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Imprint

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101 MARKETING RECIPES

Introduction:

Marketing is like cooking. It's all about choosing the right ingredients, having the courage to taste, keeping on experimenting, and creating something that truly resonates with people. In this book, I'll take you into my marketing kitchen – a place where twenty years of experience in marketing and sales come together with a taste for innovation, growth and international collaboration.

My journey began in 2005 with a higher professional education (-HBO) degree in Marketing & Communication and NIMA A and B qualifications under my belt – back then, that was pretty much the standard if you wanted to make a serious mark in the industry. On top of that, I had an insatiable curiosity. Since then, I haven't just worked; I've also tested, experimented, failed, tinkered and refined a great deal.

Over the past few years, I have had the privilege of helping more than 150 companies and brands: from local family businesses, hotels and restaurants to innovative online shops, IT -companies, jewellery- and watch brands, leading international brands, major marketing agencies, well-known music labels and world-famous DJs. I have undertaken projects both at home and abroad and have professional experience in five languages: Dutch, English, German, French and Spanish.

This book is the result of that journey. No dry theories, just practical and appealing recipes that you can put into practice straight away to make your marketing fresh, powerful and effective.

Marketing Recipes is different.

This isn't a manual, but a source of inspiration. Not a list of rules, but a collection of ideas, formulas and formats that invite you to experiment, combine and put your own spin on them. Each chapter is a dish: carefully crafted, tried and tested, and ready to fuel your success.

This book is for anyone who isn't afraid to experiment, who dares to dream and who is ready to create. Marketing isn't an exact science; it's a craft, an art. And you're the chef.

Welcome to the world of Marketing Recipes. Be inspired, surprised and challenged – and turn your marketing into a masterpiece that's perfectly tailored to you.

The 7 chapters at a glance

Chapter 1: Foundations – Who are you, who are you for, and what do you promise?

Start with the basics: learn how to clearly define your ideal customer, formulate an irresistible value proposition and lay a solid brand foundation. Without the right ingredients, no dish will be a success.

Chapter 2: The Psychology of Marketing – Why People Really Choose

Discover the secret ingredients that really get people moving. You'll learn how to use psychological techniques such as FOMO, social proof and storytelling to make your message irresistible.

Chapter 3: Content that appeals – Ideas for staying visible

From idea to compelling message: learn how to create content that resonates, inspires and converts. Includes practical formats, SEO tips and storytelling techniques.

Chapter 4: Online growth – More visitors & leads

More visitors, more fans, more customers. In this chapter, you'll find strategies for building a full marketing funnel, smart lead generation and automating your growth.

Chapter 5: Loyalty – Keeping customers coming back

The magic lies in repetition. Discover how to turn one-off customers into loyal fans, build a community and foster long-lasting relationships.

Chapter 6: Price Psychology & Positioning – Put your dish on the menu

Establish yourself as the leading expert in your niche. Learn how to use smart pricing strategies and position your brand in an irresistible way, so you get what you're worth.

Chapter 7: Marketing Tools, AI & Hacks – Tools for the Modern Chef

Every chef has their favourite knives and equipment. In this final chapter, we take a look inside the toolbox: from smart AI tools and automation to handy hacks that save you loads of time. Work smarter, not harder.

CHAPTER 3: CONTENT THAT APPEALS – FROM IDEA TO IRRESISTIBLE MESSAGE

Good content is like a perfect dish: it stimulates the senses, tells a story and leaves a lasting impression. In this chapter, you'll discover how to turn individual ingredients – ideas, stories, formats – into irresistible content. You'll learn how to set up a content calendar, apply storytelling techniques, use SEO to your advantage and employ social media as a flavour enhancer. Whether you're a master of text, images or video: here you'll find the recipes for content that keeps customers coming back for more.

