TRAFFIC&CONVERSION
SUMMIT 2017

presented by:

Tim Castleman

OFFICIAL EVENT NOTES

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Keynote: The NEW Customer Value Optimization

Ryan Deiss

The Digital Marketer lab group currently has over 10,000 members.

They were able to raise $60k for two local charities in Austin for kids with cancer.

There have been 1,000,000 downloads of their podcast.

They launched the [Truconversion](#) software company last year which just crossed 400 paid members.

Digital Marketer HQ, which hosts all their certifications was launched last year as well.

Technology and automation are rendering digital marketers useless. We call that job security at Digital Marketer and agencies do as well. Business owners call this permission to not have to come here anymore, this stuff has gotten complicated and it's not getting easier.

Big Shift #1 - The Continued Professionalization of Digital Marketing

It's not just an action you undertake, it is a thing unto itself. It would be similar to doing all the accounting in your company by yourself. In your business, you need to focus on what you do best - then hire an accountant.

For example, when Ryan was having dental work one day, his new dentist recognized him. Then it hit him that he doesn't want his dentist to be excited about marketing. He should be learning about teeth!

If you're a business owner, spend the bulk of your time focusing on your product and how to make your customers happier. It should be someone else whose job it is to grow your company, like an outside agency for example.

As marketers, you're being asked to figure out the strategy and technology both as client's needs have changed.

There is a new mission at DigitalMarketer. They have launched a job board and a certified partner directory on their site. They have also released hiring guides with job descriptions, ad copy, etc. They started offering certifications such as Search Marketing Specialist, Analytics & Data Specialist, etc. so you can be assured of having someone on your team that knows what they are doing.

Digital Marketer Intensive Training was also launched to go through all their certifications in an intensive 12 week classroom experience and includes real work projects and actual discussions.

They are going to start hosting actual classes in their Austin office, then will branch out to train the marketing professionals of the future so business owners can grow. Digital Marketer HQ has over 2,000 users now.

Yahoo Finance ran an article about future potential earnings of various professionals and that of a digital marketing professional came in at $209,755.

Either hire to train or train who you already have on board. The companies who succeed in the future will be the companies who are willing to invest in their people and bear the burden of training and educating them.

The college idea doesn't hold true anymore. We are shifting back to an apprenticement model and the companies who are willing to hire the best and brightest and train them will succeed.

Shift #2 - **The Rise of Bots and the Return to One-to-one Conversations**

Recently a 6 yr old girl in Texas ordered a $170 dollhouse and 4 lbs. of sugar cookies through the Echo. The change will not happen as fast as people will believe, nor do people want that to happen necessarily. We actually enjoy the shopping, driving experiences, etc. without the help of computers.

Although it is creating a tremendous opportunity, for examples: chatbots.

This has a lot of people questioning "Are the bots coming to get us? Since the bots will anticipate questions, will there be no more salespeople?" While automation is great, just because you can, doesn't mean you should. What would happen if we leveraged advertising and marketing automation to drive real conversations and see automation to deliver better conversations?

Case Study:

They used Facebook leads to build a rockstar marketing team. They sent 8 follow up emails over the course of a month. The purpose of the email was to get someone to reply and start a conversation.

The one that worked the best was a 9 word email: "Are you still looking to train your marketing team?"

Remember, bots won't have a soul or personality, there's someone magical about being a human.

They did make one screw up with the email by putting the logo in it. But this can all be automated.

In another campaign, people were asked if they wanted to bring team members to T&C and were offered a discount. They were given 3 ways to answer:

1. Just reply to this email
2. Give us a call at….
3. Personal favorite and the fastest way to her your special discount, Let's chat on Facebook. Click this link to open the chat and tell me know many people you'd like to bring.

Facebook chat is a new favorite and will be the next big thing, the next email. It won't replace email marketing entirely, but it but will be big.

You can make a link in any email that will automatically open up a chat by using this URL: http://m.me/YOURLINK

The goal is to start a conversation, NOT close a sale.

We are now measuring the cost per conversation: customer care is not a function of operations, it's a function of monetization.

As digital marketers, let's make a commitment to keeping it real and human.

Big shift #3 - **The Customer Value Optimization**

Marketers must own the entire customer journey.

As business owners, there's the importance of sequence in a relationship. Remember, it's possible to ask for something to soon.

The original 5 step funnel, a.k.a. "The Million Dollar Napkin" - documenting and simplifying the model.

If you can't write down your business model on a napkin, it's probably too complicated.

Their Customer Value Optimization has guided everything Digital Marketer has done. Older models have all focused on extracting value from customers. You need to deliver value as well, over and above what you ask for in return. Create a universal framework for transforming

strangers into rabid buyers and raging superfans. The goal is to have your customers becoming a better customer version of themselves.

Recommendation: Intimate Behaviour book by Desmond Morris

If we can figure out how that happens with humans, we can figure it out with business. There are

In this book, he discussed that there are 12 stages of intimacy - Eye to body, Hand to hand, etc. The most fascinating thing was the rate which you progress is not in of itself a predictor of success. In other words, you couldn't skip more than 2 steps.

Your job is to transport customers from a less desirable before state to a more desirable after state. We are professional explainers.

Stages:

- Awareness
- Engagement
- Subscribe
- Convert (through time and money)
- Excite
- Ascension (when sale takes place)
- Advocacy - marketing doesn't stop when sale is made
- Promotion

The Value Journey Canvas explains this roadmap. You should ask yourself "where are my customers stopping?"

This canvas allows you to organize your tactics and your training. How is it going to help me get my customers through the value journey? Also, it helps to organize your team as well.

The job of marketing is NOT to generate awareness and is NOT to close the sale. It's to move prospects and customers seamlessly and subtly through each phase of the Value Journey.

How to Generate Sales, Leads & Loyalty at All Stages of the Customer Journey

Russ Henneberry, Molly Pittman, DigitalMarketer

How do we make people aware of our business, get them to subscribe, then get that initial conversion? The Value Journey Canvas is what Digital Marketer incorporates by using campaigns to move people through the various stages. This is where most people get frustrated with their marketing, i.e. they don't know where to start.
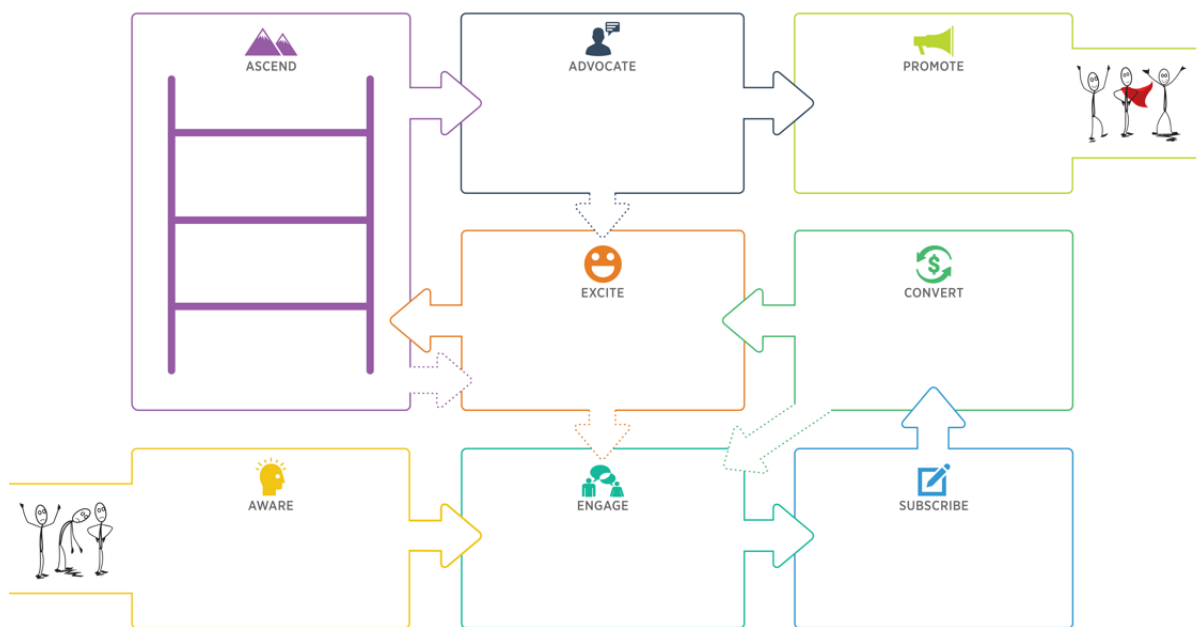
An important step is to look at where, in that journey are people getting bottle necked.

There are campaigns needed all across the entire journey. Think about them as an assembly line. How does one hand the customer off to the next stage? There should be at least one campaign at each step.

Most businesses do this...
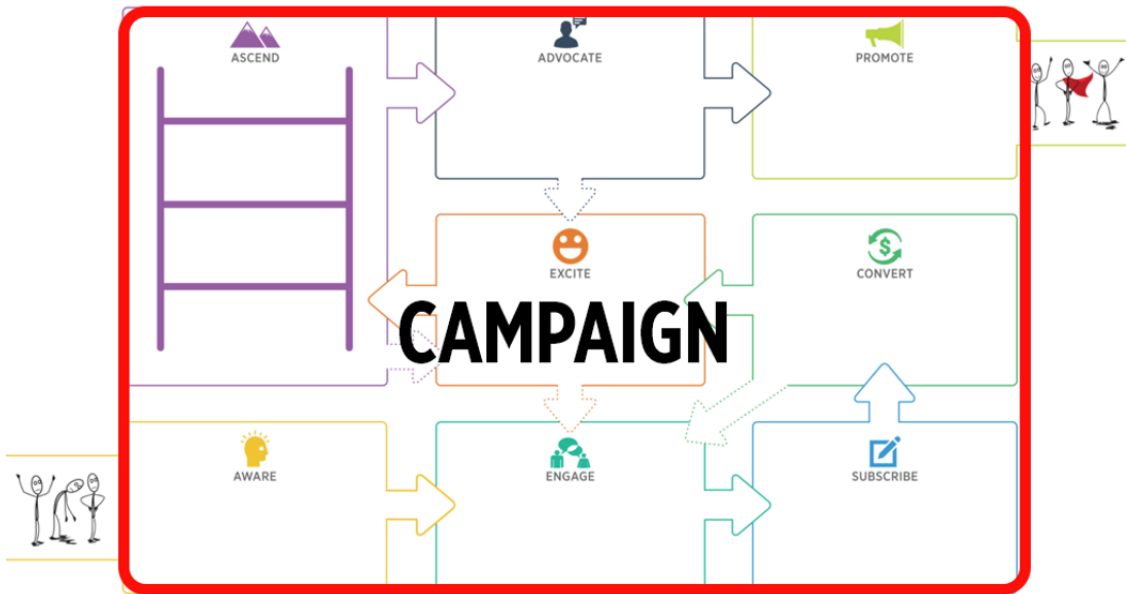
...or this
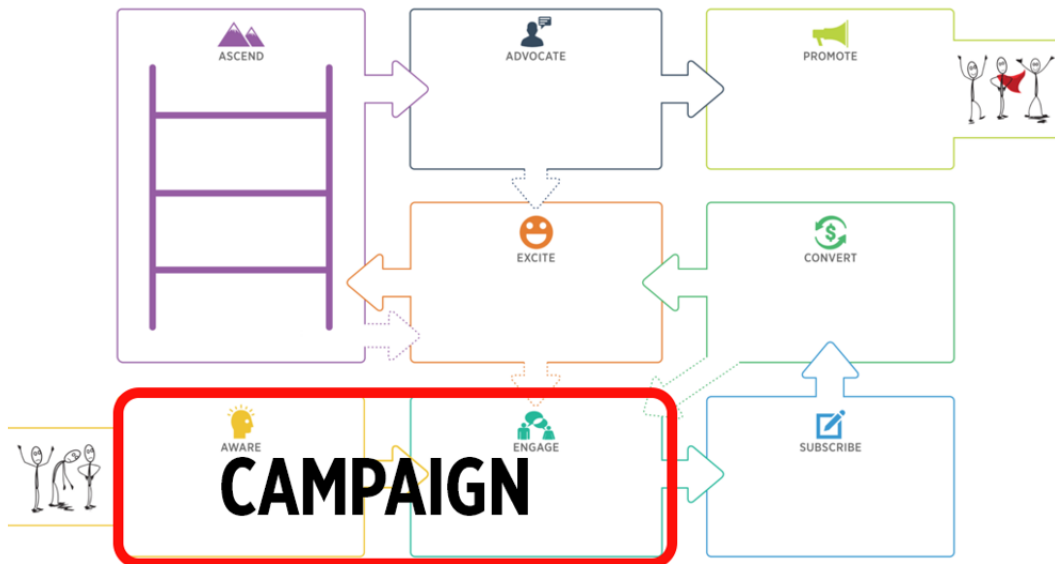
But, there should be at least one campaign at each step.

A marketing campaign consists of :

- Content
- Traffic Source
- Call to action

Case Study:

1. Aware to Engage case study:
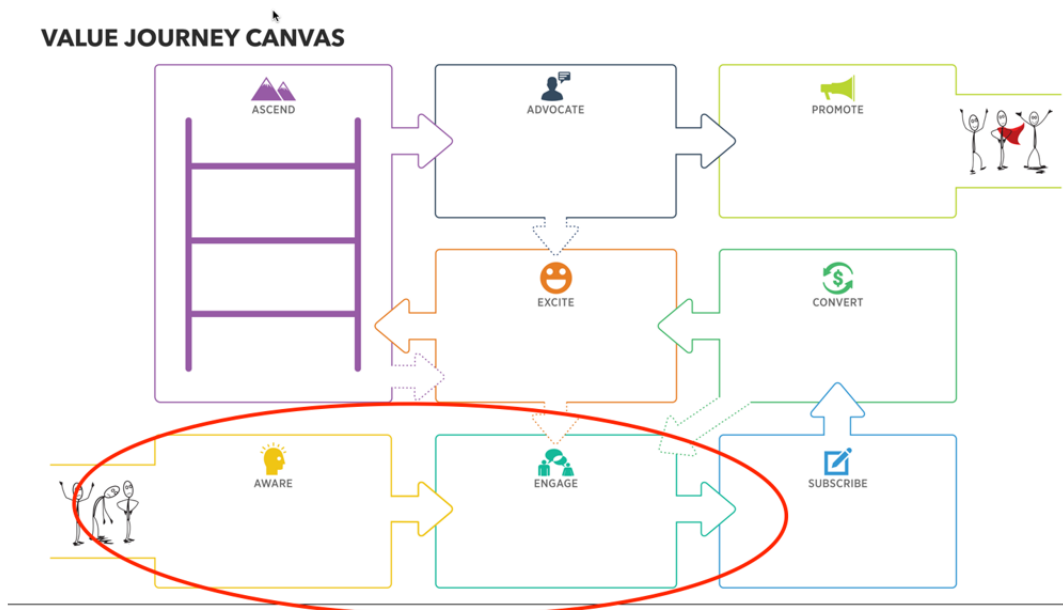
Goal: Aware to Engage
Content: Branding Video
Traffic source: Facebook video views campaign
Call to action: End the war between sales and marketing...watch this video!

The video was a funny movie spoof and the goal was to build that custom audience of people who were engaged. They were able to build an audience of 350,000 people and then retarget them with a carousel ad.

Case Study: DigitalMarketer

DigitalMarketer
Sponsored (demo) · 🌐

Are you brave enough to end the war?

That's right… there's a war. And it's happening in your company…

…it's a bloody battle between sales and marketing.

Every day, they work against each other.

It's not that either are "bad" or "stupid"…

…they're just not on the same page.

You need step-by-step marketing and sales training that aligns your "north" and "south".

It's time to end your war.

DigitalMarketer HQ can help: hq.digitalmarketer.com

THE
remedy
TO THE WAR BETWEEN
SALES
— AND —
MARKETING
♡

▶ ▬▬▬●━━━━━━━ -0:50 🔊 ⚙ 📺 ⤢

😊😲❤ 453   22 Comments 61 Shares 523k Views 👤 ▼

#tcs2017 | @digitalmktr

Case Study: DigitalMarketer

Sales/Marketing Video - Vday	Custom Audience Engagement – Video	357,200

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Digital marketing training for sales and marketing teams. Start your 14-day free trial today!

DIGITALMARKETER HQ
Swipe right for
a fully trained
digital marketing
team

DIGITALMARKETE
Customize
training exp

Used by Uber, Harper Collins, & 2,000+
Marketing Teams

Customize training plans f
employee

664 reactions 18 Comments 75 Shares

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2. Engage to Subscribe case study:

12

VALUE JOURNEY CANVAS

ModCloth Blog

Goal: Engage to Subscribe
Content: blog post
Traffic source: Facebook organic
Call to action: Sign up for good offers

This was a blog post about swimwear tips. If you were on the post, you would get a pop up saying "Sign up for Modcloth's good news & great offers!". The post is not designed to sell swimsuits, but to get people to subscribe. Bonus points if the CTA is very relevant to the content they are consuming:

Case Study: ModCloth

Case Study: ModCloth

Another example, Direct Marketer's popup "Never Miss Another Perpetual Traffic Podcast - Get weekly podcast updated sent directly to your inbox!"

Bonus points if the CTA is highly relevant to the content…
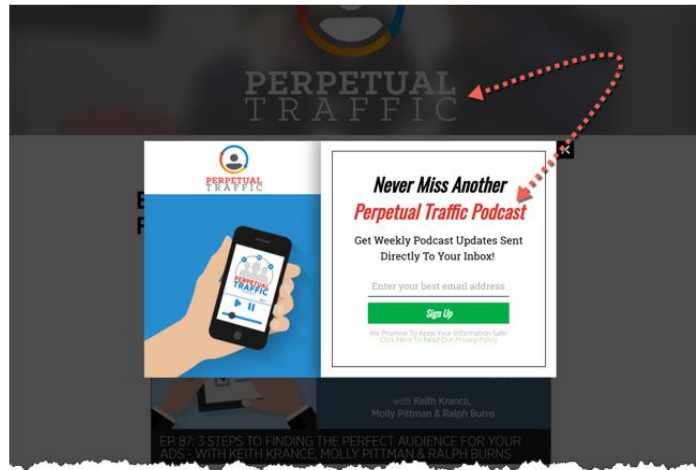
They are using "Optinmonster" to configure their CTA's.

3. Subscribe to Convert case study
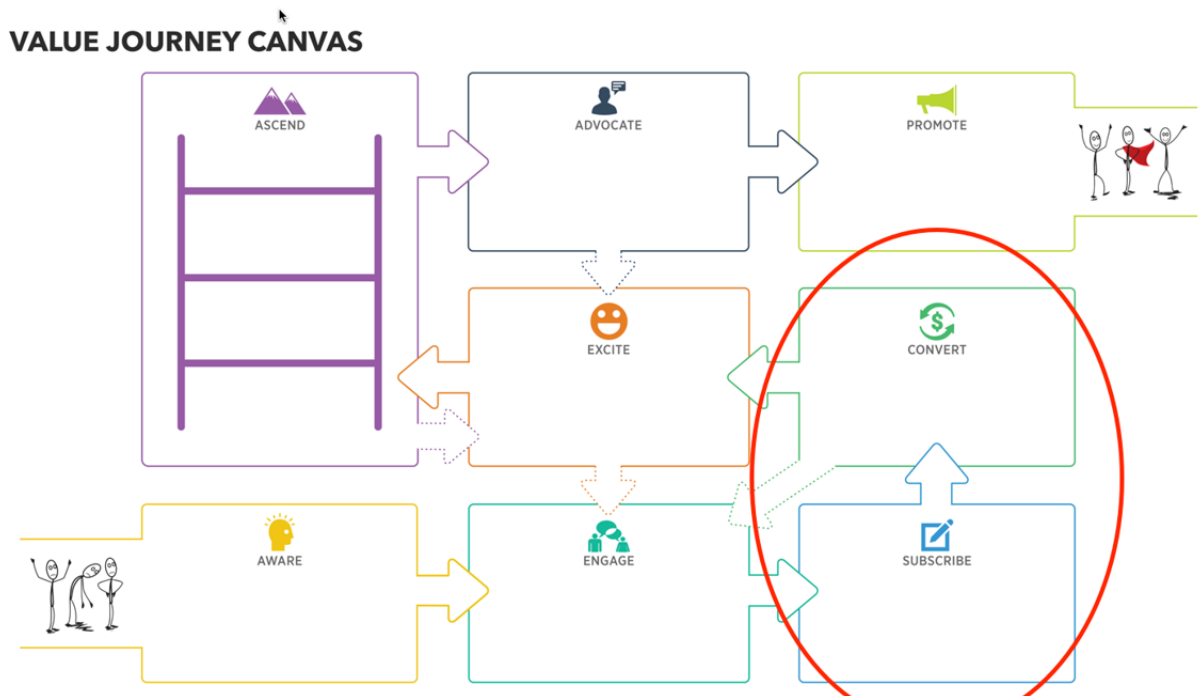
Case Study: Honest Company

Goal - Subscribe to Convert
Content: email copy and creative
Traffic source: Adwords
Call to action: Exclusive offer, get 25% off your first order!

They ran an ad on Google, which brings up an opt-in immediately, and then followed up with an email that included a 25% off offer with scarcity.

Case Study: Honest Company
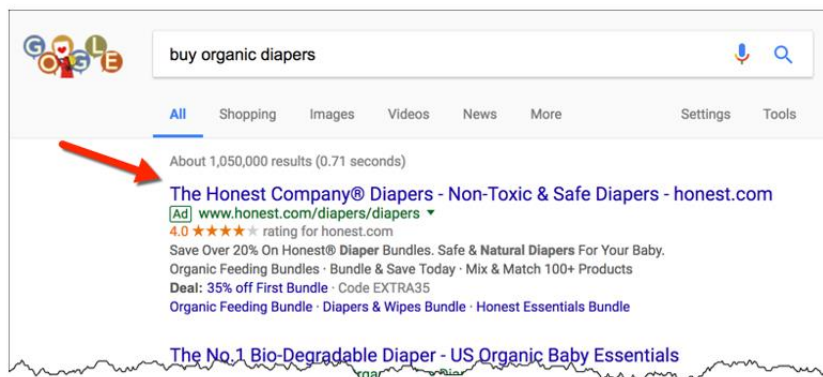
Note: When you are creating campaigns, you need to look at where are people are coming from in the previous stage. That will help you determine which traffic source you use to move them forward.

Case Study: Honest Company
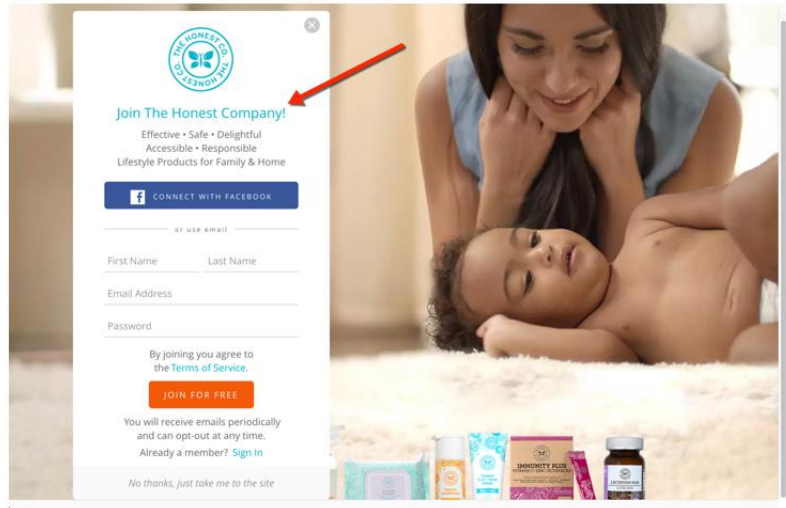
Case Study: Honest Company
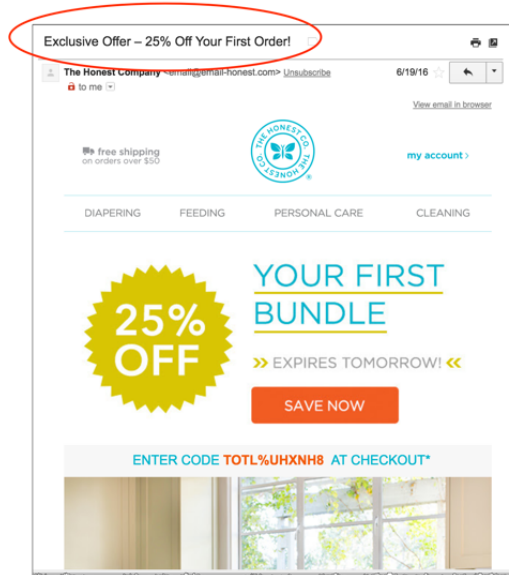
Case Study #2: Digital Marketer's Invitation to Traffic & Conversions Summit

VALUE JOURNEY CANVAS
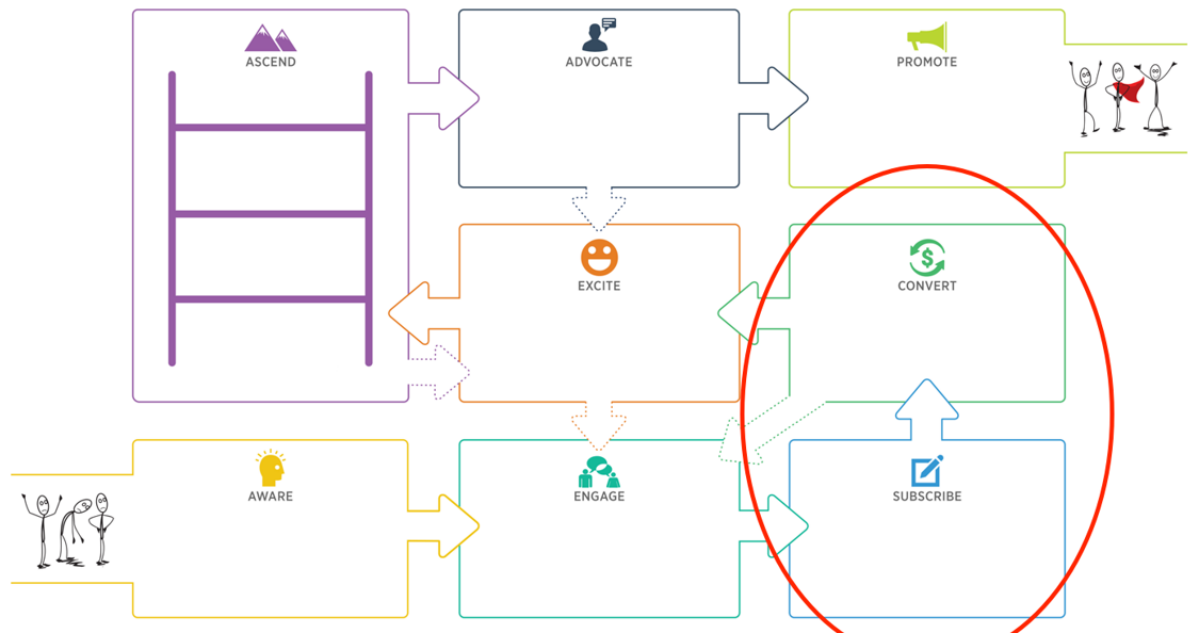
Goal: Subscribe to convert
Content: Facebook sponsored message
Traffic source: Facebook messenger sponsored ad
Call to action: Buy your ticket to T&C, the price is going up!
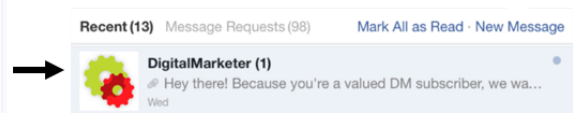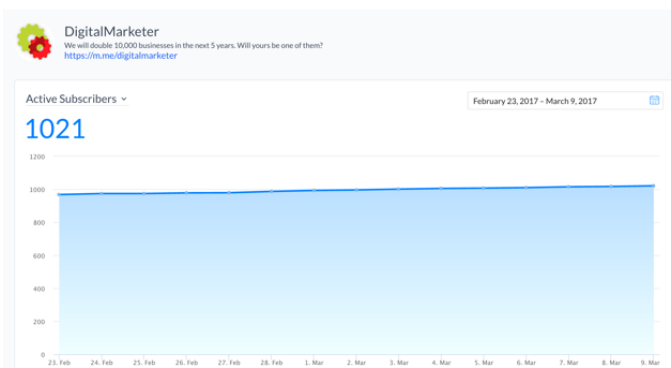
Case Study: DigitalMarketer

They used a tool called [ManyChat](#) which is a bot used for Facebook messenger marketing.

The message goes into the in box like a message from a friend would. The campaign was tailored to make them feel special for being a subscriber by giving them a discount code.

"...because you're a DM subscriber, use the code "carpedm" at checkout for an extra $300 off)! Feel free to reply back to this message with any questions about #TCS2017 :)"

Case Study: DigitalMarketer

22/12/2016 09:10

Tickets to our 8th annual Traffic & Conversion Summit increase in price tonight at midnight.... grab yours while they're still 50% off!

(and because you're a DM subscriber, use the code "carpedm" at checkout for an extra $300 off)!!

Feel free to reply back to this message with any questions about #TCS2017 🙂.

T&C2017
THE LARGEST & BEST MARKETING CONFERENCE
MARCH 10-12

Visit www.trafficandconversionsummit.com/learn-more for more information!

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Remember to always test lots of stuff!

4. Excite to Engage case study
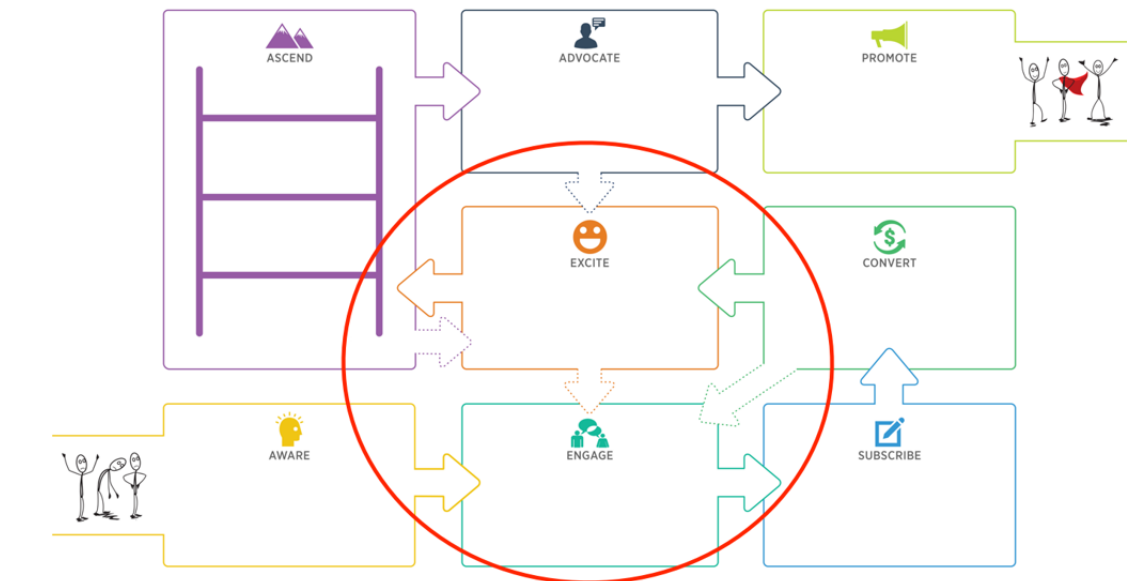
Goal: Excite to Engage
Content: Welcome packet
Traffic source: - direct mail
Call to action: Visit our Facebook group and introduce yourself with the hashtag #Imnewhere

Case Study: DigitalMarketer

Rudy
January 27

What a welcome surprise! Totally unexpected!! I received a DM Lab's Welcome packet in the mail a couple of days ago which included the DM membership card. Never have I received a welcome packet in the mail with any of the other memberships in the past. Well done Mr. Ryan Deiss ! Total class!!!! I'm pretty sure you just made me a member for life. P.S. My laptop looks mighty fine with that secret sticker.

👍 Like   💬 Comment

👍❤️ Suzi Nelson, Ryan Deiss and 7 others

Ryan Deiss You're very welcome, Rudy. Consider it a token of our sincere appreciation, and evidence that we are, in fact, very different from those "other memberships" out there. 😊

This welcome package was introduced to DM Lab folks, and was mailed out as a consumption campaign (i.e. emails you get from Netflix to get you to use what you are already subscribed to).

People love getting things in the mail and were sharing it on social media, etc.

They figured out the contents of the welcome packet by going out and grabbing a bunch of other folks' welcome packets and then decided what worked best from each one. Swipe as much as you can from other smart marketers as much as possible!

Case Study: DigitalMarketer

> **Vanessa Collins**
> June 11, 2016 · Floyds Knobs, IN
>
> Wow! Look what I got in the mail today. This is so cool. A great welcome packet!

#tcs2017 | @digitalmktr

This campaign was done because their membership numbers were turning over too much, so they wanted to excite them and it has helped in decreasing churn.

5. Excite to Ascend case study

VALUE JOURNEY CANVAS
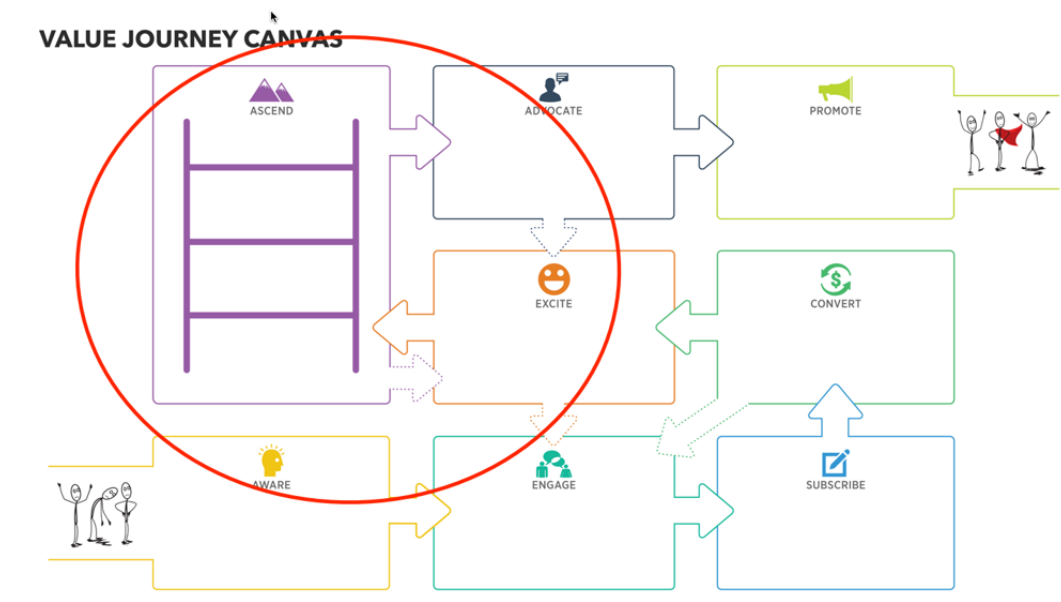
Case study: 1-800-GOT-Junk
Goal: - Excite to Ascent
Content: - verbal script
Traffic: - H2H (Human to Human)
Call to action: Just point - Junk disappears!

Recommend book: Wizard of Ads Trilogy book by Roy H. Williams

Case Study: 1-800-Got-Junk

If you watch the commercial, they ask the customer to just point to whatever they want removed. Hence, their tag line: "Just point, and junk disappears!". They play the magical noise every time someone points, and this makes the customer feel like a part of the experience, so the person gets excited.

Since they've implemented this marketing campaign, their average order value has gone from $30 to $300 because the person keeps wanting to keep pointing. Each point is an upsell. As a customer, you are thrilled as you point to make things disappear.

6. Advocate to Promote Case Study

VALUE JOURNEY CANVAS
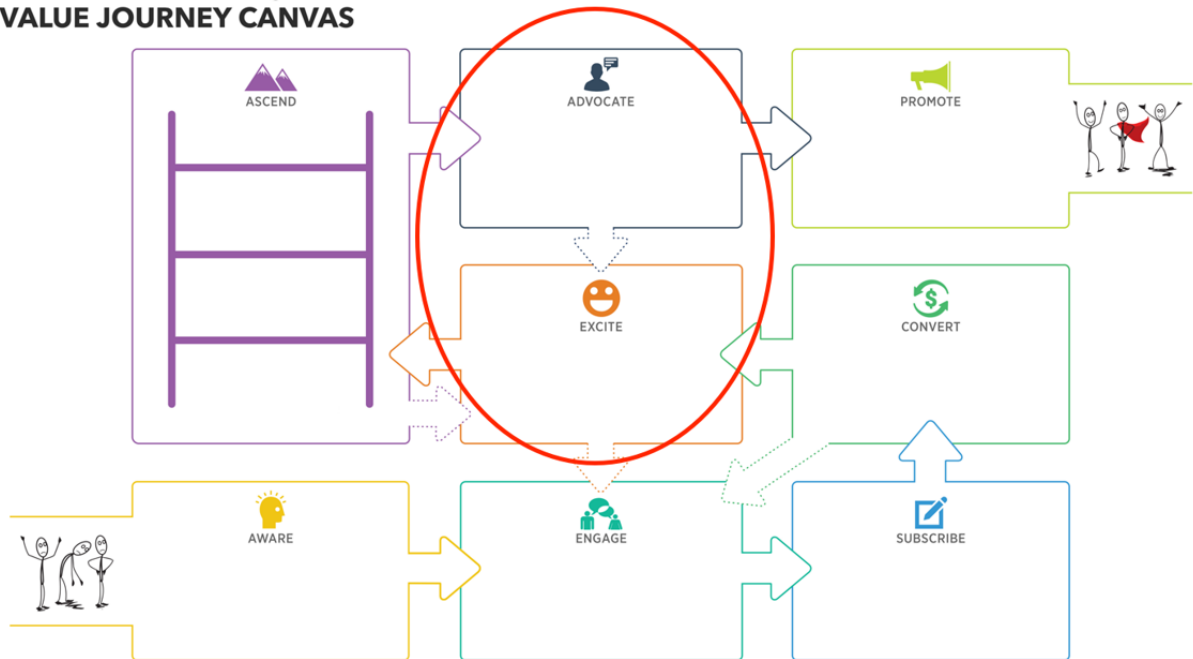
Referrals are gold. Almost no one tries to engineer advocacy and referrals.

Case study: Designer Shoe Warehouse
Goal: Advocate to Promote
Content: Email copy and creative
Traffic source: email
Call to action: Write us a review

"Thanks for your recent purchase from DSW.com! Write a review and share your passion for shoes"

Case Study: Designer Shoe Warehouse
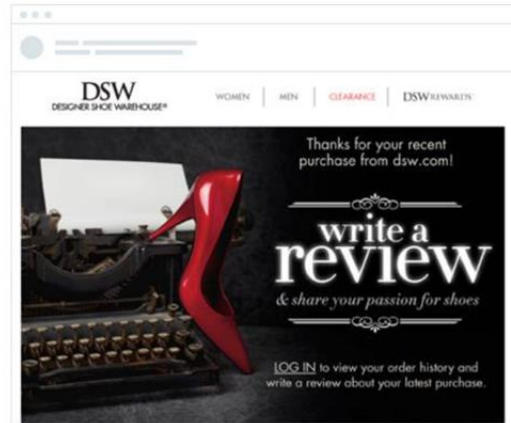
Case study #2: Digital Marketer Lab
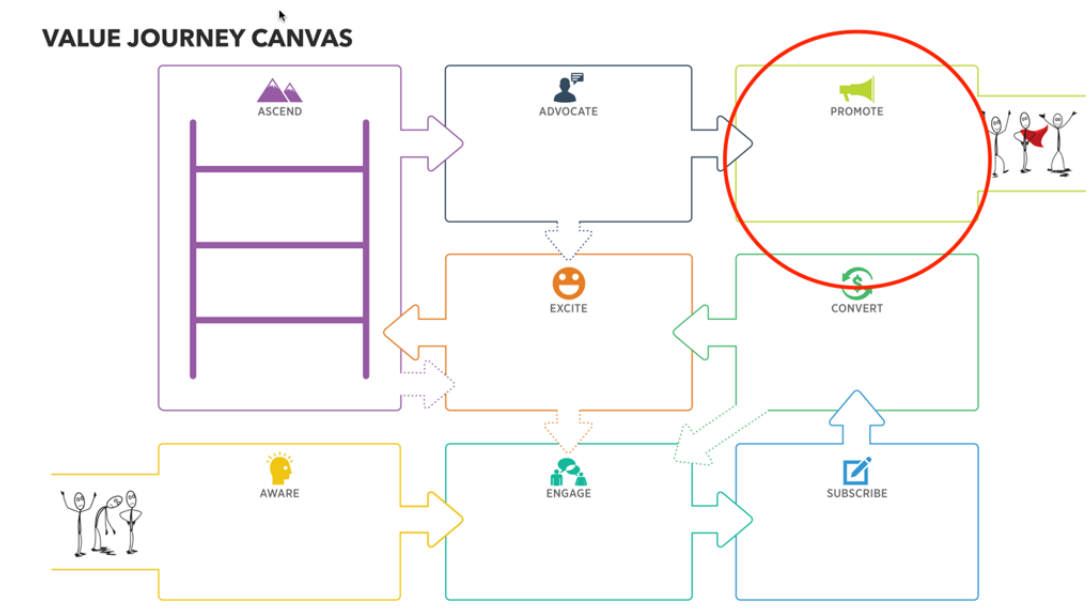
Goal: promote
Content: referral program
Traffic: onsite pop in members area, email

Call to action: Refer a member to DM lab and get a $10 Amazon gift certificate (a friend has to request an invite to the program)

Case Study: DigitalMarketer Lab

They used a software program called Ambassador. Promoters drive highest quality traffic and conversions. If you can turn your customers into promoters, the value is insane. This has helped to increase Digital Marketer lab members each week.

We did it!
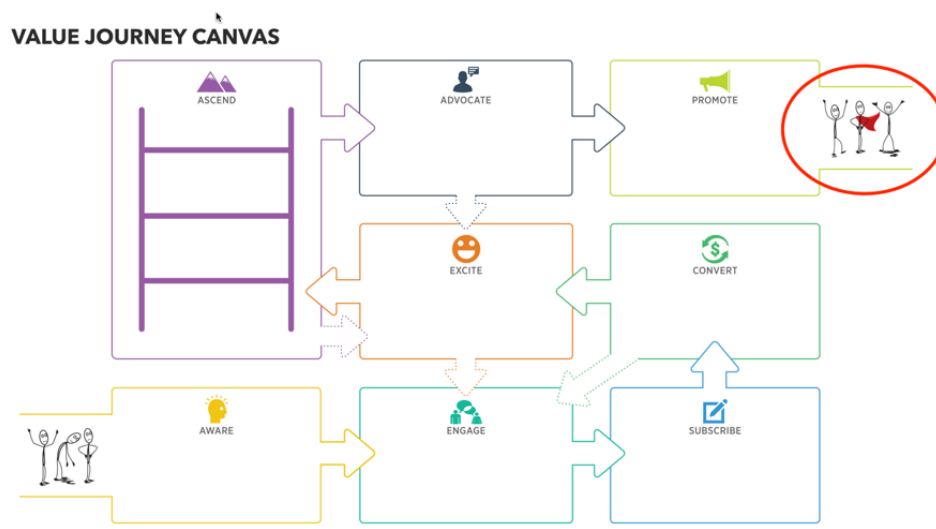
Takeaways:

- reward people for promoting your business, give them something in return

- create campaigns to fill any holes in your journey. Revisit the customer journey sheet each week. What is my customer journey at this time, what campaigns can you replace? Where are the holes?

- optimize the lowest performing campaigns first, constantly improving and adding any campaigns to fill the holes. Not every campaign will work. Double down on the home runs.

- where do you have large pockets of people sitting in a stage, to activate them? Use the map to guide your marketing strategy and determine which piece needs to be improved.

- Get a feel of what you are missing, i.e. a lot of DM Lab subscribers were asking to promote it, and DigitalMarketer didn't have one set up yet, so it was time.

What to do next…

1. Create campaigns to fill any holes in your journey

2. Optimize the lowest performing campaigns first

25 Freakishly Effective Marketing Hacks To Steal & Deploy

Roland Frasier

Roland catalogs everything that is working at Digital Marketer. This session and the next one will give you the best of the best.

 # 1 - Increase Campaigns and Ad Budget for Existing Customers

Repeat customers generate 41% of average total revenue.

But 80% of most ad budgets is aimed at acquiring shoppers.

Spend more reaching repeat buyers - they are worth 9x a new buyer

- Existing customers want to buy more from you
- Have at least 3-5 products to sell
- Leverage "bought this, not that" retargeting
- Increase customer reactivation budget to reflect higher value or repeat customers

 # 2 - Trim Bloated Product Lines. Sell the Things that Contribute Most to Revenue.

Apply the Pareto Principle to your product line.

20% of your products probably account for 80% of your revenue.

Ad Stuff

 # 3 - Simplify Your Ads

Simple ads perform 40% better than complex ads.

Digital Marketer converts cold traffic at 11-20% with a simple ad format.

 # 4 - Combine the Ad with the Order Page

Including the ad in the order form improves consistency and increases conversions 3x-6x.

 # 5 - Test Penny + Shipping Offers As Well As Free Plus Shipping Offers

Google won't approve Free Plus Shipping ads for for its PLA ads, but it will approve Penny Plus Shipping ads.

 # 6 - Use Advanced AdWords Dynamic Keyword Insertion (DKI) Ads

Use DKI ads to totally personalize your ads to searchers intent.

The ad copy and lander URL change based on the search query. For example, if you have a dog treat ad, you can have the word "dog" change to "collie, dachshund, etc" based on the search query.

Benefits of Using DKI Ads

- Clicks increase by 45%
- CTR 55% increase
- Conversions 228% increase

 # 7 - Increase Mobile PPC Ad Conversions by 36%

Use these three words… "from your phone" in the last line of your ad text.

In 48 tests, adding these words resulted in an average 36% bump in conversions.

 # 8 - Spend More to Acquire Customers Who Spend the Most

Spend more on people with iOS devices even though conversions are usually equal.

They spend an average of 13% - 41% more.

This also applies to Samsung and most smartphone users.

Spend less on non-smartphones like Cricket and Boost.

 # 9 - Cut Ad Costs by 50% by Not Paying for Bot Traffic

SiphonCloud.com

Protect your website from click fraud, bots and malicious visitors.

Funnels

#10 Give Them the Option to Buy More than One

You will make more money if you give your customers the option to buy more than one of the same item.

Water Filter Example:

Free + Shipping Shirt Example

If you sell a single tripwire product for $4.95 to 5,000 buyers, you will make $24,750.

However, you can offer more than one and increase your revenue.

Tripwire Example:

# Bought	% Buyers	# Buyers	Price	Revenue	% Of Revenue
1	40%	2,000	4.95	$9,900	16%
2	30%	1,500	9.90	$14,850	25%
3	15%	750	14.85	$11,138	19%
5	10%	500	24.75	$12,375	20%
10	5%	250	49.50	$12,375	20%
*Compare To Only $24,750 In	**2.45X More Revenue**				$60,638*

This increase in revenue on a tripwire allows you to spend more to acquire a customer.

Supplement Example:

24% Placed Multiple Orders Boosting Revenue By 53%...

Single Product Funnel			Multi-Product Funnel	
Total Buyers	1,167		Total Buyers	1,167
ICV	$25		ICV	$38
Multi-Order Buyers	0		Multi-Order Buyers	275 24% Of Total
Revenue	$29,175	53% More Revenue ➡	Revenue	$44,425

They made 53% more revenue by simply offering more than one of the same product.

This is the fastest way to get more money.

 # 11 - Add Auto-responders to Every Stage of Your Funnel

Adding auto-responders to all funnels increased total conversions for all products.

	Opt-In %	Opt-In CR	AR 1	AR2
Product 1	46%	35%	13%	
Product 2	40%	38%	25%	17%
Product 3	57%	30%	28%	
Product 4	46%	31%	20%	12%

 # 12 - Charge Less to Make More

By lowering the price of an item by $2, Digital Marketer saw conversions increase from 3-8% to 10-20%.

	Old Funnel	New Funnel
Conversion Rate	3% - 8%	10% - 20%
CPA	$9.50	$3.80
Upsell %	No Change	No Change
Dev Time	Hours	15 minutes
Immediate Customer Value	$11.50	$16.00
Net Profit (Loss)	$2.00	$12.20
X 3,000 – 12,000 per day	**$2 Price Drop Bumps Profit By 6x**	

That $2 price drop bumped profits by 6x.

 # 13 - Use animated GIF thumbnails on upsells + iOS

Use these GIFs in place of videos in places where you can't run auto-play videos.

You can upload as animated GIFs as videos now on Facebook.

	Before	After
Full Video Upsell Views	49%	74%
Conversion Rate	18%	24%
Immediate Customer Value	$16.00	$21.50
Daily Revenue Increase	33% More Conversions + 34% More Income	$14,100

 # 14 - Try a Two-step Optin

Before - People clicked from the ad to the order page
Now - There is a step in between

Adding 2-Step Opt-In To Order Increased Our Total Conversions Up To 90% Across A Wide Range Of Products

	New Opt-In %	Old Opt-In %
Product 1	46%	35%
Product 2	40%	38%
Product 3	57%	30%
Product 4	46%	31%

Increased total conversions up to 90%.

 # 15 - Send Them to Amazon to Buy

Which test won - Our buy button or Amazon buy button?
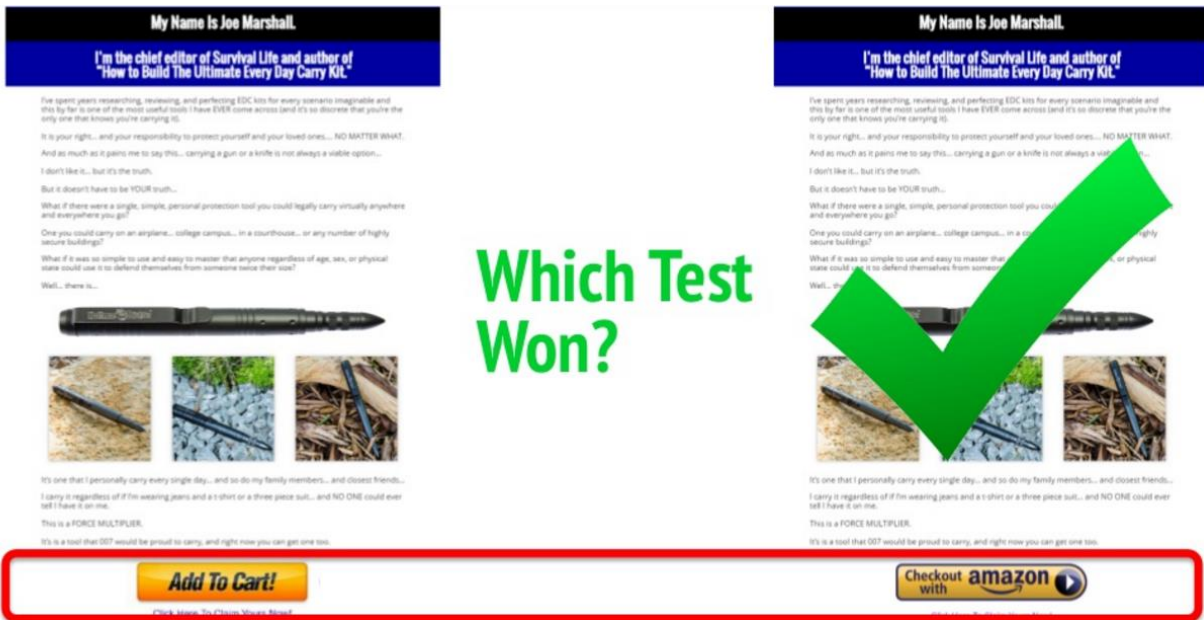
They see 2.1 - 4x more conversions sending customers to Amazon.

This is because of trust and 1-click buy. Amazon shoppers purchase more, increasing DPL by 210%.

You can't do upsells… but the number of people who buy more from the recommendation engine or our store make up for that,

 # 16 - Add a Presell Page Between the Ad and Amazon
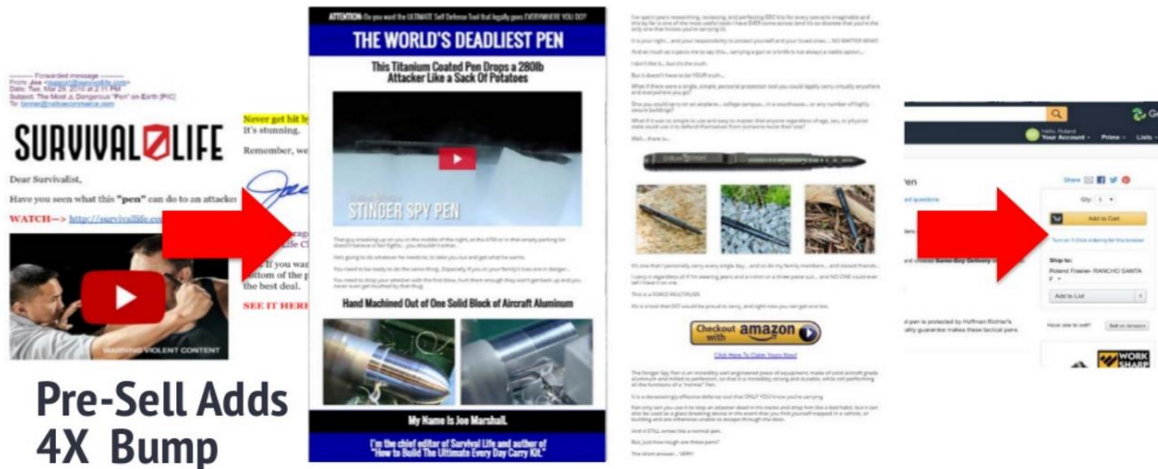
 # 17 - Make an Offer on Your Thank You Page

Include A 2nd Ask On Your Thank You Pages
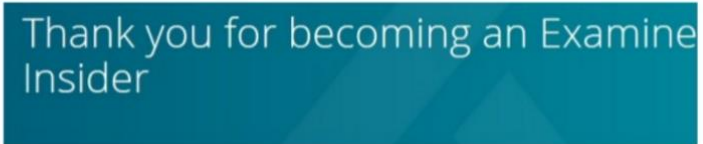
Over a 5 day period:

- 2,654 Opt-ins
- 169 clicked: 6% CR
- 27 bought: 16% CR
- $1,000 from opt-in TYP
- $.39 per opt-in

Thank you for becoming an Examine Insider

As an Examine.com Insider, you'll be kept up to date with the latest supplement and nutrition research, all without the media sensationalism and incorrect headlines!

Winging its way to you is a confirmation email. It will be from me (Kamal Patel) via insiders@examine.com. If you are a Gmail user, click on this link to find it.

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As a quick thank you - I'd like to offer 40% off on our Supplement-Goals Reference.

If you've ever taken supplements, this is a *must-have*. Considered the unbiased bible on supplements, this Reference has 1000+ pages covering 5000+ human studies. It's the experience of our decades of combined research made easy for you.

Normally $49.99, but just $29 below. We don't offer this publicly, so *now* is the time to get it! (and with an unconditional 60 day money back guarantee *and* lifetime updates for free, you have nothing to worry about).

SPECIAL PRICE: Supplement-Goals Reference

Remember, we don't offer this publicly, so I highly recommend you jump on this!

Thanks again for becoming an Insider. It's only been with the help of people like you that we've been able to make a dent in the massive amount of nutrition and supplement misinformation put out on the web every day!

Other benefits of a 2nd ask on your thank you pages:
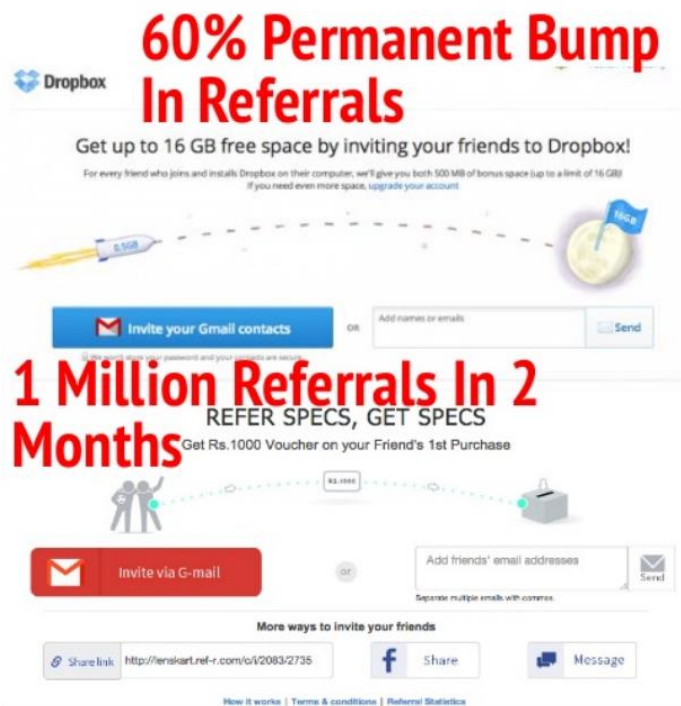
- Reassure the buyer
- Order bump to increase ICV
- Drive repeat purchases
- Drive social shares, likes, follows
- Data hygiene
- Survey / segmenting
- Drive to other site content

 # 18 - Add a Refer a Friend Component

Example: DropBox

60% permanent bump in referrals

1 million referrals in 2 months

Example: Leesa

1 in 3 sales from referral program

Continuity

 # 19 - Add Continuity to Your Funnel to Increase Lifetime Customer Value

The immediate revenue from an upsell is higher than offering continuity.

Digital Marketer could spend $12.83 per customer when offering an upsell and break even.

The breakeven amount dropped to $8.93 when they added continuity.

But over time…. Continuity pays.

Month	% Churn	Mems	Price	Revenue	
1	10%	500	$10	$5,000	
2	10%	450	$20	$9,000	
3	10%	405	$20	$8,100	
4	10%	364	$20	$7,280	
5	10%	328	$20	$6,560	
6	10%	295	$20	$5,900	
7	10%	266	$20	$5,320	
8	10%	239	$20	$4,780	
9	10%	215	$20	$4,300	
10	10%	194	$20	$3,880	
11	10%	175	$20	$3,500	
12	10%	158	$20	$3,160	
Compare To No-Continuity Funnel @$24,500				Total	$66,780

$66,780 revenue after you year of continuity vs $24,500 on the non-continuity funnel.

The lifetime customer value is 66% higher in year 1 and even higher in year 2.

 # 20 - Test to Find the Best Kind of Continuity

	Benefits	Revenue Streams
Association	Aggregate interests, Group discounts, Participation in leadership, Belonging	Dues, SWAG, Advertising Sales
Buyer's Club	Discounts below MAP	Dues, Product Sales, Sponsorships
Co-op	Buying power, freight, trade shows, education	Dues, Services, Special Reports + Publications
Membership Site	Premium content	Dues, Product Sales, Advertising Sales

 # 21 - Combine Continuity with Multi-Product Funnels to Maximize Returns

Single Product No Continuity Funnel			Continuity Funnel	
EPC	$6.42		EPC	$14.23
ICV	$12.83		ICV	$16.11
LTV	$12.83		LTV	$28.46

LTV IS 2.18x Greater With Continuity In Year 1 And Even Higher In Year 2

 # 22 - Try Yearly vs Monthly Subscription in Initial Continuity Offer

Product 1 - Yearly converted 33.3% higher than monthly + 15% more revenue in 14 days

Product 2 - Yearly converted 5% higher than monthly, but 74 day funnel value was lower

Look beyond conversion rate to AOV, LTV and velocity of capital.

 # 23 - Offer Monthly to Yearly Conversions to Save 49% of Cancels

Customer Service Reps Offering Annuals Save 49% Of Cancels

	Before	After
# Of Reps	55	55
Monthly Cost	$44k	$44k
Gross Revenue	$0	$114k
Net Revenue	$0	$70k
% Saves	17.5%	30% ($49 annual)
Add Premium On Annual Conversion		49%
X 3,000–12,000 per day		

 # 24 - 7-day vs 14-day Trial for Annual Subscription

The conversion rate was roughly the same on each test.

But the 7-day trial returned media cost faster to reinvest in more media allowing 7 day to ultimately product about 2x income of a 14-day trial.

 # 25 - Offer $1.99 Trial After Continuity Product Launch

Offer Trial To Launch Opt-ins That Did Not Buy

40,000 opt-ins who didn't buy
819 signed up for $1.99 trial offer.

292 cancelled auto-convert option.

527 new members @ $37 per month
$19,499 additional MRR

17.3 month average stick

$337,332 revenue from $1.99 trial offer

After full launch, try offering a low priced trial to all opt-ins that didn't convert.

 # 26 - Adjust SaaS Trial Periods to User Needs

- 2x by reducing 30 day to 14 days

- Added another 2x by reducing 41 day to 7 day + ability to earn more over time

- Earn more time by completing "activation" activities by highest converting trials

 # 27 - Double Your Subscription Decline Recovery Rate

ChurnBuster.com - Prompts members to update their payment information

 # 28 - Add a Professional Welcome Video to Reduce Churn

 # 29 - Create a Professional Welcome Kit to Increase Stick

 # 30 - Check Your Offer + Upsell Stats for "False Declines" on All Funnels

- False declines 8.6 billion - actual fraud loss $6 billion

- Review your gateway and cart settings (AVS mismatch)

- Batch FE order + upsells as 1 transaction

- Move to a single provider merchant solution to avoid merchant rotation declines (Vantiv)

How To Leverage Events to Boost Community Engagement

Christina Kehoe

Community Events - Why you should have them and how they boost community engagement and brand super fans.

About Christina:

- Community operations, [Bevy](#)
- Phoenix chapter [Startup Grind](#)
- Partner communications at [Infusionsoft](#)

Hobbies Include…

- Arizona Coyotes fan, hockey fan
- Cello
- Dogs named after hockey things. Stanley.
- Awkward photos

What is Community?

Connection, shared cause, support, etc.

Ex: Facebook

"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it's the only thing that ever has." - Margaret Mead

The Change Management Commitment Curve

Stages of Commitment
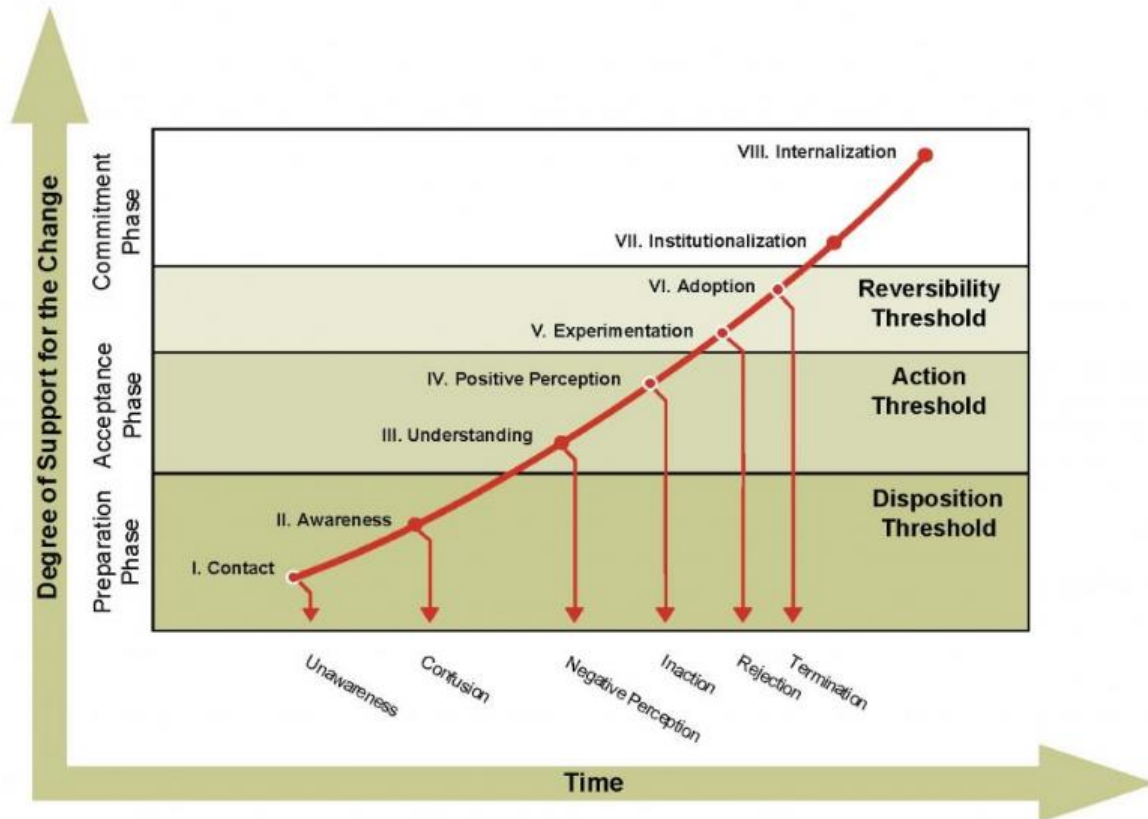
Contact
- Awareness/Confusion
- Understanding
- Positive Perspective

Why do you need this for your community?

The more people invest and contribute in their community the more they feel they can belong to it.

"Hi, I'd like to add you to my professional network on LinkedIn" seems very impersonal.

Just like relationships, communities are built in human time.

It would be weird if you came up to someone at this conference and said, "I want to be your best friend." Creepy.

Instead, use small interactions, business cards, coffee, emails - build up.

Same with communities. Leaders are built up, you have to build that up.

The Community Commitment Curve

The Community Commitment Curve

They look through photos, resource files, get more involved. It takes time to read blogs, read forums, contribute, put your thoughts out there.

Messaging other members getting involved with the team.

Writing and sharing blog posts, also scary!

All the way up this curve we want people to create their own events, and go to an event. This is the highest part of the commitment curve. They're taking time away from their family, and they had to make sacrifices to be there. Do I go to dinner with a coworker or spouse? Or go to this event?

It's shown that if people actually attend events that you're going to decrease churn in products and communities. This is why you want to build this.

Example: [Infusionsoft](#)

Being part of a usergroup you're attending that and talking about your product experiences, all the way up to a leadership role where you talk about the product, you talk about it in a user group type of a cycle.

Create Other Community Managers

As a manager your job is to find other community managers. Who are the high contributors of my community? Reach out to them on the backend and see how they are engaged in the community. You can't do everything as a community manager, you just have to spread it out.

It's a stronger brand message when it comes from the heart and soul of that community.

Whoever gets closer to the customer wins.

"If I had asked people what they wanted, they would have asked for faster horses." Henry Ford on the Model-T.

Go back to your team and ask their vision for the product. If you don't listen to them your competitors are going to eat your lunch.

In 1921, the Ford motor company sold about ⅔ of all US cars.

In 1926, it fell to ⅓ of all US cars.

The people wanted cars, trucks, different things. Ford believed the model T was it.

Had Ford asked he would have discovered it wasn't faster horses the people wanted, but better cars with better financing options.

Patrick Vlaskovits: [Henry Ford, Innovation, and That "Faster Horse" Quote](#)

Events reinforce engagement.

Create a way for your customers to give you feedback.

Partner Connection

Example: Voice of the Partner, a place they could share what they wanted in a product,

feedback, and get a better idea for the use cases for that particular request or feature and see in real time how it would be implemented.

Top Features Listed in Voice of the Partner

#1 - Show them that the care they're taking to give you feedback will come to fruition.

#2 - People don't always think feedback gets results, so take action and make a big splash. Implement, care, and think about it.

#3 - Create Meaningful Offline Experiences - People inherently connect better in an offline environment, face to face.

#4 - Product focused user groups

Example: Infusionsoft users know product and want to come together for a shared purpose. Come together to solve problems with small business owners. Like minded, trying to solve the same problems. User groups are a great way to engage a very targeted audience.

#5 - FireSide Chats

Model we follow at Startup Grind.

You can invite a speaker you know a lot of people want to hear about. How do you raise money? How do you start your business? How do I be like you?

