

ADVANCED MARKETING 101

For Homecare





Nice to meet you!



Chad Alexander
All things content.



Amy Alexander
All things brand.



David Mills
All things strategy.



Getting found

Where do customers and
employees find you?



The answer to the question...

Where do customers

+

**prospective employees
need to find you?**

is...



**Wherever
they
prefer.**

2 MISTAKES TO AVOID

1.

Missing them in their preferred channels.

2.

Making them use our preferred communication methods instead of theirs.



What to Talk About



How do people choose?

How do people find resources, evaluate choices
and make decisions today?



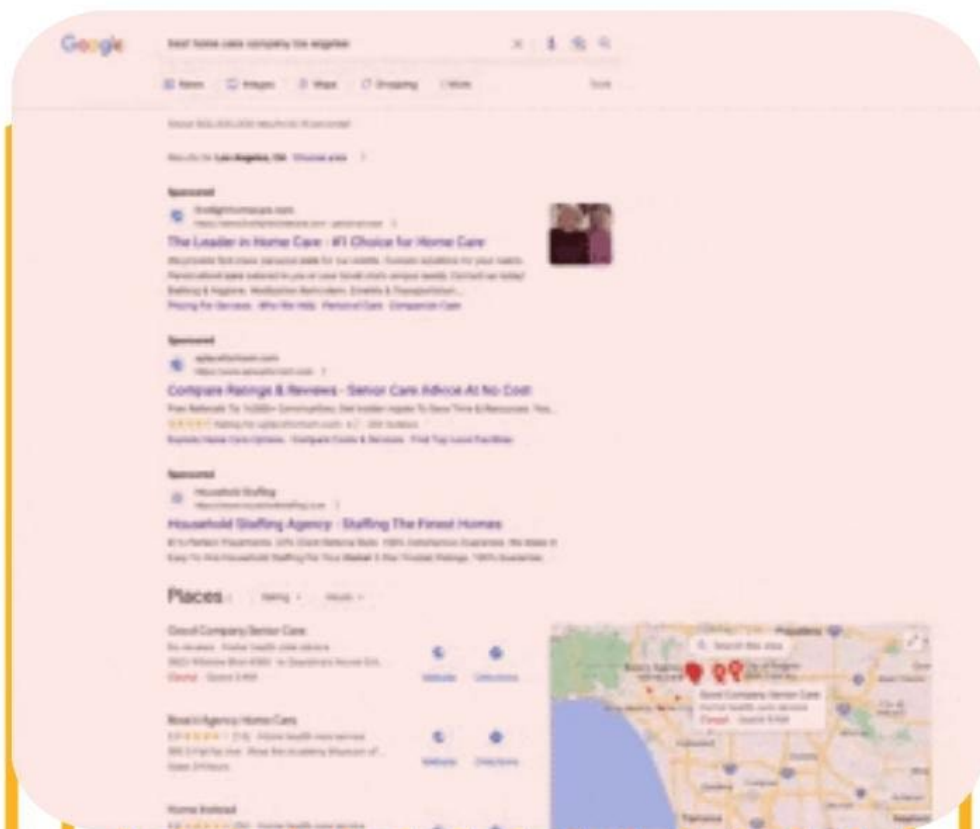
Purchases

85%+ of all purchase
decisions start online.



Jobs

80% of job searches
start online.



But what
is that
experience
like?



People are tired of having to sort
through all the options.

They just want **answers.**



The path to being found online so you
can win more customers and
employees is..

**Focus on their questions.
And, give them answers.**

Let's review:

1.

We have to be present in the communication channel our customers and employees prefer.

2.

We have to deliver answers they can trust.





The problems:

1.

We have to be present in the communication channel our customers and employees prefer.

2.

We have to deliver answers they can trust.

1.

We have to deliver great answers in a lot more channels.

2.

We have to know the questions.



How do we overcome these problems?

1.

How can we be present in a lot more channels that our customers and employees prefer?

We need an easy-to-do and very effective way to create content that can be used in all of these channels.

2.

How can we become the best source for answers they trust?

We need to know the most important questions and share fearless answers.

How do we overcome these problems?



Use Video

We need an easy-to-do and very effective way to create content that can be used in all of these channels.



Collect Questions

We need to know the most important questions and share fearless answers.



Collect your questions.

