

ELEMENTS OF AN ORGANIC MARKETING STRATEGY



MARKETING STRATEGIES VS TACTICS GUIDE

TRACY LEE THOMAS
AUTHOR

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Author Website: TracyLeeThomas.com

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Strategic Marketing Planning With Defined Tactics Helps You Identify And Map Out The Objectives, Needed Actions And The Overall View To Achieve Your Goals.

Everyone has heard that failing to plan is planning to fail. I sincerely hope that the tools I am about to share with you will assist you on developing a serious strategy with tactics that work online in today's world of technology.

There are five SMART criteria that can be utilized while setting goals and objectives. These SMART goals paired with marketing activities and full-scale operating campaigns are a key asset to building your competitive advantage in your pre-determined market space.

SMART

- I. Specific
- II. Measurable
- III. Attainable
- IV. Relevant
- V. Time-Bound



Tracy Lee Thomas
Founder of TracyLThomas.Life

Elements of an Organic Marketing Strategy



Tactics & Strategies:

Marketers With Documented Tactics & Strategies ARE 350% MORE Successful



Proactive Measures

Marketers Who Proactively Plan Projects ARE 385% MORE Successful



Organized Systems

Marketers That Are Organized With Systems ARE 480% MORE Successful



Goal Driven

Goal Setting Driven Marketers ARE 392% MORE Successful

Let's Get Started

Strategy vs Tactics In Marketing

Strategy is the direction towards the goal and or objectives you want to accomplish.

Tactics are the defined actions taken to support the strategy.

Basically, strategy refers to the plan to achieve a goal while the tactic is how you execute the plan.

Tactical Marketing Tools To Be Used In Your Online Marketing Strategy

Training Session 1

Website Optimization

Optimizing a website that turns your site into a marketing platform takes time, scheduled organized and organized planning.

Let's open your laptop or notebook and begin.

Training Overview:

Whether you want to test and evaluate your website or whether you want to DIY, the information in this chapter shows the difference between a website and a marketing platform.

a) Keyword Targeting

- i. How it works?
- ii. What tools to utilize?
Write down these Free tools.

Write down this list of paid tools.

b) Content Optimization / SEO

- i. Copy
- ii. Images
- iii. Videos
- iv. Blog
- v. Gallery
- vi. Podcast

c) Images

- i. Page
- ii. Blog
- iii. Gallery

d) Audio and Videos

- i. Audio
- ii. Video
- iii. Podcast (Audio & Video)

e) Podcasting

- i. Interviews
- ii. Invite Guest Speakers
- iii. Become a Guest Speaker
- iv. Audio & Video
- v. RSS Feeds

f) Blogging

- i. Guest Blogging
- ii. Auto Blogging
- iii. Coupons, Offers, Ads
- iv. Videos
- v. Linking

This is a GREAT tool to use.

Training Session 2

Social Media

There are many different social media platforms and they all have benefits and best uses for you as a marketer. Knowing your audience and the personas is the starting point and key element to knowing how and where to find them. Through quality research and target marketing you will eliminate wasted time with little results on platforms that don't meet your objectives

Training Overview:

- i) Professional profile setup
- ii) Promote Likes & Shares
- iii) Drawing - Raffle - Giveaways
- iv) Use Hashtags
- v) Fresh relevant content
- vi) Share images, videos, news content
- vii) Design-minded digital pieces
- viii) Promotional offers
- ix) Surveys
- x) Tell your story
- xi) Timing & tailored posts
- xii) Brand Ambassadors
- xiii) Filter the noise

CONTENT is still kind of king, but the correct content and demographics that read specific type of content are VERY valuable in building your kingdom (business)..

The value of understanding which content will offer you great insight. BuzzSumo is a social media curation and analytics tool designed for the needs of content marketers. It scours the internet for content based on searches and generates a report for the enquirer, based on social shares and likes along with a good amount of real data that will help you grow online.

This is a GREAT tool to use.

The BuzzSumo logo is displayed within a blue rectangular box. The logo itself consists of the word "BuzzSumo" in a white, sans-serif font, followed by a white icon of three curved lines representing a signal or broadcast.

Training Session 3

Press Release

Whether you are a star- up business or existing business or launching a new product or service a press release will get you and your company seen.

Training Overview:

- i) Write press release
- ii) Submit and launch press release
- iii) Create links
- iv) Post links on social media
- v) Post links on blog

This is a GREAT tool to use.



Training Session 4

Link Building

Link building is the process of earning or getting other websites to link back to your website. All business owners and marketers should be actively working on building links to drive referral traffic to their site, get seen more often and learn to increase their site's authority online.

Training Overview:

- i) Plan link building model
- ii) Search for relevant product and service related sites
- iii) Build trust and authority

Training Session 5

Affiliate Marketing

Affiliate Marketing is how to turn product recommendations into income.

