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# SMME Clinic Masterclass

Take your brand to the next  
level with story-driven  
marketing funnels

Marlon August  
The Story Marketing Guy

BROUGHT TO YOU BY



# WHAT WE WILL COVER

**01**

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**SIMPLE CUSTOMER  
ROAD MAP**

**02**

---

**6 ASSETS EVERY  
CAMPAIGN NEEDS**

**03**

---

**HOW TO BRING IT  
ALL TOGETHER**

# MARLON AUGUST

## CAREER HIGHLIGHTS



### BUSINESS/MARKETING EXPERIENCE



- OVER 23 YEARS BUSINESS DEV & TRADE IN SADC
- 8 YEARS RUNNING STORY ADVANTAGE
- STUDYING & APPLYING STORY SINCE 2019

### INDUSTRIES



- VARIOUS INDUSTRIES
- PRODOMINENTLY SPEAKING/EDUCATION INDUSTRY

### BEST RESULTS



- RAISED OVER \$4MILLION USD IN A SINGLE CAMPAIGN
- REPLACED A TEAM OF 8
- TRIPLED REVENUE IN MARKETING CAMPAIGN



# **SPECIAL GIVEAWAY**

**ATTENDEES GET TO WIN A BRAND  
RESONANCE AUDIT**

**VALUE: R8000**

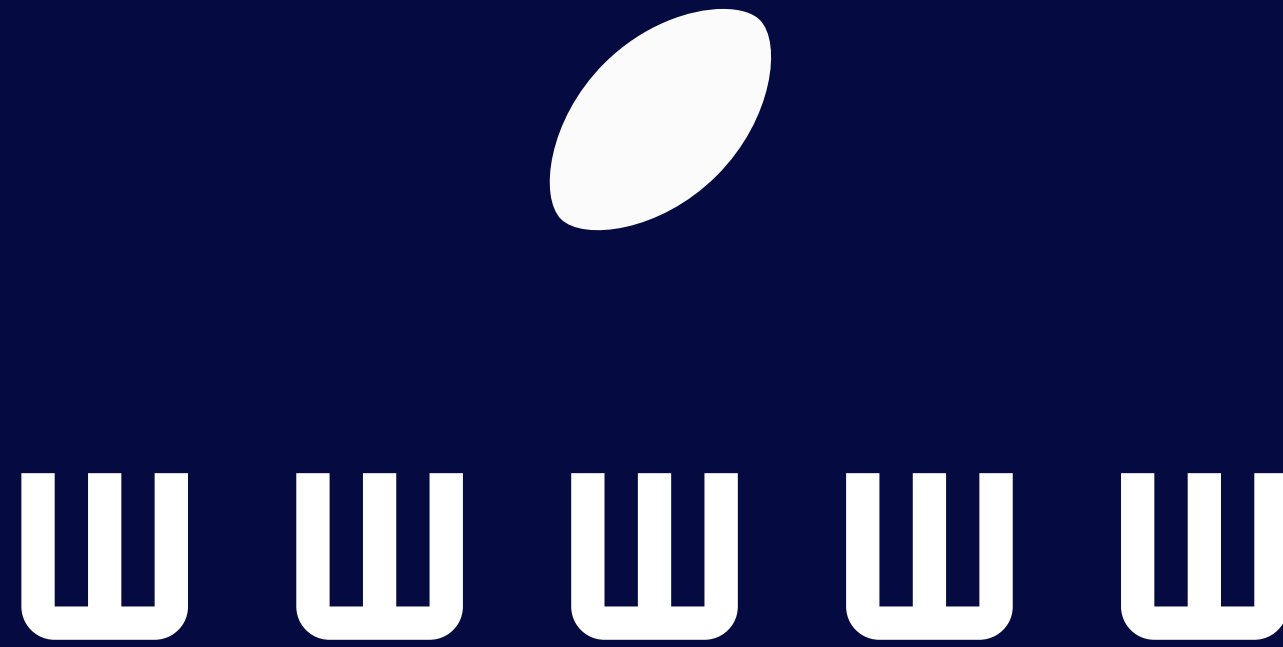


**[HTTPS://LINK.STORYADVANTAGE.CO/AUDIT](https://link.storyadvantage.co/audit)**

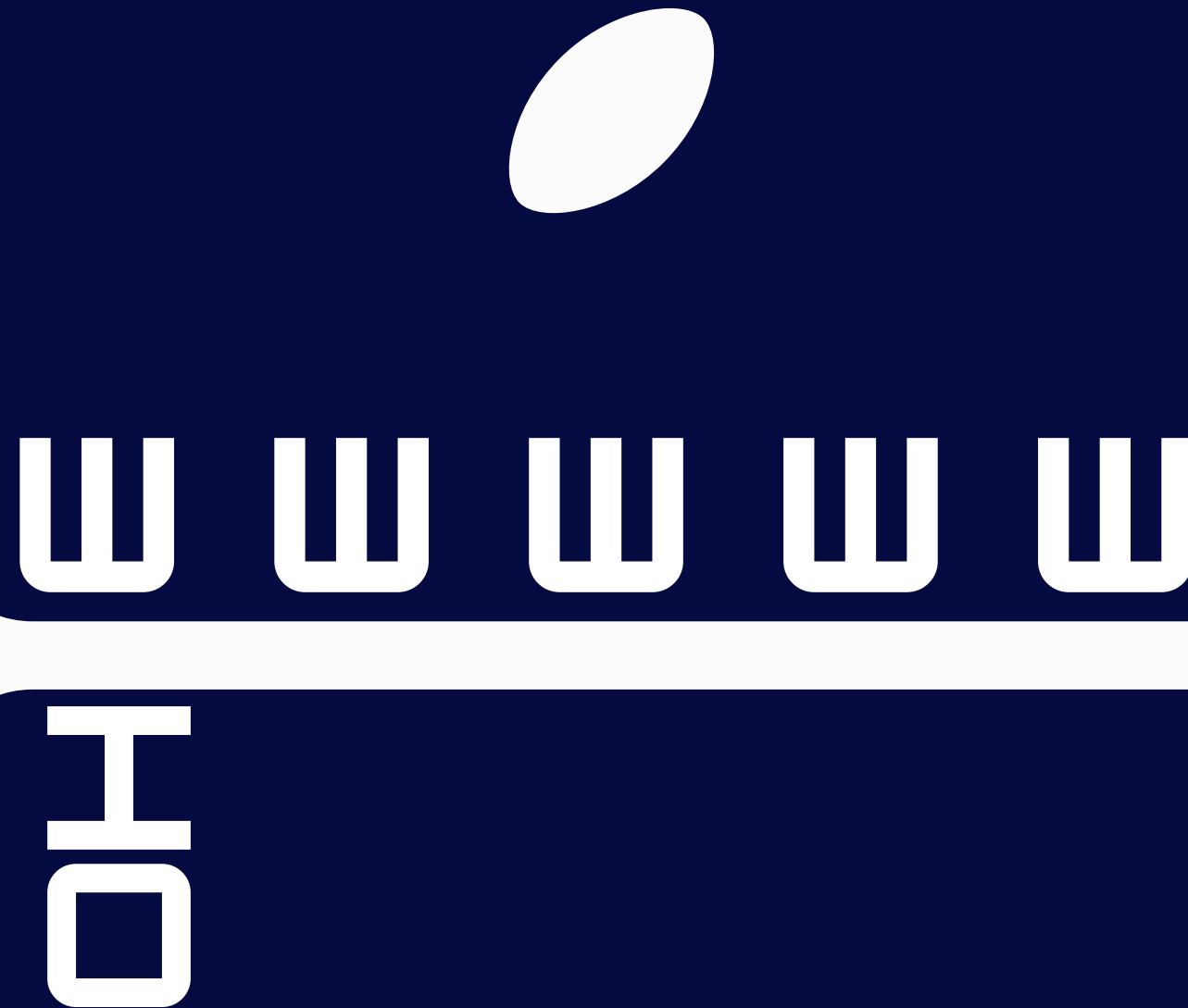




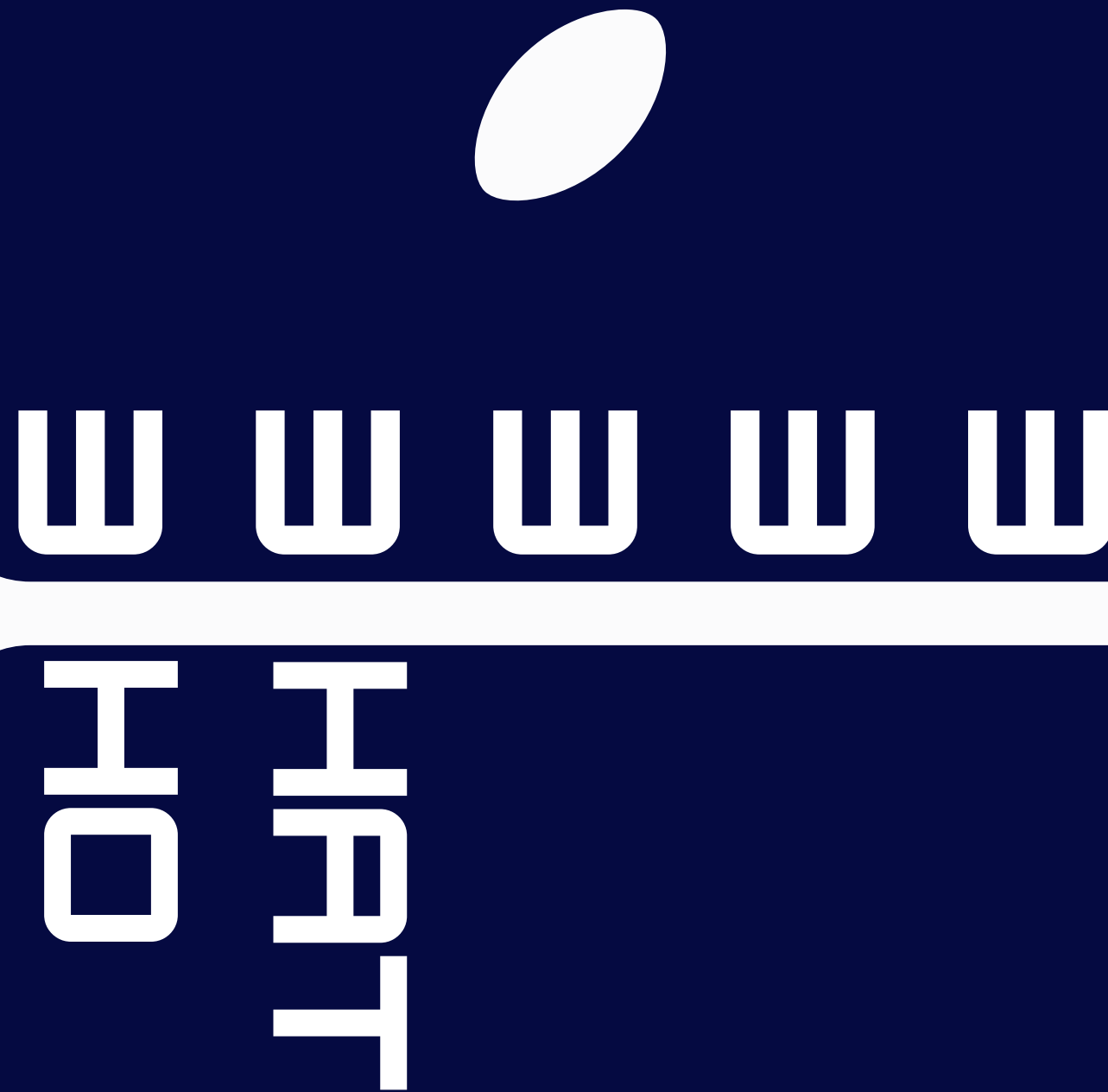
TACTICS VS STRATEGY  
**BEGIN**  
WITH THE END



TACTICS VS STRATEGY  
**BEGIN**  
WITH THE END



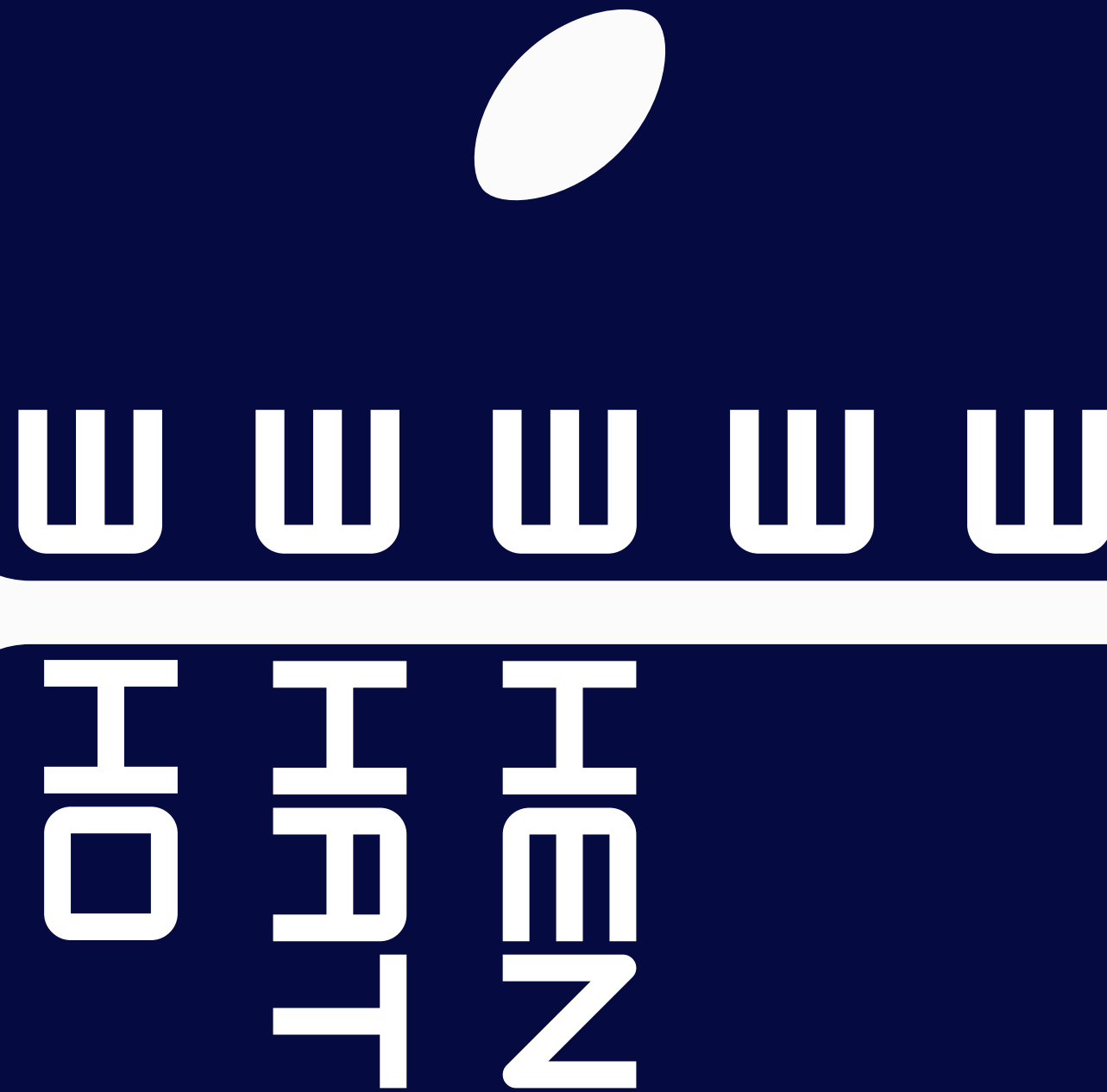
TACTICS VS STRATEGY  
**BEGIN**  
WITH THE END