Get those people in front of them for a cool experience to get them going.

You could also do a small group of people where they can ask one on one questions to get to the root of the problem. Maybe one they're struggling with. Vulnerability is powerful.

#**6 -** You could do MasterMinds

One particular topic in business (Sarah Laws, Martini MasterMind ex) sit there with other like minded people solving problems actively. Very vulnerable experience and if you can connect those high quality people together is hugely moving.

#7 - You could do dinner.

Pick out people in your community that need to meet face to face and facilitate that.

Someone from Facebook, Twitter, and another event, and just being able to be there to share and talk about our war stories of how we built these companies was great.

It's the heart and the feel of what you can really do with your communities.

Experiences

Where are you and what can you do to provide your customer and community a great experience?

- Cool or new spaces and locations. - A startup director hosted an event on a castle! Awesome!
- You have the power in your communities to connect people to new businesses, new spaces, invite your customer there.

What does this do for your brand?

- News mentions brand exposure and amplification
- Reach a targeted audience
- Make valuable connections
- Interact with your customer/strengthen community
- Establish thought leadership

When you do this, especially with a cool place or event, it's going to help target the event without tapping your CRM too much to really target in on your customer.

When I was a community manager at Infusionsoft it got really real at an event when you talk with someone and bring it back. From going online to in person to ask questions actively is powerful.

It's amazing when you can bring people together and show that you're the person that can make connections. And show what you can do for others and what they think of you.

What does high commitment translate to?

- Decrease churn
- Increase purchase of additional products and services
- Brand promoters and evangelizers

Those dinners and masterminds and superfans, get them together in the same room with skeptics and let them sell it for themselves. It's really cool.

Q&A

Q: When you organize a Mastermind, how do you choose who should attend?

A: Offline communication. Events are the top of curve, so you have already seen the quality of their work in posts and engagements. See common threads. As a community manager you can see how people should know each other.

Q: Online to an actual store is … can I use this as something to just get people in and show them what the business is doing but not pushing the sale?

A: Great point. Often at an event seeing something in action, you're seeing and hearing how other people are using it. The sale doesn't need to close right there, but they should be able to say the experience made them feel something.

Q: First five things to do to start out?

A: Dinner. (community type professional marketers) CEOs and marketers you can get together in a room, you probably already have this thought out. Just invite them to a dinner and have three questions you want to point towards and get that started. Or even the mastermind model with the set agenda of what you want to work through in their business. Just get them in the room together to think it out and get it on paper. Go to MeetUp. You can get a reach of people in the local area, get topics, new people, new faces.

Q: I've done really well with getting people in the room, but it's starting to dry up. Any resources?

A: Post the event on Facebook. What works for me with Startup Grind is me specifically inviting people. "Are you coming? Get your ticket!" Then those people draw in other people. Reach out to other people that love the event.

Q: What do you charge for it?

A: Nope. I think when you invite people to dinner you just pay for it. Set a menu you could work ahead with whatever restaurant. Physically invite people and make sure they attend. Always have at least 5 people at the table. Know how they can benefit from each other. Just like the cold LinkedIn connection (impersonal) you want to invite them personally.

Don't have a pre-meal agenda, just have the questions in mind and work it into the conversation to guide it in that direction.

Keep it super intimate so everyone has a chance to hear everyone else.

Q: How do you deal with competitor space while inviting?

A: Make sure when you have that situation you're creating a space of trust, all in that field together so they feel more comfortable sharing.

Q: How do you decide which experience to give the experiences?

A: What do you like?

Q: I'm weird you don't want to know that.

A: Weird is great! When you invite people to these things and creating this weird and unique experience it's memorable. People are more weird than you think!

Q: What about for a community, a large Facebook group, and more of an agency level where you're trying to get people to buy tickets to an event? Group is already huge, old members low engagement. But I want to start a fire. Since there hasn't been engagement, do you think it's too fast to call people out and invite them in person, or email?

A: Send them an email or fb message. Think about what you've asked them to do before. Make little asks of them, and they'll be likely to help. People like helping and they'll come.

So start with that. If you're trying to get more engagements, ask questions. Suzi has a great post on the Digital Marketer page on lurkers. Do you have people that are always engaging? You probably have at least five or six people?

Q: Well, I'm knew to it, so not really… some of the things I've tried have started to work, but I wanted to know about asking people

A: If you look through your page and they are overly promotional that'll hurt it. Has it been overly promotional?

Q: It has.

A: You need to relaunch it by creating a manifesto of your community. Facebook has a great documents page where you can pin and be like, "hey, first thing you see, agree to these things!" If they're out of line message them and call them out. Then they start to ask permission when the post and that can create a deeper relationship.

Predictable Growth: How To Implement Your Ideas So They Actually Turn Into Revenue

Brad Martineau

Implementation happens when you take **action**.

"We shall not cease from exploration, and the end of all our exploring will be to arrive where we started and know the place for the first time" - T.S. Elliot

PREDICTABLE GROWTH - How to Implement Your Ideas So They Actually Turn Into Profit

IDEA-ITIS - A state where one continues to collect ideas to compensate for an inability to actually implement the ideas that are collected.

People go looking for more ideas.

People go looking for new ideas.

People tend to feel bad about the ideas they already have, and it's usually because they haven't even implemented them!

If you don't take action to implement your ideas you'll never really know if they're good or bad.

Graveyard of Ideas

How many $1M ideas are sitting in a note pad somewhere?

We have them all the time and we don't implement them.

Guy jumping into a frozen pool video..ouch!

I have an idea! It is going to change my business! We are going to make this happen! ...and then if all falls apart...

"I don't have time to put million dollar ideas into tubs."

You have something to contribute to the world and you're letting the ideas die on notepads in tubs!

The Predictable Client Journey

The Journey

The fact is some people are in control of it, and some people aren't.

The Narrative

If you hate to write copy, emails, etc. then the lack of narrative could be the problem.

When you have the narrative you can easily create content and convey your message or create value.

Prospect >> What They Want >> You >> Product or Service

If the narrative is done right.. Then your prospects are going to be shouting, "Holy crap, they GET me!"

They feel like you know exactly what it is they want.

AND they can see how this thing **right here** is the best possible thing for that.

So there is only one logical conclusion. They are going to buy that perfect thing from you.

Narrative is that magic fairy dust that you sprinkle across your custoemr's journey.

You need to validate it with the prospect, you don't write this in a room by yourself.

How many ideas have **died** because you didn't have a narrative?

Narrative is a CRITICAL Component.

PREDICTABLE

- There has to be a system.
- There has to be a structure.
- Predictability isn't art, you can look at it and measure it

It's a machine, like a conveyer belt.

On one side is advertising, and the other side kicks out clients who love me.

You got on the search for, "Technology that is going to save my business."

There is a ton of software.

There are a lot of people to help your business.

Ever had a bad experience with a vendor? And then bad with software, you stack it and it feels really overwhelming...

Too much overwhelm turns into frustration and anger.

And then it's just like, "Forget it! I'm done!"

When you're frustrated like this in your business, how do you show up in the rest of your life?

TERRIBLE

It affects EVERY aspect of your life

There is another asset of play that people aren't aware of, too.

Its another machine…

This machine takes the ideas you get, and it turns them into something that become components and upgrades to the client journey.

Implementation machine is an asset.

Stop trying to upgrade the website, and focus on the implementation machine.

Core Principles In Building The Implementation Machine:

3 Laws of Implementation

Pin them on the wall and constantly ask yourself if you're following these laws.

#1. You can, you will. You will while reading these.

When we get an idea we feel obligated to implement it. Not just put it on a shelf until it applies to what you're doing in your business.

Depends on the goals that you've set and if you've defined them properly

Most set generic goals.

They need to be defined to what is going on in business right now, and what is critical to your business... **RIGHT NOW**

People who are successful are like assassins, they know exactly what they're working on and they go only to those sessions.

#2. We take pictures of ideas and try to get them done, we don't create a PLAN/blueprint.

Make the plan charts are not plans.

Someone else needs to be able to make sense of it.

Beware of the "We Could... Syndrome"

Great for brainstorming, but you don't get past it to make decisions on what you WILL do

Beware of Generic

report>webinar>conversation>product

- Whats the report?
- What's the topic?
- What is the conversation about?
- What product are you going to sell?

#3. Implementing is Not Building

Monitoring and adjusting is the most important part.

In order to monitor and adjust you HAVE to implement.

The answers are with your prospects and in the real world

Monitor and adjust daily.

- Get the thing live ASAP
- 3 emails per sequence
- Email 6 minute rule - set a timer and after 6 min hit sent

You are going to build a predictable journey, don't worry about having it all figured out right now.

You **BUILD**

Use data to help improve.

The YouTube Ads Framework: How to Find Your Customers, Know What They're Thinking and Get Them to Buy

Tom Breeze

- CEO of [Viewability](#), video ad agency
- Doesn't get paid til his clients get results across several industries
- Clients: Frank Kern, Neil Patel, Amy Porterfield
- 6-7 years experience in YouTube advertising

He has learned what works and what doesn't work.

YouTube Ad Framework = right customer, right video, right offer

Why YouTube Ads?

- Opportunity on YouTube huge, 5 billion daily views
- Growing non stop, stop plenty of ad spots available
- YouTube ads are growing – you can advertise in front of other people's videos
- YouTube ads are different from Facebook ads
- 9/10 brands are not there when customers are looking for you on YouTube
- Super cheap compared to other platforms

Facebook is shutting down ad accounts, even those in good standing, so you need to diversify your risk and build another traffic source.

- Facebook = social, connection, interest based targeting
- YouTube = intent, searching, looking, already motivated for an answer or more information, much more motivated to buy.

It might cost a little more than Facebook, but the ROI is a lot higher with YouTube customers.

What does it take to succeed?

From SEO to Advertising

He used to run an SEO video service for ranking – penguin update crushed the SEO market.

How could he run the same video as ads on YouTube?

[Andy Harrington – Presentation Skills Training video](#)

Promote the video with YouTube ads (5 second ad) – in stream ad.

You only pay for engagement – 30 second watching or clicking through to your website.

If they turn away before the 30 second mark, you pay nothing.

They decided to create another ad for the click before the 30 seconds were up.

22 seconds is the perfect CTA time and then nothing happens for the last 8 seconds.

External Annotation = you don't have to pay for the click

Pros
- Loads of free clicks
- High ROI (400%)

Cons
- User experience is poor because of the timeframe (22 seconds – TV style ad)
- Low engagement (lots of shows, not a lot of clicks)
- Lower performing ads don't stick around long (annoying ads suck) – low view rate – restrict your exposure and increase the cost

Ben Franklin quote – Tell me and I forget … Teach me and I remember.

Teach something that is useful and valuable.

[David Ogilvy (How to Create Advertising That Sells)](#)

Most Successful ROI Ad Layout

- First section – big hook and credibility (38 things we have learned based on XYZ)
- Tip after tip after tip and case studies
- Is This All We Know? – Call to Action

"Ad"-ucation
- Hook & Credibility
- Tips & Case Studies
- Call To Action

Provide content and value to the viewer.

Results
- Better user experience (engagement, like, comments, etc)
- Website didn't need to be perfect to convert since the hard work was done with the video
- Video – Ad – Landing Page (optin – no video)
- Better view rate
- Better ROI

2 Styles of Videos
1. Aducation
2. 22 second video

4 Reasons People Go to YouTube
1. I want to know something
2. I want to do something
3. I want to buy something (stroller story example)
4. I want to watch what I'm into (passions, interest, hobbies)

Here is a new ad for the "I want to watch what I'm into" video.

I'm researching and review...
- Know people
- Do something people
- Keyword targeting and placement

Keyword Targeting (AdWords – Mike Rhodes)
- Based off search history from Google
- Goes to YouTube and place ads based on search history

Placement

Select the videos you want to get in front of (similar videos).

Types of Video Viewers

In Market Audience
- I want to buy (increased searched behavior)
- Remarketing (website, blog, home page, OR based on the videos they've watched on your YouTube channel

I'm interested in stuff
- Consume hobbies
- Similar audiences on YouTube (upload database to Google Adwords – 10x your audience size, and run ads to that market)
- Affinity Audiences – this is where you can scale (categories) or build your own – keywords, websites, and more
- When it works, the scale is huge
- Placements (select the videos or the channels your audience is into)

Window Shopper
- I'm interested in this stuff
- Cold traffic, walking past your store
- Grab their attention
- Video ads:
- Frank Kern video ad
- Pattern interrupt immediately

In Store Shopper
- I'm researching & reviewing
- Talking and asking questions
- Aducation, get more advice ads

Checkout shopper
- I'm ready to buy
- Action ads (how to take action)
- Click here, go to the website and buy this
- 22 second ad

YouTube Ad Framework
- Pattern Interrupt (violate your schema)
- Teach them something that is valuable and fill it with your brand (story, what you do)
- Relearn with you and your brand and they will never forget you
- Interrupt + Aducation

How do we really scale?

4 different videos around motivation = How do we give a good user experience with no ad fatigue
- Watch one video and never see it again (Video Ad 1 to 2 to 3 to 4) until they bought
- Video cascading (1, 2, 3, 4)
- Move on to the next one

Video Remarketing

- View videos that watched video A
- Exclude people who watched video A
- Video Ad A Targeting – to watch video B

If they watch all of them and don't buy, put them on a different list and don't show them ads at all.

You can tell a story with this sequence.

Choose your own adventure books (The Worst Day Of Your Life Book)

How can we do something similar?

Videos (Aducation) to a landing page to register for a workshop.

2 Types of Guitar Players
1. New to guitar
2. In a rut player

Create a newbie video and another one for people in a rut (customer content)

Create a short video ad to go before that video, asking the viewer which they are.

The viewer gets to decide – are you new or in a rut?

1. 3 Big Learnings
2. 1.5 million views, same targeting
3. Choose your own adventure videos
   - 33% more registrations
   - 52% more sales
   - Rut = 5x more valuable than newbies
   - 39.3% increase in view rate (relevancy score)

Segment on 2 Options
1. Identity (newbie or a rut)
2. Intent (traffic vs conversion)

Ask other questions to help them self-identify.

3 Takeaways
1. Stop "push" selling. Brand, company, pushing their brand on customers, totally different than TV
2. Start with the user in mind – what is their viewing path
3. Be there and be useful

25 MORE Freakishly Effective Marketing Hacks To Steal & Deploy

Roland Frasier, DigitalMarketer

"Opportunities multiply as they are received"

(This talk is a Follow up to 30 things shared previously)

1.Welcome mats bump conversions by 70%, they take over the entire screen as soon as you enter the site. Sumo.com will help with this. It's not an entrance or exit pop, it just covers the entire page. Fedora's welcome mat increased webinar sign-up conversions by 70%.

2. Use ringless voice mails such as those by Stratics Networks and Sly dial, to leave messages to inactive former customers and full record customers who did not take your upsells.

3. Swap real images in place of stock photos - ex: a moving company put a photo of their actual moving team in place of a stock photo, had a 45% increase in conversions.

4. Increase signups by hiding the signup form, i.e. put something in between. Ex. Vendio created a 6-% increase in conversions by showcasing their offer with a simple "sign up now" button which lead to the form.

5. Use Friendlify forms to bump conversions let them fill in form of a letter instead. Changing form fills to narratives drove conversion bumps of 25% - 40%. For example, instead of using a blanket form fill, instead:

Hello, my name is _____ and I'm writing you today to learn more about the 2017 Chevy Silverado 1500 LT listed for $20,005. I live at _____ in the _____ zip code area and i would like to hear back from you, please call me at _____. The customer fills in the pertinent missing information.

6. Test Minimalist landers and home pages by using minimalist messaging with a clear benefit and CTA to the visitor. Don't ask for all the information up front, ask later.

7. Reduce form fields; short forms outperform long forms:

- 5 fields - 13.4% conversions
- 7 fields - 12.0% conversions
- 9 fields - 10.0% conversions

8. 9X Abandon cart recovery increase with Web Push tools such as accengage.com. One example, Jumia - had a 38% open rate because it looks like text message.

9. Tell stories to convert better. Example, one site had the exact same page but added a story of how they got 1,000 subscribers from a single blog post in 24 hours and ended up with a 296% increase in conversions, and 520% in time on page.

10. Use in-line form validation to increase form completions. Tell them when things are going wrong when entering forms, i.e. "Please enter a valid e-mail address", "Please confirm your password", etc. if they are not filling it out correctly.

11. Remove navigation links from landing pages. Multiple tests reveal the same landing page with no navigation links dramatically out-converts landing pages with navigation links.

12. Include a click-to-call phone on your website as people want to talk to you and are so much closer to getting in the funnel. Calls convert 10x better than web leads. Calls are lower in the funnel than web leads and eliminate online version funnel friction.

13. User generated photos (UGC) on ecommerce bump conversions. Try adding user photos to your ecommerce pages, from Instagram for example.

14. Let ecommerce site visitors text you. For example, Bohemian Guitars increased revenue by 98% by allowing ecommerce site visitors to text them directly with a "Questions? Click to text us" button.

15. Test different offer prices. They tests 4 different free-plus shipping offers at $1.95, $2.95, $3.95 and $4.95. example with $1.95 to $4.95 product. Why not keep the extra dollar if conversions are the same.

16. Test background colors. By testing a variety of colors they found the color blue received the best conversions by far. It cost more but got better results by generated more clicks, leads and sales.

17. Drive leads with content upgrades, don't give them 100% of the resources in post, offer them more detail, like case studies, etc. and get their e-mail with an opt-in such as LeadLinks (LeadPages), or ClickPops (Clickfunnels).

How to do a content upgrade in 3 steps:

1. Find high-traffic pages on your site

2. Identify a resource that would make the content better and create it
3. Add the LeadBox/ClickPops teaser box to your page and start gathering e-mail addresses.

18. Refresh and Re-CRO/Re-SEO blog content. Find the content that gets most traffic, ideally look for posts that are more than three months old but that are performing well. Then take the post URL and paste it into Semrush and sort it to identify high traffic search queries (just enter the post URL and sort by volume).

You may also want to focus initially on posts that rank in spots 3 through 10. Match your CTA to the search query next. Use those search queries to give them more of what they want. Matching search intent to CTA brings big gains.

Optimize the beginning of the post, end of post and slider CTA's. You should see a consistent increase in conversion rates across all CTA optimized posts as well as an increase in search traffic.

19. Sniply drives leads and sales - it delivers content that's not yours and would be interesting to your audience. For example, if you are selling a product, find someone who made a video about it, share the video through Sniply and at the bottom include a CTA to take them to the sales page for the product.

20. Use dynamic text replacement on your landing pages - automatically customize landing page text to match e-mail AR sequences, PPC ads, and search keyword queries, users location, gender, age and any other data you have to make it more personalized and reduce cost per lead and increase conversion. For example, and ad for a tropical resort saying "Wouldn't it be great to be here right now? Instead of {city}'s {temperature} weather?"

Or use Dynamic Test Replacement: "45 customers just booked this reservation". Dynamic text replacement ads tested significantly better in a 60 day test based on search location. It also reduced cost per lead by 31% and cost per click by 5%.

Tools to use: Unbounce or OptinMonster

21. Facebooks bots for messenger, can save 40% of social sales. Messenger can reduce churn 15%, increase revenue per customer 20-40% and reduce customer care costs 83.3%. You can build a list through messenger by using these tools such as Zotabox and ManyChat. Traditional email has an open rate of 22% while messages through Facebook Messenger has open rates of 78%.

22. Use midroll video opt-ins to increase lead generation. Use: Wistia's turnstyle feature

23. Use fall off point video annotations to increase watch time. Place annotations (pop-up text over the screen) at the fall-off point of your video. Find your highest viewed videos, then check

audience retention and watch time. See where viewers fall off at an increasing rate in your analytics. About 20 seconds before they fall off, pop in an annotation that gives them a reason to stay or put the CTA there. Position your annotation in the lower right corner.

24. Tweak video CTA's to bump conversions by over 300%. Mid-roll video CTA's bump conversions 54.47%. 73.5% of videos use text CTA's but image CTA's in videos generate the highest conversion rates. CTA's using the word "Free" convert higher. Use action words like "sign up", "register", "click" and "download". CTA's using "Sign Up" generate 300% higher conversions than those without action words.

Video CRO Checklist:

1. Mid-roll CTA
2. Image CTA
3. Power Words
4. Action Words

You | Now | New | Free
Sign Up | Register | Download | Click

25. Try using short, top down vertical videos with a text overlay, for example a person cooking something. Start with low cost, high supply countries, then reboost with your social proof to your target countries and you'll get huge views.

26. International Launch Strategy -

1. Launch in low costs, high supply countries
2. Re-boost with social proof to your target countries
3. Massive views, likes, shares and comments and get 285% more engagement, 64% less cost per engagement

26. Drive traffic with list builders to reach critical mass.

1. Give them something they really want but won't buy ($500 value), giveaways, contests, etc.
2. Ask them their opinion with polls, surveys, etc.
3. Let them find out more about themselves with quizzes

27.. Increase contest signups

1. Increase giveaways by saying it's a "May $500 giveaway" instead of just the "$500 giveaway".
2. State the obvious: Say "Enter in seconds" instead of just "Enter"
3. $500 Giveaway > $500 Sweepstakes > $500 Promotion

4. Include an image of the thing they'll win.
5. Include a lightbox
6. Use their location in the contest campaign

Contest posts on blogs - location matters

Bottom stat > In-post: 243% conversion over increase over right sidebar
Middle stat > Content specific in-post (vs. site-wide)
        147% conversion increase over in-post generic contest
        356% increase over right sidebar

28. Double your traffic by automating re-usable social content

        Use: Meet Edgar for social media reach

29. Sell Directly with Facebook Messenger

With Facebook messaging apps, you can message people who have not sent you messages yet. You can run an ad and everyone that comments on your ad, you will be able to message them.

Tool to use: ManyChat

Case study: DigitalMarketer sent a messenger broadcast using the app to DM subscribers inviting them to T&C with a $300 off coupon and got a 500% ROI on ticket sales.

30. Build your list and increase engagement with Messenger Chat

Tool to use: Modern

31. Message People who have not yet messaged your page.

You can't message someone who hasn't messaged you...unless they left a comment to your ad or page. Then you can start the conversation. Facebook messaging conversation are great, because they last!

32. Facebook page traffic strategy

1. Topic feeder pages > interest pages > main FB page
2. 5-7 cent likes > 10-15 cent likes > 30+ cent likes
3. Use topic pages to send traffic to interest pages and multiple interest pages to prop up primary FB page

33. Delay retargeting pixel fires to 45 seconds to avoid pixeling bounce traffic. You'll miss all the people who leave early, cutting in half people who don't want your stuff. Use [CodeDelay](#) to get this done (free site) or use [Fiverr.](#)

34. Retarget using Facebook with "bought this but not that" campaigns. Use the [Klaviyo tool](#) to sync a list/segment to a Facebook custom audience.

35. Spend more retargeting people who watch more of your videos.

36. Use the 3 day and 1 day cash machine for promos

    1. 6AM: Mail 10% of your total list in morning to test 3 subject lines (look on buzzsumo, etc)
    2. 7AM: Mail 2nd 10% of total list the winning subject line with 2 body copies
    3. 8AM: Mail remaining list winning subject line and body copy
    4. 3PM: Maili all opens who did not buy and add a big premium (55% open rate)
    5. 7PM: Scarcity closing email to people who clicked but did not buy

Super effective to sell maximize amount of stuff

37. Use triggered emails to bump conversions, such as

    1. Price drop
    2. New arrivals
    3. Low inventor
    4. Back in stock
    5. Abandoned site
    6. Abandoned cart

38. Fully implement multi touch email campaigns

39. Use triggered emails for cart abandonment

Use cart, browse and search abandon triggered emails to increase ecom revenue 53%

40. Receipt Marketing

Use [Receiptful](#) (Conversio) - for receipt marketing, put an offer when you send a receipt. Like a discount or offers for similar products. Average conversion rate 16.9%

41. Boost sales and marketplace SEO with app traffic ads. These are super cheap to buy, if you buy it and send it to an amazon listing or blog post, you'll get a big bump from that and you'll find your rankings go up.
41. Convert customer care contacts to sales using [Help Scout](#)

- Built-in knowledge base/help desk
- With live chat, added $59.000 in first 2 months
- Integrates with Slack, Magento, BriteVerify and SnapEngage
- Allows customer care agents to pull product lists and customer buying history on the fly

42. Verify your conversions before you ship. Use Twilio to text orders for confirmation, reducing chargebacks and saving COGS

How To Craft The Perfect, Attention Grabbing, ROI Producing Facebook Ad

Nicholas Kusmich

The 10-part ad structure that has generated hundreds of millions of clicks, millions of leads and tens of millions of dollars.

The risks if you don't have a good ad structure:

- Blank White Pages - What are you supposed to write in your ads?

- Hoping and Guessing

- Spend a Small Fortune

The opportunity if you do have a good ad structure:

BLINK it and You'll be CERTAIN

ROI - better return than stocks

Three Key Principles

1. Mating Rituals

In Papua New Guinea, the male birds of paradise outnumber the females. They have a mating ritual to attract females. The point is to capture attention. The male bird's livelihood is reliant on his ability to capture attention.

Your first goal with your FB ad is to capture attention.

That begins with understanding social dynamics. People use Facebook on their phone by scrolling. You can have the most persuasive copy in the word, but people won't see it if you don't first capture their attention.

It starts with the image.

There are two things you can do to help your image get attention.

The easiest place to hide a tree is in the forest. Don't make your ad look like everything else.

Tip 1: Make it POP - Increase contrast - or go black and white.

Tip 2: Provoke emotion through story - do not use a picture of a guy on his laptop.

Think about it - Why does someone buy a supercar? STATUS

It's because of how the car makes him feel.

People will interact with you and your ad by how you make them feel… by what they can imagine in their head.

Think: If Facebook didn't allow me to use copy in my ad, which image would I use?

Do not pick an irrelevant image for the sake of drawing attention.

Is a receiver's touchdown the same if no one sees it? No, we all long for connection, especially on social media.

Don't try to sell in your ad - create connection.

We buy from people we know, like and trust.

2. Remember the Story of the Three Rabbis

Three rabbis spent their time with their master.

The 1st rabbi said, "I am so sorry. Rabbi spent all of his time talking to me."

The 2nd one said, "No, I should apologize. He talked to me and ignored you two."

The 3rd one said, "No, he spent all the time with me."

A good message is one where your ideal prospect feels understood by you.

3. Remember the Undead

There is a recent fascination with zombies. Zombies follow the pack.

People want someone to tell them what to do.

If you write an ad asking, "Do you want…"

The first comment will be, "Yes, how do I get it?" even if you have a link there.

Use a Call to Action

"Click here to…."

10 Elements of an Effective Facebook Ad

Element 1: Start with a Question

Start with a question that has an implied "YES" answer.

It gets attention and self-qualifies.

It sets the tone - the person asking the question established authority.

Sales is a series of small yes-es that lead to the big yes.

Example: "Ever lie in bed wishing you could sleep?"

Element 2: Build Rapport

A good message is one where your ideal prospect feels understood by you.

4 things cause us to take action

1. Frustrations
2. Fears
3. Wants
4. Aspirations

Write 2-3 frustrations, fears, wants and aspirations of your ideal audience. Use these in your ad copy.

Story: Wife cheated. I know how you feel… I'm here for you.

Feel -> Felt -> Found

I know how you feel. I felt that way too, until I found….

Element 3: Create Time Sensitivity

- "This week"
- "Today"
- "For the next few days"

Adds urgency to make the person take action faster.

Element 4: Make the Offer

This week, I'm offering you….

Tell them what they are getting.

Element 5: Call to Action

Tell the person what to do to get the thing.

Element 6: Use a Scrambled URL

Use bit.ly or another URL shortener.

If you use your URL, people go to main URL and get lost in your site… and you lose tracking.

The only point of the ad is to get the CLICK.

Element 7: Use an Image that POPS and Tells a Story

Element 8: [FREE whatever] Benefit statement

[FREE VIDEO] Mom of 9 Reveals the ONE THING she Uses to Keep it All Together

Element 9: Use a Cliffhanger

I'm a reformed psycho mom with nine children. So take a…. (intentionally use ellipses)

Element 10: URL

Q and A

Q: How do you avoid getting banned on FB?

A: Don't be a douchebag. Don't over exaggerate. Don't make unsubstantiated claims.

Q: Lead ads or conversion ads?

A: Lead ads are cheaper, but don't convert. Take them to a landing page.

Q: What are the keys to a good landing page?

A: Use a benefit-driven headline. Prove you're a real human being - image of person behind brand. On the footer, make it like a real website (contact info, etc) Include social proof.

Q: Video ads experience?

A: if you have good videos, use them. If your videos suck, don't use them. 80% of people watch videos on mute. Use captions.

Q: Should you put a call to action button on your Facebook ads?

A: No, if you put a button, people know it's an ad. You don't want it to look like an ad. UNLESS, your market is 65+. They love buttons.

Q: What works better, negative images or positive images?

A: It depends on the industry - test them against each other.

Q: How do you use connection to sell a commodity?

A: We sold a flashlight by asking, "When is the last time you needed a flashlight?" We used a picture of a guy in an alley. Don't sell the mattress. Sell the better night's sleep.

Q: Do you start with a $5 ad test?

A: Start with your goal acquisition cost x 3-5. If you want to spend $5 to get a customer. Run your ad up to $15 - $25 to give Facebook a chance.

Q: Do you use all ad placements?

A: We always separate them out or Facebook will not distribute them evenly. NEVER use audience network unless you want to donate to Facebook.

Q: Difference in ads for mobile and desktop?

A: On mobile, put URL right after question as well as at the bottom so they don't have to click "See more."

Ask Me Anything: Ezra Firestone on Digital Retail

Ezra Firestone, Smart Marketer

Q: How would you go about managing multiple eCom brands?

A: Project management becomes important when you have multiple brands. What's interesting about multiple brands is that it's more about the infrastructure of your team. Ads, copy, content, generate visibility, stuff for people to consume. So it's more about the infrastructure and then managing the team.

Smart Marketer does design development, social media, advertising, direct response stuff. They do it for all the brands.

Zipify has support staff that they leverage.

Leverage the same tech platform for all brands. So not Infusionsoft, not Shopify, etc. Pick one eCom, one CRM.

Q: I saw your case study a couple years ago about spending $1k and getting more back on Pinterest. Pinterest ads and square ads, how are they doing for you, and how much volume are they doing and what other platforms other than Facebook?

A: Pinterest is still profitable. Don't look at it as a specific ad campaign though, because it's all across everything now.

As the digital media became mobile the duration they consumed was shortened, but they're on the device more. Shorter engagements and more frequently. It's about how they all work together to create a profitable plan.

Overall ad strategy. Pinterest breaks even for us. Really it's about multi-channel marketing.

You'll probably have one main platform to drive visitors, but you'll be retargeting on other platforms.

Pinterest itself is cool because they want to be the next comparison shopping engine, like Google shopping.

Pinterest is different than Facebook because Facebook is a past engine. It is based on what they did in the past. You create based on the past.

Pinterest is a future engine, things they want and desire.
The cool thing is that it's a combo between query based and contextual visibility.

Pinterest knows you're a man, where you live, what device you're on. Demographics you can layover query based. It's growing, but right now it's mostly women.

Self serve ads are not that great yet. The better ad service the higher the price, though.

[Pinterest Digital Marketer Course](), $47 - great course. Get retargeting Pinterest pixel so you can target and retarget. Especially if you're selling to women under 40.

Q: Why does it seem like you're married to Shopify?

A: Have you seen pictures of our wedding?

Q2: Are there more flex alternatives?

A2: I've been through [osCommerce](), [BigCommerce,]() etc. I've used them all. I was the BigCommerce top affiliate, but I use Shopify now because if you do multi sku ecom and you're dealing with a catalog of products and you want to integrate to third party API and apps... Shopify has the largest database of users.

They have the most developers building cool shit for their platform, which is why I use it and I'm an advocate for it.

Q: Slip marketing approach. You've maintained authenticity and integrity. How do you find that balance?

A: Old - Here's how you suck and here's how this is better. This works well with low ticket products. Problem - solution.

At the end of the day people are not opposed to being made offers. Consumption is at an all time high.

The goal is to create a relationship and add value beyond selling an item.

How can we help people? How can we provide them value beyond the purchase?

Be looking for how you can serve people.

What we do is create meaningful, engaging, relevant content in many ways. Long form audio, video, text, etc. We put it on the web and amplify it.

That content is created around a topic or conversation a group of people is already interested in. Pick something you want to be interested in, marketing, women of 40, etc. Business is a collective experience. We get people to subscribe us, like Facebook, become part of our community. Then we add more value beyond selling.

Example:

- 5 Minute Meditation To Make Your Day Better - this would be the **free** valuable content.
- 20 Minute Meditation would be the one you would **sell**.

Q: How do you connect to good products? I'm feeling like I have good marketing, but my products aren't that great. I'm doing drop shipping. Where do I get those good products?

A: I got lucky that my uncle was an organic skincare manager. Back in the day I had to source products. You might want to start at farmers markets and ask if they can make more. Take your dropship money and invest it in quality products. Where are you sourcing?

Q1: France?

A2: Find people who are craftsmen via Google and figure out how to get that in bulk. It isn't hard, just takes some work on looking around for the product. You'll get a higher quality product.

Q3: Is this like a partnership?

A3: No, you just want to buy. Buy for one, and sell for two. You're bringing lots to the table, design, ads, etc. Don't partner with a manufacturer, just buy and resell.

Also if you don't feel good about it you'll burn it, and it won't be good. You want to feel good. You've got a great start.

Q: We have a client, we manage about 25k in Facebook ad spend, and we are seeing a large discrepancy. What we are spending on Facebook doesn't match what's in our Shopify account. Attribution is off by about 30%.

A: Attribution app, on every page, every ad, that tracks everything. WickedReports does that for Shopify. Tend.io Attribution App Segment.com There's a whole business built around multi touch attribution. Do some research on that and spend some time learning that.

Q: Do you have Amazon experience with communicating with their customers?

A: Amazon doesn't like you to communicate with their customers. You just generate revenue, you don't get customer lists.

You can add inserts to the package, labels, you can send emails with feedback genius. Cross back link to Amazon with suggested problems. It's going away soon because you're not supposed to communicate with their people.

Treat it as cash flow to drive advertising to a sales funnel where you collect customer lead. If you try to do that on Amazon you're probably going to get your account banned. To build customers, use inserts.

Q: Amazon seller. I'm rolling out new products, trying to get away from fba. What's the next step? Took about 8-9 months to really get rocking

A: Amazon used to be the best from scratch quick cash flow option. 7-8 years ago that was dropshipping. Private Label, Amazon visibility to sell it - current. I would take the same amount of time and commit whatever you can driving customers to shopify. You have to commit the time and effort to drive visibility and convert it off Amazon. When you start looking at driving visibility using a contextual thing like Facebook it's committing to get used to that. Give yourself a year. Talk to me after you spend 3; a month for Facebook ads. You'll figure it out because you're putting your own money on the line. Drive awareness with Facebook, it's got the most users, I can't think of a business I wouldn't advertise on Facebook.

FB AD TIP: 67% of purchases happen on purchase start on one device and move to another 33% from mobile to desktop. Run ads to mobile, then retarget to desktop.

Q: Email. Amazon seller. Solopreneur. Freelancers and agencies with me. Products, patents, longevity. Moving off Amazon to eCommerce. Now I need to go team. Who do I bring in first?

A: Support first. Customer support, emails, etc. You do vision stuff. Next is platform person, learning shopify, one click upsell, someone implementing the stuff you need. FB Pixel, etc.

You're building a team, but first you're buying help. It gets better over time. 10 hours for $300 a week, but at week #3 it's work five times as much. It's about what you're willing to invest in the people on your team. Education, training, accountability. If you invest in them, they'll become better. Give them the tools to do that, blogs, courses, etc. Talk to them once a week, and start one person a time. If you learn to buy help effectively you can quadruple your business. It's a slow process, but in the long game that's what you need to do.

Q2: Should they be complementary to my skills?

A2: It's about someone who will communicate, enthusiastic, call you on your shit. How much are they willing to learn and are you willing to invest to them? It's about your investment in the people.

Q: I started my business 2 years ago, we're getting 6 figures a month now. I don't really have experience with building a team? I don't know where to go at this moment.

A: You start with one person and you pick what you want them to be good at in their business and start with that. It's not about a giant team, it's about the next person you could bring up in this business. Pick things you're doing currently and start giving those roles to the next person. One person is the start of your time.

Q: Team of 8 people, but I fired them. Outsource? Should I get a manager?

A: Get a manager. If what you're saying is you need someone to put a strategy together you're in the right room. Get someone to help you.

Q: Going through traffic MBA, 70% of your ad on lookalike. When it's small what do you do with that?

A: 70% on AWARENESS. If you don't have a list of past customers, Facebook fans, web visitors you can generate on, go through the course part about saved audiences.

$100 per $100k. Pick one group 300k-1.5m if you don't spend $100 on that audience you're not going to get real data on how that audience is going to perform. Let it go a couple days.

Q: With Boom you doubled your sales quickly. What strengths did you gain from that?

A: Supply chain was a big issue. Produce another product and keep high quality. There's a whole logistical nightmare regarding seals, bottles, labels. As we were scaling we had a terrible support system, and that hurt us. When we were getting out first round of negative reviews it was because lack of support. Overhire for support. 5 hours a day, instead of 8 a day, and have more of them. I over staff support deliberately. It's very valuable.

Q: Struggling with keeping inventory on shelves?

A: If you can negotiate better terms with your supplier. A 15 day difference on when you have to pay makes a big difference. You'd be surprised how willing they are to budget that.

See if you can buy it on an amex, because then you have even more time, an extra month.

With regard to production time that's you and your manufacturer.

Q: Trying to figure out what's the best way to integrate our websites and Shopify?

A: I'm confused. Okay, so you have a website right now?

Q: Website with a shopping cart.

A: If your traffic comes from organic search and that's how they find you the replatforming convo becomes a lot more complex. If you're getting under 24% you can switch. Otherwise, you're going to need to get a professional. If you're doing a bunch of ecom, i think shopify is the best. It's about the product, but also the promise. They buy the promises, not the product. Marketing can win over product quality. How are you engaging? Your product needs to surpass those expectations. Shopify is the best platform.

Q: Organic skincare market. Face serum $29 price point. Most effective customer acquisition strategy?

A: For an impulse buy, $25 and below, short form video content to long form sales page is the best. Show problem, show solution, order page. Try to have an even less expensive product to acquire and then upsell. Video ads to longform sales page.

Q: Brick and mortar, painting parties, started plugins for Facebook for scheduling and into a event and follow up, any other suggestions to get them scheduled and follow up?

A: FB Messenger Advertising and FB Messenger Autocommunication. "Hey Sally don't forget about the painting party tomorrow - don't forget your apron"

3-Step Strategy to Building a Virtual Multi-Million Dollar Marketing Agency

Keith Krance, Ralph Burns, Dominate Web Media

How To Go From One Dude and a VA… To An International Team Of Dozens In 2 Years

Facebook Only Agency

Only run Facebook ads.

First time he ran an ad and accidently spent $1000 because he didn't know what a spend cap was.

Then we started focusing on Facebook ads.

Now a monthly spend of $3M+/mo and 315 ad accounts are being managed.
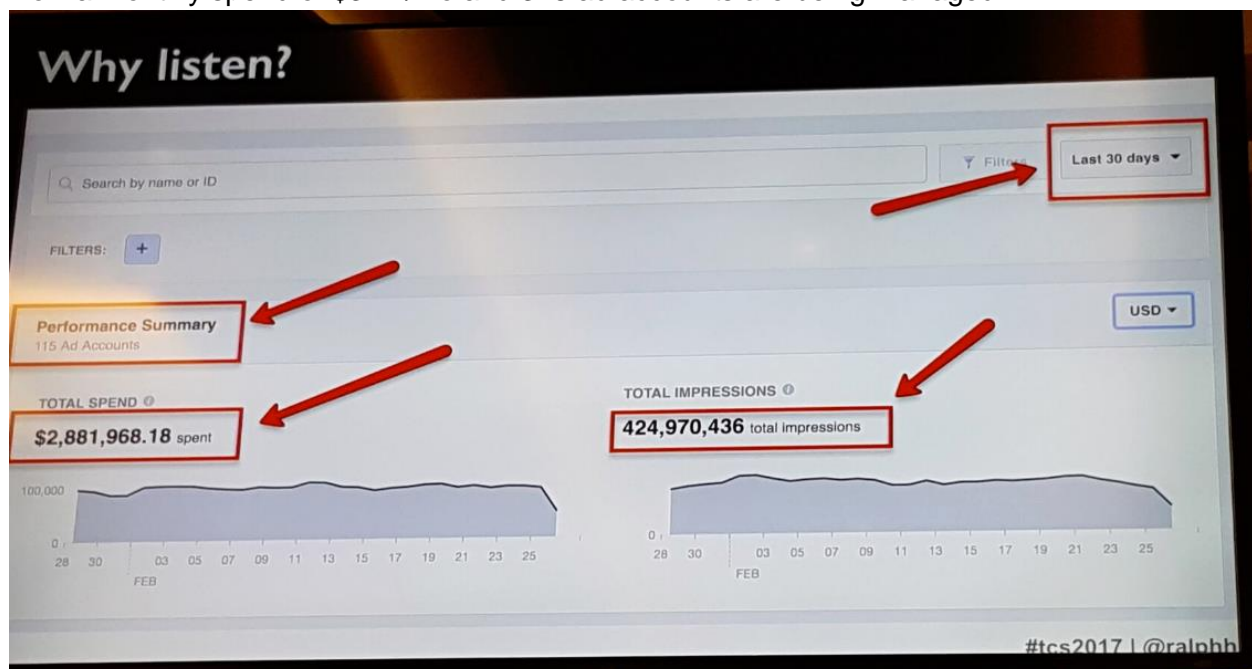
Impressions - how much you can influence people is **staggering.**

- 200 million users of Facebook in the US only
- Population is 300 Million

- ⅔ are on Facebook

With 424 million impressions each month, that means they're probably **touching the lives of everyone in the US every month**.
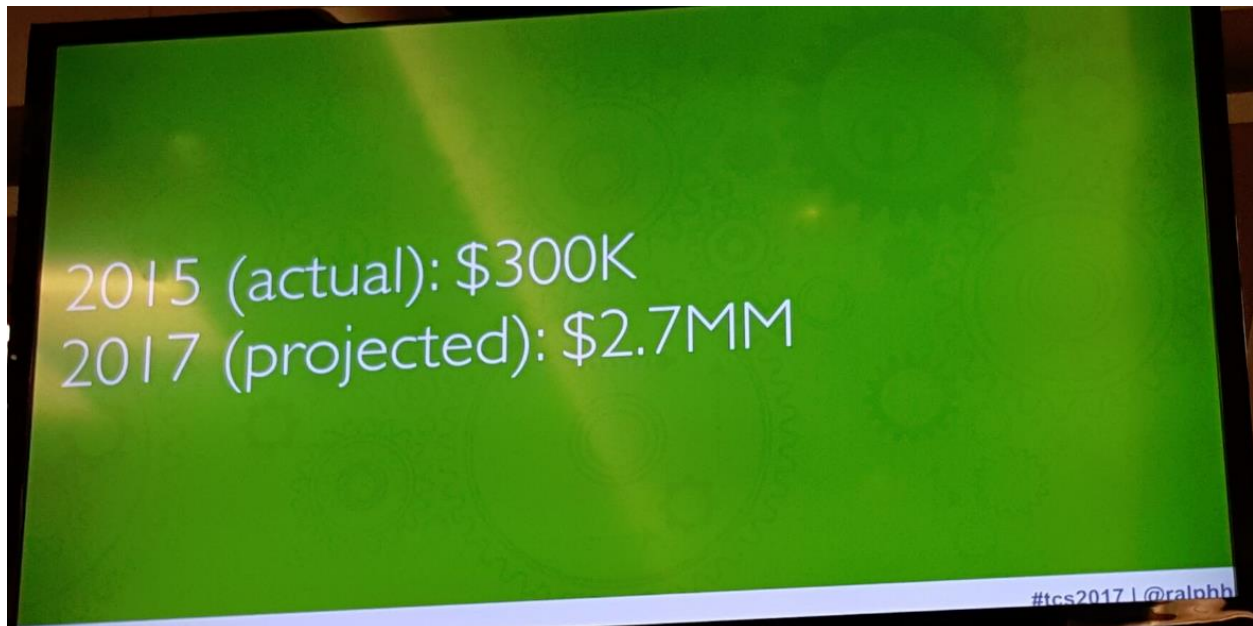
3 Step Process

- Get A-Players - you can't do it alone.
- Create systems - you think you don't need systems, but everything breaks without them.
- Use simple Project Management Software - allows you to have a completely virtual agency.

Get A Players - How do you do it?
- Why can't I find other people just like me?
- How do I teach this specialized skill? It changes so often!
- You do not find people just like you, you aren't as brilliant as you think you are.

Find people BETTER than you & COMPLIMENTARY to you.

These people will help you grow.

When you find people who think differently than you do, will improve what you're doing.
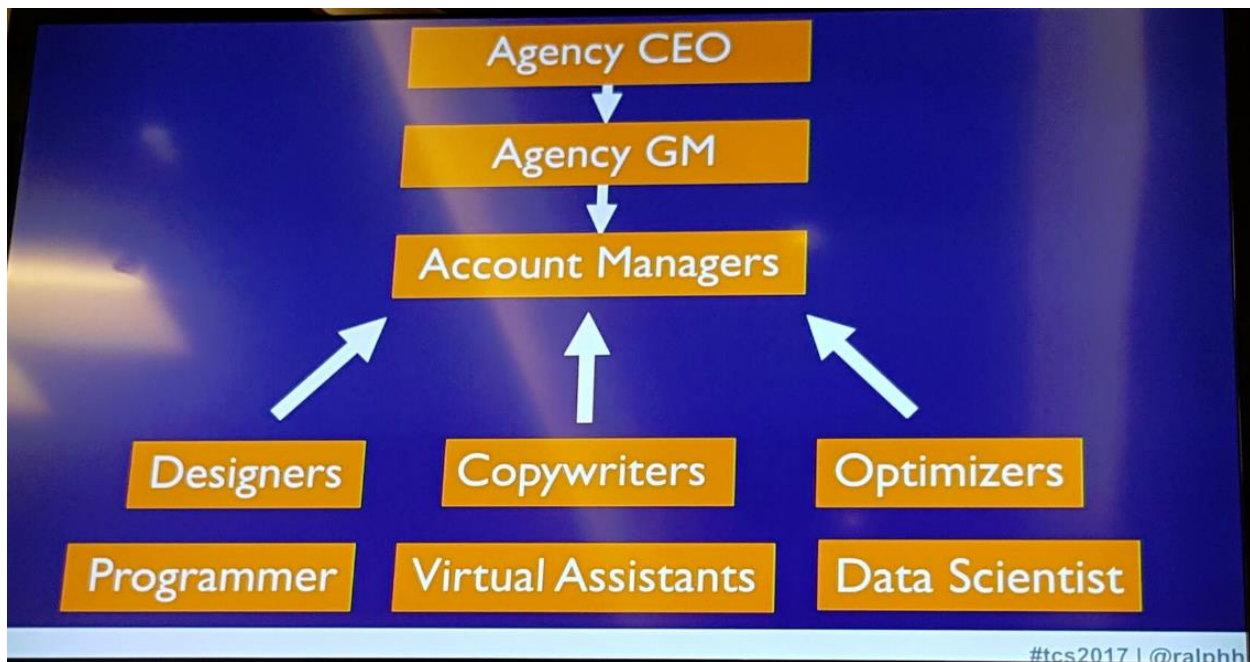
This releases the burden on the CEO.

The CEO doesn't know how to do everything. Instead he finds people who know analytics, how to write copy, how to think differently and better than him.

With 3 designers on staff,they can test against each other.

Character diamond, for what we look for with people on the staff:

Arrogant and know everything people are a pain in the ass to manage, they don't learn anything… hungry and humble works better.

Hungry to be the best in the industry.

Humble so they always want to learn more.

Creative - Molly Pittman has a talk on forcing creative.

Someone analytical can take the numbers and assemble the data so that you can make decisions, optimize, and scale.

Solution oriented - there are always going to be problems, you need someone who is going to solve problems.
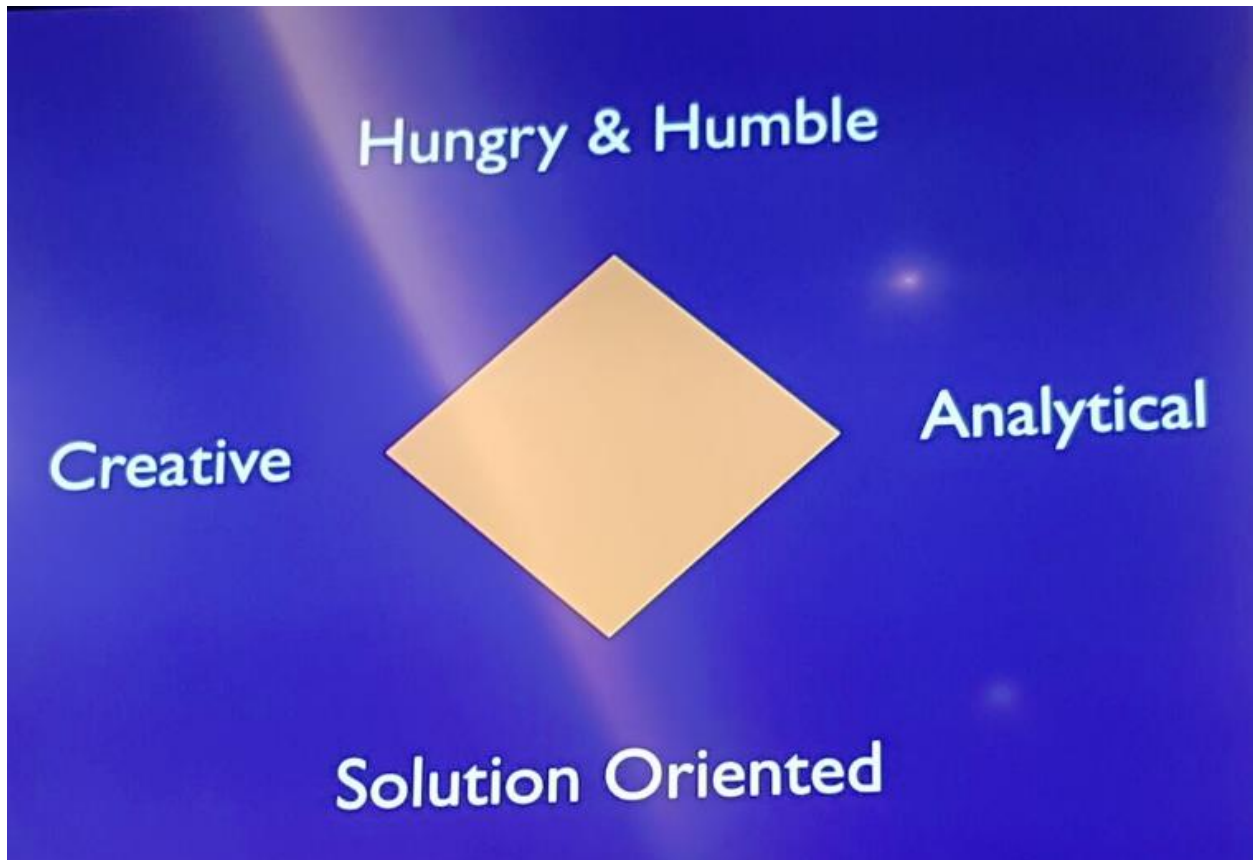
As long as things are changing you have job security.

Always give a problem WITH a solution.

Everyone collectively comes up with the solution by having everyone always throw out the problem **and** the solution.

They only pay during the payoff section. They don't pay for the rest of their time.

Hire entrepreneurial, you want them to be independent and be able to get stuff done.

Sometimes they do an interview, but they want SHOW not TELL.

In the posting they appeal to the potential team members desires:

- Talk about how much they will learn
- What they will get
- Don't talk about the company much

They care more about what they can give the team member.
That way the type of person they want is more attracted to their posting.

Weed people out.

Somewhere in the middle say, "What's your favorite food?"

They are trying to weed out people who are not detail oriented or gloss things over.

Inside the posting they have one typo **ON PURPOSE**, and a second hidden typo, if someone gets the typos they are still a candidate. If they miss them, they are weeded out.

In the posting they say "Give us a 7 min video" not 10, 6, 11, 8, you'll be disqualified.

Do a video for me for anything you're running right now that has a successful outcome, the ones that haven't, what the problems were and what did you do to solve it. **IN ONLY 7 MINUTES**

The video is part of the show me not tell me. You can see how committed they are in that video.

THE AUDITION

Ad account audit, can you do it by?

How do they respond under pressure, with a short 48 hour window with little direction?

Have an employee do a task and do an intern for it as well.

They need to turn in work that is good enough to give to a client for their audition, and they actually do give it to the client.

What task can you use for an audition?

Something that is helpful and useful for your business and gets you a good sense of the candidate.

INTERNSHIP

Includes training & shadowing an account manager.

This is A LOT of work and we haven't paid them.

If they complain and say no, they don't fit Hungry & Humble.

They need this info before they can start work, so if they don't want to do that then they aren't a good fit.

They get to look over the account manager's shoulder and they don't run ads, but they can see how it all gets run.

Fastest one they ever had was under 2 months - She still works for them.

Training account - they tell the client they are charging them a little less if they'll allow it to be a training account.

At this point the team member has gotten $20K worth of training.

They are focused on ONE thing they do INCREDIBLY WELL.

CREATE SYSTEMS

He was told 2 years ago "your business is IMPOSSIBLE to scale." It motivated the hell out of him to scale it.

[Checklist Manifesto](#) - best book ever read on how to create systems for your business.

As soon as he started doing checklists for surgery, the complications according to the world health organization went down 35%.

If you could get your complications down 35%, how would that affect your business?

WHERE DO YOU START?

You just start.

He started by just dictating into DRAGON what he was doing when he was doing it.

Write down everything that you know.

- Create SOPs
- Uses Google Docs
- Has checklist software that attached to it
- Started 2 years ago and still refining it

Get your top people to do this for you if you can - don't pay them special to do it, it's part of their job.

Use a sharing doc so everyone can see it and edit - everyone is on the same page.

Have this updated daily.

Simple Project Management Software

Do not rely on email to communicate with your team.

[Podio](#)

- It's flexible
- Totally customizable
- Task driven
- Has apps for ios and android devices that are great
- Easy to use

Stay off Facebook messenger, skype, etc. Keeps all the team stuff in the PM software.

- 2 steps for clients = 2 workspaces for them
- Podio has an app for each step
- Sales - where they aren't a customer yet
- Management - for customers

Ask your team, how to make the PM better, so they will USE IT.

All of this is so that you can produce amazing results.

Conversion Funnels in a Nutshell

Ryan Deiss, Digital Marketer

This is the thing that matters - profitably and predictability.

What You Can Expect from This Training

- Foundation of customer value optimization
- Conversion funnel lingo
- The metrics that matter
- The team members that need to know this stuff
- How to get more training

The Method

The Formula

L x C x M x F=GP

Leads x Conversions x Margin x Frequency = Growth Potential

Tweak all of them a little bit = doubling your business becomes possible

Step 1. Determine Product Market Fit

- Core Offer
- Main thing we're wanting to sell
- Does the market even want what we're selling?
- Conversion rate before we got you more leads (no sales) was bad, no one was buying the product originally

What's the one big thing that everyone is always buying?

- Transformation (before and after state)
- After state is where they are happy
- Less desirable before state to more desirable after state
- No features, no benefits, focus on the after (The Shift)

Examples

- Apple: old Super Bowl ad, selling individualism (white apple buds) with a side of coolness
- Plastic: Pay your childcare by card, even if they don't accept cards
- BrandYourself example (squeeze page)
- What is their desired after state?
- True Conversions
- 1-800- Got-Junk
- Before & After Grid

Have, Feel, Average Day, Status, Good vs Evil

We give you more Saturdays (Lawn care example)

Have: with the lawncare example they'll have more time, fun, freedom from that responsibility

Feel: how do the want to feel? Relaxed, happy, etc.

Status: working the land vs king of the castle, colored ribbon

Average Day: Narrative (change the story they tell about themselves)

Good vs Evil: Educational system vs certification, positional with the certification training vs public education

The 30 Seconds Sales Pitch (Statement of Value)

USP are adorable, but not customer focused and doesn't speak to the customers.

You know how [emotion] it is when [insert before]?

Step 2: Optimize The Lead Magnet

Leads

- Traffic
- Good lead magnet offer (something somebody wants)

Most sales don't happen on the first visit.

Warning: You must speak to a specific problem or desired results

Great Lead

1. Specific Promise (Don't Be Clever)

- Vertical gardening report
- Grow enough food to feed a family of 4 square feet or space – even if you don't have a yard
- Use the words they are using

2. Give a specific

example: 250 Leads From Facebook in 18 hours without spending a dime

3. Specific Shortcut (lists and handouts)

example: Swipe Files

4. Answer a specific question

Customers questions = lead magnets that you can answer specifically for them

Wholesale catalog & price list optin form

Call them up and close them over the phone while shipping them the price list

5. Give them a specific discount

Example Join the discount club and save 5% instantly

Kate Spade – Specific Discount (Velvet Rope – make them enter the sale, optin)

Step 3: Optimize The Entry Point Offer (Tripwire)

Don't know how to get to the after state, not sure how to get there, burned in the past.

Write This Down

Just because you know your market wants what you're offering, that doesn't mean they know what they want it, nor does it mean they want it from you (at least not yet).

They want to date first.

Entry point offer = date

Low barrier to entry item, tripwire style offer = coffee

Two Types Of Commitments

1. Their Wallet (13 records or tapes for $1.00) – micro commitment (money or time)
2. Their Calendar (Webinar, Demo, Appointment, etc)

Splint offers – chunk of the core offer and split it off into a tripwire offer

Execution Plan Library = Tripwire Offers = step by step training on all the little things you do

Splinter the execution plan ($7) that leads into $386 / year membership

Social Media Swipe File (free) - $7 Tripwire – Membership ($1 Trial)

Examples

- Cufflinks – custom suits
- Ever Strike Match Stryke Match
- Guitar Picks – custom / vintage guitars
- Candle Wicks

Need But Isn't Sexy (Shows Market Relevance)

Webinars for time, Trials and Demos to show commitment

Splinter Offers Show Commitment & Setup The Sale

- 1-800- Junk - $20 TV pick up offer for old TVs, they had more junk and as a result they made
- additional sales
- A little bit scared = right offer
- 7 Day Juice Cleanse from a personal trainer
- Logo for a website design
- Dentist – teeth whitening
- Roofer – gutter cleaning
- Hosting service – website template

Informs you of the intent and puts you in the spot to make the next sale.

Step #4 - Profit Maximizer

- Second sale the cheapest sale you will ever make
- Cost of acquiring a customer is the single greatest expense you will ever have
- Second sale = ROI goes up huge

Speed and Automation is the biggest profit maximizer possible.

- Bought my book = help implementing it
- Expedited delivery (assembly, advanced training)
- Done For You Services, software, and even consulting
- Installation or Migration Services

3 Magic Words = "Want Some Help?" – simplest way to ascend to the next level with your customers

Lesson: It doesn't have to be your product as the profit maximizer

Define your business by the people you serve, not the product you sell

Step #5 - Return Path

- Optimized your lead magnet back in step 2
- Not just email
- Exit offers (OptinMonster)
- Retargeting

Automated Email Follow Up (Machine)

5 Phases

1. Indoctrination: what you can expect from me
2. Engagement: talk to them about the lead magnet
3. Ascension: Get them to buy more
4. Segmentation: If they don't buy or we don't know what they want – segment them
5. Re-Engagement: 60 days no open or clicks to your emails

The Lingo: Statement of Value, Product Splintering, Speed & Automation

The $500 BILLION Dollar "Mad men" Marketing Method That Creates Perfect Marketing Campaigns in 4 Easy Steps

Perry Belcher

Perry Belcher is the co-founder of DigitalMarketer, co-founder of the Direct Retailer's Association, co-founder Native Commerce, has been selling online for over 20 years, and has written over $250 million worth of winning promotions.

What happens when you let others create your campaigns...they stink. Advertising operates under the same process. You need to follow the process.

The Ogilvy Process: a Series of 4 Meetings:

1. Research meeting, the better you think you are the poorer you probably doing with your research.

2. Hook Meeting

3. Copy Meeting - a lot of people start with this, because they didn't do the first two things

4. Build meeting, where everything is put together and it becomes an offer

On Madison Avenue it takes 117 days to create a winning campaign. At DigitalMarketer they have it down to 4 weeks, one meeting per week.

Rule #1: the most powerful words in advertising, "People buy things that make them feel better about themselves" - David Ogilvy

Ogilvy spent a lot of time selling cars, and found people loved the new car smell the most out of the new car experience. But that smell...it's actually made up of primarily glue.

He got tasked to sell a Rolls Royce which was the most expensive car at the time at almost $14k. He had a hard time finding the hook and while out for a ride in one, he hears a ticking noise. It was the sound of a clock in the vehicle. He then wrote the ad, "At 60 mph the loudest noise in this new Rolls Royce comes from the electric clock". The campaign was a huge success.

Rule #2: "People buy things that move them away from pain" - Tony Robbins

People spend more a lot more money in pleasure markets. If you are selling exercise equipment you are actually selling guilt relief. You can't sell it on tv, unless you show how it folds up and you shove it under the bed, because people ultimately know they won't use it.

Rule #3: "People buy things that tell others and reminds themselves who they are" - Perry Belcher

People do mental sorting and want to identify themselves. Example: the owner of huge truck putting a vegan life sticker on it. Or wearing iPac t-shirt or Salt Life.

A coffee shops did an experiment where they would put out different tip jars each day with quizzes: Do you prefer androids or iphone? Are you a cat or dog person? Who would you rather narrate your life: Christopher Walken? Peter Griffin? Morgan Freeman? Their tip money went up exponentially because people could identify themselves.

For example, if someone says they are having a baby, you automatically ask are you expecting a boy or girl? We love to sort. People buy things to be liked, appreciates, be right, etc. They need the emotional connection when selling.

Reasons people buy things:

To be liked	To be comfortable
To be appreciated	To be distinct
To be right	To be happy
To feel important	To have fun
To make money	To gain knowledge
To save money	To be healthy
To save time	To gratify curiosity
To make work easier	For convenience
To be secure	Out of fear
To be attractive	Out of greed
To get sex	Out of guilt

Work The Process

Meeting #1 - First, do your research!

Figure out where the hole is in your market, how will you differentiate yourself from the crowd. Quality, speed, design, service, selection, price and ease.

Test price more than any other thing. Price will move more than anything else.

Ex: Snooze Restaurant. They asked people what their favorite meal was and found it was Sunday brunch. Snooze is a brunch restaurant.

What exactly do they want? It's so much easier to do research now because of Amazon. What do people love about the best selling bath bombs on Amazon? Look at the customer comments - they love the strong smells and how long it lasts.

3. How fast can you deliver?

Ex: Hot pizza delivered in 30 minutes or its free. They didn't say it was good pizza, they just asked people what sucks about ordering pizza? It's slow or shows up cold, hence the campaign. And it worked.

4. What don't they want? In the bath bomb case, by going to negative reviews, they found they didn't smell strong enough, were made in China, were too small.

Meeting #1 Action Items

- Buy/record everything
- Product research
- Competitive research
- Social research

Buy all the competitors products and review them. Record the process with a screen flow when you buy. Do your product research - what it is that they love about it and hate about it.

Meeting #2 - First, set your hook and keystone - your big statement

Ex: Domino's pizza delivery with their hot pizza guarantee

With the bath bombs, they offered -
"Finally, giant, softball sized strong scented bath bombs that freshen the room in 30 seconds - guaranteed - for half the price of Lush"

Second, write your slogan - "advertising is reassurance that whatever you are doing, you are okay"

Try to humanize the brand, ask yourself what human traits you want your offer to exude. They take a grid and put as many of those words on the outside, so you can come up with two words in the center to summarize what you do.

Example: what do lawn companies sell? They sell Saturdays, freedom, happiness. Ignore what you really want to do, telling them about the features, etc. They only care how happy it makes them, how it raises their status.

Meeting #2 Action items:

- Assign copy
- Assign art - very important, have the key image right below your headline showing the desired end result. Imagery is very important. Try sending a photo to a sketch artist. Or draw stick figures of it. Because people can become the characters in your story. That's the reason doodle videos do so well.
- Assign tech
- Assign scrum master - Recommend book called: A 10 Minute Explanation of Scrum. You need to get someone who manages your projects. YouTube Link for an introduction to Scrum: https://www.youtube.com/watch?v=dHuylme4zbo

Meeting #3 - C.U.B. Review Your Copy

Print out a copy, give everyone a marker, they can write a C, U or B on it which stands for: Confusing, Unbelievable or Boring. Everyone does it silently then someone picks it up and rewiews it. Only positive feedback is allowed, i.e. how you can improve the copy. If 50% or more of people suggest change, ask the copywriter to make the change. Rewrites that you ask for from copy writer should take only 1 day or scrap it and go back to step 2.

Meeting #3 action items:

- Finalize copy
- Finalize art
- Finalize tech
- Assign to build team (they'll need at least a week)

Meeting #4 - Review your build and Q.C.

Play the customer:

- Look for typos and grammar
- Look at functionality
- Look at the congruency/flow
- Price and tech
- Review the buyer experience

Meeting #4 action items:

- Approve build
- Assign communications, email, social etc.
- Alert Customer Service that you're going to release the product
- Release your offer

Recommended books:

Ogilvy on Advertising by David Ogilvy
Fascinate by Sally Hogshead
Contagious by Jonah Berger

The Ecommerce Marketers Guide to Email Automation

Ezra Firestone

This will make you more profit and build stronger connections between brand and community.

About Ezra Firestone

- 8-figure ecommerce business ($18.7 M in 2016)
- I'm just a dude, man
- Cattywampus

Let's break down email automation.

Last year 31% of his revenue came from email. He is aiming for 40% this year.

16% of the revenue came from emails that went out automatically based on conditions they had set.

The other half came from broadcast emails to his list.

So far this year, Ezra is at $4 million in revenue. In the last 30 days, 40% came from emails.

Flows:

- Post purchase flow
- Pre purchase flow
- 10% OFF Hot List
- Winback campaign
- Abandoned Cart
- Powerful Women Quiz (didn't work)
- Repeat Buyer Post-Purchase

30% of revenue comes from repeat buyers.

Make a list of people who opened, but didn't click…

And one of people who clicked, but did not buy.

Email Automation Pillars

People Who Don't Know About You
People Who Know Who You Are
People Who Have Bought from You

Early stage - opt in

HOT lists - cart abandon

Post-Purchase - post purchase, win-back, repeat buyers

At least 30% of your sales should come from EMAIL!

Re-use your conversion assets!

(testimonial, product image, sales page, etc)

4 Types of Email in Automation Flows

1. Trust Builders
2. Social Proof (People know YOU think you're great)
3. Content
4. Offers

Pre-purchase - opt ins from coupon popups, header / footer opt-in, lead generation, etc.

"Join the BOOM CLUB for new videos, discount codes, and more!"

Button - "JOIN THE BOOM CLUB"

Exit-intent -"Join Our Boom Club" (buttons - YES / NO) - two-step

Pre-Purchase Best Practices

- At least 7 days of emails
- End with strongest offer
- Leverage discount ladder
- Unsubscribe if they buy
- Add bucket if they don't

Email 1

Day: immediately
Subject: CONGRATULATIONS! You're in the club.
Purpose: Confirm their signup, engage with brand-relevant, build intimacy

Email 2

Day: 1
Subject: Hallmark home and family beauty expert on BOOM
Purpose: Engage with content, educate on brand, establish authority, social proof (or curate)

Email 3

Day: 3
Subject: Watch my live makeover!
Purpose: Engage with content, establish authority

Email 4

Day: 5
Subject: Beauty and Fashion Tips for Women
Purpose: Deliver relevant content, transition to sales offer (by video)

Email 5

Day 6:
Subject: [PDF] Beauty and Fashion Tips for Women!
Purpose: deliver relevant content that leads to sales offer, send in different formats

Email 6

Day: 8
Subject: Warning, I get a little emotional here [video]
Purpose: Increase intimacy (people want to know where you stand - have a viewpoint)

Email 7

Day: 9
Subject: Last chance to watch this video tips video
Purpose: Urgency

Email 8

Day: 10
Subject: Here's 15% OFF… Take it and RUN
Purpose: sales

Pre-Purchase email for Sales page abandon - HOT lead

Popup - 10% off

Emails:
Day 1: Here's your 10% OFF coupon!
Day 2: Content
Day 3: Last chance to use your 10% OFF coupon

All emails make money because even if they aren't selling… they lead back to website.

