



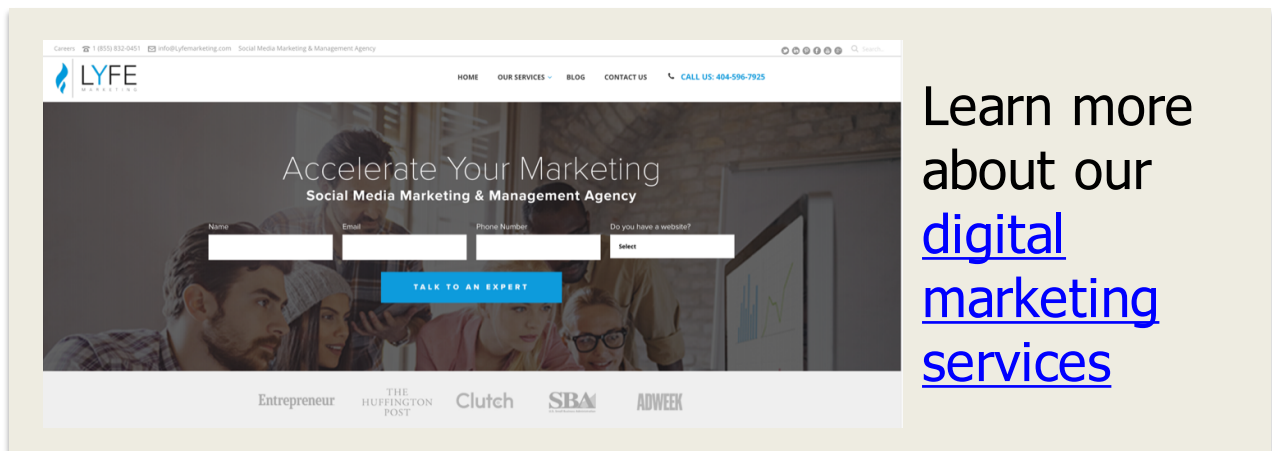
FREE EBOOK

THE SUREFIRE DIGITAL MARKETING
STRATEGY TO TRIPLE YOUR SALES

LYFE MARKETING:

MEET THE PUBLISHER

LYFE Marketing is a digital marketing agency. We help small businesses develop and implement digital marketing campaigns that drive traffic, leads, and sales.



Learn more about our [digital marketing services](#)

✓Our agency has helped small businesses implement SEO campaigns that has [increased revenue by \\$96,664.98.](#)

✓Our agency has implemented social media management campaigns that have [generated over 54,874 followers.](#)

✓Our agency has implemented advertising campaigns that have [increased sales for small businesses by 457%.](#)

✓ Our agency has managed over \$50M in online advertising spend for small businesses on Facebook, Google, and other platforms.

TABLE OF CONTENTS:

INTRODUCTION.....	4
BUILDING YOUR CUSTOMER AVATAR.....	11
DEVELOPING “LONG-TERM” ASSETS.....	17
SHORT-TERM AD STRATEGIES.....	29
LEAD NURTURING.....	39
WEBSITE HUB.....	52
DIGITAL MARKETING STRATEGY.....	55
IMPLEMENTING YOUR STRATEGY.....	57

CHAPTER 1:

INTRODUCTION



The days of cold-calling, knocking on doors, and using traditional advertising are over.

The average person spends at least 5 hours per day online.

This simple fact is all the reason why you need digital marketing strategy. But, if that doesn't click for you, keep reading.

CHAPTER 1:

INTRODUCTION

Facebook ads are 3x cheaper and more targeted than television, print, and radio ads.

There are over 3.5 billion searches on Google every day. Traffic from Google is more likely to convert than any other form of advertising.

Email is the #1 communication channel. 91% of consumers check their email on a daily basis. For every \$1 spent, email marketing generates \$38 in ROI.

Content is king. Companies that publish blogs on a regular basis see 4x more traffic than websites that do not produce content.

In fact, the average cost-per-sale drops 80% after consistent digital marketing activities.

If you want to grow faster and grow smarter, you need an effective digital marketing strategy.



