

# grow visibility and authority with tactical marketing

Dr. Madeline Mirasol  
Hayman Academy



**HAYMAN**  
ACADEMY



*If you don't know where you are going, you might wind up someplace else.*

~YOGI BERRA

# all marketing is communication

marketing is **directed communication** with the **intention of creating ACTION.**

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and directed communication is **rhetorical**

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and directed communication is **rhetorical**

with 3-4 constantly moving variables:

# marketing is communication

and communication is **rhetorical**

**YOU (the communicator)**

**THEM (the audience)**

**WHAT (the message/ACTION)**

**WHERE (the context)**

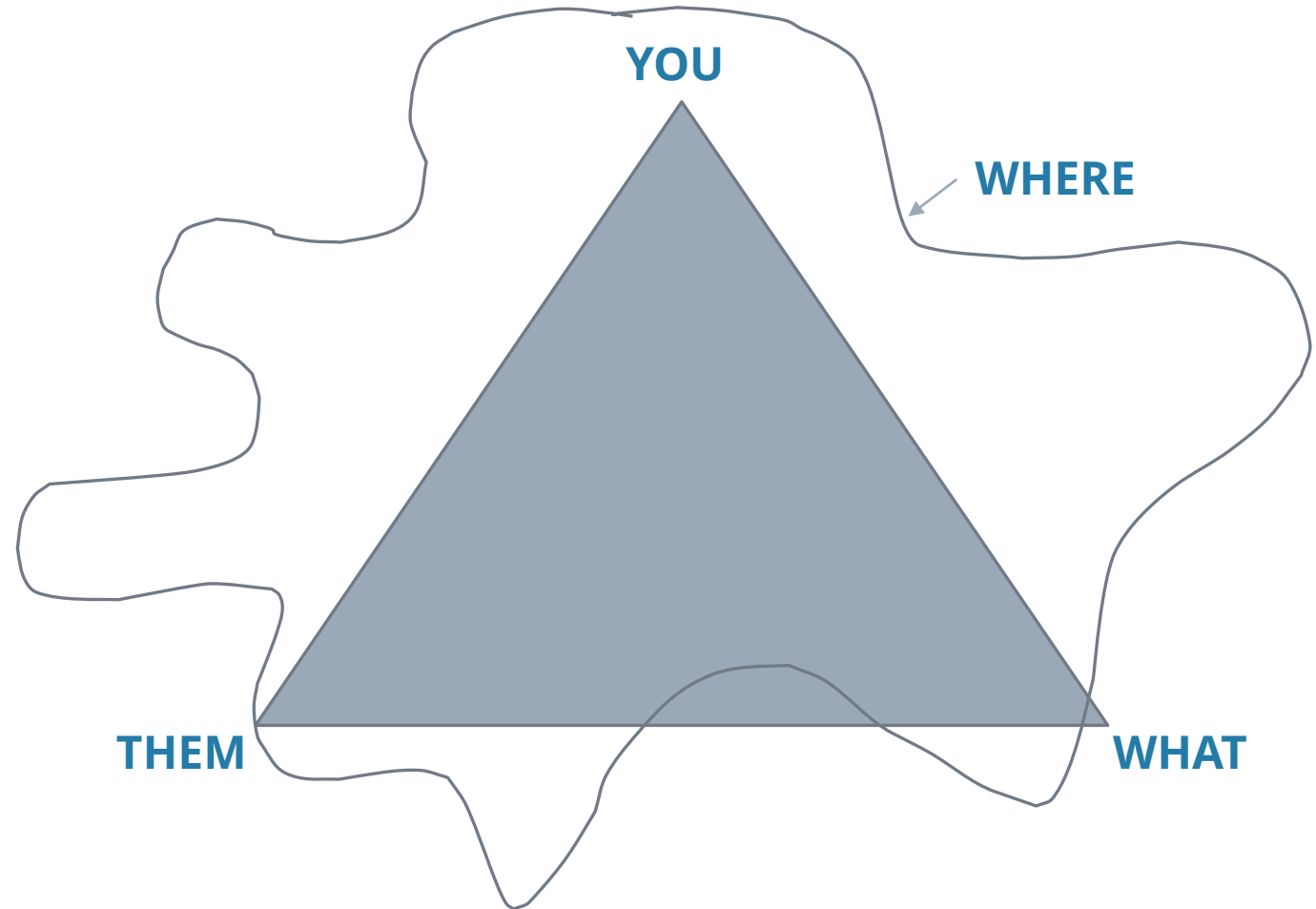
# marketing is rhetorical

**YOU** (the communicator)

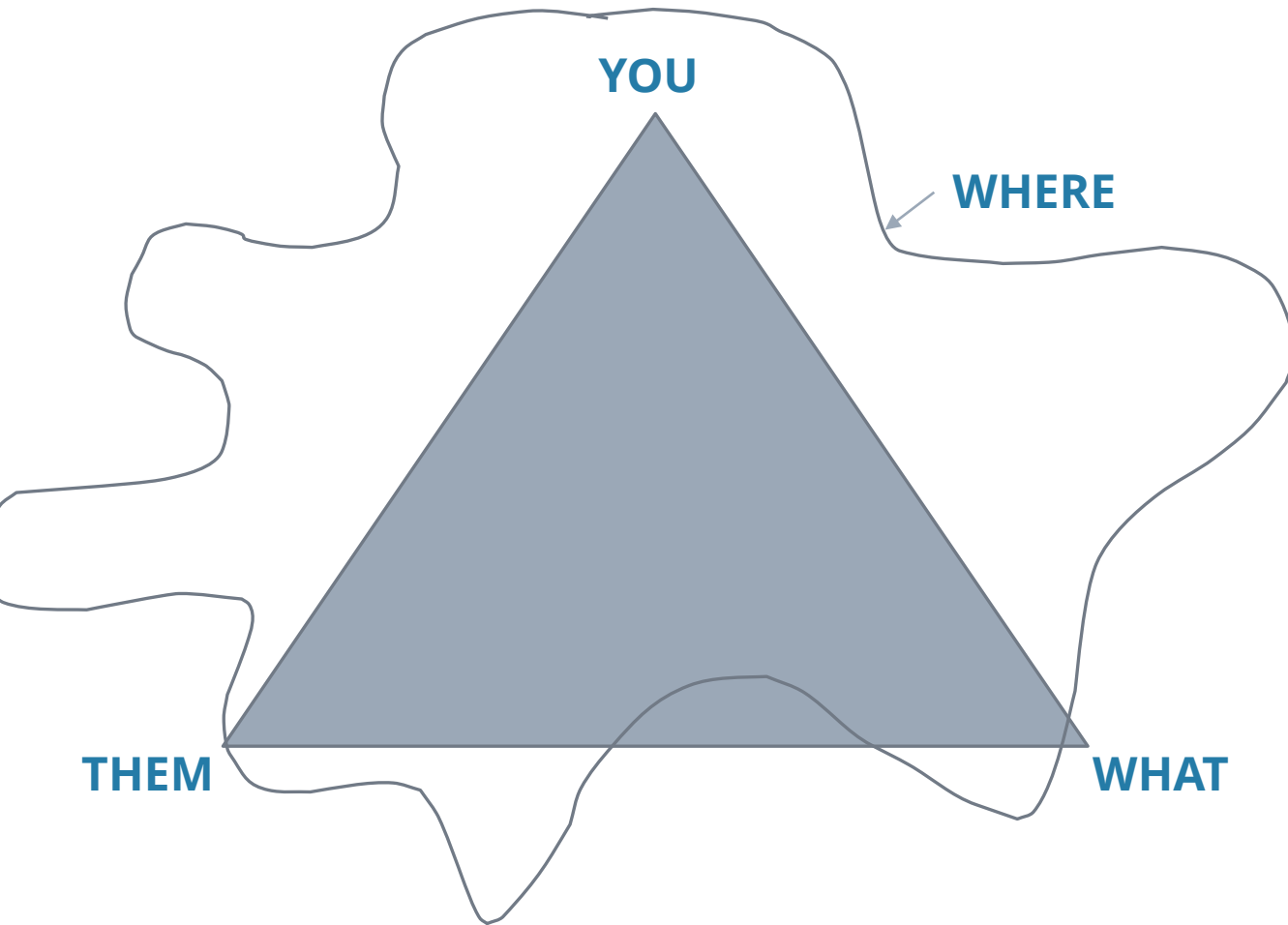
**THEM** (the audience)

