

# Marketing Strategy Development

## Content Marketing



### Customer Touch Points

- ☐ Landing Page
- ☐ Facebook Page

### Awareness / Lead Generation / Drivers

- ☐ Whitepapers (Downloads, Brochures, Infographics, Data Sheets)
- ☐ Ebook
- ☐ Product Reviews
- ☐ Tip Sheets
- ☐ Videos
  - ☐ (How-To's, Product Reviews, Opportunity Overview, Educational, etc)
- ☐ Educational Webinars
- ☐ Checklists

### Evaluation

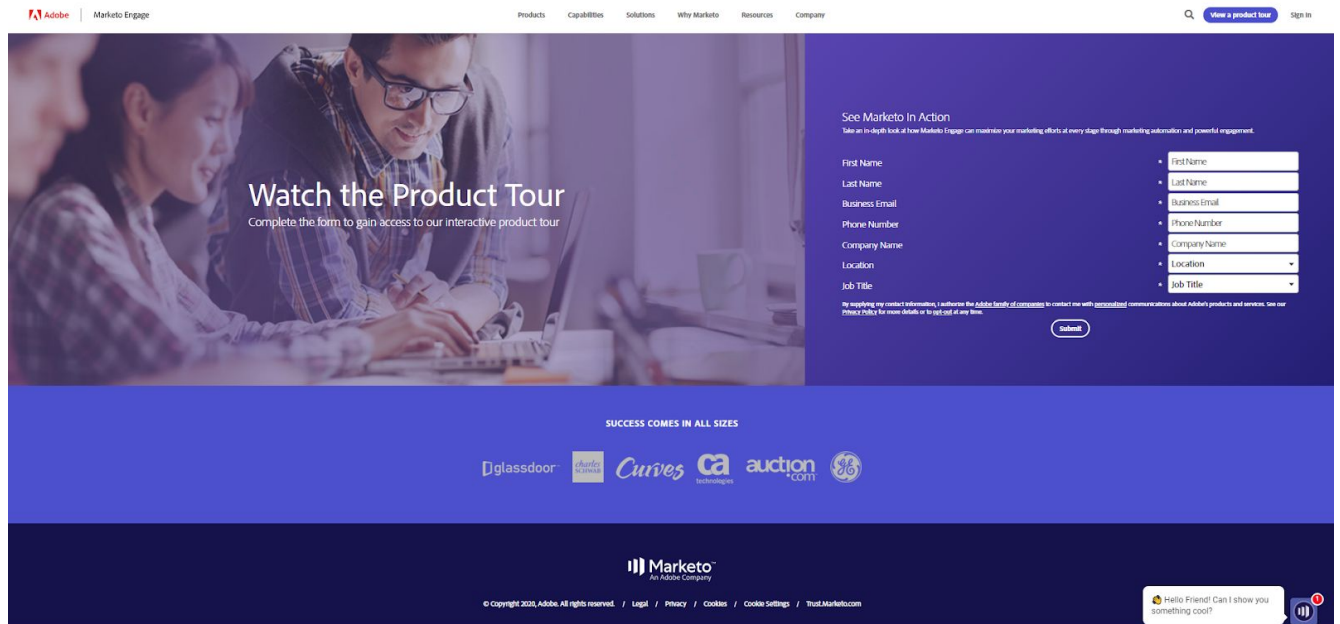
- ☐ Webinars
- ☐ Case Studies
- ☐ Seminars

### Purchase

- ☐ Purchase
- ☐ Program Sign Up

# Landing Pages Examples:

<https://www.marketo.com/demo/focus/>



The Marketeto landing page features a dark blue header with the Adobe logo and navigation links. The main section has a background image of two people working on a laptop. The headline 'Watch the Product Tour' is prominent, followed by a sub-headline 'Complete the form to gain access to our interactive product tour'. A form on the right side of the page collects user information. Below the form, there's a section titled 'SUCCESS COMES IN ALL SIZES' with logos of various companies. The footer includes the Marketeto logo, copyright information, and a small chat bubble.

Adobe | Marketo Engage

Products Capabilities Solutions Why Marketo Resources Company

Search View a product tour Sign In

## Watch the Product Tour

Complete the form to gain access to our interactive product tour

See Marketo In Action

Take an in-depth look at how Marketo Engage can maximize your marketing efforts at every stage through marketing automation and powerful engagement.

