



# What Every **Company Needs!**


(and wishes it knew when it was smaller)



This guidebook is what every company needs. And what some companies will use! What is super cool is that we do it all. B2B, B2C, full service. And this guidebook will help. If your annual sales are anywhere in the \$1 million to \$50 million range and you have 3-50 employees, we're the right agency.

**'ZO HAS  
YOUR BACK'**

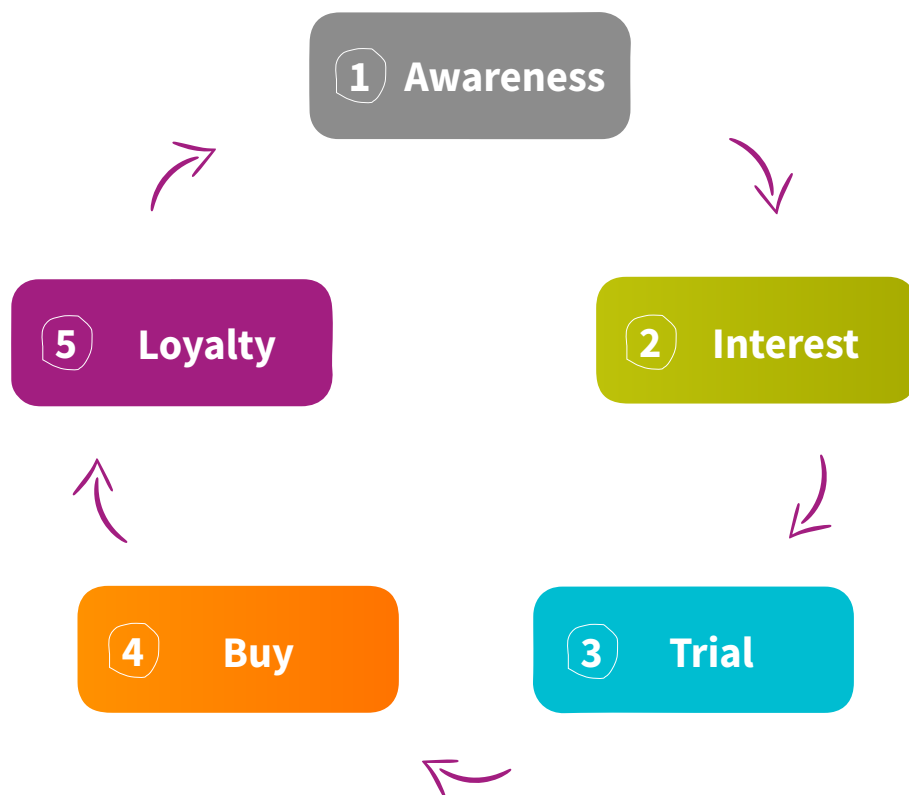




**WHAT IS A  
BUYING CYCLE  
AND WHY  
DOES IT MATTER?**

## Let's start with your customers buying cycle!

Simply put, the buying cycle affects your organization and how you market, relate to and ultimately engage your potential client in the service or product you have to offer. This is a big deal!



## Here are some ways a buying cycle prevails in day to day life; big deal!

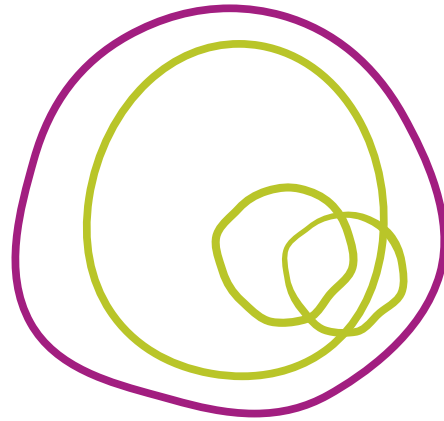
You have a car, you like your car, and you drive it merrily around. You don't need a new car. Until one day your car is parked neatly alongside the curb and is totaled by a passing semi truck. Now you suddenly need a new car! You went from stage 1 (vaguely aware) to stage 4 (need now) overnight.

Or you are in your bathroom and you have no toilet paper. Yep, **you need it now.**

Buying cycles inform us of the patterns of behaviour of your clients and how to interact with them at each stage to ultimately bring them to you when they are ready. To you and only you.

