HIT YOUR TARGET

WITH

DIGITAL MARKETING

START OUT ON THE RIGHT FOOT WITH DIGITAL MARKETING

With so much competition in every market, an effective digital presence can make a significant difference. The pressure is on to support sales teams by delivering relevant, effective materials, and most importantly, ample qualified leads.

To assist in this effort, we have prepared a framework that can help drive business growth. These tried-and-true practices can provide as solid foundation for your digital marketing.

PERSONAS

Who is your ideal customer?

We start most marketing engagements by trying to understand who the prospects and customers are. It's simply a good practice, whether internally used or with partners, to document who you're targeting. It provides a "through line" for your marketing materials, and if you're actually using it, you'll most likely connect with your "ideal customers".

Visualizing your customer can have a powerful impact, helping you find the right words in copywriting or locating the right channels for marketing. In many engagements, we create personas based on people the company is in active discussions with - you know, those potential customers who had a real conversation, one that appeared to be workable for both sides. That's what an ideal customer should feel like - someone you **like** working with. Our personas listed things like sports, community service, dining habits, and cars, because those were things you'd find in the customer's life.

HIT YOUR TARGET

PERSONAS

Who is your ideal customer?

Sometimes the assumption you develop in your analysis can be completely wrong. On one project, our theory was way off base. We ran some experimental campaigns on social media targeting a young female demographic, and.....crickets. Next to zero response. After launching the site and running for a while, we found out who was really using it from Google Analytics: 24-35-year-old males. Doh!

Note, you may not necessarily have one persona. Sometimes you'll have 5-6 different audiences across various offerings. For each of the offerings, we create a suitable persona.

Of course, every business is different, so you have to experiment regularly and watch your results to get the most out of your marketing investment. Create a hypothesis for your product or service (based on real customers or who you want as customers), design materials around it, then watch what happens. If you hear crickets, you can tune the message or try another persona.

ACTION ITEMS

Understand who your prospects and customers are.

RESEARCH

Research your best prospects & customers.
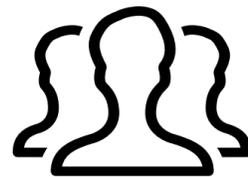
PROFILE

Create persona profiles describing their essence.
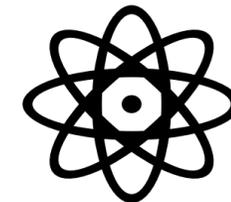
TEST

Test & iterate your marketing campaigns around these profiles.

HIT YOUR TARGET

OFFERS

What is your customer journey?

If you don't know where you are going, you'll end up someplace else.

- Yogi Berra

Perhaps you've seen the infamous Underpants Gnome scene from South Park by now. We reference it often in small business because inevitably, folks forget about phase two... Like the gnomes, you need to figure out what's in phase two for your customer. Assume you're going to get traffic to your website, even if you're paying $20 per click on Google AdWords. What happens when the customer arrives? Have you mapped out your online sales funnel?

You may already know about sales funnels, but if you don't, it's a series of steps you want customers to take as they learn how to buy from you. Customers may not know much about your company or your products, so evolving from "Hi" to sending a $20,000 purchase order can be a tall order on your website. Odds are that you need to initiate a dialog that can involve a few exchanges. Give them something of value to start. Build trust. Communicate values. Share experiences, knowledge, and ideas.

Customer Experience Journey

	Thinking About	Exploring	Understanding	Getting Assurance	Decision/Purchase
Buying Process	Thinking About	Exploring	Understanding	Getting Assurance	Decision/Purchase
Mood	Curious	Overwhelmed	Confused	Nervous	Gaining Confidence
Customer Goals	Find initial resources that orient and educate	Compare offerings from different vendors	Find deep resources that prepare for a decision	Evaluate pricing, terms, risks and risk aversion options	Finalize pricing and terms of service
Touch-points and Emotional	🟠 **Online Research** (Search Engines, Industry Analysts, Blogs, Reviews) 🟢 **Website Visit** (Product Overviews, Introductory Videos, Checklists) 🟠 Live Chat with Sales Rep	🟢 **Website Visit** (Reviews, Testimonials, Blog Posts, Pricing) 🔴 **Call with Sales Rep** Just wants pricing, confused, avoids showing too much interest	🟢 **Website Visit** (White Papers, Videos, Case Studies, Webinars) 🟠 **Call with Sales Rep** Pricing and configuration Call with Systems Engineer	🟢 **Website Visit** (SLAs, Guarantees, Use Cases, Testimonials) 🟠 **Call with Sales Rep** Pricing, configuration, reference check Call with Customer Reference	🟢 **Call with Sales Rep** Building rapport 🟠 **Call with Systems Engineer** Still grappling with complexity but building rapport Final Proposal from Sales Rep

HIT YOUR TARGET

OFFERS

What is your customer journey?

We've worked on and with several customer relationship management (CRM) systems. For each, we created our own workflow within the CRM to sell, tagging leads as they worked through our funnel: new lead, first email, sent one sheet, performed demo, sent quotation, in negotiation, sent contracts, closed.

That CRM process reflects a good starting point for a customer journey map. Figure out what a typical sales flow would be, making small offers to build trust with the prospect. Can you give away something up front to help them (e.g., free sample, script, checklist, trial version)? What's a small purchase the customer could make that wouldn't require board approval? Start with the easy bits and work your customers up the ladder (or deeper into your funnels).

Do you have multiple products? Guess what? Multiple offers, multiple funnels...

ACTION ITEMS

Map a more effective customer journey.
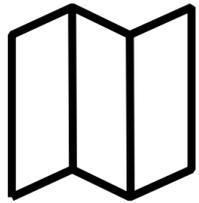
MAP

Review your current analog & digital customer journeys.

FRICTION

Look for friction areas in your customer interactions.
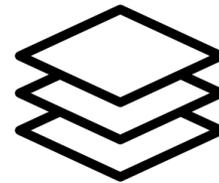
TOOLS

Create tools for overcoming friction areas (for example, a case study to overcome a trust objection).
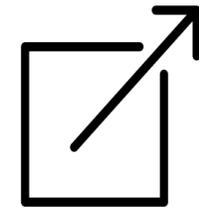
ITERATE

Map your updated customer journeys using your tools.

CHARACTER

Why would I listen to you?

Personas are a critical step in creating an effective message. Perhaps the most overlooked step in marketing, though, is creating the counterpart, a character on your side that your target personas like and trust.

