



9 FREE DAILY ONLINE MARKETING STRATEGIES TO **GROW** YOUR BUSINESS

WWW.JANICEHURLBURT.COM



Start Using 1 of the 9 Daily Online Marketing Strategies to Grow Your Online Visibility and Build the Momentum so They Say YES!



Having a list of ideal clients who are interested in purchasing your coaching services or online course is essential, even if you don't have a big list! Start **building the momentum** by powering up your online visibility by using any one of the following 9 online marketing strategies. You don't need to do it all as long as you implement a daily strategy (everyday!) that will build your online visibility and grow your business online. Be consistent using various methods.



Do keep in mind to plan your promotion strategy two to three weeks before you launch your program or services. One of the best ways to build momentum is through lots of media exposure. If you don't have a big Facebook Ad budget, exposure can be done using multiple media methods so they don't miss your launch... such as marketing funnels leading to a lead magnet related to your program, daily Social Media posts, be a guest on a podcast promoting your launch, forming strategic partnerships, and sending out automate emails to your list.

Often times, people make the mistake of creating their online course or coaching program and not allowing time to promote their program before the actual launch date.

Don't get stuck thinking of all the things you should be doing, or go into overwhelm mode and end up doing nothing until days before you launch! It's okay if you're not sure what to do or simply don't have the first clue what it is that you need to be doing.

People often ask me, what should I do first? Take any one of the following 9 **action steps** and use them to power up your online visibility or to **build** the momentum when launching a product or service.

The following action steps are intended to help you power up your online presence, be seen and heard as an expert in your industry or niche. When used consistently, these techniques over **time will**



power up your online visibility, your list, build the “know, like and trust” factor and your target market will be drawn to you.

It is common to have doubts, but **by trusting and believing** in yourself will help you to take the lead in building up your online visibility and grow your business.

Let's Begin. . .

Remember, the goal of a Lead Magnet is to attract leads, specifically your ideal target market. Lead Magnets don't have to be lengthy. . . Or complex. . . Or time-intensive to create. . .

You simply need to solve a specific problem with a specific solution for a specific segment of your market.

1. Do you have a lead magnet?

A Lead Magnet is the same thing as a **FREE offer** on the home page of your website or easily available to access from your social media channels.

Brainstorm what to offer your potential client that is **related to your coaching program, online course or your bonus offer.**



Create your lead magnet as an **instant gratification FREE offer** that can be used right away or downloaded as an audio recording, PDF Checklist, etc.

Promote your Lead Magnet frequently, so you can be seen and heard as the expert you are!

Examples of Attractive Instant Gratification Lead Magnets related to your niche:

- ✓ PDF Reports
- ✓ Infographics
- ✓ Cheat Sheet
- ✓ Checklist
- ✓ How-to Template
- ✓ Resource List
- ✓ Recipes
- ✓ Inspiration file
- ✓ Free Consultation or Discount coupon code
- ✓ Instant eBook
- ✓ Done-For-You Planners
- ✓ Case Studies/Success Stories (Before and After)
- ✓ Audio Recordings or Video Recording (tapping, binaural beats or motivational song, theta wave, audio books)
- ✓ First chapter of your book or snippets of your book.



Always **include** on the last page of your Lead Magnets a **Booking url link “Let’s Connect”, “Discovery Session” or “Initial Consultation”** session using an online scheduling program like Acuity Scheduling or other online scheduling program.

Your Virtual Assistant can manually post your Lead Magnet (free Offer) URL link on Social Media at least 3 times a week.

2. Publish Consistent Content related only to your **service, product, workshop or coaching program**. Use the following media you're most comfortable with.



- YouTube add your website link in the description area
- Facebook Live video or Audio



- SlideShare Presentations are easy to do with Haikudeck.
- Use LinkedIn to publish blogs linking back to your website.
- Post Blogs on your website and social media channels related to your upcoming coaching program or course.
- Send out e-newsletters to your list with content related to your program. Share client testimonials in your e-newsletter who have participated in your program.
- Podcast - request interviews with podcasts related to your target market, promote your free offer during the podcast.



3. Setting up a Joint Venture Affiliate relationship is not mandatory, but can be an important key to a growing your business. Invite **10-20 people in your circle** that you can reach out to for assistance in **promoting** your program, product or services and in turn you will help and promote their business.



