



The Most Effective Marketing
Strategy for Small Businesses

The Flywheel Marketing Method

FREE GUIDE

TREEFROG MARKETING



Are you struggling to attract quality leads and maximize your marketing budget?

If so, you've got to be tired of wasting time and money on marketing that doesn't work.

We've been around the block a few times and know that there is a lot of bad advice out there when it comes to marketing a small business. And, that's not just frustrating—it's detrimental to your business.

This is why we developed a straightforward marketing strategy for small businesses that has been effective in just about every industry—the flywheel marketing method.

Implementing this simplified, but impressive, strategy will allow you to build a strong marketing foundation that gives you results for years to come.

Here's to working smarter, not harder,

Kelly Rice

Founder & Chief Strategist
StoryBrand Certified Guide
Treefrog Marketing

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Your marketing efforts will be more effective when you use the flywheel marketing method.

The flywheel marketing method is a marketing strategy where your website and online marketing efforts are in sync and function as a flywheel to continually produce results.

Now, setting up flywheel marketing does take some upfront work, but once it's in place, your marketing will more or less continue to work on its own—requiring only minimal maintenance—which is ideal for busy small businesses.

The flywheel marketing system includes four phases:

1. Understanding your audience and creating clear messaging
2. Building a strong foundation with a strategically-built, SEO-optimized website
3. Creating content and a sales funnel that serve your ideal client well
4. Promoting your services and content

Let's break down each phase.





Phase 1–Understanding Your Audience (Step 1)

It's important to make your customers the hero of your marketing story.

When it comes to identifying and reaching your best customers, it's about telling a great story. And, the reason you want to use story elements as the foundation of your messaging framework is because a great story has the power to:

- Attract the right people
- Engage and hold their attention
- Give them a way to solve a problem

As a small business, you have to fight to overcome the natural instinct to put your services or accomplishments in the forefront of your marketing messages.

This is because it makes you the hero of the story, which hinders your ability to grow. Your ideal customer **must become the hero of your story, and you must become the guide.** Becoming a guide in the story is a more powerful position because you're the one who helps the hero do the thing he/she needs to do in order to save the day.

When you start showcasing stats and talking about how great your products are, how well your services run, and so on—you only show authority and not empathy.

But empathy or emotional validation is what a great guide always gives first—followed by authority or the facts.

This is an important aspect to any messaging framework because people make buying decisions first based on emotion and then back them up with facts.



You can use these six steps to help you better define your audience.

1. **Learn who they are.**

What is their age, income, or gender? Work to understand what they value, what their opinions are, and what they're interested in.

You'll also need to determine where they live—or determine if that even matters. And finally, find out how they like to be communicated with. Are they on social media? Do they prefer email? How about asking questions via a chat?

2. **Determine what they want to accomplish.**

Do your ideal customers want to make a difference? Do they want to save money? Save time? Have the best manicured lawn in the neighborhood? What is the thing they really want help finding or achieving?

3. **Identify what problems they're facing.**

Most people put stumbling blocks in their own path when it comes to solving a problem or getting involved. For some, it's a lack of time, knowledge, or confidence, or they may have a fear of spending too much money.

You simply need to figure out what is the most pressing issue they have so you can solve it.

4. Understand how these problems make them feel.

When you know how their problems make them feel, you get the opportunity to help them overcome their challenges. This is you being the guide.

Figure out how their problem makes them feel so you can provide guidance out of their emotional turmoil.

5. Create a clear solution for their problem.

How can your organization help them make their lives better or help them help someone else, so they can feel like they're part of something bigger than themselves?

Just like in your favorite book or movie—the guide didn't just pat the hero on his back, raise his confidence, and tell him it was going to be okay. The guide also told the hero what he needed to do in order to save the day. You need to do the same with your audience.

6. Define what will happen when they follow your advice.

If someone chooses to buy from you or work with you, what will they get in return or how will they help?

Answer the question, "What's in it for me?" by reminding them what success will look like if they follow your advice.





Phase 1–Creating Clear Messaging (Step 2)

Clear messaging is the key to successful marketing and communication.

It is vital because people don't always buy the "best" products and services, they purchase the ones they can understand the easiest.

And, to help them understand how your business can solve their problem, it will be important to use a story-based framework to develop your clear messaging.

