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## THINGS THE SUPER SUCCESSFUL DO ONLINE

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*A study by King Kong*



# Introduction

In this guide you'll learn the exact steps we've used to help hundreds of Australian businesses double, quadruple and even 10x their profits.

These five strategies have been developed by us to generate huge volumes of traffic, leads and sales. They've been tailored to work in today's ruthless world of online marketing and have been proven to work for nearly every business model.

Just as importantly, they're surprisingly easy and straightforward to follow.

So, if you're ready to become the king of your jungle and dominate your online market, keep reading to discover what the super successful do online.

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# 1.

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**How to Get Your  
Customer from “Just  
Looking” to “I Want to Buy”  
Now!”**



In any given market 3% of people are in “buying mode”.

If you pick up the newspaper, watch TV or even do a search on Google you will see many ads claiming “we have the biggest range and the best prices”. They are directed at that 3%.

The problem is, if you split up that 3% of customers between you and your competitors you’re never going to make much money.

The key is to capture the other 97% of customers. But how do you do that?

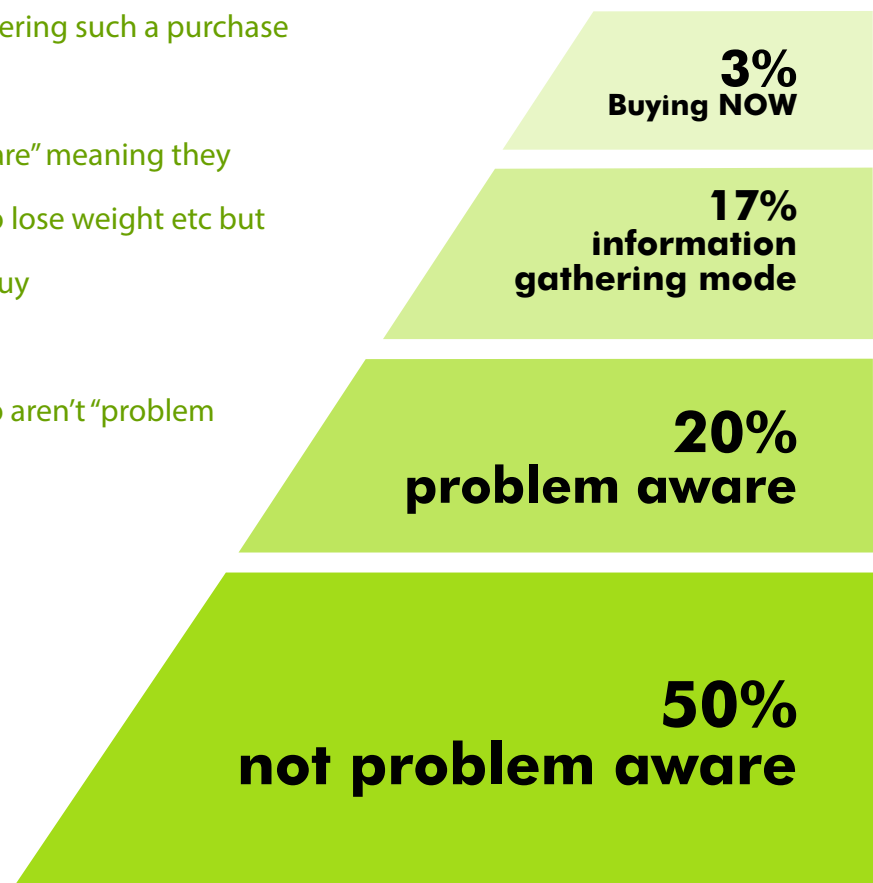
Simple. You make sure that when the other 97% of customers become ready to buy (which could be very soon), they’ve already decided to buy from YOU.

And the kicker is, by planting this seed to get them to choose you when they decide to buy, you're actually speeding up the process for them to go from "research phase" to "buying mode".

Let me explain:

The "Larger Market" formula breaks down the entire audience of buyers in any market into 4 key categories:

1. Percent who are interested in buying "right now"
2. Percent who are in "Information Gathering Mode" these are window shoppers who are open to considering such a purchase
3. The percentage who are "Problem Aware" meaning they might know they need a new car, need to lose weight etc but aren't actively researching or looking to buy
4. Then the other 50% of the market who aren't "problem aware" or looking to buy



# The goal here is to move these potential customers UP the pyramid faster.

The bonus, is by doing this, you're also making sure that when they hit the "buy now" stage, they'll be most likely to buy from YOU. But to do this your message has to be powerful and it has to be education-based to resonate – not simply a promotional piece about your company.

You see, when a prospect isn't informed or knowledgeable on a subject, they are in a state of uncertainty, and people don't buy in this state. So the key here is to teach your potential customers or "prospects" what they need to know to make a smart buying decision and position your solution as the "obvious choice".

One of the key ways to educate your prospects is to offer insights and education to help people make a better buying decision when the time comes (and to move them up the pyramid quickly).



