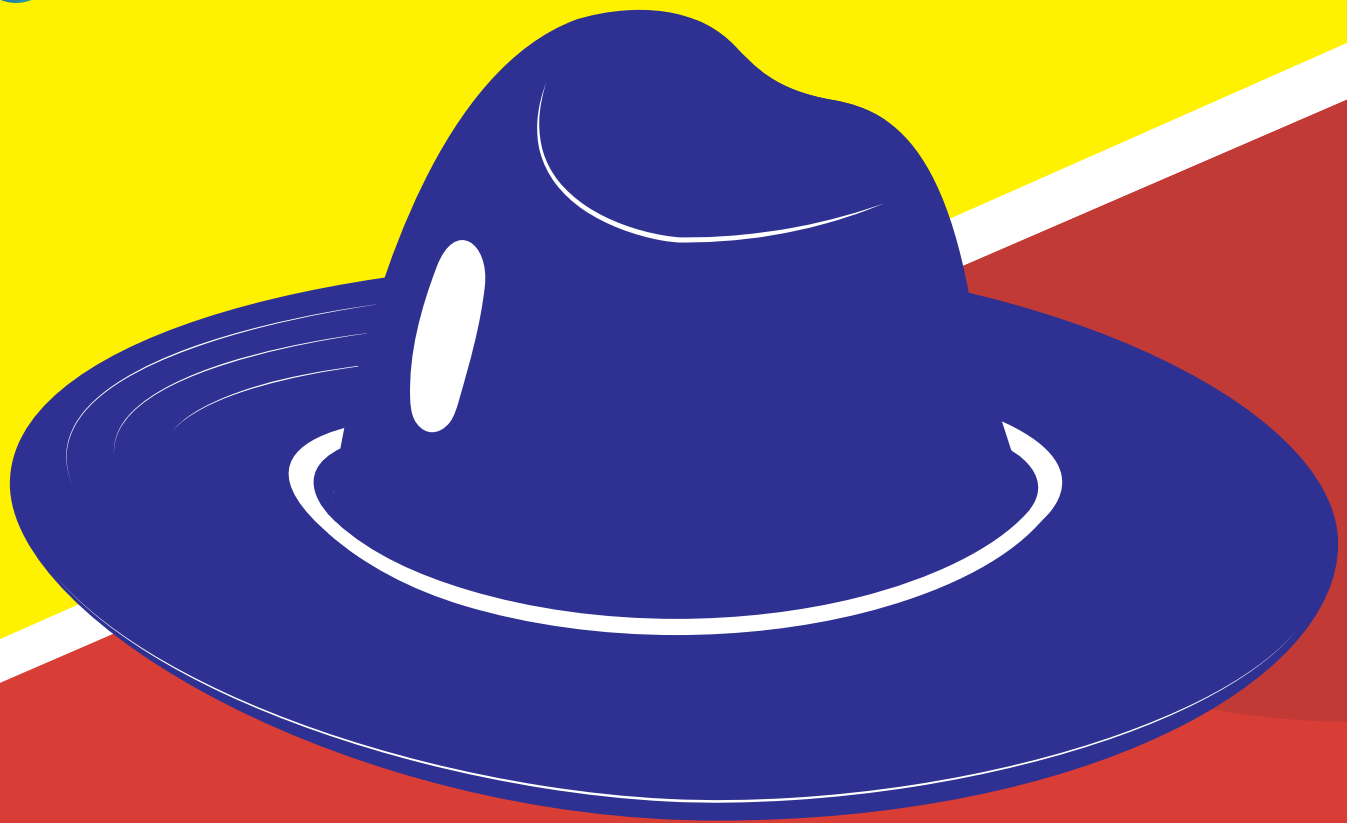




BOX 6 MARKETING



# SECRET WEAPONS “THEY”

DON'T WANT YOU TO KNOW ABOUT

"Spending energy to understand the audience and carefully crafting a message that resonates with them means making a commitment of time and discipline to the process." — Nancy Duarte

