



RISE ABOVE THE DIGITAL NOISE

An Executive's Guide to Digital Marketing

Presented By: Thomas Young
IntuitiveWebsites.com

Intuitive
websites

The Facts



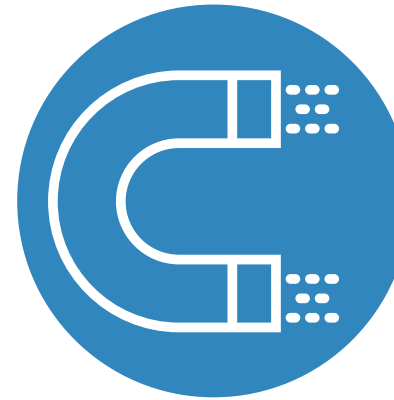
FACT 1

Companies with growing website and social media traffic are more likely to beat revenue goals.



FACT 2

Companies tracking digital marketing KPIs are growing faster than those who don't.



FACT 3

85% of companies use inbound marketing, 50% do it well.



FACT 4

The right digital strategy and content resources are keys to results.



The Program Results


- Increase leads and sales from digital marketing.
- Implement Intuitive Websites' Four-Step Process.
- The ***Four Laws*** of Inbound Marketing
- Build a team of digital marketing experts.
- How does your digital marketing measure up?
- Develop an action plan to retain and add customers.



WHAT BUSINESS LEADERS WANT

Presentation Questions and Goals

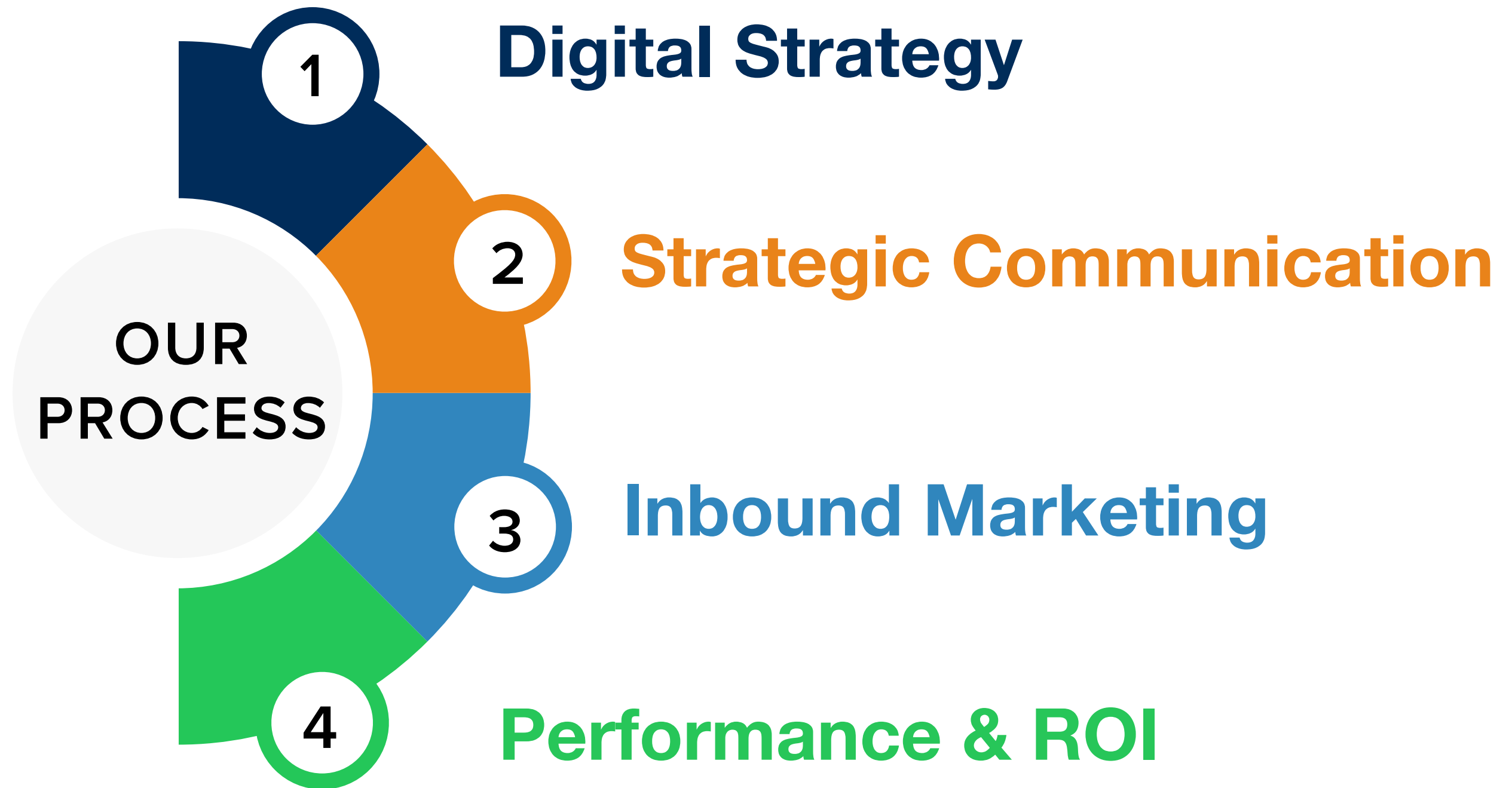
- What are the things to spend money on?
- What will work for my website?
- SEO and high search engine placement
- The blog is too much work, how to automate it
- Generate qualified leads
- How to run A/B testing on a landing page?
- How to deploy the work?
- It feels overwhelming to me, how is it managed?
- How much will it cost & what value can I expect?
- How many hours per week are needed?
- What is the time frame for results?
- What are the best metrics to measure ROI?
- What are the best tools?

A grayscale background image showing a hand pointing at a map pinned to a wall. Several other papers and maps are also pinned to the wall, some with pushpins. The map being pointed at shows various locations and roads, with labels like 'Quilicura', 'Conchalí', 'Quinta Normal', 'Pudahuel', 'Santiago', 'Maipo', 'Errillos', 'San Miguel', 'San Ramón', 'La Pintana', 'Punta Alto', 'San Bernardo', and 'Calle de Tango'.

**“IF YOU CAN’T
DESCRIBE WHAT
YOU ARE DOING AS
A PROCESS, YOU
DON’T KNOW WHAT
YOU’RE DOING.”**

- W. Edwards Deming

Intuitive Websites' Four Step Process





1

DIGITAL STRATEGY

Translate what you do well.



THE DIGITAL STRATEGY ACTION PLAN

- Understand digital marketing fundamentals
- Prepare a digital marketing plan with targets
- Review & development of a digital marketing team
- Get digital stats in regular marketing meetings
- Understand traffic sources

Strategic Questions

- How does the website & digital efforts brand our business?
- How much revenue comes directly & indirectly from digital?
- What is the ROI from digital marketing?
- Where are we missing opportunities?



Step One

Digital Strategy: Common Sense

- Strategic translation of value
- Competitive analysis
- Simple, direct and clear content
- Excellent digital resources for users
- Trackable conversion process
- Target market feedback



Step One

Digital Strategy Defines Tactics

- Select the best digital tactics to reach your goals
- Build the team to make it happen
- Systems to measure results



2

STRATEGIC COMMUNICATION

Communicate Your Digital Strategy



FIVE ELEMENTS

1. Messaging and Content
2. Graphic Design
3. Usability
4. Video
5. Website & App Platforms



Step Two

What Users Want

- To solve a problem
- Enhance their lives and convenience
- Product and service information
- How to contact the company or people
- Business locations
- Delivery and shipping information
- Search for information and research



