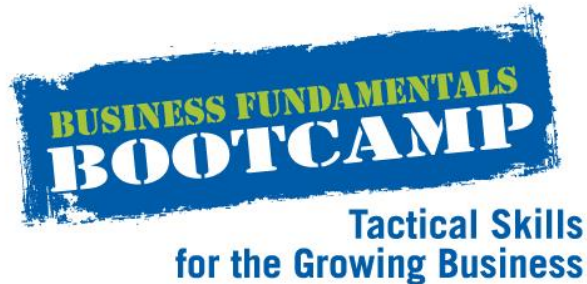


HOW TO SUCCESSFULLY MARKET A NICHE & STAND OUT FROM THE COMPETITION

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About



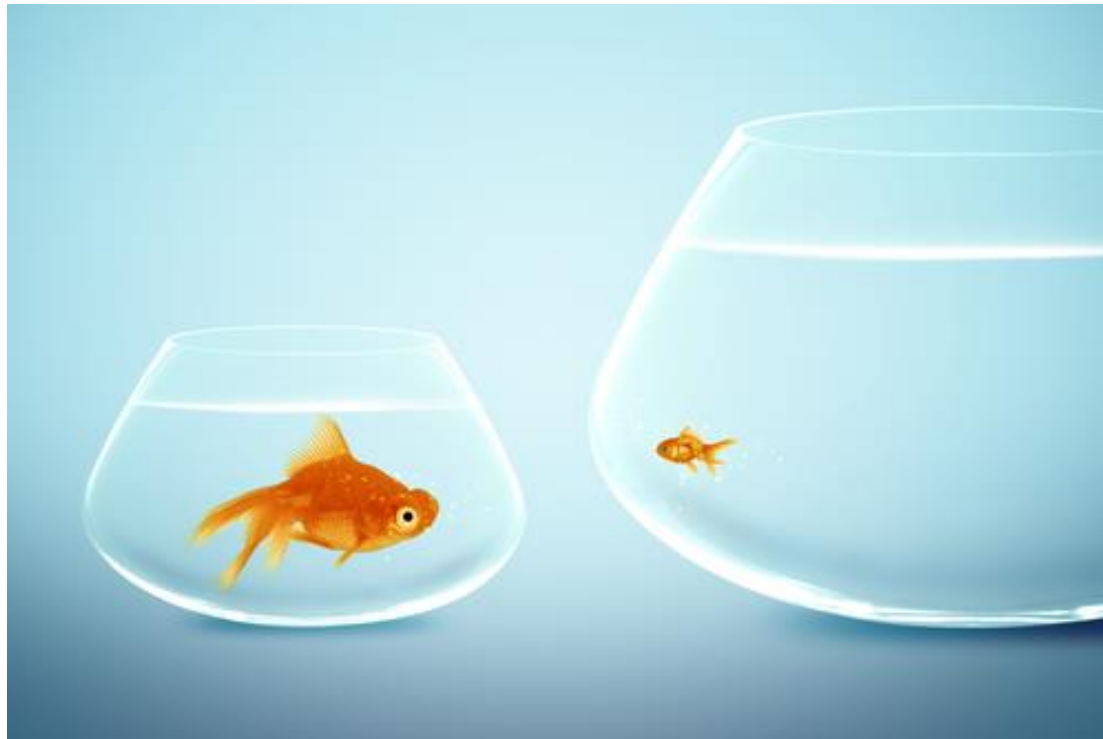
Edie Reinhardt
Principal
RDT Content Marketing LLC

- Specializing in working with professional service firms
- Services include strategic marketing plans, branding, content development, and social media
- 20 years in publishing, media and marketing

Agenda

- What is a niche?
- Why do you need a niche?
- How do you pick a niche?
- 6 strategies for success
 1. Know your audience
 2. Use content marketing
 3. Build a strong digital presence
 4. Maximize your contact database
 5. Plan and schedule
 6. Start small and scale up

Would you rather be a small fish in a big pond
or
a big fish in a small pond?



Why should someone hire you
over your competitors?

What makes you different?

What is a niche?