Character Types

We're certainly not talking about the ABOUT US section of your marketing material (quite frankly, that part is typically UN-likable). We're talking about an "action hero" of your brand.

The character needs to be relatable to your target audience. As you build your marketing tools, work to create a likable persona on your side of the table. These four types serve as your templates.

CHARACTER

Why would I listen to you?

Acclaimed speaker Tony Robbins is an inspirational **leader** to millions of people around the world, including business and political figures from around the world. His audience looks to him for guidance and leadership.

Tim Ferriss has built a huge global audience as a **crusader**, helping others to work smarter toward creating a balanced, happy life. As the audience learns about Ferriss' "4 hour" lifestyle, they join his tribe.

NBC foreign correspondent Richard Engel is a trusted **reporter** on middle eastern news, earning credibility after many years of vivid storytelling for NBC (once kidnapped by ISIS). He puts his own life in danger to bring important stories to the audience.

Mark Zuckerberg, an introvert, is a **reluctant hero** who has built Facebook into a media empire. He largely stays out of the spotlight, but his vision led to creation of an empire.

HIT YOUR TARGET

CHARACTER

Why would I listen to you?

A Relatable Backstory

Each of these figures has a public persona that millions of people relate to. They have earned respect, trust, love, and social status (not with everyone necessarily, but with their connected audience). When you construct the character of your business, ensure you have a legitimate, relatable backstory.

Why would someone be inspired by Tony Robbins? Simple: his backstory is compelling. His father left, his mother drank and did drugs, and he managed to overcome it step-by-step. He earns trust with his audience because his backstory is relatable and admirable. From a vastly different background, Tim Ferriss ushered in the 4 Hour Work Week at the time that globalization was taking off. His method inspired countless entrepreneurs to experiment with his alternate approach (really a foreshadowing of the gig economy). Ferriss still feels like "one of us" but he's rarely seen in public (and living a great private life). His character never changed..

ACTION ITEMS

Understand who your prospects and customers are.

HISTORY

Consider your history, your backstory.
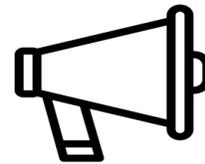
VOICE

Choose your voice: leader, crusader, reporter, reluctant hero.

REVISE

Review your marketing copy – does it represent you this way?

HIT YOUR TARGET

MESSAGE

How can you help me?

After you have developed your target audience (personas), your product intro (an offer) and a character (you, in your most likable form), you can use the building blocks for your message. And the message needs to start with how you can help your audience.

Benefits Are Not Features

How many times have you looked at a website and said "these guys are full of themselves!". Vendors are so busy bragging about features, awards, their office space and their hip culture that they forget about why people really want to work with them.
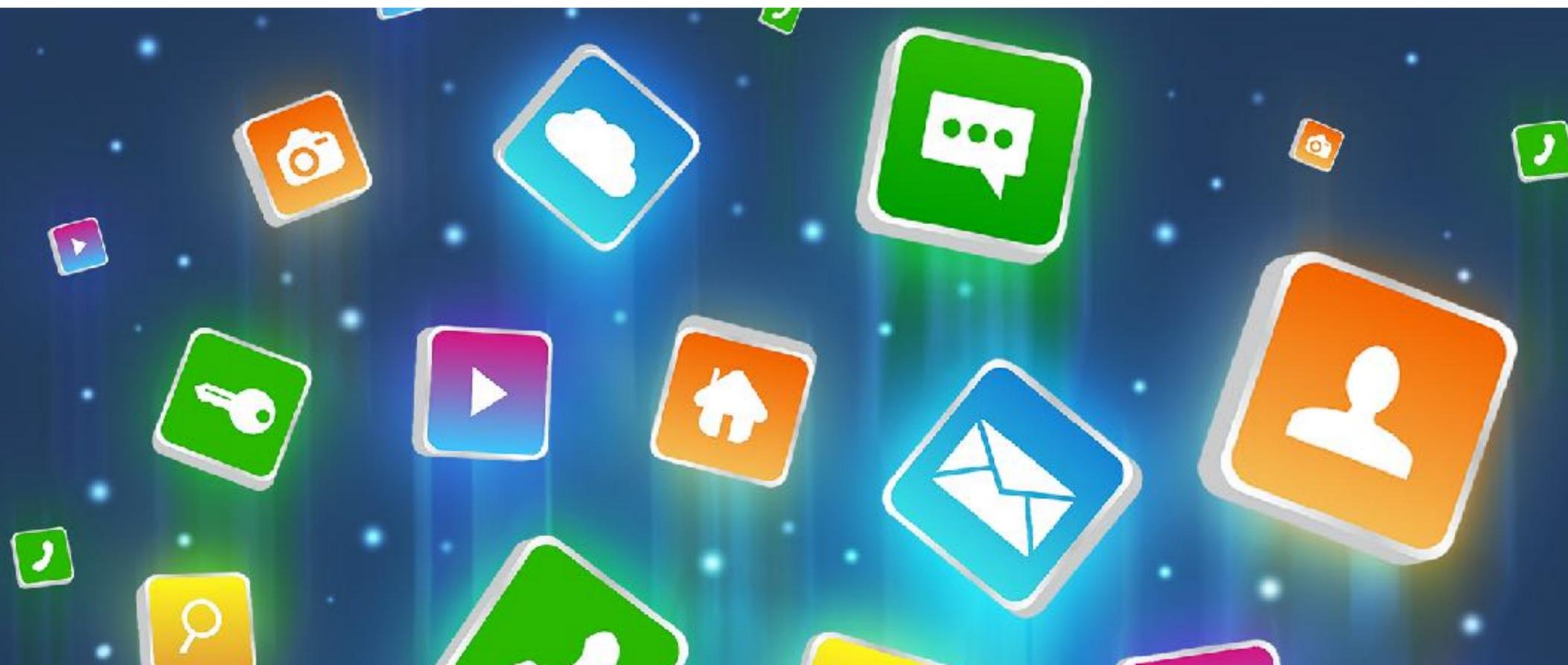
HIT YOUR TARGET

MESSAGE

How can you help me?

WIIFM: What's In It For Me?

Almost every product or service creates one of three possible benefits: saves money, makes money or makes life better. When we design marketing materials, we think about how the product or feature helps our customers. If you focus on WIIFM for your audience, you show them that you are most concerned with their well-being. The more relatable you can make the benefit, the more likely it will resonate.

