

THE GUIDE TO HIRING A MARKETING PARTNER

FOR SMALL BUSINESS OWNERS

BY

**CASEY
FUERST**

OWNER, TIC TAC TOE
MARKETING





HIRING THE RIGHT MARKETING PARTNER

The very flexibility, problem-solving, get-it-done approach that it took to launch your business might be the thing that is holding you back from growing. Let's face it - as entrepreneurs, we know we CAN do it all. But, that doesn't mean we should.

As we grow, we MUST carve off pieces of the work we've done in the past and find experts to take over. This frees us up to focus on the areas that matter most. Marketing is one area that most small business owners can hire done by the right partner.

Let's talk about what you need to know to find that "right partner."

We get calls and have conversations with business owners DAILY about their marketing needs. Some come to us with a predetermined list of needs; others have no idea what they are asking for but know they need some help. The BEST owners come with some level of education but are open to learning more and finding opportunities to market their business in the best possible ways!

Use our marketing partner hiring guide to:

- *Think through what you know and don't know about marketing.*
- *Dream about what's possible with the right partner.*
- *Research possible partners.*
- *Interview and hire the right partner for you!*

TYPES OF MARKETING

Marketing is ALOT of different things. To find the best marketing parnter for you, let's get a bit clearer on what type of marketing expertise you need. Based on what you know now, indicate which types of marketing you think your small business might benefit from. Use a star on the highest priority areas. If you aren't sure, choose the first box for Small Business Marketing Generalist - that's a good place to start!

SMALL BUSINESS MARKETING GENERALIST

This is a company that can provide a lot of different services, but may not have industry-specific expertise. For most small businesses, this is a great place to start.

CONTENT MARKETING

Content marketing refers to the creation of content that will, over time, position you as a thought leader in your industry and with the people you want to serve. This typically includes email marketing, video, blogging, and social media marketing.

ADVERTISING

If you are looking to do paid promotions exclusively, look for an advertising agency or firm. They will specialize in knowing which avenues are going to be most effective!

PUBLIC RELATIONS

PR firms specialize in getting the right mix of media coverage, public exposure through events/sponsorships and assuring that the message you send out into the world aligns with your brand.

CONSULTING/STRATEGY

Marketing consultants and strategists are poised to help you at a thinking, rather than implementing level. This is great if you need help creating marketing plans, specific strategies, and/or solutions to narrow challenges. Consultants and strategists are also generally well-versed in creating strong messages!

ANALYTICS, SEO, PPC

If you have a solid message, great marketing collateral, and strong visuals, but you need to get the right eyes on it, you will want to find a marketing expert that can help you with search engine optimization, pay per click ads, and analytics to understand it all!

TYPES OF MARKETING, CONT...

BRANDING

A marketing branding agency will help you create a visual brand, as well as a style guide. They may also support messaging efforts. Ultimately, a branding expert will help you create a distinct brand that differentiates you from your competition.

GRAPHIC DESIGN AND COPYRIGHTING

If you need these skillsets, you may not need a marketing company. You may just need a freelancer. However, be warned...freelancers typically aren't skilled in guiding what you need. Rather, they are good at taking direction and producing content.

CRISIS COMMUNICATIONS

If you are in an industry that has high risk and may be derailed by a crisis, you might want to have a crisis communications expert on speed dial. Don't wait until it's too late!

AFFILIATE MARKETING

Perhaps you sell a product or service through referrals. A strong affiliate marketing program could be a solution to explore.

PARTNER MARKETING

Cross-marketing products and services can be a great tool for extending your reach. Partnership Marketing specializes in creating the right partnerships.

BRAINSTORMING - WHAT DO YOU NEED?

Use this page to get clarity on what you know/do; what you don't know/do; what you want to know/do; and what you absolutely need to know/do!

WHAT MARKETING DO YOU DO NOW, AND HOW WELL DO YOU DO IT?

WHAT MARKETING DO YOU THINK YOU NEED TO DO AND WHAT DO YOU THINK IT WILL GAIN YOU?

