

The Marketing Pantry

What to Stock, What to Skip, and What's Just Taking Up Shelf Space



Presented by:

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ABOUT YOUR INSTRUCTOR

Kate Reeve



Who Are We?

We are a creative agency that believes
Small Moves can make **Big Waves**.

By harnessing the power of intentional
design—across branding, websites,
marketing, and more—you can sail
further, faster.



BRANDING



WEBSITES



DESIGN
SERVICES



STRATEGY
& AD
MANAGEMENT

Meaningful growth doesn't always come
from doing more — often, it comes from a
few intentional moves in the right direction.





THE BIG IDEA

A Full Pantry Is Not a Strategy



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A Full Pantry Is Not a Strategy

You may have plenty of ingredients, but without a recipe, you can't tell:



What belongs together



What you are missing



What you do not need



Whether the result will work

Before you evaluate your
marketing ingredients,
you have to know what
you're trying to make.





QUESTION 1 OF 4

What Are You Trying to Sell?

Your business may offer many products, services, programs, or packages — but one campaign should usually have one clear focus.

- ◆ What offer needs attention right now?
- ◆ What problem does it solve?
- ◆ What do you have the capacity to deliver?
- ◆ What is most profitable?
- ◆ Why should someone act now?
- ◆ Is the offer easy to understand?



Your business may offer many things. Your campaign should know what it's selling.





Your audience is the group most likely to value what you offer.

For established businesses:
review your real customer data.

Who spends the most?
Who refers others? | Who stays the longest?



QUESTION 2 OF 4

Who Is Most Likely to Buy It?

Your audience isn't everyone who could possibly buy from you — it's the group most likely to need, value, and act on your offer.

- ◆ Their current problem
- ◆ Their motivation and urgency
- ◆ Their objections
- ◆ Their decision-making process
- ◆ What they value most
- ◆ What would make them trust you

