

CALLSIGN51

VIDEO PRODUCTION | PHOTOGRAPHY

THE 4 STEP METHOD

for accelerating your marketing and sales growth



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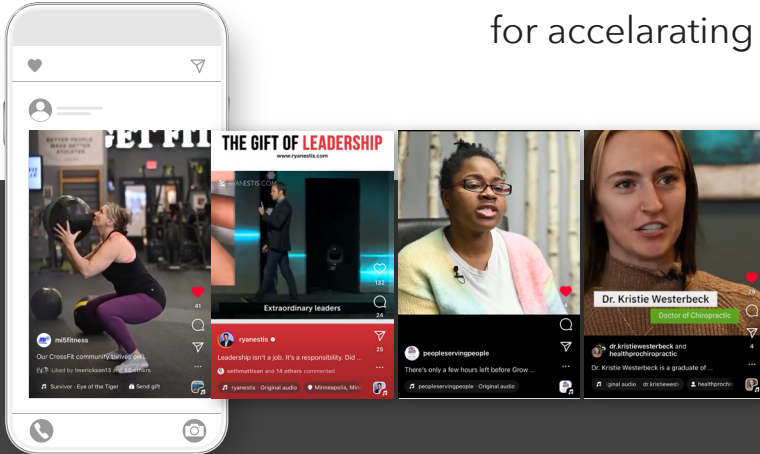
Create content that makes you money.

Video production is expensive and time consuming.
This guide will help you evaluate and redirect your content marketing so that your efforts result in revenue growth. Introducing the Rechannel Targeting Method.

Video is our game. This is our game *plan*.

The 4-step System

for accelerating your marketing and sales growth



The Rechannel Targeting Method

Marketing and branding re-alignment

This step is about making sure your marketing is saying what you want it to be saying online and throughout your social media.

STEP 1

Goal/objective setting

Rechannel your content marketing efforts with a laser focus on your objectives, your strengths, your audience and main revenue goals.

STEP 2

Content distribution and lead funneling

Reimagine NOT ONLY your content, but how it's distributed, and how it all funnels clients back to you that you want to work with.

STEP 3

Storytelling —→ outcomes

Effective visual storytelling and video content using all the strategies above so that it drives lead generation and revenue growth.

STEP 4

Marketing and branding re-alignment

1

Marketing Audit

Core Values:

***Core values are the deeply ingrained principles that guide all of a company's actions; they serve as its cultural cornerstones."*

Core Focus:

***Purpose/Cause/Passion/Niche*

3 Uniques:

****Don't try to be all things to all people. Focus what you do by coming up with 3 uniques.*

**Patrick M. Lencioni <https://hbr.org/2002/07/make-your-values-mean-something>*

***<https://www.eosworldwide.com/blog/how-to-discover-your-core-focus>*

**** <https://www.eosworldwide.com/blog/96514-traction-thoughts-uniques>*

Video Asset Audit

Yes No

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Are you currently increasing brand awareness and impact for clients using video? |
| ☐ | ☐ | Are you showing your expertise and establishing credibility using video? |
| ☐ | ☐ | Do you have an asset that helps you save time when pitching new clients or onboarding clients? |
| ☐ | ☐ | Do you have any content you use to show how processes, services or products work? |
| ☐ | ☐ | Do you feel your current content is helping you look modern/relevant and setting you apart from others in your industry? |
| ☐ | ☐ | Do you have any FAQ videos to alleviate customer calls? |
| ☐ | ☐ | Are you creating content for continuing education of customers? |
| ☐ | ☐ | Are you doing any personalization of content (thank yous, check ins, etc.)? |
| ☐ | ☐ | Are you creating or using recruiting or consulting content? |
| ☐ | ☐ | Are you using video content in your eCommerce platform? |
| ☐ | ☐ | Are you using behind the scenes content? |

Social Media Audit

Facebook

- ☐ Administration
 - ☐ Who has access to post?
 - ☐ How are they posting?
 - ☐ Are they scheduling?
 - ☐ How is content selected?
 - ☐ How is content created?
 - ☐ How is content vetted and approved?
- ☐ Is profile photo updated with approved logo?
- ☐ Is cover photo updated with approved brand guidelines?
- ☐ Is the business description up to date?
- ☐ Is there a call to action?

