



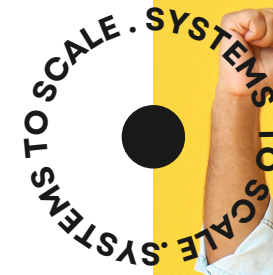
# Marketing Systems to Scale

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Presentation by @annavija

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[piccolosolutions.com](https://piccolosolutions.com)



Strategy

Workflows

AMA



# ● Index

**Introduction**

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**SEO 101**

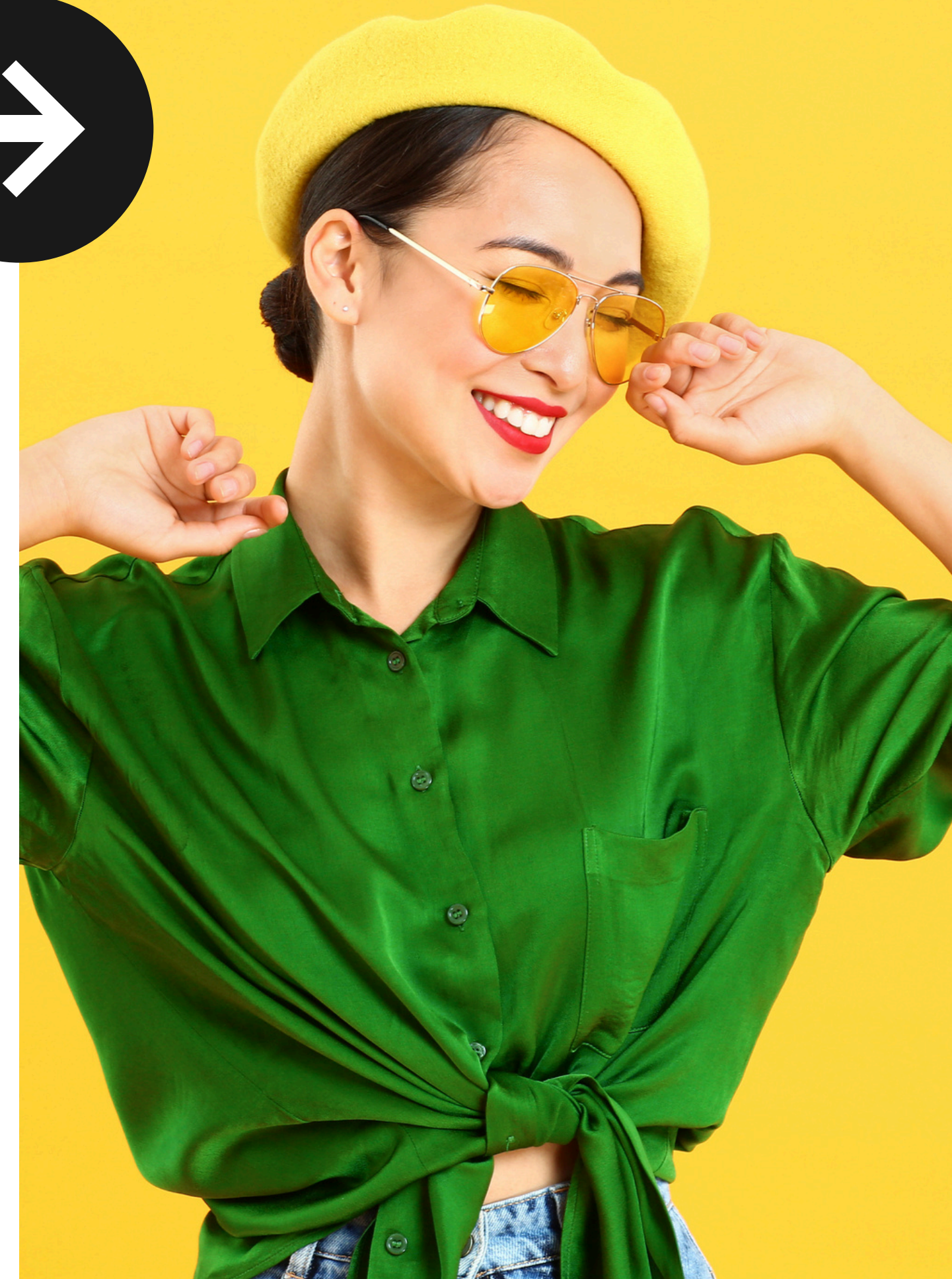
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**Social Media Success**

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**Contact**

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# Well, hello there!