This is because your ideal customers will be **22 times more likely to remember your business or product**, and story is the most effective form of communication and marketing.

By doing so, you'll ensure your messaging is audience-focused and has the power to engage and convert more supporters than ever before.

Use the six elements of story you just defined to establish your brand as a trusted guide, clarify your messaging, and craft clarifying statements.

These statements (which we call Marketing Guiding Statements) should become the GPS of your marketing efforts.

For step-by-step instructions on how to create these statements, explore our free mini course by clicking [here](#).

- **Eight Talking Points**

These points flush out the main idea, identify problems, set the company up as a guide, and more.

- **A One Liner**

A single statement you can use to help people realize why they need your product or service. Think of it like a 30-second elevator speech.

- **Your Story Pitch**

This creates a story-line that engages potential customers and tells them how you can help them.

- **Your Why**

It explains the reasons why you do what you do.

- **A Sales Script**

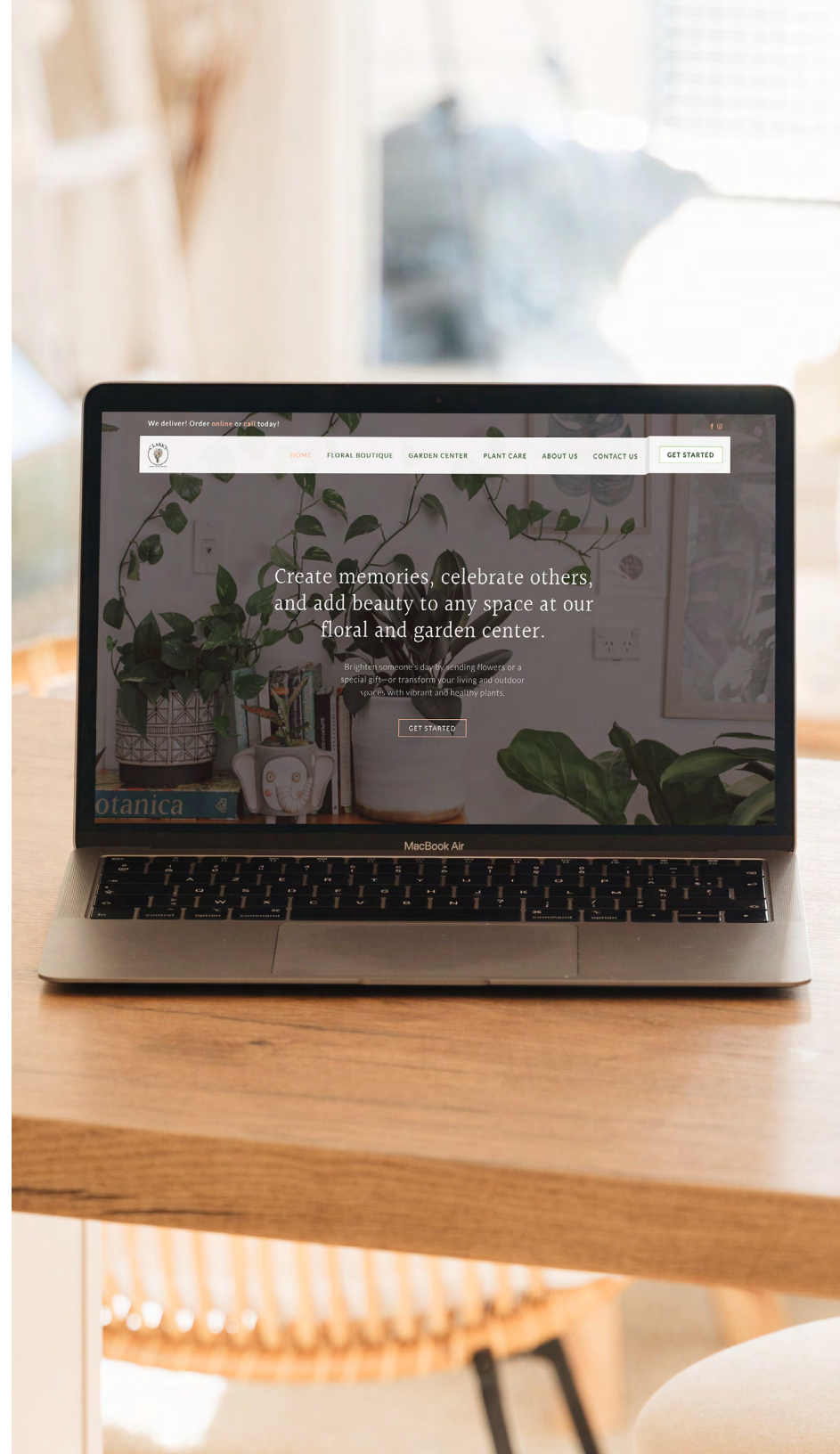
Having this statement will help you sell better than anyone else—without sounding like you're selling anything at all.

