7815 Floyd Street 

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Part 1: Content Strategy

*Provide a list of factors each User Persona might consider given their need or intent.*

| �� ***Example***  **Myron**  *45 years old, single, Chief Operations Officer at a*  *security firm*  *Looking for a local web design company to build an online dashboard for customers to purchase online*  *training courses* | * Does the company have experience working with security firms? * Does the company’s website discuss custom dashboards and/or e-commerce functionality? * Will I have a single point of contact during the process? |
| --- | --- |
| **Shannon**  *40 years old, married, stay-at-home mom with 2*  *children, upper middle class, lives in Kansas City*   * *~~Looking for a contractor for a large home renovation project~~* | Shannon's primary concerns are centered around ensuring the smooth execution of the renovation process, with emphasis on safety measures, alignment with her family's lifestyle and needs, as well as timely and cost-effective completion to achieve the desired outcomes.   1. **Experience and Specialization:** Does the contractor have experience with the specific types of renovations I want, such as kitchen remodels, room additions, or outdoor living spaces? 2. **References and Portfolios:** Can the contractor provide references or a portfolio of past projects with reviews or testimonials from previous clients? 3. **Contractor Requirements:** Check for the contractor's license and insurance for the renovation project. 4. **Project Timeline:** What's the estimated timeline for the project? How will the contractor work around the needs of a family with children during the renovation? 5. **Renovation Budget and Payment:** Estimated cost? Flexible payment? Handling of unexpected costs or overruns? 6. **Project Communication:** Who will be the main point of contact? Will there be project management tools to track progress? 7. **Accommodation(s):** How will the project affect the family's routines, and what accommodations will be made to minimize disruption? 8. **Materials and Sustainability:** Can the contractor access quality and eco-friendly materials 9. **Warranty and Post-Completion Support:** What warranty or guarantee does the contractor offer? How will they address any issues or defects after project completion? 10. **Permits and Regulations:** Will the contractor handle permits and building code compliance? 11. **Design and Planning Services:** Does the contractor offer design and planning services? Can they work with existing plans or help create a comprehensive design? 12. **Safety Child and Pet:** What safety measures will be taken for my children and pets during the renovation? |
| **Teddy**  *35 years old, engaged, mechanical engineer at LL engineering firm, lives in Pittsburg, but willing to relocate*   * *~~Looking for a job at a different firm~~* | The persona seems incomplete to answer the question, as it lacks context to define critical relevant points. For instance, it's unclear why the person wants to look for a job at another place. Therefore, I have provided a complete answer that can help anyone currently searching for a job. By considering the following parameters, one can find a position and a company that aligns with their desired professional goals, personal values, and lifestyle preferences. Professional Development and Career Growth  1. **What's the career growth potential at the new firm?** Teddy wants to know about professional development opportunities. 2. Does the firm invest in employee training and education to support continuous learning and skill development?  Job Role and Responsibilities  1. **What will my specific roles and responsibilities be?** Understanding the day-to-day tasks and long-term expectations is crucial for Teddy to assess if the new role aligns with his career goals. 2. **How does the firm integrate new technologies and innovative practices in engineering projects?** Teddy, a mechanical engineer, may be interested in working with advanced technologies and innovative methodologies.  Company Culture and Values  1. **What is the company culture like, and how does the firm value work-life balance?** This is relevant because Teddy's engagement and potential plans for a family might make him particularly interested in a company that values work-life balance. 2. **How does the company support diversity and inclusion?** This is where the persona feels incomplete in answering this question. That said, understanding the firm's commitment to creating an inclusive and diverse workplace may be necessary for Teddy.  Relocation and Compensation  1. **What are the relocation support and compensation packages offered?** Since Teddy is willing to relocate, he would need to know if the company provides any assistance or compensation for relocation. 2. **How does the cost of living in potential relocation areas compare to Pittsburgh?** This could impact Teddy's decision, especially regarding housing, lifestyle, and potential savings. More so now than ever, being engaged and 35 years old.  Stability and Future Prospects  1. **What are the firm's growth prospects and financial health?** Before moving, Teddy would likely want to ensure that the new firm is stable and has a positive outlook. 2. **How does the firm handle downturns or economic challenges?** We all need job security, so the more Teddy can learn and understand how a company navigates difficult times, the more it can provide insight into its stability and resilience.  Work Environment and Team Dynamics  1. **What is the structure of the team I'll be working with?** Knowing the team size, dynamics, and management style can help Teddy assess if he would fit well within the organization. 2. **Can I speak with potential future colleagues to understand the work environment?** Directly interacting with future colleagues can provide valuable insights into the company culture and day-to-day operations. |
| **Emily**  *62 years old, retired from a creative leadership position, lives in Nebraska, married, 1 child and 3 grandchildren*   * *~~Looking for a hearing aid~~* | Addressing these questions and concerns below will help Emily make an informed decision that enhances her quality of life and allows her to stay engaged with her family and interests.   1. **Compatibility with Lifestyle:** Emily, a retired creative leader, wants a hearing aid that fits her active, social lifestyle. She may ask for recommendations for models suited for social gatherings, music events, or creative hobbies. 2. **Ease of Use**: Emily may prefer a hearing aid that's easy to use and maintain. She could ask about the ease of adjusting settings or replacing the battery. Also, she may want to know if there are models specifically designed for seniors. 3. **Technology and Features:** Emily may want to know about the latest hearing aid technology, including Bluetooth, rechargeability, and noise-cancellation features. She might want to ask if they are worth the extra cost and how they can help her in different environments. 4. **Cost and Insurance Coverage:** Cost is a significant factor for many retirees. Emily might question, "What is the cost range for the different types of hearing aids, and what part of this cost is covered by insurance or Medicare?" 5. **Aesthetic Concerns:** Being from a creative background, Emily might also have aesthetic preferences and ask, "What are the most discreet hearing aid options available that won’t interfere with my appearance?" 6. **Support and Warranty:** Understanding the importance of reliable support, she could be interested in knowing, "What kind of after-sale support and warranty do different brands offer?" 7. **Hearing Aid Trials:** To ensure she makes the right choice, Emily might inquire about trial periods, asking, "Do any providers offer a trial period to test the hearing aid in my daily environment?" 8. **Feedback from Existing Users:** Emily may value insights from other users, leading her to ask, "Where can I find reviews or speak with current users about their experiences with different hearing aids?" 9. **Impact on Social and Family Life:** Concerned about her quality of life and relationships, she might wonder, "How will a hearing aid improve my interactions with my family, especially my grandchildren?" 10. **Professional Guidance:** Understanding the importance of professional advice, Emily might seek information on how to choose the right audiologist, asking, "How do I find a reputable audiologist in Nebraska who can help me find the right hearing aid?" |