First Name  
Last Name  
Business Email  
Phone Number  
Company Name  
Location  
Job Title

First Name  
Last Name  
Business Email  
Phone Number  
Company Name  
Location  
Job Title

By supplying my contact information, I authorize the public display of my contact information to contact me with personalized communications about Adobe's products and services. See our Privacy Policy for more details or to opt-out at any time.

Submit

SUCCESS COMES IN ALL SIZES

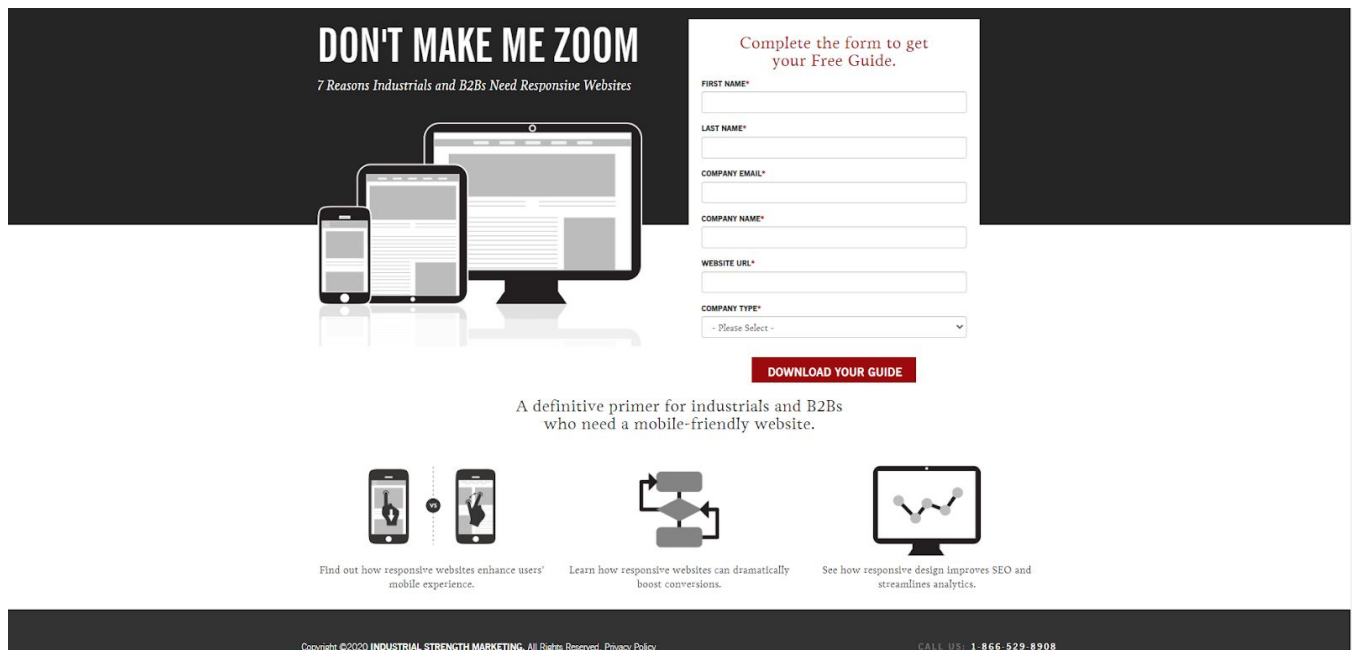
Diglassdoor Charles Schwab Curves auction.com GE

Marketeto  
An Adobe Company

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Hello Friend! Can I show you something cool?

<http://ism.industrialstrengthmarketing.com/responsive-website-guide>



The Industrial Strength Marketing landing page has a dark background. The headline 'DON'T MAKE ME ZOOM' is in large, bold letters, followed by the sub-headline '7 Reasons Industrials and B2Bs Need Responsive Websites'. Below this, there's an image of a smartphone, a tablet, and a desktop monitor. To the right, a form collects user information. Below the form, there's a red button labeled 'DOWNLOAD YOUR GUIDE'. The bottom section features three icons and their corresponding descriptions.

## DON'T MAKE ME ZOOM

7 Reasons Industrials and B2Bs Need Responsive Websites

Complete the form to get your Free Guide.

FIRST NAME\*  
LAST NAME\*  
COMPANY EMAIL\*  
COMPANY NAME\*  
WEBSITE URL\*  
COMPANY TYPE\*  
Please Select

DOWNLOAD YOUR GUIDE

A definitive primer for industrials and B2Bs who need a mobile-friendly website.

Find out how responsive websites enhance users' mobile experience.


