



STRATEGIES

FREQUENTLY ASKED QUESTIONS

General

> What are the requirements for working with Miocoa Strategies?

While we would love to work with everyone, we lack the capacity to work with every business or business owner that needs marketing or business development support. Our ideal client should have these key characteristics:

- Someone operating a legal business entity (LLC, S Corp, Corp, Partnership)
- Has a marketing budget of at minimum \$4,000 for a 6-month period
- Has owned a business for 1-3 years, with industry expertise spanning 5+ years
- Industry/Occupation: Service-based business owners, Membership teams, Food industry, Accountants, Attorneys, Marketers, Public policy experts, Political leaders, Entrepreneurs, Advocacy campaign organizers, Photographers, Event planners, and Motivational speakers

> Do you only work with black women business owners?

Yes. However, we do make an exception for organizations and teams that are not black-owned or black-operated but are consistently and effectively supporting black women trailblazers.

> What type of businesses do you work with?

We work with a variety of businesses. Some but not limited to: service-based business owners, membership teams, food industry, accountants, attorneys, marketers, public policy experts, political leaders, entrepreneurs, advocacy campaign organizers, photographers, event planners, and motivational speakers.

> What are your signature services?

1. [The Ultimate Brand Strategy Session](#)
 - a. For individuals and businesses that need to develop a brand
2. [Start-Me-Up Business Accelerator Program](#)
 - a. For early-stage, ideation business owners ready to take it to the next level
3. [Marketing Strategy & Consulting](#)
 - a. For individuals and businesses with a brand that need help with reaching revenue goals, attracting loyal customers, and increasing awareness.
4. [Live Event Marketing & Coverage](#)

> What does your client intake process look like?

1. Book a consultation call
2. Proposal sent by our team with a recommended game plan
3. Contract signing
4. Begin working

> Do you have a refund policy?

Because of the nature of our services, we do not offer refunds. We do everything in our capacity to make sure we can satisfy your experience working with Miocoa Strategies.

> Why do I need to speak with someone if I'm ready to purchase?

We get it! You like what you see and are eager to get started but we still need to measure your readiness. Our client intake process is one of the most important steps in making sure we're a great match for working together.

> I only need digital marketing but your proposal has my first required step as the Ultimate Brand Strategy Session. Why is that?

Our recommendation in our proposals are based on the client intake process and audit of your current digital presence. If we believe your brand needs some fine-tuning before you can build a solid business foundation and start using our digital marketing services, we'll require you to complete our [Ultimate Branding Strategy Session](#) before beginning.

> I noticed a lot of your clients aren't on your site. Why is that?

In short, we value our clients' privacy. Some of our services require us to ghostwrite for some pretty powerful women trailblazers. To protect our clients' reputation and expertise, we've taken a few precautions to make sure our clients are protected. We are more than willing to share a portfolio or case study of our work from clients who aren't protected by a non-disclosure agreement. If you'd like that, shoot us a message at info@miocoa.com.

> What does it mean when it says you're a full-service marketing firm?

Miocoa Strategies is a full-service marketing firm based in Baltimore, MD. That means we cover strategy, planning, content creation, analysis and more in house. Our team can handle copy-writing, videography, photography and graphic design services. If you need it to build your brand and boost your awareness, we can do it.

> Do you only help clients who work with social media?

No, we are a full-service marketing firm.

Marketing Basics

> What is a personal or professional brand?

A personal brand is how you appear online and offline to the world. A professional brand is how you appear in work- or business-related spaces. Oftentimes, these two will overlap—especially on social media.

> How long does it take to see a ROI on your marketing services?

It all depends on where you were when you started being strategic about your marketing. Marketing is not instantaneous when it comes to seeing a ROI. It requires consistency, pivots, ad spend and a blend between online and offline marketing strategies.

> What's the difference between digital marketing, social media marketing and content marketing?

Digital marketing is the comprehensive term to describe all online marketing tactics such as website SEO/SEM, social media, e-mail, podcast, and website ads.

Social media marketing means you're only using social media profiles to boost engagement on social media for brand reach, brand awareness, lead generation and/or sales.