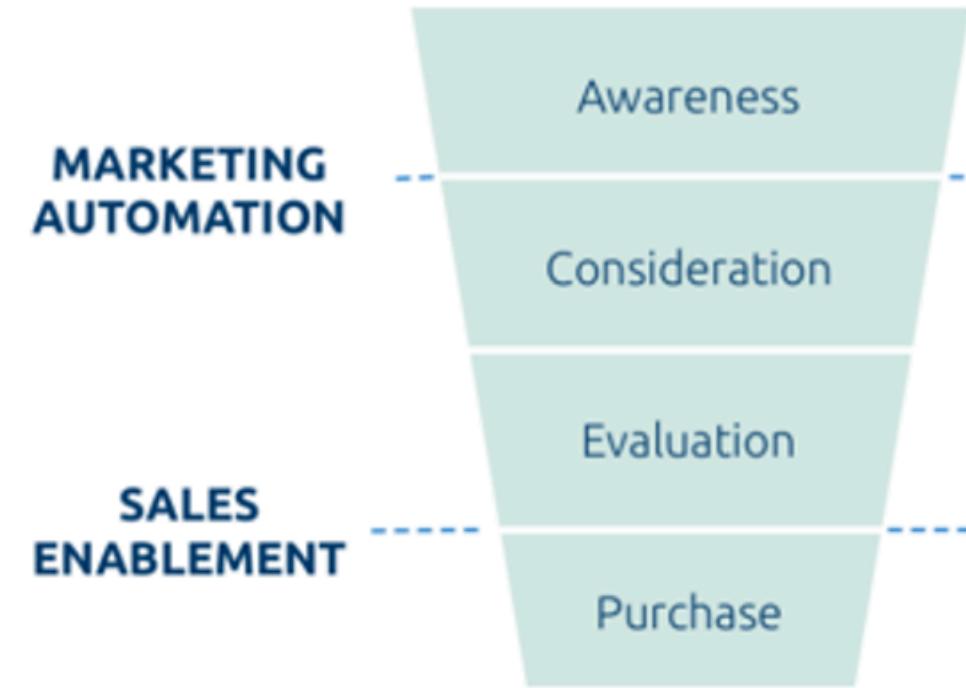
Piccolo is genuinely interested in helping businesses become more efficient, profitable, and confident.

We work with businesses on a full range of services:

- Professional Branding
- Assessments / Strategy
- Full Marketing Services
- Executive Productivity



# They're Different.



## MARKETING

### Step 1

Marketing builds awareness, creates curiosity, and attracts leads to your business.

## SALES

### Step 2

Sales convert those leads into conversations, relationships, and paying clients.

## \$UCCESS!

### Step 3

Combining Marketing and Sales creates happier teams and more effective campaigns, leading to converted revenue.

# 2025 Trends

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BUYER JOURNEY

---

GENERATE LEADS

---

SALES COOPERATION

---

TECHNOLOGY

---

SILO INTEGRATION

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- **Hyper-Specific Customer Avatars**
- **Defining Individual Buyer Journeys**
- **Content that Converts - UGC, EGC, Influencers**
- **Being More Human\***
- **Executive Visibility + Salesperson Branding**
- **Sales Trends = Marketing Strategy**
- **Split Testing for Higher ROI**
- **AI Integration (Marketing, Systems, Ideation)\***
- **Automated Campaigns (Nurture, Top of Mind)**
- **Data-Driven Marketing - Reiteration**
- **Segmented Campaigns Across Platforms**

- Website Analytics
- Conversion Metrics
- Return on Ad Spend
- Search Traffic Metrics
- Keyword Rankings Metrics
- Social Media Engagement
- Direct Messages / Tags
- Email Open Rate
- Click Through Rate
- Reviews Received
- Cost per Lead / Client



## Metrics That Matter

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Pick 2-3 KPIs that will be most impactful to your business and test those for 6-12 months.

