

NEW CLIENT

WELCOME GUIDE

BLACK MOTH
MARKETING



WELCOME TO



YOUR NEW

Marketing Department



STRATEGY · PHOTOGRAPHY · CONTENT · EMAIL · WEBSITE · EXECUTION

“Goals are for people who care about winning once. Systems are for people who care about winning repeatedly”

author, James Clear

The Black Moth system helps you to stop feeling like you need to shout to your audience and try to convince them to buy from you. Instead, you can use your marketing to consistently tell them what they want to hear and to show them what they need to see...and it will change your business forever.

Content

01 — WHY MARKETING IS ESSENTIAL

Your digital presence is either helping or hurting your business...it can't do both

03 — A JUMP START

We start by building our system into your business

06 — STRATEGY IS EVERYTHING

Goals + Specialty + Messaging = Your Custom Strategy

12 — THE SYSTEM

Strategy + Tools + Consistent Action = Marketing Magic

14 — YOUR MARKETING DEPARTMENT

Get ready for your marketing to show your business in a whole new light

23 — THE 60-DAY CYCLE

Assess. Strategize. Plan. Photograph. Execute. Measure. Repeat.

Why Marketing Is Essential

THE ESSENTIAL CONCEPT MOST SMALL BUSINESSES MISS

A lot of people think marketing is something only big companies do. I'd argue it's one of the biggest reasons some small businesses become wildly successful while others struggle to survive.

The key to successfully marketing a small business isn't which tools and actions you use. The best marketing starts with strategy.

Whatever your craft is—whether you're a doctor, store owner, restaurant owner, or something completely different—you probably spent years learning how to be good at what you do. What you probably weren't taught was how to get people to actually buy what you do. And what happens if no one buys it?

Imagine your product or service is something you can hold in your hands. You spend weeks or months perfecting it. It's incredible—maybe even better than everything else out there. Then you put it in a closet and tell no one about it. Will it sell? Of course not.

Yet that's essentially what a lot of business owners do. They perfect the smoothie bowls, the décor, the logo, the service and the storefront. They open the doors and then...no one comes.

Because being great at what you do doesn't automatically mean people know you exist.

The one thing the best marketers know is this: you have to sell every day.

That doesn't mean being pushy every day. It means understanding that your job isn't only to deliver a great product or service. You also have to continually give people a reason to discover it, want it, buy it, come back for it, and tell other people about it.

Take two businesses offering essentially the same product or service. One simply provides it. The other consistently works to attract customers, communicate its value, build relationships, and stay top of mind.

Which one do you think has the better chance of succeeding?

Marketing is never optional.

LET US
GIVE YOU
A
JUMP
START

LET'S BUILD THE
SYSTEM

THE JUMP START

01

STRATEGY SESSION

We start with an in-depth strategy session to uncover your goals, ideal customers, competitive landscape, positioning, opportunities, and what truly sets you apart. We'll also examine the entire customer experience—because attracting new customers only works if you give them a reason to come back.

02

SYSTEM SET-UP

Before we fill the calendar with content, we make sure the foundation is right—your messaging, website, email, social presence, and customer journey. We identify where opportunities are being missed, then customize the strategy around your business rather than forcing you into a one-size-fits-all system.

03

CONTENT STRATEGY

Then we decide what to talk about, photograph and promote based on what's actually happening in your business—what customers need to know, what you want to sell, what's coming next and where the opportunities are. Your content supports the business, not the other way around.

04

PHOTO SHOOTS

This is where it gets fun. We come to you every other month for a photo shoot, creating fresh imagery around the plan we've already built. Then we turn it into social content, emails, website updates and promotions—so you're not constantly searching for content. We create it with purpose.

05

MARKETING DEPARTMENT

We don't hand you a strategy and leave you to execute it. We become your marketing department—writing, creating, scheduling, sending, updating and managing it all. From social and email to your website and campaigns, we make sure the marketing actually gets done. A revolutionary concept, apparently.

06

CONSTANT GROWTH

The Jump Start is just the beginning. Marketing isn't set it and forget it. We continually watch what's working, what customers respond to and where new opportunities are emerging. Then we adjust, plan ahead and double down on what works. And the better we know your business, the smarter your marketing gets.

EVERY CLIENT STARTS HERE

While each client we work with usually has a unique starting point, we always give you a Jump Start...which is essentially setting up and customizing our system for your business. This includes your email marketing, social media profiles, a brand new website, a lead generator and whatever else we decide on together. We may start from the ground up or we may use some of what you already have in place and connect it to all work harder. It truly depends on your individual starting point and your goals.



Strategy is Everything

Strategy is what makes everything else work.

Without it, marketing becomes a checklist of posts, emails, promotions and website updates that may keep you busy but don't necessarily move the business forward.

We start by uncovering what your customers actually need to see, hear and understand to choose you—not simply what you want to tell them. Then we build your messaging, content and marketing around that insight and your larger business goals.

That strategy gives every action a purpose. Your social supports your email. Your photography strengthens your website. Your promotions reinforce your message. Everything works together instead of operating in isolation.

The result is a marketing system designed to build relationships, create demand and make your business easier to choose—even when you're not actively selling.

When our system
is customized for
your business...