Content marketing is the compelling, educational information you create for your marketing tactics to retain your audience. Some of the most popular content creation includes graphics, blog posts, captions, infographics, website copywriting, video, case studies, ebooks, whitepapers, and GIFs/Memes.

> Should I have a marketing plan before working with Miocoa Strategies?

It is not a requirement to have a marketing plan before working with our team. We will work with you to create one that best matches your needs and ideas.

Digital Marketing

> What is digital marketing?

Digital marketing is the comprehensive term to describe all online marketing tactics such as website SEO/SEM, social media, e-mail, podcast, and website ads.

> What does a digital marketer do?

There are a number of marketing tactics in digital marketing. A digital marketer should have an in-depth knowledge of how to use compelling content types to grow your digital footprint.

Some digital marketers have an area of expertise such as:

- Social media
- Brand development
- Content creation

- Website design
- SEO/SEM
- Email marketing
- Graphic design
- Podcast creation
- Website ads

> Should I be using email marketing?

Yes, email marketing is still one of the best investments for growing your business. Did you know email marketing actually has a bigger ROI than social media marketing?

> Would you suggest I delete all my social media content before working with Miocoa Strategies?

This is not a necessity. We will work with you to recommend any content that is working against your brand or business. In some service packages, we will even perform a social media audit.

> Do I need social media marketing to be successful?

Absolutely not. In theory, a shift to social media marketing makes sense but the competition for a consumer's attention is getting more and more challenging with new algorithms. The perfect blend between online and offline marketing is how your business will be the most successful.

> Will your team work with me to build a website?

Website design and development is a circumstantial service that we provide to our clients, if they are on a tight timeline with a small budget. Otherwise, we will outsource your request to one of our partners and take a 12-20% convenience trust fee.

> Do I need a blog for my website?

Blogs are one of the most high-performing content types in a marketing strategy. From improving your SEO (appearance on Google searches) and funneling leads, a consistent, engaging blog is a must for your marketing strategy.

> Do you offer help with website SEO/SEM?

If your business requires SEO/SEM, we are more than happy to tackle SEO/SEM for you.

Brand Development

> What is brand development?

Brand development is the making of a feeling, persona and imagery that attracts your audience to you over your competitors. A well developed brand increases brand loyalty to retain clients.

> What are the components of a brand identity?

There are plenty of components to a brand identity. The popular components are a logo, website design, typography, product packaging, color and messaging.

> How does your team help build a brand identity for my business?

Here at Miocoa Strategies, we know how important building a brand is for creating lifetime clients. We help our clients develop their brand by intersecting target audience research with an in-depth SWOT analysis to create a brand your audience wants from you.

Start-Me-Up Business Accelerator Program

> What's the Start-Me-Up Business Accelerator Program?

The Start-Me-Up Accelerator Program is an all-in-one resource to bring your business idea into fruition. Our team of business development experts work with you individually for 16-weeks to accelerate your business, avoid costly mistakes and reach the success you desire.

The Start-Me-Up Accelerator Program is our commitment to building sustainable black women-owned businesses for generational wealth. The programming curriculum can be found [here](#). This is ideal for new business owners who need help growing their business, or small businesses that need help laying the foundation of their business.

> Why does someone need the Start-Me-Up Business Accelerator Program?

The Start-Me-Up Accelerator Program is ideal for new or early business owners who need help making everything make sense. Someone that may be looking for help pricing their packages, creating strategy plans, identifying their target audience and developing a brand story should consider this program. The programming curriculum can be found [here](#).

**If we feel your business is not ready for brand development or digital marketing, you are required to complete our 12-week coaching program before receiving any other services. This is our promise to make sure we're building sustainable businesses to expand generational wealth.

> Who's your ideal client for small business coaching?

Small business coaching is best for:

- Business owners who need a game plan to grow their business
- New or early business owners (0-2yrs operating a business)
- Small businesses looking to perfect their systems and processes
- Those looking to refine their target market & sale funnels
- Business owners who need help connecting with their audience