

gorgeous24-7.com

BLUEPRINT

1. BUILDING AWARENESS

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WELCOME

TO YOUR MARKETING STRATEGY WORKBOOK

This workbook is designed to help women business founders craft a powerful marketing strategy that drives results. Inside, you will find:

- **Guided Steps:** Clear, actionable instructions to help you understand and implement an effective marketing strategy.
- **Reflective Questions:** Prompts designed to help you think deeply about your audience, their needs, and how your brand connects with them.
- **Brainstorming Spaces:** Dedicated areas to capture your ideas, refine your strategies, and track your progress.
- **Practical Examples:** Real-world scenarios to illustrate how each step can be applied to your business.

Through these tools, you'll gain clarity on how to connect with your audience, build trust, and inspire action, setting the foundation for long-term success.



HI, I'M JULIA

Throughout my career, I've been fortunate to work alongside remarkable women—whom I affectionately call my “Gorgeous Girls.” This term reflects the confidence, brilliance, and authenticity they bring to every endeavor. Inspired by these experiences, I launched Gorgeous 24/7—a platform dedicated to helping women overcome the tech overwhelm of online business and empowering them to embrace their entrepreneurial potential with clarity and confidence.



01

DEFINE YOUR TARGET AUDIENCE

IMPORTANCE:

Defining your target audience is critical because every marketing effort should resonate with a specific group. A well-defined audience allows you to craft tailored messages, select effective channels, and optimize your marketing spend. Without clarity on whom you're addressing, your campaigns risk being too broad, reducing impact and ROI.

ACTIONS:

1. Research:

Use surveys, interviews, and analytics to gather data about demographics, psychographics, and behaviours. Consider leveraging tools like Google Analytics to track website traffic and user behaviour, Typeform for creating engaging surveys, or platforms like HubSpot and Salesforce for in-depth customer insights. Additionally, social media analytics tools such as Hootsuite or Sprout Social can provide valuable data on audience demographics and engagement trends.

Example: For a women's coaching platform targeting women aged 30–50, explore their pain points (e.g., career challenges, work-life balance) and aspirations. For instance, consider interviewing women in this age group to understand their biggest frustrations, such as difficulty advancing in their careers or finding time for personal growth amidst daily responsibilities. You might also analyze common aspirations like achieving financial independence, improving mental health, or creating a more balanced lifestyle. Use these insights to create tailored content, like blog posts addressing “Top Strategies for Women Balancing Career and Family” or webinars titled “Achieving Your Dream Career Without Sacrificing Your Well-Being.”

2. Segmentation:

Break the audience into smaller groups based on factors like age, location, lifestyle, or interests. For example, segment women aged 30–40 who are balancing careers with young children and compare them with women aged 40–50 focusing on career growth after their children are more independent. You might also consider lifestyle factors, such as women interested in health and wellness versus those prioritizing professional development. This segmentation allows you to create highly tailored marketing messages that resonate deeply with each group, increasing the likelihood of engagement and conversion.

3. Create Personas:

Develop detailed profiles for your ideal clients. To find these personas, start with surveys or interviews that explore their daily challenges and goals. For example, ask questions like, “What are your biggest obstacles in balancing work and personal life?” or “What resources or tools do you currently use to advance your career?” Utilize tools like Google Forms, Typeform, or HubSpot to collect responses. Additionally, analyze data from social media platforms, such as Instagram or LinkedIn insights, to identify recurring themes in engagement and demographics. For instance, “Sophie, a 38-year-old working mom struggling with career advancement,” could be identified through repeated mentions of time management issues and career progression goals across multiple platforms.

Understanding your audience is particularly crucial when running Meta advertisements. Meta ads rely on audience targeting to reach the right users effectively. By having a clear persona, you can work towards creating ads that speak directly to the needs and aspirations of your audience, ensuring better engagement and higher ROI.

For example, if your persona struggles with work-life balance, your ad copy could emphasize solutions like “Achieve Career Success Without Sacrificing Family Time,” paired with visuals that reflect their lifestyle.

Personas help refine your ad targeting parameters, such as age, interests, and behaviour, allowing you to allocate your budget strategically and avoid wasting spend on irrelevant audiences.

BRAINSTORMING:



02

DEFINE CLEAR MARKETING

IMPORTANCE:

Setting specific, measurable goals ensures that your marketing strategy aligns with business objectives. Goals act as a roadmap, helping you track progress, allocate resources effectively, and adjust tactics when needed.