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## Who's Responsible?

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Remember - **MARKETING** is responsible for audience, **SALES** is responsible for revenue.

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# PROFESSIONAL BRANDING

**Marketing tells a story.**

**Do you know yours?**





**Your company needs  
professional branding.**

**So do YOU.**



The Rule of 7 is a marketing principle suggesting that customers need to see a brand at least 7 times before making a purchase decision.

**Haven't I  
Seen You  
Somewhere?**

In the digital age, it has been suggested that the current number is closer to 20 times!

# Content Pillars

- **What are the top 3 problems your clients have?**
- **What are the top 3 ways you solve those problems?**
- **What are your client's most frequently asked questions?**



# **BLOG**

**SEO**

**Social  
Media**

**Email  
Marketing**

**Media  
Marketing**

**Web  
Post**

**Graphics  
Photos**

**Link to  
Website**

**Video for  
YouTube**

**Google  
Business  
Post**

**Captions  
Stories**

**Link to  
Social  
Post**

**Audio for  
Podcast**

# Wash. Rinse. Repeat.

- **Define Content Pillars**
- **Reuse Top Performing Content**
- **Stick to the Basics**





**NEVER HALF-ASS TWO THINGS.  
WHOLE-ASS ONE THING.**

# Scale Your Time

- Internal Help
- Fractional Help
- Fully Outsourced Help



## Long Form Content

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- Systemize Your Support
- Content Pillars + FAQs
- Polish + Optimize



## Batching

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- Photo / Video Shoots with a Shot List
- Scheduled Interview / Writing Time
- Scheduled Posting / Creative Time





# EXECUTIVE VISIBILITY

**It's not who you know,  
it's who knows you.**



# Who You Know

**Who should  
you be  
networking  
with?**

**What  
groups or  
segments  
do they fall  
under?**

**How long  
will it take  
to build a  
list?**

**What do  
you DO  
with your  
list?**

# Meet The People

- Network with a Plan
- Give First
- Follow Up - Rule of 7!



**Audience**

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Define Your Avatar(s)

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**Referral Partner**

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Similar Audience

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**Buyer**

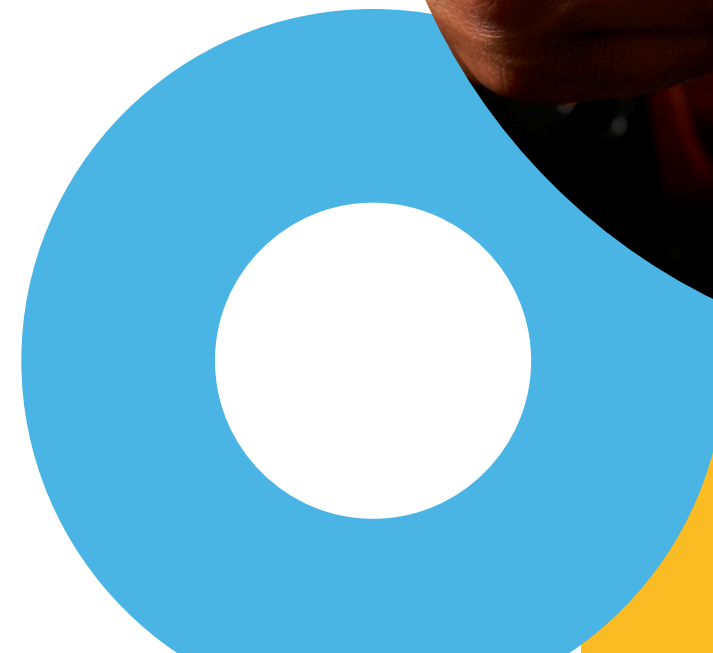
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Not "Gatekeepers"

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# Systems to Connect

- **Connect:**  
**Social Media Platforms**
- **Curate:**  
**Emails Drip Campaigns**
- **Proof:**  
**Value / Givebacks**



# Social Marketing



## SET UP

### Step 1

Gather Cards/Contact Information from Those You Met. Create a Spreadsheet of Contacts to Track Data.