Abandoned Cart Email Sequence

1 email a day for 7 days

We're running out - Your order is still open, finish it before we run out of stock.
Purpose: complete purchase
Create urgency, give deadlines

Post-purchase Email Sequence

People who have already purchased are more likely to buy again than cold leads.

Immediately: Thanks and Welcome!
Purpose: confirm order, offer support (people are starved for acknowledgement)

Things to Cover (video)

- Thank them
- Let them know when product will ship
- Tell them what to expect
- Ask them to like your page

Pre-arrival Emails

Check out our house…

- Social proof…
- Get them excited about product on the way.
- Reduce buyer's remorse

- Increase review ratio

Other Emails

- Open the Box Video
- Social proof
- Content related to ownership benefit
- Survey - blank spots for people to write - see how you can improve

Offer a $10 gift card in exchange for a 20-50 second video testimonial you can use in FB ads.

Step 1: grab phone
Step 2: record
Step 3: send

Educate, engage, soft sell

Win Back Campaigns

If someone buyers from you and hasn't bought something else in 60 days, you need to win them back by incentivising them to buy again.

Subject Lines:

- Get 10% off All Boom Products
- Get 15% off anything…
- Get free shipping on any….

Repeat Buyer Post-Purchase

Purpose of these is to cross sell products they haven't bought.

Email:

- Always use deadlines
- Good looking design
- Images sell the click
- Asl for the sale
- Use tracking links
- Headline
- Image
- Button
- Video icon

Automation is not limited to sequences.

Use them in sales campaigns every 6 weeks.

Holiday Sale

He sent out 35 emails in a 9-day period - every email made money

Were people mad? No, the unsubscribe rate and spam complaints stayed the same.

Sending multiple emails a day works.

7 AM, 7 PM or 7 AM, 5 PM, 10 PM

Don't consider it a "done deal" once someone has bought.

Special Discount and Deadline

"Because you bought…., we want to give you a special discount for the next 3 days…." = 10% conversion rate on repeat purchases. Deadlines work.

$200k in revenue were made in last two days from people who didn't buy in the other emails.

Use GIF images in email to increase CTR.

Run a sale every 6 weeks.

Valentine's Weekend Sale

9 emails during the sale - very similar, single product sales

3 emails after the sale

To people who didn't buy: the sale is over, but if you send me a FB message and I'll send you 2nd chance sale link

To people who did buy: I want to thank you by sending you a discount via FB messenger

How to Build a Niche Content Marketing Platform that Sells

Erin MacPherson, Dana Truby

Focused on a niche market?

5 strategies to engage your audience and impress your clients.

- Dana Truby MDR Content and Social Media
  - Writer, marketer, social media.

- Erin Senior Marketing Manager, MDR
  - Writer turned marketer

[MDR](#) markets to K-12 educators and through them, to the students and families they reach.

We do more than 35m in business a year with major corporations.

- Ford
- Wrigley's
- Lego
- etc.

We can do that because we've honed in on our niche and know our audience so so well.

MDR: By The Numbers

Feb 2017 Alone
- Site visits: 1.6m
- Facebook reach: 219m
- Facebook engaged: 239,960
- Content marketing: 70 pieces

Know Your Audience Backwards and Forward

Tip #1 - Demographics
- Consumer Purchasing Power
- Social Media Habits
- What They Need
- What they Really Want

- Biggest Frustrations
- What Turns Them Off
- What They Care About Most
- Where They Hang Out Online
- Their Influencers

Example:

Teachers are huge animal lovers. They know pets make great classmates. For the record, they also know that most dogs would prefer a rawhide to math homework.

You have to know what they like and dislike to market exactly to them.

Teachers grade papers in the car at stoplights on the way to work. Constantly working. At kids games, appointments, etc.

Why am I telling you this?

What We Know About Our Audience

- Median Household Income $116k
- Classroom Spending $589 per year
- Big Social Media Users

Unlike office workers, teachers can't access social media during the workday. They normally use social media during evenings, holidays, or weekends.

We Listen To What Our Audience Is Saying On Social Media.

They use Pinterest a lot, and they hate marketing speech. They have high stress levels. All these little facts we use every single day to market to them.

Choose your niche and get to know them very well. We spend a lot of hours every week getting to know them.

Tip #2 - Speak Their Language

Speak to your audience in their language about what's in their heart.

Speaking their language means talking TO them not ABOUT them, using the words they use. It means knowing their buzzwords they like and which are outdated.

Don't Be This Guy!

The IHOP social marketer that didn't realize moms that take their kids to eat pancakes are not going to like this joke....

It is also about meta language.

What's funny, relatable, infuriating… what kinds of images will ring in as authentic and connected.

Audience: What We Tell Our Clients

We have to spend as much time educating our clients about the marketing process as we do marketing. We have to convince them not to get married on the first date, AKA don't go directly to selling.

Get your clients to not focus on selling the product, but selling its benefits. Don't over promise.

Use real language not business language.

Situate teachers as experts.

Keep it relatable and simple.

Example:

Lego wanted to encourage classroom use of their bricks. Here are two different approaches, one was product-centric, and the other appealed to the feelings in our audience has about learning through play and exploration.

Tip #3 - Own Don't Rent

Distribution channels are a key element of your entire marketing strategy.

We own our own market data, audience facing websites and social channels. Nickelodeon, NickMom.

I started hearing buzz about We Are Teachers. It was in Austin where I lived, and came from a family of teachers. They said they'd own their audience and make sure every teacher in America wants to come to one place where they know what they want and need.

Build a destination everyone is going to go.

We started a web site for educators called weareteachers.com.

When we built it we had no one. We just put up content, value, we don't sell to teachers. We aren't trying to get money from them. Just giving them what they need and ask for: downloadables, printables, posters, etc.

That means when we put something on our social media channels they already trust us.

Our clients wanted to reach top decision makers so we built a site for them as well, https://www.schoolleadersnow.com/

Doesn't sell to the teachers and counselors, it just gives them what they need.

Owning our own distribution channel is a huge differentiator that sets us apart from the competition.

We spend a lot of time building a lot of high level editorial content that has nothing to do with our client so when we do post for our client the audience is already there looking at it.

Samsung came to us wanted 400k we are able to deliver 1.3 million impressions.

Pepsi wanted to double the number of schools in their recycle rally program.

Pixel EVERYTHING.

Tip #4 - Engage Your Audience Before You Need Them

Here's the "heart of the matter." The essence of social media is knowing your audience and giving them what they want/need.

Engagement means creating web content and social media that meets your audience's needs.

Clear and appealing - readers decide to click in less than.5 of a second.

Reflects your audience's experience and viewpoints, and is relatable.

How quick are your messages? You have .5 of a second or less to get their attention.

Strategies We Use To Create Authentic Engagement

- When the moment is happening right now. Golden Globes, power out, (eat Oreos in the dark commercial)
- We look to the audience for what they post on our articles. Content feeds content.
- Data drives our content. Build based on how your audience responds to it.

Tip #5 - Unleash Your Audience To Be Your Own Private Focus Group

We let the audience talk amongst themselves: 10k members, 50 posts a week, 40 comments per post. It's a gold mine of information.

We NEVER market to this group.

We use it for quick organic research.

Fast unbiased insight from the audience about how to market for our clients.

You can then ask this group questions their opinions on specific issues and they'll just tell you, plain and simple. You can take this back as raw data. It's incredibly useful.

You can also use this data to move your client to the right angle. You can tell them what they want or what they're more likely to respond to.

If you have a content agency create a group for them. Not YOU. You're able to use it for you, but that is what you need to do for them. Provide value.

When we walked into a sales room and were asked to make an app, we didn't know how. But we said yes. Now we're successful with apps. We make downloadables, etc.

You must be willing to innovate and push your audience.

Q: How did you make this facebook group?

A: Started on our own profiles and post what we had into the group. People started joining and eventually we had to start closing it. You could also run ads.

Just keep putting out good quality content. Just keep going. It isn't where the income comes from, but it's a foundation. Just keep doing it. We now have over a million fans. 200 million a month in impressions.

Make time to consistently create content. It's a time investment. But absolutely worthwhile.

Eventually we were able to outsource and have an editorial team. $50-$100 a post. If they reach 10k, 20k, etc. there will be bonus money.

We started a Facebook group for our contributors to put things up quickly.

Now we generally are getting in 25 new writers last month at $100 a pop. We're not actually spending that much, it's editing time.

Hire a writer to start if you can to do 10-15 posts a week.

Competitor research. Look at similar websites, what are they doing? What is working? What isn't?

We occasionally crosspost between groups, but the groups are not connected. If it's a really good question or something we will cross post.

Q: Third party tools to simplify things?

A: It's kind of like the in the beginning thing, we worked hard to do it ourselves in the business. We still go in and read it and write it, to make sure it's got great content. It's scalable though, it isn't just the two of us, now there are more people to share the burden. We can track specific google words to find new posts. Just by being a good collector of cool stuff around the web works wonderfully, it doesn't have to be original content. Start by using other people's stuff to bring it together in a smart way.

The mistake most businesses make is only marketing. Find the common ground, be generous, don't just talk about you. Don't be a bad date. It's about THEM. 20%-40% you, the rest for them. Find a way to speak more generally to them instead of just selling.

[Grammarly](): The people who care about grammar are writers. They like to read. They like humor. That's the great great majority of their content.
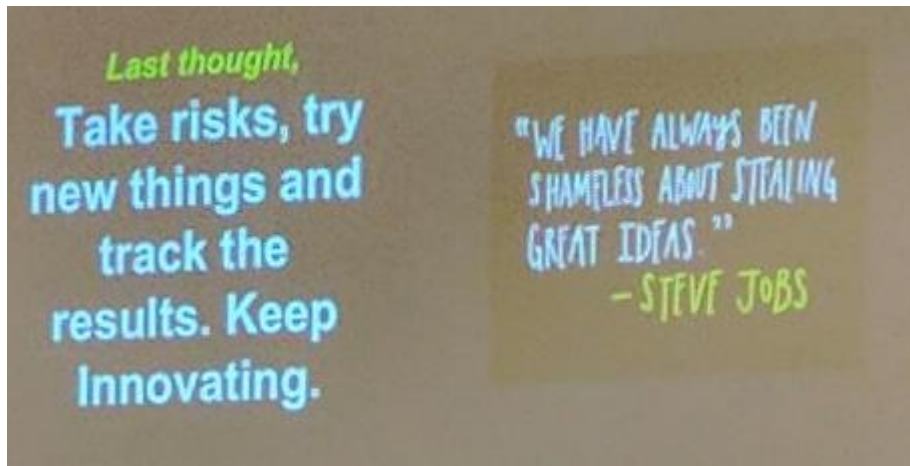
How to Get Your First 1,000,000 Customers

Carlos Angel

Why are you here? In Digital Marketing, it can be very complicated. Your customers hate you, every touch point is crappy. We need to do a better job, because people, as consumers expect magic in this day. The people who are driving all these interactions are from marketing.

The customer is the product - this is most important mindset that you need to have. All of what we do is so the customer can be successful. If you manage it well, then your marketing will get that much better. People are loyal to Uber because it gets them there fast. They are loyal to the experience - 55% of consumers stated they would pay more for a better customer experience. If you can get people to pay more, you are at an advantage. Uber is not the cheapest option, but it works and people love it.

CX (Customer Experience) trumps advertising. People are obsessed with looking at marketing as a customer experience. It's hard to get hardcore promotion.

What is Uber's secret?

CX is a perpetual optimization of customer value and success through data driven marketing activities.

Scrum -> Feel. Think. Done

Scrum is an agile methodology that was created in the software engineering world. People stopped over planning and set themselves up for success. It can also be applied to marketing. The premise is to feel, think, then you are done.

- It starts with empathy, to be in sync with how the customer is feeling.
- Think is how you analyze that feeling
- Then the done part. "Getting shit done" is so important. People don't move quickly enough.

ScrumCX is a high performance marketing system. This is what was built at Uber.

Recommend book: Lean US by Jeff Gothelf and Josh Seiden

Starts with empathy toward the customer...where is the bottleneck? Take the hypotheses and experiment. If it's successful, move on or retest.

Most marketers conceptualize funnels as linear, but the customer experience is not always linear.

Lifecycles are event based. Think about Disneyland, for example. It's not a funnel, it's a series of experiences. You don't know ahead of time where people are going to go. It's smart to figure out a way to get identity of your customers early on in the relationship (for example, you can't use Uber with signing up).

Think about what you can offer people before you get their identity. How can you make your tripwires, etc. more engaging?

The best way to think about your org is by thinking of a hamburger, with the UX and Insights being the top and bottom pieces. Traffic, Conversion and Monetization fill up the middle. The UX is your ability to make your product better. There should be a team dedicated to getting consumer insights. Then branding makes it unique. You can have a hamburger but you need branding, otherwise it's just another hamburger that can be easily copied.

Team chart:

With traffic today you have audiences, Facebook for example. Then you put a bunch of content out and A/B test it. One of the primary things that Uber is successful is in their pricing. How often do you test pricing? How creative are you with your pricing structure? You are optimizing for customer success.

CXO - You want to be thinking about the "Chief Experience Optimization".

Add a SWAT team - if you get sufficiently big, you'll need a team to fix problems quickly. Think about what emergencies could arise and what value adds can you give your customers if something happens.

Add strike teams for special projects, people that are cross functional. That's where the magic happens. If you're only doing tactical stuff, you're not building for your future.

Calendar for ScrumCX:

- Have quarterly planning sessions where you do your strategy. What are you trying to accomplish for this amount of time, what are your quarterly goals?
- Monthly jam sessions - have on the books a meeting to discuss your quarterly plan, include creative thinking to discuss your quarterly goals
- Weekly sprints - the work the teams do in a single week, implementation of tasks
- Daily standups - a quick sync between team members to see if any new information has popped up

Workflow

Hourly pomodoros - when you break down work into the weekly sprint, managing your team's productivity by seeing how long things take to complete and making sure you are mindful that is similar each time. (see The Pomodoros Technique)

Software to use: Trello, for workflow

- Benchmark - Ex: Transform blog into our primary acquisition channel
- OKR's - Objectives and key resources, a way to summarize your strategy (ExL 10,000 daily visit to blog from Facebook Ads)
- Habits - Processes that have to be done over and over again. Ex: Publish 1 blog post per day and promote it with $10 to my "cold" customer audience on Facebook.
  Ex: Watch 20 user session replays per day to increase empathy and reduce friction
- Projects - what moves the business forward. Ex: Shopify ecommerce to sell apparel to digital marketers
- Backlog - repository of work that hasn't been done yet, but it needs to be logged. Ex: read the 3 best articles on UTM tracking for beginners and find the good, the bad and the ugly
  Ex: Install a good looking Shopify theme and configure basic parameters
- Sprinting - what you have to do this week and what you move from the backlog. Ex: Design 10 key visuals to set up A/B tests on Qwaya for UTM end all be all guide
- Analyzing
- Documenting
- Done - Ex: Design project for promotion with daily blog posts using Facebook Ads

Playbooks are campaigns for projects for stuff that you have already have documented. Something that is already set up, for example a playbook for paid traffic. You have to be clear on what archetype you are using, i.e. what the type of person you want to be with this campaign. For example, Nike ads using, targeting the everyman.

Tools:

Fullstory or Truconversion for user research
Funnel.io for tracking and attribution and is an easy way to integrate information
Qwaya or Nanigans for A/B testing ads
Adnabu for Adwords for a simple way to create single keyword ad groups
Promoter.io for NPS (Net Promoter Score) which is a good way to extract customer insights

Book - How Google Works by Eric Schmidt and Jonathan Rosenberg

The Display Grid: How to Build & Scale High Converting GDN Campaigns

Mike Rhodes

Book: [The Ultimate Guide to Google Adwords](#)

We hear about amazing things that happen for some people with AdWords.

We need to understand the hows and whys of Google Adwords.

Mindset: Invest in Experiments

You will not be profitable ad 1 or week 1 or maybe even month 1.

1 is the most dangerous number in advertising. Don't put all your eggs in the Facebook basket.

What's possible?

Lego Pieces: Deconstruct the whole thing first.

[TheDisplayGrid.com](#) - download this chart

Site	Ad type	Managed	Contextual (audience & content)				Interest			Audience							Combos			
		MANAGED PLACEMENT	BRAND	NON BRAND	COMP	TOPIC	AFF	CUST AFF	IN MARK	RM	sRM	YRM	sYRM	CM	sCM	DYN RM	K+T	K+AFF	K+IM	T+IM
GDN	Image													X	X					
	Text													X	X	X				
	Responsive													X	X					
	App, Lightbox, Video													X	X	X				
Gmail	gmail ad	X						X		X	X	X	X			X				
YouTube	image (300x250)													X	X					
	overlay (image & text)													X	X	X				
	InStream															X				
	Video Discovery															X				

1. Targeting

- Managed Placements (Safe) - you give them a list of websites
- Contextual - give them a list of pages about a certain topic - You can do that by keyword or topic.
- Keyword - brand, non-brand, competitor
- Google categorizes us by affinity.
- In-market (coming to search) - they will know what you are in the market for right now (by what you search and what's in your email)
- Custom affinity (+more coming) - You will be able to bid to reach those people soon.

Remarketing

- Remarketing (analytics)
- YouTube
- Customer Match
- Dynamic Remarketing
- Similar audiences (like LAA, but not as good)

Combine - keyword and in-market

Find pages on (topic) but only show to people in-market for (item)

2. Ad Types

- Image ads - Start with image ads. Use 300x250 pixels - don't try anything else when you begin.
- Text ads are being phased out to expanded text ads
- Responsive ads… (native, text, changed on the fly)
- App ads - including playables
- Gmail ads - "collapsed" - landing page inside their email account, if they click again -> landing page
- Muti-product gmail ad

YouTube also serves banner ads. They have 5 billion impressions a day they want to monetize. You can get a click for $0.01-$0.10.

Every square on http://TheDisplayGrid.com is a potential campaign… but first, we need BEER.

The BEER Formula - How to Scale Up

B = Bullseye

Start with what is most likely to be profitable.

One type of targeting + GLAD

- ● Remarketing
- ● Customer match
- ● In-market
- ● Contextual

Don't use affinity by itself. It will show your ads everywhere and not be profitable.

If your product is skewed to one gender - show to only that gender.

Start with the main states or cities. Example: California, San Diego. Don't show your ads everywhere, at least in the beginning.

If your product skews to a certain age, only show to that age.

Target by device.

E = Epic Automation

Automate:

- ● Spend
- ● Placements
- ● Ads
- ● Reporting
- ● Analysis

Using

- ● Auto rules
- ● Scripts
- ● PPC Samurai
- ● Optmyzr

E = Expand the Winners

Find the diamonds in the rough.

Don't try to fix the 80% that isn't working. Expand the 20% that IS working.

R = Repeat

Keep on doing the above.

Human + Automation > Automation

Bullseye Case Study: Video Software SaaS

Managed placement + image ads = what most do = boring!

Do not create one image in a bunch of sizes. Use one size and try lots of different images for testing.

Already got traffic? Build remarketing.

Got a list? Load those and target them…. And similar to.

There is an InMarket topic of video Saas software

We also did a Gmail campaign because those ads are too cheap to ignore.

His Favorite = Keyword + Topic - (bit more complicated… but worth it!) Do not try it for your first campaign.

You could lump all of your keywords into one ad, but it's better if you put each keyword in a different ad group.

1 keyword per ad group = more control.

Each ad group will have a different CPA.

Averages lie. Don't automatically kill a $5 CPA ad if your goal is $3.

Combine keywords and topics.

Feed the stallions and starve the ponies.

Do this for all combinations.

3 Epic Automation Examples
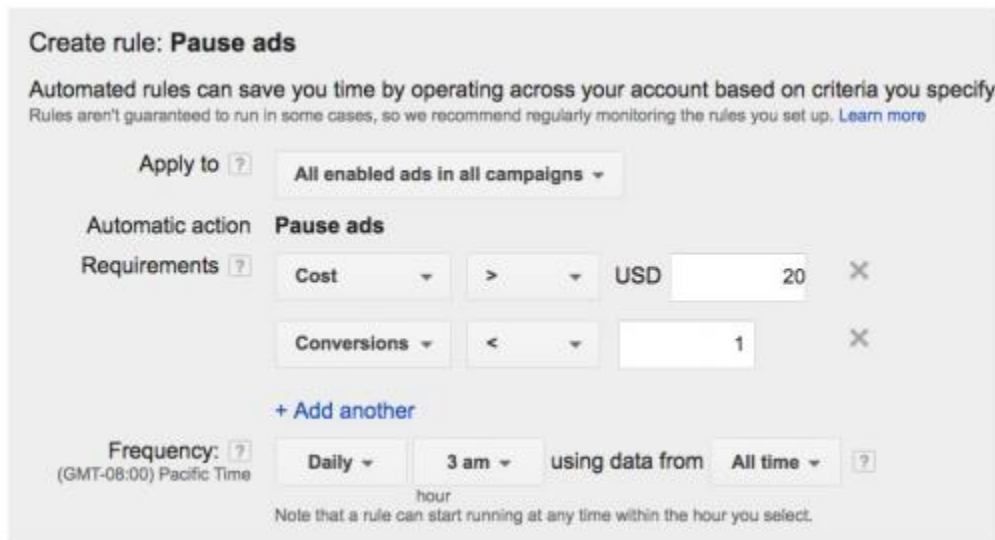
1. Spend

3 levels of auto-rules

Ad: 1-2x
Ad group: 2-3x

Campaign: 3-5x

2. Placements

Create an automatic placement report. Google shows you to the page where your ads are being shown.

Don't kill bad pages by hand… there are too many. Use a script to find and remove domains that include any of the following.

- .ru
- .cn
- .site
- .online
- .press
- Asbestos
- Games
- Viral
- Buzz
- Celebrity

Write a script to find all of the above.

Run it each day to check all URLs that have at least 1 click or 5 impressions.

Automatically find:

High CTR
High CPC

High Spend, 0 Conversions
High CPA

3. Ads

CTR (viewable)
CPA
Conversion / Impression

[PPC Samurai](#) - great tool that can run these scripts for you

How Do I Scale my Gmail Campaign?

1. Don't use all countries - change to just states.

2. Add more keywords…. Lots more. (eg fast company - fast company com, [www.fastcompany](#), fast company site, fast company magazine, inc, wired, forbes, etc)

3. Don't touch a campaign that's working. Start a new campaign with 100 keywords.

4. More gmail.

5. Add in-market

6. Add image campaign with competitor keywords.

7. Add text campaign with competitor keywords.

Case Study #2 - Mr. X

He had 5 topics / 5 keywords.

1 topic, self-help / motivation, was working really well.

Find the gems and expand on them. Add 1,000 new keywords on that same topic. Make it a 2nd campaign.

- USA = 70% sales
- Other places = 30% sales
- Duplicate two campaigns - now have 4
- Split YouTube from non-YouTube
- Separate women / men / unknown

Keep on expanding, killing ponies and expanding again.

Ad Expansion

Test:

- Image vs just text
- Color vs b&w
- Button vs no button
- People vs product
- New sizes animation
- Animation

Only do new sizes once you have an ad that is working.

Only use animation once you have an ad that is working.

Test variations of winning ads.

Summary

Failure is not an option.

To get better at this, you are going to have to fail a lot.

You have to get comfortable with being uncomfortable.

Jedi Mind Tricks: How To Master Consumer Psychology Principles When Selling To Leads

Kyle Racki, Proposify

You all want to influence people. You're trying to win a new deal with a client or help a client sell more to their customers.

You want to influence behaviours.

We aren't always the most logical human beings. There have been decades of research on consumer psychology and how people think.
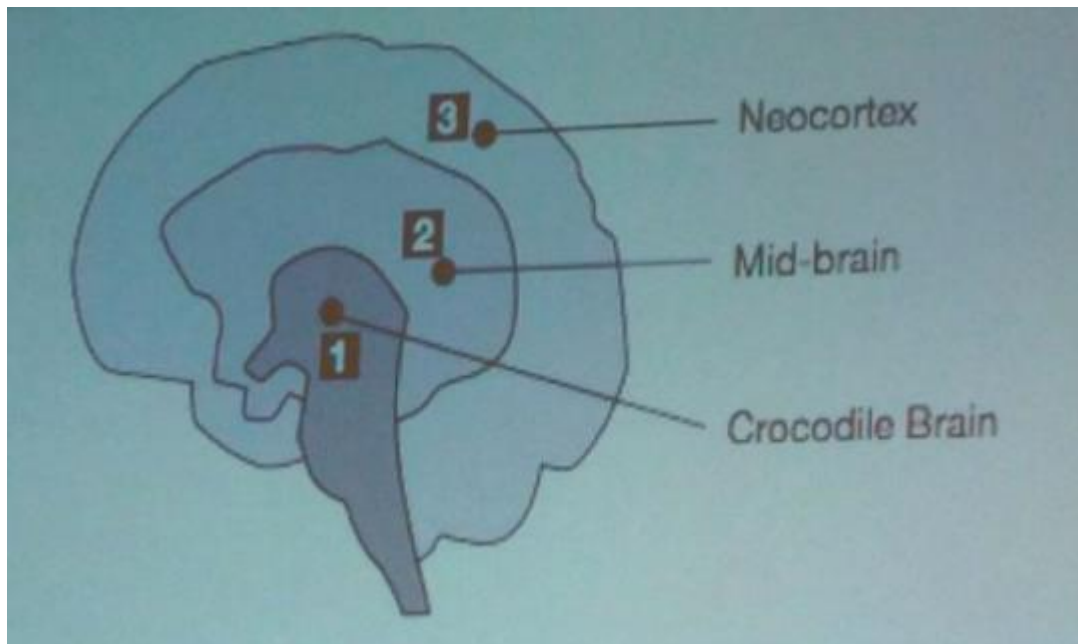
They read the pitch with the NeoCortex - logic center. It takes up a lot of energy and our brain uses it sparingly, so when we're looking at things we use the Crocodile brain to process binary information and simple logic. If it passes that test it moves it up to the NeoCortex.

What influences our decisions?

Nostalgia Effect

One group they gave nostalgia driven ad copy. Millennials would be 90s nostalgia.

Happy memories, how awesome it was. It pulls those up.

Nostalgia creates this feelings of social blank. Nostalgia is very popular.

Nostalgia makes you more willing to part with your cash. What does one thing have to do with the other?

The study shows when you feel social connectedness you feel _less_ connected to money.

Poorer countries have less of a place on monetary things.

Thinking about the past makes us want to pay more now.

SpeakEasy Effect

When a word is hard to say it feels dangerous.

Lists of "chemicals" on food, as an example. Totally safe FDA approved, but they seem scary.

When you use jargon it frightens your customer/client. Conversion rate optimization sounds scary. And it isn't making you sound as smart as you think it is.

"Sprinklr powering the conversation economy" could come off as sounding scary, because of the larger words.

Social Default Bias

When we copy other's choices when we can't make informed decisions.

If a researcher had people choose between two things, and he motioned to one while talking people would choose that. They follow the herd.

Example: You're at a wine store. You're most likely going to buy what wine other people are buying, but wait for them to leave because they don't like to LOOK like you're following the herd.

Brand Loyalty

Once you drink Pepsi, if your friends drink Coke you're still drinking Pepsi.

- Acquisition
- Retention
- Pricing
- Personalization

Acquisition

Optimism bias: When people think of the future they see it with rose colored glasses. They just focus on the good.

> **Examples:**
> - Underrate our chances of getting divorced
> - Being in a car accident
> - Or suffering from cancer

We also expect to live longer than objective measures would warrant, overestimate our success in the job market, and believe that our children will be especially talented. This phenomenon is known as the optimism bias, and it is one of the most consistent, prevalent, and robust biases documented in psychology and behavioral economics. (Excerpt from: ScienceDirect.com)

Planning a project, downplaying the time, or underpricing it, resulting in lower pay. Take that into consideration.

Goal Gradient Effect

> **Examples:**
> - Coffee punch card. So many punches equal free. They'll pay a higher rate if they already have two punches.
> - A charity near goal raises money faster than a charity at the low end of goal.

Choice Closure

Some restaurants have too many options, and it can be hard to choose. If you are at a restaurant and close your menu once you've decided you are more satisfied with your choice, rather than leaving it open to see all the other options you didn't choose.

If you see options still you question your choice. Taking a physical action to close it gives you choice closure.

Marketing: choosing a plan, closing a deal and having them sign will limit buyer's remorse.

If you're a competitor reach out to the customer and let them know you're still there if they change their mind. Doing this opens the door back up for you, just like if you hadn't closed your menu at the restaurant. They're still seeing you as an option.

Negativity Bias

Example:

When they ask participants to flip a coin and if they said heads 50, tails 100, people would overwhelming be afraid of what to lose instead of what to gain, and would most likely choose heads.

If you were eating an awesome meal, and a cockroach touches even the tiniest portion of it, it's ruined.

We have a greater recall of the unpleasant over the positive.

RETENTION

Sunk Cost Effect

We're reluctant to pull out of something we'd put effort into.

If you booked two trips on the same day on accident you'd pick the more expensive trip, even if it's worse. Where the lesser trip is better, and unchosen.

Trivialization Effect

People are rewarded for their loyalty. They prefer a thank you over a small monetary reward.

Example:

Two groups are staying at a hotel. One group gets a thank you, and the other one gets a monetary reward.

The monetary award doesn't feel as appreciated.

It's a thoughtful gesture, not a financial transaction that could seem insincere, or neutral.

If the monetary reward was high, they would however feel more appreciated.

We prefer a thank you over a small monetary reward.

PRICING

Anchoring Bias

First price you see is the anchor price.

Example: Infomercial - would you pay $200, $100 for this? Today it's only $70!

Give them an expectation of a price and then go in under it.

We tend to rely too heavily on the first piece of information seen.

Example:

In a case study two groups of people were shown the same photo of an older man. One group was told he was 9 years old, the other was told he was 140 years old. (Both outrageously and obviously untrue) Then they were asked, "How old is the person?"

The groups guessed based on the higher or lower number and guess closer to the first number they saw.

The 9 year old group would say things like, 60 years old. While the 140 year old group would say 80 years old, etc.

The Bottom Dollar Effect

We rate products negatively when they exhaust our budgets.

Example:

When two audiences viewed the same movie, the *movie itself* had lower or higher ratings depending on how expensive it was. The more expensive the movie was, the lower the reviewer of the film.

Round Pricing Preference

We have been taught to use numbers like $99, because if it's $99 it will seem cheaper.

This is actually *untrue.*

People prefer round numbers. Tipping, filling up gas, trying to get it to the round number. They prefer round pricing. People relate more empathetically.

Choice Paradox

Example:

They took a group of people and showed them 24 kinds of jam.

They took another group and showed 6.

The group that had the 24, more of them went up and looked and bought.

But...

The group with only 6 flavors had a smaller amount of people look, and 30% bought. ←sales were higher with fewer choices.

Too many choices and they choose nothing.

The Risk of Bundling

They assume a low value on bundles.

Selling experiences in bundles reduces their individual use.

Example: A concert ticket bundle sold less than individual shows.

PERSONALIZATION

Endowment Effect

When you feel a sense of ownership over something you value it higher.

Example:

A group of people were given a coffee mug and told they could trade or sell that item for another of equal value.

The group that owned the mug rated it as twice as valued.

Sales make you feel that you own something before you already do.

Ikea Effect

We place a disproportionately high value on self made products.

Assembled, lower perceived value.

Non-assembled, higher perceived value (personalization)

[Proposify](#) - Business Proposal Software

Break Even (or Bust): 5 Selling Systems that DigitalMarketer Needed for Growth

John Grimshaw

In the last 2 years DigitalMarketer has gone through a huge period of growth by utilizing Data Marketing.

In 2016 Molly notices a trend... Costs rising, relevance lowering, and ROI lowering - needed to make a change.

They needed to expand their market to include B2B customers - they were already great for solo-preneurs.

In order to meet their mission of helping 10K businesses they needed to expand their market.

As you grow you need to be on your toes and be nimble and know that things you were doing might not work as well now

They scaled their acquisition campaigns: the spend, audience, etc. 5x

For every $1 they were getting $.84 back within a day.

When they made the big shift it dropped to -87%

So they started doing testing.

Dozens of tests later the immediate ROI didn't improve but the revenue from traffic was growing.

Something was working.

Things were working but they didn't have a plan to measure how well they worked
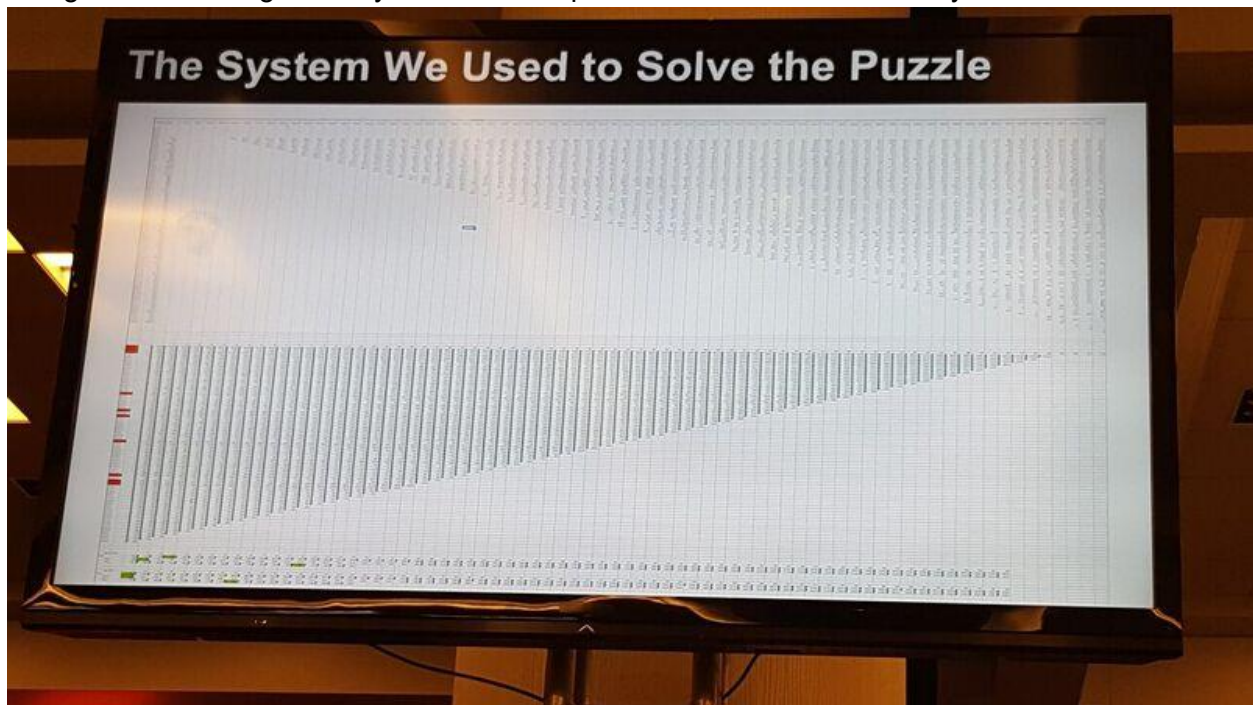
2 Critical Data Concepts

1. Attribution - is like a sink full of dirty dishes. Figuring out who's job is it to do the dishes and who gets credit.

How we assign credit for success to customer interactions

There are lots of different ways to model attribution, there is no one right answer

Digital Marketers Two Key Attribution Models

1. Last touch - Looks at sales happening within 6hrs of their last click, great for evaluating immediate ROI

2. Previous Optin - Looks at sales that happened to customer who took a specific action in the past.

ROI - is like going to the movies. You have $12 to spend, and you think about what movie you'd rather go see based on the amount of enjoyment you think you'll have.

- ROI illustrates the relationship between cost & revenue
- ROI focuses attention on recapturing expenses
- You've made your money back when you hit 0% ROI

$$ROI = \frac{(Revenue - Cost)}{Cost} \times 100$$

Why these matter

Attribution helps us decide what gets credit for success.

They expanded their market and they needed to change what success looked like in their business and measure the success.

During the 2016 election pundits were predicting certain successes and they were wrong because they were not changing their assessments based on what the audience was doing.

The Process
- Grouped traffic into cohorts by week and by offer
- Tracked ROI with previous optin attribution
- The goal was to identify average date at which break even was achieved

60 Second Blog Planner

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
2015	-16%	9%	34%	58%	77%	104%	113%	123%	147%	169%	186%	194%	243%
2016	-86%	-84%	-83%	-81%	-76%	-71%	-67%	-63%	-39%	-29%	-20%	-16%	12%

13 weeks of break even is not acceptable.

Had a new mantra of Break even or bust. If it didn't break even, they shut off traffic to it.

"He (or she) who can spend the most money to acquire a customer, wins."

New magic number was 0% ROI instead of -87%

Acquiring a customer builds a trust relationship that you can come back to again and again.

If you get 100% ROI on every dollar, you have stunted your business growth.

If you want to push your biz to grow like DM has you have to be willing to lose a little on the front end and play the long game in order to scale and grow.

Making money is not the goal of every selling system but it is the goal of some.

Goals of Digital Marketer's Selling Systems
- Need to at least break even at 0% ROI
- Need to break even in a reasonable amount of time
- Need to use the revenue potential of a customer to see how many days you can wait. (how much risk you can take)
- You need to have one specific goal - don't ask too much of your system

Perfect selling system questionnaire
- What is the goal of the system?
    - (what does the business need? More calls, more subscribers? More money?)
- How do you define success for that goal?
    - (revenue, leads, subscribers, calls, etc.) *pick one specific thing!!
- How much risk are you willing to take to accomplish the goal?
    - (correlates with opportunity)
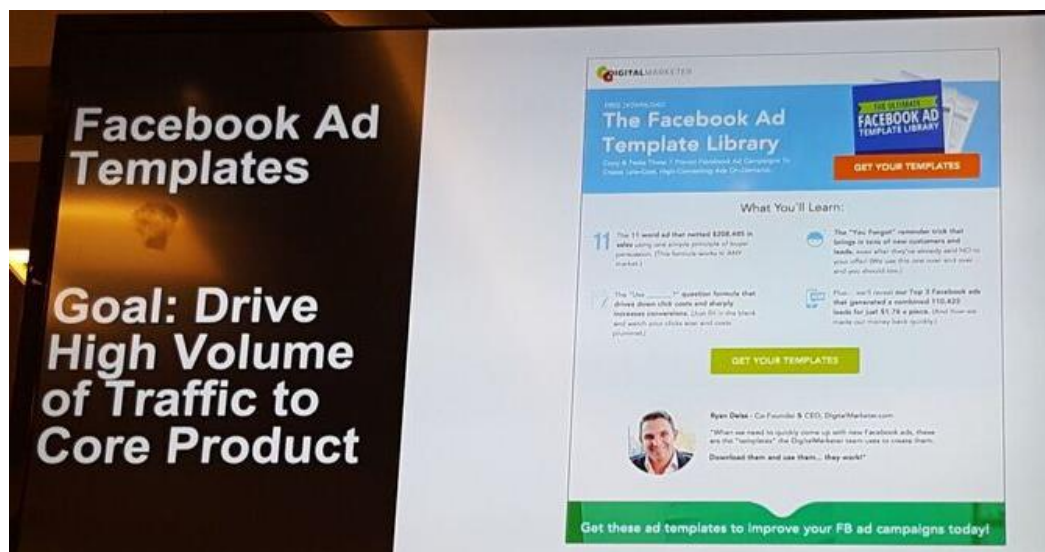
Bulk Lead Acquisitions - The Method
- What is the goal of this system?
    - To generate a high volume of Digital Marketer Lab subscribers

- How do you define success for that Goal?
  - Net growth in lab subscriptions
- How much risk are you willing to take to accomplish the goal?
  - Breakeven within 45 days (after the first rebill)

How You Can Build This System
- Creative & Assets
  Take your business' main product, turn a part of that into a cheaper product, then extract an idea from that into an offer for lead capture. Needs a follow-up sequence & cart abandon retargeting
- How Much Opportunity: Low
  If core product is subscription, should break even in 2 billing cycles. If not, should break even in 30 days.
- Potential Pitfalls
  This system should be less focused on immediate monetization and more focused on moving core product units and focusing attention
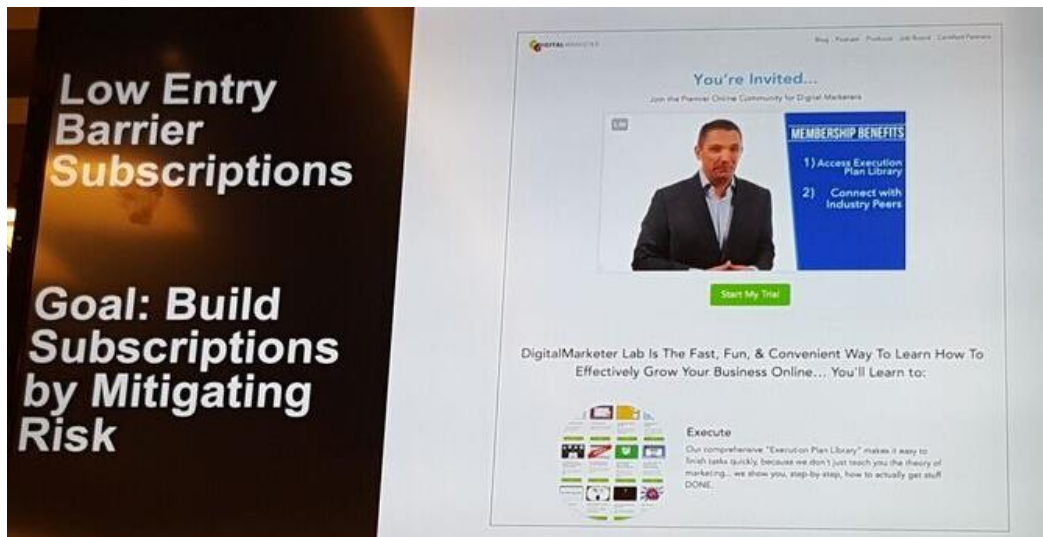
How You Can Build This System
- Creative & Assets
  Offer a trial, a money-back guarantee, or a subscription bonus worth more than the payment and drive existing leads to that offer
- How Much Opportunity: Medium
  If you already have a functioning subscription business in place, this is great way to grow. It's not a good strategy for building one, though
- Potential Pitfalls
  You must understand conversion rates from low entry barrier offers to full subscriptions and their subscription churn rates after converting
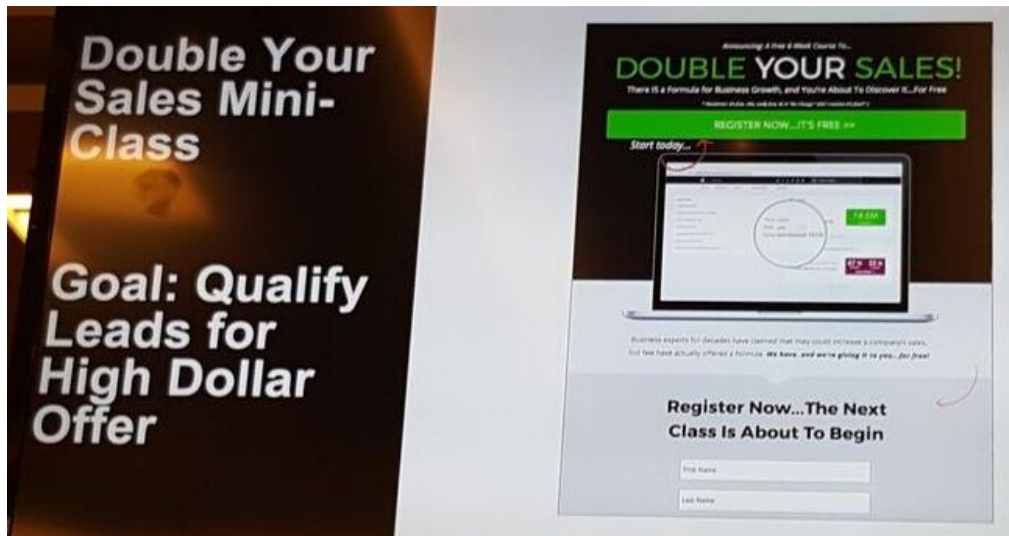
Yoga example:

You offer a $300 class - they say no (this is like asking someone to marry you on the first date.) Instead offer a free/low cost breathing exercise - they feel great and now they want your $300 class.

Trust Building Lead Acquisition - The Method

- What is the goal of this system?
  To educate and excite highly targeted audiences about systems in preparation for a relevant offer for which they are self- qualifying
- How do you define success for that goal?
  Percentage of course consumed
- How much risk are you willing to take to accomplish the goal?
  Breakeven within 60 days (after completion of high-dollar follow-up sequence)

I taught you painting for 6 weeks now do you want a course on pottery… no

Monetization and Retargeting

- What is the goal of this system? (To turn customers into multi-buyers and promote high-dollar products.)
- How do you define success for that goal? (ROI)
- How much risk are you willing to take to accomplish the goal? (breakeven within 0-3 days, depending on abandonment retargeting)

How you can build this system (Use traffic to promote your high-dollar offers to your best customers, not leads, not currently enrolled in these programs)

Sales Lead Acquisition

- Goal: to generate conversions for offers that require more customization and a more nuanced understanding of the customer
- Success: conversations started
- Risk: breakeven in 60 days

How you can build this system: build a lead capture system that's only purpose is to initiate a conversation. Requires a follow up sequence.

What You Must Remember

- Systems that work have specific purposes
- Your capacity for risk is your opportunity

The way you measure things matters

-

Content Marketing In a Nutshell

Russ Henneberry, Lindsay Marder, DigitalMarketer

Content marketing is NOT blogging (it is a part of it).

Lindsay – manages the blog, paid content

What we will cover:
- The Content Marketing Method
- Lingo
- Metrics
- Roles
- More Training

The Method

Business owners only care about revenues and costs.

Content marketing is at the intersection of advertising and publishing

Shows examples from movies, TV, and newspapers

DIYReady.com site (they own both the advertising and the content)

McDonald's is a hamburger company (their website)

Lowe's Home Improvement (Content Marketing On YouTube)

But they are all media companies.

"Media is anything that aggregates the attention of a definable market segment into a specific location at a predictable time."

- Awareness
- Evaluation (people need to evaluate the opportunities and differences between different options)
- Conversion

People cannot buy something they aren't aware exist or that they have a need for it.

The Content Lifestyle

ToFu (Top of Funnel), MoFu (Middle of Funnel), BoFu (Bottom of Funnel)

The goal at the top of the funnel is to raise awareness.

- Blog
- Social Media
- Infographic
- Photographs
- Digital Mag / Book
- Audio Podcast
- Video Podcast
- Microsite

Examples:

Whole Foods Blog – 10 Reasons To Celebrate National Drink Wine Day - They build awareness for the wine and the wine stock that Whole Foods carries.

BirchBox YouTube Channel (Video – YT Channel) - Creating awareness

SamCart Podcast (Driving Awareness)

The goal of the middle of the funnel is to generate leads.

- Educational Resources
- Useful resources
- Software Download
- Photo
- White Paper – Cloud Margin (Website)

Examples:

The discount code for Kate Spade that generates leads (15% off plus free shipping)

King Lasik (The Lasik Info Kit) - Lasik Procedures

Webinars (Mayo Clinic) to sell their services

Dr. Pimple Popper (performing procedures on patients via social media) - Discount or free so she can stream the procedure live on YouTube
The goal at the bottom of the funnel is to close sales.

- Demo / Free Trial
- Customer Story
- Comparison / Spec Sheet
- Webinar / Event
- Mini-Class

Examples:

Whirlpool dishwasher demo (not for fun, only when you're ready to make a buying decision)

Three Customer Success Stories

Salesforce customer success stories

Digital Marketer Customer Success Stories

Work from the bottom up (closing sales and work your way to the top)

Comparison Sheet – Freshbook

Go into google and type your brand name vs XYZ (Freshbooks vs …)

Content Assists in the movement from one stage of the funnel to the next and perhaps its most important tactical goal is segmentation.

Segment them on the various steps of the funnel and interest.

Top of the Funnel piece and tag them based on the content they consume.

Camp Cedarwood

Blog post – Cookie – Facebook – Ad on FB – Fill Out Form – Call Them

The Lingo

ToFu – Top of Funnel
MoFu – Middle of Funnel
BoFu - Bottom of Funnel

The Metrics

ToFo – Traffic & Social Sharing
Mofo – Measure Conversion Rates on lead forms
BoFo – Measure sales page conversions

The Roles

Marketing
Sales
Public Relations

5 Surprising Components of the Well Branded Website

Donald Miller

Donald Miller has produced a feature film, has books that have been on the NY Times bestseller list for over a year, and sits on a Presidential task force among other things.

They have a framework that helps companies clarify their message. Most companies get an updated website but the designer has never studied copy, so it's a fail. We need to think about the words we use. The brain is trying to helping you survive and thrive. And it's trying to conserve calories. They conflict with each other a little.

The average brain spends about 30% of the time daydreaming. Your brain will shut it down if the information it sees is not necessary. A brief, simple message that has something to do with their survival should be at the forefront of our marketing.

Ex: What does Jeb Bush wants to do with America? No response
What about Trump? Of course, it's "Make America Great". The clearest messenger won, not necessarily the best candidate.

On a scale of 1-10 you understand your products at a 10. But your customers makes their purchases between levels 1 and 2. We think our clients and customers understand our world the way we do.

Using a great story is the most powerful tool to engage the human brain so you don't daydream.

The StoryBrand Messaging Filter process:

- Start with a character (the customer)
- Who has a problem
- They meet a guide
- Who gives them a plan
- And calls them to action
- That results in…
- Success or failure

Think about "Is your brand story about you or your customers?"

We have to show our customers what they can get and how it can help them survive and thrive. Storytellers include a problem in the story to hook and engage the customer.

What is it that they want and what challenge is keeping them from buying?
How is that problem making them feel?

We've agitated something they are struggling with and getting them to buy.

In the story, you have the main character with a problem. Then along comes as a guide (**don't play the hero in your story, play the guide**). You exist so the customers can find their story.

Then we want to give the customer a plan. 1, 2 3, think small baby steps. How can you make it less intimidating?

Next, call the customer to action. Our customers are not going to buy our products unless we challenge them to do so. Put a **Buy Now** button on your website.

Tell customers, "You need this, it's going to make your life better, so place an order".

Something needs to be won or loss or nobody cares. What will their lives look like if they engage our product and what will it look like if they don't?

The Grunt Test

You want to make sure your site passes the 'grunt test'. If you gave it to a caveman, could they answer these questions in 5 seconds?

- What do you offer?
- How will it make my life better?
- And what do I need to do to buy it?

Those should be obvious above the fold on your site. If they are not in the header, you're losing money.

Good examples are the [Lasertagsource](#) website and [Carmax](#)

The Value Proposition:

What's in this for me? How's this going to make my life better? Ex: the [Storybrand](#) site

The Plan:

When you spell out steps 1, 2 and 3 they are more likely to engage. If you go up to a step 7, it drops right off.

Carmax narrowed it down to 3 steps, (even though it probably takes more than 3). Your buyers come to your site and before they buy, you've already identified what they want, you positioned yourself as the guide, so they are in a relationship with your brand.

Buying isn't a relationship, it's a commitment because they could lose something. They need you to say, "Look it's going to be simple - 1, 2, 3"!

Ex: The Joule Cooker is a fancy cooking tool that all the high end restaurants are using. By [showing customers a simple plan](#) that will help them use it as well, they are driving sales.

Part of being a guide is to empathize with your customer's pain, i.e. you've been there and conquered that problem. We need to show some competence to help our customers win. For example, you wouldn't hire a nutritionist who wants to lose weight with along you, you want to hire one that's already lost the weight.

Testimonials, statistics, etc.:

If you display too much, you being to risk being the hero in this story. They need a lot less of it than you think. Remember, you want to be the guide, not the hero.

Keep testimonials short. If you can get someone's image up there, even better.

The costs/failure:

They need to know what life will look like if they don't buy your product. If you go too far with the failure bucket, they will disengage because their brains will deny it.

EX: Targeting construction companies, for every problem they have, this company has a solution.

- Specialized commercial lending: Is your money hidden in your equipment? We can help.
- Commercial insurance sources: Is your money vulnerable to outside threats? We can help.
- Heavy equipment auctions: Are you either underselling or overpaying for equipment? We can help
- Appraisal service: Do you know the worth of your own assets? We can help
- Commercial Real Estate lending: If your money tied up in your real estate? We can help

Case study:

In Jeb Bush's original website, he positioned himself as the hero, and his message said "Don't worry we've got all the time in the world" as there was a page with 343 days on countdown timer.

They helped fixed the website when he was at 3% in the polls. They came up with a 3 step plan and a new message: "5 Ways the government is blocking your path to the American Dream and How we can fix it". It went from 3% to 10% in 10 weeks, but it was too late.

Donald Miller has a book coming out in October as well as a StoryBrand marketing coaching program: Clarifyyourmessage.com

The goal is to help people save money and make money. We need people who know how to create a clear message. People remember the 3 "P"'s

- People
- Product
- Processes

They forget about 4th "P" - positioning, so people can understand how you can help them survive and thrive.

If you confuse your customers you will lose them in the marketplace. People are buying products from the ones they can understand the fastest.

Bonus - Email website@StoryBrand.com to get "5 Things your Website Should Include".

Sell More, Sell Faster with Google Shopping & YouTube

Brett Curry

Brett Curry - CEO, OMG Commerce

Combining two of the web's most powerful channels.

Brett

- Built first ecommerce SEO campaign in 2004
- Author of "The Ultimate Guide to Google Shopping"
- Host of the Ecommerce Evolution podcast
- Google Premier Partner Agency

What we'll cover…

- Full Funnel Google Shopping Approach - get 300% - 1,400% ROAs
- 7 Top Google Shopping Mistakes to Avoid
- 3 Case Studies
- YouTube - Shoppable Trueview
- Remarketing List and Audience Kung Fu

Product Search Behavior

Two places people search for products - Amazon and Google

Be there at the right moments.

1 in 4 shoppers say that online videos are their go-to source for gift ideas

90% of smartphone users aren't sure what brand they want when they start shopping.

Mobile searches related to "best" have increased by 50% last year.

Mobile shopping grew by 120% last year.

Top 7 Google Shopping Mistakes

Mistake #1 - Having Weak Data

SEO plays a role in Google shopping.

Have the right data in your feed.

Have rich title, keywords in description.

Mistake #2 - Targeting 1 Area of the Shopping Funnel

Awareness -> evaluation -> conversion

Mistake #3 - Setting Bids without Considering Profits

Some people will bid the same on a $5 product and a $300 product.

Consider price, profit and expected conversion rate.

- $100 price - $50 (cost of goods) = $50 available profit
- $50 x 2% conversion rate = $1.00 CPC
- $1 max CPC x .5 = $0.50 initial bid

Mistake #4 - Starving Top Performers, Feeding Losers

Dig deeper to find top performers.

Spend more on top performers. Weed out losers.

Curry Crew - parents, 8 kids (6 girls, 2 boys)

If you treat all of your children the same, you'll only have one good kid. All children are different.

You have to know them.

You have to know your products. Make each product prove itself.

Which are tripwires?

Which are high-level?

Do sku level bidding and reporting.

Mistake #5 - Treating All Searchers the Same

If you selling a $5,000 leather sofa, you don't want to just bid for keyword "leather sofa." You want to find the people who are looking for a high-end sofa.

Audiences - RLSAS, similar audiences, demographics (age, income, interests)

Sometimes they take their base bid and increasing by 300% for particular audiences.

Mistake #6 - Ignoring Merchant Center

This is where your data feed lives.

Look for disapprovals, etc.

Mistake #7 - Leaving Out Remarketing

If you have a good data feed, you can remarket. (dynamic retargeting)

Full Funnel Case Studies

Case Study #1 - Primal Pit Paste

- Top of funnel - thinking about natural deodorant
    - Keywords: natural deodorant
    - Put best-selling product first.
- Middle of funnel - aluminum free natural deodorant
- Bottom of funnel - primal pit paste jacked up jasmine

Results:

- 63% increase in return on ad spend
- Double the volume

Case Study #2 - Camp Chef

http://OutdoorCooking.com

- Top of funnel - pellet grill (best seller)
- Middle of funnel - Camp Chef pellet grill
- Bottom of funnel - Camp Chef Pro SE
-
Case Study #3 - Survival Life

They offered a waterproof flashlight for a penny plus shipping.

- Top of funnel - waterproof flashlight
- Middle - high-beam, waterproof flashlight
- Bottom - mini hi-beam, waterproof flashlight

Google Shopping can be used for tripwires.

2 Google Maximizers

#1 - product reviews (trusted almost as much as recommendation from friend)

#2 - Promotions (increases click through rate which improves CPC)

Don't forget assisted conversions!

Often 1:1 Or even 2:1 - assisted to last click conversions (for mid & top of funnel campaigns)

YouTube TrueView

If you click skip on an ad in 30 seconds or less, advertiser is not charged.

They get $0.06 to $0.09 bids for views.

On mobile alone, ages 18-49 watch more YouTube videos than top 10 shows combined.

YouTube ads get 84% more attention than TV ads.

Purchase intent is 150% higher on YouTube.

People often look for product videos before a purchase.

Shoppable TrueView.

Bought "BOOM" but not "SILK"

Video ads on SILK

Audiences:

- Bought x, but not y
- Cart visitors
- Product page visitors
- All site visitors
- Similar audiences

(above listed in order of most likely to buy to least likely to buy, but all worth looking at)

Tip #1 - Hook 'em in the first 5 seconds

Example: Poo-Pourri video

Tip #2 - Lead with strongest benefits

Tip #3 - Tell the story in a fresh, compelling way

Tip #4 - Social Proof

Tip #5 - Stong CTA - Buy Now & Learn More

http://OmgCommerce.com/tac

http://EcommerceEvolution

How to Get More From Your Digital Marketer Lab Membership

Lindsay Marder, Suzi Nelson, DigitalMarketer

Digital Marketer On A Mission

Where we should start is Digital Marketer's mission to double the size of 10,000 businesses by 2020. We're working with business in all industries and hoping to document everything in [Digital Marketer's Grow Lab](#) and change the economy for much better.

What is Digital Marketer Lab?

A way to execute...

- Over 30 execution plans inside DMHQ labs
- Boosting conversions, flash sales, follow up, how to setup [Shopify](#), etc.
- All done in a step-by-step, easy-to-digest formula.
- It's a place to train.

We have a lot of business owners in Digital Marketer Lab. Business owners often train their staff with this by having them go through certain plans.

It's also a place to engage.

DMHQ is our private mastermind with marketers and business owners of all different calibers. They're all sharing, helping, giving information. A great place to brainstorm and connect to increase their business.

DM Deals:
Over $1,427
in savings...

- Traffic Automation & Lead Generation
- Creative: Image, Video, Audio & Voice
- SEO & Keyword Research
- Competitive Analysis Tools
- Social Media Tools
- Tracking & Split Testing & Metrics
- Page Builders & WP Themes
- Ecommerce & Email Service Providers
- Business Essentials
- Membership Management
- CRM
- Hosting & Domain Registration
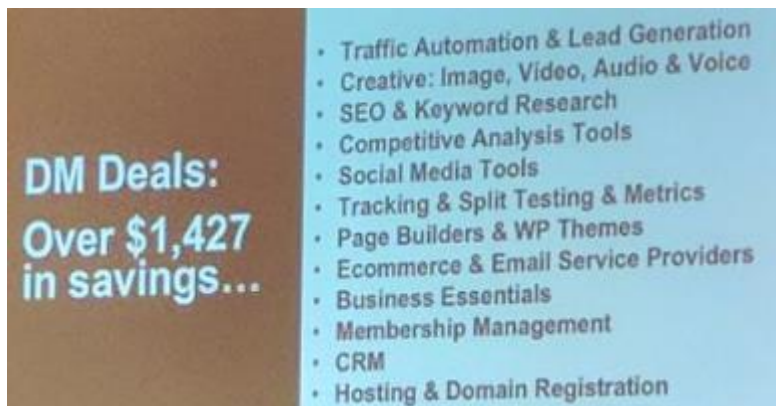
The coolest thing we've launched in the last year or so is Digital Marketer Deals. Partnered with samcart, shopify, edgar, etc and got exclusive deals for Digital Marketer Lab members. Life time memberships. Only get access because of Digital Marketer Labs. There is NO kick back for us.

Access To Execution Plans

Molly Pittman has recently been talking about fb messenger ads. A lot of lab members really want to be using those, so those are in the works for the next plan.

We're just looking for what you guys need and putting it in consumable steps in lab.

On our webinar we do different critiques and demos. We often have owners of the Digital Marketer Deals companies on to help break down your products. Owners or someone on the team. Best results, how to, what people are doing.

What's Working Now

A monthly webinar.

Demos and critiques, about an hour long. A more formal presentation. We invite a guest on that has something that's working well for them in their industry and they'll bring a presentation to present for a full hour of things you should be executing followed by a Q&A.

Facebook Live, Digital Marketer Lab, Going over an execution plan, taking something from Traffic & Conversion, giving exclusive access to that, we do that all on What's Working Now.

Digital Marketer Deals

Ezra is crushing it in ecom, and has multi million dollar brands in ecom.

Zipify Pages, AdEspresso, Wicked Reports

Access to these things that haven't even been released. There are tons of tools in here, from social and measuring tools, to crms, to paid traffic tools.

Digital Marketer Engage

Private Facebook group. Just for Digital Marketer Lab group members, current only! Very exclusive group.

Such a cool resource because we have literally thousands of marketers in there working on what you're working on. Great place to ask questions and get support.

You might just say, it's Netflix for marketers!

Let's go over a few questions…

When you're looking at a lab page of 30+ plans it's like, what should I do next?

Do you know what you're selling? Digital? Physical? Where are you selling it? Sourcing it?

Roland Frasier put this together for us because there might not be anything roland does better than sourcing things and putting things together for business is.

Go here if you're just getting started and need to know what you're trying to create.

Do you know who you're serving?

Digital Marketer Toolbox

When we launch a new lead magnet you get access to it first. They're downloadable PDFs that you can print and always have access to.

Customer Avatar Worksheet - Swiss Army knife for marketers.

CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:

DIGITALMARKETER

Build this worksheet and figure out who your ideal customer is, and help figure out what your customer wants you to sell them BEFORE you create the product.

Do you know how to acquire leads and customers?

Do you have a landing page?

Do you know how to get traffic to your offer?

$10 dollar a day traffic plan - can be applied to most any platform. How can you split it and spread it?

Facebook Social List building, create and scale ad campaigns. Breaking down traffic methods.

Do you have an email follow up to your offer?

Tripwire and templates.

Do you know how to monetize leads and customers?

Types of profit maximizers. Monetizing leads in customers. 5 stages of customer optimization.

Office Hours

Join us and get your questions answered LIVE!

- helps segment audience
- come on and listen to what you want, ask questions during, we're always there!

Priority Support

Your Digital Marketer Lab Membership Card, we send out a physical packet in the mail including your membership card. It has concierge customer support with that! Specific to Digital Marketer Labs customers, so you get priority.

Digital Market Engage

Getting the most out of Digital Marketer Engage the Private Facebook group.

Step One:
- request to join, we approve once a day in the morning.
- change notifications to all posts (to escape the algorithm!)

Step Two:
- Say hello on the welcome post!

Step 3:
- Ask questions and give answers!

Posting Tips & Tricks

What to post and how to get engagement in the group

80% of new posts in Digital Marketer Engage get comments within 24 hours.

Critiques
The group loves critiques! Leave your landing pages, or anything you're working on. It's a safe space, lots of support and productivity. The act of conversation helps along creative juices flowing. You don't have to be an expert.

Brainstorming Ideas

If you're stuck, things not moving? The group loves to help!

Tool Recommendations
Post if you found a new tool, need a new tool, or need help.

Getting People "unstuck"
There are a lot of content inside of dml. Over 30 execution plans, and lots of calls and content. If you're stuck, by all means post that in engage. We have some walking libraries, so post, and they'll point you in the right direction.

Posting tips…

- You don't have to be a marketing expert
- Keep it relevant. Keep it about digital marketing
- Keep it short
- Ask one question at a time
- Remember to give as much as you take :)

Get Plugged In!

We give you lots of opportunities to plug into the community. Every month we have #engageitforward

We let people post any offer they want as long as it's completely free and not used for generation of leads.

We've had everything from free copy audits, strategy calls, funnel review, pep talks, bags of coffee. Someone jumped on there and just offered to be a friend.

#celebratethewin

Celebrating things we accomplished in the week. Landed your first client? Ate three meals a day this week? Any win, let's celebrate!

#resourceroundup

A topic is posted and everyone contributes resources. Last month was marketing tech stack, and everyone posted their stack. It generated great conversations about resources.

Theme Weeks!

A post geared toward something themed.

"Love our lurkers week" it actually increased engagement by 44%, and encouraged a lot of lurkers posting and veteran members supporting and connecting.

Next week is #welcomeweek for everyone that's joined at Traffic & Conversion Summit, actually.

Take critiques and suggestions from Traffic & Conversion Summit and implement it immediately.

Molly will be doing hot seat, Ask Me Anything, for an hour next week. Our staff is engaged all the time and answering questions.

Ryan Deiss jumps on at 3am on his phone and answers tons of questions in Digital Marketer Engage.

Molly is in there Facebook troubleshooting all the time. We have connections with a Facebook ad partner and posts it immediately, same day.

Implementation

If you don't do anything with your product it isn't going to do anything. Ryan was just congratulating someone on taking action last week, we're just a car, you have to put gas in it to get it to go anywhere. You have to put work in your business to make it go.

Courses are called execution plans for you to execute on. You have to take action to grow your business.

How to Build a Predictable Pipeline and Position Your Agency as "THE Choice" vs "A Choice"

Jason Swenk

Have you ever felt the need to destroy your computer?

At one time, Jason was so frustrated because he had lost four of his key accounts.

He was thinking what can we do? Are we going to survive?

He realized he didn't have a predictable pipeline.

Looking at other agency websites and seeing how everyone was looking the same, things didn't make sense.

Are you a "me too" agency?

You're going into marketing without the right systems in place.

Jason says he owes everything to Justin Timberlake. His bff looked just like Justin. He started his agency at 22, and got started making a website called inship. People started asking him to make websites, he didn't know what an invoice was.

The outlook was bleak.

He didn't know who he was serving or what services to do.

And if you don't do it right, you'll look like everyone else.

He had no vision for the businesses. You need to communicate the vision to the employees because if you don't they will make decisions based on what's best for them not the agency.

You need to communicate that often so you're not looking like a me too agency.

He wanted to do something different and started obsessing over the client they were serving.

People are the hero of their website. Stop making yourself the hero in your own story.

If you make yourself atman, you're making them Robin, and no one wants to wear those ugly green tights. No one wants to be the damsel in distress.

You need to be Alfred, the trusted advisor, to guide Batman and make sure he's doing it right.

You need to be the one who says hey we've done this and it's worked we could do this for you, do you want to do this? We've seen this work in other markets and we want to do this for you?

They're coming to you for advice rather than just taking orders.

Good example:

They say what they do, and they lay out a plan.

A plan is your methodology.

Come up with something original and walk them through that.

They have a call to action on the website.

"Where should I start?" "Start here"

The average business obsesses over their own services and products - a successful business obsesses over their clients / customers.

They position themselves as an advisor.

OFFERING

Figure out the offering.

Not "Buy my monthly retainer"
Don't just list out your services.
No one cares about your services.

