Rise Above the Digital Noise

The Executive's Guide to Digital Marketing

Presented By: Thomas Young
IntuitiveWebsites.com

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**The AI digital marketing
revolution is here, don't get left behind.**

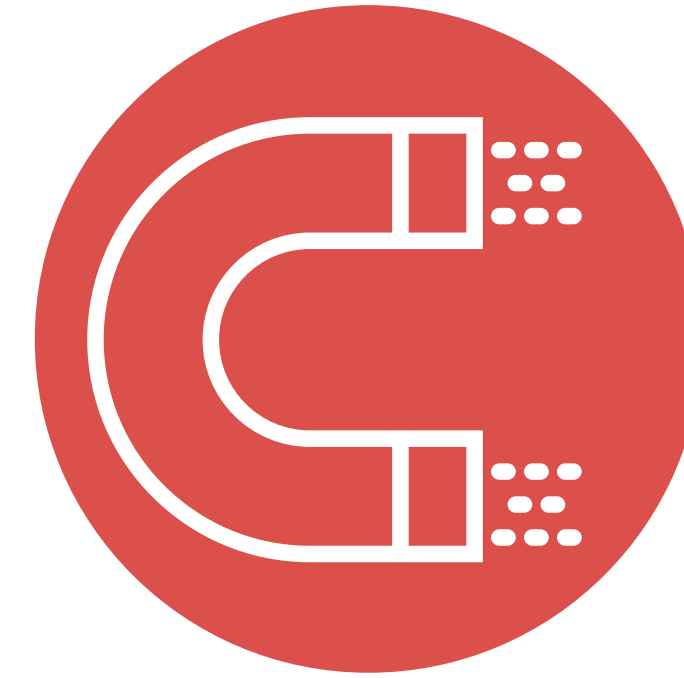iw **intuitive**websites

Digital Marketing 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 and digital marketing, 50% do it well.

FACT 4

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

HubSpot

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The Facts About ChatGPT & AI

FACT 1

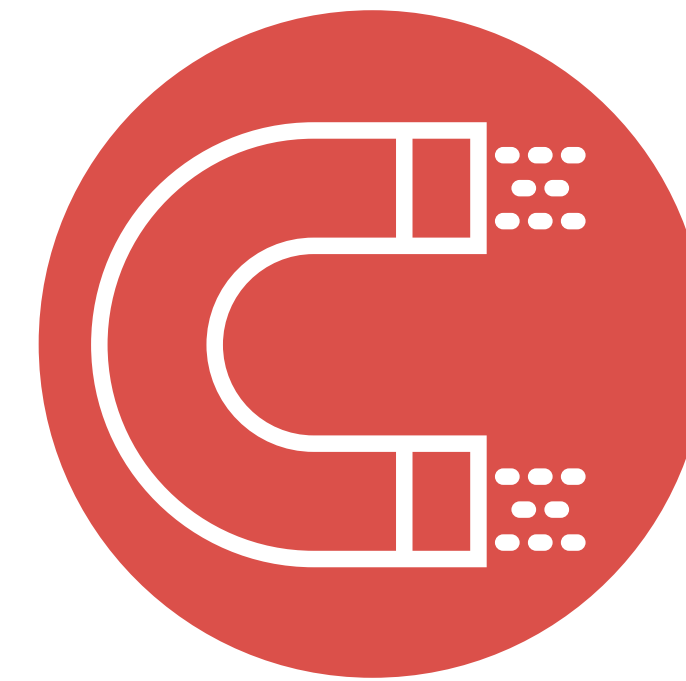One of the fasting growing technologies in history.

FACT 2

Growth of AI powered apps and websites happening now.

FACT 3

AI is a resource for the enhancement of knowledge and skills.

FACT 4

Many people don't use ChatGPT or Bard AI.

What You Get Today

- A **Four-Step Process for digital marketing** that works.

- How to use **AI to transform your digital marketing**.

- Tips and feedback to **improve your website.**

- Live review of **ChatGPT for your digital content** needs.

The Big Players in AI

- **ChatGPT** from Open AI (Backed by Microsoft)

- **Bard AI** from Google - currently in Beta testing
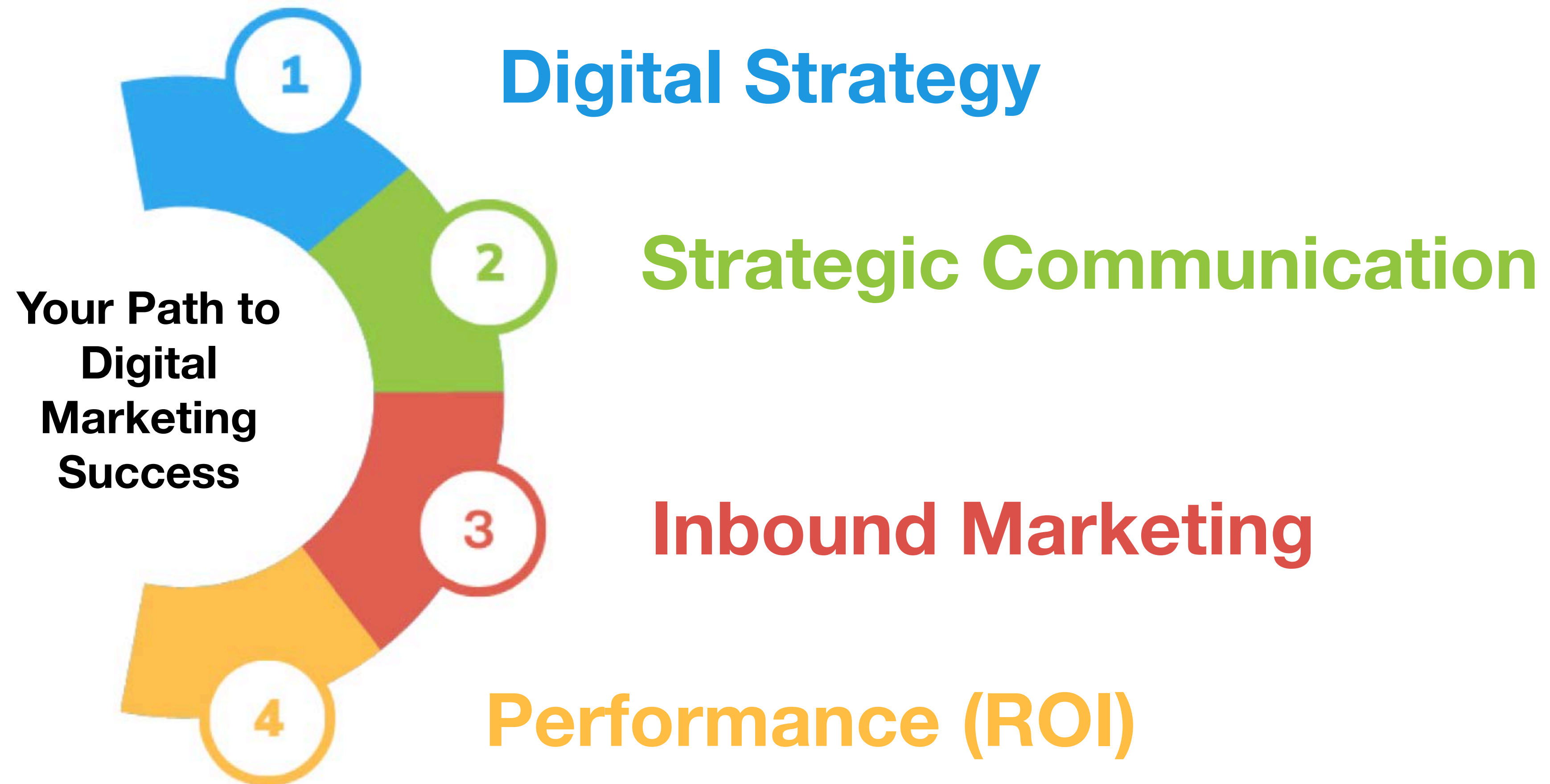
What Business Leaders Need to Know

- Digital marketing feels overwhelming to me, how is it managed?

- Content is too much work, how to get it done?

- How to generate more qualified leads and get sales?

- Where do I spend my money to get and measure ROI?

- How do I build a team to get results?

"If you can't describe what you are doing as a process, you don't know what you are doing."

- W. Edwards Deming

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Four Steps to Digital Marketing Wins

1 — Digital Strategy

2 — Strategic Communication

Your Path to Digital Marketing Success

3 — Inbound Marketing

4 — Performance (ROI)

Step One

Digital Strategy: Where to start?

- Starts with a **Marketing Vision**

- Built on a competitive analysis

- Comprised of simple, direct and clear content

- Valuable digital resources for your target market

- A trackable conversion process and sales funnel

- Target market feedback to test and refine

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Step One

The Translation Value

- How you are different and better

- What processes give you an edge

- Your people drive value

- Your values and mission connect with customers

- Where do you fit in your customer's life story?

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Strategic AI Objectives

- Use AI tools to better translate your key benefits and risks.

- Get AI insights to gain a competitive advantage.

- Use AI to get inside the mind of your customers.

