



**Simple Desk  
Solutions**

# **Your Marketing Made Simple Map**

**The 3-Part Framework Every Small Business  
Needs to Grow (Without Posting 24/7)**

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## **NO MORE CHAOS. JUST CLARITY.**

Hey, I'm Lisa, a digital marketing strategist and the person who can make your marketing make sense.

If you've ever found yourself thinking, "Wait... is any of this even working?" Then, this guide is for you.

Inside, you'll find my signature 3-part map to simplify your marketing strategy, warm up your leads, and bring in consistent clients, without spending all day on social media.

Use this guide to simplify your process and focus on what matters.



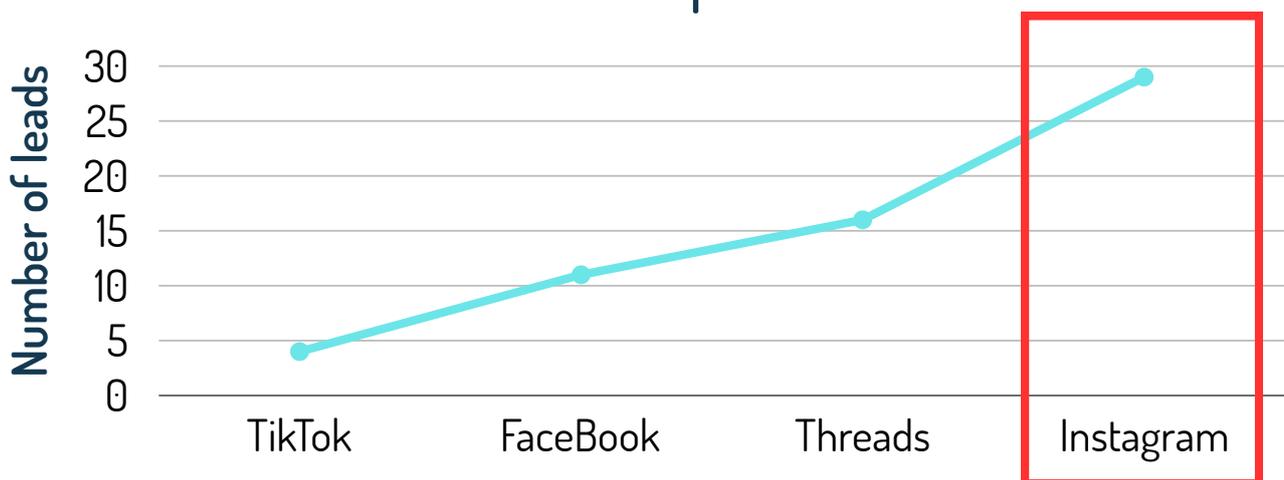
## Attract: Get Seen by the Right People

This is your visibility game. No one can work with you if they don't know you exist.

Key Channels:

- ✨ Social Media (with a plan, not panic)
- ✨ Paid Ads (Meta, Google with smart targeting)
- ✨ SEO Basics (yes, even if you're not a blogger)
- ✨ Collabs + Referrals

### Where should you show up? (example)



#### Action item:

- Pick one platform you'll commit to showing up on
- Boost a top-performing post for \$20 to test