**3 %**

Percent who are interested  
in buying "right now"

**6 - 7 %**

Percent who are "open to  
consider such a purchase"

**30 %**

The amount who are NOT  
thinking about it at this time

**30 %**

Those who don't "believe" they are  
interested (based on the info they have at hand)

**30 %**

Those who are definitely  
NOT interested

A great way to educate your market is in the form of:



## **Free Reports**



## **Videos**



## **Cheat Sheets**



## **Webinars**



## **Seminars**

Let's take a Home Building company as an example, mostly because it's easy to see how a small shift has huge benefits.

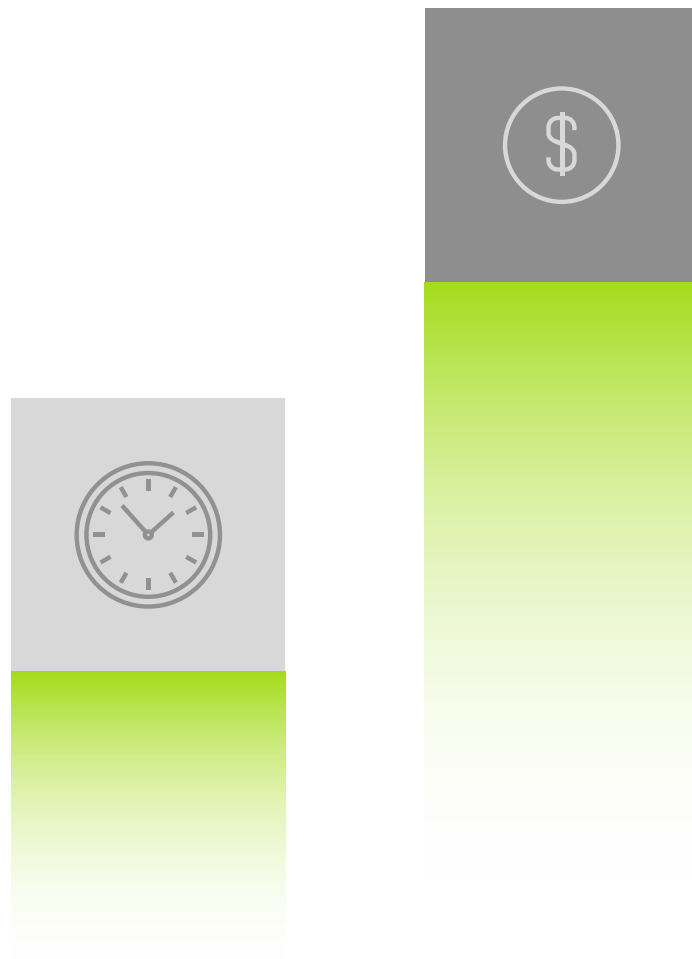
The typical full-page new home ad has the company name at the top and some sort of "SALE" or "DISPLAY HOMES NOW OPEN" predominantly placed. Exactly the same as all the other home builders taking up all the other advertisement pages. They're practically leaving it to random chance to compete for their share of that 3% of people who are buying now.

Now imagine the ad began with the headline, "WARNING: Do Not Buy A New House Before Reading Our Free Report: What You Don't Know About Building A New House That Can Cost You Tens-Of-Thousands Of Dollars and Threaten the Financial Position of Your Family".

Many more people would be compelled to read your ad, and get in touch with you for your free report. If you then present "public service announcement-like" information you're guaranteed to stand out from the crowd in a huge way.

Now you have their attention, you can include in your report information that will help move them up the pyramid faster. For example you could get prospects who are still saving money and in "research mode" to consider buying a new house right away by showing them that there are finance packages available that don't require a huge deposit.

If you can actively and skilfully move people up the pyramid you can shift a lot of the 97% of prospects out there from “not buying right now”, or “not even thinking about it”, to becoming your client or customer right away. And the best way to do this is through what we call a Sales Funnel, that uses this technique to shift a prospect up each stage of the pyramid over a period of a few weeks. Done right, you’ll easily see your sales double without having to spend much, if not any more on your advertising.



# 2.

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**The #1 Way to A Build  
Constant Flood  
of Leads**

A business should never rely on one single source of traffic for new business. This could never be more true online.

