



Marketing Course

***The Right Marketing, at
the Right Time.***

***Strategically Follow Your Client's
Journey.***

Tuesday, September 21 @10 AM

Mill Creek Conference Room or RingCentral

<https://meetings.ringcentral.com/j/4252248400>



Right Marketing, Right Time





Right Marketing, Right Time

WHERE DOES THE MONEY GO?



**MARKETING
SPEND**

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***WHAT YOU WANT
FROM MARKETING***



***WHAT MARKETING
CAN FEEL LIKE***





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QUICK ADVICE

TRACK YOUR MARKETING ACTIVITIES



VS.





Right Marketing, Right Time

CLARIFY YOUR MESSAGE

"In a desire to cast a wide net, they define a blob of a desire that is so vague, potential customers can't figure out why they need it in the first place."

Donald Miller, Building a Story Brand

**YOUR
MARKETING
MESSAGE?**



Right Marketing, Right Time

RECOGNIZE THAT YOU ARE NOT THE HERO



FRAMEWORKS

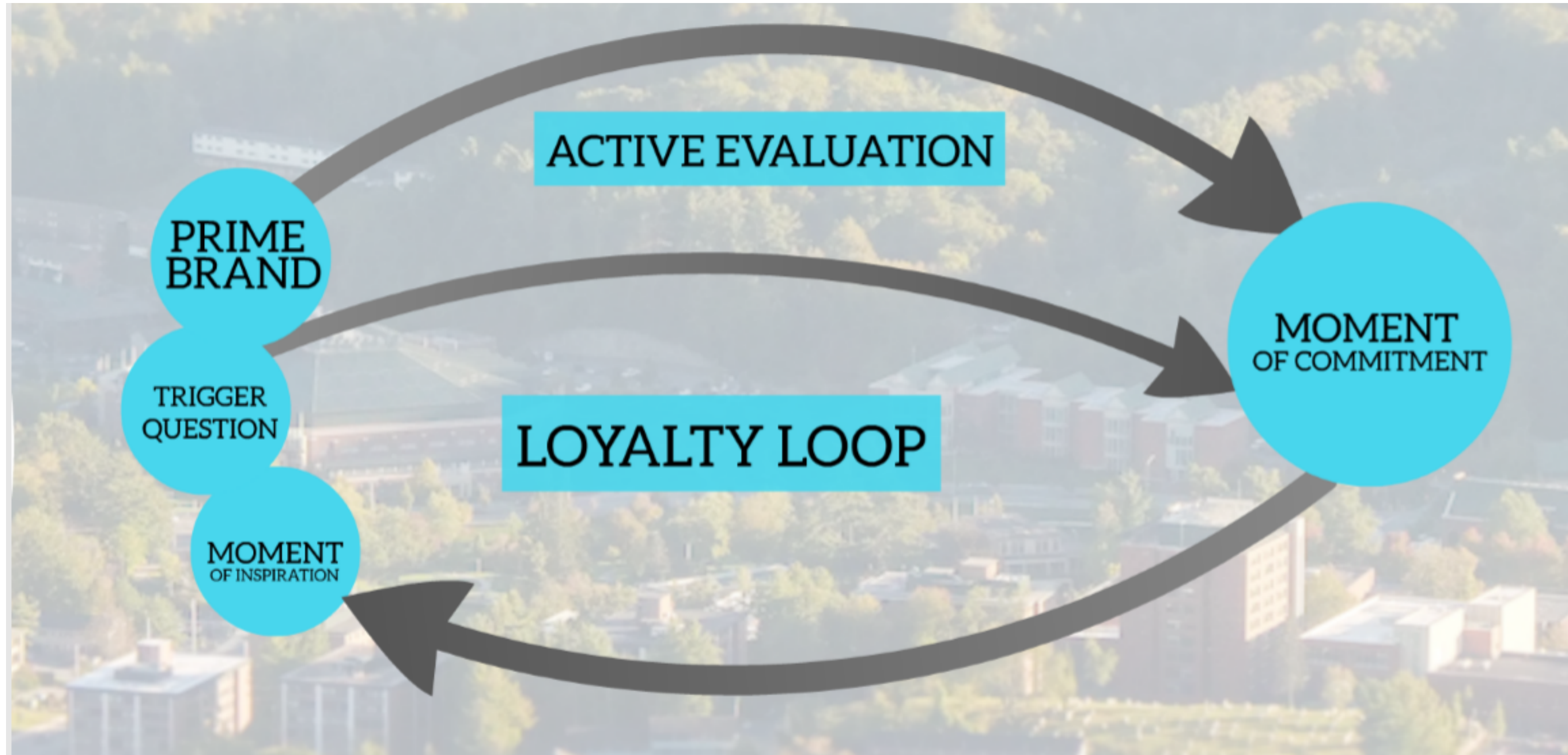


Right Marketing, Right Time

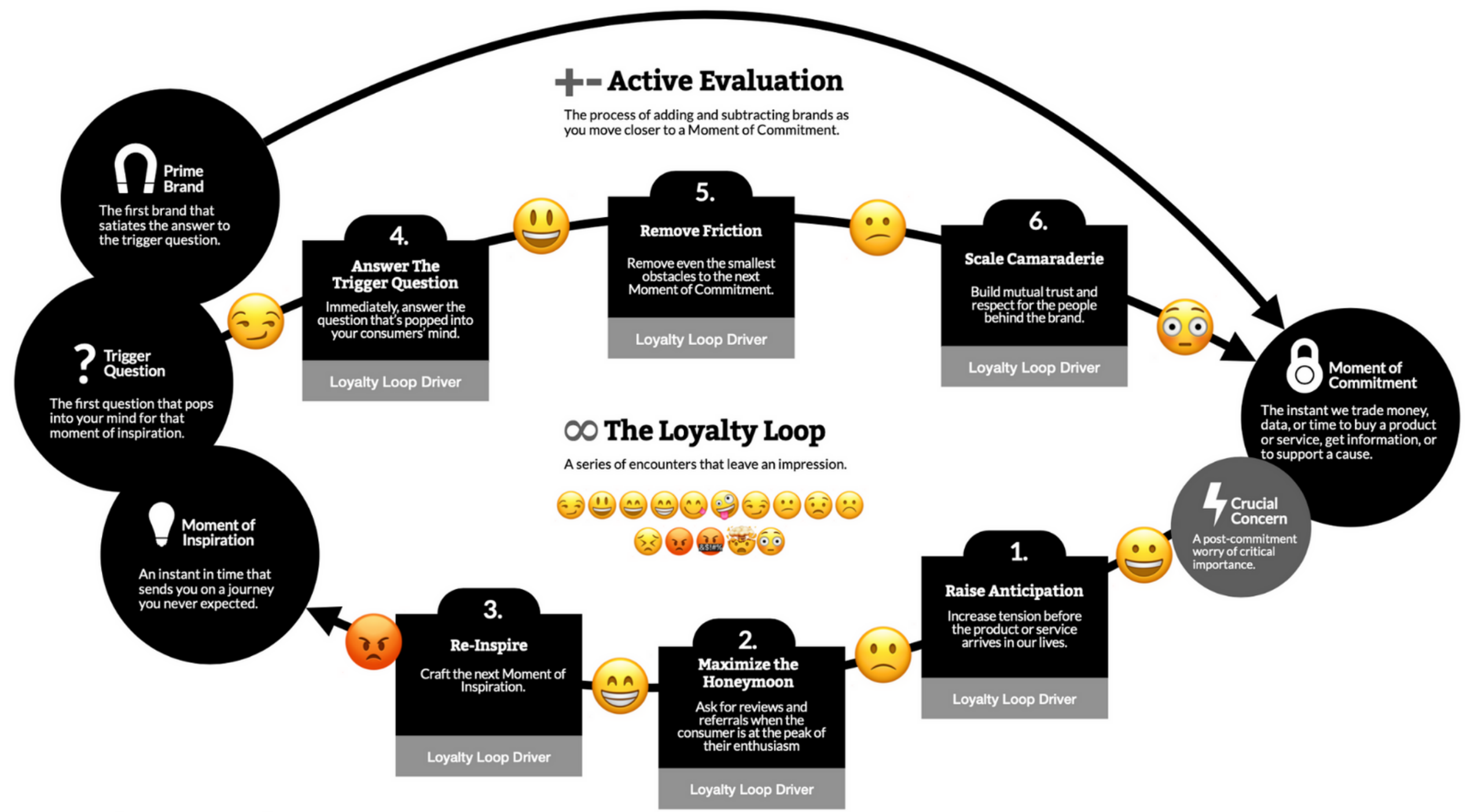
- 1. A CHARACTER (THE LEAD OR CLIENT)**
- 2. HAS A PROBLEM**
- 3. AND MEETS A GUIDE (THAT'S YOU, THE AGENT!)**
- 4. WHO GIVES THEM A PLAN**
- 5. AND CALLS THEM TO ACTION**
- 6. THAT HELPS THEM AVOID FAILURE**
- 7. AND ENDS IN SUCCESS**

