

# Marketing Focus Days

THURSDAY MAY 2, 2024



## Our Agenda

5 Minutes of Reflection

35 Minutes on Introductions and Break Out Room

10 Minutes on the Monthly Theme

30 Minutes for the Work Sprint

10 Minutes to Action Plan



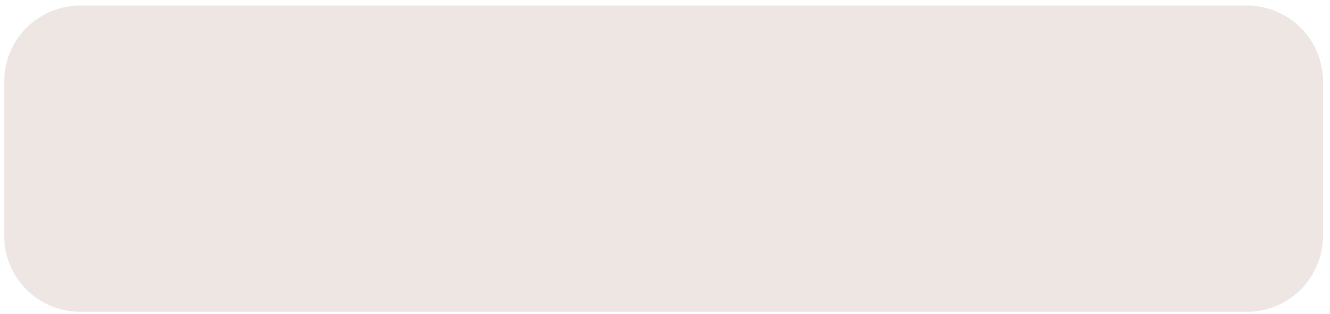
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# Reflect

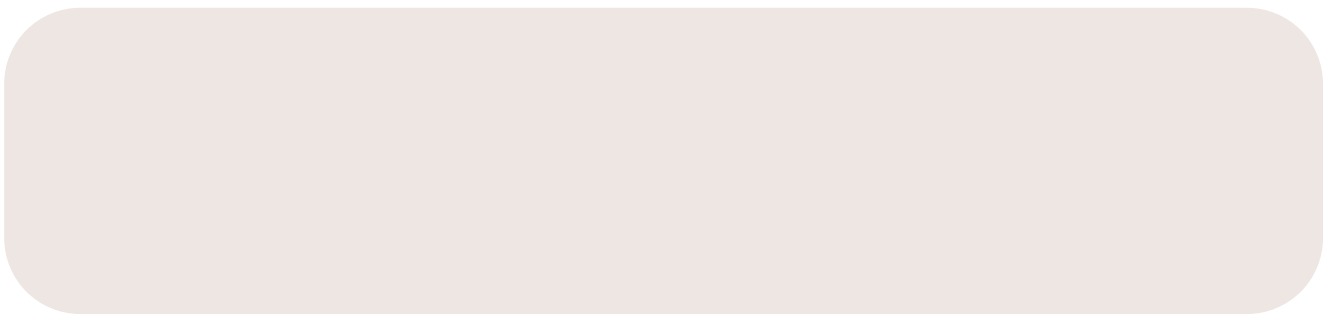
Please use this space to reflect on the past 30 days or the past month. What's happened in your business and your marketing. Think about your wins and/or challenges