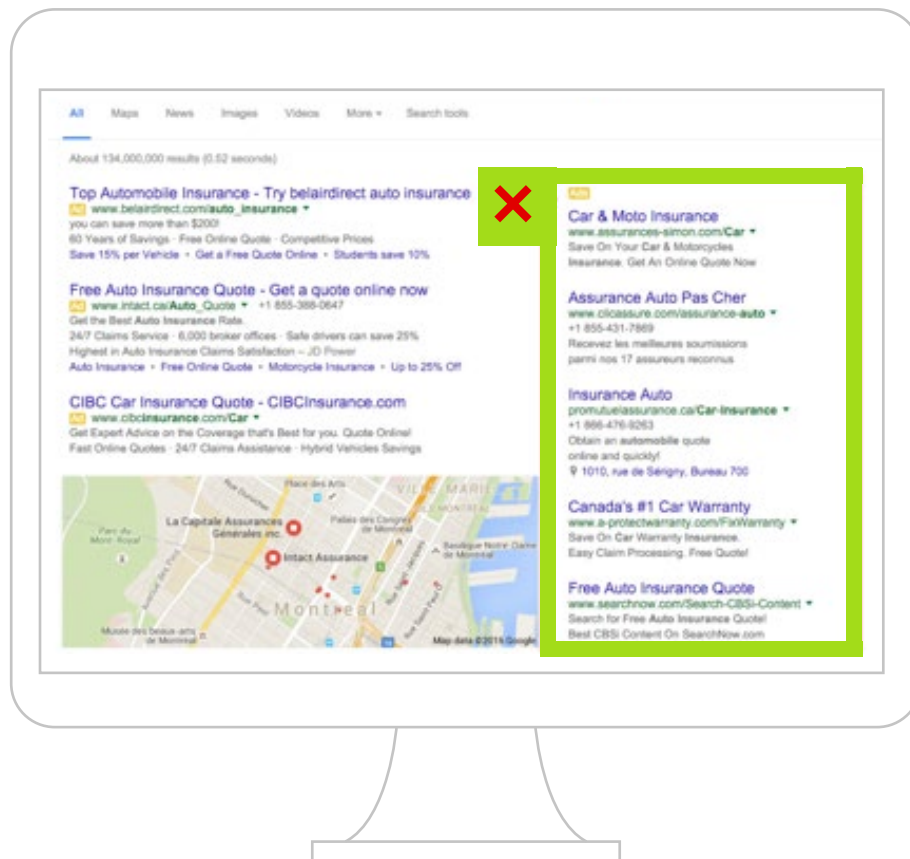
This scenario is all too common; a business starts advertising on an online channel whether that be SEO, AdWords or Facebook Ads...for this example we'll use AdWords.

They start with a small budget of \$1000 per month. They start getting some traffic, leads are coming in and they are converting those leads into sales. Things are going great.

They hire more people to deal with the influx of new leads and sales, and even increase their ad spend to get even more business. The business owner is really happy they've found an advertising channel that works to scale their business...Then....



Google changes the landscape of their ad platform with no warning...just like they did on a Friday in February, 2016....



Google decided they were going to remove the sidebar ads on search results. After this day, businesses who relied on AdWords solely to get traffic, leads and sales were hurt...badly.

Google literally wiped off 70% of its ad real estate... so competition for the top spots on the remaining 30% soared. And with this increase in competition CPC's (Cost Per Click) skyrocket. Suddenly the business finds itself with far less traffic coming to their website, but with many more staff to pay for.



**Less traffic**



**Less leads**



**Less sales**



**Less revenue**

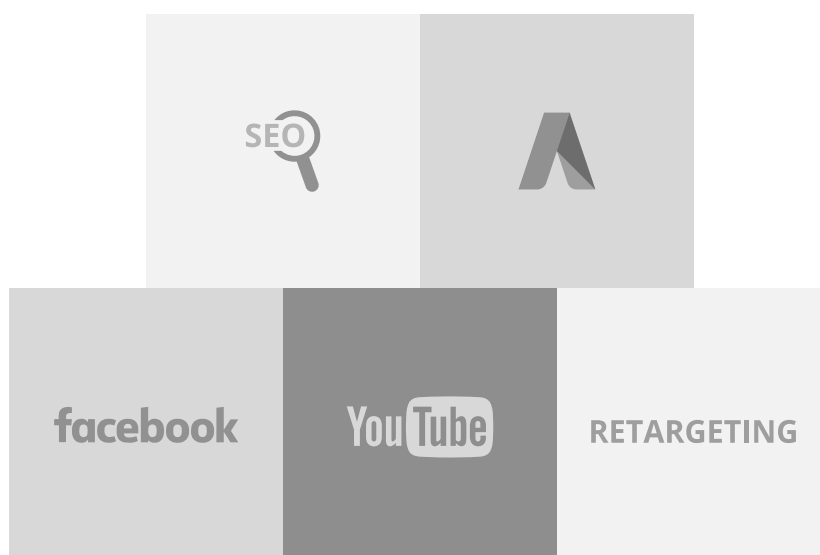
So they have to let go of the employees that they hired when the business was growing, as they no longer have a channel that's bringing in the same volume of traffic, leads and sales. Many businesses made this mistake and suffered catastrophically in early 2016. But not the super successful. Why?

The Most Successful Businesses Build Multiple Flows of Traffic to Maintain Their Flood of Leads.



This is how you do it: Start with one channel (SEO, AdWords, Facebook Ads, Instagram Ads, YouTube, LinkedIn etc.) it depends on your budget as to which one you should choose first. Once you establish an offer that converts profitably (i.e. you're making more than you're spending), get clear on your Cost Per Lead (CPL) and Cost Per Acquisition (CPA) of getting a new client on this channel.

