



3 KEYS TO

MAGNETIC MARKETING



FOR AGRIBUSINESSES, CONSULTANTS
& STUD STOCK



CLARIFY. SYSTEMISE. PROFESSIONALISE.



THE 3 STEP FRAMEWORK

Dial in the following key elements in order to craft magnetic marketing messaging and Unique Selling Proposition for your rural-agribusiness.

These 3 keys are essential to get your messaging right in order to speak to cold audiences and warm up prospects through your buyers journey.

- 1. Your Offer - Product(s)/Service(s)**
- 2. Ideal Client Persona**
- 3. Unique Selling Proposition**

STEP 1: YOUR OFFER

Many agribusinesses tend to focus solely on simply listing the surface level features of their products or services, without delving into the deeper realm of content marketing or creative artwork.

For instance, take a bull stud: they might emphasise its large frame, well-structured physique, and impressive presence.

But what often remains unexplored is the crucial question:
What do these features mean for the customer?

In order to truly capture the attention of your ideal customer, it's essential to explore beyond the surface and unravel why they should be enthusiastic and get on board what you're offering.

This means demonstrating what's in it for them, tapping into their wants, needs, desires and goals, and revealing how your product or service can make their lives easier or better.

To kickstart this process, I encourage you to jot down a few *features* on the left side and then in more detail the corresponding *benefits* for your ideal customer on the right side.

This exercise will enable you to craft marketing content that resonates with your audience on a profound level, addressing their needs, aspirations, and emotions.



STEP 1: YOUR OFFER * EXERCISE *

Step 1 (left side column): What are the key features?

Step 2 (right side column): How do the benefits of your products/services provide an outcome, solution or meet your clients needs?

FEATURES OF YOUR PRODUCT/SERVICES:	BENEFITS OF FEATURES FOR YOUR CLIENT:



STEP 2: YOUR BUYER

To create compelling marketing material and messaging that resonates deeply with your target audience, precision is paramount.

Your messaging and content should be so tailored that your ideal customers can see themselves in it, recognising their need for change or improvement.

Your ideal client represents the qualities of your dream/ideal customer.

When you possess a comprehensive understanding of this individual your marketing efforts become significantly more potent and magnetic.

It is imperative to clearly delineate and align your messaging with this key persona, your ideal client.

By doing so, you can authentically address their real problems and concerns, demonstrating precisely how your products or services provide solutions.

This alignment should encompass a thorough understanding of their digital behaviors, encompassing both their psychographic traits and behavioral patterns.

This step is pivotal in establishing brand loyalty, trust, and equity. It ensures that your marketing strategy not only speaks directly to your ideal customer but also forges a genuine connection that goes beyond the transactional, fostering long-term relationships and lasting impact.



STEP 2: YOUR BUYER

PROBLEMS/HURDLES/CHALLENGES/TIPPING POINT
What's the biggest problem your most ideal client/target audience has?

Your Dot Points:

What are your client's fears, limiting beliefs and challenges?

Your Dot Points:



STEP 2: YOUR BUYER

TRANSFORMATION/CHANGE IN ORDER TO MAKE THE SHIFT

What is their most urgent, pressing need they have to have solved right away (the real pain they're facing, the thing they need fixed immediately)?

Your Dot Points:

STEP 2: YOUR BUYER

IDEAL CLIENT'S DESIRED OUTCOME

What does your ideal client/target audience want more than anything else?

Your Dot Points:

STEP 3: YOUR USP

A Unique Selling Proposition (USP) is a fundamental marketing concept that identifies the distinct and exceptional qualities of a product, service, or brand, setting it apart from its competitors within the marketplace.

The USP serves as a beacon, illuminating the value proposition and delivering a crystal-clear message about what renders a product or service unique, invaluable, and pertinent to your specific target audience.

For a USP to be effective, it must possess the traits of memorability, conciseness, and simplicity, ensuring it can be readily grasped by customers.

It should directly address a particular customer need or pain point. With that in mind, let's refine your USP.

What are the attributes of your brand and product that entice someone to choose you over any other option?

What sets you apart and makes you THE clear choice in the eyes of your prospective customers?



STEP 3: YOUR USP

Use this template if you need some help to
unpack your USP:

We help ____ (ideal client)
Struggling with ____ (issues / frustrations)
To achieve ____ (outcomes/objectives)

TIP: Look at Step 1 & Step 2 and use some of
those keywords!



COMPLETE

Well done! I trust that this three-step exercise workbook has been useful to help you uncover the invaluable aspects of your business offering, including its features and benefits. Additionally, it has assisted in clarifying the identity of your ideal customer while sharpening your focus on what sets you apart from the competition.

How did you find the process? I would greatly appreciate hearing your feedback and insights on your experience with this workbook!

Now go ahead and use some of these keywords in your content and marketing material.

If you would like further help on how to implement further inside your business on the next page I invite you to watch a webinar training (for free) on how to strategically adopt this process within your marketing and business.

Thank you for downloading this workbook!



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READY FOR NEXT STEPS?

An invitation to watch a masterclass webinar that unpacks all key factors along with real life examples of content, case studies and also the customer buyer journey.

[Click here to access the webinar!](#)

See you there!



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