

Module

06

MAKING IT SUSTAINABLE



SMALLBUSINESSMASTERY.com



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Marketing Mastery Program – Module 6

MAKING IT SUSTAINABLE



Introduction

The crux of this last module is to help tie it all together. The focus is going to be in two parts. (A) Your Marketing Calendar and (B) Ensure your Marketing Return on Investment (ROI). We will also cover a few other tips and tricks to help you keep up momentum and make it manageable.

So let's get into it ...

Part A - Creating your Marketing Calendar

You now know the ins and outs of creating a marketing campaign and you have the tools to utilize the top strategies that will bring results. Now it is time to put all this into a simple format that allows you to stay in control and be pro-active.

In short, we are now going to create a marketing calendar that will map out your marketing initiatives for the next 6-12 months. This is a document you will revisit every month and revise every 90 days as you continue to plan. Always having a 6-12 month view of your marketing allows you to be one step ahead and never in a reactive mode.

I. Review Your Marketing Vehicle Checklist

Before you can fill in your Calendar we need to take a look at which vehicles are going to be included and what is involved in getting them implemented. There is no point filling

out your calendar with all these cool vehicles only to realize you don't have the time and knowledge to get them implemented quickly.

The goal of the Calendar is to give you a clear and accurate picture of your marketing activities. We need to be realistic.

We introduced the Marketing Vehicle Checklist in Module #1. Go back through your notes or revisit Module #1 on the website to re-download.

You have probably seen that there are 3 main groups to categorize (labeled under the 'Categorize Section') on the vehicle checklist.

1. Currently Using and Used in Past
2. Should be Using – to implement in the short term (next 90-180 days)
3. Could be Using (some time in the future but not imminent)

Go back now to your Marketing Vehicle Checklist and update as applicable. For now, don't worry about the columns under the 'Prioritizing Section'.

II. Add the 'Doing' Marketing Vehicles to Your Calendar

Before we go too crazy adding loads of marketing vehicles in, let's start with the vehicles you are already using and wish to continue using so we can see how things are working out.

Go ahead now and add the "doing" vehicles to the calendar. All you need to do is list the Marketing Vehicle Title in the far left column, then add the details:

- **'Who'** is the lead? – This is the champion person for that vehicle. They may not be the person executing all of it, but they are the go to person in terms of knowledge and status regarding that vehicle. They are accountable to make sure it happens.
- **'\$'** investment level? – enables you to see your individual vehicle investment and your total marketing investment at the bottom left of the calendar.
- **'#'** What is the level of activity? – This is only applicable for some vehicles. e.g. if you are using direct mail you can fill in the quantity you are sending out. If you are doing Google Adwords, you'd leave this blank.

III. Prioritizing the New Marketing Vehicles

Now that you have a start on your calendar, you are in a position to see if you already have enough vehicles or if you need to add additional vehicles. The factors that will affect how much you add are: your time, available money and your goals. If you have massive goals, you need to have massive action on your marketing.

Assuming you are in a position to add some more vehicles, we need to pick the ones that will make the most sense for you. To do this we'll fill in the 'Prioritizing Section' on the Vehicle Checklist for those vehicles you've ticketed off in the 'Should be Using' column or 'Used in the Past' (if they had good results ... or you believe they could be, based on what you now know). If you don't have any ticked in either of these two columns, move on to the 'Could be Using' Column.

The way to score each vehicle is as follows:

- ★ **Skill Level** = the level of skill required vs the amount of skill you have. A '1' here would imply you have all the skills required while a '3' would mean you need to do considerable learning.
- ★ **Time** = the amount of time required for you or someone on your team to implement and manage the vehicle. A '1' is less time than a '3'.
- ★ **Potential Results** = your best guess as to how well this vehicle could work for you. The scoring here may seem illogical so take note. A '1' is major results and a '3' is minor results.
- ★ **Budget** = how much money is it going to take to get this implemented. A '1' is cheap and '3' is expensive.

As you complete your scoring for each of the vehicles you can then total each in the right hand column. Obviously the vehicle with the lowest score should be your starting point. Allow yourself some liberty if you're not 100% convinced by the scoring. This method of prioritizing is a guide not a hard rule.

Once you've decided which will be the next vehicles to add, we need to look at what is involved in implementation.

For any vehicle that is new to you and/or has a considerable amount of work involved to get up and running (think more than 2hrs) you are best to fill out a Vehicle Action Plan (VAP). A Vehicle Action Plan is a template that allows you to think through exactly what has to be done to get that vehicle implemented. It is a worksheet to look at steps, time, cost and responsibilities. Often we have visions of grandeur only to find when we go to execute, a vehicle is a lot more involved than first thought. This can lead to procrastination or misallocation of resources. Either way it's not good. The time required to fill out a VAP can save you massive amounts of time and opportunity lost down the road.

