



ERADISE

# DIGITAL MARKETING BLUEPRINT

01

# Digital Marketing Blueprint

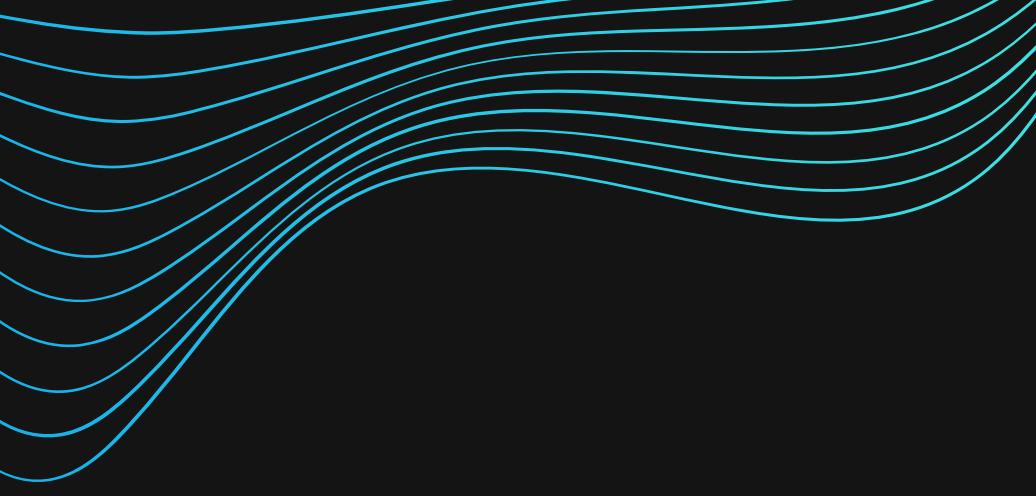
The only way to intentionally grow your business online is by creating and executing a plan that is designed specifically with your business in mind.

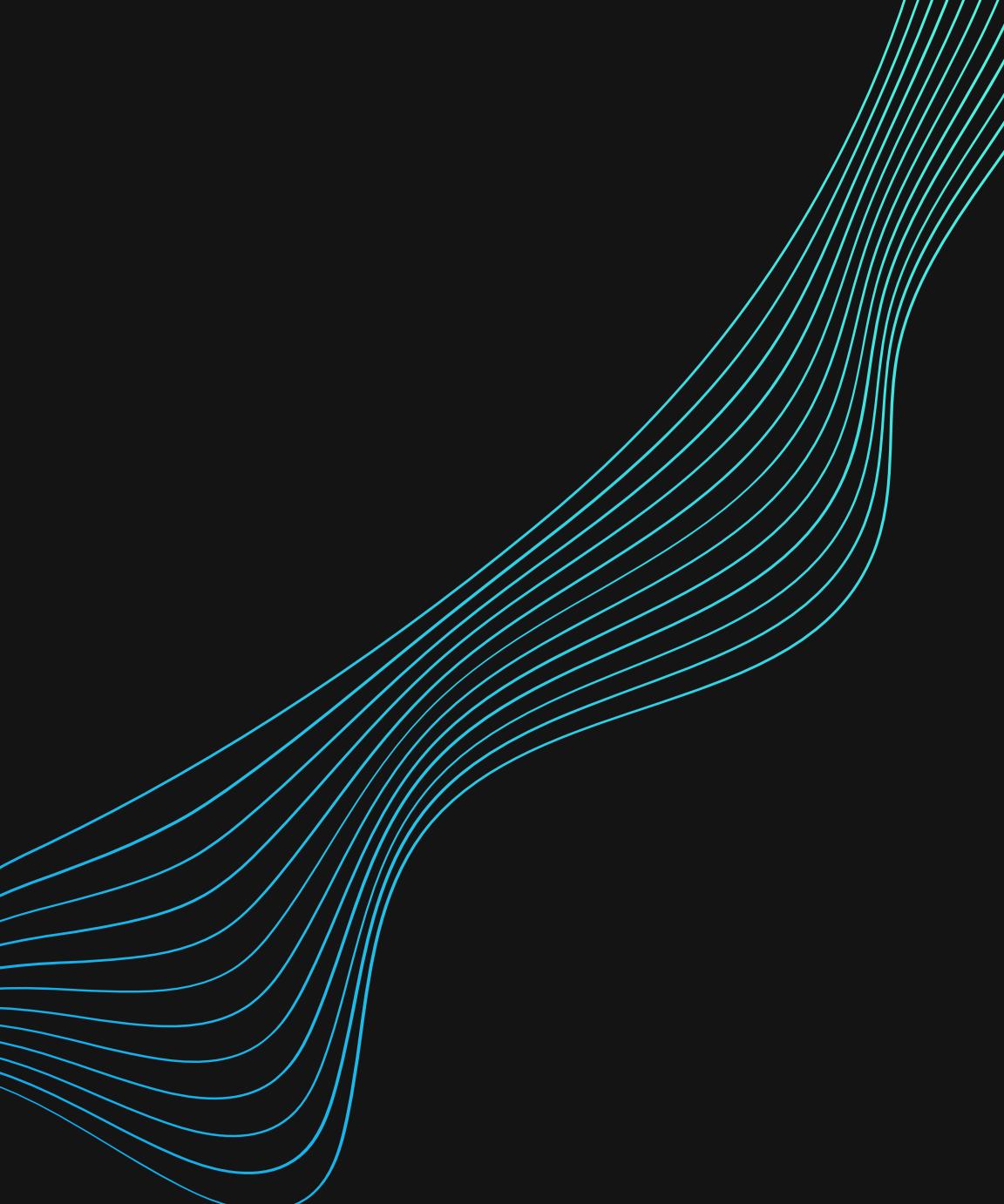
Meradise digital marketing agency is here to help! Simply follow the Digital Marketing Blueprint below for a solid plan to grow your company's online visibility, drive visitors to your website, and convert those visitors into paying customers



# Table of Contents

03

- 
- 
- 01: IDENTIFYING THE PROBLEM
  - 02: UNDERSTANDING WHY DIGITAL MARKETING IS THE ANSWER
  - 03: CREATING AN ONLINE MARKETING BUDGET FOR YOUR BUSINESS
  - 04: OUTLINING YOUR TARGET AUDIENCE
  - 05: EXAMINING YOUR KEY MESSAGES
  - 06: ANALYZING YOUR EXISTING ONLINE PRESENCE



## **07: CREATING A KEYWORD STRATEGY**

**08: OPTIMIZING YOUR WEBSITE**

**09: DEVELOPING A CONTENT  
MARKETING PLAN**

**10: GETTING VISITORS TO YOUR  
WEBSITE**

**11: CONVERTING WEBSITE VISITORS  
INTO LEADS**

**12: NURTURING LEADS**

**13: ANALYZING RESULTS AND  
REFINING YOUR STRATEGY**

# Step 1: Identifying the Problem

*At Meradise, we firmly believe that, in order to create a solution, you have to first identify the problem. We have outlined several common problems that small to medium businesses face when it comes to marketing. Additionally, we have left some spaces where you can add your own company-specific information (kind of like a workbook to get you started)*

## A. Tradition Marketing Alone Is Not Enough

Many businesses spend a lot of money in traditional marketing efforts only to find that they aren't working! Why are the methods that have been around so long failing to deliver? Let's go a little deeper to see why that's often the case.

# Traditional Marketing Is Interruption Marketing

At the end of the day, traditional marketing is interruption marketing, meaning that you are broadcasting your messages to the masses by interrupting them from what they are currently doing.

Unfortunately, today's consumers do not want to be interrupted. Instead, they want to search for your products and services when they are interested. Or, they want to build a relationship with your brand, learning to trust you along the way, and then make a buying decision.

