



ICF MENA Conference
IMPACTING THE FUTURE
Sultanate of Oman **2023**

ICF
Oman Chapter



DIGITAL MARKETING & Business Development **FOR COACHES**

SAIJU VICTOR



www.icfomancoaches.com

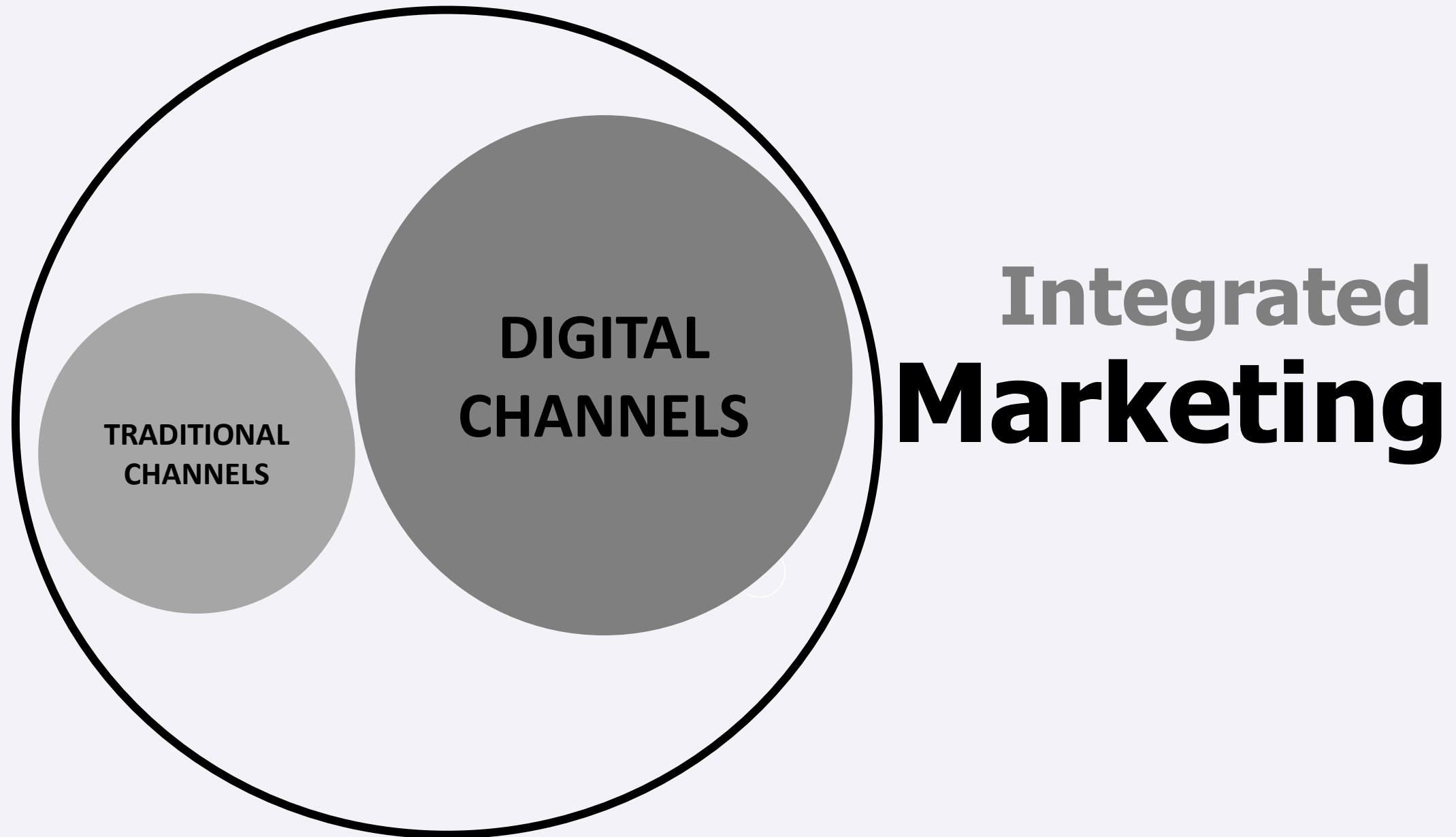
Digital Marketing & Business Development for Coaches