QUESTION 3 OF 4

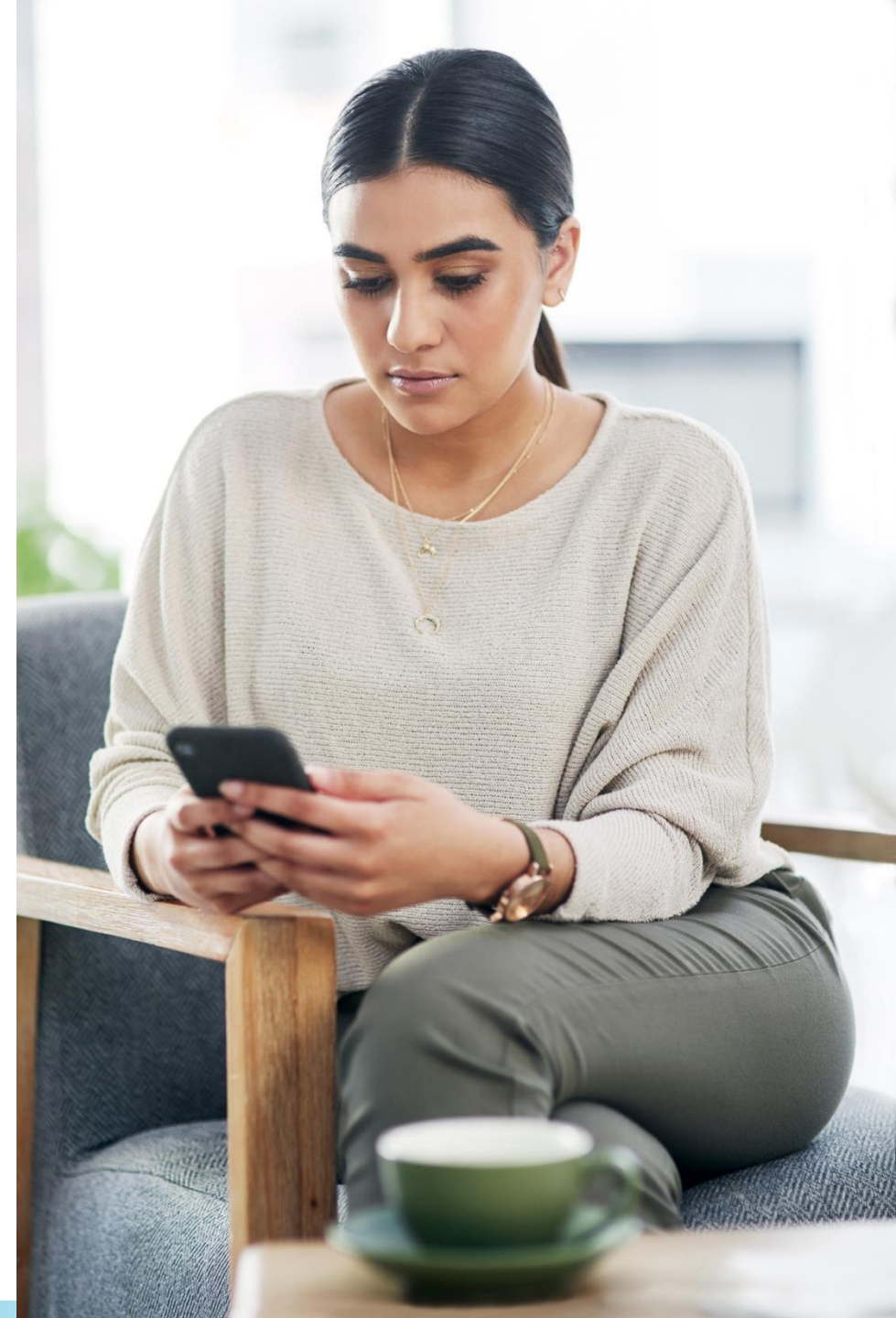


Where Does Your Audience Spend Time?

Don't start with the platform — start with the customer.
Also ask what they're doing in that environment.

- ◆ Searching on Google
- ◆ Asking for referrals
- ◆ Scrolling social media
- ◆ Checking email
- ◆ Reading reviews
- ◆ Professional groups
- ◆ Attending events
- ◆ Local businesses

Choose the channel that matches how your customer makes decisions.



Someone searching Google may be ready to act. Someone scrolling social media may still be discovering and building trust.



If you don't define the next action, your audience will often take no action.



QUESTION 4 OF 4

What Action Do You Want Them to Take?

Attention without direction rarely creates results. The action should match the audience's level of readiness.

- ◆ Call or book
- ◆ Buy or request a quote
- ◆ Register
- ◆ Join an email list
- ◆ Download a guide
- ◆ Visit a location
- ◆ Read a case study
- ◆ Schedule a consultation

BRINGING IT TOGETHER

The Recipe Recap



The Offer

What are you trying to sell?



The Audience

Who is most likely to buy it?



The Channel

Where can you reach them?



The Action

What should they do next?



The Goal

How will you measure success?

A strategy connects the ingredients.

A SMART goal tells you whether the recipe worked.



SET THE TARGET

Build a SMART Goal

A SMART goal turns “we hope this works” into “we’ll know if this worked.”

S

Specific

M

Measurable

A

Achievable

R

Relevant

T

Time-bound



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WEAK GOAL

“We want more people to know about our business.”

STRONGER GOAL

“Over the next 90 days, we will generate 20 qualified consultations through LinkedIn content, referral outreach, and email marketing.”



FOUNDATION FIRST

Stock the Staples

Before adding more channels or spending more money, strengthen the foundation.



Marketing Staples



A clear brand



Consistent social content



A strong website



A lead follow-up system



**A complete Google
Business Profile**



**Analytics and
measurement**

Paid advertising should amplify a strong foundation, not cover up a weak one.



BRANDING





What is branding?

Most think branding is your logo and anything you can slap it on.