**WHAT** (the message)

**WHERE** (the context)



# marketing is rhetorical



**YOU:** the organization's *ethos*; their/its credibility, authority, public reputation

**THEM:** *pathos*; how the audience feels, what they know or already think about the YOU and the WHAT

**WHAT:** *logos*; the content, ideas, or message itself and also can be understood as LOGIC, DATA, or EVIDENCE

**WHERE:** *kairos*; the timing and other non-related circumstances that will affect the above three variables



# strategic digital marketing

## **THIS IS YOUR *BIG PICTURE* WHAT**

Understand the **specific message you want to land**. What's the story your consumers will inhabit?

Communicate the **RESULT or EXPERIENCE of the action you're seeking** – not just the features that customers and clients will get.

The most successful communication **TELLS A STORY** that focuses on the consumer **OUTCOMES**.

# strategic digital marketing

## **THIS IS YOUR *WHAT***

We have portable, temperature-controlled units.

They are the most advanced, easy-to-use, and accurate temperature-controlled container. Reliable and offered in a variety of sizes for many different applications, our units are the best refrigerated delivery solution for small and midsize caterers, pharmaceutical businesses, and other businesses that require portable refrigeration solutions.

# strategic digital marketing

**FLIP YOUR “WHAT” into THEIR “NEED”**

**TALK TO YOUR CUSTOMERS ABOUT THEMSELVES**

**YOU** NEED portable temperature-controlled delivery solutions for your start-up catering business.

**You** have **a small hatchback, and a small budget**. You need something small that **won't cost a ton**, and something that you can outfit your car with quickly because your clients **just changed their menu** and you need a way to deliver food at **temperature TOMORROW**.

WHO IS THE “YOU” in your story? Think about the FUTURE TESTIMONIAL (that's their story).

# tactical digital marketing

## YOUR CUSTOMER IS THE STAR OF YOUR SHOW

Customer segmentation breaks your market into groups. **Define the “who” you wish to reach:**

Demographic: age, gender, marital status, income, education

- SEGMENTS:
  - Psychographics: similar opinions, beliefs, values, attitudes, and interests
  - Geographic: where do they live, work, play
  - Behavioral: actions taken and how frequently (do they buy a Starbucks coffee everyday? Read *The New York Times*?)
  - Needs-based: also called “life stage;” typically concerns lifestyle details like childcare

# tactical digital marketing

## **SOCIAL MEDIA MARKETING: FREE SOURCE OF VISIBILTLY AND TRAFFIC**

**Tell your customers what their future testimonial will be!**

Drive sales

Increase brand awareness

Improve SEO

**\*\*without the investment of additional media buying\*\***

# tactical digital marketing

## **KNOW YOUR *THEM***

What is the target demographic? [how old, gender, marital status, education level]

Where do they live?

What industry do they work in? What role(s) do they play?

How do they get their information (that pertains to your context)?

How do they communicate primarily?

How do they think?

Who is important to them?

# tactical digital marketing

## WHERE WILL YOU FIND THEM?

*From the Content Marketing Institute's (2022) Manufacturing and Contractor Research Report:*

YouTube – 100%

Twitter – 100%

LinkedIn 100%

Facebook – 90%

Instagram – 64%

Pinterest – 27%

Snapchat – 18%

*The first problem of communication  
is getting people's attention.*

~CHIP HEATH



# create compelling content

**ALL MARKETING → COMMUNICATION**

Good communication **listens first** and is **EMPATHETIC**. What will your customers benefit from? What can you GIVE THEM?