## CONNECT

### Step 2

Reach Out to Each Person to Connect on Social Media Platforms. [Ex. LinkedIn, Facebook, Instagram]

## CURATE

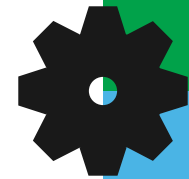
### Step 3

**ACTIVELY** follow up with those you want to connect with, but **ALSO** add everyone to your email drip campaigns.

# Batch Your Time

**By systemizing your people data, your overall audience grows organically, with people who WANT to see you be successful.**

**Your visibility grows exponentially, as you target the right people, increasing the likelihood of referral business.**



## 01. Admin

Add Everyone to Your CRM System AND Email Marketing List

## 02. Follow Up

Schedule an 30 Minute Block per Week for Outreach and Follow Ups

## 03. Post

Post Normally on Social Media (Recommended 2 per Week)

## 04. Add Value

Send Email Marketing / Newsletters Regularly (Recommended 1 per Month)

**You NEVER know where  
a customer is going  
to come from!**



WEBSITES THAT WORK



**WEBSITES THAT WORK**

**The purpose of business is to  
create a customer who  
creates customers.**

Shiv Singh



# Who's Looking

Who is your target demographic?

What are their pain points?

What information do they want NOW?



**People  
You  
Know**

**Leads and  
Customers**

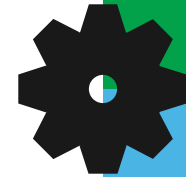
**Your  
Compe-  
tition**

# Elements of a Converting Website

Your website is often your first impression.

Make it count by keeping it current, relevant, and easy to use.

Let your website recreate your "coffee conversation" for you.



## 01. Story Brand

The Client is the HERO.

You are the GUIDE.

Tell a story, don't sell a widget.

## 02. User Journey

The fewer clicks, the better.

Choose your own adventure.

Cut the fluff.

## 03. Value

Offer resources and solutions.

Build trust.

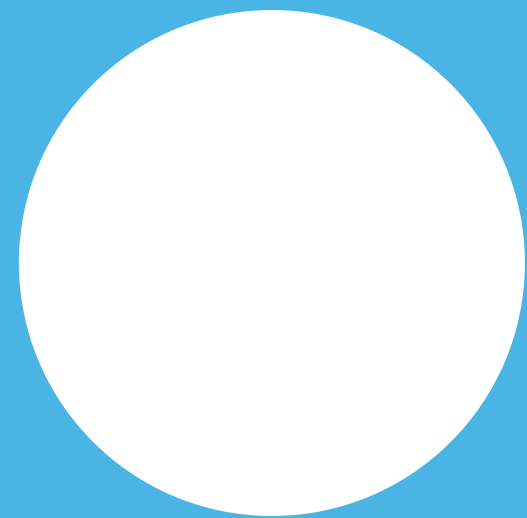
Create curiosity and need.

## 04. Call to Action

The moment they decide, "yes!"

