

BLACK WOMEN MOGULS

MARKETING MAGIC



WITH AVERRI SIMONE

What We'll Cover:

- Connecting Through Storytelling
- Features vs. Benefits
- Types of Marketing Tactics
- 7-Step Marketing Plan
- Measuring Marketing Campaigns
- Email Marketing
- Content Ideas
- Resources



HI I'M AVERRI!





My 5-Step Mogul Strategy

to increasing your visibility

1. Understanding Your Target Audience
2. Creating Your Clear Offer
3. Crafting Your Brand Identity
4. Enhancing Your Visibility
5. Establishing Your Systems

Features & Speaking Engagements

GLAMBITIOUS
Virtual Conference hosted by *Little Mae*
@GlambitiousIAM | www.TheGlamCEO.com

SUMMER 2020

PANELISTS
Averri Liggins, Melissa Williams, Naomi Hall

AVERRI LIGGINS
BLACK WOMEN MOGULS INTERNATIONAL

Featured Presenter
VISIBILITY & CONNECTIONS

WEALTH CREATION CELEBRATION
Jan 25th & 26th 2020

POSH TALKS
podcast

WHAT IF YOU COULD BUILD YOUR BUSINESS PART-TIME WITHOUT HAVING A LARGE SOCIAL MEDIA FOLLOWING, POSTING ON SOCIAL MEDIA EVERYDAY, OR PRODUCING A TON OF FREE CONTENT, WHAT IF YOU COULD BE VISIBLE AND VALUABLE WITHOUT BEING OVERWHELMED AND BALANCING YOUR FULL-TIME JOB HERE'S A SECRET YOU CAN.

EPISODE:
Build Your Profitable Business in Just 4-Weeks.

HOSTED BY: TAYANI S. TELLIS
SPECIAL GUEST: @BLACKWOMENMOGULS

Now Streaming on Apple Podcasts, Google Playlist & SoundCloud.
www.intentionallyposh.com
@intentionallyposh @tayanixntera

Glambitious VIRTUAL EXPO
TUNE-IN ON 16 LIVE 3/26, 4:30PM
@GlambitiousIAM
featuring **Averri Liggins**

girl scouts
of greater atlanta

VoyageATL Trending ATL'S MOST INSPIRING STORIES THE TRIALBLAZERS REDEFINING THE HIDDEN OBSCURE LOCAL BUSINESSES & GREAT

Meet Averri Liggins of Black Women I Downtown

VoyageATL
LOCAL STORIES

Today we'd like to introduce you to Averri Liggins.

War Key Radio
Go Be Great! Podcast

A Blazing Convo On Entrepreneurship
5.7.2020 10:00 AM EST

Coach Karena
Host & Weekly Strategist

Averri Liggins
CEO & Brand Strategist
Featured Guest

COACH UP
DAY PARTY

JULY 18TH
5PM-8PM AT LINDEN BLVD
ATTIRE: BLACK, GOLD & WHITE

PANEL STYLE
NO VENDORS

+Champagne
+Conversations
+Socializing
+Networking
+More de'ouveau

COACH UP
JULY 18TH
5PM-8PM AT LINDEN BLVD
ATTIRE: BLACK, GOLD & WHITE

COACH UP
JULY 18TH
5PM-8PM AT LINDEN BLVD
ATTIRE: BLACK, GOLD & WHITE

JAZZ WCLK
Clark Atlanta University

91.9

WHO'S WHO IN BLACK ATLANTA
Celebrating African-American Achievement

atlanta live

AVERRI LIGGINS

What does "Power" mean to you?
Power is "The ability or capacity to do something or act in a particular way." Your power is knowing your worth and recognizing your unique gift and contributions to this earth. We all have our own power, however, not all realize it or not. Sometimes, our untapped potential is waiting to be unleashed.

Tell us about your business and how it was designed to make a positive impact:
Black Women Moguls assists women in increasing their visibility and connections so they can grow their sales and generate income through multiple streams. We want women to live on their own terms, without living paycheck-to-paycheck. Before the launch of Black Women Moguls, I conducted a survey asking women why they feel at a disadvantage in terms of revenue and overall success. Their answers revealed that they felt there was a lack of access to training, resources, and capital. I started Black Women Moguls to bridge the gap and show that opportunity is all around us, we just have to know where to look.