TACTICS VS STRATEGY

# BEGIN

WITH THE END



TACTICS VS STRATEGY

# BEGIN

WITH THE END

W W W W W

I O I F I M I R  
O F M R M





TACTICS VS STRATEGY

# BEGIN

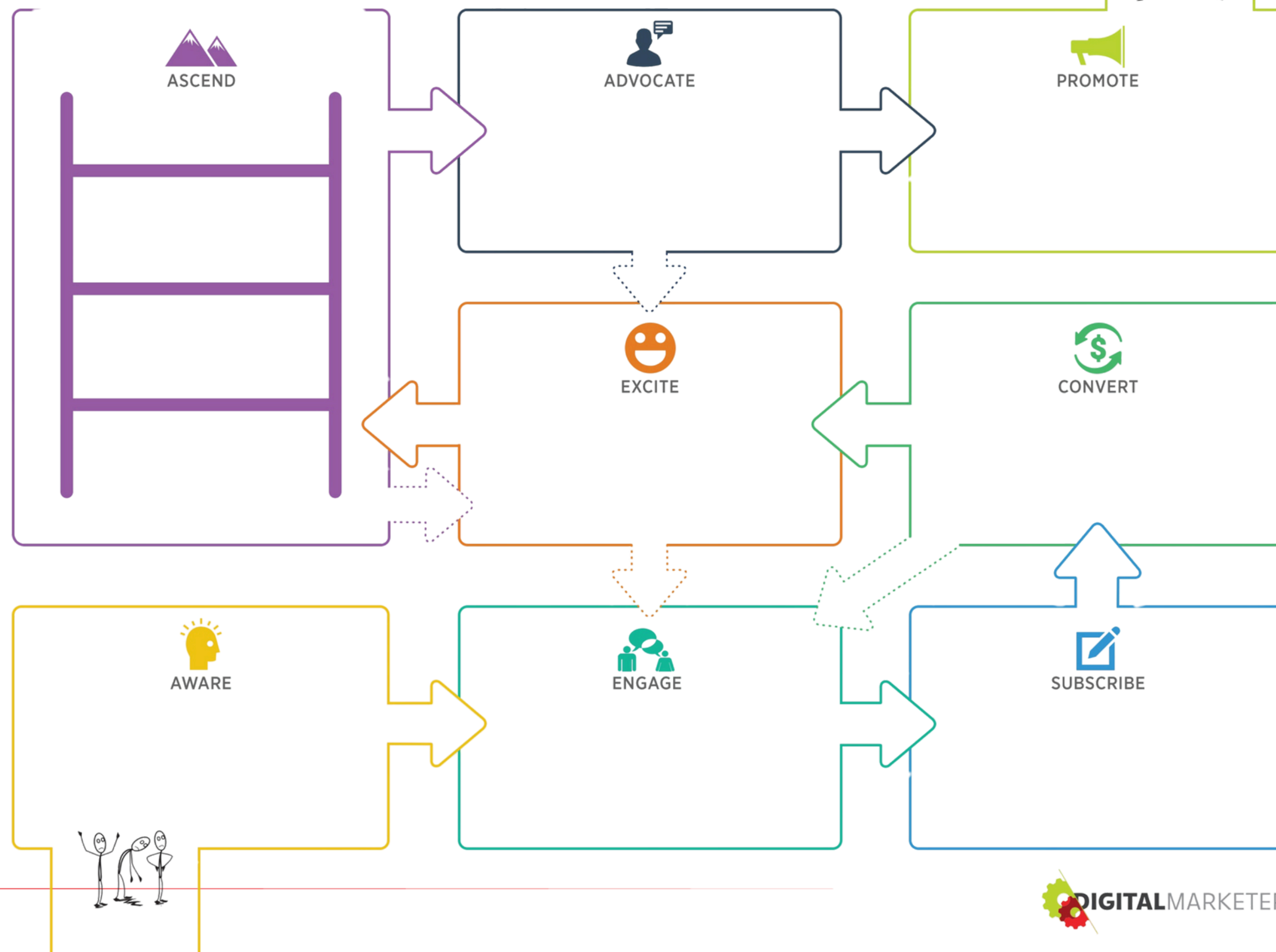
WITH THE END

W W W W W