# TABLE OF CONTENT

---



**Canva**

**3**

---



**Content Management System**

**4**

---



**Asset storage**

**6**

---



**Avatars**

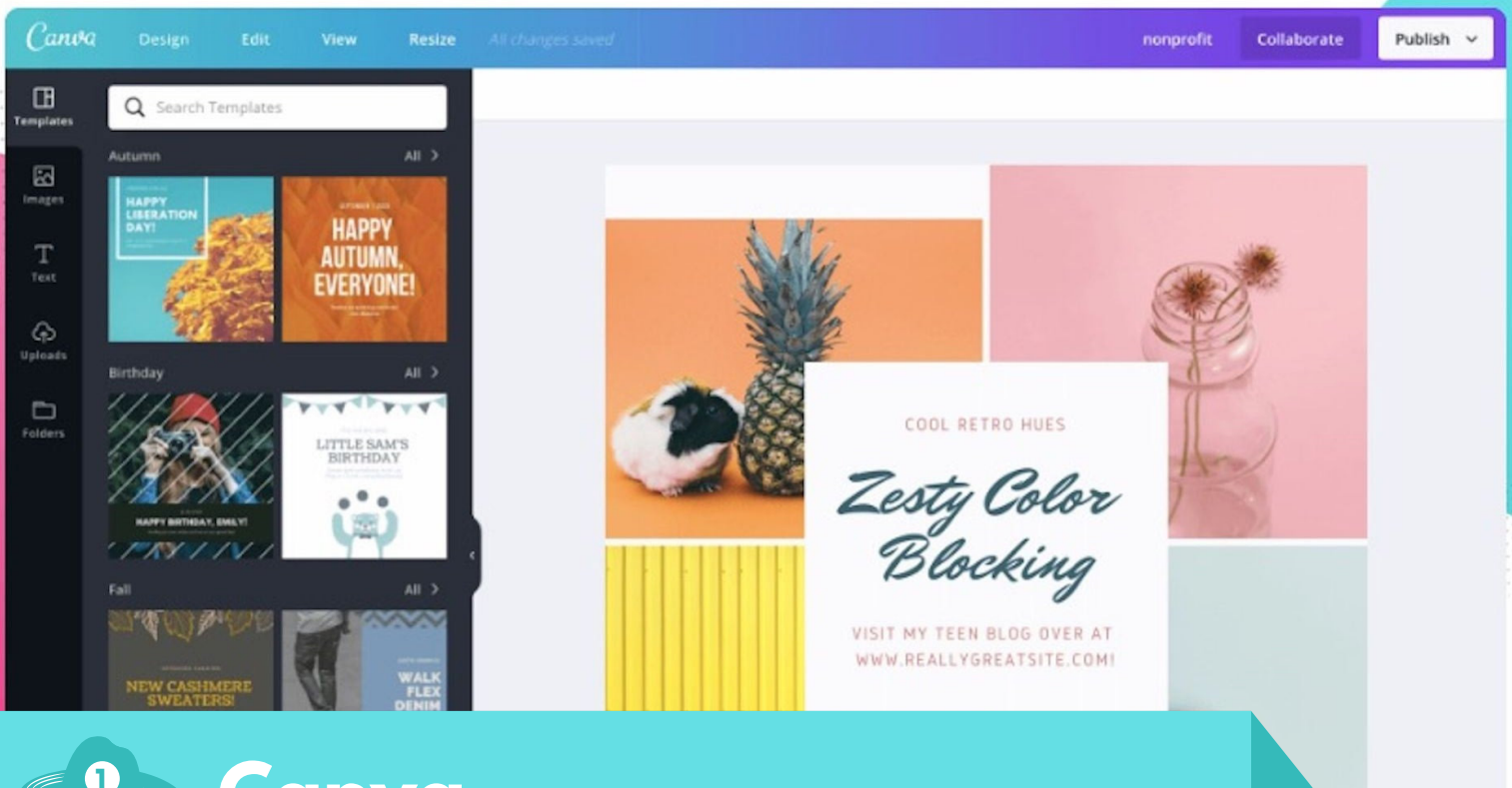
**7**

---

**Quick tips on building great posts**

**12**

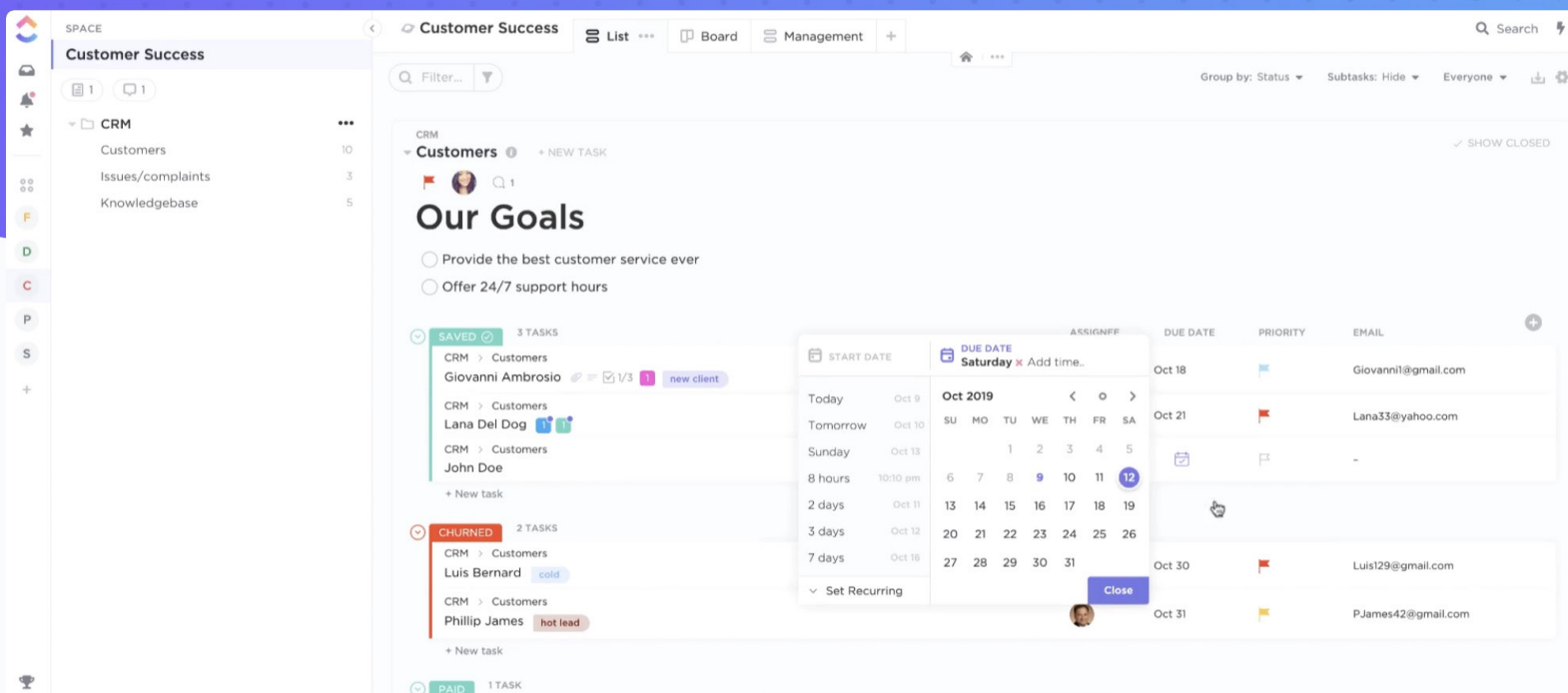
---



Designed to be an online, easy to use design tool, **Canva** is a free to use (pro version available and well worth the money) photo editor, graphic creator, logo designer, video editor, merchandise designer, business card maker, pet sitter, house cleaner,.....okay it doesn't do the last two things, yet.