For example, if your business goal is to increase brand awareness, your marketing objective might focus on growing social media followers or engagement by 30% over six months. Similarly, if driving revenue is a priority, a goal like generating 200 new leads within a quarter can guide your advertising and outreach efforts. Clear goals also help identify areas for improvement and ensure that every dollar spent on marketing delivers measurable results, such as improved ROI or customer acquisition rates.

ACTIONS:

1.SMART Goals:

Ensure goals are Specific, Measurable, Achievable, Relevant, and Time-bound.

Example: Increase website traffic by 25% within three months or generate 100 new coaching leads by the next quarter. Additionally, aim to boost social media engagement rates by 15% through weekly interactive posts or stories, such as polls or Q&A sessions. Another example could be improving email open rates by 10% within two months by segmenting your audience and tailoring email content to their specific interests. For those focusing on brand awareness, a potential goal could be reaching 10,000 impressions on a new product video within the first month of its release.

2.Align with Business Objectives:

If your business aims to expand into new markets, focus on goals like brand awareness and lead generation in those demographics. For online course creators, this might include running localized advertising campaigns tailored to the specific challenges and aspirations of audiences in those regions. For instance, if you're launching a leadership development course targeting women in a new city, you could create ads highlighting region-specific success stories or testimonials from clients who benefited from similar programs.

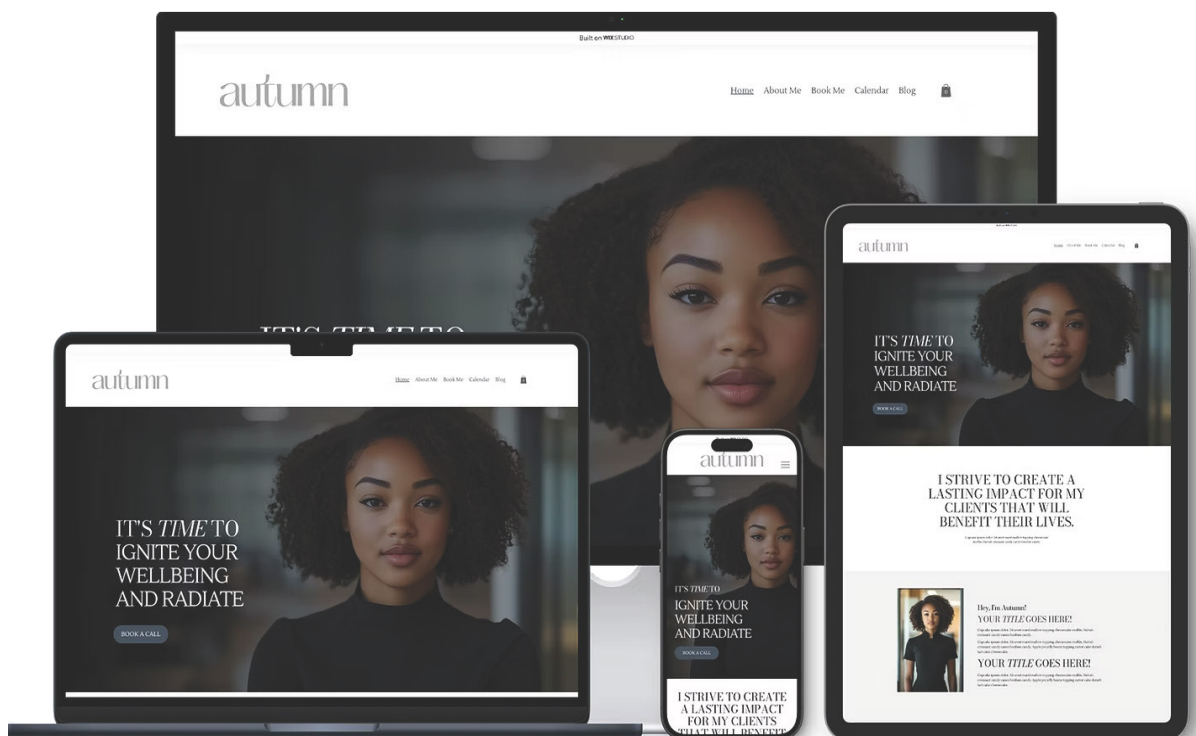
Collaborating with local influencers who share similar values or specialize in the niche your course covers can also amplify your message. Hosting virtual events like free introductory webinars or mini-workshops customized for the needs of that audience can further build trust and engagement. For example, you might run a Meta ad promoting a "Mastering Leadership Skills" webinar tailored to mid-career women professionals, emphasizing actionable takeaways specific to their industry or location. These strategies ensure your brand resonates with the target market, builds credibility, and fosters a strong foundation for your course in the new region.