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# VALUE JOURNEY WORKSHEET



# 6 ASSETS EVERY CAMPAIGN NEEDS

BRAND MESSAGE

01

ONE-LINER

02

WEBSITE

03

LEAD MAGNET

04

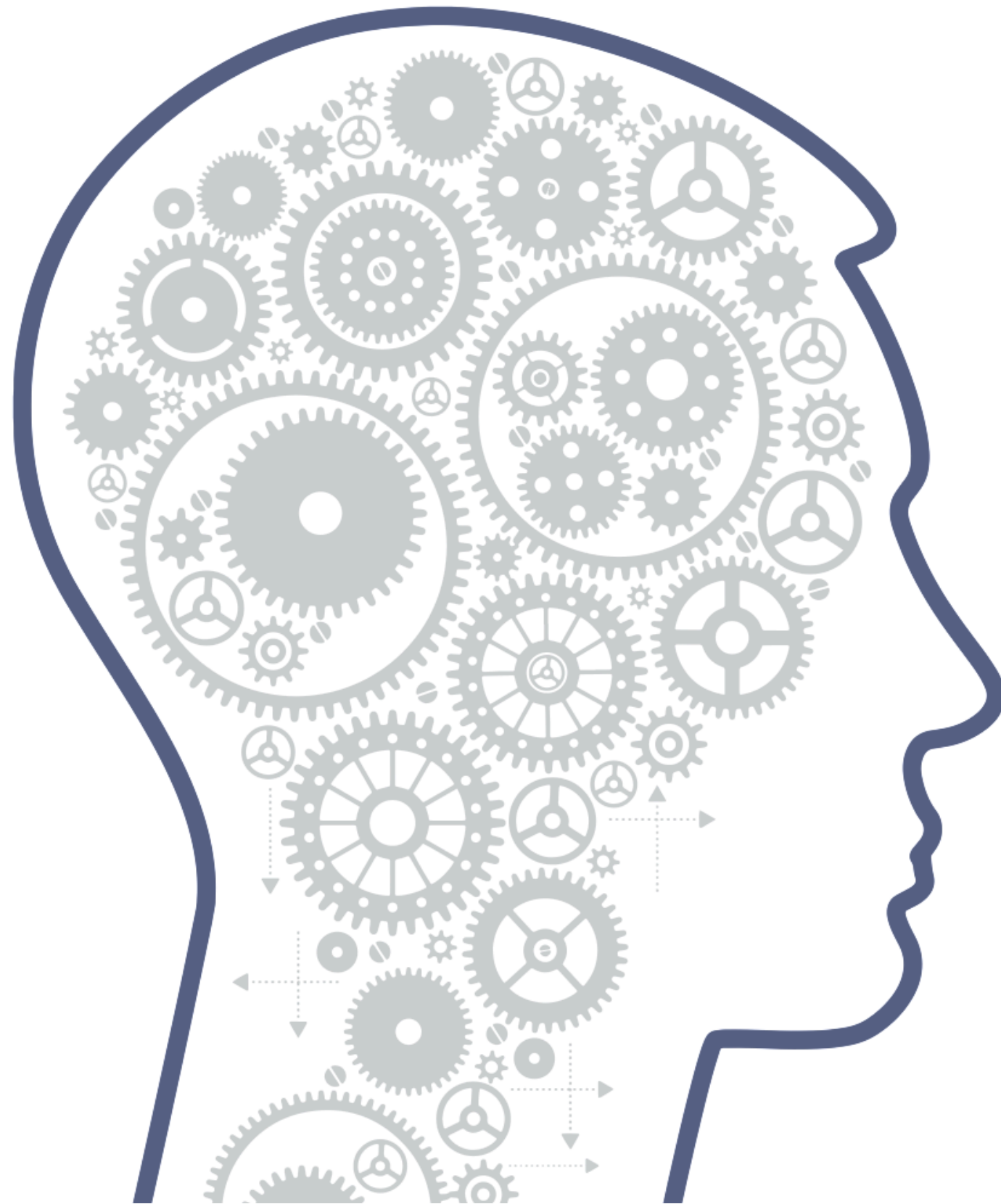
NURTURE CAMPAIGN

05