Think Adobe Photoshop, After Effects, InDesign, and Premiere Pro wrapped into one package. And it's so easy to use, that I was able to guide a 75 year old man through a graphic design in less than five minutes that became a post with more than 100,000 total reach. It's intuitive, simple, and very effective. The templates are very diverse and creative, giving you the feeling of powerful creation with minimal effort that doesn't look like everyone else's content.

Pro will unlock a lot more templates and some features, very fairly priced at \$10/mo. But for the tighter budget, it's not necessary. Building a project is super simple, even if you use the app on iOS or Android. Exporting images or video can be done with specific sizes, or by selecting the prebuilt template sizes for social media platforms like Twitter, Facebook, Instagram, or standard merchandise measurements. **Here's a video we built for a client in Canva.**



## Content Management System

For the brand new startup, this might not be a necessary tool. But for anyone following this Social Media Accelerator, the ability to manage content in multiple locations at a glance, coordinated with other holidays, anniversaries, sales, etc, a singular project location will prove its importance time and time again. The scale can easily be measured by building a spreadsheet to keep up with your content through planning, building, research, posting, and follow up. When you find that the spreadsheet feels inadequate, or that you are spending time trying to translate what the spreadsheet is saying, then it's time to switch to a CMS.

When you want to establish a new CMS, spend the time doing the research. The metaphor is that you can take any car to get you on a road trip. You don't want to take a Mercedes to go off-roading. Box 6 Marketing uses **ClickUp** for all of the materials and content we produce. As far as function, ClickUp, Monday and Trello are industry leaders, have a free versions for individuals, and operate with a very similar framework. Spend a few hours on YouTube watching instructional and comparison videos. You'll see the workflow and aesthetics in action. Then select whichever feels good for you. The functionality is similar enough with each, that you won't miss anything when choosing one.

## BOX 6 MARKETING SINGLE WEEK CONTENT SCHEDULE

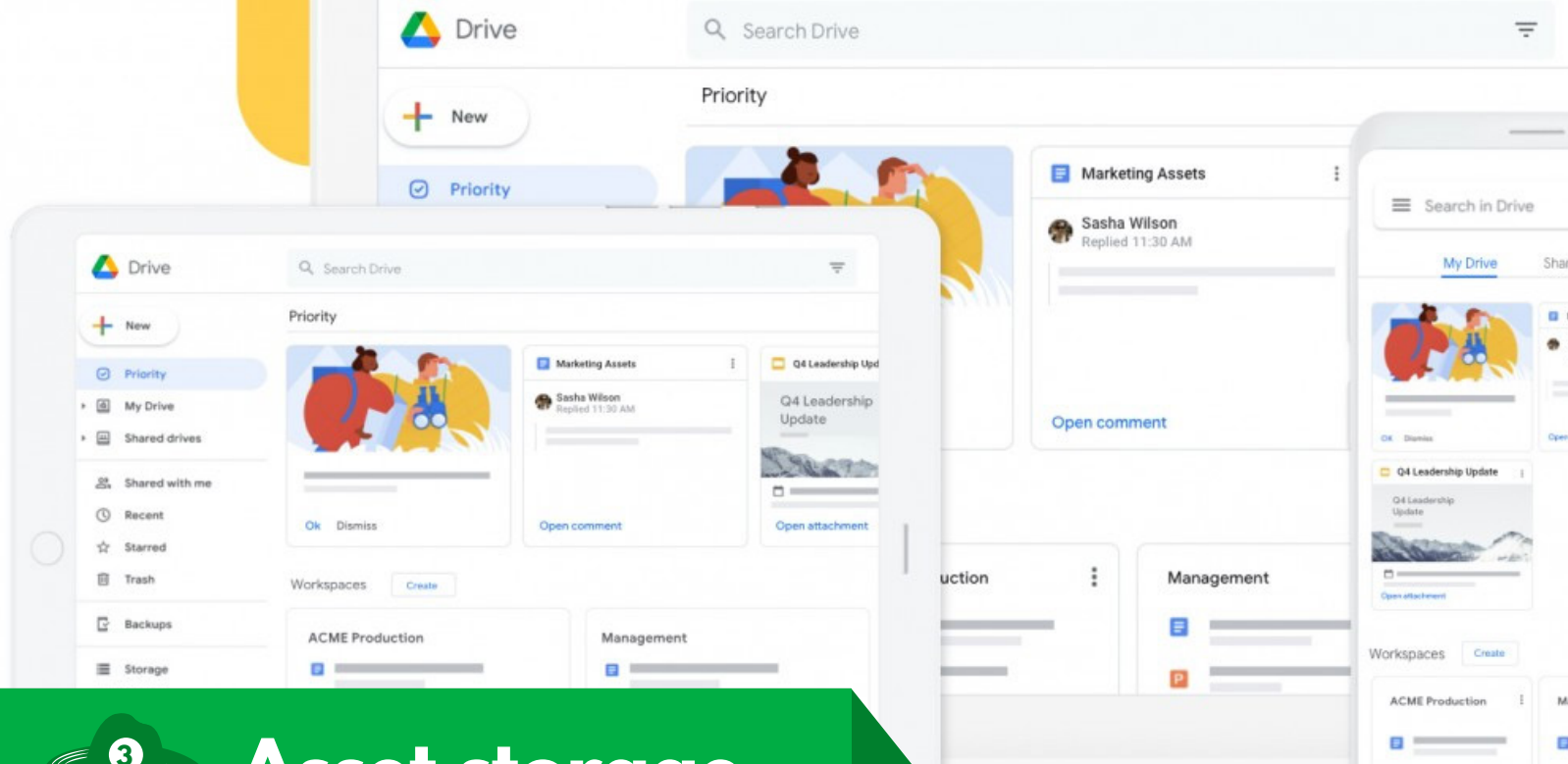
Business Cards - Jeremy Reed	(20220112) Products post:	Website backup	Website backup	20220115 Year in Review P 13:00
20220110 Year in Review P 6:00	Social Media Marketing Pla	20220112 Warning Signs o	20220113 Year in Review P 13:00	Website backup
	20220111 Year in Review P 13:00	20220112 What to ask you:		20220114 The Re-shares L
		20220112 Year in Review P 13:00		20220114 Year in Review P 13:00