- Saiju Victor



Stay Competitive, Optimize Professional Profile & Expand Reach

Marketing *vs* Digital Marketing



3 Key advantages of an Integrated Marketing Strategy



- The brand message is consistent across all platforms (Branding)
- Enhances Client experience & Remembrance (Souvenir)
- Flexibility to expand & concentrate on target audience and segments (Ads)

8 Key advantages Digital Marketing

**Personal
Branding
Made Easy**

**Increased
audience
Reach**

**Higher
Customer
Engagement**

**24/7
Availability**

**Easy to
Change &
Adapt**

**Content
Marketing
Tools**

**Targeted
Adv.
Platform**

**Cost-Effective
Marketing
Method**

Digital Marketing for Coaches



**Need to Add
Value to
Your Time**



**Should Equip
You to Help
Your Clients**



**Must be
Result Oriented
& Cost Effective**



Equip yourself to help your clients better



Content

- **About You**
- **Specific Services**
- **Helpful Resources**
- **Testimonials**
- **Contact**
- **BLOG**
- **FAQ**

1

**USER FRIENDLY &
MOBILE RESPONSIVE**

2

**SEARCH ENGINE
OPTIMIZATION (SEO)**



WORDPRESS

WIX.com



Equip yourself to help your clients better



Social



Handles

Why?

- **Brand Building**
- **Showcasing Expertise**
- **Networking**
- **Promoting Services**
- **Concentrated Marketing**

How?

- **Authentic Content**
- **Conduct Webinars**
- **Be a Subject Expert**
- **Targeted Advertising**
- **Testimonials & Reviews**



Business
Profile



Q&A Platform



Equip yourself to help your clients better

EMAIL Marketing



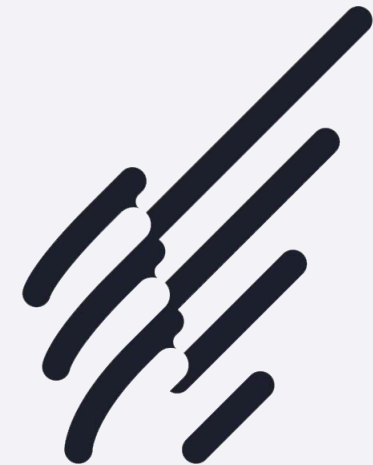
mailchimp

- Analytics & 3rd party App Integration
- Pricing & Strict Rules



mailer **lite**

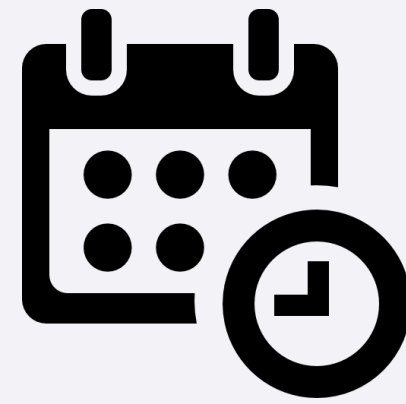
- Cost effective & User friendly
- Does not work on phones