Phase 2–Building a Strong Foundation with a Lead Generating Website & SEO

Your website is the foundation for all of your marketing and communication efforts.

Just a few years ago, you had around eight seconds to capture someone’s attention when they landed on your website. Now, you have less than three and only 0.05 seconds for them to form an opinion about your site.

With only a few seconds to tell people what you do, how you make their lives better, and what they need to do next—**every word counts, and strategic layout is more important than ever.**



You will generate more leads with a strategically designed and written website.

And, your lead generation website strategy should include:

- **Customer-Focused Web Plan**

Your website needs to serve your ideal customers extremely well. Therefore, you'll need to conduct industry research to identify and understand your ideal clients.

Based on this information, wireframe a strategic plan (pages and flow) and layout for your website.

- **Initial Keyword & SEO Strategy**

With thorough keyword research based on your business goals outlined from your audience research and discovery, design an SEO strategy according to best Google practices that will be utilized to write your website copy.

- **Strategic Content Writing & Wireframe Outline**

Utilize your newly developed messaging and SEO strategy to create strategic copy that follows a story-based format and shows your ideal customers the value of choosing your organization.

- **Purposeful Design, Flow, and Management**

In addition to making sure your website includes the right information, you'll also need to ensure your site is easy for your ideal customers to use and navigate.

To do this, we recommend only including five to six options in the main navigation. Make it extremely easy for people to find what they are looking for—quickly!

- **Mobile Optimization & Initial Search Engine Optimization**

Today, more people view websites from their mobile devices than from desktops. With this in mind, design your website to function well on all devices.

Additionally, add Google Analytics to your site, set up your Google Console, and submit your site to Google upon launch.

Next, you'll want to show Google you're a real business through search engine optimization (SEO).

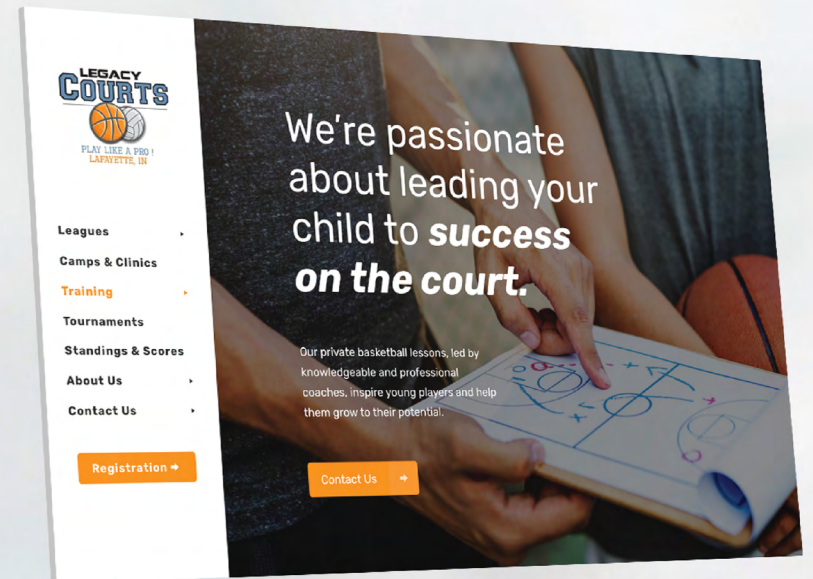
SEO is a free process that helps your website rank well on Google (or other search engines) when users conduct searches related to your products, services, or content.

There are a lot of moving parts to a successful SEO strategy, but it has the power to do big things for your small business.