When Box 6 moved from spreadsheets to CMS, we found that adding deadlines and start dates, tagging team members, having individual threads of conversation for tasks, storing graphics and links attached to individual tasks, and filtering calendars by platform, status, and any of a thousand different options really gave us a lot of flexibility to produce more content with higher efficiency, and all without sacrificing quality.

## A SINGLE CONTENT TASK IN CLICKUP FOR BOX 6.

The screenshot shows a ClickUp task interface for a content task. Annotations with yellow arrows point to various features:

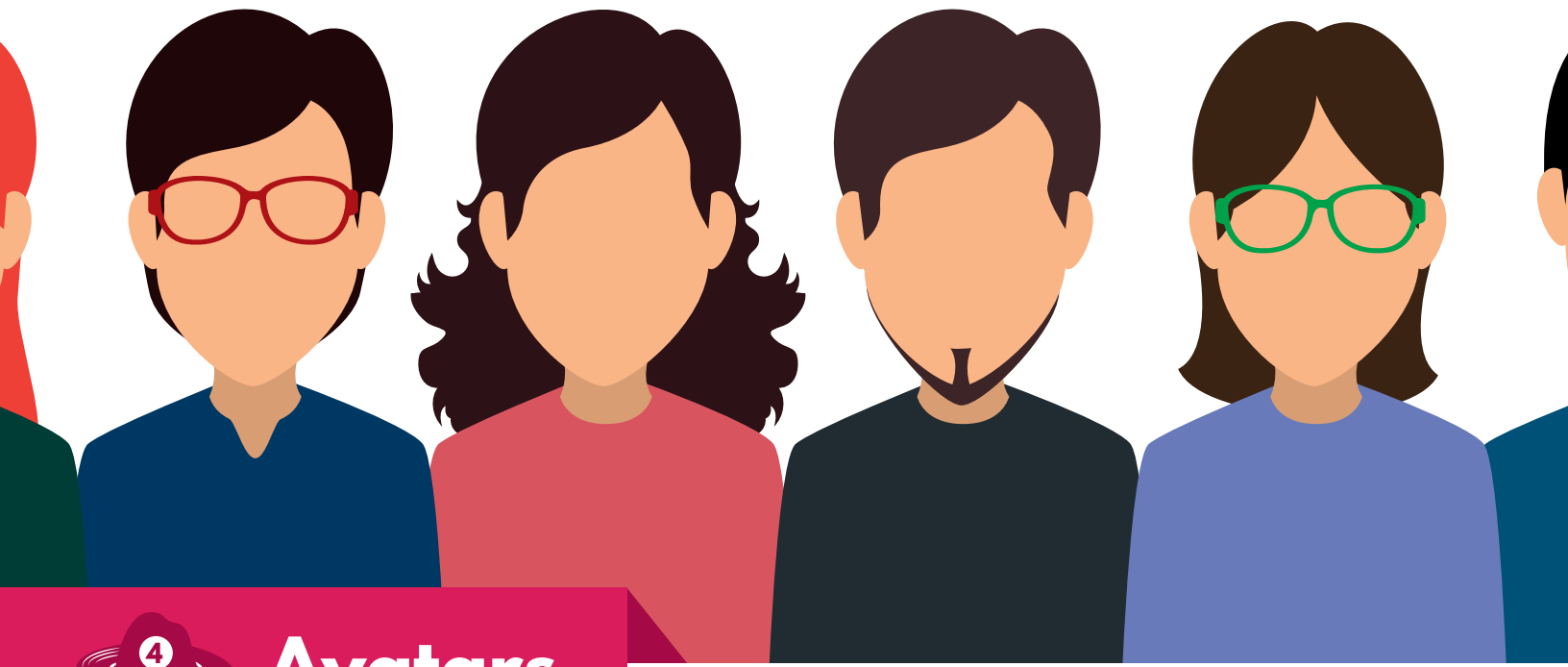
- Status:** A green 'COMPLETE' button is highlighted.
- Task/post specific conversation:** A comment thread is shown on the right, including a comment from Raja Mohsin Khan and a response from Faheem Ahmad.
- Title:** The task title '20220105 We have a new look' is highlighted.
- Copy and notes for the post:** The main content area contains the text 'Our NEW website is live!' followed by a list of bullet points: 'Clear and complete information about our services', 'Guidelines to follow in an emergency', 'Our credentials and certifications', and 'Contact Information'. A 'SEE MORE' button is also visible.
- Platform:** The 'Channel' dropdown menu is set to 'Facebook'.
- Files, assets, and screenshots for archives & reference:** A screenshot of the website being promoted is attached to the task.
- Due Date:** The 'DUE DATE' is set to '6 days ago'.



It is highly recommended to keep all of the assets you use in a single place. While the CMS will keep assets with tasks, you never know when you will need an image or video that you used in the past. Without remembering the exact post from the past, you might spend hours digging through your CMS, your personal hard drives, or your phone looking for a single image. Or you'll google an alternate image which is lower quality or possibly copyright protected.

If you store all of your assets in one central location, and use the correct file naming conventions, you'll easily be able to find and repurpose assets with minimal effort. Without needing terabytes worth of storage (this is most people), cloud storage is an easy and very handy solution. Box 6 uses **Google Drive**, which offers 15GB of storage for free. Box, Dropbox, and LucidLink are all very valid options with similar pricing. If you need more, Google Drive offers 2TB of cloud storage for \$10/mo.

An additional benefit of using cloud storage is that you can access it on any device. Even from the waiting room at the dentist's office, you can access a photo, upload it to the Canva app, and assemble a post from your phone.



Across thousands of conversations with business owners, I've heard one thing consistently when asked if they know who their customer is. Nearly every time, I get the same wrong answer. "Everyone is our customer." It is perhaps the most consistent answer across any subject matter among business owners. I understand where it comes from, as well. They're simply maximizing the potential, right?

