

*10 questions to ask when creating  
every marketing campaign by Sue Bryce  
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**SUPERPOWER**

*What is your natural superpower?*

What are you most drawn too?

Do you know?

It's the things in this list that bring you the most amount of joy.

Tasks that you do without watching the clock,  
when you become obsessed.

You want to learn more absorb more.

These are the things you value,  
these are the things you  
**MAKE TIME FOR.**

I definitely see most solopreneurs, solo owned or operated businesses as being distinctly introverted or extroverted in marketing, and in today's world of digital media and online communities this means we can stay at home and create a business online literally in NO PANTS.

So I separated the two lists based on the left side being in-person and in front of people and the right side being at home on the computer.

In Person Presentation

Networking

Public Speaking

Retail Experience

Trade Shows

Connections

Business to Business

**Or**

Online Publishing

Blogging

Design/Graphics/Visuals

Videos/Slideshows

Stories

Concepts/Content

Campaigns/Ad creation



*Which side excites you?*  
*Which side repels you?*

*As a marketing department I would want all applicable funnels to be open and flowing clients into my business.*

But when you're starting out this is a **MASSIVE** learning curve. So one at a time starting with what you do best. Build that funnel first. Get more clients get more income build the next funnel.

*If you have a team, what are their superpowers?  
Position everyone in their most joy and watch  
people and products thrive.*

Remember the three most powerful motivators  
(are not money would you believe) but

1. Who you work for
2. Who you work with and
3. What you create.

*BE AWARE!*

*Which of these tasks are you most afraid of and avoid?  
Do the inner work.*

*Confidence and self belief can be learned!*

*Trust me. Please come back to this list and sit for a while  
and truly ask am I excited to try this am I terrified of  
doing this is this uncomfortable for me? Am I avoiding  
this?*

CONTENT IS KING

*I sit very comfortably on the right hand side.*

*Introvert.*

*My superpower is content, I understand I have a very unique skill. I believe everyone CAN create content! But they get overwhelmed by it and freeze or they copy and compare (which is both vexatious to the spirit and your brand) instead of unleashing their own creativity.*



This is common because you've been in logic for so long building this business, you're trying to THINK of a creative solution, you can't think creativity, you need to feel it, the vibe, the story and see it in your mind you don't 'think creativity' you open your mind and heart and let it wander and incredible creative flow happens.

The biggest question I get asked by all businesses  
I mentor is: “but what do I say?”

*I've created questions to ask when designing your own marketing videos to bring this content out.*

1. Design a campaign or an idea.  
Write the message and meaning
2. Choose a product/service/story and target a demographic. Who is this for?
3. Outline / storyboard make a visual design.
4. Pitch it first and ask for feedback around these ten questions. The best marketing tag lines I have ever had came from pitch and feedback groups in my own business.

*Ask these 10 QUESTIONS*

1: What is your product/service?

What do you want to feature/sell?

What are you selling in this specific video?

What DREAM are you selling?

Is it obvious what this product does and how it can help me the consumer? Yes / No

Is it enticing? A product or experience I desire to have or own. Yes / No

*2: What is your service/experience? Can you define why people want it and love it? Does this video communicate/show/describe your service? Is your product, service or experience unique? Fun? High energy? Personal? Nurturing? Empowering? Do your colors and choice of music reflect this?*

3: What is your promise?

Company Mission Statement?

What is your invitation, the ask, the offer

I invite you to

I want to . . . . create a client for life?

I want to . . . . create a community online or in person?

I want to . . . Inspire, educate?

I want to



*4: What is your hook or call to action?  
What offer, statement, call to action, promise  
or invitation? What do you want people to do  
next? Join a group online, subscribe to emails,  
more information, book now, buy now?*

*5: What problem do you solve for people?  
What problem do you see that people incorrectly  
perceive about your product and or service?*

**6: Who needs your services?**

Literally who needs it . . . who needs you.

We do this for two reasons, one: it arms us with great marketing content and gives us confidence to sell and network. Understand you are **NEEDED**

Your service and product is valuable!

When you understand this everything changes.

Make a list of people that need you and or  
my product or my service!  
A big list be bold.