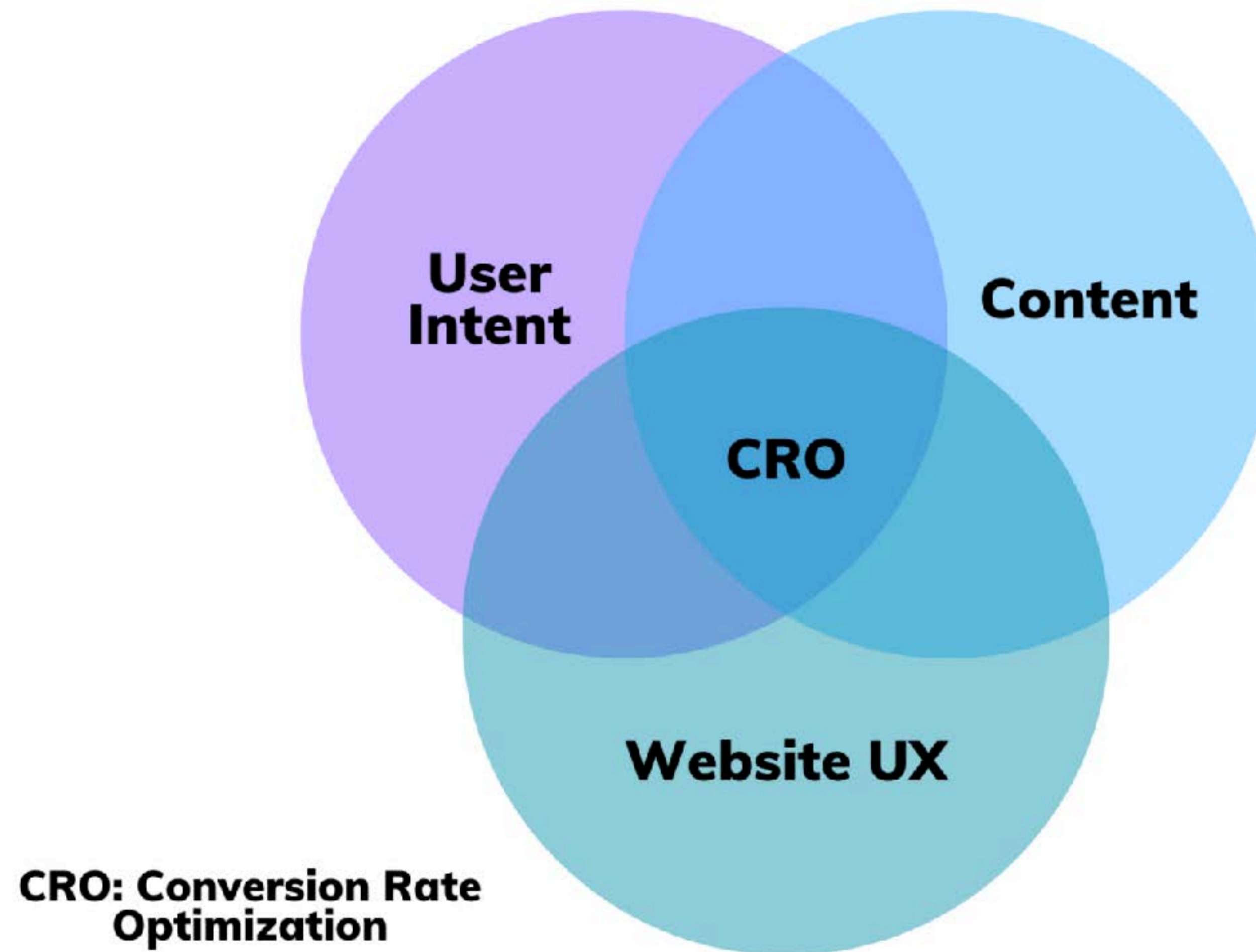- Write an executable marketing plan and content using AI as a guide.

How You Communicate

1. Messaging and Content

2. Graphic Design

3. Usability

4. Video

5. Website Tools and Applications

Content is No Longer King

What Users Want

- To solve a **problem** and **enhance their lives**

- Easily search for **information** and **research**

- Product and service **information** and **pricing**

- To save **time** and **money - convenience**!

- How to **contact** your company or people

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Step Two

How People Use Digital

- Get an instant **impression** of your company

- Start in the upper **left corner**

- Read **taglines** and **headers**

- Look at **photos**, especially people

- **Ignore ads**, clutter and marketing content

- Quickly move to **navigation menus**

- **Scan** content, miss key areas & leave

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Story Brand Marketing

Step Two

#1 *Wall Street Journal* Bestseller

DONALD MILLER
New York Times Bestselling Author

BUILDING
A STORY
BRAND

Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business
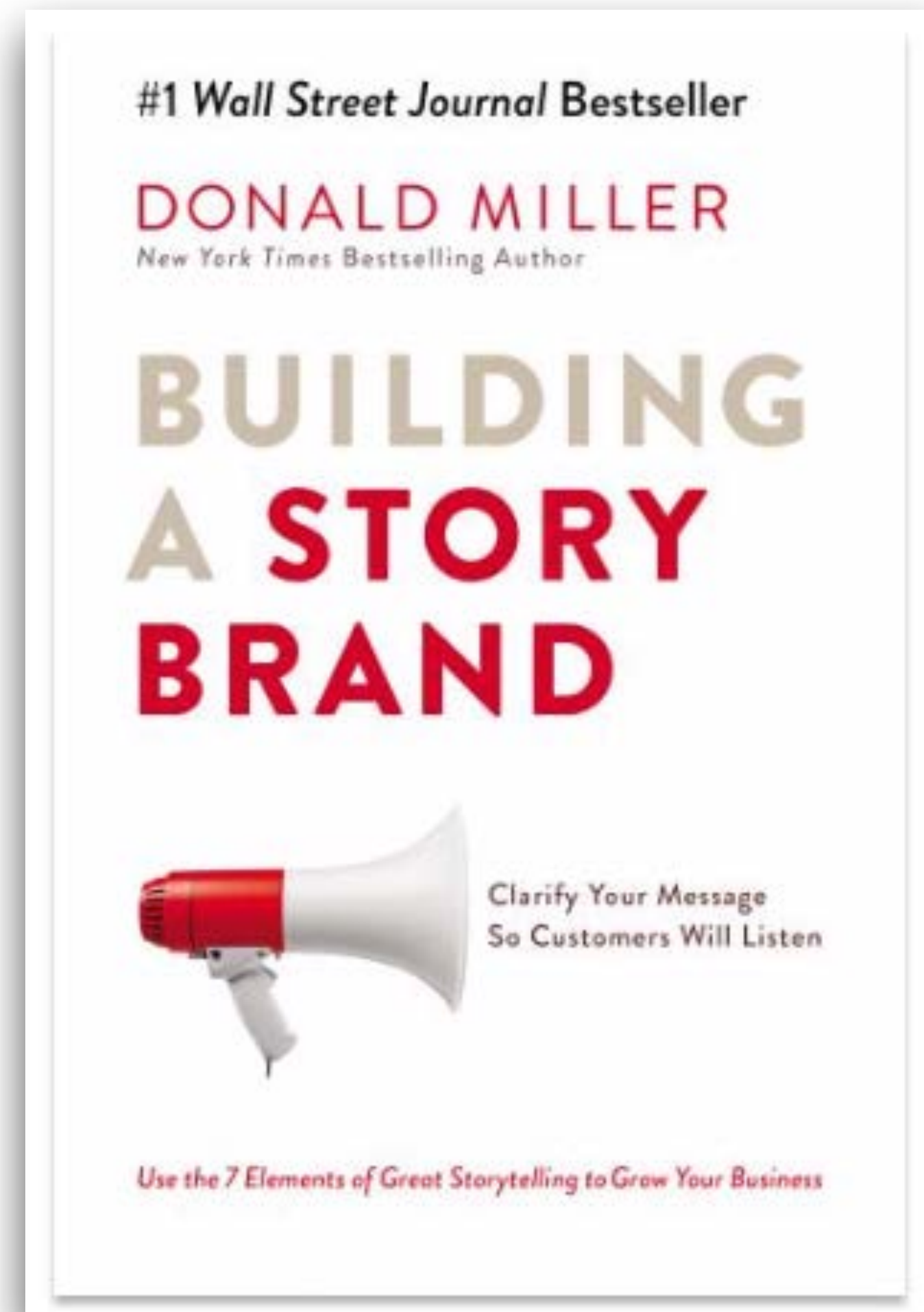
Step Two

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

AI is Content Marketing Reinvented

- Get clear **benefits** and **risks**

- **First drafts** and content revisions

- Better content for **multiple digital channels**

- Create checklists, **eBooks**, **webinars, tech papers** and more

- **Write code** for apps, digital tools, calculators and more

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Great Questions for AI ChatGPT

- What are the benefits of _____?

- What are the risks of _____?

- What is the ROI of _____?

- How to find the target market for _____?

- Can you write a tool for _____?

