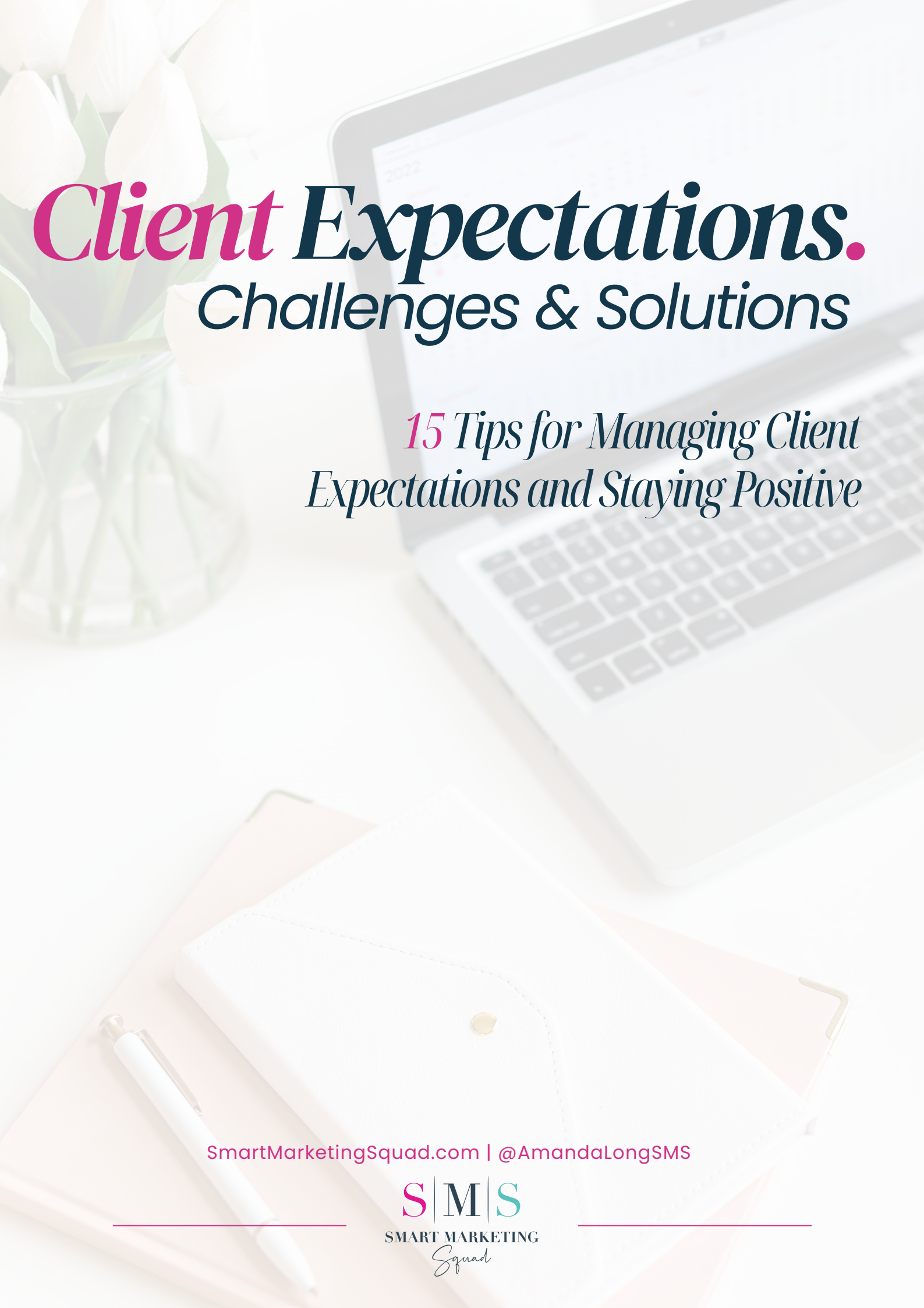




Client Expectations. *Challenges & Solutions*

*15 Tips for Managing Client
Expectations and Staying Positive*

SmartMarketingSquad.com | @AmandaLongSMS

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1. Limited Budget

Prioritize spending based on the highest ROI channels. Focus on cost-effective digital marketing tactics like content marketing and social media advertising. Emphasize the importance of a well-defined budget that aligns with the campaign goals.

Keep within the scope of work and budget to help clients understand what available resources are and what can be achieved within their budget and scope constraints.

2. Lack of Data

To create your own, choose a topic that interests you. It can be anything from fashion and beauty to travel and the news. Once you have your overall theme, you can start brainstorming the content.

3. Unclear Goals

Use Google Analytics and social media insights to understand the client's audience, dig into their industry and identify competitors.

Communicate with clients to set specific, measurable, achievable, relevant, and time-bound (SMART) goals. Educate them on the importance of clear objectives to drive campaign success.