CHAPTER 1:

INTRODUCTION

A digital marketing strategy includes an integrative plan of how your business will use social media, search engines, emails, and content to promote your business.

Sounds easy, right?

Unfortunately, it is not. Most small businesses fail to implement their digital marketing strategy.

They fail for one of the below reasons:

1. They do not have sufficient knowledge
2. They do not have enough time
3. They do not have enough experience

Now, here's the good news...

In this guide, we are going to provide you with everything that you need to implement your digital marketing strategy.



CHAPTER 1:

INTRODUCTION

We are going to teach you short-cuts to getting results fast, and surefire long-term strategies that will push your brand to the next level.

This is our secret sauce. This is a consolidation of what our agency has seen work after studying the big players' digital marketing strategies, like HubSpot and Digital Marketer.

What you are about to learn is worth over \$5,000.00 in consulting.

Are you ready?

Let's begin.

CHAPTER 1:

STRATEGY ROADMAP



Let's get straight to the point. The Internet is very simple.

You can talk to your friends and family on social media. You can search for your favorite content on Google or YouTube. You can read and learn from blogs you find. And you can check your email. And, most importantly, you can spend your money!

CHAPTER 1:

STRATEGY ROADMAP

If you're reading this, then you probably get the most exciting about people spending money. You want people to spend their money with you!

Here is the exact digital marketing strategy that will help you triple your sales:

1. Build Your Customer Avatar
2. Grow Awareness & Visibility
3. Drive Website Traffic
4. Convert Traffic
5. Increase Conversion Rate
6. Increase Sales

If you want to increase sales, you must successfully increase awareness, traffic, and conversions. You are going to learn exactly how to do this.

If you are more of a visual learner, take a look at this strategy map.



DIGITAL MARKETING STRATEGY

CHOOSE YOUR JOURNEY

START HERE



GROW AWARENESS & VISIBILITY

Invest In a Long-Term Strategy (6-12 Months)

Build assets to promote your business at the lowest cost. Invest in SEO, Social Media, Email, and Content Marketing.



DRIVE IMMEDIATE WEBSITE TRAFFIC

Invest In a Short-Term Strategy (3-6 Months)

Use social media and search engines to place advertisements to drive immediate traffic to your website.



CONVERT TRAFFIC

Invest In a Conversion-Focused Website

Delight incoming traffic with a conversion-focused website. Use WordPress to make an attractive, user-friendly, and responsive website.



INCREASE CONVERSION RATE

Invest In Lead Nurturing

Increase touch points with people who have interacted with your brand. Invest into remarketing, email marketing, and content marketing.



INCREASE SALES

Finish Line

This strategy map shows how our services can influence sales from start to finish.

CHAPTER 2:

BUILD CUSTOMER AVATAR




The ability to truly understand your customers is often underrated. Nothing will work if your digital marketing strategy is not tailored to your audience.

Nothing will work unless you do.

You need to research and develop a customer avatar. A customer avatar is a breakdown of your audience's goals, interests, pain points, and other demographic characteristics.

CHAPTER 2:

BUILD CUSTOMER AVATAR

Customer Avatar			
GOALS AND VALUES Goals: Values:	Age: Gender: Ethnicity: Marital Status: #/Age of Children: Location:	CHALLENGES & PAIN POINTS Challenges: Pain points (Fears & Frustrations):	
SOURCES OF INFORMATION: Books: Magazines: Blogs/Websites: Conferences: Influencers: Other:	Occupation: Job Title: Annual Income: Level of Education: Other:	OBJECTIONS & ROLE IN PURCHASE PROCESS: Objections to the sale: Role in the Purchase Process:	

Phase 1: Research of Competitors and Customers

Your customer avatar will help you develop a ads that work. Your ads will be so relevant to your audience that you will get a ton of impressions, clicks, and conversions. Understanding your customers is the key to success.

How do you research your customers?

There are plenty of ways to research your customers to develop an avatar. Take a look at the next page for some of our recommendations.

CHAPTER 2:

BUILD CUSTOMER AVATAR

1) Analyze your current customers

Take a look at your current customers. Who are they? What do they like? How old are they? Where are they located?