This is because when people intentionally look for a service or product, most are ready to make a purchase. So, when your lead generation website is one of the first solutions they see in a search, they will be more likely to buy from you.

A successful SEO strategy includes:

- Performing a handful of tasks ONE time to make the powers that be at Google happy.
- Serving your audience well by creating consistent, helpful content.
- Having a website that makes your ideal customers want to work with or buy from you.





Get started with these three local, SEO tactics.

- **Google Business Profile Optimization**

Your Google Business Profile is the best way to quickly show Google that your organization exists and to tell customers how to find you, what you do, where you're located, and what area you service (if applicable).

Be sure that your profile is verified and optimized to the fullest.

- **Online Directories & Accounts**

Google uses your online directory accounts as a way to verify your organizational information—helping them build trust with you.

Directories contain a diverse range of information, and you'll need to ensure your listings are submitted and correct in the most prominent directories. We suggest utilizing a service like Moz Local to assist with this task.

- **Review Collection**

Online reviews build visibility, loyalty, and trust—plus, they help to convert prospects into customers.

You'll need to gather your review links (Google, Facebook, etc.) and create a series of emails that your team or automated email system can send to customers after they have purchased or had a positive interaction with you.

Additionally, for service businesses and restaurants, looking into utilizing a reputation management software may be helpful as well.

By building a strong foundation with a lead generation website and proper SEO, you can effectively reach and engage your ideal customers.





Phase 3—Creating SEO-Based Content & Sales Funnels

Building a marketing sales funnel system starts with effective content.

In case you aren't familiar with content marketing, it's a marketing strategy where businesses create and distribute valuable, relevant, and engaging content to attract their ideal clients.

And, when we say "content," we mean blogs posts, videos, podcast episodes, infographics, organic social media posts, and any other medium that allows you to share a message and engage with your audience.

The goal of content marketing is to attract ideal customers through creating and promoting content that is relevant and helpful—not interruptive.

Great content leads, guides, and directs customers where you want them to go. Those interested will find this content through channels like your website, search engines, and social media.

In order for your content to be effective, you must use your audience and keyword strategies to understand who they are and what they want to accomplish.

From this information, you will be able to determine what content needs to be developed, what will spark someone to enter into your marketing sales funnel, and how you should lead prospects through their buying journey.

There are three stages of a buyer's journey including:

- **Awareness**
Someone has a problem, but they don't know what to do about it or need to be made aware of something.
- **Consideration**
Someone is researching or considering ways to get something done.
- **Decision Stage**
Someone is ready to make a decision—meaning, they need to be convinced choosing you will be the right choice.



It will be important to create a content and marketing sales funnel strategy that includes:

- **Engaging & Informative Content**

Use the buying journey stages above to create blog posts, videos, and infographics that solve problems for your ideal audience, highlight success stories, and bring educational awareness.

- **Monthly, SEO-Based Blogs**

Properly formatted blogs give you more opportunities to rank well in search engines, make your site more appealing to visitors, and be a guide to your customers.

Be sure to be helpful, consider your keyword strategy, answer the most common questions your ideal audience has, and post the content (blogs) to your website on a monthly basis.

- **Marketing Sales Funnel System**

The secret to generating more qualified leads and to grow your email list is a sales funnel. In the next section, we will break down the strategy, elements, and workflow to building this lead generation system.

The secret to generating more qualified leads and building your email list is with a marketing sales funnel.

This strategy will work for your small business regardless of your size, what you do, or who you want to attract because it builds relationships with your ideal audience over a period of time and guides them through the natural phases of a relationship. (Remember, no one likes to feel as if they are being sold to!)

Your marketing sales funnel system should include a:

- **One Liner**
Be sure to develop a one liner for this campaign, which is a single statement you can use to help people realize why they need your product or service.
- **Website Landing Page**
Build a website landing page (or opt-in page), as it guides customers through the curiosity phase of the relationship. It gives them the reasons why they should exchange their email address for the valuable information you're offering, and provides them a way to access the offer.

In the development of your form, you can decide if you want the submit button on your website to send them directly to the content or if they will need to wait for it to show up in their inbox.

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Want a marketing strategy that actually works? Implement the most effective marketing strategy for small businesses.

