

Marketing Roadmap

Sales Model	Marketing Focus	Key Strategies	Recommended Channels
Relational Sales	Trust & Authority Building	Create in-depth blog posts, case studies, and educational content.	Blog, LinkedIn, YouTube, industry events.
Relational Sales	Long-Term Lead Nurturing	Develop email drip campaigns, social media engagement, and webinars.	Email, Facebook Groups, networking events.
Relational Sales	Client Education	Host workshops, create downloadable guides, and share thought leadership content.	Webinars, PDFs, eBooks, educational videos.
Relational Sales	Personal Branding	Leverage LinkedIn, YouTube, and networking to build credibility.	LinkedIn, industry partnerships, speaking engagements.
Relational Sales	Reputation Management	Focus on client testimonials, Google reviews, and reputation management.	Google My Business, Yelp, TrustPilot, case studies.

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Solution Sales	Fast Conversions	Run Google Ads, PPC campaigns, and social media ads targeting high-intent buyers.	Google Ads, Facebook Ads, Instagram Reels.
Solution Sales	Clear Service Offers	Use simple, easy-to-understand pricing and service details on the website.	Simple landing pages, FAQs, pricing transparency.
Solution Sales	High-Intent Lead Generation	Optimize Google My Business and local SEO to rank for searches like 'plumber near me.'	Google My Business, SEO-optimized service pages.
Solution Sales	Direct Response Marketing	Use urgent call-to-action ads (e.g., 'Limited-Time Offer, Call Now!').	Instagram & Facebook Ads, direct call-to-action marketing.
Solution Sales	Referral & Review Incentives	Encourage customer referrals, incentivize reviews, and leverage word-of-mouth marketing.	Referral programs, SMS/email marketing, customer loyalty programs.