Instagram

- ☐ Administration
 - ☐ Who has access to post?
 - ☐ How are they posting?
 - ☐ Are they scheduling?
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 - ☐ How is content created?
 - ☐ How is content vetted and approved?
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LinkedIn

- ☐ Administration
 - ☐ Who has access to post?
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YouTube

- ☐ Administration
 - ☐ Who has access to post?
 - ☐ How are they posting?
 - ☐ Are they scheduling?
 - ☐ How is content selected?
 - ☐ How is content created?
 - ☐ How is content vetted and approved?
- ☐ Is profile photo updated with approved logo?
- ☐ Is cover photo updated with approved brand guidelines?
- ☐ Is the business description up to date?

Goals & Objectives

2

Goals

Goals describe the long-term destination of the business activity and are linked to your core focus and uniques.

Goal #1: _____

Goal #2: _____

Goal #3: _____

Example Goals: Help more clients achieve XYZ results. Increase inbound marketing leads from 4-6 per week to 10-15 per week. Target XYZ businesses in the fiscal year.

Objectives

Objectives are the incremental targets and often follow the S.M.A.R.T criteria for measuring their effectiveness being specific, measurable, attainable, realistic and time-bound.

Month #1

Objective #1: _____

Objective #2: _____

Objective #3: _____

Objective #4: _____

Objective #5: _____

Objective #6: _____

Example Objectives:

Develop a sales call script or checklist to improve your sales techniques when leads come in.

Develop a newsletter or email list for nurturing leads and by providing value and information.

Acquire Customer Relationship Management (CRM) system.

Script ad videos, write headlines and copy for social channels.

Develop a free resource or free value offer to incentivize leads.

Content Distribution and Lead Funneling

3

Content Distribution Audit

How you think about social media content and its distribution makes a big difference in its effectiveness in marketing and sales efforts. The following questions will help you decide where to spend your time and efforts with social media and content marketing.

Which social networks does your target audience spend much of its time on?

What type of content gets the most interaction? (Likes, comments, share, etc.)

Do you have a content calendar for organizing and planning your posts?

Do you have a system of checks and balances for ensuring posts are approved and align with your brand and your values?

Are your posts including a call to action? (Book now, call us, etc.?)

Lead Generation Audit

Next, you'll want to think about how potential customers (leads) are incentivized to connect with you once your content catches their eye. Do you have an inbound system for turning leads into customers or clients? These questions will help you get a better sense of where you are now and where you could improve.

How do you currently generate leads?

How many are you getting and how many do you think you need?

How are leads nurtured or follow up with?

Do you have a free value offer to help nurture leads in a call to action?

Free Trial
Free Workshop
Coupon

Free Report
Free Worksheet
Free consultation

Free X-rays
Other?

Do you survey your clients to see what content and which social networks or websites led them to you?

Do you have a newsletter or email list to add new leads or clients to?

How are you demonstrating value to your leads and existing clients? (Educational content, tips and tricks, testimonials, etc.)

How quickly are you following up when a new lead comes in?

Storytelling → Outcomes

4



Emotional Resonance

Connect with your audience by telling stories that resonate with them emotionally. Save the bulk of information about your product or service for after you've connected emotionally.



Communicate Your Value

An emotional story will move your customer, but you want to be sure to move them *towards* your value. Ensure your storytelling effectively conveys how you will address their need.



