

IS YOUR MARKETING STUCK?

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Signalfire
creative marketing

WHO IS SIGNALFIRE?



IS YOUR MARKETING STUCK?



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DEFINE STUCK?



S – Stagnant

T – Tired

U – Untracked

C – Cold

K – Striking Out





HAVE YOU...

1. Spent a lot on a new website?
2. Bought an ad in a printed trade pub?
3. Tried pay-per-click ads on Google?





AND GOT...

0



NOW WHAT?





STEPS BEFORE YOU BEGIN

- Set realistic expectations
 - Alignment with finance and leadership
- Talk to customers
 - New customers, old customers, and even former customers
- Get the right tools—a lot are *free!*



GET STARTED





CREATION

1. Develop calendar
2. Interview your experts
3. Use both written articles and video





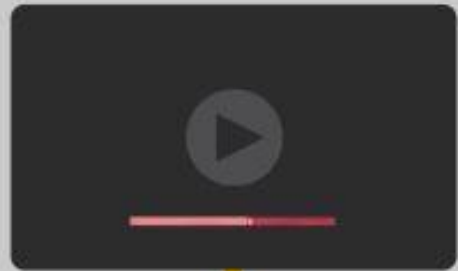
DISTRIBUTE

1. Blog articles and video on website
2. Social media posts
3. Email newsletters
4. Reddit, Quora, and Github

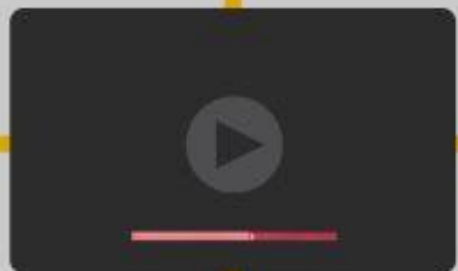
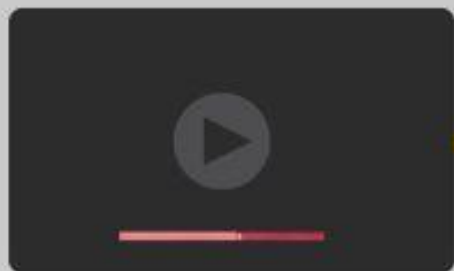


REPEAT!





BRAND STORY VIDEO (2-4 MINUTES)



HIGHLIGHT CUTS (30-60 SECONDS)



SOCIAL MEDIA CUTS (15-30 SECONDS)



**WHO'S GONNA
DO IT ALL?**



ASSEMBLING RESOURCES

Writers & Designers

- Upwork.com
- Fiverr.com
- Freelance.com
- Signalfire.us
(of course)

Great Tips & Ideas

- Content Marketing Institute
- MarketingProfs
- Hubspot
- Social Media Examiner



INSIDER TIPS

- Coordinating the marketing takes time!
- Results don't come overnight—plan on long term success
- When prospects do contact you follow up as soon as possible!
- Don't quit after 90 days!



**LET'S ANSWER
YOUR QUESTIONS**



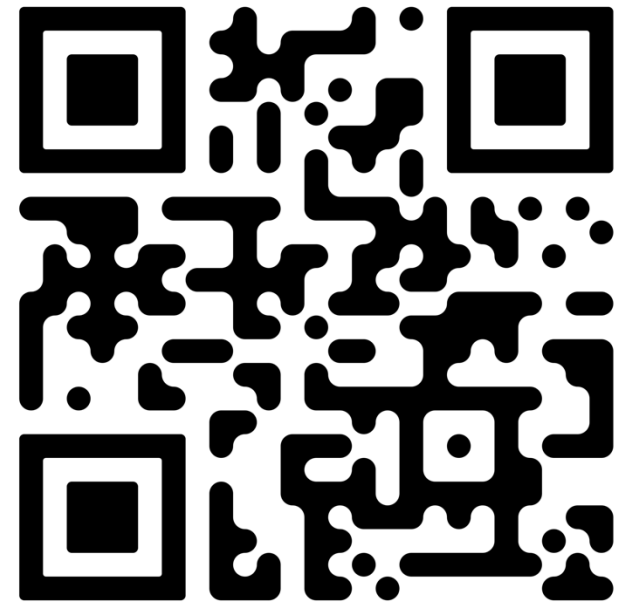
THANK YOU

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CONNECT