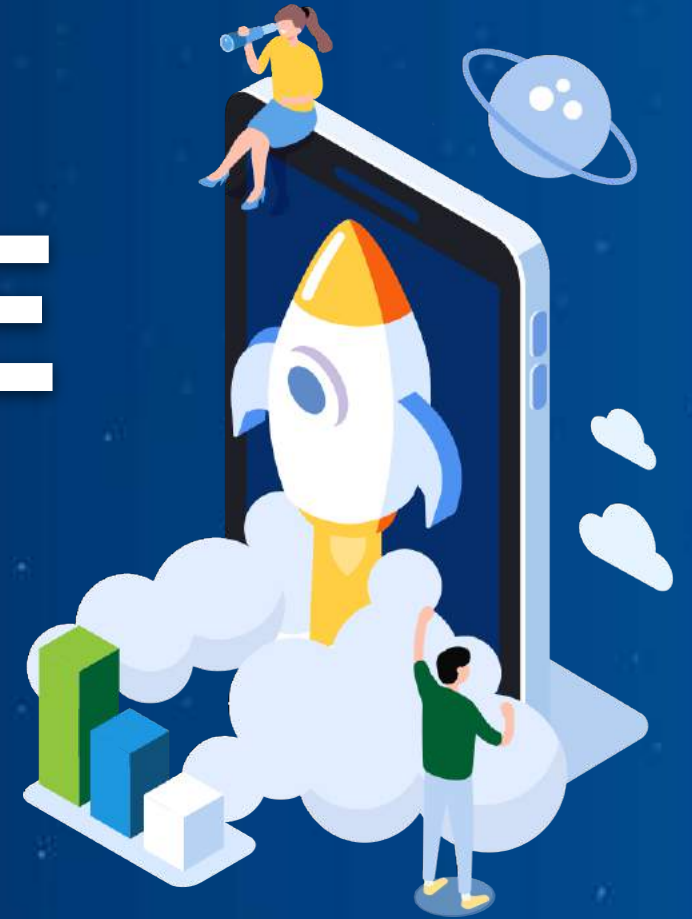


# RISE ABOVE THE DIGITAL NOISE

**An Executive's Guide to Digital Marketing**



Presented By: Thomas Young  
IntuitiveWebsites.com



# The Facts



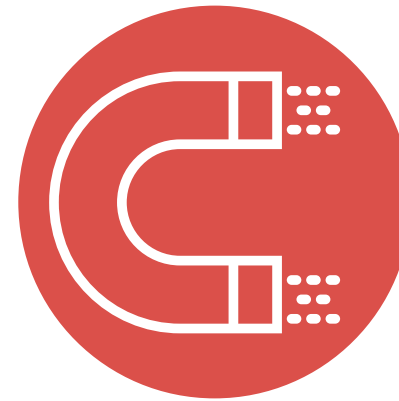
## FACT 1

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.

HubSpot

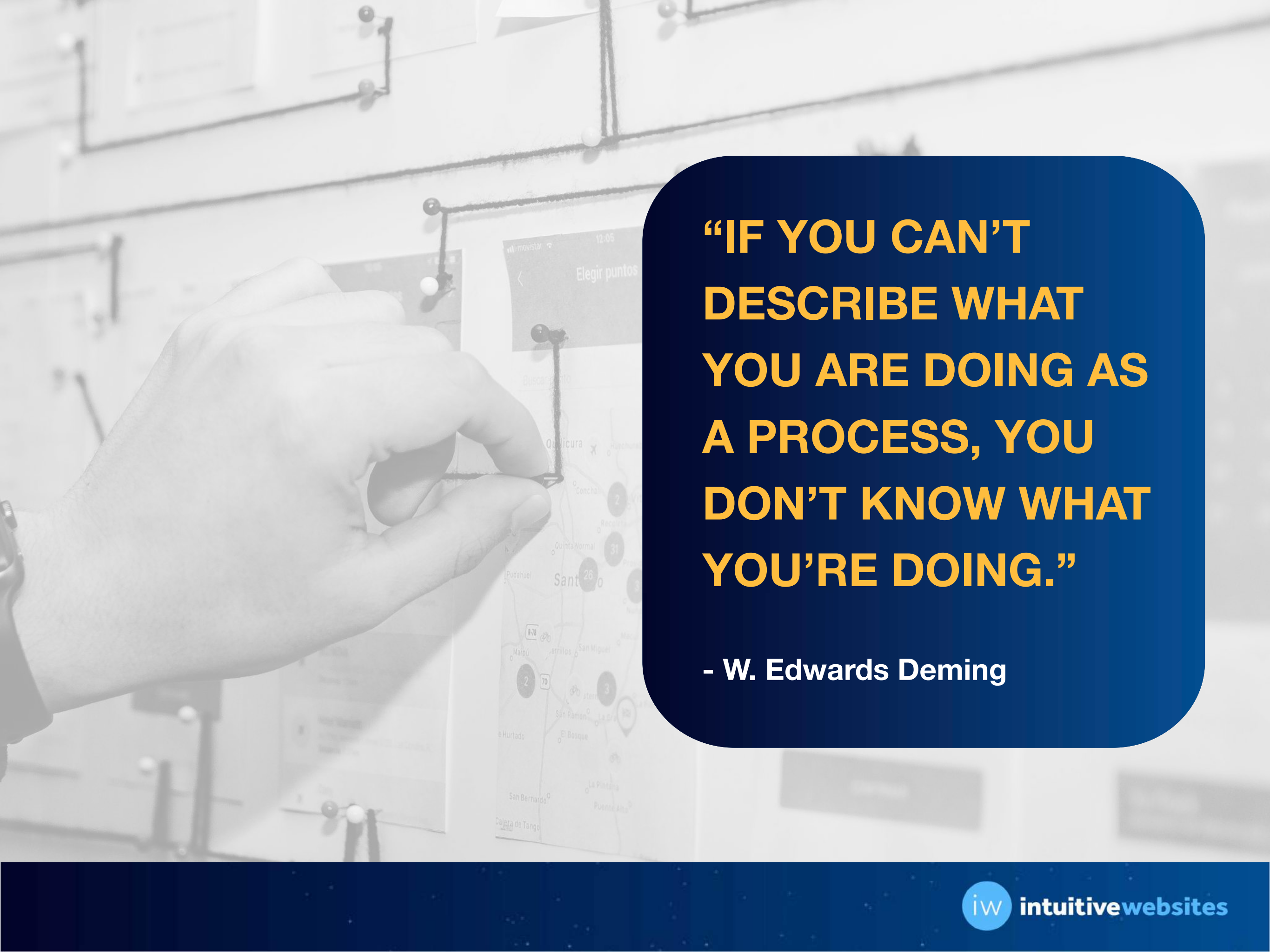
# The Program Results

- **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

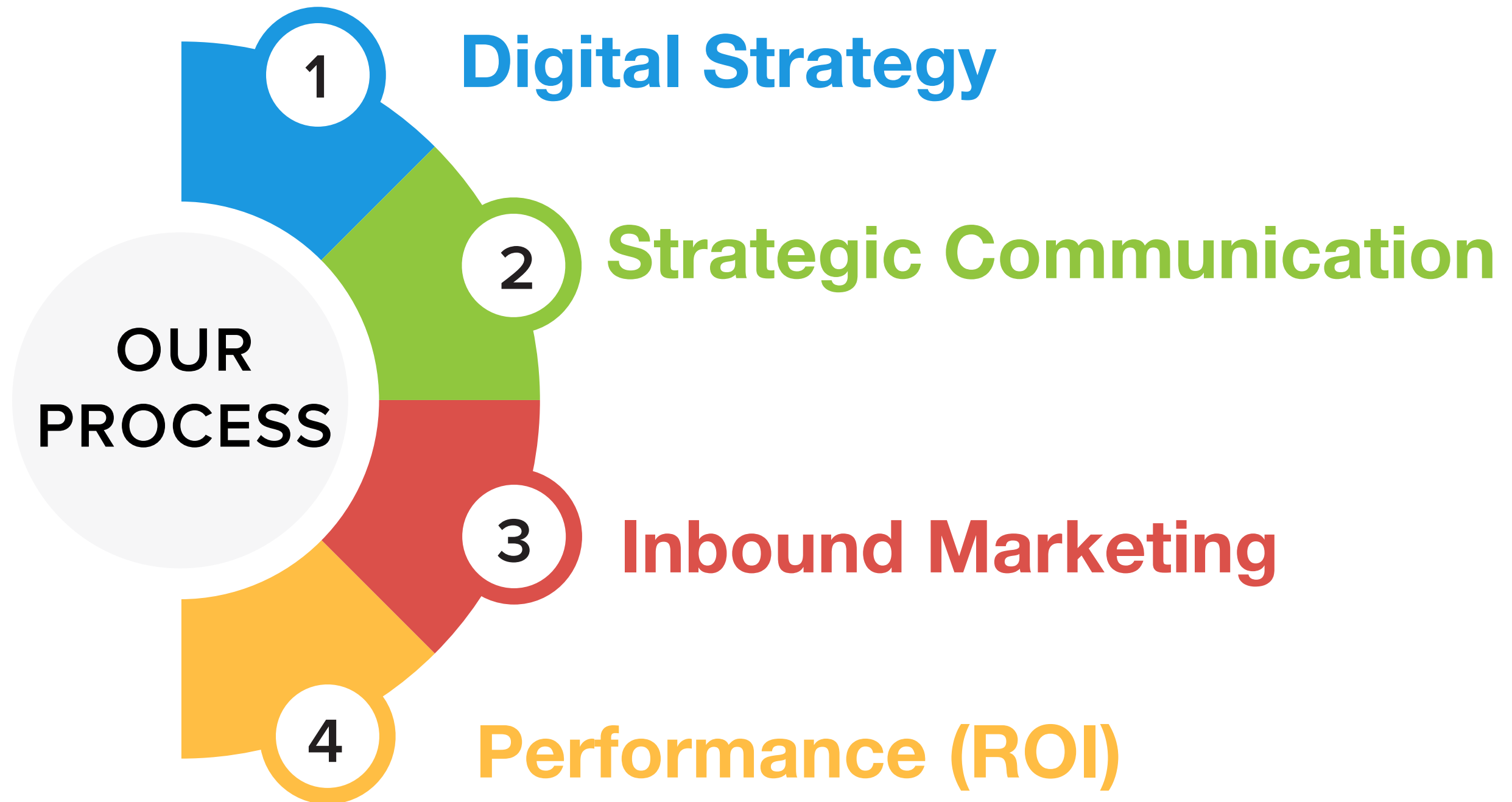
- What are the things to spend money on?
- What will work for my website?
- SEO and high search engine placement.
- The blog is too much work, how get it done?
- Generate more qualified leads.
- How to run A/B testing on a landing page?
- How to deploy the work?
- It feels overwhelming to me, how is 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?
- How do I get content to drive leads?