Share 2 pieces of business advice for emerging entrepreneurs:
It is very cliché, but I feel I would have to say, don't give up. I know there are times when you wonder if the sacrifice of time, resources, and finances are worth it. But, trust me, it is! Investing and believing in yourself is vital. I have seen the power of manifestation on many times. When I doubted myself, nothing came true. But, when I realized that I was capable of greater, I saw things and opportunities put in motion. Remember that you are worthy of success and an abundance of wealth. My final piece of advice is to push yourself out of your comfort zone. Often, our opportunity is on the other side of our comfort zone. However, we will not recognize it or know it is there until we take that leap of faith. It's okay to be scared of the unknown but do it anyway. Do it scared!

What is next for you and your brand?
My close friends and most know that I always have something planned for myself and Black Women Moguls. And, I could not be more excited for the future behind the scenes. I have revamped the Profit Accelerator Academy. I wanted not just to provide business training for women entrepreneurs, but also offer more done-for-you services. Services will now include website design, video tutorials, information set-ups, and templates. I found that when my clients have to learn the steps, they often want services already completed. That was, they can focus on other essential business activities. I will use my experience to ensure successful marketing campaigns for my target local audience. I will also be adding new digital products to The Mogul Shop, along with an e-signature and e-commerce product launch. Another exciting thing is I am in the process of writing my first book. I look forward to reaching more individuals with the knowledge I have learned throughout my years as an entrepreneur. I'll have to play around for the other exciting things coming soon!

Stay connected by following us on Instagram @blackwomenmoguls.
Each week, I publish a "Mogul Minute" segment that discusses our business tips.
Visit www.blackwomenmoguls.com to access our free resources and to schedule your Profit Planning Session.



Common Entrepreneur Mistakes

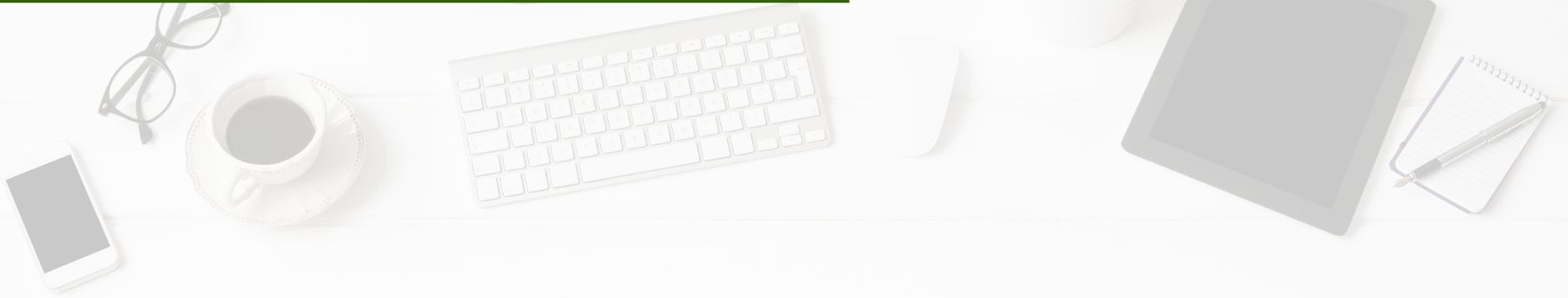
Common Entrepreneur Mistakes

Mistake #1:

Relying Too Much On Social Media



Common Entrepreneur Mistakes



Mistake #2:
Not Emphasizing the Benefits

Common Entrepreneur Mistakes



Mistake #3:
No Marketing Blueprint

Common Entrepreneur Mistakes



Mistake #4:
Being Over "Salesy"

Common Entrepreneur Mistakes

Mistake #5:

Inconsistent Brand Identity



Common Entrepreneur Mistakes

Mistake #6:

No Established Automations &
Systems



Common Entrepreneur Mistakes

Mistake #7:

Thinking Results Occur Overnight





Sharing Your Story



STORYTELLING

CONNECTING WITH YOUR AUDIENCE

Sharing your story sparks
conversation and helps you
build relationships with your
audience.