Use what you know about your client and their audience and what you can realistically get with their budget and recommend outcomes you feel comfortable you can achieve.

When you are testing an idea, be clear about that as well. Educate them that what works well for your other clients might now work well for them, but we have to test to find the sweet spot.



4. Resistance to Change

Clients may be resistant to new strategies or technologies.

Showcase case studies and success stories to demonstrate the benefits of change. Offer a phased approach to make transitions smoother.

When I recommend running an ads campaign a different way, this can be tough to get client buy-in. They don't understand any of this the way we do, so I sell it to them in terms they understand and tie it to their goals. Thought leadership, brand awareness, traffic, engagement, leads are all things they understand. I also communicate when there are changes in the industry, like Google algorithm updates and Instagram algorithm changes and how that affects what we do.

5. Limited Content Resources

Help clients repurpose existing content to maximize its value. Suggest creating a content calendar and outsourcing content creation to freelance writers or designers when necessary. Lack of content is probably the #1 problem I run across with my clients.

I have an [entire system on content creation and repurposing](#).

6. Short Timeframes

Set realistic expectations regarding the time needed for strategy development and execution. Emphasize the importance of a well-thought-out plan, even if it means extending deadlines slightly.

It's hard to know how long each campaign will take because of all the variables. So I break it down into parts and get a rough estimate. Clients have no idea all the steps, tech and work that goes into building digital campaigns so it's our job to communicate it.

This is where tracking what you do comes in handy. I have a client who runs a quarterly campaign. I know I need 4 weeks to promote the event and 4 weeks to create the visual assets, set up the webinar registration, write and setup all the emails and automation and create all the promotion pieces.

So I'm starting this 2 months prior to the event, and remember this is a process we have systematized and templated.

Things to consider in time estimates:

-  Strategy Creation
-  Setup of Tech
-  Asset Creation – emails, social posts,
-  visuals, content creation
-  Promotion timeline

My secret is having some core campaigns templated and systematized (Playbook). I have basic campaigns for speaking events, webinars, blog/podcast content promotion, conferences, product promotion, and service promotion outlined, so I have a starting point and time estimate. As you do more of these, you'll have a playbook for some of this stuff, too. And you can get a couple of my playbooks in the [Marketers' Shop](#)

7. Competitive Market:

Conduct thorough competitive research and identify unique selling points (USPs). Emphasize the importance of differentiation and creative marketing strategies to stand out. This is where you get to use your creative juices to help set your clients apart.

Bake this into your services because having this information is what will help you create stand out marketing strategies.

8. Limited Brand Awareness:

Recommend a branding and awareness campaign before diving into more conversion-focused strategies. Utilize influencer partnerships or collaborations to expand brand reach along with digital advertising that boosts their brand awareness and reach.

9. Inconsistent Communication:

Maintain open and regular communication with clients. Share progress reports and insights, and involve them in decision-making to ensure alignment throughout the campaign.

10. Inadequate Resources for Testing

Prioritize A/B testing and optimization within the available resources. Even small-scale testing can yield valuable insights. Present the long-term benefits of investing in testing. Have a list of the types of things you can start to A/B test email subject lines Digital ad copy and imaging Website pages (if you have access to a website a/b testing tool) Actions within automations.

11. Overly High Expectations:

Manage client expectations by providing realistic projections and benchmarks based on industry standards. Emphasize that marketing is an ongoing process that requires patience. Share industry standards with them to understand how to measure results as well as to set a baseline for expectations.

12. Technical Limitations

Maintain open and regular communication with clients. Share progress reports and insights, and involve them in decision-making to ensure alignment throughout the campaign.

13. Compliance and Legal Restrictions

Stay up-to-date with relevant regulations and compliance requirements. Advise clients on how to maintain legal compliance in their marketing efforts.



14. Measure and Analyze Results

Use Google Analytics or analytics tools, check social insights or find a tool that will track your social analytics and schedule social posts (if you manage social). Many tools will help you review web and social analytics. Be sure to check your ad results and email marketing results as well.

My favorites are:

- 🍍 Metricool (social scheduling + web/social analytics)
- 🍍 eClincher (social scheduling + web/social analytics)
- 🍍 Digivizer (social + web analytics)

15. Iterate and Improve

Encourage the client to use the insights gained from the campaign to refine future strategies. Marketing is an ongoing process of learning and adaptation.



Work With SMS!

Whenever you're ready, here are 2 ways I can help you:

1. Check out the **B2B Content Creation System** for small team marketers. This is the content ecosystem I have developed and used over the past decade. As the digital landscape shifts, so does this system—keeping you ahead in content mastery and digital marketing success.
2. **1:1 Strategy Session** to get you unstuck. Whether you need help with the campaign or tech strategy, help with set up or help with marketing team workflow – pick a time to work through it with me.

Amanda Long
SmartMarketingSquad.com



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