If we tell you about our Website Analysis Report, you'd snore. But if we tell you we have a report that helps you improve your search engine ranking to get more traffic, improve engagement with your current audience, and drive more revenue, you're less likely to need a nap. Why? Because you need all those benefits to grow.

HIT YOUR TARGET

MESSAGE

How can you help me?

Show & tell time on how to convey a benefit. How can you ever talk about effective marketing without mentioning Apple?

Their Mac Air ads read like haiku - they say so much in so few words.

Light. Speed.

Do they list the CPU specs? No. Do they mention battery life? No. I know what I need: a powerful computer with long battery life. Apple solves my problem.

Light. Speed.

ACTION ITEMS

WIIFM? Are you talking about yourself or illustrating what the customer gains?

BENEFITS

Make a list of the real benefits of working with you.

REVIEW

Read your marketing materials. Are you selling features or benefits?

REVISE

Adjust your materials to focus on benefits. *If you do X, you get Y.*

HIT YOUR TARGET

TACTICS

Where can I find my audience?
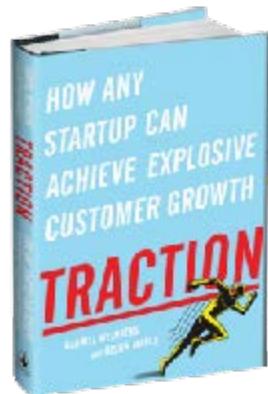
One of the best books about marketing is *Traction* by Gabriel Weinberg, founder of Duck Duck Go. Competing against Google in search is a rather Herculean task, so you'd have to be shrewd with your marketing budget. And Duck Duck Go does just that. They've built a nice business in search.

The book illustrates 19 marketing channels you can use to find new opportunities, including unconventional PR (i.e., publicity stunts), speaking engagements, and community building. Not all tactics are suitable, and some work better at different stages of business. Weinberg provides a framework for experimenting with channels over time. In the early days, Duck Duck Go couldn't get anywhere with SEO (unsurprisingly, Google wasn't helping another search engine be found). Duck Duck Go chose other options. For example, Duck Duck Go formed a strategic partnership with Apple (a company that doesn't play well with Google). Smart!

TACTICS

Where can I find my audience?

TRACTION TACTICS

Viral	Engineering as Marketing
Media Relations	Target Market Blogs
Unconventional PR	Business Development
Search Engine Marketing	Sales
Social Ads	Affiliate Programs
Offline Ads	Existing Platforms
SEO	Trade Shows
Content Marketing	Offline Events
Email Marketing	Speaking Engagements

Note, some of these techniques are not used in online marketing. Speaking at a conference raises your market's awareness, but it doesn't necessarily equate to website traffic. Tactics can create different results.

HIT YOUR TARGET

TACTICS

Where can I find my audience?

The key takeaway is to recognize where you are in your marketing and determine what tactics are working. Do more of the stuff that works. Terminate the stuff that isn't. Try *new* things. *Lather. Rinse. Repeat.*

Building on the concepts outlined, your next objective will be to transform unknowns into knowns. Fish in ponds where there are fish. Most importantly, turn traffic toward your website (and/or blog), collect contact information and start selling.

ACTION ITEMS

Your next objective is to transform unknowns into knowns.
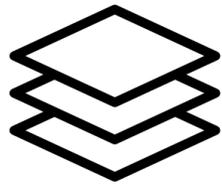
TACTICS

Review the list of Traction Tactics. Assign a score 1-4 (1 being best) on how appropriate the tactic would be for your business.
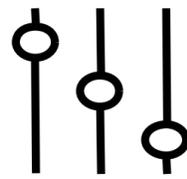
PRIORITIZE

Review the list of top ranked items (the 1's) and select the easiest one to do. Review the list of top ranked items (the 1's) and select the one with the largest potential impact.
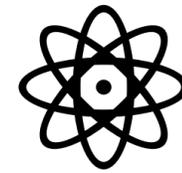
REVISE

Tackle the two highest priority items in marketing initiatives.

HIT YOUR TARGET

CHANNELS

How do I get traffic?

TRAFFIC SOURCES

- **Direct**

  Someone you met looks at your business card and types in your website URL.

- **Search**

  User searches on Google, Bing, Yahoo, or Duck Duck Go to find you.

- **Paid**

  You sponsor a site or run ads with Google, Facebook, LinkedIn or other website.

- **Referral**

  You post a guest blog with a link or another site mentions you.

- **Social**

  A friend of a friend saw your social media post and needed your services.

- **Email**

  The monthly eBlast drives links to your blog every time.
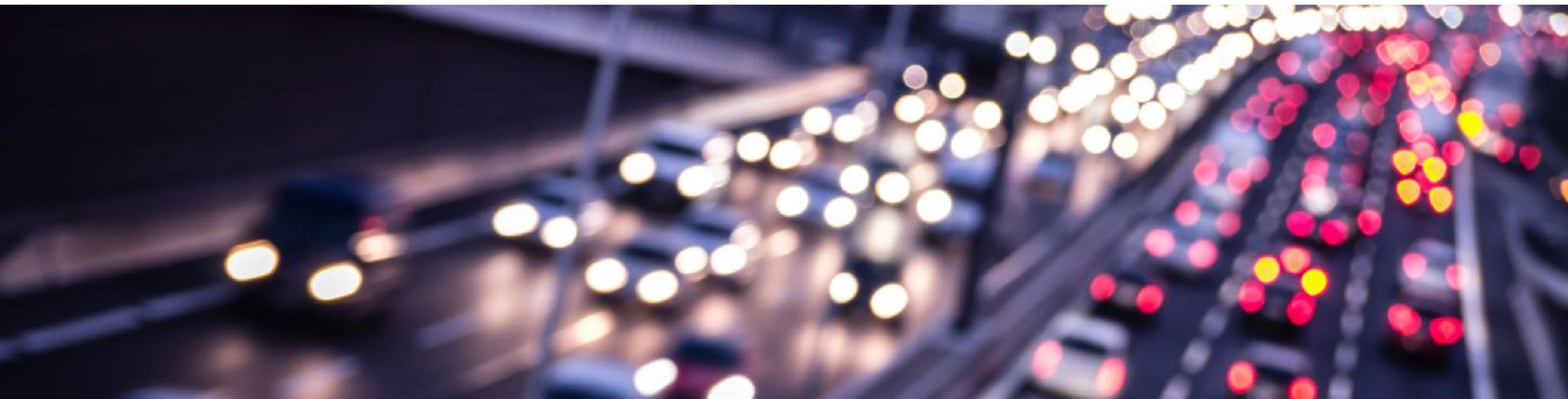
HIT YOUR TARGET

CHANNELS

How do I get traffic?

