



THE 3 STEPS THAT GUARANTEE BETTER ONLINE MARKETING RESULTS

IMPROVE YOUR ONLINE AUDIENCE ENGAGEMENT

The 3 Steps that Guarantee Better Online Marketing Results

By David Walter.

Following the steps outlined below could bring your brand:

- *More online traffic with minimal extra spend*
- *A larger targeted audience that is looking for your brand*
- *And more leads and enquiries from the web*

NEW research shows that online engagement is paramount in getting a larger share of the online market for your business. Let me show you for FREE how to get better results. Stop throwing money away with your online advertising campaigns! Make your website start capturing leads! Most importantly, get a Return on Investment with your digital marketing and not just a collection of clicks.

Learning where to spend money and how to reinvest in your brand online is crucial to creating an online presence that works for you.

“55% of Australian marketers say their organisations are clear on what an effective or successful content marketing program looks like, however, only 28% of the overall sample say their organisations are effective.”

– Content Marketing in Australia 2016, CMI & ADMA

Who am I?

My name is David Walter and I have been helping business owners since 2009. Using every available tool, we build new audiences for clients both online and offline. Through my business Xmedia Digital Solutions, I have helped to create simple actionable steps for clients to get a larger online audience, more web traffic and better results for their investment. Now it is your turn. Get my strategy to turn your clicks into leads.

What do I need to get started?

Firstly, nothing. Just read it through and try to understand what I am putting down. Then I recommend reading this all over again to take in anything you missed, and also write down the 3 key focus points and how they relate to your business.

Write down these 3 words

DISCOVER
PROMOTE
CAPTURE

You are probably thinking, right, what the bloody heck does that mean! C'mon Dave, seriously?!

Let me break it down for you so you can implement an online marketing strategy that is guaranteed to work for you.

Section 1. Discovering your Brand.

Firstly, DISCOVER. This means exploring your brand from an outside perspective and working out what it is all about, it's niche and its way of helping others and providing a required service. This could be something physical, downloadable or something to be taught, whichever it may be, it needs to provide a benefit to others. Why? Because that is what people are looking for.

“NO ONE ELSE CAN DANCE YOUR DANCE...”

Knowing what your brand is trying to give to people is the first step in being able to market it correctly. Many people get stuck with an ideal they have in their head about their brand, and spend money marketing something that users are not even looking for. I recommend asking people around you what they think your business provides.

If you were in an elevator with a total stranger and they asked you what your business provided, what would your answer be? You know yourself that when you go looking online, you are looking for something or someone that will help you. What will people be looking for when they find your business?

I struggled with this very question for years. Mentors that I looked up to always mentioned having a great elevator pitch, a sentence that would sum up what I did as well as leaving it open for questions or discussion. As my business developed and changed over the years, going from tech support to web and advertising, my description of what I did also changed. Now, I tell people this: I manage a business that helps other businesses reach their audience through online channels and successful marketing practices.

I would love to hear yours, but before you come up with your final answer, remember this: YOUR BUSINESS NEEDS TO PROVIDE SOMETHING OF RELEVANCE AND USE. It is no use trying to sell a product to someone who doesn't see how it could benefit them. It is also important to market the "best bits" about your brand. For example, Dave's Fruit Shop might sell all different fruits, but he is known for his delicious apples. His elevator pitch would be something like 'I own a fruit shop that sells the best apples in town'. It's simple, explains what the shop is, as well as highlighting their most popular product.

Now let us think of the big names in your field of business, do they appear to be giving more than they are taking? How many come across like they are pitching a sale to you? That is where step 2 comes in, the way you sell your brand.

Section 2. Promoting your Brand.

Step 2 is to PROMOTE your brand. Once you know what your niche is, your service or product that people will need, start talking about it. NO! Not like before! The secret here is to promote the outcome not the product. What I mean is, don't advertise those red high heels, promote the happy girl wearing them. Associate happiness and trust in your brand and product by showing the outcomes. Use testimonials from real people, show off recognisable people that use your product, and share what can be achieved with your product. People want to see others using your product and succeeding at what they are trying to achieve.