**“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







# DIGITAL STRATEGY

**Translate what you do well.**

# 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?
- What are the growth goals from digital marketing?



## Step One

# Digital Strategy: What is it?

- Strategic translation of value
- Starts with a **Marketing Vision**
- Competitive Analysis
- Simple, direct and clear content
- Excellent digital resources for users
- Trackable conversion process/funnel
- Target market feedback

## Step One

# Digital Strategy: Questions

- How are you the best in your space?
- How are you different?
- What processes can you share?
- Who are your people?
- What are your values and mission?
- What are your stories?
- What is your customer's story?



# 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 and conversions



# 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 & pricing**
- How to **contact** the company or people
- Business **locations**
- **Delivery** and **shipping** information
- Easily search for information and **research**





## Step Two

# What Users Do

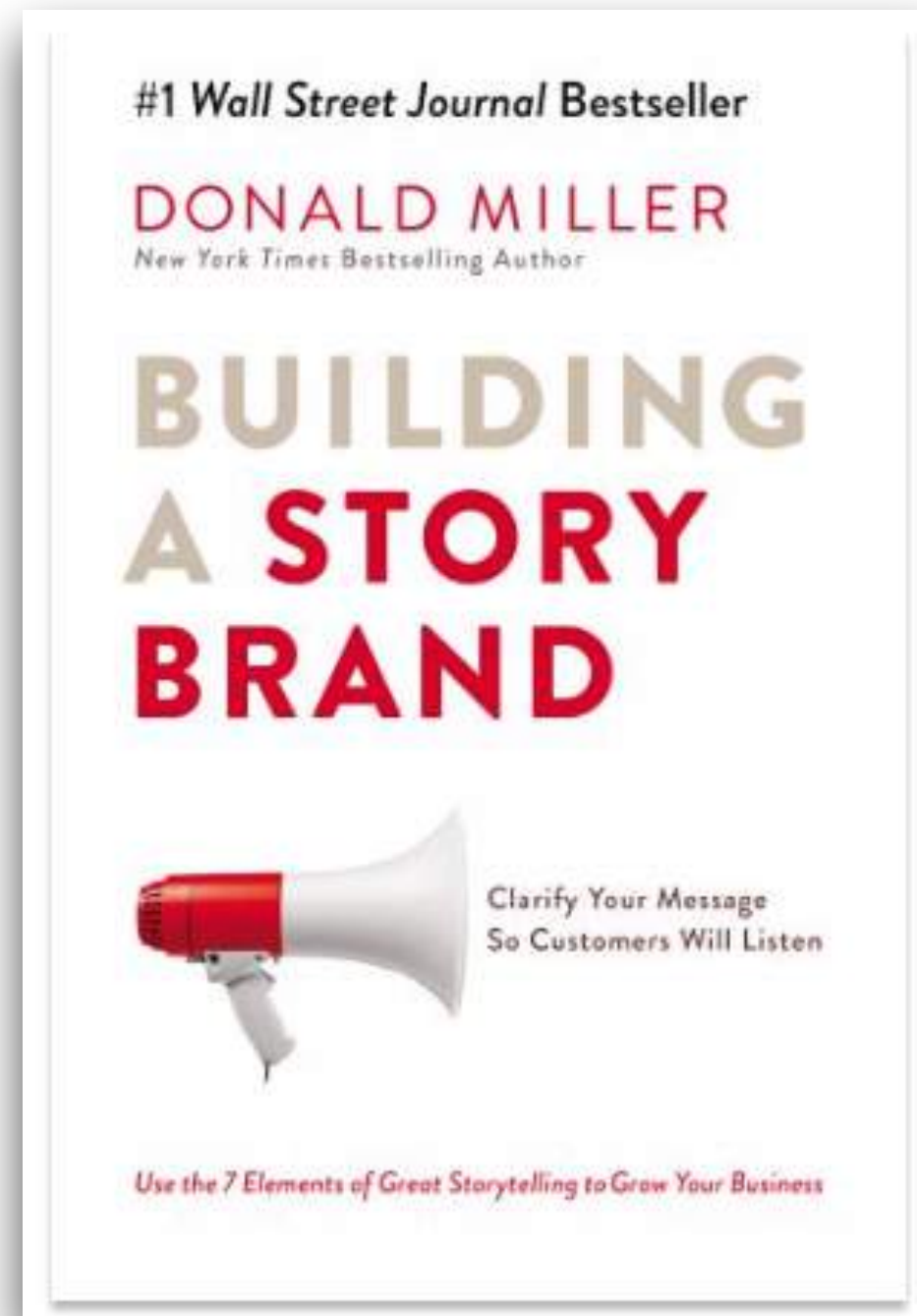
- Instant **impression** of your company
- Start in the upper **left hand corner**
- Read **taglines** and **headers**
- Look at **photos**, especially people
- **Ignore ads**, clutter and marketing content
- Quickly move to **website navigation**
- **Scan** content quickly and miss key areas
- Most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

# Value From Digital Content

- Is it clear what the company does?
- Does the content use clear taglines/headers?
- 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 for Change
- Your Company has a Plan and Call-to-Action
- The Customer Defeats their Villains
- Ends in Emotional Success





## Step Two

# Homepage Content Flow

- **Nav:** Products/Services, Resources, About, Contact
- **Header Tagline:** Direct and clear 10-out-of-10 rule.
- **Call-to-Action (CTA):** Mid-funnel & contact buttons.
- **Benefits:** What's in it for your prospects?
- **Stakes:** What's the risk of no purchase?
- **Featured Services & Products:** Key highlights.
- **Your Plan:** Four to five steps to get started.
- **Your Customers:** Testimonials, logos & case studies.
- **Featured Resources:** links to blogs and more.
- **Footer Nav:** Newsletter, Policy, Careers, Logins.



## Step Two

# Story Brand Tasks

- Create a Tagline
- Layout for Website Landing Page Content
- Know the Benefits and the Pain (Personas)
- Define Your Process
- Tell Customer Stories and Get Testimonials
- Develop CTAs - middle and bottom funnel
- Build an Automate an Email List