Step Two

What Users Do

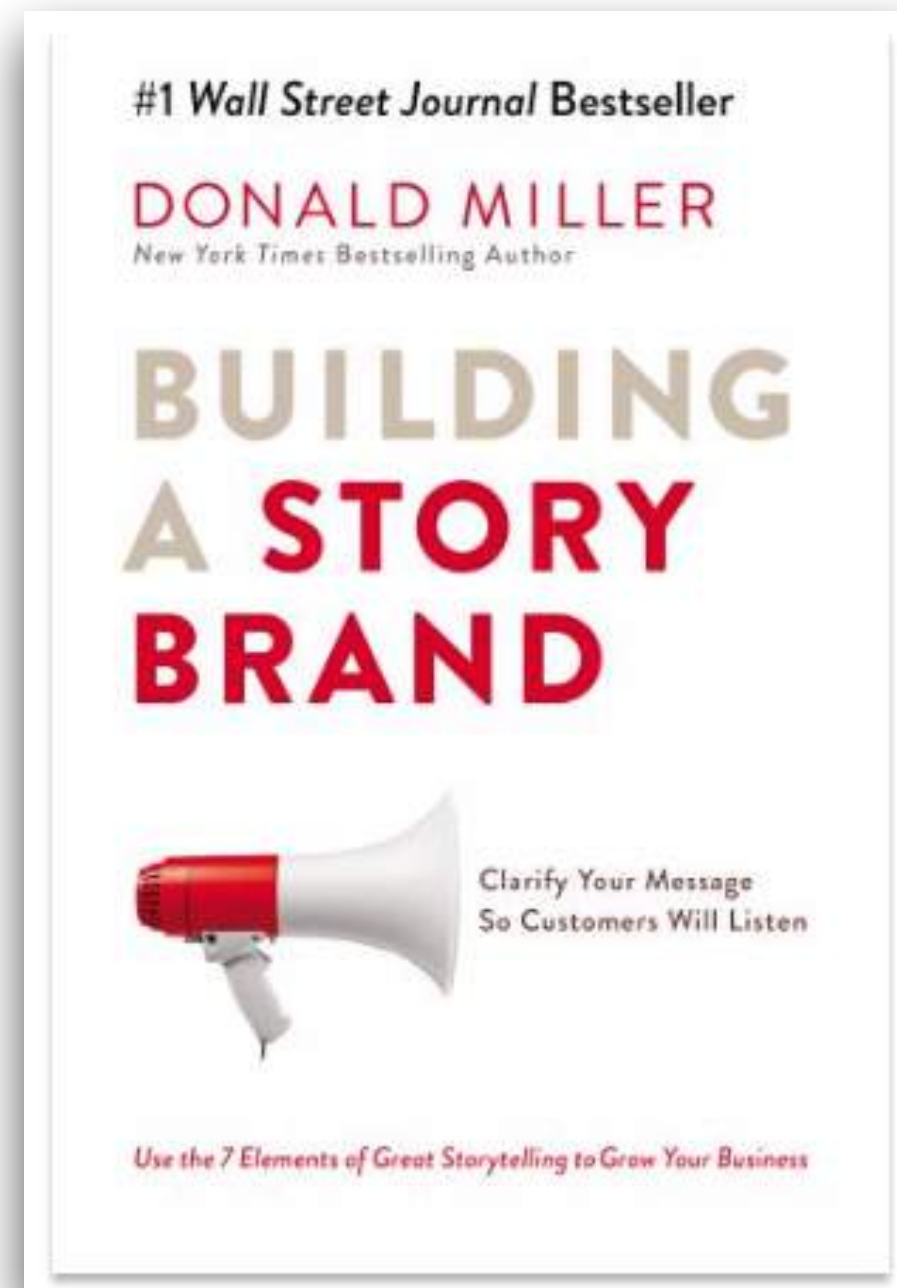
- Instant impression of your company
- Start in the upper left hand corner
- Look at photos, especially people
- Ignore ads, clutter and marketing content
- Quickly move to website navigation
- Scan content quickly and miss key areas
- Most leave websites quickly

Value From Digital Content

- Is it clear what the company does?
- Does the content use clear branding taglines?
- Is the content “scannable” and does it add value?
- How does the content drive conversions?
- Is content optimized for the search engines?
- Is the content user-centered?

Step Two

Story Brand





Step Two

Story Brand Summary

- Clarify Your Company Message
- The Customer is the Hero
- Your Offer is the Guide
- The Customer Defeats the Villian
- Your Company has a Plan and Call-to-Action
- Ends in Success



Step Two

Story Brand Tasks

- Create a Tagline
- Layout Landing Page Content
- Build an Email List
- Automate the Email List
- Tell Customer Stories
- Create a Referral and Incentive System



Step Two

Website Content Flow

- Logo - left hand corner
- Banner and tagline
- Three key benefit or pain statements
- Featured services and products
- Your process and plan (3-4 steps)
- Testimonials, logos and case studies
- Call-to-Action (CTA)



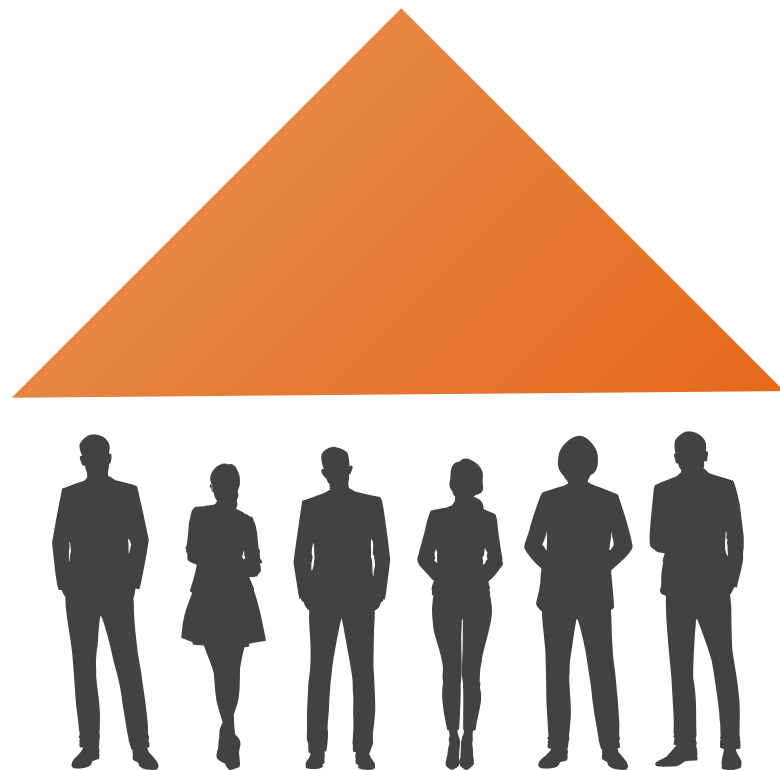
INBOUND MARKETING

Attract Qualified Prospects to Your Brand

Inbound Marketing

The New Laws of Marketing

One Audience of Many



Infinite Audience of One



HubSpot

The Four Laws of Inbound Marketing



A background image showing two women looking at their smartphones, overlaid with a semi-transparent orange filter. The woman on the left is holding a smartphone and looking down at it. The woman on the right is also holding a smartphone and looking at it. The text is centered over the image.