But it's so much more than that...



A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

~ Seth Godin

BEYOND THE LOGO

A Brand Is More Than a Logo

A logo is one part of your visual identity. Your brand is the complete perception and experience of your business.

- ◆ Who you serve
- ◆ What you stand for
- ◆ What makes you different
- ◆ Your voice and visuals
- ◆ Your reputation
- ◆ Your customer experience
- ◆ Your follow-up
- ◆ The quality of your work

Your logo identifies the business. Your brand tells people what to expect from it.

Dove
DOVE'S RADICAL
"Real Beauty,"
CAMPAIGN



**AI can help you
create faster.**



STANDING OUT

Building a Brand in an AI World

AI makes it easier to create content. It also makes it easier to sound like everyone else.

A strong brand needs:

- ◆ A clear point of view
- ◆ A recognizable voice
- ◆ Original stories & real examples
- ◆ Customer proof
- ◆ Human judgment
- ◆ Consistent language & visuals

**Your brand keeps you from
sounding like everyone else.**

A logo **identifies** you.
A brand **defines** you.

A name without a personality doesn't mean anything yet.



WEBSITE



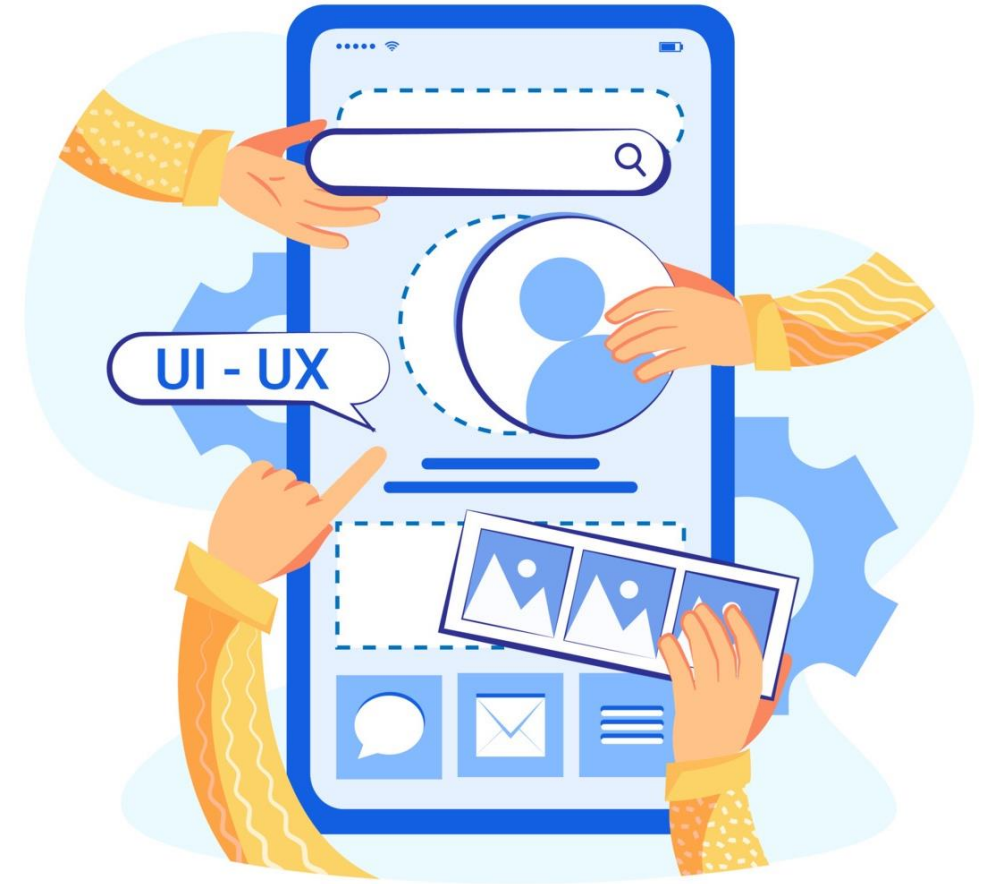
YOUR DIGITAL HOME

Your Website Is Never Truly Finished

Your website should evolve as your business evolves.

