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Reasons
Authenticity
is Key to
Business
growth

STRATEGY

TRACKING

SUPERIOR STORYTELLING

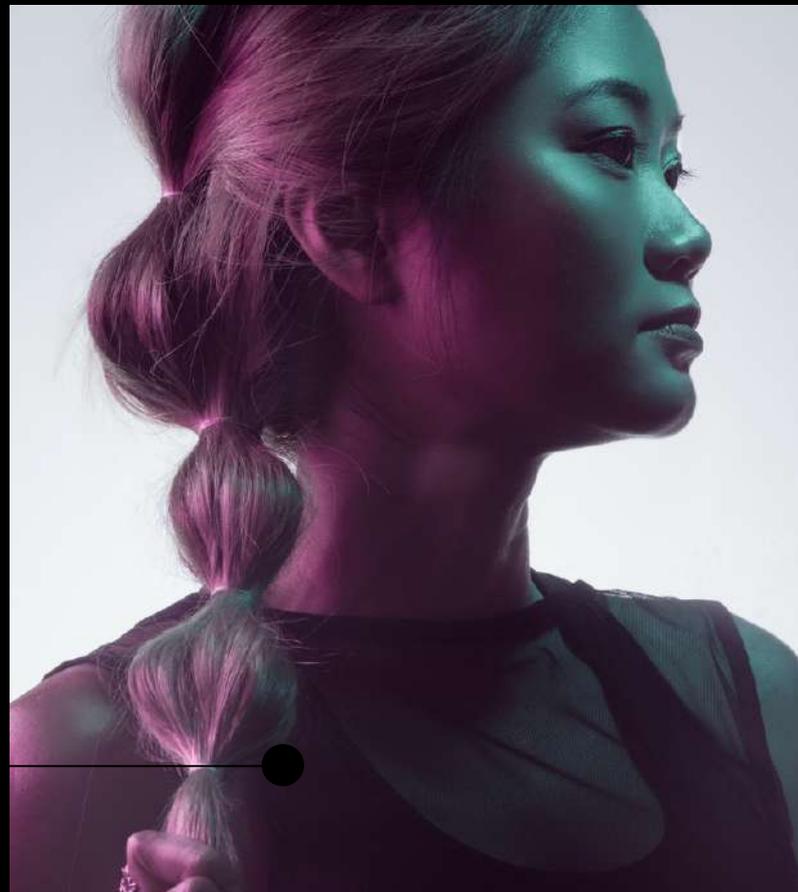
DISCOVER TRIED &
TRUE STRATEGIES
TO CONNECT WITH
YOUR AUDIENCE



Foreword

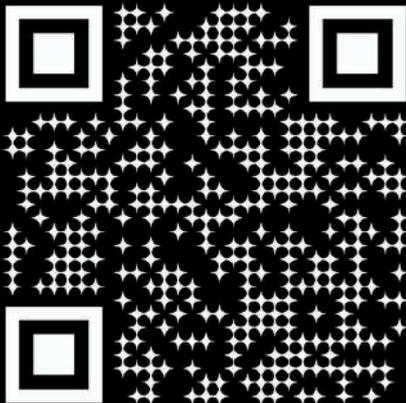
IN THE INFORMATION AGE, IT'S EASY TO GET LOST IN THE NOISE. USING MARKETING, DESIGN THINKING, AND BEHAVIORAL ECONOMICS PRINCIPLES ALLOW US TO USE TRIED-AND-TESTED STRATEGIES SO THAT WE CAN FOCUS ON WHAT MATTERS THE MOST: WHAT THE CLIENTS WANT.

THE DESIGN THINKING PROCESS IS AN ITERATIVE PROCESS THAT ENCOURAGES GROWTH AND DEVELOPMENT. TRANSLATION: THINGS GET MESSY. THE FOCUS IS ON PROGRESS, NOT PERFECTION. WE EXPERIMENT – SOMETIMES IT WORKS, SOMETIMES IT DOESN'T. WE FAIL FAST AND WE FAIL FORWARD – BUT WE ALSO LEARN QUICKLY, AND WE STRIVE TO MAKE THINGS BETTER ALL THE TIME.