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Part 2: Website Architecture

*Scenario: A manufacturing business is hiring Lifted Logic to build them a website. They currently do not have any digital presence. They are preparing to open in 6 months and specialize in assembling carburetors which are sold to both OEMs (original equipment manufacturers) and mechanic businesses for replacement services.* ***Propose a website page outline to help tell their story and inform their users about who they are and what they do.***

Note: this overall ask is a bit too vauge; the prompt to answer here doesn't tell me anything about the company's differentiators; there are tons of carburetor manufacturers. I need to know the size of the business we are talking about launching here too. Are we talking about an older/specialized car carb manufacturer or a dirt bike manufacturer? The difference between these is dramatic in the total budget available to build out a website based on the information provided. When running on any budget we always should be trying to stretch every dollar. However, if it's a slim budget, we would need to set expectations, and do target penetration marketing usually; vs large budget clients, which allows for an array of approaches to execute sequentially and inundate the market and drive traffic.

That said, here is my page outline

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Part 3: Writing

Scenario: We are hired to write content for a client who specializes in medical weight loss. Write a brief but effective call to action that encourages a reader to schedule a consultation. Assume this language will be displayed across all of the pages of their new website.

I have a freelance business that specializes in Digital Media Marketing end-to-end. I have been working with a local doctor's office, “Internal & Bariatric Medicine: Hassan Saradih, MD,” as a client for almost three years. The lead doctor, Dr. Saradih, focuses more on bariatric medicine than general practice. However, I have been unable to convince the client to sign up for an SEO content overhaul since I built the website. They provided the copy directly from their old site, and the website was performing exceptionally well on organic search for a long time, up to the start of this year (2024). After some analysis, I believe the decline is due to two reasons: 1) website speed, which I have been telling them to fix for years, but they did not want to touch it because it was working and had an excellent conversion rate for appointment scheduling, and 2) the site has old content, and nothing has been updated for years. As a result, I suggested a content overhaul and got the client on board, and the work is currently in progress. so below are 2 links, one link to the production website page for weight loss, as the CTA's are the only content I created, but I did design and build the site. However, i also added a link to the dev site im working on increasing site speed and doing a complete content overhaul for organic optimization and better target-rich results.

Below I have links to the specific weight-loss webpages from what's on their primary site and the dev site that I have been tasked with content overhaul for service pages and increase site performance. Along with some links to other CTA’s and

* Production website weight loss webpage CTA Link: [Click Here](https://bariatricmedicineweightloss.com/weight-loss/#:~:text=Get%20Help%20With%20Your%20Eating%20Disorder%20Today!)
* Dev site CTA for Weight Loss Webpage CTA Link: [Click Here](https://speed.bariatricmedicineweightloss.com/weight-loss-2/#:~:text=Join%20Our%20Health%20Revolution%20Today!)