+

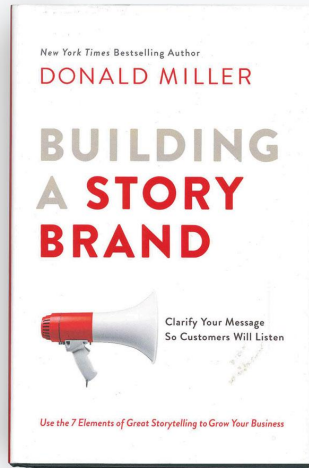
Builds Trust



A dark green, textured brushstroke background that resembles a thick, irregular stroke of paint. The edges are rough and feathered, giving it a hand-painted appearance. The color is a deep, forest green.

Always have
your customer
profile in
mind.

You Want To Identify...



- What the customer wants.
- What problem we are helping them solve.
- What life will look like after they engage with your products.



Your Audience Wants to Know

- What do you offer?
- How will it make my life better?
- What do I need to do to buy it?

The background of the slide features a white surface with several gold-colored paper clips scattered around. In the top right corner, there is a small, round, brass-colored bowl containing more paper clips. A green horizontal band spans the middle of the image, serving as a backdrop for the text.

Fact

Brands that connect with their audience on an emotional level tend to be more successful.

CREATING YOUR OFFER: FEATURES VS. BENEFITS

- Features are the characteristics associated with your product or service.
- Benefits are the reasons why a customer buys your offer.

Features (What) + Benefits (How) = Your Offer



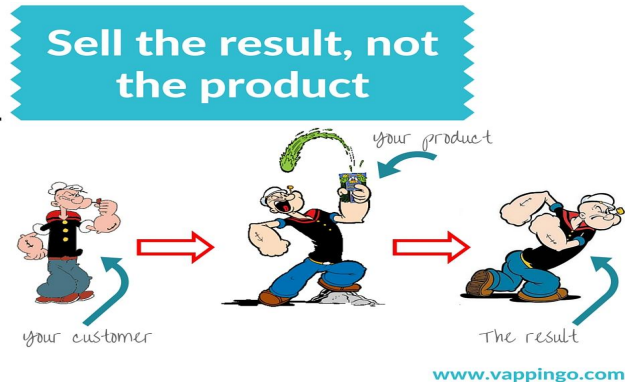
Value

What's In it for them?



- Create your offer from your ideal customer's perspective.
- Features directly address the problems your target audience is experiencing.
- Key Questions:
 - What does your product do?
 - What are your customers looking for in your offer?
- Clearly define your features and benefits based on their needs.

- Benefits, are the outcomes or results your customers will experience as a result of your offer.
- Key Questions:
 - How will this solve and satisfy their problem?
 - How will improve their current way of doing things?
 - What value does your offer provide to your ideal customer?



Feature

TASTES MORE
LIKE COKE,
LOOKS MORE
LIKE COKE

Benefits

Coca-Cola

NEW
zero SUGAR

TASTE THE FEELING™

©2016 The Coca-Cola Company. All rights reserved. COCA-COLA, COCA-COLA ZERO and the CONTAINER DESIGN are registered trademarks of The Coca-Cola Company.

80% of what you post provides value,
while 20% promotes your offer.

Marketing 101

Creating Your Story

- **Give them some background.**
 - Use experiences to foreshadow the problem.
- **Describe the problem.**
 - Explain what the problem was or still is.
- **Give them the solution.**
 - Tell them how they can overcome the problem.
- **Call-to-Action.**
 - Give them the next step they need to get the solution.

Give the story a happy ending by providing the solution they need.



Search



Your Name

@blackwomenmoguls

Attention Grabbing Headline

Background

Problem

Solution

Call-to-Action



blackwomenmoguls

🔴 In case you didn't hear it the first time.

YOUR NAME is in rooms your feet haven't even entered YET! But, first you have to step outside your comfort zone and put yourself out there.

Many entrepreneurs make the mistake of not leveraging opportunities that position their brand right in front of their audience.