Learn how responsive websites can dramatically boost conversions.

See how responsive design improves SEO and streamlines analytics.

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CALL US: 1-866-529-8908

<https://offers.impactbnd.com/generate-more-leads-from-blog>



— The IMPACT Conversion Collection —

## Free Guide: How to Generate Even More Leads from Your Blog



Learn how to turn more of your blog readers into customers through conversion rate optimization.

While traffic growth on your blog is important, it's also meaningless without conversions. Effective conversion rate optimization means making small changes (to your calls-to-action, copy, etc.) based on behaviors that yield big results.

In this free guide, we're giving away the secrets that have helped grow The IMPACT Blog earn over 20,000 subscribers including:

- The best places to put your calls-to-actions
- Actionable tips for optimizing the conversion path
- Ways to leverage social proof on your blog
- Growth hacks for improving your search ranking
- and more!

Fill out the form on this page to get your free copy and start growing your blog right now!

GET MY COPY NOW!

First Name\*  Last Name\*

Email [\(Privacy Policy\)\\*](#)

Company Name\*  Website\*

☒ Subscribe me to the IMPACT Blog (Daily)

IMPACT needs the information you provide to send you the content you're requesting. We may contact you in the future about related resources or services that may be helpful to you, based on this information. You may unsubscribe from these communications at any time. For information on how to update your subscription preferences, as well as our privacy practices, check out our [Privacy Policy](#).

[GENERATE MORE CONVERSIONS!](#)

<https://conversionlab.no/> (GREAT one)

<https://www.nauto.com/roadmap-for-a-safer-and-smarter-fleet-ebook-2>

<https://www.lyft.com/drive-with-lyft/>

<https://www.thomasedwardsjr.com/talk>

<https://www.codecademy.com/>

<https://www.shopify.com/free-trial>

<https://www.auratransformation.org/gateway-page/> (Great one for our style)



**Get your FREE step-by-step video courses for  
effortlessly engaging women with confidence**

**Yes, Send My Video Course Now!**





## It's A Social World. Here's How to Win In It!



First Name: \*

Last Name: \*

Work Email: \*

Job Title: \* Choose One

Company: \*

Yes, I would like to receive information and offers from Marketo.

DOWNLOAD

\* Required. Document access will be emailed to you.  
Your privacy is important to us

Social media marketing offers marketers a vast opportunity to engage with buyers on the platforms they actively tune into for information.

Download our comprehensive guide today. It's **full of checklists, worksheets, examples, and advice** from more than 15 industry thought leaders to help you create and implement an effective social media marketing strategy.

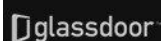
### Get The Definitive Guide to Social Media Marketing to learn how to:

- Create a social media marketing strategy
- Choose which social media platforms are right for your brand
- Create an editorial calendar for social media
- Measure the effectiveness of your social media campaigns
- Decide what team and tools you need to support your strategy

"We can now understand what our best customers look like and design campaigns that individualize every experience and touch-point. CTR is up 140%, leads-per-click increased by 850%, and cost-per-acquisition fell by 80%."

Director, Marketing, 3 Day Blinds Corporation

### Customers Who Trust Marketo Include:



Contact Us | Live Chat



## WATCH A DEMO - LEARN ABOUT MARKETO

### Sign-Up to Watch Demo!

Watch a demo and walk through the creation of a campaign from start to finish.

*In addition you'll gain access to all the premium content in our extensive Resource Library.*

First Name: \*

Last Name: \*

Work Email: \*

Job Title: \*

Company: \*

[WATCH DEMO](#)



### Watch The Demo and Learn How Marketo Can Help You:

- Generate Leads
- Accelerate their journey towards becoming a customer
- Grow the relationship
- Increase retention and greater revenue
- Program Creation
- Landing Page Creation

\* Required. Your privacy is important to us.

# Marketing First

Contact Us | Live Chat



## DEMAND GENERATION SUCCESS KIT



### Success Starts Here

Create more advanced demand generation strategies and programs at your organization. The **Marketo Demand Generation Success Kit** provides **best practices, webinars and innovative strategies** to help improve marketing results. Learn how to deliver more qualified leads to sales, develop customized nurturing programs and ultimately drive revenue for your company.

### DOWNLOAD SUCCESS KIT

Download The Top Resources and Tools To Improve Demand Generation

First Name: \*

Last Name: \*

Work Email: \*

Job Title: \*

Company: \*

[DOWNLOAD](#)

\*Required. We value your privacy.