Dig deep and see if you can identify any trends. You will likely find that there are many traits that your customers have in common.

2) Analyze your competitors

Now that you've looked inside, let's take a look outside. What are your competitors doing? What are consumer preferences in your industry?

CHAPTER 2:

BUILD CUSTOMER AVATAR

When analyzing your competitors, ask yourself the following questions:

- What is their unique selling proposition? How are they positioning themselves in your industry?
- How is their website designed? If you believe they are successful, does it make sense for you to incorporate some items into your website?
- What do their social media accounts look like? How many followers do they have? Are they getting engagement? What is their message to their audience?
- How strong is their search engine presence? Are they paying for Google ads? Do they have #1 rankings? Use a tool like SEM Rush to figure this out. Are they doing any email marketing or blogging? Look through their blog and email opt-in forms on their website.

CHAPTER 2:

BUILD CUSTOMER AVATAR

If it isn't broke, don't fix it. If there is an industry leader in your market, try to learn as much as you can. You do not have to "copy them". But, you can use what you learn and crush them!

In terms of consumer preferences, there are a few things that you can do to assess this:

- Industry reports: there are plenty of industry-specific reports that breakdown consumer preferences for you. The SBA recommends using the Bureau of Economic Analysis.
- Conduct surveys: if you cannot find data points on what you are looking for, use Google Surveys. It is the easiest way to get fast and reliable insights from consumers across the Internet. You can create a survey and target it at industry-specific users across the web to complete it.

CHAPTER 2:

BUILD CUSTOMER AVATAR

3) Use Facebook Audience Insights

This is our favorite. Facebook Audience Insights is powerful. It allows you to plug-in demographics and it will automatically display trends associated with those demographics. It will show you the top interests of your audience, their age, lifestyle behaviors, and much more.

You can use Facebook Audience Insights even if you do not have any customers. Take your best guess at who you think your customers are, and allow the insights you gather to help you develop your customer avatar.

Once you start implementing your digital marketing strategy, you can target various segments of your customer avatar. Based on the response, you can continue to tweak your customer avatar.

CHAPTER 3:

BUILD LONG-TERM ASSETS



Assets.

You need to invest into assets today that will produce returns tomorrow.

The assets are top SEO rankings, social media followers, and email subscribers. If you have this, you can drive thousands of “free” and “organic” results. These results consist of thousands of impressions and clicks to your website. If you sell something great, this free traffic will turnover into sales.



CHAPTER 3:

BUILD LONG-TERM ASSETS

Though, it is important that you think long-term. At minimum, you plan for 6-12 months to develop your digital marketing assets. In fact, we helped one small business generate \$96,664.98 in sales in just 5 months through SEO.

The process should really continue for the life of your business. Building your brand is an ongoing process, and as you continue to build, the more momentum you will have in the future.

Also, by the way – if you're more of a short-term type of guy, don't worry. In the next section, you will learn some short-cuts.

For now, let's talk about how you can develop your digital marketing assets.

CHAPTER 3:

LONG-TERM SOCIAL MEDIA

Long-Term Social Media Marketing Strategy to Increase Sales

People are 3x more likely to purchase from brands they follow on social media.

Social media marketing is about developing trust and building a long-lasting relationship with your audience. Though, in order to get to this point, you have to first build an audience of followers. Most importantly, an audience of followers that engage with your brand.

To build your audience on social media, you have two options:

1) Use Paid Advertising

Advertising will always be the quickest, most targeted, and most efficient way to grow your audience. This is especially the case for Facebook, as it has become a pay-to-play type of platform.

CHAPTER 3:

LONG-TERM SOCIAL MEDIA

You will need to create “follower” ads on social media platforms. Make sure that you specify it to target demographics in your customer avatar. Your desired audience will see your ads on social media and be prompted to follow your page.

