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DIGITAL STRATEGIES

TO ATTRACT, NURTURE & LEAD YOUR AUDIENCE

Transform your marketing on social media by creating high-converting content that attracts the right people, nurtures your followers and leads your best prospects to buy



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www.tanyaganianworkshop.com

IN JUST 5 DAYS

The 50 Digital Strategies to Boost Your Brand & Sales



There has never been a more exciting time in the HISTORY OF MARKETING.

Never before have marketers had access to this much consumer data, direct access to potential clients, immediate feedback on their strategies, and the ability to create and launch campaigns in record time.

These marketing strategies are meant to give you ideas of how to market yourself and your business in the digital world during the course of a full year. Most strategies are easy to implement, others may require time and professional help.

The strategies have been arranged from simple to more complex.

You don't need to follow them in the order they're presented.

Some strategies will take more than a week to implement.

You can work on more than one strategy at a time

Rely on analytics and data to shift focus and tweak your campaigns.



★ Do it Yourself or Get Help? ★

whether you choose to do it yourself or hire someone, it will either cost you time or money. Decide how you want to invest.

Strategies with one star don't require help.

Strategies with 2 stars may require help. It is for you to decide whether you will invest with your time (by learning to do it yourself) or money (by hiring professional help).

Strategies with 3 stars may be hard for those not familiar with certain platforms and so I recommend you get professional help.

Find Freelancers on Fiverr.com, Facebook groups, or LinkedIn

★ Easy
★★ Meh
★★★ Get Help or Hire Someone



WEEK 1



01 GOOGLE ANALYTICS

SET UP GOOGLE ANALYTICS

If you can't measure your results, you can't replicate your success. If you haven't already done so, start a Google Analytics account and start collecting data.

Even if you don't have any clients.
Even if your website isn't finished.
Even if you don't check your data just yet.

<https://analytics.google.com>



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CONTENT
TO CLIENT

IN JUST 5 DAYS

WEEK 2



02 FACEBOOK PIXEL

SET UP YOUR FACEBOOK PIXEL

Facebook Business is a powerful marketing tool. Facebook Pixel will collect the data you need to ensure you are marketing to the right people and reach clients most likely to purchase.

<https://www.facebook.com/business>



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WEEK 3

03

FACEBOOK PAGE

START A FACEBOOK PAGE

It's important to create a Facebook page for the raving fans you will want to serve. Keep your personal Facebook account separate from your Facebook Page. This doesn't mean you can't share your personal life on your business page. But a Facebook page will give you the opportunity to build a solid brand.

<https://www.facebook.com/business>



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IN JUST 5 DAYS

04

WEEK 4

SEO



UPDATE YOUR SEO

Spend the week updating your website for search engines. Make sure every page has titles, keywords that are relevant to the content on the page.

Google updates its algorithm several times a year. Brush up on the latest changes and ensure your website is up to date.

Search Engine Optimization will become even more important as Voice search becomes more and more relevant.

<https://www.searchenginewatch.com/>



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IN JUST 5 DAYS

WEEK 5

05

BRAND IMAGE



BE CONSISTENT WITH YOUR BRAND

This week, take a look at all your collaterals online. From your website to your shop, to your social media accounts including LinkedIn.

Make sure the colors, fonts, and logo are the same across all platforms.

Facebook, Instagram, Twitter, LinkedIn, Tiktok, Etsy, Shopify, Website, etc...



06

WEEK 6

NETWORK

JOIN AN ONLINE GROUP

Join a group of your peers on Facebook or LinkedIn.

Find a group in your industry or relevant to your industry and join the group.

Introduce yourself.

Networking online is as important as networking on a golf course. Build connections and expand your network to include your peers, your competitors as well as your potential clients.



WEEK 7



07

COMMUNITY

START AN ONLINE COMMUNITY

You don't have to wait to be invited into someone else's group. Why don't you start your own. Start a Facebook group or a LinkedIn Group.

You can add future clients, past clients or potential clients.

It's a great way to build loyal fans and a community around your shared goal and objectives. The interaction within these groups serves as a great way to refine your brand message and marketing strategy.



WEEK 8

08

WRITE YOUR STORY



WRITE YOUR BRAND STORY

Storytelling is the foundation of building relationships with your audience and potential clients.