# Marketing First





# THE MARKETING NATION SUMMIT

April 23-26, 2017, Moscone West, San Francisco

## REGISTRANT INFORMATION

\*First Name:

\*Last Name:

\*Email Address:

☐ I am registering on behalf of this person

[Already Registered?](#)

CANCEL

NEXT ►

THE MARKETO MARKETING NATION SUMMIT 2017





# Join us at LUCKY STRIKE SAN FRANCISCO

WEDNESDAY, NOVEMBER 9, 6:30PM

Head on over to Lucky Strike to hang out with Marketo and Vidyard after wrapping up day 1 of Viewtopia! Enjoy bowling, booze, and bites while networking with some awesome people.

## Details:

- **Date:** Wednesday, November 9th
- **Time:** 6:30pm – 8:30pm
- **Location:** Lucky Strike San Francisco - [MAP](#)

## RSVP Now!

First Name: \*

Last Name: \*

Work Email: \*

Job Title: \*

Company: \*

RSVP

\*Required. By registering, your information may be shared with partners involved in this event. We respect your privacy.

# Marketing First

FEATURED ASSET

## BUSTING COMMON MYTHS OF MARKETING AUTOMATION

THE REALITY OF THE MARKETING TECHNOLOGY JOURNEY

Marketing automation is quickly becoming a competitive necessity for most organizations. According to a recent Demand Gen Report, 42% of b2b marketers identified marketing automation as the tool they plan to test or deploy in 2016—beyond predictive analysis, account-based marketing, lead nurturing, and attribution modeling.

Download this white paper to discover how to use marketing automation to attract, engage, and convert buyers across all marketing channels by streamlining workflow, monitoring social, and managing content.



[Clear Form](#)

Email Address	First Name	Last Name
Country	Company Name	Job Title
What's your marketing focus?		
<input type="checkbox"/> Yes, send me emails on Oracle Marketing Cloud Products, Services, and Events.		

SUBMIT

### About Oracle Marketing Cloud

Modern Marketers choose Oracle to create engagement, orchestrate experiences, connect data, and optimize interactions on a system that marketers love and IT trusts. Visit [oracle.com/marketingcloud](http://oracle.com/marketingcloud).

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[Contact Us](#) or Call 1.855.695.4418 | [Cookie Preferences](#)

FREE WEBINAR

# Growing Your Email List From 0 to 60 [Live Workshop]

Tuesday, January 17, 2017 at 12 - 1PM EST

## Webinar Details

Before you can build strong relationships through email marketing, and generate a ton of sales to grow your business, you'll need subscribers to send to!

Many webinars will sell you on some secret sauce to get your first 10,000 subscribers, or charge you for programs to help you 20x your list growth overnight. The truth is, you may not need 10,000 subscribers to start seeing a return on your investment. You may only need 100 or 50 or 25.

In this live workshop, learn three simple techniques for growing your email list from zero to 60. If you're new to email marketing, this event is for you. We're going to take it slow, set realistic goals and then learn how to grow your list, one new subscriber at a time.

Here are a few things you'll learn:

- Three basic tactics for growing a strong email list only using AWeber and FREE tools (no upsells here)
- How to optimize your site to boost traffic and email list signups (or what to do if you don't have a site)
- Ways to utilize your emails themselves to attract new subscribers
- The basics of email monetization, and why list size may not matter for your business

Join Tom Tate from AWeber on Tuesday, January 17 at 12 pm ET, where you'll learn all of the above and more. Can't make it? Register anyway and we'll send you the workshop materials.

## Register Now

Fill in the form below to save your spot at the webinar.

First Name

Last Name

Email

[Register Now](#)

By signing up for this webinar, you agree to receive actionable marketing content from AWeber.

U B E R

SIGN UP TO RIDE

# Get paid weekly with Uber Earn money on your schedule



## Sign Up to Drive

First Name	Last Name
name@example.com	
Phone	
Password (At least 5 characters)	
City	
Where did you hear about us?	

NEXT

Have an account? [Log in](#)

By proceeding, I agree that Uber or its representatives may contact me by email, phone, or SMS (including by automatic telephone dialing system) at the email address or number I provide, including for marketing purposes. I have read and understand the relevant Driver Privacy Statement.



### Make great money

You can drive and earn as much as you want. And, the more you drive, the more you'll make. Plus, you'll get paid weekly and your fares get automatically deposited.