BEHAVIORAL ECONOMICS IS THE STUDY OF HOW PEOPLE MAKE DECISIONS. TODAY, PEOPLE MAKE SO MANY OF THEM. BY USING BEHAVIORAL ECONOMICS PRINCIPLES, WE HELP MAKE DECISION-MAKING EASIER FOR OUR CLIENTS AND OUR AUDIENCE.

THIS PLAYBOOK OUTLINES FIVE STEPS BASED ON THE DESIGN THINKING PROCESS. WITHIN EACH STEP, WE PROVIDE ACTIONABLE POINTS BASED ON MARKETING AND BEHAVIORAL SCIENCE PRINCIPLES.





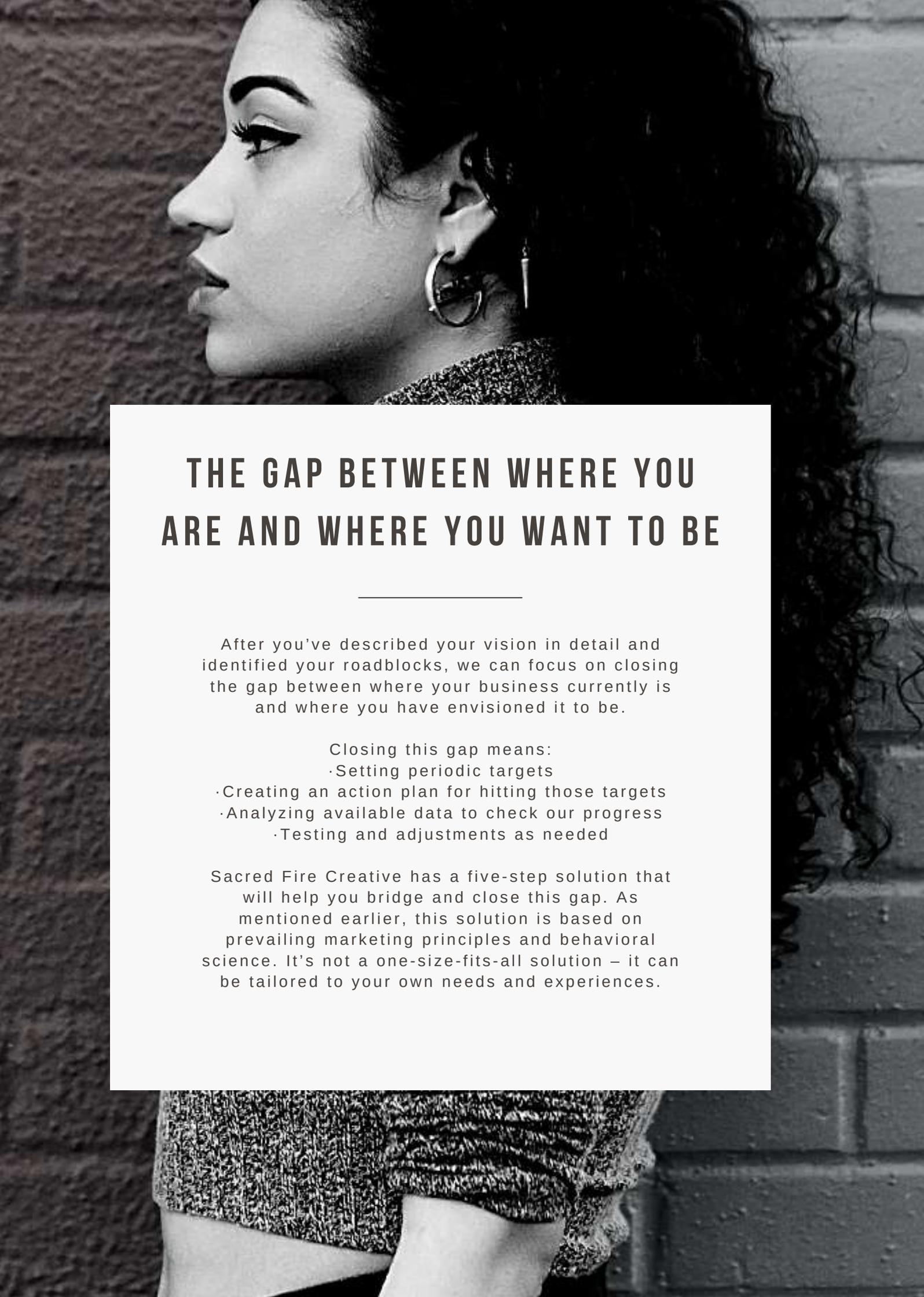
THE ROADBLOCKS THAT YOU NEED TO OVERCOME