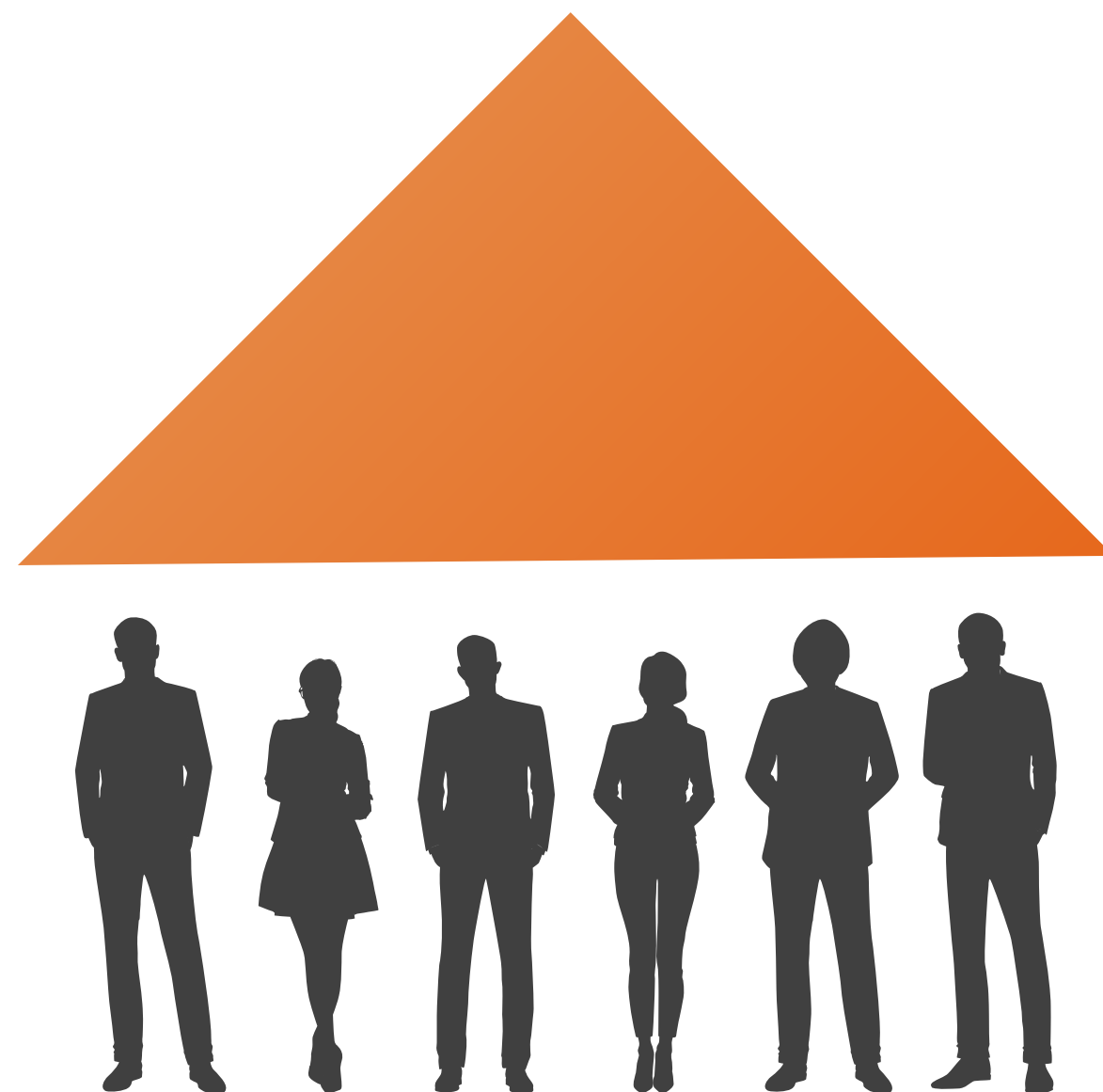- Write a homepage tagline for _____?

- Write a marketing persona for _____ ?

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3

INBOUND MARKETING

Attract Qualified Prospects to Your Brand

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Customers Research and Find You

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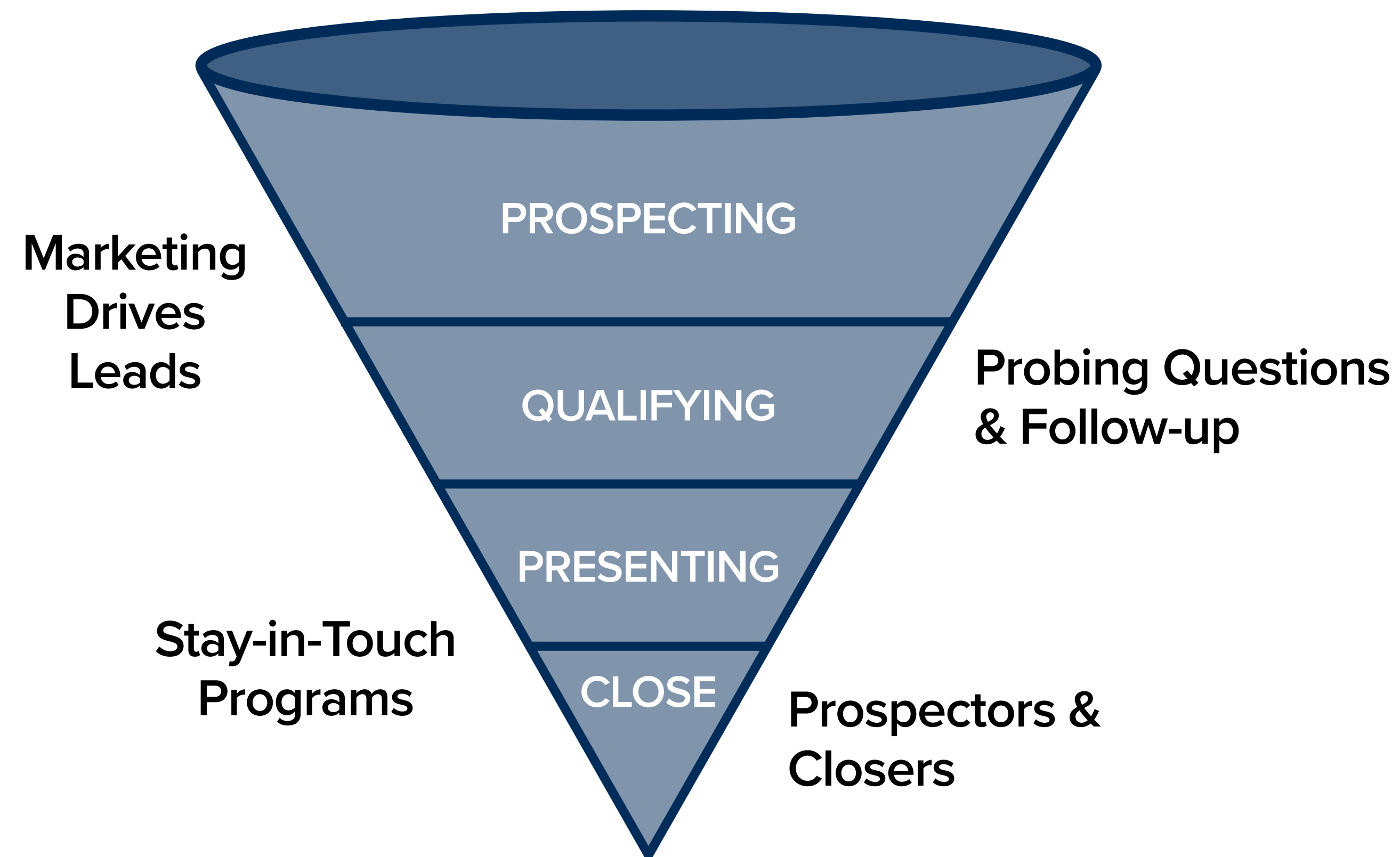
Help Customers Find You

Data From Google

- 80% of people research online before buying

- Four-out-of-five use multiple devices and platforms

- 57% of B2B buyers research digital content before making contact

- More than 50% use mobile devices

- **The Goal:** *Get found!*

Think with Google

Marketing & Sales Funnel

The Old Funnel

Marketing Drives Leads

PROSPECTING

Probing Questions & Follow-up

QUALIFYING

PRESENTING

Stay-in-Touch Programs

CLOSE

Prospectors & Closers

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Marketing & Sales Funnel

The New Funnel

Marketing
Drives Leads

LEAD GENERATION

CONTENT REVIEW

Self-Service
Content Replaces
Qualifying

Presenting is
Targeted

PRESENTING

CLOSE

Stay-in-Touch
Programs

Milestones

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Resources

Break down silos, get unstuck and succeed as a team!

SALES & MARKETING ALIGNMENT

KARL BECKER AND THOMAS YOUNG
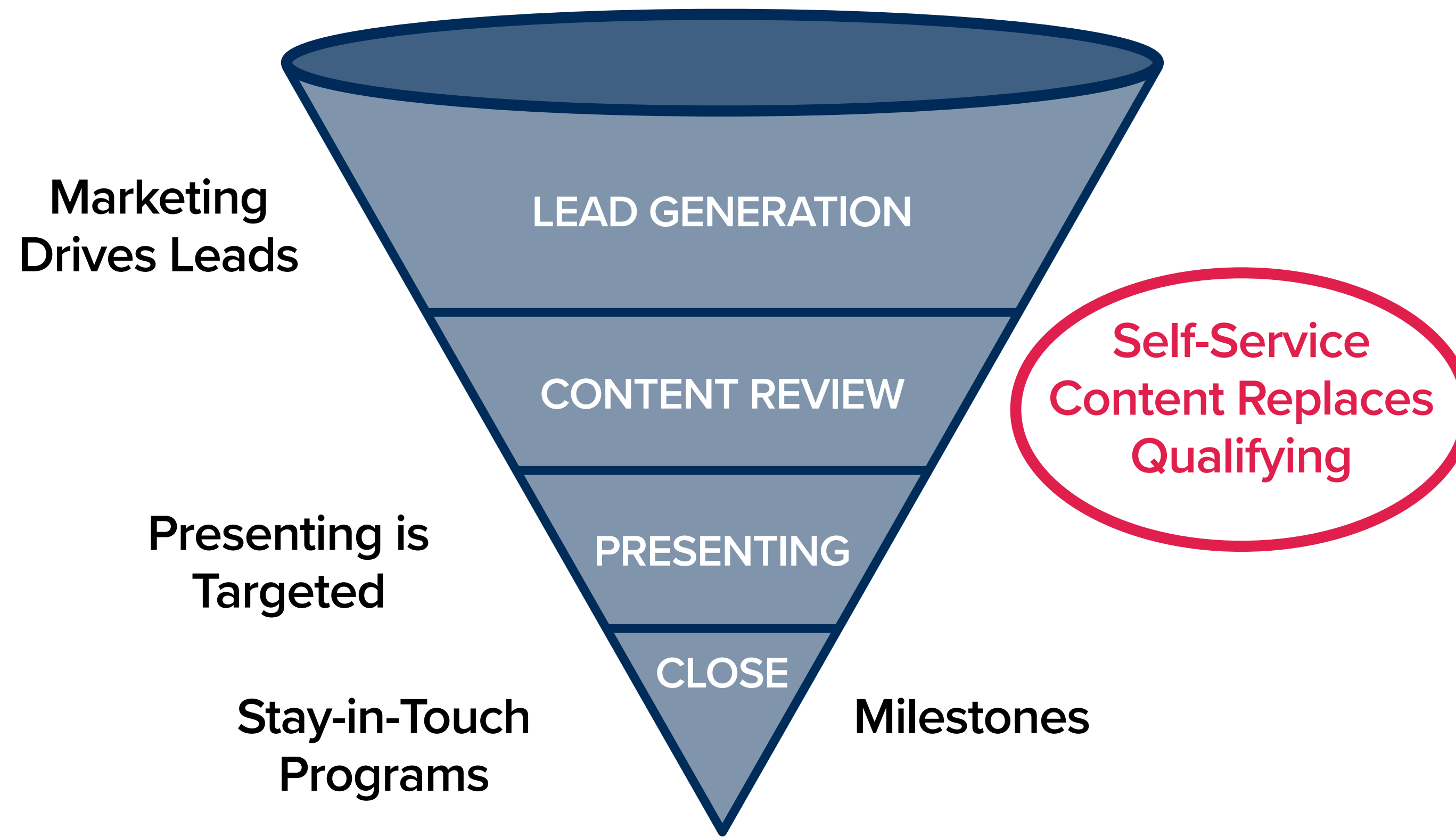
ImprovingSalesPerformance.com

