

# Think Like a Marketer *Grow Like a Boss*

WORKBOOK



BY MARGARITA EBERLINE



MARKETING-BOSS.COM



# MY MESSAGE FOR ENTREPRENEURS

I WANT TO MAKE THINGS EASY FOR YOU!

You deserve to run a profitable business and feel good about how you do it. This course can help you grow companies with proven sales and marketing tactics. It is the byproduct of the insights I have accumulated throughout my career and was inspired by my desire to simplify things for business owners whom I have connected with along the way.

I know what it's like to feel overwhelmed by all the hats business owners have to wear. I have multiple businesses and am a mother of 5 boys who appreciates efficiency. I identified the essentials every business owner needs to master in marketing and sales. I then used experience and insights to create this set of worksheets for myself and others who want to make more money faster.

In addition to owning multiple businesses, I have helped many other business owners grow their companies. I have been a marketer for over 23 years and have spent the latter part of my career providing entrepreneurs strategic marketing consulting and implementation services.

I combined my marketing background with my business expertise to design and expand my professional services as a business and marketing educator and consultant. My goal is to help business owners think through some of the most critical elements of a business the way a marketer would think through a business plan.

I hope you will leverage what I created for you to take control of your marketing so you can experience better results without feeling like you have to be a marketing expert.

*Margarita Eberline*

Margarita Eberline  
Founder of Marketing Boss

# SECTION ONE

*worksheet*





# PROSPECT PHASE

TARGET

**WHO IS YOUR TARGET AUDIENCE?**

**WHAT MESSAGES CAN YOU USE TO REACH THEM?**

**WHAT MEDIA CAN YOU USE TO CONNECT WITH THEM**



# LEAD PHASE

GETTING THE SALE

**HOW WILL YOU CAPTURE LEADS?**

**HOW WILL YOU NURTURE YOUR LEADS?**

**HOW WILL YOU GET THEM TO BUY?**



# CUSTOMER PHASE

GETTING THE SALE

**HOW WILL YOU ENSURE CUSTOMER SATISFACTION?**

**HOW WILL YOU ATTRACT REPEAT BUSINESS?**

**HOW WILL YOU GET REFERRALS**

# SECTION *worksheet* TWO





# VOCABULARY

IMPORTANT GOAL SETTING LINGO

## REACH

How many people will your campaign reach at least once?



## GOAL

## FREQUENCY

On average, how many times will each individual see your advertisement?



## GOAL

## IMPRESSIONS

How many times will your ad be seen? Multiply the reach by the frequency and that is the amount of the total impressions?



## GOAL

## CLICKS

How often will your campaign motivate someone to take action with a click. If your campaign is not digital, you can swap this metric for other actions like calls, store visits, etc?



## GOAL



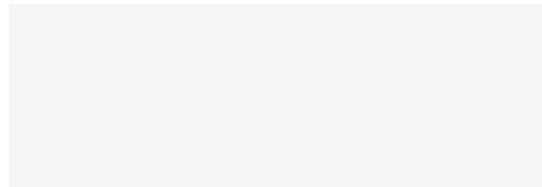


# VOCABULARY

IMPORTANT GOAL SETTING LINGO

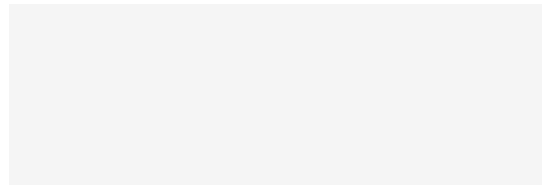
## CONVERSIONS

A conversion can be the result you are tracking as the desired outcome. If you are tracking leads, then a lead is a conversion. If you are tracking sales, then a sale is a conversion.



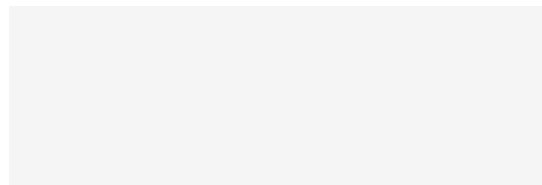
## CPC (COST PER CLICK)

When you divide the amount of money you spend on a campaign by the clicks you get, you can calculate the cost per click. If your campaign is not digital just swap the click for calls or store visits and track that instead.