- ◆ Is the message clear?
- ◆ Is it mobile-friendly?
- ◆ Are the forms working?
- ◆ Is the content current?
- ◆ Are conversions being tracked?
- ◆ Adding new services or projects?
- ◆ Publishing blogs or case studies?
- ◆ When was your last full audit?

Your website should reflect the business you are operating today.

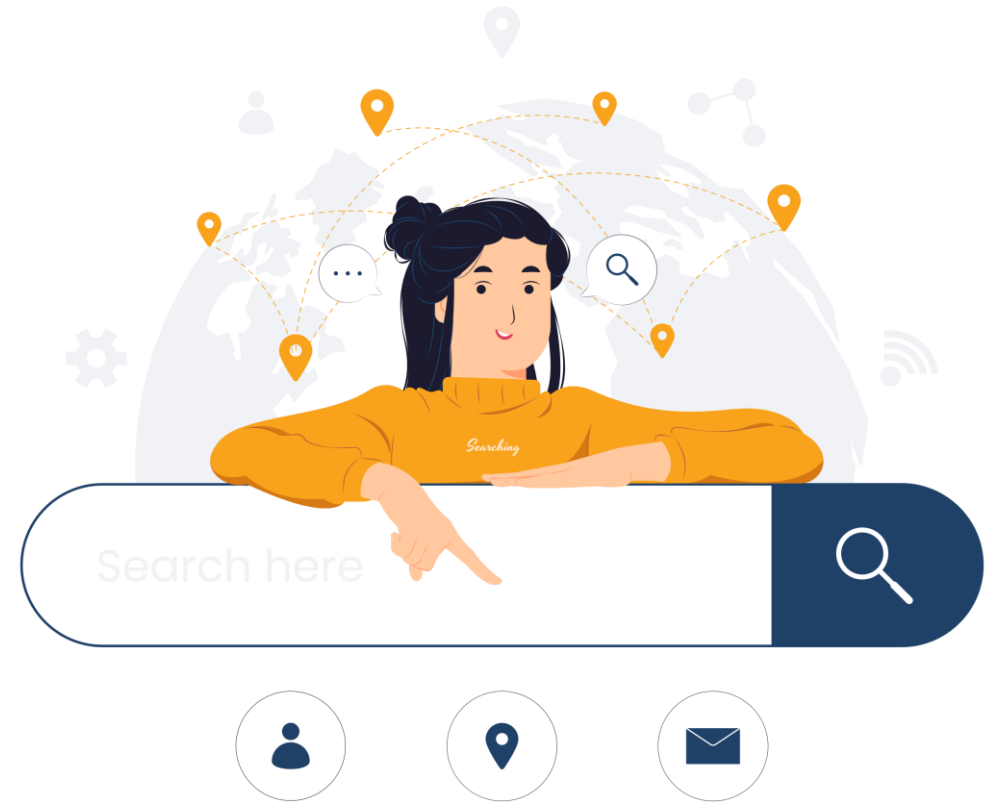


Is Your Website AI-Ready?

Search engines and AI systems need clear, organized information.

- ◆ Clear page structure
- ◆ Descriptive headings
- ◆ Detailed service information
- ◆ Frequently asked questions
- ◆ Internal linking
- ◆ Original expertise
- ◆ Current content
- ◆ Schema markup

Schema markup helps search engines and AI systems understand what your content represents:



Structure and clarity help both people and AI understand what you offer.