When you boil it down, there are two kinds of website traffic:

- Traffic you control/own
- Traffic you don't

Your marketing objective is to own as much traffic as possible. If someone visits your blog or your website, you want them to "convert", either by filling out a form or contacting you.

Of the traffic channels listed, the only source you truly control is email. Anyone can type in a URL, search, or click an ad or link. But they can easily hit the back button upon arrival and you never see them again. You should maximize your effort to turn clicks into email conversions (or phone calls, if that suits you).
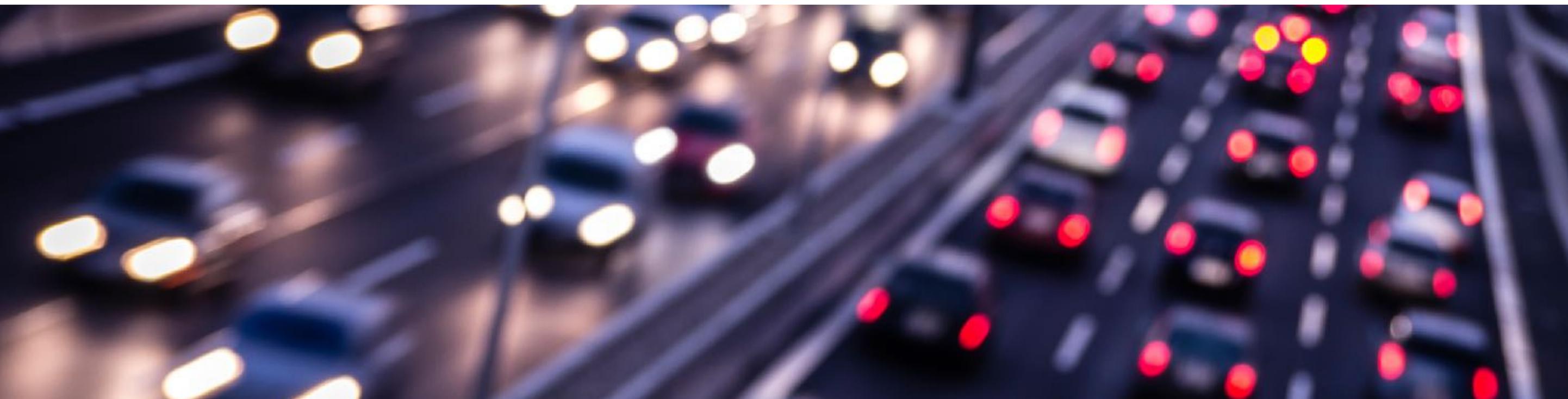
CHANNELS

How do I get traffic?

Landing Pages

Although any page can be a landing page , we often create isolated pages (or a series of pages) around one primary goal: conversion. A "squeeze page" (same thing) is based on the idea that you *squeeze* the visitor into your sales funnel.

Landing Page Examples

- As a marketing services firm, your landing page offers a free white paper (ahem!) filled with useful information, free to those who enter an email address.

- You have a new software solution for your industry. Your landing page offers a free demonstration using a form collecting name, phone, and email address.

- You sell golf lessons in Kansas City, so you have a landing page "Need Help Correcting Your Slice?". You run Facebook ads targeting local residents who have shown an interest in golf in the past three months linking to this page.
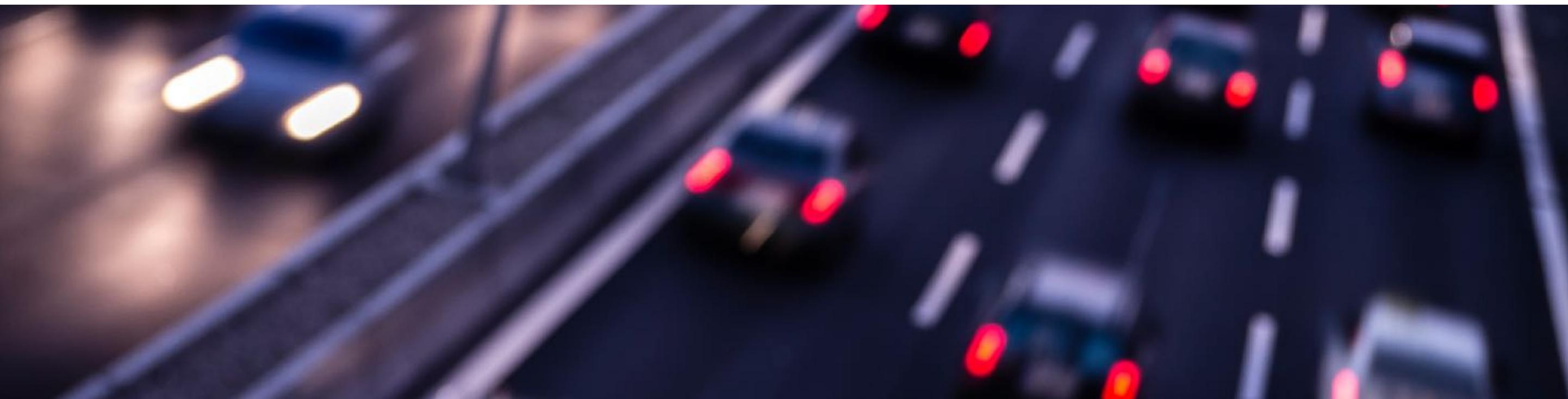
ACTION ITEMS

Your marketing objective is to own as much traffic as possible.

LIST BUILDING

Do you have an email list? Is it connected to your website?
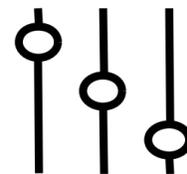
CONVERSION

Check your blog (if you have one) to ensure it fosters conversion (you capture contact details).

TARGET

Do you have landing pages now? Do you need to create keyword-specific landing pages?

HIT YOUR TARGET

FUNNELS

How do I convert traffic?