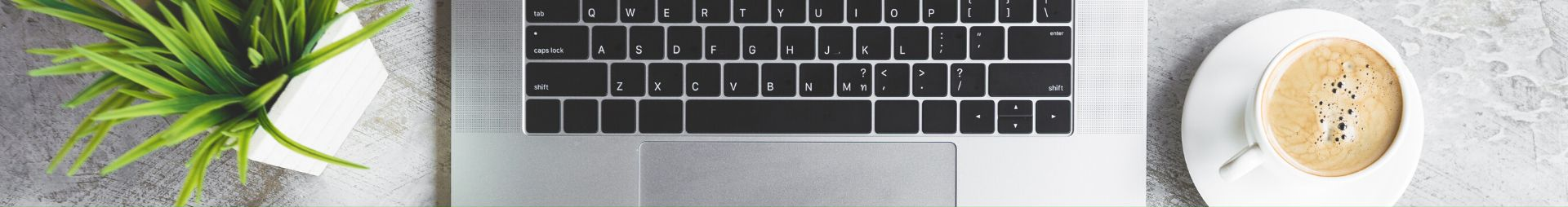
😞 But, if you don't place yourself in front of your audience, how will they will know you exist?

Utilizing opportunities such as networking events, vendor markets, and interview opportunities are some ways to increase your exposure. Or you can even create your own space. 🐦 Plus, social media and web hosting platforms have made it easier to reach your target market. Want other ways to make your brand irresistible?

👤 Our upcoming free branding course teaches you how to do exactly how to make your brand irresistible to your audience. Turn on post notifications to learn when our free class drops to be the first to sign up.



Marketing Tactics



Visibility is the #1 issue I hear my clients face.



3 Ways to Create Your Visibility Path:

1. Creating a Strategic Plan
2. Positioning Your Brand
3. Diversifying your Marketing



Black Women Moguls

My Marketing Strategy

1. Understand Your Business

- Brand Values
- Value Proposition
- Target Market

2. Define Your Goal & Objectives

- What do you hope to accomplish with your campaign?

3. Create Your Campaign Offer

- What do you need to offer to meet your goal?

4. Decide on the Details

- What ideas can you implement to create a buzz?

5. Spread the Word

- How will you get the word out?

6. Establish Brand Measures

- What does success look like once you achieve your goals?

7. Create Your Timeline

- How long will your campaign run?
- What is the day-by-day breakdown of what you will do/post?

Bonus: Create Your Marketing Materials

Execution of Strategy

SMART GOALS

Specific

Direct,
Detailed
Oriented

Measurable

Quantifiable,
Metrics,
Track Progress

Attainable

Have the
tools and
necessary
resources

Relevant

Aligns with
brand values
and brand
identity

Time-Based

Has a clear
deadline to
achieve goal

I Want to Generate \$5,000 in 30 days to increase my revenue.

S: Increase Revenue by \$5,000.

M: Sell Dropshipping course for \$397. { $\$5,000/\$397=13$ clients}

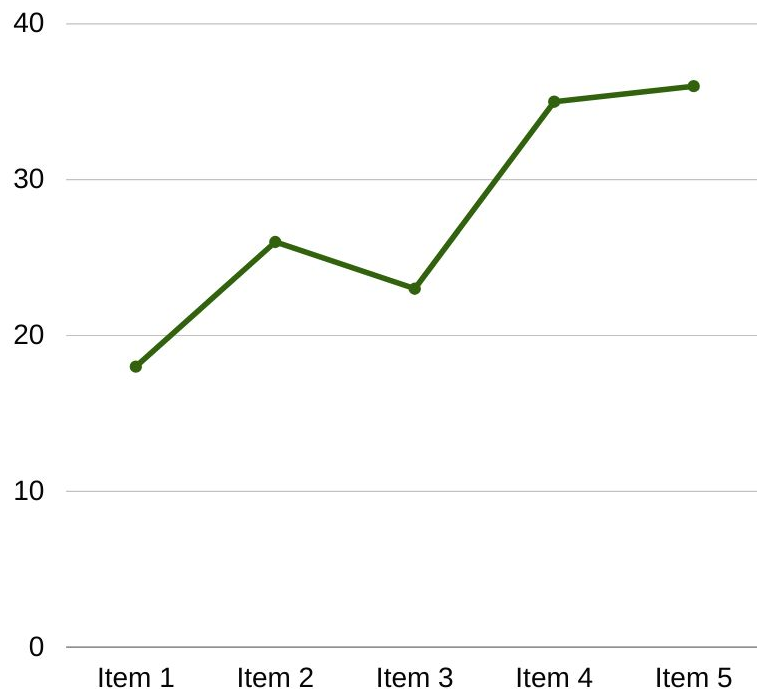
A: Resources-referrals, social media, FB groups, email list, flash sale.