Think of your ad as a way of making a “friend request” on Facebook or “connection” on LinkedIn. Present yourself well. Make it clear why people should be friends with your business. Incentivize them by letting them know what they will gain from following your business. If you keep this in mind, you will see optimal results. To learn more, read our 10 Essentials to Running Successful Facebook Ads post

CHAPTER 3:

LONG-TERM SOCIAL MEDIA

2) Maximize Organic Opportunities

If you want to grow through organic methods, get ready to work. You will have time grind and put in some hours to push your brand. If you're ready to roll up your sleeves and do the hard work, use these proven to work organic methods to grow your page.

- **Groups:** Join industry-specific groups and add value to the members. You can indirectly promote your brand and capture more followers. However, be certain to make sure you add value before you promote your page.
- **Following:** Find pages that your customers are following. You will already know this because you've built your customer avatar and know what they like. Start following people who match your customer avatar, and you will find that many people will follow you back

CHAPTER 3:

LONG-TERM SOCIAL MEDIA

- **Hashtags:** Use hashtags in every post you publish. Millions of people search hashtags daily for content. If your business uses hashtags that align with your content, you will increase your brand visibility and likely see a bump in followers.
- **Content:** Post great content that your audience will share. Use your customer avatar and post content that is interesting to your audience. If your audience shares your content, you will also reach more people and see an increase in followers

What should you do once you have developed your audience?

Tell stories that do two things. One, make sure it is relevant to your audience. And two, make sure that is somehow ties back to your product.

Remember, the goal is to build a relationship with your audience. Talk to them in a relatable way that makes sense for your business.

CHAPTER 3:

LONG-TERM SEO

Long-Term SEO Marketing Strategy

91% of Internet journeys start with a search engine.

This section is all about making sure that your business shows up in the search engines when it matters most.

Here's the quick, no-bullshit guide to ranking on Google. You need to do two things. Just two things. That's it.

First, you need to optimize your website.

This means that you need to help search engines understand your website. They automatically scan your website. Your job is to make sure that they identify your website for the keywords that your customers are searching for.

CHAPTER 3:

LONG-TERM SEO

Second, you need to influence your website's rankings.

This means that you need to prove to search engines that your website is relevant. You need to be popular. You need to be the cool kid in your high school. You need to be everywhere.

The best way to do this is to:

- Increase backlinks
- Increase social signals
- Increase content

In simpler terms, you need to:

- Be featured on other websites (be popular)
- Increase your post shares on social media (have followers that actually like you)
- Publish posts that are relevant (gossip)

CHAPTER 3:

LONG-TERM EMAIL MARKETING

To implement your SEO strategy effectively, you will most likely need a website technician and PR guru mixed in one. If you are not this, than honestly, you need to hire an [agency](#) that knows what they are doing. But if you insist to know the full SEO process, please read our [Complete Guide to Improve SEO Rankings](#).

Long-Term Strategy to Email Marketing

Email may not be the coolest form of marketing, but it is far from dead.

People check their email daily. And that is every reason why your business needs to use email.

If you want thousands of email contacts, this is exactly what you need to do in seven words.

Create a lead magnet. And promote it.

CHAPTER 3:

LONG-TERM EMAIL MARKETING

Lead Magnet

A lead magnet is an offer. You've probably seen this before. Here's a list of lead magnets:

- Free eBook
- Free Checklist
- Free Cheat Sheets
- Free Templates
- Free Consultations
- Free Quizzes
- Free Demo
- Free Discount
- Free Shipping

You get the point. Now here's the thing – you don't need to develop a bunch of lead magnets. You just need one good one.

Use your customer avatar and identify one thing that you can offer to your audience in exchange for their email address.

CHAPTER 3:

LONG-TERM EMAIL MARKETING

Promotion

There are two ways you can promote your lead magnets.

You can promote it on your website. Or, you can promote it through advertising.

To promote lead magnets on your website, use one of the following:

- Floating bar
- Sidebars
- Lightboxes

CHAPTER 3:

LONG-TERM EMAIL MARKETING

In simpler words, get “those pop-up things that show up” when you’re reading blogs on other websites.

To promote your lead magnets through advertising, do the following:

- Create an ad
- Target it at your customer avatar
- Convert clicks into email leads

Advertising is the most effective way to promote your lead magnets and increase your list.