Every journey has its roadblocks. Part of our work together is sorting out the burning issues that serve as roadblocks to your social media branding. These can include:

- LACK OF CLARITY OR COHESION IN YOUR SOCIAL MEDIA MESSAGING
- USING A TONE OR PITCH THAT DOESN'T RESONATE WITH YOUR AUDIENCE
- LACK OF ORIGINAL, CREATIVE CONTENT
- NOT INTERACTING WITH YOUR AUDIENCE
- NOT BACKING YOUR SOCIAL MEDIA CAMPAIGNS WITH CUSTOMER SERVICE
- NOT PAYING ATTENTION TO YOUR SOCIAL MEDIA DATA

THESE ROADBLOCKS DON'T HAVE TO HINDER YOUR PROGRESS. THERE'S ALWAYS A WAY TO OVERCOME THEM.





THE GAP BETWEEN WHERE YOU ARE AND WHERE YOU WANT TO BE

After you've described your vision in detail and identified your roadblocks, we can focus on closing the gap between where your business currently is and where you have envisioned it to be.

Closing this gap means:

- Setting periodic targets
- Creating an action plan for hitting those targets
- Analyzing available data to check our progress
- Testing and adjustments as needed

Sacred Fire Creative has a five-step solution that will help you bridge and close this gap. As mentioned earlier, this solution is based on prevailing marketing principles and behavioral science. It's not a one-size-fits-all solution – it can be tailored to your own needs and experiences.

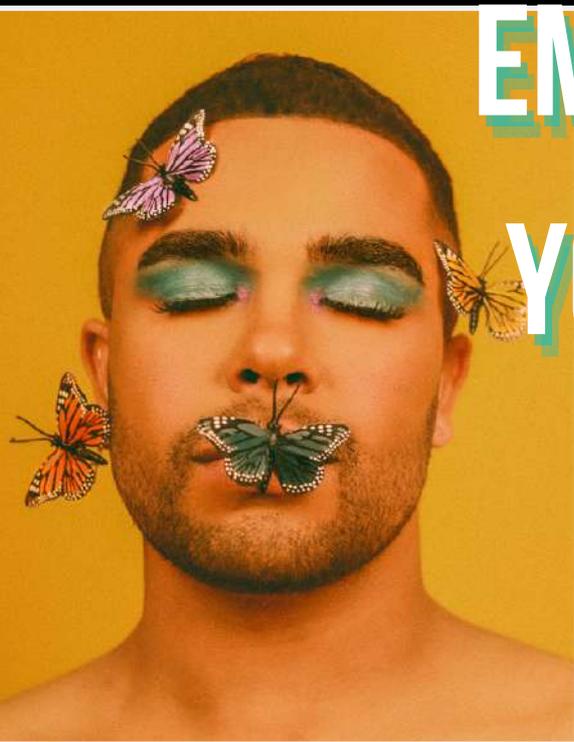
BEGIN WITH YOUR TARGET AUDIENCE IN MIND.