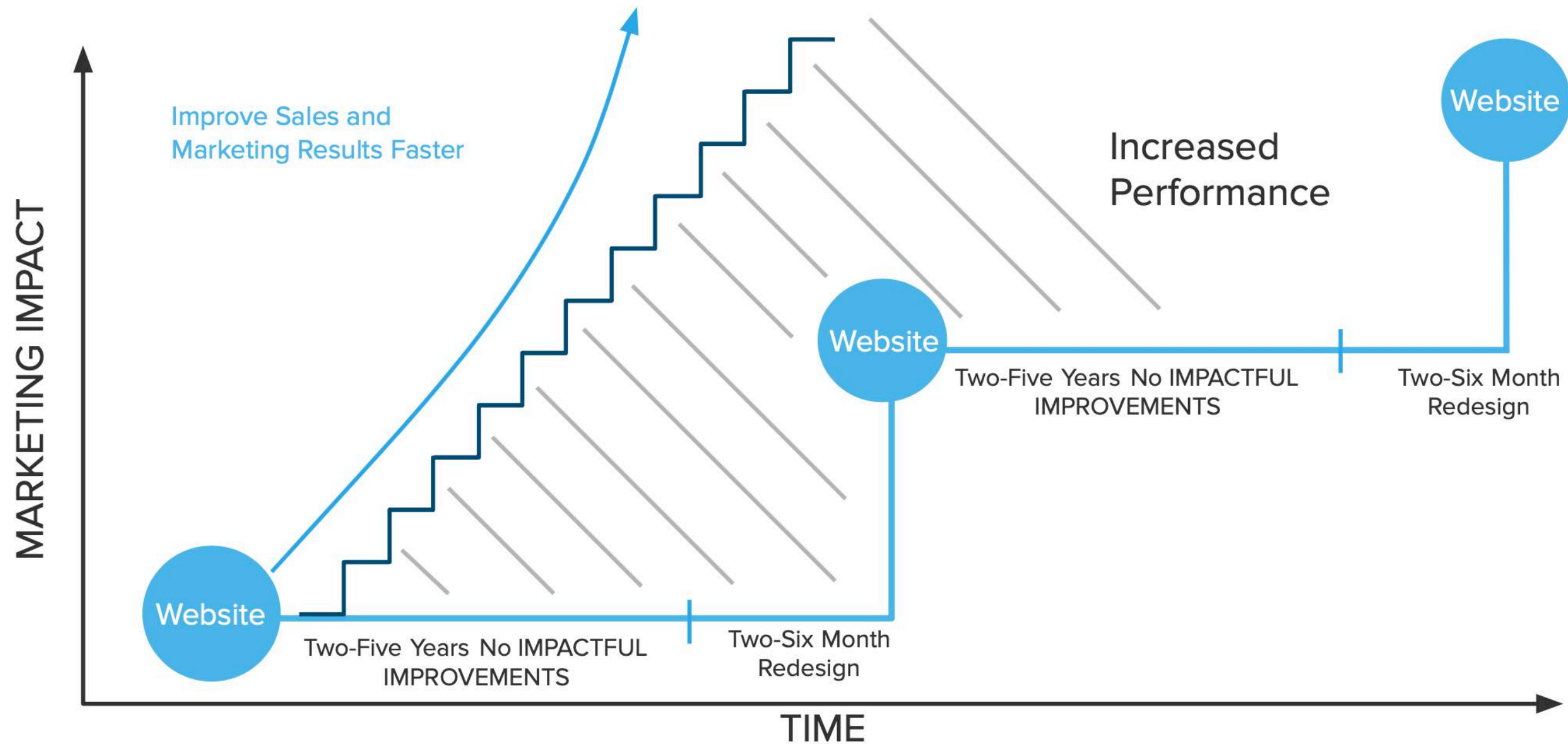


## Step Two

# Growth Driven Design (GDD)

- Traditional website design is broken
- A new process for fixing from HubSpot
- Based on the principles of Agile
- Drive results faster based on data
- Remove the pain from website design
- A process for continuous improvement

# Growth Driven Design (GDD)





# 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 blue-tinted photograph of two women looking at their smartphones. The woman on the left is holding a white smartphone, and the woman on the right is holding a dark smartphone. They are both looking down at their devices with focused expressions. The background is slightly blurred, showing what appears to be a patterned surface.