# create compelling content

## ALL MARKETING → COMMUNICATION

Good communication listens first and is EMPATHETIC. What will your customers benefit from? What can you GIVE THEM?

Compelling content will do at least one of these three:

INSPIRE

ENTERTAIN

EDUCATE

HELP

Offer a peek at your “behind the scenes.”

Provide some details about the project. Include a photo or a video.

Share a story about your project by including:

what is it about,

where it is, and who it is for without breaching privacy; and,

why you are doing that project.



Clark Construction Group, LLC

131,699 followers

1mo · 🌐

+ Follow ...

A proud moment for the Clark/Ulliman Schutte team, the residents of Baltimore, and the Chesapeake Bay!

Last week, the Clark/Ulliman Schutte team at the Back River Waste Water Treatment Plant project completed the tie-in to the City of Baltimore’s existing sewer system, introducing sewage into the new headworks facility for the first time!

The project improves the Back River Wastewater Treatment Plant’s existing headworks and increases influent capacity to 750 million gallons per day, eliminating more than 80 percent of the volume of sewage overflowing the City’s aged sanitary sewer system.

Thank you to the entire Clark/Ulliman Schutte team, vendors, and trade contractors for your hard work and dedication in helping bring this project to fruition. [#ClarkBuildsMD](#)

JV Partner: [Ulliman Schutte Construction](#)

Owner: [Baltimore City Department of Public Works](#)

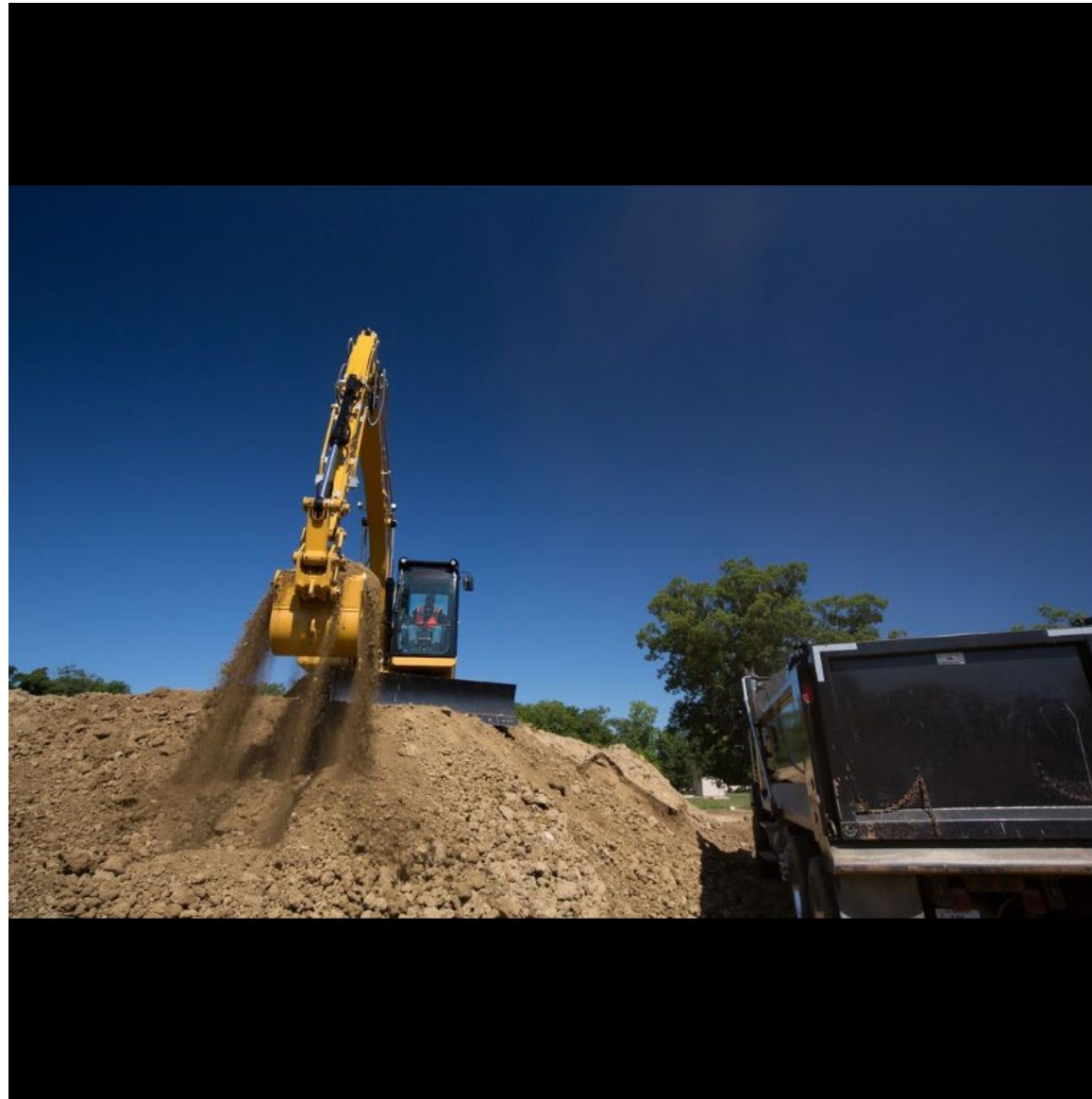
Engineers: [Johnson, Mirmiran & Thompson & HDR](#)



