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# WEEK FIVE

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Welcome to the fifth week of the Mentor Her program. Week Two to Week Three was all about finding your Mentee's business position and making a plan to get to that next level. Last week, we looked at her Business Pitch and ways that she can curate a story around her journey. Continuing on from last week, this is the second of our Sales and Marketing manuals that we hope will help Mentees either revisit their strategies or create one from scratch. This week is all about finding the right avenues for Marketing her business online.

## WEEK FIVE MANUAL INCLUDES:

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- Revisiting groundwork business questions that most business owners should know including: what region is she selling to, her industry, her target demographic and her Unique Selling Point (USP).
- Seeing how customer acquisition works and delving deeper into region, industry and demographic to find the right sales channels for her business.
- Going through the Marketing Basics. We recommend every business owner familiarise themselves with Blogging, Press Releases, Email Campaigns and Search Engine Optimization and then pick two social medias to focus her content creation on.
- Looking closely at what social media she should focus when marketing her business including Facebook, Instagram, Twitter and LinkedIn with a short description of other platforms including Tik Tok, YouTube, Whatsapp and Pinterest.
- Re-evaluating her USP and considering ways that she can construct an introductory offer for new customers to help capture more leads.

## QUESTIONS YOU CAN ASK HER:

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- Where can you focus your Marketing Plan on to attract new customers in your region, industry and target demographic?
- Let's look at social media platforms. Which apps do you think your customers use the most? What will you focus your marketing plan on? What sort of content works best for your chosen social media platforms (i.e. image, video, text, article etc.)?
- Have you considered having an introductory offer to get new leads in your business? What do you think will work best? How will you market this online?