GOOGLE BUSINESS PROFILES



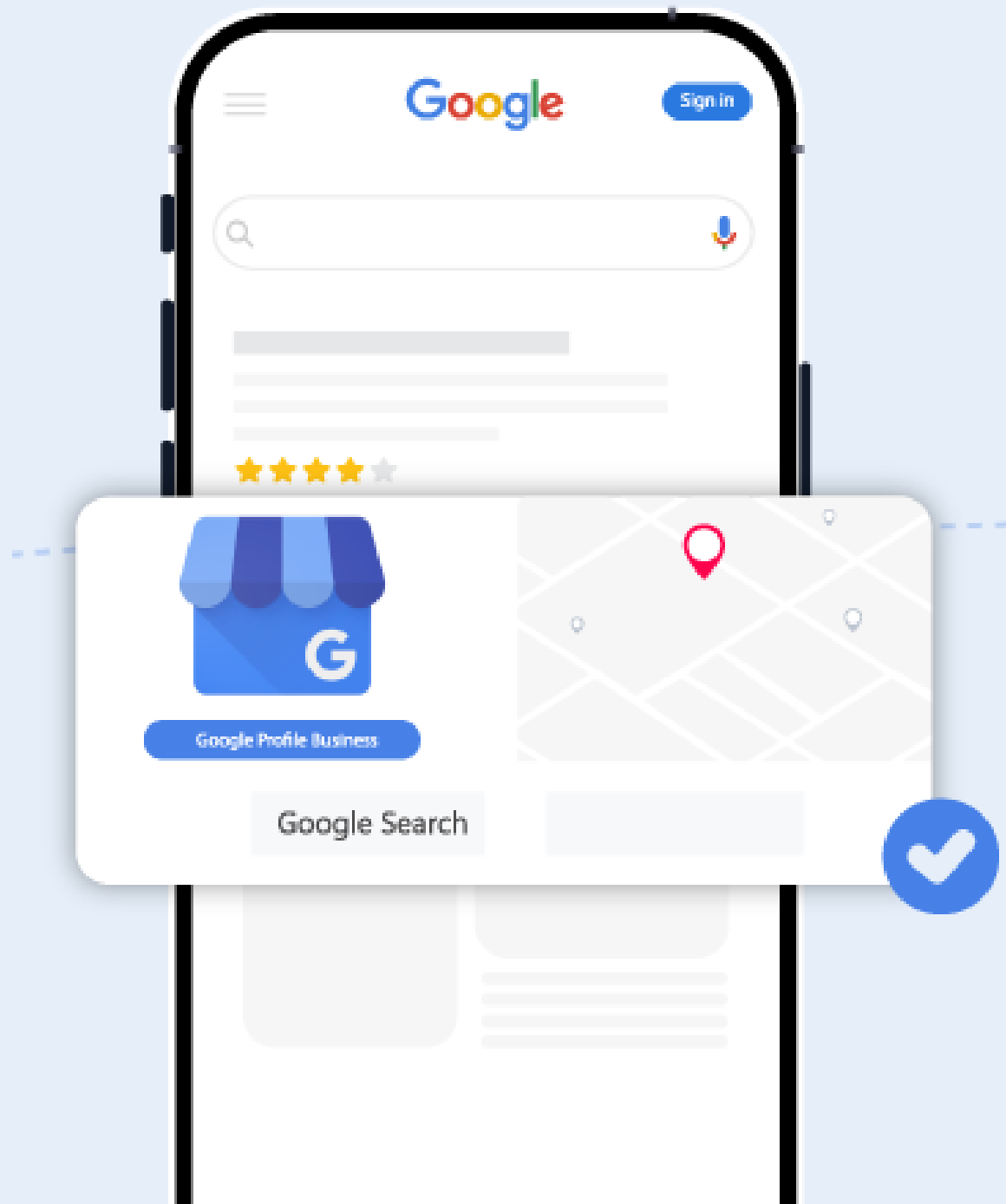
LOCAL VISIBILITY

Google Business Profile: Matchy Matchy Matters

- ◆ Business name
- ◆ Address
- ◆ Phone number
- ◆ Categories
- ◆ Services
- ◆ Service areas
- ◆ Hours
- ◆ Brand language
- ◆ Website content
- ◆ Photos

Your website and Google Business Profile should tell the same story.

