

AMM Brand Analysis and Content Strategy Assignment

Part I:

1. What Does AMM Do?

Appalachian Marketing and Media (AMM) is a full-service digital marketing agency based in Portsmouth, Ohio. They specialize in strategic marketing consulting, custom website design, search engine optimization (SEO), social media marketing, and comprehensive marketing suites tailored to help businesses grow through targeted online strategies.

2. Who Is AMM's Ideal Customer?

AMM primarily serves small to mid-sized businesses in the Appalachian region, including Southern Ohio and surrounding areas. Their ideal clients are local businesses seeking to enhance their digital presence, increase online traffic, generate leads, and boost sales through effective marketing solutions.

3. What Pain Points Does AMM Solve?

- **Lack of Online Visibility:** Many local businesses struggle to stand out online. AMM addresses this by creating SEO-optimized websites and implementing targeted digital marketing strategies.
- **Ineffective Marketing Strategies:** Businesses often waste resources on marketing efforts that don't yield results. AMM provides strategic consulting to identify opportunities and optimize marketing approaches for sustainable growth.
- **Time Constraints:** Small business owners may lack the time to manage their digital marketing effectively. AMM offers comprehensive services, allowing clients to focus on their core operations while AMM handles their online marketing needs.

4. What Makes AMM Different from Other Marketing Agencies?

- **Regional Expertise:** Being based in Portsmouth, Ohio, AMM has a deep understanding of the Appalachian market, enabling them to craft marketing strategies that resonate with the local audience.
- **Comprehensive Services:** AMM offers a full suite of digital marketing services, from website design to SEO and social media management, providing clients with integrated solutions all from one agency.
- **Certified Professionals:** The team holds certifications, including Agile and SEMrush, ensuring they employ industry best practices and stay updated with the latest marketing trends.

5. AMM's Key Message in One Sentence:

"At Appalachian Marketing and Media, we empower local businesses to achieve measurable growth through tailored digital marketing solutions that resonate with the targeted audiences."

6. AMM's Core Brand Message in One to Two Sentences:

"We help local businesses grow by providing tailored digital marketing strategies, including website design, SEO, and social media management, that drive real results and reflect the values of our community."

7. Three Supporting Messaging Pillars:

- **Local Expertise:** Show a deep understanding of the local market and its unique needs.
- **Results-Driven Approach:** Put a focus on measurable outcomes to ensure marketing efforts are used for direct business growth.
- **Comprehensive solutions:** There is a full range of services offered that provide cohesive and effective marketing strategies.

Part II:

1). Define the Audience:

- **Target Audience:** Small businesses and business owners in the Appalachian region, particularly in Southern Ohio, seeking to enhance their online presence and receive marketing results that provides business growth.
- **Goals:** Increase online visibility, attract more customers, and grow their businesses and increase profit through effective digital marketing.
- **Challenges:** Limited knowledge of digital marketing, time constraints, and budget limitations.

2). 1-Month Content Strategy Table (4 Weekly Content Topics and 1-2 SM Posts and Content Goals for Each Week (4)):

Week	Blog Topic	SM Posts	Content Goals
1	"Top 5 Website Design Tips for Small Businesses"	1). A before and after website redesign showcase. 2). A video for quick tips on website design.	Educate audience on effective website design techniques.
2	"How SEO Can Boost Your Local Business"	1). Client testimonial on how AMM helped improve their	Increase the awareness on the importance of SEO and educate audience

		businesses search rankings. 2). Infographic on the benefits of SEO	on why this will help them.
3	“Leveraging Social Media to Engage Local Customers”	1). Highlight the success story of a local business that used SM to their advantage. 2). Post a poll or question sticker questioning the audience on which SM platform(s) they use.	Encourage SM engagement among the audience. Address time constraint concerns.
4	“The Importance of Choosing the Right Marketing Partner for Your Needs”	1). Behind-the-scenes at AMM video or a day-in-the-life video of an AMM marketer. 2). A series of facts on how AMM have aided in the business growth of local agencies (price comparison with competitors, business growth of a business 6-months after working with AMM, etc.).	Generate leads and build trust with your audience.

***All SM posts should be ended with a CTA or should include a CTA in the graphic. ***