Training Overview:

- i) Email
- ii) Reviews
- iii) Webinars
- iv) Videos
- v) Coupons
- vi) Niche influencers
- vii) Commissions
- viii) Get in front of breakout and seasonal trends
- vii) Build affiliate network

Training Session 6

Influencer Tactics

Becoming an influencer with prove strategies and tactics is a great way to boost your business model and become of the industry leaders.

Training Overview:

- i) Whitepapers
- ii) Books
- iii) Blueprints
- iv) Downloadable files
- v) Interviews
- vi) Podcasts
- vii) YouTube
- viii) Online workshops
- ix) Webinars
- x) Sponsored content
- xi) Collaborations
- xii) Takeovers

Training Session 7

Local Site Setup

Getting your brand seen on other platforms that drive traffic to your marketing platform.

Training Overview:

- i) Write down and then Google this website link...
- ii) Let's have everyone create a login next...
- iii) Next, we go to Local Trust Navigator.
 - Click on the link in Zoom.
 - Claim a Listing
 - Free Listing
 - Paid Listing

This is a GREAT tool to use.

Training Session 8

Leveraging Competition

Training Overview:

- i.) Google business profile
- ii.) Organic
- iii.) Paid
- iv.) Competitor keywords

Training Session 9

Email Marketing

The challenge is to develop email campaigns that are both appealing and informative to the end user as are other marketing tools which are more heavily consumed in this age of social media and easy to access apps.

Email Marketing is still in for 2020

1. Up to 60% of email opens are on mobile, depending on the industry.
2. 75% of Gmail users are using their mobile devices to access their email.
3. 42.3% of consumers will delete an email if it isn't optimized for mobile.

59% Of Marketers Cite Emails As Their #1 Source For ROI

If you think email is dead please consider learning more about the exact strategies and tactics that will get you the ROI you are seeking.

Training Overview:

- i) Email(s)
- ii) Survey
- iii) Grab audience
- iv) Craft catchy subject lines
- v) Content that captures
- vi) What is a campaign?
- vii) What is a funnel?

Training Session 10

Meeting Your Market Where They Are

No more closing your eyes shotgun blast marketing. With the amount of information, skill set and experience at Rev Marketing the target is precise and narrowed in on the exact personas. We gather Information to Create Customer Profiles and Segments. The more correct data and information you're able to collect the better chance for creating a customer persona that reflects the behaviors of the segment that you're targeting in a given campaign.

Training Overview:

- i) Creating "Link Bait" & "Share Bait"
- ii) Social
- iii) Website
- iv) Internet hooks
- v) Where to find them
- vi) Tools and Resources



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Free Marketing Tactics & Strategy Assessment

Tracy will do a **FREE 1:1 Marketing Tactics & Strategy Analysis** for you that shows you where you are with your business.

READ THIS BOOK!

Go to the link in Zoom...

-Download

-Read Page(s)...

-Leave a REVIEW

STACKING THE SUCCESS

Business Secrets to Growing Your Business Today Online.

The success of your business online isn't just about building a quality website platform or marketing campaign it is all about stacking the success in a systematic order for higher profit margins.

It is about how you are telling your story using a secret formula that uses real-world strategies and tactics that work.

“Stacking Success” Business Secrets

Strategy: Strategic planning is where SUCCESS BEGINS in business and marketing.

Tactical: Tactical executions allow for a FOCUSED APPROACH to one's strategy.

Authority: In a competitive world you must STAND OUT as an INFLUENCER within your industry.

Channels: Choosing the RIGHT MARKETING channels in your marketplace to enhance growth

Keys: Monitoring and Measuring success with 3 RESULT ORIENTED steps;
Solution-Action-Result (SAR)

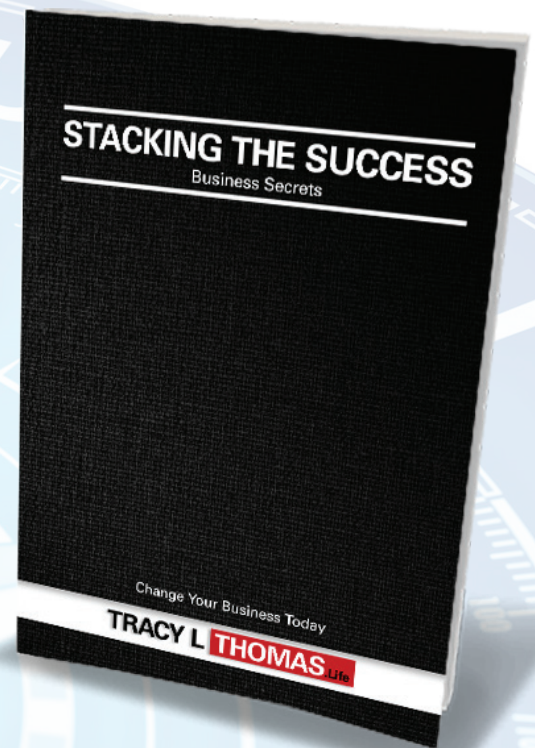
I would like to take the time to give you The V.I.P. Code right out of my newest book called “Stacking Success” Business Secrets.