Look at Apple: 1,000 songs in your pocket - not specs of the ipod

How can we help you?
List solutions you have

How one client went from 25k to 87k in retainers in just months

1. Raised their prices - if you're too busy, raise your prices
2. Walk them through office ladder - not a funnel
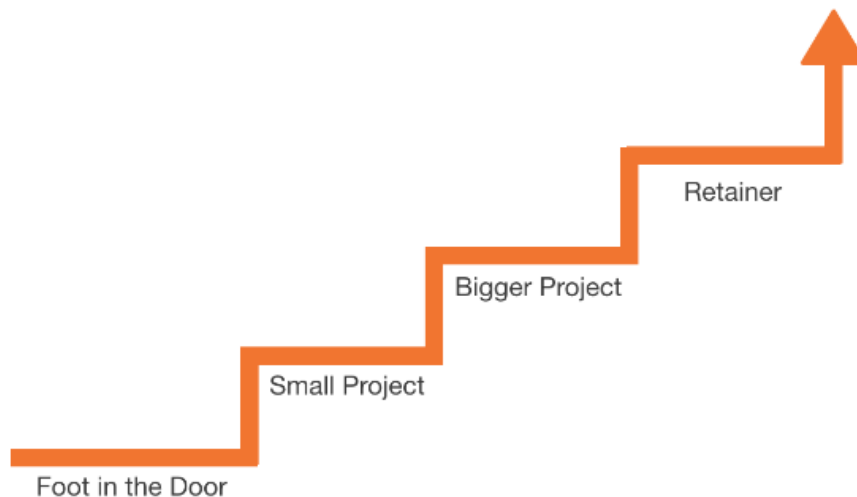
He used PPC as foot in the door - now spending over $25k/mo in advertising.

He also cold called and closed nearly all and charged $25K per deal {lotus cars}.

One dealer left the competition's proposal on the desk and left the room so he took out his blackberry and took pics of the proposal. He found out what they were doing and thought, what can we do different?

It required a discovery. There's no such thing as a bad agency client - it's either a bad prospect or a bad process. Weed out the bad prospects using the ladder.

Do a small project and during that you build trust and get your foot in the door.

Look if you don't like the plan, I will give you your money back. If you like the plan I'll credit that on the project.

Eliminate tire kickers.

Milestone marketing - starting with the end in mind and breaking campaigns into little chunks.

You want to make sure you're having a conversation with the right people.

Put chat onto the contact page - just automating the start of the conversation. Don't automate any of your responses.
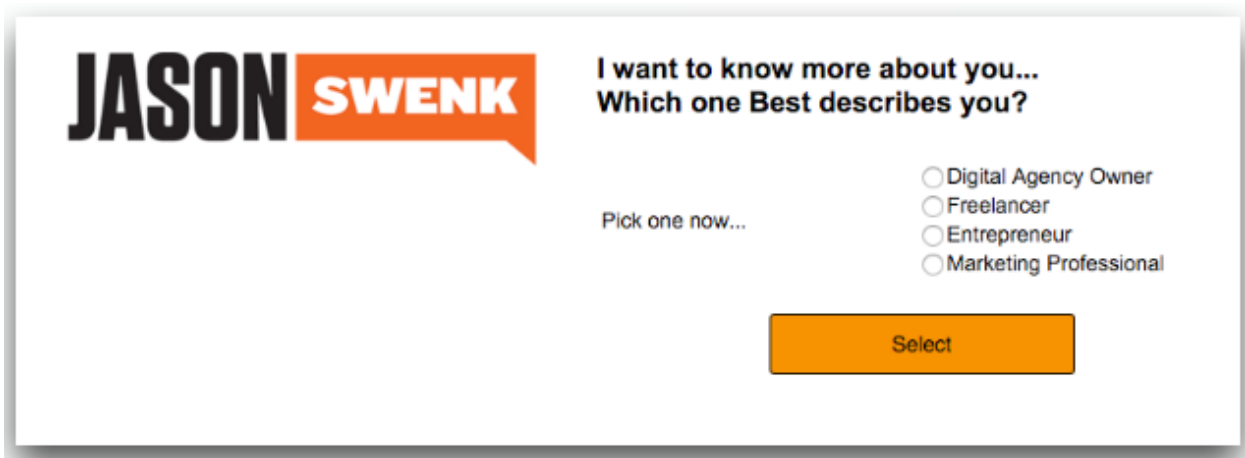
They ask, "Hey, are you an agency owner?"

Then you can respond to their conversation and it goes straight to their phone.

Get people to engage with the stuff they opted in for before sending them other stuff
Have a contingency to get them engage with other cool stuff.

Progressive Profiling

Some do it on the front end, he does it on the back end after they're already on his list, right after they opt-in, this is his Thank You page.

You can segment them based on what their biggest challenges are, how much they make, etc.

He has a 94% response success rate doing this.

Some people do a quiz and then collects their email address with "Do you want to know your results?"

Think of the systems you have.

Do you have clarity? You need to always be able to communicate that vision.

How are you positioning yourself?

Who do you want to work with?

If you had to be paid on performance alone, what client and service would you be doing?

How do you make your offer an easy decision for them to make?

People don't buy based on price, they buy based on urgency.

Sales - do we have a process for this? how are we qualifying people?

Delivery - how can you onboard and automate your delivery?

Operations - how are we charging and increasing cash flow?

Leadership - how are we going to be a better leader?

Q&A

Q: Consistency - how do avoid scope creep?

A: It starts with a very detailed proposal and detailed process in your delivery. When the client asks for something that isn't agreed upon, do a change order so you are training them. If they ask for something that's going to be 15 minutes that isn't in the scope, you quote it for 1hr, and then make them actually sign and return it. $0 change order but quote it for the price and cross out the price.

So that when they want the big thing, but don't want to pay for it then you can show them all the change orders and say no no no, we're not going to do this big change.

Q: What do you use for chat?

A: [Many Chat](#) - app that works with FB messenger

Going up the value ladder and getting to the retainer, you don't call it a retainer - always be asking questions to your client, "wander the halls" - find out what their problems are.

Mr. customer, we know you're challenged with this, and we thought up a cool idea we want to run by you, what do you think of this plan? They like it, okay you want some help? yea, okay cool it's $$$.

If we do this how many new leads will you get? How much in revenue is that? Is that good? Do you want our help for $8,500? If they say no, it's okay what am I missing? You just said it would be good.

Q: How do I attract clients?

A: 4 channels 1. outbound PPC, 2. Strategic partnership - who else is going after your niche? 3. Facebook - clients aren't on FB looking for me - never say "free consulation" say "how can we help you?" 4. Direct mail - no one is doing it! Be creative, send something cool.

Speed up the process - while in the meeting set the next meeting up - sell something simple - make them pay for a strategy.

Paid Traffic In a Nutshell

Molly Pittman

- As an intern, Molly was given $500 to test paid traffic
- Now she has spent over $8 million in ads
- She co-hosts the Perpetual Traffic Podcast

3 Step Traffic System
1. 5 Elements of a High Converting Ad Campaign
2. Metros
3. Rolls

Traffic is the road between your product or service and your target market.

You need to buy traffic on the platform that your market is already on.

Paid traffic is like a water hose (you can turn it on and off when you need it), it's instant and doesn't take as long as content marketing.

However, traffic is not a magic pill, you cannot print $1,000,000 overnight.

The goal is to get as many leads or customers as we can at break even and use email and retargeting to make a profit.

To create a constant flow of leads and customers for your business, you must look at this as a system.

Why do you need a system?
- Marketing to humans, not robots
- Online consumer behavior is evolving
- Automate the customer journey

A Simple Marketing Funnel
- Awareness
- Evaluation
- Conversion

Traffic Temperature
- Cold
- Warm
- Hot

You need multiple campaigns work together to move people from cold to hot. You have to set up an entire customer journey.

Campaigns have a specific objective or goal.
- Introduce your business to people in your market who have never heard of you before (indoctrination)
- Convert a site visitor to a lead (acquisition)
- Sell a high dollar product to your best, repeat customers (monetization)

What Do These Ads Look Like (5 Elements)

1. Offer: You must offer something that people actually want or your campaign is worthless
- $99 you get everything (dentist)
- Survival Life – water proof everstryke pro for a penny

2. Copy: Your copy should convey why the offer is cool and it's something that they want
- Hired on Facebook – their ads are really good
- Take landing page copy and use it in your Facebook ads

3. Creative: Visual element (video, image, etc)
- Usually overlooked, but it's the first thing people judge your company by
- It should convey the marketing message in visual form
- Google keywords, look at images and see what images appear for certain keywords
- Ad Scent: Maintain congruency from your ad to your landing page
- You confuse the end user if the landing page doesn't match the ad tone / colors, etc
- Maintain consistency
- Design / Imagery (ad looks similar to landing page - colors, fonts, design elements)
- Benefits (re explain the benefits from the ad to the landing page)

4. Offer (the offer must match – price, name, etc)
- Is the experience in the ad the same as they are going to have on the following page

5. Targeting

- Don't put your campaign in front of the wrong audience!
- You are putting your ads in front of the wrong audience
- The key is specificity
- Golf example: Target Tiger Woods but that is a mistake because he is really well known in and outside of the golf market. So better for you to target a lesser known golfer or company that only true golfers or customers would know

Facebook Ad Checklist

You can get a PDF of this checklist here: http://bit.ly/1ZBB25Z

Leveraging Inbound Sales to Blow Out Your Quota: Observations on 0-$100M in 7 Years

Dan Tyre

Dan has been with Hubspot for 11 years (employee #6), has had five startups since 1983, is a Mentor, Advisor, Blogger, Speaker and he connects on all forms of media. He likes doing good things for the universe.

Recommend Book - [To Sell Is Human](#) by Daniel H. Pink

In every minute of every day you're either buying or selling. Generating customers is critically important.

"The Future is already here. It's just not evenly distributed yet"- William Gibson

Soon you will be able to get a driverless auto that will pick you at the airport.
His nephew tweets his coffee maker in the morning to make him his first cup.
Luggage now has USB ports for charging phones.

Sales + marketing = Smarketing

In the old days, the marketing department was always in the dog house. Sales got all the money and glory. Today is different, you have to focus on a different way to do it.

It takes about 8 years to grow a great company. You also have to have good plan of what you are going to do. In 2017, when you are going after your target market, you have to be very specific. There's way more competition these days.

Personas, are the people who are going to buy your product. You can go to [MakeMyPersona](#) as a tool for free to create your own personalized buying persona.

Inbound Methodology: The best way to turn strangers into customers and promoters of your business

It's a data driven, holistic approach to take total strangers who have no idea who you are to become raving fans. The digital agencies typically can help you do that. You don't need a digital strategy, your strategy needs to be all digital. You need to make sure people come to your website. Typically, you start a blog and you are having a conversation with your prospects.

Take the stuff you talk about normally about your business and put it on your website. Make sure they are optimized with specific keywords, keep track of at least 1,000 of them. Take your blog to social media.

When people come to your site, you want them to buy - 2% will usually buy, the other 98% won't if they know and trust you. Your content warms them up. You want people to come back multiple times. The whole idea is to generate leads and sales.

Once you have that lead, you need to engage that lead on a regular basis. It has to be personal, no spam. You have to know that person's persona, to build a level of trust. You have to understand lead intelligence, what the buyer's journey is.

The inbound methodology is a way to do that. This day, the customer has control now. That's why this method is so successful, it's a philosophy of helping people.

Always be Closing is Dead: Always be Helping is Now. The more people you can help, the better it will be. Helping is the new closing.

The Inbound Sales Methodology - inbound sales transforms selling to match the way people buy
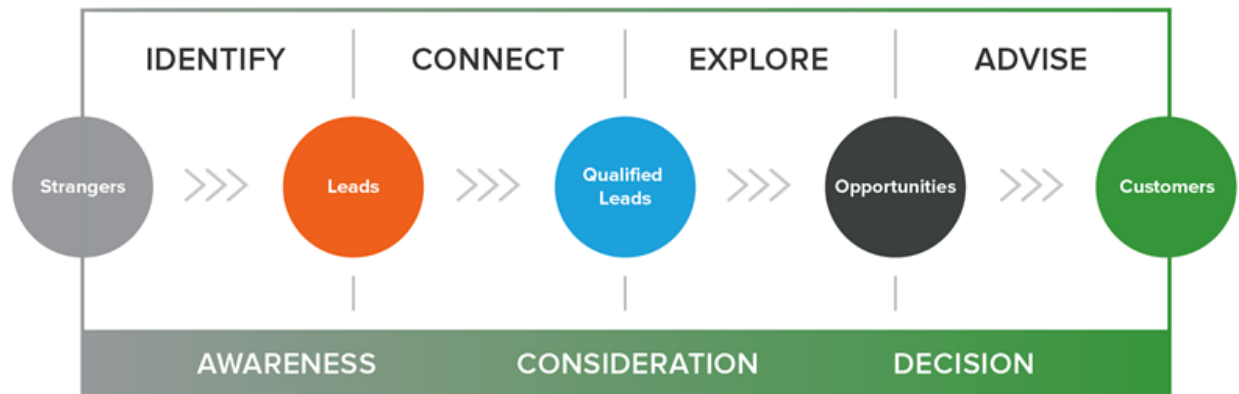
B2H - Business to Human. You can't just do what we did in the last 30 years. You have to treat people like people. That has to happen in both sales and marketing. You need to understand your goals: revenue, customers, leads, and specific content to put in those buckets to accomplish those goals.

You have to have to a sales methodology. When the salesperson gets the lead, they need to call the person up and ask "How are you doing today? What were you looking for help with?" These are the **two important questions**.

There's a difference between closing a deal and starting a relationship.

It's no longer a funnel. You can't qualify people today, you can help them start the relationship and explain the situation.

People don't move smoothly through the entire process. Salespeople need to be aware of the process. If they don't have access to everything a person has done, they are at a huge competitive disadvantage.

Scaling is all about measuring everything. Sales and marketing is less about stories and more about data. You want to understand all the conversion points, which content they like and which they don't, the buyer's journey, the sequence of emails that has the best outcome, how long they stay, etc.

Once you understand how they ultimately buy and become a customer, it becomes easier how to repeat it on a regular basis. The salesperson needs to understand this as well as marketing. It's the same data delivered in slightly different formats.

Having this information at your disposal is key.

MQL - Marketing qualified lead, someone who's not just a regular lead. If they come back 2 or 3 times, they have an increased level of interest, then they are an MQL. Study how many MQL's you'll deliver on a regular basis.

SQL - Sales qualified lead, someone who is requesting to speak to a sales contact. Most people will do their research first, then they will talk to a salesperson. About 60-70% of the sales process is already completed with this person.

PQL - Product qualified lead, being interested in your products where someone has taken any action like an addon or another version of the product, a new way of increasing revenue from your customers, another segment to generate more business, much more qualified leads.

Book recommendation - [The Sales Acceleration Formula](#) by Mark Roberge. He is an engineer, not a marketer and this book is about the keys you need to have for scaling, hiring, managing, what to focus on, where to get resources, etc.

If you can find someone who is "Inbound Sales Certified", that is very good. People who are coachable, have a good work ethic, have empathy for customers, and are goal orientated, these are the ones you want on your team. You decide the characteristics you are looking for, spend a lot of time and effort finding those people.

When you find them, provide a lot of training. They should understand the buyer's journey, how they engage, what they need to do to make an intelligent decision.

Train them to be quick and probe what the customers are looking for.

Inbound is about building a relationship with your audience while providing them value, way before they are ready to buy. People who have this structure have a huge competitive advantage.

Free gifts: go to Facebook Messenger, and in the "Search Messenger" field, type in **Growthbot**, you can get for free. It will tell you the top 10 companies that are buying certain keywords for example. It's the next extension to help people help more people.

There are 8 certifications through [Hubspot Academy](#) where you can learn all this stuff. Visit [Inbound.org](#) where there are thousands of jobs. Hubspot has a variety of free products.

What is Hubspot? It's training, service, support, methodology, inbound marketing and sales software that helps companies attract visitors, converts leads and close customers.

Master The MAGIC Headline Formula That ALWAYS Works and Get a KILLER Hook for Your Product or Service in the Process

Perry Belcher

- Has sold over $250 million dollars online
- Is an expert in copywriting
- Digital Marketer - co-founder
- Native Commerce - co-founder
- Digital Retailers Association - co-founder

What I've Learned Writing at Least 10,000 Headlines

The biggest challenge many people have in copywriting is the headline.

People will never give you their money, until they first give you some of their time.

"One the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar." - Ogilby

Perry used to write all the sales page copy and email copy for Digital Marketer. He trained people to write body copy, but teaching headlines is harder. He had to come up with a system.

This system can create headlines that beat the controls 80% of the time.

- Trigger - "finally, now, at last, new" - draws in attention

- Desired end result - "a formula that writes winning headlines" - they want the mechanism to do the work for them

- Time until results - "in 15 minutes flat"

- Overcome objection - "without any copywriting skills"

- Risk reversal - "guaranteed", "or it's free"

Your headline is your keystone statement - what does your company do?

Peter Ducker - What business are we in?

If you can't define that, you can't do much else beyond that.

That system will work by itself… the only way to make it better it to use a grabber.

How to Use a Grabber

A grabber is an outlandish way to get attention.

- Enquirer headlines
- Cosmopolitan cover - (same every time, sex block, money, dating, etc)
- Woman's World - 170% increase in sales (killer headlines)
- New York Post
- Lumpy letter
- $1 attached to letter (There is a $1 attached. It's attached for three good reasons."

The only way you buy a magazine off the shelf is because of a grabber.

Better than Halbert? (grabber for system control)

The headline delivers the promise.

What about the subheadline?

Subheadline has a job… to get you to read the rest of the letter. It also needs to begin to prove the headline is true.

"Rookie Copywriter…" - identify with ideal customer or someone less than them OR expert

"Stumbles on the secret formula used by Madison Ave. copywriters for over 100 years" - people always think something is being held back from them, position of authority

BUDA - big, undeniable, dominant authority

"To grab any readers attention" - reiterate the promise

"And double or even triple response"

Lastly… the Secret Headline

The first 3-4 sentences in the body of your sales letter are the secret headline.

Examples:

FELLOW COPYWRITER,

IMAGINE, YOUR NEW HEADLINE TRIPLES THE SALES OF YOUR PROMOTION, IMAGING, HOW EVERYONE WILL WONDER HOW YOU DID IT AND IMAGINE HOW MANY OPTIONS WILL INSTANTLY OPEN UP FOR YOU…

HI, MY NAME IS PERRY AND FOR YEARS I STRUGGLED WITH COPYWRITING… ESPECIALLY HEADLINES, I WAS SO FRUSTERATED I ALMOST GAVE UP. THEN I DISCOVERED THE "FOUR CORNERS" HEADLINE FORMULA AND SUDDENLY, EVERYTHING I WROTE JUST WORKED.

PLUS, THE FORMULA MADE IT SO EASY TO FIND MY PRODUCTS HOOKS, THE REST OF THE PROMOTION KIND OF JUST WROTE ITSELF…

FELLOW BACK PAIN SUFFERER,

IS YOUR BACK SO STIFF YOU CAN HARDLY GET OUT OF BED IN THE MORNING, EVEN AFTER A FULL NIGHTS SLEEP? DOES IT HURT TO SIMPLY STAND IN LINE OR WALK THROUGH A GROCERY STORE? HAVE YOU TRIED PILLS, CREAMS AND EVEN EXERCISE AND STILL NOTHING SEEMS TO HELP?

THEN I HAVE GOOD NEWS FOR YOU…

HI, MY NAME IS PERRY AND FOR YEARS I STRUGGLED WITH CRONIC BACK PAIN THAT NOT ONLY HURT, BUT OVER TIME IT MADE ME GRUMPY AND DOWN RIGHT MEAN . THEN I DISCOVERED THE "SISSOR STONE" SUDDENLY, EVERYTHING WORKED AGAIN, I COULD WALK, PLAY GOLF, EVEN SIT ON THE FLOOR AND PLAY WITH MY GRANDKIDS AND EASILY SPRING BACK UP…

You can go all negative…

Or you can go all positive….

You have to stay all the way one or the other.

Lastly, Perry's Boiled Chicken Rule

The headline at the beginning and the offer at the end of the sales letter need to be hot.

Everything in the middle is just boiled chicken.

You write the headline, subheadline, first 3-4 sentences and offer.

Let someone else write the rest.

When a lawyer presents a case, the jury decides in 7 minutes if the person is innocent or guilty.

By the time someone reads your headline, subheadline, and first couple sentences, they know if they want to buy or not. Then they will scan to the bottom looking for the price.

If the price improves their status more than the risk of buying, they will get it.

Rolls Royce - the risk of not being able to pay your mortgage because you have a Rolls Royce payment is not worth it for most people.

You have to make them believe the payoff is worth the risk.

You have to make it believe it will work for them.

If it's $10… they might say, Sure, no problem.

If it's $10,000 they can get in trouble with spouse, etc. (loss of status)

ClickTale.com / HotJar.com - watch movies of how page visitors behave on page

If they read the headline and scroll for the price and leave… the price is too high.

If they read the headline and scrolls for the price and then reads back through the body, looking for incongruencies. (What's the flaw?) They are looking for a reason NOT to buy what you're selling.

Body - keep them interested and educated - do NOT make another claim. People are looking for something that they don't believe. The more they have to believe, the less likely they are to buy.

Book Recommendations

The Irresistible Offer

[Blue Ocean Strategy](#)

[The Boron Letters](#)

Q and A

Q: Does this transfer into email headlines?

A: It can, but it shouldn't. You are swimming in an ocean in the inbox. Don't try to sell in email. Shock and get them to click to website.

Q: Where do you place a video in this sales letter?

A: You work this into your video scripting.

How to Use DigitalMarketer HQ to Train and Equip a Marketing Team

Richard Lindner, Digital Marketer

Richard Lindner

CoFounder and President of Digital Marketer.

- Launched Traffic & Conversion Summit, and grew it from 258-4500 attendees
- Co-founded and launched Digital Marketer in 2011
- Created the Email Marketing Mastery and certification
- Helped design Digital Marketer HQ learning management system and portal
- Head of the "Growth Team" at Digital Marketer

My Three KEY Responsibilites at Digital Marketer …

1. Don't run out of money…
2. Recruit, train & retain the best talent
3. Hit company ROCKS, goals & key initiatives

I'm telling you my key responsibilities so you know why number 2 is so pivotal to hit number 1 and 3.

This is my team, this is how I make that happen. It's very fun.

What we're going to cover…
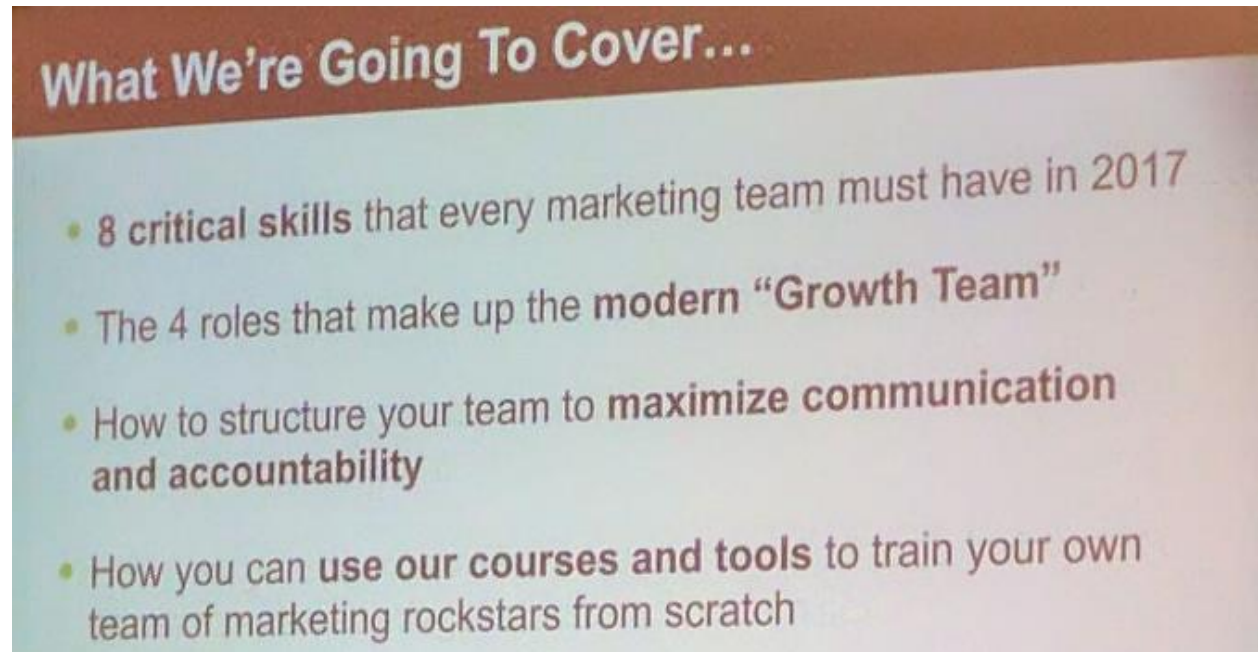
Step #1

Audit your current capabilities.

The 8 critical core disciples of modern digital marketing

1. **Conversion Funnels** - critical for any modern marketing team. Someone who can sit down and say how are we acquiring new customers and move them through the value journey. What are the different funnels we need to deploy in our business, when, and to whom. Someone to do that.

2. **Content Marketing** - You need someone who is responsible for creating and distributing content. Thinking back to the value journey and how someone would move through your company. From not existing to the value you offer them.

3. **Customer Acquisition** - How are you going to deploy the first to to gain customers? Break even or profit. Who is running Facebook ads or retargeting. Whose KPI is new leads and API in your business?

4. **Email Marketing** - Who is going to take all this content and decide what goes to who and for what reason?

5. **Social Media** - Who is taking care of your communities? Content distribution, forward facing customer care, community management.

6. **Search Marketing** - When people are searching for you or your service that your business is showing up in the results. Someone needs to have skills for search marketing

7. **Data and Analytics** - Is any of that stuff actually working? What should you focus optimization efforts toward, where are you struggling? You need numbers, or it's like throwing darts with your eyes closed. They need to be responsible of capable of data.

8. **Testing Optimization** - Once you have numbers how are you scaling, adjusting, etc.

Some of you will raise your hand for all of this and that's okay. Our hands would have been up for them all in the beginning too. The problem we had was that if we truly wanted to scale the business we needed to have a duplicatable process and people to do that.

THE 8 CRITICAL CORE DISCIPLINES OF MODERN DIGITAL MARKETING

CONVERSION FUNNELS · CONTENT MARKETING · CUSTOMER ACQUISITION · EMAIL MARKETING

SOCIAL MEDIA · SEARCH MARKETING · DATA & ANALYTICS · TESTING & OPTIMIZATION

Take a moment to evaluate you and your team's skills from 1-10 in these categories. Strategy and Conversion Funnels - What is the core competence that you or someone on your team has to come up with strategy and conversion funnels?

Content Marketing - Ability to create content to move people through the customer value journey.

Paid Traffic & Customer Acquisition - I don't know how are where our customers come from, or 10, I spent $10 and this is where they came from.

Email Marketing - How competent are you in creating campaigns? How do they go to? When do they go out? How are you monetizing?

Social and Community Management - Needs to be able to interact with your community and provide insight to the team about what the customers want.

Search Marketing - needs to make sure your valuable content shows up.

Marketing Analytics and Data Science - *So important.* Are you basing your decisions on real numbers? Someone needs to be proficient here.

Testing and Conversion - Who can look at these numbers from the data and say, "Hey these are below where they need to be, here's what we'll do to get these up."

STEP #2

Establish a "Growth Team" That's Aligned To the Customer Journey

Four roles on every "Growth Team"

- Content (Blog posts, videos, search, lead magnets)
- Acquisition (traffic engines, landing page optimization, email promotions)
- Monetization (sales, copywriting, partners/affiliates, eCommerce, business development)
- Success (customer support, account management)

Russ Henneberry is responsible for content here. 100% responsible for the first.

Molly Pittman and team for number two.

Marcus Murphy and team for three.

Marcus Murphy and team for four.

We've been testing something where we collapsed our sales and customer care, so they report to the same person. One of the Customer Care Department is revenue protection. If we're doing our job and selling the appropriate product to the right customer, we need to protect our integrity when we sell. What did we generate in sales/refunds? Gives an interesting metric for customer care which we will be sharing a log of this year.

The "Growth Team" isn't just in charge of growing revenue
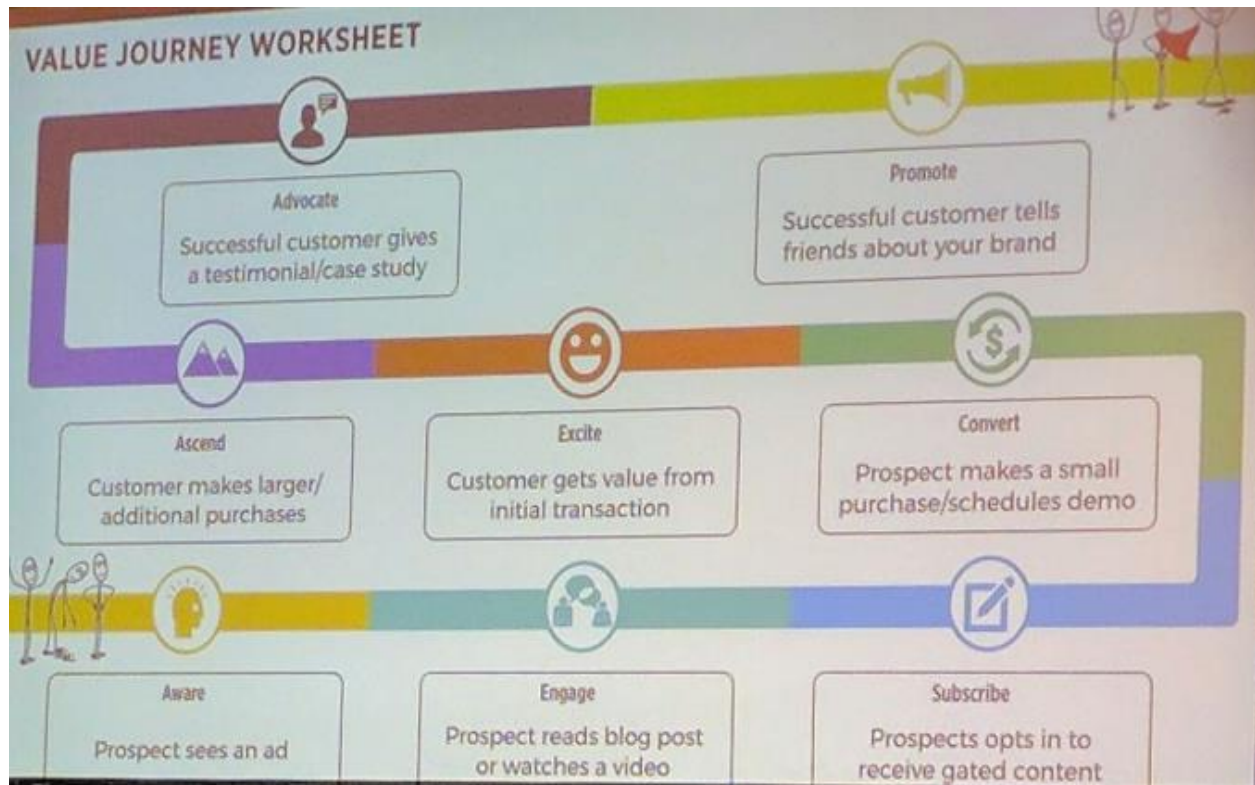
If the "Growth Team" is not working together, only producing content but not subscribing, or they subscribe but don't convert, then one part cannot succeed without the others.

Remember the four roles?

- Content (Blog posts, videos, search, lead magnets)
- Acquisition (traffic engines, landing page optimization, email promotions)
- Monetization (sales, copywriting, partners/affiliates, eCommerce, business development)
- Success (customer support, account management)

Convert: Keeps each team honest, which I like.

If Molly is scaling traffic on acquisition side, but Marcus isn't able to monetize they will have a conversation, a productive conversation.

This reduces hostility or "blame game". Builds a process to solve the problem. They are symbiotic. We are all driving the same journey.

If marketing hits the lead goal but sales doesn't hit the sales goal, then it was not successful.

These shared metrics are keeping the "Growth Team" moving toward the same goal without pointing fingers. I see those teams working together to figure out what leads are working and which leads aren't, or where they're getting stuck.

We are building a "Growth Team" that works together.

Excite: - if the product is not exciting they're not going to move to repeat buyer, member, or advocate. Once we get them excited it's the job of monetization to send them to multiple buyers

Advocate - marketing does not stop when you make the sale. Their job to make sure they are engaging with the customers to make sure they're successful, but so they know what success looks like

Promote - testimonial. Do they have an audience, did they move past the audience to actual transactional promotion?

When we can take someone through the value journey we aren't getting just one sale, it's one, two, three, four…
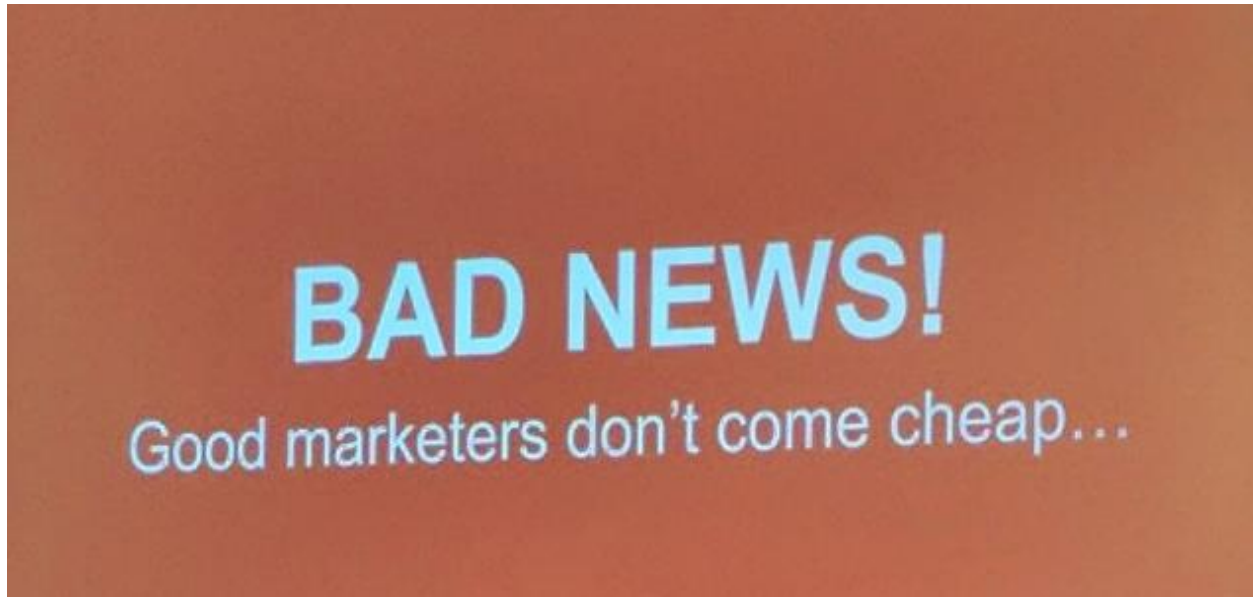
It's going to be ridiculously expensive, if they don't have the experience they're going to screw your business up, even when we're talking about graduates.

What they learn when they are a freshmen is obsolete <u>when they're a freshmen</u>. They need continuous training. If they applied what they learned as a freshmen to your business you'd lose money. They *need* continuous training.
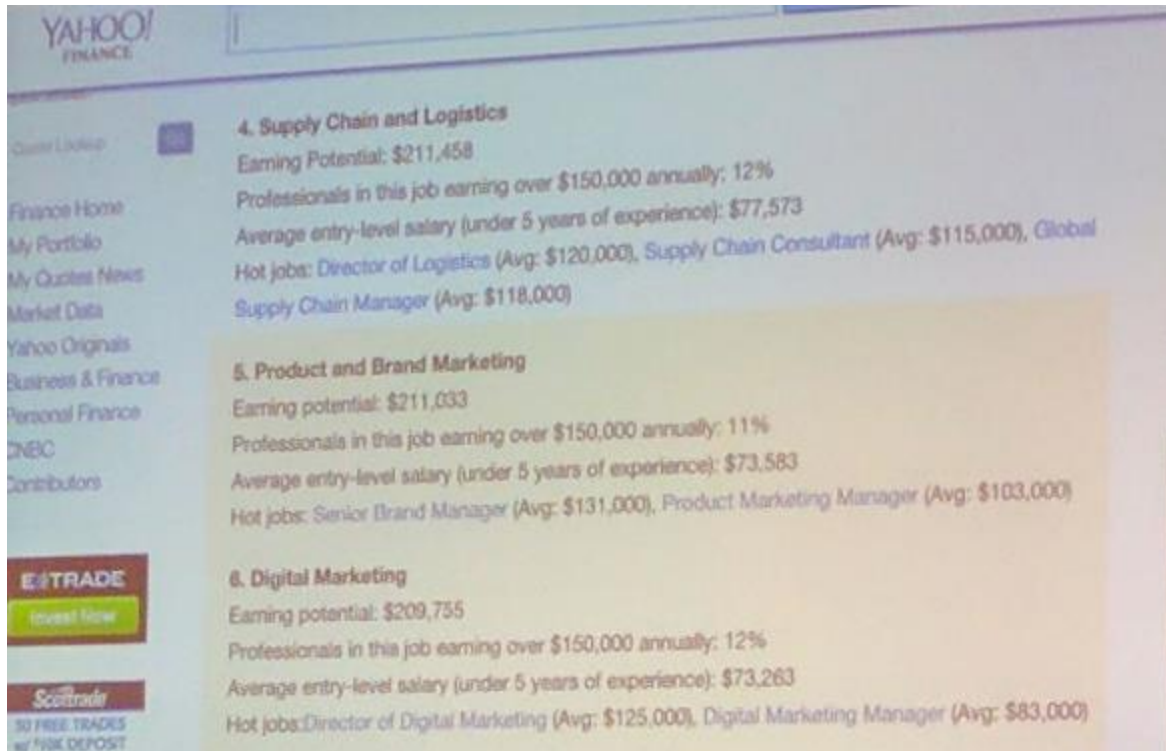
The Solution: Hire To Train (Or Train Who You Have)...

Molly Pittman, Vice President of marketing for Digital Marketer started as an intern with 9 others just like her. When we were hiring the intern we were looking for instinct and give a damn. Then we trained her. Out of that class of interns we had ten, hired 5, one left, and now does marketing for other huge brands, can other runs all the marketing for our sister company, Molly, and a few others are left.

We hire to train.

If we hire experience, best case scenario we have to train them or untrain them of bad habits anyway.

Traits of Amazing Marketers

1. Know your products and services (warts and all)
2. Know (and care about) your customers
3. Great listeners with lots of empathy

Can you think of one or two potential "diamonds in the rough" on your current team… people who embody the "Three Traits" and deserve a chance?
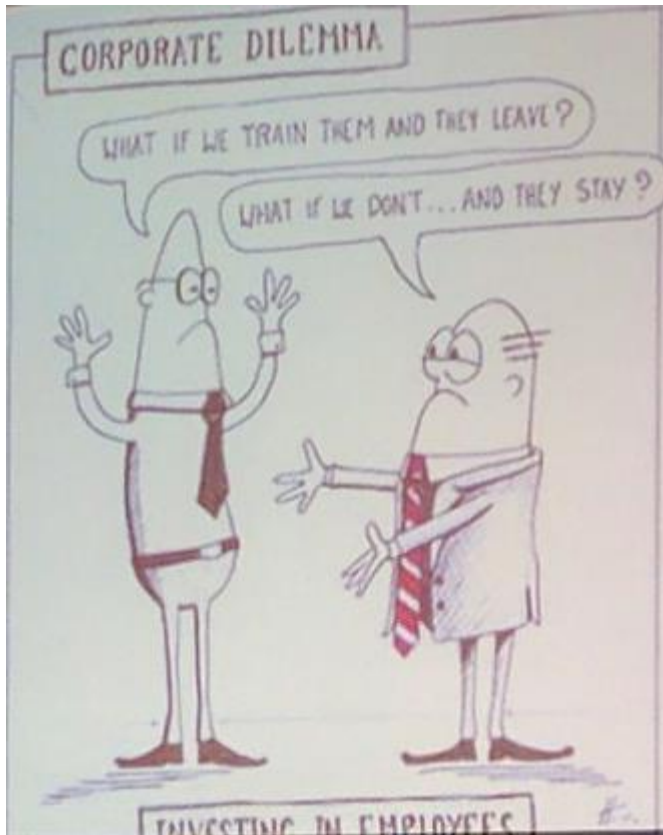
I want to train people so they can go anywhere. It's not fun, but it's okay. As long as we get the appropriate value while they're there. We want to hire them to go anywhere, and treat them like family. Give them the skills they need to succeed, and love them.

TRAINING

All team members must understand basic strategy - knowing how it all works together.

1. Shared Goals
2. Shared Vocabulary
3. Shared Respect

Content Team: Training Program

Content Marketing - Value first, making sure the content is valuable to the customer.

Search Marketing - Making sure high value content shows up.

Social & Community Management - talking, engaging, distributing content that's being created.

Acquisition Team: Training Program

Content Marketing - value first, if you want to make someone aware of their brand, the way isn't to say, "Hi, I'm Richard, can I have money?" The way to make someone enter your value journey is by adding value first. They all need to understand content enough to say they have money to spend but need more content to spend it.

Customer Acquisition Specialist - everything about how to find out where your ideal customer is, how to create ads, retargeting, how are you starting that value journey? From being aware of your brand to excited to move on?

Analytics & Data - Important to know the numbers to properly acquire customers. Molly has all the data she needs to scale traffic. Someone on this team needs to understand traffic.

Success Team: Training Program

Ecommerce Marketing Specialist - one time buyer to subscription/member, large purchase, repeat buyer. Need to know ecommerce. Take people and place them with the right product.

Email Marketing - assist and expedite in the customer journey. Every phase, assist and expedite.

Social and Community Management - anything more than a free subscription and they need to be treated differently. They are part of the family. If they don't understand that then they can't move them through the journey.

How would you like to take a vacation and know you hit your numbers?

If you're already taking vacations, how about your team members?

If your key person in acquisition of leads got hit by a bus, would your business be fine?

Duplicate the value creation process.

Checkout Digital Marketer HQ

We wanted to make sure we can move people effectively through the value journey, enrich the lives of team members, take vacations. It's not just our team now we train:

The Manager's Portal:

Manager's Portal lets you add users (or delete users if someone leaves your organization)…

And if you need help with recruiting talent, we can help with that as well!

How Karmaloop.com Used Database Marketing to Net $10m in Under 10 Months

Drew Sanocki

Who wants to make $10 million in 10 months?

Karmaloop
- streetwear retailer
- started in 2000 and got to 100M in revenue
- then filed bankruptcy
- Drew's company bought them, after 3 months brought all the metics up
- 10 months later sold the business for 10 million more than they bought it

You have hidden profits.

You can grow faster without spending a dime or alerting your competitors.

Fact: customers are different

- Whales buy at any price point
- Minnows buy once, take up a lot of CS time, ask for returns
- Fish, the rest

He did a segment in google analytics - found 1% of sessions drove 43% of revenue

	Customer Name	1st Purchase AOV	Total '12 Spend	Transactions in '12	Categories Owned
	This Guy*	$13,723	$26,854	6	Pants, denim, shirts, suits, knits, shoes, accessories
	That Guy*	$37	$37	1	Swim

Podcast - [Create your own whale segment](#)

How to unlock growth - acquire more whales
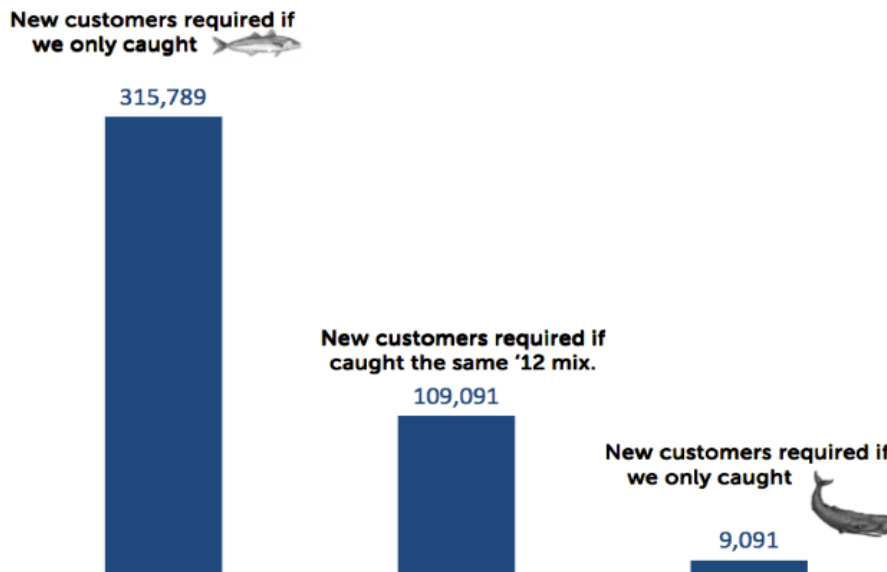
The cost for acquisition for a whale is the same as cost of acquisition of a minnow.

Look at the data and see what's driving the value, and invest in that. Shift money from lower value campaigns to higher ones.
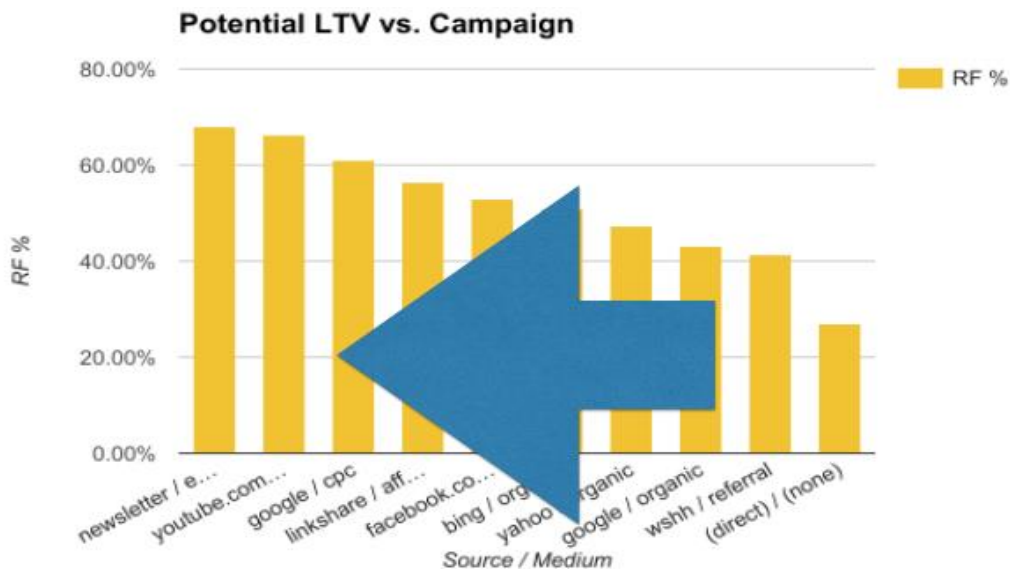
Marketing is not binary.

Free + Shipping customers are crappy customers.

Discounts bring in crappy customers that only buy on discount

Retain More Whales

Customers are different, but segments are similar.

All the whales have certain things in common. They have certain patterns.

Whale (multibuyer) Activity
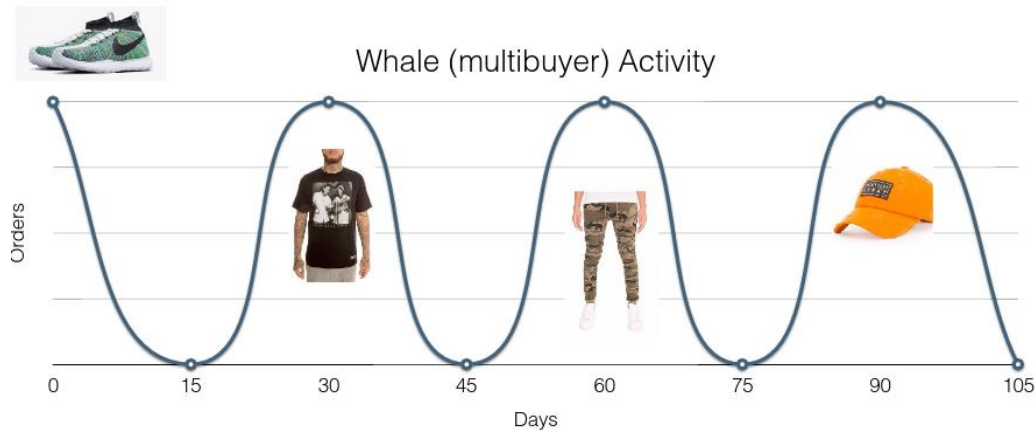
This data drives yoru retention program. What is the standard whale behaviour?

If they deviate from that, a red flag should go up. See what happened when they stopped buying.

Only start discounting when they stop buying.

Potential Whale Activity
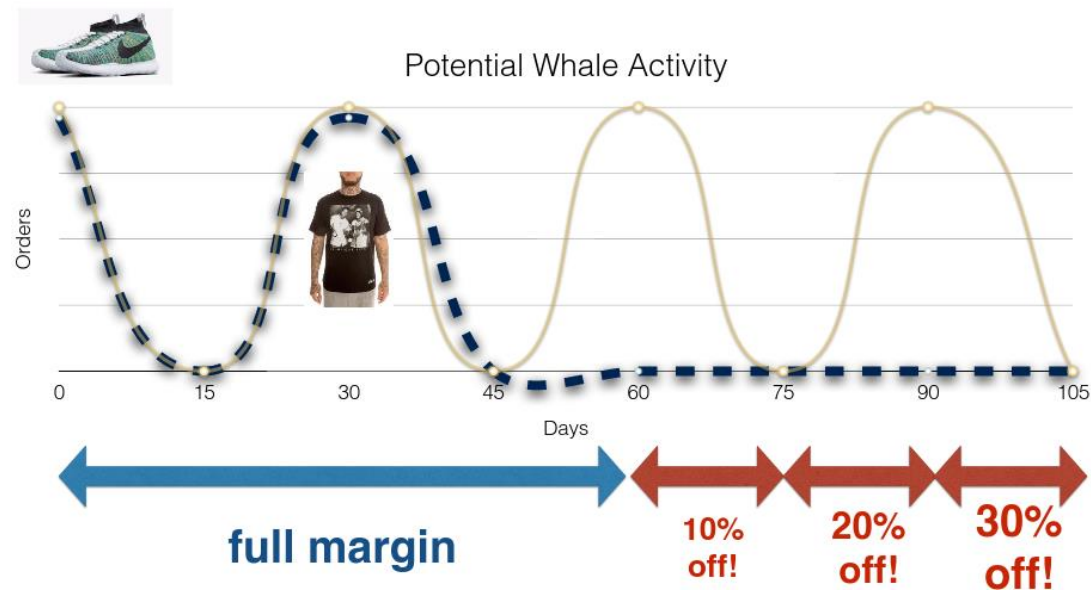
You are trying to trigger them to come back.

Customers are not all the same. Whales are better.

Grow the whale segment - acquire or retain.

When they come back, they usually come back at full margin, and don't keep requiring discounts to buy.

Build your business around your best customers.

nerdmarketing.com/double

Social Media & Community Management In a Nutshell

Lindsay Marder, Suzi Nelson, DigitalMarketer

Method

Business owners only care about revenue and cost. There are 4 elements to successful social media marketing
1. Social Selling
2. Social Listening
3. Networking
4. Influencing

Social Listening (very foundational to your social media strategy)
Huge fail = not answering a social telephone

Your customers and your prospects are talking about you on the social web …
- Unboxing videos on YouTube
- Thanks for customer service on Twitter
- Review sites (Amazon review sites)
- Leave feedback with their experiences

Social Listening is
- Informing
- Selling
- Networking
- Influencing

5 Broad topics to listen to
1. Brands
2. Topics
3. People
4. Competitors
5. Influencers

Apple
- iWatch
- Topics: Wearable tech
- Competitors: Android
- People: Tim Cook
- Influencers: Gigaom (sp) blog

Social Listening Goals
- Manage reputation
- Thank people for reaching out regardless of negative or positive interaction
- Increase retention, reduce refunds
- Identify Product / Content Gaps Rosetta stone example

3 Step Social Customer Service Plan
1. Respond in a timely manner
2. Empathize (empathy statement - I know this is a frustrating experience …)
3. Move it to a private channel (email, help desk, etc)
   a. Get it private as quickly as possible
   b. Help them 1 on 1 vs entire Facebook world weighing in

Social Media Listening Metrics
- Reputation Score
- Retention rate
- Refund rate
- Product gaps identified
- Content gaps identified

Social Influencing
- Authority in your own market
- Establish your authority
  - Leads to engagement
  - Influencing leads to traffic
  - Retweeting, sharing your information freely

Influencing leads to mindshare

Goals
- Increase engagement (dog photos = good content)

- Increase your website traffic (link to the Lowes website)
- Increase offer awareness
- Grow your retargeting list

If you're already at Lowes, you know we have a garden center (product demo).

Social media – article – cookie – Facebook retargeting – FB ad for the next step

Metrics To Measure
- Sight engagement rates
- Traffic by channel
- Offer awareness
- Retargeting list growth

Earn Media Mentions and Develop Strategic Partnerships

Good Social Networking Looking Like …
- Networking leads to connections
- Networking can move the needle

Buffer can reach out to you, and try to work together to advance your cause
- Earn media mentions
- Develop strategic partnerships

Metrics to measure
- # of Inbound links
- # of earned media mentions
- Description of earned strategic partnerships

Social Selling

- Generate leads, grow email list, acquire customers, upsell, cross sell, and more
- Lead with content
- Embed offers in content
- Retarget with a relevant ad
- Relevant ads takes them to a relevant funnel
- Lead with a lead magnet

Goals

- Initial customer acquisition
- Upsell / Cross Sell
- Increase buyers frequency

Metrics
- # of leads / growth
- Offer conversion rate
- Buyer recency / frequency

Lingo
- Value First Offer: Valuable content, opt in offers, deep discount offers
- Feedback look: Social media bouncing: expose to your various social media platforms (FB to YouTube to Twitter)
- Social Media Topic Map
  - Increase engagement
  - Various subject matter that is on brand to discuss on social channels

Metrics
- Applause Rate ([BuzzSumo](#) – free tool)
- Traffic By Channel
- Conversion From Social Media

Community as an element of value
Harvard Business Review – http://bit.ly/value-elements

Community – a segment of people who form relationships as a result of shared goals, experiences, and interests.

The Method - George Levinger's Relationship Model

1. Acquaintance – Identifying Mutual Interest
2. Build Up – Determine compatibility
3. Continuation – Making a show of commitment
4. Deterioration = Breakdown in communication
5. Termination – Relationship ends

Optimizing the community experience makes it easier …

Creating content that does 4 things

1. Lets members recognize each other (language, terms)
2. Ack the impact that members have on the community
3. Gives emotional rewards for participation (don't give participation trophies) – it becomes transactional
4. Highlight shared community experiences

Lingo
- Self Disclosure
    - Inner thoughts and feelings to someone else
- Social Density
    - # of social interactions that are likely to take place in a set space
    - The # of people and the frequency of posting in your community
    - Really high – sub topics

Metrics
- Community growth (new members, old member engagement, new contributors)
- Don't just measure individual actions – weight the comments
- Community experience
- Sense of community index score

Keynote: Digital Marketing Lessons from Billion Dollar Brands

Bonin Bough

Bonin Bough has purchased over 2 million dollars of media, used to run marketing for Pepsico, has hosted show called Cleveland Hustles and has published a book called "[TXT Me: Your Phone Has Changed Your Life](#)" which he calls the "The Freakonomics of this generation."

Back in the 50's when television came out, it changed marketing forever. Opportunity exists even now, which is mobility. Less than 1% of markets have gone into mobile. We have become the most distracted society in history. There are 7 billion people on earth and 5.1 billion own a cell phone.

While in the last two years, phone sales have exploded, less than 1% of the course descriptions of the top 100 business schools contain the words "Mobile Emerging Digital Technology."

Have you ever experienced "Phantom vibration syndrome" i.e. when you think your phone is vibrating in your pocket? Messaging is as addictive as cocaine. I need an emoji now!

Phones are an entire new economy. What's the last thing you look at before you go to sleep? Your partner or cell phone? Everyone said phone.

What's the average age to give a kid cell phone? - 12

Cell phones lead to radical transparency, people can see what you all the time now from social media.

It's a constant conversation because of the phone, for example when kids go to college, you know what they are doing now.

80% of newborns have their face up on social media within 1 hour of birth.

People are lying to their friends just so they could go to bathroom at dinner to check Instagram.

Cell phones are creating a huge societal impact, but few marketers are taking advantage of mobility.

(Charging stations in bathroom stalls? New product idea!)

Why are so few marketers taking advantage of new channels? We are training a generation of marketers that are not encouraged to think differently.

Making great things has nothing to do with where you live, has nothing to do with age. Look at the "Bustin Jeiber" app for example, which was created by a kid.

Tumblr was sold for $1 billion, and the creator didn't even have a high school diploma.

Coders are today's rockstars!

What do these have in common? The notion of being a hacker, thinking differently.

Customers used to be loyal, but how can we change this? Some of the most important things today were created by hacks. For ex. Openairplane, wants to be the Uber of travel.

Hugh Herr lost his legs in a mountain climbing accident, created the first pair of bionic limbs and realized he could climb better with prosthetics. He was asked do you ever see a time where you'd opt to have bionic limbs over human limbs? Will people might want to become more computer than human?

Book: Data, A Love Story by Amy Webb

Monetizing Media - these are the key areas you want to rethink

- Rethink mobile - it's the one device that travels with person forever.
- Change real time engagement beyond FB
- How to create your business and monetize media
- How to get other advertisers to advertise on a platform that you own. How to be a media owner not just a buyer.
- TV vs. video, the consumer doesn't care, they just want to watch video
- Culture vs. cluster, used to be 18-34 year old but not anymore, understand culture modes

Case study:

Oreo was kind of an irrelevant brand 5 years ago. They saw oreos with dates on them, like when Jaws was released, the moon landing, etc. They had a "Daily twist" idea, and created a FB post of what was happening each day.The June 25th Gay Pride post was the most liked. By the time the Super Bowl came around, they were ready: "You can still dunk in the dark" - the tweet heard around the world.

From there, they convinced the organization to communicate to people who might not have kids, etc. to broaden their audience.

They opened the brand up to bring new customers in. Are you opening up the spectrum enough to bring in a new type of consumer?

Next, they made a 3D printed oreos based on what was trending on Twitter. They created the Trending/Vending lounge at South by SouthWest in Austin which was a big hit.

Imagine if your favorite team wins and you could create a pack of cookies, etc.?
They launched a customizable oreo package, reinventing the approach to engaging with consumers.

Next, they help out the folks at with Nilla. They sat down with the insight folks, tested and ended up with a funny campaign, then went to even more amusing ads which had a huge impact on the business.

They applied that same thinking to television, launched on the Stephen Colbert Show with wheat thins, where he read a memo detailing what the role of wheat thins is in our lives.

They did it with Trident, and created a tv show based on Twitter, and used the top 10 hits at that time. They tied Twitter and Fuse together and reached 50% of their target demographics.

Then they moved to Vine and used influential vine celebrities. The viewership was better than The Walking Dead. They began to grow gum brand, which had been declining the last 5 years.

They created a Honey Maid ad featuring interracial and gay parents. Honey Maid was threatened with a boycott, and received lots of backlash. They made another ad by taking every negative tweet, printed them out and rolled them up and turned then into a "love" sign made up of the rolls, and then received over 10 times as many positive messages.

It was the most shared commercial in the world the week it launched.

Honey Maid went from being a cracker people loved to a brand people loved.

It's important to follow new and emerging platforms and get in early, spend time jumping in.

Bonin met a guy on plane who was an emerging musician. Josh said the biggest costs they have is housing when touring. They built Patch houses, which are free for artists to stay in. They got a huge following on social, 315 artists have stayed in house so far, 18 of them are Grammy artists.

Next they did a campaign with Stride Gum Presents "Heaven sent," a 60 minute show of Luke Aikins jumping out of an airplane without parachute.

"All we get to control is our mind and our body". This was a story of pushing what is humanly possible. They underwrote it as a bigger project and ultimately sold it to Fox.

"The best way to predict the future is to hack it."

Two new platforms to check out:

MobiSave - a mobile coupon solution

Zingle - a business texting platform

Win Pinterest (with the least effort): Advanced Pinterest Tactics for the Smartest Marketers

Brittany Murlas

How I Got Here

- 2011 - Babylist.com - online registry where you can register everything in one place from any store (big spikes in January)
- 2015 - 500 Startups
- 2015 - Promoted Pins on Pinterest
- She helped BabyList compete with the Amazons and Walmarts registries.

What does Pinterest do?

It started as a simple bookmark site, but has grown to much more.

Stranger Things planned all their concepts using Pinterest boards.

4 reasons you should pay attention to Pinterest

 # 1 - Pinterest is not a social media platform. It is a visual catalogue of ideas.

It is a search engine.

People use Google for objective searches - there is an answer.

People use Pinterest: for subjective searches - good for life changes (new home, redecorating, new baby, etc)

 # 2 - A lot of people use Pinterest.

Pinterest is the 4th largest traffic driver in the United States.

50% of women in the U.S. use Pinterest.

1 in 3 dads use Pinterest.

It's not just for women.

The people on Pinterest spend more money than the average web browser.

 # 3 - Pinterest is super native.

It's hard to tell what's an ad, and what's not.

It's okay to see content from a lot of different players. People are not on Pinterest to see updates from friends.

 # 4 - Pinterest knows its users interests better than anyone.

Search potential is huge.

Downstream conversions - earned clicks

The only place where people will save your ad to their board.

Your conversion rate over time gets better over time.

Your cost per click gets lower and lower.

You can also retarget people who save your pin.

How Pinterest Ads Work

On Google, less than 5% of people get to the second page of search results.

Google looks at bid amount and relevancy score to see where your ad shows up.

Pinterest does the same thing…. With one difference.

Google has an auction for three spots per search.

Pinterest has an unlimited amount of spots because people dig deep into the content.

How Do You Win Pinterest?

Put yourself in a Pinterest mindset.

Think about "ideas" and "how to."

Your pins should have ideas and how-to's for your niche.

Actually put those words on your image copy…

"Ideas for…"

"How to…."

The number of people typing in "reviews" is going down.

People are typing "best" of "year" more often.

Tool: long-term Google Trends

Example: "Best baby products of 2016"

If you spend money on promoting awesome content, you can stop the ads and still rank well in organic search.

Ideas for Casper Mattress Promoted Pins

- Awareness (how to make moving easy)
- Intent (how to pick the best mattress)
- Action (The Best Mattress based on Your Preferences)

How to Make a Nice Pin

Be Tall - Pinterest is optimized for vertical images.

Give Them Options - not just a single pair of sunglasses…. Many colors of shirts… several products.

Blend In - make the ads as much like native Pinterest content as possible.

Good example: "Are tieks really worth the price?"

Consider paying for traffic to go to a mom's blog that talks about their product and links to their site.

Get Out Your Damn Phone

80% of Pinterest users are on their phone.

Build for mobile first. Build pin and landing page for mobile.

Testing

1. Test in different ad groups. (don't compete against yourself)

2. Stop what loses. (wait at least 48 hours)

3. Iterate for next favorite.

4. Never stop. (refresh your creatives every 2-3 months)

Pinterest Domination in 4 Steps

1. Decide Who You're Targeting (Don't worry about building a following)

You can target for impressions or clicks. Go for clicks.

Inside clicks, you can choose search terms. You can target interests. You can target Act Alike Audiences (upload your list).

Test what does better for you.

Step 2: Only Have One Pin per Ad Group

So they don't cannibalize each other.

Pinterest doesn't have good tools.

You can use Google keyword tools and then use that information with Pinterest.

Step 3: Think Through Your Tracking.

Use the Pinterest pixel.

Qualify cross device actions.

Have an additional way to track as well.

Step 4: Cash money.

Decide how much to bid.

Pinterest will give you a recommended range.

She used to underbid, but her pins weren't getting enough traffic.

Look at the recommended bids. Pick the low end of the suggestion. Once you get traction, you can lower your bid.

http://bit.ly/morebritt - consultation

Q: Should I separate device per ad group?

A: Yes, you can bid lower for Android devices right now.

Q: Do you use Snip.ly? (frame around another website with your call to action)

A: Not familiar with it

Q: Age / demographics?

A: 75% of women who are on Facebook regularly are also on Pinterest regularly

Q: White background or lifestyle images?

A: Depends on the industry. Type in keywords for your industry / niche. See pins that come up… see if you think you can win.

Q: Pinterest videos?

A: Not tested yet, more likely to get a sign up for later.

Q: Using Pinterest for local business to get people in the door?

A: Pinterest does have location targeting based on cities. Good call to action (only 3 minutes from City)

Q: if you are doing a launch, do you need more than one pin?

A: Is your one pin optimized? You can use iterations to see what works best. Pinterest is an image based platform. Figure out which image works best.

Q: Can you explain retargeting?

A: Use the Pinterest pixel. You can show ads to people who visit your site. You can upload email lists. You can target people like your email list. You can target people who pinned your content. People are on Pinterest to buy or get ideas… not talk to friends.

Q: Budget for testing, pin description?

A: 100 characters, make them count. You pay for the click… don't use click bait. You want to be descriptive while encouraging the click. You want good clicks. Pinterest also offers "One Tap" - ONLY use with remarketing. Otherwise show the buffer image.

Pinterest is nice because you get a lot of impressions quickly, and at a low cost.

However, you do have to wait 24 hours to see data. So be cautious with spend in the beginning.

Google Optimize: How Google's New Split Testing Tool Will Make You Money (And How It Won't)

Chris Mercer

- Co-founder of www.seriouslysimplemarketing.com
- Measurement marketing
- Help marketers know their numbers
- Help them trust their numbers

NOW YOU

- Split testing, how many of you are using content experience
- Optimize
- [VWO](VWO)
- Proprietary or different

The goal for this, the challenge to you, I just show you this cool tool and how you might want to use it or not use it.

What You'll Get Today

- The difference between old and new
- Complete tour of Google Optimize
- How Google Optimize will make you money
- How Google Optimize *won't* make you money

There was a section of Analytics called Website Optimizer, a decent split testing tool. People still used Website Optimizer, then they switched to Experiments.

With Website Optimizer you could definite variations, split url. You have your controlled url and your variation url, which you'd have to create. Once you define that, you have to put code on the page that activates the test. Every single page. Complicated.

Pro: Free.

Con: Requires new pages, complicated setup, no visual editor, split url.

NEW HOTNESS

Google Optimize

This is not SEO. Optimize is their new split testing tool. You've got platforms like Analytics, Data Studio, Optimize is a completely separate piece of Google.

What Can It Do?

Go in, create experiment.

There are material design elements.

Now you have options. A/B test, Multivariate Test, Redirect Test Split url.

Once you determine your type it will have you add variants.

This is an AB test. Usually just testing one thing. What's cool about this is it has a built in editor that never existed before. It's a beta program, and pretty robust.

Mobile

You can pick the device you're viewing on to see what it looks like! Often people forget to check it on mobile. This is a helpful tool!

If you have a code person you have this. Or you can use this editor box.

Google has never offered this before, you always had to do development separately.

Objectives

These are pooled from our Analytics. They are set in Analytics and flow through Optimize. Nice and fluid now.

Now you're starting to see it's connecting into Analytics.

Description and Hypothesis

A move emotionally drives more visitors bringing a 10% improvement to professional membership sales.

Testing is really great for note taking and adjusting. Test and see if you're right. Most likely you're wrong, but that's the nature of the business.

You can fire a custom event where the video starts half way through, and that starts the split test.

The really exciting part, are the RULES.

You can create rules. In the split testing programs that are out there now VWO, Optimize. They can get expensive.

With Optimize you can actually go through and choose based on these rules. You can achieve a certain goal, you can use geography, you can do query.