Often, traditional marketing falls short because it cannot specifically target people who are actively searching for what your business offers.

# Traditional Marketing Is Hard to Track

Do you know how many people saw your business ad in that local newspaper or magazine? Or how many of those people actually picked up the phone to call you? If not, you're not alone! One of the issues with traditional marketing is that it is incredibly hard to track.

Therefore, it is hard to justify spending thousands of dollars per month for a billboard that you're not sure is delivering real return-on-investment. Which leads us to the next problem: traditional marketing requires a hefty budget!

## B. Traditional Marketing Is Expensive

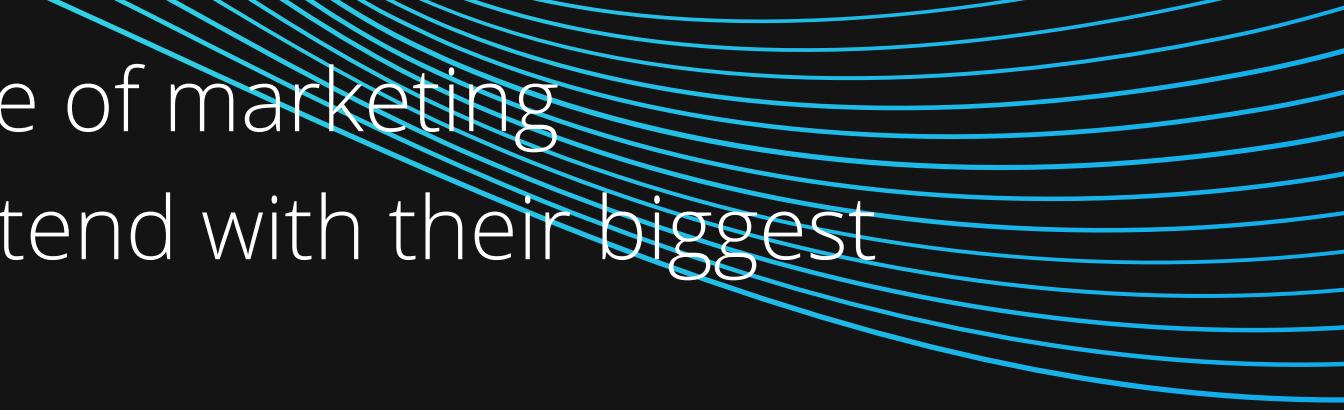
Sure, traditional marketing can be very effective for some businesses (have you seen all those personal injury lawyer billboards?!). However, they are limited to companies with a very large marketing budget. See the table below for a quick example of the typical costs of traditional marketing, broken down by medium.

Medium	Average cost
30 Second Television	Ads \$1,500 to \$25,000+ per slot
60 Second Radio	Ads \$200 to \$1,000+ per slot
1/2 Page Magazine Ads	\$500 to \$2,000 per issue
Billboard	\$1,200 to \$3,000 per billboard per month

## C. Your Business Doesn't Have the Expertise on Staff

Lack of experience is a common reason that small to medium businesses don't have an online marketing plan with proper execution. There is no doubt that online marketing is a lot more affordable and easier to track than traditional methods. So, the solution is simple – hire someone and have them do digital marketing, too. Right? Wrong! Online marketing is incredibly complicated and multi-faceted. There is a reason that Meradise Marketing has more than 8 full-time Marketers.

– it takes that many people with a variety of expertise to provide such extensive online marketing capabilities. Let's explore why so many businesses hire someone in-house only to later outsource the digital components of their marketing strategy.



Most small to medium businesses simply don't have this type of marketing and advertising budget, making it very hard for them to contend with their biggest competitors.

The solution? Online marketing, where you can get a lot more bang for your buck! (We will explore why digital marketing is the solution in the next step of this blueprint.) This leads us to the next problem: a lack of in-house resources.

## Why Hiring Someone In-House Will Not Work

Many small businesses think that they can simply hire someone to exclusively handle their company's marketing efforts (both online and offline). Often, though, they realize that this is impossible, sooner or later. Let's take two major components: website design and content creation. What is the likelihood that you can find someone who is an incredible website designer and a good writer, and who also has all of the other online and offline expertise needed to do everything well? 10

The short answer: this person does not exist. Remember, online marketing alone (not taking into consideration traditional marketing) involves website design, search engine optimization, pay-per-click, social media, blog writing, email marketing, review tracking, and so much more.

When you start adding up all the people you will need and the expense of hiring each of those people, you will quickly find out what most businesses ultimately realize: hiring a full in-house marketing staff is simply too expensive for most small and medium businesses.

Just to give you an idea, an experienced social media manager or social media specialist (which only covers one part) will cost you anywhere from \$35,000 to \$75,000+ in annual salary. Now multiply that by 4 – the minimum number of people you will need to hire for your marketing team – and you're at a minimum of \$140,000 per year in salary alone.

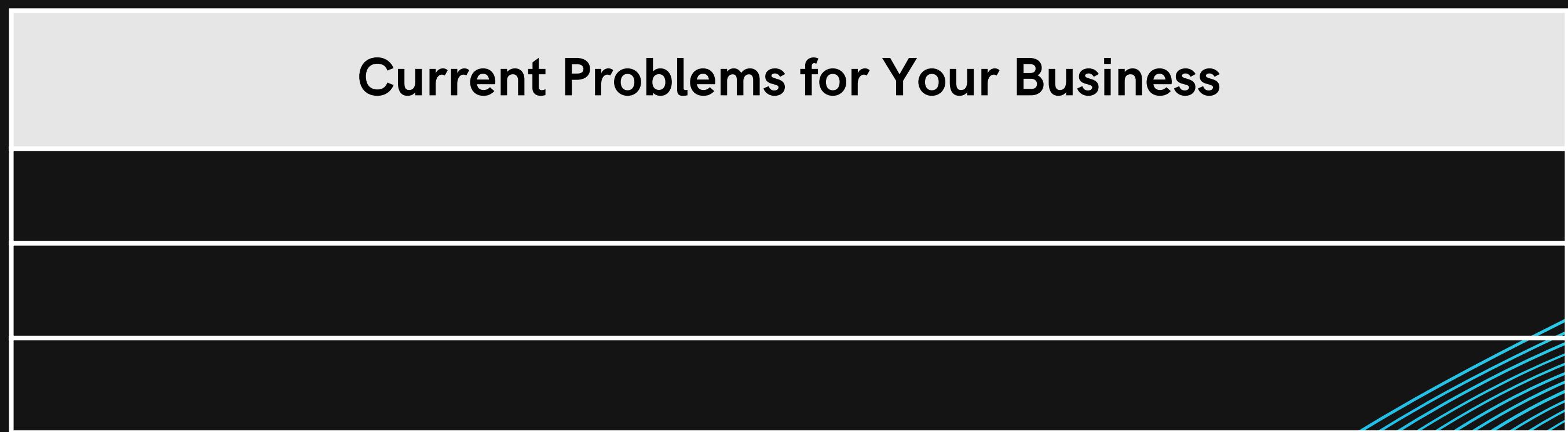
This number does not even begin to cover the cost of keeping all of those employees up-to-date on the constantly changing digital marketing and advertising landscapes!

Add traditional marketing and advertising specialists to the mix and you're looking at close to half a million dollars per year for an experienced in-house marketing team.

Therefore, most businesses either outsource all of their online marketing needs or they hire a single marketing manager to work with a digital marketing agency.

# Analyzing Your Current Business Obstacles

What are the problems that your business faces when it comes to implementing an all-inclusive and intentional marketing strategy?