The best way to turn strangers into buyers and then into raving fans is by telling your brand story.

Your story is always evolving. Use The Story Script to guide you along and revising it over the course of your business.

The Story Script



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IN JUST 5 DAYS

09

WEEK 9

STORY 10X



REPURPOSE YOUR BRAND STORY

Now that you've written your brand story, let's repurpose it!

Use the long version on your about me page on your website.

Abbreviate it for:

Facebook- About
LinkedIn
Excerpts for Blogs
YouTube Channels



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IN JUST 5 DAYS



WEEK 10

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CLIENT AVATAR

WHAT WOULD JAYNE DO?

Your client avatar represents your ideal client - the demographic you serve best. In order for your marketing to work, you need to understand everything about what motivates them, what frustrates them, what they are ultimately after.

The more detailed your avatar, the more effective your marketing will be.

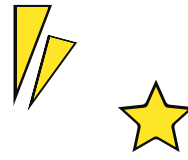
Focus on one avatar. You can always expand later.



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WEEK 11

UVP



WRITE YOUR UNIQUE VALUE PROPOSITION

Your unique value proposition is your elevator pitch. It should clearly state who you serve, how you help them, how you stand apart from your competitors, and the benefit of your services.

If you have done your homework and created your avatar, then writing this sentence is the summary of your work.

Your Value Proposition:

I help [X] achieve [Y] by [Z] so that they can [GOALS & OBJECTIVE]



WEEK 12



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FREEBIES

PUT TOGETHER A LEAD MAGNET

The best way to convert clients is to help them to EASILY and QUICKLY get from point A to point B. It should be **the step before** your service.

Put together an ebook, booklet, tutorial, audit, quiz, or checklist that will be:

1. Easy to implement
2. Quick to implement
3. Saving them time
4. Free
5. Get them to a small win in their journey



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WEEK 13

NEWS



SUBSCRIBE TO GOOGLE ALERT FOR YOUR INDUSTRY

Wondering what to write about?
Google alert will send you an email every day about anything related to your industry that was registered on the search engines.

use the info to stay informed and create relevant, trending content for your social media posts and articles.

<https://www.google.com/alerts>



WEEK 14



14

EMAILS

START BUILDING YOUR EMAIL LIST

I cannot stress enough how important it is to start building your email list. Your list will represent your most interested clients - people who WANT to hear from you.

When Facebook or Instagram crashes or Google stops delivering your ads, your email list will still be accessible.

The average you can expect to monetize from your email list is \$1 per email per month.

[Mailchimp.com](https://mailchimp.com)

[Convertkit.com](https://convertkit.com)

[Infusionsoft.com](https://infusionsoft.com)

[Samcart.com](https://samcart.com)

[ConstantContact.com](https://constantcontact.com)



WEEK 15



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SUBSCRIBE

ADD A SUBSCRIBE BUTTON EVERYWHERE

Add a subscribe button on the front page of your site (either at the very top or the very bottom).

Add one beneath every page of your website, every blog post, every youtube video, every social media platform.

Take advantage of every chance you get to grow your email list.

You need to give subscribers a reason to opt-in to your email list. Your freebie or lead magnet is a great way to exchange valuable help and information for their email address.



WEEK 16

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EMAIL CAMPAIGNS

START YOUR VERY FIRST AUTOMATED EMAIL CAMPAIGN

Automate Everything. When someone reads your article or visits your website, they should have the opportunity to subscribe to download your lead magnet.

Once they've subscribed, they should automatically be included in your email list and receive their freebie, along with their first email from you, thanking them for sign up. At least once a week, your subscribers should hear from you.

Set up the first 3 automated emails.

1. Invite them to read an article on your site
2. Pitch them your products/services
3. Invite to listen to a podcast or watch a video
4. Introduce your business
5. Tell your brand story.
6. Ask them for feedback on the lead magnet

Make sure your emails are GDPR compliant.



