

WHY, HOW, WHAT
STRATEGY
FOR LOCAL BUSINESS



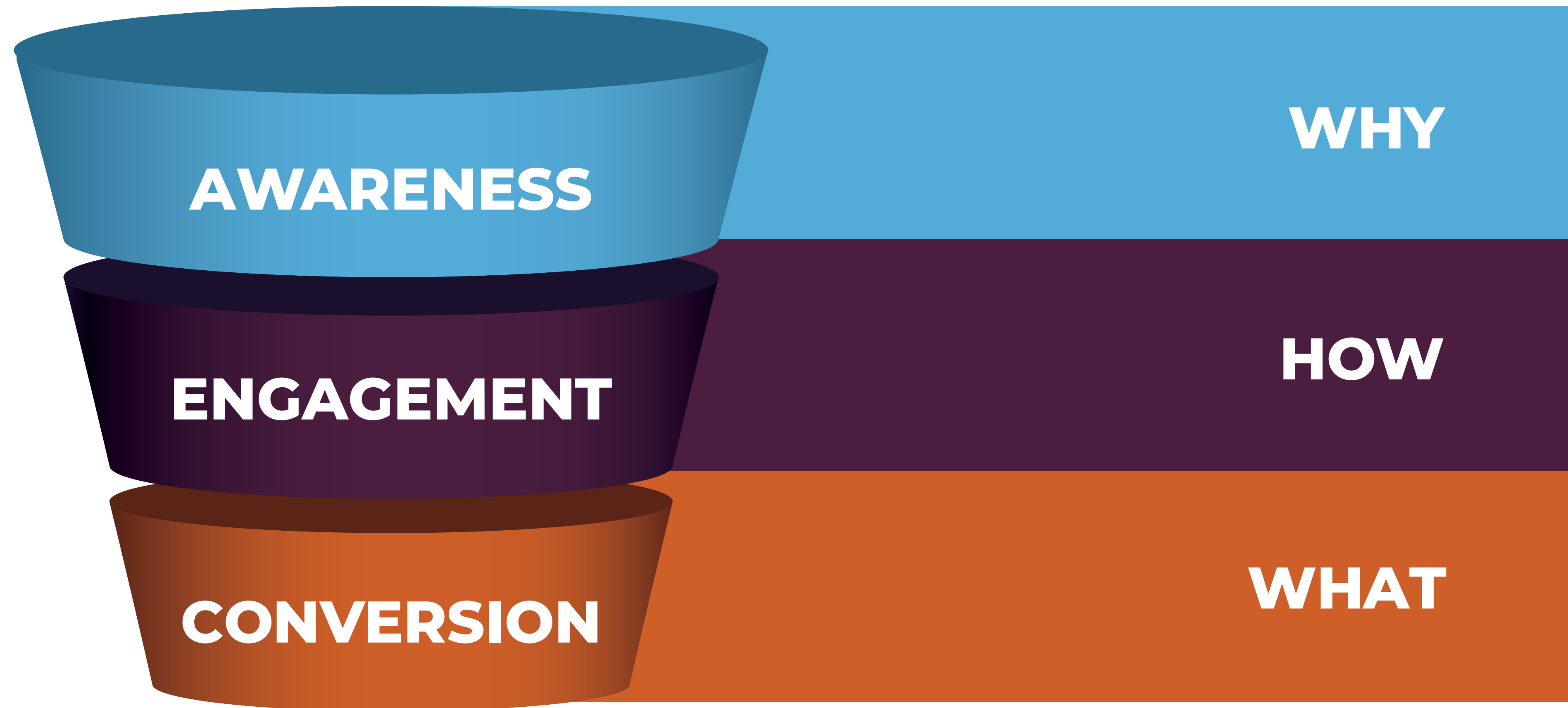
Intro: The Why, How, What Strategy

The Why, How, What Strategy is a way for local businesses to successfully move consumers down the buyer funnel with video marketing. This strategy ensures that local businesses build brand awareness and social engagement first, before moving onto the promotion and sale.

Brand Awareness → Social Engagement → Promotion and Sale
(The Why) (The How) (The What)

“When people believe in a mission, then they’ll buy whatever it is that you have to sell.” (Dennis Yu, 2017)

The Why, How, What Funnel



The Why

Explanation

This first step is for the local business to develop brand awareness.