# The Bottom Line

*Traditional marketing is no longer enough – you must have an online presence for your business to be competitive in today's market.*

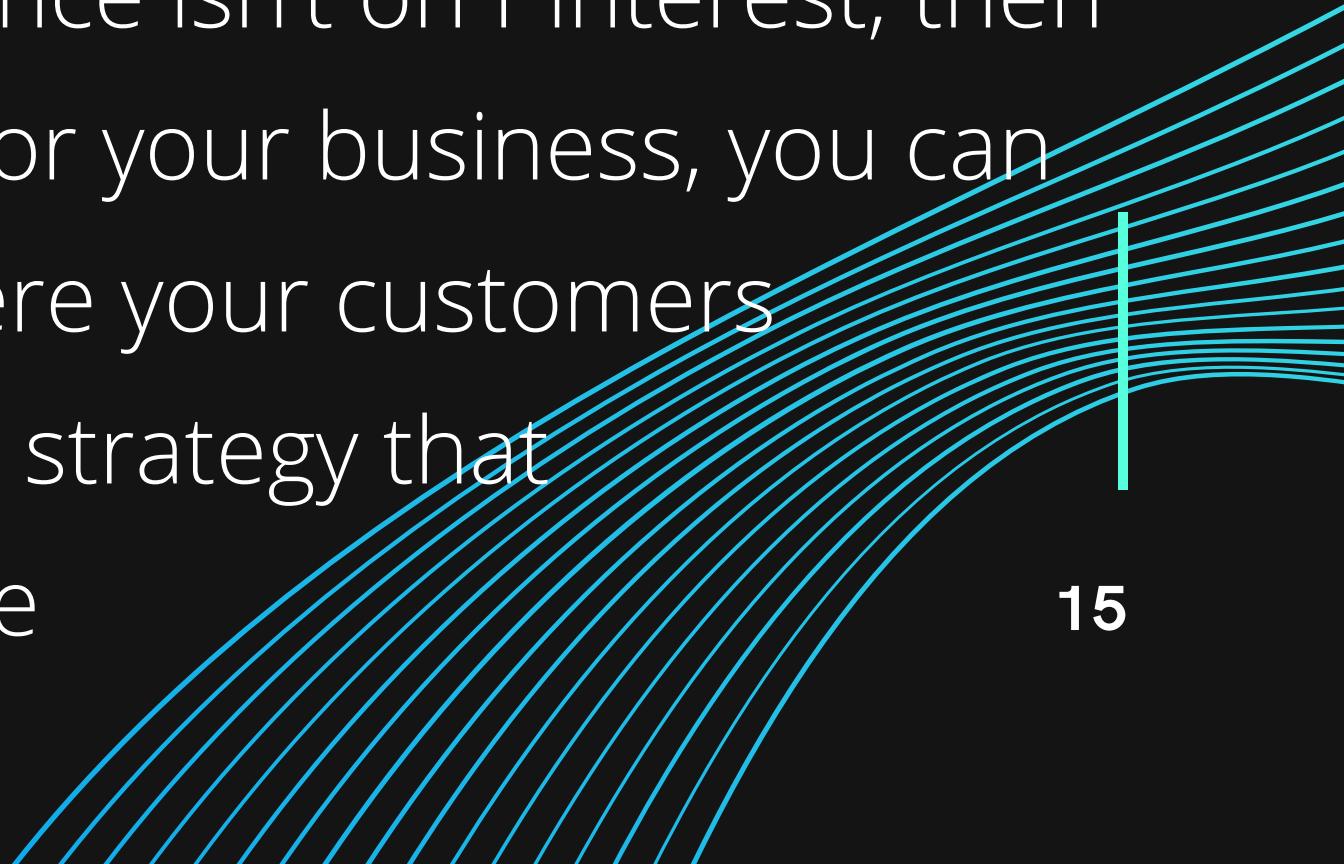
# Step 2: Understanding Why Digital Marketing Is the Answer

*Now, we've identified the key problems: traditional marketing sometimes doesn't work, is very hard to track, and is incredibly expensive for small and medium businesses.*

*What is the answer? Digital marketing!*

## 1-Tailored Plans

Online marketing is great because you can create a tailored plan that is specifically designed to meet your business goals. If your target audience isn't on Pinterest, then you shouldn't be on Pinterest! By creating a tailored plan for your business, you can better reach your target audience. You simply identify where your customers are online and then create an intentional digital marketing strategy that puts your business in front of prospective buyers. No more marketing to the masses with expensive billboards!



## 2 -Lower costs

here is absolutely no doubt that online marketing is a lot more cost-effective than traditional marketing, which is incredibly important when you are talking about small and medium businesses with a tight budget. For \$2,500 per month (what you could be spending on one 30-second TV ad), you would be shocked to see what you can do online to get your business directly in front of your target audience! Did we mention it's completely trackable? So not only do you spend less to get a lot more, but you can directly measure return-on-investment.

## 3-Permission Based Marketing

Remember how we said that traditional marketing is interruption marketing? Online marketing is permission-based. Instead of broadcasting your messages to the masses, you are educating your target audience with high-quality and effective content. By doing so, you build trust with prospective customers, which improves the chances that they choose your business over the competition.

Today, very few people make a buying decision without first researching the company, product, or service of interest. If you're not showing up in the results, then you're losing business!

## 4-Online is the Future

Let's face it – it's also the present. There is a reason that newspapers are moving online and frequently ceasing their print publications. We live in a digital society and newer generations (your future customers) are online. It's that simple! Moving online is inevitable, and the longer you wait, the longer it will take for you to get traction.

**Oh Wait, What About the Other Problem?** Now, we know online marketing is the answer, but we forgot about the other common problem mentioned above: most businesses do not have the resources in-house to do everything needed for online marketing. Let's talk about how outsourcing solves that problem without sacrificing your business image and message!

## 5-Outsourceable

Digital marketing is outsourceable! You are not required to have 20 full-time employees on staff in your marketing department in order to get incredible results. Instead, you can hire a digital-focused marketing agency that will work as an extension of your business – working with you.

Merandise acts as the marketing arm for a lot of our clients. We are the marketing consultants working directly with the business owner or the on-staff marketing director. This partnership frees up your company's marketing director to focus on his or her strengths, while we handle the digital aspects.

As mentioned earlier, hiring the right people with all of the expertise needed to accurately and thoroughly market your business online will cost a fortune! The solution: Outsourcing! You get 10 experienced professionals at your disposal at a fraction of the cost! In short,

## **online marketing is the answer!**

If you are having success with your traditional marketing efforts, then we do not encourage you to stop those. Instead, we recommend allocating some of those marketing dollars to online tactics, allowing you to experience even more success and better reach your target market!

# The Bottom Line

*Digital marketing is the present and the future. You simply must be digital – and the longer you wait, the harder it will be for you to get traction.*

# Step 3: Creating an Online Marketing Budget for Your Business

By this point, we know that digital marketing is trackable, affordable, and effective. Let's talk about budgets! How much should your company allocate toward online marketing? The short answer is approximately 30% to 50% of your total marketing budget. This number assumes that you are currently marketing your business via traditional means and that you have found some success with those methods. Of that 30% to 50%, around half of your online marketing budget should be allocated to search engine optimization (SEO) and search engine marketing (SEM). The remaining 50% is allocated between other online marketing efforts ranging from content creation to social media.

Below is an example of allocating \$2,400 per month to online marketing with the goal of focusing on your immediate and long-term strategy.

