Marketing Basics for Consultants Who Serve Early Education

How to use personal branding and professional Inbound marketing tactics to attract clients.

NO CERTIFICATES FOR TODAY’S SESSION

Share ideas and tips in the questions pane.

Slides are in the handouts pane.

TONS of content! We will go fast!

Save questions for the end of the webinar.

Buckle your seatbelt!

Tips for today’s webinar...

Today’s plan

1. Get over the M-word
2. Learn to define yourself as a consultant
3. Explore marketing tactics to connect with clients (and partners)
4. Learn about new resources
And your relationship with marketing

You are here because...

You want to grow your consulting business.

Poll

How do you feel about marketing yourself?

Let’s face it: It can be uncomfortable selling yourself (or anything else!)

My soul is not for sale

Hire Me!

But, if your primary goals are to...

Share your expertise  Help people

Earn a living

You can’t achieve them unless you become comfortable making yourself known.
Defining your brand

Consultants sell themselves through “personal branding.”
Questions to help you define your brand


2. What makes your consulting special? (This evolves!)

3. What are your services? (This evolves!)

4. What are the benefits of working with you?

5. What you stand for & how do you operate?

6. Who are your target clients? (This can evolve!)

7. What is your voice in writing and in person?

8. What are the “optics” of your brand?

VISION & MISSION

NAME & SYMBOL

VALUE PROP

BRAND ATTRIBUTES

BRAND POSITIONING

BRAND PERSONA

ORG OR PERSONAL CULTURE

BRAND BENEFITS

POLL

When it comes to branding, have you...

Example:

JudyJablon.com | PowerfulInteractions.com | LeadingforChildren.org

I believe that through intentional conversation, people can connect in ways that lead to learning and positive change.

Know someone else who has a strong brand? Share the name in the Questions Pane.
Your product is **YOU**. What you offer to clients must be...

- Relevant
- Authentic
- Differentiated
- Sustainable
- Solution-focused

**You**

- Say what you mean and mean what you say
- You must solve a problem your clients need to have solved
- You must be able to replicate your "special sauce."

**Your own angle or twist**

Understand and appeal to their...

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<th>Challenges</th>
<th>Needs</th>
<th>Wishes</th>
<th>Aspirations</th>
<th>Preferences</th>
<th>Priorities</th>
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Thought leadership is the living, breathing social proof of your brand.

- Share your expertise to:
  - attract your target clients
  - build credibility and trust
  - offer solutions
Thought leadership for inbound marketing

Create and distribute content with “value” so your target audience wants and/or needs to connect with you.

Now that you know your brand, how do you market it?

Marketing activities are the processes for creating, communicating, and delivering offerings that have value for clients, partners, and society.

(Adapted from the definition from the American Marketing Association)
The 4 Ps of Marketing

Product  Price  Place  Promotion

POLL

How did you learn about today’s webinar?

Marketing tactics
Inbound/attraction

Professional Networking  Social Media

Your website or other online presence

Inbound Academy
The authority on Inbound Marketing
Your website
or other online presence

Hello, it is 2017
You must have an online presence!

Your web presence should include

- About Your
  - Services
  - Products/Books (if you have them)
  - Unique value
  - Process
  - Areas of expertise
  - Types of clients
  - Geographical area

- Contact Information
- Links to social media presences
- A form to sign up for email
- Testimonials
- Calls to action
You have only 15 seconds to capture visitors’ interest.

Your homepage better explain who you are, what you do, and what the visitor can do on the site.

Your website should:

• be appealing to the target audience
• use direct language
• include minimal text, and lots of graphics
• be uncluttered and easy to navigate
• be optimized for multiple devices
• constantly change and grow
• be optimized for search engines
• include calls-to-action (tell people what to do with action verbs)
Professional Networking Basics

- Be there...
- Ask questions
- Listen more than you talk
- Align yourself
- Be present and focused
- Elevator pitch only if appropriate
- "Give vs. Get"
- Invest in the relationship

When it comes to networking, are you an Introvert, extrovert, or “Excitable”

Introverts: Take baby steps. One person at a time. Comment to engage.