The *why* is about a local business's passion and stories. No matter the industry, vertical, or business, there will always be a story around how the business came to fruition. By relating this story, consumers will develop an emotional connection with the *why* of the business, and will connect on a deeper level with the brand. In this way, the *why*'s role is to help consumers understand a local business, develop a relationship, and even relate and connect with their story and brand.



Example Template

Set The Stage →

Three years ago, I was working as a grocery store clerk. The days were long, the pay was low, but the stability kept me satisfied.

Set The Change →

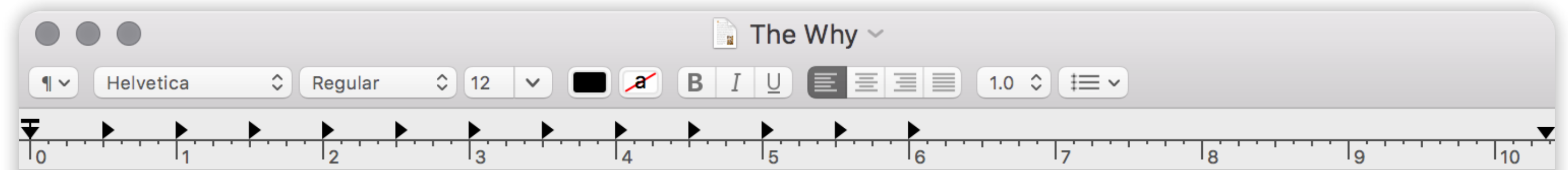
Then, one day, I saw my coworker helping a young family who was struggling to pay for their groceries, which seemed to be necessities like milk, eggs, and bread. Eventually, we had to turn them away. I didn't sleep that night. I thought about it for days, and worried endlessly about the situation. It was then that I realized it wasn't just the consistency of work that I liked, but genuinely interacting with customers and helping them.

What Happened Next? →

Once I had saved up enough money, I quit my job, and started a small business from my home designed to help new, young families find funding for education and basic necessities. Clients were few and far between, and I worked through a large chunk of my savings before my long hours started to pay off. But I was happy, because I was making a difference.

How it lead to now →

Slowly, the business grew and clients trickled in more frequently. I hired more financial advisors, rented an office space, and now I help families of all sizes find assistance when they need it most.



The How

Explanation

The second step is for the business to promote social engagement. The *how* is for a business to share their expertise online. Once again, it does not matter which industry or field a local business operates in because there is always something educational that a business can share with their prospective customers.

The *how* will generate engagement with the content, and help establish the business as a trustworthy source of information in the industry. Additionally, by engaging with helpful content, your audience will gain a more positive connotation with your brand, and be more receptive to future interactions with you.

ENGAGEMENT

HOW

Example Template

The Problem →

Sitting at home working all day can be hard on your body. Do you experience a lot of stiffness in your neck and back when you're working from home?