WEEK 17



17

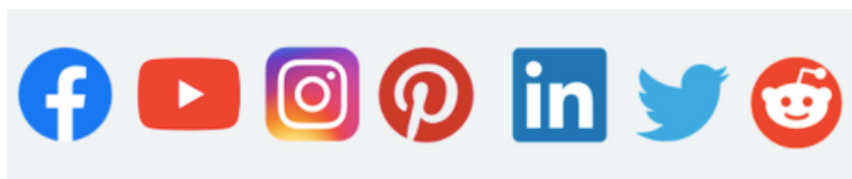
FOLLOW ME

ADD SOCIAL LINKS TO EVERY PAGE OF YOUR WEBSITE

Advertise yourself everywhere. Give your readers and followers and potential clients the opportunity to absorb your information on the platform of their choice.

You don't have to be on all the platforms. Choose your primary platform, repurpose the content on a few other platforms and put a link to those platforms on all your website.

If you've already done so, go back and check that they're all functional, up to date and that all the new materials also have links to your social media platforms.



WEEK 18



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BE SOCIAL

CREATE ENGAGEMENT WITH 25 PEOPLE PER DAY

This week, log into your primary platform, choose 25 people or posts who are relevant to your industry, and leave a comment under one of their post.

Do this once a day for 7 days. It should take you no longer than 30 minutes.

If you want engagement on your post, you should engage with others as well. Rarely do relationships build and evolve naturally online. It takes time and effort.



WEEK 19  

19

SIGNATURES

UPDATE YOUR EMAIL SIGNATURES

Your email signature says a lot about how professional you are.

Put your best foot forward and pre-write:

- a greeting
- a signature
- the best way to contact you,
- your website
- your social media account
- Your logo



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WEEK 20

PR



PARTNER UP WITH A PR COMPANY

Find a Public Relations company in your area that specializes in your industry (HINT: Check them out on LinkedIn).

You can promote an article, an upcoming event, a podcast, an affiliation, etc...

PR companies have different tiers of services for every budget.



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WEEK 21

BLOG



**WRITE A BLOG, ARTICLE OR
OPINION PIECE**

blogs are a great way to increase traffic to your website and social media accounts. It's also a great way to establish authority in your industry and get ranked on search engines like GOOGLE.

Upload your article to sites like Medium.com and don't forget to add a short extract of your brand story or value proposition along with your social media links.



WEEK 22



22

REPURPOSE

**REPURPOSE YOUR MOST
POPULAR ARTICLE, VIDEO,
PODCAST OR POST.**

One piece of content is more than one piece of content. It's at least 5! Don't copy and paste it. Tweak, rewrite, paraphrase for every platform.

A post for Facebook

A caption for Instagram

Paraphrase for LinkedIn

Talk about it on a Podcast

Tweet your best sentence on Twitter

Turn it into a Newsletter

Add it to your Email Marketing
Campaign





WEEK 23

23 INFLUENCERS

FIND AN INFLUENCER TO PROMOTE YOUR PRODUCT OR SERVICE.

there is nothing more powerful than being recommended by someone who is trusted within a community.

An influencer doesn't have to have the largest following but has to have some influence with YOUR target market.

Look for influencers who are aligned with your core values who serve your potential clients.

Check out their engagement rate. Influencers with the most clout will have a high and relevant, engagement rate on their post.





WEEK 24

24

PROMOS

**SEND A PROMMOCODE TO
YOUR EMAIL LIST**

opting in to your email list has its privileges!

Send your email list a promo code or discount to one of your products and services.

Remember to add a call to action and clear instruction on the steps they have to take to apply the discount.

And don't forget to include a deadline!



WEEK 25  

25

QUIZ

CREATE A QUIZ FOR YOUR FOLLOWERS OR SUBSCRIBERS

Everyone loves a quiz!
Create a quiz in order to collect data for your business. Pair it with the promo code or a discount as a reward for opting in.

OR

Use a quiz to attract more subscribers and followers. Have them opt-in to your email list to receive the quiz.





WEEK 26

26

HASHTAGS

**HASHTAGS ARE THE
KEYWORDS OF SOCIAL MEDIA**

set up a hashtag strategy and get more eyeballs on your posts.

every platform has different rules regarding the number of hashtags you can use and those rules change! Keep an eye on the latest development!

Use hashtag generators to develop at least 3 to 5 groups of hashtags relevant to the types of topics your post and to your industry.