THIS FIRST STEP IS A MARKETING EXERCISE THAT REQUIRES YOU (1) TO KNOW WHO YOU WILL COMMUNICATE WITH ON SOCIAL MEDIA AND (2) TO UNDERSTAND WHAT THEY NEED, WHAT THEY WANT, WHAT THEIR PAIN POINTS ARE, AND HOW THEY WANT THESE ADDRESSED AND SOLVED.

UNDERSTAND YOUR CUSTOMER OR CLIENT PERSONAS. PERSONAS ARE WRITTEN REPRESENTATIONS OF YOUR CUSTOMERS OR CLIENTS—THESE ARE SEGMENTATIONS OF YOUR CUSTOMERS BASED ON THEIR DEMOGRAPHIC, PSYCHOGRAPHIC, AND BEHAVIORAL PROFILES.

FOR EXAMPLE, AT SFC, HERE IS HOW WE DESCRIBE ONE OF OUR CLIENT PERSONAS:

an established small business owner who needs help to grow their business and take it to the next level.



EMPATHIZE WITH YOUR AUDIENCE

OTHER EXAMPLES OF CLIENT PERSONAS:

- AN ON-THE-GO PARENT OF YOUNG KIDS WHO NEEDS AFTERSCHOOL CHILDCARE.
- A YOUNG UP-AND-COMING ENTREPRENEUR WHO WANTS TO PROTECT THEIR INCOME AND TO CREATE WEALTH.
- A BUSY EXECUTIVE WHO WANTS TO EXPLORE THEIR CREATIVE SIDE BY LEARNING HOW TO PAINT.

UNDERSTANDING YOUR TARGET AUDIENCE PROVIDES YOU WITH A CONTEXT ON HOW TO FORMULATE YOUR COMMUNICATION AND CREATE YOUR CONTENT.

Define how you will solve problems.

IF THE FIRST STEP IS ABOUT YOUR CUSTOMERS AND CLIENTS, THIS NEXT STEP IS ALL ABOUT YOU—WHO YOU ARE, WHAT YOU DO, AND, MOST IMPORTANTLY, WHAT YOU CAN DO FOR THEM. THIS NEXT STEP DEFINES HOW YOU WILL SOLVE YOUR CLIENTS' PROBLEMS AND ADDRESS THEIR NEEDS.

YOUR SOCIAL MEDIA PROFILE BIOS MUST SUCCINCTLY DESCRIBE WHO YOU ARE AND HOW YOU SOLVE PROBLEMS.

The importance of CTAs in social media profile bios

- PROFILE BIOS ARE NOTORIOUSLY SHORT
- ADD A CTA AT THE END OF YOUR BIO: CREATE A SOLID BUT BRIEF BIO, AND DIRECT THEM TO A LINK THAT LEADS THEM TO A PAGE THAT PROVIDES MORE INFORMATION, SUCH AS
 - YOUR WEBSITE THAT PROVIDES MORE DETAIL ABOUT WHAT YOU DO AND WHAT YOU OFFER.
 - A LANDING PAGE FOR A NEWSLETTER SUBSCRIPTION // SUBSCRIBE TO GET INSIDE INFORMATION,
 - AN EVENT PAGE FOR A WORKSHOP OR EVENT // JOIN TO LEARN MORE.

The screenshot shows the Instagram profile for 'equitablegivingcircle'. The profile picture is a circular logo with the text 'EQUITABLE GIVING CIRCLE'. The bio reads: 'E. Giving Circle Personal blog We're a Black led org, all about economic change. We're feeding BIPOC families with food from BIPOC farms. Donate www.equitablegivingcircle.org linktr.ee/equitablegivingcircle'. Below the bio is a row of seven circular icons with labels: 'Who We Are', 'What We Do', 'Projects', 'How to Give', 'BIPOC Far...', 'Get Involv...', and 'History of ...'. The profile statistics show 866 posts, 17.8K followers, and 2,430 following.

