



HOW TO DRIVE A FLOOD OF NEW CUSTOMERS TO YOUR BUSINESS

using the Four Foundations of Marketing (4FM System)



Creatively Disruptive
marketing academy

Build a business that gives you the time to do what you love, and what you are best at.

There is a lot to marketing a business online with professionals and agencies telling you that you need to run ads, improve your SEO, use PPC, create amazing content, manage your social media, geo target your customers and the countless other tips, strategies, hacks and proven methods available on YouTube.

We know exactly what works to get people calling you, filling your inbox and knocking down your door and it consists of doing just four things that we call the Four Foundations of Marketing. Do these four things well, do these four things again and again and if you do nothing else, these four steps will help you to enjoy the reason you started a business to begin with. Now that would be nice right?

The 4FM System is four straightforward, no sweat, manageable foundation strategies to get your name in front of the right people every day and on autopilot!

f1: Claim and Promote Google My Business

Creating a Google My Business listing makes it easy for people in your area, who are looking for your products or services, to find you. A Google My Business account also lets you easily connect with customers across Google Search and Maps as well as providing an instant messaging option for customers to message you right from your profile. This makes it super easy for a customer to find you and connect with you.

Create or Claim Your Google My business Listing

Claim or Update your Google My Business Profile, if it doesn't exist then you can go ahead and create a new one. To get started go to <https://www.google.com/business>.

Fill in Every Field on Your Listing Profile – Don't Skip This

Complete every available section to ensure your listing is completed, if you cannot finish it then make sure to go back and complete it later! This includes your opening hours, address, phone numbers, listing your products & services and links to your website.

Update Your Existing Listing If You Have One

If you have previously created a business listing in Google and never quite got around to

completing all the sections, then now is the time to go back and complete it.

Add Content, Google and People Will Love You for It

Post photos, posts and offers to your listing to make your business stand out to new customers, and give customers reasons to choose you every time.

Enable Messages for Google My Business

Speak directly to your customers through Google My Business Messages which can be turned on and is a great option to give your customers another way to connect with you right from your business listing profile.

Fun Fact: Every month there are over 5 billion searches on Google for restaurants 3 billion searches for hotels 1 billion searches for clothing stores 600 million searches for hair and beauty salons 5 million searches for coffee shops. Spending time to claim, update and optimize your Google My Business listing is one of the most cost-effective things you can do to get found in Google.

To get started with Google My Business visit <https://www.google.com/business/faq>

f2: Create Local Ads on Facebook & Instagram

Your next customer is just around the corner, and they are one of over 1.6 billion people worldwide connected to a small business on Facebook and Instagram. Advertising here makes so much sense with the ability to laser target in on your ideal next customer in ways that have never been possible before with traditional advertising.

While we can't show you how to build and run a full campaign in this short guide, here are the key steps to get your started.

Signup for Facebook Business Manager

Go Beyond Boosting a post, sign up for a free Facebook business manager account and start building and running ad campaigns using their self-service tools. Visit <https://business.facebook.com> to get started.

Start Learning Facebook Ads

There are a lot of resource available to learn how to build Facebook ads and yes we do have a course available at <https://learn.creativelydisruptive.com/the-four-foundations-of-marketing-course> that will step you through creating your first Facebook ad campaign.

Your First Campaign – Understanding the Objective

The first thing you will want to do when creating a campaign is to decide on a Campaign Objective, think about what's the most important outcome I want from this ad? There options of getting more likes (Engagement), traffic to your website (Traffic), Messenger Ads, and even a form right on your Facebook ad (Lead Ads). Start with traffic and send a flood of targeted people right to your website.

You're in Control of Your Budget

You get to set your budget just like boosted posts, whether it's daily or a lifetime budget, you have control of your ad spend. To start with, try testing out small amounts of \$5 - \$10 a day until you start to feel comfortable then increase gradually.

