/> -- this one is a little saucy for your taste, and young, but she uses a lot of minimal imagery and content (similar to the FM brand). The idea is to view her Instagram and brand as a whole, rather than focus specifically on her use of language.
- <https://www.instagram.com/indigoinsight/> -- A good example of how to use beautiful imagery to build your audience.
- <https://www.instagram.com/aeriallynn/> -- Also young, but clean example of lifestyle branding – lots of personal connect photos and vulnerable moments shared.
- <https://www.instagram.com/marieforleo/> -- the beloved MarieForleo has a BEAUTIFUL, BEAUTIFUL brand. This is definitely a brand you want to emulate in terms of delivery and marketing tactics. The only thing that I can't quite comment on is she drives all her traffic to her

website / her blog.

You'll need to decide on a clear call to action / where you want your followers to connect with you before just sending them to the blog.

Important Notes Regarding Instagram

It's important to use Hashtags that apply to your industry as well – this can vary depending on the offering or content you're using.

It widens your view on social media.

Blog and/or Podcast

Blogs and/or Podcasts are important to be very, very consistent on and create a connection for your audience to build on – whether that be to drive them to comment, take action on a sale you're having or subscribe to a channel, it's important to use blogs to drive them to further content or taking action.

FREQUENCY:

- Blog: Should post at least twice a month.
- Podcast: Should host weekly – and be sharing your podcast on multiple mediums to expose yourself to more audiences.

TYPES OF CONTENT:

- Share of any type of awakenings.
- Vulnerable moments or stories that lead to “where you are today”.
- How Tos – these are a HUGE hit right now in this industry, because they're easy to read and provide “step by step” actions. They're also “easy to skim”, so tend to be big hits with audiences.
- “3 Steps to...” – step by step instructions that are micro-lessons to your bigger content.
- Sharing snippets of courses or products you're launching.
- Featuring Facebook Lives or Videos that you've created as re-purposed content.
- Share interviews from experts in the industry – similar to how you share a telesummit interview. Make it easy for the interviewer to share to their audience and list.

CALL TO ACTIONS TO FEATURE:

- **Archetype Quiz.** While this is an obvious one to you, it might not be for your reader. Include call to actions to take your quiz every chance you get in a blog post – as people can stumble upon through linkbacks or Google Searches that might not feature your quiz right away.

- **Follow you on social media.** We've discussed Facebook Group or Instagram being one of your main forms of connecting with your audience, encouraging your audience to follow you – such as how Marie Forleo does for her YouTube channel – on whatever medium you decide is your main form of content is what you'll want to share.

Important Notes About Blogs and/or Podcasts

Google Ranking occurs through *quality* of content, not just keywords anymore. While it's important to go through an SEO assessment and/or have an SEO team go through your content, it is most important to also make sure you're creating quality content for Google to crawl.

Use memorable URLs for call to actions – something easy to remember. For example, for your quiz using Femininemastery.com/quiz is best. It's easy to remember and write down if they're on the go for later.

Re-purpose your content; re-post on multiple platforms as long it is legally allowed. Medium.com – for example – allows you to re-purpose your content as long as credit is given without having to create double the content.

Facebook Group for Telesummits

This is becoming an alternative method for growing your list – if you are going to continue to use the telesummit model, I would encourage you to consistently use Facebook Groups as a way for your followers to interact with you and the content.

Ways to increase engagement for telesummits in FB groups:

- Release content directly in the Facebook Group, instead of via email
- Hosting exclusive discussions or lives that can only be found in the Facebook group – choose a consistent time to make these happen
- Post links to outside Facebook resources in THE COMMENTS Facebook posts instead of in the post. Facebook brings down the ranking when you include links in the post itself.
- Be active daily & consistently
- Respond to questions and comments – this can be done by your customer service team or yourself, but it's important to directly conversate with your audience when they reach out
- Post graphics with URLs to content you're advertising inside of the group.

Types of content to post:

- “Ask Me Anything” sessions – where people have a specific window of time they can sit down and pick your brain for expertise. This gives them a preview of how you can help them without over giving, but also connect with you in “real time”. Limit these to no longer than an hour, no shorter than 30 minutes.

- Sharing routines for “living your best life” – followers love to hear from celebrities about what they eat, drink, do and breathe; it makes them feel like they’re getting to know you on a personal level.
- Ask about them – ask them what they’re doing regarding specific issues or if they’ve ever experienced something you encountered. People LOVE to share what’s going on with them, ask about them with insightful, but simple questions.