

26 HIGH-IMPACT

Marketing Plays Coaches
& Consultants Are Using
in 2026



**A simple, practical guide
coaches can act on or
delegate.**

This guide highlights practical marketing plays coaches are using to stay visible, credible, and in demand in 2026.



■ (01) Branding Guidelines

Consistent branding builds recognition, trust, and familiarity over time.

- Define a clear tone of voice and stick to it
- Use the same tone of voice across your website, emails, and social platforms
- Choose a consistent color palette and font styles
- Use the same visual elements across platforms
- Keep profile images and banners aligned across platforms
- Ensure consistency across your website pages (layout, spacing, fonts, colors, etc.)
- Review your branding periodically to maintain consistency

■ (02) Personal Website

- A clear headline explaining who you are, what you do and who you help
- Simple service overview
- Easy-to-find contact or booking option
- Testimonials
- Ensure a mobile-friendly layout
- Fast loading speed
- Regular content updates

■ (03) Location & Service Pages

- Create pages on your website for key locations and services you serve
- Mention services naturally within content
- Keep location details consistent across platforms (website, social platforms, GMB)
- Avoid duplicate or vague pages

■ (04) Google Business Profile

- Upload clear photos of you, your team and workspace
- Post updates at least once a month
- Collect and maintain a minimum of 5 genuine reviews
- Add your means of contact
- Your business address
- Description of your services
- Days of business operations

■ (05) Local Business Listings (Citations)

- List your business on trusted local and industry directories
- Ensure name, address, phone number, and website match everywhere
- Include a clear service description
- Add relevant categories and specialties
- Upload consistent brand images where possible
- Remove duplicate or outdated listings
- Review and update listings periodically
- Create profiles on coaching and consulting platforms such as Skool
- Complete all profile sections clearly
- Use consistent branding and descriptions
- Keep profiles updated
- Monitor inquiries regularly

GEO + AI VISIBILITY

Section #2

■ (06) Search Engines Keyword Research (Google, YouTube)

- Identify topics your ideal clients actively search for
- Research keywords with clear intent, not just high volume
- Focus on questions, problems, and specific phrases
- Review search results to understand content expectations
- Group related keywords into clear themes
- Use keywords naturally in titles and descriptions
- Adapt keywords for video titles, descriptions, and tags on YouTube
- Review and update keywords periodically as trends change

■ (07) AI & Search Visibility

- Write in clear, direct language
- Use structured sections and headings
- Answer common client questions clearly
- Avoid buzzwords and vague claims
- Keep content easy to scan

■ (08) Content AI can Reference

- Publish educational pages around what people are searching
- Focus on clarity over creativity
- Use real examples and scenarios
- Keep formatting clean and simple

SOCIAL PLATFORMS

Section #3

■ (09) Messaging (Be Human)

- Share thought-based posts that reflect your experience and perspective
- Write the way you speak, this makes you unique
- Talk about your work, decisions, and learnings
- Share what you're noticing in your industry
- Focus on clarity over cleverness
- Keep messages personal, honest, and relevant
- Stay consistent in how you express ideas across platforms

■ (10) LinkedIn (Best for B2B & Consulting)

- Optimize your headline and summary
- Share thought-based posts about you, what you do and experience
- Comment consistently on relevant posts
- Publish long-form insights occasionally
- Keep profile active and current

■ (11) Instagram (Best for Personal Brand)

- Use consistent visual style
- Share short insights and reflections
- Mix posts, stories, and reels
- Avoid over-posting
- Keep messaging aligned with your work

■ (12) YouTube (Best for Depth & Longevity)

- Create evergreen video contents
- Focus on clarity, not production quality
- Cover one idea per video
- Optimize titles and descriptions
- Publish consistently

■ (13) X (Best for Ideas & Conversation)

- Share short thoughts regularly
- Engage in conversations
- Comment more than you post
- Keep tone natural and direct

CONTENT SYSTEMS

Section #4

- **(14) Short-Form Video (Reels / Shorts)**
 - One idea per video (speak to 1 audience about 1 problem and provide a solution)
 - Simple framing and lighting
 - Clear audio
 - Consistent posting rhythm
 - Repurpose across platforms
- **(15) Long-Form Content**
 - Write articles or guides
 - Focus on one topic at a time
 - Keep structure clean
 - Update content regularly
- **(16) Content Repurposing**
 - Turn posts into emails
 - Turn videos into clips
 - Turn articles into social posts
 - Save time through reuse
- **(17) Content Library**
 - Store ideas in one place
 - Reuse high-performing content
 - This reduces pressure to create new content
 - Say one thing in multiple ways in different posts.