Maybe you've got split testing set up but you don't want affiliates being tested, there's a parameters where "test = yes" and it will turn on the text.

Test for Firefox, Android, Apple. Think about what Google Analytics says. First party cookies. We have an interesting case with Facebook where you want to know if they came from Facebook and you're testing people that came from Facebook. You use tide mapper to set a cookie to "Facebook = yes" Facebook was here. It marks it's spot, its cookies says that. Split test, if they came from Facebook, "Facebook = yes" then it will use cookies.

Even though that sounds technical, even if you haven't done it before, but you can do this!

As a marketer it gives me an immense amount of control.

Custom Javascript.

Data Layer

Google Tag Manager
It takes the platforms themselves like analytics that collect data and store data. Analytics is not so good at collecting by default because it needs heavy customization. It's not going to collect the best data like, time on page, scroll. You use Tag Manager to tell Google what's in there.

The last part of data layer, Tag Manager feature, it's like a filing cabinet. Variables and values. In Google tag: here's the info, price, sku, transaction, all in the data layer. Tag Manager tells Google Analytics, and goes and tells Facebook, and go to Adwords too, and it's all involved. That's the basic idea of the data layer.

You can put other things in there. Not just ecom, it's completely customizable.

Webinar Funnel Example:

On step two of an upsell, the person didn't buy the upsell.

Data Layer can control your split test now. That's just the individual components.

You can also COMBINE them.

Personalization tool, anyone that comes to this split where "city = austin" and say they're on mobile, I want it to say, "Welcome to Austin." I can test that.

I want to have this only show to people who are coming in on desktop or tablet "source = utm" That's how you know that came from the ad with puppies rather than the ad with kittens.

You should do it with email too.

User ID in Google Analytics

Cross device tracking. In Google Analytics it is a farce to think that Google Analytics can't track cross devices, but you have to tell it. If you do it with the User ID it's easier than the old way. It passes through all the different touches, and Google Analytics figures out all these different people is the same person and connects them all. Entirely possible.

But User ID if that's there we track it. If there's a User ID, I know they're tracked to. Could be split tracking a member.

Last seven days for instance would be a fairly new member.

Here's the probabilities of what's beaten by the control, or what beats the control. I would not trust these little percentages. Just real quick, biggest mistake call the task space on the die

1. These 95+ gtg
2. Number of cycles testing - different days would be a different cycles. Weeks, etc. You need at least one cycle to get all the types of traffic
3 . Number of conversions - people gone through and tracked - should be more than 100, ideally more than 300

Google Analytics

Go to experiments to see results.

What's cool isn't this info, it's this Facebook traffic that you can see.

Segmentation in Google Analytics

Segmentation can do things like, "hey, I'm going to do Facebook traffic," just see Facebook traffic or email or whatever, all these people got tested, split it up on the end. Upsells, see who bought that.

On Sequences: Funnel tracking is not so easy. Sequences makes it easy, you can define step one as lander, step 2 lander and cart, step 3 lander cart upsell.

Now you have three sequences, and you can see all those numbers, and can see your conversion rates.

The power of split testing Analytics in general, the power is not in the total. It's useless to think you have a 30% conversion rate. Your Facebook is different than email, email is different than desktop, and desktop is different than organic. And you have to know that. If you don't know all these, it's starting to fracture and branch out. It isn't useful to know the end, it's useful to know Facebook is converting at 2, email at 10. You can see exactly what worked or didn't.

VWO Optimizer pay for hits - there are no limits on this for now. Free split testing. Other pages get pricey, this is free for now.

The 5 Limitations of Optimize

Limitation #1

You need an invite.

Go here and get yourself invited: http://optimize.google.com

Just put in your Gmail and request an invite.

Get your name on the list NOW, it took us months. It's probably faster now, but get on the list.

Limitation #2

Limit of 3 concurrently running experiments (active tests) per container in the free version.

Limitation #3

You can't use Google Audiences as a rule.

Google Analytics setting of people that saw landing, and cart, but not the thank you. Cart abandon. Create that cycle. Built in feature in Google Analytics, click down arrow to create an audience and now Adwords can target your abandoned cart people

The free version is pretty useful. Google Analytics, probably the same thing with Optimize.

Limitation #4

Multi-variant testing limited to 16 combos

It takes an extremely large amount of traffic to get the sample size, so a lot of people don't use it, but it is available.

Limitation #5

It's still in Beta!

Data Studio

Data Studio is data visualization, charts, graphs, dashboarding.

What they did is made it part of the 360 Suite package. Finally it came out to the masses, but you can only have 5 of these it's all you can run but it was great, it integrates with Google Analytics, Google Sheets, etc. Dashboard will show you all your different numbers. It was beta for a long time, and recently they came out and said alright, out of beta, no more restrictions.

That worked out really well. I hope that comes out for Optimize. My guess would be limited data roll out, and then new features and adjustments.

Still, take a look around, split test.

An AA test is super cool, you test nothing. You say here's my control and variation and its the same thing. Tell the software go.

It tests the platform. Results should be 50/50. If something's wrong with the platform, it won't show up as 50/50, it will be like 30/70 or something unbalanced. If you can't trust the platform, run an AA test.

You'll see it even out as you fix it.

It trains you to understand how split testing works. When you do an AA test you can see that happening and you learn how to use split testing.

Decision

Is it worth playing with?

Viral Email Campaigns That TRIPLE Response and Explode Branding

Perry Belcher

"What We Learned Sending 1.2 Billion Emails in 2016"

Think about how you send your emails.

Most people are lazy. They think up what to email the same day. People rarely plan.

If you were in a stadium talking to 100K people, wouldn't you think about what you were going to say ahead of time?

"To get your email READ, they have to get OPENED."

At 7 AM, email 10% of the list your promo using 2 different subject lines.

One always does better.

This is how to test your list.

Wait one hour - 25% of all email get opened in an hour.

HEADLINE TEST RESULTS

HEADLINE TEST "A"
MAILED TO 50,000
3422 OPENS 6.54%
464 CLICKS 14.2%
27 SALES @ $19.95 5.9%
$538.65 REVENUE

HEADLINE TEST "B"
MAILED TO 50,000
4664 OPENS 9.38%
676 CLICKS 14.5%
41 SALES @ $19.95 6.1%
$817.95 REVENUE
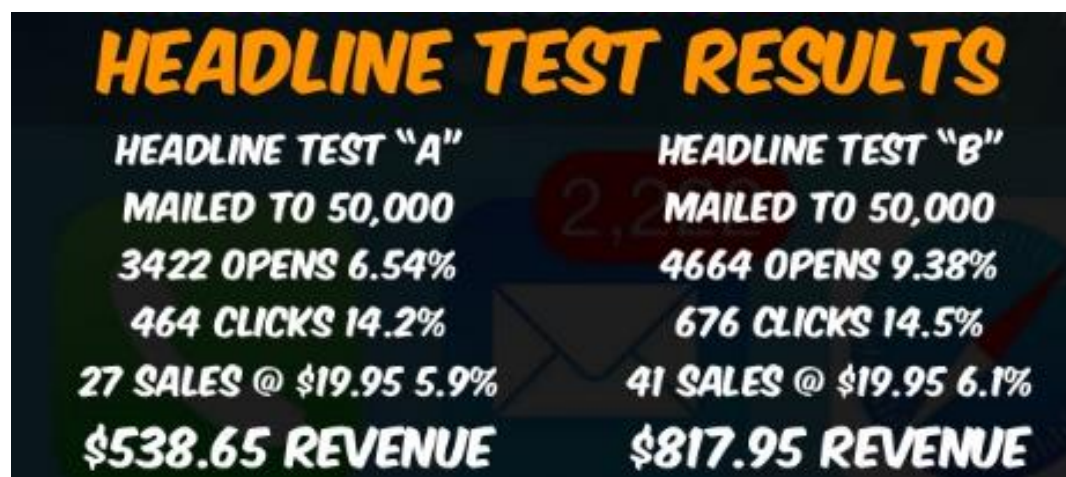
Why do some emails get more opens than others?

- Email subject lines are different than headlines
- Email subject lines should only focus on grabbing the reader
- The majority of emails are never opened

Entertainers lead in standing out. The weirdest ones are the ones that stand out the best. (Lady Gaga, Ozzy Osbourne)

If you're a little crazy, people will stay away. I you act batshit crazy, they'll make you their leader.

Rush Limbaugh and Howard Stern are hated by 75% of America, but they are the top disk jockeys in america, because they're good at polarizing.

The #1 sin of subject writing is being boring. Always be outrageous.

Ways to find subject lines
- [Reddit](#)
- [Buzzfeed](#)
- [Buzz sumo](#) - $30/m totally worth it

"You have to get your email links CLICKED if you want to make SALES."

8 AM - Email another 10% of your list the winning headline with 2 different bodies.

Wait one hour.

Always have your mechanism to click above the fold.
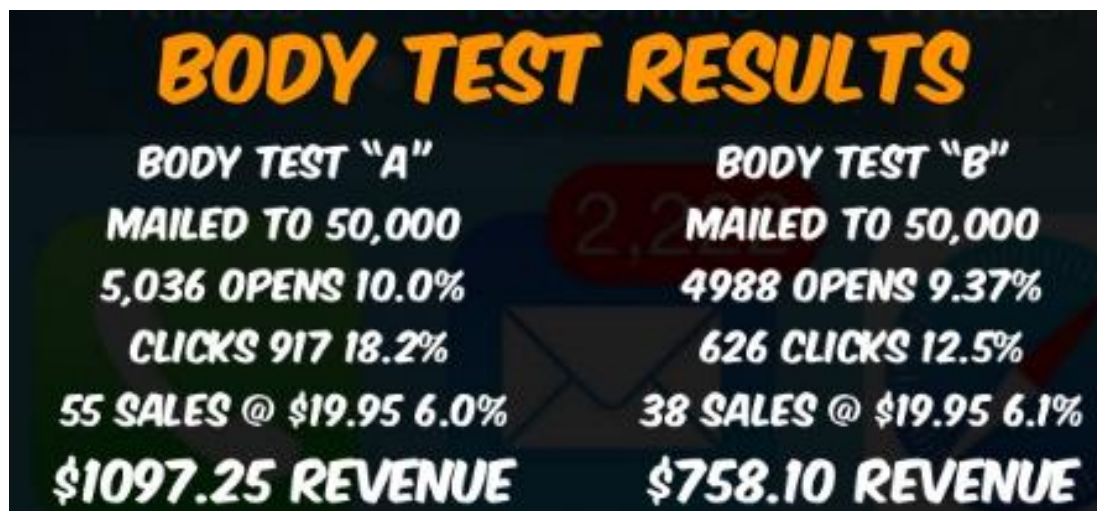
Now you have tested the subject and the body.

9 AM - send the winning combination to the other 80% of your list.

FULL LIST RESULTS

CONTROL COMBO "A"	WOULD HAVE BEEN "B"
MAILED TO 1.200,000	MAILED TO 1,200,000
114,608 OPENS 9.55%	78485 OPENS 6.54%
CLICKS 21,317 18.6%	9810 CLICKS 12.5%
1279 SALES @ $19.95 6.0%	598 SALES @ $19.95 6.1%
$25,551.60 REVENUE	$11,930.01 REVENUE

"You have to treat your hottest prospects differently."

The odds of someone giving you money again if they've done it once is higher than someone who hasn't spent any.

At 2PM, mail the openers of all earlier emails a follow up email with a promo or bonus coupon (same landing page)

AFTERNOON MAIL RESULTS

MAILED TO 132,718
32,675 OPENS 24.62%
5783 CLICKS 17.7%
653 SALES @ $19.95 11.3%
$13,027.35 REVENUE

6PM - Mail clickers of all earlier mails a closing promo with bonus or coupon

You are only emailing to openers/clickers, you aren't hammering your list.

EVENING MAIL RESULTS

MAILED TO 29,783
9,792 OPENS 32.8%
2153 CLICKS 22.3%
111 SALES @ $19.95 17.0%
$3,661.80 REVENUE

END RESULTS

HEADLINE TEST A & B EARNED	$1356.60
BODY TEST A & B EARNED	$1,855.35
WINNING COMBO MAIL EARNED	$25,516.00
AFTERNOON (BONUS) MAIL EARNED	$13,027.35
EVENING (CLOSING) MAIL EARNED	$3,661.80
TOTAL	$45,417.10

END RESULTS

THE "GUESS & HOPE" PLAN
MAILED TO 1,200,000
78485 OPENS 6.54%
9810 CLICKS 12.5%
598 SALES @ $19.95 6.1%
$11,930.01 REVENUE

$45,417.10

380%

REVENUE INCREASE

You can't use this every day, but you can use it a lot. (2x / week)

212

Keynote: Don't Call Me a "Marketer"

Ryan Deiss

The Emergence of the Growth Team, and How to End the War Between Sales and Marketing

Value Journey Canvas - http://bit.ly/ValueJourney
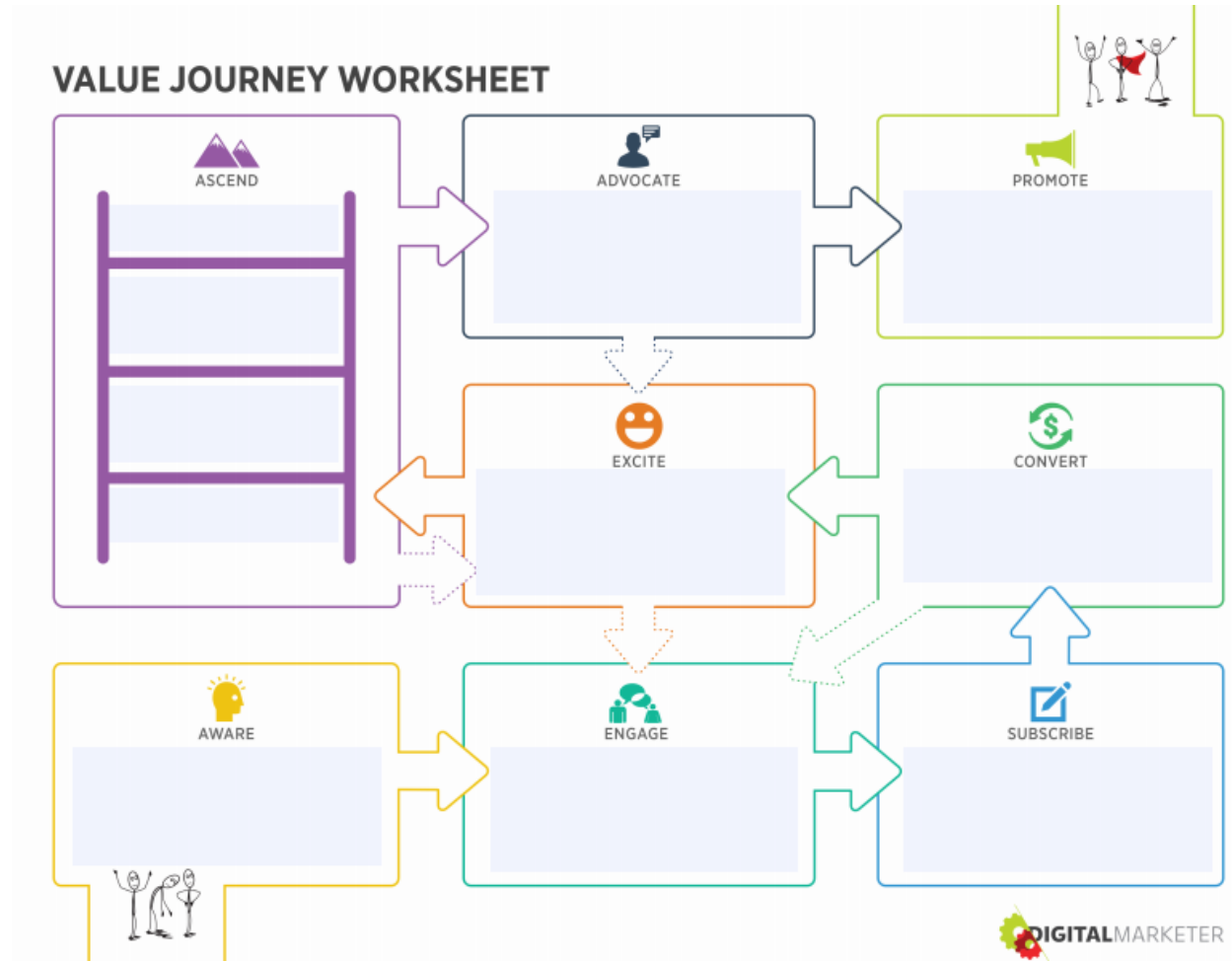
How do you take people from the less desirable before state into raving fans who are the best version of themselves?

- Organize Your Tactics
- Organize Your Training
- Organize Your Team

Look at these words…

"Incompetent"
"Cowboys"
"Simple-minded"

These are common words marketing executives use to describe salespeople.

"Paper-pushers"
"Academics"
"Irrelevant"

These are common words sales executives use to describe marketers.

87% - The amount of negative words marketers and salespeople used when describing one another.

0% - The amount of markers and sales people who agree on the definition of a lead.

Fact: Sales and marketing have changed…

It used to be two distinct jobs.

Markers got the leads, and the sales team closed them.

Now, more than ever, they need to learn to work together. It's a Venn diagram merging into a single circle.

Many marketers don't have a sales person on their team. The website is the salesperson.

Companies that do have salespeople are also asking them to do marketing.

Ryan Deiss is the father of four amazing kids. If you have kids, you know they fight. He used to separate them and send them to their own rooms. Now, he makes them hug it out.

Most of the time, kids are actually more mature than people in conflict in a corporation.

Have your teams "hug it out." Don't allow them to "go to the own rooms."

There are many different roles in an organization.

Creating a Growth Team

Step 1: Align Job Titles to Show they are Different Positions on the Same Team

This also happens in sports. You may be the goalie. You may have 9 saves, but let the winning score through. You don't brag about individual stats when your team has a loss.

The Old Model

Marketing / Sales / Support

All three divisions hated each other.

The New Model

Goodbye "Sales," "Marketing," and "Customer Service."

Hellow "Growth Team."

Names Matter!

Four Roles on Every Growth Team

1. Content - blog posts, videos, search, lead magnets, social, community management
    a. Top of Funnel
    b. Middle of Funnel
    c. Bottom of Funnel

2. Acquisition - traffic campaigns, landing page optimization, email promotions

3. Monetization - sales, copywriting, partners / affiliates, ecommerce, business development

4. Success - customer support, account management - they are responsible for making sure your customers are successful

Marketing is now called Acquisition.

Sales is now called Monetization.

This is the first step into creating a single team.

Customer Support is now called Success. (not a necessary evil - dating shouldn't stop just because you got married. Our relationship with your customer doesn't end at the sale)

Content is a new area built from the needs of the other three.

One team that merges to form the Growth Team.

Different positions - same team.

Step 2: Align Your Growth Team to the Customer Value Journey

The growth team isn't just in charge of growing revenue.

They own the entire customer journey.

Don't just focus on making money. Focus on making successful customers.

Roy Williams - [Wizard of Ads Trilogy](#)

"Advertising is the price you pay for having an inadequate brand."

Digital Marketer is big on ads. You build your brand with awareness ads.

The Four Roles in the Customer Value Journey

- Aware - Acquisition / content
- Engage - Content / acquisition (retargeting)
- Subscribe - Acquisition / Content
- Convert - Acquisition / Monetization
- Excite - Content / Product
- Ascend - Monetization / Acquisition
- Advocate - Success / Content
- Promote - Success / Monetization

It's about literally getting everyone on the same page.

Let each person know where they fit on the customer value journey.

Step 3: Align Metrics to Allow for Handoffs… not Conflict

If you don't change how people are measured, you won't change their actions.

Growth Team: Key Metrics

1. Content: Organic visitors, social growth, social shares, podcast downloads, etc

2. Acquisition: Number of leads, number of "converts," return on ad spend. If people buy 2.3 execution plans, they will become a lab member.

3. Monetization: Revenue, product unit sales, saves / recoveries (in dollars) - If people buy 2.3 execution plans, they will become a lab member. Responsibly for unit goals, not revenue. Responsible for churn.

4. Success: Tickets answered, average response time, customer satisfaction score, net promoter score, customer stories, etc

Balance of Power / Balance of Blame

As long as everyone is doing their job, the balance is fine.

If you hit your revenue goal, everything is fine.

If you don't hit your revenue goal, ask monetization, "Where's my money?"

He could answer one of two ways… we tried some stuff and it just didn't work. (what did we learn, move on) ...or… we don't have enough leads / good leads. It's Molly's fault

Acquisition - "Where are my leads?"

Molly… I don't know what's going on… or…. We tried some stuff and it didn't work. (what did we learn, move on) … or campaigns are tired… I need more lead magnets, content...etc

Content - "Where's my TOFU and MOFU content?"

Content asks Success - "What do our customers want?"

That's why the team at Digital Marketer is easy to manage.

This cycle works.

Step 4: Leverage Cross-Training to Establish a Shared Vocabulary and Respect

Wall Street Journal - What's Your Team's Shape?

Specialist, Generalist, or Generalising Specialist (T)

Build vocabulary and empathy by cross-training.

They are adding a DMHQ on copywriting / inbound selling.

Employee Training Program

All members of the DM team must understand basic strategy. (Customer Value Optimization Specialist)

1. Shared goals
2. Shared vocabulary
3. Shared respect

Content: Content, search

Acquisition: Content, customer acquisition, analytics and data specialist

Monetization: ecommerce, email marketing, optimization and testing, copywriting, inbound selling

Success: ecommerce, email marketing, social and community management

The Goal: Everyone takes everything

Action Items

1. Establish new position titles (remember, names matter)
2. Align team to the value journey (get them on the same page… literally)
3. Align metrics and create a "balance of blame."
4. Commit to cross-training (establish a shared vocabulary)

Bonus Action Item: Get DM HQ for your team.

Success Strategies of the Top 50 Internet Retailers

Roland Frasier, DigitalMarketer

Look at the people who are most successful and do what they are doing.

We can get quite a few takeaways by looking at the top 500 retailers:

Innovating and reinventing business models and markets.

- Leesa.com: avoid shopping mattress shopping awkwardness (laying on a bed in front of a sales dude is not good customer service), cut out the middleman and lower cost.
- Pharmpacks.com: Buy 50,000 products from 16 diverters, list on Amazon, win the buy box.
- Nakedwines.com: Overcome distributor monopoly, crowdfund new winemakers and provide wine lovers with high quality, deep discounted wines.
- Harrys.com: Own manufacturing, eliminate inconvenience and expense of drugstore razor shopping. Subscription razors and related products
- Wayfair.com: pioneered the Try before you buy model, long-tail furniture shopping

14 types of business models:

Landlord (physical/IP)	Broker
Affiliate	Reseller/VAR
Pay as you go	Retailer
Publisher	Network Marketing
Franchise	All you can eat
Manufacturer/Sales Rep	Direct Seller
Wholesaler	Subscription

Landlord tenant is what Uber is for example. If you mix and match them you can come up with something unique

and 14 pricing models:

Free (ad supported)	Free and Paid Support
Freemium	"Cost +" or "x Cost"
Value Based	Portfolio/Suite
Tiered/Volume	Commodity
Feature + Add-Ons	Razor + Blade

| Low Price | Premium/Luxury |
| MSRP/MAP | Discount |

New Product Innovation Map

Business Model

		Primary	Secondary	Tertiary
Pricing Models	Primary			
	Secondary			
	Tertiary			

Case Study: Naked Wines:

- Paid support with winemakers receiving advance and support
- Subscription with crowdfunding via "Wine Angels" and offering angels a discount of 40-60% less than retail
- $40/month wine box
- Disrupts the old model of wine distribution by offering wine credits to affiliate models, paying for credits for product. If you can't pay affiliates, another option to consider is to pay them with credits for products instead.

Case study: Leesa.com

- Direct seller for mattresses with low prices
- Uses Cost + (upsells to blankets, covers, etc.)
- Affiliates via "Refer a Friend"
- Value based (Give $75/Get $50)

Take a blank innovation map and try different things.

Chatbots and Smart speakers

- FB Messenger can reach 2 billion MAU's by entering China and innovating features, such as payments
- WhatApp's growth could flatten due to reaching saturation and lack of content beyond emoji
- Apple risks a much flatter path for iMessage if it does nothing to evolve
- Instagram and Snapchat continue growing but at a slower rate
- A potential Amazon acquisition of Kik and integration of Alexa could drive Kik usage, purchases

Case study: Holiday shopping with Nordstrom.com using chatbots. At Christmas, they asked general questions which lead to specific product suggestions.

- "Given unlimited money, where would this person vacation?"
  Answer: Sedona Day Spa
  "Ok, here are some gift ideas we came up with…."
- 1-800-Flowers does this for for flowers "Welcome to the Automated Assistant, what is the recipient's name and address…?
- Uniqlo IQ uses a swiping method in their chat: "Here are some suggestions for pants...swipe until you find a match"
- LouisVuitton is using this method for finding items in the store
- Everlane does it for confirming customer's order status

Voicebots are used for reordering purchases on Echo with Alexa for example. Google and Apple is rumored to be releasing one soon as well. Speakers have voice bots and it's changing the way people shop. **Most voicebots don't use Google search results - we want to master Bing SEO.**

What to do now - create a Facebook bot to engage your audience. ManyChat is super easy to use. There's also a site called Botgig to find programmers to create bots.

Successful retailers partner with influencers (i.e. Leesa.com partnering with Michael Phelps).

Ipsy is working with 10,000 amateur beauty bloggers to change the way makeup is being marketed.

Petco partnered with a Youtube star, Toby Turner who has 15 millions YT subscribers. These videos are getting substantial views compared to Petco's own videos.

9 places to find influencers:

- Upfluence
- Tomoson
- theAmplify
- pitchbox
- revfluence
- Plughype
- BrandBacker
- BuzzStream
- FameBit

Using existing marketplaces:

Wayfair.com has 7,000 independent sellers, which generates income for Wayfair and expands their product mix while reducing the need to inventory drop-ship items.

Pharmapacks.com grew up on Amazon, expanded to other big sites, sells 50,000 products and recently opened its own marketplace.

Start selling on one of the top 10 marketplaces, like Amazon, Ebay, Walmart, Rakuten and Jet where pretty much anyone can get on. You can always back door your way by finding out where they are exhibiting and then talk to someone at the event for more information, if you are trying to start selling on a site that is harder to enter.

Don't forget about Alibaba - you still might be able to the be the lowest priced seller even if you are not a manufacturer.

Explore listing your products on niche focused marketplaces such as:

- 5miles - local products
- Bonanza - unique products
- Boutique Africaine - African-inspired fashion
- Gone - Consumer electronics
- Italist - luxury Italian brands
- Chairish - Antique furniture
- Love Goodly - Eco-friendly

Use Channeladvisor.com to list, manage and optimize your product listings on various marketplaces.

Make or source your own products.
- Ipsy has Em Cosmetics
- USAutoParts.com sells Kool-Vue
- Pharmapacks.com has a special relationship with Quality King
- Rue21.com started a line for men and plus sized women

Create, source and sell your own branded products. Selling your own products improves margins measurable.

Play with your product mix and come up with different products to sell to people who have higher margins, spreading out to other categories or you could niche down and make more money.

Create risk reversing offers and add risk reversing tech to your marketing. Wayfair is developing an app which allows people to visualize their products in 3d. Sephora has a virtual assistant that lets you try on lip shades instantly before you buy.

Incorporate "Try it before you buy it" models (with eyeglasses or make-up for example). Include total satisfaction guarantees, offering "Easy Returns" and "Free Shipping".

How can you allow people to get more personal in the buying experience?

- Blue Apron does extensive surveying so they know what to send customers based on their dietary preferences.
- Ipsy asks questions before they assemble their glam bag based on skin tone, etc.
- Green Chef lets consumers choose their preferences first to get menus that fit lifestyle and eating habits

Mixing retail with online - Neiman Marcus has a "memory mirror" which remembers other things you've tried on so you can compare and send pics to friends for advice. Check out Memorymirror.com

Recommend: read Wayfair.com's engineering blog for great ideas

Check out SiteSpect tool

What personalized experiences can you deliver?
- Survey your market to learn more about them and deliver personalized experiences based on their answers
- Allow customers to create their own customized version of your product (Ex: Ray Ban allowed people to customize their orders and it now it composes 40 percent of sales)
- Use on-site behavior, buying history or data to serve the most relevant offers

Online to Offline

Do a pop up store, they are popular and easy to create. The Honest Co., Michael Kors and Casper all do it. Check out TheStoreFront.com for popup opportunities. Get one to one with the public and see what's working, it's great for market research.

Radical Transparency, show consumers where the product comes from, sharing products creation costs, competitor price comparisons, etc.

- Blue Apron does this showing customers their farm sources
- Everlane has a big map showing factory locations
- Green Chef shows customers their suppliers

Letting customers know you are responsible and ethical and want to deliver valuable and help the world is important.

Social commerce and UGC = Higher conversions

More people are likely to trust UGC. UGC photos get 4X higher CTR than branded ads and raise on site conversions by 74%. Blue Apron allows customers to post food creations, Michael Kors uses UGC with social media hashtag campaigns, etc.

Tools:
[Pixlee](#)
[Curalate](#)
[Olapic](#)

To collect UGC, look at what converts the best when you're looking at social.

- On Intsagram, add a link from your brand's bio to a shoppable gallery of your brand's Instagram pictures. Use "Shop Now" ads, include "Check the link in our bio".
- For FB you can create social storefronts using the "Shop Now" button.
- On Twitter, tweet a URL to take users to your product page or collection.
- On Pinterest, ,use buyable pins, Shop the Look and promoted videos
- On Snapchat use Shoppable Stories

Also note: AOL Search converts really well.

Small retailers compete by using pop-ups, print ads, trade shows, billboards, trash can ads, focusing on their story, using long tail keyword research with content and paid ads (SEONick.com).

Recurring revenue and Subscription offers

Predictable cash flow
Predictable inventory needs
Higher valuation multiples
Biggest challenges - churn

Use: [SubscriptionCommerceInsider.com](#) and [cratejoy.com/box-insider](#)

Trends
Be on trend, what can you get ahead of?
Examples: Etailz.com - Eco-responsible products, GreenChef - cooking shows + monthly boxes

Use: [Trendwatching.com](#) and [Trendhunter.com](#)

Be customer focused. Pharmapacks.com has dedicated customer service reps who resolve complaints and appeal to Amazon to remove bad reviews.

Trustpilot.com for leveraging your customer reviews.
Wiser.com for pricing optimization

Bundling helps customers avoid decision fatigue and increase conversion rates as well as increased immediate average order value and lifetime customer values.

Harry's has starter sets, sleep sets. Find products that go together, find an affiliate relationship if you don't have it. Increase quantity and selection.

Have a strong referral program by letting customers "Invite friends" and earn points/discounts. for referrals.

Use:
Friendbuy
Referralcandy

3-Step Facebook Video Formula: What We've Learned From 273 Million Video Views

Keith Krance, Ralph Burns, Dominate Web Media

What We've Learned from 273 Million Video Views, 9.8 trillion impressions, $45 million in ad spend in 116 ad accounts and hundreds of millions in revenue generated

One video can change your business.

One video can change your life.

You can build your brand, get a higher ROI, or get the extra momentum you need to continue doing more video ads.

Keith Krance

- CEO: Dominate Web Media
- Co-host Perpetual Traffic

Book: [Complete Guide to Facebook Advertising](#)

His first few videos were terrible. He had to take several shots before he did them. You don't have to be good at them to get started. You just have to do them. You'll get better.

He was a pilot from 2000-2002, and then his entrepreneurial mind kicked in.

After reading [Rich Dad, Poor Dad](#), he decided to start his own business. He got into real estate and small franchises. Then in 2009, things changed and his business was in trouble. He was losing $20k - $30k a month.

That's when he turned to to internet. He changed his advertising from billboards to Facebook ads.

The One Video that Changed the Game

"[Facebook Advertising and Strategies](#)" - 39 minute training video that got him a new client

He worked 8-5 for this client. At night he worked on his business.

Tim Ferriss was a game changer for him as well. He used his training to hack his sleep and took power naps on his lunch break.

Want Long Lasting Campaigns?

Ad recall increases 74% after just 15 seconds of a video ad, and purchase intent increases 72% after just 10 seconds.

"The ear long remembers what the eye soon forgets." - Roy Williams, Book - [Secret Formulas of the Wizard of Ads](#)

Short-term advertising - the sprint - is a race for fools.

Is the person coming into your funnel with their guard up or down?

- Newspaper -> Facebook image ads (sprint)

- Yellow Pages -> Google (jog)

- Radio and TV -> Facebook video ads (marathon)

We remember what we HEAR more than what we SEE. (echoic advertising) You remember ad jingles better than the color of your neighbor's house. You start to hear the next song on your playlist before it starts.

Video ads combine sound AND image.

Video ads are NOT just a long-term play. You can use them for short-term and long-term play.

You can also build audiences of people who watch a certain percentage of your video. It costs much less to build your lists this way than to build is by getting someone to click to your website.

Exponential gains, especially in the long term.

NOW Facebook ads are auto-play with the sound on!!

Are you willing to do what it takes to dominate?

6 Principles from the Book [Contagious](#) by Jonah Berger

1. Social Currency - things that make people look good to talk about
2. Triggers - things that are cued by the social environment that make us reminded to talk about them

3. Emotion - when we care about something, we share it
4. Public - It's easier to imitate something that you can see someone else doing.
5. Practical Value - we like to share useful or valuable information
6. Stories - wrapping it up

A proven formula is not always YOUR formula.

3 Step Formula

Step 1: Stop the scroll - get ATTENTION (in first 3-10 seconds)

- Blatant hand motions
- Text overlay
- Odd pattern interrupt (motion, selfie-videos)

Step 2: Use the EDIE Formula

- Educate (Dominate Web Media - Game Changing Facebook Changes)
- Demonstrate (3 Biggest Facebook MISTAKES, Watch Me Create an eBook in Under 2 Minutes)
- Inform (Organify video - Green Juice on the Go - 11 Superfoods and What They Do for the Body)
- Entertain (Squatty Potty, Dollar Shave Club, Dollar Beard Club)

Step 3: CTA

- Get CTA's sprinkled in naturally (#1 Lesson Learned After $10 Million in Ad Spend - generates new customers for just $5 - even though video lighting is really bad)

It's all about that action. Get started and get fancy later. Every time you make a video, you will get better.

Make a connection with the audience. Lead with the heart. The mind will justify.

Only tools you need to get started: Iphone, tripod, animoto - Or hire someone on Fiverr or Upwork.

Download the 3-Step Video Ad Guide

www.DominateWebMedia.com/TC2017

The Profitability of Partnerships: How to Monetize Relational Equity and Grow Your Agency

Marcus Murphy, DigitalMarketer

Ryan Deiss introducing Marcus Murphy.

I think that direct response is essential when you first start.

To grow your business, if you have to go out and acquire a new customer from scratch every single time, it's going to take a really long time.

So a quality brand is a short cut.

They know you, like you, buy from you.

Partnerships, leverage.

Marcus Murphy was our account manager, and he did a really great job of listening to us and getting us to move. Finding someone who isn't overly pushy and getting them to move still is amazing.

What he brought was the perspective he's now going to give to you.

You don't have to acquire customers one at a time

With the right partnerships you can acquire 10k at a time.

I'm really excited to have Marcus on our team because he brings that talent but also gives us the opportunity to share that with you. We are believers in teaching what we do, and now this is something that we do as a results of Marcus.

Pay close attention.

Think about who already has the customers I want, but they aren't delivering what I plan on delivering? A slightly different design or result. Keep that in the back of your mind.

Marcus Murphy

Today we're talking about the profitability of partnerships.

You're missing a ton of money.

The profitability of partnerships.

About Marcus

- married 8 years
- beautiful daughter
- social/convo selling
- cut hair to pay for college

Epidemic of Profitability

- 62% of businesses don't make a profit.
- 95% of them will not make a million annually ever.
- 90% of businesses won't make it past 5 years.

A profitable company? It's not a unicorn.

1. Great product or service
2. Solid mission core values
3. Lead generator
4. Predictable sales processes/team
5. Excellent customer service
6. Badass partnerships

If you do not have a partnership in here you should have an ache in your stomach. If you don't have a great partner you need to pay attention.

Creating a Partner Avatar

What is your mission statement?

We want to double the size of 10,000 businesses by 2020.

This team cannot do this alone. We need partners to take our mission out to the world.

What are your core values?

- Earn trust
- Integrity
- No bullshit

Do you hire and fire to these?

Is it really about integrity, no bull shit? Do you hire and fire to these?

You have to think about this the same in partnerships. If any part of that is violated this is a waste of time.

I have literally turned down really good deals for Digital Marketer because the core values didn't align.

What's your partner profile?

- Marketing agency/dm agency
- 5-20 employees
- In business 1+ years
- 1-10 Mil Annual Revenue
- Automation implementation
- Web development
- Inbound marketer
- Marketing strategy

Who are your indirect competitors?
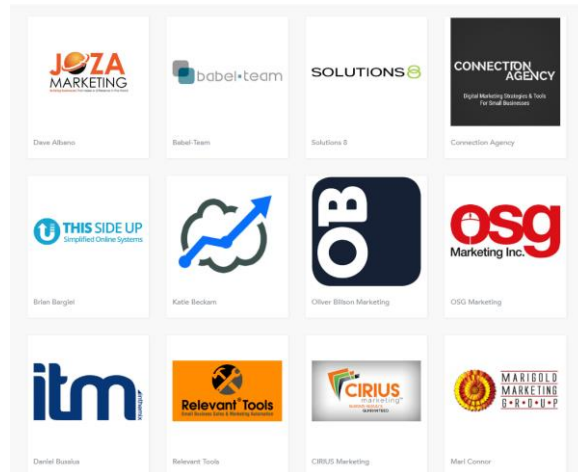
[OfficeVibe](http://...) - anonymous employee input.

They are our customers and we want to go to more people like us. What can I do for you?

The question I asked when I went to them was,"How can I put you in front of my community?"

The salespeople on my team wrote, "How do I sell more stuff?"

Value first.

What can I do to add value to products?

They will go out and provide value and sell more stuff on their own. Customer Value Journey.

Value first.

Find people who share your mission and values.

Who already has your ideal customers?

We wanted to charge 15k for wedding photos in your wedding photography business.

I wanted to walk in and have someone say they wanted 15k.

One night someone paid us 2k, and the next one paid us 10k.

I went and found the most high end people in the wedding industry and get into their circle. That's the same kind of avatar I needed to book a ten k wedding.

Be careful about reciprocity.

I used to say life is about reciprocity all the time.

Then I realized I got in this pattern, thank you, thank you, thank you. Every single person had this mindset, where we were not friends.

At what point does reciprocity move from relational to transactional?

Stop having a bunch of first dates.

Did you look your best? Pull out all the stops?

And then with those relationships you never get into the peelback of reality. If you're always "the best" they never figure out you don't wash your sheets. You need to be vulnerable in these relationships. They need to become transactional sooner.

I've got enough friends.

If you start at the relational side and stay too long, you can't pivot to make money. It's way more honest to be upfront and tell them you want to make money.

Problem with business development folks.

I sat around a table with a bunch of CEO's and they all just wanted to do the shake and howdy. It was all bullshit. You're sitting around the table all doing the dance.

Be transparent and you won't feel **ICKY.**

What's the #1 thing you can do to add value?

What would your selfish ask be after you've added value?

What was the actual transactional piece you would ask someone and how would you do it.

[Proposify](#) Example:

CEO has been trying to get me to go up there for a long time. 2 years ago I brought him on stage and asked him how you grew when you were on Time Magazine.

He came up and said, yeah I'll be on your stage. He was shy. When he came along he'd come along and get better and better. I always told him upfront, I want to work together. What you have and I have could do beautiful things together.

This year he told me I was the best salesman ever because it turned into a 50k deal. We were friends, we made money together.

Knowing Your Role

Michael Jordan & Scottie Pippen

These two did everything together. Won six championships. I'm just saying everyone needs a Scottie Pippen. They need someone that's going to let you be Michael and add all the value to get to the championships. They are best friends. They are best friends because they accomplish a lot together. They worked hard together.

Who is your Scottie Pippen?

Shared core values, same customer base, kind of on their grind, who/what business are they? *Name your 3 Scottie Pippens.*

Start thinking about the company that's going to take you for the next level.

Creating The Vision For Partnerships

Most of you in here won't give a shit about this five minutes from now. You don't know how you're going to talk to people.

Does anyone sit on a plane for 20 hours and just never look at anyone?

Who talks to people on planes? You're the weirdo!

I just want you to have the right attitude about the whole thing.

I'll share an equation for that.

$$A(SK + G = PBC \rightarrow V)$$

V = Vision

How many of you have been down the road on a great opportunity and go, holy shit how did i get here?

If you don't have a vision you can't say no to stuff, successful people say no to everything because when they say yes it means something.

I can say no because I know where I'm going.

PBC = Positive Behavioural Change

This is incredible. You have to be very intentional about the people you allow into your life. The top 5 people in your life is going to influence it.

They absolutely influence you.

What about the people don't believe in your dream? That's super fucking hard.

Do you think that has a detrimental effect? *Hell yes.*

It causes the hard stuff we have to get to that decision.

This is a checks and balances decision here.

If you aren't willing to make the hard choices, then you don't believe in your vision.

If you can't kick out Sally because she's funny, but not really getting anywhere.

G = Goals

Anyone write on the mirror with dry erase? I do it all over.

My biggest thing with goals is if you don't see your goals, they won't ever happen.

We set goals once a year. January. Gym runs specials in January, people join, and then February comes and they quit.

You have to be able to see them. I use post it notes everywhere.

Make you goal visible. It needs to be strong, and you need to see it.

SK = Skills and Knowledge

My grandpa had a 3rd grade education. Multimillionaire. Black, from the south, lived through segregation.

I don't care about the pedigree. I have met a lot of really successful "uneducated" people.

When it comes down to reading, we as a country are terrible. The average book consumption number in America is...

Half a book a year.

<u>Leaders are readers.</u>

What you put in your brain, you can control that.

You have a choice about what you consume.

It's my life - it's very short. Make sure you're not wasting it. If they're wasting it, bow out. Don't waste it. Protect your time.

A = Attitude

Attitude can ruin it. You can have vision, you can know where you're going, you can change everything, your wife can divorce you, and it comes down to one thing. If your mindset is messed up, you'll never get there.

When it comes to partnerships, that's where everyone fails.

You hear about all the academics, but when you get to this A, you don't care that much. You have to care.

Where you want to go comes with a mindset. If you're open to it, and have a good attitude, it's going to expedite what you're trying to do.

The Hollywood Story Formula That Sell Products, Brands and You!

Perry Belcher, DigitalMarketer

"How to Create Gripping Stories that People Just Can't Get Enough Of"

The power of story is super important in everything you do.

Every year Perry studies something different - copywriting, politics speech writing, prime apes (what I've learned from monkeys and politicians). Now he's studying storytelling.

Telling stories is easy once you get good at it.

A bad story is better than good information.

People do amazing things based on stories (Hitler, Edison, Trump).

Sir John Montagu
- Like to eat and play cards
- Loved to play cards 17-18 hrs a day
- Created the sandwich so he could play cards and eat at the same time

It's a sucky story, but you'll remember the story.

The brain processes things differently - it processes stories differently than other information.

HOW OUR BRAIN PROCESSES STORIES

BROCA'S & WERNICKE'S AREA

INSULA AREA & FRONTAL CORTEX
RECALL & INCLUSION
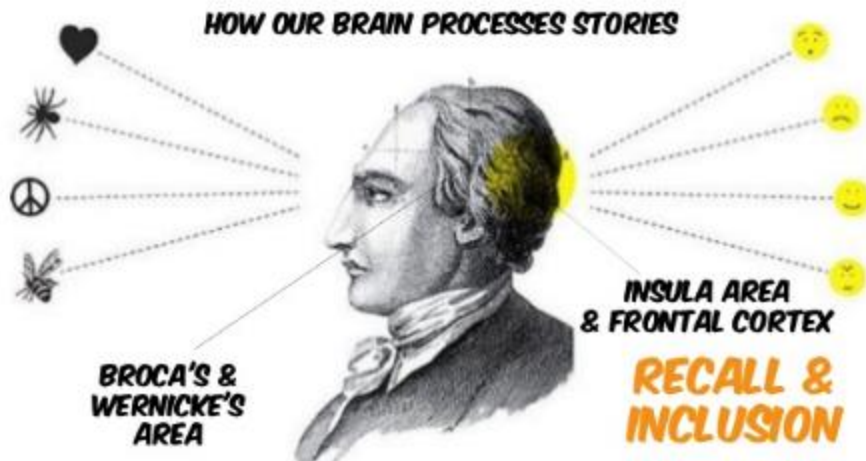
When you tell a person information, it goes to the words language and sounds area of the brain. But when you tell a story, it's completely different. It goes to the area for recall and logic.

One of the biggest parts of the story is the audience itself.

You know where you were on 9/11, but you don't know where you were on June 17, 2001, because there's no story for June17, 2001.

Drama is the glue that holds the story together.

Nothing is interesting other than trouble.

When you go on vacation all you talk about is what went wrong. People only want to hear the crazy story.

Set the Scene

"WHAT SETS THE SCENE?"
- COLOR
- SEASON
- TIME
- TEXTURE
- GEOGRAPHY
- MOOD
- LOUD/QUITE
- LIGHT / DARK
- HOT / COLD
- AWKWARD
- PRESSURE
- MINDSET

No one does this better than country music writers.

Steven king is a master at setting the scene, read his books to learn how to set a scene.

- Have an inciting incident within 1 minute of your story or less. (It's the key to all good drama and stories)
- You have to build tension and conflict
- There have to obstacles
- Then things get worse
- There's a villain introduced
- Things get worse
- Love interest
- Sidekick
- Minor victory
- Seems like it's impossible
- Miraculously the hero overcomes and there's relief
- Villain loses / lessons learned

Examples that use this formula:

- Die Hard
- Shrek
- Tommy Boy

Nothing is more interesting than trouble.

How to Use Your New Powers

- Develop deeper relationships fast
- Raise money for projects
- Bring life to your company

- Humanize your products and services (Tom's Shoes)
- Make sales in person

There are true stories all over youtube and facebook - don't invent stories.

Homework - Watch 10 movies with the screen play on your lap

Resource: Scriptologist.com

Email Marketing In a Nutshell

Richard Lindner, DigitalMarketer

What To Expect
- Understand the role of email marketing in growing your business
- Learn 5 phases of email marketing, goal and sequence of each phase
- Who on the team should own the email marketing role
- Learn more about the training that DM offers

The Role of Email Marketing
- Branding
- Referrals
- Engagement
- Reactivation
- Direct Sales
- Generating Traffic

The Goal of Email Marketing
- Assist and expedite in the moving a customer from one stage of the value journey to the next level.
- Where are people stuck in your value journey (start there)

What types of emails are needed to move customers
- Transactional
- Relational
- Promotional

Most only do 1 & 3.

Transactional Emails
- Order confirmation (5x open rate on these types of emails)
- Purchase Receipts
- Shipping Notices (when a product leaves the warehouse)
- Account Creation (login info)
- Return Confirmation (product is returned to the seller – RMA)

- Support Tickets
- Password Reminders
- Unsubscribe Confirmation

Put an offer in the transactional emails (!!!) – Support and Unsubscribe

Email Facts
- Average rev per transactional email is 2-5x higher than standard bulk email
- 50% more sales ready leads at 33% lower cost

Relational Emails
- New Subscriber Welcome (indoctrination emails – introduce your brand and what they can expect)
- Gated Content Delivery (successful free transaction)
- Newsletter / Blog Articles (distribute the content)
- Webinar Confirmation
- Survey / Review
- Social Update
- Contest Announcement
- Referral Request

66% of consumers bought online as a direct result of an email marketing message

Promotional Emails
- Promotional Content (Content and Promotional Emails)
- New Gated Content
- Sales Announcement
- New Product Release
- Webinar Announcement
- Event Announcement
- Trial Offers
- Upgrade Offers

When should you send what type of email and who do you send it to?

Two Types of emails that you should broadcast to your entire database.
Promotions & Content and everything else should be triggered by a specific action or behavior.

Warning: Just because you can trigger a message, doesn't mean you should ….

Don't over segment your audience.

Triggering that does work
- Subscriber Welcome (what value are you adding to their lives)
- Lead magnet
- Registration confirmation
- Purchase receipt
- Segmented promo (read, engage, clicks and triggers a custom campaign)
- Referral request
- Cart abandonment
- ReEngagement

The Method – Principals of Well Executed

5 Phases of Email Marketing
1. Indoctrination
2. Engagement with your brand
3. Ascension
4. Segmentation
5. Re-Engagement

Indoctrination
- Triggered campaign send immediately following initial subscription
- Engagement Campaign
- Segmentation Campaign (send more emails to the people who are engaging)
- Re-Engagement Campaign
- Try to get them to re-engage – open and click my emails
- Indoctrination Campaign (Welcome New Subscribers)
- Be an authority (authoritative)

Indoctrination Campaign Storyboard

1. Welcome and introduce new subscribers to your brand
2. Restate the benefits of being a subscriber
3. Tell them what to expect
4. Tell them what to do next
5. Encourage whitelisting

6. Put your best foot forward (new subscribers get older content that crushed)

7. Campaign length 1 to 3 emails

Engagement Campaign Storyboard

1. Turns subscribers into converts (What is a conversion?)

2. References the previous positive action

3. Overcomes (or inoculates against) known objections

4. Prescribes the next logical step

5. Asks for the order

Ascension Campaign Storyboard

1. Most important: reference the previous POSITIVE action

2. Overcomes (or inoculates against) known objections

3. Prescribes the next logical step

4. Turns ordinary buyers into multi-buyers

5. Increase the trust and authority they have for your brand

6. Ascends them from a customer to a raving fan

Two Important Questions
    1. What is the next step I want them to take?
    2. Do I have any reason to believe they are ready to take that step?? ** HUGE **

Warning: It Does Hurt To Ask!

Ways to Segment

1. Use content

2. Use special offers

3. Use events

What if they don't open your emails?

Re-engagement Campaign Storyboard

1. Calls out inactive subscribers

2. Encourages them to re-engage with your emails

3. Reminds them of the benefits of being a subscriber

4. Tells them what they've missed

5. Lowers complaints

6. Increases deliverability

Add some sort of ask campaign and re-engagement campaign.

Stop emailing them if the new campaign doesn't work

Email Deliverability = Engagement

Email Marketing Metrics
- List growth
- Email Delivery Rate
- Email Open Rate
- Clickthrough Rate
- Unsubscribe & Complaint Rate

Keynote: Wicked Smart Contest: Mind-Blowing Marketing Tactics You Can Implement Now

Roland Frasier, Perry Belcher

This is a Mastermind, "Wicked Smart" where everyone submits what's working now and they vote on it. Each presenter has 5 minutes to present their topic.

[Syed Balkhi](), founder of Optin Monster, WP Beginner, etc

Use [Buzzsumo alerts]() which notifies you who mentioned you on web. Anytime you get a notification and someone has not linked to you, send them an email asking for a link.

They were able to get:

- 100+ organic backlinks every month with a simple SEO strategy
- 500 5 star reviews in one month
- Reduced involuntary churn by 20%
- Position zero hacking

Sample email:

Hey {First name}

I saw your blog post today and wanted to thank you for mentioning {your company}.

I really appreciate the kind words.

I noticed that {you or your author} forgot to link to {your company} making it harder for your users to find the tool that you're recommending.

Do you think it's possible to update the article and turn that mention into a link?

Thanks once again for mentioning us.

Use Timely In-App Ask, ask them to boost.

Use a P.S. in newsletters

Reduce cue involuntary churn (failed payments etc)

Card updater only gets you so far, use a frictionless card updater with tool a called Churn Buster

Things that help with Position Zero Hacking

- Tables Tablepress plugin for wordpress
- Charts
- Lists items, bullet items
- Headings with Numbers
- Heading with questions (followed by Answers)

Answerthepublic.com to get questions
Bloomberry.com by buzzsumo pulls questions from any industry
SEMRush to edit articles and filter by keywords

Kevin Harrington, has been in the infomercial business since the 1980's.

Has promoted over 500 products since 1984, Jack Lalanne juicer for example.

What if you don't have money and you want to launch a product?

Find people you can use, like a lawyer, who would put up legal fees for a piece of the deal and/or engineers who would do the same thing. Then find a manufacturer for free, etc.

You don't have to give away half of your profits like they do on Shark Tank. Kevin has names and numbers for people to product an infomercial (like Blue Water Media who will produce for a piece of the action).

There are companies that will finance your media.

In an average launch for an infomercial, you could be looking at a $250,000 investment. If you can save that and get little things done along the way instead of giving away your whole company, do so. Make sure when you are licensing and bringing on partners you are protecting yourself.

There's radio to advertise, a company called Catalog Solutions to put your product into the proper catalogs, CSA that will take you into shopping channels like QVC.

Ezra Firestone

67% of people start shopping on one device and continue on another

33% of people who show interest on a mobile ad convert on desktop.

People are moving to bigger devices to make purchases.

Use awareness ads that are designed to engage running only on mobile devices.

Use retargeting ads run on tablets and desktops.

Mimic user behavior.

What if you asked:

- How many competitor products do you currently have?
- How much do my competitors products cost?
- What's your margins on my competitors products?
- Can you stop selling my competitors products?

Assuming your product quality is:

- Higher quality
- Margins are 20%+ than competitors
- Better terms
- Better online reviews

How to Hijack competitors retailers:

- Buy all your competitors inventory
- Give retailer 100% what they paid for
- Create artificial scarcity window for buybacks
- Liquidate competitor inventory
- 2 year buyback, NET 90, free shipping

This method

1. Discovered competitors cost
2. Adjusted margin to be at least 20%
3. Liquiried all competitors inventory
4. Destroyed price integrity
5. Retailer converted into customer

To destroy price integrity, when you get inventory you'll get the PO from your competitor. You'll know how much they cost. Adjust margins to be at least 20%.

Target email, openers and clickers. 14 days and 30 days

Communicate to people based on how they've interacted

Create dynamic groups of people based on what they've done and sync them to FB audiences and target them differently as opposed to people who visit website

8 Emotions that Drive Engagement

- Be in the know
- Comfort
- Connect
- Find
- Entertain
- Feel good
- Inspire
- Update socially

[Syncsumo tool](#) for Facebook lead ads

Create lookalike audiences based on buyers who bought twice.

Conversion assets - send an email to all buyers to incentivize them to give a video review for a gift certificate in different message formats. Use them in ads, in all of marketing.

Graham Clark

Organic social media marketing, how do we go back and build these organic brands? We should be concentrating on video.

[Tubularinsights.com](#)

- Educate (Ex: how to start a fire video, retargeting them later with products)
- Entertain
- Top down videos (chip back hacks with cheetos)
- Using this to create a product line on the back end

Amanda Dobson, DM consultant

Customizable tool to increase optins on site, [Hello Bar tool](#)

Box that asks Yes/No question creates 1,000 extra optins a month

Give them something else that's related to what they are looking for

Customized optins yielded a 9x higher earning per visitor than a regular site visitor

The trick is to keeping specific to that blog category

Use ringless voicemail. They get a voicemail but the phone does not ring. Look for a provider that will give you a volume discount. You can find services between 5 and 10 per delivered voice mail.

Sell multiples

Offer related/complementary products

Reach out to affiliates with ringless voicemail
Stratus networks for Ringless VoiceMail

A text messaging solution that works inside of a funnel
Fixyourfunnel

Facebook Messenger Bots: Leveraging Artificial Intelligence for Profit

Ezra Firestone

Let's review the game we are playing as business owners: The goal is to create a relationship and to build some intimacy around a collective experience a group of people are having.

- Relationship
- Collective Experience
- Intimacy
- Value

[Smart Marketer](#)
[Zipify](#)

Your brand needs to take a stand for something. Touch has taken over on screens.
The digital medium has gone mobile in shorter periods of time but more frequently.

- 33% of people who show interest on a mobile ad convert to desktop.
- 67% of consumers start shopping on one device and continue on another.
- More than 60% of adults have two or more devices.
- People are moving to bigger devices to make purchase decisions.
- Mobile use causes fragmentation, there are over 194 different channels where content is being consumed on.
- For every 1 in 5 minutes ,digital consumption in the US is either on Facebook or InstaGram.

Think of your business as a group of people and multiple communication platforms.

Emails and ads are still the two big channels. We also have desktop push notifications, FB Messenger, lists and mobile push notifications.

Use [PushCrew.com](#) for desktop notifications.

If you have over 1,000 customers, you should iframe your website on a mobile app and run ads to your customers to download your mobile app. As you have blog posts, sales, communications, etc. you want to mobile push to them.

Facebook Messenger Lists

A chatbot is designed to engage in a conversation and give people access to data they want without having to speak to a human.

Within a year, they will be everywhere. This trend is called the Conversational Economy.

Remember when everyone was saying "you need an app", now everyone needs a chatbot.

Bots are the future of the way we communicate, shop, travel, book things, and use other services. People are sending some of their most intimate things through messenger and they enjoy using it. Facebook has opened their API to services. You can now order your Uber from Facebook Messenger for example.

The place you want to start is at the bottom of your funnel event.

For example:

People who visit the cart but did not buy, use messenger bots with retargeting ads. They have seen a 30% reduction in CPA using this.

Setting up a Campaign

- In Facebook, create a campaign where the objective is traffic (Choose: traffic under Campaign Details).
- Next, create an ad set, and in the settings, uncheck everything except for "Facebook feeds".
- Next, under "Traffic", select 'Website or Messenger', then set up your budget, start and end time, and say who you want to target.
- Under "Optimization & Deliver" set it for for 'Link Clicks'.
- Then set up your ad, and under "Destination, instead of a website URL, select "Messenger Text". This content will show up in Messenger along with the image.

Incentivize people to buy with a discount.

> For ex: "Reply to this message with the word "coupon" to get 10% OFF on XXX"
> "Or ask us any questions you have and we'll ping you back with a response"
> Include a link to the product page in the message too

Tip: If you offer a discount, say 10% have your reply word ("Coupon" for example), also work when they try to get the 10% discount at the time of order as well. For example, if your reply

message to the customer says "Enter in the word "Cindy" when you checkout to get your discount" also have the word "coupon" work as well, since a lot of people make this mistake.

Uses ManyChat for the service. Create an automation, and put in the keywords you want to trigger the event (include misspellings too). The editor is drag and drop. When someone messages your page with a query, they will get the corresponding message. It's another way of emailing subscribers.

Automation at the onset:

When they first message you, set up a welcome message. Let them know it's a chatbot. It's a good way to help people get what they are looking for. You can say, "Someone will get back to your shortly, but in the meantime…."

You can create a tailored communication as to what they are asking about.

Whatever people are clicking on most, do more of that.

After testing, their sales have increased mostly due to this new method.

You can also use this software to broadcast to customers and your community. For now, the open rates and click rates are very high.

If you broadcast, ask permission to contact.

Email your community asking them to FB message you. "Because you communicated with us, we have a gift for you. Facebook message us for this special deal".

Use your other channels to get them to communicate with this channel. You're not going to upset people if you give them offers, are polite, etc. and these communication methods are easy to opt out of.

Soon, there will be integrated social commerce and customers will be able to make purchases through Facebook. "Click here to purchase for the discount"

They have found that people who buy from us like us. Email 1x buyers an extra discount. If you have multiple products and you run a sale, they have found that they are able to get anyone who buys from them once during the sale event, 10% will buy a second time within the next 3 days.

The more revenue you have to generate, the more you have to provide the most value back to your customer.

Customer Journey ROI: The Metamorphosis from "Spray and Pray Marketing" to Data Driven Decisions

Scott Desgrosseilliers

http://WickedReports.com

The Metamorphosis from "Spray and Pray Marketing" to Data Driven Decisions

Guru and speaker advice carries risk because it can't take into account all the forces in play in your business.

- Market Maturity
- Your Existing Marketing Language
- Your Customer's Journey
- Your Acquisition Channels
- Time

Everything you hear about happened some time in the past. It may or not work for you.

You need something to give you an edge.

Fortunately, there is a solution....

DATA

Data can be mapped to a cookbook of actions based on signals that incrementally grow your business.

Diet Evolution

Whole Grains -> Weight Watchers -> NonFat -> Paleo -> Holistic Systems

Data Evolution

Pie Chart of sales -> Cost per click -> conversion rates -> last click sales attribution -> customer journey ROI

Mark Murrell - http://GetMaineLobster.com - evolved from "spray and pray" marketing to data-driven decisions

Sales Velocity = First Order Date - First Optin Date

- How fast do new leads buy?
- Lifetime conversion rate - what percent of new leads ever make a purchase?

84% of purchases buy at 0 days - a lot of their leads come from people who already bought - Groupon

Facebook Sales Velocity

- How fast do new Facebook leads buy?
- Lifetime conversion rate - What percent of Facebook leads ever become customers?

Only 4 percent have ever bought.

The 95 / 5 Rule Applies

Only 4.1% of leads from FB every buy...

1,956 customers

And yet...

Ad cost = $113,855
Revenue = $784,758

Different channels have different conversion rates, sales velocities, ROIs.

- Do you have a long sales cycle?
- Do you have recurring membership payments?
- Are you looking only at the last click of the customer journey?
- Are your leads not to the buying stage yet?

Customer Journey

- Awareness = Online ads (first click)
- Consideration Social ads (first opt in)
- Purchase -> Ecommerce (last click before purchase)
- Retention
- Advocacy -> Opt in

You need to know where your customers are coming from.

Why should you care?

GetMaineLobster.com Facebook Ad Campaign

Strategy: Drive new leads to an optin page for a 52% off coupon

Video: When Maine lobster is on the menu, memories are made.

How did it do?

Last-click ROI stays the same since the ad stopped running Oct 7th, 2015.

According to the ad view, Mark lost $5,000.

But if you look at the customer journey ROI over time, he actually has a profit of $320,000 and he has new customers.

Intents -> Customer Journey ROI Signals

Customers often take time to buy
- Need more education
- Higher price point

First optin measures whether the ad found leads that eventually became customers.

Focus the money where the good leads are. Go for ROI and not for cost per click.Cheap traffic may not product revenue

ROI = (revenue-cost)/cost

When to Send All These Emails?

- When do people buy lobster usually?
- When are people clicking on my list?
- When do people join my list?

Data-Driven Email Growth

What stats are most important?

Open rates?
Opt-out rates?
Click-through rates?
Sales conversion rates?

Revenue?

Let's look at some examples to see...

1. Subject line: I ran a half-marathon yesterday…

- Sent to blog post…
- Open rate = 11%
- Clicks = 0.8%
- Average Sales = 10 sales for $2,107
- Sales from this email = 37 sales for $7,241
- 3.4 times more money than his average.

Try to beat your email sales average.

Sales are the ultimate signal of if your email worked.

2. Flag Day Results

- Coupon to main page of site.
- 0.8% click rate
- 64 sales for $10,724
- 5 times more money than average.

3. 19-day Nurture Sequence

- Clicks = 5%
- 3 sales for $665
- 3x less money than his average email
- Less revenue in 19 days than his average email.
- Click trend went down with each email.

Look at your revenue per email - not your open rate.

Open rates don't measure don't measure whether an email is successful.

Send an email and measure the revenue. If it's better than average, repeat. If it's worse than average, abandon it and try something else.
4. Mark's' Birthday Email

- Sent straight to store homepage
- Click rate = 1.4%
- 1-2 sales for $18,736
- 8.9 times more money than his average email.

Digital Micro Moments

Amy Swartz

Google - Winning the biggest opportunity in the smallest moments

Today we're going to talk about some very interesting things. The secrets I can share, I will.

As agencies, having our clients touch consumers is getting harder.

Mobile has changed how we act and react in life.

Immediacy of Action

- 62% of smartphone users are more likely to take action right away on smart phones
- High expectations
- 77% of those who encounter a slow mobile site don't come back
- There are trillions of searches on google every year. Half of them are mobile.

When I moved to Manhattan, I got a lot less space there. I gave up my clock radio. Using your phone as an alarm works. What's very important when you're working with clients is you help them realize that.

We don't actually go online, we *live* online.

We all live online. How do we help in that moment get your client's message out?

People check their phones an average of 150 times a day, at 1 minute 22 seconds each time.

In those moments, there are times I don't want to be bothered, like if I'm texting a friend to go out to dinner.

There are other moments when I'm in a city and want a restaurant and want help.

Help clients figure out exactly what their customer wants at what moment.

Nomophobia is the irrational fear of being without your mobile phone or being unable to use your phone for some reason, such as the absence of a signal or running out of minutes or battery power.

Micro-Moments

How do we get our clients to find customers?

How do we get them to stand outside of that noise and get ROI?

How do we do that at scale?

Get the right customers at scale?

When we get rid of the clutter.

Reach Qualified Customers At Scale

Google has 1b+ users every day.

We put them into a framework to chat about this.

I want to…

- Watch
- Know
- Go
- Do
- Buy

What I Want To Know Moment

In n Out Burger. When my father would come to visit me in South California, I'd take him to nice restaurants. We went to In n Out for a burger, and the first thing he did was come home and Google how to make the sauce for the burger. He was 84 when this happened.

What I Want to Do Moment

I can never seem to know how to hook my printer up to my bluetooth. So I had to look it up on YouTube. That moment in time I don't need a new printer, but I will need ink, paper. It's a great time for an office supplier to be advertising. Giving people the confidence to know you can help them later on.

What I Want To Watch

The first five seconds need to grab attention. Then they research even farther up the funnel.

Where I Want To Go

Restaurants. Travel, have to go somewhere. Forgotten toothbrush. Near me searches. As mobile because more and more important, the near me searches are increasing more and more.

What I Want To Buy

In an appliance store looking at a new fridge, a fancy one that's gonna pay my mortgage, tell me my milk is half full, etc.

People pull out their device and start shopping price. When they're in a store shopping for this, that's a great time to sell or steal them.

What is the experience from desktop to mobile?

Are we satisfying the needs all along the journey?

Mobile Website

6 Part Mobile Site User Experience

1. Landing page is clear
2. Menu is friendly
3. Right functionality on the website
4. Pinch and zoom
5. Ad blockers
6. Click to call

What do they dislike most about browsing?

Slow page load. 46%

Page speed = $$$

3 seconds to 5 seconds, higher than that and you double bounce rates.

Top 5 Solutions For Mobile

- Make sure site is visible and ensure results are relevant.
- Implement filters to improve mobile search usability
- Design efficient forms with streamlined entry or use click to call for complex tasks
- Let users purchase as guests, PLEASE
- Make it easy to convert on a different device

90% of people do not purchase the first time they get to the site.

Testmysite.thinkwithgoogle.com/

Let's say that you have a client, and a family member built their website. We really have to be careful if their baby's ugly. This is a great way to show them what's working well in their site and what needs to be modified because their ad dollars are going to stretch and they'll get a better return when people can find what they're looking for. We're less useful than ever.

Be There

You have a chance to win your competitor's customers.

Smartphone users have purchased from a company or a brand other than the one they were seeking.

Printer story, when I do need ink or paper later on, I'm more likely to go with who gave me good info all along the way.

If speed thrills, friction kills.

Speed, speed, speed.

- $\frac{1}{5}$ dissatisfied and never return is slow
- Eliminate steps. The more steps the less likely people are to complete the purchase.
- Anticipate what someone is looking for and have it already set to go.
- Have a call to action, take advantage of gps capabilities.
- Use past behaviours.

Micro-Moments Checklist

Be There
- identify moments
- understand your share of intent

Be Useful
- tap into your audience's passions
- Create snackable educational content
- Use location signals
- Promote how to video
- Empower purchases on all channels

Be Quick

- Drive measurable results

If my TV is blinking signalling its dying, I'm going to look.

Pie Example:
If I'm at a restaurant and a server gives me pie, I'm happy.

Who gets credit for my happiness? *The server.*

The person who grew the berries, the bakery, they don't. That server gets praised. No different with search. Last click attribution. All along the way the clients need to see the value of reaching out and touching their clients all along the way.

I'm happy I get to work with premiere partners, one of the partners here is [Invisible PPC.](#) We thought it would be helpful to show some case studies.

Rob Warner

Runs a white label adwords firm. We only work with agencies.

