



Welcome to the Bridging Loan Directory - Marketing 101! This quick start guide is designed to help you:

- Build your brand
- Build your audience and
- Tap into proven expertise and marketing strategies that work

We all know that marketing can work wonders for your business and introduce you to new customers and opportunities but the sheer size of the task, knowing where to start and what to focus on is where we come in.

This guide gives you 60 days of repeatable marketing intelligence that you can begin applying to your business daily or at your own pace. From social media coverage to directory listings, it's based on more than ten years of delivering high-value marketing solutions to the specialist finance industry that work. The market is competitive and it's crowded but we are here to help you stand out and succeed.

On behalf of everyone at the Bridging Loan Directory, we wish you every success - so let's get cracking!

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bridging loan directory

Goals
Start professionally and successfully marketing. Introduce your brand to new clients and create warm contacts who are ready to buy!

Notes
Create a happy, healthy, prosperous empire!

Remember
Starting is often the hardest part so use these tips to build your confidence and audience.

Month:

Date:

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

1

First things first, define your USP and what makes you different. The market is crowded so why (specifically) would people choose to buy from you?

Define your ideal customer and their needs. What are the logical and emotive reasons why they will buy from you?

Improve the quality of your existing content and resources. Your website, images, content, blogs, social media and graphic designs.

Are you active on social media channels? They are a great way to build your brand and build trust. LinkedIn, Instagram, Facebook... where does your ideal audience spend time scrolling?

Define your brand voice, style and tone for your content and assign the task to a defined group or person. Consistency ensures your brand is instantly recognised.

2

Begin to build your audience. Networking events, exhibitions, business breakfasts, email lists, lead magnets, and social media marketing are great ways to build your brand and customer reach.

Encourage staff to engage with your social media posts to help with their reach. Ask questions, add value and offer a blend of marketing, engagement and thought-leadership posts.

People can often get stuck with social media and what to post. Discuss your journey, challenges, victories, thoughts, client wins, expertise and introduce your team to humanize the brand.

It's vital to nurture relationships with industry journalists and publications. Reach out and introduce yourself and your business.

List your business on trade website directories and take a multi-channel approach to coverage and customer communication.

3

What's in it for them? The best content is customer-centric so don't make the common mistake of constantly trying to sell or push your services.

Social proof is a thing and what better way to bang your drum than by letting a customer do it. Ask for testimonials, feedback and reviews and splash them around across your content.

Build backlinks to your website to improve search-engine optimisation and link to content that features you or your business.

Newsletters are a great way to get in touch and stay in touch. Start writing a regular customer newsletter to both existing and new customers. Don't forget to include an opt out option.

For maximum exposure and visibility, join a business listing directory. A BLD offers one of the best and most cost-effective approaches for eyes on your business.

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Press releases are the ideal time to showcase exciting developments within your business and get people talking.

Is your content following the key content pillars?
Inform!
Educate!
Entertain!
Inspire!

People love to read about people - we are all human after all. Add warmth and personality to your content and share your interests and hobbies.

Marketing your business is essential but also rather time-consuming and tricky to get just right. Outsourcing to experts is often the best route if you don't have the skills in house.

Social media and content marketing is not the time to blend in. Be different, celebrate what is unique about your business and people. Standing out is the new fitting in.



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Become a leader in your field by showcasing thought-leadership and opinion style content.

Are you thinking of investing in paid media or news titles? Our website gets 2K visitors daily and we offer years of industry expertise and are available for a chat whenever you need us.

Blogs are a great way to demonstrate your industry expertise, give extra value to your audience and drive visitors to your website with lots of well-placed keyword phrases.

Referrals are a fantastic source of business and immediately build rapport. Get proactive in seeking them out from existing customers or offer referral incentives via your newsletter.

Images are a great way to humanize your brand and breed familiarity. If photography isn't a strength, invest in some professional brand photos that can be used across all channels.

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When you are creating any content, focus on how you help customers save time, money, frustration, or all of the above.

Define your brand values and discuss and demonstrate them. For example, you may care about sustainability or actively support equality. In 2022, decisions are made on more than just money...