3. Use KPIs:

Define Key Performance Indicators (KPIs) to measure success effectively. For example, track social media engagement rates (likes, shares, comments) to gauge the impact of your content and brand visibility. Monitor email open rates and click-through rates to assess the effectiveness of your email campaigns in driving traffic or conversions. For an online course creator, you might use KPIs like the number of webinar sign-ups or course completion rates to evaluate the success of your marketing efforts. Additionally, leverage tools like Google Analytics to track website traffic and user behavior, ensuring alignment with your marketing goals.

If you are just starting out and need to validate your idea, you should start by launching a landing page campaign using a launch starter template like 'Autumn' to build awareness and highlight your services before spending time and money on a full website. A landing page can act as a central hub for your marketing efforts, showcasing your unique value proposition, collecting email leads, booking lead calls, or promoting an upcoming event or course.

Before launching any campaign ads, ensure that the Meta pixel is installed on your landing page. The Meta pixel will allow you to track user interaction KPIs, gather valuable data on audience behaviour, and optimize future ad campaigns. For example, you can track how many visitors sign up for a free resource or webinar and retarget users who engaged with the page but didn't convert. This approach not only validates your idea but also builds a database of potential leads to nurture over time.



BRAINSTORMING:



DEVELOP A UNIQUE VALUE PROPOSITION

IMPORTANCE:

A strong UVP differentiates you from competitors and clearly communicates why your product or service is the best solution for your audience's needs. It allows you to articulate what makes your offer unique and valuable, ensuring your message resonates deeply with your target audience. By defining your UVP, you provide a compelling reason for clients to choose you over competitors, whether it's your personalized approach, innovative methods, or proven track record.

It's the foundation for your messaging, ensuring consistency across all touchpoints, from your website and social media to email campaigns and advertisements. For example, an online course for leadership development could emphasize its unique benefit, such as "Transforming Your Leadership Skills in Just 30 Days with Tailored Coaching Modules and Peer Support Networks." Testing and refining your UVP with feedback from loyal clients or target audiences ensures it is clear, engaging, and effective.

ACTIONS:

1. Identify Unique Strengths:

Reflect on what sets your business apart. For example, a women's coaching platform may highlight its personalized approach or a supportive community. If you are an online course creator, you could emphasize features like on-demand access, interactive modules, or access to exclusive mentorship groups. For instance, a leadership course might stand out by offering real-world case studies tailored to women in corporate roles, or a wellness program could focus on mindfulness techniques specifically for busy mothers. Highlighting these distinctive elements helps you create a clear and compelling value proposition that resonates with your target audience.

2. Focus on Benefits:

Instead of listing features, emphasize the transformation clients will experience. For example, rather than stating that your coaching program offers weekly sessions and downloadable resources, highlight how these elements will empower clients to regain control of their schedules, achieve their professional goals, or enhance their confidence. For an online course, instead of focusing on the number of modules, emphasize outcomes such as "Master critical leadership skills in 30 days and lead your team with confidence." By centering on the transformation, you align your messaging with the aspirations and needs of your audience, creating a more emotionally compelling and relatable value proposition. Example: "Empowering women to rediscover their potential and achieve balance in their personal and professional lives."

3. Test Your UVP:

Share it with your team or loyal clients to gather feedback on its clarity and appeal. To make this process more efficient, use tools like Google Forms or Typeform to create surveys that allow for structured and anonymous feedback. Ask specific questions such as, "Does the UVP clearly convey the unique benefits of our offering?" or "What parts of the UVP resonate the most, and which parts need improvement?" You can also use collaboration tools like Slack or Trello to facilitate team discussions and track suggestions in real time. Additionally, consider running small-scale tests by including your UVP in targeted Meta ad campaigns or email newsletters to gauge audience reactions. This will provide actionable insights into how well your UVP connects with your intended market.