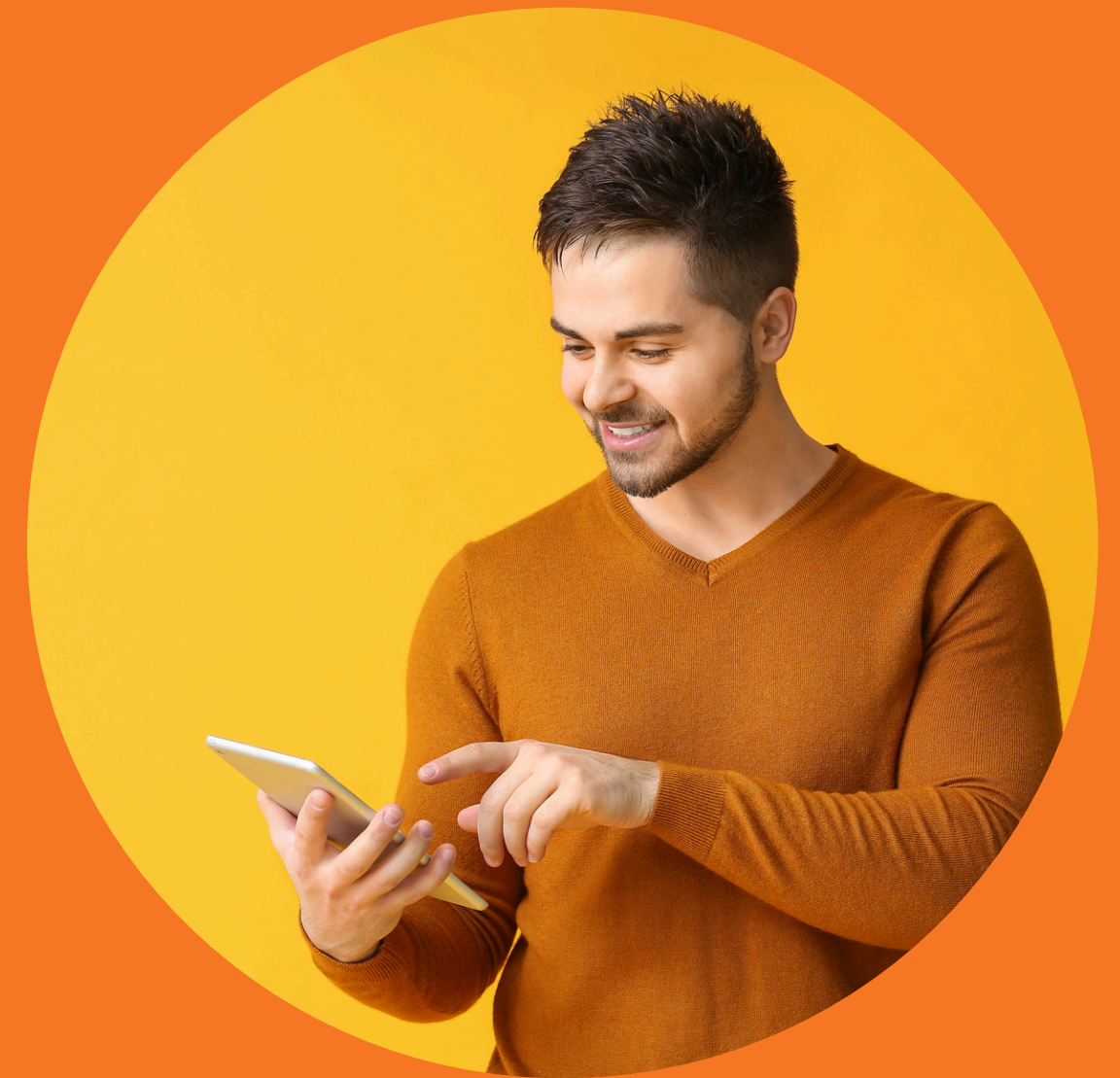
Every which way they can.

How available can you be?



# SEO - 101

# How do I reach the top of Google?



# Your Keywords

What do people search for to find your business?

**NO ... what do THEY search for?**

**Research and Narrow**



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PICK 5 - 10 TARGETS

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USE YOUR KEYWORDS EVERYWHERE

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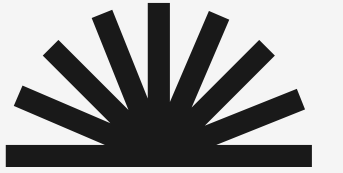








# Where Are You?



- **Google My Business**
- **Facebook**
- **Bing for Business**
- **Yahoo for Business**
- **Yelp**
- **Apple Maps**

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GOTTA' CLAIM THEM ALL!

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PHOTOS AND VIDEOS ARE GOLD

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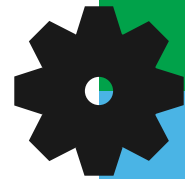


# Climb Higher

The search engine algorithm is always evolving.

The best way to "win" is to be consistent with fresh, coded content.

Remember to tell your story!



## 01. Reviews

Ask early and often.

Reply to all reviews.

Share on your website / social.

## 03. Consistency

Make a schedule. Stick to it.

Consistent is better than "more"

Fresh, hyper local content.

## 02. Photo / Video

Visualize your customer.

Be human.

Address FAQs.

## 04. Mobile + Speed

From the bathroom...

Too slow, down low.

Keep it clean on the backend.



# Social Media Success

**You have 3 seconds.**

**Get attention.**



# Hey, there!

Who is your target demographic?