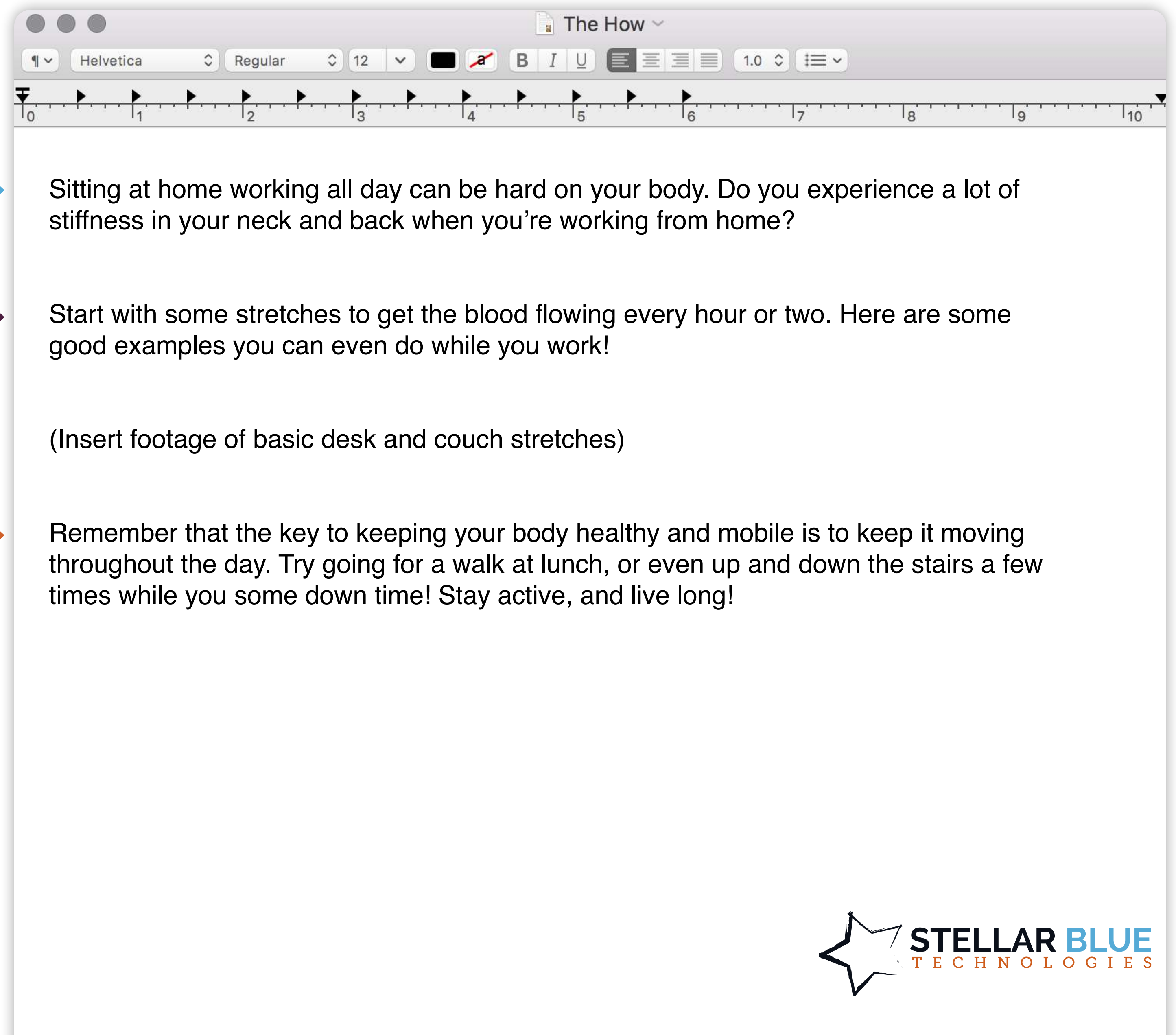
Solving It →

Start with some stretches to get the blood flowing every hour or two. Here are some good examples you can even do while you work!

(Insert footage of basic desk and couch stretches)

Final Tips →

Remember that the key to keeping your body healthy and mobile is to keep it moving throughout the day. Try going for a walk at lunch, or even up and down the stairs a few times while you some down time! Stay active, and live long!



The What

Explanation

The final step of the strategy is to make the client convert. This step finishes off the funnel with the *what*. The “what” here is the product or service that a business offers.

Without the why and the how to set the stage for the what, businesses are being ignored by prospective customers, as they do not want to connect with a business who constantly spams them with sales pitches.

With the Why, How, What Strategy, the prospective customer has journeyed through three stages and is now ready for that sales pitch! So let ‘em have it!



Example Template

The Problem →

X% of college football players suffer a critical injury before reaching their full potential and going professional. Has this happened to you?