Assuming your goal is to scale your business (grow sales, number of employees etc.) keep adding as many channels as possible, stacking one on top of the other:



1. SEO

2. AdWords

3. Facebook Ads

4. YouTube Ads

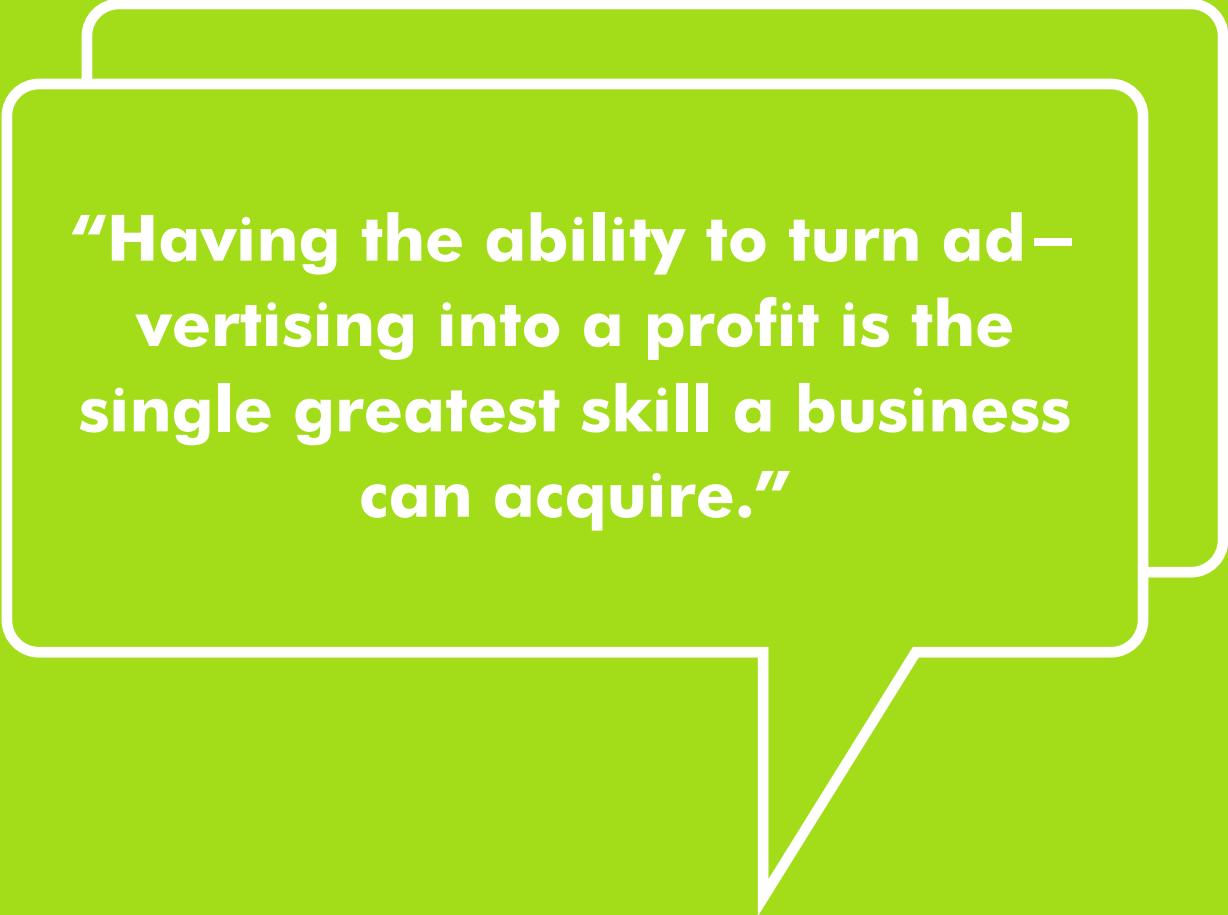
5. Retargeting

Keep at each channel until you gain momentum, until you receive a minimum of 50% ROI. Then roll these additional profits into experimenting on a new channel. Use this channel as a benchmark for your CPL and CPA when comparing the success of your new channels.

You might start with SEO to begin with and after 6 months, once you start getting an acceptable ROI, roll these profits into Facebook Ads. Bolster these two channels and ensure they are running profitably before you start scaling (increasing) ad spend and think about adding a third channel.

Ideally, you should have at least 3 channels firing along profitably which will enable you to allocate some of your profit to other channels. If something changes in one i.e. like the case above where Google dramatically changed its advertising landscape and CPC's sky rocket – your business won't be as negatively affected as you can shift your ad budget for AdWords into another channel and shelter yourself from such changes while you figure out how to get AdWords back up to its original volume.

But keep in mind that while businesses (many marketing agencies) often think they just need more traffic... In reality what you need is an "offer" that converts traffic profitably. For a business, having the ability to turn advertising into a profit is the single greatest skill to ensure you won't ever go hungry.