Brand influence and word of mouth referrals is one of your biggest lead capturing tools, be sure to use it. Ask for testimonials, reviews and feedback, get that photo of your product in action, talk about your product in the media, whatever it takes! When a third party is vouching for the amazingness of your product or service, it counts 10 times more than you saying it, and even more so when it comes from someone people recognise in the industry. It's like Michael Jordan saying what brand of shoes he plays in, or what guitar brand that famous rock star uses.

Be your own Brand Ambassador.

It's all well and good to use well known people to market your brand and create awareness, but don't forget to talk the talk and walk the walk yourself. Let others know you are proud of your brand. Use your own products if applicable, wear the right uniform, show off what is great about your brand!

Have you heard of retention marketing?

Studies have shown that it is far cheaper and easier to sell to an existing customer than it is to obtain new ones. Why is this?

Existing customers already know your brand and what it offers, so when a new product comes out or is on special, they already have that built up trust or awareness of your brand. They jump at it, like a hungry lion on it's prey!

I believe at last count, about 80 percent of our business was coming from return clients. This is massive! Considering many leads are also coming from Facebook and social channels, it creates exponential sharing and discussion of our brand. It has led us to develop a loyalty program to reward our long term users.

My point is, don't forget about your existing clients and customers when promoting your brand. Keep them unique too and market differently to each. A lot of business owners we have worked with, offer loyalty products like discounts or bonus items. This can help retain your customers as well as keeping your brand active in their thoughts and conversations with others. Stay relevant too. If they love you for your red high heels, don't forget about them when you start launching your blue high heel range!

Section 3. Capturing Leads.

Last step is to CAPTURE your leads. Use an aggressive style advertising campaign. What I mean by this is get noticed, don't just do ads for the sake of it. Research what is already getting noticed about your product or service and play it into your headlines.

Jump back to the example of Dave's Fruit Shop. If Dave was to advertise just another local fruit shop, what sets him apart from the other fruit shops?

In this example, I would recommend Dave focuses on his best-selling product, the best apples in town! If this is what brings the customers in, it will also lead them to his other great products.

The best way to promote your brand online.

Every business needs a website. Every brand needs a website. What kind of website will depend on the brand or business type.

For clients like car dealerships or electronics shops, a website with many pages and links to showcase products is what works best. It allows customers to see what is on offer and do a bit of research before they buy.

Whilst this might work well for some, other clients might be better off with a less distracting website that both showcases what is on offer, but also leaves no other option but to enquire or buy. We call this a landing or squeeze page.

A landing or squeeze page is a distraction free webpage that is there for one reason only – capture information. This information could be email addresses for your email marketing list, or it could be an e-book download, product sale, or even just an enquiry.

Landing pages are getting very popular. Even brands that have a multipage website are using single landing pages for product launches, special offers and events. Check it out next time you are on Facebook or your favourite news site. Many of the promoted ads or sponsored posts will lead you to a single function web page, where there are no external links or buttons, only the information you came looking for and the call to action – enquire, download or buy.

Let's say you have your landing page setup and ready to go, you need traffic and people to see your amazing offer, right?

I recommend using social media posts, blog articles, guests posts and multiple pay per click online ad campaigns. If your landing page is selling the best apples, your posts and ads need to promote headlines such as; Did you know this one fruit can change your life? or See the one thing that makes this boy smile. Headlines that don't give away all the secrets allow for people to click to find out more. As humans, we have a thirst for knowledge, and if you are putting out a question I do not know the answer for, I will want, NO! I will need to find out.

Headlines that include questions like Did you know and Have you seen are great starting points, but also, statements like Learn how we, or The one thing that made a difference are attention grabbers. Another hot tip when it comes to writing headlines for ads and articles.... use human emotion and empathy. The most viral posts and videos online include human emotion whether that be laughter, sadness or determination.

Point all of these ads and articles towards your new landing page. Continue the story and give the answers. If done right, this will lead towards your call to action which then puts the ball in the reader's court. If you have teased their tastebuds and they want more of this awesome content or information, they will click your buy now or enquire today button and give you their details. From here, I am sure you know what to do!

Is Clickbait the way to go?

We all hate what is commonly referred to as clickbait, those links and articles that ask that question you just must have the answer for. It can be annoying when overused as well as being associated with spam if done wrong. Use clickbait, get a bite, but do it right. Create an irresistible headline about your product that needs to be clicked. Make people want more. Then let your landing page explain the rest. I use this technique for customer social media content, pay per click ads and guest posts.

