

# Implementing Business Transformation Framework

Actions	Results
Keyword analysis	Market size and trends over time Competition identified Search volumes of topic phrases New opportunities identified
Product analysis	Logical and emotional product benefits from the customer perspective listed <ul style="list-style-type: none"> <li>● Customer fears</li> <li>● Customer frustrations</li> <li>● Customer wants</li> <li>● Customer aspirations</li> </ul>
Customer journey	Define the pathways for prospects to become customers <ul style="list-style-type: none"> <li>● Awareness</li> <li>● Interest</li> <li>● Consideration</li> <li>● Evaluation</li> <li>● Purchase</li> </ul>
Offer Stack design	Unique Selling Proposition <ul style="list-style-type: none"> <li>● Written products - ebooks, reports, articles...</li> <li>● Audio visual products - courses, videos, webinars, events</li> <li>● Physical products - core product plus bonuses</li> <li>● Miscellaneous products - support, groups, phone consultation</li> </ul>
Online presence	Google My Business (Google Map pin) Facebook Business Page LinkedIn Business Page
Content creation	Build out the customer journey content <ul style="list-style-type: none"> <li>● Web pages (optimised)</li> <li>● Lead magnet documents</li> <li>● Graphics</li> <li>● Ad text</li> </ul>
Email Marketing	Create prospect / customer email list <ul style="list-style-type: none"> <li>● Email sequence on new subscriber</li> <li>● Broadcast whole email list emails</li> </ul>
Digital Marketing	Google AdWords text search ads Google AdWords display image ads Facebook Like ads Facebook Post Boost Facebook Lead ads Others
Sales Funnel	Lead Collection - email exchange for lead magnet. Product / Service Sales Webinar / Event promotion

Don't sit on this knowledge and forget about it, put it to good use and implement Business Transformation Framework Success.