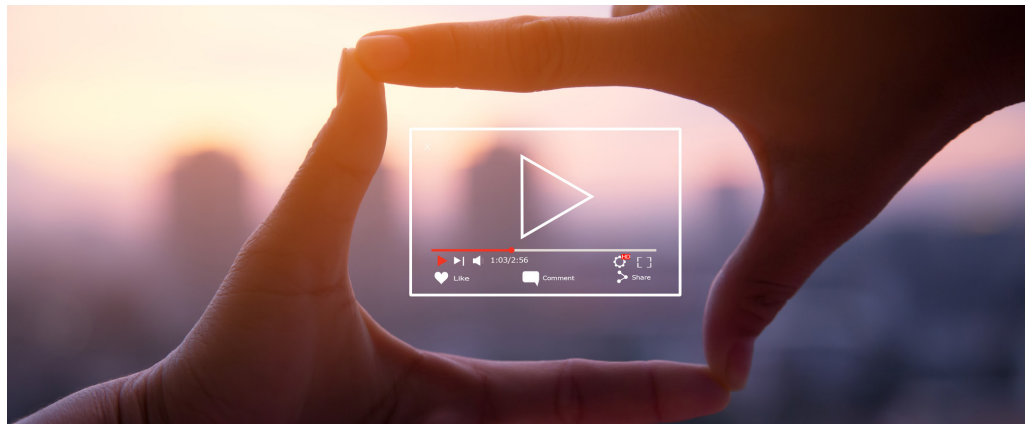
Call to Action

The call to action connects your storytelling to the outcomes you desire in your business. Be sure to include a direct call to action at the end of your videos to move them to the next step in the sales journey.



Calls to Action

Book Now
Learn More
Sign Up
Buy Now
Register Today
Download
Try Now
Get Started
Subscribe
Join Us
Request a Demo
Donate Now



Story Arc

Every great story follows the story arc: stage setting, conflict, resolution and outcome. What is your story's arc?



Stage Setting

The current situation, before conflict or adversity, what was life like?



Conflict

The disruption to the current situation, the challenge and change for the worse. The introduction of a problem to be resolved by your product or service.



Resolution

The introduction of the product or service as a remedy for the conflict.



Outcome

How life is improved and better than ever before thanks to the resolution.

Storytelling Framework for Content

Each piece of content you create should contain one or all of these elements. Most social media focuses on resolution, but don't get stuck there. Stage setting and conflict is where you relate to the customer. Finally, the outcome is critical to earning the sale.

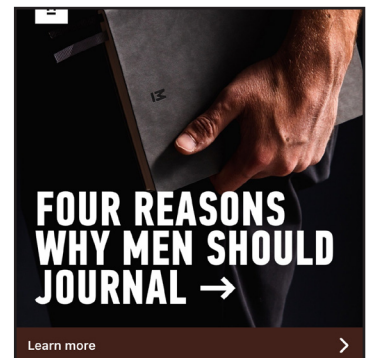
Stage Setting

- ☐ Can you relate to the customer where they are now? What is their current situation?
- ☐ Identify a need.
- ☐ Connect with emotions or perceptions people hold.



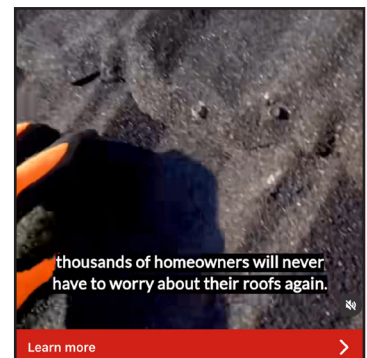
Conflict

- ☐ Show how the current situation is hurting the customer.
- ☐ What is the current situation keeping the customer from accomplishing?
- ☐ Why is the current situation unsustainable?
- ☐ What will the future look like for customers who allow the current situation to continue?
- ☐ What are the harmful effects of the current situation?
- ☐ Why is the current situation hurting more than just the customer?



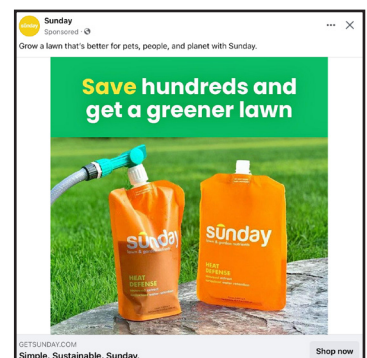
Resolution

- ☐ How does your solution going to remedy the current situation?
- ☐ Why is your solution effective?
- ☐ Why are you the best option for administering the solution?
- ☐ How is your solution unique?
- ☐ What is exciting about your solution?



Outcome

- ☐ How will life be better with your solution?
- ☐ What can customers accomplish after working with you?
- ☐ What obstacles are now gone or diminished?



Let's work together

If you'd like our help implimeting anything you've learned here, OR get a content marketing blueprint customized to your business, we'd love to set up a time to discuss your business goals and objectives. We would love to have the opportunity to work together to get you there.



Jeff Achen, CallSign51 Owner

Over 100+ Trusted Brands & Counting

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TRANSPORTATION

People
Serving
People



Wealth
Management

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Callsign51 is a veteran-owned small business.