

Sample Writing

My most important goal as a consultant in the field of digital marketing and digital communications including web development has always been to help any client, regardless of business, to realize their business potential and help them develop and carry out the necessary strategies to expand their business on the web so that their next big sale is literally waiting for them at their doorstep.

okay, perhaps not literally... that might be creepy.

Regardless what their business, service, or product is, it is imperative that each and every business fully realize the wide landscape of near endless opportunities to do business online.

Make no mistake about it.

The old-school approach of doing business is left to those afraid of change. Change is ever evolving. And if you're not willing to take that risk, be prepared to break out the dust pan because the only thing that will be certain is the mounds of dust around you preventing you catching up before it's too late!

Am I saying anything that *scares* you?

Are you excited? Well, perhaps you should be.

Let me give you this one example.

Some time between 2010-2011, I was consulting for an Engineering Company (who for out of professional courtesy, will remain nameless). They offered an online services platform to it's partnered engineers to conduct commercial property inspections. It also offered a subscription pay-to-use model for non-partnership engineers to use if they were were contracted by another engineering firm. My role during my time with them had little or nothing to do with social media or a social media strategy.

I was to create a series of landing pages linked from the Firm's main website, and manage the performance of these pages from Our Google Analytics account that I managed to assess traffic and user behavior - basically i was responsible for coming up with new ways to create and implement lead generation channels to grow business for the pay-to-use service.

Now, being a Canadian based company, they were proud: being one the very few engineering firms in the whole country to offer this service. It aspired to grow business and penetrate into the US market. A market which was flooded, in actuality, with almost too many similar web based businesses employing a similar pay model that would be identified as key competitor.

But what was the pressing issue ?

They had no social media presence. I'm serious about this. It was like stepping back into a time machine to 1997. Couple this with a website that had identified itself as "innovative", and I was at any point ready to die from a case of cringeomaxima! (Yes, I totally made that up, but you get it..)

But anyway, let's get back to it!

No Facebook.

No Twitter.

No Blog.

Not even a YouTube video with any content. I sat down with the Senior Marketing person on a typical Canadian winter morning sometime in December (at this time, I had already been very much longing to my first ever trip to the Philippines which was already planned for the following April - but that's a story for another time). The very concept of any of this, even to this person, was completely foreign to them.

I couldn't believe it.

How could an award-winning agency have this Achilles heel? An absolute disregard for the use of social media.

All I knew at this point is that I saw the perfect opportunity. I worked out a plan; a heavily involved one to move on quickly and pitched it to them by the end of that very week.

So Hello Friday.

That very morning, I was too gung-ho. Drinking my usual double-double coffee in half the usual time it takes me to consume it probably didn't help matters in this instance. I joined a meeting consisting of the Senior Marketing person and the Founders of the firm. I was surprised that they didn't throw me out the window of our 9th floor office from my (maybe too aggressive - but I defend it as passion) 'pitch'. But after showing what I had been planning for, and after a round of quick questions, it was clear: they loved it.

I had seized this Friday morning and made it my bitch!

This was only Friday morning and they wanted me to get to work on it right away.

I was too hyped, bro !

I got to work right away. And even put in hours over the weekend!

By the following Monday morning, the company had already successfully achieved the following, which through my studies of stalking agencies, and of the work of other digital marketer (now whom we refer to as growth marketers specifically):

a Twitter account, with more than 22 active followers

a facebook page with 18 friends and an already accumulated engagement rate of 32%
a youtube channel, consisting of various demo and training videos all in length of 25 - 30 seconds that i
had put together over the course of the previous friday afternoon, with 8 subscribers and and a total of 32
shared videos.

Impressed ?

You can tell me that you are. stroking of my ego goes a long way and is often considered a huge
compliment ;)

But "Who cares about numbers?", You might say ?

Well. let us take a moment to put it into perspective.

By the end of that very week, our New Business Development Manager, who was actually my direct boss
at the time, was excited to inform me that after only a couple of email correspondences back and forth
between He and a few users who reached out to us, received twice as many personal phone calls (not
emails) as was usually expected, and with apparently credit card in hand, ready to make that purchase to
begin using our service. that's a 50% increase in sales, thanks to a sales lead funnel i unknowingly
created! Boom. Boom...beach!

Furthermore, and perhaps more importantly, the seeds of budding business relations with well-known
engineering associations in the US began to take shape. An endeavor that the Senior Management had
been eyeing harder for than the missing suntan oil that went when they were on vacation with their 26
year old girlfriends since the previous summer.

After 2 months of evolving successes and deals being pursued,
I didn't stay with the firm for much longer after.

April eventually rolled up on me.

I had no intention to return to that role. I had come back from my most amazing, surreal-romantic
experience in the Philippines.

A trip that would unknowingly change my life.

But that is a story for another time, a blur of amazing experiences

As far as the engineering firm is concerned, as I am sure you can imagine, business has only grown since.
That simple 10 minute meeting and tabling an honest discussion for any shortcomings from a marketing
perspective makes all the difference. And what can be learned here, is that social media makes all the
difference.

Don't you want to see where social media and hiring a consultant will take you ?
Get in touch with me today. Let's see how I can provide similar value to you.

The logo for The Manila Consultant, featuring the text "THE MANILA CONSULTANT" in a light blue, sans-serif font, centered within a dark blue square.

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This sample article was written by Kristopher Ryan Watson
Owner of The Manila Consultant
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