SALES CAMPAIGN

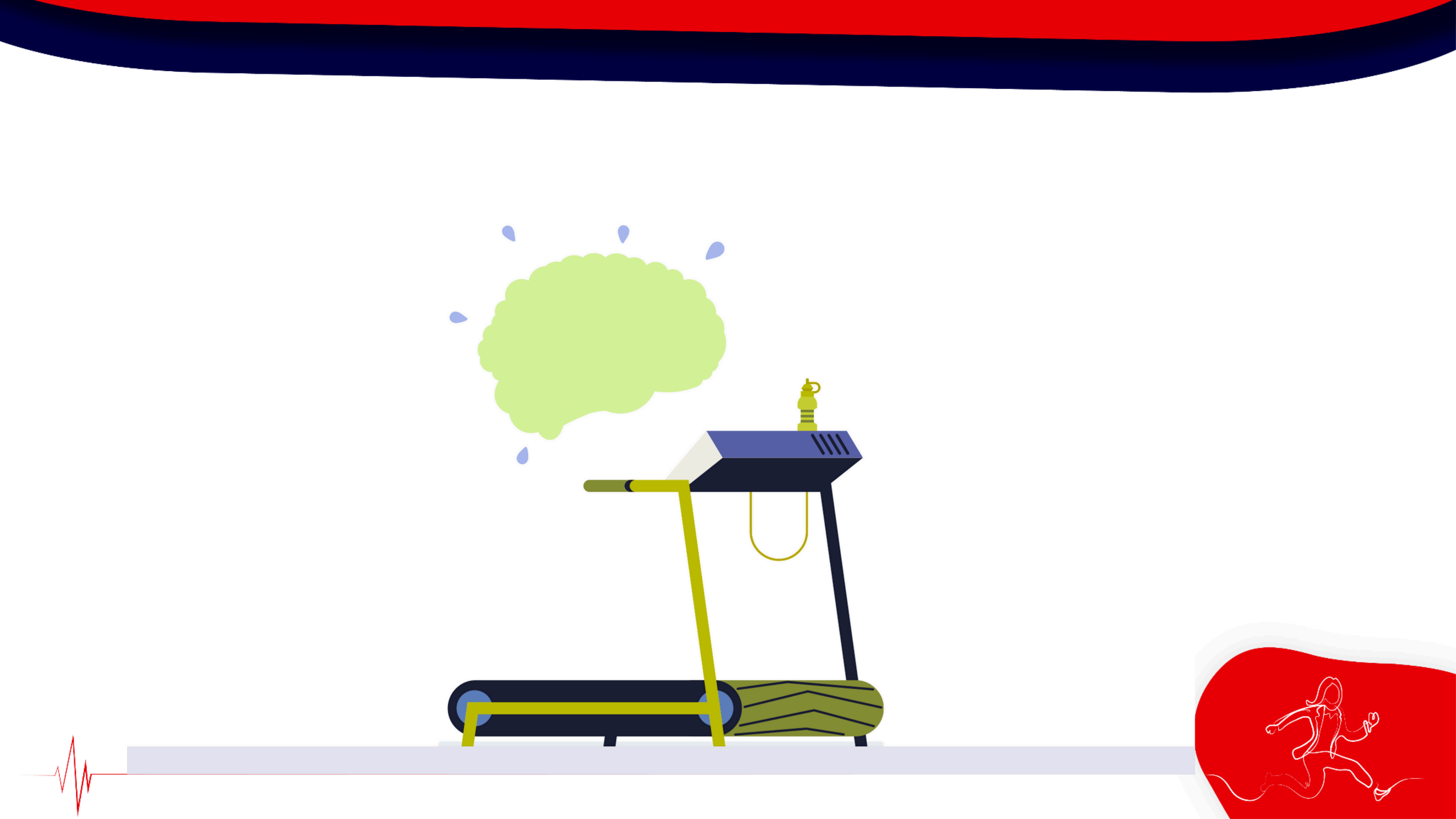
06



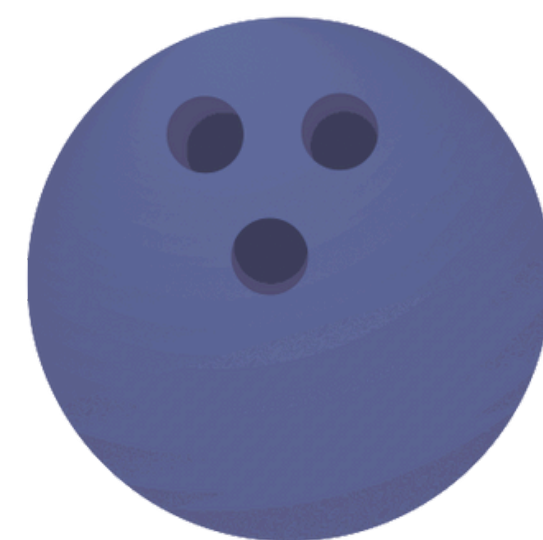


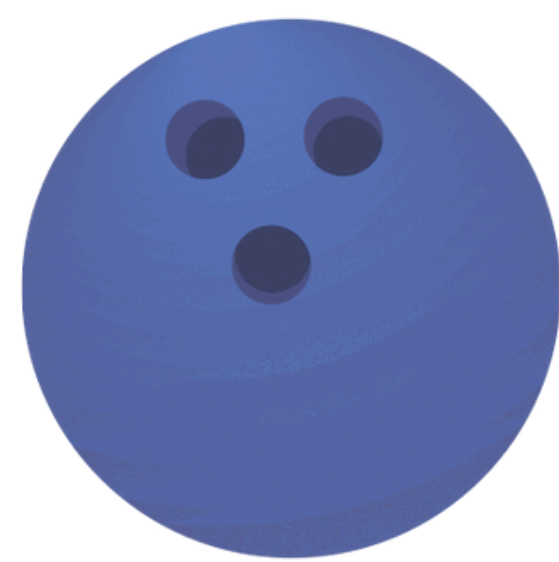
**1.SURVIVE**  
**2.THRIVE**

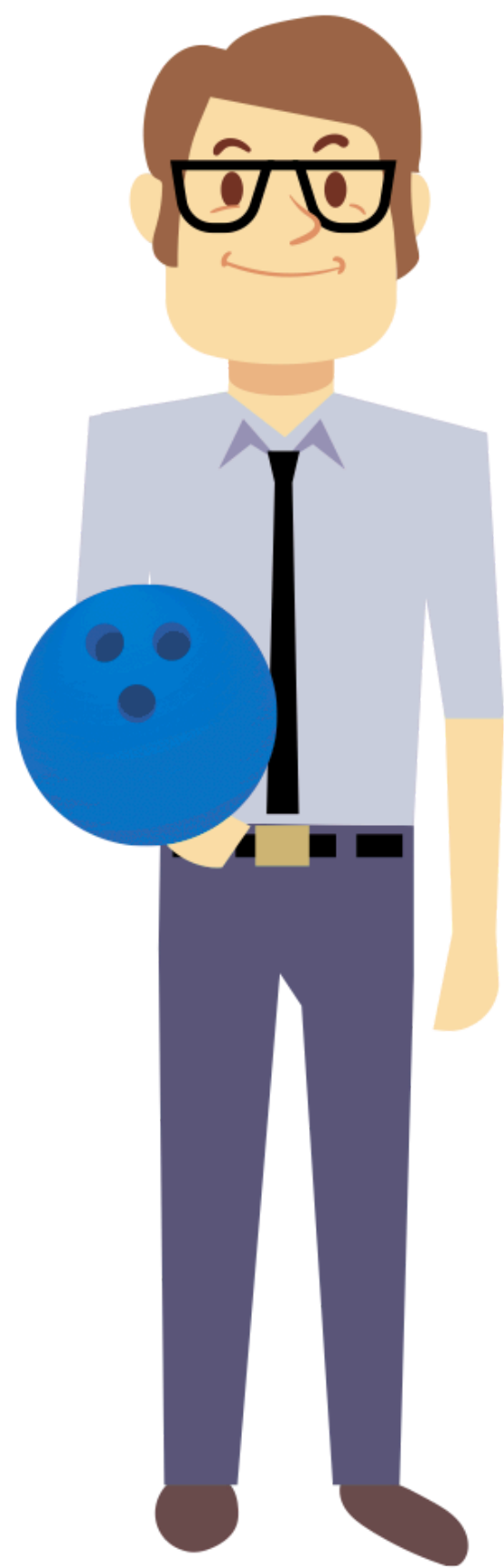


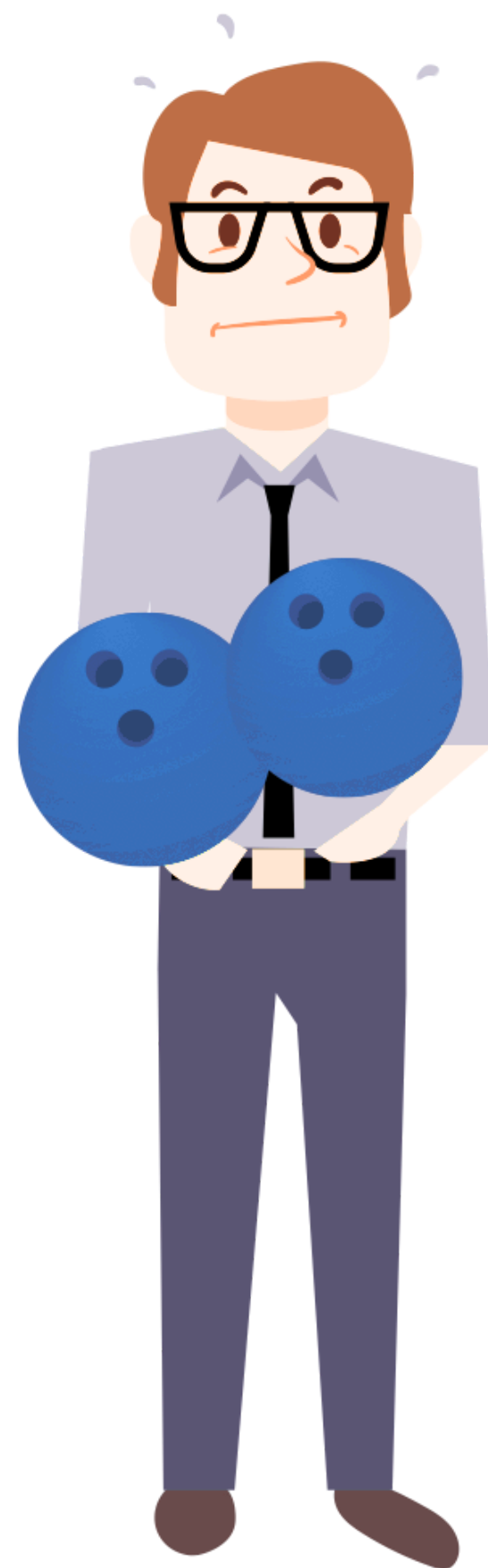


