



# Digital Marketing 101

with Austin Church

*Balernum*

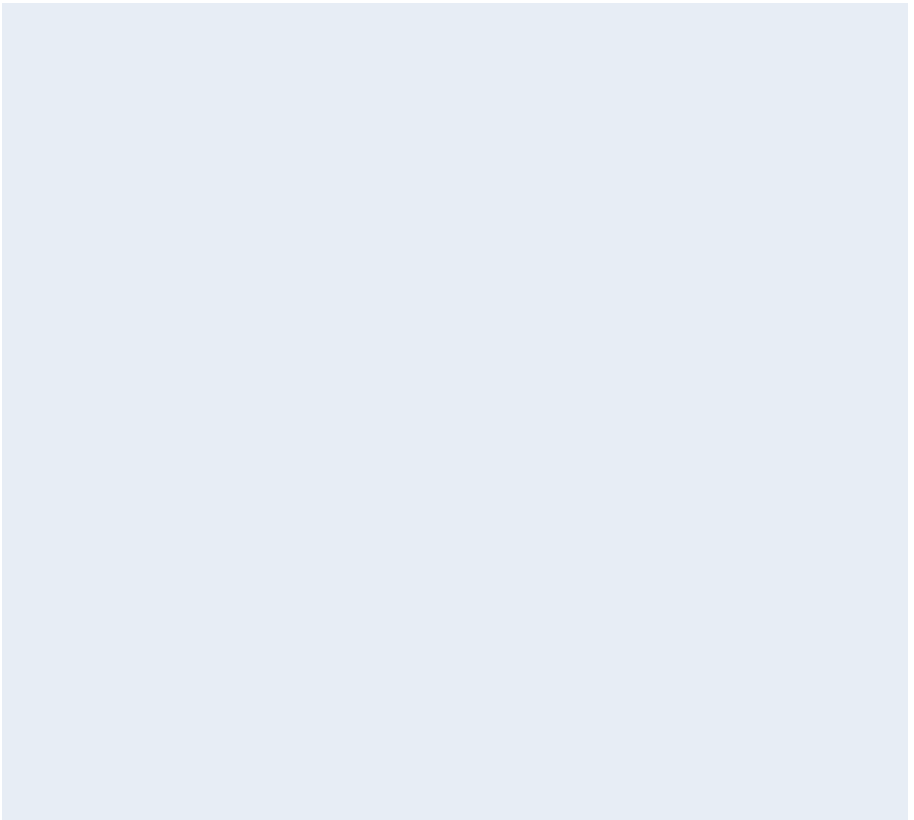
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“Marketing is making something more desirable, spreading the word about it, and giving people a chance to care.”

# Step 01

## **Start with P.R.O.S.E.**

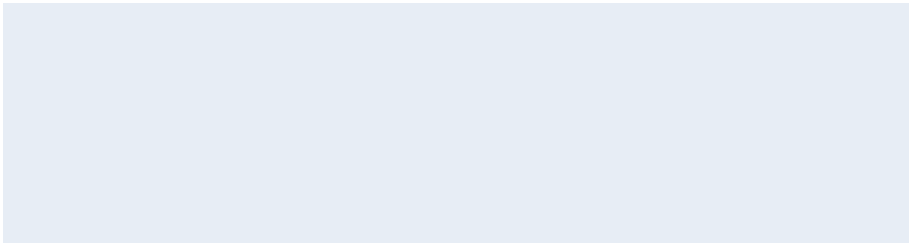
P.R.O.S.E. stands for Products, Relationships, Opportunities, Services, and Experiences/Events. List the ways you make money in each of those five categories.