As if getting consistent, appropriate traffic to your website wasn't hard enough, the next (even more difficult) task is conversion. We've illustrated some good on-page tactics already (e.g., writing copy for the customer, making it mobile friendly). Then what's so hard about getting someone to buy something?

In a word, **trust**.

Offers, described earlier, are a steppingstone within "funnels". You need sales funnels for your business. It's simply a marketing system where you design a flow you want your prospects to experience as they move from "lead" to "qualified lead" to "paying customer" to "loyal customer".
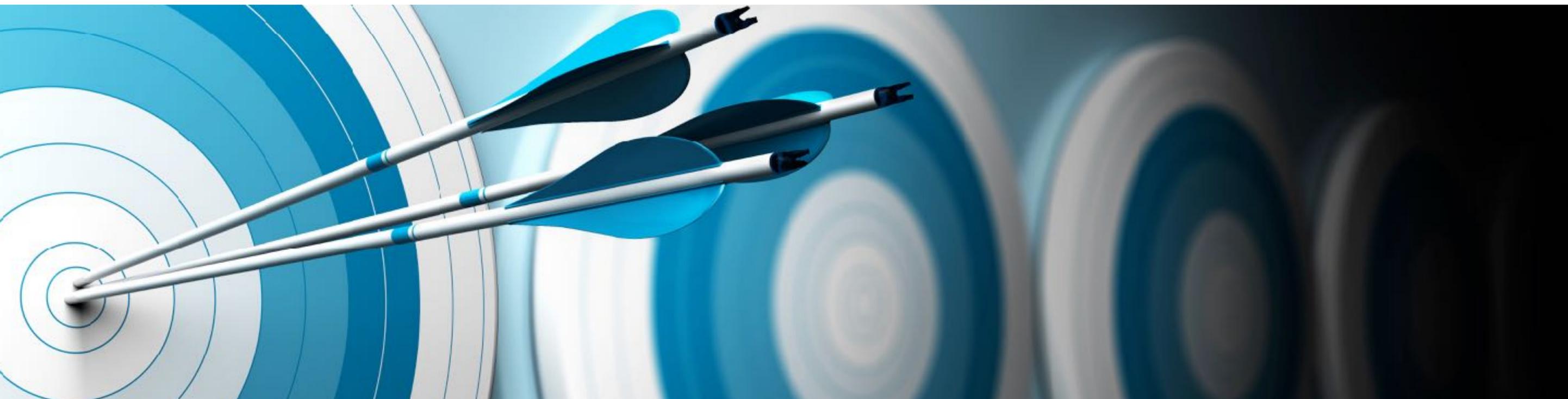
HIT YOUR TARGET

FUNNELS

How do I convert traffic?

In sales funnels, one workflow doesn't fit all. Here's how we structure them:

Each offer can have its own funnel. That is, you may have a series of pages at each step to lead the prospect to a purchase: a hook, a demonstration video, social proof (testimonials), and then...the offer. Once someone takes the offer, you move them into the next stage's funnel. And the next funnel may look different.
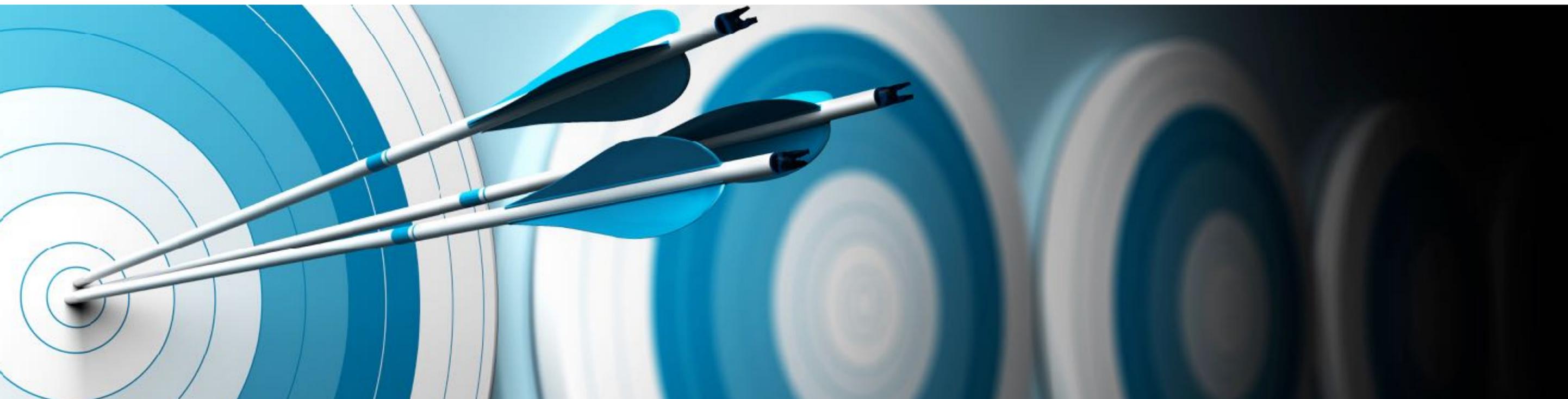
HIT YOUR TARGET

FUNNELS

How do I convert traffic?

EXAMPLES

Funnel One: Capture Interest Stage

Landing Page: Single page with offer for "Free Tax Planning Kit"

· Hero shot shows a close-up of a computer screen with tax files meticulously organized in folders.

· Includes a sample list of questions a smart tax adviser should be asking.

· Strong testimonial from a satisfied client.

· Form requesting email address to receive the tax planning kit

· When the form is submitted, an autoresponder delivers the tax planner.