Extroverts: Relax, this comes naturally to you

Excitables: Resist the urge to make it all about you and over commit.

Tips for all types

- If you commit, follow up.
- Connect on LinkedIn and Facebook.
- Reach out with something of value
Where to network

IN PERSON
- Conferences
  - National
  - Regional
  - Local
- Local meetings where your target audience convene
- Make an event!
- Opportunities lie everywhere!

ONLINE
- NAEYC’s Hello
- Other organization forums
- LinkedIn and Facebook groups
- Twitter chats
- Anywhere you can “converse”
- Opportunities lie everywhere!

Have an idea? Type it in the questions pane!

Social Media

Social Media starts with something to say

Content is the magic fairy dust for your brand because it demonstrates authority, knowledge, skills and insight.
Social Media spins the content wheels

LinkedIn for professional networking.

Instagram's audience is younger, but great for personal branding.

Facebook is rising in business but is all about everything.

Twitter supports all. It’s the place to get the word out and gather intelligence fast.

Pinterest is outstanding for teachers.

YouTube is outstanding for branding, but...

Content?

Blog | Vlog | Slides | Webinars | Articles
Book excerpts | Newsletters | News and journal articles

Other ideas? Type into the Questions pane...
Link with people with similar interests and roles, influencers in the field, and your target clients.

Start with people you have worked with. Then, the people to whom they are connected.

Join 50 groups your target clients might join. Interact by commenting on posts by others and post links.

Download the LinkedIn app and use it whenever you have downtime.
Regardless of the size, presentations draw audiences who are interested in the specific expertise you have to offer.
Tips to get started presenting

• Get on the “request for proposal” lists of organizations that host conferences
• Don’t be shy! They are looking for content.
• Start with local and regional conferences and work up to national conferences.
• If you publish, present on your articles or books.
• Partner with others who are more experienced or complement your expertise.

If you have a tip or know a great conference for presenters, type it into the Questions Pane.
The marketing benefits of being an author

- Show your expertise
- Build trust
- Attract exactly the right clients
- Give you content to share
- Opportunities to create new services or products
- Opportunities to present
- Exposure, potentially internationally

A few tips for aspiring authors

- Don’t be afraid to propose ideas to publishers.
- If books have already been published on the topic, offer another perspective.
- Check the proposal guidelines.
- Be confident in your expertise.
- Meet publishers at conferences.

Two webinars for aspiring authors:

Book Publishing for Aspiring ECE Authors,
Presented by NAEYC and Redleaf Press
Recording: bit.ly/ecebookauthor

Writing Articles for ECE Journals,
Presented by NAEYC and Exchange Press
October 5, 2017
bit.ly/ecejournals

Have a tip? Type it into the Questions Pane.
Baby steps in email marketing

- Emails
- Newsletters
- Occasional updates
- Your current contacts - Intro email

Email Basics

The Goal: Get recipients to take action.

Often overlooked: Strategies to grow your list.

Should include more than announcements about you.

- Light text, moderate images. Lots of links. Calls to action.
- Subscribe to lots of email lists to learn from others.
- Repurpose content. (But only your own!)

The magic email content equation:

90% educational 10% promotional

Blah Blah Blah

Blah Blah Blah

Blah Blah Blah
Subject lines are (almost) everything! If they don’t open they won’t click

Have a tip? Type it into the Questions Pane.

Word of mouth

Word of Mouth

“Earned” raves are more valuable than any other intentional strategy you can deploy. Now, how do brands earn raves?
WOW them with WOM!

- Deliver at least what you promised.
- Accept feedback graciously.
- Engage with influencers.
- Partner with colleagues.
- Be accessible, helpful, positive.
- Never disparage the competition.
- After the engagement, ask for referrals.
- Ask for testimonials.
- Give referrals.

Questions

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What is on your mind?