WHAT CONTENT SHOULD I CREATE?

FOCUS ON:

PULL MARKETING.

TRANSLATION: DON'T HARD SELL!



IMPORTANCE OF STORYTELLING

TELL YOUR BRAND STORY! WHAT ARE YOUR VALUES? WHAT ARE YOUR BELIEFS?



SHOW, DON'T
JUST TELL
(A LESSON ON PRIMING)



PROVIDING VALUE BY SHARING FREE
TIPS AND HACKS

A LESSON ON THE POWER OF FREE.



SHARE USER-GENERATED
CONTENT (UGCS) AND
TESTIMONIALS
A LESSON ON SOCIAL PROOF



Create a

Social Media Calendar

A SOCIAL MEDIA CONTENT CALENDAR WILL HELP YOU ORGANIZE YOUR MARKETING GOALS AND THEMES FOR A SPECIFIC PERIOD — BE IT A WEEK OR A MONTH. A COMPREHENSIVE CONTENT PLAN WILL HELP YOU ENGAGE AND CONVERT YOUR IDEAL AUDIENCE.

WHEN YOU HAVE A WELL-PLANNED SOCIAL MEDIA CALENDAR, YOU CAN HAVE A COHESIVE CAMPAIGN THAT SPEAKS TO YOUR AUDIENCE. HAVING EVERY POST SCHEDULED AHEAD OF TIME ALSO HELPS YOU AVOID COSTLY MARKETING MISTAKES. ADDITIONALLY, YOU'LL HAVE MORE ROOM FOR TESTING AND EXPERIMENTATION AND POSSIBLE COLLABORATIONS WITH PARTNERS, INFLUENCERS, AND SPONSORS.



Presence



YOU NEED TO BE ON THE SOCIAL MEDIA PLATFORMS WHERE YOUR AUDIENCE IS.

Consistency



POST A SPECIFIC TYPE OF CONTENT ON SPECIFIC DAYS AND TIMES SO YOUR AUDIENCE WOULD KNOW WHAT TO EXPECT.

Quality



WHILE IT'S ESSENTIAL THAT YOU POST REGULARLY, THE QUALITY OF YOUR POSTS IS MORE IMPORTANT THAN HOW FREQUENTLY YOU POST. QUALITY POSTS HAVE VISUALLY APPEALING VIDEOS AND GRAPHICS, PLUS ON-POINT AND ERROR-FREE TEXT.

Timing



YOU CAN PUBLISH CONTENT RIGHT IN TIME FOR A HOLIDAY OR A NOTEWORTHY EVENT THAT MATTERS TO YOUR AUDIENCE.

Testing is a vital step because it shows whether your social media content is working. This is where the experimentation part comes in, and it can be fun.

track & engage



WHEN TESTING YOUR SOCIAL MEDIA CONTENT, YOU NEED TO HAVE A GOAL. WHAT IS IT THAT YOU WANT? MORE LIKES AND REACTIONS TO YOUR POSTS? MORE HITS TO YOUR LANDING PAGES? MORE VIEWS ON YOUR VIDEOS OR BLOGS? OR MORE PRODUCT SALES?

BEAR IN MIND THAT WHATEVER TESTING METHODS OR PLATFORMS YOU USE (AND THERE ARE MANY OUT THERE), THEY WILL ALWAYS CHURN OUT NUMBERS. BUT DON'T BE TOO CONCERNED WITH THE NUMBERS. FOCUS ON UNDERSTANDING WHAT'S WORKING AND WHAT'S GIVING YOU THE RESULTS YOU WANT.