And, this will be more important in the next section, which explains short-cut strategies that your business can use to see more results.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES



Online advertising can drive immediate traffic to your website. And today, online advertising primarily consists of search engine and social media advertising.

Remember, social media ads are cheap, targeted, and [it works](#). Search engine ads are great because it is where your customers search, and where you can be found.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES

Both are fast and effective. You can launch ads and drive traffic to your website in a short period of time. This will allow you capture traffic and expedite the sales process.

Your goal will be to create effective ads that drive clicks at low costs.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES

Here's how this works

You create an ad. People click it.

Once they click it, they land on your website.

They have two choices – to buy your products or to leave your website.

95-99% of people will not buy on their first visit. This is the group that you need to focus more on.

They clicked your ad for a reason. They were interested in it.

Therefore, it makes sense to continue to market to them. You can do this through remarketing, email marketing, and content marketing.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES

This will allow you to increase touch points and move them closer to buying your products. We'll cover this in the next section.

Though, in general, this short-cut is all about using advertising to direct people to consider people buying your products.

Now, let's dig deep.

Here's What You Need to Know in Order to Be Successful

In order to be successful, you need to understand a few things.

1. The difference between "cold, warm, and hot" traffic
2. How to improve your ads
3. How to track results that matter – conversions

If you understand this, you will understand how to be effective with your ads.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES

Cold, Warm, and Hot Traffic

Believe or not, your website traffic has a temperature.

There are website visitors who are more likely to buy than others.

Those who are more likely to buy are considered “hot”, and those less likely to buy are “cold”.

Those who are less likely to buy are “cold”, and those who are more likely to buy are “hot”.

Everyone wants hot traffic.

These are the people who are familiar with your brand, products, or services. They are more likely to buy because they already know what your business is about.

Therefore, they will be more receptive to your ads.

If you are new to advertising, most of your traffic will be cold.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES

They are unaware of your products and services. They do not know what your business is about. And, they do not trust you. This audience is least likely to buy.

Now, here's the key takeaway.

You must set realistic expectations.

If you are driving new, cold traffic to your website, plan for a lower conversion rate. You will need to advertise to your audience continuously to warm them up. Remember, the hotter your traffic is, the more likely you are to convert them. Plan to advertise for at least 3 months before measuring success.

How to Improve Your Ads

A “set it and forget it” attitude towards your ads is a surefire strategy to fail at digital marketing.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES

In fact, 70% of Google and Facebook ads fail. And, this is probably why.

Make sure you launch a series of ads, because you do not know which will perform the best.

Once you launch your ads, monitor them on an ongoing basis. Some ads will outperform others. And it is important you spend your money on what is working best for your business.

There are many ways to analyze your ads, but here are the most common optimization points:

1) Analyze Relevance Score

This is the quickest way to identify your top-performing ads. Your relevance score is a score provided by advertising platforms that ranks the relevance of your ads. It is measured by how people are responding to your ads. The more engagement your ads receive, the more relevant your ads are in general.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES

2) Analyze Audiences

Target your ads at various audiences. Then, identify which audience is responding the best to your ads. You can look at the ads' relevance score, conversion rates, and other metrics to determine this.

3) Analyze Performance Data

To really optimize your ad campaign, analyze the performance data. Identify the best time of the day, and day of the week, to run your ads. Determine if you are getting more conversions from mobile devices, or desktop computers. Find out what gender or keyword is converting the most. There are many ways to sift through your performance data to optimize your campaign.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES

How to measure ROI and track conversions

The beauty of online advertising is that you can measure the exact return on investment.

This will allow you to analyze, measure, and scale your advertising campaigns to grow grow your business.

Most major advertising platforms will have an option to install conversion tracking on your ads. This will help you identify how many people converted from your ads.

If you are in e-commerce, you can find out the exact dollar amount in revenue you made from your ads. If you are collecting leads, you can assign a dollar value to your leads to pinpoint your return.