That's when the
magic starts
happening

SYSTEM

THE BLACK MOTH MARKETING SYSTEM

bring in more clients + keep them for life

SOCIAL MEDIA

By posting helpful and inspiring content, you can reach a lot of people who may be searching for a business like yours. This is the first step to creating engaged leads.

EMAIL MARKETING

When done right, email marketing can act as a digital sales team. Automated email sequences (think: welcome sequence to slowly keep a conversation going with new audience members) are a crucial part of your marketing system. Your email marketing will be the delivery system for your lead generators as well as the place you get to engage 1-on-1 with warm leads. Regular email newsletters have the highest return on marketing actions for small business.

CLIENT EXPERIENCE

One of the first things we do with each business we work with is to walk through the entire client experience you provide and do an audit together. We look for: missed opportunities, what is working and can be doubled down on, bottlenecks that can be removed, and what can be added to create stark-raving fans that want to tell everyone they know. While this may not seem like an aspect of marketing, it's a huge mistake to invest in marketing and gain new clients only to lose them to a subpar experience.

SPECIAL PROJECTS

These are anything from workshops to open houses to informative video series or even just a fun sale or promotion. We support you with tried and true ideas that might work for your business and are here to help you implement them with success.

LEAD GENERATORS

This content (written, video, samples, presentations, podcasts, calls, etc.) solves a problem your ideal client has as a free service. It gives a taste of your paid services and shows what it's like to work with you. It builds trust and respect when done well and makes them want to pay to work with you. Lead Generators are also the best way to convert cold leads to email subscribers.

A BLOG

A blog is simply a library of articles on your website. By providing this library of content you are able to answer hesitations or questions, educate and inspire people who might want to work with you, show your experience and expertise, give examples of how you solve their problem, and build SEO (help people find you through internet searches) by having lots of great keywords used throughout your website. When done well, a blog reads like a magazine that people can't get enough of and gives people a reason to keep coming back to your site even when they aren't quite ready to buy.

WARM OUTREACH

While apps and automation are amazing, effective and absolutely necessary, there is nothing more effective than individually reaching out to a warm lead or existing client to offer services or somehow make their life better. The extent that this is possible to do sustainably varies from one business to the next, but our system includes ways to help you at least do as much as possible.



Your Marketing DEPARTMENT

Black Moth is an ongoing marketing partner for established independent businesses that want smart, beautiful, consistent marketing—without hiring an expensive in-house team or managing a collection of scattered freelancers.

We bring your strategy, professional photography, social media, email, website and promotions together under one roof.

Then we make sure it all gets done. Really, really well. We literally become part of your team. We decide together what we're talking about, what we're promoting and how everything supports your larger business goals.

Then we handle:

- Fresh, custom imagery of your space, products, food, services, people and experiences.
- Consistent content that keeps your business visible and gives people reasons to follow, engage and eventually buy.
- Regular communication that brings customers back, promotes what's happening and keeps your business top-of-mind.
- Ongoing updates so your digital presence accurately reflects the quality of your actual business.
- Seasonal campaigns, events, launches and other opportunities planned before you're scrambling to promote them.

No more feeling lost about what to do or how to do it. No more wondering what is the most effective, what to spend time on or, worse, what to spend money on. No more crickets when you put something out into the world.

We'll help you build your business without feeling like a constant sales pitch.

We'll build it one relationship at a time.

The 60-Day Cycle

To be sure we can plan ahead and create your marketing content around your business rather than simply committing random acts of marketing, we work in 60-day intervals. We start with a planning session and sit down together and go over what's working, what needs attention and what's coming up in the business. We'll create a 60-day plan that we'll use as a guide to create every post, every email and every other marketing action based on the following:

GOALS	Do you want to increase the number of new clients? Get clients to come in more often? Tell others? As these change, your marketing should too.
PROMOTIONS	Is there a new service? A seasonal promotion? A team milestone? These get programmed into your marketing so nothing gets overlooked.
MESSAGING	The backbone of your content...what do your ideal clients need to see and hear to choose to do business with you? That's always our focus.
QUALITY	While silly reels might be fun to make, the "feel" of your digital brand needs to match what your business is like in person.
CONSISTENCY	No more scattered efforts. We set up a marketing system and execute it for you as if you had a sales team working 24/7 to bring in new clients.

Let's Go!



Hi! I'm Becky...the owner of Black Moth Marketing and I'm excited to meet you.

I accidentally built a marketing system around how the right people actually discover, get to know, and eventually choose a local business.

Years ago, I worked in my family's chiropractic practice. We had just moved to a new town and knew no one. After working in the business for a bit, I took it upon myself to figure out the best way to get new clients. We tried running some ads with a special new patient rate. Very few people came in, and most were shopping for the cheapest deal and a quick fix. They weren't our people.

So we did a massive deep dive into the patients we wished we could clone: How had they found us? What made them choose us? What made them stay, come back and refer their friends?

What we learned completely changed the way I thought about marketing. We implemented it, and our staff hit their booking goals every single month after. Now I help other small businesses do the same and I am so excited to work with you.

As we jump in and get started, keep in mind that there are no dumb questions (or ideas) when we work as a team. I also want to be sure you know that it is a huge privilege for me to be on your team. I know we are going to do great things together!