

powell marketing solutions wwp

WINNER'S WRITING PROCESS

 **What specific business objective am I seeking to accomplish?** 

- a. acquire high paying high scalability clients

What part of the funnel is required for this business objective to be achieved?(What marketing asset is this winner's writing process focused over?)

- a. whole funnel mainly awareness and consideration

What is this business model or niche?

- a. digital marketing agency

Who am I talking to? (Avatar)

- **Name:** david smith
- **Gender:** man
- **Age Range:** 35–50
- **Occupation:** Owner of local company trades-chiros
- **Geographical Location:** hampshire
- **Image:** A motivated small business owner juggling multiple responsibilities, eager to increase her customer base but unsure where to start with online marketing.

Where are they now?

- **Current Painful State:**
Struggling to attract and retain customers due to a lack of effective online presence. Spending money on ads that don't convert. Overwhelmed by marketing options and lacking time and expertise.
 - **Desirable Dream State:**
Having a consistent stream of new clients from their online channels, an engaged social media audience, and clear metrics showing ROI on their marketing efforts.
 - **Where are they in the funnel right now?**
Likely in the **awareness stage**, problem-aware but unclear about the best solutions or service providers.
 - **Problem:**
Lack of knowledge, time, or resources to implement and track effective marketing campaigns. Distrust of service providers due to past underwhelming results.
 - **Solution:**
A simple, results-driven digital marketing approach that eliminates confusion, focuses on local visibility, and provides clear, measurable outcomes.
 - **Product:**
A tailored digital marketing package that solves their problem of lack of clients
- a. **Awareness** (highlight one of the available options below with **yellow**):
 - i. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.
 - b. **Sophistication** (highlight one of the available options below with **yellow**):
 - i. **Stage 4 (Market Tires of Your Mechanism):** Position your version of the mechanism as unique, bigger and better
 - c. **Three Pillars** (just copy & paste these movable "Will they buy/act?" pillars into a blank Canva whiteboard and start manipulating them at will)
https://www.canva.com/design/DAGFs2mHCr8/nLYB-rij8Hd7N_xA8M5W7A/edit?utm_content=DAGFs2mHCr8&utm_campaign=designshare&utm_medium=link2&utm_source=harebutton

d. **Type of Attention** (pick the appropriate and delete the other)

i. **Passive**

🚩 **Where do I want them to go? (Actions I want them to take throughout my copy)** 🚩

- a. open outreach method
 - i. read outreach method and respond positively booking a free consultation call
- b. get on the call
 - i. agree to payment plan
- c. partner with us and scale with them to the moon

 **What steps (experiences) do they need to go through to go from where they are to where I want them to go?** 

- a. outreach phase
 - i. open outreach
 - 1. → catchy subject line ab test this
 - ii. Read and positively book a call
 - 1. highlight value/dream state, provide social proof
 - iii. Agree on call
 - 1. make it easy to respond to
 - b. Get on the call
 - i. follow up before call get details in email outreach phase
 - 1. follow up before time
 - ii. get on call use spin questions and maybe 2 step sales system
 - iii. close them shun
 - c. Partner with us and scale with them to the moon
 - i. onboarding process
 - 1. provide value/showcase what it's going to be like working with us within first 24hrs-48hrs
 - 2. provide outstanding results and get paid for doing it
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Colour pallet

ffda43 000000 ffffff 424242 #BADA55 FF1818

Home Page

- **Hero Section:**
 - Large, attention-grabbing headline. Example: "Grow Your Business with Data-Driven Digital Marketing."
 - Subheadline: Highlight your USP (Unique Selling Proposition).
 - Call-to-action (CTA): "Get Your Free Consultation" or "Learn More."
 - High-quality background image or video showcasing your services in action.
 - **Key Services Overview:**
 - Brief descriptions of your core services (e.g., SEO, PPC, Social Media Marketing, Content Marketing).
 - Link to detailed service pages.
 - **Testimonials/Case Studies:**
 - Showcase a carousel of client reviews or results achieved.
 - **Call-to-Action:**
 - Button leading to a contact form or a free consultation offer.
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About Us

- **Mission and Vision:**
 - Your story, mission, and what sets you apart in the industry.
 - **Team Section:**
 - Photos and bios of key team members to build trust.
 - **Your Process:**
 - Explain your workflow in 3-5 steps with icons and short descriptions.
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Services

- **Individual Service Pages:**
 - **SEO:** Details about your search engine optimization services.
 - **PPC:** Information on pay-per-click campaigns.
 - **Social Media:** Strategy and management details.
 - **Content Marketing:** Examples of blogs, videos, and other creative content you offer.
 - **Include:**
 - Benefits of each service.
 - FAQs related to each service.
 - Specific CTAs for inquiries or consultations.
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Case Studies/Portfolio

