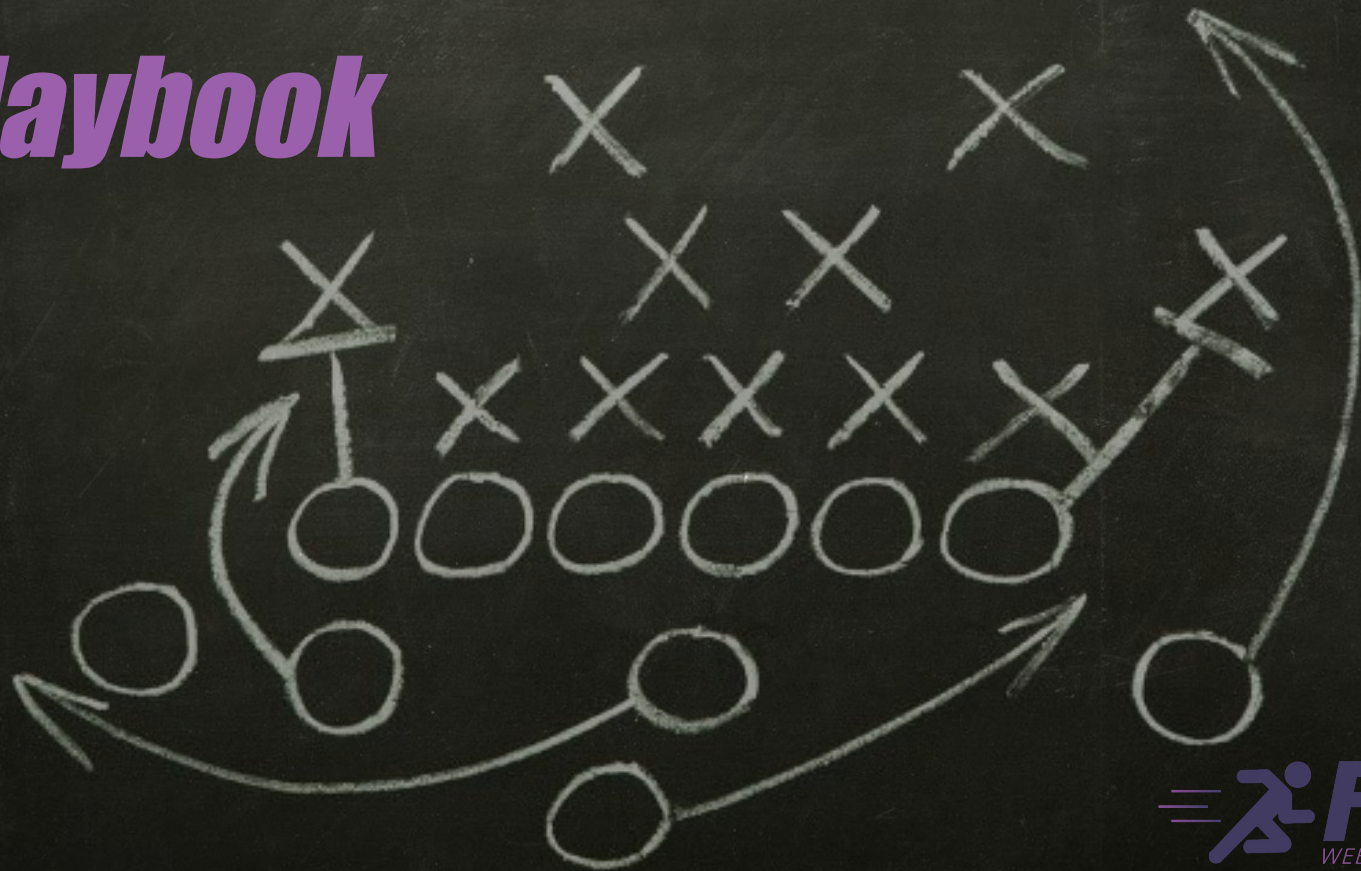


Mastering your Digital Presence Playbook



Thanks for your interest!

Why are you reading this?

- You're looking for digital marketing guidance
- Your company is hiring a web developer
- You're probably vetting me right now.



Jesse Novotny hiking and rock climbing near Flagstaff, Arizona



Fundamentals

On today's agenda...

- Your Website
- Digital Marketing
- Sales System



Your Website!

What's it for?