# Law 1

## Customers Research and Find You



# Help Customers Find You

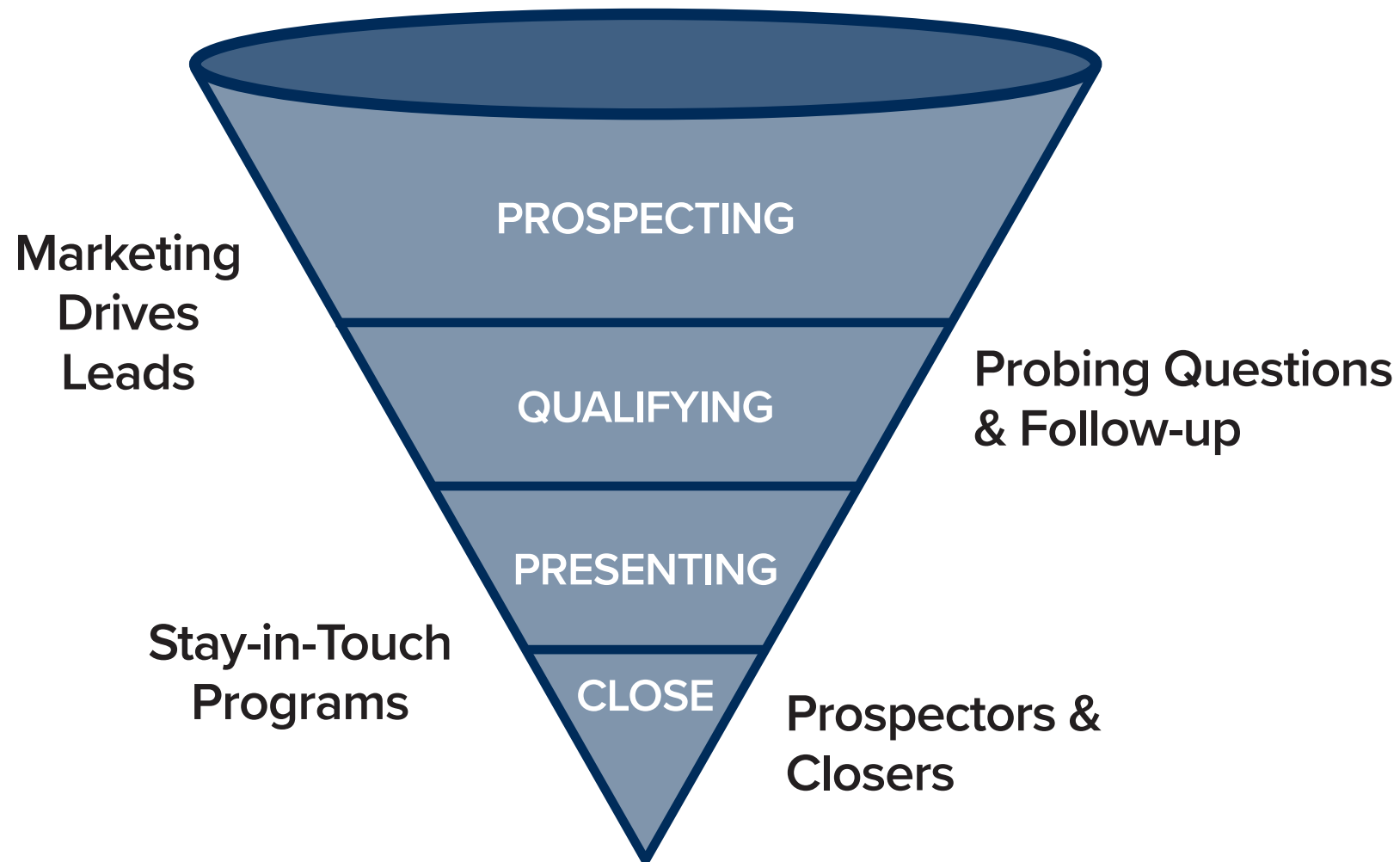
## Data From Google

- 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

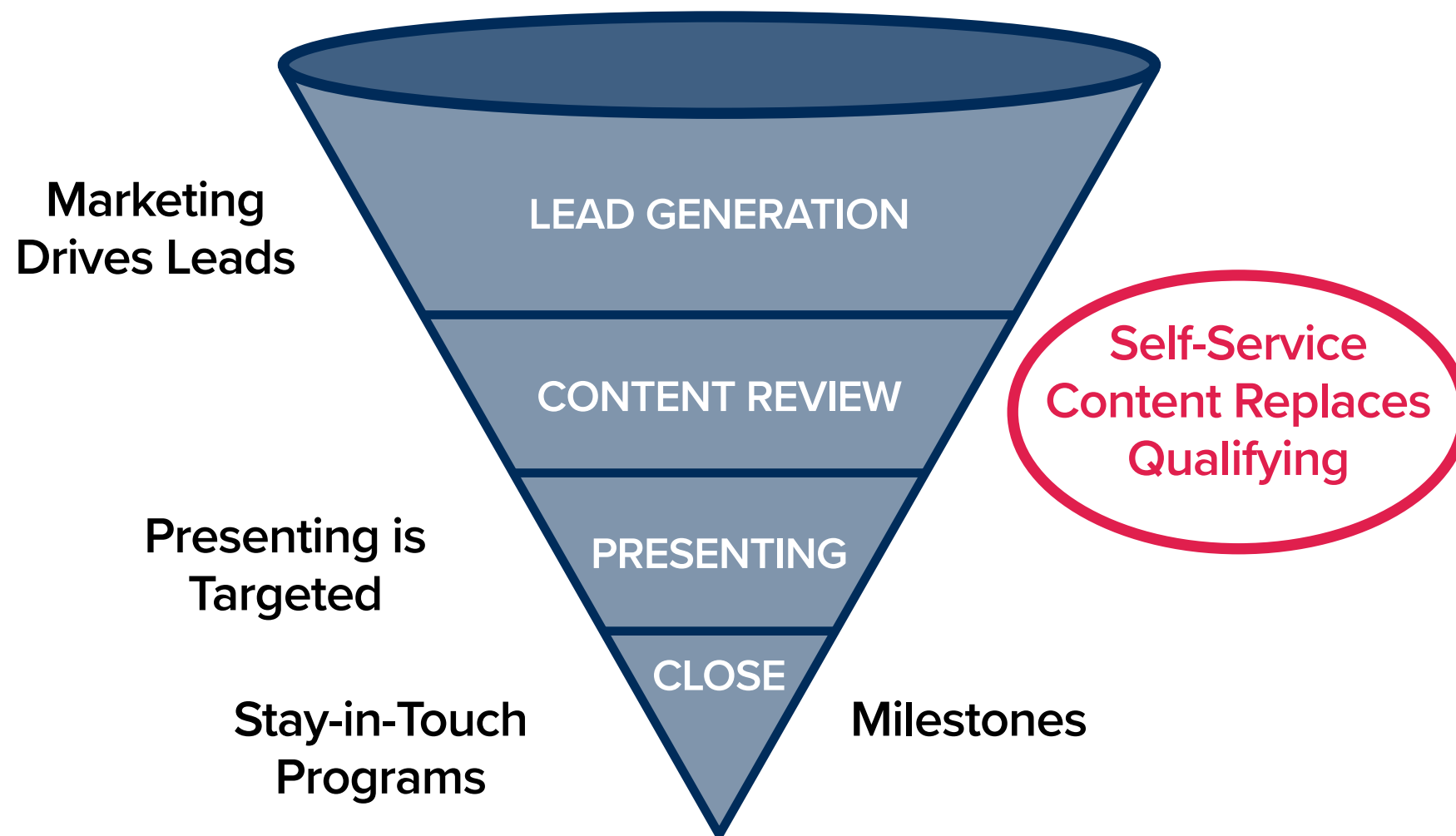
# Marketing and Sales Funnel

## The Old Funnel



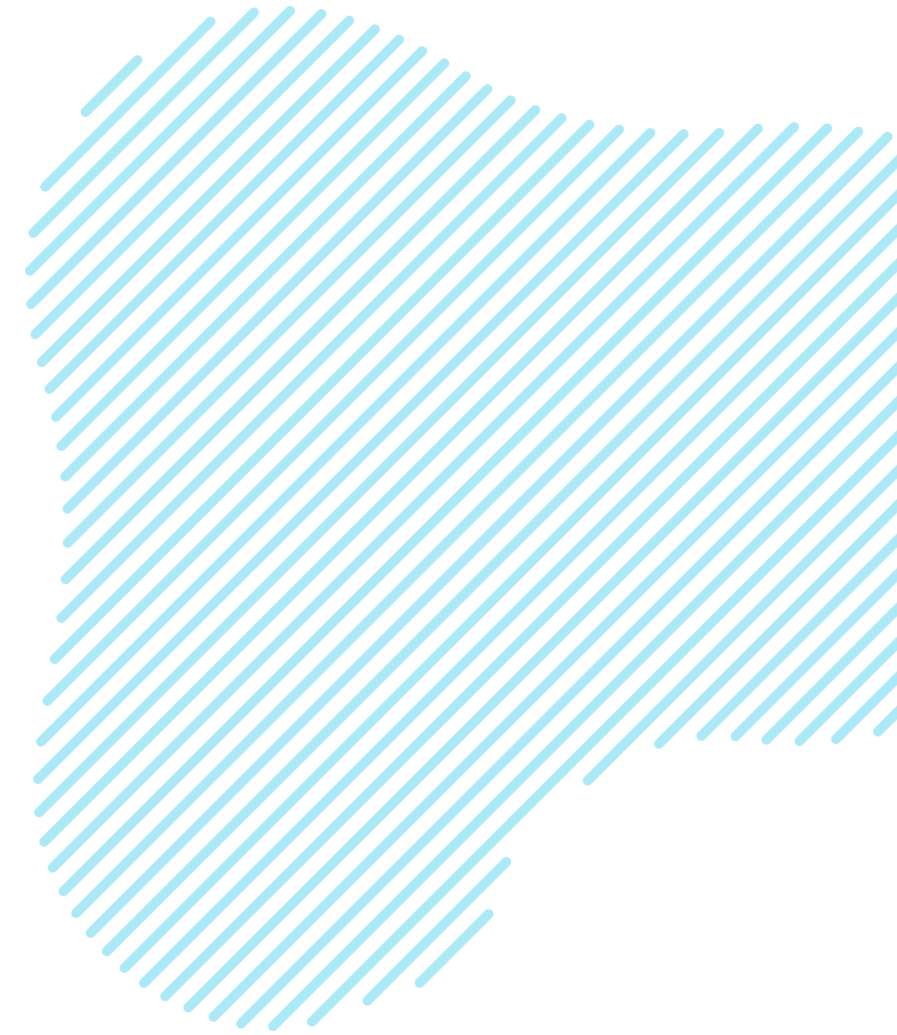
# Marketing and Sales Funnel

## The New Funnel



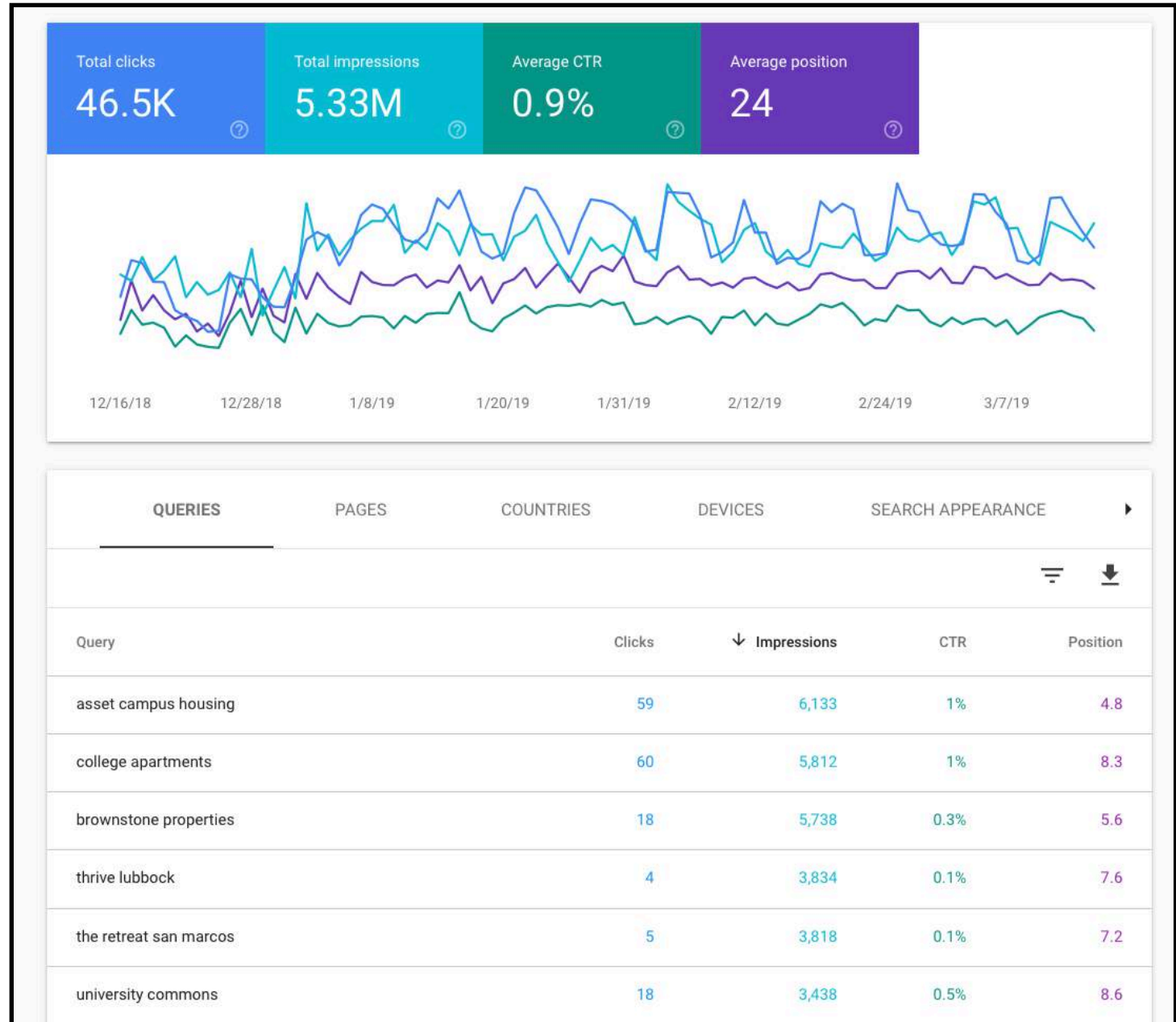
# Marketing and Sales Funnel

1. Website Visit
2. Social Media Interaction
3. Email Newsletter Subscribe
4. eBook or Gated Content
5. Webinar or Virtual Event Registration
6. Web Form Submission
7. Call and Virtual Meeting with Salesperson