Think expansively about your business and its offerings.

Think about what resistance or hesitation customers might have.

Sometimes philosophy statements can be inspirational and appropriate.



holt\_cat • Follow



holt\_cat You will never be ready, just start.

#HOLTCAT #LetsDoTheWork #CatEquipment #OperatorLife  
#CatMachinery #Construction #DirtLife #BigIron #HeavyMachinery  
#Machinery #Shop #Technicians #Equipment #CatYellow #Texas

3w



91 likes

MARCH 22

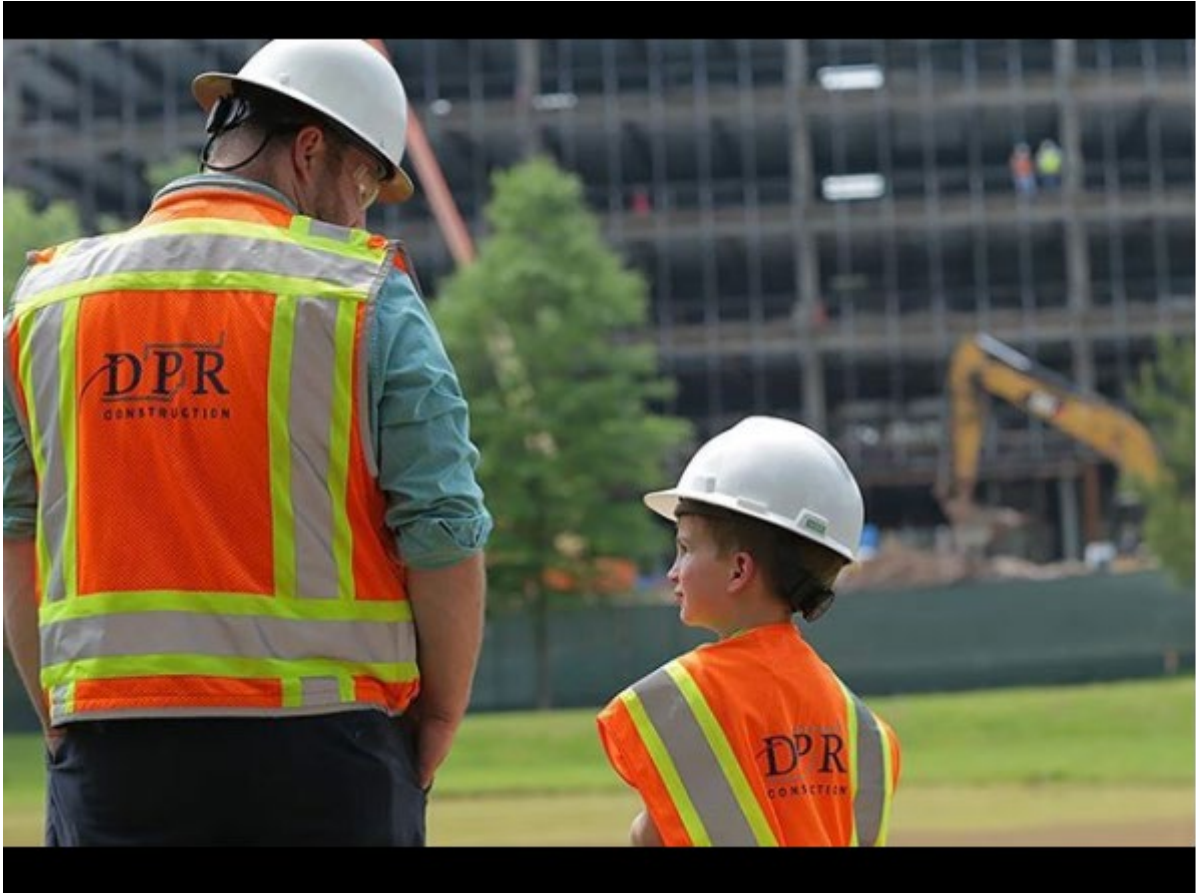


Add a comment...

Post

Don't shy away from posting human interest pieces.

Some of the highest-performing professional and business posts showcase their employees' as real people.

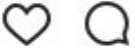


dprconstruction

Follow

dprconstruction To our DPR dads – thank you for all you do to build great things every day. Happy Father's Day! #dprconstruction

sovereignbuilt Love this picture. ❤️❤️❤️



237 likes

JUNE 18

Add a comment...





Listen, interact,  
and share  
relevant content,  
especially if it is  
ABOUT your  
company.

Reciprocity is  
often rewarded.  
Generosity  
comes back to  
you.



**Moss Construction** @mossconstruct · May 4

Scott Moss interviewed by @ENRnews 4 article "Construction Starts in Tampa"  
[j.mp/2p0Ogm6](https://www.enr.com/news/2023/05/04/construction-starts-in-tampa) Visit Moss at [mosscm.com](https://www.mosscm.com)



Position yourself as an authority within your industry.

Industry insights are useful and allow you to develop your brand as a trusted expert in your field.



[cwdrivercompanies](#)

[Follow](#)