Digital Service	Monthly Marketing Budget
Search Engine Optimization	\$400
Social Media Management & Advertising	\$1,000 (includes some ad spend)
SEM (Google ads)	\$1,000 (includes ad spend)

# The Bottom Line



*The take-away from this section should be simple - for the cost of a billboard for one month, you can make huge strides with online marketing and you can track success*

# Step 4: Outlining

*Now that we have an idea of your marketing budget and how it should all break down, the first step is defining your target audience.*

We highly recommend that you create buyer personas (a theorized concept of your ideal customer based on research), incorporating as much detail as possible.

Why are buyer personas important? They allow you to paint a clear picture of your target audience so that you are able to understand and relate to them on a human level.

Who is the person you are selling to? What is their educational level, socioeconomic status, age, lifestyle, interests, etc.? What problems do they face – specifically, issues that your business, products, or services can solve?

Create each buyer persona with as much detail as possible. Depending on your business, you may only have one or two buyer personas, or you may have 50.

# The Bottom Line

*Always take time to create buyer personas. You must know who your ideal customer is before you can speak their language!*



# Step 5: Examining Your Key Messages

*After internalizing your ideal customer, it is time to hammer out your key messages and the selling points for your company.*

Ideally, your company should engage in a messaging exercise. This process helps you to quickly determine your company's values, strengths, and weaknesses, as well as a plethora of other information that helps get your leadership team on the same page.

Questions should include, but not be limited to, the following:

- What are your core values?
- What are your strengths?
- What are your weaknesses?
- What sets you apart from your biggest competitors?
- What do you want people to feel when they work with you or buy your product?
- How can you better help your message align with your target audience(s)?

# Buyer Persona

**How can we help?**

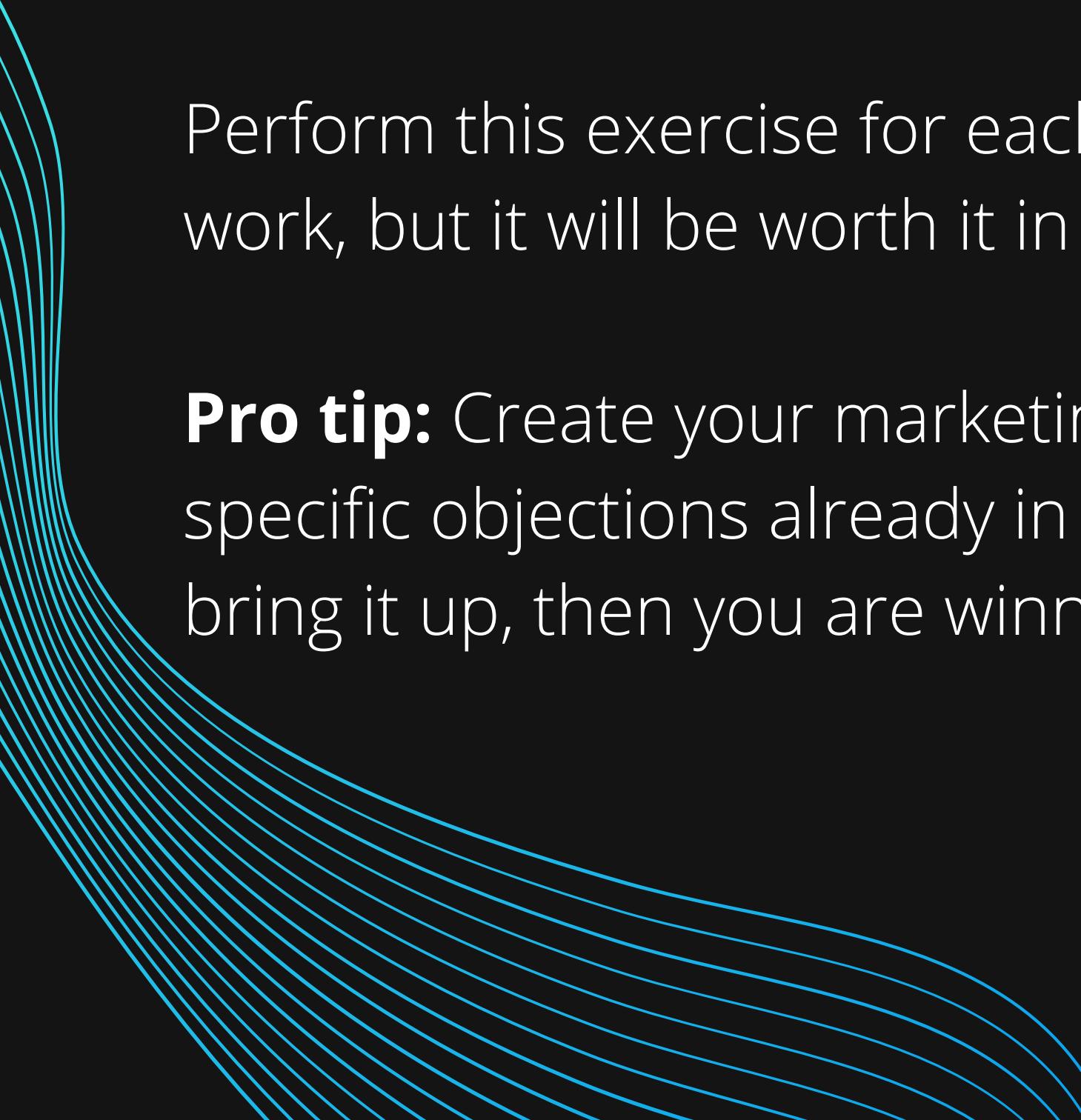
**What can we offer to help meet their goals**

**What should our message be?**

**What are common objections? Why wouldn't they buy from you?**

**How can we address these objections?**

**What is our elevator pitch?**



Perform this exercise for each of your buyer personas – it may seem like a lot of work, but it will be worth it in the long run.

**Pro tip:** Create your marketing message for each buyer persona with their specific objections already in mind. If you can address an objection before they bring it up, then you are winning!

# The Bottom Line



*Knowing your ideal customer is only half the battle! Speak the language of your target audience when describing your products and services.*

# Step 6: Analyzing Your Existing Online Presence

Having your ideal client nailed down and creating messaging tailored to each persona is a huge step in the right direction! However, before we can kick off your online marketing strategy (or start developing one, for that matter), we should first analyze your existing online presence

We must warn you, this is where your 2022 Marketing Blueprint gets a lot more technical. Feel free to read it a few times, and if you have any questions,  
**just give us a shout!**

## Is Your Website Mobile-Friendly / Responsive?

First and foremost, do you have a mobile-friendly website? There is a quick way to test. Simply go to the handy-dandy mobile-friendly and put in your URL. If you get something that looks like the image below, then you're good to go!



Without boring you to tears, we will sum up this section very quickly. Consistent information about your business (name, address, phone number, etc.) is ridiculously important. If you have ever moved or changed phone numbers, then the internet has a variety of inconsistent information out there about your company.

You may be thinking, “So what? The information is correct on my website!” You may be right, but did you know that every bit of inconsistent online information about your business negatively affects how much Google trusts you? If they don’t trust you, then your chances of showing up higher in search results is limited.

Plus, do you know how frustrating it is to have Google tell you that a restaurant you want to try is at a certain location, only to find out it’s not? Chances are, you get annoyed and find somewhere else to eat. Don’t let that be your business! It’s important that you do not give potential customers any excuse to choose your competitor instead of you.

At this point, Google pretty much owns the internet, so whatever Google says goes. A while back, Google instituted a new algorithm that essentially gives “points” to mobile-friendly websites.

These points go toward increasing your “trust factor” with Google, which helps your website rank higher in search results.

In a nutshell, not having a mobile-friendly website penalizes your ability to show up in search results, which is where your target audience is going to find you (or your competitors).