This page is effective since the customer journey is simple. A well-qualified prospect will be thinking about their tax strategy ahead of time. The page drives a swift decision. And the on-page elements all signal expertise to a qualified buyer.
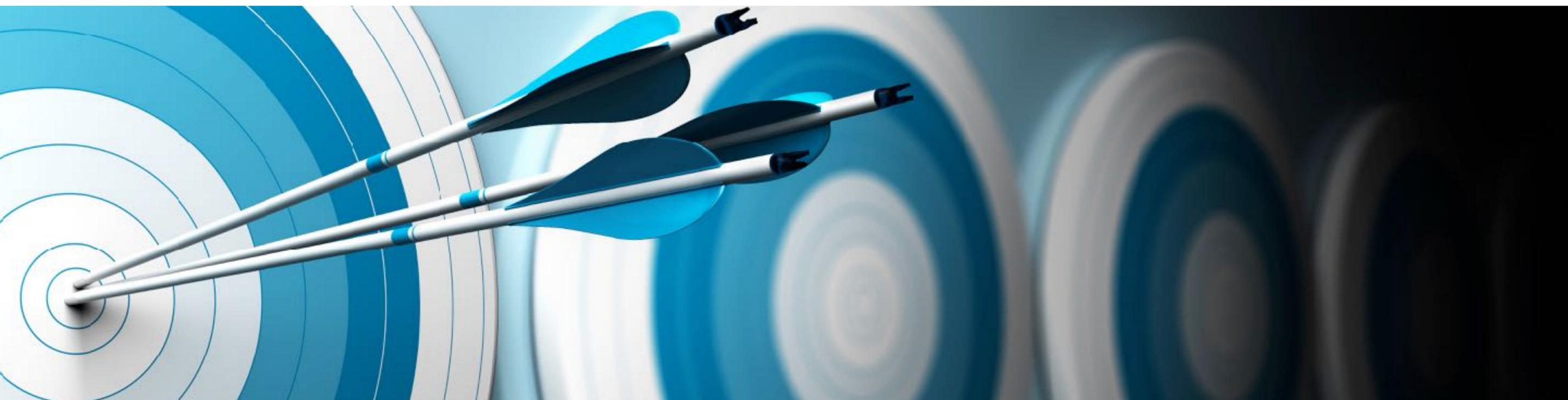
HIT YOUR TARGET

FUNNELS

## How do I convert traffic?

EXAMPLES

Funnel Two: First Engagement Stage

Email: Offer for "Even Better Tax Strategies"

A day or two after receiving their *Free Tax Planning Kit*, the customer receives a second email containing a link for better tax strategies.

Landing Page: First page teases offer for "Even Better Tax Strategies"

· Hero shot shows company's team meeting with a client

· Quick review of the free tax planning kit

· Invitation to "Get Even More" with large button
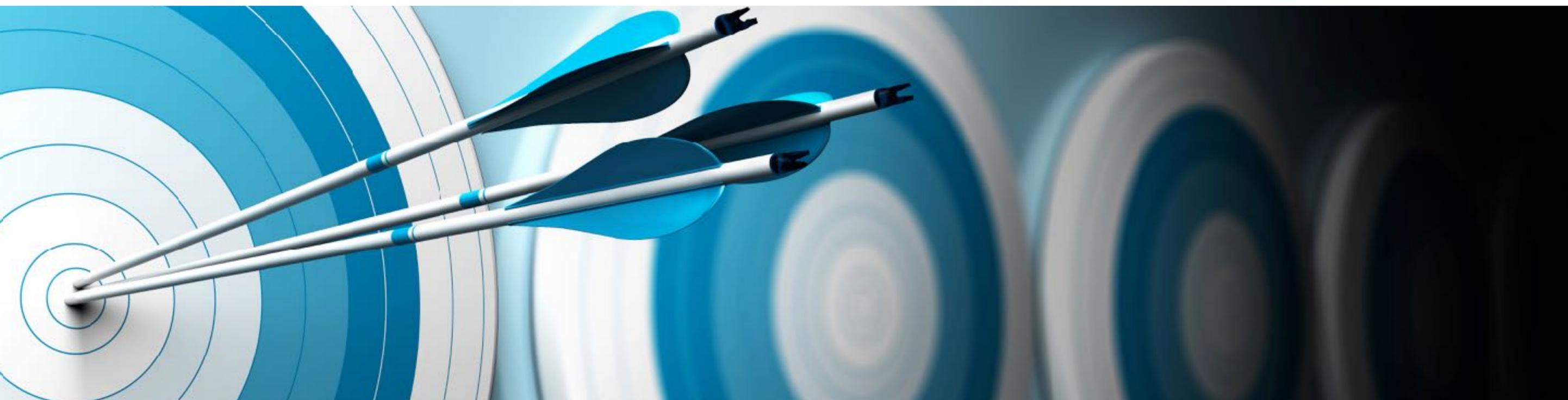
FUNNELS

How do I convert traffic?

EXAMPLES

Funnel Two: First Engagement Stage (continued)

Landing Page: Embedded video

- Headline: Get Even Better Tax Strategies
- Large embedded video (accountant explains how their advice works)
- Text explanation
- Request Form (email, name, company name, phone number)
- Invitation to "Schedule a Consultation" with large button
- Phone Number (as backup)
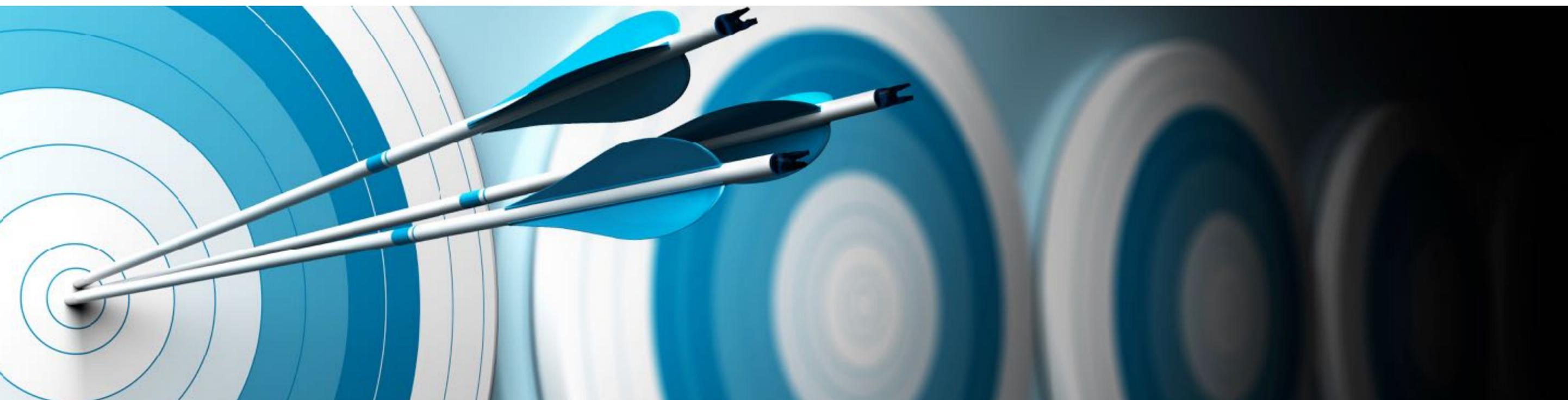
ACTION ITEMS

Look for new ways to engage prospects, creating new funnels.
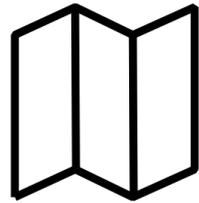
JOURNEY

Look for new ways to update your customer journey with small offers.