WHAT MARKETING DO YOU WISH YOU COULD DO BUT DON'T HAVE THE KNOWLEDGE OR SKILL TO PULL OFF ALONE?

YOUR BUSINESS GOALS

When you talk to potential marketing partners, it is really helpful if you have specific goals and how your marketing can help you reach.

Example of good goals are:

- I want \$100K in additional income and need X qualified leads every month to reach this
- I want clients who can afford bigger package options and need my marketing to speak to them specifically.

WHAT ARE YOUR BUSINESS GOALS AND HOW IS MARKETING IMPORTANT IN REACHING THEM?

WHAT, IF ANYTHING, MAKES YOU HESITANT TO OUTSOURCE THIS WORK?

POTENTIAL MARKETING PARTNERS

Find partners that you want to interview. Not sure where to start - try the Certified Storybrand Guide Directory. Storybrand guides are like all collections of marketing people and agencies — LOTS of varied skillsets and knowledge pools — but we all start with Storybrand messaging, which is an amazing foundation to build your marketing on! You can find the directory at www.marketingmadesimple.com.

TIC TAC TO MARKETING

Contact Person: Casey Fuerst, owner
Email: casey@tictactoemarketing.com
Phone: 612.979.3915
Website: www.tictactoemarketing.com

NAME:

Contact Person:
Email:
Phone:
Website:

NAME:

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Email:
Phone:
Website:

NAME:

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Email:
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NOTES

INTERVIEW QUESTIONS

HOW DO YOU DEFINE MARKETING AND WHICH AREA DO YOU SPECIALIZE?

BASED ON WHAT YOU KNOW ABOUT MY BUSINESS, WHAT DO YOU THINK WE NEED?

WHAT TOOLS DO YOU USE AND WOULD THERE BE ANY COST TO ME OUTSIDE OF THE CONTRACT EXPENSES?

DO YOU HAVE INDUSTRY-SPECIFIC MARKETING EXPERIENCE AND DOES IT MATTER?

INTERVIEW QUESTIONS, CONT...

TELL ME ABOUT YOUR TEAM AND HOW EACH MEMBER INTERACTS WITH YOUR CLIENTS?

WHO OWNS THE MARKETING CONTENT AND MATERIALS THAT YOU PRODUCE FOR YOUR CLIENTS?

WHAT RESULTS CAN WE REALISTICALLY EXPECT IN X TIME?

HOW DO YOU PRICE YOUR SERVICES - VALUE? TIME? DELIVERABLE?

INTERVIEW QUESTIONS, CONT...

HOW DO YOU COMMUNICATE WITH CLIENTS?

WHAT MAKES YOU QUALIFIED TO HELP MY COMPANY IN THIS WAY?

YOUR MARKETING PARTNER MATCH LIST

Use the following questions to guide you in determining the right fit for you!

PERSONALITY FIT

Would we get along?

☐

Yes

☐

It might be a challenge

Notes:

SKILL FIT

Do their skills match our needs?

☐

Yes

☐

It might be a challenge

Notes:

KNOWLEDGE FIT

Does their current knowledge base include our industry?

☐

Yes

☐

It might be a challenge

Notes:

INSIGHTS

Do they have smart insights that will aid us in doing innovative marketing?

☐

Yes

☐

It might be a challenge

Notes:

YOUR MARKETING PARTNER MATCH LIST

Use the following questions to guide you in determining the right fit for you!

MEASURING RESULTS

Do we align in how we want to measure results?

☐

Yes

☐

It might be a challenge

Notes:

BUDGET

Does the proposal and cost align with our budget needs?

☐

Yes

☐

It might be a challenge

Notes:

TIC TAC TOE MARKETING TEAM



CASEY FUERST

Email: Casey@TicTacToeMarketing.com
Website: TicTacToeMarketing.com
Phone: 612.979.3815



CARTER BLEND

Email: Carter@TicTacToeMarketing.com
Website: TicTacToeMarketing.com



OUR PROMISE TO YOU

If we aren't the right fit for you, we will let you know! It doesn't serve either of us to be in a partnership that doesn't set you up for great success. We'll even recommend others, if we feel they would be a better fit for you!