Funnel Conversions

1. Website Visit

2. Social Media Interaction

3. Email Newsletter Subscribe

4. eBook or other Gated Content

5. Webinar or Event Registration

6. Web Form Submission

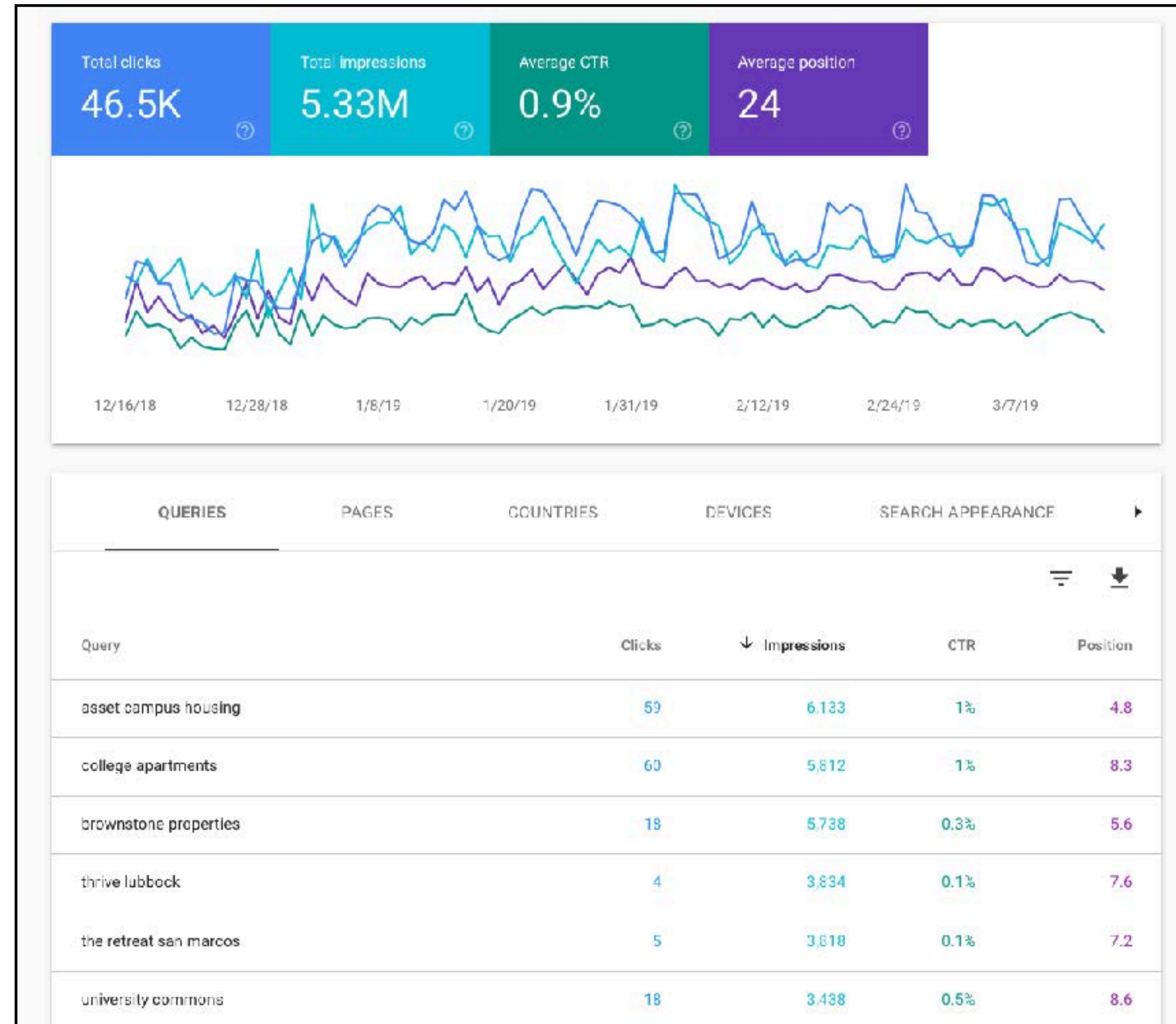7. Scheduled Call with Salesperson (Knowledge Expert)

AI to Get Found

**Customers Research
and Find You**

AI Questions & the Sales Funnel

- How do I get people to _____?

- What are relevant social media topics in _____?

- What email topics do people look for in _____?

- Write an eBook for _____?

- Code a submission form for _____?

Find Your Customers on Google

**The Google
Search Console**

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

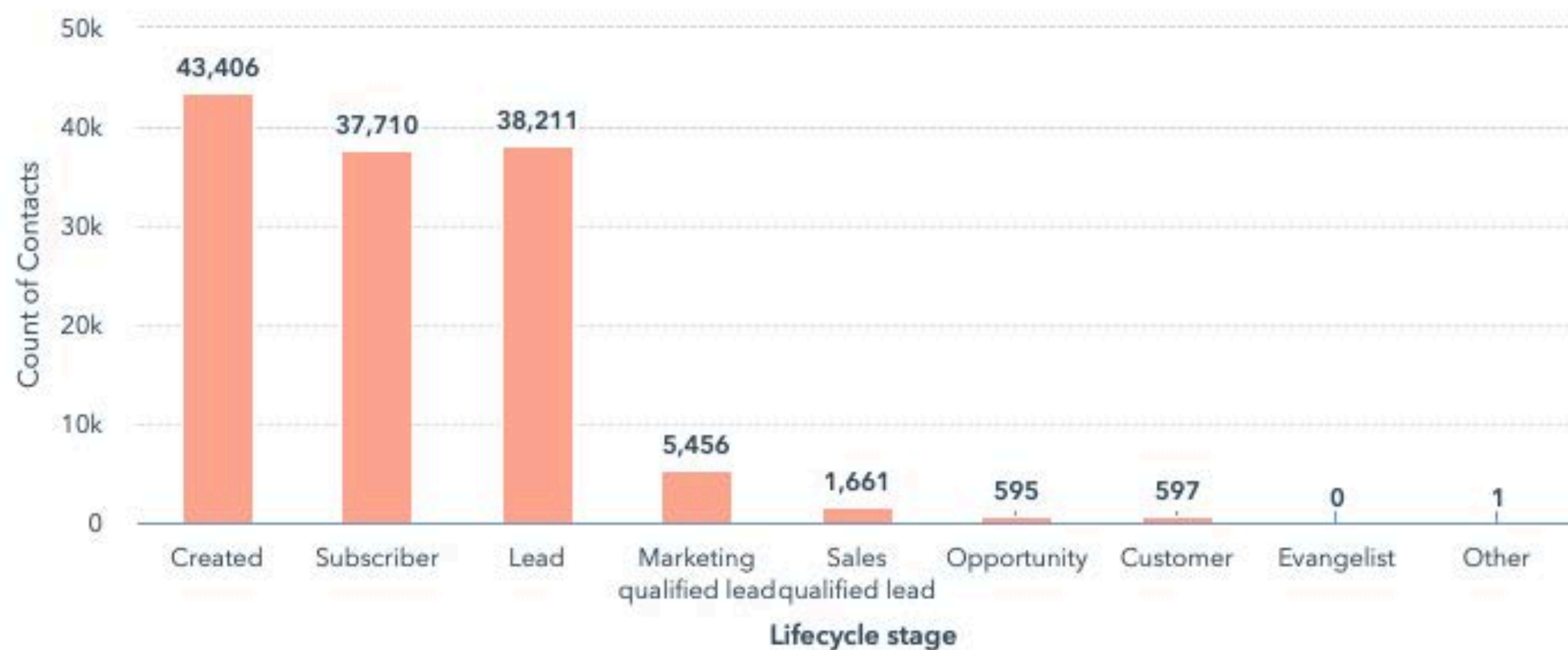Get started with FREE tools, and upgrade as you grow.