CHAPTER 4:

[SHORT-CUT] AD STRATEGIES

Here is the fool-proof guide to installing conversion tracking to your ads:

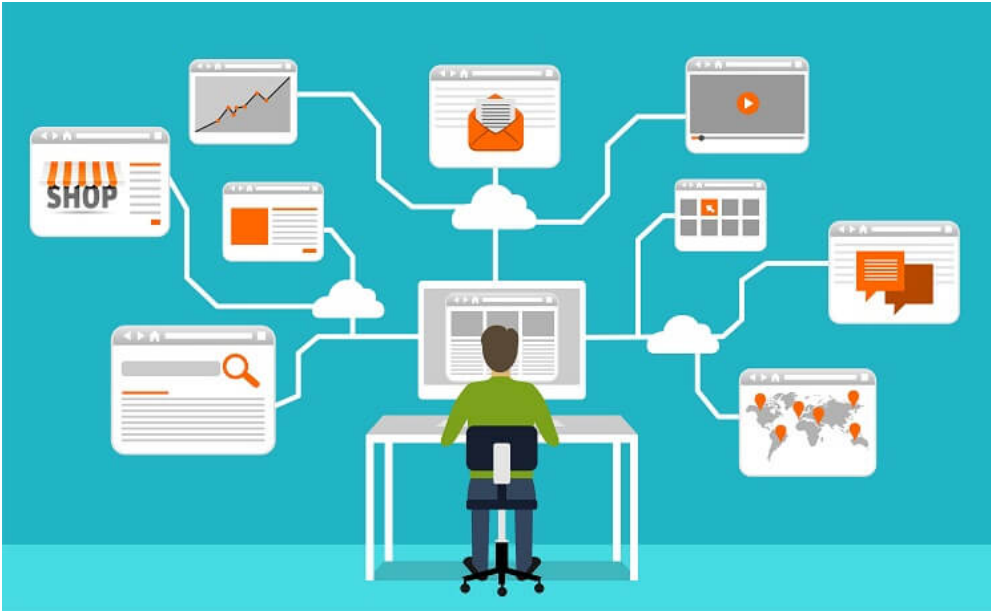
1. Log-in your ad account
2. Find the “conversions” tab
3. Generate a pixel code to track conversions
4. Paste the pixel code on your website
5. Activate conversion tracking to your ads

Most advertising platforms have step-by-step guides on how to install conversion tracking. However, the 5 steps above is essentially all it takes to start tracking conversions to scale your campaign.

Now that you’re tracking conversions, let’s talk about increasing your conversion rate.

CHAPTER 5:

LEAD NURTURING



Touch points.

You need to increase your touch points with potential buyers.

The more times people interact with your business across the web, the more likely they will do business with you.

CHAPTER 5:

LEAD NURTURING

At this point, you've done one or more of the following:

- Invested into long-term strategies to grow visibility & awareness
- Invested into a short-term strategy to drive immediate traffic to your website

Whether you've taken short-cuts or the long journey, your efforts will eventually lead to people the "consideration" stage of actually doing business with you.

This section is about how you can move people from consideration, to actually buying your products.

There are three things you can do:

1. Remarketing
2. Email Automation
3. Content Marketing

CHAPTER 5:

REMARKETING

How Remarketing Fits into Your Strategy

If you have ever seen continuous ads after visiting a website, you have been remarketed to before. Remarketing is type of advertising that targets people who have recently interacted with your brand.

Whether you think it is annoying or not, it works.

We have managed millions of dollars in online advertising spend for small businesses. And, what we have found to be consistent for most of our clients, is that remarketing ads have higher conversion rates.

Remember, “hot” traffic is more likely to buy than “cold traffic”. People who have visited your products and services pages are considered hot traffic. Remarketing is the best way to advertise to people who are considering doing business with you.

See the next page to see what a remarketing ad looks like.