Code V.I.P.

Validate: Cultivating social validation online to BUILD TRUST.

Impact: Creating a POSITIVE IMPACT by telling YOUR STORY and the CAUSES you support.

Potential: Creating potentials within a marketplace for FINANCIAL PROFITS.



Get Your FREE Analysis Now!



LIMITED TIME
FREE

1:1 CONSULTATION
For the first 50 to respond

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About the Author

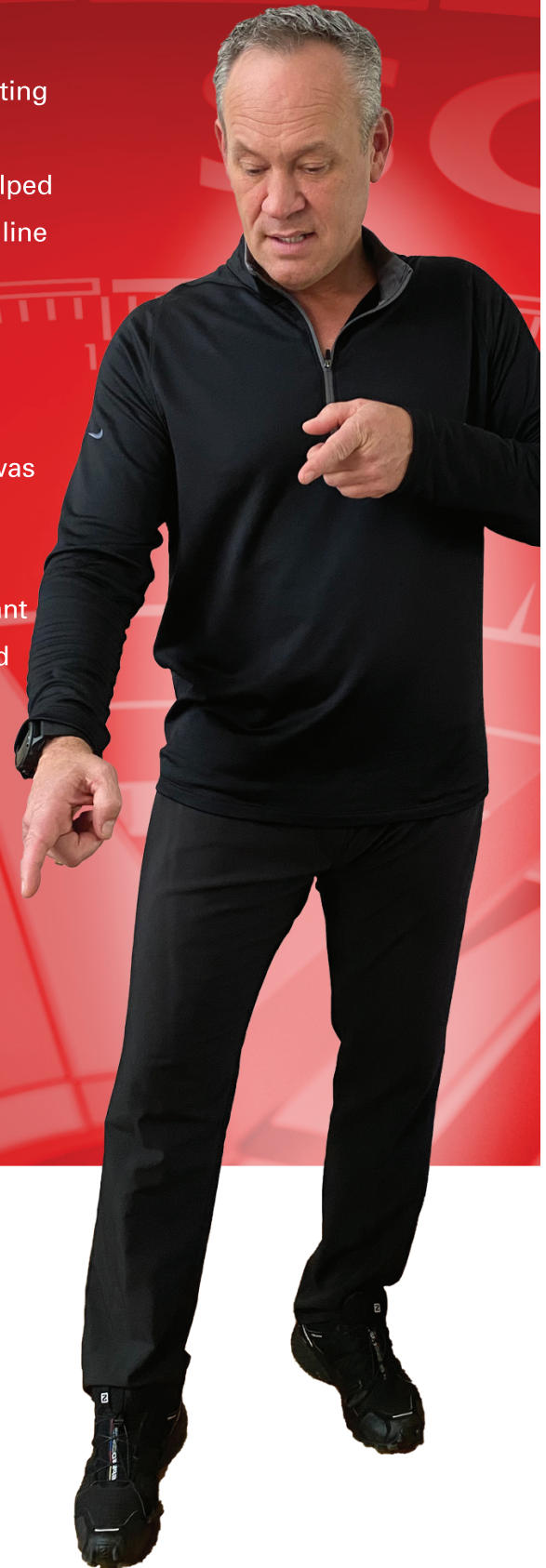
For the past 30 years, Tracy has been building businesses, creating leaders, and stacking success for entrepreneurs as a serial entrepreneur himself. He founded Rev Marketing which has helped thousands of entrepreneurs and businesses tell their stories online in the marketplace to enhance the marketing and grow their business model.

Tracy Lee Thomas opened his first business as a teenager in Wisconsin throughout high school. Without realization, Tracy was FRAMING his life to be...

He learned quickly that Marketing was one of the most important factors in his business's Success Of his Business. He began and continues to study all newspaper ads, yellow pages, and every commercial on TV and the radio.

As a serial entrepreneur, Tracy founded Rev Marketing, and he literally cracked the code by making an impact in communities around the country.

Tracy Lee Thomas



ELEMENTS OF AN ORGANIC MARKETING STRATEGY

This book is the fourth of four in the Assessment Series where Tracy offers business owners the opportunity to review and analyze their business. This Organic Marketing Strategy will help you identify and map out your specific objectives, actions needed, and your overall views to achieve your desired goals. You will learn how to incorporate the five SMART criteria and how these will help you achieve your goals for organic marketing without needing a degree.

