



Episode 87

**Introducing the Marketing Studio
with time-saving tools for Design
and Remodeling Professionals**



**Jason: (00:00)**

Hello and welcome to designer discussions with Jason, Mirjam and Maria. Today we are talking about the opening of the marketing studio with time saving tools for the interior design and remodeling business.

Intro: [00:10]

Welcome to the designer discussions podcast with Jason, Maria, and Mirjam. Tune in each week where we talk about marketing, PR, and business advice for design professionals. Are you wondering where to start marketing your interior design business? We are opening the Designer Discussions Marketing Studio, a monthly series of indepth actionable content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients. You are going to want to hear this episode. Jason is going to tell you how to get your new website paid for and include all the bells and whistles that you're going to need for 2023. Let's get out there and let's update that interior design website.

Jason: (00:57)

So we are happy to say that the marketing studio is now open. We've spent a lot of time working on this. We've heard from designers from all over that have been listening to our podcast or that have also been with us on Clubhouse when we had a Clubhouse Room. And one of the overarching things we've heard is time saving tools to help them out better operate their business. And that's what we have created with the Marketing studio. So what we're going to talk about today is what's in it, why we created it, and how you can use it to help out. I'm going to start with Maria because she did a great outline for us. And we're going to all tag team on this and talk about what's in it. But I'm going to let Maria start and then we'll tag in from here.



Maria: (01:57)

Thanks, Jason. So most designers that are listening to our podcast are looking for time saving tips to be caught up on what's going on and happening in the industry and to understand enough about SEO, marketing, and PR that they are able to do some of it themselves, but then they're also looking for resources to make those things happen for them more easily. What we've decided to do is to take and start putting together items for you guys to help you be able to implement some of these tools we've been teaching on the podcast. One of the first things that we did is we have a proposal that's already done for you, and it already has all these great pricing models in it. It has all of the communication tools that you need to really establish a good, strong brand with your client relationship when you start out. They have matching mood boards, welcome packets, all those little things that if you can have Canva templates that are modifiable for your business, just really help up level your business and give you a new level of professionalism. And honestly, we don't have a lot of time as designers to tweak and fix and adjust and always know the newest and best and greatest on those things. And so we've gone ahead and put those things together for you because we know that these are big things that you'll be able to pay for with the first, second or third time using it. We have set up some SEO driven website templates for you as well, because yes, we all need to understand SEO. We all want to be found. If you don't know what SEO is, SEO is how you get found on the Internet. So Jason has been putting together designer templates for interior design businesses that you can have completely done for you, or you can modify it yourself, something you can grow into, something that you could add a shop to, something that you could add a membership to. If you needed to in the future, items that will grow with your business and help you to establish yourself as the professional that you are. We also are working in some baby steps into doing some of your own PR. Mirjam, can you tell us a little bit about that?



Mirjam: (03:57)

Yes, of course. We have a social media content calendar, which is very helpful when it comes to getting ideas for what's on trend and what types of content is interesting to the general audience and the media. And we also have a super simple media kit that just helps you put together an attractive looking piece of content about yourself in a super simple way that can help the media and other people you want to reach out to for that matter, help you understand the business better. Maria, you already said this, but I really think that the reason why we're doing this is because we know that people want to learn. Everybody who listens to the podcast, everybody's eager to learn, and learning is fun. And people get very motivated initially, but then actually executing the things that you learn is much more difficult. And I've had this experience in my DIY PR membership with designers too. If you have something that can help you get started and make the process easier and faster, that is super helpful. And that's what we set out to do. Everything that's in the marketing studio now and everything that we're going to add to it, be it for PR or for marketing, for business development, everything is designed to be really effective and make your life easier and save you time so you can do things that you might normally never actually get to do, like doing your own PR, for instance. I think that's why we're excited about it. We're also trying to keep it accessible in terms of not just the way we lay it out and how easy it is to use, but also in terms of pricing. We understand that most people who listen to us run a small business. We're all small business owners ourselves. We understand that you're looking for value and ineffective tools that you spend money on. We're super excited to finally get this off the ground and we've definitely poured our hearts and souls into it.

**Jason: (06:27)**

Just to add on to what Maria was saying on the website aspect, the three templates, so we're beginning with three templates that you'll be able to use for your business and they're all laid out on... If you have heard anything I had talked about with websites, what has happened in the past, what are the issues. In each of the websites, we've actually thought about what are the issues that have happened in design websites in the past and what are the do's and don'ts. We have everything in there that you need to start. Even if you already have a website and you're just looking for a refresh or if you're new to the design and you just need to have something to get you started, these websites will help you because they are already made to be relevant for what is in now. And they're already optimized for what you need to know in terms of search engine optimization to be found on the internet.