# Help Customers Find You

## The Google Search Console







# Law 2

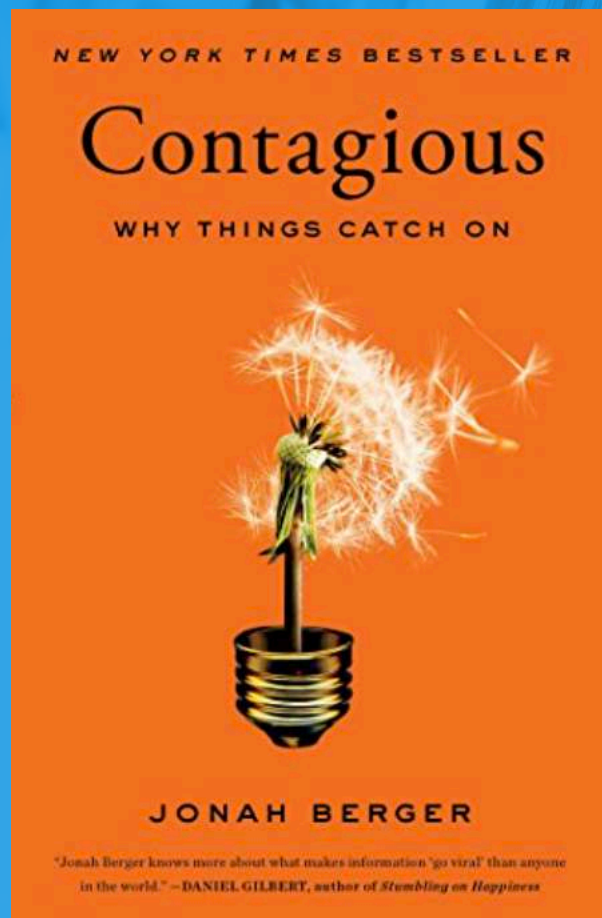
## Build a Loyal Following



# 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

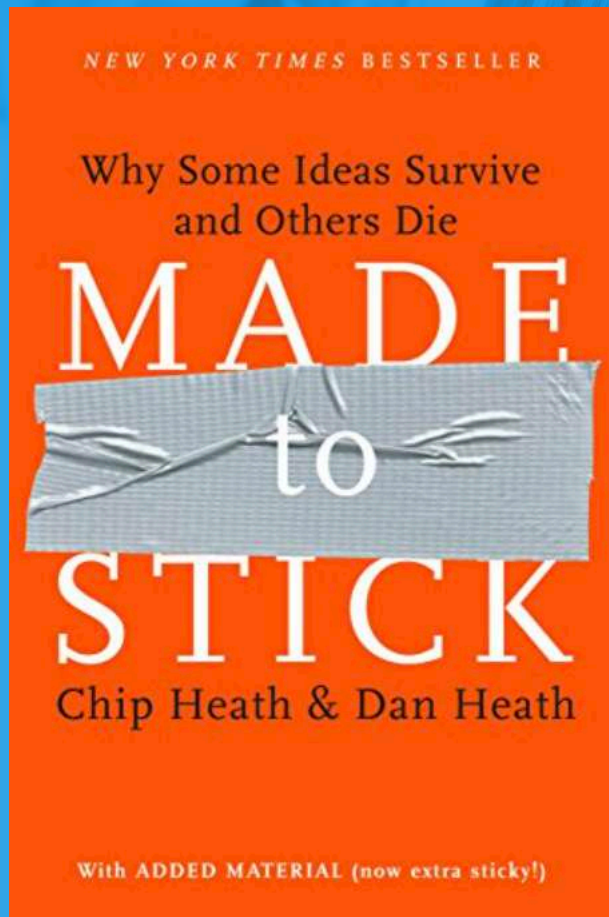


## How & Why Content is Shared

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)



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

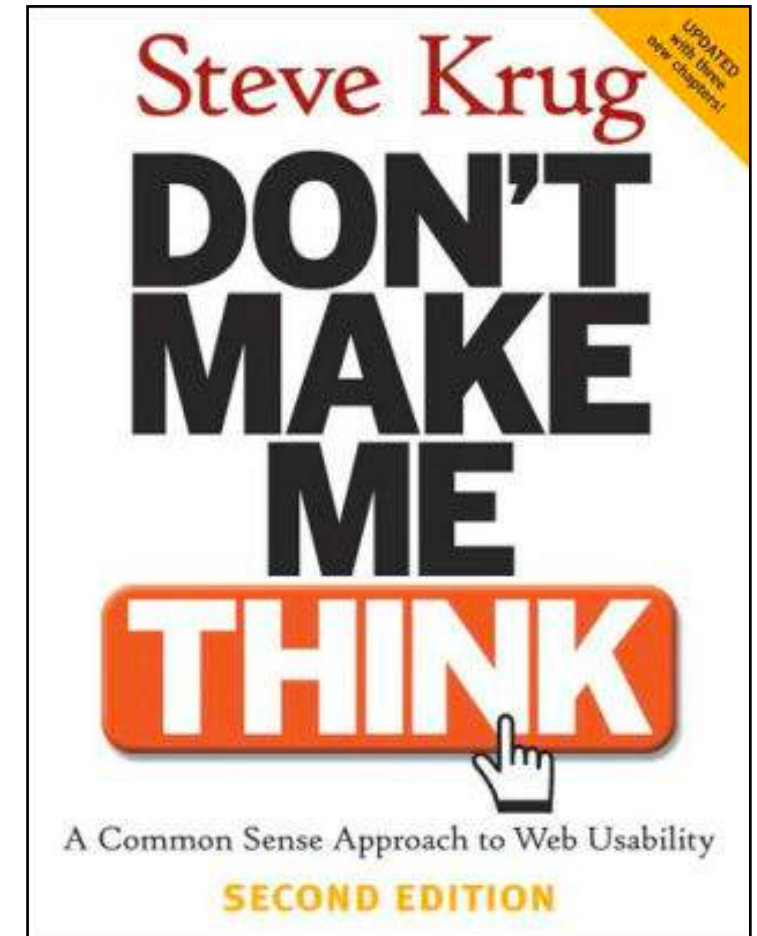
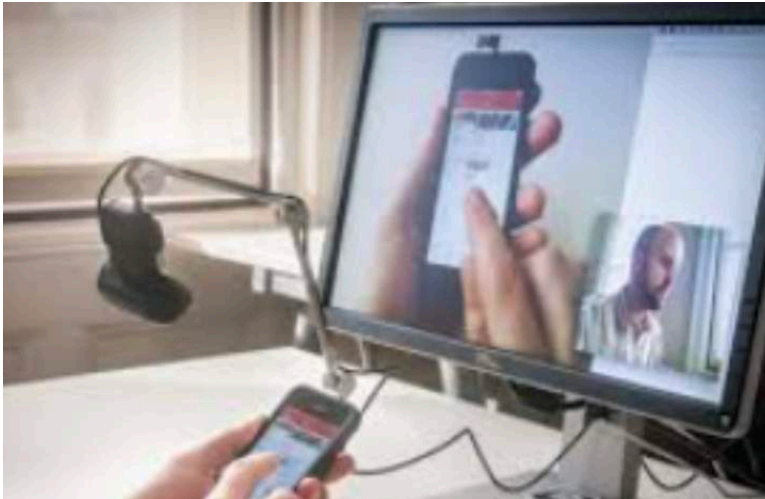
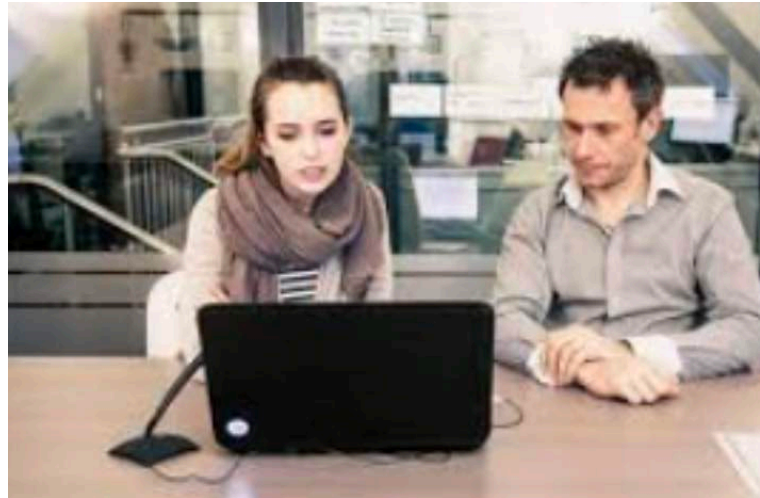
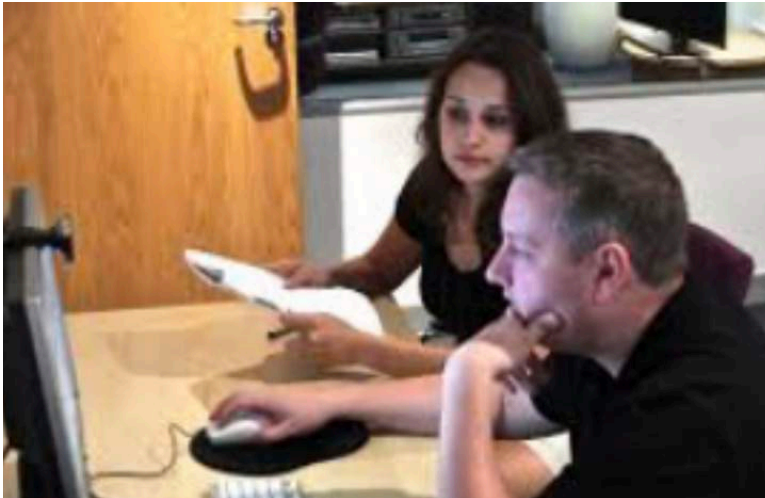
1. Simplicity takes strategy and courage
2. Simplicity takes direction from the marketplace
3. Excellent and direct communication is key
4. Focus on three key messages
5. Follow the 10-out-of-10 rule
6. Simplicity drives conversions and sales

# 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 table and looking down at a smartphone in his hands. A glass mug is on the table to his right. The background is a blurred office or library setting with bookshelves. The entire image is overlaid with a semi-transparent blue filter.