Law 1

Customers Research and Find You

Help Customers Find You

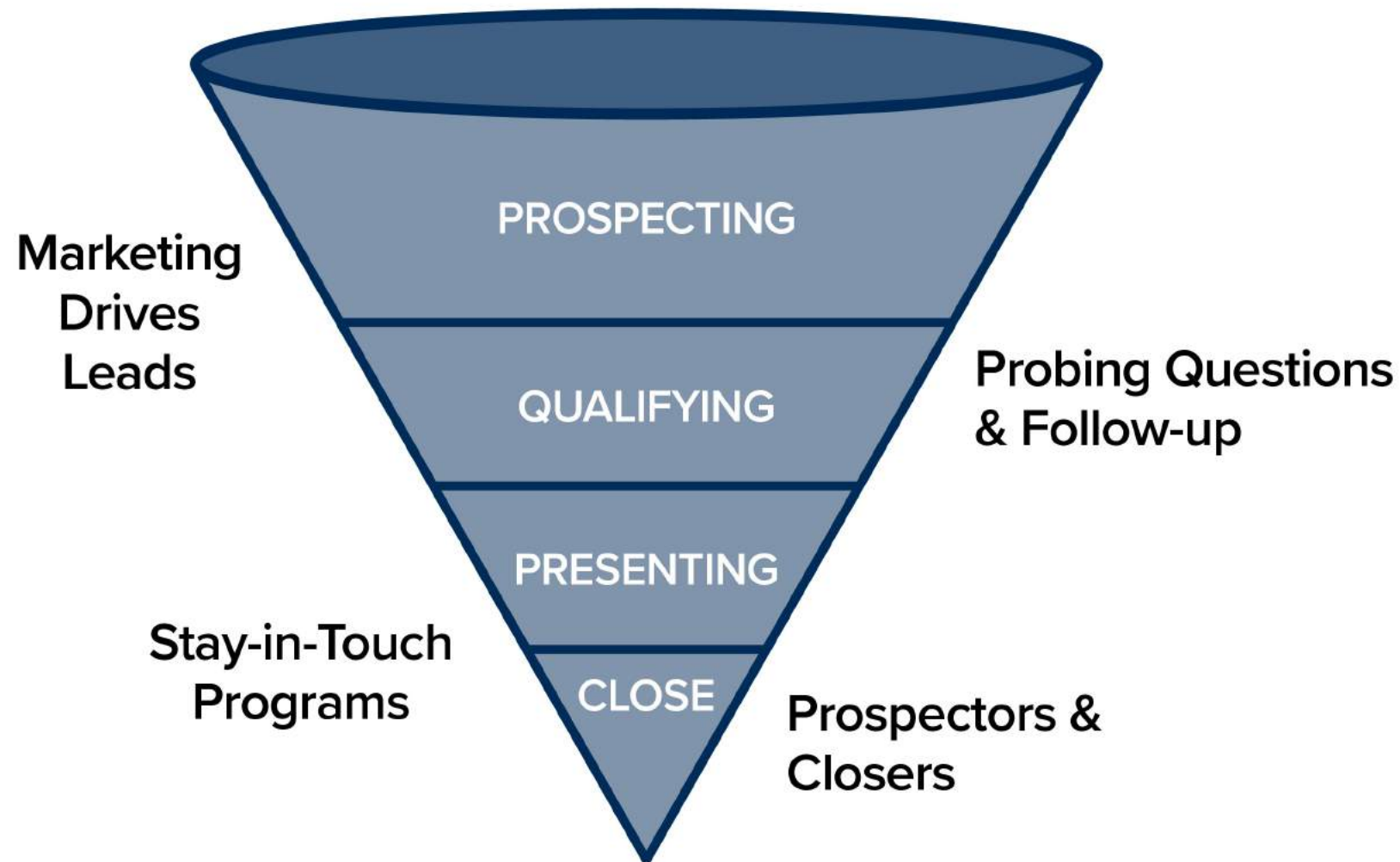
Data From Google

- B2C - 80% of consumers research before buying
- Four out of five use multiple devices and platforms
- B2B - 57% of buyers research before contacting
- Mobile is used by more than 50%
- **The Goal:** *Get found in their research!*