What are their pain points?

What will make them ENGAGE?



**People  
You  
Know**

**Leads and  
Customers**

**Audience  
Boosters**

# Professional Sites

---

B2B MARKETING

---

RELATIONSHIP DEVELOPMENT

---

"ONLINE RESUME"

---

INFORMATION ARTICLES

---

SEARCH ENGINE CREDIT

---



**LinkedIn**

**Google  
Buisness  
Profile**





# Personal Sites

---

B2B + B2C MARKETING

---

LIFESTYLE + HUMAN SIDE

---

IMAGE DRIVEN

---

SELF IMPROVEMENT

---

CREATIVE

---

CLICK TO BUY

---



**Instagram**



**Pinterest**

# A Little Bit of Both

---

B2B + B2C MARKETING

---

PERSONAL + PROFESSIONAL

---

COMMUNITIES / GROUPS

---

VARIOUS ENGAGEMENT TOOLS

---

LINK SHARING

---



**Facebook**



**Twitter**

# The Fresh New Thing

---

H2H + B2C MARKETING

---

PERSONAL + PROFESSIONAL

---

YOUNGER AUDIENCES

---

CONSISTANT CONTENT

---

LIMITED SHARING

---



**TikTok**

**SnapChat**



# The Outlier

---

B2B+ B2C MARKETING

---

PERSONAL + PROFESSIONAL

---

RANGE OF AGE GROUPS

---

FAQS + TOPIC EXPLORATION

---

INCREASED PLANNING

---

ELEVATED PRODUCTION

---

SEO FODDER

---



**YouTube**

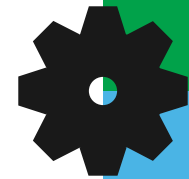


# Not Your Coffee...

People don't engage with pictures of your coffee or hands working at a keyboard.

Tell stories to build trust and curiosity.

Remember that social media is SOCIAL - tag and interact with others!



## 01. Tags + Mentions

Tag people and profiles.

Ask for comments and replies.

Share other's content.

## 02. Content Series

Introduce your team.

Demo your product/service.

Share resources and solutions.

## 03. Contests

Generate leads with a form.

Get nominations and votes.

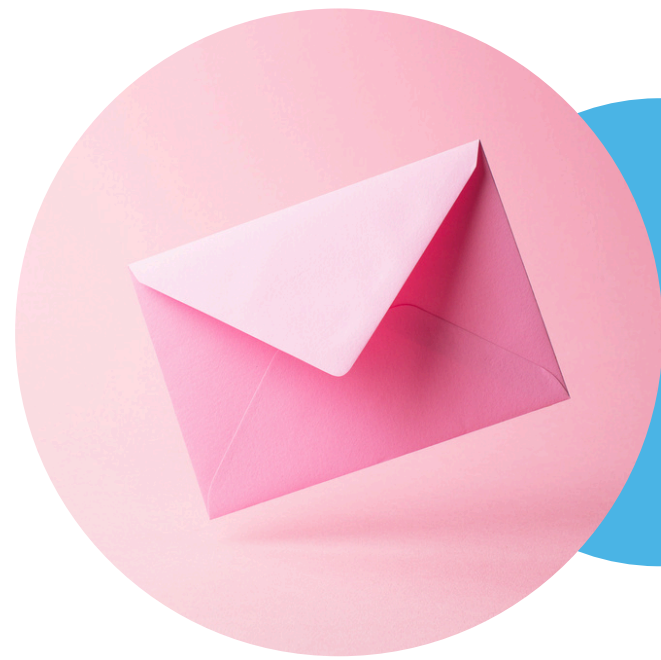
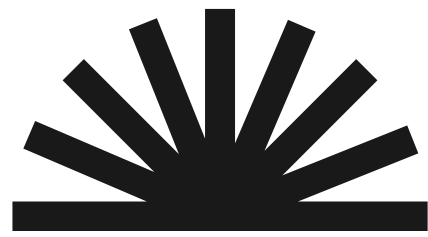
Partner with other brands.

## 04. Keep it Local

Share local news.

Tag trending conversations.

Share seasonal tips and trends.



# Stay in Touch



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