## Is Your Information Consistent?

# Are You Active on Social Media?

Love it or hate it, social media is important for your business's online presence, and it's continuing to grow. Not only does it provide you with a direct line of communication to your target audience, but it also affects your search engine optimization efforts. (You know, the ability for your website to show up in search results when people search for your products or services.)

What does your current social media activity look like? When was the last time you posted on Facebook, LinkedIn, Twitter, Instagram, or Pinterest (or whatever platform your customers are on)? A stagnant social media presence communicates volumes to potential customers.

What about your company's branding? Do your social media profiles, website, and offline advertising materials all have a consistent look and feel? Brand consistency is key!

# Are You Showing Up in Search Results?

When you search online for your products and services, are you showing up?

Approximately 90% of people utilize search engines for researching purposes before deciding to buy (and as many as 95% of them never go past the first page of results). If your company isn't showing up, then you are losing business! Take the time to do some research. Could you find your business if you were in the market for your products or services? If not, then potential customers can't, either

# Are You Educating Your Target Audience?

There is a ridiculous number of people online, and that number grows every day. Your immediate reaction to this might be to cast a wide net in an effort to attract as many customers as possible. But in reality, this tactic is counterproductive! You don't want to put your brand in front of just anyone—you want to appear for the audience that is mostly likely to convert to a paying customer for you, and fast.

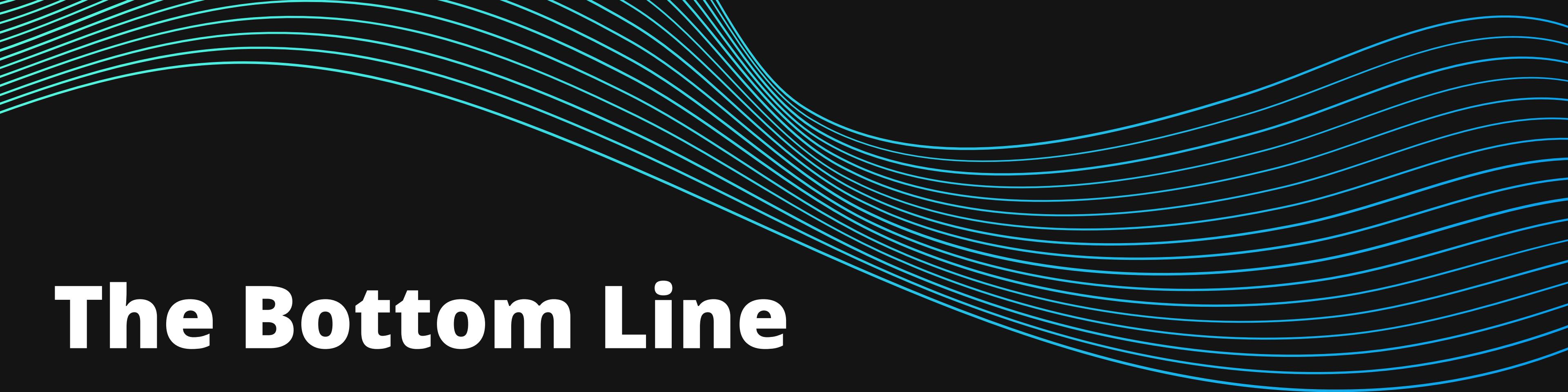
This means you have to carefully narrow down a target audience and then tailor all of your content specifically for the people in that audience. Once you know who you are talking to, you need to find out what they know and don't know. And from there, you have created the perfect opportunity for your business to provide your audience with the knowledge they are searching for



# Are You Advertising Online?

Finally, are you advertising online? Paid search engine advertising (pay-per-click) is incredibly affordable when compared to traditional marketing efforts! Plus, it goes a long way toward putting your brand directly in front of people who are searching for what you're selling. If you want to stand out over your competition and stay top-of-mind until your potential customers are ready to buy, then you simply have to be advertising online.

If you are advertising online, what do your ads look like? Are they engaging? Do they go to a landing page that is designed to convert visitors into buyers? If not, it's time to examine how effective your current advertising strategy is, and then tweak it for optimal success, if needed.



# The Bottom Line

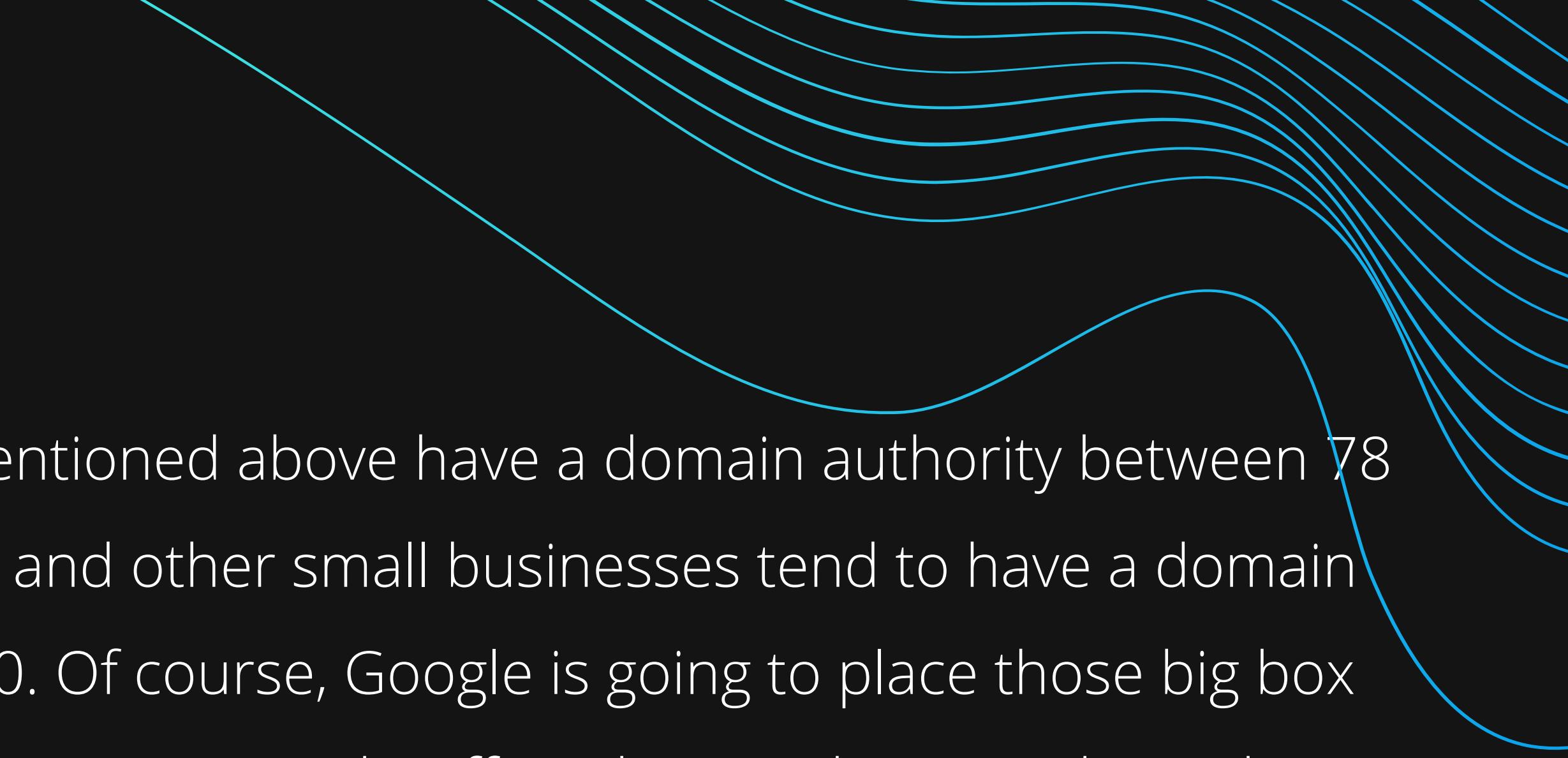
*Take a real, honest look at how your brand appears online. Are you accurately, thoroughly, and intentionally communicating your brand's messages and reaching potential customers? You must know where you are before you determine where you're going.*

# Step 7: Creating a Keyword Strategy

*After analyzing your online presence, it's time to determine the best keywords to reach your target audience.*

## **What is Domain Authority?**

Domain authority is a number on a scale of 1 to 100 that basically measures your “trust factor” with Google (and other search engines). The higher your domain authority, the more likely you are to rank for keywords. Let’s use office chairs as an example. If you Google “office chairs,” what appears at the top of the list? Big brands. Staples, Office Depot, and Target are a few examples. What isn’t showing up? Mom-and-Pop shops. And domain authority is the reason why.