CHAPTER 5:

REMARKETING

Example of Remarketing Banner Ads

The screenshot shows a Business Insider article titled "Apple's new software, iOS 11, is out – here are 17 major ways your phone just changed". The article is by Kif Leswing, posted 1 hour ago, and has 61,510 likes. Below the article title, there are social media sharing buttons for Facebook, LinkedIn, Twitter, Email, and Print. The main image of the article shows a group of people celebrating. Two banner ads are highlighted with red boxes:

- Gusto Banner:** Located at the top of the article, it features the Gusto logo, the text "Refreshingly easy payroll", an image of a smartphone displaying the Gusto app, and a "Get Gusto" button.
- State Farm Banner:** Located on the right side of the page, it has a red background with white text that reads "Protect the things you love with auto & home insurance from State Farm." Below this text is a "FIND AN AGENT >" button and the State Farm logo at the bottom.

CHAPTER 5:

REMARKETING

How to get started with Remarketing

You can launch remarketing ads on most advertising platforms, such as Google, Facebook, Instagram, LinkedIn, Pinterest, and Twitter.

The setup is similar to conversion tracking. All you have to do is:

1. Create a remarketing audience
2. Install tracking pixel on your website
3. Wait until your audience has a certain amount of people

Once your remarketing audience meets the minimum audience size (different for each platform), you can begin running your ads.

But before you run your ads, make sure you segment your audience correctly.

CHAPTER 5:

REMARKETING

How to segment your remarketing audience

While there are many best practices for remarketing, we recommend that you show ads to people based on what they were interested in on your website. Specifically, you may want to segment your remarketing list by:

- People who have visited specific product or service pages
- People who have spent a certain amount of time on your website
- People who have visited your website a certain amount of times
- People who have subscribed to your email list
- People who have purchased from you in the past

By segmenting your remarketing list, you will be able to tailor your ads to your audience and personalize it based on their preferences.

CHAPTER 5:

EMAIL AUTOMATION

How Email Automation Fits into Your Digital Marketing Strategy

Email automation is an organic way to nurture your leads and increase touch points.

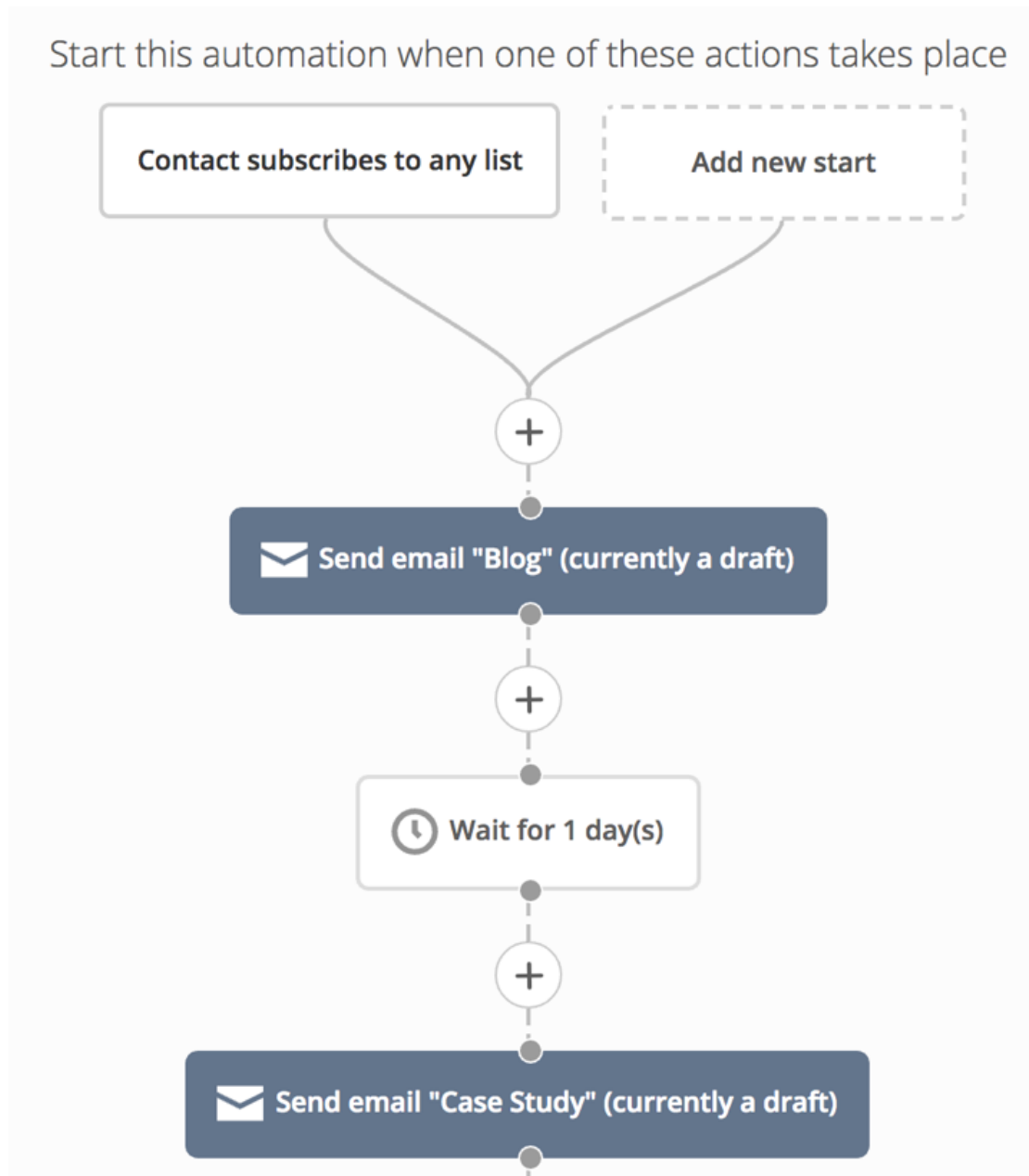
Email automated sequences, or “drip campaigns”, are sequences of pre-made emails that are sent to specific people on your email list.