Think with Google

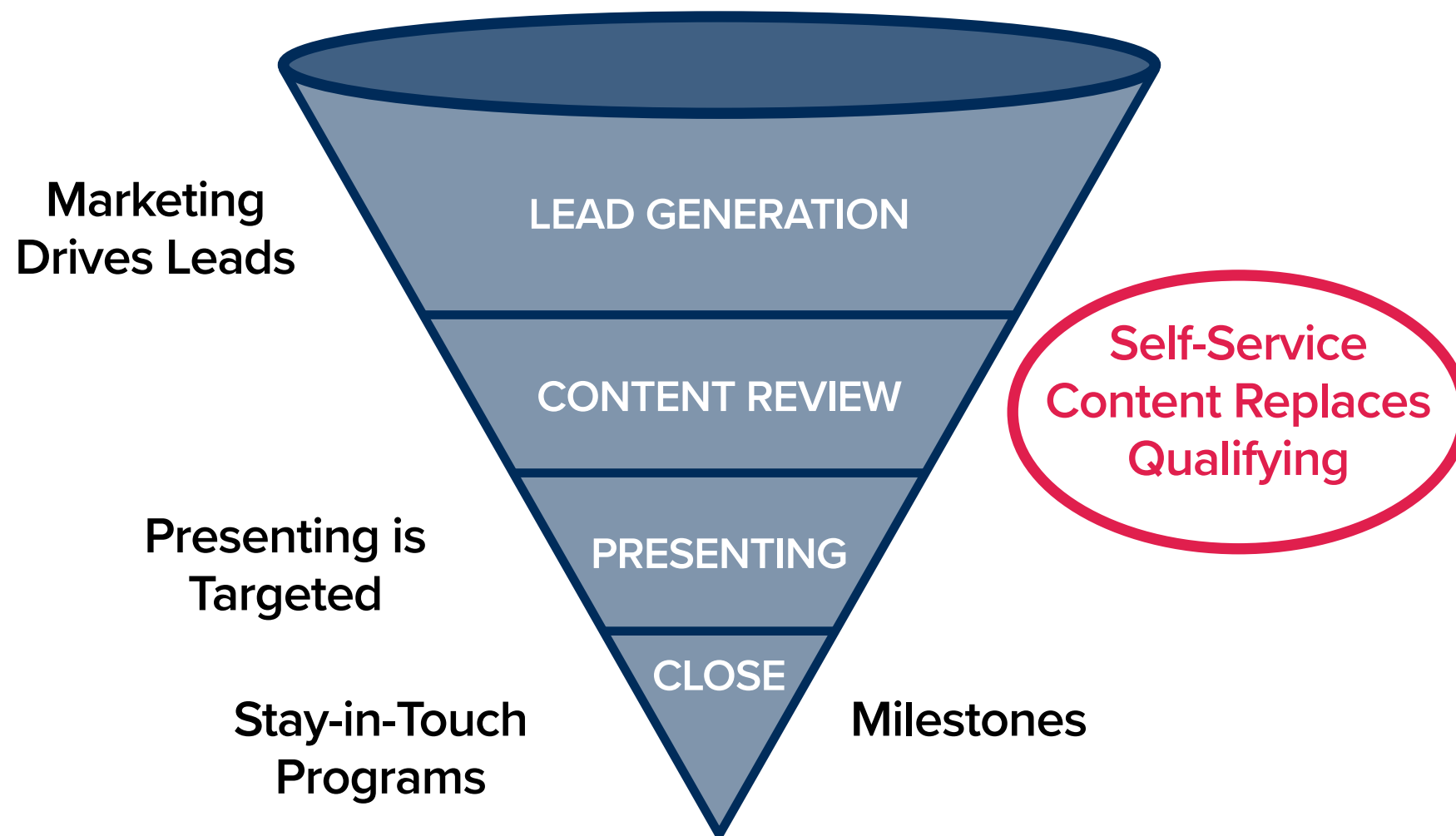
Marketing & Sales Funnel

The Old Funnel



Marketing & Sales Funnel

The New Funnel

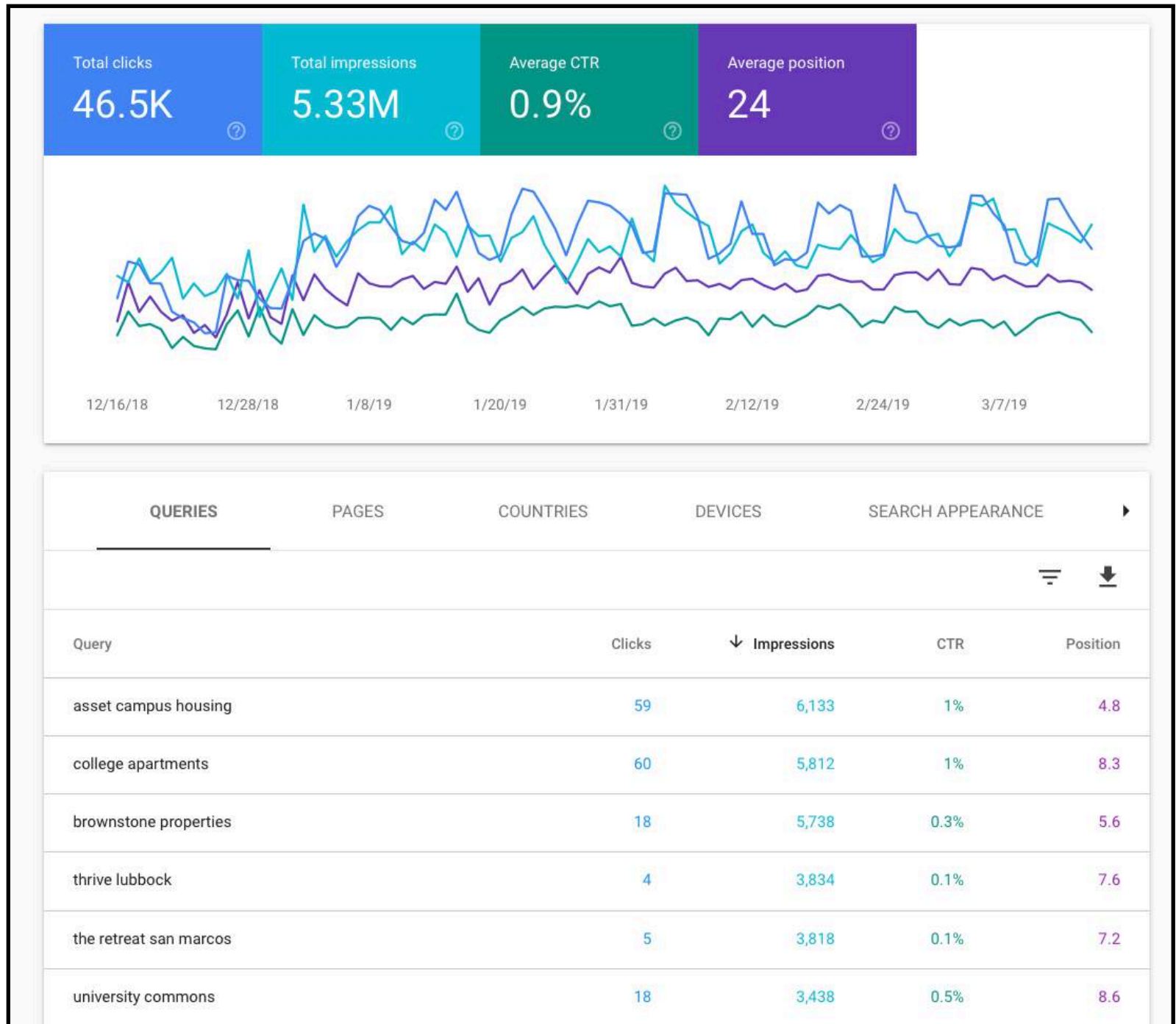


Digital Marketing Funnel

- Website Visit
- Social Media Interaction
- Email Newsletter Subscribe
- eBook or Gated Content
- Webinar or Virtual Event Registration
- Web Form Submission
- Call and Virtual Meeting with Salesperson

Help Customers Find You

The Google Search Console





Law 2

Build a Loyal Following

Understand Your Prospect

- They want trust, empathy and understanding
- Inundated with noise in a self-service world
- Use digital content for value, not to be sold
- Believe what they want to believe
- Impatient and want convenience
- People are more important than brands to build trust
- Want to trust and are skeptical of what they don't know
- Can see through sizzle and want transparency



Law Two

How & Why Content is Shared

1. **Social Currency** - How does this make me look?
2. **Triggers** - Top of mind comparisons.
3. **Emotion** - Excitement, awe and anger.
4. **Public** - Who uses it and is it visible?
5. **Practical Value** - Useful, helpful and necessary.

Contagious: Why Things Catch On (Jonah Berger)



Law Two

How & Why Content is Shared

1. **Simple** - The core of an idea.
2. **Unexpected** - Grab attention with surprise.
3. **Concrete** - Easy to remember and relatable.
4. **Credible** - Make the idea believable.
5. **Emotional** - Used to see the importance.

Made to Stick (Chip and Dan Heath)

Build a Loyal Following

Key Resources: MailChimp and CRM



More than just an email tool

- Create Unique Campaigns
- Connect Your Favorite Tools
- Automate Your Emails
- Optimize All Your Efforts

Global health and safety is our top priority. [Learn how HubSpot is responding](#) to COVID-19 and its economic impact on the communities we serve.

There's a better way to grow.

Marketing, sales, and service software that helps your business grow without compromise. Because "good for the business" should also mean "good for the customer."

Get HubSpot free

Get started with FREE tools, and upgrade as you grow.