Collect question from people who have interactions with customers and employees candidates.



Make this a regular staff meeting agenda item.

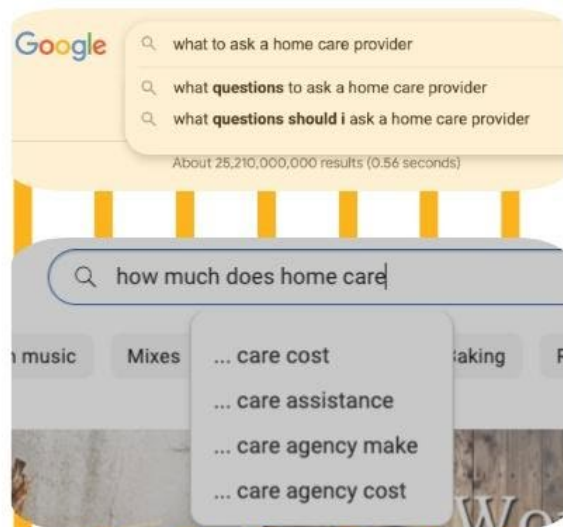
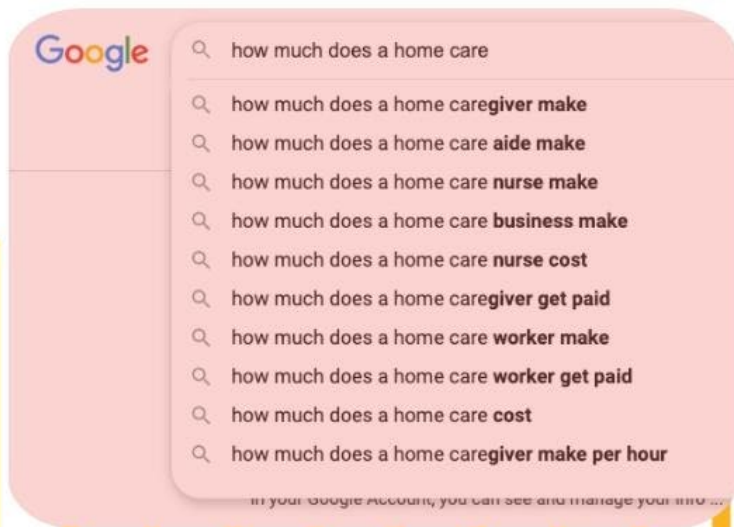


Keep a master list.



Collect your questions.

Use Google and YouTube to see what questions people are asking.





Never use a script.

- Be the expert and share the answer.
- Explain it just like you would when you are talking with a customer or an employment candidate.
- It's being **yourself**
- that works.

USE THESE TOOLS

Plan your video on a 3x5 card.



Put bullet points on a large sheet behind the camera.





Magnificent 7

Giving answers others won't will make you stand out.

PRICE

1.

PROCESS

2.

PROBLEMS

3.

PRIORITIES

4.

COMPARISONS

5.

BEST OF

6.

REVIEWS

7.



Magnificent 7

Giving answers others won't will make you stand out.

PRICE

What is the cost, what goes into the cost, how much is the pay

1.

PROCESS

How do you...

2.

PROBLEMS

What are the challenges or problems they may experience with your solution

3.

PRIORITIES

How can they achieve important things they are working on

4.

COMPANIES

How do you compare options (be honest)

5.



Magnificent 7

Giving answers others won't will make you stand out.

PRIORITIES

How can they achieve important things they are working on

4.

COMPARISONS

How do different options compare (be honest)

5.

BEST OF

What are the best brands or solutions in a category

6.

REVIEWS

Honest reviews of the choices, options, or tools

7.



YOUR TURN

Now let's write some bullet points and practice answering a question with someone else in the group



A woman with long dark hair is shown from the chest up, smiling broadly with her eyes closed and her arms raised in a celebratory gesture. The image is semi-transparent and overlaid on a dark grey curved shape that occupies the right side of the frame. A white circle with a red dot is positioned above the word 'Recording'.

Recording

Pop quiz.

What's the **first** thing you should focus on when recording?



A) camera



B) lighting



**C) talking
points**



D) yourself

Pop quiz.

What's the **first** thing you should focus on when recording?



A) camera



B) lighting



**C) talking
points**



D) yourself

How to dress.