**cwdrivercompanies** One of our new Project Executives, Corky Silva, who is currently working on the Hillsdale Mall in San Mateo, weighed in on the retail construction industry in Northern California. "It is my outlook that retail developments will maintain a strong growth as projects like the Hillsdale Mall will inspire people to take a break from online shopping and experience what a beautiful project like this has to offer to its patrons. It would be of no surprise to see



53 likes

JULY 28

[Add a comment...](#)





Use your social channels to drive traffic to your long form content, to new product or service announcements, and other updates on your website.

Include partner **tags** where appropriate and relevant to allow those who will also benefit from the visibility the ability to see and reshare your post.

 **Granger Construction Company**  
June 29 · 🌐

Granger Construction has used drones to showcase progress on several projects, including the [Wexford County Sheriff's Office jail project](#) and the [Health Pointe project with Holland Hospital and Spectrum Health](#). (cc: [Eagle Eye Drone Services](#))



**Drone Usage Soars; Helps Advance the Art of Building**  
Construction companies are rapidly embracing the power of drones for everything from photos and videos to help with site mapping and planning.  
[GRANGERCONSTRUCTION.COM](http://GRANGERCONSTRUCTION.COM)

👍 Like    💬 Comment    ➦ Share

👍 10

2 shares

 Write a comment...  



*Write for people first.*

~MADELINE MIRASOL

# using keyword generators

## ALL SEARCH RELIES ON KEYWORDS

Keywords are how we name products, services, and ideas.