DONALD MILLER, BUILDING A STORY BRAND

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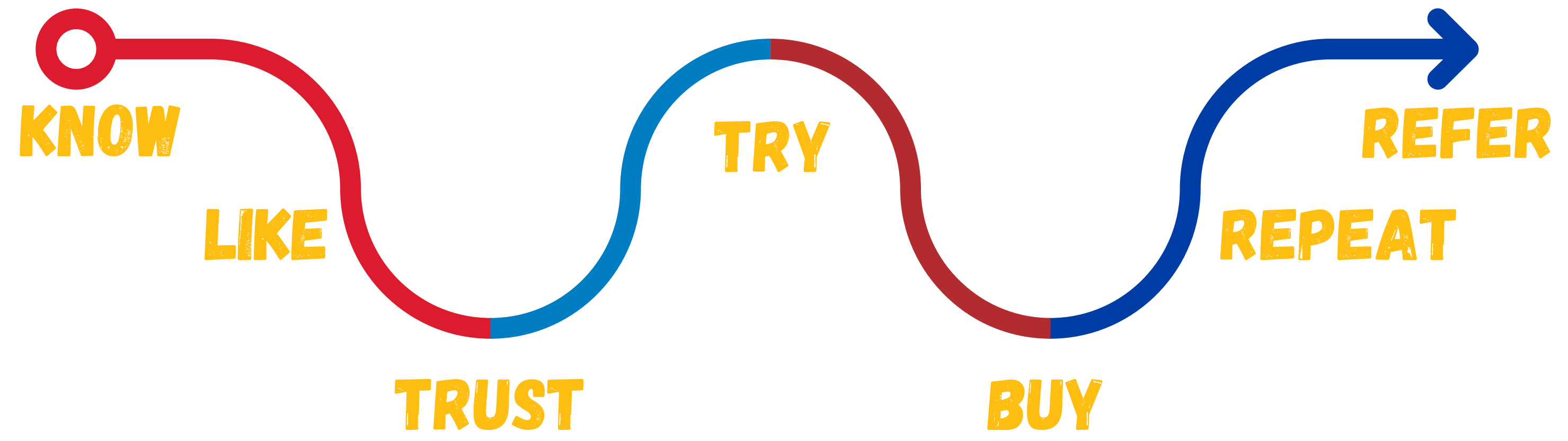


Right Marketing, Right Time



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THE CUSTOMER JOURNEY



SOURCE: JOHN JANTSCH [HTTPS://DUCTTAPEMARKETING.COM/](https://ducttapemarketing.com/)