What that means is we got to see agencies that are small, big, old, new, transferred from offline to online media. We see the whole space. We're world wide.

The point I'm telling you is to say we see more agencies than the vast majority of business will ever see and we can bring that data to you. From many sources.

Micro-Moments mean we live in a mobile first world.

Design mobile websites FIRST. That's where the world is going.

School-Lead Gen

Before
- Cost $335
- Mobile conversion rate 3.9%
- Cost per mobile lead $390
- Leads per month 44

Not converting well. The mobile traffic was below 4% converting. We did some work and got involved.

After
- Cost $75
- Mobile conversion rate 6.95%

- Cost per mobile lead $102
- Leads per month 121

* Client goal on takeover 150 cost per lead

Think about that from a business owner perspective.

Every month they have an extra 192k in sales opportunities.

Our Plan

- Fast loading mobile optimized landing page. Hyper fast, hyper easy. Conversions went way up.

- Campaign optimized for mobile performance. Things like bidding on right keywords in google ads, bid better, click to call, mobile extension, etc

What that meant was the cost was plummeting and conversions were going up.

Locksmith Example

Know when your customer are likely to want your service.

People who are locked out of their car or house are not at a desktop...

Results
- 107 inquiries a month
- 103 of these by phone
- 30.75% conversion rate
- Cost per lead $16.63
- Average client value $200

Clicks by Device
- Tablet 2.9%
- Desktop 27.3%
- Phone 69.8%

For the locksmith it's all about being there. Go to near as 100% impression share and run high ads. That's where the money is. If you're not there and miss that one search, you'll miss a client.

Roofer Example

Know what works and leverage it for your clients.

- First timers are nervous
- Results need to be quick
- Outcomes need to be valuable

Client results after two weeks
- Total spend $241
- 7 inquiries received - all by phone
- Cost per lead $34

Average customer value 25k

We bid on mobile and got those results.

Once you've got a mobile template that works don't try and reinvent every single mobile site. Copy, color, branding changes, but not the rest. Use the call to action, home clicks, simple, fast, you'll convert at a far higher rate.

Mobile first, planning for mobile environment, and implementing those strategies and we win.

Upside Down Content: How We Got 62,898,992 "FREE" Organic Visitors in 2016

Perry Belcher, Keren Kang

Use our system to choose your topics, create your content, and share it everywhere!

There is a big difference in SEO and content marketing.

Keren Kang - Actually got 87 million organic clicks in 2016

Perry Belcher

- Co-founder Digital Marketer
- Co-founder Native Commerce
- Co-founder Digital Retailers' Association

The goal used to be to get your content in Huffington Post. Now the goal is to be able to get your content in as may places as possible.

- Microsites - everyone who's not the huffpo
- Build a network of microsites
- Allow them to grow in the fields that they're in

2014 - average cost per click $1.02
2016 - average cost per click - $2.14 = 102% increase

FB announced in 2017 they will reach max ad saturation. It's going to get harder to buy content and if you can get it, it's going to get expensive.

Where are you going to get traffic from?

- SEO - You need worthy content
- Social - You need worthy content
- PPC - You need worthy content

The secret is hard work and a lot of it

You won't be able to buy traffic to crappy content.

They will favor those that have great content.

Content marketing is a long-term relationship, not a one-night stand.

Only buys 20% of their traffic the rest is organic - took about a year to get there.

You Need a Customer Avatar

Give it a face.
Give it a name.

Sally the Dog Owner

"Ever since I was a kid I've had a cat or a dog in the house and don't think I could live without my pet. As I've become more aware of the nasty ingredients in pet food, I've started to shop more carefully for other pet products as well as learn what I can do to make my home safer for my pet."

Demographics
Gender: Female
Age Range: 25-60
Income: $50,000 – $120,000
Ubanicity: Suburban and Urban
Education: Mix of college and undergrad
Race: White, Black, Asian, Hispanic, Mix

Identifiers
Buzzwords: Pet friendly, organic, natural, anti-biotics free.

Mannerism: I am positive, I love to live life and be inspired. I have an appreciation and respect for animals.

1. Gender
2. Age
3. Income
4. Urban/Rural
5. Education
6. Race
7. Vocabulary
8. Mannerisms
9. Movies
10. Books
11. Magazines
12. Blogs
13. Conferences
14. Challenges
15. Joys

When you are building your content, you want to be talking to one person. Just like when you're writing an offer. You need to know where your person is and how can you reach them.

People make a lot of mistakes talking about niche marketing. The smaller you grind down your audience, the more you will struggle. In this way the broader the better you will do

It makes it easier to weave a story in if you can be general.

Cichlid Fish Example

For 100 years cichlid were "trash" fish.Then some day someone said that they'll pay 5 cent per lbs to make them cat food. So now they're making money on the trash fish and getting bank on tuna.

Cast a huge net and then sort it.

The System

First, give them exactly what they're looking for.

Use real language versus tech language.

Find out what questions people are asking.

Resource: AnswerthePublic.com - Search engine of questions

Look up every way people search for your terms.

If you had a site and answered all these questions about bath bombs, do you think you'd be the best site on the web for this topic?

Resource: FreshKey - Pulls autosuggest from google amazon youtube
It pulls the latest info.

Now that you know the topics you want to talk make a master list. Takes a year usually to fill in all the blanks. No one else is doing this. It's worth it.

Featured Posts - recommended two per week

How to be an expert in a market without ever hiring an expert
$100 investment over a year
Start getting return after 3-6 months

1300-1500 word essay = featured post

Ask for expert interviews at HARO.

Find 3 points of interest. (tacos, taco restaurant owner, taco manufacturer)

Find 3 to get interviewed.

Then go to [SOP journalists](#) and find a journalist to do the interview.

These are all real journalist and they have been very accomplished.

Example - Politics for texas has 180 journalists

Click the sample links and see WHO he worked for, Houston Chronicle. You know THEY vetted him, you don't have to.

Cost $200-300 to get this content done but it's amazing good.

Got their switchblade article to position #1. This one post gets 200-300 visitors a day. And it will forever.

ROI after 30-60 days and then into forever.

Fishbone Posts - 1 per month

Write around 200 characters for each part of your post. Put in an image, and then link out to the best website in the world answering the questions.

That's how you serve the reader, make some friends, and start building your site.

They have a homesteading post that gets about 4,000 visitors per day.

Reference Posts - 3 to 5 per week

Go back to the your fishbone posts. Create a post better than the one we originally referenced.

Infographics - 1 per month

HUGE for Pinterest

Can cost $1300 a piece if done right - don't go to fiverr

Shareable Videos - 1 per month

Explainer videos
Top down videos on FB

Example:

If you don't have good content you can't spend the money, but if you do have great content you can spend the money.

Optimize Everything for Search

Has several sites that all rank for parachord projects

Make sure you are using words Google likes and doesn't think are spammy.

Resource: http://lsigraph.com/

Share all over social media

AppSumo Share On - they use the free one

Tested 17 plugins, and AppSumo worked the best.

Google notices when you send links in email and SMS so they have more weight because they can't be faked.

Don't ignore social.

Not enough to have great content - that content needs to be EVERYWHERE

Have on other people's Pinterest boards - Pin to your board first, then go put it on other network boards.

Gun carrier and survival life get the most traffic from pinterest.

Email your list 2-3 times a week.

- 2 times with content/links to post
- 3rd a digest of all the content you put out that week

They make the most money from content traffic - not from what they sell in the post
They retarget people who read the post. Then show them ads.

Resource Books:

The Content Code
Trust Me, I'm Lying
Everybody Writes

Keren Kang

Not just about the salary of content creators, also about training them.

ALWAYS QA every piece of content you put out.

Native commerce will make up a plan for you for about $1,000 and you can do a call to go over it, you can have them train your people for 3 days in person. Or you can have them do turnkey.

If you hire one person you're going to fail. You need a team.

People are different and each job needs a different kind of personality.

Costs as much as one employee to have DigitalMarketer take care of all of it for you.

4 Wicked Smart Ways to Get More Out of the Traffic You Already Have

Molly Pittman, Justin Rondeau, DigitalMarketer

Traffic is not always the answer to what you need in your business. Traffic and optimization go together and each thing can have a negative effect on each other, so it's important to work together as a team.

Whenever you're looking at your page, there are 4 factors that tell whether it's going to convert or not. The user experience might be off, the design might not flow with the page...

Once people are on the page, how can we get them to do what we want to do?

#1 - Provide options using on-site retargeting

Case study: "Try DM Lab for just $1 today." If they start scrolling down the DM Lab page, they are hit with a $1 offer. If they click that, they are pushed right in and they order. When the $1 trial was added, it took people who had zero interest and turned them into residue income. They used Opt-in Monster for the 3rd party plugin.

Even if you have a ton of traffic, you want to validate things by testing it on a lot of offers.

All other behavior remained the same. They got to see more people come in at the trial stage. The people who were going to purchase the regular plan still purchased.

Tested: an ad with...

- Free with $1 Trial
- Free with 21 day trial

The trial purchase winner was the one where we people were given a choice. When you are dealing with conversion rates, you can't just look at real numbers, you have to put it into context.

#2 - Know how your traffic acts to skip split tests

Let's say you get a 1% conversion rate, and you have some other numbers. Remember, you are not your customer. These numbers require your interpretation of non-user data.

We want to see where people click. Are they frustrated, are they confused, what do they see, do they understand our form? We need more than a conversion rate.

They started using heat mapping tools and noticed a lot of people are clicking images to get into the course, even though it didn't get them into the course. This led to micro frustrations which add up and ends up being a canceled order.

People got bored when they were trying to learn using videos. They changed it to a form where you can add notes while you are watching the video so they can have a better user experience.

Or consider adding a "Why don't you take a break" option for better retention during learning videos.

Get functional issues done first. Functional, accessible, usable errors...you need to make it better. User behavior analytics will provide more data for it.

- Identify opportunity pages first
- Find usability hurdles (heat maps, are your people coming from this campaign seeing the right kind of content, where do people stop)
- Gather complementary data - if you have a form on the page, use form analytics, figure out which form is difficult for them to fill out.
- When all else fails, use active data, ask people what they want. Ask factual questions, not how do you feel questions.

Don't make assumptions - you need to watch your visitors and see what they're doing. Let the data tell you what you need to test. Anytime someone is leaving the page, it's probably because they've lost interest, because they are confused, or they may have questions. Adding a chat on a product will allow you to get more out of the traffic you already have.

3. Use chat to overcome barriers to purchase

People want to talk to other humans. We live in an instantaneous world, they want want instant answers.

More than 1 in 2 people say they're more likely to shop with a business they can message first and 67% expect to be able to message businesses more in the next 2 years.

You can do all of this through FB messenger. Create a chat through Many Chat. It's not just through Facebook, it also integrates with your own site. There are a lot of options, if someone uses this message format, the conversation is ongoing.

They wouldn't recommend putting the chat on your homepage. But product pages or pages that are deeper in your funnel will allow people to overcome the purchase barrier they might have.

4. Drive traffic with traffic

Recommend tool: Gleam.io for running competitions, captioning emails...

Your prospect just converted, now what? They use converted traffic to amplify their traffic from social channels to build trust, provide free qualified traffic and reach outside their direct sphere of influence.

"Your samples are on the way, read more about this…" message.

Have a "Thanks, but no thanks" page continuing to offer more information, such as phone number, download link, link to blog, etc.

When customer took up a book offer, they were given a message that their copy was on the way, and if they wanted a free digital copy of the book right way, they could share the link with a friend via Facebook and Twitter. This offer required a share to unlock.

Then deliver the goods, sit back and let the traffic flow. Remember, the posts people are sharing on Facebook are extremely viral.

They saved $25,000 in ad costs but doing this. They also tagged Ryan on the shared post on Twitter to get more followers.

In 2017 try:

- Understanding user behavior to improve conversions without testing...or…
- Using onsite retargeting to provide better offers to the right audience...or…
- Using Facebook messenger and onsite chat to improve conversions via conversations...or…
- Using Thank You page offers to promote viral growth

Recommend tools:

- TruConversion
- OptinMonster
- ManyChat
- Gleam

Hacking Amazon: Private Label, Personalization and Importing From China

Perry Belcher, Jeremy Gee, Shirley Tan

Is Amazon Impossible to Beat?

- Starts with a single product
- Creates a more efficient model
- Builds a huge customer base
- Eventually sells everything
- Leads with price and selection
- Creates their own house brands
- Begins to import and manufacture
- Starts eliminating suppliers

The above list describes Sears Roebuck and Co. They used to be that company - they had the mail order catalogue.

If you are trying to beat Amazon, your eye is on the wrong prize.

The Only Way Left for a Little Guy to Build a Billion Dollar Company

Top Retailers 2016

1. Walmart

2. Kroger
3. Costco
4. Home Depot
5. Walgreens
6. Target
7. CVS
8. Amazon

Amazon only makes 19.1% of the sales Walmart does.

You don't want to beat Amazon. You want to pimp them out.

A few companies have figured this out.

Examples:

- Anchor - started as a Amazon brand, grew, then went into retail stores

- Warby Parker: eyeglasses (get three, keep the one you like)

  How many times can they be the #1 best eyeglass seller online? Once
  They decided to go into brick and mortar.
  Their acquisition cost online = $155
  Offline cost = $36 (Times Square)

- Knot Standard - was losing money online… now have retail stores

  Online purchase = $300
  Retail = $3,000

- UntuckIt - went from online to retail stores

- Modcloth - started online, went retail

The web is ONE location.

You can sell your first purchase in a retail store, register the customer, then sell refills and repeat purchases online.

Even online companies that don't open their own retail store are still looking for retail distribution.

Online sales only make up 8% of retail.

Mail order catalogues used to be 7%.

Amazon has 50% of online sales.

So there is only 4% of purchases left for everyone else to split up.

You must import, manufacture, customize, license or all to win.

Native Commerce does this.

Don't settle for low-hanging fruit… that's what most people do. Set a big goal. There aren't as many people doing the work. Less competition.

First, source top manufacturers. Canton Fair is a huge event in China - 90,000 vendor booths in 3 weeks - 30,000 each week.

Gain your customers trust with licensing

Bell Howell - $18.95 for one flashlight

You can license this brand name.

Without it, the same flashlight sells for half the price.

Create Big Value with Bundles

Merkur Razor - $23.49

Kit with razor, brush, stand - $88

860% profit increase

Make it unique with long tail personalization

Bed, Bath and Beyond is only going to sell personalized items online.

Bamboo cutting board - $11

$33.99 with engraving

540% profit increase

Have a Good Story

Tom's Shoes - With every order, you help someone in need.

"We made Lewis and Clark's favorite rifle 1500x better and now you can get it without a permit, completely unregistered.

This new .22 caliber military grade air rifle fires at over 800 FPS with a single pump."

Hold to a Hard Standard

Branding started with Rockefeller oil.

Oil was not standardized. They created a Standard where every batch was tested and help to a standard.

McDonald's doesn't make the most delicious hamburger, but you know what you are getting. There is a standard.

Starbucks coffee is standardized. You know what you are getting.

2013 - we are going to make a brand from the Hoffman Richter knife

Things took off when we started showing the "brand story" video.

Now they have a line of products.

Retailers look at Amazon to find a new brand.

Hoffman Richter is now available at Walmart.com.

If he hits #1 on Walmart.com, they will end up putting it in the stores.

Q and A

Q: How do you deal with piggybacking on Amazon.

A: Brand Gating - If you have a trademark, apply for brand gating on Amazon. Then you can block people from listing under your product. Whack-a-Mole… buy out their stock, report them and shut them off

Q: How do you decide what to sell?

A: See what is selling well on Amazon. Look for a $200 product that sells well. See how you can make something almost as good that can sell for $30 or $40.

Q: Import fees - what if they go up?

A: I will become a manufacturer. I don't mind it being difficult, because lazy marketer won't compete with me.

How to Use Instagram to Drive Website Traffic and Grow Your Email List

Sue Zimmerman

Instagram is all about storytelling on steroids. She got invited 3 months ago when she met Ryan and got selfies with him on Instagram.

You need to set yourself up for success. You can't just drop a quick image and have that happen.

Use it as a strategic platform to drive traffic.

She was teaching people how to Instagram on breaks at a Brendon Burchard conference and decided to make a business out of it.

- Grew offline store 40%
- 600 million users
- Projected to go to 1B

Think of Instagram as an online scrapbook or a magazine.

The bio is the face of your mag. Content in your feed is what you see inside a magazine. Each photo should stand alone AND be cohesive for the whole look and feel of your magazine.

People follow because of the sharing and their bio. If there is disconnect then there is a disconnect of trust.

People will follow you if you share compelling content. Then you have authentic engagement.

Follow who you learn from and get value from - not follow for follow.

If they love what they see, you can get someone to click the link in your bio.

Understand your list building strategy on Instagram. Maybe you want to promo a webinar, contest, ad. Try offering a strategy guide.

Track success by knowing how many people go to each link.

Lead people to where you want to do business without being sales-y.

4 Best Practices

1. Use a Business Account

These rolled out in may. If you want to drive traffic and get leads, get a business account.

Your contact info can be email, cell or actual address.

When you answer people's questions it builds relationships, and people will want to buy / optin.

Carousel - Look at impressions, clicks, top posts, etc. (get into instagram and look at what's there)

Stories - in insights you can look at your best impressions for stories

Look at the demographics of your follower - time of day and day of the week that is the best to post is most important.

Pay attention to the insights. The more you know when your followers are online and engaging, the more your account will get shown to other accounts.

Gear > options > biz profile

2: Make Your BIO Stand Out

It's important to stand out from anyone else who does what you do.

- Have an awesome avatar
- People with smiling faces
- AB test logo VS person smiling
- Unless you have a recognizable logo face will win

There are 33 characters in the searchable description - say exactly what you do. (Digital marketer, develop apps, etc)

These words are searchable in the explore tab. People search words on Instagram to find businesses. Emojis are searchable as well - you can put one in the description. Keywords matter.

Put a quirky thing about your business and make it fun.

Put a call to action in the BIO- tell people exactly what you want them to do. Emoji finger pointing down or arrow, and tell exactly what they'll get for clicking.

Use a trackable link like Bit.ly link or pretty link to see what success you're having.

If you see a rainbow ring around an avatar that means they have an active story.

Never ever use clickbait.

[Like2Buy app](#) - lets them shop the Instagram pictures

Put a little spin of your branding on it, language that is different than what others use

Creative live has a popup that makes it easy to get on their list

[LinkInBio app](#) - (They do a questionnaire to qualify people)

#3 - Think about YOUR Brand's Visual Content

Gary V - gary works for gary, but don't copy gary

You can do a rectangle or square now on Instagram.

If you're doing video ads- DO NOT go over 60 seconds or you won't be able to upload it.

Upload a photo of a palm tree then add a story on how to use Instagram.

Using the Carousel to Tell Stories

You want to build trust over a few posts and then try to get them to your website.

The very first text on the post should be telling people to swipe how many times so that people know it's a carousel.

Two types of content - engagement / promo

Spend time doing engagement WELL. More likes, comments, engagement keeps you top of the feed. Then you share a promo post, you are set up for success.

A lot of text overlays don't get a lot of engagement.

Make people feel they are experiencing what you're experiencing.

- Good angles, lighting, rules of thirds apply, lighting, composition

Text overlay post every 10-14 posts.

Example Posting Schedule

- Monday - motivations, mindset tip
- Tuesday - drive traffic to their blog
- Wednesday - to their podcast
- Thursday - engagement post
- Friday - fitness wins friday

She is growing her list weekly by 50ish new optins.

Drive traffic from stories to your IG account when the stories are taking you with them behind the scenes, adding value.

Body parts work well like smiling faces do.

When you open their account, you feel like you are actually in their physical location.

You want people to feel they are part of your story.

You need to type: "the link is in the bio!"

Traffic driver because you say the link is in the bio - Not a pic of the training video.

The visual doesn't have to literally be what you want them to do.

Drive traffic to their blog so they can retarget with ads.

Once a week they change the link to the blog, switch back after 48 hours to the optin.

Verified accounts can do the swipe up to link, others can't.

Gives away prizes to people who like and comment in the first 60 seconds.

Gamifying it and getting his stuff to show up better because likes and comments

You see the first 87 characters of a description - get a hook in there right away.

Make sure your voice matches everywhere.

Saved photos affects your engagement.

There is a lot of opportunity because not a lot of people are doing IG the right way.

Search Marketing in a Nutshell

Russ Henneberry

SEO isn't dead (not by a long shot), but it certainly has changed.

Two Big Parts of Search
- Structural or technical search: doesn't matter how good your content is, how many links or social shares you get if you have structural issues with the website
- Content search

Search marketing has evolved more than any other discipline in digital marketing.

Today, search is mobile … they are searching from a mobile device more often than not.

Today search is first structure and technical, and then it becomes about content and on page optimization.

Search today is white hat or go home for a sustained business.

Today the best page usually wins - the war is over, Google won.

Google doesn't even know how it's own algorithm works (A.I).
Don't fight it, work within it.

This is NOT just about Google
- iTunes
- Google Maps
- Pinterest
- TripAdvisor
- Yelp
- YouTube
- Amazon

And this is about much more than just getting traffic …

6 Parts

1. Intent (what is the prospects searching for?)

2. Context (why are they searching for it?)
   - Intent (what are they searching for), context (why are they searching for it)
   - Intent / Context Google queries of your target customer

3. Asset (What asset will satisfy that search?)

4. Channel (where should the asset live)?
   - Asset: Blog Post, Channel is Google
   - Asset: Pinterest Pin, Channel: Pinterest
   - Asset: Video, Channel: YouTube

5. Optimization (How will the prospect find the asset?)

6. Ascension (What is the next step in the customer journey?)

Google analytics and find pages that are already getting traffic to them, put an ascension path (Call To Action) on it

Video title optimized (**13 Ways to Save Money On Groceries**)

Ascension path is clear on the video and links on the bottom in the description.

Entire System
   - Channel: YouTube
   - Intent: Home Improvement Store – Home Depot – Tile my bathroom
   - Context: Old tile in the bathroom
   - Asset: Video (How To Tile A Bathroom Floor)
   - Channel: YouTube
   - Optimization: Video title, call to action in the description and keywords as well YouTube SEO
   - Ascension: Call to action in the video, description

Lingo

Tech SEO: Optimizing the structure and code of a website so that search engines can find, understand, and send traffic to that website

[Sucuri](#) services if you get hacked.

Intent: The relevant goals of your ideal customer that lead to queries on the web

Metrics
- Traffic by Channel Report (Google Analytics)
- Measure quantity / quality of backlinks (Moz – Check Quarterly)
  - Open site explorer
- Measure keyword rankings (SERPs.com)
- Measure conversions from search (Google Analytics – Channels)

10 Steps To The Perfect Pitch

Kevin Harrington

He was one of the original sharks on Shark Tank. There's a high likelihood if you purchased something on tv, he had something to do with it. Has launched over 500 products and is the inventor of the infomercial.

He combines great products with superstar talent. He's been on many huge stages, has authorized books, produced movies, is a pioneer of the direct response industry and founded Quantum Media along with several other companies.

When he was on Shark Tank, 50K people a year would apply and they would take only 200. THe others did not have a good pitch. Learning how to pitch is so important and Kevin has his 10 step system.

#1 - Get their attention

You only have 6 seconds to grab someone's attention! People these days are attention deficit and you have to capture it right away. Once you get their attention, then you have the ability to do some selling. Ex: Dollarbeardclub.com's [video for beard oil](), which was a winning, attention getting spot.

#2 - Solve a problem

Ask "What problem does this product solve?" Ex: OxiClean, you're going to see someone get stuff on their shirt right away for this product. Ex: [Echo dot]() - help with morning activities, calling an uber, telling about the weather, etc.

#3 - Unique positioning

Is the product or service unique enough such that no other product solves that problem in the same way?

Ex: Foreman grill was slanted to drain the fat off, that was unique and it was a big hit.

Ex: the Flowbee ([featured in the movie Wayne's World]()). This was very big with for cutting pet's hair.

Ex: [a night light for toilet bowls]()

Digital test before you invest. They started advertising the product with a digital test, then to catalogs, then to QVC, then to Walmart, now going international.

#4 - How do you make something mass market?

Ex: [Tony Little Gazelle](#) and his target training system to go from a 6 pack to an 8 pack. He was selling these machines locally and they decided, why not take this to the masses and create video tapes? This was back in 1990 and that went on to do over $3 million, and he became known as America's personal trainer.

Ex: They mass marketed a product called [Peeps for glasses](#). Ask yourself, what is the market size? Who will buy this?

Ex: They started selling Obama coins years ago and was ready to start selling Trump money. They focused on the 38% that love him.

#5 - Make sure you give some kind of demonstration.

Video and persuasion is all the rage. You will win if you can be persuasive for example, like the : [Shamwow guy, Vince](#)

- Key to persuasion
- Lifeblood of video marketing
- Show all the capabilities of the product
- Bring your product to life

#6 - Multifunctionality

A good example is the [Coolbox](#), it does tons of things, has lights, a USB, wheels, LED flood light, storage, bottle opener, etc. It's all about taking the product and showing as many functions as possible.

#7 - If you can, show magical transformation

Think of products like Proactive, or weight loss loss products that show awesome "Before" and "After" pictures

#8 - Research and competitive analysis of your competition

There was a product called the Slanket what selling for $39.95 a month. The Snuggie which is very similar, sells for $19.95, and went on to sell 25 million pieces. When you're pitching you have to talk about the competition.

#9 - Testimonials are critical

- Consumer testimonials
- Professional testimonials (ex: a doctor, lawyer or professional fisherman using "The Flying Lure")
- Celebrity testimonials (ex: Jennifer Aniston with Smartwater)
- Editorial testimonials - Wall St. journal
- Clinical testimonials - in the world of beauty or if it's an ingestible you need proof

#10 - Create an irresistible offer

Ex: The Brazilian butt lift, get all the value with videos, extras, etc for only $10 trial for 30 days

Ex: The Ronco knife set: "Designed for the ultimate performance, quality and durability"

Example of perfect pitch:

Cleaning a litter box is a chore we all dread. There's an option to toilet train your cat with Citikitty. There's no mess, you'll save money, etc. This product went on to do millions of dollars in sales.

But wait, there's more!

#11 - **You have to know your numbers, know your team**

- Is there proof of concept?
- What's the sales traction to date?
- What is the cost to acquire?
- Average order value?
- Lifetime value of average customer?
- Use of proceeds?

Focus on investor, not yourself. Sell your dream team.

Recommended: Angel Investors Network: AngelNetwork.com

#12. Show your passion

 "Life's a pitch then you buy"

Ex: Infomercials with Billy Mays who was an excellent pitchman. This is what America wants.

The BLP Formula: From Book to List to Product

Pat Flynn

- SmartPassiveIncome.com
- Book: Will It Fly?

Pat hit the bestseller list as a self-published author while he was at T&C last year, 2016.

Then he had the dream of getting his books on the shelves of bookstores, Barnes and Nobles, so his kids could see it there.

You can't get into Barnes and Noble if you publish on Amazon CreateSpace. You have to publish through Ingram. He did that, and then went to a local Barnes and Noble store to order it. They were able to order the book for him so he could pick it up at the store.

Then he had an idea. If lots of people requested the book at their local stores, maybe the stores would start to carry it.

Video: "Let's Do an Experiment - I Need Your Help!"
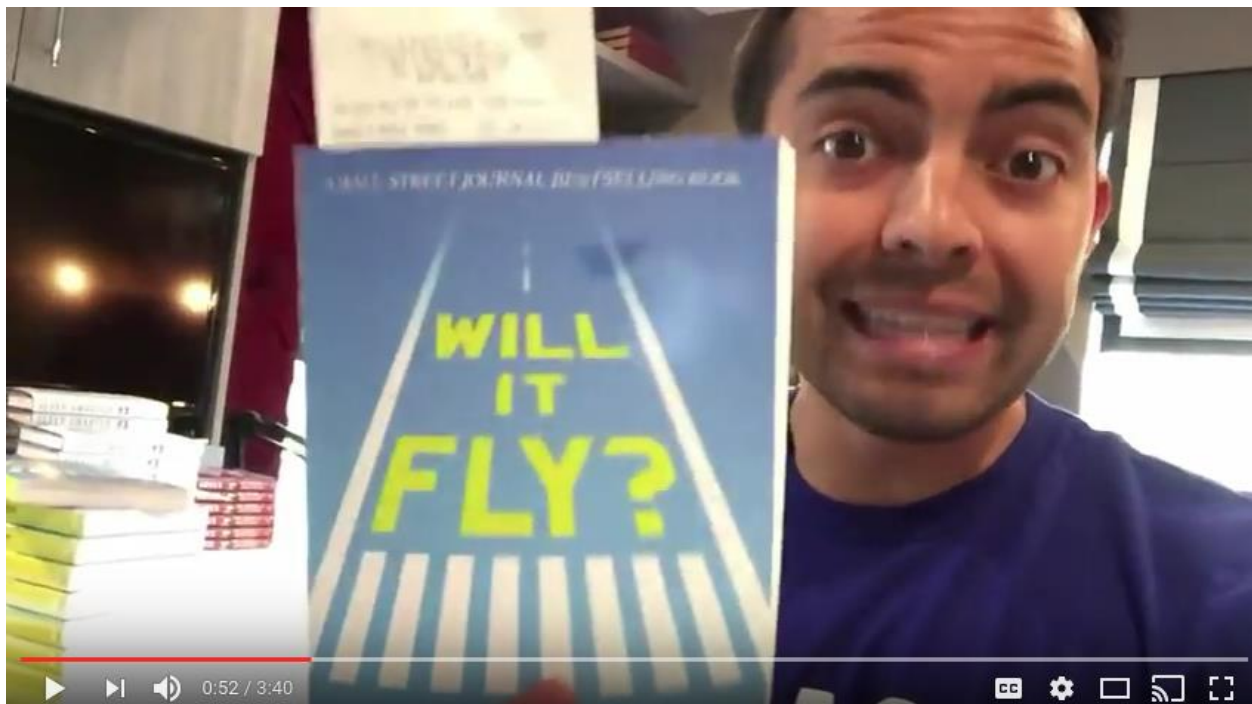
Go to your local Barnes and Noble and order my book, and I will reimburse you. (only 15% asked for reimbursement)

People posted pictures of the book they ordered with the hashtag #ProjectWIF

A couple months later, Pat went to Barnes and Noble and his book was stocked there.

Video of showing kids his book on shelf - Feb 11, 2017

http://WillItFlyBook.com

#LeadByExample

This happened because he built a relationship of trust with his audience first.

Don't just think about numbers - think about relationships.

Get into the mindset of those you serve.

Make your audience your raving fans.

Book -> List -> Product

Why a Book?

The experience people have with a book is unlike any other medium. There is a relationship being built there.

It is a great way to introduce yourself to others.

How many of you have a book out there?

How many of you have a book in you?

Don't just write a book to write a book, write for a longer transaction in mind.

Selecting the Book Topic

It should always become as a result of a pain your audience has.

You can find this out by having conversations with your audience.

Pat chooses 10 people a month and talks with them on Skype. He has received golden information from these calls.

You can also look at your website analytics to find your most popular blog posts.

You can also do a ask campaign - send your audience a survey to find your audience buckets.

Pat has people had not started a business, people who had a business making a few dollars, and people who were thriving in their business.

He choose a bucket and found their biggest problem. He chose bucket 1 - those who did not yet have a business.

He surveyed and talked with them to use the language they use.

Validating the Book Topic

Make sure this a topic people actually want to learn more about.

Start a mini effort to see the response it gets.

Examples: ads to buy the book… even though he didn't write it yet.

Webinars on possible book topics to see which get the most registrations and positive feedback.

This also gives you an email list of people who can help you create the book.

That is better than just guessing.

Writing Your Book

Pat uses Post-It notes. They are small, and it forces you to write the ideas you have for the book.
Then you organize the Post-It notes by looking for patterns and groups.

Those notes become your outline. When you write, focus on one Post-It note at a time. Treat your book as a series of blog posts. Start with the section that excites you the most.

Have a goal to write a certain number of words a day - maybe 1,000 words a day. Make it a habit - set a certain time every day.

Marketing Your Book

One thing Pat did is show "behind-the-scenes" as he wrote the book. His audience could see the care and time he put into it.

He also utilized his network of podcasters. If you have helped someone out, don't be afraid to ask them for help in return.

Try to create a launch team that will help you make a splash on launch day. They will buy it, leave reviews, tell their tribe, etc.

Book to List Transition

How do you get an email list from your book buyers?

This is not easy.

Don't ask them to subscribe to a newsletter - people don't want more email.

You can point to a content piece within the book and hope for the best.

You can offer a free download on a landing page where you ask for their email. This works very well.

Or you can offer the audiobook for free - this is a high-value proposition.

Pat Flynn makes $2,000 a month from his physical book. He makes 5x that by selling his book on Audible.

So you may want to think about whether you really want to give the audiobook away.

However, if you give it away on Audible and get them to sign up for it. You get $50 for every sign up.

You can also offer a book "companion guide."

Where do you promote these bonuses?

You can promote them inside your book cover. When people preview (look inside) your book, they can click the link and enter their email address.

You can also share it within the content in the book. (video walking you through this is the companion course)

http://WalkingDeadStorySync.com before each episode - behind the scenes, integrated to show.

You can make a companion course on a site like http://Teachable.com

You can structure the course just like the book.

41,215 books sold

Book to course conversion rate: 38%

How about open rates and click throughs?

Subject Line: A Personal Thank You (and Request)

- 4,040 recipients
- 65.8% open rate
- 6.7% click rate

Thanked them for reading the book and asked them to leave a review to help support your book.

He got 350 reviews.

Subject Line: New for Will It Fly Readers

Call to action to buy course

- 11,209 Recipients
- 45.4% open rate
- 9.2% click rate

Companion course only took about a day and a half to create

From List to Product

An in-depth online course

Pros:
- More detailed information
- Much easier to put together
- Schedule and structure to the material
- On the same platform as your free course
- No limit to number of people you can serve
- Only requires a finite amount of content
- Passive income

Cons:
- Could be considered too similar
- Pricing can be challenging
- Requires continual update

Coaching

Pros:
- More personal attention to fewer people
- You can charge more for your time
- You can start small and test more easily
- More control over your time
- You can stop any time

Cons:
- Ongoing time commitments
- Limit to the number of clients you can have
- Can take a lot of energy for those who do not thrive in a coaching environment

Membership Site

Pros:
- Recurring payments from members
- You build a sense of community
- No limit to the number of members
- Higher value because of the community
- You can predict online income

Cons:
- Requires continual publication of new content to justify recurring payments
- Churn
- Requires forum and community management
- Payment processing headaches
- Specific solution is not always easy to define

Event

Pros:
- More personalization to more people in a shorter peoid of time
- Only happens on certain days, and that's it
- Ticket sales can validate the event
- More authority gained

Cons:

- Planning
- Time
- Money

Smart from Scratch

- Pre-sold in Sept 2016
- Limited to 100 students
- Promoted in Will it Fly Course
- Sold out in 5 hours

Relaunched in February 2017

Waitlist
- 2,306
- 65% open
- 38% click rate

Companion course
- 11,209
- 45.4% open
- 9.2% click

People with no business
- 26,360
- 35%

Total numbers
- 46% open
- 5,290 clicks
- 503 total new students - 10% of list
- $118,927 revenue with no ad spend and no JVs or affiliates

Those are the next steps. The lesson learned is just keep going.

The Blueprint To Build Trust In A Digital World

Chad Kerby

How Trust Maximizes Engagement and Revenue

I was with [Digital Marketer](#) at [Content & Commerce](#).

When I went there I also got to visit my daughter. She was a nanny living in a large home. I went and stopped by and visited and saw her.

I asked her, "What is the hardest thing about being a nanny to these children?"

"The hardest thing is that nothing impresses them. The pool is nicer than a resort, kid's rooms were two stories. When I took them to places they would be like, really? This is all Disney has to offer?"

It is a difficult time to impress people.

People buy from people they Like? No, people buy from people they TRUST.

86% of consumers are less trusting of companies than they were five years ago.

Trust is declining.

When information is cheap, attention becomes expensive.

More than ⅔ of people don't believe advertisers and marketing.

We come to these events and say the opportunity has never been greater. The opportunity to have a voice. But ⅔ of the people out there don't believe that.

Example:

I remember working in Kerby Furniture and watching people come in and overpay for Lazy Boys.

Why was that? People will pay a premium if they can work with people they trust.

If people like you they'll listen to you, but if they trust you they'll do business with you.

— Zig Ziglar —

AZ QUOTES
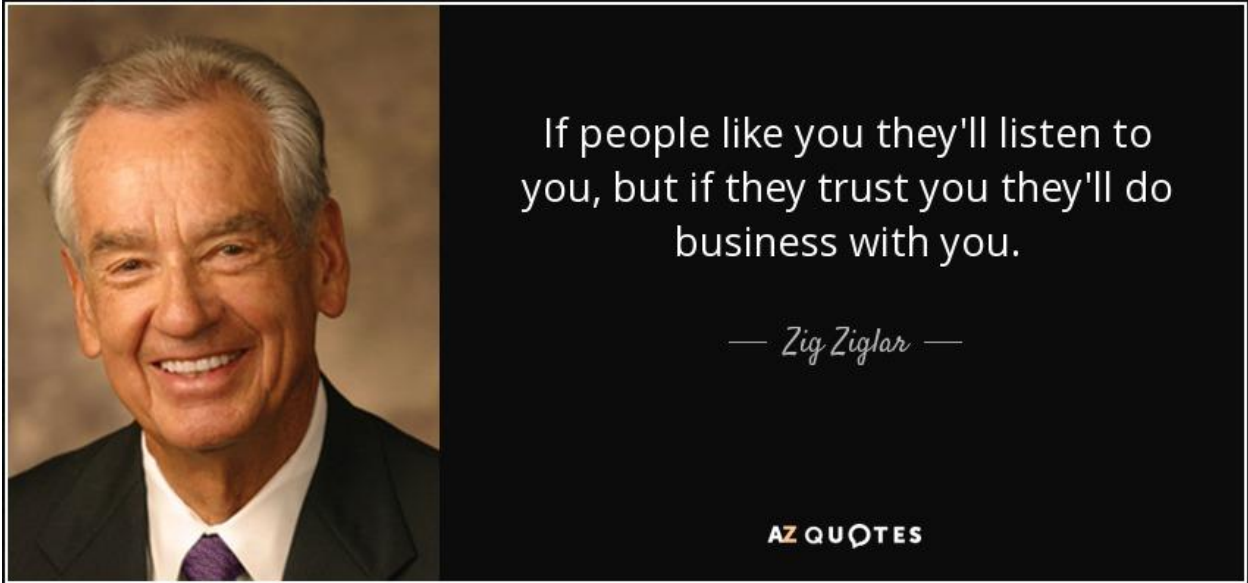
How do you build trust?

CLARITY

"People trust the clear and distrust the ambiguous." - David Horsager

Example:

In Florida if you saw a crystal clear lake and knew what was in it, you would know there weren't any alligators, and most likely be comfortable taking a dip.

If the water was ambiguous and "murky", and you didn't know what was in there… you might not trust it to not have something like an alligator in it.

When we can't see things clearly, we don't trust them.

It's the same with consumers. If you're not super clear, consumers are going to say they're not getting in because they don't know what to expect.

Example:

This is who you are and what you represent. When you think of Snickers, you think of it satisfies. Could you imagine Snickers having a commercial that says, "We're not crunch."

And the consumer would ask, "What are you?"

"We're not crunch."

"Okay, but what are you?"

If I'm just going to tell you what we're not something, that won't build trust.

Be clear all the way through:

- Attract traffic
- Capture leads
- Nurture prospects
- Convert sales
- Deliver and satisfy

Example:

[Human Healthy Vending](#)

I love this example because who likes healthy food in their vending machine? Don't raise your hand, no one really does.

Healthy food in a vending machine? No one wants that.

They were trying to find and locate the people they could serve, and they created targeted lead magnets that grew their ROI by ten times.

They knew their target market, and they were clear in that.

Example:

An average grocery store has 40,000 items.

Costco Carries 4,000 items.

Costco carries 10% of what a grocery store carries.

They surveyed people leaving both stores, and who is happier? The people leaving Costco were happier because people want clarity and less overwhelm.

Power of Segmentation

They split it up for clarity, these two training programs are focused at two different groups to make it more clear and less confusing.

Confused people do nothing.

Less stress = more trust.

That's why you segment your list.

Teach your leads, nurture them. Nurturing builds trust.

1. To feed and protect: to nurture one's offspring
2. To support and encourage, as during the period of training or development; foster: to nurture promising musicians.
3. To bring up; train; educate.

Example:

My kids forget homework, and when they do they want *me* (dad) to bring it to them. However, when I get the call I'm in a meeting. I tell them to call their mother (who is at home), but my kids tell me she wouldn't bring it to them, she'd tell them to be more responsible. So, I end up bringing them their homework...

So my wife is teaching them and training them. I'll be sitting on the couch and I'll be whispered to in my ear by one of my kids, "I need help with this, but don't let mom know."

When we train our leads they behave in a similar manner.

Example:

I was in a financial services industry meeting. I turned to someone and said, "Give me a tip."

They told me to never wait more than fifteen minutes for anybody.

I have one appointment, and I'm struggling, trying to get clients as quickly as possible.

I'm waiting at the restaurant for my one client and at 14 minutes I sent a text saying, "I can't continue to wait, I'm really booked today."

And when I said booked, I really meant I had to go home and look at nonexistent leads…

It was really hard, but I said, "I can't meet today, we're gonna have to reschedule for next week."

They responded apologizing profusely, and they rescheduled - for next week.

Now the following week, fifteen minutes before the appointment, the client calls saying he's there, and where he was.

Because I was consistent, that trust was built.

Example:

[EntreLeadership](#), the Dave Ramsey version of leadership. He teaches entrepreneurs to be successful in leadership, and if you go there, he helps business owners becomes better leaders.

Consistent and Clear.

Here he's teaching EntreLeadership.

Myth number one: you can't build or expand a business without debt.

So if you could imagine Dave Ramsey saying, "Three ways to manage your credit cards in business."

...well, he wouldn't, would he? It would create distrust.

When you nurture prospects, you're nurturing trust, and it helps them understand what they do.

Why? Because nurturing is trust building.

The goal is not to do business with everyone. The goal is to connect with *your* audience.

CONNECTION

How are you connecting with your prospects?

How many questions are you asking in your marketing?

I had a colleague, Mike, interviewing someone for a position. I told him to just ask him some questions. The interviewee, Jeff, came in and Mike asked questions and Jeff talked the entire time. Mike was the guy getting interviewed…

Jeff thought it was GREAT. He trusted Mike, and there was engagement, Connections happen when there's engagement.

CONSISTENCY

People may not always recognize when you ARE consistent, but the moment you're inconsistent, they will notice.

Think about this. I have worked for three years commuting from Salt Lake to Phoenix working at [Infusionsoft](). I did this twice a week for years.

Every time I got into the airport, the same message was shared on the loudspeaker.

I heard it so many times. I moved to Arizona, and my wife and I are going on a trip, and we take the van to the airport.

I am going to park in the parking garage, but as I go into the parking garage, I noticed that it sounds like there's rain on the top of my car.

Really it was just the bar saying, "Hey you're going to tear your roof off your van!"

I start scraping the top and I stop. I get out and look and I'm like… this is bad.

So I get in, get in reverse, and I start reversing back down the ramp.

Everyone starts honking and saying obscene things.

So I pulled back, and I tried to get out and explain, but they were all just honking.

I went back further and ran into a cement pole. At this point I got out and looked again. At this point you'd think those people would be kind and friendly.

They were not.

I then back all the way out and went and parked in a different area. I walked into the same airport I'd been at one hundred times before, and heard the same message they had played over and over.

"Welcome to Phoenix Harbor Airport, the world's friendliest airport."

Never once had I noticed the friendliest airport part. I thought, "No, it's not! This is the meanest airport!"

The point is the moment the message was inconsistent with ME, I recognized it. You can do everything right in your marketing, but the moment you are inconsistent, trust will be destroyed.

So, how consistent are you?

If you have a rough sales cycle with someone, and they tell you they'll follow up and make sure you were taken care of... you doubt that because it's inconsistent with what you experienced.

People will feel betrayed, and you will not have trust.

I have twin 6 year old boys, very sweet looking.

But that can be deceptive. They look kind and loving, but they are about money and entrepreneurship.

They came to the door of a sweet lady in our neighborhood. They picked lemons off another neighbor's tree, opened the door and said, "Would you like some lemons?"

The lady goes, "Aw, that is so sweet, yes I would," and she took them. They walked forward and said, "They're a dollar a piece."

She goes, "I don't know if I need these…"

Boys, "You just said you did so you're taking these lemons."

Now she doesn't answer her door, it costs her too much money.

They were inconsistent with the face and kindness, and then asking for money and being demanding.

I went to Ramone (best onboarding trainer of users at Infusionsoft) and I asked, "What is it that allows you to make such a great experience for every person?" He says, "I do the exact same thing. I promise you. Every time I do the exact same thing." Because he does the same exact thing that consistency created trust, and everyone leaves with a good experience.

Microsoft Event

At a Microsoft event, there were 20 people there, and everyone had to introduce themselves with a quote. A Microsoft gentleman got up and said here's my quote, I have this hanging on my wall at Microsoft.

Turns out it was an Apple quote...

They saw that his message was inconsistent.

Automation creates consistency.

Whether you use Infusionsoft or something else you need it automated. No one can remember everything, and when you miss a step you create inconsistency and distrust.

RESULTS

However beautiful the strategy, you should occasionally look at the results.

(Winston Churchill)

izquotes.com
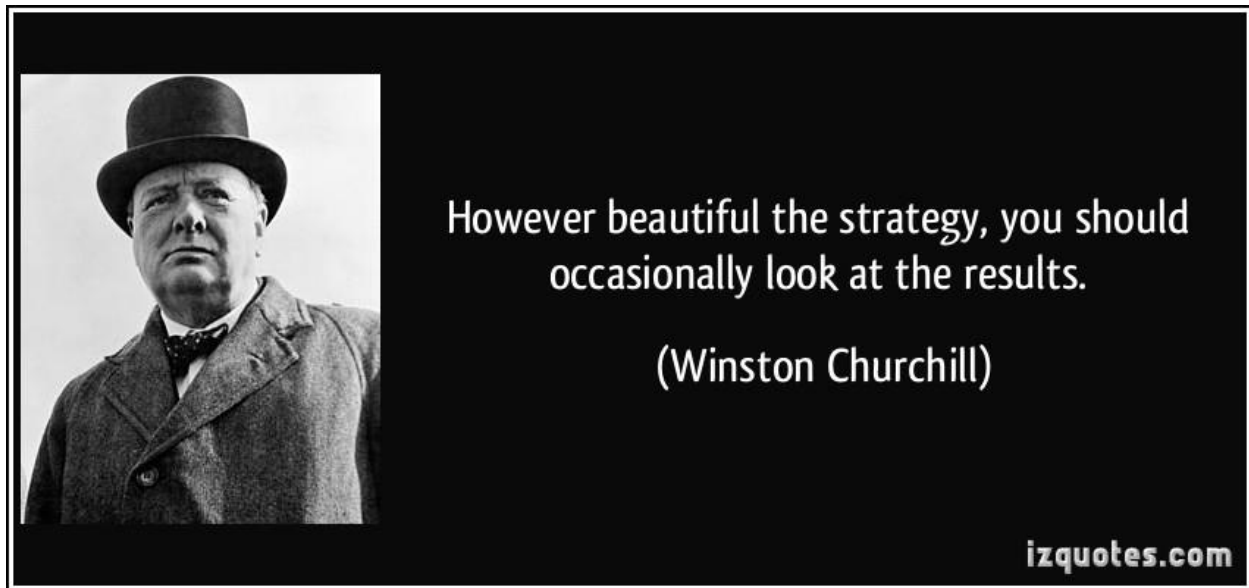
That's what truly builds the trust. Leverage your results. That's the last piece of the equation to make that happen.

How do you build trust in a digital world?

- Clarity
- Connection
- Consistency
- Results

All four need to be in place for you to receive your success. You might be really good at attracting customers, but they have to feel the clarity, connection, consistency, and results.

If you think that just getting the results is how you'll build your business - it will not last.

You need all four.

It all has to happen automatically.

How To Use LinkedIn to Generate Sales and Land Appointments

Marcus Murphy

Ryan Deiss introducing Marcus Murphy:

A big aspect of sales is social selling - new concept to Ryan.

There are brand new salespeople who go out and close big sales the next day. People who care about people and are empathetic, give value and close big deals.

Don't be a creep. Think about it like, "How would normal life work?"

If you came up and said any of the things that you are currently saying, you wouldn't get a response.

It's not B2B it's H2H (human to human).

You're missing 80% of your leads if you're not using LinkedIN.

Traditional methods of cold calling are dead. Most people ignore calls from unknown numbers.

The phone will always be king, people don't want to talk to you on a plane.

#1 mistake in sales in 2017 - thinking that AI is going to be the solution. AI doesn't sell people - People sell people. Start the conversation with bots, but be prepared to close them.

We are moving from "stanger danger" to people having conversations online. We better pay attention.

Thought leadership wins. Position yourself as subject matter expert. Share relevant content. Create opportunities for conversation.

Everybody is creating content - share the content you find if you can add meaningful value.

LinkedIN is not just a resume site - it's content driven. Content is king key to the success.

Anyone can write articles on Pulse on LinkedIN. Pulse is like a blog, but it's on LinkedIN, and they promote it and so you don't have to.

Connect with the people who are your ideal client avatar - be selective.

Sales Navigator Tool

This is an inmail to send messages to people you're not connected to.

You're losing customers to the person who originally provided content to them. They're going to the expert. Theyre going to the person they trust.

Value first it the right thing.

Don't ask, "How do we sell more stuff?"

Ask, "How do we provide more value so more people buy our stuff?"

LinkedIN Sales Navigator

Social selling index is how LI keeps score about what kind of user you are on the site.

Establishing your professional brand

- Build relationships
- How often you engage
- How many messages back and forth
- How often you message

If you get the rockstar badge you start showing up organically more.

You can use tags to score the team. Tell them whoever has the top social selling score at the end of the day is getting $100. (Boiler Room)

I do this contest each week.

I get a higher social score, and revenue goes up. (In 6 months, 500K in revenue)

Save your leads. Every time they do stuff, you'll see it so that you can build relationships.

Final Thoughts

- LinkedIN is a platform with 500 million people

- Think about getting sales navigator - $80 per month
- People will actually buy from you

Optimization & Testing In a Nutshell

Justin Rondeau

Principles of Optimization
- Improve conversion rates of the traffic you already have
- Start look at the traffic you already have and the assets you already have

Optimization is a dedicated, repeatable process.
- ID Goals
- Gather Data
- Analyze Data
- Create Hypothesis
- Design Variants
- Implement Tech
- Test
- Analyze Results

ID Goals – without clear goals you can't optimize anything

Goal Types
- Clicks
- On Page Form Completion

Campaign Goals
- Leads generated
- Purchases

Long term Goals
- Impact on lifetime value
- Impact on net revenue
- Impact on AOV
- Impact on lead quality

Gather Data

- Current numbers
- Aspiring Data
- User Data

Analyze Data
- Conversion rate? Is it acceptable?
- What is hurting my conversion rate?
- Based on user data does new X improve clarity and user experience

We believe that doing X for …

Design Variants

9 to 11 Days to put this all in place

Tripwire control redesign took over a month to deploy, test, and scale

Test Run tests where possible and appropriate
- Can you test (math)
- Should you test

Schedule test & stick to it
- Is this a functional issue
- Does this page directly impact long term campaign goals
- Is there something else you can test that had a bigger impact
- Are these learnings scalable to other parts of the site?
- Can I launch the test (or winning variant) in a reasonable timeframe?

How to Architect an Ideal Sales Conversation

Ryan Deiss, Digital Marketer

Most people get stuck on the conversion stage. How do we get them to go from the convert stage and have them get to ascension to be seamless. We know when they get to that stage, sales are going to occur.

Let's talk about marriage, this moment of proposal is the definitive example of a sales conversion. This is a scary thing, but the answer should not be in doubt. If the answer is no or you truly have no idea what they will say, you are asking too soon. You are engaging in the relationship lottery.

How can we make the sale the obvious next step?

Better yet, how can we make it seem like it's their idea? Best of all, how can we structure an offer such that it actually is their idea?

Shut up and take my money - that's where we want to be.

The convert stage isn't about closing the sale, it's about starting an ideal sales conversation. Where should it take place? Online, if you're doing ecomm? If you're selling a high ticket item, then it should take place in person.

The ideal sales conversation is: "Since I know you want (AFTER) then (PRODUCT/SERVICE) is the obviously the next logical step."

The Big Question - What is the Requesting Action that will ultimately lead your prospect to initiate an Ideal Sales Conversation?

How to Pre-Engineer an ISC:

1. Imagine your "Ideal Sales Conversation" - Who is there? Where is it taking place? **What are you talking about?**
2. Brainstorm "**Requesting Actions**" that will initiate your "Ideal Conversation"
3. **Create Entry-Point Offers** that cause prospect to make the "Requesting Action"
4. Advertise and promote your new EPOs, **and let the conversations begin!**

Ex: Ideal Sales Conversation from DigitalMarketer HQ:

"Since you're planning to build/grow an internal digital marketing team, would you like to use our tools to streamline and automate the training and on-boarding process?"

Think about the triggering event - what's going on in their life that would cause them to seek out the solution to a problem that we provide?

If the people don't realize that they need what you have, there's no point in selling to them (ex: a person whose house smells terrible because of pets, and don't know they need Febreze).

Ad targeting, copy

2nd phase, requesting action: when we'll have an offer out there, that causes them to say I want that and I'm interested

Last year DigitalMarketer HQ was launched before it existed. They sat down and talked to people. Since you're planning on growing an internal digital marketing team, would you like to use our tools.

Who - account executive and a marketing business manager
Where - Skype or phone
What - Since…

Entry point offers - put together hiring guides. Don't have to ask if they are looking to hire someone. The name of your entry point offer should deal with the conversation you want to have.

They offered a webinar on how to structure and build an inhouse digital marketing team and only followed up with people who signed up and attended. They are looking for a commitment of time and those prospects are not quite ready. When they register you've got a subscriber. If they don't attend they are not a convert.

For the ones that attend, "You just attended our webinar, now that you know xxx would you like to xxxx…"

On using their job board - "You just posted a position, would you like to use our tools to train and hire them?"

The structure of the message stays the same...since you did this, we are guessing that you clearly want that...

There are dozens of different entry points into one conversation. It's so much more efficient and easier.

Remember the job of marketing isn't to close the sale, it's to start a conversation.

Other examples: Ecomm

- With Kate Spade - you need to register for the special holiday sale. "Now that you've entered our black Friday sale, why don't you put that discount code to good use with this amazing purse?" That's a conversation taking place.
- With Carpet cleaning business: "Now that you've had me remove that disgusting pee stain from your rug, why don't I just clean the rest of your carpets since I'm already here?"
- Sold custom suits and gave away cufflinks. "Since you got there, you must own a french cut shirt…"
- Selling survival lights in survival space. "Since you purchased this light, would you like to get the other 4 pieces of a 5 piece survival plan?"
- Selling candle wicks, it's clear someone who would buy wicks plans on making candles. "Would you like to buy fragrances, etc.?"
- 1-800-GotJunk was able to 6x their sales by asking "Did you get a flat screen tv for xmas? You must have a big tv taking up space, we'll haul out the big one for $20. Do you have anything else while we are here?"

It's about creating an offer that starts a conversation.

Other examples: The Personal Trainer who sells juice cleanses, web designer that sells logos, dentist that sells teeth whitening and the roofer that sells gutter cleaning.

You could say, "I have a report on how to find your ideal perfect client" of "I have a report on how to to build a simple one page website." Speak to the things they are experiencing, what is going on in their life?

What are the things that only your market knows? What's your candle wick? What's your cufflink?

If you have a long sales cycle program, the reality is you can't rush the sale. You need to get them to subscribe, then continue to show them answers to their question. Don't always look to constrain the sales cycle.

The Future of Email: How To Deliver Email Despite Engagement-Based Filtering

Tim Starr

The 5 "W's" - Who, What, When, Where and Why - and one "H", how

Tim Starr
- Senior director of Deliverability at Maropost
- Been in deliverability since 2003
- Worked deliverability at more ESPs than anyone else (oracle, marketo, sendgrid, maropost)

You
- Senders of commercial email
- You are your brand (domain name, from address, IP address, web site)

Tim's Role
- Help his customers not look like spammers
- Convince rest of the world his customers are not spamming

Who Do you Send To?
- Those who know who you are, and want your email
- Opted in, purchased, opened / clicked recently

Tim's Role
- Annoyance prevention
- The more your target audience loves your email, the better your delivery
- Make every email a wanted email

What You Send
- Marketing offers - Buy My Stuff
- Shopping cart abandonment - Do you still want to buy my stuff?
- Transactional
- Cross sells
- Upsells
- Replenishments
- What else?

Welcome Emails
- Best sent right after opt in
- Permission reminder - "you got this email because you opted in at example.com

- Reiterate value proposition
- Set expectations - what you'll send, how often (let users choose frequency)
- Add to address book (whitelisting, general reputation boost)
- Opt-out - "Not really interested? Click here to opt-out"

Content Types
- 1st party - unique to yourself, no one else sends it
- 3rd party - not unique, many senders
- 80 / 20 rule - 80% 1st party, 20% 3rd party
- 3rd party content more risky
    - May be less aligned with interest of target audience
    - May get bad rep from other senders with worse practices
    - May have already been seen by your target audience
    - Filtered more by receivers, not allowed by some whitelists

When
- Beginning - welcome emails
- Ending - stop sending to those who've been inactive too long (60-90 days for daily senders)
- Re-engagement campaigns (highest complaint rates of all - limit volume / frequency
- Best time to send
    - Time sent may skew results
    - Email in not instant messaging - delivery takes time
    - Big data trying to figure out best time per-user
    - Frequency - not too much (many per day) or too little (monthly or less)

Where to send from
- Your own domain and from address (established)
- Not free webmail provider (AOL, Gmail, Hotmail, Yahoo)
- From domain same as DKIM and / or SPF domain (web site too)
- No From address or domain changes without good reason
- Ipv6 adoption driving shift from IP to domain reputation (gmail / yahoo)
- Dedicated or shared IPs
    - Dedicated: low risk of harm from other sellers
    - Shared: good for those with volume / frequency too low for good rep

Send to where
- Send to all ISP, not just one
    - Don't put all your eggs in one basket
    - Multiple sources give you more info to improve sending practices
    - Optimize for specific ISPs, but apply lessons learned at one to others
- Only to those who opt-in, of course
    - Set clear expectations about content, frequency, etc at opt in time
    - Don't require opt-in for free gifts like white papers, ebooks, etc

- - The easier to opt-out, the better. Opt-outs don't hurt sending reputation
- Opt-in not enough anymore (pre-emptively reduce frequency based on inactivity

Step One: Get opt-in
Step Two: Send email
Step Three: Profit!

It's COMPLICATED!

- There's always a bell curve (Law of Diminishing Return)
- Expectations vs. Reality: One can change, the others can't
- Heraclitus: "Can't step in the same river twice." Things always change.
- "Adapt, Improvise, overcome!" - US Marine Corps

Technology Needed (Internal or External)

- Mail servers that adjust to bounce feedback from receivers
- Domains, DNS configuration, authentication, IP address
- Spam Complaint feedback loops
- Other Email Sending Reputation sources
  - SNDS: Smart Network Data Services (Hotmail)
  - GPT: Google Postmaster Tools (Gmail)
  - ReturnPath: SenderScore, Reputation Monitor
- Inbox Monitoring Tools
  - Seed lists (return path, 2500K, Mail Monitor App)
  - Panel data (return Path, eDataSource)
- Reporting - opens, clicks, complaints, etc (total and unique)
- Expertise (internal or external)
  - Deliverability breaks down into 4 categories
    - Operations - How to set things up
    - Remediation - How to get unblocked
    - Analysis - Why am I getting blocked
    - Strategy: how to keep from getting blocked / bulked

Q: How can you get a good rep score?

A: The best way is to get them to reply to your emails

BRANDING: THE UNBREAKABLE FUNNEL - Discover 7 Components to Building a Great Brand that will Amplify your Marketing Spend

Re Perez, Branding For The People

If you were to stop all your marketing funnels today, would you still make money over the next year?

There's one thing I want to share that will amplify all the marketing you already do.
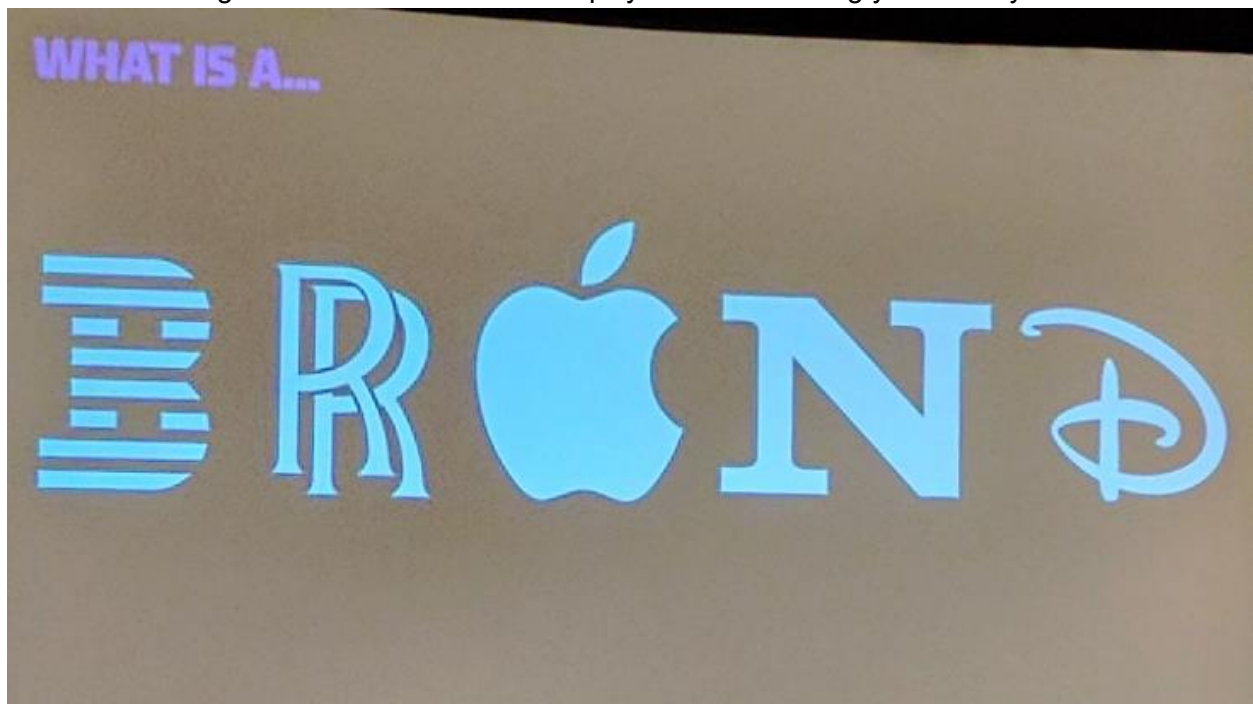
Name them all...

The power of branding is more than just logo. But within a few seconds you were able to recognize these few iconic brands.

As humans we recognize visuals over words.

It can be a geography, product, service, body part. Anything can be branded.

But what is a brand?

Branding is the process of creating a desired perception.

You technically don't own your brand - it resides in the brains of your community.

I worked at some of the largest global branding firms and worked at Fortune 500 firms for branding.

7 years ago I left New York and went to work at a consulting firm in Dubai. I was going through a huge breakup. If I hadn't gone through that, I wouldn't have started that.

Rather than working with the Fortune 500, I wanted to work with small businesses. That's where it's at.

I went to interviews I thought were going well, more and more of them, but I would get turned down.

Why was I getting passed up for these big positions? I'm good at what I do, and I'm smart.

Then at one interview the woman told me: I didn't have enough grey hair.

I was about 32 at the time. The reason I bring that up because perception is everything.

I'm in the industry that's all about perception, and there was a ceiling of where I could go.

I want to help entrepreneurs break through that ceiling. Whatever that barrier is that's preventing a customer to say yes.

A lot of people say they do branding,

I do high level branding for small business catered to problems you're trying to solve today.

Over the past 7 years I've worked with...

45 industries, and thousands of entrepreneurs.

#1 - LOGO

It's more than just having a designer craft a logo. What's the story?

Plain, masculine, boring.

He wanted to go through the branding process.

Okay we get it, your name is Nick Unsworth.

He wanted to know if he should build a personal business or a brand.

We did a business brand.

After.

Borrow styles from active lifestyle brands. (Nick is a life coach)

Does a logo have scale and depth?

What can you modify currently, or need to go to an agency? All marketing properties one ecosystem.

#2 - COLOR

60-90% of what we buy is color based.

Spaulding Decon, meth lab and crime scene clean up.

She used the color red to remind people of tragedy, blood, all her social media was showing brains and guts.

Insurance companies are the people that pay her. She was creating a b-c brand when she could have created a b-b brand.

Why don't you create more peace of mind?

Blue. It's calming. We repositioned the brand to focus on the story piece of mind. AMEX uses different colors for different audiences, which is what we did for her too.

How can you use a color strategy to segment your audiences?

#3 - FONTS

Contrary to popular belief, comic sans is not a good font.

Personality of her font - generic, basic, busy.

We borrowed from luxury brands. Most popular font in high fashion. She's a business and marketing coach. She gained $3 million in one event.

How would you describe this?

High end perception.

You have to look your part. High end clients, high end fonts.

What's the business reason? Why should we rebrand? Are you expanding the business, into a new market? Into the USA?

Story of listen trust, they listen to their clients to help create trust. When you create trust it's infinite possibility.

#4 - IMAGERY

Pictures are worth a thousand words.
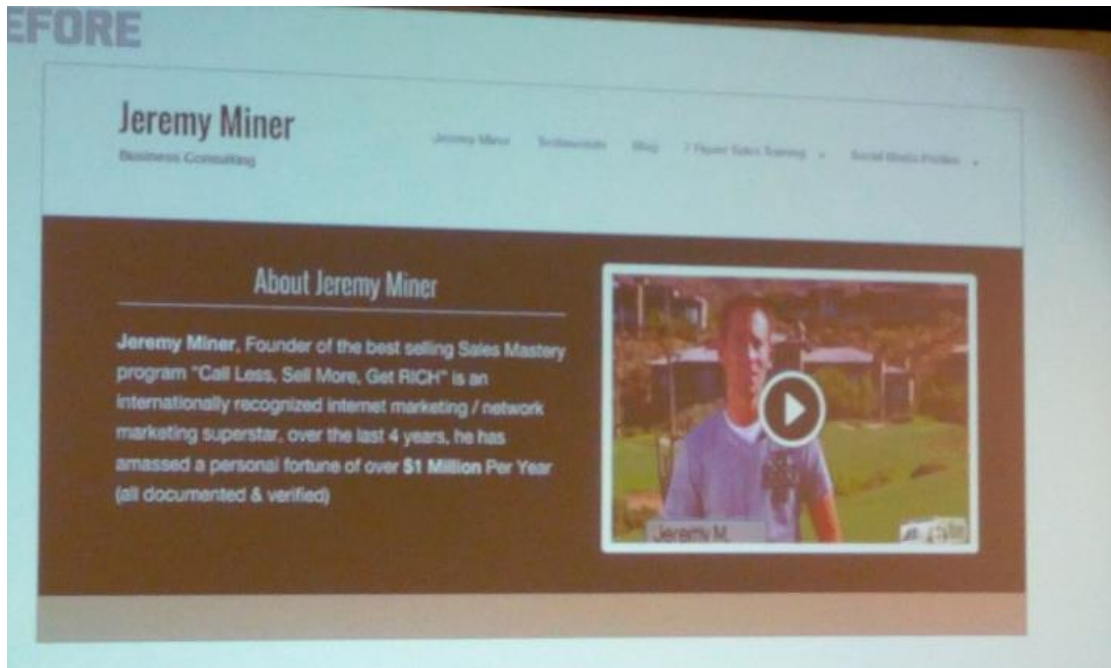
Plain and basic.