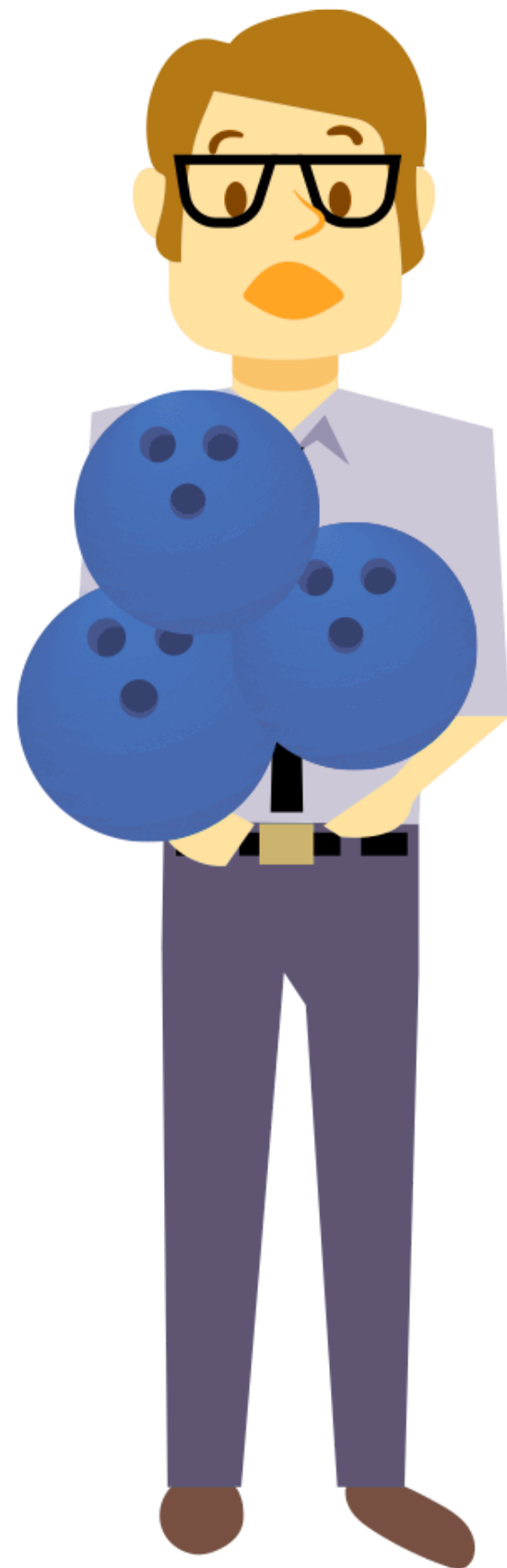




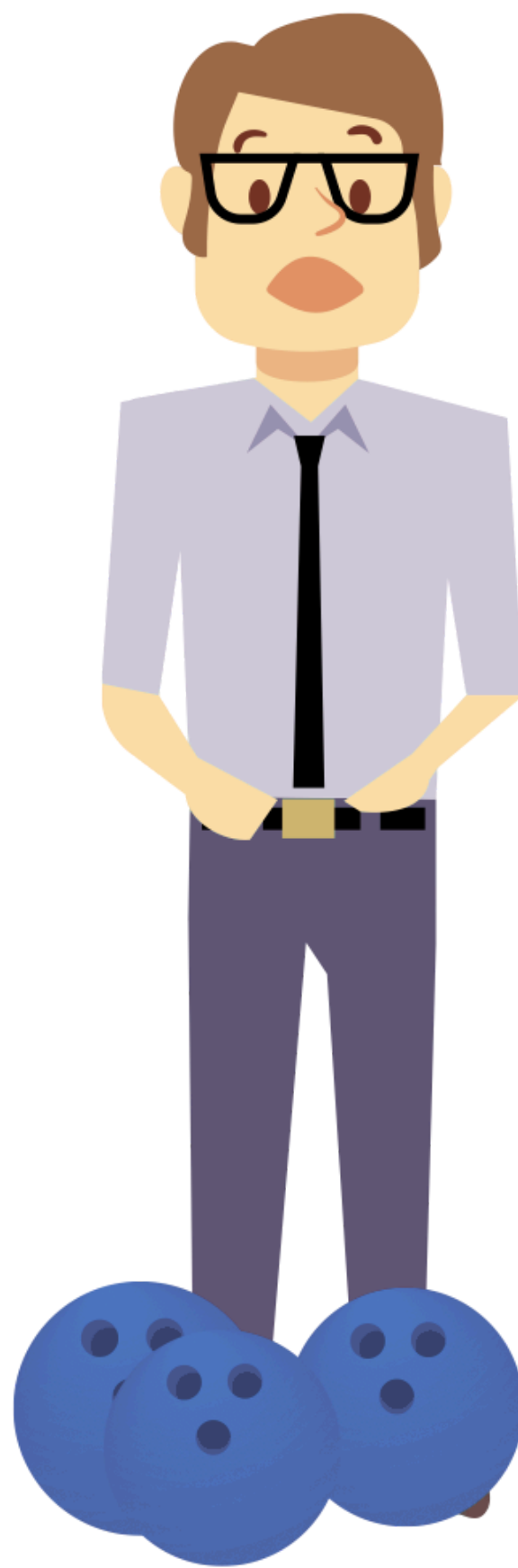








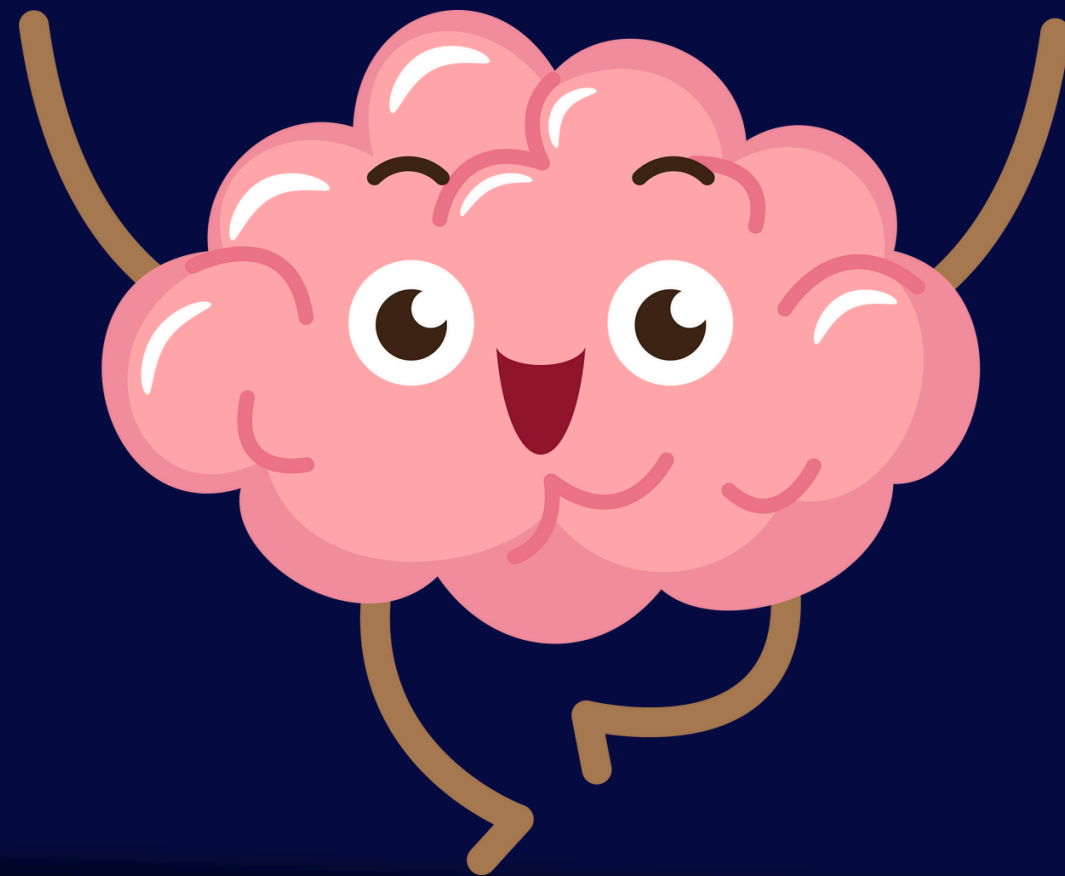


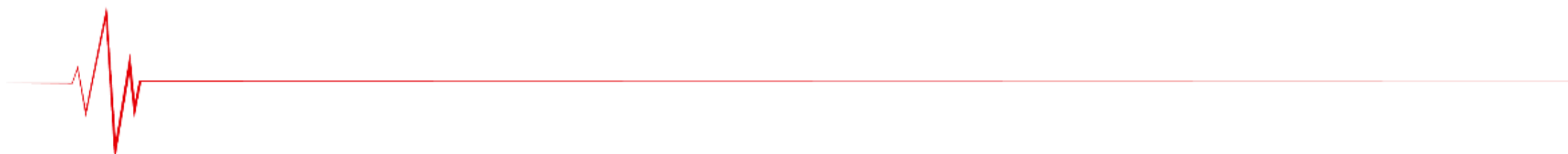
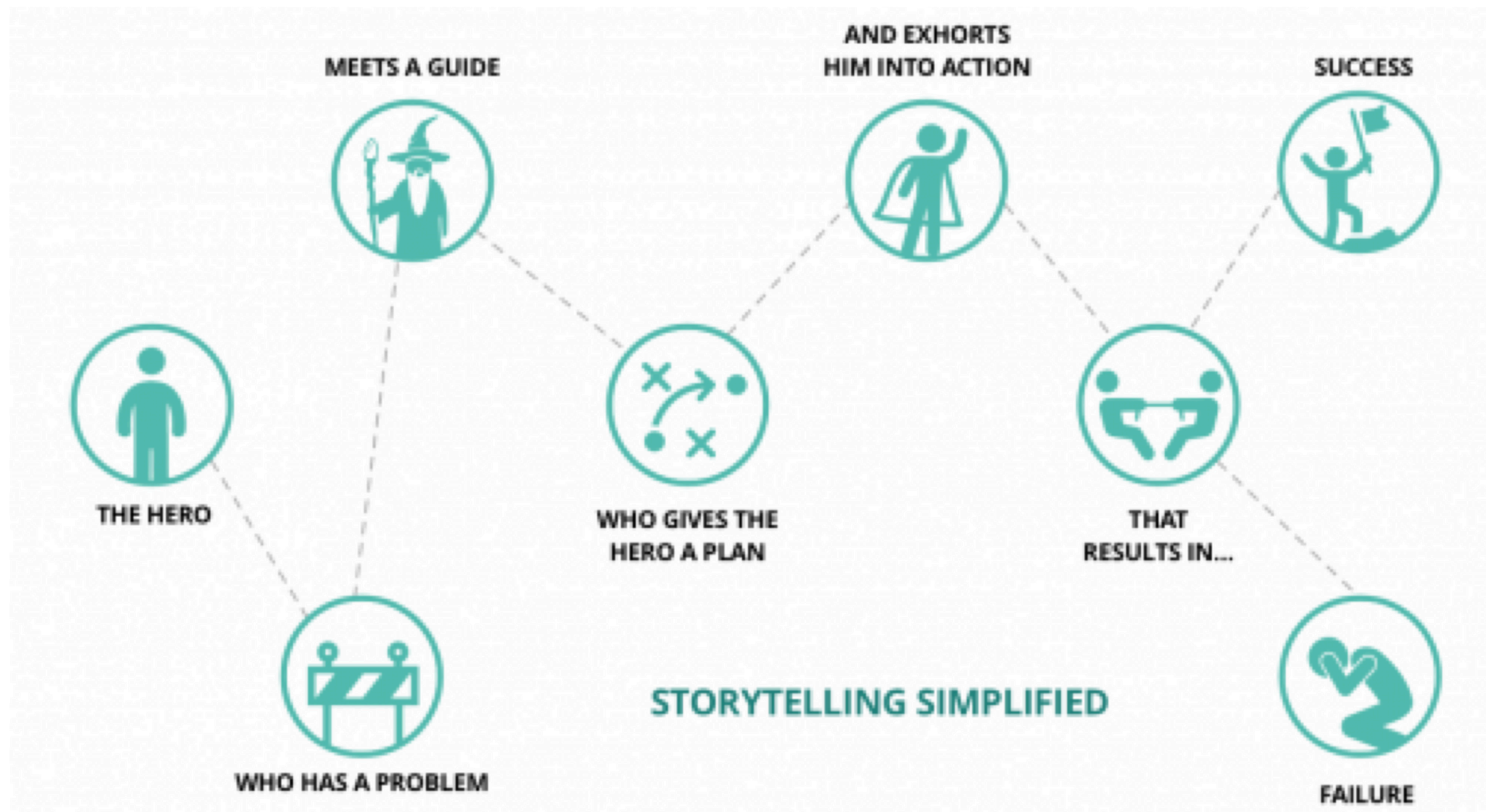


