

# Optimise Your MARKETING

## Ask STAX to Help You Create a Winning Strategy in Minutes.

**it**  
stacks  
up  
2023



**ASK STAX**

**Ask your AI-powered VA to save you time,  
money, and stress while delivering on  
time, within budget, and without blame,  
denial or excuses - ever**

**[www.itstacksup.com](http://www.itstacksup.com)**

# MARKETING STRATEGY

STAX  
PROMPT  
TESTED?

AREA OF MARKETING STRATEGY

Think How You Can Customise & Refine What You Ask Stax



## SITUATION ANALYSIS

**TIP:** Ensure you complete each Instant Breakthrough Audit in all 6 priority areas.

“ what is the best way to conduct a situation analysis by answering each of the questions in all 6 audits covering business model, customer journey, martech stack, marketing strategy, sales and selling and lead generation in a situation analysis to identify what is holding us back and preventing the marketing results then how can we generate the best results following the analyse, prioritise, strategise, optimise process.”



## POSITIONING

**TIP:** Completing your Customer Avatar Will greatly assist you.

“ How do we position ourselves in the marketplace offering [your services] [to [your avatar] experiencing [pain1, pain2, pain3] who want more [outcome 1, outcome 2, outcome 3] leads, appointments, sales and revenue whilst lowering marketing acquisition costs and increasing ROI and ROAS. What are traits, strengths, benefits and advantages of our offering that we should focus on to differentiate us and win more clients?”



## PACKAGING

**TIP:** Reflect on your business model and existing revenue streams

“How can I, a [martech consultant] better package my knowledge, skills, wisdom, talent and services to better help business owners who struggle from a lack of clarity, vision and purpose, a marketing strategy and an automated platform to automate their marketing activities. Please recommend ideas, approximate costs and timescales to implement. “



## PROMOTION

**TIP:** Consider which tactics work best for You now & which ones you will test

“Please suggest 12 of the best most effective online and offline marketing tactics, routes to market and methods for generating leads online and offline for a marketing coach wanting to reach small business owners with marketing problems and experiencing martech challenges.. Please write as though we are including this in our strategy document and include approximate costs and timescales. Do you understand?”



## PERSUASION

**TIP:** Refer to our START SELLING sales Course to help you close more sales

“Suggest innovative effective elements and tactics we should use in our sales and persuasion process to help create a persuasive business case, mitigate and eliminate risk and objections for prospective buyers wanting to buy our [martech] services, whilst focusing on addressing common pain points and challenges and how we could emphasise the cost of our solution is less than the financial impact of the challenge and less than the opportunity cost in not taking action in investing in what we offer.”



## MARTECH STACK

**TIP:** Refer to our MARTECH Guide for additional suggestions and tips.

“ Please suggest the essentials components of a martech stack to help automate managing the marketing process to save time, money, stress and maximise engagement, signups, registrations, scheduling appointments, and generating more sales, revenue, ROI and ROAS. Please share typical costs and timescales.”



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PLEASE NOTE: **ASK STAX** Can occasionally generate incorrect information or provide wrong information. For best results, follow the STAX PROMPT GUIDELINES as we do not take responsibility for the output you produce.

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## PERFORMANCE

“Suggest different ways we can evaluate marketing performance and what KPIs I could count, monitor and measure to demonstrate confidence, progress and results with my marketing and marketing strategy for sharing in reports to our stakeholders, shareholders and investors. Write as though it is a statement of intent in a strategy document. Do you understand? “

TIP: Refer to your business model and How you will task & team performance



## IMPLEMENTATION

“ In order to maximise people and task performance, hold staff accountable and ensure we can implement our marketing and martech strategy on time within budget and without project creep, what key tasks and initiatives should we focus on especially in the areas of our business model, customer journey, martech stack, marketing strategy, lead generation and sales and selling? Write your response as a statement of intent for our strategy document. “

TIP: Refer to our Business Model Video & Strategy document for more guidelines.



## SPECIFIC CONTEXT

Give as much context as possible

## TASKS & INSTRUCTIONS

Define what you want written

## AFFIRM & REAFFIRM

Avoid ambiguity & achieve clarity

## XPAND & REFINE

Tweak & fine tune until happy



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# OPTIMISE FOR SUCCESS

TIP	EXPLANATION	READ?
1	<b>KEEP IT SIMPLE</b> Use simple language and avoid complex or technical terms that may be difficult for STAX to understand..	<input type="checkbox"/>
2	<b>BE PATIENT</b> Allow STAX time to process and generate a response. It may take a few moments for the AI to provide an answer.	<input type="checkbox"/>
3	<b>BE CLEAR &amp; SPECIFIC</b> Phrase your questions, prompts and instructions clearly and concisely, avoiding any ambiguity or confusion by STAX..	<input type="checkbox"/>
4	<b>PROVIDE EXAMPLES</b> If appropriate, provide examples or scenarios to help STAX better understand your question.	<input type="checkbox"/>
5	<b>NATURAL LANGUAGE</b> Speak, to, instruct or ask STAX in natural language, as you would when communicating with a person.	<input type="checkbox"/>
6	<b>PUNCTUATION</b> Use appropriate punctuation: Proper punctuation can help STAX better understand the structure of your sentences..	<input type="checkbox"/>
7	<b>AVOID BIAS</b> Avoid using biased or leading language that may influence STAX's response.	<input type="checkbox"/>
8	<b>PROVIDE FEEDBACK</b> If you receive an answer that is not helpful, provide feedback to help STAX learn and improve its responses.	<input type="checkbox"/>
9	<b>THINK STRATEGIC</b> STAX can be a great tool for learning, research and copywriting, , so don't forget to think strategically, tactically, practically & have fun.	<input type="checkbox"/>
10	<b>PARANTHESIS</b> Use ( parenthesis ) to help STAX better understand your intent and generate more accurate responses. For example, "Can you provide some tips for selling online (using zoom? )". Additionally, using [ ] can help STAX better understand your intent for more accurate responses.	<input type="checkbox"/>

## PLEASE NOTE

For fast results, simply copy and paste ([Ctrl] + C) & ([Ctrl] + P) each of our recommended prompts and personalize to suit.



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**YOUR  
AI-POWERED VA**

