

Digital Marketing

A workbook for attracting and converting clients in the digital age



How is your digital
marketing performing?

Need help?

CURA

Digital Agency

Click here to request a FREE
custom marketing campaign

Introduction



Context

Congratulations!

You have this action guide in front of you now.
You are one of the few people who actually follows through!

For 100 years marketing has been about the same thing – interrupting.

Like the industrial revolution changed business, we are experiencing a fundamental change in business – the connection of people and data – the digital revolution.

New client leads are a key part of growing your facility, however, traditional marketing messages are not having the same impact.

Introduction



Purpose

This is an incomplete guide intended to provide an overview of the benefits of improving your digital marketing.

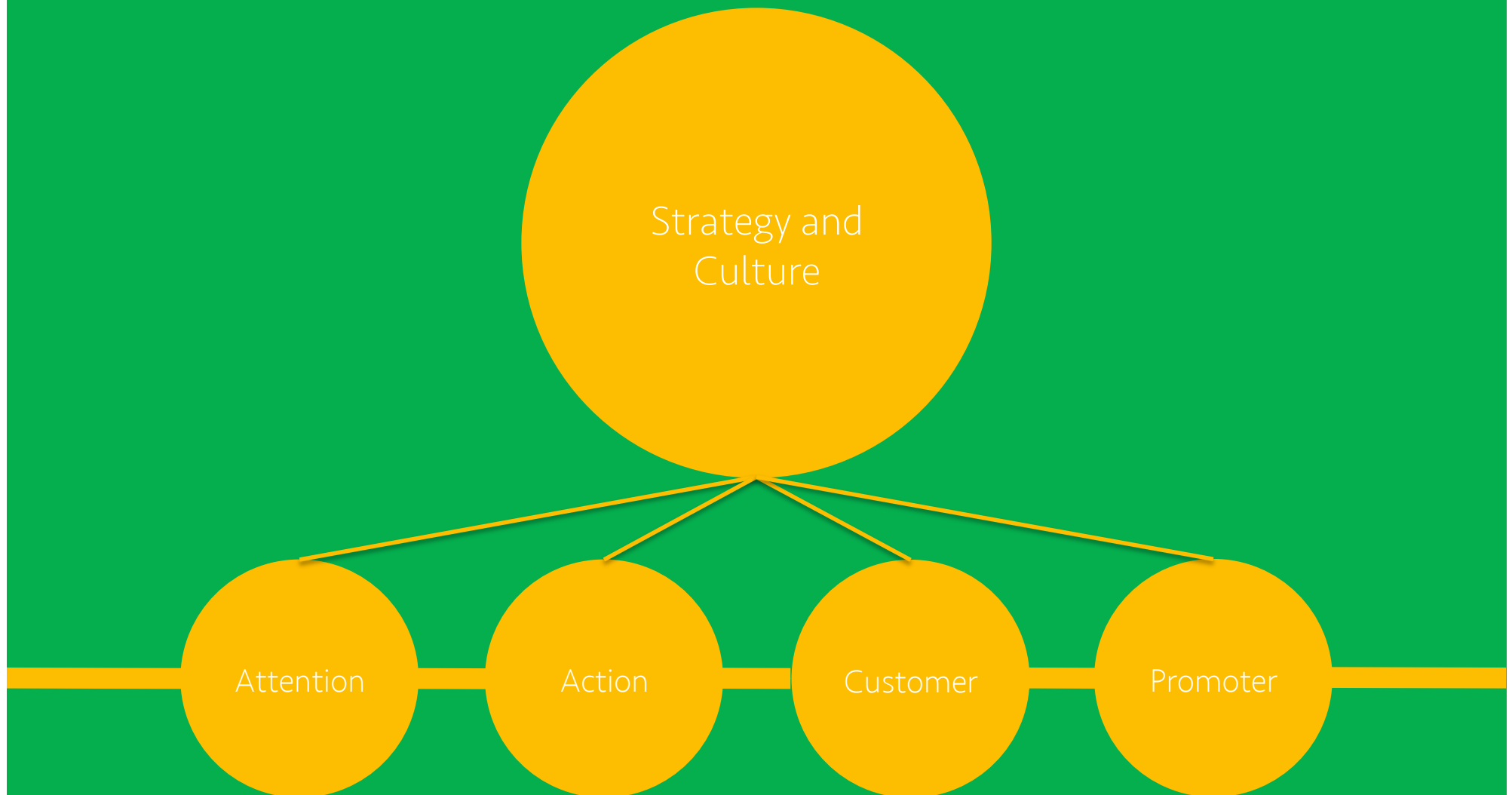
This guide will show you how to develop a professional online presence – a story of who you are to what you do and how you do it.

If you're busy and want a summary of the book here it is...

Really understand your prospects. Develop a strategy for communicating with them on the internet and converting them into customers.

Ready? Let's get started.

The Cura Digital Marketing Process





Strategy and
Culture

Know your customers



Strategy
and
Culture

Just because people will buy your services does not mean that they are the right people for you to be selling to.

If the customers that you're attracting are not a match to who you are and what you do, you won't achieve your mission.

Ask yourself:

Who will benefit the most from my services?

Who do I want to attract?

Really know your customers

Strategy
and
Culture

Describe your customer in detail. Give them a name and a picture – make them as ‘visual’ as possible.