If your main Google category is "Business Consultant," your website should clearly reinforce that service.





AI can draft the post. Your brand should finish it.

AUTHENTIC VOICE

Do Not Let AI Flatten Your Voice

Posting regularly on Google Business Profile helps show your business is active. But don't copy and paste the first paragraph an AI tool gives you. Before posting, ask:

- ◆ Does this sound like us?
- ◆ Is it useful and accurate?
- ◆ Is it specific?
- ◆ Does it reflect our community?
- ◆ Is there a clear next step?
- ◆ Is it saturated in our brand voice?



SOCIAL MEDIA



SOCIAL STRATEGY

Social Media: Engagement or Empty Calories?

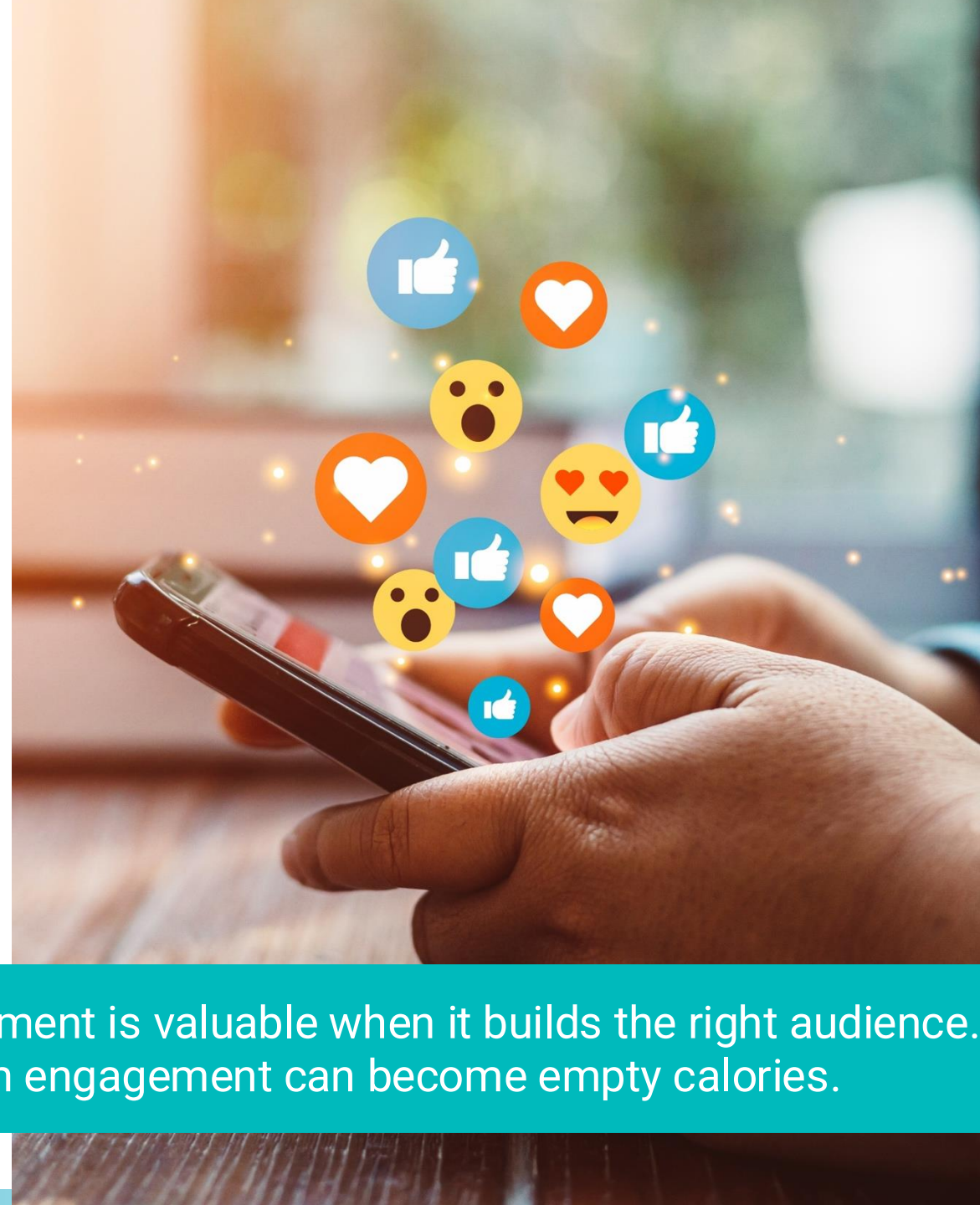
Random engagement posts may generate comments. But comments alone don't equal strong marketing.

