

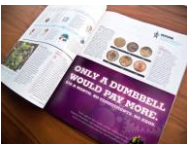
Slide 1



Slide 2

Content Marketing

- Magazine or newspaper
- You read the magazine for the content – it is what attracts you
- Advertising is around it
- Product placement in movies
- Advertising is supplied by companies different from the content

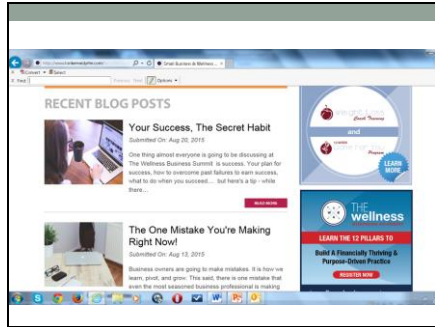


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Content Marketing

- On the website the goal is that they come to read the content and the advertising is yours
- If content is not good, then you do not create an audience
- Great Content = entertaining, inspiring, educational
- People do not stay or buy
- Whenever you create content – you create an opportunity for advertising

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Media

- Media is anything aggregates the attention of a definable market segment into a specific location at a predictable time
- Directing the attention of specific people to where it wants at any time

A 3D graphic showing the words 'MASS MEDIA PRESS' and 'INTERNET' stacked together, representing the concept of media.

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Marketing Funnel

- The process for getting sales
- Top of the Funnel: Awareness – make them aware of the problem or the solutions of the problem
- Middle of the Funnel - Evaluation – are starting to evaluate the solutions for their problem – including opting for not doing anything
- Bottom of the Funnel: Conversion
- Each one requires their own set of content

A graphic of a funnel with a red top, yellow middle, and green bottom, representing the marketing funnel process.

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Marketing Funnel

- The top involved strategies to make them aware of you and your service.
- The middle is where you offer free content –
- Website take them takes to a landing page where they enter their email and get a free whatever
- Can have a low price item that they can buy right away – product should be the next step
- Once they have given your email – you can offer them more access
- Once in the bottom of funnel, they buy



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Top of the Funnel: Awareness

- Cold prospect
- Your goals:
- Increase awareness of what you offer (services or programs)
- Grow retargeting list –segmenting people into list with specific interests or goals
- Increase engagement (comments, sharing on facebook, retweets, growing traffic to the site)
- Other – anything that may fit your business that fits at the top of the funnel
- It is all about getting your message out about what you offer

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Content for Awareness

- Blogs
- Social media updates: <http://canadiansinternet.com/2015-canadian-social-media-usage-statistics/>
- Photographs
- Digital magazine/book
- Audiopodcast
- Print – newsletter, writing for magazine
- Discuss problems and solutions
- Use social media to draw them to your content on your website
- Awareness is subtle



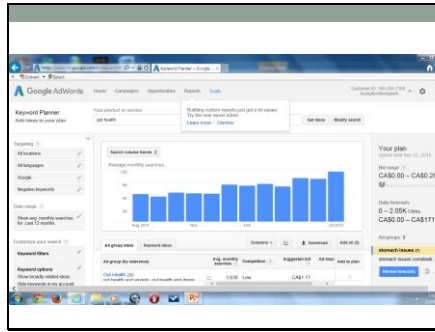
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Awareness

- So you are focusing on - Here is the problem and this is why I do this or provide this service
- Microsite – one topic only – separate domain – advertise your main site and services
- Google webmaster tools – provides services for understanding your website – analysis
- Look up google trends and google adwords to see what is popular



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Middle of The Funnel: Evaluation

- Goals:
- Grow email list
- Grow retargeting list – landed on your page or you had a conversation) but they did not convert – re-target them
- Initial customer acquisition – customer something inexpensive – in order to convert them into a customer – make the offer on your opt-in page \$7



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Content types

- Lead magnet – is irresistible bribe that give a specific chunk of value that you give in exchange for their contact info
- "the ultimate list"
- Types of content
- Educational resources can included case studies (before and after), free reports, free guides, free eBooks,
- Useful resources (save time) – cheat sheets, mind maps, templates, toolkits
- Resource lists -time management list or shopping list (what to look for)
- Software download – free 1st part of the program for 14 days

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Content Type

- Quiz and a result – ask for an email to get your results
- Webinars and events – register
- Events – hold a draw or give them something in exchange for their email address.
- Put a low dollar offer in to start them as a customer



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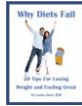
Lead Magnets

- Ultra specific – never be vague
- One big thing – everyone wants a silver bullet or magic pill
- Speaks to a known desired end result – what does your market really want – figure it out and they will give you their email address
- Immediate gratification – avoid newsletters and free courses - your market wants a solutions and they want it now
- Does it shift the relationship – does it reframe them to engage in future business with you

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Lead Magnet

- Perceived value – just because it free does not mean it should look cheap
- Use a graphic designer to make sure it looks good (Upwork)
- Get a good proofreader
- Does it have actual value – do you deliver the goods
- Rapid consumption – how long does it take to consume



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Bottom of the Funnel: Conversion

- Goals:
- Lead/Customer – Nurture the list
- Grow retargeting list
- Maximize Immediate Customer Value
- Increase retention – to keep them as clients
- Increase buyer frequency (and recency – indicates what you are most likely to do next – if you exercise yesterday then you are more likely to exercise today)

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Content type

- Demo free trial -
- Client Story – not just a testimonial – must be careful
- Comparison Spec Sheet
- Webinar Event – more hybrid education and pitch
- Mini-class
- All to encourage sales and upsells – not going to use lead magnets



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Conversion Content

- Content for Selling:
- Your story
- Be clear that you will be pitching them at the beginning
- Give great content that stands on it own
- Make sure you include elements to show your credibility
- Offer bonuses – 2 is enough
- Have a start date and offer an early bird or special price



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Non-Website Strategies

- The majority are going to be in person talks – find the target market and go to them
- When speaking offer a free e-book or information in exchange for their email
- Ideally – offering a monthly offering so they know you will be contacting them on a regular basis
- Offer a free first class or session – then structure it just like previous slide only
- The key is to engage them emotionally – let them you know how you relate to their story – be sincere
- Make sure there is a time-sensitive offer.

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In Summary

- These are just a few key strategies but hopefully you will see why it is important to have a bigger plan for reaching people
- You are building a relationship – people need to know you, like you and trust you
- You will always have people take advantage of the free content and never buy – they are not your ideal client
- Focus more on those you can help and who will buy you services

