

THE 4 Ps OF WINNING DIGITAL BUSINESS

WEEK 1: WORKBOOK

# Prospective Customers



 **igital**  
Training Institute  
Bring your skills into the Digital Age

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Author: Joanne Sweeney-Burke, CEO Digital Training Institute ©

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# Introduction

In this module we take a close look at our ideal customer. There is a danger to just think about 'getting customers', however what you really should be focusing on, is the 'ideal customer'. Who is your ideal customer and how can you connect with them?

This is the first of the four-step program to winning new digital marketing clients.

As part of this module you will get the following resources:



**Workbook**



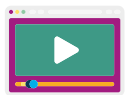
**Checklist**



**Customer Persona Template**



**PowerPoint Presentation**



**Webinar**



**Customer Audit**



**Access to Facebook Group for 6 weeks**



**30-minute call with Joanne Sweeney-Burke** (at any stage of the 4-week program and for two weeks afterwards)



## Learning in a Supportive Environment

This program has been designed to provide knowledge, support, and insights and to answer your specific questions. Joanne Sweeney-Burke who has 15 years business and communications experience will lead it.

With any course that you attend, it is recognized that you also learn from your peers. Peer learning is hugely beneficial and throughout this program I encourage you to learn from each other.

I would like to emphasize that confidentiality is a given from the trainer's perspective, but I would also stress the importance of learners acting professionally, honestly and respectfully during this program.

It is not advised to share names of clients or prospective clients or indeed company names. This information should not be shared in the group as it good practice to keep client information confidential.

If you cannot make any of the live webinars, you will have access to the replay for 30 days.

The resource information provided to you is copyright to Joanne Sweeney-Burke and should not be re-sold or shared to third parties.

**If you have any queries about any aspect of this course please email [joanne@digitaltraining.ie](mailto:joanne@digitaltraining.ie) and I will respond within 48 hours.**

*“With any course that you attend, it is recognized that you also learn from your peers. Peer learning is hugely beneficial and throughout this program I encourage you to learn from each other.”*



# Visibility in Front of Prospective Customers



## 1) Detailing your professional services

Here list your professional services according to each task that you can carry out. (List out 1-12 services)

### DIGITAL MARKETING SERVICE

Facebook Marketing

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### DELIVERABLES

Facebook Page Management, Content Creation, Group Community Management, Page Set-Up, Advertising Management, Strategy

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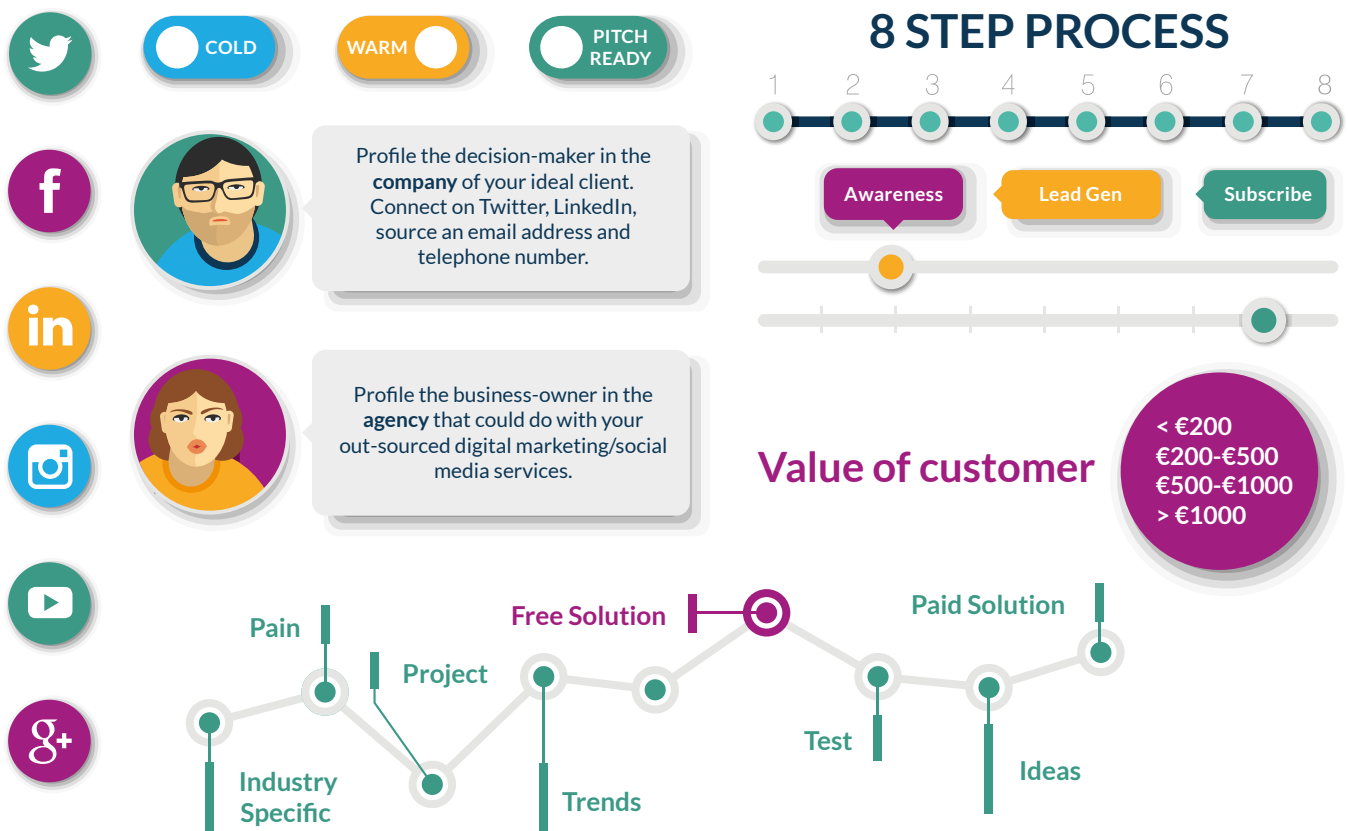
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## Visibility in Front of Prospective Customers

# 2) Customer Persona Profiling & Strategy To Build Qualified Leads

Review the template customer persona we have created and write down each element relevant to your ideal customer on page 8.