"You're stranded on an island. Which five things could you not live without?"

A post like this may get responses — but ask:

- ✦ Does it connect to the brand?
- ✦ Does it attract the right audience?
- ✦ Does it build trust?
- ✦ Does it teach us something useful?
- ✦ Could any business post it?

Engagement is valuable when it builds the right audience. Random engagement can become empty calories.



PURPOSEFUL POSTING

Social Content Should Have a Job

Not every post needs to sell. But every post should have a purpose. Your content can:



Educate



Build trust



Start a conversation



Promote an offer



Humanize the business



Create recognition



Support customers



Encourage referrals

Your social content doesn't need to sell every day, but it should strengthen the brand.





THE EXTRA INGREDIENTS

WHAT CAN I ADD?

Other channels to consider...

Additional Ingredients to Consider



Email Marketing &
Lead Nurturing



PR & Media Relations



Direct Mail & Print
Marketing



Reviews & Reputation
Management



Networking & Community
Involvement



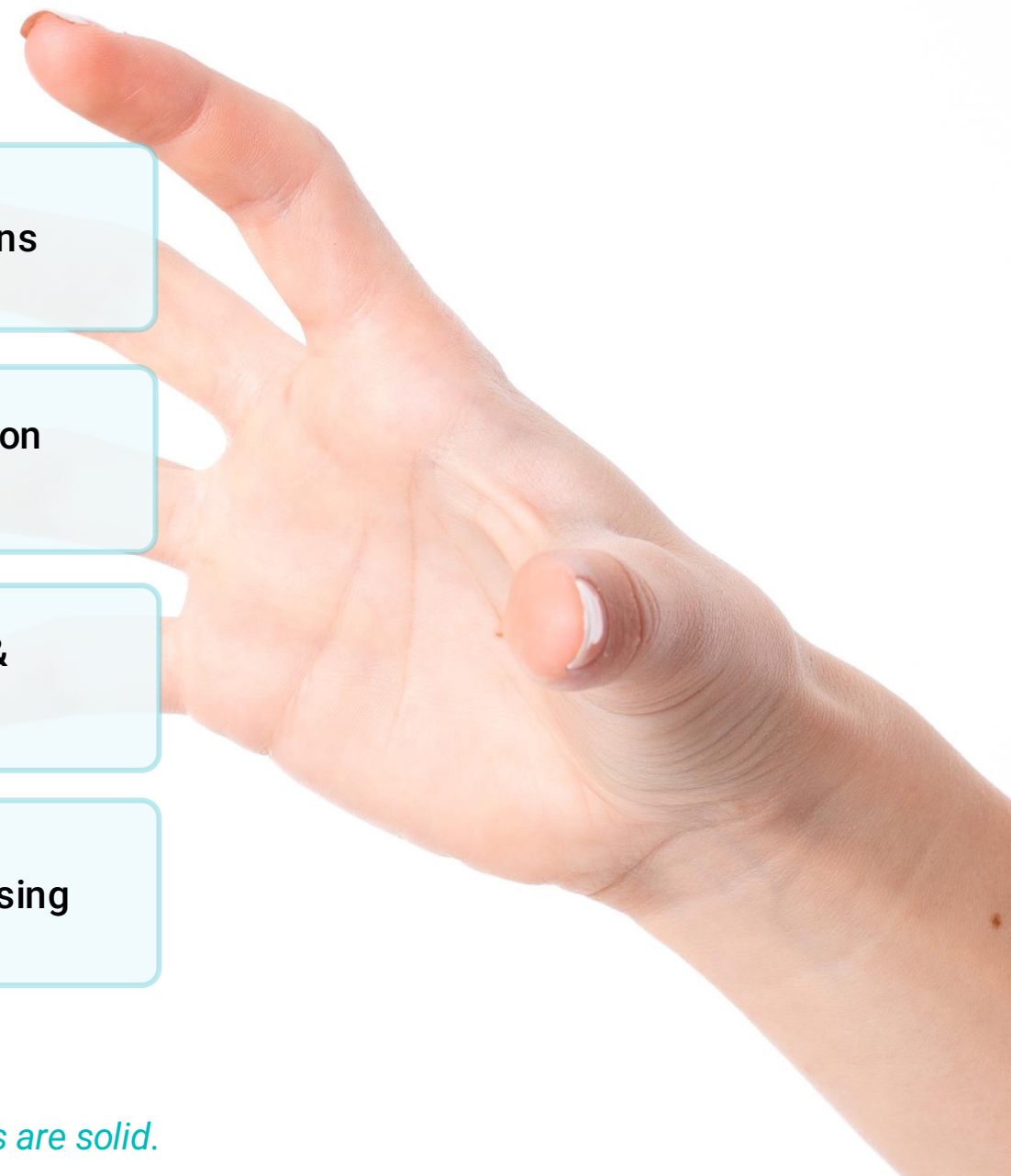
Customer Loyalty &
Referral Programs



Paid Search & Display
Advertising



Paid Social Advertising



These are optional extras, not requirements. Add one only once your staples are solid.



BUYER BEWARE

What to Skip

Be cautious when someone says:



Post every day and success is guaranteed



You must be on every platform



One viral video will fix everything



This one funnel will transform your business



This tactic always works



This campaign guarantees sales