All three of the big brands mentioned above have a domain authority between 78 and 91. Mom-and-Pop shops and other small businesses tend to have a domain authority ranging from 1 to 20. Of course, Google is going to place those big box stores at the top of the list when you search “office chairs.” Choosing the Right Keywords Along the same lines, we can sometimes get stuck in our business jargon and fail to realize what people are actually searching for online.

# **How Do You Find the Right Keywords?**

Although you have a starting point, the power now is utilizing what you think people are searching for and then determining what they are really typing into those search boxes – but how? There are several free keyword research tools that you can find via your favorite search engine ; however, they frequently fail to provide accurate information, which offers little helpful insight. If you are serious about improving your business's visibility in search results, then you need to hire a professional with the right tools and the knowledge to implement keywords correctly throughout your website.

At Meradise, we utilize a variety of paid tools that are designed for companies. We even look to see what your competitors are ranking for online! As a result, we can provide some incredible details, including, but not limited to, the following: number of monthly searches, number of competing websites, keywords your competitors rank for, related keywords, and ability to rank. Want to learn more about keyword research? Connect with us!

# The Bottom Line

*Knowing which keywords your ideal customers are searching for online and the keywords you can rank for goes a long way toward growing your business.*

# Step 8: Optimizing Your Website

*You have keywords! Now, let's get them where they belong - on your website.*

First, remember that your website must be mobile-friendly (and ideally responsive). If not, a lot of your efforts to increase your website's search rankings will be relatively pointless. Once that's taken care of, you can begin the optimization process – but what does that even mean?

## Understanding On-Site Optimization

There could be an entire blueprint on this subject alone! For the sake of time, we'll just hit the high points. Google (and other search engines) takes a lot into consideration when ranking your site. Part of that information is what's on your website. The other part involves what is taking place off your website.



In this section, we will primarily cover on-site optimization. Several of the off-site aspects will be covered in later sections. On-site search engine optimization ultimately breaks down as follows:

1. Mobile-friendliness
2. Ease-of-use and navigation
3. Website loading time / site speed
4. Social media integration
5. Keyword usage on your website
6. High-quality, relevant content
7. Fresh content on your website Let's briefly cover each of these items.

# The Bottom Line

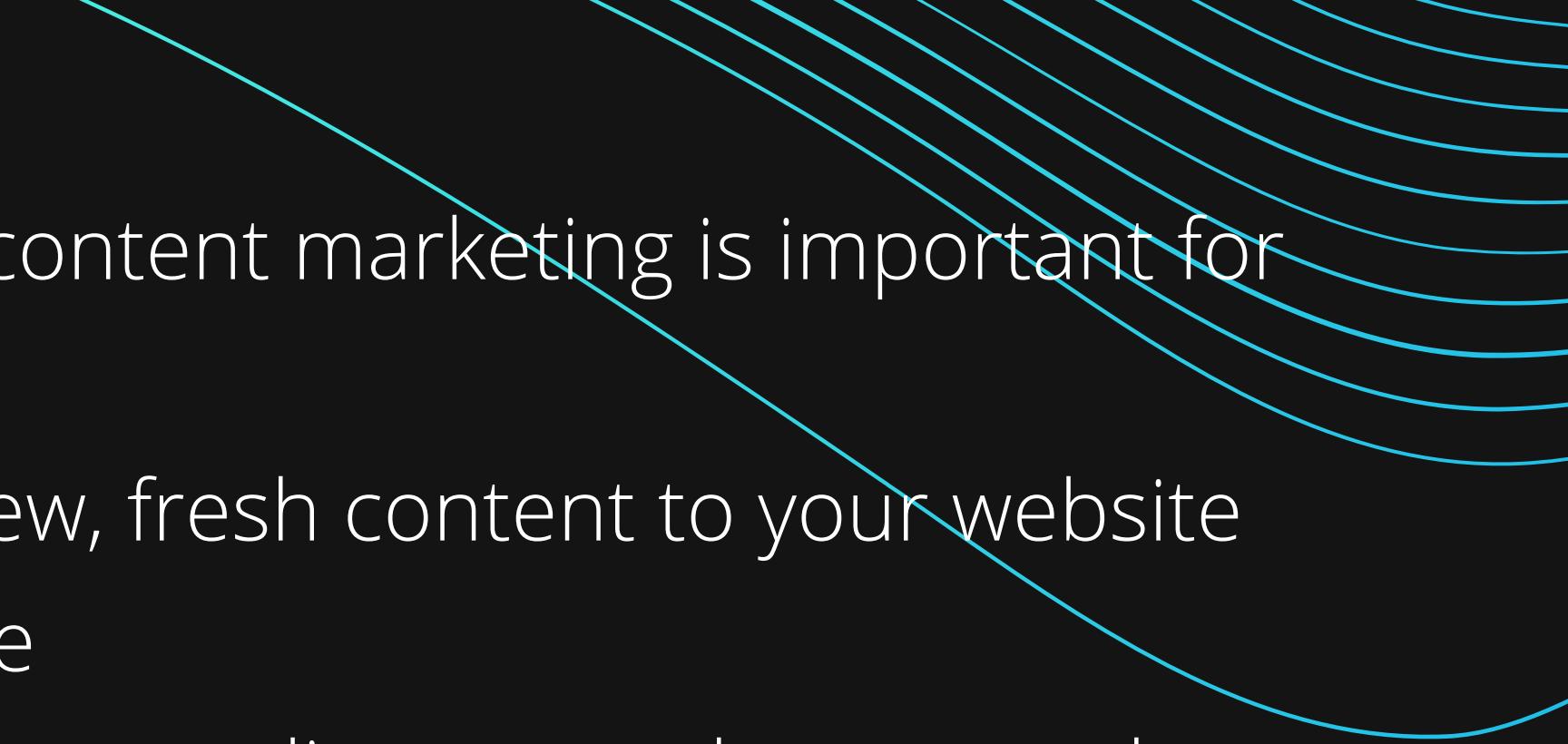
*Knowing the keywords you should be using is not enough – they have to be implemented correctly throughout your website in order to be effective.*

# Step 9: Developing A Content Marketing Plan

*Now that we have an optimized website, what's next? Content.*

Content marketing is essential in today's digital landscape for a variety of reasons. As noted above, search engine optimization includes adding fresh content to your website. However, the most important reason to utilize content marketing for your business is to educate your target audience.