Name:

Age:

Sex:

Location:

Profession:

Interests and hobbies:

Ask yourself:

What are their frustrations?

What is holding them back from achieving their goals?

What solutions are they seeking?

Focus



Strategy
and
Culture

Most of us never really sit down and clearly define the specific outcome we want in the first place. The goal is not to get on the first page of Google, it's to grow your business.

Anything else is wasting time, money and most importantly focus.

Ask yourself:

Can I turn a stranger into a friend, and a friend into a customer?

Do I talk in a tone of voice that persuades people to believe the story I'm telling.

Focus

Start by understanding that no one cares about your company.

People care about themselves.

Ask yourself:

Strategy
and
Culture

YOU

Organisation centric

What can we sell customers?

How can we reach our customers most efficiently?

What relationships do we want to establish with customers?

How can we make money from our customers?

THEM

Customer Centric

What job do our customers need to get done and how can we help?

How do our customers prefer to be addressed? How do we best fit into their routines?

What relationships do our customers expect us to establish with them?

For what value are our customers really willing to pay?

The image features a solid green background. A vertical yellow bar runs through the center of the frame. Overlaid on this bar is a large yellow circle. The word "Attract" is written in white, sans-serif font in the center of the circle.

Attract

Be helpful



Attract

The best way to drive traffic to your website is to be helpful and provide value by content targeted at the needs of your customers.

Don't worry about making your website fancy, worry about being helpful. When you provide value, you create a chain of value that grows.

Ask yourself:

What content can I create that will solve a problem for my prospects?

What format would my prospects like?

Promote



Attract

After you have created helpful content. Place your focus on where you can improve your rankings and generate the most amount of traffic.

Promote your own content and share other valuable and pertinent information you find online.

Ask yourself:

Where do your customers hang out online?

What keywords are my target audience searching for?

A large yellow circle is centered on a green background. A vertical yellow stripe runs through the center of the image, passing through the circle. The word "Action" is written in white text inside the circle.

Action

Opt-in



Action

The next step in the process is to convert your traffic into qualified leads.

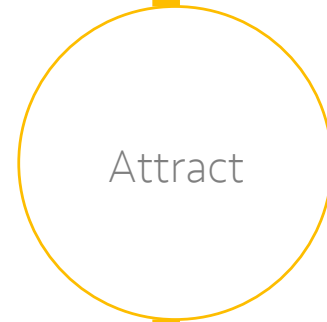
For example, this report. I don't know you but I do know your interested in growing your business through the internet. This is called a two-step sales process. Don't hesitate to explain your process - I'm doing it now.

Ask yourself:

Have you got a 'landing page' with an attention getting headline and a promise in exchange for your prospects email?

Will your prospects 'opt-in' and let you send them a PDF or video or even better, come visit you?

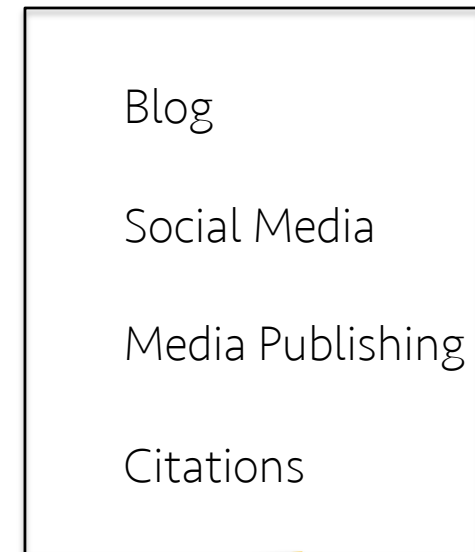
Attraction to action



Paid



Organic



Compelling Headline



Opt-in

A large yellow circle is centered on a green background. A vertical yellow stripe runs through the center of the image, passing through the circle. The word "Customer" is written in white text inside the circle.

Customer

Nurture



You've already gained permission to contact your leads through the exchange of information.

In order to continue to build the relationship, maintain permission, and convert your prospects into customers.

Ask yourself:

Did every person on my list really opt in, and ask for it?

How can I demonstrate my value to my email subscribers?

Ask

If you remember your strategy, everything you publish should have a desired outcome – one that benefits both you and the reader.

It could be to get someone's email, make a sale, or get someone to share. Whatever it is, you need to explicitly tell them to do it, and why.



Customer

Ask yourself:

What do I want this prospect to do?

How will I convert my prospects to customers?



Promoters

Promoters

Remember, digital marketing should always be expected, relevant, personal and wanted.

It doesn't end once you've converted prospects to customers, you need to work hard to keep your customers happy.

Ask yourself:

Is the email from a friendly person? Can I hit reply?

Am I really sure that the recipient is going to be happy to get my email?



Promoters

Promoters



Promoters

You need to listen to your customers, and measure performance. Your customers are the best advocates for your business.

Fred Reichheld sums this up in his bestselling book *"The Ultimate Question"*. Successful companies turn their clients into promoters – the key to measure this performance is one simple question.

Ask yourself:

Would you recommend us to a family member or close friend?

Need some help implementing
your digital strategy?

Let's talk about your goals and
how we can achieve them
together...

 info@curadigitalagency.com

www.curadigitalagency.com

+61 2 8015 6876

CURA

Digital Agency

@CuraDigital 
Cura Digital Agency 