

SUSTAINABLE SYSTEMS

Analysis



 **KEY OBJECTIVES:** In order to create sustainable business, you need to be able to identify trends. These trends are collected from data within your business. By first identifying patterns, you can then begin to make slight shifts that optimize your marketing and sales performance.

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Step 1: Review Content Engagement

Look back through one months' worth of **content**.

- Begin by identifying which of the 4 C's was posted on which day.
- Next, look at which posts received the most engagement - likes & comments.
- Identify which types of content created the most audience engagement.

Step 2: Trace Conversation Paths

More often than not, our top posts create the biggest window of opportunity to engage in conversations with our audience. Go back to your 10 most recent **conversations** and note:

- How many of those conversations led to a sales call?
- How many messages were exchanged before a call was scheduled?
- What was the flow of the conversation?
- Was it an inbound message or did you reach out to your prospect?
(*HINT: Most of your business opportunities are created by reaching out to your audience.*)
- Was there a common pain point your prospects relayed?

Step 3: Study Your Audience

Now that you have gained a new following, go one step further and begin to track your **newly built audience**. These are most likely your ideal clients thanks to the audience building you have been doing!

- Start by looking through your recent followers that were introduced to your page!
- Look through your recent engagement to see if any new followers are heavily engaged with your content. Do they frequently like/comment on your posts?
(*If so, these are ideal candidates to spark up a conversation with.*)
- If possible, make notes about: How they found you, if they follow a certain expert in your industry, and if they belong to a certain group. (Answering questions like these allow you to better identify where your audience lives online.)

Step 4: Optimize Your Strategy

Now that we understand several key elements about our audience, such as:

1. What content resonates with them the most.
2. What their biggest pain point really is.
3. What conversations lead to the most calls
4. Where they live online.

We can begin to strategize our **marketing and conversations** for optimal performance. Aim to analyze your business on a monthly basis and continue to gather information and refine your methods online to get the best results possible.

★ **Give them the right content, build the right audience, have the right conversations!**

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Step 1: Review Content Engagement

ACTION: Take a look at your past month online and gather your data using the outline below:

Which of the 4 C's (Credibility, Character, Connection, Conversion) was posted on which day?

Which posts had the most engagement?

Which one of the 4 C's resonated most with your audience?

Step 2: Trace Conversation Paths

ACTION: Go back to your 10 most recent conversations and note:

How many of your conversations led to a sales call?

How many messages were exchanged before a call was scheduled & what was the flow of the conversation?

Were they inbound messages or did you reach out to your prospect?

Was there a common pain point your prospects relayed?

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Step 3: Study Your Audience

ACTION: Look to see **WHO** your new followers are and analyze the following:

Which of them are frequently liking/commenting on your posts? Write their names below.

Make any notes, if applicable, about where they hangout online.

Step 4: Optimize your Strategy

ACTION: Based off the data you have collected, write down your plan on how you are going to market and hold your conversations with you audience moving forward. What will continue to engage them the most?