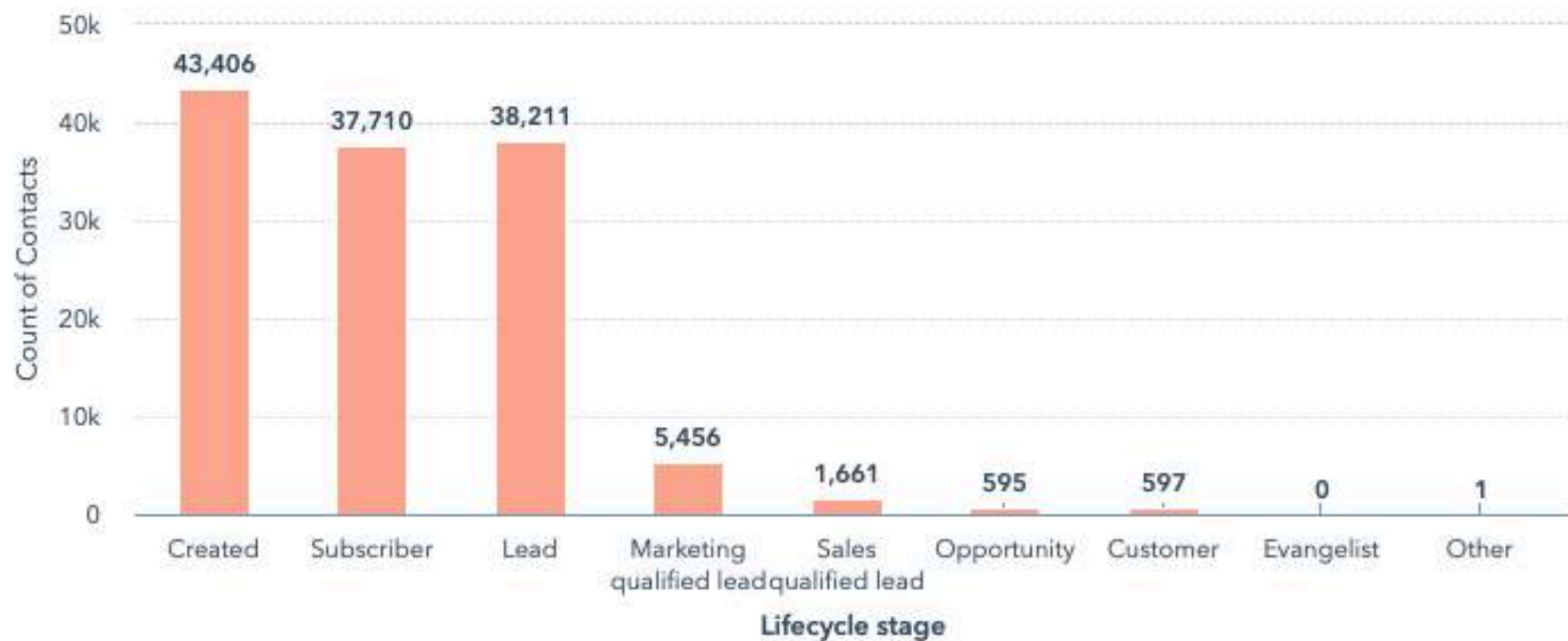
Funnel Reports



Contact Lifecycle Stage (All time) ⓘ

Date range: From 1/1/2018 to 6/10/2019

● Count of Contacts





Law 3

The Power of Simplicity

The Google Homepage



Law Three

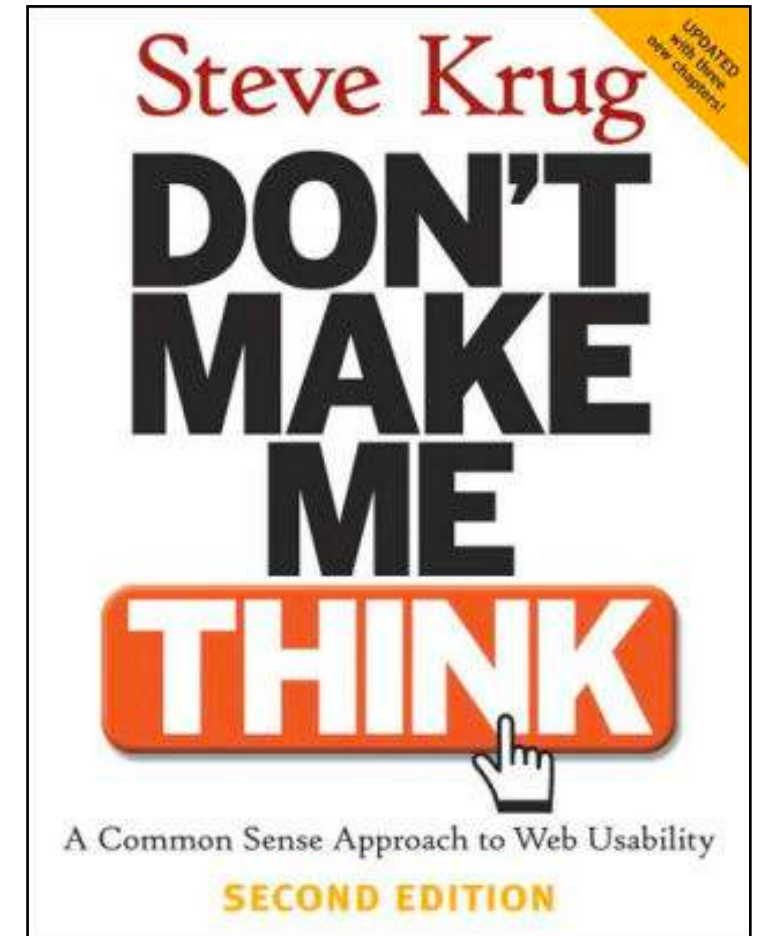
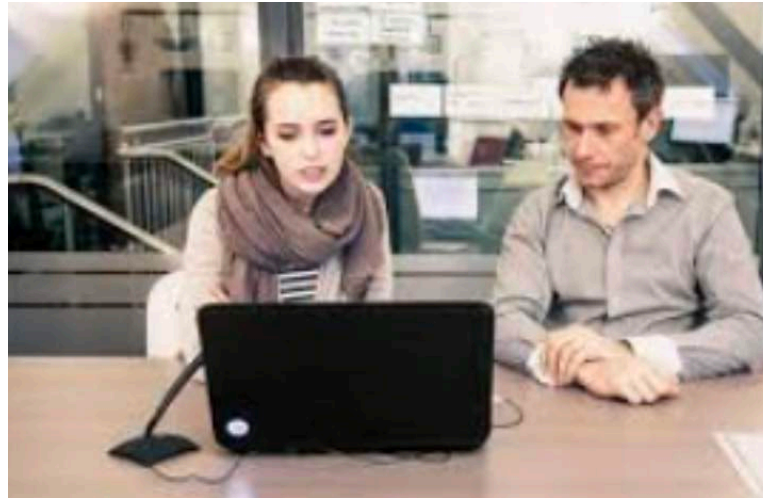
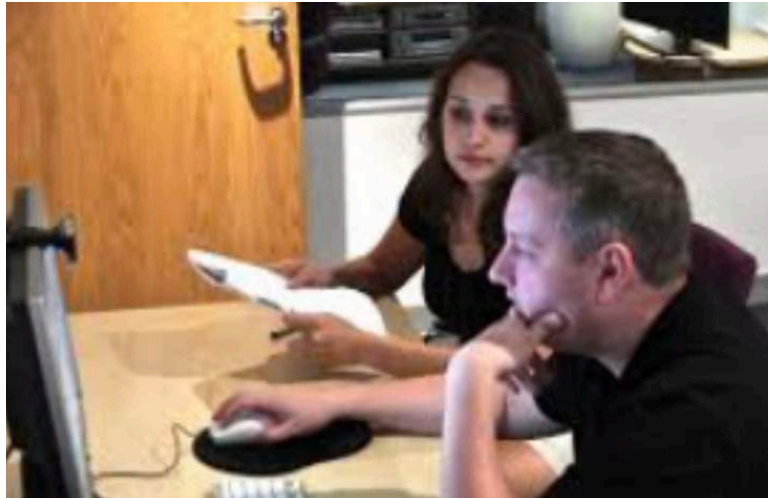
The Rules of Simplicity

1. Simplicity takes strategy and courage
2. Simplicity takes direction from the marketplace
3. Excellent and direct communication is key
4. Focus on three key messages
5. Follow the 10-out-of-10 rule
6. Simplicity drives conversions and sales

HOMEPAGE TAGLINE

- Use concrete and direct words
- Focus on the benefit and the pain
- Make it part of you homepage design
- Under 12 words is best
- Meet the 10-out-of-10 rule

Key Resource: User Testing



Don't Make Me Think - Steve Krug

A man with a beard and glasses, wearing a suit, is seated at a desk. He is looking down at a smartphone he is holding with both hands. On the desk to his right is a glass mug with a handle. The background is a blurred office setting with bookshelves. The entire image has a blue overlay.

Law 4

Content Must Be Mobile Ready

Users Want it Now

from How mobile is reshaping the B2B landscape for growth



Mobile drives, or influences, an average of **over 40% of revenue** in leading B2B organizations.

Source: "Mobile Marketing and the New B2B Buyer," The Boston Consulting Group in partnership with Google, Oct. 2017

think with **Google**

thinkwithgoogle.com

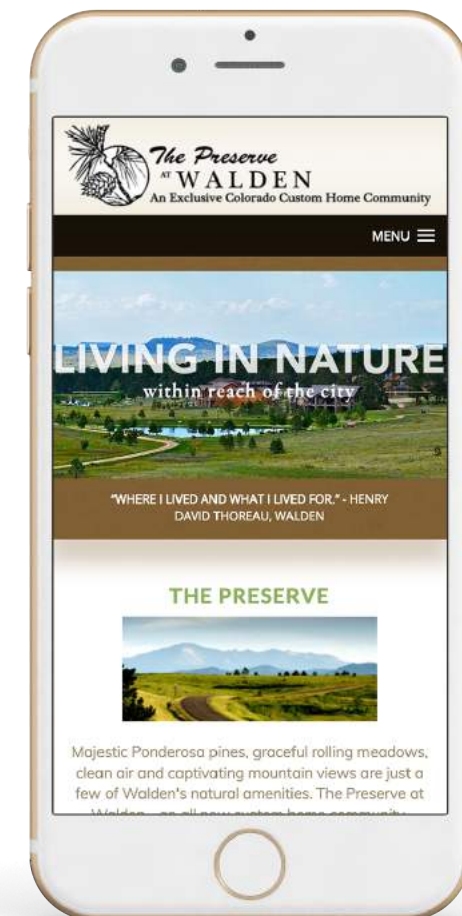
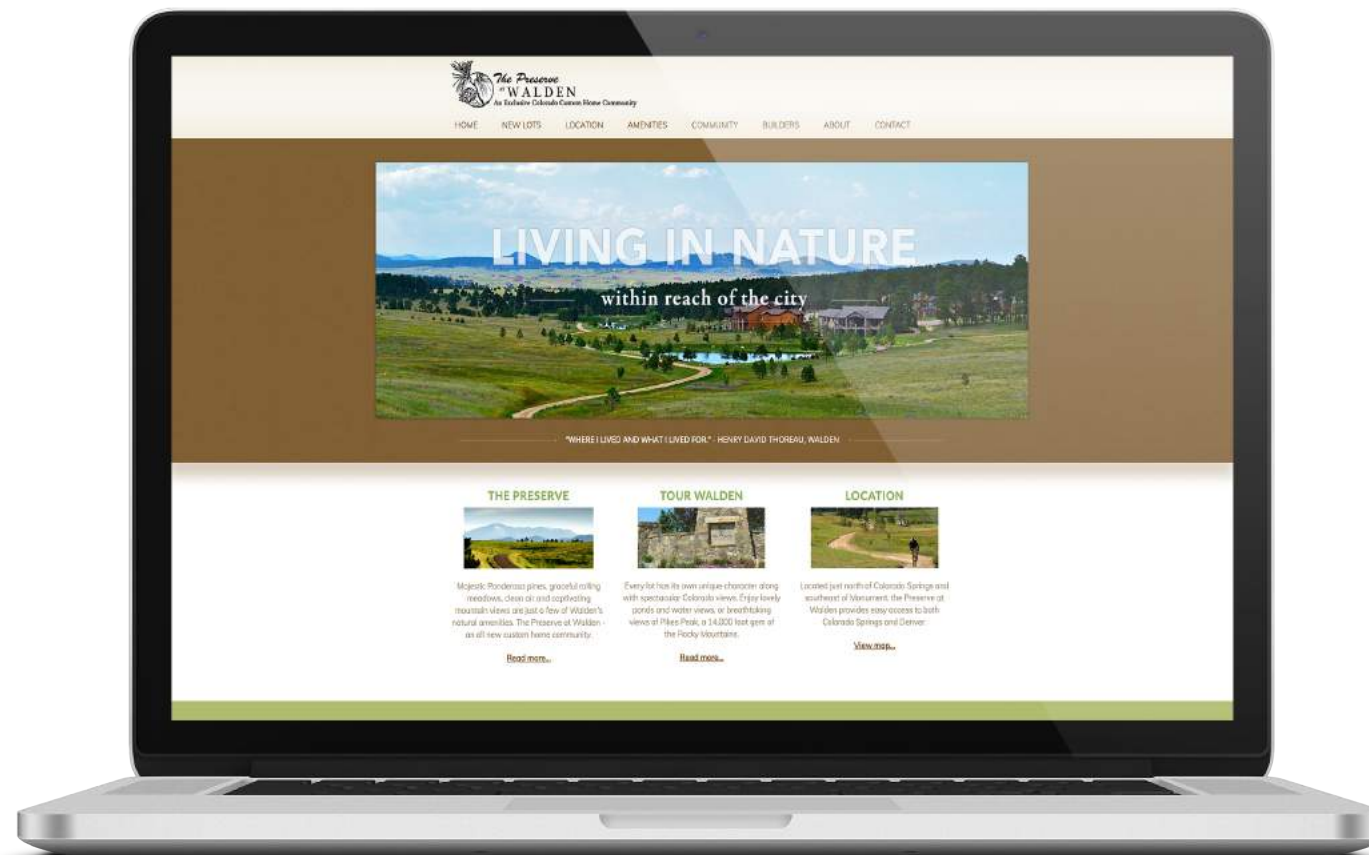
A woman with dark curly hair, wearing a light-colored top and a necklace, is looking down at a smartphone she is holding in her hands. The image is overlaid with a blue gradient.