**IF YOU  
CONFUSE...  
YOU'LL LOSE**



**STORY HELPS US  
MAKES SENSE**







New York Times Best-Selling Author

DONALD MILLER

# BUILDING A STORY BRAND



*Clarify Your  
Message So  
Customers  
Will Listen*





# WHAT YOU CAN CREATE WITH A CLEAR BRAND MESSAGE?

**Sales material**

**Ad copy**

**Social media content**

**Company profile**

**Blog content**

**Internal/External company messages**



**DO YOU HAVE A BRAND  
MESSAGE THAT UNITES  
YOUR TEAM?**



# ONE-LINER



# ONE-LINER

- PROBLEM



# ONE-LINER

- PROBLEM
- PRODUCT/SOLUTION



# ONE-LINER

- PROBLEM
- PRODUCT/SOLUTION
- RESULT



# EXAMPLE

**Most people get stressed out when they think about having to remodel their kitchen so they never actually do it. MC Contractors takes the pain out of your remodel project so you get your dream kitchen faster, without all the hassle.**



# WEBSITE





# WEBSITE

- PASS THE GRUNT TEST



# WEBSITE

- PASS THE GRUNT TEST
- INCLUDE CLEAR CALLS TO ACTION



# WEBSITE

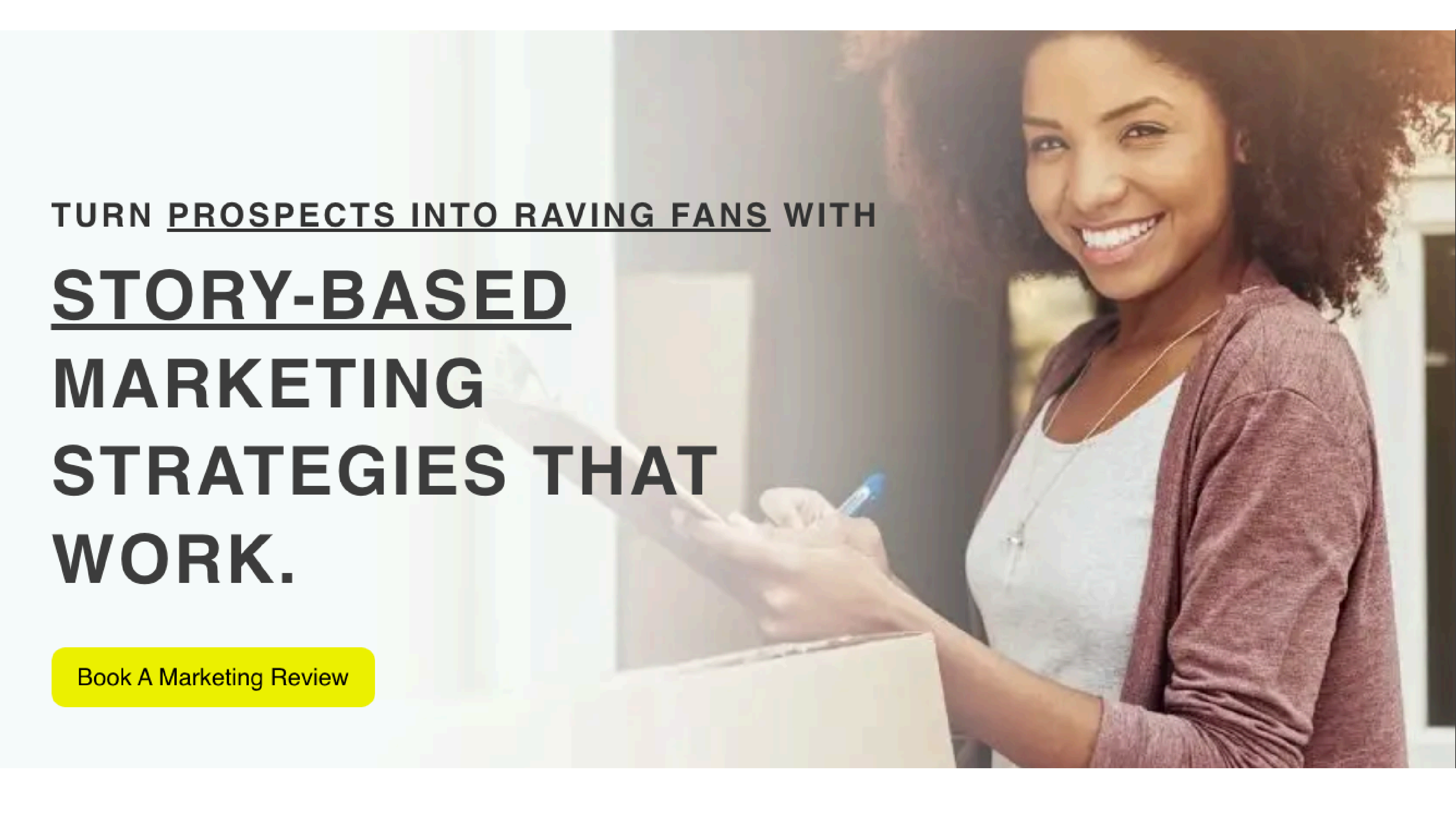
- PASS THE GRUNT TEST
- INCLUDE CLEAR CALLS TO ACTION
- MAKE IT SCANNABLE



# WEBSITE

- PASS THE GRUNT TEST
- INCLUDE CLEAR CALLS TO ACTION
- MAKE IT SCANNABLE
- INCLUDE SECTION HEADERS





TURN PROSPECTS INTO RAVING FANS WITH  
**STORY-BASED**  
**MARKETING**  
**STRATEGIES THAT**  
**WORK.**

[Book A Marketing Review](#)

# Effective marketing starts with the Three S's



## Stories That Engage

Creating quality content isn't difficult. You simply need to communicate in a way that ordinary folks can understand.



## Systems That Work

Marketing is a science as well as an art. The simpler your systems and processes, the easier it becomes to course-correct to get the desired result.



## Strategies That Deliver

The strongest marketing strategies are those that operate 24/7. When online and offline processes work in sync, are trackable, and can be tweaked with ease.

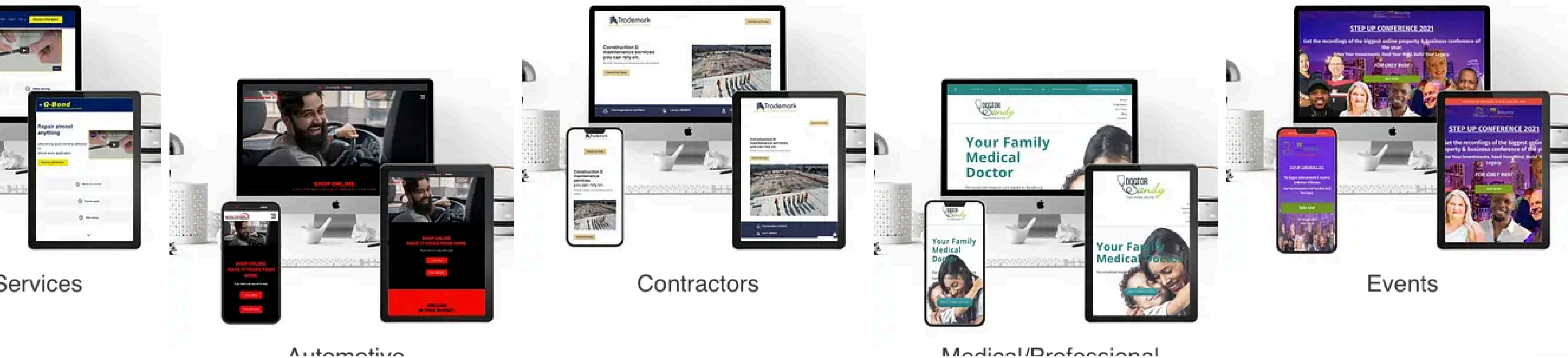
Customers don't always buy the best products and services.  
They buy those that are easiest to understand.