**7: What is the 5 biggest objections you hear and how can you answer these?**

Turn these objections into questions or statements!

Turn these questions into answers!

Answer their fears!

If the objection is about time, they want to ‘see the value’ because people **MAKE TIME** when they value something.

If the objection is about money, they want to ‘see the value’ they are close but there’s something about that final price that they need to see either more value or they need to feel safe making the right decision for them.

*This is the most powerful exercise you can do as a business owner or marketing creator, it not only answers all of the questions and objections that bring you to yes-no-maybe it brings you to ‘a client making a decision to work with you or not’*



But **MOSTLY** it empowers you to overcome the feeling of personal rejection that ‘no or objections’ bring up.

*An objection is a reason people give you as to why they ‘think’ they don’t want to have an experience or can’t buy this product or service.*

*An objection is not a NO, it's a call for more information, it's also a solid sign that a sale is going to be made as the discussion has been opened.*

Let's face it, hearing no is hard  
and when you are building up a brand too much of  
YOUR fear and apprehension in this moment of  
creation will block all good energy, we stop asking  
and start hearing no as REJECTION and then  
I'm not good enough.

Here's the thing about not good enough  
there's too much of YOU in this campaign and not  
enough CLIENT PRODUCT SERVICE you see  
you're so worried and anxious you're making this  
more about you and not me the consumer. don't  
infuse your marketing with fear, this is so common  
for creatives in business and solopreneurs.

DO THE INNER WORK

*8: How much of YOU should be in this brand?*

*Are YOU part of the brand story?*

*Are you hiding or resisting doing this? Why?*

*I am specifically speaking to the owner of the company, who is the face of this business does there need to be one? Monitor the traction and engagement you get on social media. Do you get more connection when you post personally or less? What subjects connect your audience the most? What videos get shared or the most views?*

## 9: TESTIMONIALS & CLIENT STORIES

Can testimonials/stories tell your brand story?

Blog / Video / FB and IG are you asking your clients for feedback? Do you know what your clients are the most impressed by *ASK THEM* ?

How has this product and experience helped them, changed them?

**10: Who?** Which demographic is this product/  
service for?

How many products and or services do you have for  
each demographic?

(If your product and service is for multiple  
demographics create a campaign specifically  
speaking to each demographic.)



Do you know your target demographic is it Male or Female oriented? Children or family focused, is there a demographic you want to target but you have not tested speaking directly to this certain demographic. The four most solid international shopping demographics for women are based on age and family.

Girl Power 13-30 years old (no children).

Teen through twenties.

Purchases often involve Mom and groups of friends of the same demographic.

Less time on FB more time on Youtube, Instagram and Snapchat.

Attached to brands that are social and on trend.

Independent Woman 30-50 years old (no children)  
Often brings support, purchases often include  
friends of the same demographic, disposable  
income and the biggest spenders of all four  
demographics. Medium time on FB and IG.  
Loves and purchases designer brands.

Family First 18-50 years old with children this demographic speaks to all women with children Family First means Mom is at the bottom of the shopping list priority and she will always put family first. She's time poor and does the majority of her research online from home. Big users of Pinterest, FB and IG.

50 and fabulous (over 50 with or without children) spends more time online than all demographics especially Facebook. Biggest spenders of luxury lingerie and luxury travel. Controlling the worlds wealth and the most un-marketed demographic in the world.

To speak to each demographic show these people in your marketing, show their tribe, Women are more drawn to human connection, stories, happy faces, pampering, beauty and experience, friendships, women view shopping as a social experience.

*What message do you want to communicate to  
and connect with in this demographic?*

Lastly I acknowledge great feedback around my quick fire questions to finish.



Is it interesting?

Does it hold my attention?

Is it easy to understand?

Is it visually desirable?

Is it too long?

Keep it simple!

PEOPLE PLEASE don't over think it.

CREATE experiment, try.  
Test as many demographics as you can.  
Tell stories, share inspiration, show beautiful  
products, above all connect and serve. . .  
never have we experienced this concentration  
of accessible GLOBAL audience.

*You have the tools to communicate and share  
your business with the world*

at home in NO PANTS.

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