Your niche is what you specialize in –

It is the combination of a narrowly defined target market and a specific product/service that meets the needs of that market.

Your goal is to be an expert in your niche and dominate it.

Niche marketing lets you concentrate your efforts on targeting the right message to the right audience

“

EVERYONE IS
NOT
YOUR
CUSTOMER

- SETH GODIN -

”

Why do you need a niche?

- Differentiate your business
- Better quality leads and relationships
- Fewer competitors
- Know your audience
- Target your message
- Build expertise
- Spend less money on marketing
- Maximize your resources
- Improve your ROI

How do you pick a niche?

- Who are your best customers and referral sources?
- What types of issues/customers do you handle the most frequently?
- Which ones are the most **profitable** for the business?
- Which ones are growing/stable/declining within your business and/or in your industry?
- Where do you have the least competitors?
- In what areas do you have special expertise, education, skills, contacts, industry knowledge, etc.?
- What work do you most enjoy?

6 STRATEGIES TO HELP YOU SUCCEED

1

Know your audience

Who do you want to target
and why?

Be specific.

What do you know
about them?

Do research.

Develop a profile
(Buyer Persona) for each
audience you want to target.



2

Use content marketing

CONTENT MARKETING IS ABOUT EDUCATING YOUR AUDIENCE INSTEAD OF PITCHING YOUR SERVICES

Create and share valuable information

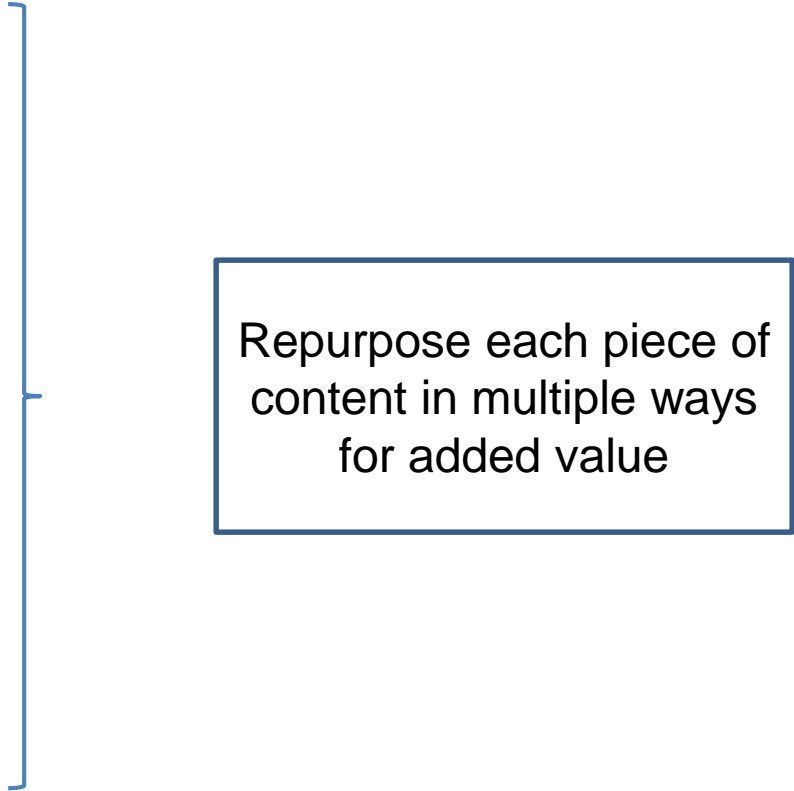
(Not self-promotional)

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Targeted to a specific well-defined audience