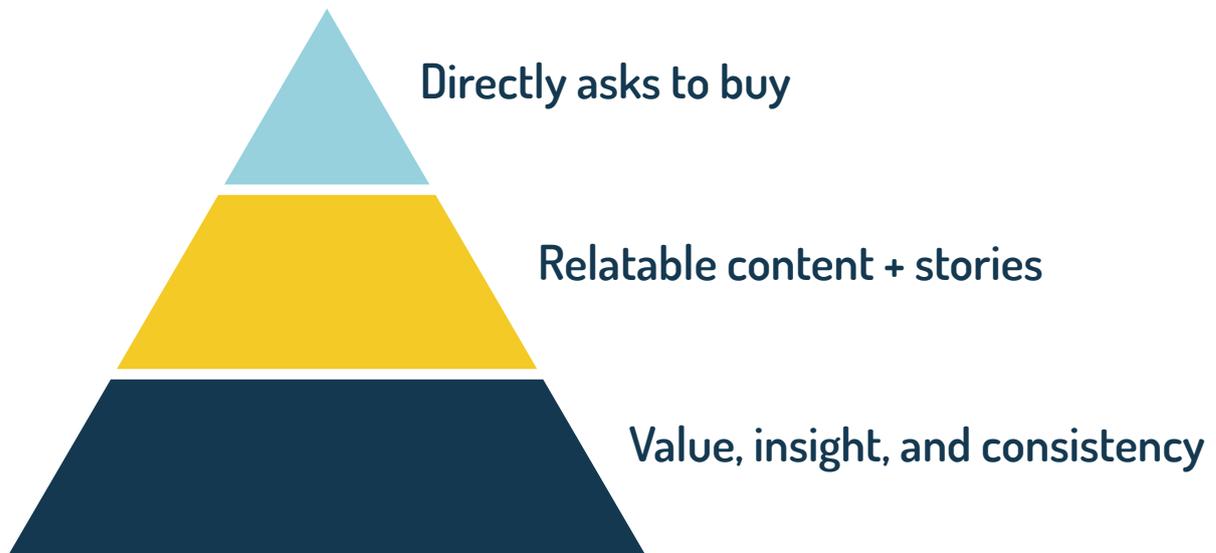


## Nurture: Build Trust That Converts

This is where strangers become buyers.  
And where your audience starts thinking,  
“Wow, she really gets me.”

### Key Tactics:

- 📧 Email marketing (it still works, no, it's not dead)
- 📖 Storytelling (connection over perfection)
- 🧠 Thoughtful content that speaks to your audience
- 🔄 Testimonials, client stories, and soft selling



### Action item:

- Share a behind-the-scenes or “why I started this” moment this week
- Start a simple welcome email sequence (or audit the one you have)



## Convert: Make It Easy to Buy

Your audience is warm. Now don't confuse them with 17 offer links and a 9-minute scroll to book.

Make it simple. Make it smooth.

Key Must-Haves:

-  Clear & clean website
-  A core offer that solves a real problem
-  Booking/sales system that doesn't cause friction
-  Follow-up system (aka: don't ghost your warm leads)



**Confusing homepage, no CTA, too many offers, broken links**



**Clear value proposition, simple menu, 1 main action, easy checkout**

**Action item:**

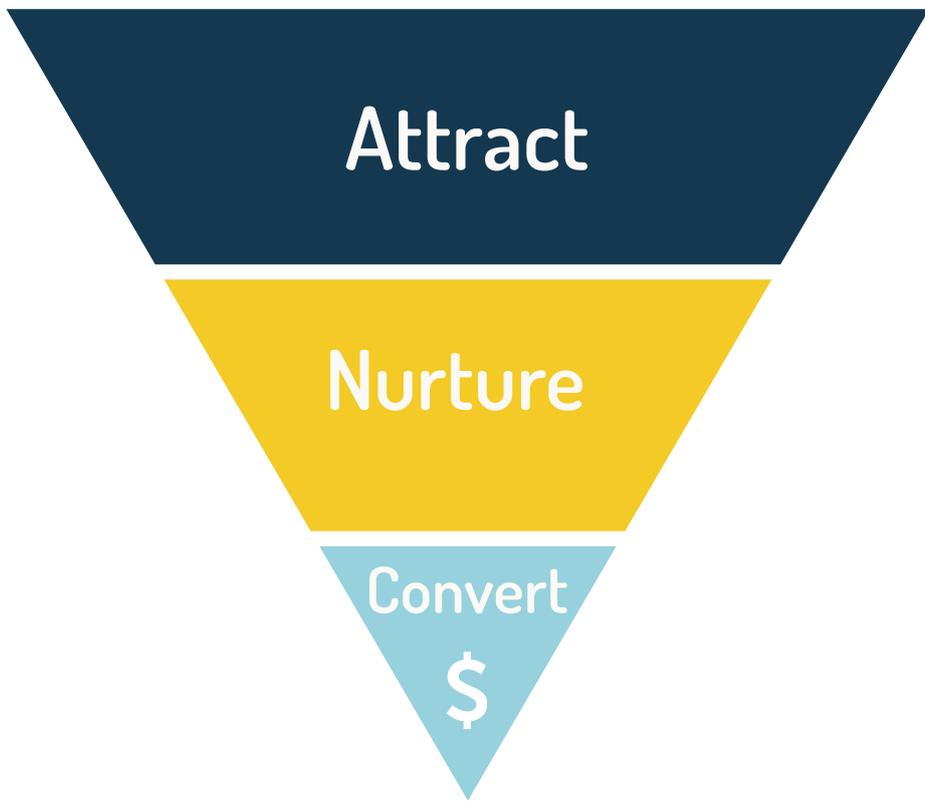
- Click your own link-in-bio, is it clear what to do next?
- Add a "Book a Call" button to your homepage
- Follow up with 3 warm leads from the last 30 days



## Bringing It All Together

Marketing isn't about doing everything.  
It's about doing the right things, in the right order.

When you follow this framework  
Attract → Nurture → Convert  
...you stop guessing and start growing.



Attract

Nurture

Convert

\$



Want a custom version of this map built for your business? Let's work together.

*Lisa Marie Finarson*

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