Funnel Reporting

Contact Lifecycle Stage (All time) ⓘ

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

● **Count of Contacts**

Lifecycle stage	Count of Contacts
Created	43,406
Subscriber	37,710
Lead	38,211
Marketing qualified lead	5,456
Sales qualified lead	1,661
Opportunity	595
Customer	597
Evangelist	0
Other	1

HubSpot

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AI to Get Heard

Build a Loyal Following

AI Persona Development

- A fictional representation of your ideal customer

- Build multiple personas with ChatGPT and use AI to find them

- Write the content they want to read

- Nurture them in the digital marketing funnel

Better 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
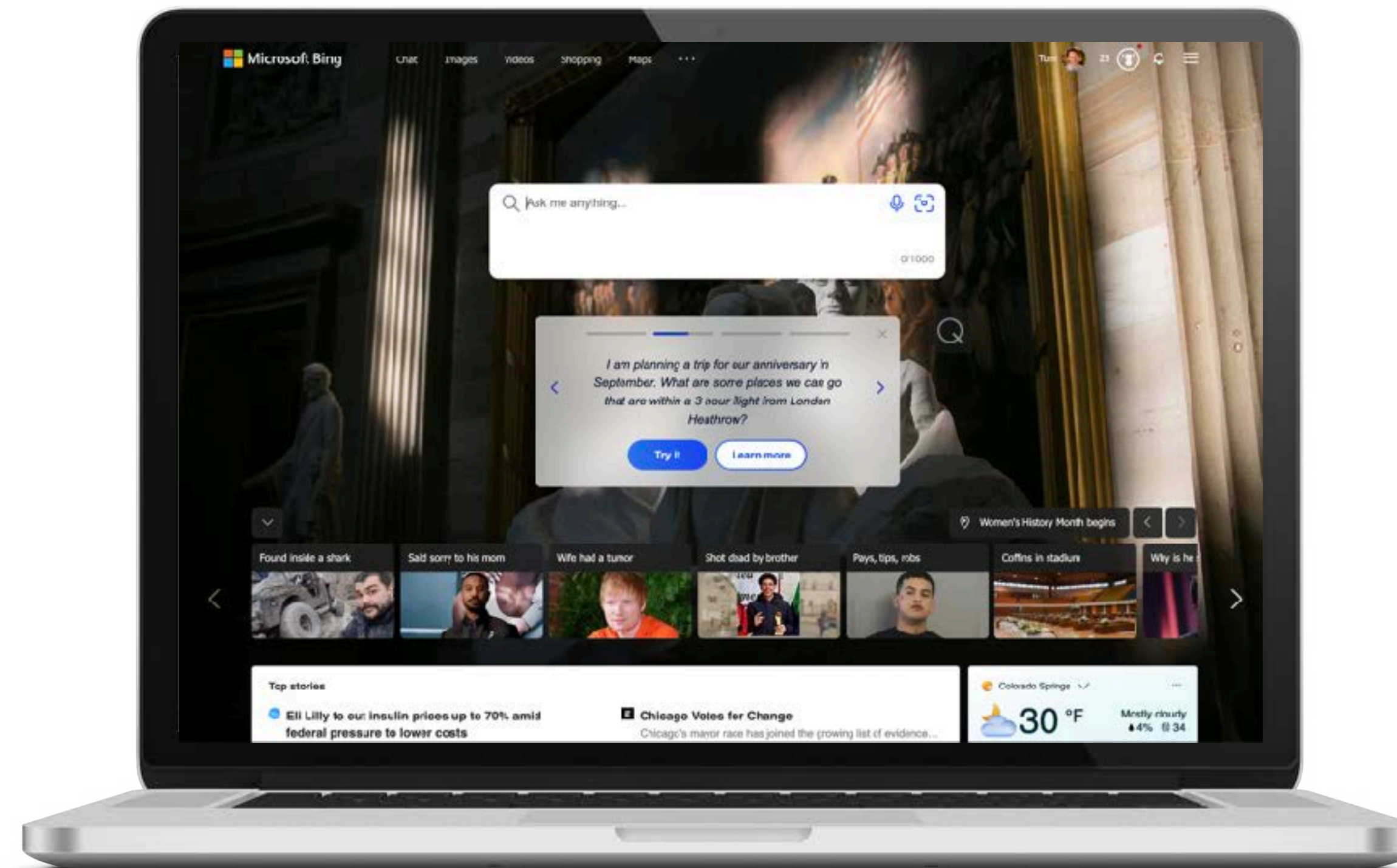
- Can see through sizzle and want transparency

Make it Easy

The Power of Simplicity

The Google Homepage

The Bing Homepage

The Rules of Simplicity

1. Simplicity takes direction from the marketplace

2. Focus on three key messages and take a stand

3. 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

Digital Marketing Tactics

Offline Sales & Marketing

Google & Search

Email Marketing

Influencer Marketing

Social Media

Content Marketing

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Step Three

Getting Found in Search - EEAT

- **Experience**

  - Use of content to show experience

- **Expertise**

  - Content for thought leadership

- **Authority**

  - Content that gets traction

- **Trust**

  - Content trusted by readers

Google

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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

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Step Three

Content Action Items

- Become an online publisher and thought leader

- Develop a content marketing calendar

- Cover all the SEO basics

- Coordinate topics: email, blogs and social

- Use AI chat tools in content and topic development

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Step Three

Influencer Marketing

- Research Influencers

- Build a relationship database and add to CRM

- Train the sales team to identify benefits

- Prepare influencer content

- Ask for links to your website

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4

ROI & CONVERSIONS

The Most Important Step

Step Four

Growth Driven Design (GDD)

- Traditional website design is broken

- A HubSpot process for fixing websites

- Based on the principles of Agile Project Mgt

- Drive results faster based on data

- Remove the pain from website design

- A process for continuous improvement

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Key Digital Metrics

- Website Visitors - new and repeat

- Page visits, time and pages visited

- Traffic sources and search terms

- Conversions and sales tracking

- Social media engagement

- Email marketing automation metrics
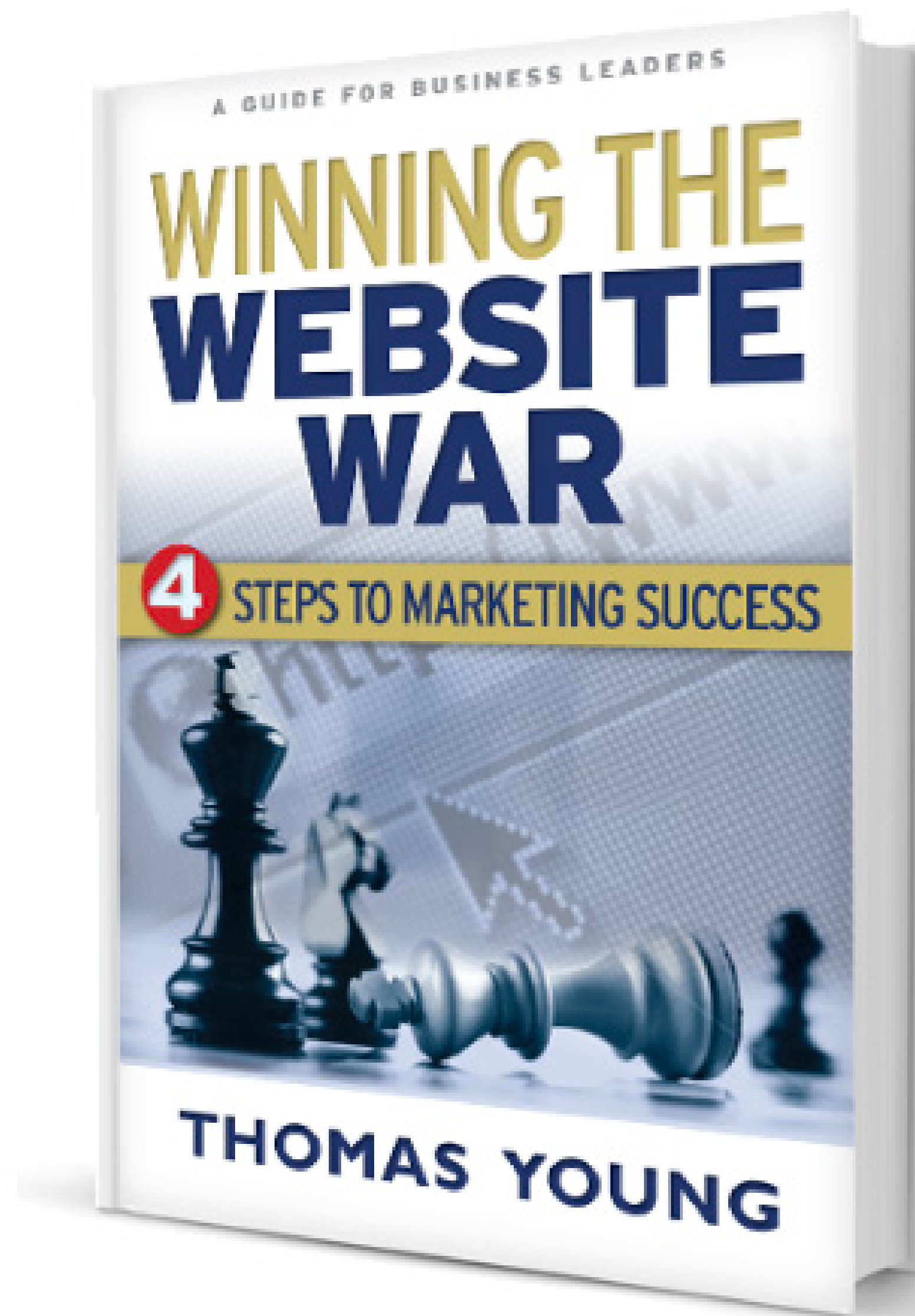
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Step Four

Digital Marketing Budgets

- WordPress Content Websites: $20,000 and up

- eCommerce Websites: $30,000 and up

- Digital Marketing Services: $85 - $200/hour

ROI Case Study: Wiggam Law

- Average Order: $6,500 (lifetime value is higher)

- Website Design and Development Cost: $40,000 (one time)

- Monthly Digital Marketing Spend: $5,500 labor and $25K Google Ads

- Total Monthly Website Visitors: 3,000

- Conversion Rate to Inquiries: 8% (240 inquiries)