# 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](http://thinkwithgoogle.com)

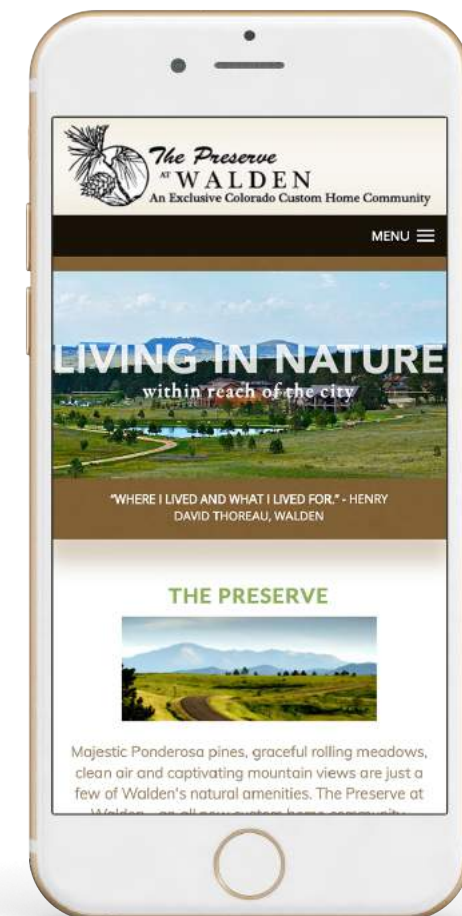
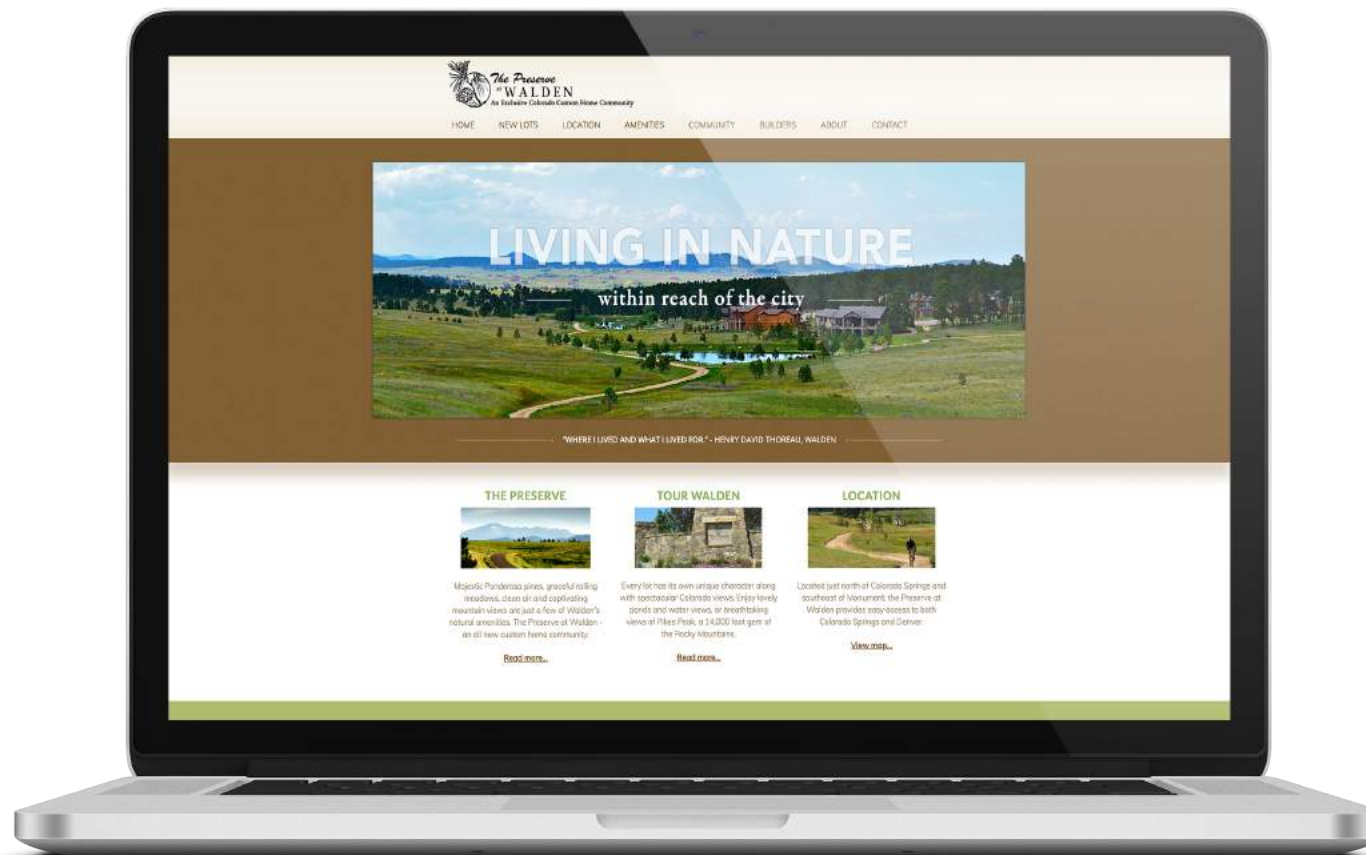
# Law Four

## Users Want it Now

- Continued increase in usage in 2022
- 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), 'Code', 'Video', 'Audio', 'Graphics', 'Photos', and '3D Files'. A 'themeforest' badge is also visible. A third navigation bar lists various 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 with the placeholder text 'e.g. responsive wordpress' and a magnifying glass icon. Further down, a section titled 'Discover our Featured templates of the week' includes a descriptive 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: 'Bifröst', 'SOJKA', a purple 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 positioned 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

### Discover our Featured templates of the week

Every week we hand-pick some of the best new website themes from our collection. These beautiful templates are making our heads turn!

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

View More Featured Items



# Marketing 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
- **Depth of 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

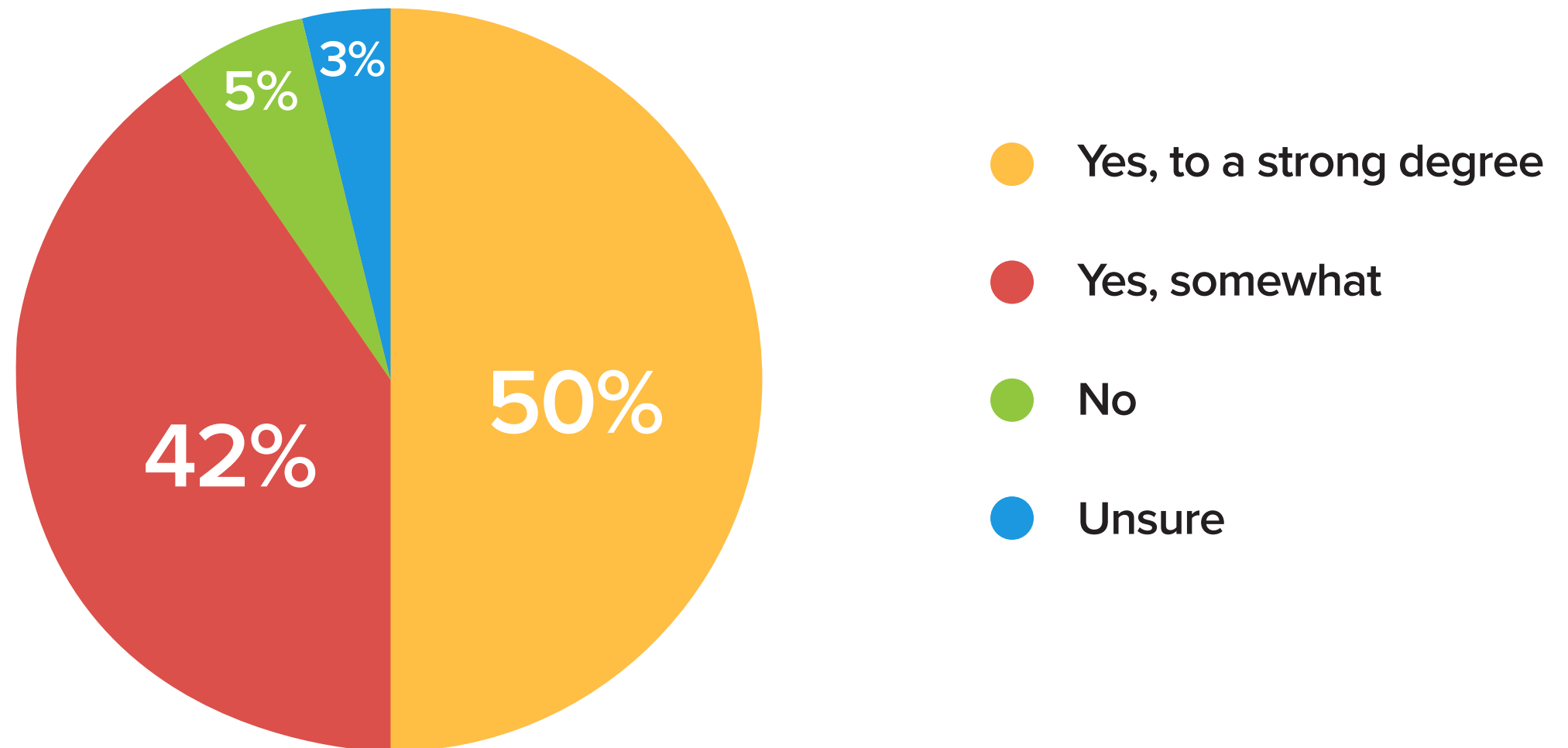
## Step Three

# 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 Google

# 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



# 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 and tracking
- 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
- Conversions and sales tracking
- Social media engagement
- Email marketing automation metrics

