ENGAGEMENT BY DESIGN

A COMPREHENSIVE CONTENT MARKETING SCHEMATIC

5 Key components that will:
- Increase Traffic
- Source Credible Leads
- Increase Sales
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is a SMAART Buyer?</td>
<td>4</td>
</tr>
<tr>
<td>Engagement By Design: 5 Key Components</td>
<td>5</td>
</tr>
<tr>
<td>Marketing Analysis: Getting from Here to There</td>
<td>6</td>
</tr>
<tr>
<td>Website Optimization: Web Merchandizing and Quality Content</td>
<td>8</td>
</tr>
<tr>
<td>Social Media Optimization: Social Media &amp; Customer Retention</td>
<td>10</td>
</tr>
<tr>
<td>Conversion Pathway: It’s Selling Time!</td>
<td>13</td>
</tr>
<tr>
<td>Conclusion</td>
<td>15</td>
</tr>
</tbody>
</table>
Who is a SMAART Buyer?

The SMAART Buyer is: Selective, Meticulous, Autonomous, Astute, Responsive, & Thoughtful.

They are the work-at-home mother, the couple who’s decided to spend their 20th wedding anniversary exploring wine-country, and the single corporate executive who travels 4 days a week entertaining clients.

They are unique, economically and socially diverse, well-informed, and very demanding.

They have a passion for reliable information, quality, and value; and will pay more for products and services they feel are of special, distinctive value.

For other content marketers SMAART Buyer diversity can be a problem. In fact, this group of buyers is not well marketed to and are often confused with either the Affluent Buyer on one end of the spectrum or the bargain shopper on the other.

Based on the buying habits of a typical SMAART Buyer, we believe the average household income of the SMAART and Discerning Buyer to begin at $85,000 and move upwards of $355,000.

“...this group of buyers is not well marketed to and are often confused with either the Affluent Buyer or the bargain shopper...”
Engagement by Design is a comprehensive marketing schematic that will:

1. Attract the SMAART and Discerning Buyer
2. Source credible leads
3. Increase sales
4. Maintain your current SMAART Buyer relationships

There are 5 key components to “Engagement by Design”:

1) Marketing Analysis and Report
2) Website Optimization
3) Social Media Optimization
4) Editorial Schedule
5) Conversion Pathway

- Increase the number of visits to your website and/or brick and mortar business.
- Source credible leads.
- Improve sales.
- Improve customer retention.
A content marketing analysis and plan has eight components:

1. **Identify Realistic and Reachable Goals.** You shouldn’t treat your business like you’re going for a Sunday drive, just happy to wind-up anywhere. You need to have a definable destination set within a reasonable time-frame.

2. **Determine where are you now in relation to your goals.** Are sales down, sluggish, flat? To reach your goals you need a thorough analysis of where you are now in relation to where you want to be. This step is crucial because it requires you to take a dispassionate look at your sales numbers and your current marketing strategy. Amplify what works, understand what isn’t working, and get back on course.

3. **Understand the SMAART Buyer:** The SMAART Buyer is a diverse, intelligent, and demanding buyer. You need to know who they follow, what publications they read, and where they shop.

4. **How does your product/service fit with SMAART Buyer needs.** This elements relates to how well do you know the SMAART Buyer and how does your product fit with their beliefs attitudes about themselves and the world.

5. **Believability.** When matching your product or service with customer needs there comes an issue of believability.
The Smart Car has consistently high safety ratings, but when you see it next to a semi-truck on a busy highway it is difficult to believe that your teenage daughter will be safe while driving it.

6. **Understand the competition.** Analyzing and understanding your competitions marketing strategy will help you to improve your marketing strategy.

7. **Amplify your company’s and your product’s core competencies.** Showcase online and offline what your company does better than anyone else.

8. **Implementation Strategies.** Ideas are no better than fanciful dreams unless they are strategically implemented within a reasonable timeframe.

“You need to have a definable destination set within a reasonable timeframe.”
Think of your website the way a merchandiser thinks about her storefront window display.

A merchandiser’s goal is to promote her brand and inspire and entice her target customer to come-in and shop around.

Likewise, your website should also have a lot of the same elements as a well merchandised retail store. It should be branded, focused, and where like products and services are grouped together and easy to find.

**How to loose a SMAART Buyer:** Imagine walking past a store window where you see a jacket that would be perfect for your upcoming vacation.

You walk-in to inquire about the price and to possibly make a purchase. The sales person says that jacket is for display only, and they won’t have it for another month, (This actually happened to a customer at a Holister retail store).

Most people won’t wait a month for a jacket they want now. Instead, they will leave and look for something comparable at another store.
The same principle applies to your website. There is nothing more annoying to a SMAART Buyer than to click on a page or article where the content has no relation to the title. They have no choice but to look elsewhere for what they want.

High bounce rates and low conversion rates are a clue that your customers are going elsewhere to find what they need.