## Phase 1

# NOT INTERESTED AND NO NEED FOR YOU



Someone in stage 1 of the buying cycle has no need for you today or in the foreseeable future. According to them, anyway. They are simply unaware of your service or product and have no plans to engage in it any time soon.

An example might be a teenager, 17 years old. You're a home builder. The likelihood of the two of you meeting shortly, is slim.

What kind of advertising does this person need or respond to? Branding, slow, steady, ongoing, today, tomorrow and forever branding. You know one day they will want to buy or build a home and you are investing in that future with them. When they are ready, you want to be the first company they think of.

If you plan to be around for more than 3 years, you must commit to your future customers.

Your brand must be the first they think of when they come to the 4th stage of the buying cycle (ready). Trying to only catch fish that are biting is a gamble. Coming to the pond prepared with the right bait that they have a familiarity with, is the way to take someone from unaware to an eager client.

**Example** - tobacco companies. They sell early and often, bright colors, eye level (child level). Fruity smells. These are tantalizing entry points for pre-purchase-aged individuals. By the time a person is old enough to buy, they have been excessively exposed to the products and can almost make a decision the day they turn 21. (Yes disgusting but true).





## Phase 2

# I'M FAMILIAR WITH THAT

These folks know about you or at least the field you are in, or maybe even two or three companies that offer what you have. They are not ready or especially interested but they have become quite aware of the general field. For example, someone goes over to their friends' newly purchased home. They admire the architecture, the kitchen and the coziness. The homeowners proudly share the name of their builder or realtor. A seed is planted. This goes for cars, toothpaste, plastic surgeons, clothing stores, accountants and more! A sense of awareness and familiarity arises but the need is not yet present.

What kind of advertising does this person need or respond to? Again, they need branding, slow and steady. Keep reinforcing the messaging! As they ruminate about that house, they will hear your voice in the background like a constant whisper. You are investing in your future client.



## Phase 3



# I THINK I MIGHT WANT THAT

This person is rather impressed with the home they just saw. Their friends seem really happy in that home. Their own house is getting rather crowded. They have the budget to grow out of their current space. They are not in a huge hurry but the idea has been stoked.

What kind of advertising works for the Stage 3 person? These people might be motivated to cross the line with a little encouragement. That car they are just window shopping, might just leave the lot with them behind the steering wheel, under the right circumstances. Without a nudge, they will likely hold off a little longer.

Strong sales forces can sense when a potential client is in the third stage of the buying cycle.

Nobody walks onto a car lot without at least a slight curiosity. Nobody goes to an open house without a touch of yearning. Aggressive sales people can turn these stage 3 'lookers' into buyers.

Every industry and company has different policies around how aggressive they want to be about their marketing and sales team. We don't advocate for or deny an approach. We're simply pointing out that a lot of companies who wait for the client to walk in with cash, ready to buy, may have already lost that client to another company when they were still in stage 3, due to that companies' sales strategy or sales force.



## Phase 4

# I AM READY!

This person has already decided that they need, want and are ready for what you offer.

This person is very very ready to buy. Anyone that speaks with this person at this critical moment is very likely to earn their business. Whether it is a home buyer, someone out of toilet paper, an addiction center, a car lot or a shoe sale - the deal is almost always going to be done.

If you have done your marketing correctly - you are the first place that comes to mind. You have been there since stage 1 and now that they are ready, you are top of mind.

As an example, if you are in need of a hammer, name the first place you will go right now to get it? Maybe you said Home Depot? Great, they just earned your business. Now, if they are closed, who is your second choice? Maybe you said Lowes. Great, they were waiting in the



wings. See how you had a need, you tapped into your knowledge of where to meet that need, and then you chose what you already knew? This is because that company earned your business by earning a share of your mind over the course of many moons.



# INTERNAL PROCESSES MATTER

We can bring someone to your car lot who is in the 4th stage of the buying cycle, cash falling out of their pocket, ready to drive off in their new shiny car - but if the experience is not good and the offerings fall short, you will still lose that deal.

Or, someone starting to make that decision to 'at least look' to see what is out there, might be snapped up by another company who knows how to close a deal in stage 3 of the buying Cycle.