Copy and Paste them in a notepad or as a shortcut on your keyboard so they're always ready to go!

Best Hashtag Generators



WEEK 27



27

BUNDLE OFFERS

CREATE A BUNDLE OF YOUR OFFERS

Group 3 or 4 of your product and services and sell them as a bundle!

Bundles are seen as more valuable than single products and whether you have a service business or a product-based business, you can pair some of your best selling items/services with related products or services.

The perceived value of the product has to exceed the actual cost of the bundle.



WEEK 28

28 FOCUS GROUPS



CREATE A FOCUS GROUP FOR REAL FEEDBACK

put together a focus group of 4 to 5 people who represent your ideal customer and exchange your product or service for their feedback.

Prepare a list of open-ended questions and give them room to elaborate.

If you can, split the questions into 3 parts and make them relevant to the stage of their experience (i.e. when they first sign up and see the product or are about to use the service; when they are using the service or product; the end of the experiment.

Use the feedback to improve your business and get their permission to use their feedback as testimonials.

Note: PR companies offer focus group research as part of their services.



WEEK 29

29 WEBINARS



**CREATE A WEBINAR TO
INTRODUCE YOUR PRODUCT OR
SERVICE.**

Webinars are scheduled presentations for clients who opt-in. Invite your email list or advertise it on social media.

Create an opt-in page and add subscribers to your email list.

Unlike a LIVE of social media, those who attend have to subscribe to receive the details of the event. This group represents a committed audience and warm to hot leads.

Your webinar should be your opportunity to tell your brand story and educate the attendees followed by a pitch to your product and services.

Ensure that the attendees BENEFITED from attending. (This is not a one-hour sales pitch.)

Finish with an FAQ and use the questions and answer period to improve your next webinar.

WebinarJam.com



WEEK 30



30

REVIEWS

REVIEW ALL FEEDBACKS

take the time this week to review all the feedback, good and back that you've received about your product and services.

Address them. Answer reviews on social media. Reply to emails. improve your product and service.

Studies show that consumers decide between brands based on the customer service they receive.



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WEEK 31



PROMOTE EACH OTHER

FIND AT LEAST 5 OTHER BUSINESS OWNERS WHO COMPLIMENT YOUR PRODUCTS OR SERVICES AND PROMOTE EACH OTHER.

influencer marketing is not reserved for Instagram stars with millions of followers.

Recommendations from trusted business owners with their own client list will boost your credibility and exposure with your ideal client.

Find business owners among your LinkedIn groups, Facebook groups, or even past client lists.



WEEK 32

32

EBOOKS



WRITE AN EBOOK OR CREATE A
DIGITAL PRODUCT

E-books are easy to read, easy to download, inexpensive tutorials that you can create and sell (or giveaway) as an introduction to your products or services.

Do it yourself using Google Docs, Canva.com or hire a copywriter and graphic designer from Fiverr.com

Save it as a PDF, upload it to your website, Amazon, Convertkit, Samcart, etc..

Free ebooks are used as part of promotional giveaways, getting people to subscribe to email lists, targeting potential clients for high-ticket offers.

Ebooks are generally priced between \$7 - \$97.



WEEK 33



33 PINTEREST

UPLOAD OR UPDATE YOUR PRODUCTS ON PINTEREST

Pinterest is a great place to get more exposure for your products and services.

Search engines rank Pinterest posts and collections among their search results.

Your posts can piggy-back off other popular posts when your target audience saves your content as part of a collection.

[Pinterest.com](https://www.pinterest.com)



WEEK 34

34 PODCAST

START A PODCAST

Podcasts are



SHAREABLE CONTENT
EASY TO ABSORB
EASY TO FOLLOW
TRAFFIC GENERATORS

Upload your podcast to Itunes, Soundcloud, Spotify and iHeart, etc.

Use Audacity to record and edit. Transcribe the audio for newsletters, articles, and email campaigns.

Grow your podcast and solicit sponsorship from relevant businesses and ad agencies.

<https://www.audacityteam.org>



WEEK 35



35

GUEST SPEAK

GUEST SPEAK ON A PODCAST

Find a podcast that caters to your ideal demographics and request to guest speak on their show

Podcasts with wide reach are harder to land but as your popularity grows, your access to them will become easier.