What makes this even more damaging is that the question of "Who's your customer" sets a mindframe of how customers are treated. When they throw a wide net, then they treat all of the fish, shrimp and boots the same. There's something inherently wrong with this mindset, since customers love to feel special.

The best way to handle this is to discover specifically who the customer is, and then treat them like the niche group they are with their own customized message style. That means narrowing down the audience, not expanding it. There are a few ways in which I pursue this with owners, and the process is both fun and liberating. Fun, because the first thing I ask them is which of their customers they actually like serving. Forget about the rest. We start there, and build from the "desired customers" list.

Small business is in a unique position where the brand and owner have a very high level of similarities. Honestly, until the brand is specified, the brand and owner tend to be identical. This is not the best way to do it, but it's a natural course. And there's nothing wrong with that. After the first batch of successful widgets have been sold, though, the brand needs to be identified, and part of that is to identify the customer. The specifics: who, where, when, and most specifically, WHY. Because let's face it, if someone doesn't understand why their customer buys, then they really don't know anything about them.

As the customer type comes into practice, or to be more specific, once you've got the image of your favorite customer in your head, it's time to dig into their psyche. This is the only way you can build an empathy statement they will relate to and respond to. In my personal world, I call it the bottle-o-wine research night. Get comfortable, and become a fly on the wall of the conversations your customer type is already having. There are many ways to pursue this. Personally, I enjoy this step because I feel like I'm getting the cheat code to listen in on the conversation. They are talking. I'm listening.

Remember, it is not your mission to sell the drill. You are selling the hole that the drill makes. That's all the customer cares about.

## **FIND AS MANY REVIEWS AS YOU CAN**

If you're offering a fitness system and targeting seniors, then go directly to Amazon, Apple Books, Android Books, Audible, and find books about senior workout plans. Skip the one star reviews which are written in anger. And skip the five star reviews, which are too emphatically positive. Read the two to four star reviews and take notes. These people are speaking directly from their own perspective, speaking to the important things to them in this book. What was done well, what was lacking, are all insights into what is important to them. And "them" is your ideal customer.



## JOIN FACEBOOK COMMUNITIES AND REDDIT THREADS

Sometimes the groups are tough, but well worth it. In trying to understand the bluegrass music community for a client, I joined the group Bluegrass Memed, a private group of 11,000 bluegrass music fans, all posting the memes they hated, loved, and laughed at. It was the perfect insight, and I didn't have to buy, prod, interview, or survey a single person. I saw 20 posts a day and hundreds of comments about what bluegrass fans liked, didn't like, and even the keyboard warriors were giving me insight into what bluegrass fans valued.

It's important to dig into these communities, for a good amount of time. And it's equally as important not to engage. Not quite yet. Their conversation amongst themselves will provide so much information as to what really gives customers a sense of value.

## QUORA AND YOUTUBE COMMENTS ARE GOLDEN GESE

These both take a bit more time digging, and a bit more trial and error. But the payoff is well worth the energy. Quora is a forum where people "ask quora", and members of the community answer those questions. The benefit is that other users can upvote answers, which leaves the most relevant answers up top. Customers will both upvote and comment from a place of their greatest concerns and their greatest needs. Not seeing certain types of comments will reveal that the average customer isn't concerned about that. An example might be ice cream fans not being bothered by the sugar content. But healthier eaters, a more specific niche market of ice cream lovers, are extremely interested in differences to dairy milk and alternative sweeteners. Users can access the Quora website, or download the app on their phone.

YouTube comment sections are a unique place of candor from customers. They're watching a video about something they like, enough so to leave a comment. Study closely what they decide to talk about, if they are critical, praising or inquisitive.

The greatest benefit any business owner can get from these channels is that they see customers in their truest form. No sales walls. No secret motives. No caution of being swindled. It's a true glimpse into who they really are.