Effective email sequences warm up your leads and move them closer to purchasing your products.

See the next page for an example of an email sequence.

CHAPTER 5:

EMAIL AUTOMATION



CHAPTER 5:

EMAIL AUTOMATION

Imagine that you sell health supplements. You may create an email sequence with the following pieces of content.

1. A blog about the importance of health
2. A case study about how your health supplements helped a customer become healthy
3. A discount on your health supplements to help your lead become healthy

Notice that the first email isn't sales offer.

As you can see in the example, it starts off by adding value with a blog. Once the value of the blog is consumed and the lead is excited, you can send another email with a case study. This time the case study is about your products.

Now the lead understands the value of being healthy, and how someone became healthy through your products. The last email is where you ask for their business, incentivizing them with a limited-time offer.

CHAPTER 5:

EMAIL AUTOMATION

How to Build Your Email Automation Campaign

Step 1) Select an email automation software. We recommend using [Active Campaign](#). It is inexpensive and simple to use their automation features.

Step 2) Configure your email sequence. How many emails should you send? How long should the delay be between your emails?

The answers will depend based on your sales cycle. If you have a short sales cycle, you should not need as many emails to convert new sales. If you have a long sales cycle, you will need more emails, and perhaps more delay in between emails.

For example, one of our B2B clients has a 1 year sales cycle. He has over 100 emails in his sequence that he sends over a 12-month timespan. What will work best for your business?

CHAPTER 5:

EMAIL AUTOMATION

Step 3) Determine what your emails will be about. In general, your goal should be to add value to your subscribers. If your emails do not expedite your subscriber's stage in your sales cycle, do not send it. In order to do this, you need to understand your customer avatar and produce emails that relate to both, customer goals and how your product helps accomplish them.

You can use the next section to dig deeper into content for your email campaigns, and other areas of your digital marketing strategy.

CHAPTER 5:

CONTENT MARKETING

How Content Marketing Fits into Your Digital Marketing Strategy

You need content to nurture leads. It is the bridge that takes people from your email campaigns to your website. It transforms social media followers into website visitors. And it can also be used in your advertising campaigns to warm-up cold traffic.

It is the ultimate form of engagement. And, it is the premise to warming up your leads through any channel.

There are various types of content – social media posts, videos, infographics, and so on. However, the most important piece of content is website content. Specifically, blogs.

Companies that blog see 3x more ROI than businesses that do not. And with your digital marketing assets and advertising campaigns, you will already have the necessary tools to promote your blog content.