If you are just starting out, find podcasts who are just starting out and looking for guest speakers.

Podcasters will tend to look for guests on Facebook groups and LinkedIn Groups.

As your credibility and influence grow, become more selective on the podcasts you choose.



WEEK 36

36 PODCAST GUEST



INVITE GUEST SPEAKERS ONTO YOUR PODCAST

Put out a call on your social media accounts and groups and invite relevant business owners to apply to participate in a podcast episode.

Have a list of the topics you'll cover and give them the opportunity to promote their products and services with a clear call to action during the course of the podcast.

Don't wait until the end of the podcast to direct people to take action! People rarely stay focused long enough to reach the end of the show.



WEEK 37



37

GUEST POST

**HAVE A STAFF MEMBER OR
INFLUENCER GUEST POST FOR
THE WEEK**

increase traffic to your account by inviting staff or influencers to guest post on your social media accounts.

Give loyal and happy employees the opportunity to create stories, lives or videos based on their perspective of your business.

Have clear-set rules in place, a clear focus and guidelines of what can and can't be covered/said/addresses.

Influencers will announce guest posts on their account bringing in even more traffic and potential customers!



WEEK 38



38

GUEST WRITE

WRITE OR CONTRIBUTE AN ARTICLE ON SOMEONE ELSE'S WEBSITE.

Borrow other people's audience by contributing content to bloggers.

Content marketing is the foundation of building traffic online and bloggers benefit from guest writers as much as writers benefit from the opportunity of being featured on other websites.

Do Your Research.

Some blog sites pay their contributors, others don't. Decide based on the return of your time spent.



WEEK 39

39

LIVE VIDEO

START A LIVE VIDEO ON SOCIAL MEDIA

Videos and Lives convert better than any other content on social media.

Send an announcement to your email list a few days before and again on the same day. Remind them again an hour before you go live.

Have an employee or helper standing by to moderate the chat or answer questions during the live.

Stay on topic.

Choose a topic you're going to cover and create a point-form list of what you will be covering.

Going LIVE on video may be hard at first but gets easier as you gain experience.

Social media platforms organically promote videos and lives above any other content.



WEEK 40

40

LIVE X 2



**TEAM UP WITH A CLIENT OR
BUSINESS OWNER (OR
INFLUENCER) AND GO LIVE**

Share your audience and gain double the exposure by going LIVE on social media with other business owners, clients, or influencers.

Take advantage of the added exposure to give away something of value to those who follow you off the platform and onto your platforms or email list.

Have a giveaway ready to go and a clear call to action.

Invite viewers to download a relevant lead magnet by joining a mailing list.

Promote a Challenge

Announce a Giveaway

Give out a promo code (with a deadline date).

Give them a reason to continue their journey with you and your business.



WEEK 41

41

VIDEO



PREPARE A SHORT INTRO VIDEO TELLING YOUR BRAND STORY AND UPLOAD IT TO YOUR ABOUT ME PAGE.

Ahhh the power of video!

Make a quick impression with your audience and give them the opportunity to connect with you and your brand.

Along with your written brand story, upload a short clip introducing yourself and telling your story for those who prefer to absorb information through video.

Good news! The bigger the production, the less authentic it will seem. Keep it simple for a greater impact.

Unless you're using a flip phone, you can use your smartphone to shoot the video. :)



WEEK 42

42 MESSENGER BOT

SET UP MESSENGER BOT



Never before in the history of marketing have business owners had this much direct access to consumers.

Make it easy for your audience to get in touch with you. Messenger Bot is a great way to have direct access to potential buyers on the cusp of a decision.

[Manychat.com](https://www.manychat.com)



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IN JUST 5 DAYS

WEEK 43



43 AFFILIATES

FIND AFFILIATES TO SELL
YOUR PRODUCT

Like influencers, affiliates have been a business or generating passive income by promoting and profiting off other business owners.

leverage their credibility and the following they've built by negotiating a referral fee.

Set up an AFFILIATE link on your website bottom menu or contact page leading to more information on terms and agreements. Make it available via a private link or sign up.