# IN SUMMARY

Obviously you always want to be the first choice when a client enters stage 3 or 4. This requires **BRANDING**. Today, tomorrow and forever. Because there will always and forever be people moving through the stages. Be there to welcome them! All good marketing projections take into account the amount of time it takes to go through buying cycles (a home sale on average is 22 months in a buying cycle versus chewing gum which is immediate) and then places the company in peoples' viewpoint throughout.



**IT'S  
YOUR  
BRAND**

# DEEPENING, AMBASSADORING, COMMUNICATING.

Your brand is the identity you have created for your business. Not unlike your own persona, the one you share at dinner, the one you share with your family and the one your coworkers see...

Your brand has a life and a voice. It has character, it has a vision, it has a mission, it has its own values, it speaks to the people you wish to engage, it invites people in. Your brand informs people about who belongs in your sphere, about who you are and what you offer them.

You go about your own personal business every day, sharing who you are with those closest to you. You have a circle of friends who 'get you' and based on the 'you that you are', align with you. It can seem easy to be 'you'.

But your brand needs an ambassador. It has its own character and its own audience and it should be able to communicate that. Just because you like to fish and play hockey, does not mean your brand does. Nor does it mean the people



who interact with your brand, like those things. Your brand can be an extension of your vision but it is not you.

Understanding the people your company serves, what matters to them, speaking to them, then inviting them in and relating to them means you need to be an ambassador for a whole other 'entity'. Sometimes, for some companies, it is hard to separate the people or person or founder from the mission and vision of the Company.



**“YOUR BRAND  
HAS A LIFE AND  
A VOICE”**



Having a marketing team and a brand guide lets everyone follow and align with that entity. They will constantly ambassador it and continue to deepen it so that those that you aim to serve, find themselves naturally aligned.

The larger your team, the more imperative it is that a brand guide exists to guide everyone on what the brand stands for. Your marketing team understands the value of the brand identity and holds the candle high at every turn. Deepening the message, engaging, and furthering the mission and vision of the brand, and not just any individual involved in it.

When you work with zo agency, you share custody of an important entity. Your brand. We all agree to hold true to certain principles of the brand, let it grow and deepen. We may sometimes push up against individual desires or budgets but zo agency lives by the brand because we understand the value of consistency and continuity in all matters from a website to a logo, from a color palette to the lexicon.

Just like you as an individual are true to you, and can't waiver on certain points, your brand must have an ambassador that will hold true to the way it is communicated in the world.

**No matter what point in the buying cycle someone comes into contact with your brand, it should feel recognizable, demonstrate continuity and fulfill the brand promise.**



**INBOUND  
MARKETING**

# WHAT IS 'INBOUND' MARKETING AND WHY WILL I LOVE IT?

Inbound marketing is the holy grail of all marketing for one reason - someone in the 3rd or 4th stage of the buying cycle is looking for YOU, your product, or what you do.

This is a highly qualified buyer. This is someone doing research or ready to buy under the right circumstances. Inbound marketing is essentially YOU being ready and available, your open sign lit up like a Christmas tree, ready to greet them. And they are looking for exactly what you have to offer.

So much so, they typed it into a search engine on their phone, tablet or computer. Or they asked Siri, or Alexa, or Google! And wham! Your company popped up in their field of view! They could say "Alexa, show me french fries near me" and if it's 2 am and you serve french fries near them, you're going to show up. How lovely is that! No flipping through the yellow pages of old.

No asking a neighbor (face it, what neighbor wants to give you advice about french fries at 2 am). But search engines sure do!

Inbound marketing is the secret sauce. It's the Morel mushroom secret spot that nobody talks about. It's the fishing hole people fight over, 2 miles in, on a secret trail. It's the pond where everything is biting. It's the emergency room of marketing. Always open and right there when you need it most.

**These folks are looking for YOU. Please, oh please, leave the light on for them.**

Inbound marketing is a broad term that basically says; someone in the 3rd or 4th stage of the buying cycle is ready.

Inbound marketing includes your PPC ads and organic search results (being at the top of page 1 of search engine results). On a broader scale it could be a vacancy sign at a motel at midnight when someone is driving down main street looking for a room. It's the best and most immediate way to interact. It's a gas station when you're out of gas. It's a helpline when you are at your worst. It's a warm fire after a long ski run.