Free PDF Guide

The Most Effective Marketing Strategy for Small Businesses: The Flywheel Marketing Method

four reasons
Why Your Marketing Isn't Working (Or How to Fix It)

More often than not, small businesses fail to reach their goals simply because they don't have an effective marketing strategy. Thankfully, there is a marketing strategy that's PROVEN to work for small businesses: the flywheel marketing method.

With this FREE guide, you'll:

- Learn the EXACT strategy we use for our agency clients- some of which have experienced 800% growth.
- Get step-by-step instructions you can use to implement the flywheel marketing strategy on your own (or with the help of your marketing team).
- Finally, have a marketing strategy that helps you reach your business goals!

Fill out the form and "The Most Effective Marketing Strategy for Small Businesses: The Flywheel Marketing Method" will hit your inbox!

First Name

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We help small businesses take their companies to the next level through strategic marketing.

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At Treefrog, we provide executive-level marketing leadership and build effective marketing strategies and systems that help small businesses streamline their efforts, use resources wisely, and reach business goals.

Monday - Thursday
9:00 am - 5:00 pm
Closed Friday

Schedule a Discovery Call

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- **Lead Generator (PDF) or Offer**

A lead generator is an excellent way to generate highly-qualified leads.

Because they are exchanging their email address for information, it allows an ideal customer to continue to engage with your brand without having too much risk associated. And, it gives you a way to build a more qualified email list.

The information you're giving away needs to be worth at least \$10 to them. Remember, this content should help them solve a problem, provide a resource such as a checklist, or assist in figuring out the next steps they should take.

- **Automated Sales Email Campaign**

Because someone who gives you their email address is a highly-qualified lead, you'll want to use this to your advantage and create an automated sales email campaign that "seals the deal."

We'll break down this marketing sales funnel email series in the next section.

An automated sales email campaign is designed to educate and on-ramp your ideal customers.

A lead-generating PDF captures a prospect's email address, and the automated email campaign works to turn that email address into a paying customer. Even though customers are led by emotions, their logic most likely won't allow them to typically buy on initial impulse.

This is why this series of emails is so critical—as it continues to engage your ideal customers—helping break through any barriers—until they are ready to become customers. Your automated email series strategy should include five emails:

- **Asset Delivery**

In the first email of this sales sequence, you'll want to thank your customer for downloading the free resource—don't try to sell them on anything, just deliver value for free. This will help you establish trust with your ideal customer. This email should be short and sweet.

- **Problem & Solution**

In the second email, you'll need to identify a problem your customer is facing and tackle it head-on. By acknowledging their pain and then introducing a solution (your product or service) you show them that their problem can be solved—and you're the one to help them do it.





- **Testimonial**

The third email in this series should be a customer testimonial that speaks to the success of using your product or service.

Make sure the testimonial explains how your company or product resolved their main problem such as spending too much time on marketing, not wanting to have to clean their house, or being tired of spending their Saturdays mowing the yard.

It will be important to get a testimonial that describes the successful results a client experienced—such as how they felt (from overwhelmed to confident) or what positive thing resulted from working with you (more time with the family, less stress, etc.).

- **Overcome an Objection**

In the fourth email, you'll want to overcome the most common objection your ideal customers have around buying your product or service. Be sure to focus on resolving the strongest point of resistance that is keeping them from working with you (pricing, time, complexity, stigma, etc.).

When you do this, you're giving your ideal customer permission to make a purchase because you've already given them the logic they need in order to combat making an emotionally-charged purchase. This email will help them move forward in the sales process much quicker.