Justcloud.com

Sugarsync.com





WEEK 44

44

CHALLENGE

**PUT ON A 3 WEEK CHALLENGE
FOR YOUR EMAIL
SUBSCRIBERS AND COLD
AUDIENCE**

Quick and easy challenges to help your audience get from point A to point B is a great way to show your expertise and grow your credibility.

Give your potential customers a reason to believe in your expertise.

If you can help them achieve a small win, then you're the one that will get them to a bigger win!



WEEK 45



45 GIVEAWAY

FIND AFFILIATES TO SELL YOUR PRODUCT

Giveaway Campaigns on social media create a huge response.

Announce a giveaway to your audience, employ the help of an influencer to spread the word.

Have your audience follow a strict set of rules and respect your timeline and deadline!

Use giveaways to increase followers, subscribers, and awareness of your business.



WEEK 46



46

HOLIDAY CAMPAIGN

PREPARE A HOLIDAY CAMPAIGN IN ADVANCE

Gear up for the next holiday event.

Whether your goal is to sell a product or service or to increase your email list or follower count, the time to start planning is NOW!

Holiday campaigns are planned 6 months ahead and launch full force months in advance.

Think about the next holiday and start a campaign today. What is the goal of your campaign? What can you offer that has a high perceived value? Where will you focus your promotion? How will you advertise?



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WEEK 47



\$2 REACH

**CREATE AWARENESS WITH A
\$2 FACEBOOK CAMPAIGN.**

Create a post, video, or article that brings value to the viewer and is relevant to your product and services but doesn't sell or demand anything in return.

Go to Facebook and Choose a Reach or Brand Awareness campaign as your campaign objective. Target a cold audience but one that represents your ideal customer.

Budget \$2 a day.

This is a great way to generate traffic, increase your audience and become discoverable to potential customers who otherwise would have never found you.

Your goal is not to convert a customer. Your goal is to create awareness of your products or services. Don't forget to include a call to action in your post and landing page.



48

WEEK 48



RETARGET

**CREATE A FACEBOOK
CAMPAIGN TO ZONE IN ON A
WARM AUDIENCE.**

Anyone who clicked on the link and viewed your content beyond the Facebook post in direct response to your \$2 campaign is a warm audience.

Create a Facebook campaign based on conversion that retargets those who took action on your Awareness campaign.

Lead your warm audience to a lead page or sales page that invited them to download your lead magnet, join your email list or purchase a low ticket offer.

Budget \$5+ (To be evaluated).



WEEK 49

49 UPDATE

**UPDATE ALL YOUR GRAPHICS,
PAGES, BROKEN LINKS,
KEYWORDS, ETC...**

Life moves fast. The internet moves faster. Ensure that all your content is up to date and functional.

Has your brand changed over the year?

Have the trends changed?

Does your look need a refresh?

Do the keywords need to be updated to accommodate the algorithm?

Do all the links on your website still work?

Do all the articles, podcasts, videos still lead to active pages?

Do all your content lead to call to actions?



50

WEEK 50



CLEAN UP

REVISIT ALL YOUR CONTENT AND MARKETING AND ENSURE EVERYTHING IS STILL ALIGNED AND ON BRAND.

As you grow your business and refine your marketing strategies, your content changes. Your focus changes and so does your ideal client.

Archive or update irrelevant articles that are no longer on brand.

Delete accounts that you no longer use.

Clean up your email list by deleting bounced email addresses and unsubscribers.





CONTENT TO CLIENT

IN JUST 5 DAYS

Hi! I'm Tanya

I'm on a mission to you generate leads and turn prospects into customers by applying simple digital strategies on social media that serve to attract people, nurture an audience and lead prospects throughout the customer journey.

I'm a writer, storyteller, and digital marketer with a background in behavioral psychology and over the last two decades, I've helped countless business owners build their brands and scale online.

Business owners know the power of building a recognizable brand and leveraging social media in their business. But they get stuck trying to articulate a clear message and connecting with an audience that actually turns into clients.

So I took everything I've learned during my years in psychology and two decades as a marketing agency owner and created The Client Attraction Program, a step-by-step training that teaches business owners just like you, how to effortlessly attract, nurture & lead an audience on social media.



Join me on Facebook and master digital strategies that **attract** the right people, **nurture** your audience and **lead your followers to buy!**