FOR EXAMPLE, IF YOU GET MORE ENGAGEMENTS WITH VIDEOS AND REELS RATHER THAN PHOTOS, GIVE YOUR AUDIENCE THE CONTENT THEY CRAVE. DO THEY LIKE MEMES? PUBLISH MEMES EVERY NOW AND THEN. WOULD PHOTO A WORK BETTER WITH YOUR CONTENT THAN PHOTO B? GO AHEAD AND TEST IT. LET YOUR AUDIENCE TELL YOU WHAT THEY WANT THROUGH YOUR TESTING RESULTS.





BUT WHATEVER THE NUMBERS SAY, THE BEST WAY TO GET RESULTS IS TO CREATE DEEPER CONNECTIONS WITH YOUR FOLLOWERS AND COMMUNITY THROUGH STORYTELLING. EXPLORE STORYTELLING STRATEGIES IN YOUR SOCIAL MEDIA CONTENT TO HOOK THEM IN AND MAKE THEM STAY. NURTURE THOSE RELATIONSHIPS AND WATCH THEM FLOURISH.

ONCE YOU'VE GOT A GOOD HANDLE ON WHAT WORKS AND WHAT DOESN'T, KEEP AT IT.

BUT NEVER BE AFRAID TO EXPERIMENT TO KEEP YOUR CONTENT FRESH AND ENGAGING.



A black and white photograph of a woman with dark hair pulled back, wearing a light-colored, long-sleeved dress with a dark polka-dot pattern. She is holding a pair of glasses in her right hand, looking off to the side with a thoughtful expression. The background is a blurred outdoor setting.

SUCCESS STORIES

Cindy Briggs is a Utah-based professional watercolorist and art teacher. We helped her strategize the marketing campaigns for her online watercolor workshops. These workshops are now highly in demand and consistently sold out within days after launching.



CINDY BRIGGS



TONYA SOWLES

Tonya Sowles is a business consultant and professional speaker. Her expertise is in providing small business owners with support for their human resources and administrative processes. While she has a big and powerful personality that easily engages her audience, her old website lacked color or character. We revamped her website so it clearly conveys her mission and services and authentically reflects her personality.

Sandra Hunter is an academic and award-winning author whose body of work centers on the second-generation immigrant experience. She established Wild Women Leaders of Color to help women professionals find their power and voice through storytelling. We built for her a highly visual website that represents her mission and passion and how she wants to move forward with her brand.



WILD WOMEN LEADERS OF COLOR



OMEGA GYMNASTICS

OMEGA Gymnastics is a leading gymnastics academy in the Portland metro area. Despite the setbacks they faced during the pandemic lockdowns and closures, we helped them transition their work online. We supported them during their reopening, and this resulted in a full enrollment in all their classes. They're also constantly recruiting new instructors to accommodate their waiting list.

About Us

SACRED FIRE CREATIVE IS A PORTLAND, OR-BASED DIGITAL MARKETING AGENCY THAT'S FOCUSED ON CREATING LEGACY – FOR YOU AND YOUR BRAND. WE WANT YOU TO HAVE AN ONLINE PRESENCE THAT'S AUTHENTIC, RELATABLE, AND A FORCE FOR GOOD. AND WE WANT YOU TO HAVE A DEEP AND SOLID CONNECTION WITH A TRIBE THAT TRUSTS YOU AND IS LOYAL TO YOU.

OUR CEO AND DIGITAL STRATEGIST MALEE OJUA IS A ROCKET SCIENTIST, A SHAMAN, AND A CONNECTOR. SHE HAS A PASSION FOR FOSTERING RELATIONSHIPS BETWEEN BUSINESS OWNERS AND THEIR TRIBE. SHE INTENTIONALLY WORKS WITH PEOPLE WHO ARE LOOKING TO SERVE THEIR COMMUNITY IN A BIGGER WAY AND CREATE POSITIVE CHANGE IN THE WORLD.

LEARN MORE ABOUT THE WAY WE WORK BY VISITING
WWW.SACREDFIRECREATIVE.COM.



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