BRAINSTORMING:



04

DEFINE AND UNDERSTAND YOUR IDEAL CLIENT AVATAR

WHY IT MATTERS:

Understanding your ideal client is the foundation of any successful marketing strategy. Knowing their needs, aspirations, and pain points ensures your messaging resonates and builds trust. It's also important to distinguish between knowing your target audience as a whole and identifying your Ideal Client Avatar (ICA) within that audience.

While your target audience represents a broad group that could benefit from your offerings, your ICA is a highly specific, detailed profile of the exact individual you aim to serve. For instance, your target audience might be women aged 30–50 looking for professional coaching, but your ICA could be “Emma, a 42-year-old middle manager who feels stuck in her career and wants to develop leadership skills while balancing family responsibilities.” By narrowing your focus to an ICA, you can craft hyper-targeted marketing strategies, personalized messaging, and services that truly connect with the most relevant clients, maximizing both engagement and conversions.

ACTIONS:

1. Dive into Research:

Conduct surveys, interviews, and engage in conversations. For example, create a short online survey to gather insights about your broader audience's biggest challenges, or host one-on-one interviews to understand their daily frustrations and goals. Additionally, participate in social media groups or forums where your target audience is active to observe and engage in relevant discussions. These actions will help you gather rich, actionable data to refine your marketing strategy.

Understanding these insights is especially crucial during the awareness stage, as it allows you to create content that resonates with your audience's initial pain points and curiosities. For instance, if surveys reveal that your audience struggles with balancing career growth and personal responsibilities, you can develop blog posts, videos, or free resources addressing those specific challenges. Using tools like Google Analytics to track content engagement or a Meta Pixel to analyze ad performance can further optimize how you connect with your audience in this critical phase.

Example: If targeting professional women aged 30–50, focus on their challenges balancing career growth and personal responsibilities. Additionally, consider how these women may feel overwhelmed by societal pressures or expectations. For instance, create a content series addressing how to maintain work-life balance, or provide a free guide on strategies for achieving professional milestones without sacrificing personal well-being.

Another example could involve hosting webinars featuring successful women who share actionable tips to overcome these challenges. To conduct this research effectively, leverage tools like Google Forms or Typeform to collect survey data, and use analytics software such as Google Analytics or Hotjar to understand website behavior and identify audience preferences. Social media listening tools like Brandwatch or Hootsuite can also help uncover trending topics and pain points relevant to your audience, enabling you to tailor your messaging and campaigns with precision.

2. Build a Persona:

Example Persona: Name: Sarah

Age: 38

Role: Entrepreneur in the wellness industry

Challenges: Lacks time for self-care, struggles with work-life balance, and seeks meaningful connections.

Emotions: Feels overwhelmed, burdened by societal expectations, and sometimes experiences guilt for prioritizing her career over personal time. She feels anxious about missing opportunities but aspires to feel empowered, balanced, and in control of her life. Sarah dreams of achieving success without sacrificing her well-being and longs for a community that supports her ambitions.

When building a persona, consider whether this individual is being served or targeted by larger, more established brands with similar offers. Additionally, assess whether multiple businesses, especially women-led ones, are providing similar services or products. Understanding this competitive landscape will help you refine your value proposition and stand out in the market. This analysis will also guide you in determining the budget you may need for advertisements, such as Meta (Facebook or Instagram) ads, and provide a realistic timeline for how long the awareness process might take. For example, identifying a highly competitive segment may require a higher daily ad spend or creative, low-cost strategies to ensure visibility and engagement.

3. Understand Emotional Drivers:

Dive into what motivates and holds them back, like feelings of guilt for prioritizing career over family, frustration with a perceived lack of progress, or fear of failure in both personal and professional goals. For example, many women founders may feel guilty about missing family time while focusing on their business aspirations, which can hold them back from taking bold steps. Others might feel frustrated when their efforts don't yield immediate results, leading to self-doubt. Additionally, fear of failure may prevent them from investing in resources like coaching or advertising. By understanding these emotional drivers, you can craft messages that reassure and inspire them. For instance, a campaign could highlight stories of women who overcame these challenges, emphasizing that success is achievable without sacrificing core values.

