

# first steps guide

A quick guide to bringing focus and structure to marketing when it's not your full-time job.



# You Have a Full-Time Job—Marketing Shouldn't Pull You Away from It

Marketing wasn't supposed to be your job, but here you are—juggling it alongside your real responsibilities.

Without a dedicated marketing strategy, it's easy to fall into the trap of random acts of marketing, where efforts feel disconnected and results remain unclear.

The good news? You don't need to do everything. You just need the right focus.

This **First Steps Guide** includes 6 basic steps to help bring clarity and momentum to your marketing without making it your full-time job.

It's not about doing more—it's about doing what matters.

# 1. Clarify Business Objectives

Marketing should support your business goals, not exist separately from them. Take a step back and define what truly matters for your business over the next 6-12 months.

Ask yourself:

- What are our top 3 business priorities?
- What specific outcomes do we need to achieve (revenue growth, customer retention, brand awareness, etc.)?
- How can marketing help move us closer to these goals

## **Coaching Insight:**

Many leaders approach marketing reactively—doing whatever seems urgent. By anchoring marketing to business objectives, you ensure every effort is intentional and aligned.

## 2. Identify Your Ideal Customers

Not all customers are created equal. Who are the right customers for your business? Where do they spend time? What are their biggest pain points?

Consider:

- Who are your most valuable customers?
- What challenges are they trying to solve?
- How do they research and make buying decisions?

### **Coaching Insight:**

A common mistake is marketing to everyone—which leads to diluted messaging and wasted effort. Focus on your best-fit customers to create stronger engagement and better results.

### 3. Establish a Core Message

Your marketing should clearly communicate why your business exists and how you help. A strong core message builds trust, sets expectations, and differentiates you from the competition.

Ask yourself:

- What problem do we solve better than anyone else?
- Why should customers choose us?
- What do we want customers to feel when they interact with our brand?

#### **Coaching Insight:**

Your messaging should be clear, concise, and customer-focused. If your ideal customer can't quickly understand what you offer, they'll move on.

## 4. Prioritize Marketing Efforts

Instead of spreading yourself thin, focus on 3-5 marketing efforts that directly support your business goals.

Some key questions to help you prioritize:

- Which marketing channels have the highest potential ROI?
- Where are your ideal customers already looking for solutions?
- What's realistic for you to maintain with the time and resources available?

### **Coaching Insight:**

Not every marketing tactic is worth your time. Identify what moves the needle, and let go of the rest.

## 5. Streamline Execution

If you're working with freelancers, agencies, or an internal team, they need direction. The clearer your expectations, the more effective their work will be.

Consider:

- Who is responsible for what?
- What does success look like for each initiative?
- How often should progress be reviewed?

### **Coaching Insight:**

Even the best external support won't fix a lack of direction. Clear guidance leads to better execution and results.

## 6. Set the Foundation for a Roadmap

Think of this First Steps Guide as a starting point, not a final destination. Long-term success requires a full marketing roadmap that aligns strategy, execution, and measurement.

A Full Roadmap Includes:

- A clear marketing strategy tied to business objectives
- A structured approach to execution and measurement
- Ongoing coaching and facilitation to keep teams aligned and focused

### **Coaching Insight:**

Many businesses stop at tactics. True growth happens when marketing is treated as a business driver, not just a task list.



# Get There Faster with Coaching & Facilitation

Building a marketing strategy doesn't have to be overwhelming.

Through coaching and facilitation, we help business leaders like you:

- Gain clarity on marketing strategy
- Align marketing with business goals
- Prioritize efforts for maximum impact
- Guide teams to execute effectively

Let's connect if you're ready to bring focus and results to your marketing.

# Our Coaching & Facilitation Approach

We work alongside leaders and teams to bring clarity, structure, and alignment to their marketing.

Through coaching and facilitation, we help you move from reactive, scattered efforts to a focused strategy that drives real business results.

Our approach:

- Guides leaders to confidently shape their marketing direction
- Facilitates team alignment to ensure seamless execution
- Helps organizations develop their structured marketing strategy that supports long-term business goals and aligns with their purpose and mission
- Provides strategic coaching so marketing efforts are intentional, focused, and effective

If you're ready to take the next step and bring focus to your marketing, let's get started!



**eyeBrand**