1.

Solids or non-complex patterns. Avoid logos that aren't your company's brand.

2.

Avoid seasonal clothing (i.e. Christmas sweaters)

3.

DO wear a little extra, natural-looking makeup. DON'T wear lots of jewelry.

4.

Wear clothes that help you feel confident!



How to look great on camera.

Posture

- Slightly crane out your neck
- Push your shoulders back and chest out (seriously!)

Expression

- You can never smile too much
- Steal from Tyra Banks and "smize"



Energy

- Do some push-ups or jumping jacks
- Listen to upbeat music
- Practice, practice, practice



3-Point Lighting

Keep lighting at eye-level to avoid shadows under the chin or eyes.

KEY LIGHT

The most powerful light! This faces you and is meant to light your face.

1.

FILL LIGHT

This light fills the scene or room. ex: Sun from a window.

2.

BACK LIGHT

This lights helps you pop off your background. It should point toward your back.

3.

Background pitfalls.



**Things
sticking out
of your head**



**Sun directly
behind you**



**Being
swallowed
up by
foreground**



Can I use record with my phone?

YES!



Be sure you can record in 1080p.



Consider recording in 4K if you're able.



You'll likely need to edit the clip on your phone anyway.



If you have a new iPhone, use the "cinematic" setting.

How should I capture sound?



iPhone wired headphones work wonderfully.



Any kind of bluetooth ear buds will cancel extra noise.



You can try a lapel mic if you want to get fancy.



YOUR TURN

Break up into groups.

Film and interview ONE person using their phone.

Ask them their name, their organization, and why they got into homecare.





Multiply Your Content



Keep it short.

YouTube
Short



60 sec.

Instagram
Reel



90 sec.

Facebook
Story



120 sec.

TikTok
Reel



10 min.

LinkedIn
Post



15 min.

Source: <https://www.forbes.com/sites/tjmccue/2019/07/31/verizon-media-says-69-percent-of-consumers-watching-video-with-sound-off/?sh=157db63935d8>



Always add captions.

25%

of users watch videos with the sound off in private places



69%

of users watch videos with the sound off in public places



80%

are more likely to watch an entire video when captions are available.



CapCut basics.