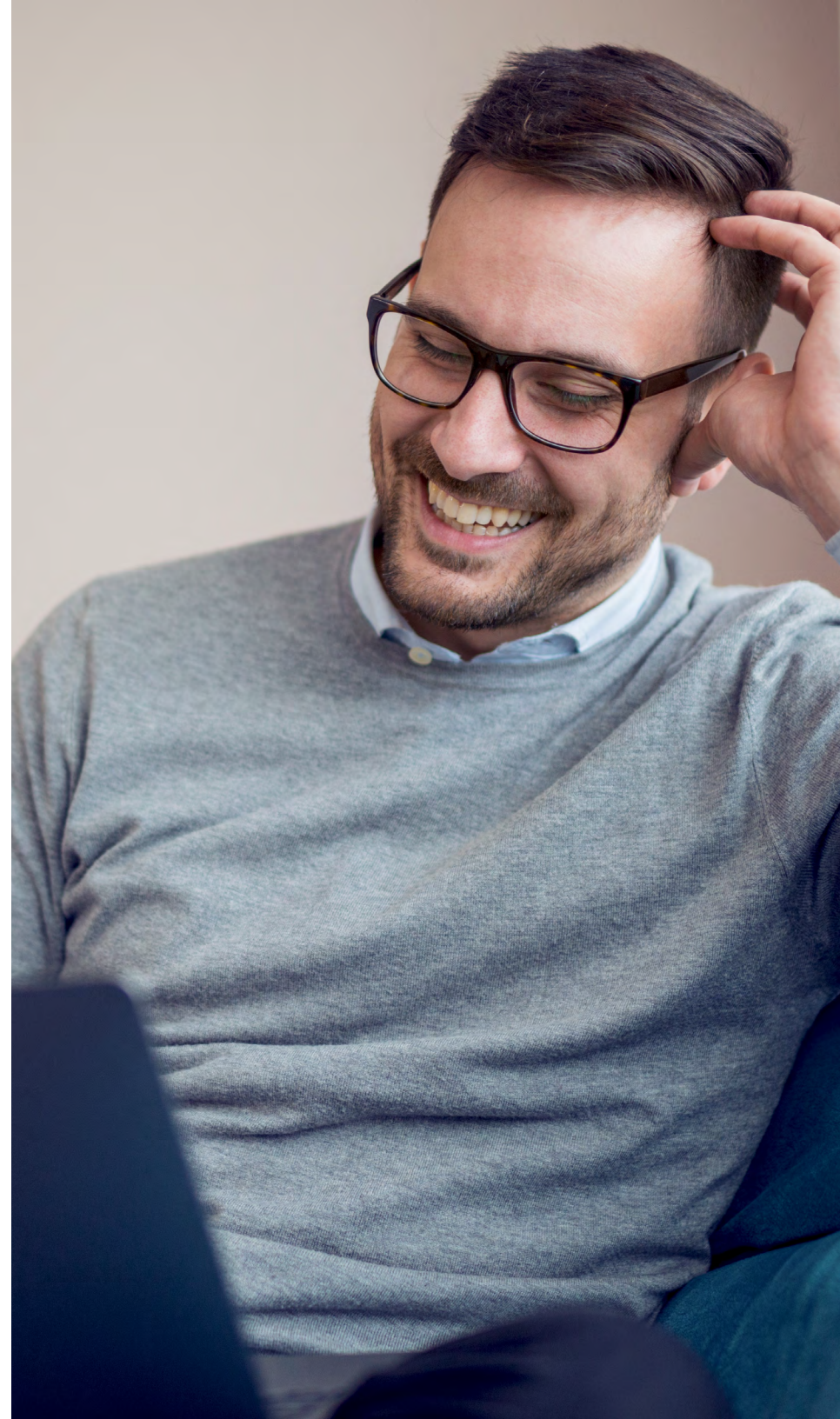
- **Sales Letter**

The fifth email is when you work to close the deal. This email and content should call your customers to action and illustrate what success will look like when they follow your advice to buy your product or service.

And, as a side note—be sure to utilize your audience strategy and Marketing Guiding Statements when developing these emails.

Setting up a content marketing plan, including a sales funnel, does take some work upfront.

But, the investment of time and money is worth it, because once every piece is in place, your marketing will more or less continue to work on its own.





Phase 4–Promoting Your Services & Content

Have you ever wondered why your social media posts don't drive new business?

Many small businesses think that simply posting to their social media channels will be enough, but thanks to ever-changing social media algorithms, that isn't how it works anymore.

In order to reach and connect with your ideal clients, you have to get your content in front of your audience.

Since organic social media is no longer a dependable resource to reach new prospects, the last phase of the flywheel marketing method includes helping your audience find your website and content through:

- **Social Media Ads**

While organic social media's reach may be down, social media advertising is a highly effective and arguably very affordable way to reach your best customers. It will be important to understand your audience's wants and needs as well as where they are engaged.