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There's no universal formula. Every business has a different audience, goal, budget, market, sales cycle, offer, and level of competition.

A tactic is not a strategy.





REMEMBER..

Marketing Has Ebbs and Flows

A slow week doesn't automatically mean the strategy failed.

A strong week doesn't automatically mean every tactic worked.

Marketing is not a vending machine where you insert a dollar and receive a guaranteed customer.

THE AUDIT

What Is Taking Up Shelf Space?





Ask yourself:

- ◆ Are we maintaining platforms our audience doesn't use?
- ◆ Are we paying for tools no one understands?
- ◆ Are we creating content without a clear purpose?
- ◆ Are we running campaigns because they worked years ago?
- ◆ Are we collecting data without using it?
- ◆ Does our marketing reflect where the business is going next?

**A crowded pantry
can make it
harder to find the
ingredients that
actually matter.**



TAKE ACTION

Your Pantry Audit



One Staple to Strengthen

Brand, website, Google Business Profile, social media, reviews, or follow-up.



One Item to Remove

An unused platform, outdated offer, random content, or unnecessary subscription.



One Ingredient to Test

Email, search, paid social, referrals, events, partnerships, or direct mail.



One SMART Goal

“Over the next ___ days, we will use ___ to generate ___ from ___.”

CLOSING THOUGHT

You Don't Need Every Ingredient on the Shelf

You need:

- ✦ A clear recipe
- ✦ Strong foundational ingredients
- ✦ The right audience
- ✦ The right channels
- ✦ A clear next action
- ✦ A measurable goal



Small Moves. Big Waves.





Thank You

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