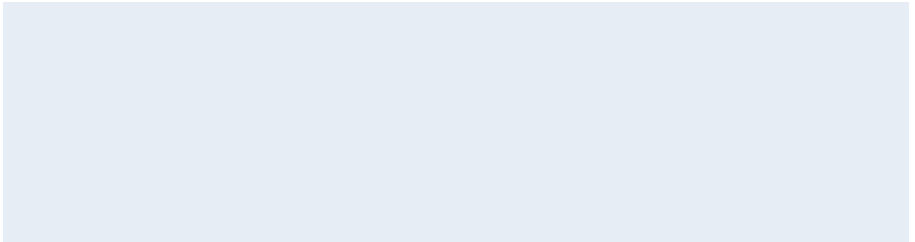
# Step 02

## Think through ROI and ROT.

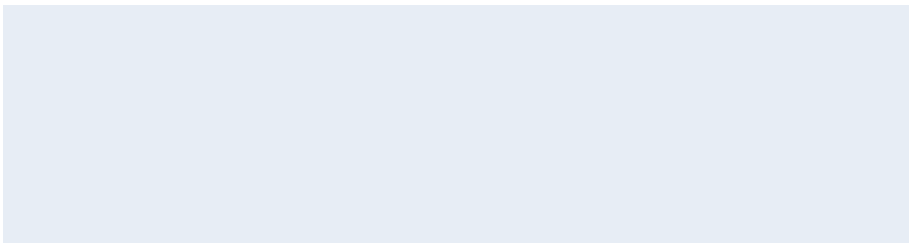
Which Products, Relationships, Opportunities, Services, and Experiences/Events make you the most money?



Which cost you the least to deliver or fulfill?



Which are inexpensive in terms of time spent?



## Step 03

### Set goals.

What is your first growth goal?

### Fill in this goal statement...

By \_\_\_\_\_ SPECIFIC DATE \_\_\_\_\_ I want \_\_\_\_\_ XXX \_\_\_\_\_  
 sales with a value of \_\_\_\_\_ \$XXXX \_\_\_\_\_  
 per month. That revenue will  
 then be used strategically to

FUND PHASE I OF MY TOP-SECRET WORLD DOMINATION PLAN

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## Step 04

**Do more of what's already working (aka, pick strategies).**

List the strategies that have worked best for you in the past.

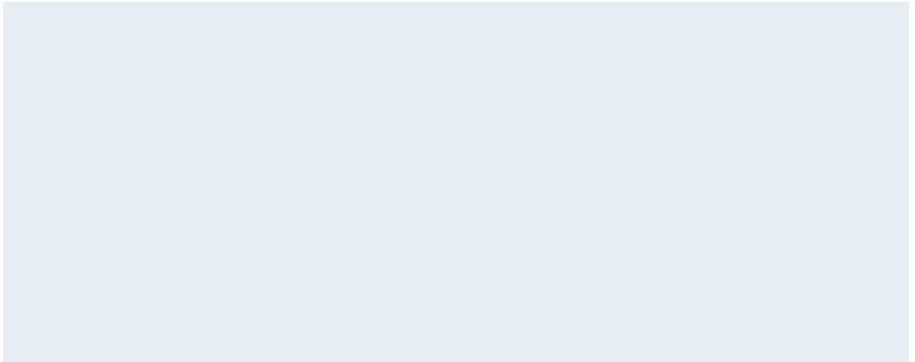
A large, empty light blue rectangular area intended for listing strategies. It occupies the lower half of the page and is completely blank, providing space for the user to write down their answers to the prompt above.

# Step 05

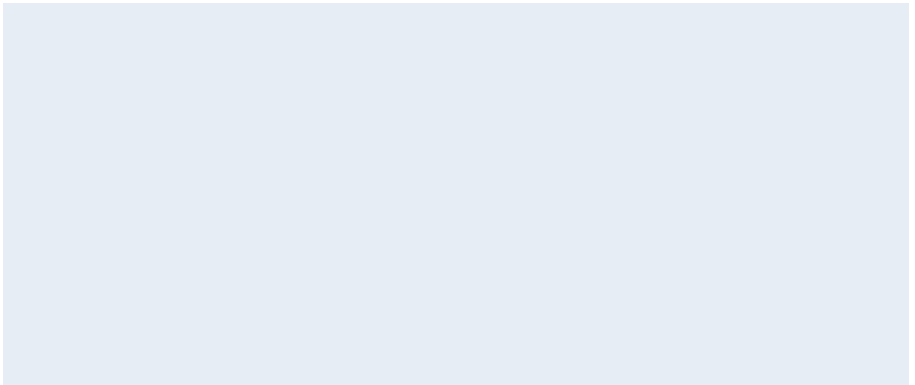
## **Formulate a falsifiable hypothesis.**

For each of your chosen strategies, answer these two questions:

1) What do I expect to learn?



2) What do I expect to happen?