OFFERS

Design one or more new lead magnets to develop your new funnel.
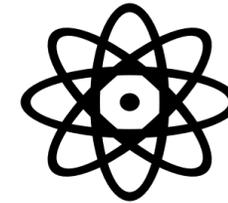
ENGAGE

Experiment with lead magnets and funnel steps. Iterate to improve interest levels, engagement, and conversion.

HIT YOUR TARGET

METRICS

How do I know what works?

There are two possible outcomes: if the result confirms the hypothesis, then you've made a measurement. If the result is contrary to the hypothesis, then you've made a discovery.

- Enrico Fermi

Strap on your propeller hat because it is about to get geeky...

We use website analytics to study site visitor behavior. Metrics help us better understand and manage our marketing programs. We strive to attract visitors who will view our products & services and buy them. Maximizing the conversion rate, turning visitors to purchasers, is one of the primary reasons to review metrics. Conversion drives business growth.

Analytics help us measure the underlying factors that fuel our business, such as visitor counts, traffic sources, search terms, pages visited, and time spent on our site. Insights from web analytics help identify our real audience, improve our website usability, and optimize our marketing campaigns.

METRICS

How do I know what works?

Website Metrics

If you've ever opened Google Analytics, you know there's a lot to comprehend (you may have just closed the browser tab!). 75% of all websites that track users rely on Google Analytics, which provides four main reporting areas:

- Audience: who visits your site
- Acquisition: how visitors find your site
- Behavior: what visitors do on your site
- Conversions: did visitors take the desired action

Having so many metrics and tools can be daunting. Consequently, we recommend a strategy of setting goals that suit your business and measuring only those areas that truly drive the goals.

METRICS

How do I know what works?

Measure What Matters

OKRs (Objectives & Key Results) emerged from Silicon Valley investors. Tracking metrics on a monthly and OKRs on a quarterly basis allows you to measure progress and adjust strategy. Objectives should be SMART (Specific, Measurable, Assignable, Realistic, and Time-based). For marketing goals, we set an objective, and then list the results that we must reach to get there.

Objective

Deliver 1,000 new high-quality leads in Q1

Key Results

Increase monthly page views by 20%

Run PPC ads on Google & LinkedIn ($25/day) targeting accounting professionals

Run an outbound email campaign targeting > 2,500 prospects
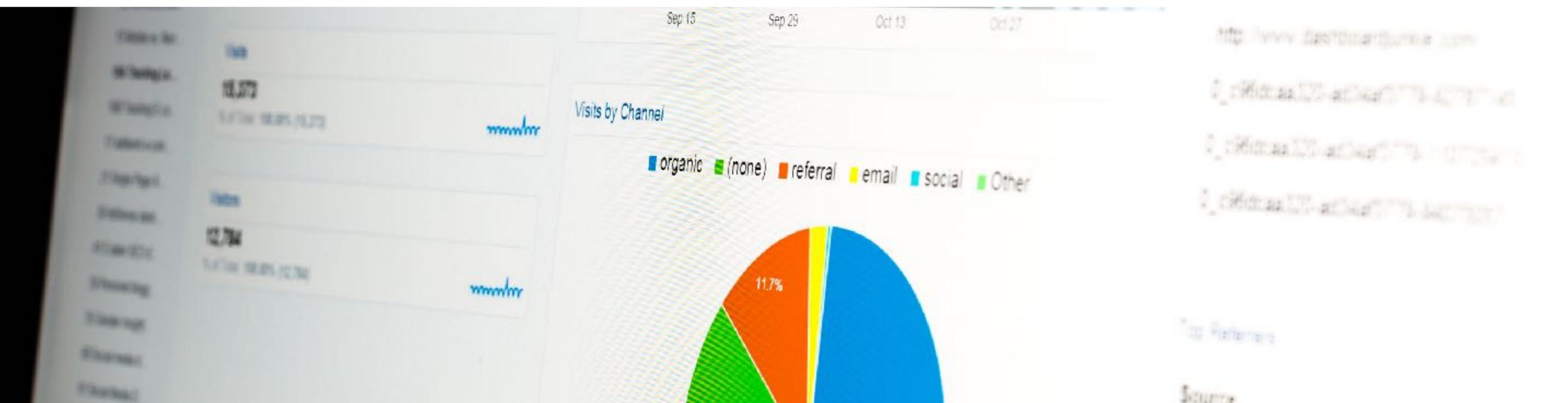
ACTION ITEMS

Your next objective is to transform unknowns into knowns.

SURVEY

Collect key performance metrics for your business.
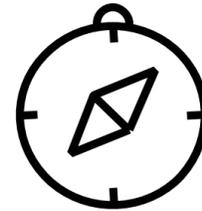
GOALS

Create Objectives & Key Results for the next quarter that will advance your business.
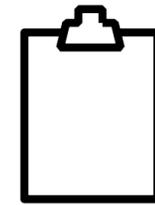
MEASURE

Measure what matters. Using your OKRs, track your performance each week and month. Keep your team focused on OKR performance.

