

6 STEPS TO

INCREASING THE SUCCESS OF YOUR DIGITAL MARKETING

An excellent lead nurture process generates the highest return on investment.

1 DEFINE YOUR TARGET

Go beyond basic demographics. Get to the “heart” of your ideal target – their goals, values, challenges, pain points, objections and role they play in the purchase process. **Don't target everyone – it never works.**



2 USE LEAD MAGNETS

Create different lead magnets that appeal to your target at various stages of the sales cycle. **Promote the lead magnet, NOT your product for generating leads.**



3 USE LANDING PAGES

Use separate landing pages for each ad, CTA and offer with a required opt-in for better tracking and segmented lead nurturing. **Oh, and make the page and offer really motivating.**



4 BUILD SITE TRAFFIC

Have good on-page SEO to start – WordPress has SEO plugins to help. Set-up a Google business page and create blog content. **Then consider hiring a pro to really master SEO for your site.**



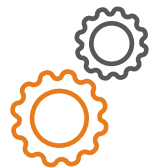
5 HAVE STRONG CALLS TO ACTION

Every pages on your website should direct the visitor toward a next step – it is not always “buy.” **The goal is get an opt-in so that you can nurture them in the future.**



6 INTEGRATE MARKETING AUTOMATION

Converting the leads that come in means having marketing automation. **80% are not ready to convert on a first interaction with you, and most need 8+ “touches” before they buy.**



Detati
DIGITAL MARKETING
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MAKING SMALL BUSINESSES STRONGER

ENTRY LEVEL PACKAGE FOR DIGITAL MARKETING SUCCESS

HERE'S WHAT WE'LL DO:



1 DEFINE YOUR TARGET

Create one buyer persona describing your ideal target customer.

2 CREATE A LEAD MAGNET

Develop a simple, one-page lead magnet. (i.e. checklist, 5 things... or how-to)

3 BUILD A 2-VERSION LANDING PAGE

Includes an offer, short form and a submit button. (goal: get opt-ins and email addresses)

4 EVALUATE WEBSITE TRAFFIC

Complete an SEO evaluation of your current site with recommendations to create better online visibility.

5 RECOMMEND STRONG CALLS TO ACTION

Provide recommendations for best website call-to-actions based upon your sales process and site content.

6 SETUP MARKETING AUTOMATION

Implement InfusionSoft CRM/marketing tools and create:
one early stage lead nurture campaign (5 emails)
one follow-up sequence, such as free trial (2 emails)

Limited Time Offer. This is an entry level package for those with an existing website. Package pricing does not include any content development, customization, website updates/changes, other software needed or any other work outside the scope of this package. SEO and call-to-action recommendations to be implemented by client. Marketing automation requires purchase of Infusionsoft license (\$99-\$300/mo. based on number of users and list size). Importing of existing customer lists and additional campaigns are extra.

Get started now!
Details at www.detati.com/six-steps