[Book A Marketing Review](#)

# Story-based marketing works in any industry.

Whether you're marketing B2B or B2C. You are still marketing to humans. Story-based marketing is the easiest way to unlock your brands' success.

Look at the various industries where story-based marketing can be effective.



Services

Automotive

Contractors

Medical/Professional

Events

# How we work

## .01

### Package

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This process ensures a roadmap that not only engages customers but propels your brand into the spotlight, cultivating a lasting impression.

## .02

### Go-To-Market

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“Where vision becomes reality.” We translate your marketing strategy into action by meticulously crafting all collateral assets needed for a compelling market entry.

## .03

### Sell

---

From crafting compelling ads that resonate with your audience to executing persuasive sales calling scripts, and continuously monitoring funnel stats, we leave no stone unturned.

[Book A Marketing Review](#)



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# Boosting your website sales: 5 Essential Tips

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MARLON AUGUST

STORYADVANTAGE.CO

@STORYADVANTAGE

# 5 Essential Tips Boosting your website Sales



Marketing for most businesses becomes a waste of money. We help business leaders simplify and streamline the marketing process ensuring impactful marketing campaigns launch faster.



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# LEAD MAGNET



# LEAD MAGNET

- INCLUDE AN INTERESTING TITLE



# LEAD MAGNET

- INCLUDE AN INTERESTING TITLE
- PROVIDE CONTENT THAT OFFERS VALUE



# LEAD MAGNET

- INCLUDE AN INTERESTING TITLE
- PROVIDE CONTENT THAT OFFERS VALUE
- QUALIFY YOUR AUDIENCE



# LEAD MAGNET

- INCLUDE AN INTERESTING TITLE
- PROVIDE CONTENT THAT OFFERS VALUE
- QUALIFY YOUR AUDIENCE
- GET AN EMAIL ADDRESS



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# 5 Essential Tips Boosting your website Sales





# NURTURE CAMPAIGN



# NURTURE CAMPAIGN

- POSITION YOUR BRAND AS THE GUIDE



# NURTURE CAMPAIGN

- POSITION YOUR BRAND AS THE GUIDE
- REPEAT THE PROBLEM YOU SOLVE



# NURTURE CAMPAIGN

- POSITION YOUR BRAND AS THE GUIDE
- REPEAT THE PROBLEM YOU SOLVE
- REMIND PEOPLE YOU EXIST



# NURTURE CAMPAIGN

- POSITION YOUR BRAND AS THE GUIDE
- REPEAT THE PROBLEM YOU SOLVE
- REMIND PEOPLE YOU EXIST
- OFFER VALUE



# SALES CAMPAIGN





# **SALES CAMPAIGN**

- **SOLVE A PROBLEM FOR YOUR CUSTOMER**



# **SALES CAMPAIGN**

- **SOLVE A PROBLEM FOR YOUR CUSTOMER**
- **OVERCOME AN OBJECTION**



# **SALES CAMPAIGN**

- **SOLVE A PROBLEM FOR YOUR CUSTOMER**
- **OVERCOME AN OBJECTION**
- **INTRODUCE A PARADIGM SHIFT**

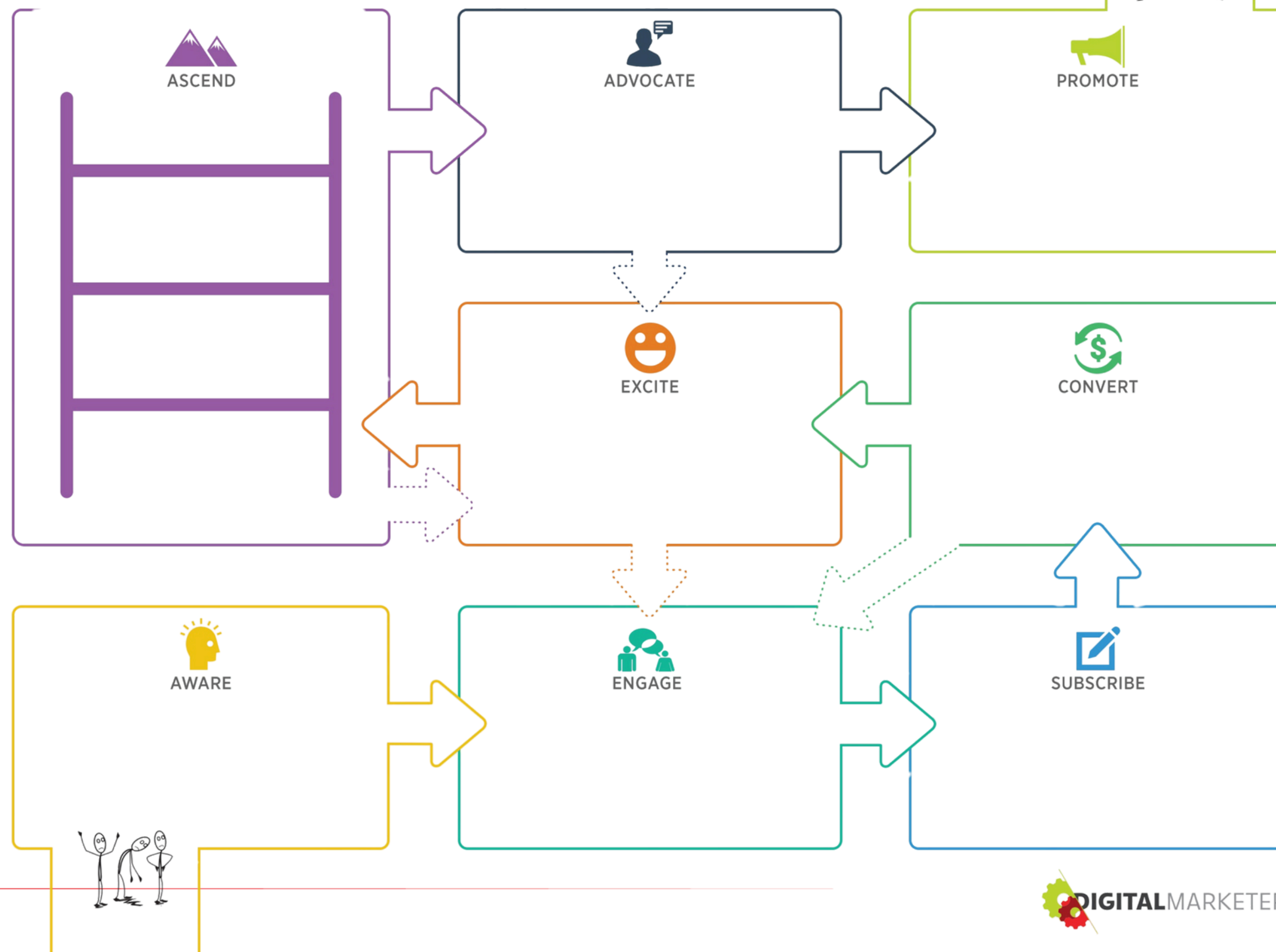


# **SALES CAMPAIGN**

- **SOLVE A PROBLEM FOR YOUR CUSTOMER**
- **OVERCOME AN OBJECTION**
- **INTRODUCE A PARADIGM SHIFT**
- **ASK FOR THE SALE**



# VALUE JOURNEY WORKSHEET



# Q&A

**Connect with me**

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**Meta: @marlonbha**

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# **SPECIAL GIVEAWAY**

**ATTENDEES GET TO WIN A BRAND  
RESONANCE AUDIT**

**VALUE: R8000**

**[HTTPS://LINK.STORYADVANTAGE.CO/AUDIT](https://link.storyadvantage.co/audit)**



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# Thank You!



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*Practical Business Remedies*