

MARKETING MENTOR

Your Resource for Creative Business Growth

Case Study

17% INCREASE IN 1 YEAR
WITH 4 SIMPLE CONTENT
MARKETING TOOLS

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By Ilise Benun

Founder of Marketing-Mentor.com

The Situation

Atlanta, Georgia-based web designer Jill Anderson, of Jill Lynn Design (JillLynnDesign.com), came to Marketing Mentor because she wanted to be “more efficient, more effective and happier.”

She had plenty of work. It just wasn't the work she wanted.

Marketing Mentor set out to help - and ended up increasing her business by 17% in less than a year.

“I've grown by leaps and bounds in a year.”

— Jill Anderson, Jill Lynn Design

The Challenge

When Jill came to Marketing Mentor in February 2011, she wanted to fire one of her clients and get her time management under control. Not only was her web site out-of-date, but it didn't reflect the work she was doing or wanted to do.

All her work had come via word-of-mouth, but it was “all over the place,” in Jill's words. Plus, she was having trouble saying “no” to prospects and clients she had no interest in. “I thought I had to take care of them,” says Jill.

Tangible Results

One year later, here is the return on Jill's investment:

- **REVENUE:** She's increased her gross billings by 17%. “I've got a whole slew of new business. Actually, now I am in overwhelm with too much work. I need to learn how to qualify better.” (We're working on that.)
- **QUALITY OF PROJECTS:** “I'm getting much better clients and projects and more people with bigger budgets. Now I must say “no” to projects that I don't care about.” (We're working on that.)
- **WEB SITE:** It's up-to-date, the messaging is clear and it's working! “I talked to one prospect who found me online and she said she chose me because my web site spoke clearly to her needs. She understood everything, even the technical stuff.”
- **NEWSLETTER LIST IS GROWING.** She doesn't need thousands of prospects, just high-quality ones. In the first 3 months, 74 “strangers” signed up for her email newsletter.
- **BAIT PIECE IS BEING DOWNLOADED.** Jill's 9-page PDF, “7 Stylish & Sure-fire Ways To Get Your Website Noticed and Engage Your Ideal Clients” (See Page 5) is being seen by more and more prospects. “I also have folks reference the bait piece when we have our initial chat, proof that they are reading and absorbing the information.”
- **PACKAGES ARE WORKING!** Jill is saving herself time as prospects more quickly agree to work with her (or not!) based on the 3 simple choices of web site packages posted on her web site. Sometimes she doesn't even have to talk to them. They weed themselves out when they're not a good fit.

The Investment

Jill worked with Marketing Mentor, Ilise Benun, every other week for one hour, moving one step at a time through a one-year process. (See Page 2: “The Strategy”)

The excellent results in one short year can be attributed to Jill's commitment to growing her business, her focus and her consistency with the work. She always made time for her own marketing, no matter how busy she got. That is the key!

The Strategy

Step 1

We started by refining her positioning and applying that new positioning to the process of revamping her web site.

Positioning and Target market

Jill Lynn Design specializes in web sites for “stylish” small businesses and solopreneurs. Her clients are service-based businesses like coaches, writers and designers and product-oriented companies that produce soap, skincare and fashion products.

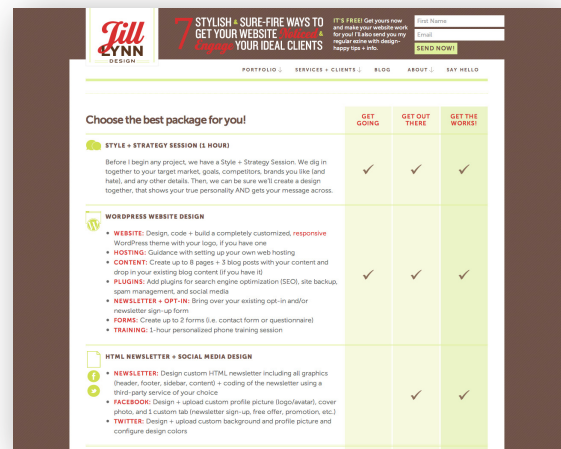
That’s the initial positioning, but it is already evolving. She’s getting so many requests to do designers’ web sites, she’s even toying with evolving the branding toward “the designer’s web designer.”