R: Black Women Moguls' helps women increase revenue through multiple streams.

T: Deadline-May 20, 2020

Marketing Tactics

- Paid advertising: Facebook, Google, Instagram, Pinterest, YouTube
- Influencer marketing: Instagram, YouTube, Blog
- Affiliate marketing: Create a referral program
- Content marketing: Blog, YouTube Channel, Podcast
- Communities: Reddit, Facebook Groups, Forums



Building a Flourishing Relationship

Plant Seeds

Opt-In, Intro Offer



Cultivate Soil & Water

Email or Text Sequence



Sunlight

Your Offer = Helps Your Audience Grow

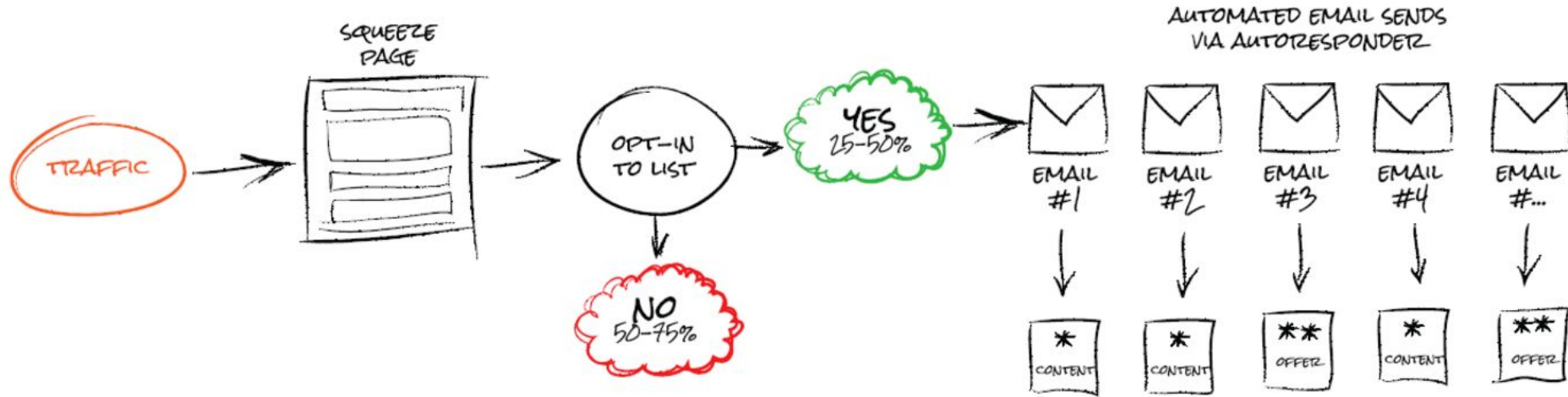
Black Women Moguls



Sales Funnel 101

The process of converting a lead from a follower to a buyer.

A SIMPLE EMAIL SALES FUNNEL



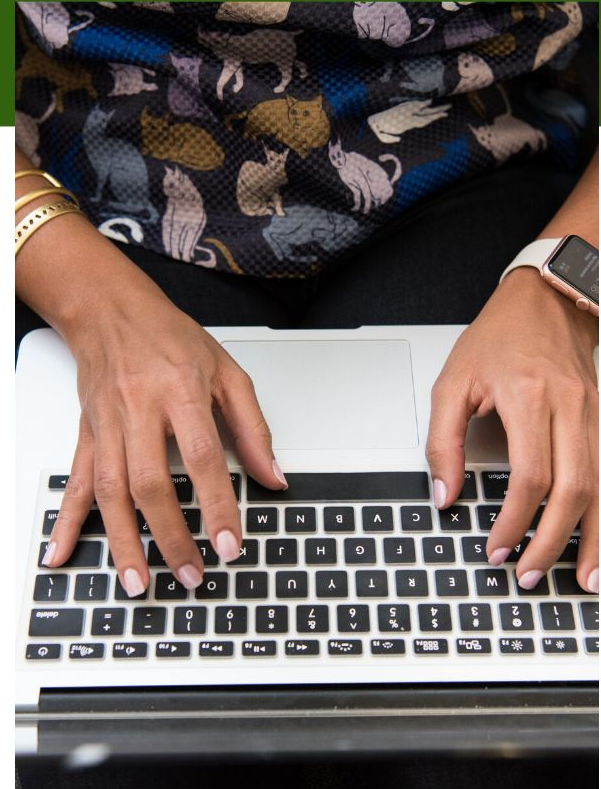
An opt-in is something you give a potential customer or client in exchange for their email.