Solving It →

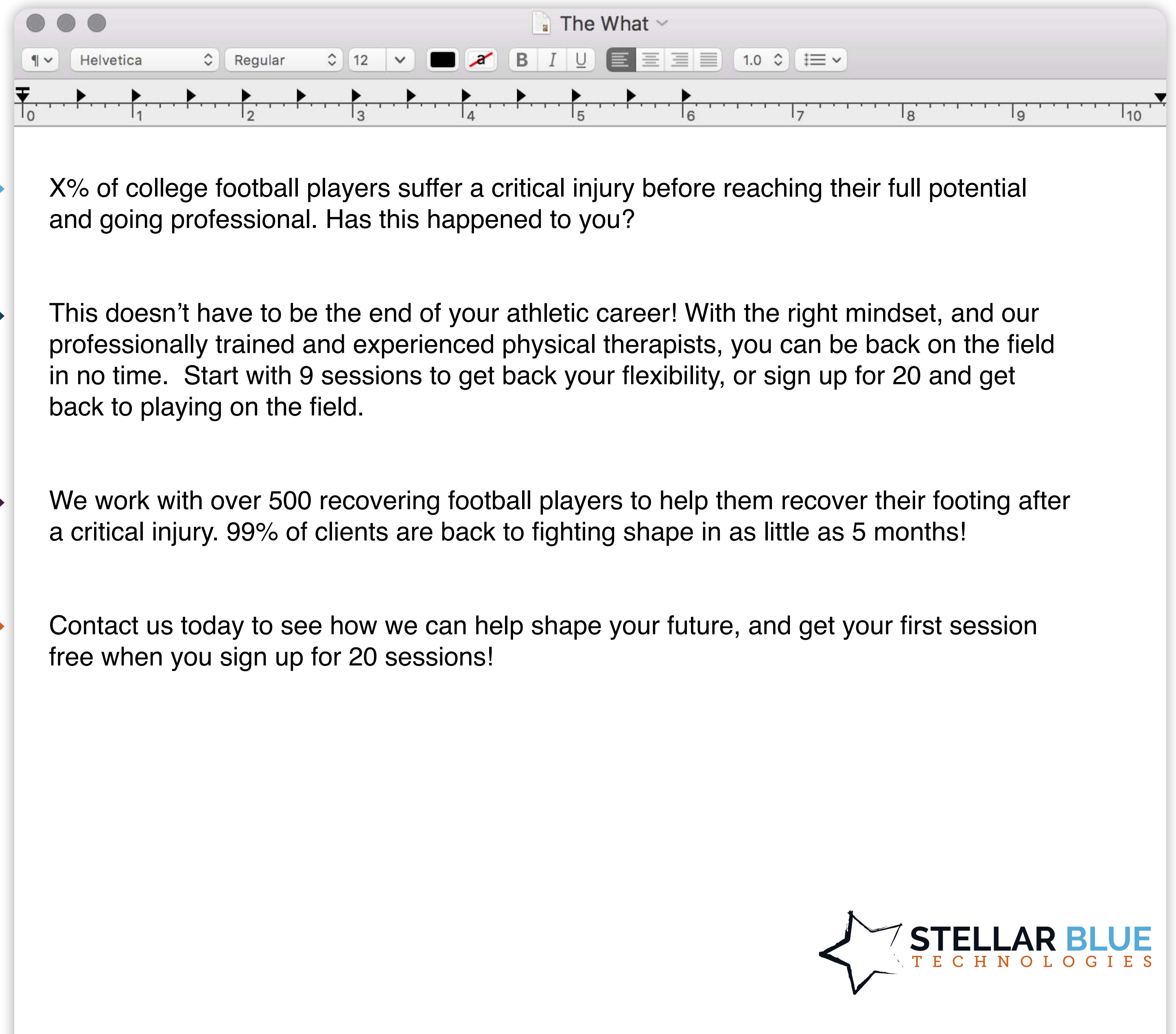
This doesn't have to be the end of your athletic career! With the right mindset, and our professionally trained and experienced physical therapists, you can be back on the field in no time. Start with 9 sessions to get back your flexibility, or sign up for 20 and get back to playing on the field.

The Qualifier →

We work with over 500 recovering football players to help them recover their footing after a critical injury. 99% of clients are back to fighting shape in as little as 5 months!

Call To Action →

Contact us today to see how we can help shape your future, and get your first session free when you sign up for 20 sessions!



The What

Short Copy & Paste Templates

Are you suffering from [common client problem]? Well, here at [Company Name], [client problem solution] is our specialty! Join [number of clients] today, and get [benefit from service]! Call us today and receive 10% off your first [product/service session]!

Looking for trustworthy [service] in the [Company Location] area? You've found it. Here at [Company Name], we strive to be the #1 provider of [service]! Come in and get an instant solution to [main problem] at the best price, guaranteed.

We now carry [product name] and we can't wait for our customers to try it out! Click the link to our website or come visit in store to find out more.

[Product name] has arrived and we can't wait for our customers to try it out! We're here Mon-Fri [store hours] so come stop by to check it out. Click the link to learn more.



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