- **Projects Highlight:**
 - Detailed success stories with before-and-after metrics.
 - Include visuals like charts, graphs, and screenshots.
 - **Client Logos:**
 - Display logos of companies you've worked with.
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Blog

- **Educational Content:**
 - Articles on marketing trends, case studies, and actionable tips.
 - **Categories:**
 - Organize by topics (e.g., SEO, Content Marketing, Social Media).
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Contact

- **Contact Form:**
 - Fields: Name, Email, Company, Message, Budget Range.
- **Contact Information:**
 - Phone, email, and office address.
- **Google Map Integration:**
 - Display your office location for local

Powell marketing solutions website

Southern UK's Trusted Marketing Experts

more customers

more revenue

GUARANTEED.

Marketing is important

If no one sees your business, how can people buy your products/services?

So How Do You Get The
Most Out Of Your Marketing?

#1 DO EVERYTHING YOURSELF?

If your to-do list is short, it's not a concern.

However, if you're a real business owner with a lot of responsibilities this is almost impossible.

#2 HIRE NEW STAFF?

Finding good staff is difficult,

training them is also expensive,

Even if you find the perfect person, You still rely on one individual.

#3 HIRE AN AGENCY?

Don't have a marketing budget of tens of thousands of pounds per month? In that case, your account is likely being handled by the intern of the assistant's assistant, far from ideal.

"OK... But What Makes You Different?"

GUARANTEE

We only win if you win. That's the basis for a good partnership.

You won't carry all the risk, we'll share it.

RESULTS

Our first priority is to get you results.

Actions speak louder than words.

LOCAL

We're a local company, so you'll be able to reach us when you need us.

SPECIALIZATION

We focus on industries we understand, ensuring we deliver reliable results.

“ok... But how do I know your services will work?”

Proven Track Record

We've successfully helped businesses across Southern UK grow their customer base and revenue.

Our strategies are backed by concrete evidence making sure they 100% provide results.

Proven Services

From SEO to Google Ads, every solution we offer is tailored to your goals. We don't believe in cookie-cutter approaches.

Learn more about our services to see what best suits your business goals.

BUTTON OUT SERVICES

Communication

With regular updates, clear reporting, and a dedicated point of contact, you'll always know how your campaigns are performing and what's next for your business.

Ready to Grow Your Business?

Let's create a marketing strategy that works for you.

 **Book your free consultation today.**

[Get Started →]

(on another page the our services page)

Our Services: How We Deliver Results

Explore our tailored marketing solutions designed to drive real results for your business.

Search Engine Optimization (SEO)

Make your business easy to find online.

- Dominate search results for the keywords your customers are searching.
 - Drive organic, high-quality traffic to your website.
 - Build long-term visibility and credibility.
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Google Ads & Pay-Per-Click (PPC)

Get immediate results with targeted ads.

- Launch data-driven campaigns tailored to your audience.
 - Boost your website traffic and lead generation instantly.
 - Maximize ROI with expert management and optimization.
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Social Media Marketing

Engage, grow, and convert your audience organically.

- Build a strong presence on platforms like Facebook, Instagram, and LinkedIn.
 - Create compelling content that resonates with your customers.
 - Run targeted ad campaigns to amplify your reach.
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Website Design & Optimization

Your website is the foundation of your online presence.

- Create a professional, mobile-friendly design that stands out.
- Optimize your site for speed, user experience, and conversions.
- Ensure your website ranks well on search engines.

Full Funnel Revamp

Transform your customer journey to maximize conversions and revenue.

- **Audit Your Current Funnel:** Pinpoint gaps and bottlenecks from awareness to purchase.
- **Streamline the Process:** Simplify and enhance each stage to reduce friction and improve user experience.
- **Boost Conversions:** Implement proven strategies to increase lead generation and drive sales.
- **Custom Redesign:** A complete overhaul tailored to your business goals and audience.
- **Comprehensive Reporting:** Detailed insights into performance improvements at every stage.

Email Marketing

Maximize the potential of email marketing to drive engagement and conversions.

- **Resolve Weak Spots:** Identify and fix gaps in your email strategy.
 - **Boost Conversions:** Leverage email, the highest ROI channel, to grow your revenue.
 - **Automate Success:** Create workflows that nurture leads around the clock.
 - **Prove Your Impact:** Gain insights with clear, actionable performance reporting.
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Discover the Service That Delivers the Biggest ROI for Your Business.

Book a Free Consultation Today and Unlock Your Business's Full Potential
