

WHAT IT IS: How can we use digital tools to reach _____ who struggle with _____?

Website

- How can your website attract and nurture your ideal customer?
- What's your welcome message and value proposition?
- Do they need a welcome video?

Social Media

- On which networks does your ideal customer hang out?
- Where is your customer NOT?

Email/Text Messages

- Does your target even like email?
- Do you want to use email to re-engage past clients?

PPC

- Do you have budget for ads?
- What ad platforms might work for your audience?
- Can you run ads and be authentic to your brand?

SEO

- Do search engines understand who you are and what you're about? If so, that will help your target market find you too.
- What words and phrases does your ICA use?

Digital PR/Events

- Are you more effective in communicating to your ICA via video, live speaking, writing?
- How would your ICA like to see you/consume your expertise?
- What magazines does your ICA read? Who do they follow?

Content Marketing

- What kinds of content does your ICA want to consume?
- Do they want infographics, ebooks, videos, blog posts, checklists?

Tracking & Analytics

- What could your goals be? An ebook or checklist download?
- Reading your blog?
- Filling out a form?
- How will you track?

WHAT IT IS: How can we use digital tools to reach Busy moms who struggle with stress, clutter, overwhelm?

Website

- Add busy mom pain points
- Add icons to footer for LI and Pinterest
- Add your vision and core values in footer
- Add welcome video
- Integrate Calendly

Social Media

- Pinterest
- Facebook
- Instagram

Email/Text Messages

- Booking confirmations
- Post-session nurture with referral or testimonial request

PPC

- Boost on Pinterest
- Red Tricycle e-news banner
- Facebook boost
- Google Display retargeting
- Paid sponsorship in mom blogger newsletter

SEO

- Interview ICA and write down exact phrasing "juggling work and family"
- Rewrite meta descriptions for benefits, not features
- Claim and post to Google Maps
- Claim directories

Digital PR/Events

- Red Tricycle outreach
- MOPS group presentations
- Hospitals - new parent seminars
- Parent info nights at schools - "signature talk"
- HARO
- Podcast guest, news etc.

Content Marketing

- Guest post for mom bloggers
- Blog writing
- Video clips
- Infographics for Pinterest
- Publish book
- Checklist for organizing kid's desk

Tracking & Analytics

- Checklist downloads
- Consults booked
- Phone calls (Call Rail)

TACTICAL BRAINSTORM | _____ (ICA NAME)



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Website

Social Media

Email/Text Messages

PPC

SEO

Digital PR/Events

Content Marketing

Tracking & Analytics