

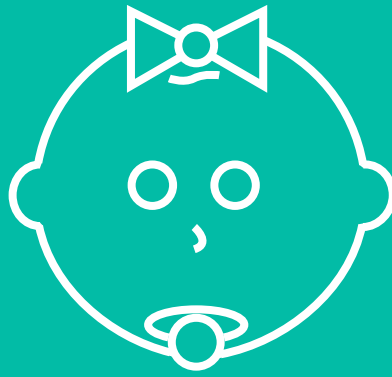
# WHY MARKETING MATTERS

**+ 7 THINGS EVERY MARKETER NEEDS**



**UPSTREAM MEDIA**

CRAFTING & SPREADING MESSAGES THAT MATTER



## **Let's imagine a hypothetical scenario where you're looking for your child's first daycare.**

You're a new parent and this is the first time you're looking for these services. To complete the perfect storm, you've recently moved to a new town where you don't know who to ask for suggestions. To get started, you do a simple Google search and find two daycare providers at good locations that fit your budget.

The first provider has a messy website with photos that are clearly ripped from Google Images and Microsoft clipart. The "logo" looks like it was thrown together in PowerPoint, and none of the colors match. You don't usually pay attention to fonts, but you realize the text is hard to read. The navigation is confusing, and you realize you can't even find a number to call or an email address to contact the business. They feature quotes from happy customers, but the overall impression you get is messiness and a lack of organization—not characteristics you're thrilled about when looking for someone to care for your child.



Our whole business is built around this principle:

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**Beauty makes people  
comfortable.  
Quality makes people  
trust you.**

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You chose the second daycare provider because they proved to you that they care about details. They took the extra time and money to show you who they really are. They were thoughtful and proved that you—the customer—were their top priority, and that is how you attract new customers and turn them in to raving fans who keep coming back.

This kind of marketing is rare because it takes time and intentionality. It's different from the standard marketing firms looking for quick buck on a fast turnaround project. We go upstream, and we do things differently. We come alongside you and make sure everything you do is beautiful and top-notch quality, so that you can become your customer's hero and consistently meet their needs.

In order to get and keep quality clients, your marketing strategy needs these seven things.



# #1: A KILLER WEBSITE

In the 21st century, there is no excuse for not having a really great web site. Custom web design is cheaper than you might imagine, and today's consumers are getting more and more web savvy. Your site needs to look great and be easy to read if they're searching on their phone in the car or at home on their large computer monitor.

You need to carefully craft your site so that both humans and search engines can quickly find your most important content. You don't necessarily need to reinvent the wheel every quarter, but you need to update your site often enough that your clients know you are up-to-date and easy to get ahold of.

If you're using the same site you started with 10 years ago, that sends a clear message to your audience: **you are outdated.** Show your clients that you can be trusted in today's fast-changing culture by showcasing yourself in a way that feels modern and is easy to follow.



## #2: CONSISTENT SOCIAL MEDIA PRESENCE

Along with a great website, you need to be active on social media. Your site and your marketing materials can talk about how great you are all day, but your business is exponentially more credible when clients see that others like and trust you.

Of course you can use these channels to spread the word about products and share your latest news, but the secret to a healthy and thriving social media presence is a focus on the customer. Don't bombard them with announcements; post content you would want to 'like' and 'retweet.' Give them a tangible and consistent reason to trust you as an industry expert.

Here's another secret: Not every business needs to be on every social media channel. If you're target market is older, professional men, you may not need to be on SnapChat. But if you're targeting tween girls? You better be comfortable using that silly dog face filter.



## #3: SWEET GRAPHICS & SOLID BRANDING

Some companies make their own posters in Publisher with clip art, 12 different fonts, and smack-you-in-the-face bright colors.

You know what we're talking about.

Your customers deserve better.

Beautiful and intentional design is one of the most important ways to show your customers that you care about details.

Your company needs solid branding. Choose fonts and colors that showcase your personality and strengths, and then use them repeatedly. Eventually, your customers should be able to recognize and identify products and promotional pieces you publish even if your name isn't on them.