BRAINSTORMING:



05

WORKING THROUGH THE AWARENESS PHASE

WHY IT MATTERS:

Most new business founders unknowingly skip the awareness phase, assuming they can directly target the “most aware” audience without investing in advertising or establishing a unique value proposition (UVP) to differentiate themselves from competitors. This approach often fails because it neglects the essential step of nurturing an audience that may not even recognize they have a problem. Without this foundational work, campaigns struggle to connect, leaving efforts unfocused and yielding limited results.

Awareness-building introduces your audience to their challenges while subtly positioning your solution. By taking the time to understand your audience’s pain points and needs, you can craft content that resonates on a personal level and begins to build trust. For instance, creating educational blog posts, engaging social media content, or hosting free webinars addressing common industry challenges can help establish your expertise and empathy.

Unfortunately, many online course providers oversimplify this stage by suggesting that daily social media posts directing any engagement to a landing page are sufficient. While this can be a starting point, it often overlooks the necessity of building awareness through targeted advertising. Effective awareness-building requires a dedicated daily budget—often around \$15 per day for Meta ads—to reach a broader audience and introduce them to your services. Tools like Meta Pixel, Google Analytics, or Hotjar are essential to track user interactions, gather behavioral data, and refine campaigns for better engagement.

Sadly, many ill-informed founders also give up too soon, believing their efforts aren’t working. In reality, a lack of advertising investment or insufficient time spent nurturing awareness is the true issue. Taking the time to properly execute this phase not only builds trust but also lays the groundwork for successful conversions in later stages. For example, using Meta Pixel to retarget visitors who interacted with your landing page but didn’t convert can significantly increase engagement and lead generation. Building awareness is a longterm effort that pays dividends in establishing credibility and creating a loyal customer base.

ACTIONS:

1. Create Relatable Content:

Example Blog Post: “Why Women Founders Often Feel Overwhelmed and How to Break Free.”

Other effective approaches include creating YouTube videos that provide actionable advice, such as “5 Strategies for Balancing Career and Family” or “How to Overcome Burnout as a Female Entrepreneur.” YouTube is an essential platform today, as it allows you to showcase your expertise through engaging, long-form content that builds trust and credibility.

For instance, a coaching business could create a series of videos demonstrating tips, client success stories, or behind-the-scenes processes. By pairing these videos with Meta ads driving traffic to your YouTube channel or website, you expand your audience and deepen engagement. This multi-channel strategy ensures you meet your audience where they are and offer them valuable insights while positioning your brand as a trusted authority.

2. Invest in Awareness Ads:

Run Meta ads promoting free guides or live webinars to engage your target audience. Build trust by providing value upfront, such as a free mini-course or resource kit. Awareness adverts play a critical role in this phase by reaching a broader audience who may not yet know about your brand or their specific pain points. These ads focus on educational or inspirational content rather than direct selling, helping to introduce your audience to the value you offer. For example, an awareness ad might showcase a short, engaging video on YouTube about “Top Strategies for Career Success” or a Meta ad promoting a free downloadable guide on work-life balance.

Additionally, it's no longer essential to have a massive social media following to succeed. Platforms like YouTube and Meta Ads allow you to target audiences based on interests, behaviors, and demographics, bypassing the need for follower numbers. With precision targeting, even small businesses can compete effectively by focusing on reaching the right people rather than a large but untargeted audience. For instance, a coaching business could target ads specifically at mid-career professionals in a particular city, ensuring every dollar spent works toward connecting with potential clients who are most likely to convert.

3. Leverage Testimonials:

Showcase stories of individuals who discovered solutions through your brand. This creates credibility and inspires action. During the awareness stage, having user cases as proof becomes invaluable. These real-world examples demonstrate the tangible benefits of your services or products, making your brand more relatable and trustworthy. To build user cases effectively, consider taking on beta testers for your offerings. Beta testers not only provide you with critical feedback to refine your product or service but also serve as early adopters whose experiences can be showcased in testimonials, case studies, or promotional content.

For example, a coaching program might offer free or discounted sessions to a select group of participants in exchange for detailed reviews and permission to use their success stories in marketing materials. These user cases add depth to your campaigns, showing potential clients the real value you deliver. Moreover, these examples can be leveraged in Meta adverts to build awareness effectively. For instance, you can create a video ad featuring a beta tester's journey, from their initial challenges to their transformation through your service. This not only humanizes your brand but also provides tangible proof of your solution's impact. Including metrics like “75% of our beta testers reported improved time management within 30 days” adds further credibility and helps potential clients visualize their own success.

BRAINSTORMING:

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