

3 STEPS TO UNLOCKING YOUR ONLINE VISIBILITY



We pride ourselves on building brands by taking your vision for your business, and helping it reach its fullest potential.

[BECCHAPPELL.COM](https://www.becchappell.com) 1300 382 152

1

UNDERSTAND YOUR MARKET, ARTICULATE YOUR MESSAGE

You are probably sick of hearing this because every single business coach is talking about it. You didn't also need to hear it from a marketing strategist.

It gets spoken about because it is the key pivotal difference between marketing that works and marketing that is just chasing the shiny objects.

Do you ever wonder why you get distracted by what everyone else is producing and creating?

This is because you don't have conviction in your own offering, and you're not sure of who you're serving.

Once you get clear on this and can focus on it...you'll find less distractions in what others are doing.

2

PICK A CHANNEL, BUT NOT ANY CHANNEL

Once you are 100% clear on the above it allows us to become 100% sure of where our customers are hanging out.

This means if they're not on Insta, you're not on Insta.

Be where your market are.

Because where we put energy - we see return.

I spoke to a client yesterday who knows her target market is on LinkedIn but she just hates social media and doesn't want to spend any time on there.

The truth is, we cannot post and ghost.

So pick your social media channel and ensure you're committed and set time aside in your diary to be present on the platform.

Social media is not a strategy, SO what other channels will you back up this effort with?

Here are some options:

- Email Marketing (it's not dead! Build that list)
- Direct messaging + networking
- Blog posting
- Podcasting
- Engagement campaigns
- Lead Magnets
- Masterclasses
- Word of mouth campaigns

3

CONSISTENCY

It's all well and good to build an online presence and tend to it... Occasionally. But that won't reap you results.

The best thing we can be doing is sticking to a consistent plan of execution.

What works for you?

Is it a commitment for 3 hours a week to focus solely on your marketing?

Is it a commitment for 1 day a month + 30 minutes either side of the day

Whatever it is this needs to become your non-negotiable for it to be successful.

Nothing will work if it isn't backed up with consistency, focus and effort.

Don't change tactic mid-path either, stick to the plan and give it time, with revision along the way to ensure adjustments are made if certain messages aren't working.

Work with **me.**

1. 1:1 bespoke marketing strategy session
2. Marketing Coaching
3. Book me as a speaker or advisor for your organisation

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