- Storytelling: the secret recipe for connection
- Content formats for every stage of the customer journey
- SEO in practice: visibility without the fuss
- Social media: which channel suits your dish?
- Templates, tools & examples

Recipes 21 to 38

- Recipe 21a Topical Authority – The rice cooker method for real visibility
- Recipe 21b: Create a content calendar that you can stick to
- Recipe 22: Apply the 80/20 rule to content creation
- Recipe 23: Write irresistible headlines
- Recipe 24: Tell your brand story in 6 sentences
- Recipe 25: Use customer stories as content
- Recipe 26: Create an FAQ page that converts
- Recipe 27: Use video to build trust
- Recipe 28: Use infographics for complex information
- Recipe 29: Start a podcast or webinar
- Recipe 30: Optimise your blog for SEO
- Recipe 31: Use customer stories as a marketing tool
- Recipe 31a: Generate media coverage with a press release (via the ANP)
- Recipe 32: Use user-generated content
- Recipe 33: Create an e-book or a freebie
- Recipe 34: Set up a challenge for your community
- Recipe 35: Work with content pillars
- Recipe 36: Repurpose your best content
- Recipe 37: Use visual storytelling (photos, illustrations)
- Recipe 37a: Turn your LinkedIn profile into a client magnet
- Recipe 38: Carry out a content audit and improve your existing posts
- Recipe 38a: Bespoke music: give your brand its own sound

Recipe 37a: Turn your LinkedIn profile into a client magnet

Why?

On LinkedIn, people aren't looking at your logo – they're looking at you. Your profile isn't just an online CV; it's your personal landing page that works for you 24/7. Before anyone does business with you, they'll Google your name. Your LinkedIn profile is often the first result that comes up. Make sure that page immediately sells you, builds trust and encourages people to get in touch.

What do you need?

- A professional, recent profile photo (smiling and clear, looking directly at the camera).
- A banner image that showcases your expertise or what you offer (not the standard grey bar!).
- Your value proposition (from Recipe 2).
- 30 minutes to polish your text.

Here's how to do it:

1. Rewrite your headline

- This is the most important part of your profile. Stop just listing your job title (“Owner at Company X”). Tell people who you help and what results you achieve.

Not: “Head of a Marketing Agency”

Wel: “I help SME business owners generate more leads with smart marketing strategies | Owner of G365”

Tip: Use the formula: [Function] | I help [Target audience] with [Problem] to achieve [Result].

2. Use the ‘Info’ section as a sales letter

- Don't write in the third person here (“Gaby is a marketer...”), as this creates a sense of distance. Write directly to your ideal customer.
- The opening: Start with a question that addresses their problem (“Are you struggling with...?”). The first three lines should encourage them to click ‘Read more’.

Checklist: Get the most out of your existing content

- Do you have a complete overview of all the content?
- Has the performance and relevance of each post been analysed?
- Has outdated content been updated, merged or deleted?
- Is the SEO optimised?
- Do you measure the impact of your improvements?

“Don’t reinvent the wheel, just realign it.”

Anthony J. D’Angelo

Anecdote:

An SME owner noticed that his most-read blog post from 2022 was hardly being found anymore. After a minor update, some new images and a better title, the article was back at the top of Google within a month and brought in new customers. “I had no idea that a little refresh could make such a big difference!”

I’m refreshing my content with renewed energy and inspiring more people every day.

CHAPTER 4: ONLINE GROWTH – MORE VISITORS, MORE FANS, MORE CUSTOMERS

You've got a fantastic menu, but how do you get guests to the table? This chapter is all about growth. You'll learn how to optimise your website for conversion, use email marketing to build long-term relationships, and employ smart tools to expand your reach. From lead generation to automation: discover the secret ingredients for a full marketing funnel and a steady stream of new fans and customers.