Keywords pay VERY CLOSE attention to **what people are calling these things.**

If I say I'm going to by a vehicle, you have questions: what kind? New? Used? Minivan? SUV? Hybrid? Make? Model? Color? Where from?

# use keyword generators 2 ways

## SEE WHAT PEOPLE ARE LOOKING FOR



Use the language that people are searching for to get “found.”

Q Honda CRZ ×

- Q honda crz
- Q honda crz review
- Q honda crz modified
- Q honda crz exhaust
- Q honda crv 2022
- Q honda crz manual
- Q honda crz turbo
- Q honda crv
- Q honda crz k swap
- Q honda crz hybrid
- Q honda crz supercharger
- Q honda crz top speed
- Q honda crz 0-60
- Q honda cr v mods

*Report search predictions*

# use keyword generators 2 ways

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- Q honda cr v mods

*Report search predictions*

## SEE WHAT IS TRENDING



**Use keyword searches to generate ideas for content.**

# using keywords (phrases) tactically

## PRIMARY Vs. LONG TAIL

“Low mileage, used Honda Civic in York PA!”

The **more words used in a search phrase**, the more intent we can gather from our audience.

This kind of detail allows us to optimize users' ability to find us.

These details also serve to show us what is trending currently, and allow us to capitalize on that trend to create relevant content.

# using keywords (phrases) tactically

## FRESH CONTENT

Does your website have a news page, blog, or other section with regularly updated content?

***Google penalizes the repetitive use of low-quality content.***

Clear, updated, readable content, written for human readers will be prioritized in rankings. The better it's written, the better your rankings will be.

# using keywords (phrases) tactically

## **FRESH CONTENT**

Consider long-tail keywords (those with lower search volumes). These terms are super-specific and are easier to garner traffic from.

Provide in-depth, high-quality content on topics that are specific and relevant to your users.

# tactical syndication

## **SINGLE SOURCE CONTENT TO STREAMLINE YOUR PROCESS**

Save time

Cross-platform use

LONG FORM: detailed information or resources. Long video, written text (blog, LinkedIn article). Video script can be an article; an article can become the script for a video).

SHORT FORM: video clips, social media posts, infographics, social cards



# using keywords (phrases) tactically

[wordtracker.com](https://wordtracker.com)

Find a free keyword/phrase tool.

Construct a primary list, and then a long-tail keyword list.

*Fail to plan, plan to fail.*

~COUNTLESS SMART PEOPLE

# build a syndicated campaign

## **Choose 1 LONG TAIL keyword/phrase from your list**

Develop a title for a piece of LONG FORM CONTENT that addresses that keyword search.

**Begin to brainstorm the pieces/smaller topics of that piece of longform content.**

# build a syndicated campaign: LONG FORM

**Long tail keyword phrase: “automation with batch processing lapping and polishing”**

**How does automation improve lapping and polishing efficiency?**

Reduces the need for manual labor; saves cost

Higher capacity for throughput; increases production

Increases safety because it reduces human interaction with machines

Improves consistency of quality; reduces human error

ACME LAPPING AND POLISHING SOCIAL CALENDAR					
		May			June
Category	Project	week 1	week 2	week 3	week 1
Content	Blog PUBLISHED	"4 Ways Automation Improves Batch Processing"			
	Facebook organic	Automation saved [tagged	Acme reports that a	For customer X, automation	50% of companies are
	ASSET	Image.jpg	safety-video.mp4	Xcel-series.jpg	ai.jpg
	LINK	<a href="https://www.frevv.com/blog/workf">https://www.frevv.com/blog/workf</a>	<a href="https://www.forbes.com/sites/forb">https://www.forbes.com/sites/forb</a>	<a href="http://www.automationblog.com">http://www.automationblog.com</a>	<a href="http://www.artificialintelligence.co">http://www.artificialintelligence.co</a>
	Notes		*check with client for tag		