- ★ SEO
- ★ Showcase
- ★ eCommerce
- ★ Establish Authority
- ★ Ad Revenue



Website - SEO

GOAL: Drive organic traffic to your site!!

- HOW:
- The right keywords in all the right places
 - Organic backlinks from higher ranking websites
 - Keep bounce rate low
 - Provide good content for Google to "crawl"
 - Use analytics tools for tracking your #s
 - Pay for traffic with Google/Facebook ads



Website - Showcase

GOAL: Get visitors interested in your product or service!!

- HOW:
- Include obvious calls to action
 - Use "Lead Magnets" to build your email list
 - Keep landing pages clean and simple
 - Emphasize the prospect's problem/pain points
 - And how your solution will change their situation



Website - eCommerce

GOAL: Complete sales transactions!!

- HOW:
- Design a beautiful, easy to navigate UI
 - Trigger "shopping cart abandonment" sequences
 - Process payments
 - Offer discounts and promotions



Website - Establish Authority

GOAL: Show visitors you are an industry expert!!

- HOW:
- Provide testimonials and case studies
 - Include content, such as blog articles
 - Allow people to comment on articles
 - Show # of social shares



Website - Ad Revenue

GOAL: Sell your traffic!!

- HOW:
- Promote someone else's product/service - commission
 - Drive traffic to other sites with banner ads - PPC



Digital Marketing!

What's it for?

- ★ The Funnel
- ★ Lead Magnet
- ★ Tripwire
- ★ The Transformation



Digital Marketing - The Funnel

GOAL: Make offers with perfect timing!!

- HOW:
- Top of Funnel (TOFU)
 - Free offer to visitors in exchange for contact info
 - Middle of Funnel (MOFU)
 - Micro-commitments aka "trip wires"
 - Bottom of Funnel (BOFU)
 - Ready to pitch your core offer



Digital Marketing - Lead Magnet

GOAL: Convert visitors into leads!!

- HOW:
- Give away something valuable for contact info
 - Relevant to your audience's needs/problems
 - Place these offers inline with text, in popups, or on sidebar
 - Should be quickly consumable
 - Think "checklist" or "case study"
 - Avoid lengthy eBooks



Digital Marketing - Tripwire

GOAL: Convert leads into customers!!

- HOW:
- After lead has expressed interest by opting in
 - Offer something irresistible!
 - Low dollar amount - Think impulse buy
 - Heavily discounted - Expect to barely break even
 - This tiny purchase establishes trust
 - Fundamentally changes relationship with the prospect



Digital Marketing - The Transformation

GOAL: Skyrocket the perceived value of your product/service!!

- HOW:
- Highlight your prospect's pain points
 - In contrast to the solution you provide
 - Focus on how your solution will affect their...
 - Status
 - Average Day
 - This is what they are paying for!!



Sales System!

What's it for?

- ★ Task Management
- ★ Email Automation
- ★ Why



Sales System - Task Management

GOAL: Don't let prospects fall through the cracks!!

- HOW:
- Use a Customer Relationship Management (CRM) tool
 - Such as Infusionsoft or Hubspot
 - Make warm sales calls with auto-generated tasks
 - Can also be useful for
 - onboarding clients
 - tracking conversion rates



Sales System - Email Automation

GOAL: Move prospects through the funnel!!

- HOW:
- Deliver lead magnet offers to their inbox
 - Train them to receive your value through email
 - Use "short-form" vs "long-form" copy where appropriate
 - Setup sequences to follow up after specific interactions
 - Offer tripwire after initial optin
 - Send promotions and special offers



Sales System - Why

GOAL: Differentiate yourself from your competitors!!

- HOW:
- Everyone is pitching "what" they sell
 - Some focus on "how" their delivery is unique.
 - As Simon Sinek famously said:
 - "People don't buy what you do, they buy why you do it"
 - Be human! People relate to other humans, not companies.



Conclusion

- Leverage your website to generate more traffic and convert visitors into customers.
- Utilize proven digital marketing strategies to move prospects through your sales funnel.
- Create a system to manage leads and clients so that they don't fall through the cracks.



Thanks for being here today!

Was this playbook helpful? Would you like to know more?

Let's meet for a free hour of consulting... sorta

- Tell me about your business goals
- I'll build you free custom road map
- Absolutely no pressure to hire me
- Your LinkedIn recommendation is all I hope to earn





Email me today:
hello@fulltiltdev.com

I would love to know what you think
of my playbook!

