

2021

GROWTH MARKETING STRATEGY GUIDE



**Mondial Trends
Business & Marketing Strategy Agency**

www.mondialtrends.com

**GUIDE TO ALIGNING YOUR GROWTH MARKETING
STRATEGY TO ATTRACT CONSISTENT CLIENTS TO
GROW YOUR BUSINESS.**

FOR SERVICE-BASED SMALL BUSINESSES



**Mondial Trends
Business & Marketing Strategy Agency**

www.mondialtrends.com

Hi ya!

I'm super excited that you've chosen to learn how to align your growth marketing strategy to attract consistent clients and grow your service business.

To really unleash the power of marketing in scaling your business, you need a marketing strategy that works for you.

As you already know that the foundation of every successful service business is a full list of dream high-quality clients that you are excited to work with.

You want to be able to attract clients who absolutely loves your services and are willing to spread the word about your brand, give great reviews and referrals to help you grow your business.

You can actually attract your dream clients, once you have the right strategies in place that you can track and measure regularly to help you achieve your business goals.

You really can achieve great business success if you are truly committed.

It might seem difficult at first but your consistent efforts will definitely pay off!

This easy to follow guide/worksheets has 2 Parts:

PART 1: Get to know your audience/target market

PART 2: Worksheet to create your Growth STRATEGY

Some of these might feel familiar or you may have done it in your service business.

However, if there are steps where you feel stuck, then I suggest you save some of your time and consider asking for help, don't waste valuable time trying to work it out on your own.

You can also head over to the [Strategic Entrepreneurs Group](#) and post any questions that you may have.

I can't wait to support you.

See you soon...

**Dr. Matilda Olori
Founder/C.E.O Mondial Trends**



Growth Marketing Strategy Journey.

The best time to start thinking of business growth is when you actually start your business, you need to fully understand your market in order to take advantage of market opportunities and stand out from your competition.

But don't worry it's never too late to make the right move!

Start here...



Customer Persona

PART 1: YOUR AUDIENCE/TARGET MARKET



Customer Persona

- Age:
- Gender:
- Marital Status:
- Occupation:
- Education
- Hobbies
- Location:

Values:

- 1.
- 2.
- 3.

Goals:

- 1.
- 2.
- 3.

Challenges:

- 1.
- 2.
- 3.

PAIN POINTS

Why do they need your product/service...

CURRENT ALTERNATIVES

How are customers currently finding solutions...

VALUE PROPOSITION

What is your solution...

UNFAIR ADVANTAGE

How is your solution different from your competitors?

CHANNELS OF DISTRIBUTION

Where will find them?

Facebook

Instagram

Website

Goals & Metrics

Goals & Metrics

Goals & Metrics

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.

Using the data from the worksheets, write up a paragraph describing your ideal customer & how you will position your brand.

Metrics

CTR, Unique visits, Leads, Reads, Views, Engagement, Reach, signup

Where they hangout



PART 2

As a service provider, a coach, business owner, or entrepreneur your ultimate goal isn't simply to run a business – it's to grow a business.

That's why a growth strategy is a huge asset! Use this guide to create your growth strategy by following these simple five-step process.

STEP 1: IDENTIFY GROWTH OPPORTUNITIES TO BUILD YOUR STRATEGY AROUND.

List the areas you feel your business has opportunities for growth.

- 1.
- 2.
- 3.
- 4.
- 5.

STEP 2: WHAT RESULTS DO YOU DESIRE?

List the desired results of the opportunities for growth.

- 1.
- 2.
- 3.
- 4.
- 5.

STEP 3: SET MEASURABLE SHORT-TERM GOALS AND EXECUTE THEM. (Use S.M.A.R.T tools to map out your growth goals path)

SMART Growth Goal 1:

SMART Growth Goal 2:

SMART Growth Goal 3:

SMART Growth Goal 4:

STEP 4: TRACK AND MEASURE RESULTS

Break down your growth goals into different timelines.
30, 60 or 90 Days.

Month 1

Month 2

Month 3

STEP 5: WRITE DOWN DATES TO CHECK IN AND REFINE YOUR GROWTH STRATEGY AS NEEDED.

Goals

CHECK IN

What steps or actions are a priority for you to focus on in the next 90 days to grow your business? Write them down

Need a Consult?

I understand that sometimes having a helpful worksheet, workbook or planner might just not be enough.

Don't hesitate to reach out if you have further questions, or require further explanations or consultation.

Help is just an email or phone call away.



Join our Facebook
Community.