Completing a VAP can be a bit of work so we are not going to fill one out for every vehicle just yet. Let's just start with your top 1 or 2 vehicles resulting from your prioritization exercise (Step III).

Vehicle Action Plan



Vehicle: Google Ad Words to generate downloads of our free report – “the 5 Massive Mistakes Business Owners make that keep them time poor and overwhelmed”

Goal: 500 unique visitors to our landing page each month

Budget: \$500 / mth + \$1500 startup cost

Tasks - Steps Required (Do)	Date	Who	Cost	Hrs.
<ul style="list-style-type: none"> Develop a brief and draft design for landing page 	Jan 15	KC		2
<ul style="list-style-type: none"> Hire a developer to build landing page. 	Jan 16	KC	\$1000	
<ul style="list-style-type: none"> Integrate download with MailChimp 	Feb 2	KC		2
<ul style="list-style-type: none"> Register a Google Adwords account 	Jan 15	TR		
<ul style="list-style-type: none"> Conduct keyword research 	Jan 17	TR		2
<ul style="list-style-type: none"> Write FREE report 	Feb 11	TR&KR		
<ul style="list-style-type: none"> Get designer on E-lance to make report look good. 		TR &		2
<ul style="list-style-type: none"> Build 5 test ads 	Feb 13	Coach		
<ul style="list-style-type: none"> Execute test 	Feb 28	TR		2
<ul style="list-style-type: none"> Review results 				

IV. Fill the Calendar

Once the VAP is completed you can accurately plot the execution dates and costs on your calendar. The information you are inputting into the calendar is when the vehicle will actually be live; not the work to get it live. You want your calendar to be an accurate picture of your planned marketing activities, so you can see how much or how little you are doing.

Once you've plotted your 'Currently Doing' vehicles and your 'Should be Doing' from the above section, sit back and look at the calendar and ask yourself the following questions:

1. If we execute as per this Marketing Calendar how likely are we going to hit our revenue goals?
2. How confident are we of executing this calendar as it is planned?

The answer to those 2 questions will guide you in knowing if you need to add more, take some off or you are on track. Adjust accordingly.

[MARKETING CALENDAR TEMPLATE](#) (LINK WILL DOWNLOAD, CLICK OK)



V. The 90-day Review

Now you have created a marketing calendar that gives you a plan for the next 6-12 months, if you never add to it again, you will soon run out of plans. For this reason, you need to incorporate ongoing planning and review.

Note: for a complete 90-day planning system refer to the [SBM Planning method](#) (link will open in a new window)



At the end of every 90-day period you should do the following:

1. Update and review your tracking and ROI analysis (see next section)
2. Add another 90-180 days to your Marketing Calendar. Once this is done you should be planning at least 6 months out. For any new vehicles you are adding to the mix, be sure to complete a Vehicle Action Plan (VAP) and allow enough time to do the grunt work require to get the vehicle live. The reason we always want to be planning at least 6 months out is, marketing momentum takes time.

If you are planning at the end of a quarter for the next quarter, more than likely there will be prep work to be done, and it may result in a vehicle not going live till 60 days into your 90-day period. This will lead to inconsistent results and you will always feel like you are behind the eight ball.

If you know in the next 180 days that, you are about to embark on a completely new vehicle, that you and your company have never done before, it gives you time to learn and do some testing so when you go live, your chances of success are greatly improved.

3. Re-ask the two questions above in Section IV

BONUS SECTION: The big picture of Planning

To help put the section above in context, we are going to give you the insights we give to our 1-on-1 clients to ensure they maintain momentum and keep on track. Planning is a skillset and one that will bring massive results if you adopt a methodology you can be consistent with and one that works for you. We are the first to say the process below is not the only way to plan, however, we can also say that it has brought great results for many of the business owners we've worked with.

One of the keys to getting results is keeping momentum. Too often owners come up with great ideas (like investing in a marketing program like this) but the good intentions start to die when life and day to day activities get in the way. Hence the importance of keeping good intentions at the forefront of your attention, and here's how we do it.

The Two Secrets to Momentum.

- Measurement
- Frequency of Review

Note: the planning methodology outlined here is for the building of your business as a whole, not just the marketing side. The marketing planning of your business that we are discussing in this module should become a part of this process.

Let's look at those two secrets to momentum:

Measurement - Peter Drucker (the father of quality management is considered to be one of the leading minds on management) is famous for saying "what gets measured gets managed". If you don't know how something is performing then it is very hard to know if you should address it in anyway. This concept applies to ALL areas of the business—from your financials, your people and to your marketing and sales. Obviously here we are focused on the marketing, hence the section in this module on Marketing ROI.

