

THE ULTIMATE

# Marketing

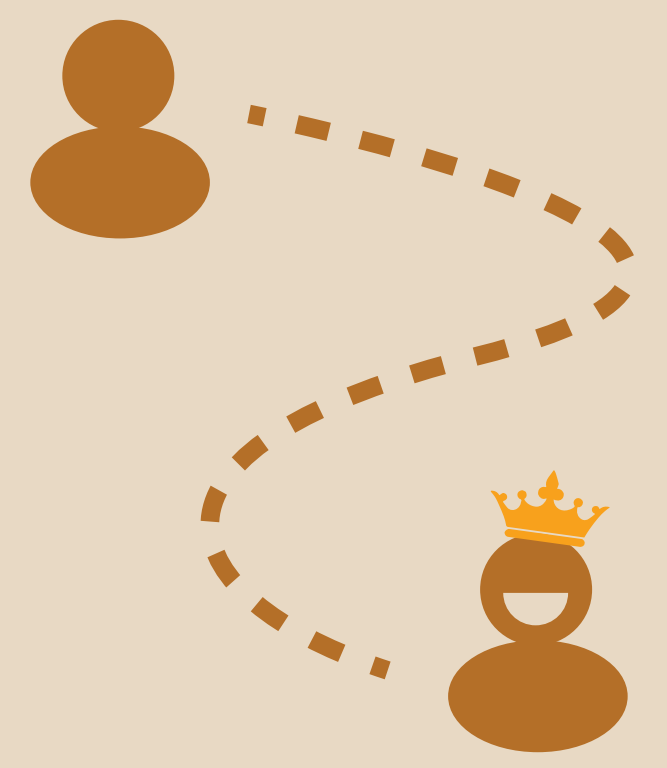
## BOARD GAME

### The Rules

### Objective of the Game

- 1 Modify website content so it properly reflects your business.
- 2 Never borrow or steal content to pass off as your own.
- 3 Keep moving forward, don't get stuck.
- 4 Give your audience what they want: information.
- 5 Smile and stay focused.

Create a great content strategy to grow your business and get more clients. Advance to the top of Local Market and earn Dominator title.



**Start Here!**

**Website HOMESTEAD**

Write a warm and friendly home page.

Ask each member of your staff to write a custom biography.

Not personalizing the content. Lose a turn. Take a deep breath and re-focus.

Update your hours, address, and name to be correct.

Regularly check and update your website pages.

**LOSE 1 TURN**

**Video VILLA**

Ignore questions from followers on your social media pages. Subtract one client.

Ask followers a question that gets comments.

Post an inspirational quote that resonates with followers.

Posting 20 articles in one week. Lose a turn (take a week off from social media).

Share an interesting article on recent advancements in your field.

Post a funny meme to Facebook that gets lots of likes and shares.

Build branded social media pages on Facebook, Twitter, & Google+.

Copying content from another site. Go back to the start.

**SUBTRACT 1 CLIENT**

**LOSE 1 TURN**

**BACK TO SQUARE 1**

**Social CHATEAU**

Get client video testimonials and share on your website and social media.

Shoot several short videos in your office showing your services to clients.

Sharing shaky or low quality videos with poor sound. Exit the Villa and come back when you have a tripod and a HD video camera.

Create a 90 sec. docmercial introducing your staff and your philosophy.

Uploading your video without a relevant description. Take three steps back and draft a relevant, descriptive blurb for YouTube.

Upload the docmercial and videos to your custom YouTube channel.

**EXIT VILLA**

**3 STEPS BACK**

**SEO/SEM ESTATE**

Send ad clicks to your homepage. Go back in the house and get the proper swinggear.

Test and re-test your ad copy with A/B testing for results.

Craft a landing page with a strong call-to-action.

Using random keywords that aren't relevant. Leave the pool and sit on the edge until you think of relevant terms to target.

Write enticing, but accurate, ad copy.

Perform key-word research before writing ad copy.

**GO BACK IN HOUSE**

**LEAVE POOL**

**Pay-Per-Click POOLHOUSE**

Write a custom blog for your website once a month.

Start a blog and only post once a year. Step backward three spaces.

Respond to reviews on Yelp, Google+, and CitySearch.

Verify all your directory listings (NAP) are correct and consistent.

Neglecting all of your marketing once you reach top rankings on Google. Move back to square one.

**3 STEPS BACK**

**BACK TO SQUARE 1**

**Finish Line!**

**Local Market DOMINATION**

CONGRATS ON GETTING

For a

# Marketing Consultation

Call 1800.iMatrix