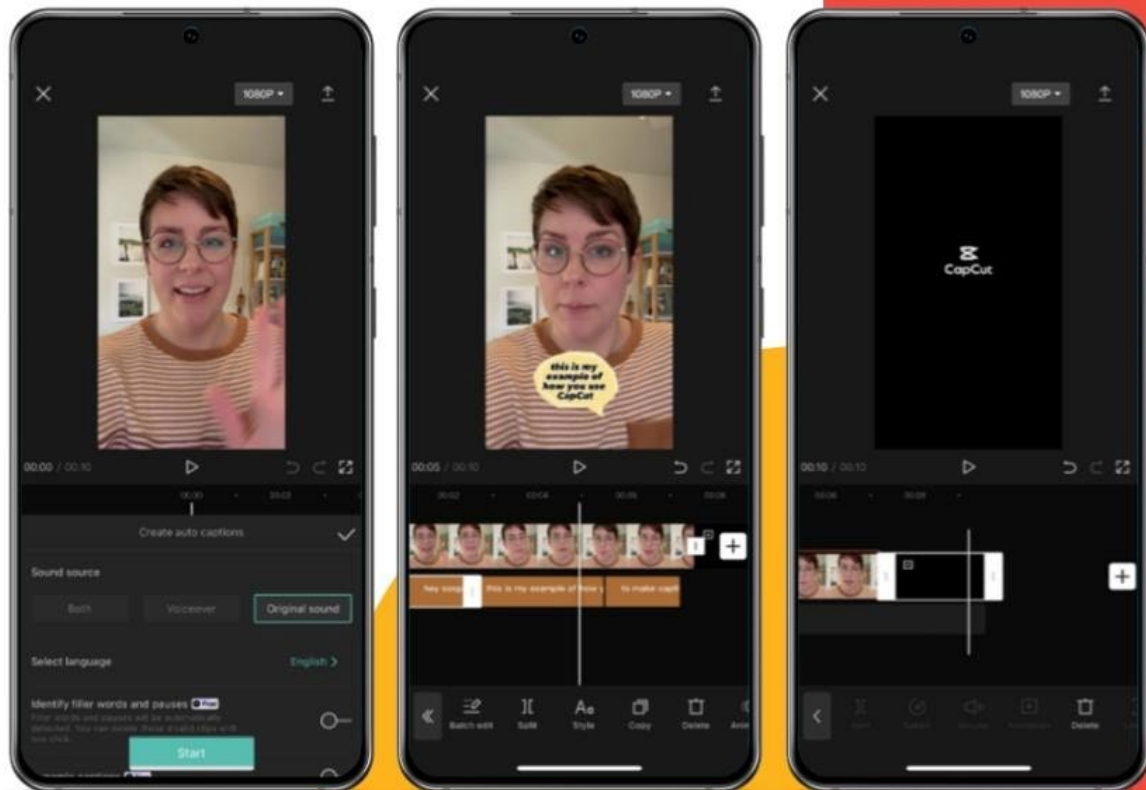


Add captions by clicking "Text"

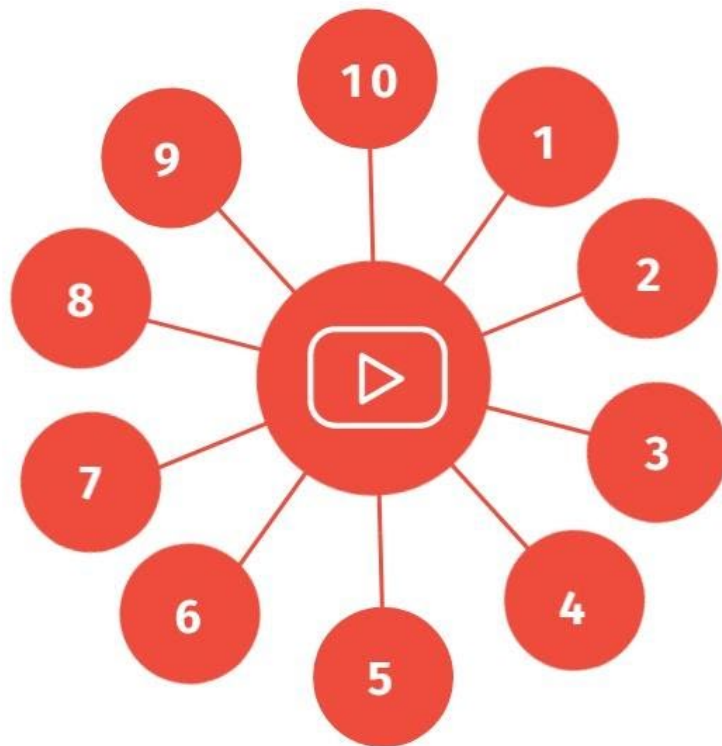
- Auto Captions
- Change the font, style, and size for best readability

Delete the CapCut screen by clicking "Edit"

- Select the end screen
- Delete



Rule 10



Rule 10

10

1

Short Video

60 seconds version of your answer.

2

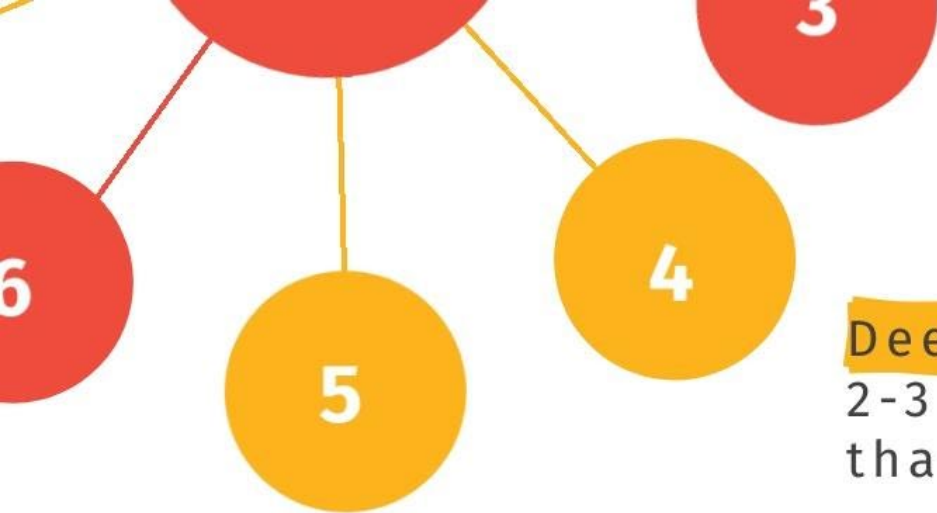
Definition Video

Basic video defining the term or problem.