BENCHMARK

- User-friendly
- Pricing

Add value to the time you spend



CALENDARS



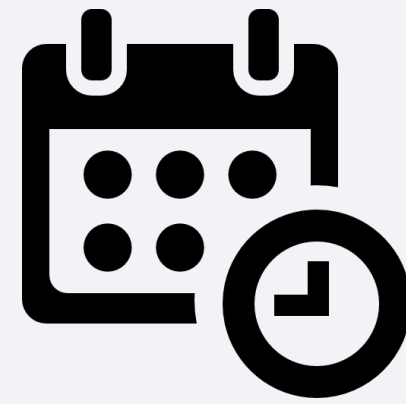
GOOGLE CALENDAR



CONNECT

Salesforce
Slack
Microsoft Teams
HubSpot
Zoom
Zapier

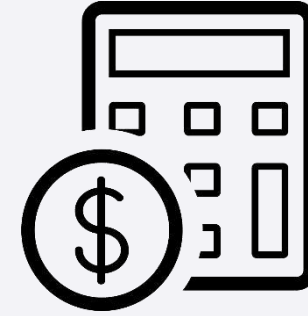
**Add value to the
time you spend**



**SOCIAL MEDIA
SCHEDULING**



6 Result Oriented & Cost Effective DIY Steps



**PLANNING
IS THE KEY**

Choose the Right Platforms & Optimize them

- 1** Have a compelling bio & add relevant links
Use relevant #hashtags
Use it with a purpose – do not trick your audience

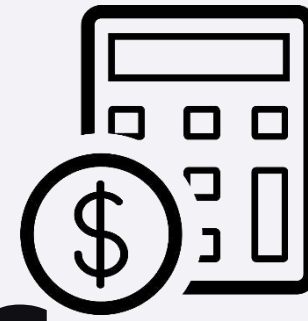
Content Strategy & Consistency

- 2** Share informative info, tips & content.
Regular and predictable content release
Create Social Media Calendar

Engage with Your Audience

- 3** Respond to comments, message & mention.
Ask questions, conduct polls, and encourage discussions.
Regular Follow and Unfollow activity.