TRUST & RELATIONSHIPS

Section #5

- **(18) Email Newsletter**
 - Send consistently
 - Share insights, not promotions
 - Keep emails short
 - Make it easy to reply
- **(19) Client Stories**
 - Share real experiences
 - Focus on learnings and outcomes
 - Keep stories respectful and concise
 - Avoid over-explaining
- **(20) Collaborations**
 - Partner with aligned brands
 - Co-create content
 - Share audiences naturally
 - Keep collaborations simple

PAID VISIBILITY

Section #6

- **(21) Paid Social Ads**
 - Promote valuable content
 - Keep messaging clear and specific
 - Test small budgets
 - Optimize regularly
 - Avoid overly complex funnels
- **(22) Google Search Ads**
 - Target high-intent keywords
 - Keep ad copy simple
 - Send traffic to focused pages
 - Monitor performance regularly
- **(23) Retargeting Ads**
 - Stay visible to past visitors
 - Reinforce familiarity
 - Keep creatives consistent
 - Avoid aggressive messaging

CONSISTENCY & SCALE

Section #7

■ (24) Content Calendar

- Plan content ahead
- Reduce daily decision-making
- Stay flexible

■ (25) Delegation

- Separate strategy from execution
- Keep control of direction
- Free time for client work

■ (26) Quarterly Reviews

- Review what worked
- Adjust your focus
- Remove low-impact efforts

BONUS

■ Marketing Systems

Create systems that scale!

- Document repeatable processes
- Reduce reliance on memory
- Improve consistency

DON'T LIKE TO DO IT YOURSELF?

We help turn your **clear ideas** into **consistent execution**, so you're not stuck experimenting or guessing what works.

We offer **fixed-price** marketing and online sales services for busy coaches and consultants.

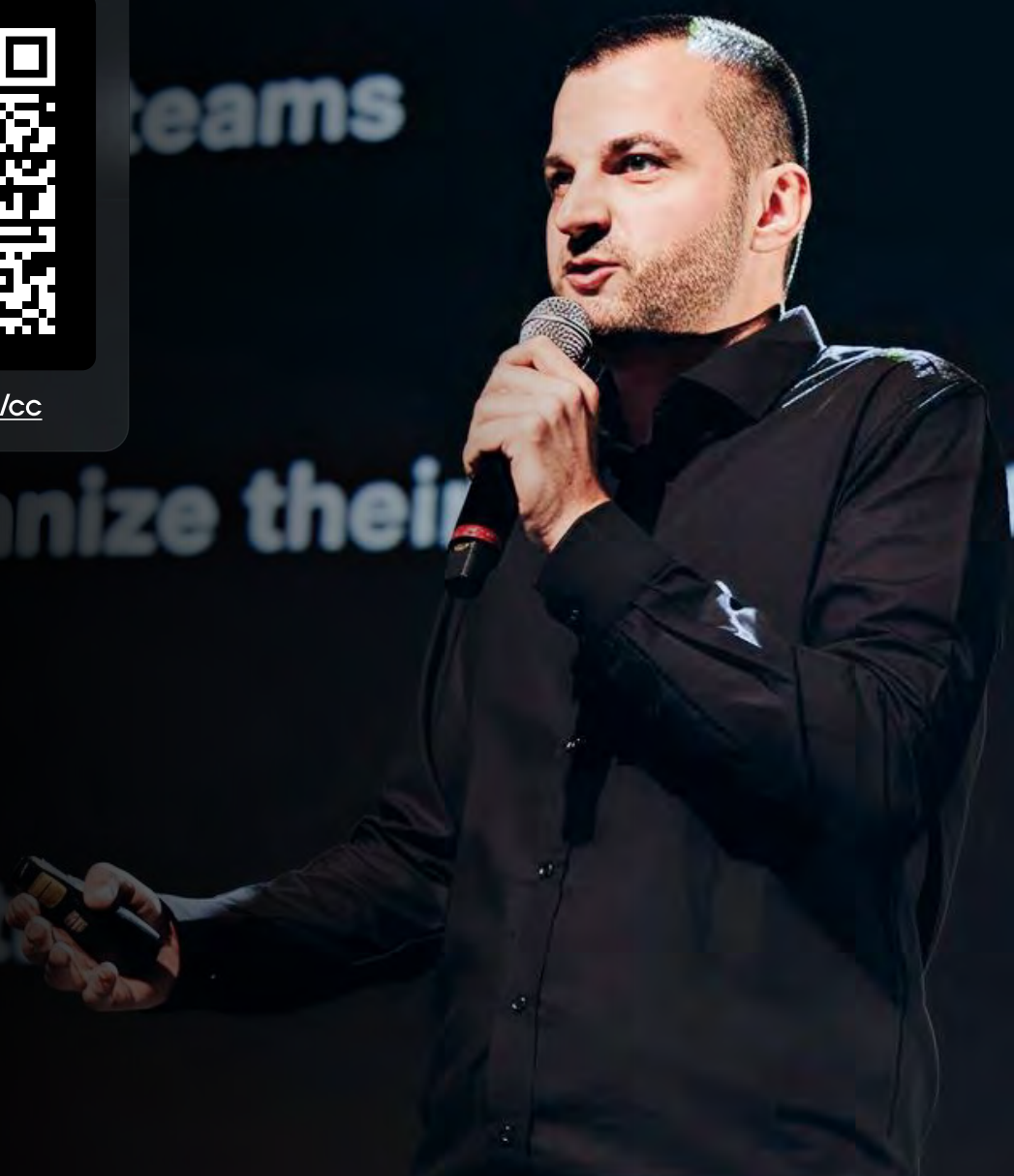
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