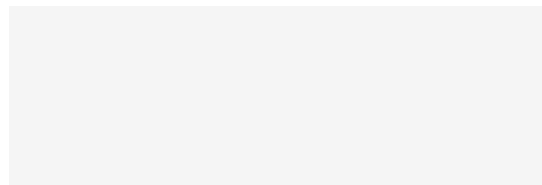
## CLV (CUSTOMER LIFETIME VALUE)

How much money do you expect each customer to spend with you, over time, not just on their first transaction?



## LEADS

Leads are potential new customers that are interested in your product or service. They may or may not be your ideal client.





# VOCABULARY

IMPORTANT GOAL SETTING LINGO

## SEO (SEARCH ENGINE OPTIMIZATION)

What are the top keywords you want to focus on?



## ROI (RETURN ON INVESTMENT)

How will you be calculating your profits? ROI is calculated by subtracting the initial value of the investment from the final value of the investment (which equals the net return) and reflecting it as a percentage.



## ROAS (RETURN ON AD SPEND)

What sort of return do you need for your ad spend to be profitable and how by when?



# SECTION THREE

*worksheet*



# SET CLEAR GOALS

TRACK RESULTS

INVESTMENT	ESTIMATED LEADS	ESTIMATED CUSTOMERS	COST PER CUSTOMER	LIFETIME VALUE
ABC TV \$5000	10	2	\$2,500	\$5,000

**EXAMPLE**



# KPI

TRACK PERFORMANCE

GOAL	MEASURE	MONTHLY GOAL	QUARTERLY GOAL	ESTIMATED IMPACT

# SECTION FOUR

*Worksheet*



# SET CLEAR GOALS

WEBSITE

INVESTMENT	ESTIMATED LEADS	ESTIMATED CUSTOMERS	COST PER CUSTOMER	LIFETIME VALUE



# KPI

WEBSITE

GOAL	MEASURE	MONTHLY GOAL	QUARTERLY GOAL	ESTIMATED IMPACT



# SECTION FIVE

*worksheet*



# SET CLEAR GOALS

FACEBOOK

INVESTMENT	ESTIMATED LEADS	ESTIMATED CUSTOMERS	COST PER CUSTOMER	LIFETIME VALUE



# SECTION N *worksheet* SIX





# SECTION SEVEN

*worksheet*





# ADVERTISEMENTS

FACEBOOK

**Campaign Objective:** \_\_\_\_\_

**Campaign Name:** \_\_\_\_\_

<b>Text</b>	125 Characters	
<b>Headline</b>	25 Characers	
<b>URL</b>	Website	
<b>Link Description</b>	30 Characters	
<b>IMG</b>	1080x1080	
<b>CTA</b>	Shop Now	
<b>Target 1</b>	Ages, etc	
<b>Target 2</b>	Ages, etc	





# ADVERTISEMENTS

INSTAGRAM

**Campaign Objective:** \_\_\_\_\_

**Campaign Name:** \_\_\_\_\_

<b>Text</b>	125 Characters	
<b>Headline</b>	25 Characers	
<b>URL</b>	Website	
<b>Link Description</b>	30 Characters	
<b>IMG</b>	1080x1080	
<b>CTA</b>	Shop Now	
<b>Target 1</b>	Ages, etc	
<b>Target 2</b>	Ages, etc	

# SECTION EIGHT

*worksheet*



# ADVERTISEMENTS

GOOGLE

**Campaign Objective:** \_\_\_\_\_

**Campaign Name:** \_\_\_\_\_

<b>Headline 1</b>	30 Characters	
<b>Headline 2</b>	30 Characters	
<b>Headline 3</b>	30 Characters	
<b>Link</b>	URL	
<b>Description 1</b>	90 Characters	
<b>Description 2</b>	90 Characters	
<b>Keywords</b>	Search	
<b>Negative keywords</b>	Non-qualifying	



## THANK YOU

LET'S STAY IN TOUCH!

I hope you enjoyed using this resource. I want us to stay in touch. I will be sending you emails from time to time with news and tips that I think you may find interesting.

If you have questions or want to discuss any specific elements of your business plan, you can connect with me online for a virtual coffee. Visit my website to pick a date and time.

I am also happy to connect on social media. I look forward to hearing from you and all of your accomplishments. Thank you for the opportunity to be a part of your success.

*"Every business owner deserves to make money and feel good about the way they are doing it"*

-MARGARITA EBERLINE