- Conversion Rate to a Sale: 6%

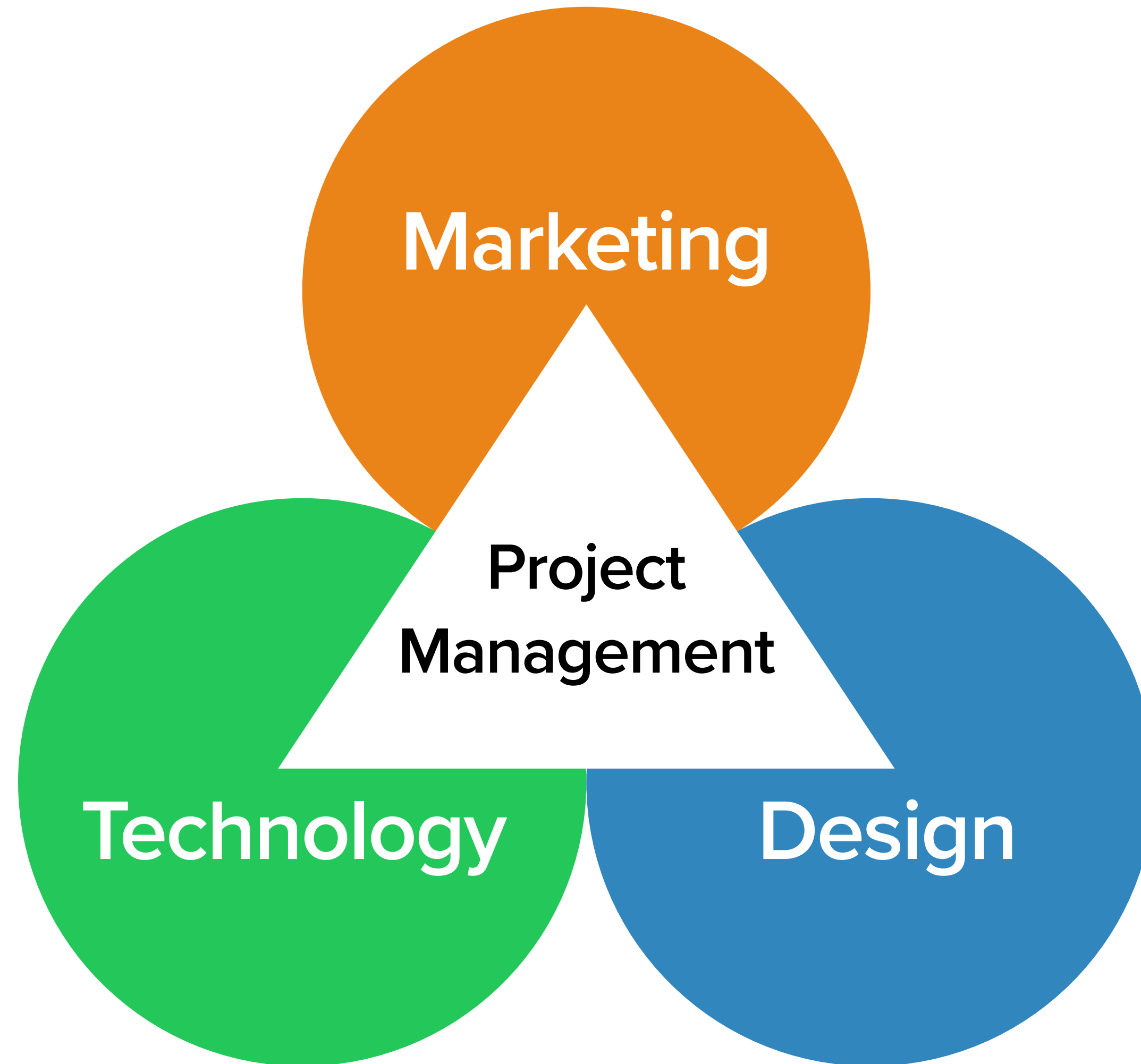- 14 Sales per Month = $91,000 Gross and $60,500 Net

Resources

A GUIDE FOR BUSINESS LEADERS

WINNING THE WEBSITE WAR

4 STEPS TO MARKETING SUCCESS

THOMAS YOUNG

WinningtheWebsiteWar.com

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Get the right people on your marketing team.

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THE ROLES OF THE TEAM
The Hats People Wear

- **Strategic Digital Marketing Lead** (Marketing Director)

- **Funnel Manager** (Emails, Web Stats and Usability)

- **Digital Marketing Manager** (SEO, Social and Google Ads)

- **Project Manager or Coordinator** (Agency Support and Influencers)

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THE ROLES OF THE TEAM
The Hats People Wear

- **Content Writer for Digital Marketing**

- **Photo/Video/Audio & Other Media**

- **Graphic Design**

- **Technology and Development**

TAKE ACTION

Follow-Up Consult

Thomas Young

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IntuitiveWebsites.com

Click Here to Book a Meeting

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Website Reviews and AI ChatGPT

Live Feedback

AI Case Study

- AI content example - <u>Roofing Company</u>

A leaking roof and water damage can have significant consequences for a commercial building. Here are a few potential outcomes:

1. Structural damage: Water damage can weaken the structural integrity of a building, which can lead to costly repairs or even the need for a complete rebuild.
2. Mold and mildew growth: Water damage can create a damp environment, which can lead to the growth of mold and mildew. This can be hazardous to the health of employees or customers who spend time in the building.
3. Electrical damage: Water damage can also affect the electrical systems of a building. This can be dangerous and cause electrical fires or outages.
4. Loss of productivity: If the leak is severe, it can cause disruptions to business operations, leading to a loss of productivity and revenue.
5. Damage to inventory or equipment: Water damage can ruin equipment or inventory stored in the building, leading to financial losses.
6. Increase in energy bills: A leaking roof can lead to increased energy bills due to the loss of insulation, leading to higher heating and cooling costs.

Overall, a leaking roof and water damage can have significant consequences for a commercial building. It is essential to address these issues promptly to prevent further damage and maintain a safe and productive work environment.
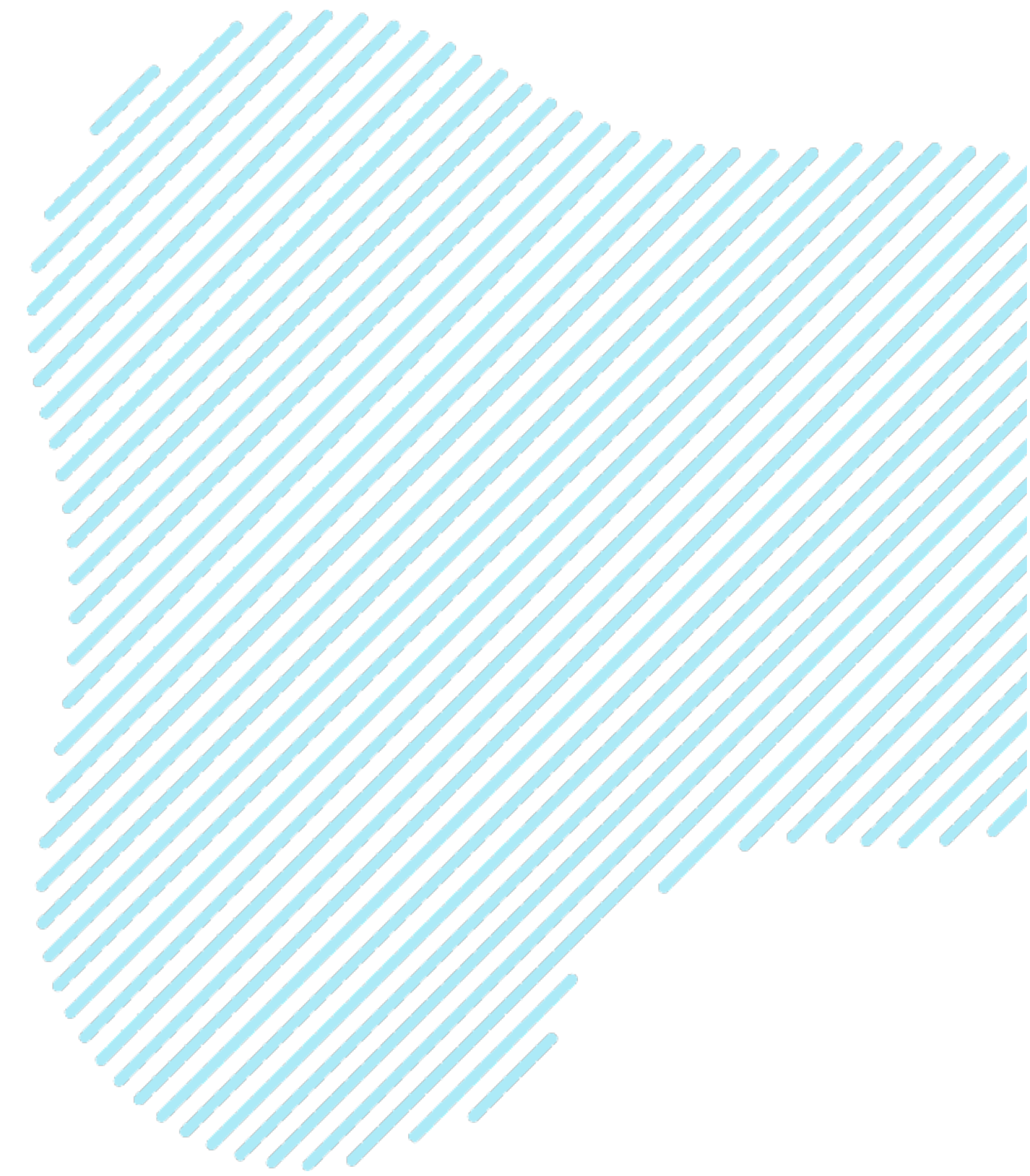
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Website Reviews

- 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?