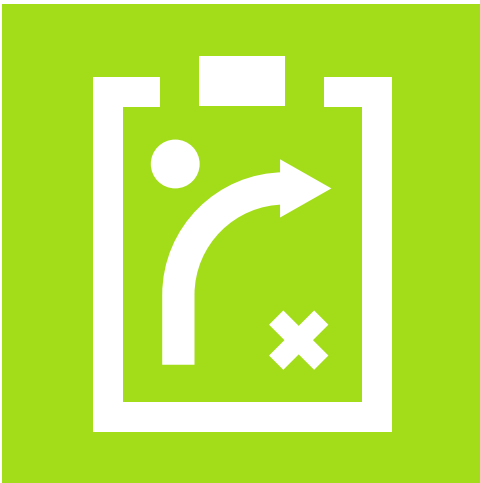
**“Having the ability to turn advertising into a profit is the single greatest skill a business can acquire.”**

Sabri Suby, Founder & Head Of Growth, King Kong

# 3.

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## **The Critical Importance of “Unit Economics”**



In order to really determine how healthy your business is and whether or not it can scale and grow you need to have a keen understanding of unit economics.

Unit economics are simply defined as “the direct revenues and costs associated with a particular business action, expressed on a per unit basis.”



Some examples of unit economics that are crucial for you to understand are:



#### Cost Per Lead (CPL):

You can calculate your CPL by dividing the cost of your advertising by the number of leads received for a particular campaign or marketing activity.



#### Cost Per Acquisition (CPA)

This is what it costs you in advertising to acquire a new customer. This is THE most important metric to understand for all businesses. It's the only way to really understand if the marketing you are doing is profitable.



#### Life Time Value (LTV):

This is the projected net profit that a customer will generate during their life as a customer of your business.

# Why Is Knowing The Unit Economics So Important?

Put simply, if you have a firm grip of your unit economics you'll know exactly how much a customer is worth to your business over their lifetime. Then you can understand how much you are able to spend to acquire a customer while still turning a healthy profit.

Armed with this information you can then begin to aggressively market and grow your business (we only like working with companies where this is the goal) as you understand fundamentally how profitable your customer acquisition strategy is and you can scale it faster and more efficiently than your competition who don't understand these metrics.

They might try AdWords, look at the CPC (Cost Per Clicks) and think "oh wow this Google stuff is really expensive" when it could actually be highly profitable for their business if they knew how much money they make from each client.

# So What Should My CPA Be?

The most common question we hear from clients on Cost per Acquisition is what makes a good CPA? How much should we be spending to get a new client? The answer, of course, is that it varies; it all comes down to what your average revenue is per customer.

There's plenty of ways to determine your average revenue per customer, but a good starting place is to take your total revenue over a period (year/month) and divide this by the number of customers you had during the same period.



$$\begin{array}{c} \text{Average Revenue} \\ \text{per Customer} \\ \\ = \\ \\ \text{Yearly Revenue} \\ \text{Yearly Customer Count} \end{array}$$



Sure there are other formulas that take into account purchase frequency, lifetime value and average order size, but honestly the formula above is the easiest place to start. Once you know how much an average customer is worth, then you can see what your average profit is.

When you know how much you make from a customer, then you can know how much you're willing to spend to get a customer.

Armed with this number, take a good hard look at your current marketing activity. It should be pretty obvious which channels are creating profitable customers and which channels are costing you far more than they are worth.

These unit economics should be the guiding compass of your growth path as a business. They are the fundamental numbers that your growth hinges on before you start looking at customer value optimisation (optimising and increasing the revenue generated from each customer).



# 4.

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## **How to Outsell The Competition With A High–Powered Sales Funnel**

McDonald's supposedly invests \$1.97 in advertising to get a customer to place a drive-through order at one of their restaurants. In other words, the \$5.875 billion they spend on advertising annually gives them a cost to acquire a customer (CPA) of \$1.97.

The most popular initial purchase "front end offer" is a hamburger which generates them on average \$2.08 worth of profit, nearly all of which is used to cover the initial cost of acquiring that customer. In other words, the initial front-end purchase generates them \$0.11 worth of profit per customer.



## So how do they stay in business?

Through having a well oiled, high-powered sales funnel that leaves them netting twice as much money as Burger King (Hungry Jacks here in Australia).



## This is how they do it:

As soon as a customer is invited to add French fries and a drink to their order and perhaps even one of their ever-changing dessert options, the profit per customer soars from \$0.11 to \$1.13. Their profit literally increases ten times, by simply asking (up selling) a simply question “would you like fries and a drink with that?”

You might be saying, “but I don’t want to be the McDonald’s of my industry” and I’m not saying you have to be...