**How to attract, engage, and retain the SMAART Buyer:** SMAART Buyers are voracious when it comes to acquiring the right information they need to make a purchase.

They will speak to friends and use social media, but the mainstay of their research is still through the search engines.

Good SEO in combination with your social media efforts will entice the SMAART Buyer to your site. Once there, you need to provide them with the quickest route to find what they are looking for.

An easy and predictable website layout along with quality content will lead them to the right conclusions about your product or service.
Understanding how to optimize and use social media to drive sales is problematic for most companies. Many believe that they have to be everywhere but the truth is, is that you only have to be on the channels that the SMAART Buyer uses for your particular product or service.

The Sanctuary Camelback Mountain Resort and Spa in Scottsdale, Arizona make good use of their social media presence. They are active on FB, Twitter, and Pinterest and use Trip Advisor to respond to customer comments and complaints.

Where you don’t see them responding is on Yelp where there were mostly 4 and 5 star reviews, but some 2 and 3 star reviews attached to complaints.

The Terranea Resort in Palos Verdes, California on the other hand are actively engaged on Twitter, FB, Trip Advisor, and Yelp. It is a much larger property (582 rooms versus 105 casitas at the Sanctuary) and they have over 30,000 fans on FB and over 14,000 followers on Twitter.

While both resorts are beautiful, The Sanctuary is a 4 diamond resort whose target market, the luxury market, probably do not use Yelp when making a decision regarding a spa stay. The Terranea Resort has a much broader market, not just the luxury market, but the diverse and casual South Bay population, so it makes sense for them to use Yelp.

However if your business is a local restaurant claiming to have the best burgers and craft beer, then monitoring Yelp is more than worthwhile, it is necessary to the wellbeing of your business.
Customer Retention: Social Media as a Customer Service Platform

The point is, is that you will maximize your target market reach, not by being active everywhere, but by finding the right channels for your product or service.

You retain customers by providing consistently good (great if you can manage it) customer service.

SMAART Buyers use social media as a customer service platform and we believe that this is the future for social media.

Progressive insurance is using Twitter as a customer service platform through @ask_progressive. There, customers can post questions and get immediate responses from customer service representatives. Not only does this aid in customer responsiveness but it also lends itself to company transparency, credibility, and consumer loyalty.

The SMAART and Discerning Buyer doesn’t want to be “told or sold,” they want to be educated, entertained, and most importantly they want to be heard.

“SMAART Buyer wants to be educated, entertained, and most importantly they want to be heard.”
Most marketers feel like they are buried underneath a pile to-do list’s and what-to-do list’s.

You have information but very little content generated and even less time to post it and promote it.

Consumers also have a lot of information available to them and are suffering from “information overload.” As a result buyers are now tuning-out a lot of marketing messages making your job more difficult.

To maximize your time and effort and breakthrough the marketing clutter that the buyer is inundated with, you need an editorial schedule.

An editorial schedule is a strategic calendar where you layout your posting strategy per quarter and usually a quarter ahead.

You literally map-out what to write, where to post it, and how often to post it. The key is to create your editorial schedule with both your brand image and SMAART Buyer values in mind.

An editorial schedule will take a lot of the guess work out of what to post and when and allow you to repurpose material saving you time and money.
A conversion pathway is a process that turns a potential customer into a loyal customer and fan.

For example you’re a specialty foods company that manufactures and sells quality olive oil.

You have a foodie blog that features unique and delicious Mediterranean dishes.

This particular SMAART Buyer follows other foodies on Twitter. He sees a link to a recipe that reads, “roasted beet, eggplant, and farro salad with goat chz & lemon vinaigrette. Heaven!” He clicks the link, tries the recipe, loves it, and signs-up for free eCookBook “All Things Mediterranean.”

The eCookBook is beautiful and provides him with more delicious recipes and even interesting myths and folklore about olives and olive oil.

Now that you have his email address, you are able to notify him of new recipe posts, contests, and specials on your olive oil that are at the local supermarket or that he can buy direct from your website.
You’ve kept this buyer filled up on relevant and quality content so he is happy to open his email box and give you his attention, time, and loyalty.

The SMAART Buyer conversion pathway will source credible leads and convert those leads into sales by utilizing:

- Email opt-ins
- Information products like white papers and ebooks
- Online and offline newsletters
- Email campaigns
- Brochures
- Direct Mail
Engagement by Design is a fool-proof content marketing schematic that will:

- Source Credible Leads
- Increase Sales
- Maintain Current SMAART Buyer Relationships

There are 5 key components to Engagement by Design:

- Marketing Analysis
- Website Optimization
- Social Media Optimization
- Editorial Schedule
- Conversion Pathway

If you’d like to know more about the SMAART Buyer or Engagement By Design then contact us today at moreinfo@boutiquemarketinggroup.com or call 310-529-9294.

Thank you for your time.