AI Marketing Action Items

- Start using ChatGPT and Bart at your company

- Build AI as a resource like Google

- Find benefits, risks and brainstorm content topics

- Write first draft marketing content, for blogs, email and social

- First draft email copy and marketing campaigns

- Develop strategies for getting found

- Use Fathom AI for sales and marketing meetings

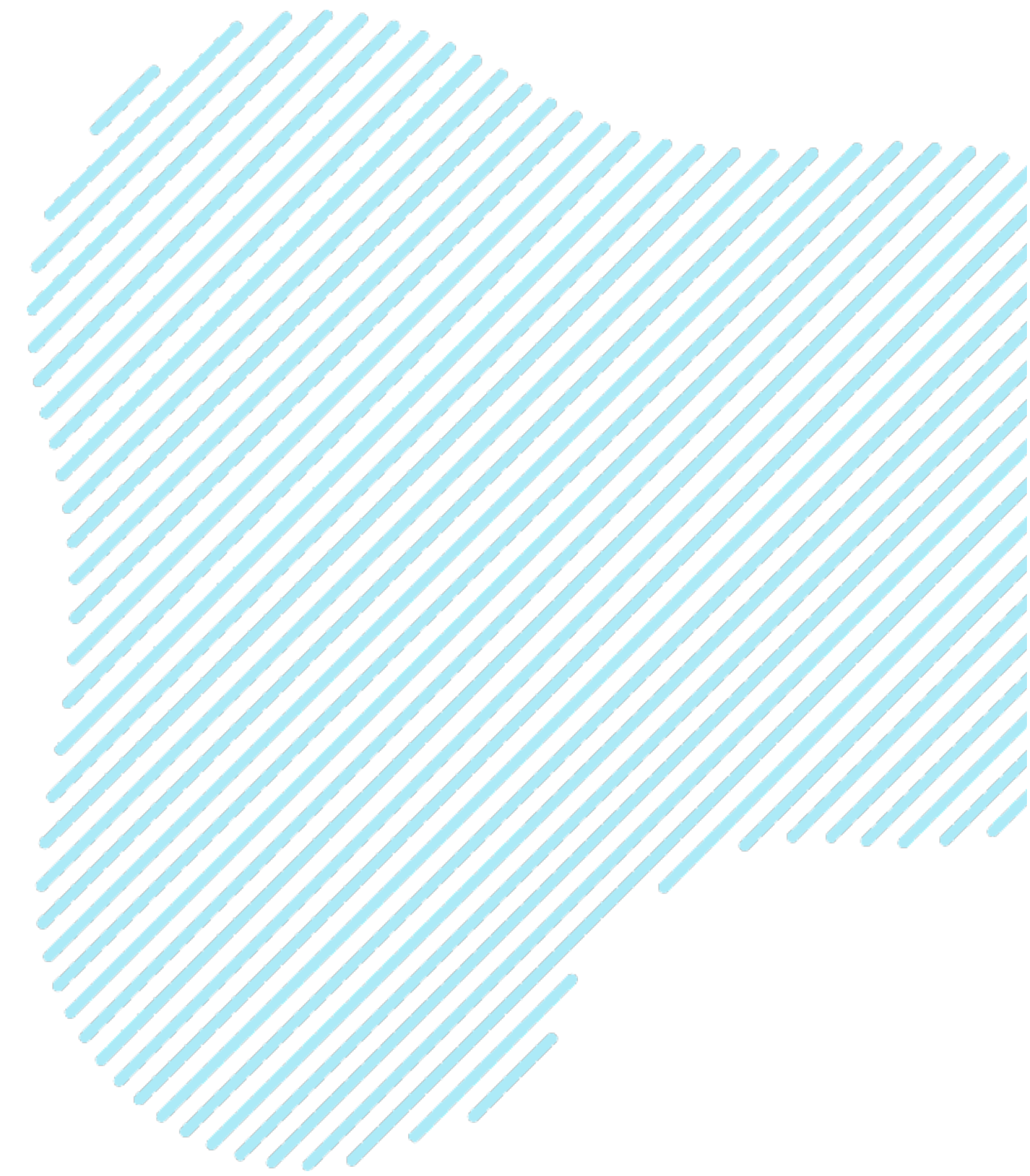- Improve proposal content to close more sales

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

AI for Sales and Marketing Teams

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Sales and Marketing Leadership

- Know your benefits and risks
- Develop a marketing scorecard and track ROI
- Get your content topics by persona
- Know your sales funnel and conversion rates

Sales Team

- Knowledge and insights to help buyers
- Know and track the buyer's journey
- AI for ongoing sales training
- Better questions, sales pitches and objection handling
- Write great proposals

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Marketing Content Writers

- Write a great first draft
- Research great topics
- Improve your website homepage content
- Write mid-funnel assets to get emails

Email Marketers

- Write first draft emails
- Research and schedule campaigns
- Write headers, CTAs and engaging content
- Analyze data to improve the next campaign

Inbound Marketers

- Pillars of thought leadership
- Experience, Expertise, Authority & Trust
- Develop CTAs across platforms
- Drive conversion testing
- Interpret digital marketing data
- Keywords and SEO insights

Project Managers and Coordinators

- Use Fathom - AI meeting note takers and summaries
- Improve each step of project management
- Organize the team and resources
- Minimize project risk and manage resources

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AI TASKS BY TEAM MEMBER
Digital Marketing Results with AI

Website Developers

- Build development tools and plugins
- Get coding support and insights
- Develop mid-funnel assets - calculators and more
- User search tools and data insights
- Add AI to your website or app

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Social Media Pros

- Great topics by social channel
- Content calendars by channel
- Ideas for getting traction with content
- Convert content into social videos
- Analyze data and engagement

Digital Marketing Resources

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Additional Resources

- Google Analytics & Google Search Console
- HubSpot for email marketing, social, CRM and more
- Content Marketing Institute
- Search Engine Watch, Neil Patel and SEMRush for SEO
- ScreamingFrog for SEO
- Writer's Access and Verblio
- CrazyEgg for heat mapping
- Asana for Project Management
- Buffer or Hootsuite for Social Media
- Social Media Examiner
- LeadFeeder
- ZoomInfo
- Jasper for AI content
- Open AI for ChatGPT-4
- Fathom AI for Zoom Meeting Summaries
- ZeroGPT
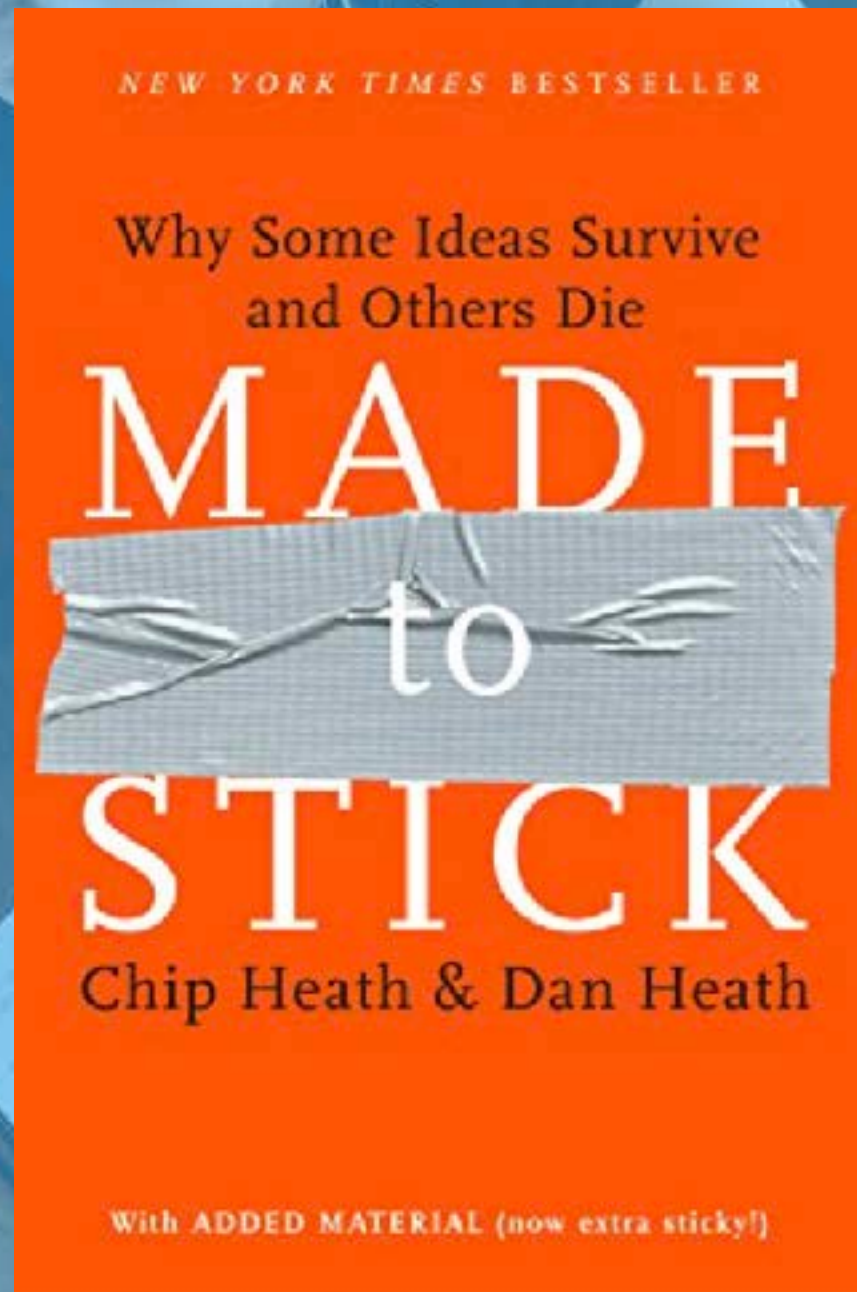- CopyLinks
- IntuitiveWebsites.com