An affiliate commission starts at 10%, you would pay to your strategy (joint venture) partners. 4 weeks before you launch reach out and call on those who believe in what you do to spread the word. Two weeks before you'll want to help your wonderful affiliates by preparing tweets, social media swipes, images and emails with their own affiliate link to your sales page/product launch opt in page. Remember, you want to make it easy for them to promote you.

4. Build Connections in Social Media.

This is the first step of **client building** relationships, so they can get to know, like and trust you. The next step is creating a Facebook banner on your business page promoting your free offer. The cost for a nice banner is minimal, and we can do this for you starting at \$25 per banner design. Your goal is to utilize the Facebook tab using a “**Book Now**” or “**Learn More**” call to action button that will redirect traffic to your Opt-in Page promoting your free offer or schedule a Discovery call with you.



Create images that **build the buzz** to grow your business and when launching a new product or service:

- ✓ Create at least 15 images to go along with your SM posts
- ✓ Take pictures of work in progress
- ✓ Behind the scenes image
- ✓ Selfies or videos to share your excitement
- ✓ Post image of testimonials and happy clients
- ✓ Date of launch announcements
- ✓ Image of a timer or countdown (10 days out) to your launch
- ✓ Launch open now!
- ✓ Launch closing soon!

5. Use **hashtags** related to your upcoming product launch with all your Twitter social media posts.

It's Important to **mix in hashtags** with your content when posting your FREE offer on twitter, Instagram or Facebook. If you are going to use hashtags only



use one - two hashtags. Post your blogs on social media and link it back to your website so you can promote your lead magnets from your website.

6. Actively Participate in Facebook Community Groups, Google Communities, and LinkedIn groups to build your know, like and trust relationships with your ideal audience. **Share your website link and free offer opt-in page link.** Be sure to review and read the community rules and guidelines before posting. Typically, the communities have a specific day of the week you can post your promotional links.

7. Place Lead Capture Opt-In Boxes everywhere.

Add an opt-in box at the end of all your blogs. For example, add an opt-in box with a **sign up and get instant access** to our (name of product) or **Download today FREE** (name of product). Use a Leadbox to a discovery session booking link.

8. NO. 1 TOP thing to do is videos! DO Facebook LIVE using the follow basics steps.

1. Share valuable content about yourself, who you are in a short intro sentence. My name is Janice, “I”m an online visibility pro for entrepreneurs and coaches who are looking to shine their expertise online and grow their business.”
2. Engage your audience by asking a question and getting their feedback, tell a story, do a show and share something related



to your business that will provide a solution to a pressing problem.

3. Give a clear call to action (CTA) at the end of your video.

9. Run Targeted Facebook call-to-action promotions.

Set your Ad budget at \$20-\$40 for the month with a minimum \$10 daily promotions. You can choose different **call-to-action** buttons like **sign up**, **learn more**, **book now** linked to your opt-in page or your online appointment scheduler. **Booking strategy** sessions with Acuity scheduling is a **double bonus**.

Are you READY to start building your online presence!

Be sure to do the following and be the first in your inner circle.

Tip No. 1: Ask for **REVIEWS** on your Facebook business page.

Tip No. 2: Set up your Facebook Instant Reply message. Be the first in your circle to set up an **Instant Reply message to go out automatically** as your Page's first response when someone new stops to visit your FB page. Facebook message will let clients or contacts know that you'll get back to them soon or you can set up an automatic thank you message for visiting your Page.



Here is a step by step guide on how to set up Instant Replies for your Page:

1. Go to your Business Page and Click Settings at the top of your Page
2. Click Messaging in the left column
3. Click to select enable to Yes "Response Assistant"
4. To change your instant reply message, click change, update the message and click Save

Note: Instant Replies aren't sent when your Page's messaging status is set to Away

If you you like to test how my instant FB message works go to <https://www.facebook.com/JaniceHurlburtOnlineManagement> and LIKE my page watch the message pop up OR simply send a quick Hi, so you can see first hand how this is done.



Congratulations!

YOU CAN Do This!

1. **Take action** and save this document so you'll have it handy to use as part of your marketing tools.
2. **Daily Marketing activity:** Use the above daily marketing strategies so you can keep your customers and target audience engaged through social media, content and influencer marketing.
3. **Share this checklist** with your inner circle, so they can be active with you in growing your business and you'll do the same in return.

Bringing you Fair Winds and Following Seas!



xo

If you're interested in retaining an online visibility pro consultant who can provide the technology support or to strategies your program launch or gift giveaway marketing funnels. Please take a moment to [book an appointment](#).