Law Four

Users Want it Now

- Continued increase in usage in to 2021
- Customers will research and find you via mobile
- Have a mobile responsive designed website
- Have a strategy for mobile marketing
- Google results now impacted by mobile content
- Mobile ready content is direct and to the point
- Conversion strategies must adapt to mobile
- Pages must load fast or people leave
- Voice search is growing and developing

Responsive Design



Envato WordPress Themes

The screenshot displays the Envato Market website interface. At the top, the 'envatomarket' logo is on the left, and navigation links for 'Forums', 'Start Selling', 'Our Products', and 'Sign In' are on the right. Below this, a secondary navigation bar includes 'Web Themes & Templates' (which is highlighted with an upward arrow), 'Code', 'Video', 'Audio', 'Graphics', 'Photos', and '3D Files'. A 'themeforest' badge is also present. A third navigation bar lists categories: 'All Items', 'WordPress', 'Simple Site Builder', 'HTML', 'Marketing', 'CMS', 'eCommerce', 'Muse', 'UI Design', 'Plugins', and 'More'. The main banner features a teal background with the text '44,966 WordPress Themes & Website Templates From \$2' and a subtext 'WordPress themes, web templates and more. Brought to you by the largest global community of creatives.' Below the banner is a search bar containing the text 'e.g. responsive wordpress' and a magnifying glass icon. Further down, a section titled 'Discover our Featured templates of the week' includes a paragraph: 'Every week we hand-pick some of the best new website themes from our collection. These beautiful templates are making our heads turn!'. This section displays a row of ten theme thumbnails: 'Bifrost', 'SOJKA', a purple circular theme with a '\$39' tag, 'SARTRE EMAIL 1.0.0', 'fo ton.', 'BLOGS', 'Shellu -30%', 'SPARKER', and 'Leedo.'. A green button labeled 'View More Featured Items' is centered below the thumbnails.

envatomarket

Forums Start Selling Our Products Sign In

Web Themes & Templates Code Video Audio Graphics Photos 3D Files

themeforest

All Items WordPress Simple Site Builder HTML Marketing CMS eCommerce Muse UI Design Plugins More

44,966 WordPress Themes & Website Templates From \$2

WordPress themes, web templates and more. Brought to you by the largest global community of creatives.

e.g. responsive wordpress

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Bifrost SOJKA \$39 SARTRE EMAIL 1.0.0 fo ton. BLOGS Shellu -30% SPARKER Leedo.

View More Featured Items

Inbound Tactics

**Offline Sales &
Marketing**

**Search
Engines**

**Email
Marketing**

**Content
Marketing**

Social Media

**Influencer
Marketing**

Step Three

Search Engines - Google

- **Website Code**
 - URL, title tags and meta descriptions
 - Headers, internal links and tags
- **Website Content**
 - Relevant to the search
 - Current content with a blog
- **Links from other Websites**
- **Google Guidelines**
 - Google Search Console
 - Mobile and User Friendly
- **Google Ads**

Step Three

Email Marketing

- Collect names and build a great list
- Easy to find sign-up box
- Write desirable email content
- Monthly email newsletter
- Once per month at minimum
- Track and measure results

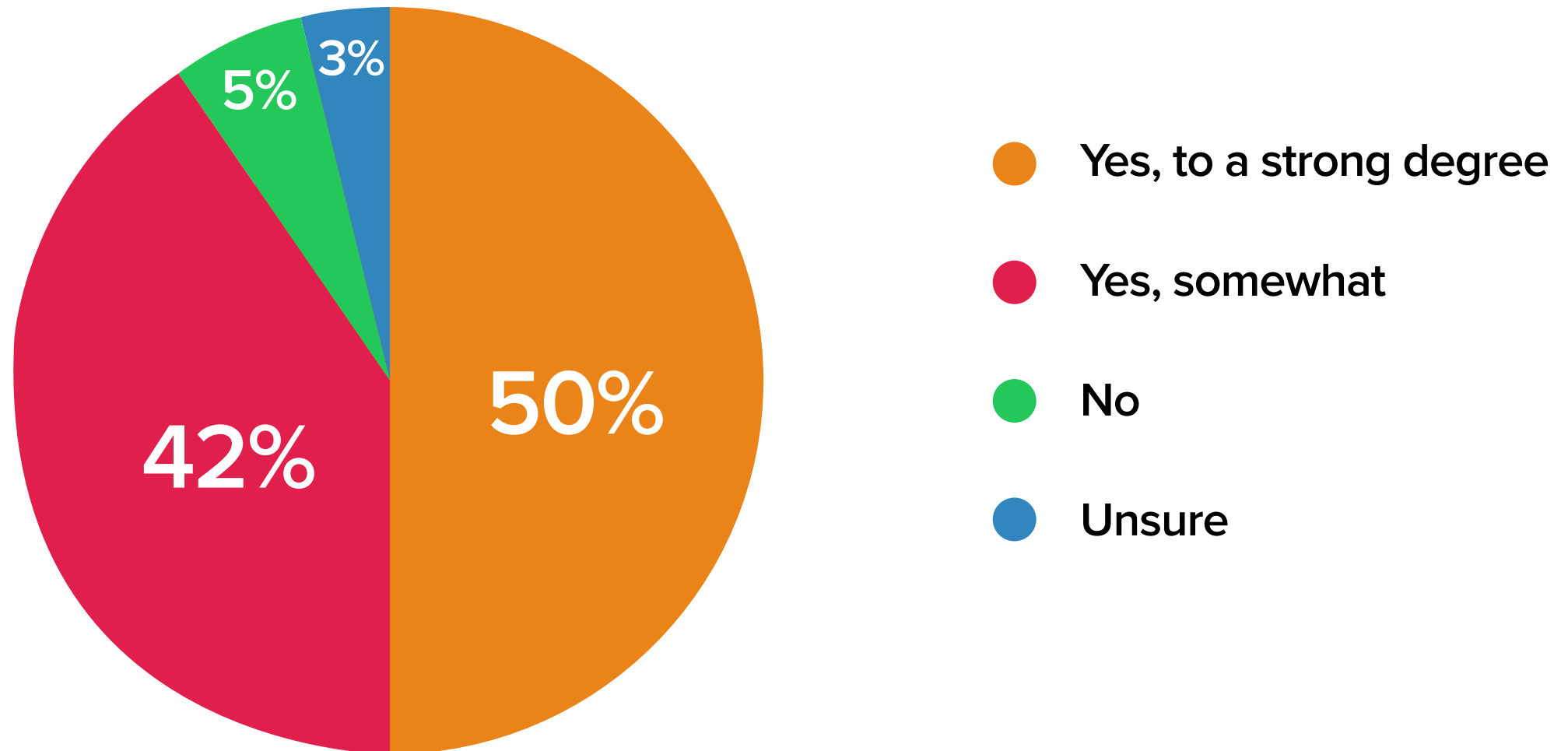
Step Three

Content Marketing

- Website content drives Google rankings
- 500-1,000 website pages is ideal
- 50 more pages is equal to 48% more traffic
- 9x more traffic when you reach 1,000 pages
- 5x more traffic for websites with blogs

Think with 

Content is a Business Asset



Content Marketing Institute 2017 Content Management & Strategy Survey

A Case for Content Marketing

Data on ROI and Conversions

- Three times better conversion rate than paid ads
- Costs less than outbound and generates more leads
- More than half of B2B prospects get news from digital channels
- Blogs get 126% more leads than websites without blogs
- Content is a competitive advantage
- Six times more likely to get lead conversions using content
- It lasts forever!

