CK NIGHT SCHOOL
CAM KIRK STUDIOS

The Art of Strategic Marketing
with Porchia Marie

Scouting Your
Potential Audience

PHASE 1: RESEARCHING YOUR ANALYTICS

Website Analytics: When it comes to your website, most platforms allow you to gather information on things like how much traffic is being generated and what pages your audience is active on. This can help you understand where your audience is spending time, and then you can put more attention into those areas.

Social Media Metrics: Porchia recommends using a business profile on Instagram for your brand instead of a personal one to measure your social media metrics. This way, you can utilize the features to get data on your followers, the best time to post, who interacts with your posts, when you get the most interactions, and more.

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Customer Database: Having access to your social media metrics can also help with monitoring your customer database. "With a customer database, this can be something as small as a comment," Porchia says. A review on your product or page may seem small, but it can give you insight into customer feedback and make it easier for customers to access your content or products.

Sales Records: Next, if your brand has products, you'll want to keep an eye on your sales records. This might involve looking at your site to see how many people engaged with the link or how many people were interested in your product. "If your product interactions are low, it gives you the chance to go back to the drawing board. Everything you drop, everybody doesn't have to like," Porchia says. "You shouldn't ever get offended by that." It's important to be mindful of what you put out, but especially how people react to it.

Other analytics: Everybody's business operates differently depending on your industry and focus, so the only way for you to know more about your metrics and analytics is to do your own research.

PHASE 2: RESEARCHING HASHTAGS

The next phases of scouting your audience should include researching hashtags, tagged photos and locations, the people who comment on your posts, and the people who directly message you. "A lot of people think hashtags may not work," Porchia says. But she says they actually allow you to: identify relevant content and trends, find different perspectives and viewpoints, and engage with content related to your interests.

"There's no rules to how we create. I wish a lot of creators would understand that. You can do whatever you want to do and get very creative with your own perspective, your own viewpoint, your own way of thinking."

PHASE 3: RESEARCHING TAGGED PHOTOS AND LOCATIONS

"It's not being nosy!" Porchia emphasizes. Looking at tagged photos and locations helps you to gain insights into other brands and find connections for your own brand and marketing efforts. There are so many creators in the industry that can inspire you and help expand your network, and you just might find some hidden gems in terms of locations as well. Whether it's for a social hour, a photoshoot, or an event space, looking at tagged locations can uncover new places you may not have known about otherwise.

Pro tip: Use the Saved feature on Instagram to categorize content you want to come back to for inspiration.

PHASES 4 AND 5: RESEARCHING YOUR COMMENTS AND DMS

Lastly, researching the people that comment on your posts and directly message you can give you a better understanding of your audience and build better relationships with them. You can tailor your content, products, or services to meet audience needs based on personal interactions. And most of all, responding to your audience builds your reputation. And while DMs are useful, Porchia recommends utilizing email addresses found in people's bios for business outreach since messages can be a lot to go through for many creators.

PRO TIP: USE THE SAVED FEATURE ON INSTAGRAM TO CATEGORIZE CONTENT YOU WANT TO COME BACK TO FOR INSPIRATION.

Lesson 2

Content Engagement

There are four questions to ask yourself about your brand:

1. How do you want people to feel?

2. How do you want people to react?

3. What do you want people to do?

4. What do you want people to remember of you or your brand?

Being able to answer these questions allows you to better plan out and strategize your content. For example, when answering the questions about her own brand, Porchia says she wants people to feel creative and feel like they can do whatever they want to do in their creative space when they interact with her content. "There's no rules to this game," she says. "I always tell people, 'I want you to do whatever you want to do.' That's how I want you guys to react to your own brand, not just my brand."