**Variations #1 - Standard CTA’s with primary keyword, engaging, and actionable copy.**

* "Unlock Your Weight Loss Potential: Join Our Health Revolution Today!"
* "Transform Your Life: Start Your Weight Loss Journey With Our Expert Guide!"
* "Lose Weight, Gain Confidence: Enroll in Our Health Care Program Now!"
* "Discover the Secrets to Sustainable Weight Loss: Download Our Free Guide!"
* "Ready to Shed Pounds? Sign Up for Our Ultimate Weight Loss Challenge!"
* "Make Health Your Priority: Join Our Weight Loss Community Today!"
* "Achieve Your Dream Body: Book Your Personal Health Consultation Now!"
* "Step Up Your Weight Loss Game: Subscribe for Weekly Health Tips!"
* "Empower Your Weight Loss: Attend Our Next Health Webinar!"
* "Revolutionize Your Health: Get Started With Our Weight Loss Toolkit Today!"

**Variation of CTA’s #2 - relate to the user through the incorporation of a person's story on the page/relatable to connect with the user and engage in the call to action, plus put a little subconscious empowering thought of “I can do it too” to schedule an appointment.**

These CTAs are designed to inspire action through relatable success stories and engaging questions, encouraging your audience to book their appointment and experience the transformative power for themselves.

* "See how Emily transformed her week with just one appointment! Book yours now."
* "Don’t miss out! John booked his appointment and saved hours. It's your turn."
* "Sarah discovered the secret to success. Unlock yours with a simple click."
* "Ever wonder what a single appointment can do? Ask Mike. Better yet, book yours!"
* "Join the ranks of the highly organized like Lisa. Your next opportunity is just an appointment away."
* "Why wait? Anna’s breakthrough came after she booked. Yours is next."
* "Curious about the difference an appointment can make? Just look at Alex's story. Book now."
* "Tired of the same old routine? Be like Kevin and change your life in one appointment."
* "Imagine where you could be tomorrow with the right appointment today. Ask Olivia. She knows."
* "Ready for a change? Zoe wasn't until her appointment. See for yourself."
* "What’s holding you back? Ryan took the leap with one appointment and never looked back."
* "Unlock the power of expert advice. Book your appointment like Mia did and thrive."
* "Transform your day, your week, your life. One appointment did that for Ethan. It can for you too."
* "Discover the secret to enhanced productivity. Follow in Nora’s footsteps with just one appointment."
* "Ready to take control? Let's make it happen. Book like Sophia and see the difference."
* "Questions about your next step? Chloe found her answers in one appointment."
* "It's time to elevate your routine. Be inspired by Daniel’s appointment and book yours."
* "Seeking a breakthrough? Look at how one appointment paved the way for Jasmine."
* "Dive into success with a simple action. Be like Ben; book your appointment today."
* "Why wonder what if? Emma took action and booked her appointment. Now it's your turn."

**Strategies - Extra**

Below are a couple of strategies I have incorporated very successfully over the years, but will share with you as a bonus add here, with the caveat that some maybe only applicable to specific CTA designs:

1. If you ever use a person review words in the CTA, and mark this up with structured data for review, you can land a sitelink and review stars in the SERP lists;
2. We always target keywords, but a bonus use is to integrate into the CTA and put a People Also Ask question above it, and then block Google from showing the full answer on the page with backend HTML markup causing users to click into the page, and there is a strong trend from users getting their answer and then engaging with the CTA or the site looking in detail on the page.
   1. This also only works if you know how to target PAA questions for pages you already have ranking for relevant keywords. When you have that, I have a bulletproof strategy that over 90% of the time works to win a PAA. The only requirement for this to work too is a webpage with ranking keywords in the top 10 positions of organic search, then implement the right question with the proper HTML and Schema markup.

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Part 4: Marketing

*Scenario: A non-profit animal shelter in Rochester, New York would like to spread the word about their upcoming adoption event and corresponding special to their followers (all adoption fees waived, spay/neuter service fee waived). For this scenario, it is January, and the event will take place on November 4th of this year. Describe a general marketing plan that would help them reach more people in their area with this information.*

**Complete Digital Marketing Plan for a Non-Profit Animal Shelter**

**SMART Goals**

* Increase Awareness: Grow the shelter's social media following by 50% by November 1st, enhancing event visibility.
* Boost Engagement: Achieve an engagement rate of 5% across all digital platforms by September to foster a supportive online community.
* Maximize Attendance: Attract a minimum of 300 attendees to the adoption event, aiming for a significant increase in pet adoptions compared to previous years.