Videos may feel a bit scary but they allow people to really get a feel for you and bond. You can include hyperlinks to videos in your email marketing and they are perfect for social media marketing.

Regularly share customer results and focus on the problems and solutions.

New hires, industry awards and case studies are a great way to demonstrate who you help and how.

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Share current and interesting industry updates/news and assert yourself as the 'go-to'.

Can you use a lead magnet to drive subscriptions and interest? A lead magnet is essentially a freebie that encourages customers to give you their data.

Promote your services. Focus on the needs of your audience and what's in it for them. Selling is nothing to shy away from. Be confident - Does Nike shy away from selling?

Never underestimate the power of storytelling. Whether you share the story of how it all began or a simple win that week, people find stories eminently relatable.

SEO-friendly. When you write you have two audiences: customers and Google. What sort of phrases and language would your customers use when looking for your services?

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Email marketing is often a missed trick. Think less spam and more solutions. Email marketing is ideal for staying in touch and enticing new business.

Canva is a simple online program that is free. Use it to create stand-out media for your social channels and promotions. Top tip; upload your company colours and pick a style and font.

Have you created a free Google my Business account? Hint, hint, get cracking and start driving more traffic.

Share some small free content that helps your audience with a common problem. Focus on ways to save time/money/frustration.

Content marketing is a highly effective tactic that doesn't require a huge budget. If you aren't a great writer (yet), don't try to be fancy just share your expertise.

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Keep regularly posting to social channels. Building trust and an audience takes time but is a worthy investment. LinkedIn (in particular) has billions of active professional users.

Outbound marketing is ideal for when you wish to add more clients. Tailored, personalised direct messages can work very well and you can even now send voice notes.

What hashtags do your target audience use? Use those hashtags on your social media posts and follow the hashtags.

Hashtags are also useful to connect with other businesses/people. For example, if your business is in Surrey, follow #surreybusinesses and connect with the other users following the hashtag.

Content marketing requires consistency and patience. Commit to what you can achieve to i.e., posting three times a week and a monthly newsletter.

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No one can be everywhere at once. Scheduling software such as Publer is free and allows you to schedule your content on LinkedIn, Instagram, etc.

Advertising with the Bridging Loan Directory puts your business in front of thousands of target customers daily.

Trust is a leading factor when choosing who to spend with. Champion your social responsibility and make a stand on important issues.

Use data and analytics to track and measure your marketing campaigns. You can then learn what works and what doesn't.

Webinars and podcasts are popular tools to enable your audience to get to know, like and trust you.

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Promoting a free consultation can be an effective marketing tactic that secures new leads for your business.

What takeaways and observations have you made about your target audience and their needs? Niche that content!

Your brand is much more than a logo. Think about how you want your customers to feel. The language, content and messages you convey should all aim to create a feeling.

Connect. Make a list of 100 people in your target market you would like to connect with and get cracking.

Get inbound links. Inbound links boost the performance of your website and add credibility.

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List your marketing goals and get specific. For example, I will grow an audience of 5K on LinkedIn.

Use social channels to drive traffic to your website.

Inject some personality and warmth into your writing. Think about the sort of quality, engaging, entertaining content that gets the like button clicked.

Always hold your customer at the heart of your marketing and put them first. Provide massive value and woo the crowd.

A great conversion strategy is using your social media and marketing to answer questions that your customers are asking.



Building a brand often takes dogged determination and time - two things that can be in short supply. If you feel it's time to bring in the experts, the Bridging Loan Directory can place your business in front of thousands of ideal clients per month. For a friendly chat about how we can help, feel free to reach out to Tony and tap into absolute donkey's years of experience.

Sincerely,
The Bridging Loan Directory team

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Getting in front of a large and growing audience with quality content allows you to keep adding new clients.

Create content that is both personable and professional and tap into your style, voice and confidence.

Be hyper clear about who you help and how and then focus on building trust. What is unique about your offering?

Most new digital marketers are deterred by the sheer size of the task. Start small or enlist the experts.