Surprise potential clients with beautiful and thoughtful designs that stand out against the cluttered mess other companies are creating.



## #4: SHORT

You are busy.

**Your customers are busy.**

Are you surprised?

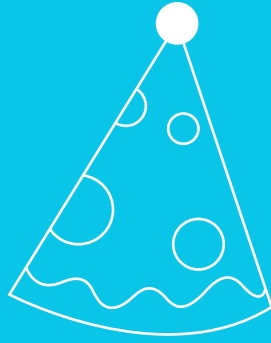
Don't exhaust your audience by over-sharing unnecessary details or boring anecdotes. In all of your marketing materials, you only have a few seconds to grab their attention. Do it well right off the bat and make it easy for them to find what they're looking for.

Don't hide your prices.

Don't go overboard in showcasing your industry knowledge.

Put yourself in their shoes and quickly give them what they want so they can press "Buy Now" sooner.





## #5: FUN

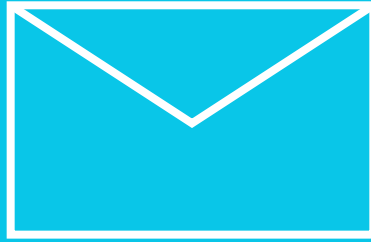
Are you a human? Do you enjoy having fun?

**We do, too. And so do your clients.**

Somewhere along the timeline of human history, someone decided that successful businesses needed to be stiff, cold, and proper. To be clear, we care deeply about being professional and culturally sensitive, but we also believe a splash of humor makes you more appealing to your audience.

When you're willing to laugh and expose your lighter side, you reveal your humanity. With a small joke or simple pop culture reference, you begin to appear less like a nameless, faceless corporation and more like a friendly companion willing to come alongside your customer on their journey.

In all of our marketing materials, we spend considerable time adjusting and perfecting your company's voice. You need to delicately walk the balance of being an expert while still being relatable and easy to understand. We have years of experience in crafting those messages for a variety of clientele, and we'll work with you to create a voice that makes you feel like that old friend whose advice you trust and admire.



## #6: WORTHWHILE EMAILS

A lot of people have a love-hate relationship with their email.

It feels necessary to check your mail several times a day, but it's exhausting to keep your inbox at 0. It's annoying to get dozens of company ads you don't remember signing up for, and you definitely don't have time to read all those newsletters you had every intention of reading when you first signed up. Many messages go unread or deleted, and every few months you probably go on a huge unsubscribe rampage when you've had all you can stand from shoe companies and that charity you donated to one time six years ago.

Although most companies are doing it poorly, email marketing is still alive and a very important part of any good marketing strategy. However, you have to do it well, or you'll end up like all those other messages getting deleted and unsubscribed.

As with every other aspect of your marketing, your emails need to focus on providing value for your customer. Email marketing is a long-term investment where you earn your home in their inbox. Don't go for the quick sales pitch. Take the time to craft compelling and helpful messages that your clients will look forward to reading.



## #7: ENGAGING (SHORT) VIDEOS

Videos are important for a lot of reasons, but here are the top two reasons why you need quality video content:

Video gives you a chance to show your personality.

People like working with people they can relate to. Your marketing copy on your website and print materials is super important, but video gives you opportunities print simply can't. Whether you're a professional law firm or a gymnastics club for toddlers, a quality video can showcase your personality and earn your client's trust in a much richer way than words on a page can do on their own.

Sharing your messaging through video puts your customer first (that's a good thing). Would you rather watch an interesting and visually-pleasing 30-second video or read two pages worth of web copy? Watching a video is easy, and your audience will likely choose to give you 30 seconds before they dive deeper into your copy.

And THAT is why video content on your website is so crucial. Short, informative, and engaging video content will likely be the world's first impression of your company, so make it count.

# READY TO GET STARTED?

WE CAN'T WAIT TO WORK WITH YOU.

CONTACT US AT  
[UPSTREAMMEDIA.ORG](https://upstreammedia.org)