The goal of your ads is to gain a click. You'll need to create compelling headlines, copy, and imagery/video to do so.

Remember—your customer is the hero of your marketing stories, not you. They are more than likely in the awareness stage of the buying process, so you'll need to get them to want to engage, solve a problem, or find out more information.

The goal of social ads isn't to "sell" something. It's to gain interest shown by getting the click.

- **Google Ads**

When people are looking for a product or service or if they have a question, most turn to Google. With Google ads, you can ensure that your website and content are among the first listed via Google search.

When adding Google ads to your digital marketing strategy, it's good to remember that the clicks you earn from this platform are more "ready-to-buy" prospects. They are looking for a solution to a specific problem or an answer to a specific question.

Again, the goal is to get quality leads to click on your ad—but it still shouldn't be a "sales-based" ad. It should be something that will help them make their buying decision a little easier.





PROMOTE YOUR SERVICES & CONTENT

- **Nurture Email Campaigns**

Once prospects take you up on your lead generator or opt-in, the conversation shouldn't stop after they've received your marketing sales funnel emails.

You'll need to continue to engage with them via nurture email campaigns—which can include regular emails featuring valuable content you've curated, like tips, inspiration, updates, product announcements, and nearly anything that serves your ideal clients well. It's important to bring value with these emails and not strictly a sales-based focus.

- **Targeted Email Campaigns**

Emailing your entire email list is great, but you'll likely find even more success through targeted email campaigns.

These subsections of your audience who have already expressed interest in specific products, services, or types of content will benefit from valuable content you've created, helpful tips, and more.

Organic social media should continue to be a part of your online marketing strategy.

In our experience, there are two types of social media posting; SEO-based and true organic posting. Let's break down the differences.

SEO-Based social media indirectly influences the factors that impact your search rankings. And, it's important because it has the potential to drive quality web traffic to your blog and services pages, and includes sharing:

- Blog posts
- Industry news and trends
- Service highlights
- Testimonials and reviews
- Before and after pictures
- And more

But, these types of posts are not designed to drive engagement or increase sales.

This strategy is used to help Google trust you a little bit more by showing you are who you are and do what you say you do.

SEO-based social media posts should be a portion of your overall SEO strategy by adding in 3-4 posts per week to the platforms your target audience is using.



On the flip side, your main social media content should educate and entertain.

This doesn't have to be a big production—clear sound, great lighting, and helpful content is really all you need. However, your organic social posts shouldn't be long, boring, and only talk about what you want your ideal customer to know.

Remember, you should be the guide in all of your content and marketing messaging.

Additionally, it will be important to turn any long-form content (podcasts, videos, etc.) into short-form content (YouTube Shorts, Instagram Reels, and TikTok videos) to help educate and solve problems for your audience. **In reality, you should be able to get 10-14 organic posts out of one piece of long-form content.**

And, to be clear, we're not telling you not to have fun with your social posts—we just want to ensure that “fun” isn't all that your ideal customers are getting.

You can throw in some trending strategies—but remember, your goal should always be to give, give, give, and give some more when it comes to organic social media content.

Don't try to sell—just give.

**Start seeing real,
measurable growth
with the flywheel
marketing method.**

This simplified, but impressive, strategy allows you to streamline your marketing efforts, use your resources and budgets more efficiently, and ensure every dollar drives measurable results.

So, stop wasting time and money doing marketing things that don't bring in qualified leads and begin to implement the flywheel marketing method today!



Tired of wasting time & money on marketing that doesn't work?

Imagine the relief you'll feel when your marketing efforts are finally bringing in a steady stream of high-quality leads.

Unlike short-lived marketing tactics that change based on the latest algorithms and trends, the flywheel marketing approach will allow you to build a strong marketing foundation that will give you results for years to come.

In fact, we've seen firsthand how well this marketing strategy works because our clients have experienced up to 800% growth as a result of this exact method.

We've strategically designed our [flywheel digital marketing services](#) for busy small business owners who simply don't have the time, desire, or in-house talent to build, implement, and manage an effective marketing strategy.

We're committed to helping you easily figure out what to do, what works, and how to get the most out of your marketing budget.

So, don't wait! [Schedule your free discovery call](#) today and let's take your business to the next level together.

Kelly Rice

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