3

"Customers Ask" Video

Frame the question in your video with "customers always ask..."



Deep Dive Video

2-3 minute explanation that is more comprehensive.

Epiphany Video

2-3 minute video about how you used to do this, or how others solve it poorly, and your discovery of this new answer .

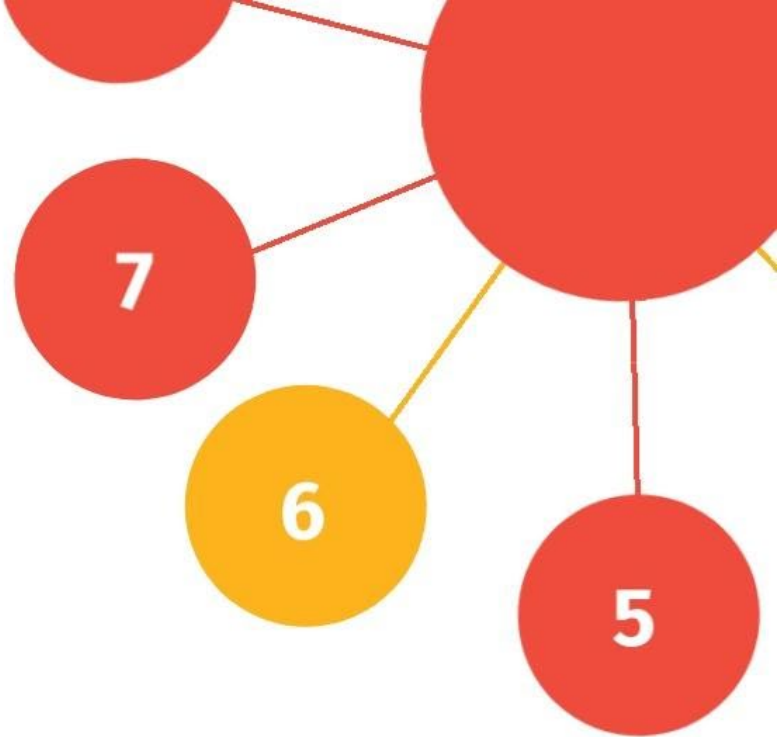
Rule 10



Seinfeld Email

Turn your video answer into a story and send via email.

- Personal opener.
- Dive into details of the story.
- Land the transition into your topic.
- Provide a conclusion.
- P.S. Your call to action.





Seinfeld Email: Example

Have you ever noticed that influencers and experts say the same thing over, and over, and over...

And over?

[Personal opener]

I was scrolling through Instagram the other night and I saw my favorite real estate guru.

He was saying, as he always does, that creative financing is ***EVERYTHING***.

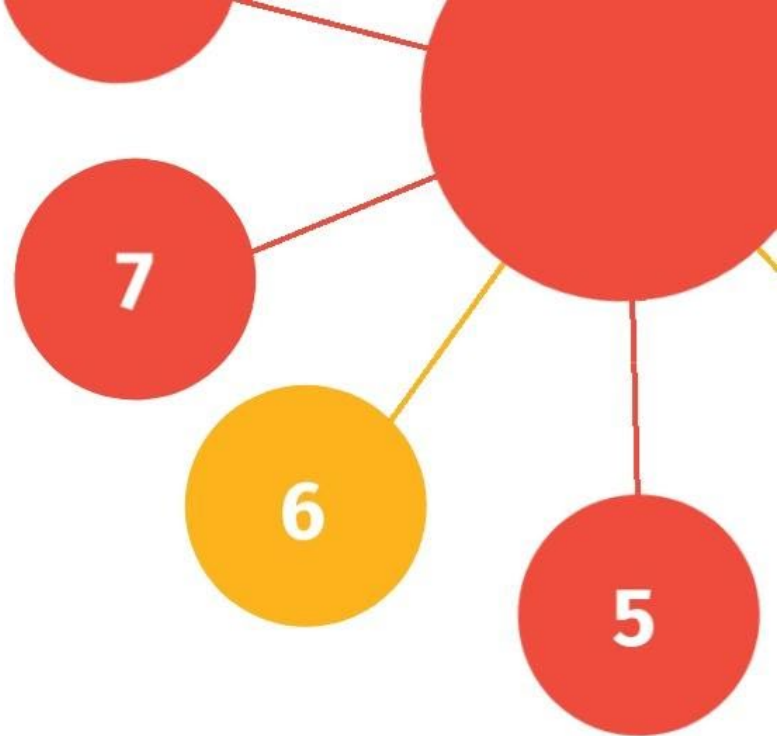
I've heard him talk about this in countless videos. But, I still stopped to watch.