What emerges that can help be part of your 30 Day Strategy Plan and Goals

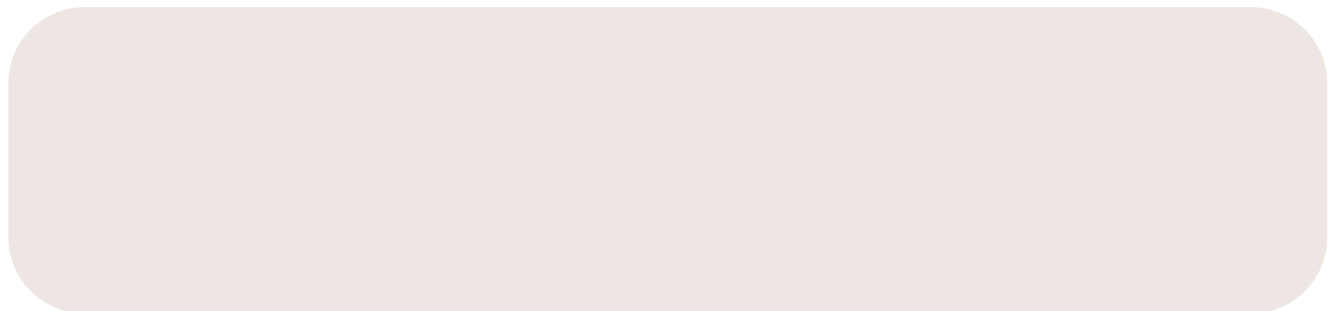
## **Wins:**



## **Challenges:**



## **Learning Moments:**



# Break Out Room

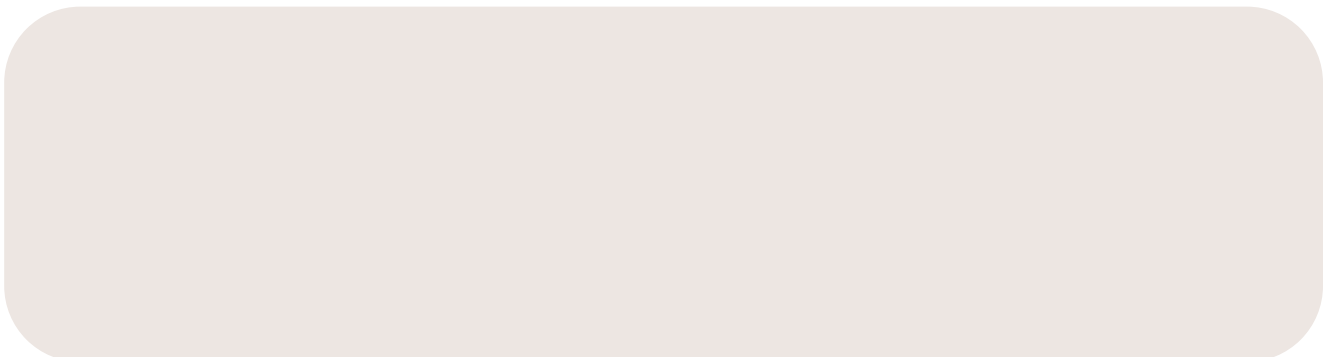
*"Alone we can do so little; together we can do so much." – Helen Keller*

We always learn more from each other!

Depending on how many folks are in attendance, I'll break you into groups of 2-3. I'll give you a prompt or question and you can enter your assigned room. Please give everyone a chance to speak and ask each questions.

Be sure to connect to like-minded business owners you meet after today. Who knows, they might be an awesome business person and/or referral partners down the road.

## **TAKEAWAY FROM THE BREAKOUT ROOM:**



# A Quiet Approach to Marketing

Being “loud” isn’t the best approach for everyone in their business. Sometime “quieter” marketing is a better fit.

## **Quiet Power:**

Instead of bombarding clients with promotions, focus on educational content and build trust by informing your audience.

## **Loyalty Connections:**

Build customer loyalty by exceeding expectations and creating memorable experiences.

## **Building a Community:**

For example, Patagonia goes beyond selling outdoor gear; they cultivate a community around environmental activism. They host events, support environmental causes, and encourage customers to get outside. This builds fuels positive word-of-mouth marketing from passionate customers.

# Focus Time

Here's the fun part, you get to focus on your marketing. Go back to the reflection exercise and see what you wrote down.

Examples of ways to use your time:

- *Eat your frog: start with the hardest task you listed first.*
- *Use tools such as your CRM, calendar, draft an email, write up a promo, research people you want to connect with.*

**Don't: Answer your phone or emails, hop on social media, or do client's work - this time is for YOUR business.**

**YOUR FOCUS FOR THE NEXT 30 MINUTES IS:**

# Action Plan

What did you accomplish in our focused marketing time today?

Let this time be a catalyst for the next 30 days, what do you plan to do in your marketing? Use this space to prioritize.

Do you have an accountability partner or a colleague who can help hold you accountable to make sure they are accomplished?

**YOUR MARKETING FOCUS AND TASKS  
FOR THE NEXT 30 DAYS:**

# Bring it All Together

What was your biggest takeaway today?

Be sure to register for the next  
**Marketing Focus Days**

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