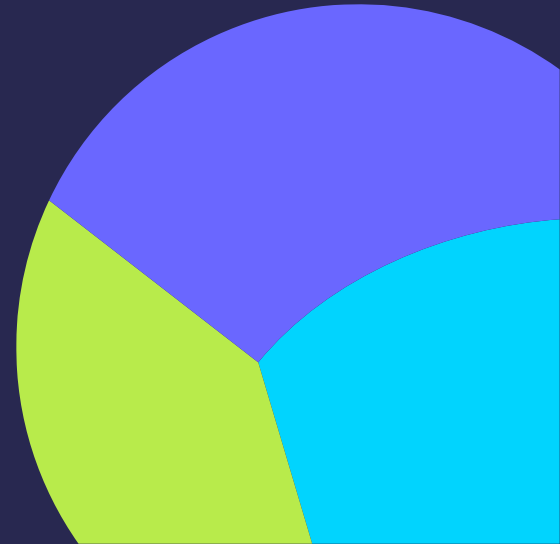




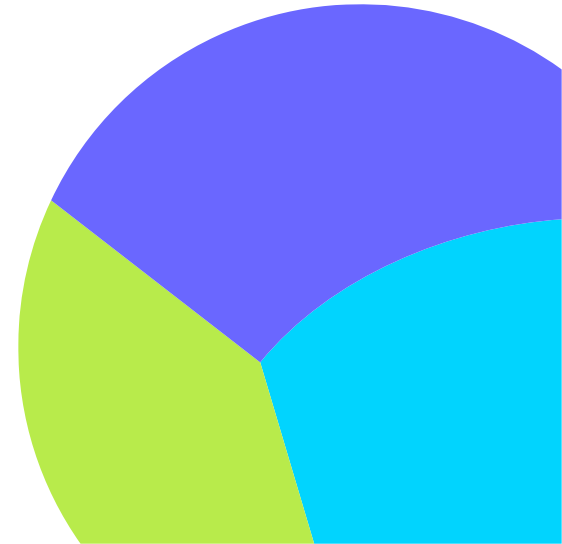
# Value Loop Marketing

## Lesson 1



# What's in this lesson?

- What value loops are
- Why using value loops are an effective strategy
- How we use it



# What are value loops?

- Value loops are places where our ICP can subscribe, follow, visit or attend regularly to get value.
- We want as many people from our ICP entering and engaging in these value loops as we can.

For example:

- Newsletter
- Podcast
- Organic Social
- Influencer profiles
- Blogs
- Live events
- YouTube



# What's the aim?

- Be everywhere our ICP hangs out, delivering highly relevant content consistently over time
- Increase the number of our ICP subscribing and following
- Build brand affinity and trust with our buyers
- Stay top of mind so when buyers come in-market, they think of us

# Why are value loops important?

- As buyers move themselves in-market, staying top of mind is now more important than ever. Providing consistent value, where your audience hangs out will help to make your brand memorable.
- There's a lot of noise out there – one off actions aren't likely to be remembered and so doubling down on subscription based channels such as podcasts, YouTube or newsletters means you can build an engaged audience and focus on the quality of the content.
- If you build out your own audience, you can make data driven decisions based on the types of companies/job titles that are engaging with your content - does this fit with your ICP? And in turn, is this helping you to build the right pipeline for your business?

# Value Loops + Easy Mode Framework = ✨

- You need to genuinely deliver value.
- Enter ✨ Easy Mode ✨
- Using the realm you build out during your Easy Mode implementation process, you can ensure all your content subject matter are relevant to both your audience, and your business's strategic narrative.
- The feedback loop is very important here. Listen closely to signals and feedback from your ICP to ensure content is resonating on the channel.



# Your next lesson: Newsletter and email

