

SCALING MARKETING CHECKLIST

4 Marketing Strategies for Scaling
Consulting Businesses

For Consultants and Coaches



#1: TAP INTO UNTAPPED POTENTIAL WITH SEO



This scaling-marketing-checklist is designed to help you strategically grow your consulting business by expanding your reach, optimizing your online presence, and exploring new marketing channels. Use it to implement more advanced tactics and investments that will take your brand to the next level.

1 Optimize Core Website Pages

- Focus on optimizing pages to target both awareness and decision-stage keywords.
- Ensure your content is structured to enhance search visibility.

2 Increase Organic Traffic

- Use SEO to drive more organic traffic to your blog, lead magnet downloads, and key content like podcasts or ebooks.

#2: AMPLIFY WITH PAID ADS



1 Invest in Paid Advertising

- Allocate part of your marketing budget to paid ads for audience growth and brand awareness.
- Focus on driving traffic to your landing pages, lead magnets, or blog.

2 Plan Long-Term Ad Campaigns

- Develop ad campaigns with a 6-12 month timeline to achieve consistent results.
- Monitor and adjust ad performance regularly to optimize outcomes.

#3: EXPAND YOUR CONTENT MARKETING



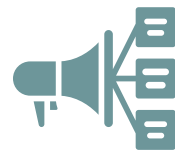
1 Broaden Content Creation Efforts

- Consider launching a podcast, creating more extensive blog content, or venturing into video marketing.
- Focus on producing high-quality, engaging content that resonates with your audience.

2 Leverage Additional Resources

- Hire resources like a virtual assistant (VA) or podcast editor to streamline content creation.
- Use freed-up time to concentrate on high-level business activities.

#4: EXPLORE NEW CHANNELS



1 Expand into New Marketing Channels

- Consider exploring PR efforts, new social media platforms, or video marketing.
- Develop in-depth blog posts that address specific challenges faced by your target audience.

2 Enhance Your PR Efforts

- Increase your visibility by engaging with media outlets and thought leaders in your industry.
- Focus on building a strong public presence to reach broader audiences.