## Step Four

# Digital Marketing Budgets

- WordPress Content Websites: \$15,000 and up
- eCommerce Websites: \$20,000 and up
- Digital Marketing Services: \$85 - \$150 /hour

# ROI: Website Lead Example

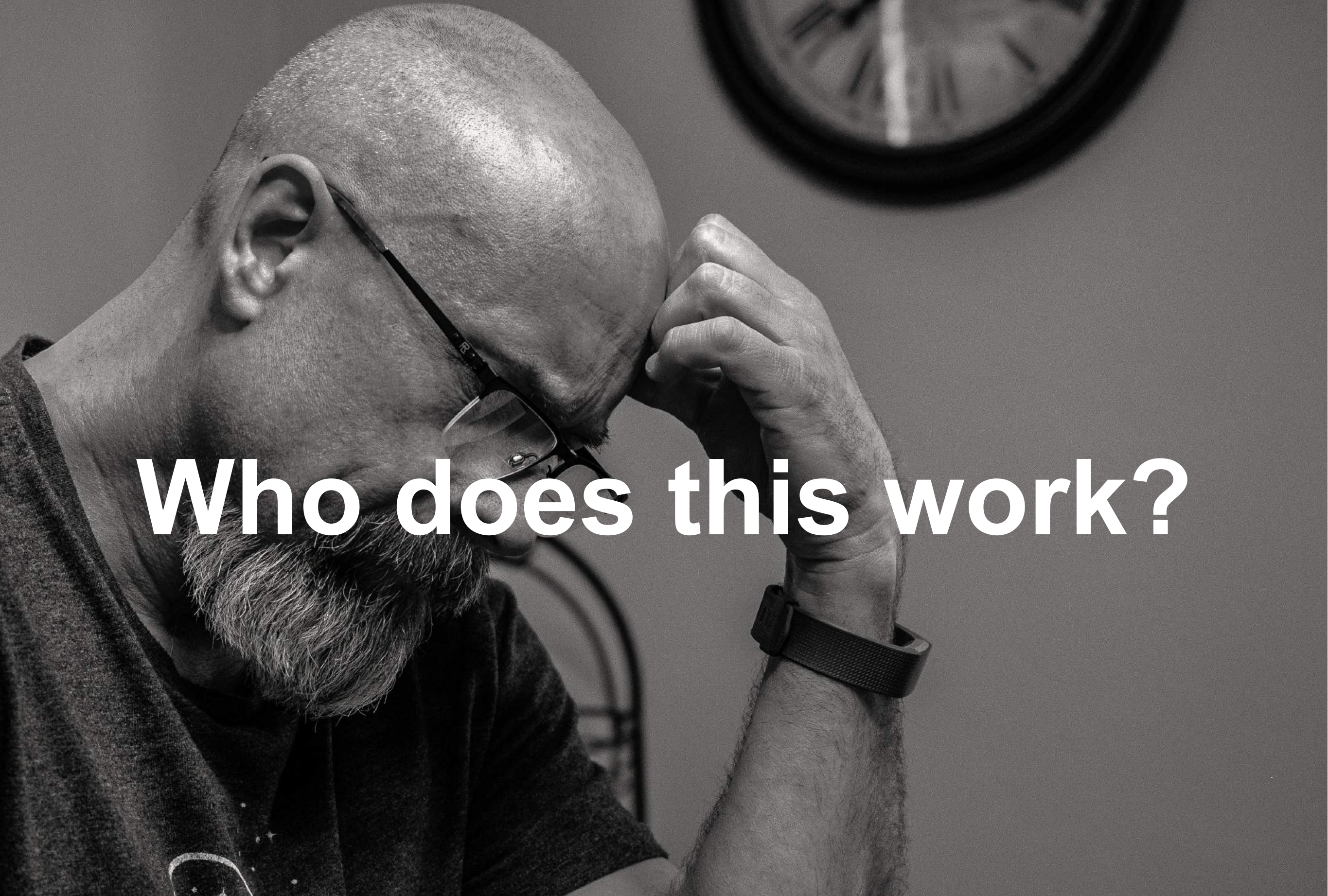
- Average Order: \$10,000 (lifetime value)
- Website Design and Development Cost: \$20,000
- Monthly Digital Marketing Spend: \$4,500
- Total Monthly Website Visitors: 5,000
- Conversion Rate to Inquiries: 1% (50 inquiries)
- Conversion Rate to a Sale: 10%
- 5 Sales per Month = \$50,000



# ROI: eCommerce Sale 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

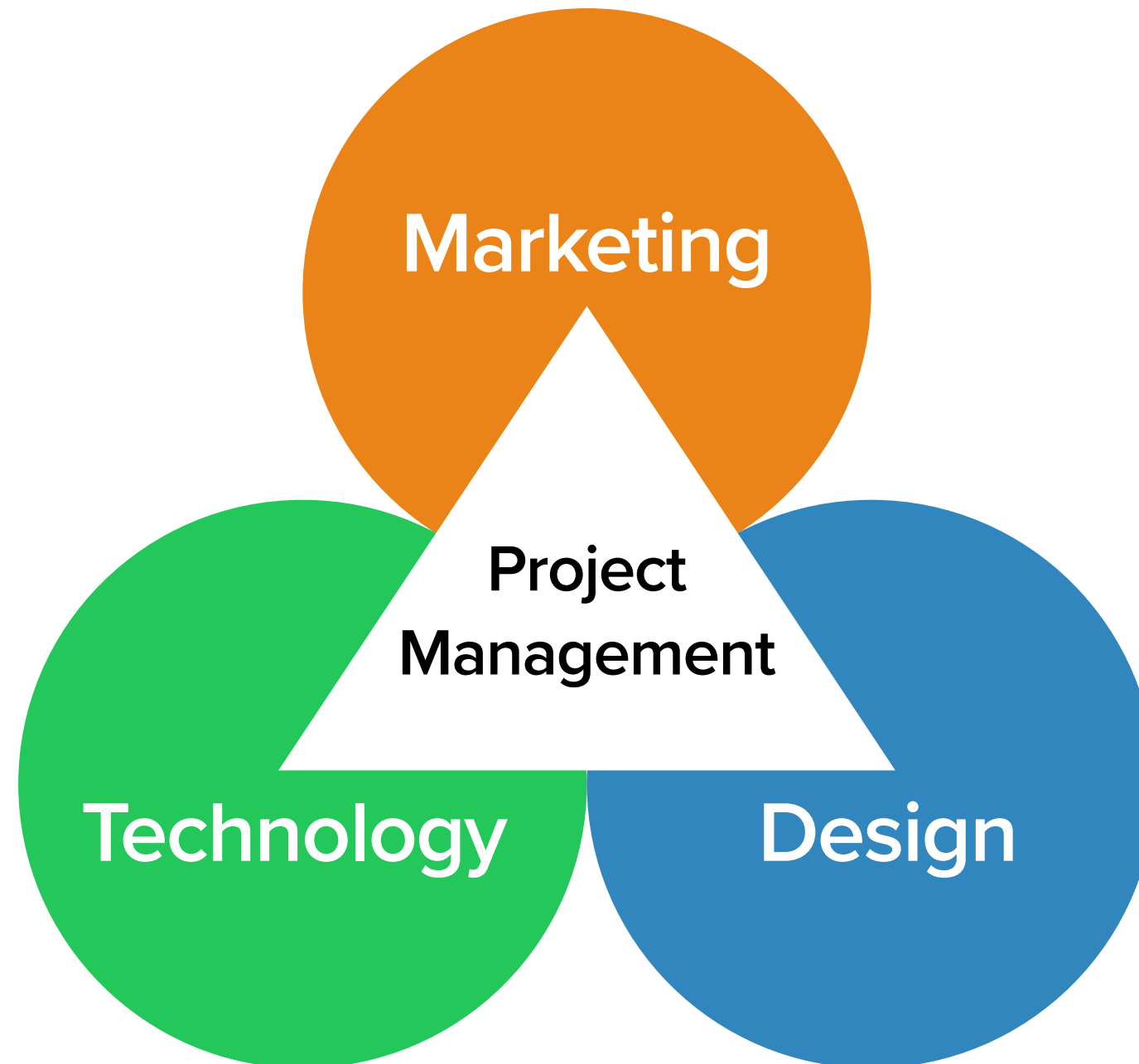




**Who does this work?**



# The Digital Marketing Team



# THE ROLES OF THE TEAM

## The Hats People Wear

### Internal Team

- Strategic Digital Marketing Lead
- Funnel Manager (Emails and Stats/Usability)
- Digital Marketing Manager (Traffic Generation)
- Project Manager or Coordinator