He's selling to people saying, "I can grow seven figures." Do you trust this person?

I don't want to do a "Wolf of Wall Street." He's actually very approachable. He's all about dialogue and not about hardcore selling. Most people hate sales.

In his approach sales is a conversation.

People ask me when I come over questions like, "Where should I hang these two frames?" But it isn't about where to hang the frames, how to rearrange the whole room to make a place for these frames.

If someone asks you what outfit are you going to wear? I don't know, where are you going, what's the occasion?

We created the visual system that goes around it.

This is sharp and professional.

You can use stock photos, you don't need to hire a professional photographer. Be interesting in your choices. You can use filters to create more ownable art.

#5 - VOICE

Voice is another thing that's related to personality. They always say you want to have a polarizing personality in your branding. If you're boring or too nice… well there's not money in the middle.

People that crush it have big personalities. You love or hate them.

Professional is not a personality.

All of these people are professional, but professional isn't their personality.

Don't be so literal in your logos… I don't need to see that or try to cram it all in there. You don't have to have your logo communicate EVERYTHING about your brand. It's too much pressure. You don't need a tagline, or a .com sophistication in simplicity.

Be a bit more sophisticated. Elevate your game by simplifying and sophisticating.

It's about lifestyle.

#6 - DESIGN

Design hierarchy.
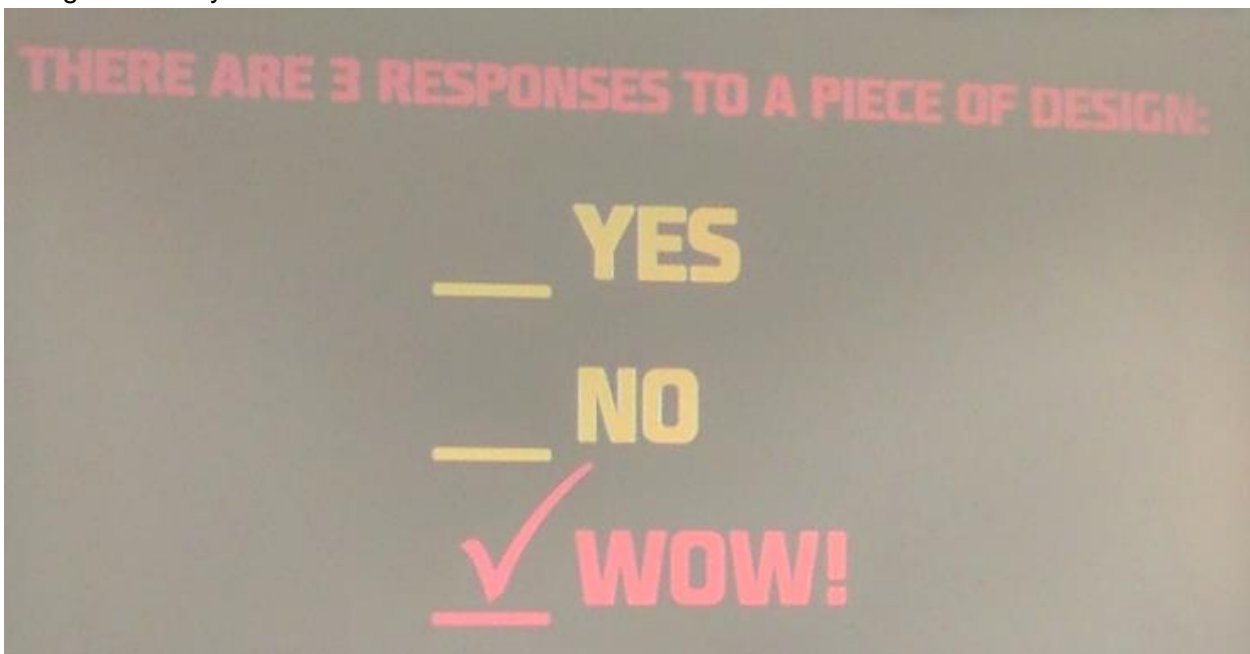
We always like to say go for the wow.

There was an article talking about design and about how it's an overlooked thing in packaging.
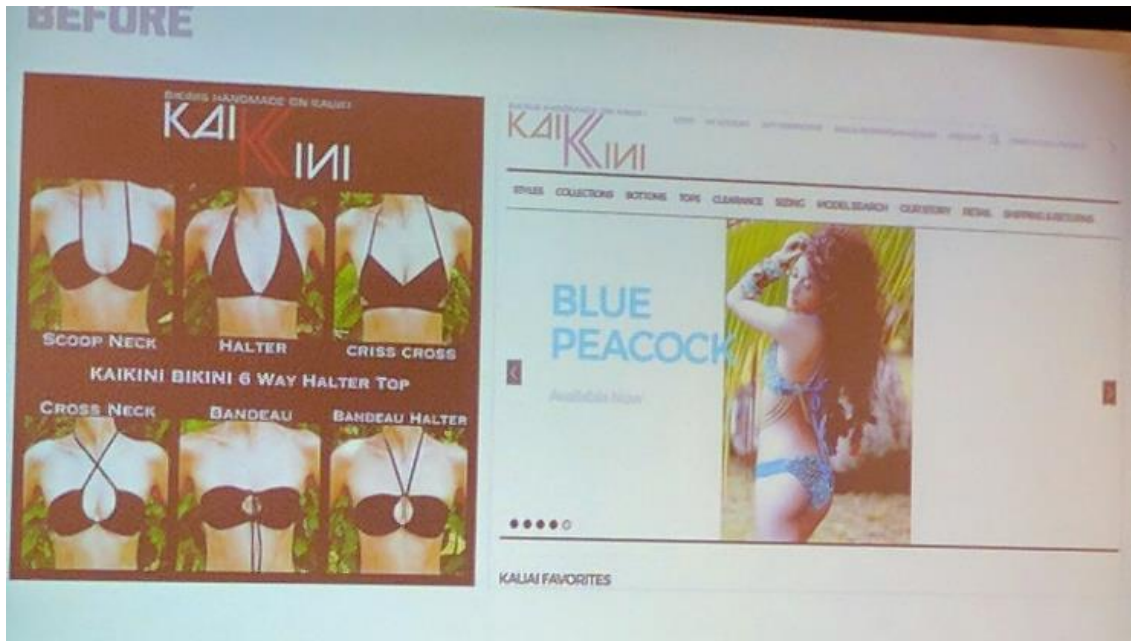
Apparently women don't like when their bikinis fall off when they surf.

Cute and practical.
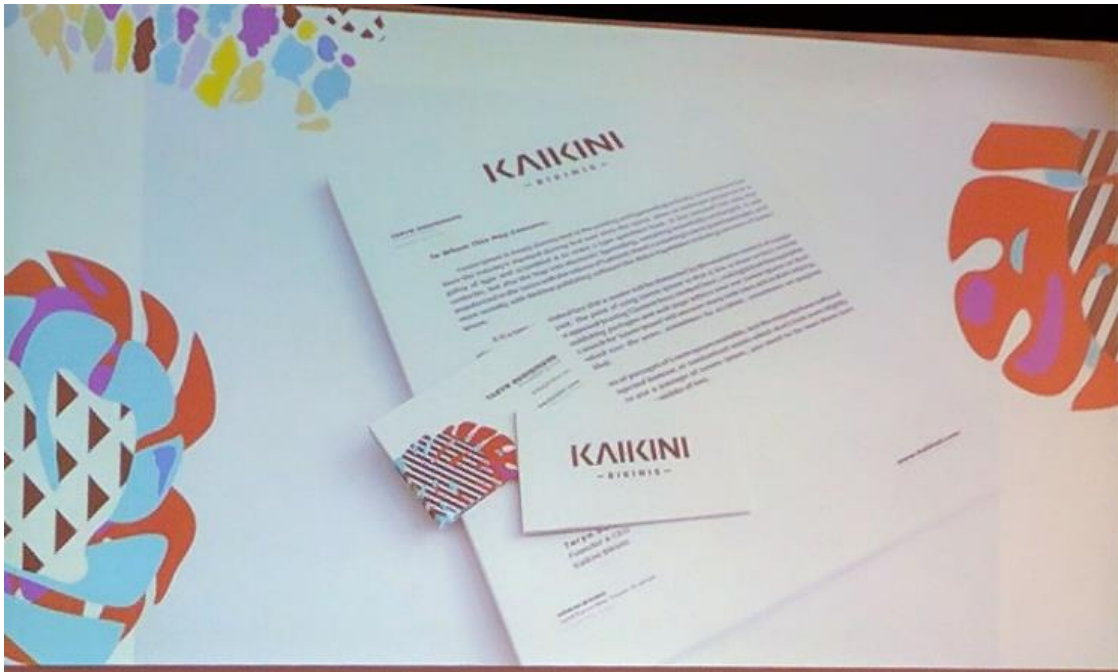
She's now expanding into Australia. Started in Hawaii.

If you were to take away your company name, your logo, will people be able to identify your brand in the marketplace?

This is a great example of touchpoint packaging, when you ship the only touch point they have is the packaging. Make it look good.

#7 - POSITIONING

This is the game changer.

How to distinguish yourself.

Two words that P90x uses is muscle confusion. Its a positioning angle. We didn't need anything from the fitness training angle.
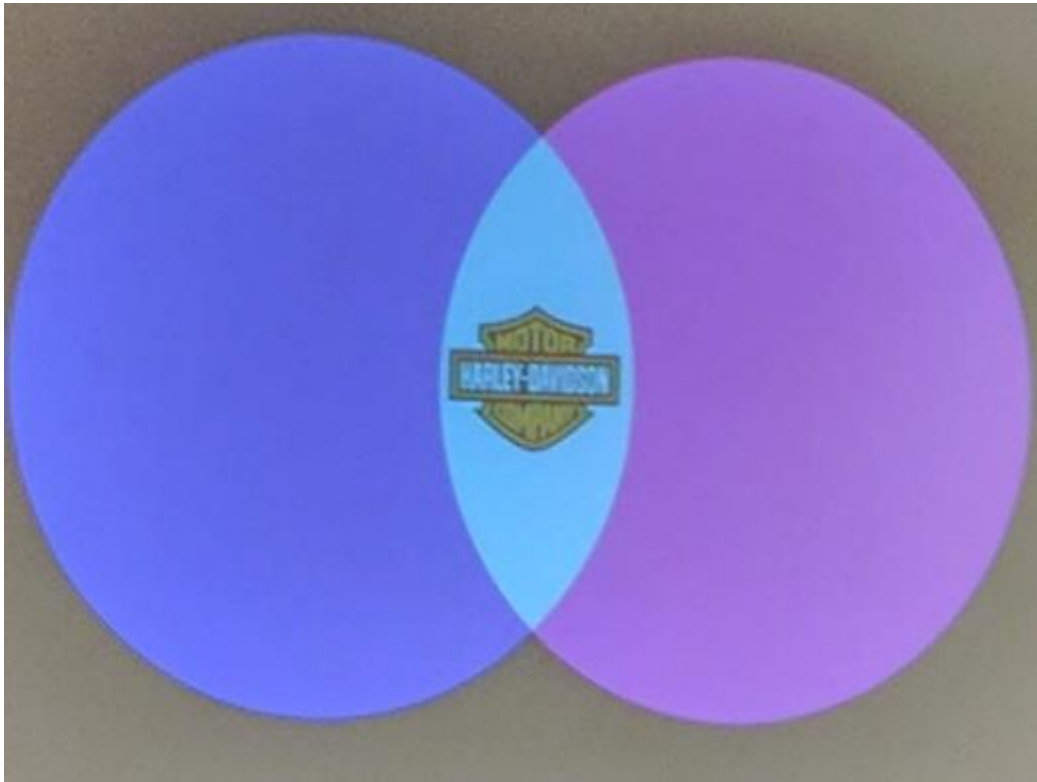
Position, motorcycles.

95% of purchase is based on emotion, makes you feel good, or trust that company.

My package will get there on time.
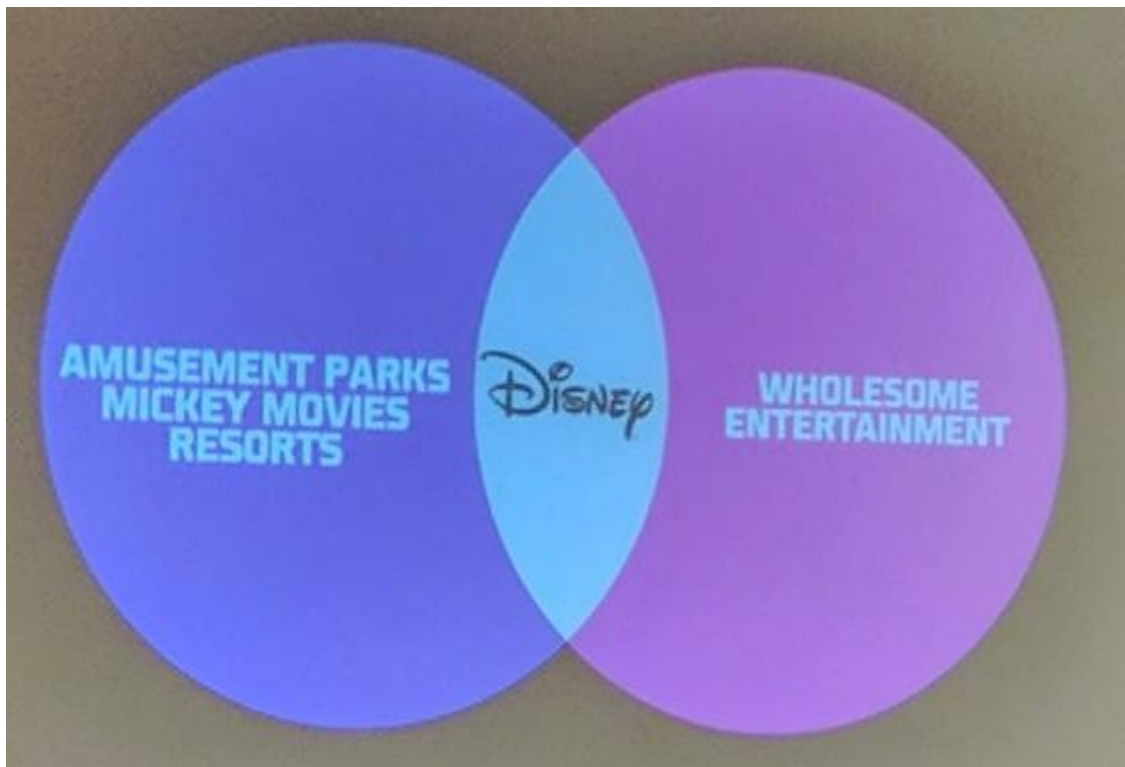
Sometimes it's better to own one word.

Burger King owns the word choice, have it your way.

Mcdonald's is about happiness, Happy Meals.

Wendy's is about tradition.

When you think about your brand what's the one word you want to own?

It doesn't mean you can't own other things, but one leads and one trails.

If you have one word people remember you by, you want that.

Why branding?

This is great, but how does it matter?

TIME

Here's the thing. I'm hoping you all got inspired. Here's what I've noticed working with entrepreneurs. One thing prevents them, time. Middle of launch, not the right time, etc.

There is no better time than **now.**

It's your perception marketplace that can make or break the value marketplace.

You don't need to do it all at once, but you need to think about how people are perceiving you.

You have adjectives in your consciousness or subconsciousness about these brands. Same thing happens when they look at you.

Money

In my career what's really stepped up my game is how I showed up.

I didn't have a lot of money to go to my all boys school. You have to look a certain way to get in. I'm saying that right away how you're perceived matters.

Don't be something you're not. Create a brand that's true to who you are.

Trust

Will this work for me? I'm not Apple, Coke, Target. I don't have this budget.

Professor at Kellogg's School of Management asked one group how much would you pay for 14k gold earrings?

They said $500.

He asked the second group how much they would pay for the earrings using an image that had a Tiffany & Co. logo.

Then he asked a third group...

Both of these are big brands. Understanding who your target audience will determine what people are willing to spend for products or services you have.

Branding has a direct impact on how much you can charge.

It creates partnership opportunities. It goes beyond one launch.

We built the business at an accelerated pace.

Download it, use it, consume it. We put a lot of love into it. ON the house!

Perfect sales page outline.

www.brandingforthepeople.com

Ask Me Anything: Pat Flynn

Pat Flynn

Q: What are some of your regrets / mistakes?

A: I had to learn the lesson that failing is okay. I used to be afraid to fail and and wanted to be perfect. There were times I believed I wasn't cut out to be an entrepreneur.

2013 - breakthrough blogging. I wasn't all in mentally. It was going to be a membership site, was cool in the beginning, got bored adding more content.

Q: How do you get to 40M downloads from 1M

A: Well first let's get to 2M

Look at your archive and find your most popular shows and do more of those

2. Create spike episodes by treating an upcoming episode like an event.

Do this about every 10 episodes or once a week
-special episode that goes behind the scenes
-special content that your audience just can't wait to get ahold of
-Make one giant episode out of your best episodes in your archive
-interview forum owners (FB, LinkedIn, etc. find the admins of forums and interview them)

Example Spike Episode - Asked 15 different people the same question and asked them to reply like a voicemail via speakpipe, then did the episode with all of those answers with a little commentary in between each and each of those people shared the episode and that provided a huge spike.

Q: How to monetize?

A: products of your own, affiliate marketing,
Affiliate marketing - invite the creator or CEO of a great product that you want to promote for an interview on your show
Sponsorships - midroll.com

Q: How do you find the right affiliate offers? Do you have any tricks?

A: I usually offer products that I use or that know so much about that I feel like I could really become a customer service rep for that company. This helps me make authentic content.

If you hone in on the goal of that market, then the products typically present themselves. Start with finding out what is it they're trying to achieve.

Q: We have content on every platform, and we're doing a lot of things mediocrely, should we start outsourcing, or should we stop using some platforms?

A: Take the platform that is working best and build that one up and use the others to drive traffic to that platform. If you have any content channels that are not producing at all, get rid of them or put them on hold for now.

When you divide your attention to a ton of different things, nothing has the chance to do what you want it to do.

Q: How did you start hiring a team?

A: Start small

Make a list of all the things that you do, and mark off all the ones you shouldn't' be doing and start there.

[Virtual Freedom by Chris Ducker](#)

His team works remotely, using an Agile project management system.

Filipinos will never be proactive, they will do the job that you ask them to do and that's it. They aren't going to alert you to problems before they happen, or fix things that you don't know need to be fixed. If you want a team that will be proactive in building your business, you should hire locally

Q: Podcast outreach, what are you best tips and tactics on getting A-list guests.

A: Don't discount the B-list, C-list, D-list. Some of the most shared and downloaded podcasts are with guest who no one has ever heard of before because they are new, and exciting and also more relatable to the audience. You get more excited learning from someone who is just a couple notches ahead of you, not someone who is a thousand notches ahead of you. It makes the advice more actionable and the goals seem more attainable.

Interview your own audience - the people who have taken your advice and ran with it. They will talk you up for days!

For A-listers, target the ones who have just come out with a book, or something so you can give them a platform to talk about their new thing.

For A-listers who don't have something coming out you can reach out to them and say "we've interviewed Person A, Person B, Person C, and you might know them, we'd like to feature you along side with them.

"We'd like to feature you along side with them"

Podcast: Had a surge in downloads - hit new and noteworthy. iTunes is mysterious with how they work.

Q: Why a book, why now?

A: I've always wanted to write a book, but was always afraid of it. Ient back and forth several times.

I hired a coach to help write Will it Fly - really helped with the mental processes. Editor brain was there with him while writing.

Q: How important is it to have followers before you write?

A: You don't *need* followers. When you start with a book, you already have a sense of authority.

Approach it as "These are going to be my people." What are the other people that people already trust in my space?

Go to Amazon and look at the 3 star reviews - this is where the REAL info is. Here is what I liked, here is what I didn't like. You can learn more about your audience.

Got really interested in what OTHER people were doing. And had an amazing launch day planned, so that they had all these blogs ready to write posts, etc.

Q: How did you edit the book?

A: Content editor offers advice on the content. Then the grammar nazi comes in later and corrects all the misspellings and grammar.

Then we read the book outloud together - caught a lot of stuff the editor MISSED.

Q: How can you be prolific?

A:

- Hiring a team
- Being purposeful/intentional with my time
- Plans 3 months ahead of time
  - So there is no more "what should I be doing?" He knows what he's going to write about and what he's suppose to be doing at all times
- I'm only doing what I need to do, the team does everything else

Q: Podcast hosting / editing?

A: We use Libsyn.com which we recommend, but podcast stats suck.

Start using trackable links. Bit.ly etc.

Q: How to become a guest on a podcast

A: Do what the teacher says, crush it, and then tell the teacher you crushed it. Often they'll invite you on to their show and you'll get a platform to talk about your stuff on.

Q: What service do you use for email marketing?

A: https://convertkit.com/

Q: How many employees do you have?

A: I have a team of 12 people, but no employees.

Hired an agency, yes it's a little more expensive upfront but it saves so much headache not having to deal with the HR stuff.

How DigitalMarketer Uses Facebook Communities to Increase Conversions, Reduce Churn and Change People's Lives

Suzi Nelson

10 Tips For Building Successful Facebook Communities

Business owners only care about decreasing cost and increasing revenue.

BeautyTalk members spend 2x more than their average customer – superfans spend 10x more than the normal members.

DigitalMarketer – DM Engage Facebook group
- 9600 people in that group
- Increase in ascension
- Increase in retention
- As a rule they never comment on if someone should buy or not buy one of their courses

Community is an element of value.

Harvard Business Review article: https://hbr.org/2016/09/the-elements-of-value

10 Lessons Learned on Building a Strong Customer Community

1. It's not about you, it's about your members.
- Community is not an audience (not social media marketing)
- Between you and your members mainly – it's an audience
- Between members of the group – it's a community

Community is a segment of people who form relationships as a result of shared goals, experiences, and interests.

Segment of people – your market, a segment of your market

Something in common – common interest, experience, goal your brand your product

Members of your community should be forming relationships with each other.

George Levinger's Relationship Process

Step 1: Acquaintance (Identifying Mutual Interest)
Step 2: Buildup (Determine compatibility)
Step 3: Continuation (Making a show of commitment)
Step 4: Deterioration (Breakdown in Communication)
Step 5: Termination (Relationship Ends)

Welcome Post (done every Monday morning, tag new members)

Goes from acquaintance to build up
- What industry do you work in?
- What makes your job awesome?
- What's one digital marketing challenge you have right now?
- Say hello to someone who has the same struggle as you

Give members a chance to connect.

Wait 24 hours before answering post so the community can step in and answer it first.

2. Make it exclusive
- Exclusive helps create new relationships faster
- You have something in common with them (VIP access, Credit Card)

Bonus: when they can't get in, it leads to a sales conversation

Pain of disconnect when the act of disconnecting with a process, service, or habit causes emotional pain or discomfort

You don't know what you have until it's gone …

3. Don't fight in front of the family
- Moderation actions and strategies that create a safe space for conversation to occur

3-step social customer care plan
1. Respond quickly

2. Make an empathy statement (I would feel the same way in their shoes)
3. Move it to a private channel

Remove the conversation as soon as it's dealt with.

4. Love Your New Members
- New members are the lifeblood of your community
- Show them a lot of love and get them plugged in
- A weekly welcome post (how are you welcoming them)
- You can even reach out directly to new members

5. Build A Tribe

Build something that makes them think they are a part of something unique and a sense of community.

Sense of Community
- Membership: As part of a special tribe (create a symbol)
- Physical welcome packet – logo in the package, put it on your computer

Have Community Guidelines (the way that people behave) rather than do/don'ts.
- Encourage Group Language – specific to your group
- Created a glossary post with your specific language
- Influence – members feel their actions
- EngageItForward - monthly post to encourage free product / service as long as there are no strings attached

Integration and Fulfillment of Needs
- Building Integration: Shout Outs
- Nominate people who have helped them
- DigitalMarketer Swag
- Shared Emotional Connection
- Shared history and shred participation
- Popular Discussions – List Of Legendary Post
- Love our lurkers week

6. Consistent Content
- Gives your members a reason to come back to the community
- Daily Content

- Weekly Content – 1 thing this week to do for the most impact, celebrate the win post
- Monthly Content – Resource Roundup Post

7. Don't Be A Salesperson
- Don't directly sell in the community
- 70% of customers place peer recommendations over pro written copy
- Let the community speak for you

8. Celebrate The Wins!
- Not just the weekly post
- Positive reinforcement
- Positive reinforcement educates the culture of the community
- As simple as saying thank you
- Be specific with your praise … (be specific – write them a note)

9. Community is a Wonderful Sounding Board
- Social listening can inform …
- Product gaps
- Content gaps
- Marketing feedback
- Unresolved issues
- Test ideas - new series of workshops

10. Build Trust
- Influence
- Not only trust with each other but your brand at the same time
- Highlight community leaders

Resource – [Grytics tool for Facebook groups](#)

Send tangible gifts sparingly and specific as possible

Free Facebook Group?

What are they connecting around?
- Different topics or criteria free vs paid
- Lots of moderation (spam, not really focused on involved)

Build a community - not an audience

Resource: Mention tool – pulls social media mentions

5 Killer Traffic Campaigns to Swipe and Deploy in Your Business

Molly Pittman, DigitalMarketer

[Tom Breeze](#) CEO Viewability

"Tell me and I forget, teach me and I remember, involve me and I learn" - Ben Franklin

Case study: [Learn guitar youtube video](#): They changed it to a "Choose your own adventure" type format, figuring that it would be cool to run as a youtube ad. They took the original ad and noticed there were two types of customers to promote to - someone who is new to the guitar and people in a rut.

They made a video before the video asking the person where they would go and then let them click. They also made two slightly different versions of the same ad geared towards both groups. They would have a choice of two for the CTA - are you fairly new or are you in a rut?

The prospect then moved onto the video tailored to their decision.

It gives the user the choice, and gives them a micro commitment. You can do it off of identity or off of their intent. For example, are you looking to generate more leads or close more sales?

They had the following results:

Per view:

33% more registrations
52% more sales

Per view:

Players in a rut were 5 times more valuable than newbie players.

The UX is better and there was a 39.3% increase in view rate (kind of like a relevancy score).

Choose your own adventure is a big focus for 2017!

Mike Rhodes

How to Maximize Profit from Shopping Ads

There's a problem with Google shopping and that is you don't get to use keywords. How do we bid the right amount?

3 campaigns - one for generic terms, one for brand and one for makes and models, for example:

- Buy TV
- Buy 4K Samsung TV
- Buy Samsung 65KU7500

They used 3 types of keywords and campaign priorities. Use of negatives will save your campaigns.

Generic: High priority, low bids
Brand: Medium priority, medium bids
Make/Model: Low priority, high bids

They took the 3 campaigns and multiplied them once for each device: desktop, mobile and tablet.

They then created one ad group for each single product and incorporated RLSA (remarketing lists for search ads).

You should combine the power of remarketing with your shopping campaigns.

If someone is searching for your product and they are on your list, they are worth more. You might want to spend more to get in front of them.

5 star ratings will get your ads more clicks. Use promotion extensions (the ones in blue that say special offer).

Use dynamic remarketing when marketing on Google, Facebook or Instagram. This is a must do!

Youtube shopping - Take the shopping feed, choose precise products, show the cards over the top of videos and on ads to the side.

Use Gmail multi product ads to have your products show in someone else's gmail.

Ralph Burns

Runs a direct response FB ads company

Case study - A beauty co. wanted a product CPA under $10. Their campaigns were mix and match and they were not tracking well.

Insert your conversion values inside your customer conversion events.

If you are selling by email, insert the value of that product when they purchase so you can see how much you spent and made.

They found ads that gave beauty tips, with a straight image going to a blog post, where they could buy products. Once they clicked through in the blog post, there were great videos of how to use the products they were selling.

Each video had a problem that was easily solved with a solution. They used the videos and showed them right in the news feed.

Get attention, educate and entertain and inform, then close the sale.

Next, they reconfigured the campaigns, used the same formula for ad copy. Used a process called the "Yankee Clipper" method.

1. Post copy line: Question "Want to create a natural, pretty look….?"
2. Post copy line: "Watch the video to discover how"
3. Post copy line: Take the next step "Then click here for more info….."
4. Headline: Restates Post Copy Line 1
5. Description: Tell them what they get
6. CTA Button: Learn More, Watch

Results were outstanding with a 7 to 1 ROI immediately.

Keith Krance from DominateMedia.com

They ran a book offer video ad, "Get my #1 Bestseller book for free…"

At the top of the ad is the Credibility/Authority Statement
"After spending over $10 million on Facebook Ads over the last 7 years with agency & coaching clients, ...I share my #1 Lesson learned in this video…"

Next line CTA #1 - Watch the video, give an "Aha Moment"

Next line CTA #2 - To Click through - "To help you generate that crucial momentum, I'm giving away a FREE physical copy of my book - the world's #1 Best selling book on Facebook Advertising…"

Link Headline: Under video, CTA to the main hook: "#1 Lesson Learned After $10 Million in Ad Spend"

Link Description: Second point, benefits, curiosity, credibility statement:
"Watch this video to see the First 4 Targeting Groups we recommend starting every Ad Campaign with, plus hear WHY I'm LOSING money to ship my book & Fast Start Training to…"

As long as you know some of these you can mix and match as well. Show them you can help them by actually helping them.

The video goes through the #1 lesson learned and gives them 4 targeting groups to start with.

This was a longer video (9 minutes) and the key was, 90 seconds in, they were telling them, "I'm giving you my book for free, I actually lose $, I"ll explain this in a minute. You can also get access to training...then teaching. In my FB fast start I go much deeper into FB ads, and to learn more you need to click through and get this great offer."

Case study: They started a new business from scratch which has been very successful. Most people don't know what IF (Intermittent Fasting) is, so they found a hook "Is breakfast the most important meal of the day?" (give them an Aha Moment)

Challenges and frustrations

Myth #1: that eating breakfast boosts metabolism

Myth #2 - Skipping breakfast causes weight gain.

Credibility/authority statement - "I dropped over 30 pounds…."

Link headline: CTA to the main hook = "2 Big Myths About Breakfast (+7 Health Benefits of I.F.)

Link description: Secondary point, benefit, curiosity or credibility statement

7 Evidence based health reasons why intermittent fasting is amazingly healthy and will continue to be a hot trend in 2017...Learn More

Molly Pittman, DigitalMarketer

Create a Content First Video Campaign

They were trying to figure out a way to appeal to local businesses, and created a video ad campaign, "5 ways to use FaceBook to grow your local business."

The link went to a blog post, which called out the audience, and explained why FaceBook ads are important to their business and might be better than the advertising platforms they are using, got a ton of shares, etc.

The video was made using Animoto. They took an old blog post and turned it into quick video which lasted about 20 seconds. The CTA was to go to a blog post, and they didn't try to sell them in any way.

After a few days they had 4,000 people in a custom audience.

They then retargeted them with a relevant ad, regarding a compilation of their top performing Facebook ads of all time, and ended up with under $4.49 / lead.

How To Generate Follow up Sales From Your Amazon Buyers (Even If You Don't Have Their Email Address)

Lori Taylor

Founder of TruDog.com

Are you doing the very best job you can at telling your story to your customers on Amazon?

By the Numbers

5-20% - Probability of selling to a new prospect

60-70% - probability of selling to an existing customer

Yes, Amazon makes it hard for you to sell to your customers again.

It's because people on Amazon don't love you - you're just a product in a box.

5% increase in retention - 25% increase in profits

Amazon wins because they have an algorithm.

But you have imagination… imagination is more important than knowledge - Einstein

First Sale - the gift that keeps on giving

For most people, the sale on Amazon is the beginning of the end.

Broken Business Model

Do you know the lifetime value of a customer from Amazon?

Probably not.

Most people forget who you are after they buy from you.

What can you do to make yourself memorable to your Amazon customers?

Can you control the "Experience in the Amazon box?"

Presenting Your Product

Tell your customers...

- I Love You
- You're Important
- You Matter

Warby Parker: Good things await you (excellent packaging)

Be creative with what you send to Amazon.

You can increase your retention rates by 30%.

Unboxing was become an adventure. What if your customers start making unboxing videos?

Amazon cannot prevent your customers from loving you.

Be benefit focused in the wording on your packaging. Get creative.

Example: Craft paper with a label
You are trying to get the second sale.

Custom Stickers - name, URL, phone number, let them know you're a small business owner
With love, Lee Ella Jones

The only thing you can't do is give a discount for a review.

You want to be the best store at the mall.

The Incredible IRC (instant redeemable coupon) - stick one on your product

Add Your Voice

Custom Stamps

Custom packing tape

Inserts
- Add Value
- Build Loyalty
- Cross Sell
- Share the Story

Keep the conversation going somehow.

The Plain Jane vs The Full Monte

Funny is Money

Ask for social share pictures of themselves with product.

Fancy - Joe Malone

Stop! Join our Exclusive Prime Membership Program

DANGER - DO NOT GIVE A DISCOUNT FOR A REVIEW

Be Playful

Get a sec? Share a photo or video and mention #stickermule
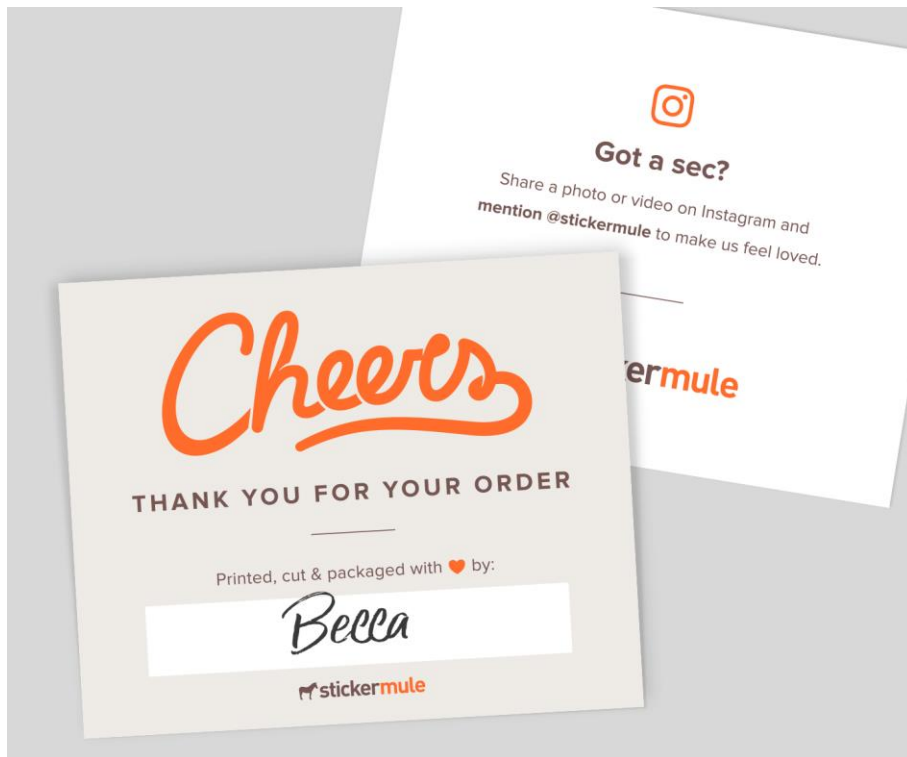
Enhance Your Insert

1. Scarcity
2. Make your card stand out
3. Urgency - don't lie
4. Don't look like an advertisement
5. Shorten your Amazon URL (make it fun)
6. Unique URLs for tracking

The Power of WOW

Orapup - dog teeth product - we included a stuffed animal and got a 35% lift

Small Gifts - pack of Smarties (Game controls / games)

People will share pictures of your product on social media.

The Power of Free
- Free trial (for a 2nd product)
- Free report (in your listing)
- Free guide (in your listing)

- Free exercises
- Free recipes
- Free gift with purchase

Outsmart your competitors.

Don't compete on price.

Compete on value.

The Power of Guarantee - register by email for a 30-day warranty

Don't ask for email - use a retargeting pixel

STOP - please read

Register your lifetime warranty
Interactive Trip Planner
Videos
Special Offers

www.shackepal.com/start

Be a part of our VIP club.

Ninja Trick - http://Leadlock.co
Put in competitor's - get their traffic - don't use your brand - use a helpful guide - retargeting pixel

Direct Mail - against TOS - but it's hard for them to monitor the post office

Or upload them to Facebook and make custom audiences.

Last Minute Tips

- Smiles. Smiles on the phone. Smile in your emails. Just smile.
- Emphasize quality over quantity - give INCREDIBLE answers
- Be responsive
- Acknowledge concerns
- Publish content
- Give attention for customer problems
- Be willing to over deliver on some occasions
- Discounts for customers
- Use positive language

- Never give up on exasperating customer - can become biggest fan
- Adopt the attitude of a learner interacting with customers

All you need is Love.

Give love - get love.

Surveys Suck! How to Know What Your Customer Wants Without Asking

Justin Rondeau

We're going to be talking about something that is in my head and really what's dealing with surveys.

2016 was the year of the survey.

1. Experts were lamenting about knowing your customer
2. Amazing books were written

The saying if you don't know, ask… well what if I told you your customer doesn't know either?

You can't just ask people what they want. They don't know.

Meet Howard Moskowitz

- He helped Pepsi come up with Diet Pepsi.
- Perfect different Ketchup types
- Worked with Vlassic

"What kind of coffee do you like?" you can ask people.

"A rich dark roast." That's what they'll say back.

But what Howard found is that if you had them try things and ask what they liked better only 25% of people would say the rich dark roast.

Big disconnect between what they say and what they want, and between what they say they'll do, and what they actually do.

People don't know what they want until they have it.

Problems with Surveys

- Hawthorne Effect
- Survey Bias

- Researcher's Bias
- Non-Response Bias

Not only do they not know what they want, but it's hard to make a worthwhile survey with true user data.

Hawthorne Effect

Quick Question

How many of you know what a heat map is? Hands go up.

And how many of you don't? Not many hands if any will go up...

People don't want to look like they don't know it. Just by framing it that I made it so there would be a bias.

Hawthorne Effect bases off of authority figures. Being right to peers counts.

Act as you normally would.

Nobody has ever done this after you say that...

Survey Bias

When you are generated a survey you might be missing some grey areas.

Need to find the next best thing and that might not be there.

How you phrase questions and answers creates bias.

Survey Question: How much do you love Star Wars?

(image of a Star Wars Fanatic)

He has a vested interest, so if he asked you whatever you said positive or negative would come back with his bias.

Non-Response Bias

These are all my types of customers but only one set of them raises his hand, it's the only one actually responding so you're only seeing a subset.

Problems with Surveys

Inaccuracy on how you ask the question

Perks of Surveys

How much traffic do you get per month?

A factual question and get the answer, not how they feel about it.

Micro Survey

If you're a member of the Facebook group, and based on that you push yes or no, and see what the value of the customer and their lifetime value to the community is.

You're attributing another form field essentially.

You can use advanced triggers to target.

It's a factual question, less bias/no bias. I don't ask for interpretation. That's where you lose them. Keep it factual.

Pro Tip

Trigger single question surveys at crucial moments, just purchased, signed up, etc

That's a great time to get them to do more or give more information. This is a perfect area to chat box them - use micro survey. Single or multiple question, but quick stuff.

Advanced Triggers

Based on scroll, page delay, etc.

More Questions

If a lot of people are answering, maybe it's the perfect area to chat box them. This is the year of the chat box.

Leaving a page? Don't ask if they want to buy, they're not there yet.

Survey Type 2

Long Form

Where are you located?

Put it in a feel good area, take a few minutes to complete.

<u>Requires Incentives</u>

Issues with long form is it takes a long time. Marketing intern put together. Not target specific. You're still going to be getting professional surveyors. Try to avoid these...

Rely on templates that have been created by professional surveyors.

There's a big difference between what you say and do.

They are two completely different things. How to bridge that gap?

There are two things available to you:

The first, Heat Maps, where your users are clicking. What you can learn is what stands out to your visitor or not.

Are they seeing the content you want, how long it takes to click.

If they can't see what you're about in 5 seconds, they bounce.

[UsabilityHub](#) is a good tool.

If it takes them too long to click call to actions, you have a messaging problem.

Lose 25% people at the orange. Functional change, move things up to tease the things below.

We lose another 25% at headline. Not function change, ambiguity there.

Test different things, new headlines. We're losing people. Enter: CopyWriting.

Long image with a zoomed in part. Still have buttons in there. People were just clicking the buttons with unlinked buttons. That makes them feel silly, so they start going down the metaphysical hole. When we added a link to it we saw the 40% increase.

Testimonials

Those take a lot of work time and money to make. We put those on page. Our most persuasive content was at the bottom… 6% see that… NOT GOOD.

We want this up further then. Move it up so they can see it now.

Recordings

Show how individuals are actually using your site.

They're tough sometimes, take a long time.

Our Cart Slide

Ugly Mock Up

They would all scroll down to try to make sure it was the same price and product. We want to make sure they just started entering info.

Don't add excess things, it creates distraction.

So we made a more concise one, that eliminated their doubt by making the order summary and price front and center.

Make sure when you do session recordings on when the start point is. Adjust times to see after or before x amount of time for bounces, or whatever.

Pro Tip

You don't want garbage recordings. Set strict parameters. Really dig into filters in the back end so you have the right stuff in your cue.

Form Analytics

Darkhorse of user behaviour analytics.

When you create a landing page or checkout page or anything like that...What's the design, does it make sense?

What don't you think about? Form. You're not thinking about that much because it's the last thing, but it's the last step so it's important.

What You Can Learn

What things are causing confusion?

I was on an office hours call showing this, and I was like, "Oh hey! We have a sweet conversion rate here. Mobile…

People were spending like 14 seconds on that

Lots of mobile traffic from Facebook.

But the time on the form goes up to 38 second from 14 seconds...

Look at fields…

Is it the name, last name? Email?

...they're spending 26.08s on the email field.

Whats going on?

Get to email field and see the keyboard they see. There's no @ on it, There's no easy way to get to the period. So I hit the developer up and was like, can you change this?

Ran another one, and the conversion went up a bit, and the time 57% decrease time on filled 96% on refills - this is HUGE.

The more the have to refill the more they'll rethink working without.

The first thing I do at any given time is look at your mobile form. When you run into people that get this right it's a great experience.

Funnel Analytics

Strategy is to start here. Where do I really want to work at? Data without intent is gonna be a bad time. You won't know what to do with it.

By knowing what page you need to focus on and the goal on that page you'll make better decisions on what to look for in the data.

DigitalMarketer.com

When we launched it, we didn't want people requesting an invite if they were brand new and didn't know us. They wouldn't know what they're getting an invite too.

We used fairly fluffy content there - the homepage is the "you are here."

If you weren't DigitalMarketer and this wasn't your intent, you'd want to start on that first page because you're losing 95% of people there.

Desktop?

Even lower. The more interest report is new or returning business. New visitors shouldn't be doing it.

On mobile it's one of the first things people see, so the hike up makes sense.

Pro Tip

Customer service questions

Passive user data. You're going to know what they really think.

Ask your support team weekly the top 5 types of questions they are getting.

You'll understand them a lot more. That's your customer at their most ferocious.

Sales Questions

What makes them buy? What are they looking for? What are the interested in?

You might have something they don't give a damn about on your site.

Ask your salespeople monthly.

Main Point:

Surveys are short sighted and are likely inaccurate.

Get your data from user behavior... not how they report.

How to Close 80% of Your Marketing Proposals for Clients Like AT&T and Hitachi

Jason Swenk

The key is closing 80% of the clients that you want, that fit the certain qualities that you want.

A proposal should take 15 minutes - but a proposal won't win you the deal.

Everybody thinks their approach to proposals is the right way.

Problem - Your proposal is a reflection of the quality your company will deliver.

If you submit a bad proposal, you'll have very little chance of winning the business.

Big Mistake - Not knowing your closing percentage & spending a ton of time on proposals.

Change the conversation - Ask Questions

It's frustrating when you go through a whole proposal process only to find out that the prospect doesn't have the budget or they need the project done tomorrow.

So before you make a proposal use the N-B-A-T formula

N-B-A-T - Easy way to qualify a prospect in the first 10 minutes

Need - Budget - Authority - Timing

Need - What do they actually need and does this match up with what you actually can deliver. You need to say no to things that you're not good at.

"If you were only going to be paid on performance, what would that perfect client be, and what would you deliver to them?" <- That's the biggest thing you need to do

Budget - "we don't have a budget" don't just move on when they say this!

Conversation #1 -
You: For what you want to do, what's the budget you want to stay around?
Prospect: We don't have a budget.

You: Cool, I love working with people who don't have a budget so we can spend countless amounts of your dollars & really do a lot of testing.
<5 awkward seconds of silence>
So you really do have a budget?
Prospect: Yea

And then you become a reverse auctioneer.

You:So I need to know some kind of range you're trying to stay around. Are you trying to stay around $200K, $100K, $80K, $70K, $60K, $50k…

You need to start HIGH. Do not start low because you can only go DOWN

If they don't fit the bill as your ideal client then let them know that you can't help them and refer them to another agency you know who can. Help them out, do an intro and when they grow and they do have the budget, they will come back to you.

Authority - Make sure that you're talking to the authority person, the ACTUAL decisionmaker.

How to find out - ask the person you're talking to "How does this objective align with your company's overall objective?" If they say "I don't know" then ask who does and get that person on the phone.

3rd parties are going to be your WORST sales people. You need to talk to the authority yourself.

Timing - Make sure that their expectations are correct

The 3 I's
Issue - Impact - Important

What is the biggest issue / challenge that their having?

What is the big impact of this project for their business?

What results are they going to get if this project is successful?

How important is that to you?

Proposal is similar to a phone number - If you don't have the right numbers in order, you won't connect with them.

Step #1 - Build A Template
The key to allowing us to create a proposal in under 15 minutes was building a master template
- Setup proposal variables

- Take out what is not needed for each proposal
- Add in any new sections, and make sure you add them to the template

Step #2 - Executive Summary
- State two obvious facts that the client would know is true
- Restate WHAT they want the most
- Describe WHY they want it. The big benefit
- Briefly define what they are going to GET
- Describe HOW it is going to work

Step #3 - Your Services / Deliverables
- Categorize services into sections
- Be very descriptive in each. Methodology & process
- List out all the deliverables. I.e. How many versions or pages thy will get, etc.
- List out up-sell services and products
- List out what is not included

IMPORTANT - Don't have prices in this section! If the pricing is listed it is the first thing they'll look at and shut down right away.

Step #4 - Proposal Pricing

Put the pricing at the very end

Do NOT give them options. If you have options you are making them make 2 decisions.

Start with the highest package that fulfills their needs and will actually help them.

If they say it's too high:
- Don't discount your prices
- Ask them what changed from your previous conversation about the budget
- You can take a few things out to get them down to their number and see if it still makes sense to work together.
- If it doesn't make sense, then walk away.

PROJECT SUMMARY

Setup Charges	
Creative	**Setup Fees**
Web Design	$30,000
Technology	
Sitefinity Content Management System	$
Application Scope	$1,500
Custom Development	$TBD
eCommerce Store	$4,500
Onsite Sitefinity Training - Includes 1-2 hours of training. Limited to 5 people *Does not include travel expenses	$500
Hosting	
Hosting (Lite)	$250
Hosting (Standard)	$250
Hosting (Professional)	$250
Interactive Marketing	
Google AdWords (Pay-Per-Click)	TBD
Search Engine Optimization (SEO)	$3,500
Email Marketing	$2,000
Social Marketing	$15,000
Website Maintenance	
Support 20	$3,000
Support 30	$4,350
Support 40	$5,600
Support 50	$6,750
Project Setup Total	**$**

Monthly Charges	
Technology	**Monthly Fees**
eCommerce Store	$35
Hosting	
Hosting (Lite)	$35
Hosting (Standard)	$60
Hosting (Professional)	$85
Interactive Marketing	

Step #5 - About Your Agency

This is the last part. No one really cares about your agency. Make the proposal about them.

If you make the proposal about you, then you make you Batman and them Robin and no one wants to be the sidekick.

- Tell them about your company
- The people that will be involved on the project
- Experience
- Why you exist
- Awards

Step #6 - Include the agreement/contract and signature on the proposal

Put the contract at the back of the proposal so that as you're viewing the proposal with them they can sign it right then.

Then they are going to give you objections

"Cool, let me think about it" - either they don't trust you getting it done or they don't trust themselves doing something. And you want to find out if it's a put off or an actual objection.

If it's an actual objection then you can adjust your proposal to make it work

Step #7 - Don't ever just lob the proposal over the fence! Don't send the proposal

If you just send them the proposal, you're not going to hear from them ever again

Never send it ahead of time, ALWAYS review it with them

"Hey I want to work with you, send me a proposal."
"Cool, when can you actually meet and I'll go over the proposal with you."
"Well just send it over."
"Well no, that's not how we work."

Always be able to walk away.

You need to walk them through the proposal so that you make sure they're seeing the right things and that you can answer their questions

Data & Analytics In a Nutshell

John Grimshaw

Hi I'm John Grimshaw.

- Manage systems and assets DM uses to actually do this stuff
- Created the Mastery course with Justin Rondeau
- Managed data for over 3 million in paid traffic, 261 million emails, over a 100 promotions

Foundations of winning Analytics and Data Strategy

Why Data Matters

Data comes in two forms, too much and not enough.
Even when I track everything, the data just sits there.

Businesses that Won with Data

- Oakland A's – Billy Beane
  - Batting in runs vs homerun hitters and stars
- Netflix
  - Cost of the DVD was going to rise and cause them to spend another $100 million dollars, started looking at it and just started streaming
- Digital Marketer
  - DM Lab (core product)
    - Trial vs Full Price membership test
    - Immediately, 30 days, 60 days, a year
    - Trial: 21%
    - Full pay: 20%
    - Trial got them over a thousand new members by not changing anything

The Method

3 Principles
1. Give your data a job (most important one)
2. Hypo testing converts questions into strategies

3. Context lets you account for the unmeasurable

Does the data I collect in my business have a specific job?

You should not feel overwhelmed by data, but there are so many sources of data.

Think of a marketing funnel.
- Awareness
- Evaluation
- Conversion

This is a data and analytics funnel.

Funnel Metrics
- ToFu (Top of Funnel)
- MoFu (Middle of Funnel)
- BoFu (Bottom of Funnel)

Group data like a marketing funnel to measure health at different stages.

- ToFu - Does this metric give me insight into brand new visitors?
  Our Goal at the top is New Visitors

- MoFu - Does this metric give me insight into getting visitors to commit?
  The goal of the middle is commitment
  CTA Clicks

- BoFu - Does this metric give me insight into how well prospects convert into customers?
  Goal at the bottom is conversion
  Example of a BoFu funnel metric: Visit, EP Units, Ep Collected, Conversion %

Retention & Monetization Metrics - Does this metric give me insight into how satisfied our customers are?

Two Types Of Metrics
1. Key Metrics
2. Drill Down Metric

Key Metrics dictate the overall health of the business.

Drill down metrics answer big questions.

Key Metric – Average Banner Click %
Drill Down – How likely to click on a CTA in the blog post

New visitors vs drill down: Share of Search

Average order value – drill down look at actual orders

Analyzing Data - How to use this data & grouping to solve problems

What do you do when you have your data?

Use the Analytical Decision Making Process.

Scientific Method to Business

Questions and hypotheses become actions and results.

Review key metrics to inspire questions.
- What is a big question I need to ask in my business
- Generate hypotheses
    - $1 trial is a better offer
    - Trial churn is higher
    - People keep restarting the trial after their time expires, inflating conversions %
    - Have 5 to 7 and test all of them, not just one

Use Drill Down methods to "test" hypotheses.

Review Cohort Analyses to test hypotheses.
- Cancel dates
- How long they were active
- Average paid

Implement based on proven hypotheses.

Contextualization Data

4 Keys Contexts For Data

1. Historical
2. External
3. Internal
4. Contextual

Context lets you account for the immeasurable.

Historical Lens

HISTORICAL

What does history tell us to expect?

Have we seen seasonal dips?

How have promotions performed in the past?

External Lens

EXTERNAL

What changes outside our control might influence our metrics?

Have referring sources changed?

Has technology changed?

What has changed with our competitors?

The Lingo

- Analytical Decision Making – scientific method
- Analyst's Toolkit
- UTM Parameter – Tracking Module
- Key Performance Indicator = Key Metrics

Keynote: Tool Time: The Hottest, Most Effective Marketing Tools + How To Use Them

Roland Frasier, Perry Belcher

These are the tools that Digital Marketer is using in their business.

Competitive Intelligence Tools

http://g2crowd.com - finding software that has been used and reviewed by thousands of people

http://Datanyze.com - resources tab - Market Share - list of all the top ecommerce tools

http://BuiltWith.com - Find out what websites are built with - tells you if they have email / phone / address

http://NetMinging.com - competitive intelligence

http://SimilarWeb.com - expensive, but excellent data on competitors ie where they advertise

http://Top500Guide.com - ecommerce database

http://AdBeat.com - uncover any advertiser

http://iSpionage.com - takes you through the user journey, keyword → ad

http://Terapeak.com - tool for eBay and Amazon sellers

http://crayon.co - tells you changes in your competitor's prices, team, etc

http://Ghostery.com - tell you everything on a page, pixels, etc

Google Similar Pages - Chrome extension

http://InTheNewsletter.com - traffic trail for every newsletter and website

http://TubularLabs.com - protects from click fraud

Content Marketing

http://BuzzSumo.com - find out what content performs best - find influencers - find giveaways (what to give, ad copy, images, places to post) - Audience Builder - build influencer audience and run Twitter ads to them

http://Designrr.io - creates ebooks and lead magnets

http://BigStockPhoto.com - stock photos and videos

http://quuu.co - hand curated content

http://GettheMedia.com - media inspiration

http://JustReachOut.io - reach journalists

http://Crowfire.com - find content

Helpareporter.com - connects journalists and sources

http://Spj.org - society of professional journalists

http://StartaFire.com - like snip.ly - use other content to drive traffic

http://FatJoe.co/blogger - get in content blog links

http://DigitalCollections.nypl.org - creative commons content for free

http://PiktoChart.com - infographic maker

http://GraphicBurger.com - graphics

http://Bloomberry.com - Find the most popular questions asked by your target buyer

http://AnswerThePublic.com - cool graphic (questions, prepositions, etc)

Copy

http://CoSchedule.com - headline analyzer

http://AMinstitute.com/headline - headline analyzer / emotional trigger words

http://Grammarly.com - grammar checker

Ecommerce

http://Shopify.com - ecommerce platform

Shopify.com/boost-sales - upsell and cross sell app

Shopify.com/stream - app which makes your store socially dynamic

Shopify.com/swell - rewards and referrals

Shopify.com/consistent-cart - leaves things in cart

Zipify.com - Shopify landing pages

Stamped.io - harness the power of product reviews

Yotpo.com - more expensive / displays the stars on search results

Klaviyo.com - data for Shopify

Curalate.com - make ecommerce pictures shoppable

Smartzer.com - make videos shoppable

Amazon

http://JungleScout.com - Amazon product research made easy (sort options by sales)

FeedbackGenius.com - reviews

High5 Feedback - feedback solicitation tool

Splitly.com - Amazon split testing software

Amztracker.com - keyword rank tracking

Managebystats.com - Amazon seller tools

AMZrefund.com - FBA inventory refunds

BrandProtectionAgency.com - brand protection and ecommerce intelligence

StitchLabs.com - inventory management

Content26.com - make your products stand out

http://Snagshout.com - review friendly people

http://MerchantWords.com - keyword research

http://K-lytics.com - finds the best book markets in Kindle

http://KeywordInspector.com - Amazon keyword tools

Helium10.com - several Amazon seller tools

Funnel, Cart, Ecommerce

LimelightCRM.com - driving subscription ecommerce

1AutomationWiz.com - ecommerce and shopping cart solutions

ClickFunnels.com - best for testing funnels quickly

LeadPages.net - landing page builder

InfusionSoft - sales and marketing automation

Konnektive.com - dynamic reporting and analytics

InstaPage.com - landing page builder

Www1.10minutefunnels.com - drag and drop marketing funnels

ThriveThemes.com - conversion focused Wordpress themes

OptimizePress.com - create landing / sales pages inside Wordpress

Ads

AdButler.com - finds best paying ad networks at any time

SiteScout.com - self-serve advertising platform

Midroll.com - podcast advertising

Emogi - enrich conversation

SEMRush.com - keyword tool (all-in-one marketing tool)

Keyword.io - long-tail keyword tool

Keys4Up.com - related keyword research tool

VideoCents.com - downloadable app for YouTube keywords

app.WordTracker.com - long-tail keywords (KEI)

Lsigraph.com - LSI keyword generator

TwinWord.com/ideas/graph - cool graph

Semantic-link.com - automatically find related words

Secockpit.com - keyword research at warp speed

Traffic

Sumo.com - grow traffic and customers (Welcome Mat, Pinterest) 39 million impressions a month

ManyChat.com - Facebook bot

QuickSprout.com- let's you know how to improve traffic to your website

Accengage.com - web push

PushEngage.com - personalized browser push notifications

PushCrew.com - grey dialogue box (allow / block) - not user friendly

OpinionStage.com - polling

LeadQuizzes.com - lead generation

HelloBar.com - convert visitor into customer

ViralSweep.com - YouTube sweepstakes (go to sub-reddit for sweepstakes)

ContestDomination.com - contest software that generate leads

Votigo.com - contests and sweepstakes

FriendBuy.com - referral tracking and campaign optimization

ReferralCandy.com - referral program

YoRocket.com - analyze and grades headlines

FullContact.com - add to personal gmail / adds context to relations

BriteVerify.com - email verification

KickBox.io - email verification and recipient authentication

SEO Tools

SEOPressor.com - for Wordpress SEO - real time post SEO analysis

SEOmonitor.com - SEO reports

Pingdom - page speed

AHrefs.com - links

Barracuda.digital - Google updates

Google PageSpeed Tools

RMoov.com - helps you remove bad backlinks

SEobility.com - SEO software for better optimization

Nozzle - keyword rank tracker, know everything Google knows - very indepth

Slerpee.com - optimize how your website looks in Google results

PointBlankSeo.com - empowering marketer to build extraordinary links

YTCockpit.com - doing keyword research through videos

WP Supercache - generates static html from WordPress Blog

ScreamingFrog.com - evaluate onsite SEO

Social

DriftRock.com -social advertising platform

Catvertizer.com - facebook advertiser

Facebook Pixel Helper - Chrome extension

StitcherAds.com - performance advertiser

AdVantageAds.com - uncover competitor ads

AdFox.io - search every type of ad

Adicted.io - facebook ad gallery

Adsvisor2.io - search profitable fd ads

AudienceDrill.io - advanced targeting

GetCompass.co - discover competitors secret - competitor ads on Facebook

AdSee.com - social ads competitive intelligence tool

Qwaya - building for social media marketing

SocialBakers - social media analytics

AdEspresso.com - create and optimize and ads campaign

FollowerWonk - explore and grow social graph

MakeMeReach.com - drive ads campaign

Spinklr - social media management

MeetEdgar - social media marketing

SiphonCloud - traffic filtering

List

ReturnPath.com - expert in deliverability

FormStack.com - managing information across entire organization

SurveyMonkey.com - surveys

Maropost.com - sales and marketing platform

BeeFree.io - rich email message made easy / templates

http://ActiveCampaign.com - email marketing

http://PlusThis.com - add-ons for Infusionsoft, including video tagging

Video

Veeroll.com - video ad creator

Slide.ly - slideshares

ActicleVideoRobot.com - video from text

GoAnimate - easy cartoon creation videos

Wistia.com - video hosting (mid video opt in)

ClipChamp.com - compress files

Handbrake.fr - open source video transcoder

VideoScribe.co - easy whiteboard animation videos

POWtoon.com - create animated videos and presentations

Animoto.com - create slideshow videos

TubeMogul.com - video advertising across channels

ViewBix.com - interactive video ads

VidYard.com - online video platform for marketing

OBSproject.com - free software for video recording and streaming

Wirecast - live streaming to Facebook for multiple cameras

TeleStream.net - stream to Facebook live

Images

Pablo.com - create beautiful images to make posts pop

Compressor.io - compress and optimize images

GIFMaker.me - easy gif maker

MakeaGif.com -home of all GIFs

Canva.com - motivational image creator

RelayThat.com - design tool / auto resizes

Flixel.com - cinemagraph maker

Easel.ly -infographic design

Placeit.net - mock ups and demo video

Infogr.am -make beautiful charts and infographics

Pictaculous.com - a color palette generator (upload a picture, they give you a pallet)

IconFinder.com - access to icons

Retargeting

CodeDelay.com - delays pixel drop

RocketFuel.com - predictive marketing

OptinMonster.com - A/B test lead capture

OptiMonk.com - onsite retargeting

Gleam.io - marketing apps design

BounceX.com - behavioral marketing cloud

Influencers

Upfluence.com - influencer marketing technology

PitchBox.com - outreach and content marketing

BrandBacker.com - create content with influencer

BuzzStream.com - build relationship and build buzz

FameBit.com - influencer marketing for branded content

Analytics

ClickMeter.com - track web marketing actions

Chrome extension - Tag Assistant - troubleshoot various google tags

NewRelic.com - gives deep performance analytics for every part of software environment

Google Analytics - measure advertising ROI

insightSquared - fuels high-performance sales team

Sticky.ai - tracks eye movement and micro expressions

UsabilityHub.com - remote user testing

FullyAccountable.com - back office solution / manage team

WickedReports.com - transforms sales and marketing data into answers and actions

RapidMiner.com - unified data science platform

DataBox.com - KPI in one place

Qualaroo.com - uncover customer insights

FullStory.com - search customer experience

LikeAlyzer.com - analyze potential and effectiveness of FB pages

Grytics.com - Facebook group analytics, member insights

TruConversion.com - know what customers want

HotJar.com - analytics and feedback

VWO.com - easy A / B split testing

Usertesting.com - eliminates bad user experiences

Optimizely.com - helps you optimize your site

OmniConvert.com - conversion rate optimization tool

Crazy Egg article - split testing with Google Analytics

SiteSpect.com - A / B split testing, customize emails

FiveSecondTest.com - measuring people's first impression

Social

MeetEdgar.com - social media queue that fills itself

ModernApp.co - replace your site chat with FB messenger

ZotaBox.com - online marketing tool

ChatFuel.com - chatbot on fb messenger

BotGig.com - bot programmers

Augmented Reality

Holition.com - augmented retail solutions

Augment.com - augmented reality platform

FittingBox.com - dedicated to frame

Virtual Reality

YouVisit.com - connects people with unique virtual experiences

ConversantMedia.com - recognize and reach consumer

Team

WeWorkRemotely.com - find and list jobs

SweetProcess.com - creates SOP automatically

Trello.com - lets you work collaboratively

Ziptastic.com - geocoding

Domo.com - business dashboards and analytics

Reflektive.com - real time feedback and reviews

GetGuru.com - automated knowledge base (plugin for Slack)

OfficeVibe.com - how everyone is feeling

GetHarvest.com - easy time tracking

Zapier.com - easy automation

GetFlow.com - project and task management

BugHerd.com - bug tracker / issue tracker

Blossom.co - project tracking for distributed companies

Conversational Selling: How to Use Facebook Messenger, SMS & "Personal Emails" To Close More Sales (Without Being Salesy)

Marcus Murphy, Molly Pittman, DigitalMarketer

Today all salespeople are marketers, and the sales cycle is becoming longer.

It's a "contact sport."

Ex: Magicubes.com These are sales tools that changes when you open them up different ways, very unique, fun and eye catching.

Guru.com internal wiki, sent out a cool marketing device

It's becoming more social, it's not always online.

You are missing 80% of your leads if you are online and are not active on Linkedin.

Thought leadership - you have to position yourself as an expert. It is very powerful, it gets you in the door. When you're an expert, you can position yourself.

Ex: Marcus posted one article on Linkedin which eventually led him to meet the CEO of Linkedin.

Growth committee

They created this committee in the company, so the team would increase communications amongst themselves. They put them together once a week to connect so everyone is on the same page. This gives everyone ownership of what's going on in the company, and helps create a better flow and commadradery.

The 9 word email that worked:

"Are you still looking to train your marketing team?"

We're not cold calling anymore, so what does this look like online?

They sent out a message to people who are highly qualified for the product.

They made a lead ad on fb for the lead magnet, "Want to build a rockstar marketing team? Get the Modern Marketing Growth Plan…"

Once they clicked there were asked for more information to make sure they are qualified before they went any further. The goal here is to drive a conversation to the sales team. It's not a volume play - it's a quality play.

If the respondent had more than one employee and were anything but an intern, they were qualified and went to a page where Ryan delivered the Modern Marketing Growth Plan. Then they were given instructions - schedule your call, download the app, watch the video. That was the tripwire, asking for their time. The contact was then sent 8 follow up emails over the course of 1 month

Instead of trying to force a product, the sales team would recommend other products if it was a better fit. The goal is to get them to reply, to start a conversation, to drive high quality conversations.

This can occur on other platforms as well such as Facebook Messenger. People are already having conversations there.

People have questions about your product and are wondering if it's right for them. If you are not readily available to answer you are going to lose some sales. You're going to help them overcome their barriers.

You can also use overlays with FB Messenger.

Ex: "Questions about HQ? Chat with us below!" We can expedite your trial set-up and get you learning today…" with a 'Send to Messenger' button below.

Conversing in Messenger is great because if they were chatting on a regular website page, as soon as the person leaves, the conversation is over. But conversations in Messenger stay forever. If they are already in Messenger it will immediately populate. You're not going to lose a live chat as if you were chatting in a browser.

You are also building a subscriber list, sending out sponsored message that are getting huge open rates.

EX: "Do you want to bring more people on your team? Either reply, call or "**m.me/YOURSITE**"

People want a quick response, and it's easy to do with Messenger.

You can also create a bot to help you engage:

EX: "Ask the DM bot to see if I should attend T&C" They were then given questions such as "Do you like warm weather? Do you like marketing?" The goal was to engage and make people laugh.

Prospects were followed up with inside of Messenger. The bot was not there to sell tickets, it was there for interaction. People are messaging with you because they want to talk to a human. It's ok to use to engage, but don't expect it to automate your sales process.

Pay attention to how people want to have conversations. They want to do it at their convenience, they don't' want to call. They want to do it where they are at (Facebook).

You need to have someone there answering the question, not just giving a link to a product. You can't expect this to automate the sales process, because people are expecting a conversation.

They are encouraging their team to go out and be thought leaders and write posts on Linkedin.

Special guest: Sean Patrick Simpson, from Soul Space Media

They decided they wanted to run a big flash sale, how can we get people eager to buy?
They decided to use ManyChat, created an ad, asked people to send them a message to enter a contest. The lead cost was 13 cents.

- People clicked 'send message' all the time
- Got a message in Facebook about the contest "Congrats! You have just entered the contest! Here's everything you could win…."
- Now you're part of the contest, what would you like to do next? They were given 3 button options below to click (visit the blog, visit the shop, do a quiz)
- 40% of people opted into their email list
- Many Chat is going to be adding form fields so they will be able to enter an email address right in there without them leaving Messenger
- People needed to be hand held every step of the way
- You can still do this even if you're not running fb ads. On your page, use the "Get Message" button

You are highly encourage to run your own contest to get people in the door.

Digital Marketer is looking at a new test metric: what is the Cost Per Conversation and Cost Per Messenger Lead?

Message in Facebook: Welcome! Text the work "WIN" below to enter the contest"

Day 1 results: Cost per new messaging conversation $.13 per action, Cost per lead $.34

Note: They noticed, since the messages are dinging their phones, some people were mad because they were getting messages at 2 am because they were international.

There is a feature in Many Chat to send the message in their time zone, and you can choose whether you want it to make a sound.

People were clicking through so much, the site crashed. You might need to get a better server!

They got featured as a bot on Messenger. This was not necessarily a good thing because the next day they got 6000 messages, mostly spam.

When they had multiple options for people to respond, they got a better results.

Gave them option such as "I can't right now" and "I'm not interested" to give them the option to unsubscribe.