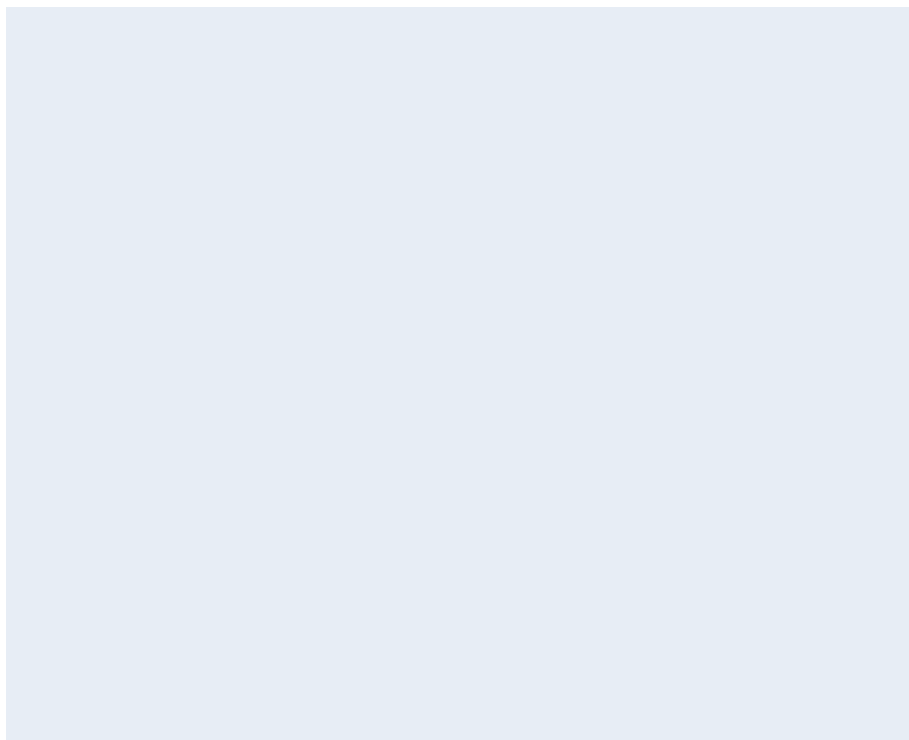


## Step 06

### **Choose your metrics.**

Decide what you're going to measure in advance.

(e.g. For email marketing, metrics might include open rates, click-through rates, and attributable sales. Track these numbers in a Google Sheet just once a month to get a pulse.)



# Step 07

## **Time-box your experiment.**

After six months, ask yourself these questions:

- What has happened over the last six months (or insert timeframe here)?
- What have I learned?
- What are my metrics telling me?
- Am I seeing positive ROI?
- Is that ROI worth the time I'm investing (i.e., positive Return on Time)?
- Should I continue with this strategy?
- Why or why not?
- If yes, how can I optimize?
- If no, what should I try next?

# Step 08

## **Choose relevant tactics and activities.**

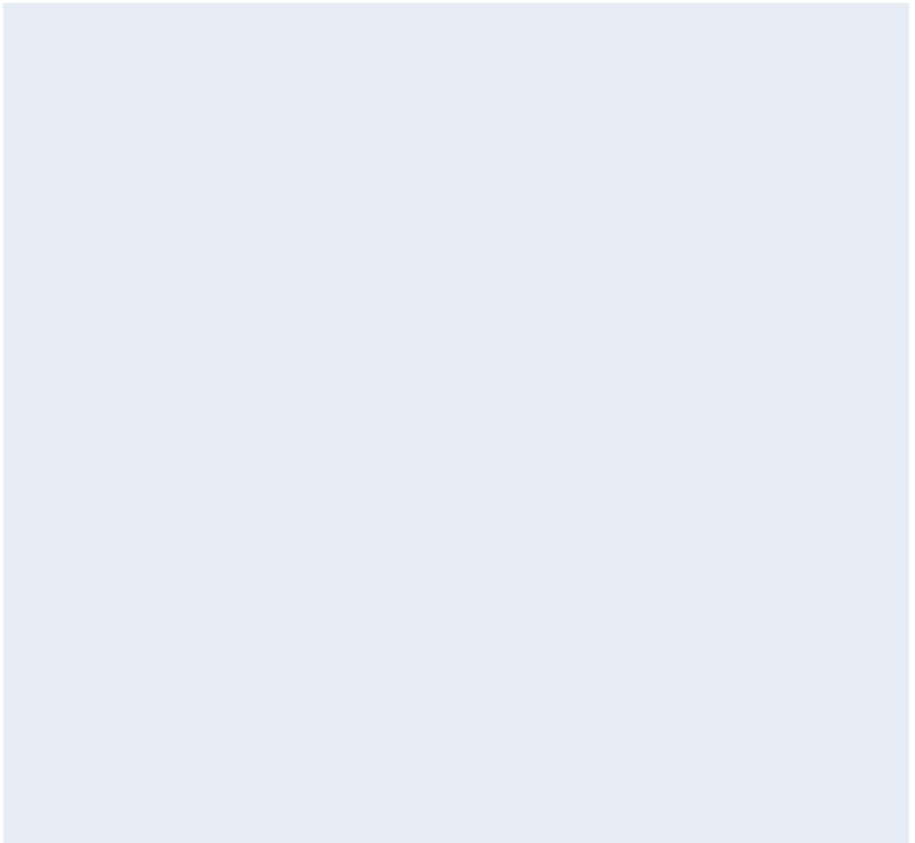
Relevant Tactics (e.g. For email marketing, this might look like one-time or limited-time offers, seasonal promotions, training delivered as a sequence, or giveaways.)