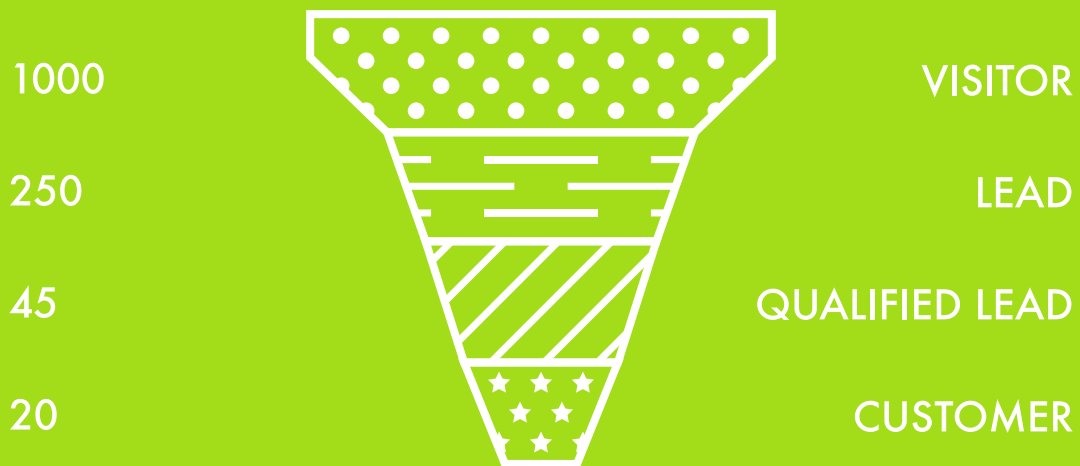
But you need to think about what else you can offer/sell to your customer in conjunction with, or after the initial purchase to increase the Life Time Value of a customer (LTV). This will enable you to be able to spend more money on acquiring a customer because you’re making more money from them.

If you’ve ever wondered how some businesses can afford to spend so much money on acquiring each customer – it’s because they’re able to ‘add fries and a drink’ to each order. It’s something we call a ‘sales funnel’ in the industry.

So having a strong sales funnel is critical in achieving massive success online. With ever-increasing competition and ad costs...it is said "he who can afford to spend the most on advertising to acquire a customer wins."

This doesn't only apply to product businesses at the time of the checkout, but also with service based business. The same also applies to attracting new leads and prospects through a lead generation sales funnel.

## EXAMPLE LEAD FUNNEL



# 5.

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**Know What Your  
Customers Are Thinking  
More Accurately Than Any  
Of Your Competitors**

While it may not be the sexiest strategy, it is bar none, THE most powerful strategy of them all and the most crucial to get right...as none of the above matters if you can't nail this.



Knowing your market and customer intimately can make the difference between winning or losing. Not only knowing your target market, but more importantly your 'ideal buyer'.

Your ideal buyer can be identified through Pareto's principle of the 80/20 rule. The Pareto Principle is very simple, yet very important. It's named after Italian economist Vilfredo Pareto, who in 1906, found that 80% of the land in Italy was owned by 20% of the population.

Now while the Pareto Principle or 80/20 Rule has been used by savvy business owners and executives for years, a recent and unique interpretation of the principle has taken its importance and power to a whole new level. I learned about this innovative interpretation in Perry Marshall's book, "80/20 Sales and Marketing."

Here's how Perry Marshall has taken the Pareto Principle to the next level. He found that the Pareto Principle is exponential! Let me explain. We already know that 20% of your customers represent 80% of your revenues. What Marshall found is that, within that initial 20%, the 80/20 rule also exists. Meaning that the top 20% of the top 20% of your customers (or the top 4% overall) represent 64% of your sales (calculated as 80% times 80%).

Now you have a distribution in which the top 4% of your customers account for 64% of your sales. So you can find more customers like them. And importantly, the Pareto Principle scales to the third power, and fourth power, and so on when the numbers are great enough.

Meaning you can laser in on the 4% of your customers who contribute to 64% of your businesses profit/revenue



Once you identify who this 4% is in your business, you want to look at what characteristic they share i.e. Age, location, education level etc. In addition to this you also want to look at what products or services they enquired about and how they found you or what channel they came in from. That gives you incredibly valuable information you can use with a variety of marketing tools to find the same type of customers out there who don't know about your business yet.



**Laser in on the 4% of your customers who contribute to 64% of your businesses profit/revenue".**



# The Power of The Halo Effect

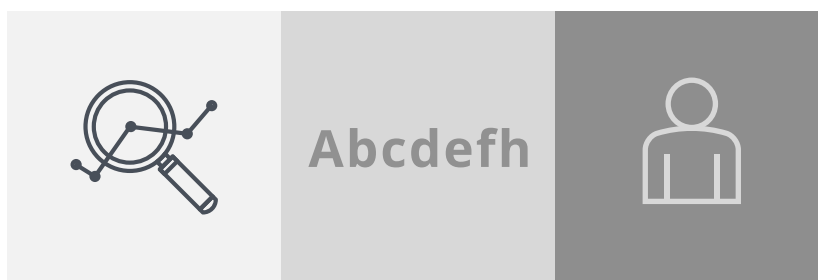
What if I told you there was a strategy that could help you to generate a constant flow of new customers as and when you needed them?

