



Welcome - About Gillian

I specialise in helping businesses create and implement successful marketing strategies that deliver positive and measurable return on investment.

Over the last 20 years I have developed a wide range of skills, including marketing strategy construction, digital marketing, print marketing campaigns, design creative, copywriting, event planning and client relationship management.

As a CIM Chartered Marketer I follow the CPD programme, enabling me to keep up-to-date with the latest in marketing approaches and techniques. I'm committed to giving my clients the most current professional advice which gives them a clear competitive advantage. Innovative, creative and with an eye for what works across a range of industries.

I set up Be Bold after gaining years of city based experience – growing a fledgling business into a multi-national success. This was achieved through clever design and marketing. After five years we exceeded our competitors (well-known brands – the big four accountancy firms) we had turned a two people start up into the European market leading service provider for IPT.

Myself and the Be Bold now offer the same, considered, stand out marketing and design services to Surrey and London SMEs, leveraging upon our years of experience in order to grow their businesses.



Who are your people?

Your ideal client is not just the person that wants to work with you, but is also the person that you want to solve their problems and meet their needs.

They are the people who want to buy your paid offer, look forward to: opening your emails, liking your social posts and generally hearing from you.

They are not just followers, but your fans. They are loyal to your business and look forward to receiving your communications.

Why? Because you have genuine connection of wanting to help each other.



What does your ideal client look like?

Unlock the power of effective communication by visualising your target audience. Before crafting any communications, take a deep dive into understanding the intricacies of the individuals who align with your products or services.

Explore the nuances that hold significance for the audience you aim to connect with, fostering lasting connections and attracting more like-minded individuals.

It's not just about communication, it's about building a community of those who genuinely value what you offer.

| | |
|---|---|
| AGE: | |
| INCOME: | |
| JOB: | |
| EDUCATION: | |
| INTERESTS: | E.g. tech-savvy, health conscious etc. |
| FAMILY STATUS: | E.g. singles, couples, retired, young families etc. |
| LOCATION: | |
| BUSINESS: | |
| INDUSTRY: | E.g. small to medium-sized enterprises (SMEs) in technology, finance, or professional services. |
| SIZE: | E.g. how employees, sales revenue etc. |
| PAIN POINTS PROBLEMS YOU CAN SOLVE: | E.g. efficiency, cost, scale? |

Offerings

Once you have figured out who your ideal client is, it's best to focus on your offerings for your audiences. Consider what you can offer your ideal clients to meet their needs and desires. How can you solve their problems. What's the easiest way to deliver this for them? At a suitable price. Think about your current, and new customers. Current offerings and new offerings.

Doing this will enable you to market and sell your product or service easily.

| | |
|----------------|----------------|
| OFFER 1 | OFFER 2 |
| OFFER 3 | OFFER 4 |

Offerings

HOW ARE YOUR COMPETITORS SELLING AND MARKETING?
IS THERE ANYTHING YOU CAN LEARN FROM THEM?

WHAT'S YOUR MAGIC?
WHAT MAKES YOUR SOLUTION VALUABLE? WHY IS IT BETTER THAN YOUR
COMPETITORS OR DIFFERENT?

WHAT'S YOUR SOLUTION?
HOW DOES YOUR PRODUCT/SERVICE SOLVE THIS SPECIFIC PROBLEM,
STRESSOR OR PAIN POINT IN YOUR CLIENTS LIFE?

WHAT'S YOUR VISION FOR YOUR BUSINESS?
WHERE DO YOU SEE YOURSELF GOING/HOW DO YOU PLAN TO GROW?

MEASURING SUCCESS
HOW WILL YOU MEASURE AND DETERMINE SUCCESS IN YOUR BUSINESS?
WHAT METRICS WILL YOU USE AND TRACK?

Timing

Are there any specific dates that work for your business that you can relate your marketing communications to, for example, accountants work around year-end. Or any events? Also, if you can work with post on Awareness dates? I've listed a few below.

January

| | |
|--------|-----------------------------|
| 01 | New Years Day |
| 15 | Blue Monday |
| 15 | Brew Monday |
| 17- 23 | Big Energy Saving Week 2024 |
| 25 | Burns Night |
| 28 | Data Protection Day |

February

| | |
|---------|-----------------------------------|
| 01 - 29 | LGBT History Month 2024 |
| 01 | Time To Talk Day |
| 04 | World Cancer Day |
| 05 - 11 | National Apprenticeship Week 2024 |
| 10 | Chinese New Year |
| 14 | Valentines Day |

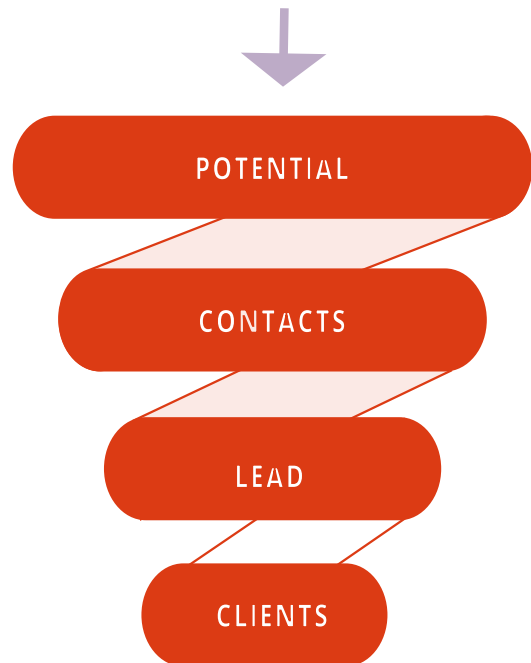
March

| | |
|----|---------------------------|
| 01 | Women's History Month |
| 01 | St David's Day |
| 03 | World Wildlife Day |
| 08 | International Women's Day |
| 10 | Start of Ramadan |
| 10 | Mother's Day (UK) |
| 17 | St. Patrick's Day |
| 29 | Good Friday |
| 31 | Easter Sunday |

Communications

Marketing - Awareness

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|--|---|
| | Speaking at events |
| | Networking |
| | Leaflets |
| | Press |
| | Paid sponsorship |
| | Referrals/recommendations, case studies |
| | Guest class/podcast appearances |
| | Social media posts |
| | Email marketing/newsletter |
| | Blogs, brochures, white papers |
| | Podcast/YouTube |
| | Cold outreach emails |



Sales - Action

| | |
|--|----------------------------------|
| | Referrals/recommendations |
| | Direct emails |
| | Direct calls |
| | Social media messages |
| | Meeting at events |
| | Multi touch point communications |
| | Exhibitions |
| | Strategic partners |
| | Business advocates |
| | Referrals campaigns |
| | Follow up |

Are your leads "HOT"?

Current or previous customers/clients i.e. those who already know, like and trust you will often buy from a single email/message. They know you well and want whatever you are offering? One promotion and they are signing up?

Are your leads "WARM"?

They know you maybe on social media, newsletter subscribers, podcast listeners and/or recommendations/referrals, meet you at events, your comms will take say 30-60 days for them to invest.

Are your leads "COLD"?

This is going to take 60-90+ days for them to invest. We'd better get creating some marketing campaigns! It might take more than seven communications to reach them.