**Target Audience**

* Demographic: Animal lovers aged 20-40, families looking for pets, and seniors seeking companionship.
* Geographic: Residents within a 50-mile radius of Rochester, New York.
* Economic: Individuals or families with stable incomes capable of supporting a pet.
* Psychological: Empathetic, compassionate individuals motivated by the welfare of animals.
* Behavioral: Active social media users, responsive to social causes and inclined towards supporting non-profit organizations.

**Customer Persona**

* Name: local community
* Demographics: average age XX years old, single, employed YYYY.
* Brief community values:
* Competitor businesses: PetSmart, Chewy, ASPCA.
* Influencers: @example, @example2.
* Frustrations: Not enough awareness about pet adoption and high pet maintenance costs.
* Barriers: …
* Preferred Media: Instagram, Facebook, LinkedIn

**Digital Platforms Selection**

* Facebook & Instagram: Primary platforms for their visual appeal, perfect for sharing engaging content such as photos and stories of animals up for adoption.
* Email Marketing: To keep subscribers informed about the event and share detailed stories about pets and the shelter's mission.
* YouTube: For posting heartwarming adoption stories and informational content about pet care and the adoption process.

**Action Plan**

* **Content Creation & Sharing (March - November):**
  + Visual Stories: Share daily posts on Instagram and Facebook featuring pets available for adoption, using high-quality images and engaging narratives.
  + Educational Content: Weekly YouTube videos on pet care, adoption processes, and success stories.
  + Email Newsletters: Bi-weekly updates about the shelter, upcoming events, and featured pets.
* **Community Engagement (March - November):**
  + Interactive Posts: Polls, quizzes, and Q&A sessions to increase engagement and gather feedback.
  + User-Generated Content: Encourage followers to share their adoption stories and pet photos using a specific hashtag.
* **Event Promotion (August - November):**
  + Countdown Posts: Start a countdown 30 days before the event on all platforms, with daily highlights of pets and event features.
  + Collaborations: Partner with local influencers, pet shops, and vet clinics to promote the event.
  + Paid Advertising: Utilize Facebook and Instagram ads targeting the local area in the last two months leading up to the event.
* **Post-Event Engagement (November):**
  + Thank You Campaign: Share thank-you posts highlighting event success, adopted pets, and volunteer efforts.
  + Feedback Survey: Send out a survey to attendees and followers to gather feedback and ideas for future events.

**Thank You Campaign:** Share thank-you posts, highlighting event success, adopted pets, and volunteer efforts.

**Feedback Survey:** Send out a survey to attendees and followers to gather feedback and ideas for future events.

**Conclusion**

This digital marketing plan is designed to be executable by a team with digital marketing knowledge. By focusing on engaging content, community involvement, and strategic promotion, the non-profit animal shelter can significantly increase awareness and attendance at their adoption event, ultimately leading to more pets finding their forever homes.

| **Describe a general marketing plan:**   1. Aligned KPIs with the client prior to beginning work - so we both agree on what success looks like in the data, the number of attendees they want, etc. 2. Begin market research and outline SMART Goals, Keywords, Content Media Types, Platforms, Etc. 3. SMART Goals - Create the outer structure of the different campaign types needed for this.    1. **Increase Awareness:** Grow the shelter's social media following by 50% by November 1st, enhancing event visibility.    2. **Boost Engagement:** Achieve an engagement rate of 5% across all digital platforms by September to foster a supportive online community.    3. **Maximize Attendance:** Attract a minimum of 300 attendees to the adoption event, aiming for a significant increase in pet adoptions compared to previous years. 4. **Identify the optimal campaign types** to utilize for this event, including but not limited to    * 1. Press Release Campaign      2. PPC campaign      3. Social listening campaign      4. Community referral campaign      5. Event marketing plan. 5. **Target Audience and Buyer Persona Analysis:** Conduct a complete Target Audience and Buyer Persona Analysis to feed into the Digital Platforms Selection & Action Plan. 6. **Budget alignment and plan finalization with client approval:** Digital Platforms Selection alignment based on data from #3 above and establishing budgets to be used across the platforms to create a publishing schedule. 7. **Content creation** - Now we have the budget, posting schedules, and media types required defined, then i would move to the content development phase of the process. The focus is to create the content or source existing content for reuse. 8. **Setup Campaign to auto-publish across the platforms at the desired dates and times:** Publishing or scheduling publishing for the content curated, across all applicable platforms and ensuring data tracking integrity. 9. And so on… |
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