Describe here how you can SMARTly solve the problem of your ideal client  
e.g. I will write a bespoke social media strategy, implement it monthly, reporting on business goals achieved.



## Visibility in Front of Prospective Customers

### 3) 8-Step Strategy to engage volume & commercial value of prospective customer

**1 Profile ideal customer**  
Use the customer persona template to identify who they are, what their pains are, who the decision-maker is, what industry they are in, what social networks you will find them on and the potential value of their business to you.

**2 Identify top 3 pain points of ideal customer**  
What issues are your ideal customer experiencing in their business or organization that you can solve. List 3 pains and 3 matching solutions.

**3 Review their social media/digital footprint**  
Conduct an audit of their existing social media presence - platforms, frequency, followers, engagement, reach, content, creativity, tone and also their overall web presence so review their website for functionality, mobile responsiveness, SEO performance, content products, comparability to competitors, relevance to audience. Give your clients' digital footprint (web, SEO, social) a score out of 10 and gives reasons for that score.

**4 Devise a 5-point plan for them specifically**  
Document 5 strategies or tactics that they need to employ now that you can help them with. Don't include deliverables you can't deliver on!

**5 Connect with them on social media/subscribe blog/e-zine**  
Gain visibility in their network by connecting with them wherever they are active online and engage in conversation.

**6 Develop lead gen products to address pain point**  
What premium content are you going to deliver to your prospective customers to get them into your sales funnel and which will address their pain points?

**7 Convert into subscriber**  
What tools do you have in place to convert awareness into interest and interest into engagement and engagement into a sale? How are you tracking all of these interactions?

**8 Send packages specific to them with special offer/FREE consultation**  
Now that you know what you can do for your ideal customer will you offer them something to get in front of them so you can upsell?



## Visibility in Front of Prospective Customers

### 1. Profile ideal customer

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### 2. Identify top 3 pain points of ideal customer

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### 3. Review their social media/digital footprint

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### 4. Devise a 5-point plan for them specifically

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### 5. Connect with them on social media/blog/e-zine

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### 6. Develop lead gen products to address pain point

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### 7. Convert into subscriber

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### 8. Send packages specific to them with special offer/ FREE consultation

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## Visibility in Front of Prospective Customers

### 4) Your solutions to customers pains

Document the pain points of your ideal customer and beside it document the solution that you can provide for him/her.

#### CUSTOMER PROBLEM

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#### MY PROFESSIONAL SERVICE SOLUTION

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## Visibility in Front of Prospective Customers

### 5) Building a community of prospective customers

List 15 ways in which you are going to build a community of prospective customers.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_



## Visibility in Front of Prospective Customers

### 6) Audit your prospective customer for suitability

Review the questions in the audit section and answer each question.

1) Where did you hear about us? (Google search, referral (who), email subscriber, read my blog, connected on social media, downloaded your free resource, social advertising, PR, trade show, print ad, radio ad, saw you at event you were speaking at, other (please specify).  
\_\_\_\_\_

2) What's your budget – project/monthly? \_\_\_\_\_

3) What's your objectives and expectations on this project/monthly?  
\_\_\_\_\_

4) Do you agree to my payment terms? \_\_\_\_\_

5) Have you used any other digital marketing or social media supplier?  YES  NO

If so, why did you stop working with them? \_\_\_\_\_

6) Are you happy to sign a Service Level Agreement?  YES  NO

7) Who is the main point of contact for this project (ideally one person)? \_\_\_\_\_

8) Will you agree to 24-36 hour feedback timeframe?  YES  NO

9) Are you happy that extra hours billed at €x but agreed in advance.  YES  NO

10) Can you deliver content/images/insights for us to pursue this project?  YES  NO

11) Are you available to take a phone-call weekl/meet monthly to progress the project and agree milestones?  YES  NO

12) Do we have freedom to implement ideas once signed off by you?  YES  NO

13) Does content need moderating/prior sign-off?  YES  NO

14) What is your agency payment terms and conditions? \_\_\_\_\_

15) What amount of work can you provide monthly? \_\_\_\_\_

16) Who manages client relations/project management? \_\_\_\_\_

17) Who do I send work to – agency or client directly? \_\_\_\_\_

18) Will I be collaborating with others in your agency, if so how? \_\_\_\_\_

19) What project management software/tools/format do you operate on? \_\_\_\_\_

20) What is the opportunity for expanding our relationship? \_\_\_\_\_



# Checklist

Have you worked through the following tasks?

- Completed customer persona
- Social media and digital audit of each customer
- Connected with company/individual on social networks/blogs/e-zine
- Engaged with customers
- Developed 8-step strategy to get first step meeting with prospective client
- Have prospects to take to next level





**T:** 1890 815 625 | **M:** 087 6237373  
**E:** joanne@digitaltraining.ie

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*Author: Joanne Sweeney-Burke, CEO Digital Training Institute ©*