Get Heard
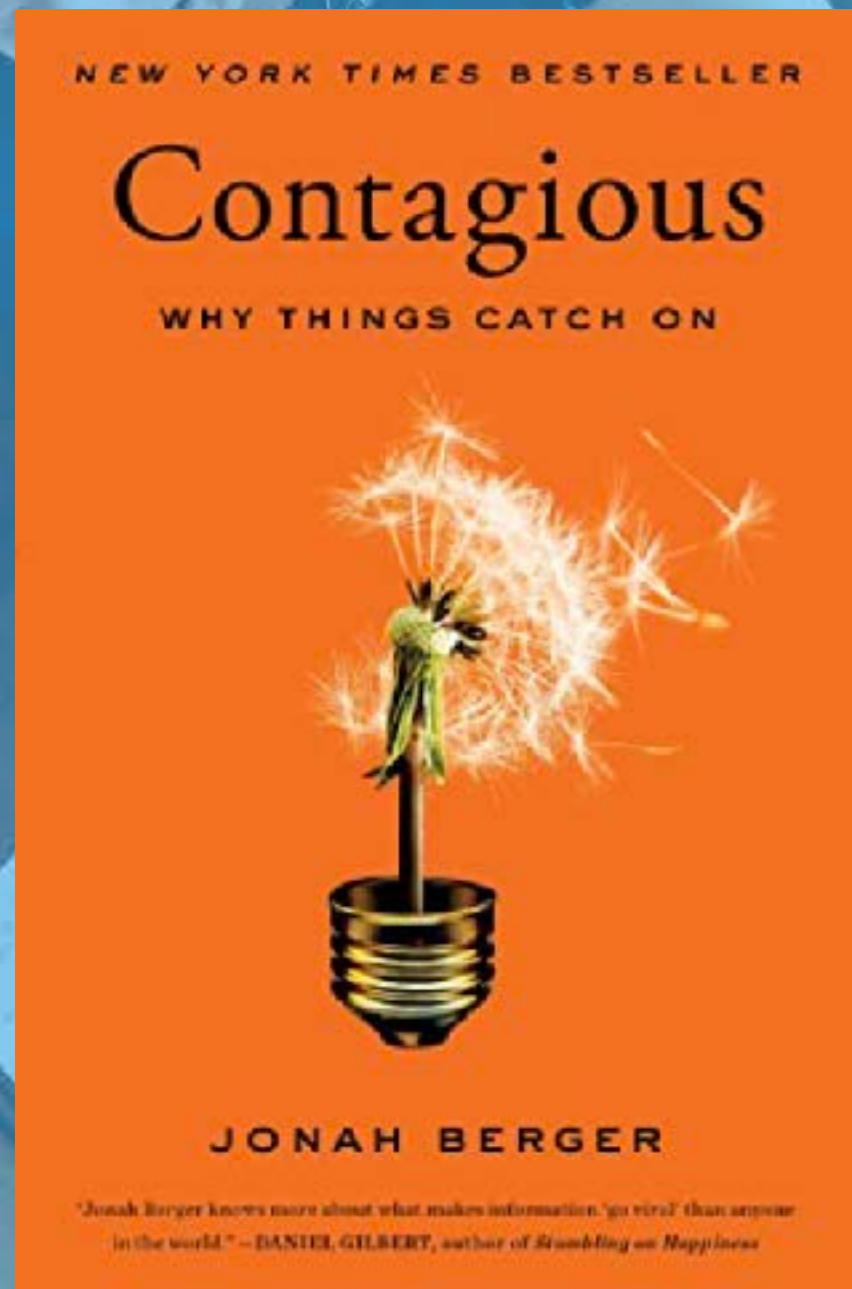
How & Why Content is Shared

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?

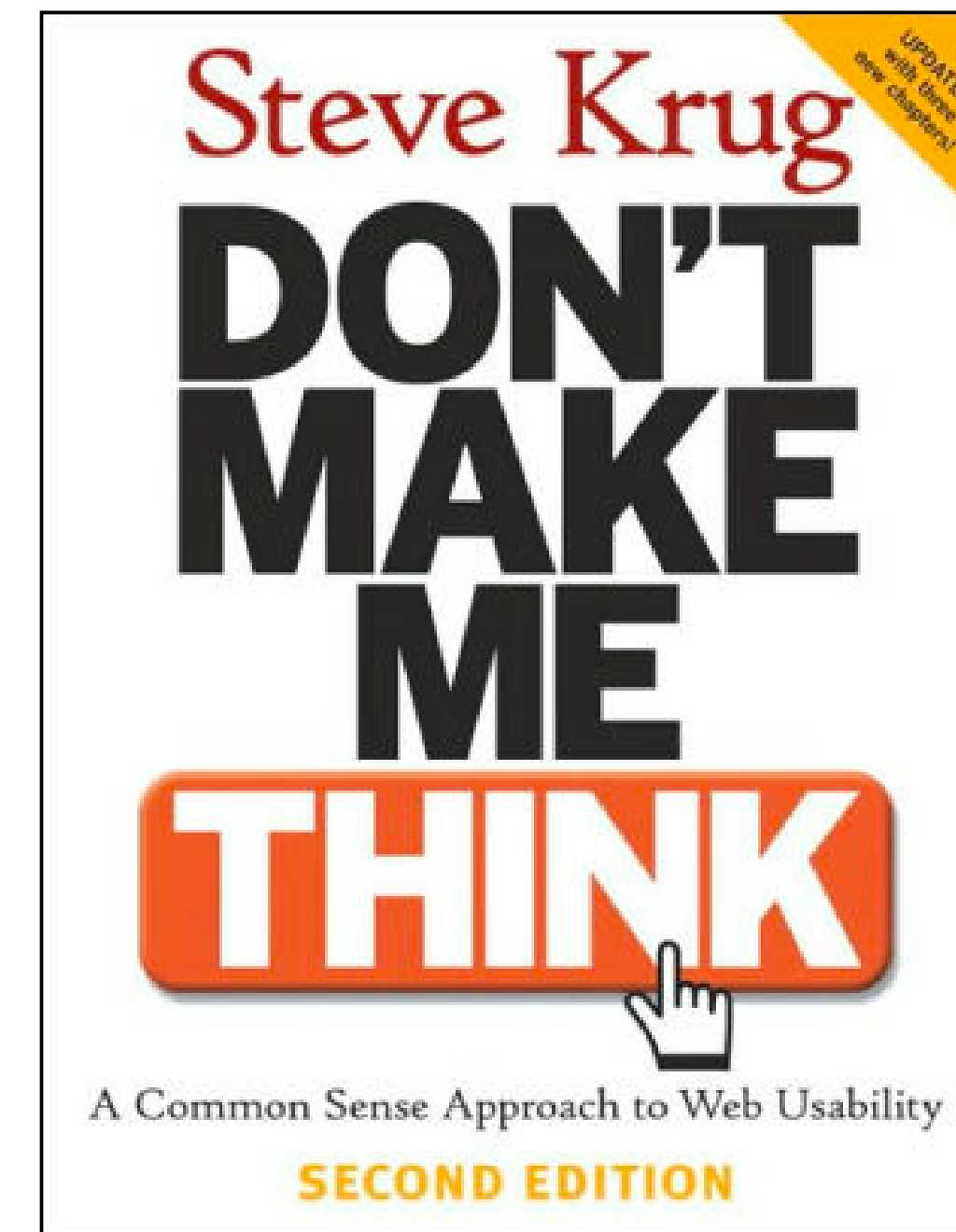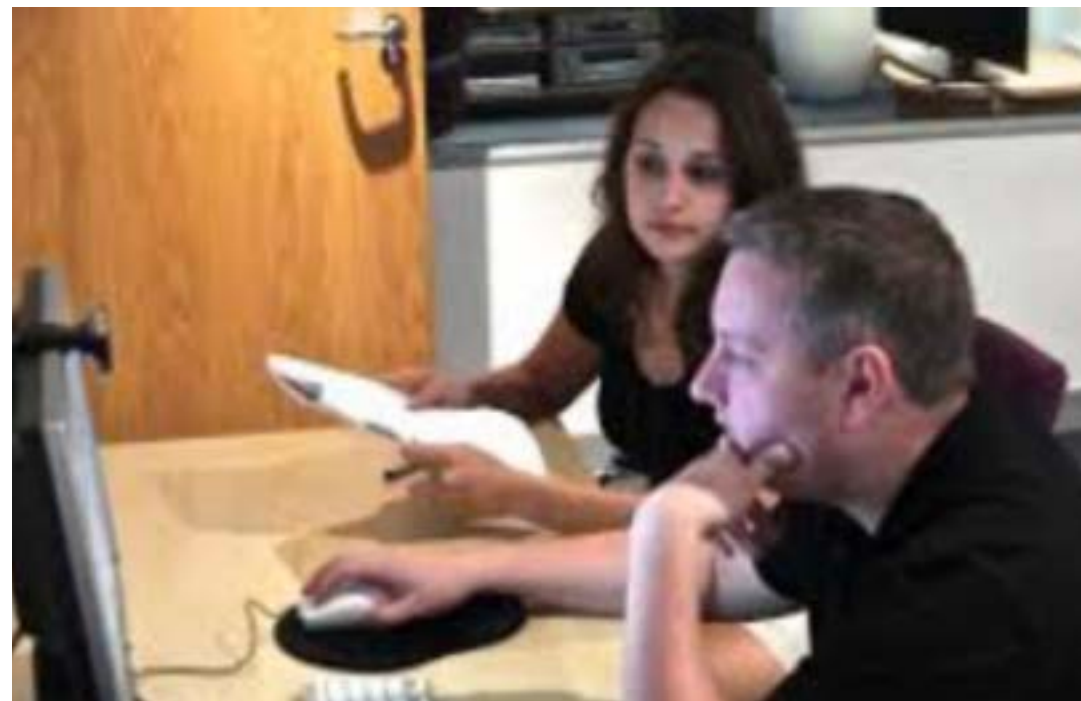5. **Practical Value -** Useful, helpful and necessary.

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.

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Key Resource: User Testing

Don't Make Me Think - Steve Krug