Think with Google



Step Three

Content Action Items

- Online publisher and thought leader
- Develop a content marketing calendar
- Cover all the SEO basics
- Coordinate topics: email, blogs and social

Step Three

Social Media & Content

- Social media is story telling and visual
- Part of Content Marketing plan and schedule
- Facebook - LinkedIn - GoogleMyBusiness - YouTube - Twitter - Instagram - Pinterest
- GoogleMyBusiness drives local search results
- There is no Social Media quick fix
- Platform + Content + User Intent = Social Growth

Step Three

Influencer Marketing

- Research Influencers
- Build a database and add to CRM
- Train the sales team to identify benefits
- Build relationships and networking
- Prepare influencer content
- Track results and conversions
- Ask for links to your website

4

PERFORMANCE & ROI

The Most Important Step

Step Four

Conversion Strategy

- Establish a measurable conversion strategy
- Review Google Analytics
- Define digital stats and reporting
- Develop digital sales funnels
- Extend digital leads into the sales process
- Monthly digital marketing meetings



KEY DIGITAL METRICS

- Visitors - new and repeat
- Page visits, time and bounce rate
- Traffic sources and search terms
- Conversion and sales tracking
- Social media engagement

Step Four

Digital Marketing Budgets

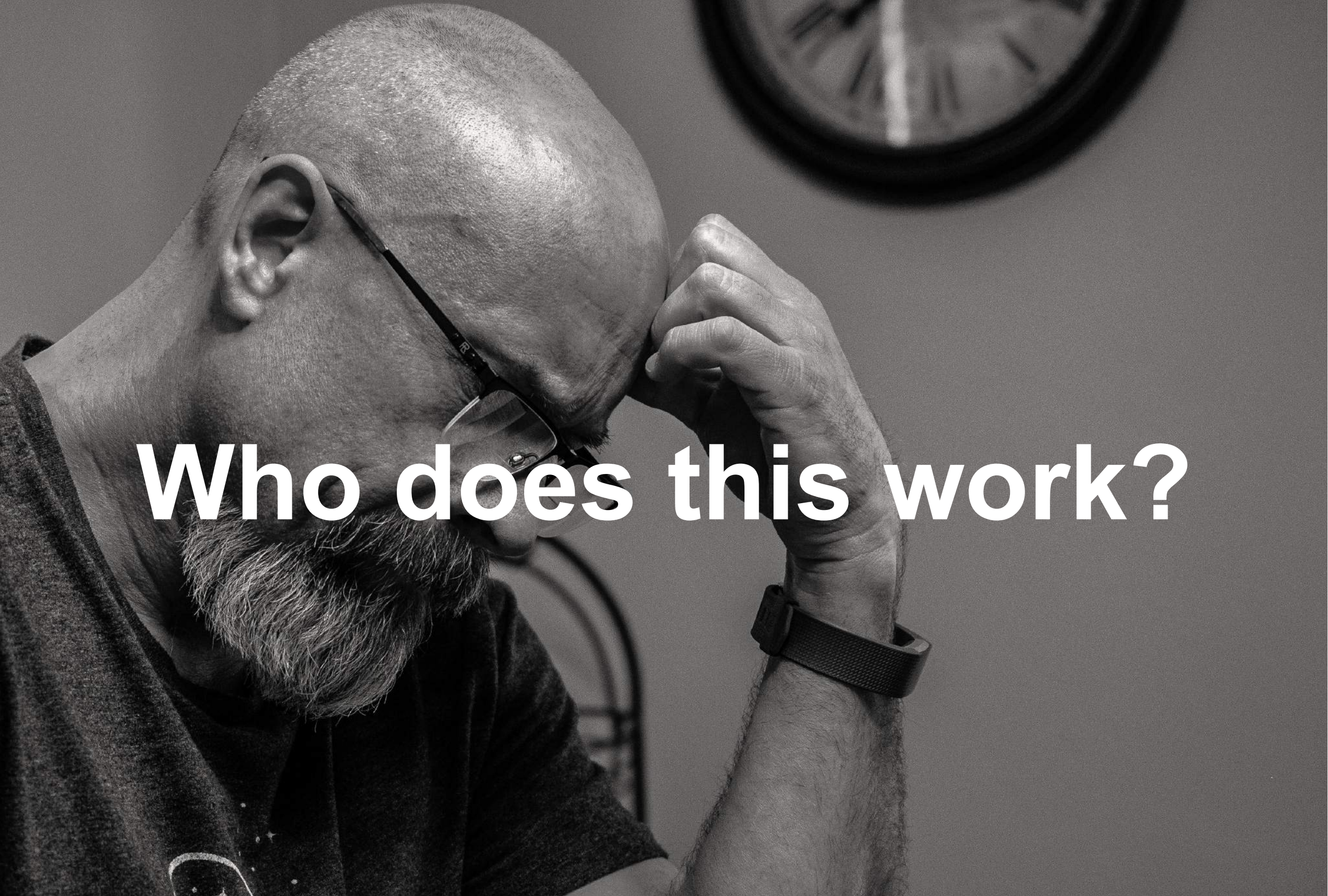
- WordPress Content Websites: \$10,000 and up
- eCommerce Websites: \$15,000 and up
- Digital Marketing Services: \$85 - \$150 /hour

Measure ROI: Sales Lead Example

- Average Order: \$10,000 (lifetime value)
- Website Design and Development Cost: \$10,000
- Monthly Digital Marketing Spend: \$2,500
- Total Monthly Website Visitors: 5,000
- Conversion Rate to Inquiries: 1% (50 inquiries)
- Conversion Rate to a Sale: 10%
- 5 Sales per Month = \$50,000