Relevant Activities (e.g. This would include writing the emails, scheduling them, sending them, and measuring the results.)

# Step 09

## **Set a schedule.**

- How often will you be sending emails?
- What regular activities enable you to do that?
- When exactly will you knock out those activities?

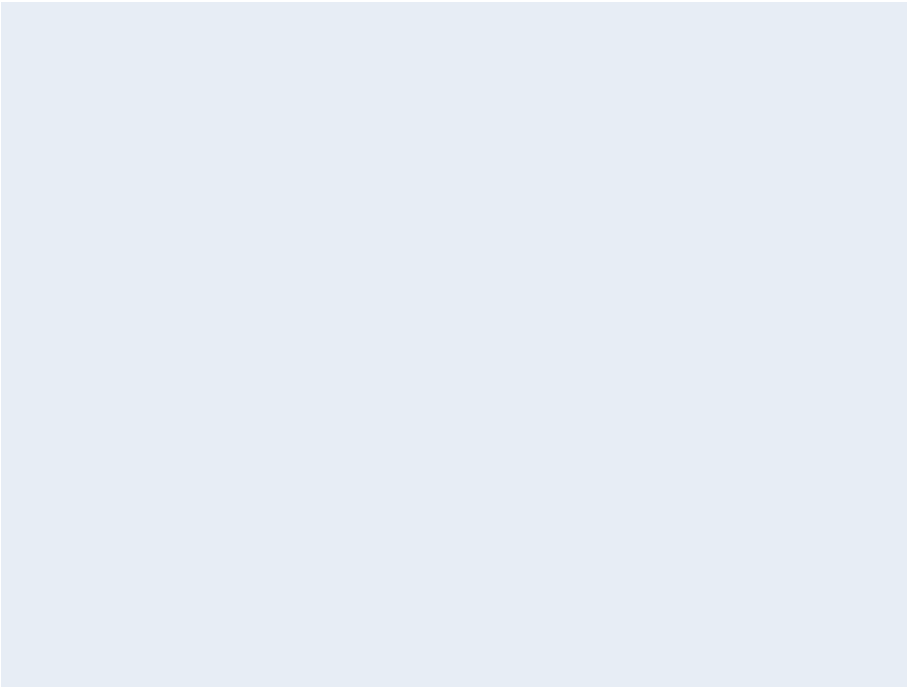


# Step 10

## **Choose your tools, team, and budget.**

Ambiguity thwarts consistency, and consistency trumps everything in marketing. So let's get specific. Consider...

- Will you use Mailchimp or ConvertKit?
- What writing app do you use to create email content?
- Who is responsible for various tasks and activities?
- How much are you going to spend on marketing in general and on running specific strategies?





# Hey, Makers – Need more help?

Let's talk about how Balernum can serve and guide you. We'd be happy to show you our past work, hear your goals, and help you build a Digital Marketing Plan to set you on the right path.

**TO GET THE CONVERSATION STARTED, SHOOT US AN EMAIL AT  
HELLO@BALERNUM.**

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