An example of this is a post we ran for a Toyota dealership on their social media pages. The headline read "Read this before buying a used car!" with an accompanying image of a Toyota vehicle with a big red cross over it. This linked to an article on their website that detailed the pros of buying from their certified used car range. The client benefited from over 1200 impressions of the post organically, with around 200 clicks on the post link. They also got a lot more traffic on their website just from this post as people were inclined to look through the site further after they read the article.

Success! Why did this work? The title, the urgency and stating of the topic, as well as creating a link rather than a natural post. Now if we use a similar post to lead to a landing page, we can then continue the story and lead into a signup form.

70% of Australian business regard social media, blogs and in person events as the most effective marketing tactic, once again, giving people information but still with a lead capture thrown in.

Where do I get leads?

Spending your money on pay per click web and social advertising will get your brand in front of more people. Impressions count too, even when there is no engagement with your ad, people are still seeing your brand.

Promote your product or service through articles and reviews, use your social media pages, blogs like WordPress.com and Tumblr.com to create articles, utilise video and even podcasts. Whatever you throw your hand at, make sure it leaves an open question for more and point them to the answer – your landing page!

Search engine optimisation (SEO) can also be utilised to build rank for your pages and articles, although when it comes to bang for buck, I recommend starting with your PPC ad campaigns and unique landing pages. SEO can take a lot of investment and time before you see any results, and they can all change with every update to Google's search algorithm.

“69% of Australian marketers use search engine marketing (SEM) to promote and distribute content, followed by 66% that use social media ads” - Content Marketing in Australia 2016, CMI & ADMA

What you need to do now.

Lead generation and audience engagement is paramount to your business getting more from online marketing. Start by observing and learning. Find your competitors and top brands in your field. Watch their social media accounts and website pages. Are they giving more than they seem to be selling? Today’s customer wants to get online to find information, give it to them. Provide that information that only you can give. Show that you are helpful, and know what you are talking about. Be the expert in your field. Start basing your social campaigns on what the successful brands are doing. Why not, they have a bigger marketing budget than you and it obviously is paying off. Learn what headlines they use for articles and ads, watch what images they select and count how many times they pitch a sale in their content.

What am I doing wrong?

69% of Australian business owners struggle to produce engaging content.

If your brand is getting the traffic but not the sale, it could be just that you are offering too little for too much. Change it up. It doesn’t have to cost you the world. Offer a free e-book or bonus product, include that extra bit of service, differentiate yourself from your competitors.

I have helped start-ups, small business and growing enterprises build up their online audience and start converting a higher number of leads into sales. How? By listening to what that ideal audience is looking for. Who is buying your product? What would they do during the day? Are they listening to your local radio or watching commercial television, or are they on Netflix with an indie radio station and Spotify on their iphone? To get your brand in front of the right audience, you first need to know where to find them.

Why my system works

Look at successful people like Tony Robbins. They give. And give. And give. Not sell. They offer help not a product. The sale comes with that reaching out from the audience who want more. And this is where the sale comes. Build up people’s trust in your expertise. Do your thing, and advertise the outcomes like your client’s success, product sales and feedback. Build a reputation for your brand, not just product sales.

I have found that setting up an ad campaign for a client using a custom landing page with a call to action like a form to fill in, a download or a buy now button works almost 80% better than using your standard website homepage.

In a recent survey by HubSpot over a 12-month period, they found targeted call to actions convert 42% more visitors into leads than untargeted call to actions.

We have the technology now to target our right audience with ads that can target not only keywords, but also age, gender, location and interests. To make it even better, we can even take a second shot at getting that client with remarketing! Are you using today's marketing tools to your advantage?

A plan for tomorrow

Now you know what it takes to start capturing more leads, take a look at your business, it's products and the way it comes across to new customers. Are you using the right tactic?

What is the outcome of buying from your business? What does the customer get from the experience? Look at the positive side of this and market that feeling or achievement.

I hope this eBook has given you some ideas. Now go and make it happen. Re-invent yourself online!

Author.

DAVID WALTER.

Founder and project manager of web marketing firm Xmedia Digital Solutions, father of three and partner to a princess, David enjoys helping business owners take advantage of web and social advertising through campaign management and straight talk, no nonsense action meetings.

<http://xmediads.rocks>

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