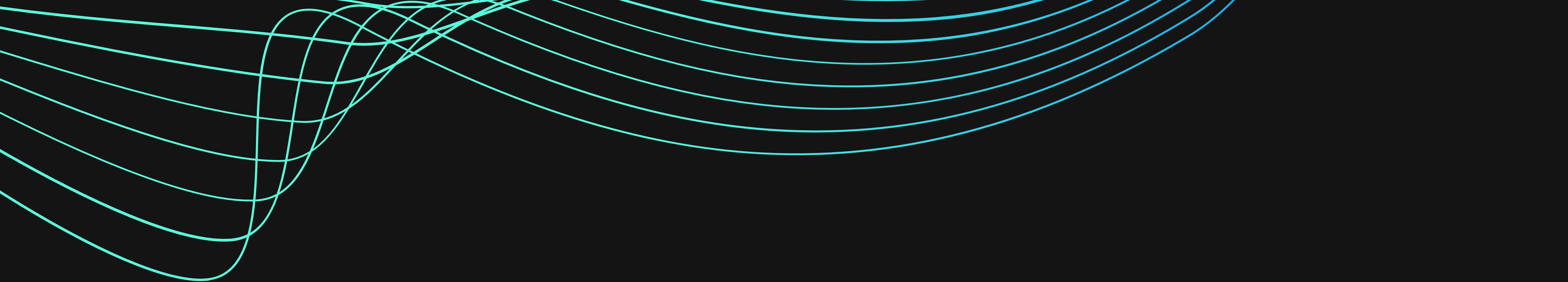
With the internet, it is incredibly easy for potential customers to find your competitors. With content marketing, you are helping them to choose you instead of your biggest competition. How? By building trust.



we will just give you some bullet points on why content marketing is important for your business.

- Improve Search Engine Optimization – adds new, fresh content to your website
- Build Authority – displays your team's expertise
- Influence Buying Decisions – educates your target audience on why you are better than your competition
- Increase Trust – allows you to utilize soft-selling tactics
- Encourages Engagement – provides information to share socially

**There is a reason that large businesses are allocating approximately 30% to 50% of their total online marketing budget to content marketing – it works!**



# The Bottom Line

*Content marketing is essential for educating and building up trust with your target audience, which translates to sales down the road.*

# Step 10: Getting People To Your Website

*With the blog calendar in hand as your starting point, it's time to start driving traffic to your website!*

It's imperative to understand that there are different strategies that ultimately fall into two distinct categories: immediate and long-term. Both have pros and cons. Therefore, we recommend doing a little of both!

## **Getting Immediate Traffic to Your Site**

If your goal is to get traffic to your website now, then pay-per-click is the way to go. There are two types: search ads and display ads.

# Search Advertising

Pay-per-click text ads show up along the top and bottom of search results.

See the example below.

Believe it or not, people do click on these ads. Furthermore, you are instantly reaching people who are actively searching for your products or services, making them incredibly effective.

## The Long-Term Strategy

If your goal is to show up higher in organic (non-paid) search results, then you need a long-term strategy. It's essential to understand that long-term strategies do not give you results overnight; it takes patience and consistency.

# Search Engine Optimization and Content Marketing

We won't stay here long since we've already discussed search engine optimization and blogging in detail. At the end of the day, the only way to appear higher in search results organically involves providing a lot of high-quality and relevant content on your website – and then optimizing that content for search engines with keywords. If you write a blog today, will it help your search engine optimization efforts tomorrow? No. However, it all adds up, and over time your online presence will improve

# Social Media Marketing and Advertising

Social media activity does affect your reputation with search engines; however, there is more to it than that. When you are active on social media platforms, you are meeting your target audience where they spend their time online. By creating engaging, informative content and sharing it on social media platforms, you drive people to your website.

# Local Search Engine Optimization

Local search engine optimization involves providing accurate and consistent information to trusted directories (other websites) online. By ensuring these profiles are completely and accurately filled out, Google will trust you more. As discussed earlier, when Google trusts you, then you are more likely to appear higher in search results. Higher search rankings ultimately lead to more traffic. However, there's more to local search engine optimization than building trust with Google. Local SEO is all about proving authority in your area, and reviews are central to achieving that.

# The Bottom Line

*Your business needs a tailored plan that includes both immediate and long-term tactics for getting traffic to your website.*



# Step 11: Converting Website Visitors Into Leads

*Getting traffic to your website is great, but that's only the start! The goal is to utilize your site to turn those visitors into paying customers. How? By creating landing pages that are specifically designed to convert.*

## What Are Landing Pages?

A landing page is the first page a person lands on when they go to your website. Obviously, if they type in your URL, they will “land” on your homepage, but that doesn’t make your homepage a landing page.

When trying to convert visitors into customers, you can intentionally design landing pages that call them to fill out a form, provide their email address, download a white paper, or call your business.

# Grab Their Attention

The first step in creating an effective landing page is to grab the visitor's attention. The words you choose and graphics you utilize should directly speak to your target audience. Assume you have only 1 second to capture their attention with an initial impression.

## List Benefits

Be brief and use powerful language that appeals to your ideal customer. Note the phrases used here: "Experience & Expertise," "Locations Close to You," "Easy Appointment Scheduling," and "Trusted by Insurance Companies." This verbiage speaks directly to those who need guidance

# Provide Examples

Next, note how the example gives you testimonials from past customers of the business, and they come straight from Google reviews. In this part of your landing page, you can use everything from customer quotes to awards and certifications. The goal is to provide proof that others trust and value your company.

## Include Clear Call-to-Action

Finally, make sure you have a very clear call-to-action. What do you want them to do? Should they provide their email address? Fill out a contact form? Request a free quote? Remember, if you include a very long form, you're going to lose a lot of prospects. Try to keep the information you request short, simple, and to the point. Once you have their contact information, you should follow up quickly.

# The Bottom Line

*Once you get traffic to your website, you have to have an intentional plan to convert those visitors into solid leads*

# Step 12: Nuturing Leads

*Once people come to your website, you can stay in front of them until they are ready to make a buying decision – even if they don't fill out your contact form! However, if they do fill out the form and provide you with their email address, then there are even better ways to keep your business top-of-mind.*

# Nurturing Leads Without an Email Address

If someone visits your business website but doesn't make a buying decision, you can have your ad follow them all across the web (even on Facebook) for up to 120 days! How? With Online Website Retargeting (sometimes also referred to as remarketing). How does it work? Check out our graphic below

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**Oh Wait, What About the Other Problem?** Now, we know online marketing is the answer, but we forgot about the other common problem mentioned above: most businesses do not have the resources in-house to do everything needed for online marketing. Let's talk about how outsourcing solves that problem without sacrificing your business image and message!



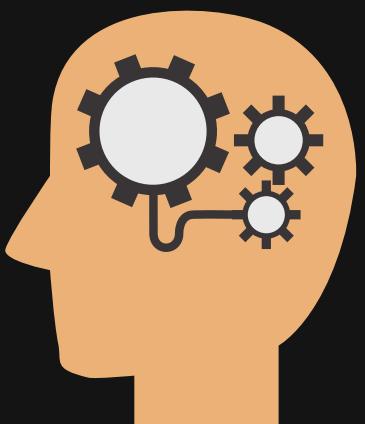
**1-NEW  
CUSTOMER**



**2-AD BRINGS THEM  
TO  
YOUR LANDING PAGE**



**3-SEE YOUR AD ON  
OTHER WEBSITE**



**4-LEAVE WITH  
NO ACTION**



**6-POTENTIAL  
CUSTOMER**



**5-VISIT YOUR  
WEBSITE**

## Nurturing Leads with an Email Address

If you have an email address, then we recommend that you not only create an online ad retargeting campaign, but also a series of automated drip emails.

With an automated email marketing campaign, you can create a series of emails that will automatically go out to those prospects. The great thing about this tactic is the ability to nurture these leads without taking up all of the time of your sales force. Plus, you can personalize the emails to include the person's first name, for example

# Your Sales Team: A Key Component to Lead Nurturing Success

When it comes to lead nurturing, your sales team is your biggest asset. By knowing everything from the goals and pain points of prospects to their motivations, your sales team should be highly involved in creating content for your lead nurturing campaigns.