DIGITAL AGENCY

A ONE STOP SHOP

- **WEBSITE DESIGN**
- **WEBSITE DEVELOPMENT**
- **E-COMMERCE**
- **DIGITAL MARKETING**

Webapper Drives Return on Marketing Investment

Webapper is a full-service digital agency with capabilities across web design, development and marketing. We build user-friendly websites that look fantastic and perform well. We rely on years of experience in web design, website development, SEO, PPC and social media to supercharge customer lead generation for our clients. We're a small, agile and highly effective team that is fun to work with. Big or small, we pride ourselves on building awesome relationships with our clients.
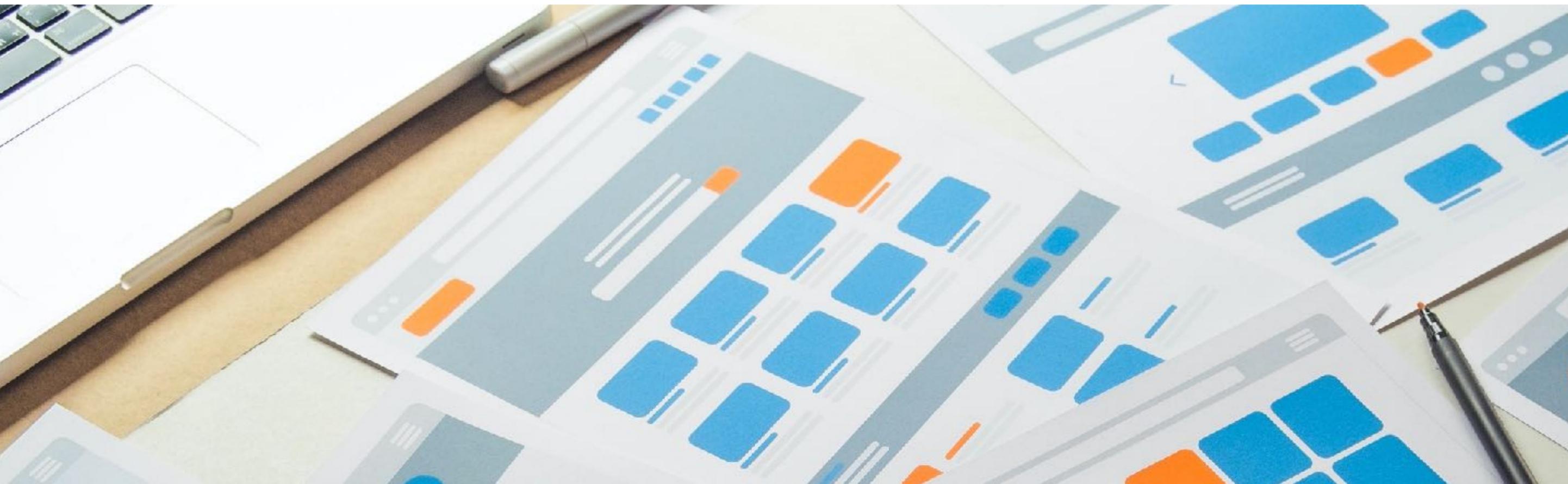
APPLICATION DEVELOPMENT

CLOUD SERVICES

We specialize in building complex custom cloud applications or in migrating legacy applications to the web.

We offer full lifecycle development services leveraging leading technologies. We deliver fast, scalable, manageable state-of-the-art applications.

We've delivered over 800 successful, custom-tailored engagements..

<WEBAPPER>
cloud application engineers

JUMP START YOUR DIGITAL MARKETING

CONTACT US TODAY.
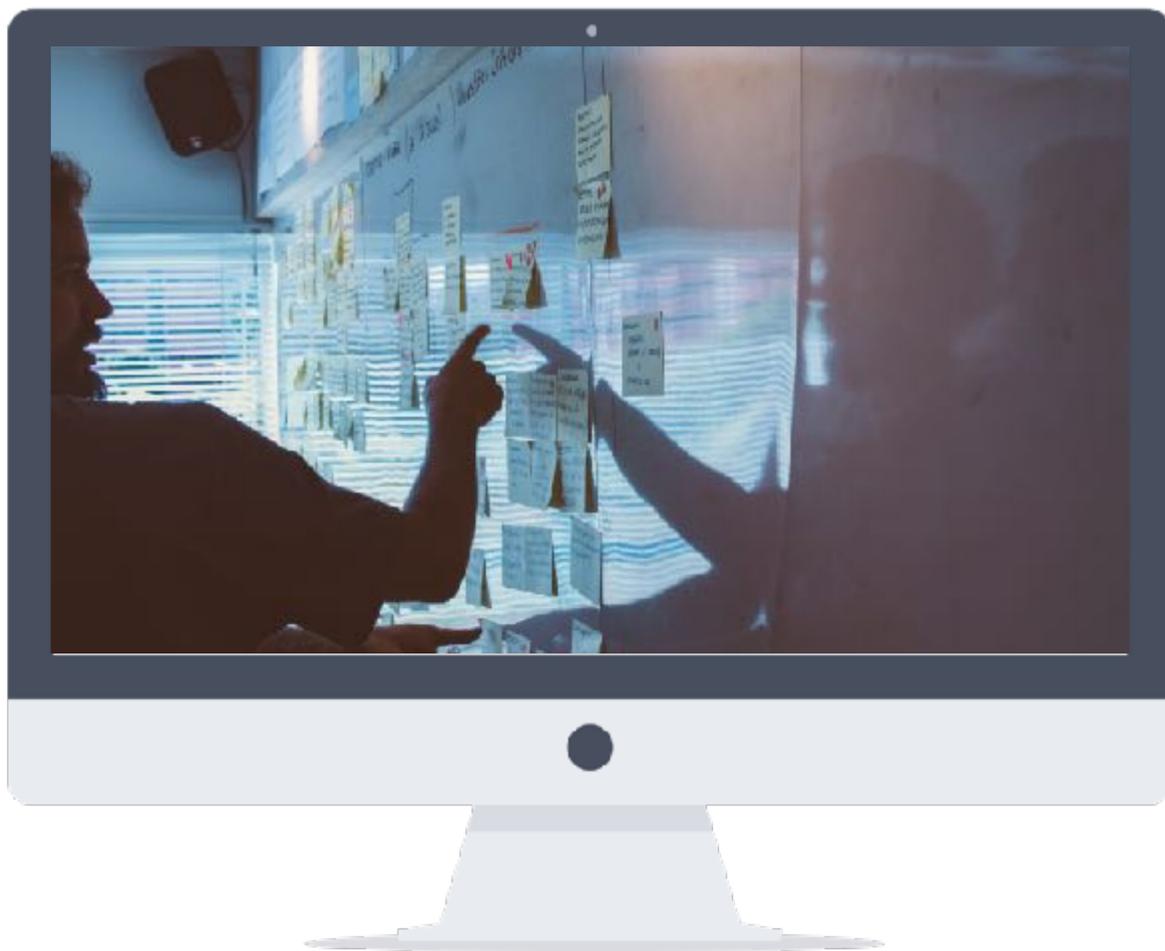
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EMAIL info@webapper.com

Don't want to spend time on the phone or web? Drop us an email and let us know how we can help.