6 Result Oriented & Cost Effective DIY Steps



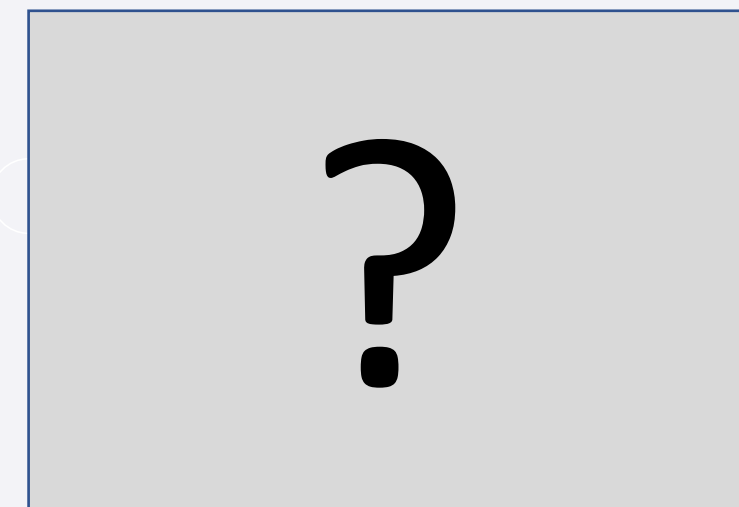
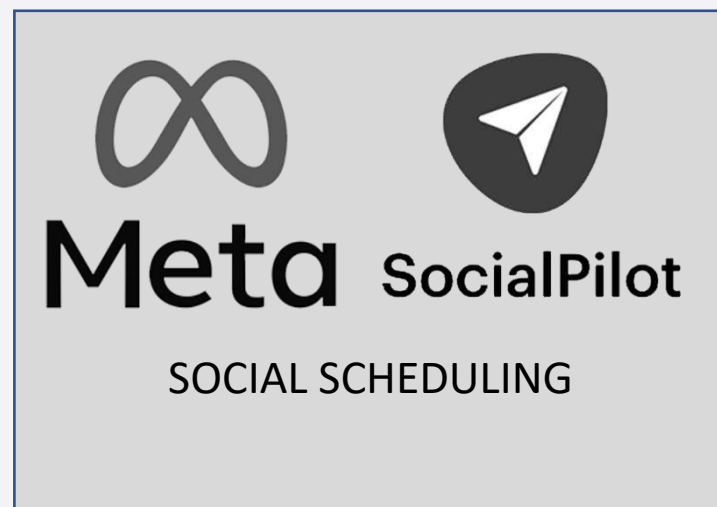
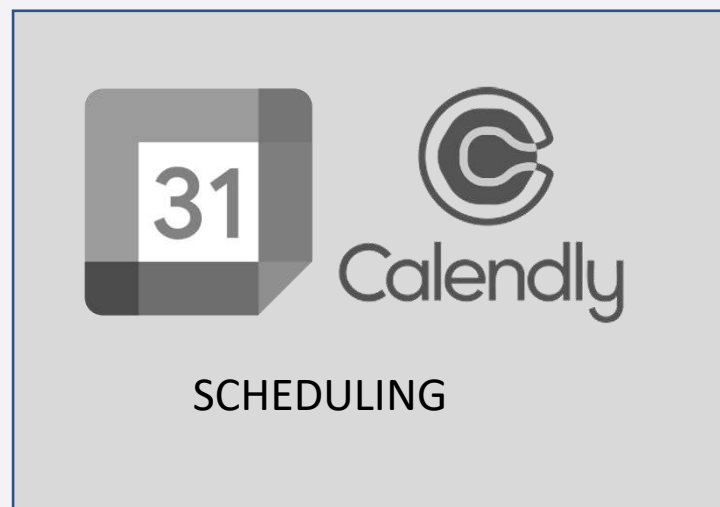
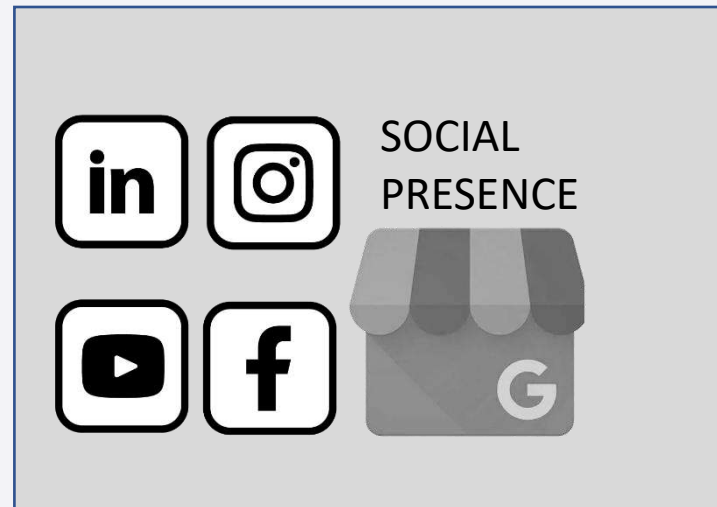
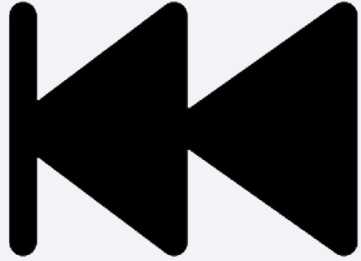
ORGANIC &
PAID PROMO

4 Run Contests and Giveaways
Create goodwill through meaningful campaigns
Reach out to potential clients through relevant themes

5 Collaboration
Collaborate with other trainers & influencers
Tie up with businesses that compliment training & growth

6 Paid Advertisements
Create goodwill through meaningful campaigns
Reach out to potential clients through relevant ads

REWIND



Tips to STAY Ahead



**VIDEO CONTENT
& MOTION POSTERS**



GO PODCASTING



EMBRACE AI

Thank YOU

Stay competitive

Optimize Professional Profile

& Expand Reach

START NOW !

#impactingthefuture

@icfcoachesoman