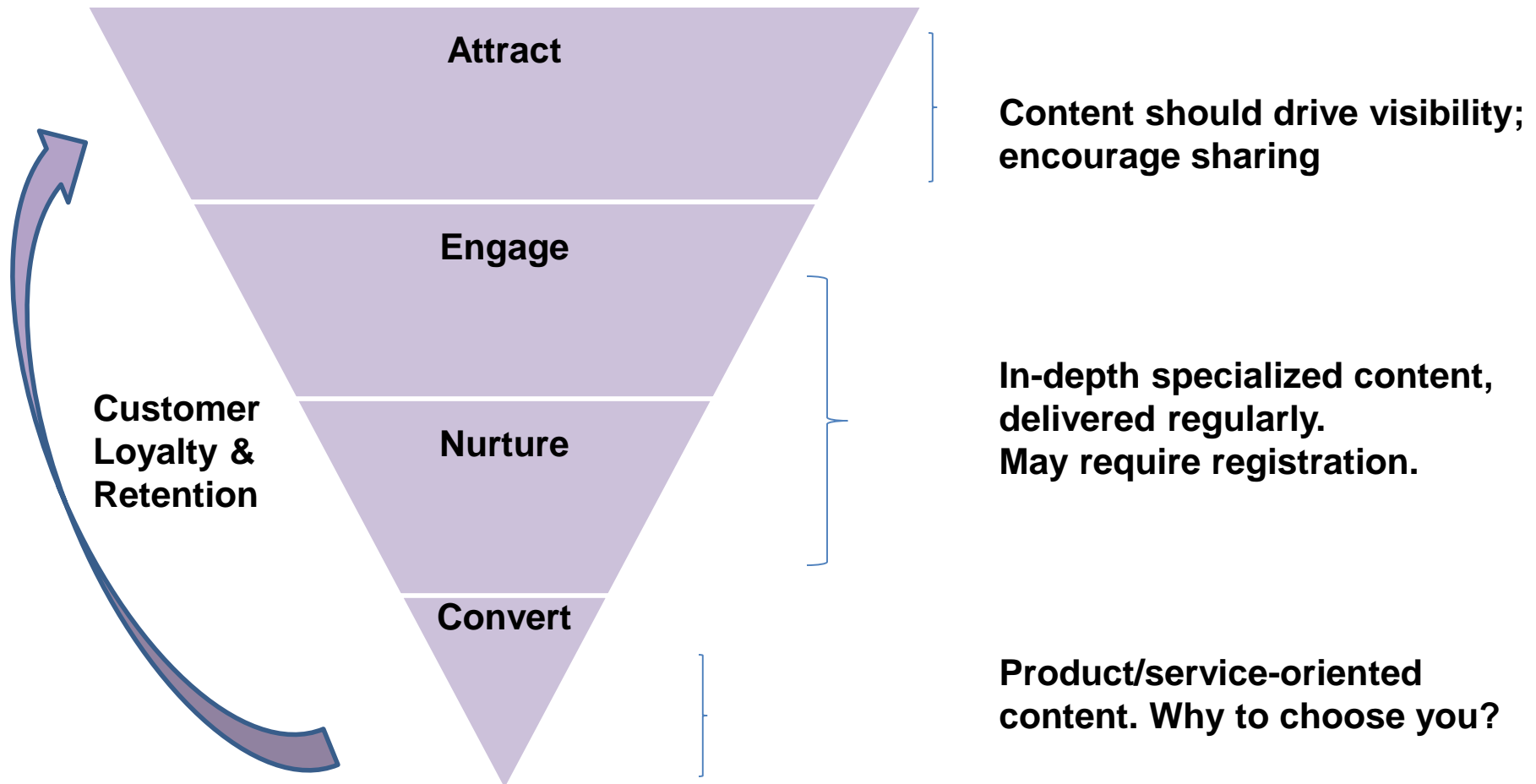
(Not generic)

Content includes:

- Blogs
 - Articles
 - White papers
 - Newsletters
 - eBooks
 - Presentations
 - Images/graphics
 - Video
 - Audio
 - Content curation: selectively share other people's material
- 
- Repurpose each piece of content in multiple ways for added value

Map Content to the Buyer's Journey

The Sales Funnel



3:

**Build a strong digital
presence**

Depending on the type of product/service

65% - 94%

of customers are researching online at some point prior to making a purchase or choosing a service provider.