The Power Is in The Targeting

The power of Facebook is in its targeting opportunities and you are presented with the ability to drill down to your idea customer profile including, interests and behaviors, age, gender and location. If you know what your ideal customer is like, think of this as a profiling tool to make sure you show your ads to just the right person.

Video Ad or Image Ad? Time to Choose

When you build your first ad you will choose from using images or video to start with and you will be able to decide where to send the people who click on your ad. To start with, use an image showcasing your business, it might be a person using your product, an image of your product in a lifestyle image. Whatever image you use it should be something that will attract attention. Remember this is going to show up in a busy newsfeed on Facebook and Instagram.

Getting Started with Your Copy

Alongside your image is your copy, or the text you write. And you want to present this in a hook, story offer format. Start with a Hook, something that will get the persons attention, tell a Story that the customer can relate to and then present an offer in a way that describes how your product or service will benefit the customer.

The hook is anything that interrupts someone and entices them to take a moment to see what you have to say.

The story is how you relate what it is that you are offering and how that will benefit a customer. Quite simply, we are hard wired to survive and to thrive so anything that does not help us with one of those will have little impact on the reader. In addition, there are three words to always think of; benefits, benefits and benefits.

If you can think about everything you want to say about you, your business, your product or your service then write it down then write at least three reasons why someone will actually care about it. Write down what's in it for them, how will they benefit, what will help to survive or to thrive. Lastly the offer.

Now that you have empathized with your customer about their problem and the solution available, you offer something compelling to your customer in such a way and at such a price or with such a promise that they want to do nothing else but take you up on that offer.

To get started with Facebook and Instagram ads visit <https://business.facebook.com>

f3: Make your Website a Conversion Machine

Your website is your online storefront, and for many new customers the first time they engage with your business, and you know what they say... first impressions count. Your website must be a great reflection of your business as well as being able to convert visitors into inquiries.

Add a Webchat Widget to Your Website

Facebook Messenger, Intercom or Tidio. Webchat works because it's much more convenient than other communication channels: phone and email. We would recommend starting with adding Facebook Messenger as you probably already have a Facebook account and may already be getting messages, so this is not a new channel to deal with. The simplest way to get started would be to sign up for ManyChat.com and use their growth tool that easily allows you to add Facebook Messenger to almost any website.

Display Reviews on Your Website

The process is different for various website platforms, but the goal is to make your reviews that customers have posted visible on your website. This may be in the way of automatically pulling reviews in from services such as Facebook and Google or you may need to pick your very best ones and add them manually. Either way, this is such a powerful way to let new customers know what other customers think about your business, products and services that it is worth the effort to do.

Does your Site Match Your Brand?

Do the site colors, logo and fonts match and accentuate your business brand by being consistent throughout your website and online channels? It is really important that your brand is consistent throughout everything you produce, both digitally and in print. Do you know your brand colors? Do you have a consistently used logo and lastly what are the fonts for your business? If you cannot answer these questions spend some time creating a brand style guide. The simplest way is to create a Google Doc and add your logos then write your business name, the products or services you offer and a very brief description after each one. Once you have done this, style the headings and text font styles and colors used and then write down what they are and make them available to your team.

I Want to Call You, Visit You and Follow You

Is the most relevant content right at the top of the page? Before people even see the introduction to your website and what your business can do for them, we recommend having a top bar where a customer can easily find your contact information including; phone, address and social media links across the top of the page, and they should be clickable links.

Can Customers Find What They Are Looking For?

Is Your website simple to navigate & find what you need? Make sure your home screen has clickable contact buttons and a navigation menu that makes it easy to navigate to every part of your business. One of the best ways to know whether your website menu is simple to navigate is to get a friend or relative to use it and give you honest feedback. Just because you think it rocks doesn't mean everybody else does.

To self-audit your website visit <https://creativelydisruptive.com/website-audit>

f4: Build Trust with Customer Reviews

One of the most tried and tested forms of marketing businesses is customer referrals, and referrals today come in the form of online reviews, testimonials and recommendations from channels such as Facebook and Google My Business. We call this Social Proof as it is proof that people have shared on social media that your business is either good or bad. As well as serving to let potential customer know that you care about delivery the best quality in your products and services it also serves to help you improve your business by really listening to what people are saying, both good and bad.