Knowing the key things to measure in your business is a fundamental, if you want to be successful and grow a great business. See [Financial Mastery](#) if you need some help on the financial side of your business. (link will open in a new window)

Frequency of Review - It is one thing to know your numbers but if you never look at them then you may as well stop measuring. Frequency of Review is about how often you review the numbers as well as checking in on other strategies and their progress. Basically checking on your plan and seeing whether you are on or off track and adjusting accordingly. This is where you develop your meeting structure. Meetings promote communication, and effective communication is vital to a strong organization. Admittedly meetings don't have the best reputation and that is because most are not run properly. For meetings to be effective they must have a purpose, the right people present and an agenda to follow. Here is the meeting structure we advocate.

- ★ **Quarterly Planning Session** - (Full day) - key management involved in a full review of last quarter's results and plan (financials, sales, marketing, HR etc). From here the plan for the next quarter is developed. This would include formation of a theme for the next quarter, a 90-day plan and updating the marketing plan as suggested already in section V above - 90 day Review.
- ★ **Semi - Monthly Sessions** - (1-3hrs). These are held on the 2nd (Monthly Recap Session) and last week of the month (Monthly Planning Session).
 - ★ **Monthly Recap Session** (2nd week of month)- this is where you review the numbers from last month (financials, sales and marketing)
 - ★ **Monthly Planning Session** (last week of month)- here you are reviewing the 90-day plan and making sure you are clear on what needs to happen next month. Time to ensure all is on track and to give you a chance to make any adjustments as needed. On the last week of the quarter, this meeting is replaced by the Quarterly Planning Session.
- ★ **Weekly Session** - (30mins-1hr) - a quick review of what needs to happen this week to stay on track. Ensure everyone knows what they are accountable for and give people a chance to identify any obstacles to getting it done. These meetings are held only on the weeks where there is no Semi-Monthly Session.
- ★ **Daily Huddle** - (5-10 mins) - this is a process Rockefeller attributed to his success. It becomes easy for a week to slide by and things not get done. When your team is doing a daily check-in, everyone continues to be crystal clear on what the high priority items are. The goal of these huddles is not to get into detail, but to quickly identify the big items to get done. If there are longer conversations that come out of a huddle it is VITAL these are taken offline and addressed outside of the huddle. For further information on the huddle read Verne Harnish's book - Rockefeller Habits.

After reading through this you might be thinking "Wow that is a lot of meetings" but if you look at the time involved it is not really that much. What makes it work is having a clear outcome and agenda for each meeting and keeping things on track.

Communication within an organization is key and a good meeting structure gives people the chance to stay in touch and up to date with the important things.

Marketing Calendar Summary

With the information above, you have all you need to effectively stay on top of your marketing; keeping you in a proactive position. If you have read/watched this information and feel overwhelmed in anyway ... GREAT! That just means you've learned a lot of new information that can help you. The key is to take bite size chunks of what you've just learned and implement gradually. If we had to prioritize the skills sets and strategies we've just outlined, it would look something like this:

1. Develop the Marketing Calendar
2. Complete a Vehicle Action Plan (for each vehicle you are using)
3. Implement a 90-day Review Process
4. Implement a Monthly Meeting Structure
5. Implement a Semi-Monthly Meeting Structure
6. Implement Weekly Meetings
7. Implement a Daily Huddle
- 8.

Think of it this way, even if it took you a year to get to the point where you were doing weekly meetings; that in itself is a major discipline most businesses do not accomplish, and will set you up for success, for the life of your business career. Take it one step at a time and remember this is a marathon not a sprint.

The next step is to ensure you know how to make your marketing pay for itself. There is no point putting lots of time and effort into marketing that doesn't work, now is there! So moving on to Marketing ROI.

Marketing ROI - Making it Pay



The goal of Direct Response marketing is to bring in more profit than you spend on that marketing, and it should be considerably more, otherwise you are doing a whole lot of work just to pay for the marketing.

A reasonable number would be 10x, meaning your profit should be 10x your marketing investment. Of course this is just a very rough guide and will be completely dependent on how much time and effort it takes you to make a sale. If your sales process is completely automated and requires no time from anyone (i.e. online sales) it might make sense for a 2x ROI. Or if you have a high rate of repeat sales (high Estimated Lifetime Value) then a 1x might be adequate.

In calculating your return, sometimes you can be very precise, other times it will be a bit of a 'best guess'. The reality is, it is almost impossible to quantify the exact payoff from acquiring a new customer, because customers have different spending habits, refer at different rates and stay for varying lengths of time. Therefore most of our calculations are going to be based on averages.

That said, if your calculation using averages shows you get a 20x ROI there is a good chance that campaign is worth repeating. If you get a 1x ROI, it is fair to say you might not repeat that particular campaign (again depending on your specific business).

What do I measure??

To know if your marketing is paying for itself there is only one real number to know, and that is your Return on Investment. Simply stated "how much profit did you make compared to the marketing investment you made?"