This strategy is called the Halo Effect, and is one of the most important ways that businesses can acquire new customers. When it comes to acquiring new customers, the most basic starting point is understanding who your customers are. When you understand who your customers are you can then tailor your marketing message and cater directly to your audience.

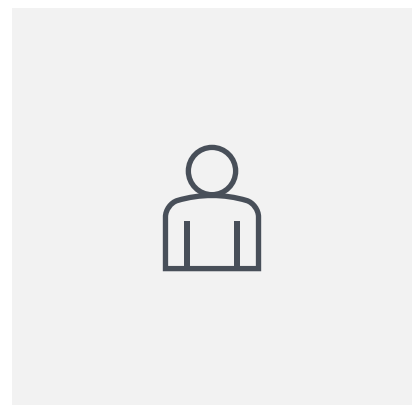
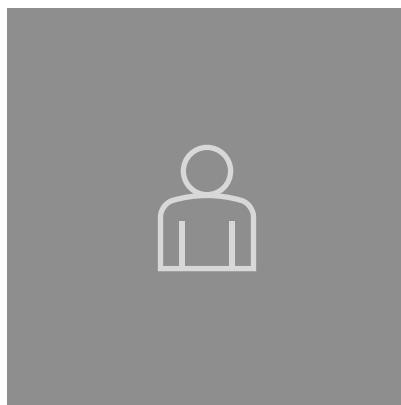
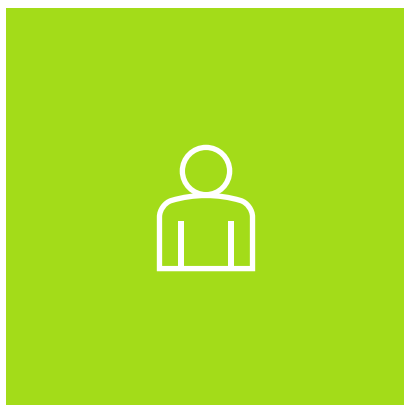
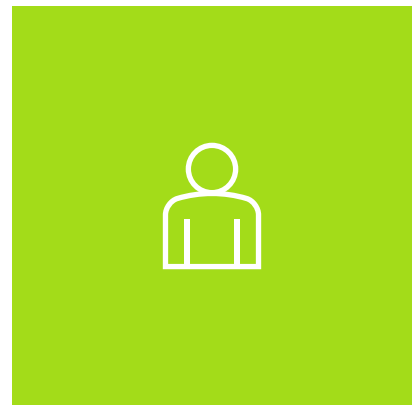
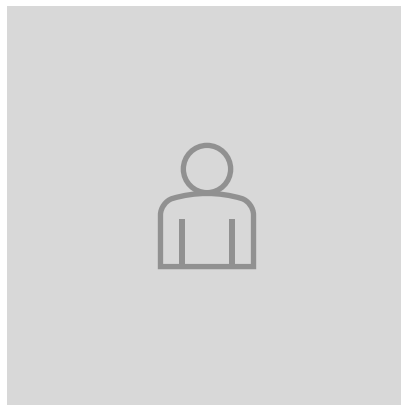
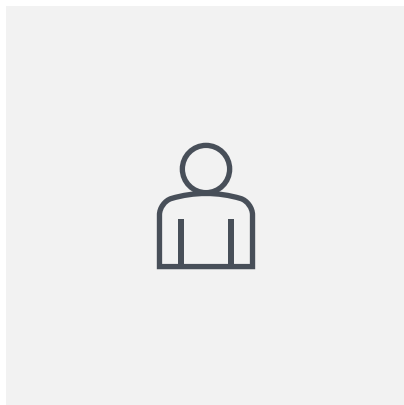
Many businesses however, fall into the trap of believing that they know who their customers are. They simply acquire their gender, age and perhaps even their location and stop right there. This is a big mistake.

Firstly, having an understanding of someone's age and gender is not enough to actually know them and secondly, this is most likely what your competition is doing. This means that for your brand to stand out from the crowd and to really win your customers, you have to go deeper. You need to work out what your customer's desires are, what their fears are, what their hopes, wishes and dreams are. You need to move beyond the obvious and work out how your audience thinks, feels and acts.

Using the Halo strategy, the first step to achieving this is to think about the keywords people would be searching for around your products or services. Search forums, comment sections, reviews, social media and look for the language that your audience is using when it comes to the existing products and services that are already on the market. Look at what their concerns are and what their questions are. Great places to start your search include LinkedIn forums, Amazon comments and YouTube comments. Go wherever your audience is hanging out and work out what they are saying and feeling. What are they happy with? What are they unhappy with?



Once you have collected all your information, organise your findings into categories of what comments or concerns appeared the most and what feelings were most dominant. From this you will then be able to find the gaps or shortcomings in the products or services that are out there already. This gap then becomes your winning ticket and a way for you to tap into the hearts and minds of your audience.