If you got value from this, shoot Sean an email Sean@soulspacemedia.com

How to Get Search & Social Rankings with Google AMP and Facebook Instant Articles

Dennis Yu, BlitzMetrics

Using AMP allows your results to go to the top of the Google search results.

Go to Chrome -> Developer -> Tools

Look for AMP results. They have a checkmark next to them.

There is usually a carousel at the top of the results. One with content. One with images.

If you are already getting traffic. Using AMP can get you a 10% boost in traffic.

The advantage of using AMP is fast page speed.

Go to Chrome -> Developer -> Tools

AMP allows you to precache data, which can also be done on Facebook Instant Articles.

If you don't do that, you will fall down further in the results.

Use PageSpeed Insights to see your score now.

Images and videos are super heavy.

Google will host and load the content quickly for free when you use AMP.

You only get one style tag.

That makes some people not want AMP.

But the payoff of higher search results and faster load speed are worth it.

Facebook Instant Articles

Manage all your pages with business manager.

Push all your content to Facebook instant articles for faster load speed.

They will also push your content to more people.

It's under Publishing Tools.

Instant Articles -> Production articles

You get three basic stats - views, time spent, scroll depth

Go to [BlitzMetrics FB page](#) for all the links and more information.

[BlitzMetrics.com](#)

[AMPproject.org](#)

[Amp by Example](#)

Google Workplace - pulls from users google

Create a Facebook app because you can create retargeting audiences when someone downloads your app.

Create less friction by bringing people natively into instant articles and the feed.

You see user queries, where they come from, content they care about.

Content that ranks in AMP is different from what shows up on the web.

Facebook bought WhatsApp.

Post on your Facebook pages through business manager. It let's you choose your objective as you post which makes the process more frictionless.

If you have good content, AMP will amplify it to more people. Then you can ramp it up even more with paid ads.

Push all of your Wordpress articles to Facebook Instant Articles.

The 6-Step Growth Framework to Predictable Profit

Shannon Susko

Shannonsusko.com

https://scalingup.com/ - Verne Harnish coined the term "Gazelle" in Scaling Up.

Once I found out what it meant I wanted to be that.

20% growth or more for more 3 years in a row = Gazelle

If we can do more than 20% we just have to go a bit faster putting framework in place.
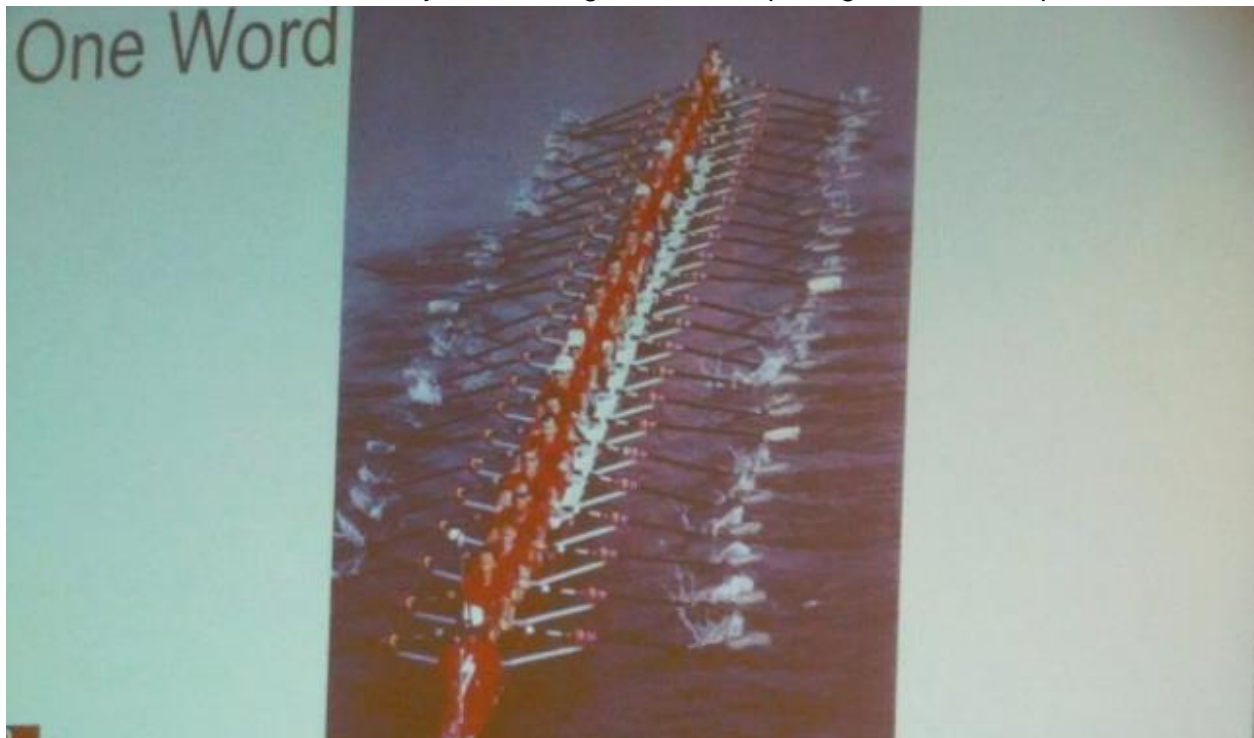
Think of one word for this picture: Teamwork

Think of one word for this picture: Harmony

Did anyone think of the same word for both pictures?

Both are TEAMS.

My word for both: DISCIPLINE

You must be disciplined to do any of those things well and succeed.

I want to trigger one thing you need to go and do after this.

I have degrees in Commerce, Computers, Masters in Computer Science. None of that mattered when I built a business. What mattered is the teams I played for. *That's* what mattered.

Living the Dream

Built two companies where I wanted them to be.

ParaData Systems - founded 1995 Sold to PayPros in 2006.

Subserveo - founded in 2008 compliance for broker dealers - DST Systems bought that in 2011.

I read four books a week for two years trying to find that secret sauce.

So I wrote my own book, and I wanted it to be prescriptive.

Book: [The Metronome Effect](#)
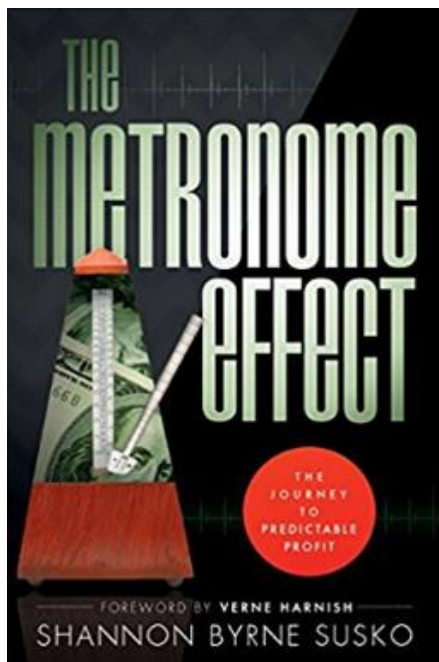
Companies I Work With…

No company is too big or too small for this framework.

I want you to think about that, anything could be in there. Manufacturing, goods, whatever you're doing.

Every time we make a sale, we have to do something with our team to execute.

6 Step Growth Framework

Cultural System

Every 90 days we figure out what we need to do good to get better at these systems. All of them.

The more cash we have, the more likely we will focus on every other system that's up there.

What I just shared isn't rocket science. We know those systems exist.

How are we going to execute and make money? Those aren't new.
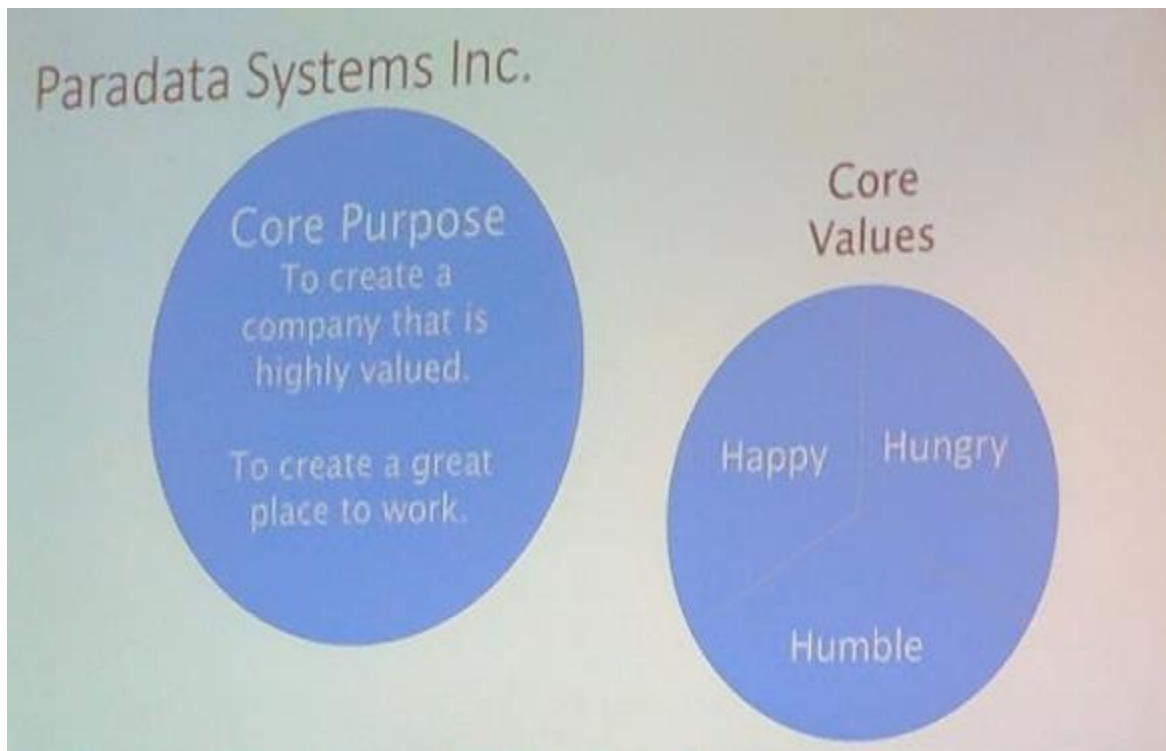
ParaData

Core Purpose

To create a company that is highly valued. To create a great place to work.

In my business at that time we wanted to create something highly valued. If we could have done it in five years or less, I wouldn't have learned this.

Happy to come to work, hungry to go to work, humble enough to come every day. That's our culture. We believe in that.

We were one day old, with a 30 year goal.

We wanted to be the leading global internet payment provider.

It was important to have that to make decisions today about the future. We had a ten year journey to a successful exit.

Chaos

We had the most unruly group of founders. We raised money on day two. We had lots of cash but we didn't have a great operating system to grow the company. This framework is that operating system.

I met Vern Harnish the year we went from 0-100

He kept talking about huddles and one page plans. He had no book at the time, and I asked if I could email him once a month for a year and tell him what I did. So we just evolved this framework that we had.

We evolved it as a team. As a CEO, it is not that YOU are going to evolve. It is how WE are putting it in place to work for us.

One thing I learned was why we only got things 80% of the way done.

My own coach at the time said I was TERRIBLE at delegating.

Really wow? I read all the books on delegating… but interestingly enough he gave me some more books. I read them, and then I understood.

My biggest weakness was holding people ACCOUNTABLE. One on one I was TERRIBlE at holding someone accountable.

But if it's like a playing field. The coach isn't going to yell at me to play well. The team will be keeping me accountable.

I have to do all of this? They all have to know all of this? That's going to take a long time, I thought.

It took 24 months to have this fully implemented.

We had team peer accountability off the bat. I know longer held anyone accountable. We went together for the win. We were accountable to each other.

So we took this and started implementing.

Rhythm: create a flow of habits.

We knew WHY we were doing it today and where we were going with it.

5 years later we sold the company, and the new company adopted it.

It took 36 months again to roll it out.

Don't be discouraged by that time line. One step, and the next step, and the next step.

SubServeo
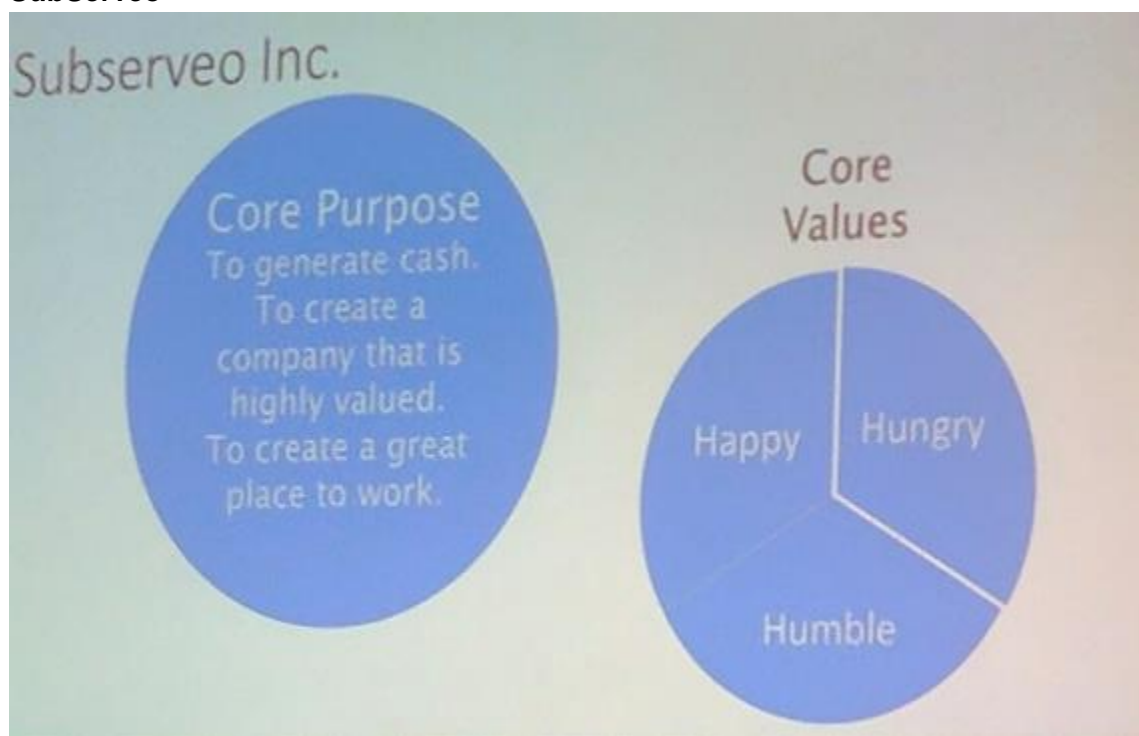
This one was customer funded, getting revenue the first month.

As a leader, know your core values and share them. How do we find people like this?

Our 10-30 year goal was to be the leading global provider of compliance assistance for broker dealers.

With a subscription based platform, it's very hard to do that right off the get go.

Profit per z = profit per user.

Every day we knew how many customers were a win for our company. You need to know what your win is.

From day one, we had this frame implemented, and it made such a difference. The rhythm helped bring this forward.

We're trying to have a life, grow a business, and have fun doing it with people with us.

6 Step Growth Framework to Predict Profit

For the key thing is when you're using a tool you get focused, but with this we do it ALL together.

If you get too far down one road and you're not balancing you're running back and forth trying to focus in different places.

Tools We Used In The Systems

The Most Successful GROWTH Companies:

- Habits = Discipline
- Continuously Learn
- Accountability Mechanism
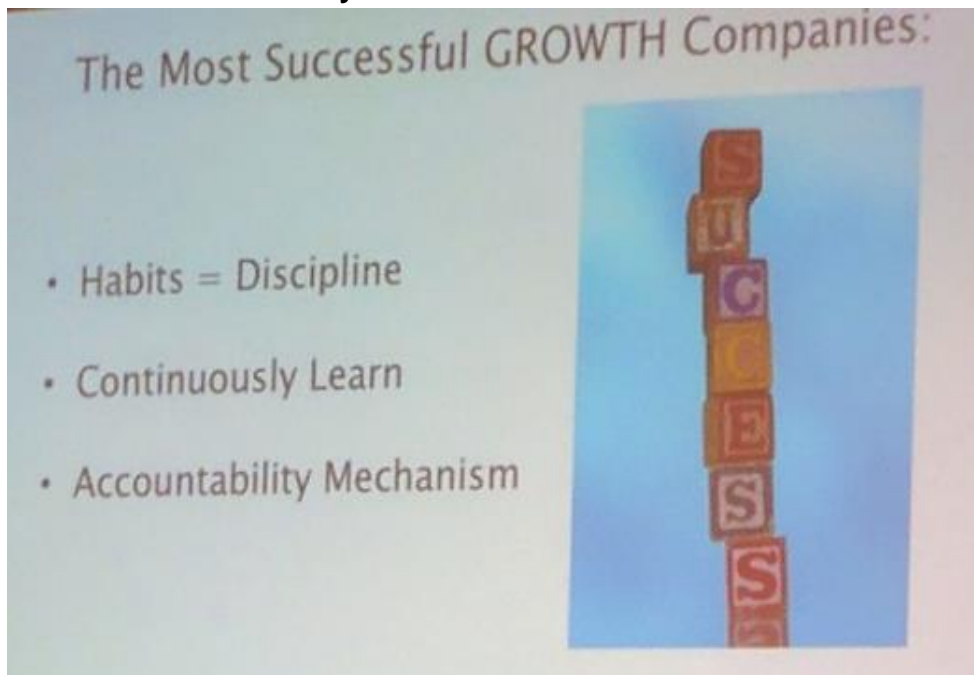
Leaders set the beat (metronome). For some companies one month is a quarter, going really fast. For others, it might be once a quarter, regular time. Leaders and team set this.

Continuously learning TEAM. My team needed to be learning with me. Teams that learn together win. If I put that into a sports analogy, of COURSE teams practice together. All our meetings were like our practices, not just a boring meeting.

Accountability - Peer Accountability

6 Step Growth Framework to Predict Profit

1. Leader was the foundation of the business - knew why we existed, the core values and why you're on the team. 10+ year BHAG write it down and gut it out, that goal.
2. Cohesive team - organizational help
3. Human systems - repeatable process to find high performers 9/10 onboard them, train them, teach them, you keep them.
4. Very top team leaders hold it together like the CEO. We're responsible for the cultural system.
5. Very top is the team - anything that goes on in the house needs to be communicated through the leaders to the team, and so on.
6. Cash in the middle.
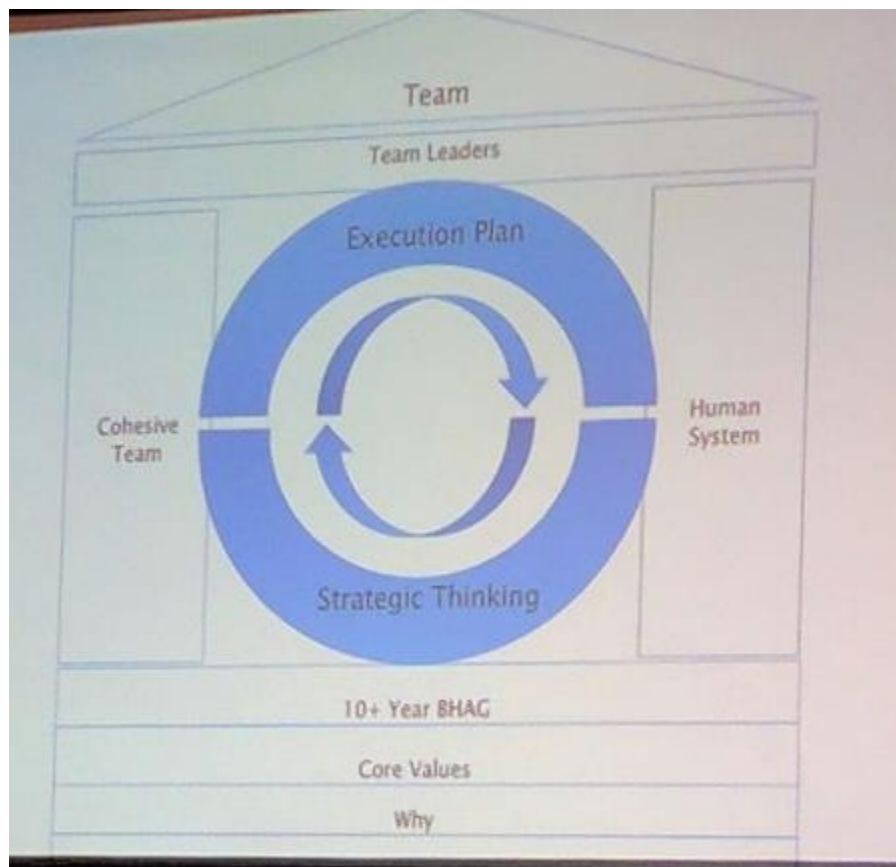
In the house we have a strategic thinking system. Every week we want everyone thinking about it. And then thinking about an execution plan.

The whole idea is that everything is moving all together, at the same time.

Metronome Effect

Step #1 - Cultural System

- Strong clear known culture.
- CEO owns this #1
- What are your personal core values?
- Why does your organization exist?
- Where of you want to in 10-30 years (bhag)

https://www.startwithwhy.com/ Simon Sinek, there's a great TED Talk on this.

Step #2 - Cohesive System

It helps you draw your structure, your chart.

Growing Teams

Converting 5 dysfunctions into 5 growing steps

Pat Lencioni

- Trust on the bottom,
- then nurture decisions,
- Comit
- Accountable
- Focus on results (pyramid)

Question?

Do you have a healthy organization? - Make sure you're not drinking your own Kool Aid.

Step #3 - Human System

Brad Smart, Topgrading.com

Follow the menu, do it exactly as they said 9/10 times. The book is a little heavy, but it's free.

Why not use it to keep our system alive?

Everyone got the same treatment when they started. We are all getting trained, obviously, but is it really the same?

Do you have a scorecard for each function? Is it measurable? Are they accountable?

Recruit, hire, orientate train, scorecard, coach, keep, review, reward

Key Question

Do you have a repeatable system to hire and onboard and train your team members?

Step #4 - Strategy System

Start with what customer needs, that they'll buy from you at a profit.

Bob Bloom, Jim Collins, Michael Porter, Alan Overwaker

Key Questions

Who is your core customer?

What are your 305 differentiating actions?

Where do you want to be in 3 years?

Step #5 - Execution System

Core value/purpose → bhag 10-30→ 3 year bhag→ 12 month → 90 days

Key Questions

Where do you want to be in 1 year?

What are your priorities?

Step #6 - Cash System

How many days from when we touch a lead to when we put it in the bank? How do we get it smaller?

Dell is -63 days to put money in the bank.

Cash is King!

Key Questions

Do you have enough cash to weather any storm?

Do you have enough cash to fuel growth?

Every day decisions?

I found out fairly quickly I couldn't make all those decisions.

We want the whole team making the whole team. I never want to answer a question, i just want to hear what decisions are being made. Bad decision? Oh well. We'll just make another one, and another one.

I was there to drive the company forward and leverage my experts who were recommending the plan.

What's the one thing you're taking action on?

If your why and your core values aren't clear in your organization, that's a great place to start.

Verne Harnish's the One Page Plan was a key tool, get it here: https://gazelles.com/resources/growth-tools

Rhythm = habit

We had a meeting rhythm. Make sure you're talking about the right things in the meetings. I got 40 hours back on my life by implementing that.

Results

Rhythm and habit overlap with expectations in the middle.

Predictable overlaps low risk with predictable results in the middle, where you're ending up.

Wrap Up

Organization takes 12-36 months depending on the size of your organization. For our 400 people, it took 36 months.

Evolve this into your organizations.

Get Predictability.

One Page Plan is a tool to write it down and make it clear. The playing field.

We want to forecast our cash, PL, Revenue, etc

Excellence

Excellence is an art won by training and habituation. We do not act rightly because we have virtue or excellence, but we rather have those because we have acted rightly. We are what we repeatedly do. Excellence, then, is not an act but a habit. - Aristotle

Discipline

The Metronome is the CEO, you set the rhythm bring the team along and drive them.

Rockstar Facebook Customer Care: Proven Ways To Increase Leads, Sales & Conversion

Mari Smith, MariSmith.com

- Mari is a premier Facebook Marketing Expert - was hired by them in 2015 to teach small business owners the powers of Facebook and their ad products
- Has a new book out: [The New Relationship Marketing](#)
- Has over half a million twitter followers and over 350,000 followers on Facebook
- Brand ambassador for leading companies

Problem: businesses are leaving money on the table
Solution: love and care about your customers

There are 60 millions business in Facebook and only 4 million advertise.

When people hate your customer service, they will not buy from you again.
Most people don't tell you they hate you, but will tell their friends and social media.

40% of customers who complain in social media expect a reply within 60 minutes. The average response time from a business is 5 hours.

Challenges:

- How do you win in the engagement economy?
- How do you maximize sales without being salesy?
- How do you bridge the gap between internet marketer and social marketer?

There are two types of marketers: numbers based marketers and heart based marketers.

You have to market using both, you want to be solid with your numbers AND do it with care and passion.

"What the world needs now more than anything else, is emotionally intelligent leaders" - Martha Beck

Recommend book: [Hug your Haters](#) by Jay Baer

Twitter is one of the easiest tools where you can delegate the sourcing and curating of great content. One of the great ways to be of service to your audience is to be a master curator. Only 3% of customers who mention a brand on Twitter use its '@' handle.

Recommended tools for social media management and engagement: Sprinklr and Agorapulse

The solution to this problem is to get all those heart emojis. You want your customers, fans, etc to be madly in love with you and your product.

"Caring is scalable." - Gary Vaynerchuk

You want to be a Rockstar - a business who is revered in your field of accomplishment because of your stellar customer care.

Most companies don't think about their customer's emotional experience. How they feel is the most significant factor towards customer loyalty, and they will be most likely to forgive the company's mistakes, recommend to others, etc.

Recommend site: TemkinGroup.com

"People will forget what you said or did, but will never forget how you made them feel" - Maya Angelou

How you can empower your customer to be an ambassador?

Women are generally more emotional, compassionate etc. If you can bring in women leaders, this can only help.

Most Facebook posts and ads are saying "Hey buy my stuff…", but you want your marketing messages to be more heart centered.

62% of millennials say that if a brand engages with them on social networks, they are more likely to become a loyal customer.

There is so much technology, but humans haven't changed that much. We want to feel important, that people are listening to us, etc.

"Content is king but Engagement is Queen and she rules the house" - Mari

Critical Steps for Customer Loyalty

- Core value -> Culture
    - Staff needs to embody

- ○ Become a true social business

- ● Stellar Customer Service

- ● Advocacy marketing
  - ○ Employee
  - ○ Customer Loyalty Program
  - ○ Micro influencers

Social video generates 1200% more shares than text and image combined.

Socially devoted brands understand the shifting paradigm of customer care and respond to at least 65% of public audience questions on Facebook and/or Twitter.

90% of people are accessing content on mobile devices, so your content needs to be thumb stopping! Craft your content for maximum shares.

What's hot - Facebook live! Facebook has been doing some eye tracking tests and they discovered that people will gaze 5x longer at video than static content. They are on a mission to be the next generation of television.

Keep in mind, Facebook is starting to test midroll ads, which leads to the possibility that you might get one in your Facebook live - time will tell.

Companies and countries that are leading the way:

- ● Telkomsel: Indonesia
- ● Robi Axiata & Grameenphone: Bangladesh
- ● TIM: Italy
- ● Deutsche Bahn: Germany
- ● KLM Airlines: The Netherlands

For example, in Robi Axiata's page description, they give their phone number, Twitter, email, SMS...they are available "24/7 365 days to provide support and assistance."

These companies have an average response time to customer inquiries of 9-23 minutes.

In the US we are rubbish at our customer care, it's extremely low. For example, in the US, companies such as Target, Best Buy, and Kohl's. Their response time averages between 109 - 548 minutes.

"If we get someone to engage, they're most likely to buy." - Neil Patel

If you don't have 10 raving ambassadors right now, pause your ads and go find them. Who can you reward and empower in your customer base right now to help you?

Examples:

This [Chatbooks ad](#) for putting your photos from your phone into a picture book had 67 million views and close to half a million shares. Great video ads such as this include:

- Focusing on quality from the first time
- Are authentic
- High energy, entertaining
- Evoke emotion
- Personal, relatable
- Useful
- Designed for sound off

Check out [Design Pickle](#) for their customer care as an example.

Remember to respond promptly and publicly to negative comments.

Social Customer Care Mistakes:

- Not responding to comments on ads
- Retargeting without exclusion (seeing an ad for something you just bought)
- Wall is turned off
- Messenger being disabled
- Not deploying trained staff
- Not signing comments/post with first name

Messenger is your new toll free number. Your Page's Messenger code is a unique code you can download and share to help people easily message your Page. When people scan your Page's code using the Messenger app, they'll start a conversation with your Page. ([Check out how to get the code](#)).

Wechat + Facebook Live + Messenger = happy customers + $$$

Recommended Steps

1. Appoint your CLO
2. Clearly define KPI's and track (as important as sales numbers)
3. Deploy team of trained moderators (strive to answer promptly)
4. Reward staff (employee advocacy program)
5. Reward customers (identify raving ambassadors)

Ecommerce Growth Hacks to Skyrocket Your Sales

Syed Balkhi

OptinMonster.com

This software runs on 2.5 million websites.

How do you take existing traffic and make money from it?

You will learn the exact conversion optimization process he uses in all his businesses..

Ecommerce Workflow Simplified

1. Understand your audience
    a. What pages are the visiting
    b. What are they doing on your site
    c. What keywords are they using to find you

2. Educate your audience
    a. Articles
    b. Ebooks
    c. Products
    d. Demos
    e. Videos

3. Work on objections

AIDA Funnel

- Awareness
- Interest
- Decision
- Action

Average business owners focus on awareness.

They try to get more customers to their website.

If you get more targeted traffic, then you will probably increase revenue.

Smart marketers focus on the bottom of the funnel - action.

The key is to work backwards - post checkout and up.

Reducing Involuntary Churn

- Where people's credit cards are declined
- 20-40% of churn is from declined payments
- Get a VISA Card updater

Automated Dunning Process

It's pretty much free money. You just have to turn it on.

After rebill attempts, it sends an email to a frictionless card updater.

- Mobile-optimized
- No login

Churn-buster

Reduce Cart Abandonment

Up to 85% of shoppers who add to cart DO NOT BUY on their first visit.

Remove all that isn't needed on the shopping cart. Do not make it easy to click away.
Do not add anything that will distract them.

Give multiple payment options: credit cards, Paypal

When they removed Paypal, they lost 20% of their monthly sales.

56% of online shoppers want to see a variety of payment options

Exit-Intent Popups

When you start to go to "X" out of page, there is a popup - "Got a question?

4.7% of people leaving send a question. They convert 1 out of 3.

Free Shipping

44% of online shoppers who abandon their cards do so because they see the shipping cost.

That's because they are used to Free 2-day shipping from Amazon Prime.

Build shipping into your product cost and offer Free Shipping!

Magic Recovery Emails

Capture email as they're typed in… even if they don't complete purchase.

Then send this three-email sequence.

- 30 min - Is everything okay?
- 24 hour - Your OptinMonster Account is on hold
- 48 hour - We're deleting your OptinMonster account

They see a 55% recovery from sending those emails when someone abandons the cart.

CartHook

Urgency and Scarcity

- Use time-based urgency, scarcity based urgency
- Add a timer: 13% in conversion
- Use flash sales - 24 hours only
- $1 trial works great - 25-30% of users stay beyond trial

Biggest Shopping Day

Amazon sees a 60% increase in orders on Black Friday. ($525 million in sales)

Make up holidays or use small niche holidays as a reason for a special flash sale.

Add Trust Factors

- Testimonials
- Mentions
- Security Seals

70% of online consumers look at a product review prior to purchase.

92% of people trust recommendation from peer

70% trust recommendation from someone they don't even know

Goal: 500 (5-Star) Reviews

- A very direct-ask that's working great for us: 7 days after purchase…"Hey, I noticed you purchased…. Can you please do me a big favor by leaving me a review."

  Example: Envira Gallery - Google plugin

- Ask for video testimonials in exchange for a $10 gift card.

  Boast - App that allows users to download app, record video, upload to dropbox

- Use Case Studies (if you sell a results based tool)

  "How DigitalMarketer Turned 15% of Abandoned Visitors into Customers"

- Press and Mentions

  Yec.co - Young Entrepreneur Council - You get a content piece each month on a site like Yahoo, Entrepreneur, Huffpost, Inc, Forbes. You can also answer questions and get authority

- Customer Logos - we help big brands scale Wordpress - Visa, Disney, ebay, Comcast, etc

- Integration Partners - borrow credibility - ONe click integration with your email marketing provider

- Trust Seals - good and cheap - put these on checkout pages. Adding a Verisign trust seal, conversion in crease 42$ - Blue Mountain Media

- Money Back Guarantee - Neil Patel saw a 21% increase in conversions

Money Pages

Optimize your pillar content for maximum conversions.

Google Analytics Ecommerce Tracking

Behavior > Landing Pages

Create personalized, targeted offers

MonsterInsights.com

Add targeted CTA (Call to actions) - banners, count down times, etc

Targeting and Personalization

Traffic referrer detection - customize landing page based on referrer ([Optin Monster](#))

Onsite retargeting - show something different to returning people

Onsite follow up campaigns - banners, etc

Targeted upsells, cross sells (don't show pro if they haven't bought basic)

$10 / day - show them Lab $1 trial right on site (side tab)

If they don't take your core product, offer a downsell.

Dynamic text replacement

Personalize their offers (name)

Affiliates / Referral Partners

Huge sales force without the salary

Offer affiliate contests

Email List

You need to build an email list!

Then what?

70% of visitors abandon your website and never come back. Use exit-intent opt ins to capture their email.

The #1 rookie mistake is not grouping subscribers based on interests. Use tags if available. Open rates go up when you send specific emails. IIf group is too big, segment

He helped a friend set this up and his conversions increased by 469%. ($7,700 per month to $48,000 a month)

Resources: [DMHQ Conversion Funnel, Marketing Funnel](#)

Test, Learn, Improve

Agencies Only: Learn More About Digital Marketer's Certified Partner Program

Marcus Murphy, DigitalMarketer

Monetization - recovery (collections), customer care, partnerships.

Seven months ago I came to Digital Marketer. I've worked in a lot of places. I've had incredible leadership, but I've never worked with someone like this.

I kind of want to be Richard Lindner when I grow up.

Fireside Chat with Richard and Marcus

Richard: We're going to talk about who the ideal agency or partner is for our company. We have an amazing formula to identify that.

Marcus: Certification Partner Program. I'd like to know where it was birthed out of, when's the right time to add that?

Richard: The real story: Our machine that's campaign templates, in Austin Texas, and I were toying around with how do we achieve our goals.

It isn't tracking. The problem is how are we bridging form strategy to specific industry (Doctors, Dentists, CRM) how are we taking that and making sure it can be implemented anywhere?

Should we have a version of Digital Marketer that we should have a presence in? No. Well how do we still serve them?

How do we make sure the dentist is being a dentist and not a marketer.

Their knowledge shouldn't be in marketing but dentistry. Certified Partners that understand this in skill set or platform or vertical so they can go in and say this is CVO for a dentist.

We talked about this.

Ryan handed me paper that was Digital Marketer Certified Partner. I ask him, "What are we doing with this?"

And Ryan said, "Deann is making copies and we are going to take our first 25 TODAY."

Right before I went on stage...

We did that, put it together, the pitch was something like this, "Hey guys we're doing a program called the Certified Partner Program, which is going to be 10k, 2k to apply, then come back to Austin, and after that you if want to stay you pay the other 8k. If you don't then you go. We don't know what we're going, but it will be great."

We had 25 people go to Austin.

The why: not for more money, we wanted a body of people that were doing what they were already doing and double the size of people already doubling businesses.

We wanted to double agencies. We wanted to double 10,000 businesses.

I don't care if I'm directly helping someone, I'd rather double the agency size, and have them double the agency. Butterfly effect.

Marcus: When I saw the core values on the wall at Digital Marketer, I thought, "Who wrote my core values down on their wall?"

We can't double 10k businesses by ourselves.

What does a good partner look like to you, you might be asking. Can you go through that?

Richard: There are true business development people and there are shaky people, too often they go straight transactional.

I'm a big fan of creating rules.

I like to provide myself with guidelines and out of bounds.

Especially at Digital Marketer because they're all specialists, I don't want to micromanage, I train and give boundaries unless they need something.

We want indirect competitors with our ideal customer, but isn't selling a competing product or service as yours. Vying for the same attention, but it doesnt invalidate their need to buy both of our things.

Example: Infusionsoft, Marapost, Hubspot, SalesForce.

They have our ideal customer. In these cases it amplifies us. Technology and strategy are useless without each other.

Do they already have our ideal customers attention?

Do they share in our mission? Some version of it?

Agencies are perfect for us because whether it's your mission or not (doubling 10k businesses is OUR mission), but the important part is it's your job to grow small businesses.

Are they relational? Do we have some sort of fundamental basis for a relational type relationship?

Start transactional with people you can have a relationship with too.

Marcus: Everything I've heard any talk about is the idea of reciprocity, So romanticized. People lead too hard on the relational side, and then they can't swing into the transactional side. My best friends in life are relationships, and the other people are the ones I made a lot of money with. Its better when we all come out successful, its bonding.

What is the pitfall leading relational?

Richard: For any true relationship to be a success you have to like one another and have similar values.

I'm not saying business relationship, all.

Clear cut ownership, who does what.

Communication, very clear.

At Digital Marketer we're equipping a high performance individuals and pivot them to leadership.

Skills we have to impart in every one is time management, proficient at prioritization, communicators, and ability to have hard conversation. Conflict resolution.

All those things lead to good relationships. If you have all those things, and for true partnership a benefit for both parties.

Get in and add value. Eventually that's going to pay off, eventually.

Or, it's just like the dorky kid bringing the cool kid snacks every day and hoping to get invited to the party...

When you're starting and hoping to JUST add value, it's the reason we don't go to Google or Facebook and offer them a free booth.
Because when they come here they're going to PAY, and they're going to add value.

I pay for ads, they should pay me for a booth here.

It started with us both paying for each others stuff. We have alignment. It allows us to start transactional, and build into a true relationship adding grace to transaction.

But you both need to benefit otherwise it causes resentment.

We only want to partner with people that we can help and they can help.

Otherwise its expediting resentment.

Q&A

How many partners do you have?

We have 122 partners, just added another 35 in the last two days.

Our partner program is broken up in every organization. We can't just go to australia, they'd probably hate us, we're the rah rah guys. England, you'd have to be sarcastic.

Education Note

- How much does it cost?
- Requirements?
- Benefits?

Three Areas

- get more customers
- make more revenue
- have more authority

We provide partners with assets and campaigns, access to video, scripts for customer acquisition agency.

We have lots of assets for customer acquisition, emails, trade show, campaigns.

We've created them and they aren't available anywhere else. Only to those licensed certified partners to drive more customers, and not to sell our stuff, to sell your stuff.

Our role in your business is a profit maximizer. Our hope is once you're a partner that you have the ability to resell DMHQ partner certification platform.

If you take a client and want to maintain recurring revenue it's a great way to be prescriptive to who on their staff should be doing what, and check in.

Traditional referral affiliate, commission. Number two, certified partners can upgrade to an enterprise agency account, and you actually will be assigning and giving training.

Generate revenue by selling Traffic & Conversion Summit tickets.

You can sit there and tell them, I told you it's great. Getting them excited about your services.

It works as an incredible downsell to help nurture.

We have people that we don't take, but you also likely have people that say no to you. If they're not ready and they said no, there was a cost to that conversation. There was something given, time or money for that.
I love using this platform as a downsell, like maybe you should just do this internally check out this customer curriculum. Then you just get monthly recurring revenue even if they don't become a client. And you're still top of the line.

It's also smart to turn down business. If there isn't a benefit for BOTH parties, don't do it. It'll just be a distraction.

A(SK + G = PBC → V)

V = Vision

How many of you have been down the road on a great opportunity and go, holy shit how did i get here?

If you don't have a vision you can't say no to stuff, successful people say no to everything because when they say yes it means something.

I can say no because I know where I'm going.

PBC = Positive Behavioural Change

This is incredible. You have to be very intentional about the people you allow into your life. The top 5 people in your life is going to influence it.

They absolutely influence you.

What about the people don't believe in your dream? That's super fucking hard.

Do you think that has a detrimental effect? *Hell yes.*

It causes the hard stuff we have to get to that decision.

This is a checks and balances decision here.

If you aren't willing to make the hard choices, then you don't believe in your vision.

If you can't kick out Sally because she's funny, but not really getting anywhere.

G = Goals

Anyone write on the mirror with dry erase? I do it all over.

My biggest thing with goals is if you don't see your goals, they won't ever happen.

We set goals once a year. January. Gym runs specials in January, people join, and then February comes and they quit.

You have to be able to see them. I use post it notes everywhere.

Make you goal visible. It needs to be strong, and you need to see it.

SK = Skills and Knowledge

My grandpa had a 3rd grade education. Multimillionaire. Black, from the south, lived through segregation.

I don't care about the pedigree. I have met a lot of really successful "uneducated" people.

When it comes down to reading, we as a country are terrible. The average book consumption number in America is...

Half a book a year.

Leaders are readers.

What you put in your brain, you can control that.

You have a choice about what you consume.

It's my life - it's very short. Make sure you're not wasting it. If they're wasting it, bow out. Don't waste it. Protect your time.

A = Attitude

Attitude can ruin it. You can have vision, you can know where you're going, you can change everything, your wife can divorce you, and it comes down to one thing. If your mindset is messed up, you'll never get there.

When it comes to partnerships, that's where everyone fails.

You hear about all the academics, but when you get to this A, you don't care that much. You have to care.

Where you want to go comes with a mindset. If you're open to it, and have a good attitude, it's going to expedite what you're trying to do.

This is the picture we're painting of who we are looking for. I hope this is either a major deterrent or a lightbulb for you.

Trend-Driven Marketing: Crafting Tomorrow's Campaigns Today

Roland Frasier

Current Trends
- Status Seeker
- Betterment
- Human Brands
- Better Business
- Youniverse
- Local Love
- Ubitech
- Infolust
- Playsumers
- Ephemeral
- Fuzznomics
- Pricing Pandemonium
- Helpfull
- Joyning
- Post-Demographic
- Remapped

People's Basic Needs and Wants
- Excitement
- Honesty
- Connection
- Self-Improvement
- Social Status
- Social Interaction
- Identity
- Transparency
- Fairness
- Creativity
- Entertainment
- Relevance
- Love
- Simplicity
- Recognition
- Security

Trend Driven New Product Opportunities

- A new expectation about a basic human need, want or desire
- Driven by shifts (urban transition, aging populations, climate change) + triggers (new tech, political events economics, environmental incidents, etc.), that are…
- Creating innovations (Start-ups, new products, services, experiences, and marketing campaigns)

Expectation Gaps

Ever higher customer expectations applied ruthlessly to every purchasing decision…
- Rising quality
- Positive impact
- Personal expression

What to do now…

IDEATION EXERCISES » BLENDING TRENDS

LIST 5 TRENDS THAT ARE RELEVANT TO YOUR BRAND.

1. _____
2. _____
3. _____
4. _____
5. _____

*Try various combinations!

NOW BRAINSTORM NEW INNOVATIONS COMBINING TRENDS

VISION

» _____
» _____
» _____
» _____

NEW PRODUCTS AND SERVICES

» _____
» _____
» _____
» _____

#tcs2017 facebook.com/RolandFrasierPage

Source: TrendWatching.com

Source: TrendWatching.com

Source: TrendWatching.com
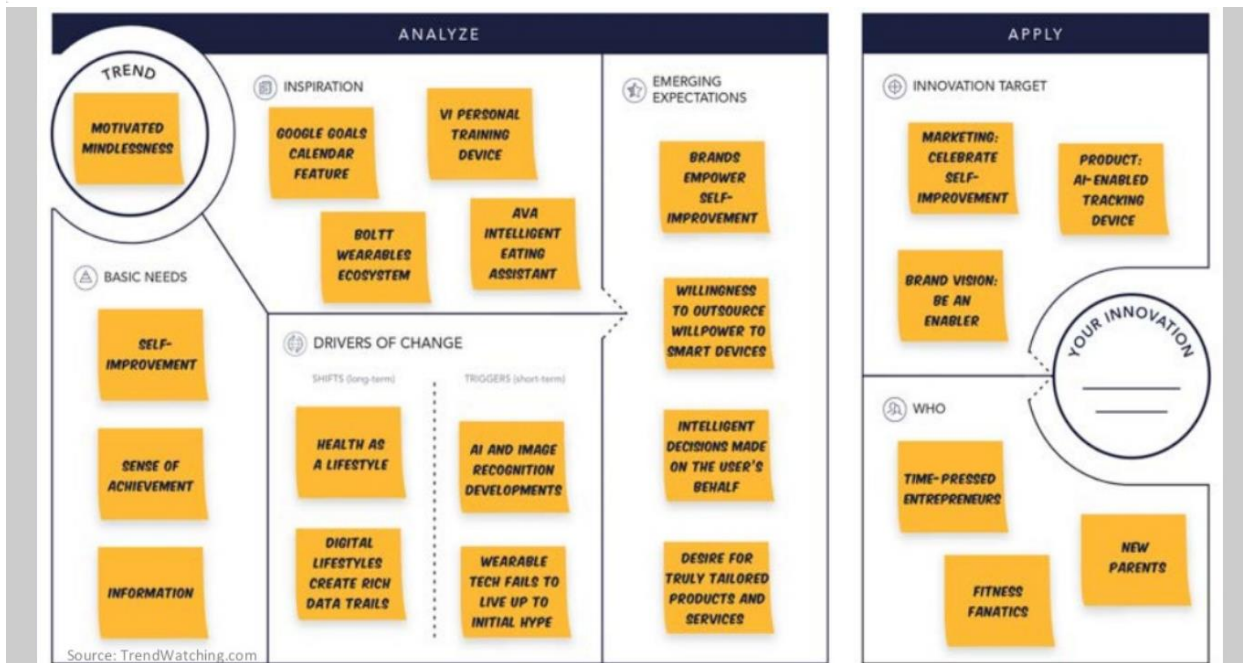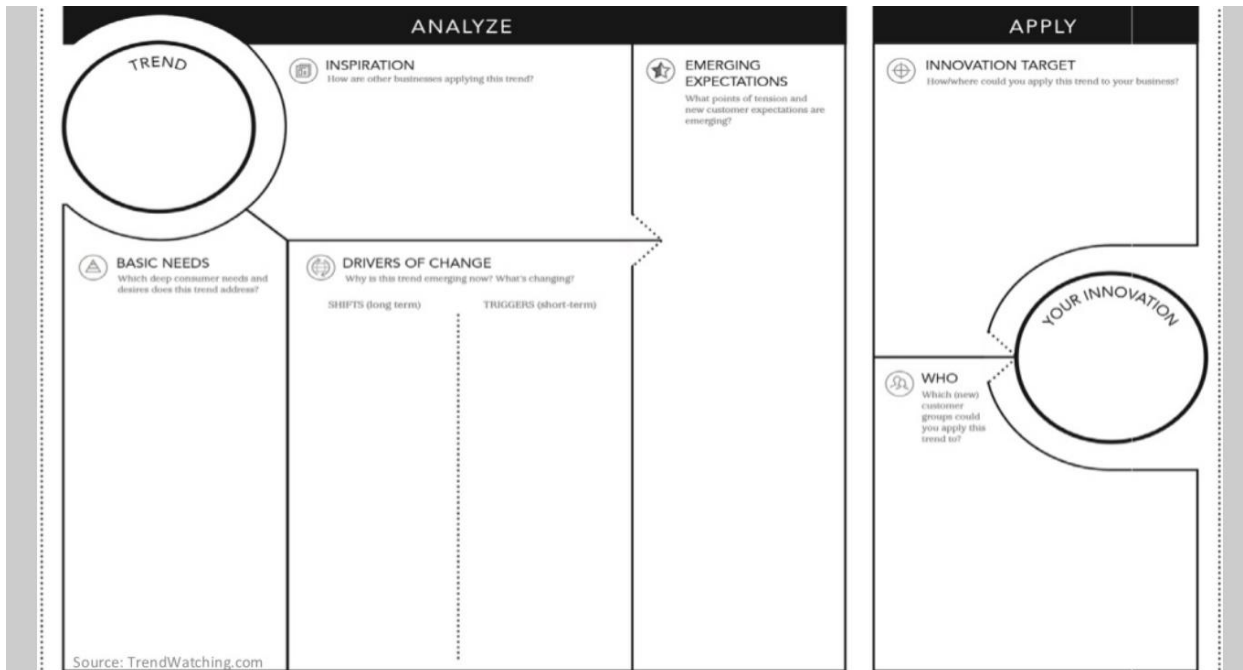
Resources for Tracking Your Industry Trends

- TrendWatching.com
- TrendHunter.com
- PSFK.com
- Cassandra.co
- Springwise.com
- JWT Intelligence

Challenging Trends in Marketing

- Bad bots
- Ad blockers

What to do now…

Branded Content Partnerships

Tomorrow's campaigns should create branded content with publishers.

Resource: BrandTale.com + Leaderboards

72% of marketers think branded content is more effective than magazine advertisements.

Influencer Partnerships

Tomorrow's campaigns should involve YOUR audience's influencers in messaging and content.

On average, businesses generate $6.50 in revenue for each $1 invested in influencer marketing.

Content and Commerce

Tomorrow's campaigns should embrace shoppable content.

Shoppable content shortens the path from discovery to sale by eliminating the "identify and find" stages.

Make your photography shoppable.

Pinterest becomes shoppable social.
- Lens
- Instant Ideas
- Shop the Look

Resource: Curalate.com

Resource: Smartzer.com

CTA Attribution

Tomorrow's campaigns should implement CTA attribution.

- Scarcity
- Urgency
- Integration
- Tiered incentives

New Ad Units

There will be fewer ad units and aspect ratio based ad sizes.

Responsive ads eliminate pixel resizing across formats.

IAB New Ad Portfolio

L = light
E = encrypted
A = ad choice supported
N = non-invasive ads

What to do now…

- Watch for IAB to roll these out in 2017
- Use these new aspect ratio ad creatives as soon as you can in your marketing to…
  - Reduce demands on ad creative team
  - Flatten ad file sizes and speed page load
  - Ensure all your ads are responsive and mobile friendly

Conversational Commerce

We talked about this two years ago…
It's time to get on messaging apps now!

Messaging apps have now surpassed social networks.

72% of US Smartphone users use 6 or more apps each day.

EMAIL

Get 3.7x More Opens + 8.7x More Clicks With Messenger

Avg Open Rate: 22.87%*
Avg Click-through Rate: 3.26%*

MESSENGER

Avg Open Rate: **84.3%***
Avg Click-through Rate: **28.3%***

* http://www.smartinsights.com/email-marketing/email-communications-strategy/statistics-sources-for-email-marketing/
** http://www.modernapp.co : based on 100,000 message samples

What to do now…

Replace on-site chat with Facebook Messenger

Tool: ModernApp.co

Tool: ZotaBox.com

Tool: ManyChat.com

Tool: ChatFuel.com

Tomorrow's Campaigns: Create Bots To Help…

- Discover + purchase products
- Reorder + check order status
- Give personal shopper advice
- Notify of price alerts + drops
- Promote sales + flash sales
- Tell when wait list item is in
- Deliver loyalty programs
- Announce new product release

- Gift assistance + recommendation
- Provide customer service
- Track shipping
- Deliver newsletters
- Deliver reports + content
- Make reservations + buy tickets
- Give advice (products/life)
- Answer questions

Digital Marketer generated 300+ conversations for $800.

Resource: BotGig.com (find bot programmers)

Brush up on Bing SEO to rank on Voice Search.

Emoji

US consumers - especially younger users - are adopting stickers and emoji.

You can even order Dominoes by texting them a pizza emoji.

2.3 trillion mobile messages that incorporate emoji will be sent this year.

Using company-branded emoji

Branding in Mobile Messaging
Emoji are a powerful and highly desired vehicle for branding to consumers.

Instead of the standard "smile" emoji, 45% are moderately, very, or extremely likely to use one of these Pepsi-branded emoji

And instead of the standard "beer mug" emoji, 59% would also be moderately, very, or extremely likely to use a branded beer emoji

What to do now…

Enrich your consumers' conversations.

Tool: Emogi.com

What You Can Do

- Use emoticodes to make your products shoppable via emoji
- Build branded emoji and use them in conversations
- Start integrating emoji into your marketing and ad campaigns
- Test emoji ads on platforms like Emogi Wink
- Try telling brand stories with emoji
- Create emoji-based physical premiums, tripwires and products

Augmented Retail

61% of shoppers prefer to shop at stores that offer augmented reality over ones that don't.

Examples:

- Holition.com/face - try on makeup
- FittingBox.com - try on frames

Tool: Augment.com - bring a physical presence to online shopping

What to do now…

- Add AR / VR in your customer journey
- Install VR product experiences in high-traffic areas
- Place VR demos and walkthroughs at trade shows, conferences and pop-up stores
- Build apps like Wayfair for campaigns to future pace product placement in home / on person
- Watch for + piggyback on trending AR apps like Pokemon Go
    - Discover geo-placement hacks
    - Investigate geo-sponsorship opportunities
- Create your own AR app or use a solution like Holition or Augment to…
    - Let your customer try something on before they buy
    - Place the product they are considering in their own home / office

Live Streaming

Verizon is testing crazy-fast 5G wireless.

Facebook is going to start showing ads in the middle of its videos and sharing the money with advertisers.

Brands can now use animated GIFs in Facebook video ads.

What to do now…

- Start a live stream
    - Stream behind the scenes at events
    - Stream product creation
    - Stream how-to content and interviews
- Experiment with your own mid-roll ads in your stream
- Keep an eye out for Facebook's new livestream ad formats

Wearables

What to do now…

- Get your brand on SnapChat
- Create branded auto follow drone content and demos
- Create auto follow drone UGC contests and reviews
- Post spectacles branded AR content
- Have customers create Spectacles UGC snaps
- Tell brand + customer + influencer stories via AFD and Spectacles
- Promote AFD + Spectacles giveaways

Personalization

What to do now…

Run personalized campaigns based on behavior and analytics.

Tool: SiteSpect.com

Tool: ConversantMedia.com

Personalize your products for your customers.

Content Engine: How to Quickly Crank Out High Quality Blog Content

Russ Henneberry, Lindsay Marder, DigitalMarketer

There are 212 types of posts, you can find them at [DigitalMarketer](#).

Improve your Blog

DM blog by the numbers:

- 2015: there were 2.9 million sessions to the DM blog
- 2016: there were 4.2 million

Grew it by 44%

Organic SEO traffic

- 2015: 592,010 sessions
- 2016: 1,297,000 sessions

Posts on the blog

- 2015: 1,189 posts
- 2016: only 312 posts (they removed about 900 posts)

74% decrease in size of the DM blog

New posts published

- 2015: 95
- 2016: 58

39% less

They focused on quality over quantity. They have less content, more traffic.

It's time you stop hoarding posts. Some posts look great, but some look like trash. When was the last time you went in the back room of your blog?

First, perform the "smell test."

Take the number of posts with > 1 "organic" visit in last 90 days. If it's not getting a single visit from a search engine in last 90 days, it's probably stinky content.

Out of 1,189 posts, 289 had only more than 1 "organic" visit. After the cleaning went down to 312 posts, it at a 1 to 1 visit. The same rule goes for social - how many of the posts in the last 90 days have gotten at least 1 visit from a social entity?

If you score...

- 1:1 to 1.5:1 - you're spic and span clean
- 1.5:1 to 2:1 - cluttered
- Between 2 and 3 - you're tripping over stuff
- Over 3 - you need an intervention

This is what Google and your users want to see you do. Go through and delete posts from your blog. Don't delete posts until you do a proper 301 redirect to the proper replacement. If you can, redirect it to an article that is similar but updated. This focuses users on the good stuff.

Take old posts and polish them up and republish.

You're better off improving a published post than publishing something new. Your users love your content - they just want it to be up to date.

When they have updated things that people already like and make it better and throw it back out there, they have seen see big bumps. This has happened over and over again for the last year and a half.

Text updates:

New information - getting rid of old information / adding examples, crosslinks, new offers, etc.

Older posts - updated with text overhauls including: new editions, updated information, template giveaways with a pdf

Other posts that were updated - dealt with Facebook Advertising pixels and included new information, etc.

They told everyone what was new about and start sending fresh traffic to it.

Video Updates:

They changed the way they did video by focusing on accessibility and opportunity and adding videos to posts. They would share how-to information in the posts. A lot of people want to hear content now, and don't want to read only.

They started taking blog posts and put them into video format. Example, republished posts by putting into youtube, etc.

Used video to bounce users across platforms, took the sites that were being critiqued and put videos out about them, breaking the posts up into consumable chunks.

They ended up with a list of 8 videos from one long video. The shorter videos were unlisted on Youtube but the one hour video was listed.

Image Updates:

They started using the same image on social, blog posts. It's like when you watch a movie trailer and when you see the movie, it makes sense because you've seen a piece of it before.

Offset Quotes:

The best pieces of the article, were embedded into blog posts as offset quotes. They aren't necessarily placed where it is said in the paragraph but are used to grab people's attention.

Getting Started

Spend half the time improving the existing content you have and half finding new content.

The fastest way to create high quality new content is to have someone else do it.

There are 2 reasons someone else will create content for you: money and exposure.

Your blog can be launched. After you clean it up, you can do a relaunch,

You need:

- A start and end date
- A budget
- A tactical plan

You want to overinvest under you reach critical mass. The goal is to be trading in 100% exposure, not money. When paying, you can either buy the content or buy the traffic.

If you are buying traffic, you get writers that want exposure or alignment with your brand and you will usually get better content.

You'll get impressions, social shares, links, leads, sales, retargetings, puppy dogs, rainbows and ice cream! The shortcut to this is the 'Boost Post 'button on Facebook.

When you're working with outside writers you must invest time in your editorial process.

4-Step Process:

1. Find writers
2. Give them your guidelines
3. Get an approved draft
4. Dance!

You want to look at gaps in your content lately. Search for subject matter experts across multi-writer blogs using a tool like using Buzzsumo.

Pull up the content with the highest social engagement, you can read their content first and know whether it's good or bad. You can also use Twitter lists: Find-twitter-lists

Your Editorial Process:

- Topics
- Style
- Images
- Rules
- Deadlines
- Benefits
- Payment
- Byline
- Magic questions

Let writers know what the blog teaches - have them read it to get a feel for your voice. Use images that show examples, screenshots from google analytics, no links from your lead magnet, deadline is at least 5 days before publishing.

Tell them you don't pay for content but you do pay for traffic. You own your blog post, and they own their byline, so they can put a link about whatever you want.

Cut down on your turnaround time and submission fail rate:

- Promise - What will they know when they're done reading? What will they be able to take action on?

- Hook - What is the "Marketing message?" What is the WHY that'll make people want to take action on this? The benefits, value, the sell. Sometimes this is the working headline.
- Outline - The way the post will lay out, details for each section, what images you see yourself maybe using

You want as little amount of effort as possible on both sides before a draft is written.

The Optimizer's Approach to the Perfect Product Page

Justin Rondeau, DigitalMarketer

3 Ways to Evaluate Any Page

When you are creating pages:

1. Anticipate the main questions you will get.
2. What elements do I have that will answer those questions.
3. Look at the page layout and put the elements in an order that makes sense.

6 Questions You Must Answer on the Page:

1. What does it look like?
2. Does it work?
3. How big / small is it?
4. Delivered and at what cost?
5. What is the return policy?
6. Can I trust this company?

Every element on your page should answer one of these questions.

Highlight the answers to the first three questions.

Don't know if your page is answering these questions well enough?

Get qualitative data - [UserTesting](), [TruConversion](), [UsabilityHub]()

You can get your top 5 questions from customer support, search data.

13 Must have Product Page Elements

1. Copy

Copy - can answer all 6 questions

- Headlines

- Descriptions
- Guarantees

Copy Musts

- Differentiate
- Focus on benefits
- Use personal pronouns
- Relate / emotive

Good Examples:

[Bob's Furniture - Austin 8-piece Queen Bedroom Set](#)

[RollerStateNation.com](#) - added a "how to buy skates for kids" page image - Increased purchases by 69%

2. Images

Types of images you want

- High-resolution
- Zoomable
- Multiple
- In use
- 360-view

Put larger images that break the fold so they will scroll down to see further content. (63% boost in purchases)

Your images should answer, "What am I?" and "What do I do?"

Get a 20% increase in conversions with 360-view / or video.

Good examples:

[USSaddlebag.com](#)

3. Ratings and Reviews

Ratings answer question 6

Think about Amazon - you buy the choice that has the most high ratings.

Products with 20+ ratings = 83% lift over products with none

60% of shoppers consult reviews - 40% of people won't buy without one.

4. Proper CTA

- Be Clear (add to cart OR Buy Now)
- Validate Action: If it's add to cart, show in cart
- Stand out
- Don't make people an account

Good Example:

Bonobos.com

5. Price

Answers question 6 - can I trust this company?

Loud and Proud if the price is low.

Luxury brands don't focus on price.

6. Live chat

It answers it all - it is so powerful.

If you can get questions answered on your site quickly at a key decision moment, you are going to win.

- Convenient
- Provides insights
- Cuts costs
- Increases sales

If the same questions come up, add that information to the page.

20% lift in reservations at storage company when they added live chat.

7. Modification

Customers can see actual product in final form.

When they change color choice, the shirt changes color

Include a size chart.

8. In and out of stock

If something is out of stock, show them before they select modifications.

9. Videos

Strong element that can answer all 6 questions

- Dramatic increase in conversions
- Better search traffic
- Provides more clarity
- Develops the brand

Drawbacks

- Expensive
- Time consuming
- Heavy content

10. Bundle / Upsell / Crosswell

- Increase AOV
- Average order value
- Logical
- Cross sell after purchase

11. Testimonials

- Use real people
- They should be specific
- Put a testimonial above the fold

12. Badging

- Trust seals
- Payments accepted

13. Dynamic content

- Price display
- VAT

- Shipping
- Language

Rule of thumb - all questions should be answered at least once above the fold.

Reiterate answers in different mediums 3 times.

3 Types of Product Page Layouts

1. Expected

- Templated
- Highlights imagery, price, copy above the fold
- Highlights ratings, reviews, below fold

2. Single Product

- Highly customized
- Scroll reliant
- Images and copy work to create narrative
- Not good if AOV is key metric

Product pages converts better over single product layout.

3. Comparison Page

- Unexpected layout
- Great for tiered products
- Templated
- Comparison

Badging for best value, etc

-

Ask Me Anything: Mari Smith

Mari Smith

Q: With Facebook Live, I do one every Monday, and I am wondering what you do to keep an eye on what's working?

A: Live API. Drone comes flying across with livestream for example. And Facebook live is now more utilized than 3rd party applications.

Facebook is moving toward television.

Mark Zuckerberg has even said it's going to be like television in your pocket.

[Interesting related article on Facebook video and television]

They're going to be purchasing licensed content. Think Netflix, YouTube, etc.

Downstream video traffic.

Leading the way you've got…

- Netflix 35%
- YouTube 17%
- Amazon 4%

And actually, Amazon has doubled their number in two years. They were only at 2%, they're expected to double again.

Facebook is coming to downstream video.

Q: As a marketer what kind of live content should I be putting out there?

A: Most importantly it needs to look professional. Well lit, a quality microphone. But it can't look difficult.

People are looking for behind the scenes videos that are still very real, and show the real happening.
Sneak peeks into your life and business that humanize your staff. Show them having fun.

And your in-house content has to be entertaining. Funny really has a lot of draw.

Also, on mobile there is now a dedicated video tab.

In the next 4 or 5 years, Facebook is predicted to be all video content.

Q: What about post frequency? How important is that now?

A: Organic reach is so 2012.

1%-6% of search is organic reach.

But! You can use Facebook ads to target.

Make a post on your wall, live.

Organic reach sits for about 24 hours.

5 times a week, skip a weekday. Evenings and weekends are great.

Facebook Algorithm knows when you use money on ads, and it will boost your organic reach with ad manager.

Maximum visibility, other sites, websites, retargeting.

Use a permalink and drive through email.

Q: Facebook messenger techniques. What keeps those from going to the "other" folder for message requests?

A: Tell people to message the PAGE, and then it shouldn't go to the other folder at all.

Q: What exciting things are people doing to build pages?

A: Facebook Live. I look regularly at those. What am I training Facebook to show more of?

New stories, and there's a red label for live.

Here's a cool tool for a couple hundred bucks to give your videos professional quality:
https://www.iographer.com
I recommend you follow Chalene Johnson. She's super fun and very vibrant. She makes engaging and upbeat videos.

You can find ways to repurpose content too.

There's a cool thing going around right now called, "Pearls" where people open these oysters on Facebook live to see if they found a Pearl inside.

Q: Emotional expectation between support and customers… resources or tips for this?

A: Check out these books:

[Social Intelligence, Daniel Goleman](#)
[Emotional Intelligence, Daniel Goleman](#)
Emotionally Intelligent Leaders, Nadler

Maybe try some regular reading, like a book club, with your staff.

I would say the aspect of emotional intelligence comes from healing ourselves.

When you get peace. Energy in motion is emotion.

So if there's bad customer service, say an angry customer, it can trigger a bad response leading to a bad experience.

Check out Brene Brown on [Vulnerability](#)

If you feel safe, trusted and can trust, open… well it all ties into emotional intelligence.

Q: Facebook Live. Any recommendations on more reach or engagement? I already do ads but not video. I'm a business coach trying to get business people.

A: These are good resources to read on that.

http://www.escapefromcubiclenation.com/
http://pamelaslim.com/bodyofwork/

Means to the end, you want more sales, customers, etc. You have to be an expert in everything. But that's not really true.

You've got to be able to thin slice and outsource so you don't take away from YOUR gift.

Have you seen [The Betty Rocker](#)? Brilliant Marketer.

She created a signature piece of evergreen content on her blog and it's been shared 20k times.

She posted it in MAY of 2015.

That's massive. Driving to her site instead of video.

Facebook recognizes if you're novice or sophisticated in advertising.

If you're advanced you're using pixels, targeting traffic, business manager.

If you're only hitting the "boost" button you won't get the same lift.

Q: Understanding Facebook ads and revenue?

A: I love to teach people.

There are 60 million businesses, and 4 million adverts, there is a GAP in teaching and learning there.

Free video tutorials. Boost your business touch. Ad feature. Small business specialization.

Facebook is so close to their own product they are disconnected.

They need people to do training and support in the trenches! End to end!

Q: I have some "D'oh" moments… Like if the comment is positive or negative I should respond. People are polarized though and then other customers step in.

Where's the block line for negative comments?

A: Policy. NO SWEARING.

Everyone's #1 fear it negative comments. People don't know how to handle it.

When that person feels heard you diffuse their emotion. Cookie cutter answers are wrong there, you need to hear them.

Respond right away in line, and you can even message them and SUPPORT them.

Consumers want the same customer representative from end to end. They prefer that.

Q: What are the top three tools on growing a brand on Facebook?

A: Video content. Check out Adobe Spark lots of good free tools there.

80% of video ads are watched with the sound off, so make sure you have caption so at least the first 60 seconds. AT LEAST.

https://Animoto.com for video content, it's more advanced, but they have drag and drop templates.

https://agorapulse.com for community management.

https://adespresson.com

https://buzzsumo.com content curation, trends.

Q: If I get thousands of messages, and I can't respond to them all, what can I do?

A: Tweet or post to your community to address them. "I'd love to respond, but I can't get to you all!" Make it a nice big response.

A good example is Lady Gaga and her Monsters.

Messenger bots would be fine too!

You could have stuff posting from under one page but signing their name, that would be good.

Q; #1 tip to encourage content share, to make them want to share NOW. How do I craft something like that for a serious business like debt and tax?

A: Educational. Think Super Helpful. "Top 10 ways to get out of debt in 30 days."

Numbers or Heart based.

Final Thoughts and Closing Ceremonies

Ryan Deiss

What's the one bridge that you are going to build after this event? Pick one thing to take you from where you are to where you want to go.

Action item: Choose your "one big thing"