You will need to calculate this from two different perspectives:

1. The campaign as a whole
2. Each specific vehicle.

For example: let's say you run a landscaping company and you want to run a promotion for lawn maintenance, and your campaign was going to be run using the following vehicles:

- ★ Google Adwords
- ★ Facebook Ads
- ★ Newspaper
- ★ Strategic Alliance Promotion
- ★ Flyer Drop
- ★ Radio

You might be running the same offer through each of these vehicles but they are each going to have a different level of effectiveness. For this campaign you'll need to measure the campaign as a whole (did the headline, offer and copy work?) and also measure each individual vehicle. If the Facebook Ads worked great but the Radio bombed, it makes it much easier to fine tune this the next time around.

As you continually measure each vehicle, you'll start to learn how to get the best results from each and which vehicles best lend themselves to reaching your Ideal Customer.

How Do I Make The Calculations?

As we mentioned earlier, the level of precision you will be able to achieve in your measuring is going to vary, depending on how good your systems are in collecting the raw data and the vehicle itself. Some vehicles are easier to measure than others. In order to calculate your ROI you'll need the following six raw numbers:

1. Total Campaign/Vehicle Cost
2. # Customers Gained
3. # Leads Gained
4. Referral Rate
5. Gross Profit Margin
6. Sales Volume.

You can see from this list that the systems you have for collecting the data will ideally be as automated as possible. If you need to manually record and process these numbers, it is going to make things a lot harder. So if you don't have good systems right now, no problem, you know how to develop them, so in time your marketing calculations will be a lot easier.

If you are collecting data manually, don't beat your brains out trying to make your numbers perfect. As important as it is to know your numbers, it is also important not to spend 80% of your time calculating them. Start with what you can and gradually work on improving your data collection system and calculation accuracy.

Timing ...

One last note before you dive into it - we need to address the best time period to measure. To have the most accurate data, you need to pick a period of time that has *complete* information. For example, if you ran a campaign and half of your leads are still in your sales process then you won't have accurate information on the number of sales made. For this reason you need to understand when to measure and what period of time to measure. The easiest way to do this is, to understand the average length of time for your sales process. Let's call this X-days. To have an accurate measurement, you would pick a period of time that is today minus X-days and at least X-days long leading up to that date. Get it? Let's run an example

Example.

You are an accounting firm and the time from when someone makes an enquiry to when they become a client is about 30 days (on average). We know this timeframe can vary massively, so do your best to pick an average. Yes, this is also something you should be measuring.

BONUS Note: you will usually find the longer the sales cycle the lower the conversion rate. A key strategy in sales is to keep momentum in the sales process. i.e. follow up!

Therefore if you want to measure a marketing vehicle, the period of time you need to measure is a least 30 days (really we suggest a measuring a period of at least 90-days depending on the strategy. Use your best judgement here) and the actual period of time will need to be at least 30 days prior to today (being the day you are doing the calculation)

Onto the Calculations

To make it easy for you, we've created a tool that is a 1-page excel spreadsheet where you just need to plug in your numbers. This tool works really well for both the Overview Campaign perspective and Individual Vehicle perspective.

It should all be quite self-explanatory, but just in case we've recorded a video of a live example for you.

[ROI TOOL](#) (LINK WILL DOWNLOAD – CLICK OK)



Summary

Congratulations! Here's a recap of the six-modules in the Marketing Mastry Program which will serve as a quick overview of the topics covered:

Module #1 – Your Marketing Blueprint

Before you invest ANY time or money in marketing, there are certain things you must be clear on. The video instruction and templates in this module walk you through how to define and clarify:

- Your uniqueness
- Your ideal customer
- Your Business Identity
- Your Marketing Blueprint will be the foundation that will guide your marketing decision moving forward.
- Your marketing budget
- The core offerings that are key to your growth

Module #2 – Campaign Creation

- Here you learn how to put a campaign together. In order to get results from your marketing efforts, certain key components must be present in every campaign.
- This module walks you through, with detailed templates, how to get a campaign designed and written so you are ready to execute.
- By the end of this module you'll be ready for the rubber to hit the road and DO some marketing.

Module #3, 4 & 5 – Your Top 7 Marketing Vehicles

- Now that you understand the foundation to your marketing and you know how to put a campaign together, you are ready to deepen your knowledge around the 7 best marketing vehicles for generating results. They are a combination of traditional and online vehicles. There is a lot to learn here and this will be a module series you'll be returning to time and time again.

Module #6 – Marketing Calendar and ROI

- Throughout the first 5 modules, you have learned a ton. With so many tools it can become confusing as to how to organize it all in a way that puts you in control. Enter 'Your Marketing Calendar'.
- This module walks you through a methodology of planning your marketing so you always have a 6 – 12 month rolling plan that enables you to see what and how much you are doing. It also gives you a snap shot of your marketing budget.