* VALUABLE CONTENT

** OFFER TO BUY SOMETHING

Social Media Strategies

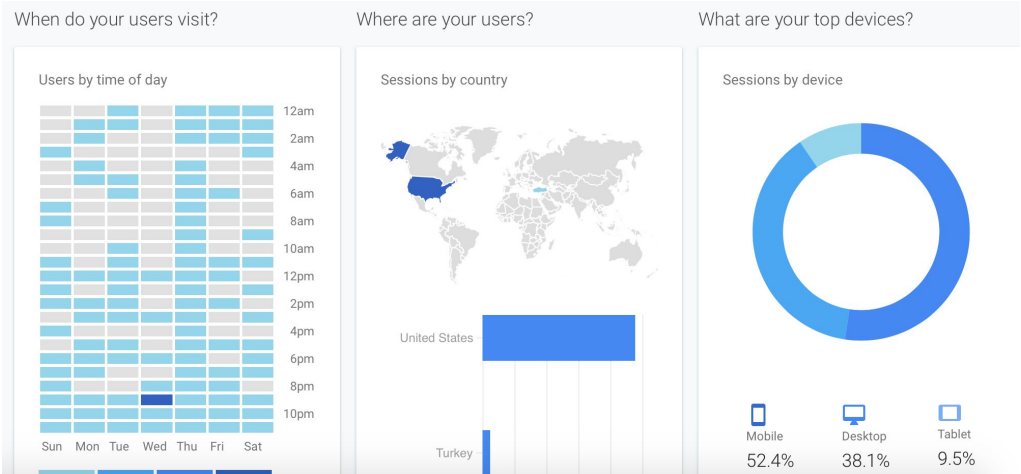
- Plan content ahead of time.
 - Select a theme for the month to structure your marketing.
 - Set aside time to plan posts and content.
 - Create your hashtag guide ahead of time.
 - Automate to save time.
- Use like polls, surveys, and quizzes to engage your audience.
- Show behind-the-scenes to connect with your audience.
- Reach more individuals with using IG Stories & Videos.



How to Measure Goals

Brand Objective	Goal	Metrics
Grow the Brand	Awareness: Illuminates your current and potential audience.	Follow & Shares
Turn Customers Into Advocates	Engagement: Shows how your audiences are interacting with your content.	Comments, Likes, Mentions
Drive Leads and Sales	Conversions: Demonstrates the effectiveness of your social media engagement.	Website Clicks, Email Signups
Improve Customer Retention	Consumer: Reflects how active customers think and feel about your brand.	Testimonials, Social Media Sentiment

Google Analytics



Facebook Analytics

Account Overview

Campaigns

Ad Sets

Ads

+ Create

More

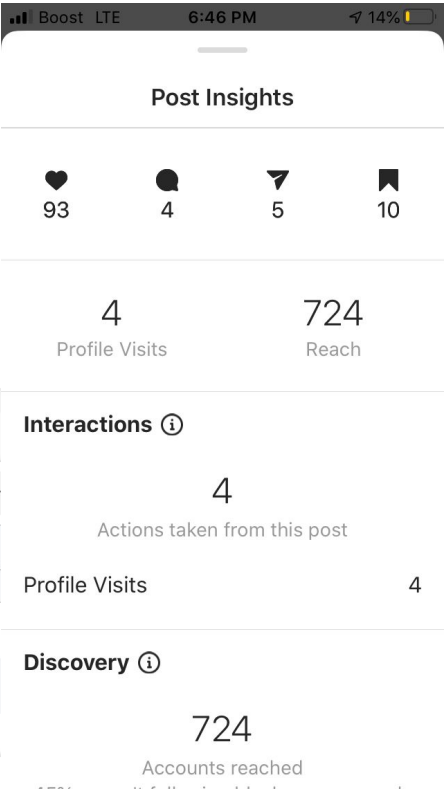
Rules

View Setup

Reports

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	
<input type="checkbox"/>	Video views	Off	Lowest cost	\$5.00 Daily	881 ThruPlays	5,242	5,638	\$0.03 Cost per ...	
<input type="checkbox"/>	Traffic	Off	Lowest cost	\$5.00 Daily	3 Link Clicks	778	849	\$1.61 Per Link ...	
<input type="checkbox"/>	Client Attraction Campaign -Step 1	Off	Lowest cost	\$5.00 Daily	2,661 ThruPlays	11,096	11,771	\$0.01 Cost per ...	
	> Results from 7 campaigns				—	190,358 People	274,995 Total	—	