Social Media

- Be visible - Share information consistently
 - Yours and other people's content
- Focus on the platforms most important to your audience
- Expand your reach with free or low cost methods – Exs.:
 - Invite new contacts to connect
 - Use hashtags
 - Post at the right times
 - Incorporate visuals and video
 - Join groups
 - Engage with influencers and others targeting your audience
 - Share and comment on other posts
 - Get staff involved, but have guidelines
 - Carefully test paid methods

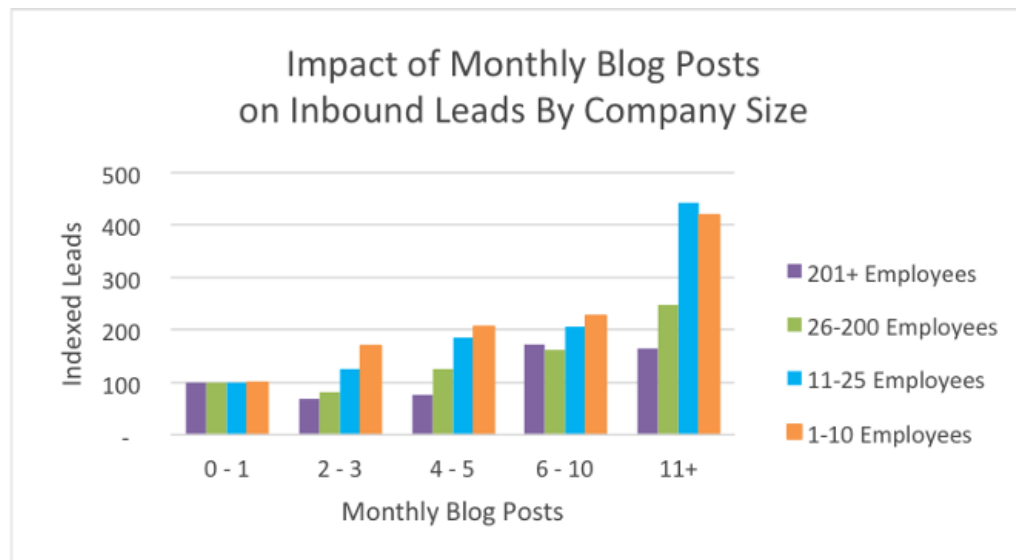
Website

- Mobile friendly; clean layout
- Clear, concise language written for *your audience*
- Reinforce your niche
- Incorporate SEO best practices
- Provide high-quality, useful content
- Have a call to action on each page

Blogging

Benefits:

- Flexible format
- High quality content + frequent updates + more web pages
= higher organic search ranking
- Drives traffic to your site (more blog posts = more leads)



Source: HubSpot 2015

Email

- Use an email marketing platform (ex. Mailchimp, Constant Contact)
- Send at least once a month
- 80-20 rule for content
- Segment your lists
- Update lists regularly
- Test everything and review metrics

4:

**Maximize your contact
database**

Collecting data

- Include customers, prospects, referral sources, general business contacts, media, etc.
- Capture the right data
 - Ex. relevant demographics; full contact information; how they found you; how you met; type of work done for them; etc.
- Use separate fields to enable segmentation
- Centralize data in one database
- Link and analyze billing and marketing related information



5:

Plan and schedule

Marketing plan

- Document in writing what you are going to do and how (priorities, marketing strategy, tactics and goals)
- Allocate ***time, money and expertise*** to marketing
- Delegate and assign responsibilities
- Develop editorial and marketing calendars with deadlines



Test, measure & revise plan

- Think beyond just revenue
- Metrics depend on your specific goals – measure quality as well as quantity
- Test everything – headlines, topics, content types, length, marketing channels, etc.
- Update plan and tactics based on results



#6:

Start small and scale up

Pilot project

- Examples:
 - Develop a plan around one target audience (e.g. existing customers for upselling) or one content type (e.g. blog)
 - Repurpose and leverage existing content to attract new audiences
- Benefits
 - Less time and money
 - Test ideas in a limited way
 - Build on small successes
 - Develop a business case for more investment

“You can't be everything to everyone but you can be something to someone.”

Andrew M. Davis Author, Brandscaping

**Contact RDT Content Marketing for a free
30 minute consultation.**

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ANY FINAL QUESTIONS?

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