

Your 5-step *promotion plan*

More visitors, more trust, more clients — based on proven communication science.

You have a great website. But a website nobody sees does nothing for you. Promotion isn't a matter of luck — it's strategy.

This guide gives you a concrete step-by-step plan, based on the same communication frameworks SIGNAL uses every day for entrepreneurs, managers and organisations worldwide.

Follow the five steps in order. One step per week is already enough to make a difference.

THE FIVE STEPS

01

FOUNDATION

Know your audience like your best friend

Who do you want to reach? Not "everyone" — but one specific person with a specific problem. Write down: what keeps them up at night? What words do they use? What do they want to achieve? The more precisely you know this, the more powerfully your message lands.

Kotler's STP model: *Segment your market, choose your target audience, and position yourself as the logical solution for them.*

02

MESSAGE

Tell a story that sticks

People don't remember facts — they remember stories. Use the StoryBrand principle: you are not the hero, your client is the hero. You are the guide. Your website, your messages, your emails — everything must answer: "What's in it for me?"

StoryBrand Framework: *Client has a problem → you offer a plan → client succeeds. Simple, powerful, irresistible.*

03

CHANNELS

Choose the right channels — not all channels

You don't need to be everywhere. Choose two or three channels where your audience actually is. Use the PESO model as your guide: paid media, earned media, shared media and owned media. Combine them smartly for maximum reach with minimum effort.

Tip: Always start with your own channel (website, newsletter). That's the only one you fully control.

04

TRUST

Build authority with social proof

People trust people — not logos. Collect reviews, testimonials and results. Share them visibly. Show who you are behind the website. Cialdini's principle of social proof is one of the most powerful persuasion techniques: when others trust you, new visitors will too.

Cialdini: Authority + social proof = trust. Let others speak for you.

05

ACTION

Make it easy to say yes

Every page of your website should have one clear call to action. Not ten options — one. "Book a call", "Download the guide", "Sign up". Remove all barriers: no twenty-field forms, no unclear pricing, no doubt. The easier the step, the more often it gets taken.

Monroe's Motivated Sequence: Attention → Need → Satisfaction → Visualisation → Action. Follow this order in every call to action.

PESO MODEL

P

PAID

Google Ads, social media advertising, sponsored content

E

EARNED

Press, reviews, word of mouth, guest articles

S

SHARED

Social media, communities, shared content



OWNED

Website, newsletter, blog, podcast

"Good promotion doesn't start with a channel — it starts with a clear story. Once you know what you want to say, and for whom, everything else falls into place."

— SIGNAL, BASED ON 40+ YEARS OF COMMUNICATIONS EXPERIENCE

Your action checklist

- Target audience described in one sentence
- StoryBrand story written out
- Two channels chosen and set up
- Own newsletter created
- Three testimonials collected
- One clear CTA per page
- Google Analytics or equivalent active
- Weekly publishing schedule made
- PESO mix worked out per month
- Results evaluated monthly

SIGNAL.

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Your PR & communications advisor

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