Maria: (07:23)

And one of the first steps with any marketing approach is to take and spend a little bit of time and learn about who your ideal client is and work out your client Avatar. And so we would recommend heading on over there now and downloading this because we're doing this as a gift. This is our thing for you. This packet, it's a PDF that you'll download. It has questions and an outline for you to start to dive into. Who do you want to appeal to? Who do you want your client to be? Who do you want to reach with your marketing, with your website, with everything that you're doing? This packet is available over there on the marketing studio for you so that you can start to take that first step into marketing. And as Jason's marketing agency does, he makes all of his clients understand their Avatar before they even get started. So this is just a little gift from us to you.

Jason: (08:19)

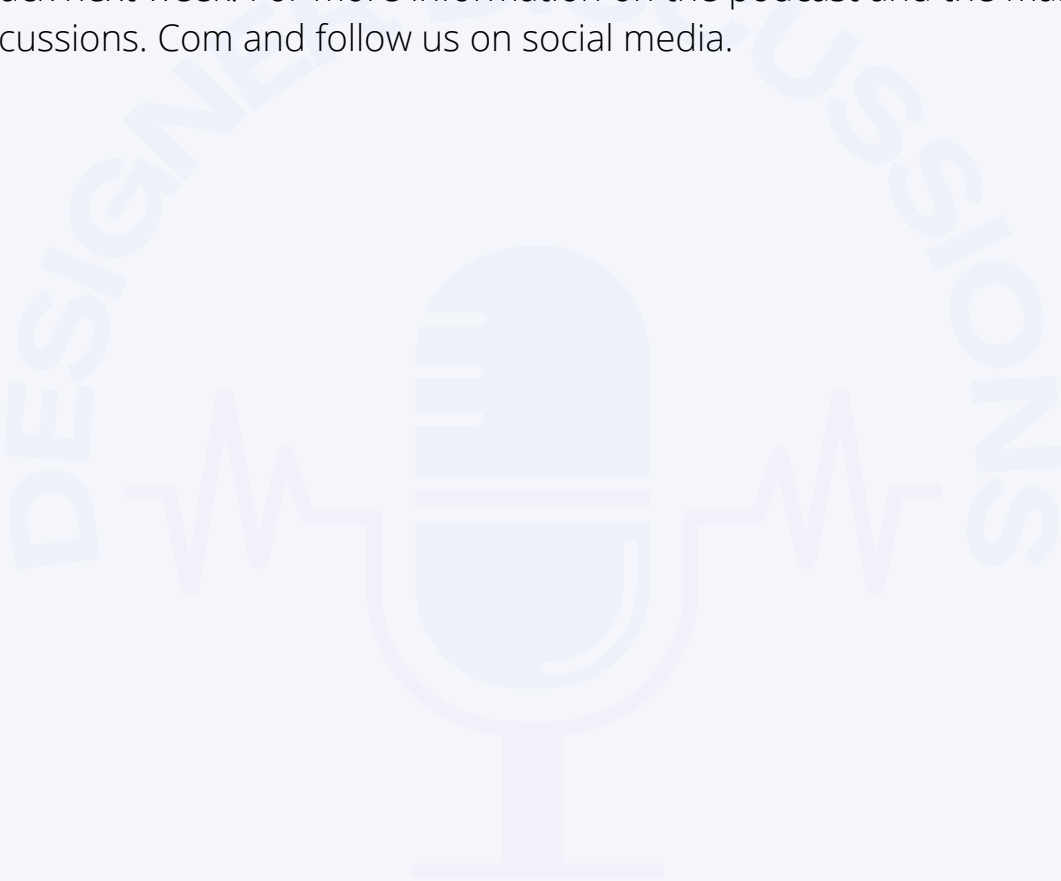
Feel free to look throughout the resources that we have on the Marketing studio and let us know if there's anything that you want to add because we already have a list of new resources that we want to add, but we also want to hear from you to see if there's anything that we may have missed that you want us to add in as well. Let us know, as I said, if there's anything in there that you know a question on, we're here to help. As you know from our podcast, we've been doing this for over a year. We've been providing information to help you grow your business and to help you in the areas of marketing, PR, business development. That is the whole intent of the Marketing studio is to be a resource for those tools that will help you grow your business. And if you have any questions at all, reach out to us and we'll be happy to help. And we hope you have enjoyed this episode and we'll see you in two weeks on Design & Discussions.



Outro: (09:19)

So we are super excited to announce that the Marketing studio is open. We are providing simple and easy to use resources to help keep your marketing, PR, and client communication the best that it can be. Go to [designerdiscussions.Com marketing studio](https://designerdiscussions.com/marketing-studio) to get started.

We hope you enjoyed this episode of designer discussions and all of the helpful information. Subscribe to our podcast, leave us a review and share it with your friends. We look forward to having you back next week. For more information on the podcast and the marketing studio, visit [designerdiscussions. Com](https://designerdiscussions.com) and follow us on social media.





DESIGNER DISCUSSIONS

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