### Set your own schedule

Only drive when it works for you. There's no office and no boss. That means you'll always start & stop on your time—because with Uber, you're in charge.



### Signing up is easy

Sign up today and you'll be on the road in no time. Plus, signing up takes less than 4 minutes. Don't wait to start making great money with your car.



U B E R

# SIGN UP AND RIDE WITH UBERX

NOW CHEAPER THAN A NEW YORK CITY TAXI

## SIGN UP NOW

Getting started is easy. Sign up here, then download the Uber app on your phone.

GET STARTED



GO AHEAD, GET MOVING

SIGN UP NOW

# UBER



## YOU GOT A FREE RIDE

Welcome to Uber, the easiest way to get around at the tap of a button.

**Sign up now to claim your free gift from Jesse (\$15 off first ride)\*.**

\*Free ride value amounts vary by city.

1

### Account

\* Required

\* EMAIL

name@example.com

\* PASSWORD

At least 5 characters

2

### Profile

\* NAME

First Name

Last Name

\* MOBILE NUMBER

+1

(201) 555-5555

\* LANGUAGE

English

3

### Payment

\* CREDIT CARD NUMBER

1234 5678 9012 3456

\* CVV

123

\* EXPIRATION DATE

month

year

\* POSTAL CODE

94103

[https://www.fool.com/ecap/stock-advisor/13steps-ecap/?aid=8707&source=isaeditxt0010505&ftm\\_cam=sa-13-steps&ftm\\_pit=7170&ftm\\_veh=article\\_pitch](https://www.fool.com/ecap/stock-advisor/13steps-ecap/?aid=8707&source=isaeditxt0010505&ftm_cam=sa-13-steps&ftm_pit=7170&ftm_veh=article_pitch)



## Get Ready to Ensure Your Financial Future

We'll give you the tools you need to get started! Every day you'll get an email from us walking you through one of the 13 Steps in plain English-- no Wall Street jargon here!

**Better yet, you've got nothing to lose, because the 13 Steps to Investing are *free*! Get started below.**

**Enter Email Address:**

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By submitting your email address, you consent to us keeping you informed about updates to our website and about other products and services that we think might interest you. You can unsubscribe at any time. Please read our [Privacy Statement](#) and [Terms & Conditions](#).

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Ryan Levesque and "ASK" have been featured in...



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WEEKLY



Inc.

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HUFFINGTON  
POST

MIXERGY

BUSINESS  
INSIDER



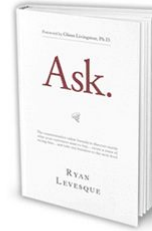
CBSRADIO

**"FREE BOOK:  
#1 National Bestseller  
Reveals How One  
Company Generates  
52,000 Email  
Subscribers Per Day  
Using Surveys and  
Quizzes..."**

**And how YOU Can Use The Same Process  
For Yourself...In Practically ANY Market!"**



*"Just tell me where I should ship  
your FREE Copy of Ask"*  
- Ryan Levesque



**YES! I Want My Free Copy of  
"Ask"**

\*Ask retails for \$12.99 plus S&H, but I've decided to GIVE you a copy! (Limit one per customer). All I ask is that you cover shipping & handling (just \$4.95 any where in the USA). Your information remains private and will not be shared.



**" What Ryan Levesque has done is give you the art and the science behind figuring out EXACTLY what your prospects want. Get this book and put the formula to work in your business. The results speak for themselves."**

- Jeff Walker, #1 NY Times bestselling author of "Launch"



## Webinar Software

<https://easywebinar.com/>

<https://webinarninja.com/>

## Supporting Articles

<https://www.nateleung.com/what-is-enagic-why-its-the-perfect-business-opportunity-for-this-year/>

<https://highenergywater.com/review-of-the-enagic-business-opportunity/>

<https://www.eventbrite.com/e/what-is-enagic-kangen-water-health-business-tickets-87628951553>

<https://ionizerresearch.com/3-tips/>

<https://www.waterwellnessadvocate.com/kangen-water/how-to-become-a-kangen-water-distributor>

<https://www.nateleung.com/how-to-become-a-top-earner-with-enagic-secrets-on-how-to-build-a-large-organization/>

## Tips

- I have started to realize we need to speak about competitor products and completely knock them out of the water
- Show our face often
- A lot of videos, pictures, and proof
- Data and Statistics
- NUMBERS in their face

## Event Marketing

### Places to Advertise Events

[Facebook Events](#)

[Eventbrite](#)

[Eventful](#)

[MeetUp](#)