Step 2

Then we created 3 web design packages that would:

- Make it easier to sell (and upsell) her services
- Clarify the mysterious process of web design
- Weed out the wrong prospects by attracting the right ones



See Jill's packages at JillLynnDesign.com/packages

Jill Anderson on her package pricing

"After working with Marketing Mentor to develop my Packages Page, I'm happy to say it works great. I love having my prices listed freely on my site. It means that people who do reach out to me have a general idea of costs and I weed out the "tirekickers." And a few folks have easily agreed to the higher-priced packages without much upsell effort on my part." :)

Step 3

Next we focused on her Marketing Machine. We chose 4 content marketing tools (email newsletter, blog, bait piece and social media) that would work together to speak directly to the needs of her target audience (stylish solopreneurs and designers) and position Jill as the perfect designer to build their stylish web sites.

Jill's Marketing Machine includes:

- **MONTHLY EMAIL NEWSLETTER:** Jill was reluctant at first, not confident in her writing abilities. But when she started writing, she realized she had a lot to say and her writing is actually quite good. She sends it out on the 3rd Thursday of every month. "I'm committed!" [Sign up here](#) so you can see what she's doing.
- **BLOG:** She writes a monthly post that she links to in her email newsletter. She plans to increase the frequency in the future, but monthly is what's manageable for Jill right now. And it's plenty.



- **BAIT PIECE** (Jill calls it her "Opt In"): She wrote a 9-page tip sheet that she gives away to anyone who signs up for her email newsletter. (See next page for "Anatomy of a Bait Piece.")
- **SOCIAL MEDIA:** "Now that I have content (blog and email newsletter), I can post them on social media to reinforce my positioning. I do that more now because I have content."

Testimonial

"When I first reached out to Ilise for help, I was drowning in work and the types of projects I took on were all over the board. Now, one year later, I'm keeping my work within my target market and I'm only accepting projects that are a complete fit. I'm still super busy, but I'm able to really narrow my focus and perfect my craft to help people in need of a stylish online presence.

Ilise has helped me with every aspect of my business, from time management and networking to positioning and writing for my blog and newsletter. Ilise keeps me in check and our bi-weekly mentoring calls keep me accountable and moving forward. Thank you Ilise for the wonderful support and guidance you provide! I look forward to continuing our work together for years to come!"

You Can Do This Too!

If you're inspired by what Jill has accomplished and want to find your own version of success, schedule a free session with Ilise Benun to see if it's right for you. **Sign up here:** www.marketing-mentor.com/html/contact.html.

Anatomy of a Bait Piece



Jill Lynn Design’s “freebie” (traditionally known as a “bait piece” because it serves as bait to attract the right fish) is a beautifully designed (of course!) 9-page PDF document called, “7 Stylish & Sure-fire Ways To Get Your Website Noticed and Engage Your Ideal Clients.” Here’s how it works:

THE TITLE strategically supports her positioning by speaking to her market and integrating the keywords “stylish” and “web sites” - exactly the type of project she’s looking for.

THE DOCUMENT itself is a highly-readable “tip sheet” of digestible ideas (not dense, unreadable text) laid out in a way that makes for easy reading. Headlines and colored call outs afford easy skimming. In fact, you can get the message even if you don’t read every word. And although it’s not written in the first person (from “I”), you can hear and feel Jill’s own stylish and fun personality coming through every word of the text. She writes as she speaks and the result is that it feels like she’s speaking directly to you. The marketing effect: it builds trust and familiarity, so that when someone who’s read it is ready to hire her, they feel like they already know her.

THE SUBJECT MATTER gives her a chance to practice what she preaches and show what she knows. Jill judiciously balances the text with images that showcase her design skills. The 7 tips are tailored to the people she’s trying to attract - “Be Yourself - Show Your Personality” and “Wear Coordinating Colors” - and for each, she has carefully selected samples from her portfolio, again all strategically aimed at garnering the type of projects and clients she wants.

THE LAST PAGE is Jill’s short biography, which opens in a most engaging way that compels you to read on. “Call me a geek, but my favorite thing to do is to take a brand that we design together and make it come alive on the web.” This text is written in the first person and includes a photo of herself (and her cat - people love animals!) and a bulleted list of her credentials, such as educational background and awards won.

THE CALLS TO ACTION ... Jill doesn’t miss a marketing beat in her bait piece. She takes control of the communication with multiple calls to action. “Call for a chat,” she suggests on every single page, making it easy to make contact. And on the page that summarizes the tips, she writes, “Print this recap and hang it somewhere handy.” If she didn’t suggest it, readers may not think to do it themselves. But she knows that having her freebie posted on a real wall is much better for her than buried in a computer file.

THE UPSHOT ... this marketing piece makes a very strong case for why Jill is a good fit for the stylish businesses she’s after, while simultaneously providing those precise people with relevant information they can use and will want to keep. From a marketing point of view, it doesn’t get any better than that!

Sign up for Jill’s
newsletter and get a
copy of her bait piece at
www.JillLynnDesign.com