- Optimising websites and landing pages (conversion-focused)
- Email marketing & newsletters that people actually read
- Lead generation: tips for a full marketing funnel
- Automation and smart tools for growth

Recipes 39 to 58

- Recipe 39: Optimise your homepage for conversion
- Recipe 40: Set up a landing page that works
- Recipe 41: Use A/B testing for your website
- Recipe 42: Make your registration form shorter
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- Recipe 46a: Use lead generation tools to drive B2B growth
- Recipe 47: Use retargeting to boost sales
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- Recipe 49: Use WhatsApp marketing
- Recipe 50: Offer a free trial or demo
- Recipe 51: Run a competition with clear rules
- Recipe 52: Use exit-intent pop-ups
- Recipe 53: Use upsells and cross-sells after purchase
- Recipe 54: Use email remarketing
- Recipe 55: Make use of affiliate marketing
- Recipe 56: Make the most of Google My Business
- Recipe 57: Create an SEO checklist for your website
- Recipe 57a: Hassle-free link building (Boost your digital authority)
- Recipe 58: Make smart use of Google Analytics
- Recipe 58a: Use Google Search Console as your SEO cheat- sheet

Recipe 46: Use lead generation tools to drive B2B growth

Imagine this: you have a stunning website, you're investing in content and campaigns, and every day dozens of promising companies visit your digital shopfront. But... who are they, really? And how do you get in touch with them if they don't fill in a form? This is where the secret ingredient for B2B growth comes into play: lead identification tools.

Smart lead identification helps you uncover hidden opportunities. These tools show you which companies are visiting your website, which pages they're viewing and how long they stay – even if they appear to be anonymous. This allows you to identify which organisations are showing interest, follow up in a targeted manner and deploy your sales and marketing efforts much more effectively.

In this guide, you'll learn how to use lead identification tools such as Leadinfo, Leadbot, Leadfeeder and Salesfeed to turn your online visitors into valuable leads. No more cold calling – just warm, data-driven follow-ups. This way, you'll turn your website into more than just a business card – it'll become a real lead-generation machine!

Why?

With tools such as Leadinfo, Leadbot, Leadfeeder and Salesfeed, you can see exactly which companies are visiting your website, even if they don't fill in a form. This allows you to follow up proactively, fill your sales funnel and target your marketing efforts more effectively. Here are the benefits at a glance:

1. Business visitors are immediately visible

See at a glance which companies are visiting your website, even if they don't fill in a form. You'll know straight away who is showing an interest in your services or products.

2. Direct access to LinkedIn profiles and contacts

Easily view the relevant LinkedIn profiles and contact details of employees or decision-makers within the company. This allows you to make targeted and personalised contact via LinkedIn or email.

3. Chamber of Commerce details and company updates

Get up-to-date Chamber of Commerce data, such as address, sector, number of employees and financial figures (where published). Stay

Recipe 100: Peeking at the Neighbours (Legal Spying Hacks)

Why

You don't need to reinvent the wheel. Chances are your competitors have already paid dearly to find out what works. Why not make use of that knowledge?

It's not cheating; it's market research. In the hospitality industry, chefs also dine at each other's restaurants to sample the food. With the right tools, you can see right through your competitors' walls: what are they advertising, how strong is their reputation, and how detailed are their descriptions?

What do you need?

- The names and URLs of your three biggest competitors.
- Tools: Facebook Ad Library, Google Ads Transparency Centre, Semrush/Ahrefs and BuiltWith.

Here's how to do it:

Use these four 'spying techniques' to get a glimpse into their kitchen:

The Facebook Ad Library:

Google it, type in your competitor's name and boom: you'll see exactly which adverts they're currently running on Facebook and Instagram.

Tip: Has an advert been running for more than three months? If so, it's working (otherwise they would have taken it down). Take a closer look at the text and the image.

The Google Ads Transparency Centre:

This is Google's 'Ad Library'. Search for "Google Ads Transparency Centre".

Here you can see whether your competitor is advertising in search results, on YouTube or via banners.

What can you learn from this? What headlines do they use in their text adverts? Which keywords do they seem to be targeting? And what do their banners look like? You can see exactly how they attract customers.

The SEO scan (Semrush or Ahrefs):