Instagram Analytics





PROFIT ACCELERATOR ACADEMY

ICONIC BRANDS, ICONIC STRATEGIES

Mogul Marketing Accelerator

Mogul Marketing Accelerator Benefits



- Position your brand with strategic messaging that speaks directly to your ideal client.
- Done-for-you brand materials so that your collateral and brand aesthetics are consistent and unique.
- Create business systems and automation to work more efficiently instead of harder to save you time and energy.
- Revamp your sales funnel so that you convert leads into paying customers.

You Receive:

- 6 modules (each with 3 video lessons)
 - a. Brand Identity
 - b. Marketing Tactics
 - c. Business Automation Strategies
- 2-Hour Strategy Session
 - a. Map out your custom speaker funnel.
 - b. How to sell from the stage even if you cannot pitch.
 - c. Diversify your marketing tactics.
- **Done-For-You:** Website Audit
 - a. Messaging Refresh for Site (if needed)
 - b. Visual Content Feedback
- **Done-For-You:** Custom Speaker Kit
- **Done-For-You:** 20 Custom Social Media Templates
- **Done-For-You:** 1 collateral material (i.e. brochure, ebook, lead magnet)
- **Done-For-You:** 1 Presentation Slide Revamp
- **Done-For-You:** Social Media Content Plan Template



Pay in Full Bonus

Save \$300

- **BONUS:** Black Business Connect Digital Magazine Feature
- **BONUS:** Black Business Connect Lifetime Directory Listing
- **DONE FOR YOU:** Speaker Reel Video Editing

Offer expires THIS FRIDAY, June 19, 2020 11:59 p.m.

Choose Your Investment:

Pay in Full Investment

\$897

Pay in Full Bonus Perks:

- Save \$300
- BONUS: Black Business Connect Digital Magazine Feature
- BONUS: Black Business Connect Lifetime Directory Listing
- DONE FOR YOU: Speaker Reel Video Edit

Payment Plan Investment

5 PAYMENTS OF

\$239.40

Payment Plan Perks:

- More flexibility to pay.
- Receive access to Mogul Marketing Accelerator perks.

Mogul Marketing Accelerator



*Need Special
Payment Terms?*

**JUST
ASK!**

*Email hello@blackwomenmoguls.com by THIS
FRIDAY to setup a special arrangement.*



Content Ideas



How I Create My Content

1. Pick a theme and product focus for the month.
2. Determine the types of opt-ins or preliminary offers to generate leads.
3. Brainstorm contents ideas and organize in a content calendar.
4. Create graphics that align with content.
5. Write captions, hashtags, and schedule posts.

The earlier you know your product focus, the more time you have to plan strategically.

Content Ideas

You want to create content that is shareable and educates.

- Tutorials or Product Demonstrations
- Weekly Tips
- Live Videos
- Customer Reviews or Videos
- Product Showcase
- Behind the Scenes- new inventory, creating or designing product, what it is like to work with you.



Access My Slides

Text "magic" to 21000

Plus, receive my brand planning guide.

A green spiral-bound notebook is the central focus, lying on a light-colored wooden surface. The notebook is open, and the words "Q & A" are written in a large, white, serif font on the right-hand page. To the left of the notebook, a black pen lies diagonally. In the top-left corner, a small potted plant with long, thin green leaves is visible. The background is a light-colored wooden surface with a horizontal grain. A dark green horizontal band runs across the middle of the image, partially covering the notebook. A thin, light-colored diagonal line crosses the image from the top right to the bottom left.

Q & A



PROFIT ACCELERATOR ACADEMY

ICONIC BRANDS, ICONIC STRATEGIES

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Mogul Marketing Accelerator