Understanding customers like this allows for a business to develop an understanding of who they want to reach, what those customers are interested in, and how to appeal to their real interests. Take notes through this process, document highlights and thoughts. When done correctly, this will allow a business owner to focus their conversation to the people who really matter to them. They won't put carefully crafted messages to people who are not going to find it useful or valuable, and therefore ignore it.

Then study the material and use this data when crafting messages for content. The best examples are businesses that offer a solution to the customers that first attract the right people, and truly solve a problem. The worst examples (unfortunately, there are many) are businesses that only talk about themselves. "We do the best roof work in the city." "Call in today and schedule an appointment for 10% off your quote." "We're now accepting new reservations."

---

## **STEP 1** Read through your collected data

After you build the spreadsheet with at least 50 lines of input, spend some time looking through it. Get in touch with the way they write, what's important to them, what they truly VALUE.

## STEP 2 Visualize it

Then copy all of the data cells and paste them into a word cloud. You can google this and find hundreds of free tools. This will give you an instant read on the words your customers find the most important in you. If you don't know what a word cloud is, you're really going to enjoy this step. I will always take a screenshot of this and share it with the client.

## STEP 3 Convert the data into real profiles of "almost" real people

Studying the visualization, the majority interests of your next customers will be blatantly obvious. But remember earlier, people's individual interests are infinite. Take your data, and craft it into profiles for customers. Give them names, lives, even photos. This is your true gateway, because when you are creating content, you can reference your Avatars time and again and really feel like you're writing to individuals, not a mass of people. Attached are examples from our clients.

Attached are REAL examples we crafted for our clients.

### Avatar 2, SIDNEY SEEKER

Overview: Male/Female. Recently graduated. Age: 24. In a relationship. No kids nor pets. Willing to work 80 hours/week. Interests:

- Valuable opportunities.
- Make valuable connections
- Networking events
- Practice.
- Mentorship: find guidance.

Goals (Wants to...):

- Positioning on her field.
- Get a stable job.
- Make the right decisions.
- Learn lessons taught between peers.

Values (Committed to...):

- Try/learn new things.
- Be the best.
- The special honor and duty in practicing law
- Sacrifice as much as necessary.

Challenges (Struggles with...):

- Pressure to perform.
- Self and external expectations.
- Debts.



### Avatar 4 JOSH JOKER

Overview: Male. Age: 29. Attorney. Married. Works 60 hours/week. Friendly.

Interests:

- Humor.
- Law and Technology
- Law and innovations

Goals:

- Maintain a good work performance
- Be able to keep it healthy, finding the informal
- Laugh more while at work (balance all the serious)

Values (Committed to...):

- Professional development
- Maintain stability

Challenges (Struggles with...):

- Debts.
- Pressure to perform better.
- The "know it all" and "serious" external perception.



# Quick tips on building great posts

Here's an easy to follow punch list when building content. You can come back to this list periodically to recalibrate and keep making posts which are both enjoyable to consume and effective for the algorithm.



# Quick tips on building great posts

## FOR VALUE

- Take advantage of holidays and birthdays.
- Celebrate local/industry heroes and great contributors.
- Schedule everything. You can schedule up to six months in the future with Facebook.
- When your page reaches 1,000 likes, look at data to see the optimum time to post for your audience and adjust scheduling of future posts.
- If you like it, chances are your audience will like it too.
- Study past posts to see what subjects perform well.
- Reply to comments on your posts and direct messages.

## FOR THE ALGORITHM

- Spend 2-3 minutes for each post googling trending hashtags in your industry, in order to maximize reach.
- Insert hashtags into your copy, not at the end of the post.
- Post no less than 2 hours apart. Preferably once in the morning, and once in the afternoon.
- Keep sharing other people's content to a minimum. Social media is built around providing real, engaging content.
- It's okay to share your own content, but wait long enough that the community won't feel like you're repeating yourself.
- A post, image or video from a year ago can still be timely. Post it again.
- Don't be afraid to post trends. Make sure they are still industry relevant.
- DO NOT ask for comments, likes, or shares. The algorithm punishes direct requests to artificially inflate community interaction.