The whole thing. [Dive into details of the story]

And then, it hit me! I don't have to come up with endless new things to say.

I can have amnesia.

I can be redundant I and the transition into your topic





Seinfeld Email: Example

I can have amnesia.

I can be redundant.

I can say the exact same thing over, and over, and over...

And, people will stop and watch. IF it's something they care about hearing.
[Land the transition into your topic]

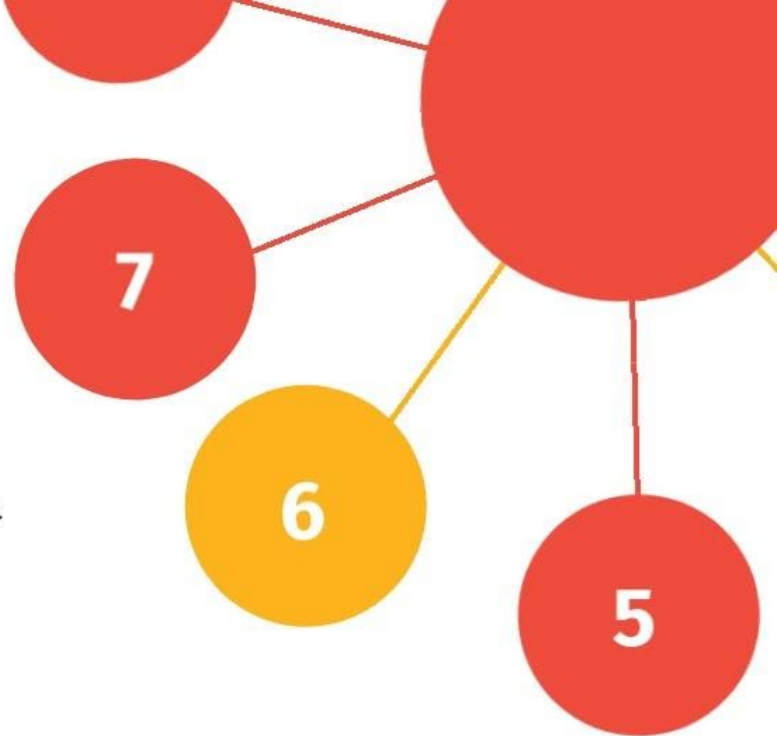
And that's how I discovered Rule 10. For every golden nugget you have,
find at least 10 ways to talk about it. Again.

And again.
And again...

You get the point. [Provide a conclusion.]

Go ahead, start talking!
Amy

P.S. If you're interested in our free Rule 10 training, register now! [Your call to action.]