Since the point of a lead nurturing campaign is to lead your prospects through your buying funnel with high-quality, educational, and motivating content, your sales team will be the source of the best content ideas for your business.

# The Bottom Line

*What's the point of driving people to your website and getting their contact information if you're not nurturing those leads? For maximum online success, you should nurture those prospects until they are ready to buy.*



# Step 13: Analyzing & Refining Strategy

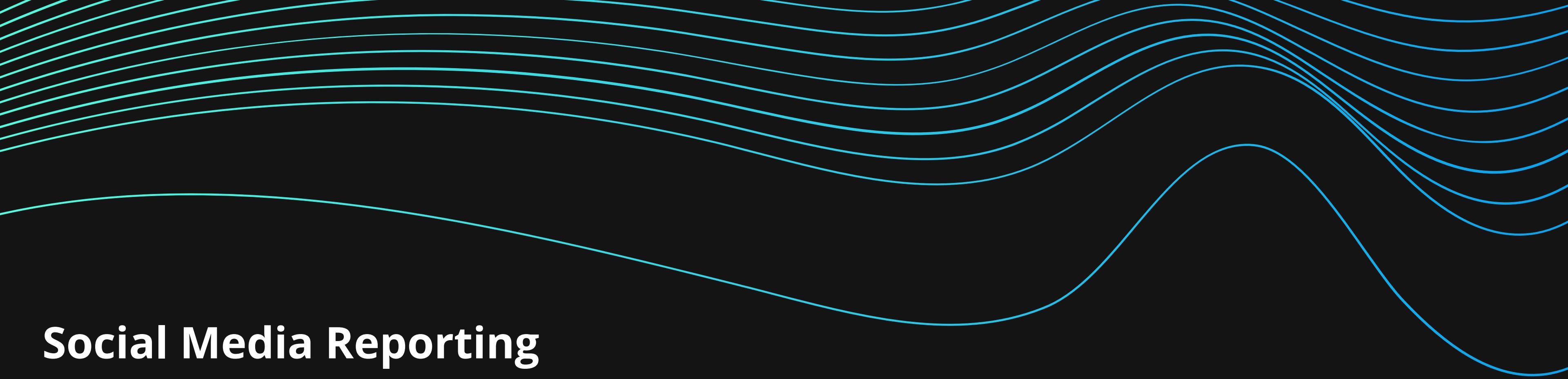
*Once your marketing strategy is up and running, it's time to start analyzing the results and refining your strategy! This last step is an ongoing process that should never end.*

## Google Analytics

If your goal is to get more traffic to your website, then Google Analytics is where you need to start.

You can track a plethora of information through Google Analytics – everything from your top landing pages to visits to your website from social media platforms.

Therefore, it's pertinent that you have Google Analytics properly installed on your website and that you are logging into the platform at least once per month to ensure your marketing strategy is on the right path.

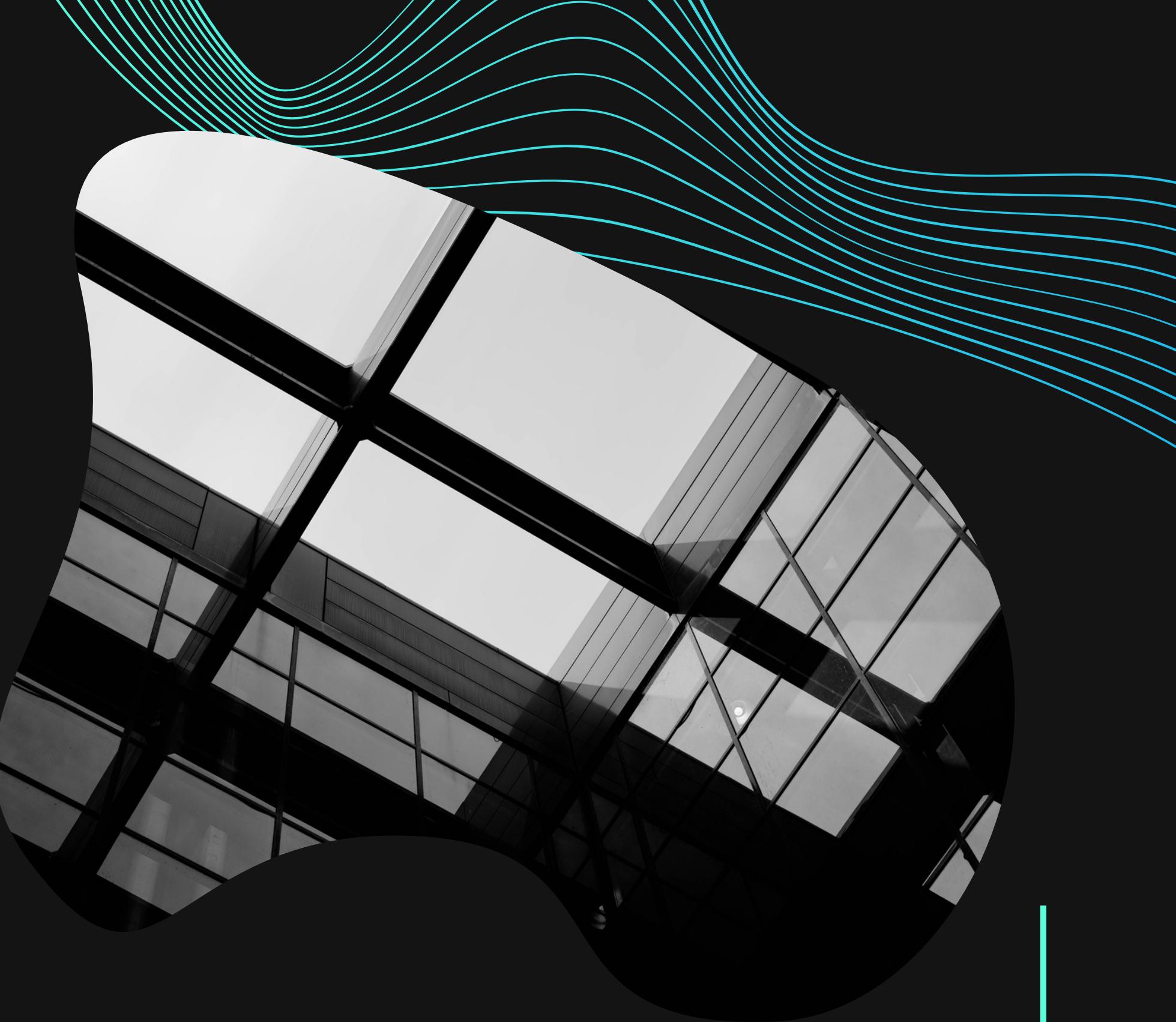


## Social Media Reporting

Social media is a very powerful and effective way to reach your target audience. However, it is pertinent that you determine what is working and what is not. Which types of content are getting the most engagement? Has your social media presence (reach, likes, comments, shares, etc.) increased? Are your social media advertisements getting the desired results?

# The Bottom Line

*Make sure you're tracking everything that you are doing online so that you can adjust your marketing strategy along the way for maximum effectiveness.*



Need Help with Marketing?  
Give Us a Shout!



*Overwhelmed? We are happy to help. Meradise understands that most businesses simply do not have the resources to hire 18 people to carry out their online marketing strategy.*

*It is a lot – we get it!*

*Let us help you create a tailored strategy for growing your business with the power of online marketing and advertising.*

*Connect with us! We would love to take you out to coffee (if you're local) or set up a call to explore how we can help*



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