She also recognizes how easy it is to compare yourself or compete with others on social media, but Porchia prefers to compete with herself and recommends doing the same. At the end of the day, she emphasizes the importance of being in tune with yourself rather than the people around you and focusing on the lasting impact of whatever it is you create.
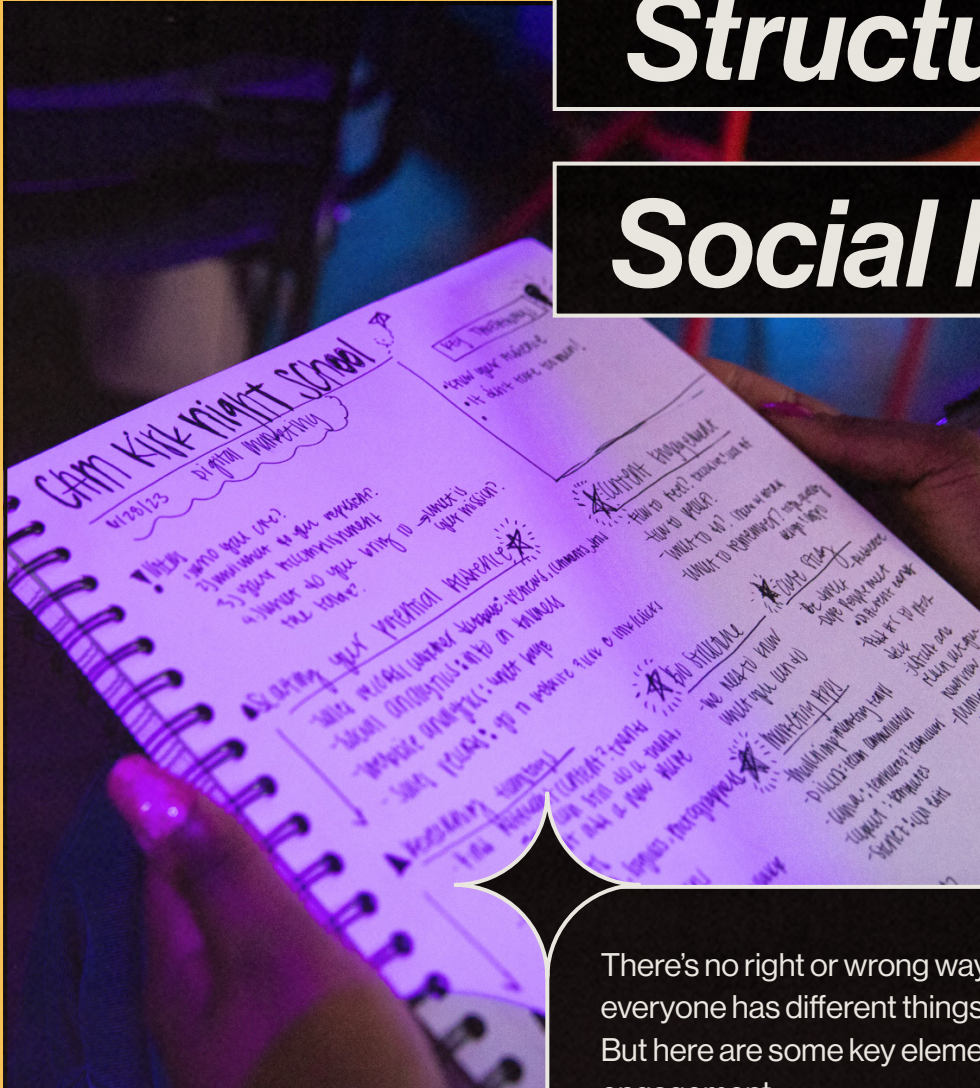
"I want people to get more in tune with yourself and not worry about others around you and feeling like you gotta compete."

Structuring Your Social Media Bio

There's no right or wrong way to develop your bio structure; everyone has different things they're good at and want to highlight. But here are some key elements you can include to improve engagement:

- **Job Title:** Shows what you do
- **Brand:** Tells who you are
- **Link:** Gives access to other components of your brand
- **Description:** A sentence of what services provide or what you represent or a list.
- **Contact Information:** A phone number and/or email address where people can send business inquiries

"You just want to make sure your bio is structured to a point where people can quickly identify what it is you do," Porchia says, "and then secondly, how they can get in contact with you."

Lesson 4

Best

Marketing

Apps to Use

There are five apps Porchia uses to stay organized and creative for her brands:

- **Mailchimp:** A great email marketing automation platform that provides professional templates, helps you manage your subscribers, and categorize your audience based on demographics, interests, and purchase history.

"You want to get people's information," Porchia says. "Whether it's their phone number or email, you can always reach back out to them to support whatever you're working on or any product or service you want them to purchase."
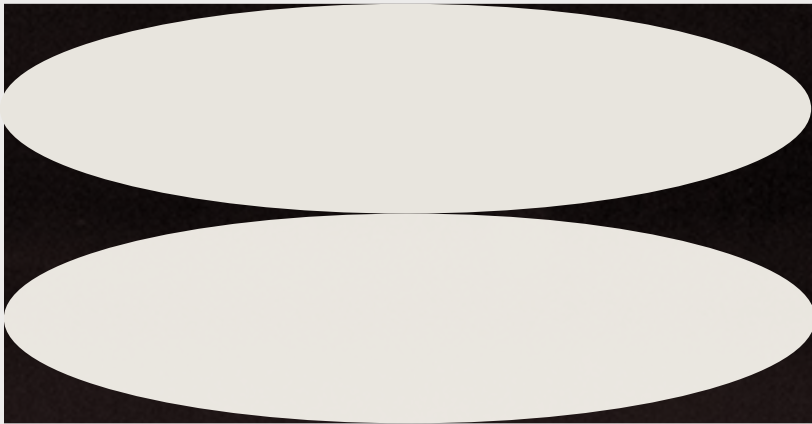
- **Discord:** Offers voice calls, video calls, text chats, and screen sharing for project collaboration. You can go live with collaborators, work on team building and community engagement, and send motivation in real-time.

- **InShot:** A mobile video and photo editing app that has different features and tools to edit and enhance your visual content.

- **Storyz:** Platform that allows you to create visual stories from still images.

- **Canva:** A.K.A. Porchia's secret weapon. Canva gives a versatile range of templates for presentations, social media graphics, flyers, etc. You can create anywhere on any device and add your own creativity to existing templates. It's also great for collaborating, as multiple people can edit a template at the same time.

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