

Conversation Marketing to Attract Your Ideal Clients

Top 21 Conversation Marketing Strategies

Put a ✓ next to the ones you are already consistently doing
(i.e. on a monthly or weekly basis)

Speaking	Social Media	Website Related
Speaking to Groups (In person & online)	Your Own Facebook or LinkedIn Group	Lead Capture Opt In
Clubhouse (Hosting and/or participating)	Contribute to Other LinkedIn or Facebook Groups	Nurture (Follow Up) Sequences / Processes
Hosting Your Own Events (In person & online)	Facebook Live Videos (Quick Tips / Connections)	Blog on Your Site
Podcasting (OPS – Other People Shows)	Facebook Stories / Reels	Write for Others Blogs, Articles, Magazines
Podcasting (Your Own Show)	Instagram Stories / Reels	Digital Products (audios, eBooks, courses)
YouTube Videos (long and/or shorts)	Tik Tok	Email Your List (Monthly or More)
Get in the Press Media Interviews	Twitter	Text Marketing

List the results you're getting from the ✓ strategies:

- Growing your list (by how much) _____
- New clients (how many, how often) _____
- Strategic Alliances & Joint Venture Partners _____
- Resources for yourself or your business _____

After measuring and assessing the effectiveness of your current strategies, create your course for the remainder of the year. Which do you want to stop, start and/or continue?

Continue	Start	Stop

Create a 4-Week Marketing Plan

EXAMPLE

When	What	Where	Where
Week of ___ to ___ Problem / Solution: <u>Don't Like Selling</u>	I will: Do a Video on FB	 You Tube	 Interviews & Podcasts
Week of ___ to ___ Problem / Solution: <u>Messy Messaging</u>	I will: Write a Blog	 Share in Other Facebook Groups	 Facebook (Your Profile Page & Hosted Groups)
Week of ___ to ___ Problem / Solution: <u>Sequencing for Success</u>	I will: Offer Tips on a Landing Page Opt In	 LinkedIn	 Instagram Twitter
Week of ___ to ___ Problem / Solution: <u>Feel Alone, Overwhelmed</u>	I will: Host a Webinar	 Speaking	 Blog

NOW YOU

From the problems / pain points you know your clients experience, choose one for each week ... Voila! You now have a month's worth of content ready to go.

When	What	Where #1	Where #2
Week of _____ Content Focus (Problem/Solution)	I will:		
Week of _____ Content Focus (Problem/Solution)	I will:		
Week of _____ Content Focus (Problem/Solution)	I will:		
Week of _____ Content Focus (Problem/Solution)	I will:		