### External Team

- Content Writer for Digital Marketing
- Photo/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



# TAKE ACTION



# Immediate Actions

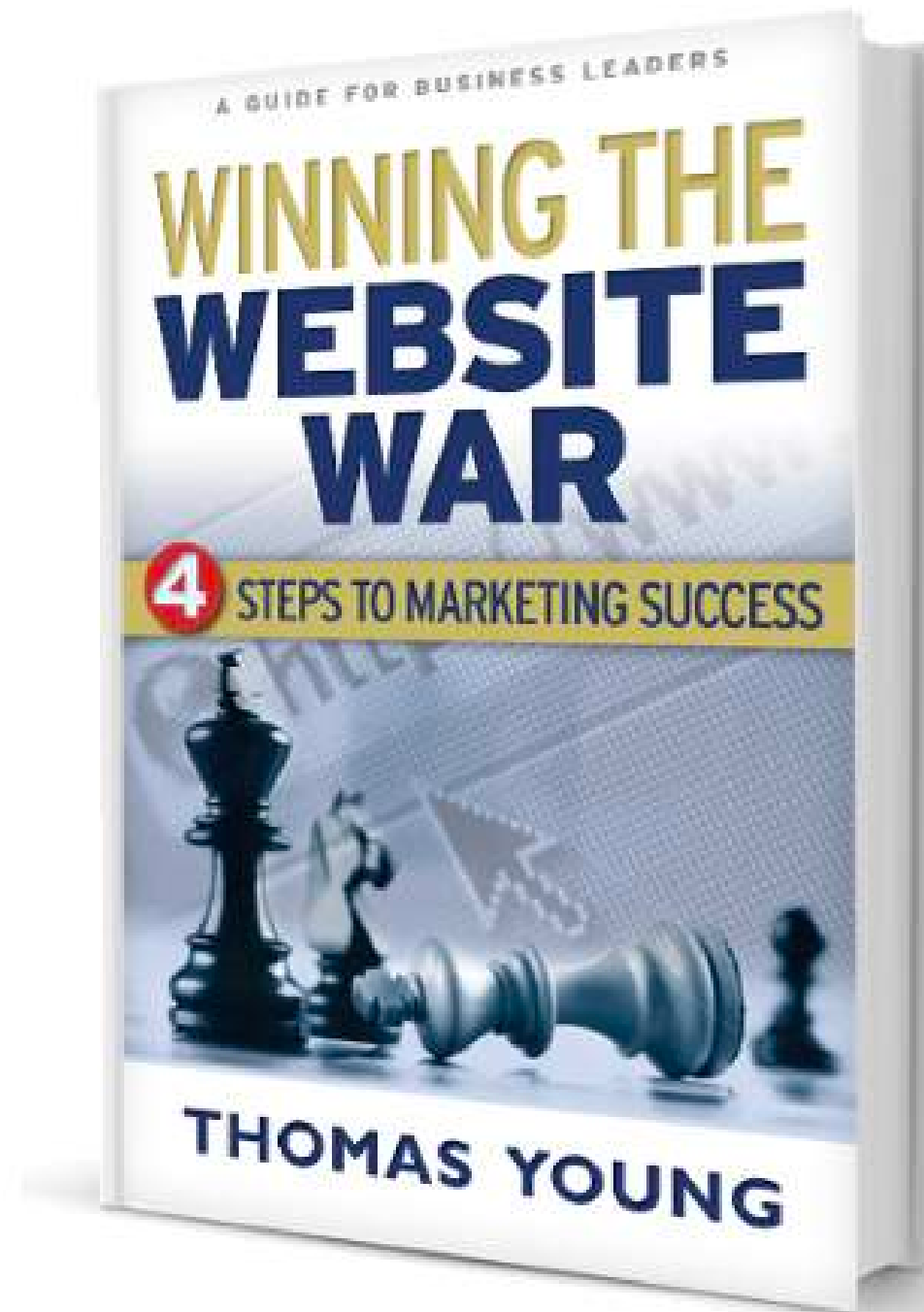
- Increase Communications
- Website Homepage Updates
- Content Calendar: Email, Blogs and Social Media
- Launch an email newsletter program
- Marketing Automation (HubSpot)
- Webinars and Virtual Workshops
- Graphics and PDFs for Webinars
- Videos for Social Media
- Targeted Website Landing Pages

# Digital Marketing Action Items

- Write a strategic, Digital Marketing Plan
- Select a Digital Marketing Strategic Lead
- Ask for customer feedback
- Research search engine keywords
- Write brand focused taglines and content - Story Brand
- Develop a content marketing strategy and schedule
- Use Google Analytics for ROI and conversion tracking
- Schedule digital marketing meetings to review stats



# Resources



[WinningtheWebsiteWar.com](http://WinningtheWebsiteWar.com)



# Additional Resources

- Google Analytics & Google Search Console
- Content Marketing Institute
- Search Engine Watch
- Neil Patel and SEMRush for SEO
- ScreamingFrog for SEO
- Writer's Access and Verblío
- CrazyEgg for heat mapping
- Google Ads keyword search tool
- Asana for Project Management
- Buffer or Hootsuite for Social Media
- Social Media Examiner
- IntuitiveWebsites.com
- [leadfeeder.com](https://leadfeeder.com)
- [ZoomInfo.com](https://ZoomInfo.com)
- HubSpot for email marketing, CRM and more



A person's hands are shown interacting with a laptop. One hand is on the trackpad, and the other is near the keyboard. The image is dark with a blue overlay. The text 'Website Reviews' is in large yellow font, and 'Live Feedback' is in smaller blue font below it.

# Website Reviews

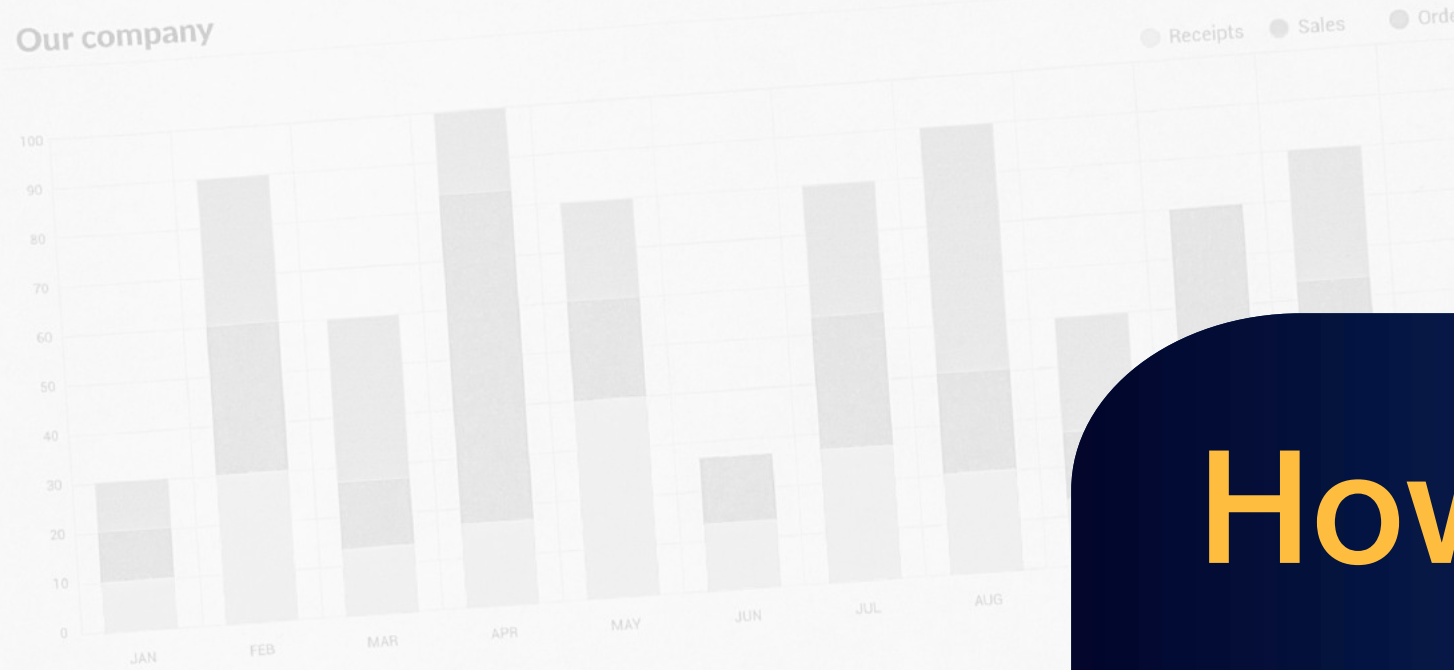
Live Feedback

# Rating Websites

- Strategy: Does the website translate the business?
- Strategy: Who is the hero of the website?
- 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?



Our company



Business items



How can digital marketing increase sales & maximize marketing ROI?



# Contact Us!

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IntuitiveWebsites.com

WinningTheWebsiteWar.com