

The logo for 'Marketing Strengths' features the word 'Marketing' in a black script font above the word 'STRENGTHS' in large, bold, orange capital letters. Below 'STRENGTHS' is the text 'FOR BUSINESS OWNERS with Joni Jeffries' in a smaller, black, sans-serif font.

Marketing
STRENGTHS
FOR BUSINESS OWNERS with Joni Jeffries

Black Crow Books - Full Marketing Strategy

Owner: Sera Black

(Names changed for privacy)

What Sera Wants: to grow her business on Instagram herself, but isn't sure what to post or when.

Results of her Clifton Strengths Quiz:

Top 5: Input, Adaptability, Relator, Intellection, Developer

Bottom 5: Includer, Activator, Woo, Significance, Competition, Consistency

What this tells me about how she can show up on Social Media:

What I learned from her Top Five: Sera loves to learn and knows a lot about a lot of different things (duh! Bookstore owner); she enjoys developing others (helping them find the perfect book); she lives in the moment; she enjoys deep, long-lasting relationships

What I learned from her Bottom Five: Sera prefers to work alone and does not rely on group work or collaboration; she likes to think things

through, she does not go out of her way to meet strangers; She does not need to be the face of her business nor does she want to be, she's happy to do her work behind the scenes; she does not compare herself to others; she believes in using what she has and the connections she has to grow her business and understands that these resources are different for every individual

What does this tell me about how Sera should and can show up on social media?

According to her top five:

- Sera is a wealth of information on a variety of subjects. This is perfect for her business, as she has customers who are interested in literally every subject. She can use this knowledge to share interesting facts, books, and info on a variety of subjects that interest her customers. A lot of her posts can be sharing new books on various topics and what she's learned from that book.
- As much as she likes to learn, she wants others to learn as well. She enjoys helping people find exactly what they're looking for and introducing them to new things. This will make for great Q&A online.
- While she likes to know where she's going, she's also impulsive, so keeping things loose as far as content will be the best strategy for Sera.
- She feels especially connected to her regular customers. Many of her posts should be directly targeted to them and the books they like to read, events they like to attend, etc. She can even ask them

directly what they would like to see her sharing on social.

According to her bottom five:

- Sera works best on her own, and should manage her own account.
- Sera's not one to naturally engage with strangers. Reaching out and talking to people online that she doesn't know would be both awkward and likely backfire. This should not be part of her strategy.
- Sera's not comfortable being the center of attention, so photos of herself and live videos are not an appropriate strategy for her business.
- One area Sera could challenge herself is to share professional images of herself at least once a month.