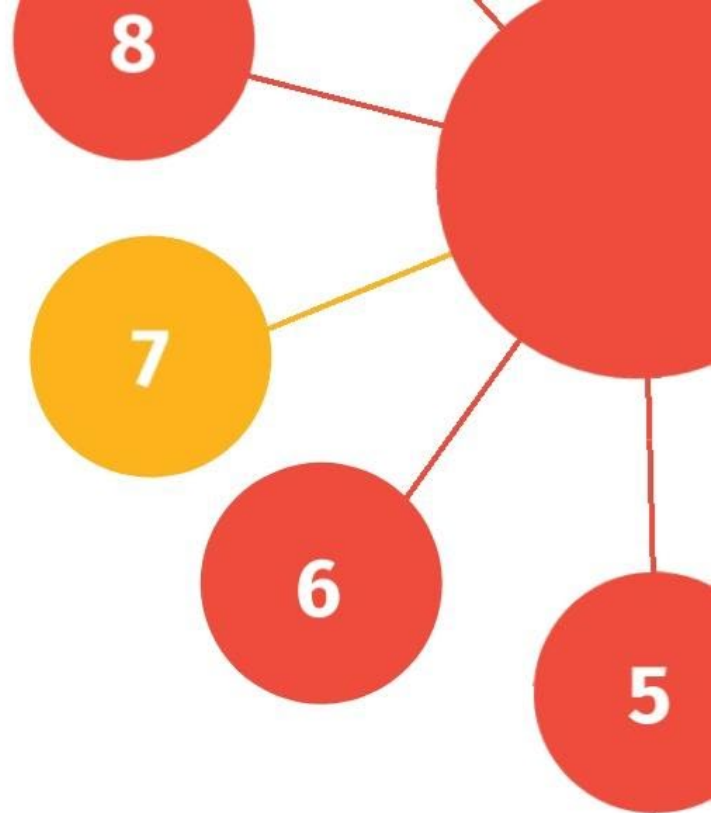


"Enemy of" Video

Talk about the enemy of your answer or solution.

To identify a villain or enemy to your answer. Ask yourself:

- What are injustices in my industry?
- Is there a common solution people choose that will end up hurting them, or not helping them?
- What things does a competitor do or say that make you angry, because it's just wrong!





Rule 10

LinkedIn Post

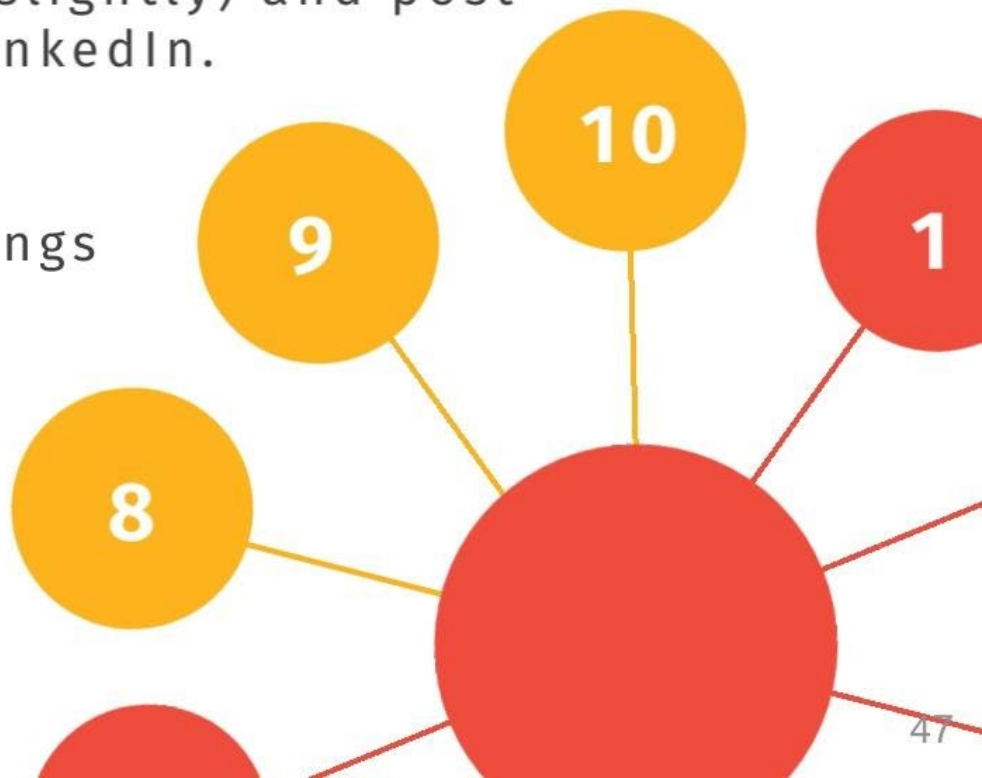
Shorten your Seinfeld email (slightly) and post it on LinkedIn.

"Things People Miss" Video

1-3 minute video about common misunderstandings around your answer.

Blog Article

Take pieces of your Rule 10 collection and post a comprehensive article.



YOUR TURN

Write a Seinfeld email!

- Personal opener.
- Dive into details of the story.
- Land the transition into your topic.
- Provide a conclusion.
- P.S. Your call to action.





Let's create a short!