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You then need to then work on creating a solid piece of direct response copy that addresses the specific shortcomings or gaps. Ensure that your copy contains a bold headline and a strong call to action. Use this copy to speak to your audience in the same language as the questions they are asking and don't be afraid to directly address how your products and services fill the gap.

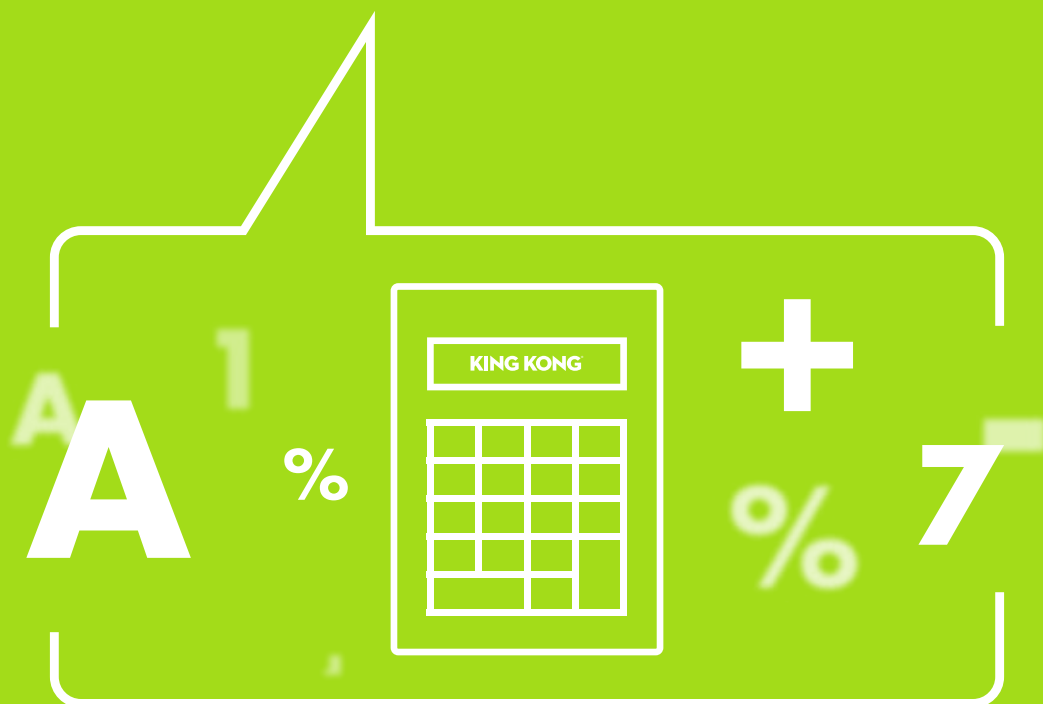
When you are able to connect with your audience in this way, you will constantly have a stream of new customers to tap into and your customers will be able to resonate with your brand on a far more influential level. In fact, your customers will feel as if your products or services are tailored specifically for their exact needs and desires, making this the most effective way to grow your business.



# Conclusion

When it comes to being successful online it starts with a solid and proven strategy. If you don't have a proven strategy in place, no matter how hard you work, you will fail to see results. We've used some of the valuable secrets contained in this guide to help hundreds of Aussie businesses grow and expand their profits nearly ten fold. By focusing on educating your audience, diversifying your traffic sources, understanding unit economics, building a solid sales funnel and knowing and understanding your most valuable customers, you can be well on your way to creating a highly successful and profitable business.

Just remember, once you start to implement these methods into your business, be prepared for major success!





## Claim Your FREE Digital Marketing Blueprint To Double, Triple, or Even Quadruple Your Business (worth \$1,000)

Getting the stuff in this report right is the only way to start becoming super successful online. If you're serious about dominating your market and maximizing — down to the last dollar — your advertising ROI, you must address these five things. If you're not, then you're probably spending more money than you need to on marketing...but getting less return than you should. For example, when you work with us, we target a 3:1 ROI on your marketing spend. That's right. Our goal is to get \$3 into your business for every \$1 you spend on marketing.

I've given you what you need to get started. But if you have any questions, or would like our help on implementing any of the above, get in touch today. Even better, for a limited time we're offering you a 30-minute strategy session where we'll discuss your business goals and challenges and draw up a Digital Marketing Blueprint for you for free.

Please note this is NOT a sales call. You will be speaking with one of our highly experienced Digital Strategists, not a salesman

**WARNING:** Before you claim your free strategy session you must understand that this is only for people serious about setting up their business for long term success. We'll do the brunt of the work, but to truly get your sales figures skyrocketing we need your commitment and dedication. If you're not ready for that please don't waste our time.

But if you are ready to kick your business into overdrive and skyrocket your profits book your FREE strategy session call now.

By the way we recommend you book quickly. Our Digital Strategists only have a limited number of slots available for free sessions each month and they're filling up fast. Not to mention that our head of accounting is NOT happy we're giving away these sessions for free and wants to shut this offer down. Get in now before we have to start charging again.

## CLAIM YOUR FREE 30—MINUTE STRATEGY SESSION