build a syndicated campaign: SHORT FORM

THE SOCIAL EDITORIAL CALENDAR

# SOCIAL CALENDAR

SOCIAL CALENDAR					
		June			
week 2	week 3	week 1	week 2	week 3	week 4
on Improves Batch Processing"					
Acme reports that after they implemented business process automation, their accident rate decreased by 68%.					
safety-video.mp4	Xcel-series.jpg	ai.jpg			
<a href="https://www.forbes.com/sites/forbes.com">https://www.forbes.com/sites/forbes.com</a>	<a href="http://www.automationblog.com">http://www.automationblog.com</a>	<a href="http://www.artificialintelligence.co">http://www.artificialintelligence.co</a>			
*check with client for tag					

build a syndicated campaign: SHORT FORM



THE SOCIAL EDITORIAL CALENDAR

# campaign: manage your social

## SOCIAL CHANNEL MANAGER

The screenshot displays the Loomly social media management interface. At the top, the browser address bar shows the URL `loomly.com/calendars/all`. The Loomly logo is visible in the top left of the application, and a search bar and user profile icon are in the top right. Below the logo, there are navigation options: "All Calendars" (with a dropdown arrow), a calendar icon, a list icon, and a lightbulb icon. The current month is "February 2022", with navigation arrows on either side. A "New Post" button is located in the top right corner of the interface.

The main content area is a table with the following columns: Subject, Date Scheduled, Format, Channels, Copy, Media, Assigned to, Status, and a final column with communication icons. Three posts are listed:

Subject	Date Scheduled	Format	Channels	Copy	Media	Assigned to	Status	
TRS Post 12489115	Wed, Feb 2 3:00 PM EST	Link	f in	Another 6 weeks of winter... or an early spring? While that groundhog can't really predict the future - we can help you be ready for anything. Book a free consultation with us today: <a href="https://loom.ly/gLlVP7g">https://loom.ly/gLlVP7g</a> #investment #financialplanner #retirementplanning		Ben Gibbs	Published	0 comments, share icon, delete icon
TRS Post 12489140	Thu, Feb 3 3:00 PM EST	Link	f in	Looking for your 1099? Your investment company mailed it to you on or before January 31st. If you have an online account, you can find your 1099 there: <a href="https://loom.ly/umcdFQs">https://loom.ly/umcdFQs</a>	No media	Ben Gibbs	Published	0 comments, share icon, delete icon
TRS Post 12489172	Fri, Feb 4 3:00 PM EST	Link	f in	Happy seventeenth anniversary to us! We've got 17 years of helping protect and grow retirement investments under our belts... and we're still out here rolling our sleeves up for		Ben Gibbs	Published	0 comments, share icon, delete icon, Loomly chat icon

At the bottom of the browser window, the taskbar shows several open files: `DSC_4756.jpg`, `CFY_FEB22_243.jpg`, `CFY_FEB22_249.jpg`, `CFY_FEB22_257.jpg`, `CFY_FEB22_262.jpg`, and `PMI-Website.webp`. The system tray at the bottom right shows the date and time: 9:59 AM, 2/25/2022, and the weather: 34°F Cloudy.

# RECAP:

**STRATEGIC: Know who you're talking TO and TELL THEM THEIR STORY.**

**Meet them where they are:**

Which social channels are most prevalent in your industry? (Ask)

What kind of content is appropriate for those channels?



# RECAP:

## **TACTICAL: Use Keywords/Phrases to GENERATE CONTENT**

### **Anticipate what your customers are searching for.**

Build lists of PRIMARY (general) and LONG TAIL keywords to 1) name your own content appropriately and 2) come up with ideas for new content.

# RECAP:

**TACTICAL: Use Single-source syndication for efficient content creation.**

**Build long-form content first (articles, videos).**

Then use smaller ideas from the longer piece to generate social posts.

# RECAP:

**TACTICAL: BE HUMAN. BE GENEROUS. TALK *TO* AND *ABOUT* YOUR AUDIENCE.**

**It's not about you. It's about them.**

Create trust, credibility, and something memorable.

with gratitude!

Dr. Madeline Mirasol  
Hayman Academy

[madeline@haymanstudio.com](mailto:madeline@haymanstudio.com)



**HAYMAN**  
ACADEMY