Want Reviews? You've Got to Ask for Them!

Ask all of your top customers for reviews and give them some guidelines or even a script of what you would like them to talk about. The more reviews you get, the better your ranking and authority in Google local and Facebook becomes especially for the likes of Facebook ads. Some people will leave a review, especially if they're annoyed at some experience with your business so ensure that you ask every satisfied customer for a review.

Make It Easy for Customers to Leave a Review

Send a direct review link to your Customers via email or even with a postcard or some other novel way that will get their attention. Don't ask them to go and find you on Google or to find your Facebook page, send an email to them asking if they would leave a review of their experience with your business after you feel they have had enough time to experience your product or service. When sending the email add several questions that you would like to have answered in their review so that you have the best chance of getting a great review.

Monitor your Reviews At Least One a Week

It is critical to put a plan in place to check your Google My Business account and Facebook page as well as other sites such as yelp that customers might leave a review about their experience with your business. A great tip here is to have a list written on a piece of paper or a recurring calendar event to remind you to check this every week minimum. If you get a lot of reviews, you may want to increase the frequency. There are online platforms such as birdeye.com that allow you to manage your reviews online in a centralized platform.

Respond to all Customer Reviews – Good and Bad

That's right, every review, the good the bad and the ugly. It's common to see businesses respond to negative reviews but you should also respond to great reviews as well. Simply thank them for their review, it only takes a minute and shows people and Google that you sincerely value each one of your customers.

Use Reviews to Improve the Next Review You Get

This is not as strange as it may sound... Think about what your customers are saying in every review they write and use that data to find trends and highlight both areas that can be improved upon as well as areas of your business that could be optimized for an even better experience. This is where online review platforms really come into their own by aggregating data and making it easier to make decisions for your business.

To start managing your reviews online visit <https://birdeye.com>

Next Steps

Are you ready to drive a flood of new inquiries on autopilot?

Now you have the four foundations of marketing that you can apply to your business starting right now! If you simply follow these four foundations steps, optimize them and repeat them, then you will grow your business. When all four are running together, that's when the growth will really start to happen for your business.

Do you Clearly Know Where You Are, Where You Want to Be and How to Get There? or... Are You Wearing Too Many Hats and Leaving Money on The Table?

- Do you know how much it costs to acquire a new customer?
- What the lifetime value of your average customer is in dollars?
- What are your revenue goals for this year and next year?
- And most importantly, do you have a clear and detailed action plan of what's required to achieve those revenue goals?

If you can't answer all those questions with certainty, then it's time to take control of your business and get on the track to success. We invite you to book a FREE, 30-minute strategy call with a Marketing Expert and we'll help you identify the areas that you need to focus on.

LET'S SET SOME EXPECTATIONS We hate it when we get all excited about something only to find that there's a catch, and I am guessing you do too. So let's remove any misconceptions about what to expect if you reach out to us.

WHAT ARE WE OFFERING? A FREE 30-minute strategy call with a marketing expert from our team where we'll highlight areas that you may need to focus on.

WHAT'S THE CATCH? After the FREE strategy call, if you want to take a deeper exploration into your business goals, we will be happy to share with you how you can partake in our Results Action Plan, the process of finding out **where you are in your business, where you want to be**, and getting a tailored Action Plan, **what you need to do to get you there**.

DO WE WANT YOU AS A CLIENT? Maybe, but as we only take on a couple of new clients every month, it needs to be a good fit. While we won't work with every business, we want every business to succeed and we offer both free and paid resources that can help you succeed. Book your FREE strategy call today, start freeing up your time and get started on the road to success.

Russell Masters and Andy Seeley
Co-Founders of Creatively Disruptive

[CLICK HERE TO BOOK YOUR FREE STRATEGY CALL](#)