



Tactical Tips Toolkit



Action

You're taking action but need to know the most important tips for executing your marketing. It's almost all in here.

Email Marketing (Newsletters, Nurture Sequences)

Every email should have ONE job—click, reply, download, etc.

Monthly max for newsletters; nurture sequences should follow behavior or timeline logic (e.g. 3–5 emails over 2 weeks). Otherwise, you're noise.

Length: Keep it scannable. 200–500 words max. If it's longer, break into sections.

Polish: Don't overdo it. Write like a human. Look like it's more important to give them valuable information than impress them with graphics. Good copy trumps pretty design.

SEO + Website Content

Keywords: Use naturally; avoid stuffing. Focus on long-tail keywords your buyer actually searches. Think about your customer's problems.

Blogs: Consistency > perfection. 600–1,200 words. Solve real problems – they stuff that google and chaptGPT cant answer

Case Studies: Focus on results, not fluff. Add quotes, visuals, numbers.

Landing Pages: Align content with ad/campaign. Clear CTA. No distractions.

Webinars / Virtual Events

Promotion: Begin 3–4 weeks in advance. Use email, LinkedIn, and partner channels.

Polish: Slides matter. But content trumps production value.

Expectations: Attendance = This is a quality over quantity tactic. With a good leads list you should be able to get a "next step" with ~35% of registrants.

Follow-up is where conversion happens.

LinkedIn Organic Posts

Strategy: Have one! Know your audience and what you want them to do.

Plan: Post 3–5x per week. Use themes to help fuel content.

Images: Use real photos or simple graphics. Avoid stock.

Writing: Hook in the first line. Tell a story. Make it swimmable.

Tone: Be raw. Be honest. Avoid corporate speak.

Paid LinkedIn Ads

Great Ad: One message (2–4 words), one audience, one action. Use customer language.

Bad Ad: Too many messages. Designed by committee. Generic

Destination: Ads should lead to custom landing pages—not homepages.

Case Studies & Testimonials

Great Story: Problem > Process > Results. Add numbers. Add a quote.

Use: Website, sales decks, ads, email sequences, LinkedIn.

Permissions: Always get it in writing. Offer a review before publishing

Sales Enablement Materials

One-pagers: Skimmable, benefit-focused, not feature dumps.

Presentations: Visual, structured, customer-focused.

ROI Calculators: Simple inputs, clear outputs.

Product Sheets: Clean layout. Speak to the user's problem.

Retargeting Ads (Google, Meta, LinkedIn)

When to do this

What makes a great retarget ad

What makes a shitty one

Thought Leadership Content

Blog: Teach something. Be helpful. Don't sell.

SEO: Use keywords naturally. Avoid keyword stuffing.

Whitepaper: Deep dive. Downloadable. Useful.

Podcasts: Build trust. Use interviews or opinion formats.

Speaking: Target industry events or webinars. Focus on real takeaways.

Industry Reports & Data Insights

Value: Unique insights = high-value lead magnet.

Use data you already collect.

Package insights visually.

Include commentary from experts or partners.

Account-Based Marketing

Targeted Campaigns: Focus on the top 20% of accounts.

Keep It Special: Don't blast. Send personalized assets.

Emails: Research-driven, personal, short.

LinkedIn Sales Navigator: Great for warm outreach.

Underrated Tactic: Join the same LinkedIn groups as your targets.

Customer Events / Roundtables

Tools: Use Zoom or Butter. Keep groups small.

Promotion: Email and personal invites from sales.

Follow-up: Summarize insights. Send thank-yous. Use it as content.

Referral Programs

Ask: Prompt at moments of delight (post-sale, testimonial).

Don't Beg: Make it feel exclusive, not desperate.

Prompting Questions: "Who else should know about us?" or "Anyone you'd recommend?"

CRM + Marketing Automation

Tools: HubSpot, ActiveCampaign, Mailchimp. They're all similar. Pick one and commit.

Love: Keeps communication organized, tracks lead behavior.

Hate: Forcefit – everyone is the same. Can feel bloated. Don't overbuild. Keep your workflows simple.

Landing Pages + Lead Forms

Purpose: Each page should have one goal and one CTA.

Types: Download page, product page, demo request, webinar sign-up.

Content: Clear headline, benefit bullet points, testimonial, form.

Video Content

Types: 30–60 second explainers, customer interviews, behind-the-scenes.

Tools: Loom, Descript, iPhone + mic. You don't need a film crew.

Placement: Social, website, email, landing pages.

Interactive Tools

ROI Calculators: Let users see potential outcomes. Tie back to value prop.

Self-Assessments: "Is this right for you?" quizzes. Great lead magnets.

Podcast Appearances

Faster Path: Guesting > Starting your own.

Time-Consuming: Vet shows first. Prep talking points.

How to Book: Outreach with value. Connect on LinkedIn. Use PodMatch.