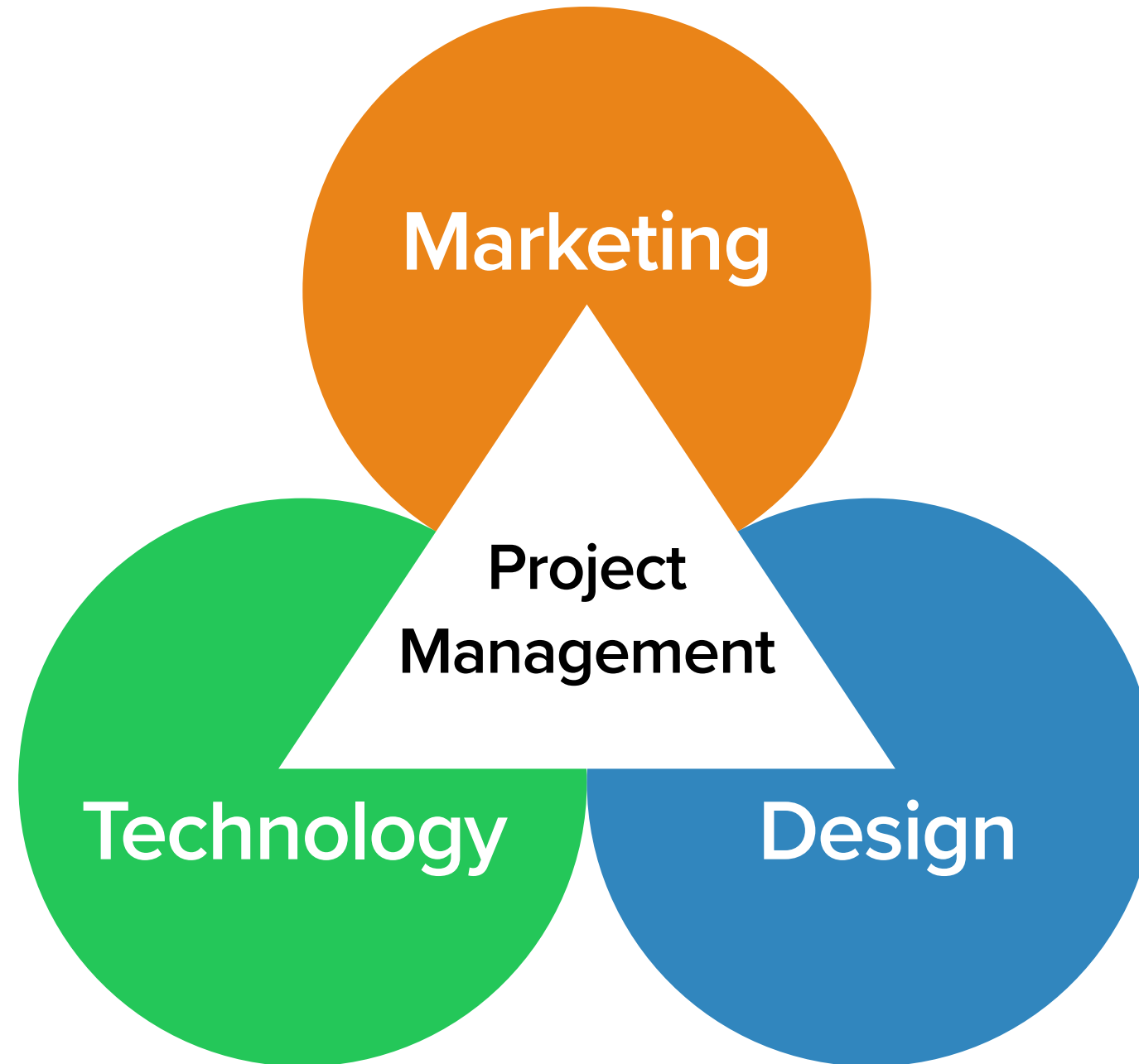
Measure ROI: eCommerce Example

- Average Order Amount: \$150
- Website Design/Development Cost: \$15,000
- Monthly Digital Marketing Spend: \$4,500
- Total Monthly Website Visitors: 9,000
- Order Conversion Rate: 2% (180 sales)
- 180 Sales per Month = \$27,000



Who does this work?

The Digital Marketing Team





The Roles of the Team

The Hats People Wear

Internal

- Digital Marketing Decision Maker
- Project Manager
- Digital Marketing Manager (Traffic Generation)
- Funnel Manager (Emails and Stats/Usability)

External

- Content Writer for Digital Marketing
- Photography/Video/Audio & other Media
- Graphic Design
- Technology and Development

The Roles of the Team

Marketing Direction



The customer
champion



The growth
driver



The innovation
catalyst



The capability
builder



The chief
storyteller

Deloitte.

Think with **Google**

Intuitive
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TAKE ACTION

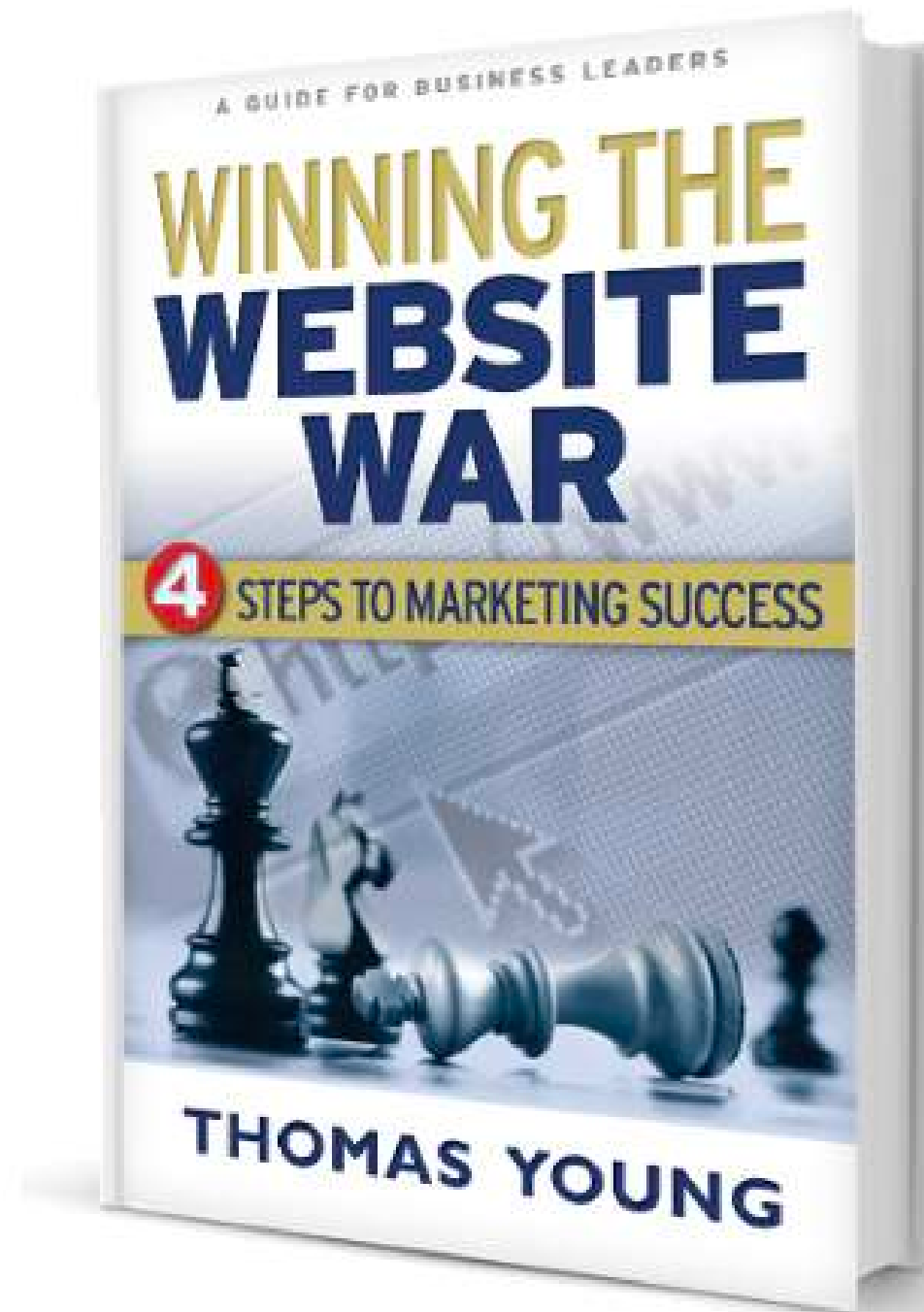
Immediate Actions

- Increase Communications
- Website Homepage Update
- Email, Blogs and Social Media
- Marketing Automation (HubSpot)
- Virtual Meetings and Events
- Webinars and Virtual Workshops
- Graphics and PDFs for Virtual Meetings
- Videos for Social Media
- Website Landing Pages
- New Products and Services

Digital Marketing Action Items

- Write a strategic, Digital Marketing Plan
- Select a Digital Marketing Decision Maker
- Ask for customer feedback
- Research search engine keywords
- Write brand focused taglines and content
- Develop a content marketing strategy and schedule
- Launch an email newsletter program
- Use Google Analytics for ROI and conversion tracking
- Schedule digital marketing meetings to review stats

Resources



WinningtheWebsiteWar.com



Additional Resources

- Google Analytics & Google Search Console
- Content Marketing Institute
- Search Engine Watch
- Neil Patel, MOZ, and SEMRush for SEO
- ScreamingFrog for SEO
- KeyWordsEveryWhere.com
- Writer's Access
- CrazyEgg
- Google Ads keyword search tool
- Asana for Project Management
- Buffer or Hootsuite for Social Media
- Social Media Examiner
- IntuitiveWebsites.com
- leadfeeder.com
- ZoomInfo.com

A dark, moody photograph of a person's hands interacting with a laptop. One hand is pointing at the screen, while the other is on the trackpad. The image is overlaid with a semi-transparent dark layer to make the white text stand out.

Website Reviews

Live Feedback



How can digital marketing increase sales & maximize marketing ROI?

Rating Websites

- Strategy: Does the website translate the business?
- Content: Is the focus on benefits to users?
- Design: Is the design appropriate for the target market?
- Traffic: Is the website an excellent content resource?
- Traffic: Is the website Google friendly?
- Conversions: Is the website getting conversions?

Homepage Flow

- **Navigation:** What is featured in navigation?
- **Header Tagline:** Direct and clear 10-out-of-10 rule.
- **CTAs:** Mid-funnel and contact buttons.
- **Benefits:** What's in it for your prospects?
- **Stakes:** What's at risk if your company is not selected?
- **Featured Services and Products:** on the homepage.
- **Your Plan:** Three to four steps to get started.
- **Your Customers:** Testimonials, client logos and case studies.
- **Your Featured Resources:** links to blogs and more.



Contact Us!

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IntuitiveWebsites.com

WinningTheWebsiteWar.com