

Marketing Secrets for Time Strapped Executives

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Tactical Skills
for the Growing Business

The Problem

- Limited Time
- Overwhelmed with Information
- Don't Know Where to Start
- Marketing?



The 735 Plan

- 7 Days a Week
- 30 Minutes a Day
- 5 Consistent Marketing Activities



30 Min Per Day = 3.5 hours Per Week

Focused / Eliminate Distractions

- Turn Off Tech
- Disconnect from the Internet
- No Phones / Smartphones
- No Text or Social Media
- Train Staff (and Family)
- Quiet
- Comfortable
- Block Off Specific Time for Marketing



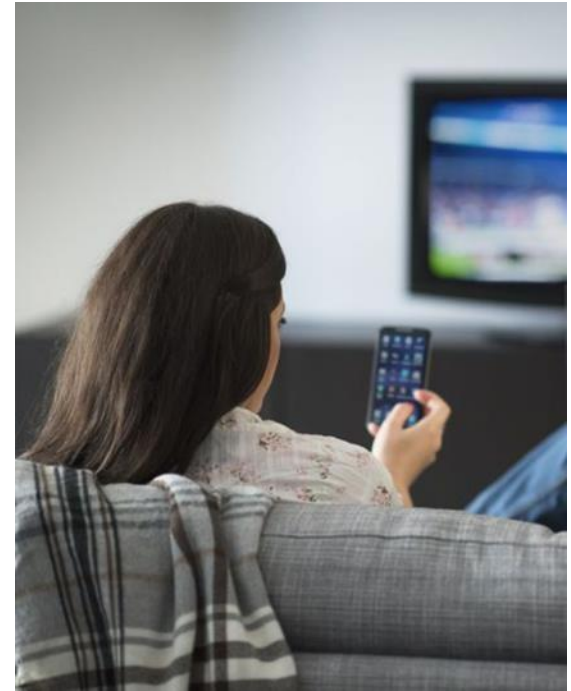
Your “Top 5”

- Where does your business come from?
 - What marketing vehicles work for you?
 - Who gives you business?
 - Why do they give it to you?
 - What can you do to get them to give you more?
- **Identify**
 - **Accumulate**
 - **Fascinate**
 - **Educate / Communicate**
 - **Build Relationships**
 - **Close and Convert**

Gap and “Filler” Time

“On the couch” marketing

- ABCC – Always Be Connecting and Communicating
- New Connection Management
- ICRS – Ideal Client and Referral Searching
- Following Up and Appointment Setting
- Engagement
- Education – LinkedIn Learning



Schedule

Month of _____

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>

1 Week = 168 Hrs.

1 Month = 730 Hrs.

1 Year = 8,760 Hrs.



Content

Make Time for Content Creation

- **Why?**
 - **Conversion – Website conversion rate is 6 times higher for brands using content marketing** compared to brands that don't.
 - **Content marketing generates over three times as many leads** as outbound marketing and costs 62% less.
- **How?**
 - Write it, record it on audio or video or dictate to text
- **Post on blogs, LinkedIn and YouTube**



Video

- **If you are not using video you are 4 years behind competitors**
- Facebook Live
- LinkedIn Video
- YouTube

A screenshot of a LinkedIn Live video player. At the top, it shows a profile picture of Bill Corbett Jr. and the text 'Bill Corbett Jr. 1 d'. Below this is the video content, which shows a man in a white shirt and orange tie speaking. Underneath the video, there is a URL: <https://lnkd.in/dQaxyFw>. At the bottom of the player, there are controls: a play button, a volume slider, and a progress bar showing '00:25 / 00:49'. Below the controls, it says '12 Likes • 340 Views'. At the very bottom, there are icons for 'Like', 'Comment', and 'Share'.

Stand Out: *Take Your Shot*

- PR offers a competitive advantage like no other form of marketing
- Construct your ideas and pitch them to the media



How?

Getting Media Coverage

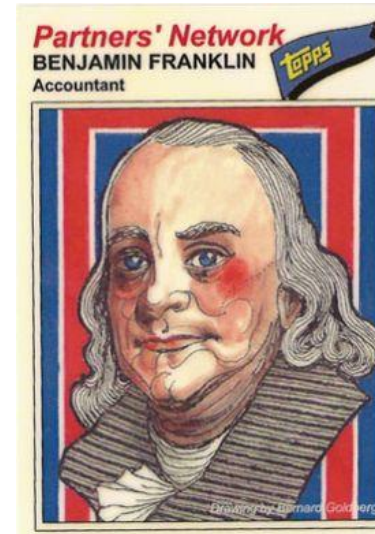
- Think like a reporter or editor
 - What do they need/want?
 - What's the story? Why is it interesting and visual?
- Pitch only newsworthy ideas
- Create a list of media outlets and reporters
- Communicate and follow
- Build relationships and become a source
- Pitches and press releases



Niche Marketing

“Riches in the Niches”

- What is your niche? Do you need one?
- Personas
- Profiles
- Prime Locations



BENJAMIN FRANKLIN
Accountant

POSITION: Accountant
EMPLOYER: Thomas Denham
YEAR: 1726
AUTHOR: Autobiography; Way to Wealth

3 ACCOUNTING ACTIVITIES

Little recognized is Franklin's accounting occupation when he worked as a clerk for Thomas Denham after his return in 1726 from his first trip to London. In Philadelphia both Franklin and Denham were stricken with pleurisy resulting in Denham's death. Franklin then went back to printing.

For Franklin's postmaster positions he maintained double entry accounting records and insisted on proper financial statements from his many printing partnerships. In his autobiography he recommended knowledge of accounting as a fine skill for women.

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QUESTIONS?

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Remember to Complete the Speaker Survey