**Never ever miss the opportunity to be there.**

**KNOW WHO THEY ARE,  
WHEN THEY ARE LOOKING,  
WHAT MOTIVATES THEM TO  
DO SO AND BE THERE.**



**RELATIONAL  
MARKETING**





## ANOTHER RELATIONSHIP, REALLY?

Yes. Relationships - also simply known as 'connection', are what make the world go around. There is not a being on earth that doesn't need and value relationships. Animals and mothers, cars and mechanics!

Almost every service or product promises improved relationships.

Nicer car, better health, great education, delicious food, a fun movie... a relationship of sorts - it really is the underlying source of pain and joy that good marketing navigates. And like

any good relationship, it is built slowly, deliberately and with trust and communication; Shared experiences, dialogue about viewpoints, courageous as well as weak moments.

If that relationship is worth having and worth nurturing, it is worth the time and investment.

So, if you want an infomercial where in 120 seconds you sell your prospect on your product, 'but wait, if you act now, we'll double the offer' it is likely you are not building your relationships to last. Buy me a drink and we'll call it a night.



# “ALMOST EVERY SERVICE OR PRODUCT PROMISES IMPROVED RELATIONSHIPS.”

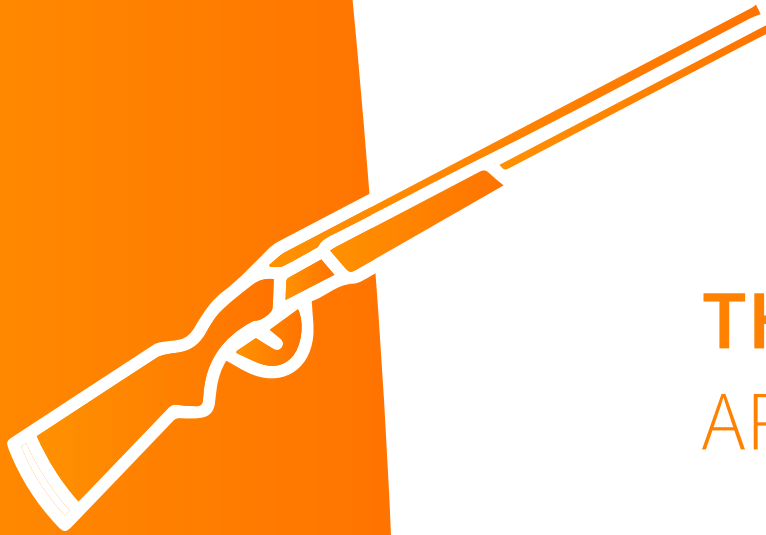
On the other hand if you want to deepen your connection, develop trust, create lifelong ambassadors who speak highly of you, turn every customer into your biggest referral source and show the world your shining star? Then get relational. Earn that first date. Show up strong. Surprise them with over delivering. Bewilder them with your essential self. See them again (soon). Follow up with flowers. Listen to them. Understand their pain points. Provide solutions (upon request only!) Deliver! Knock it out of the park. Shake hands with everyone they tell about you. Make a community. Add a cape and you're essentially a superhero.

Relationships are not some annoying thing your aunt told you about once. They are the bread, the butter, the salt and the earth and will take you much further than you can imagine.

Relational marketing is an investment that is enduring. These are the people who are in stage 2 or 3 of the buying cycle and learning to trust you but may not be ready for you yet. But they will tell their friends about you. They will often ambassador your brand without ever having engaged in it directly. They will say 'oh yes, I have heard good things about them'. They are your cheerleaders, those that gave you their heart when it wasn't required, yet.



**OUTBOUND  
MARKETING**



## THE SHOTGUN APPROACH.

Marketing, like so many industries, has evolved tremendously in the last several decades! Once upon a time you just listed yourself in the yellow pages (and if you had extra cash, a nice photo or full page ad was the bomb!) and called it good.

If you were especially nifty or proud, you also used TV or radio to get some broadcast attention. That, too, worked... because you know, people liked free radio and their four channels on TV. Back then.

We're living in a different world now. A data driven, ROI driven, precision driven world where we know what makes sense and exactly how much it costs for those eyeballs.

So, when is outbound marketing useful and what is it exactly? As the title alludes to - it's a shotgun approach. A shotgun that makes a lot of sense with broad reach but absolutely no sense for niche markets.

Let's say you sell toilet paper. Well, in most countries that is something most people want and use every day. If you're selling toilet paper, everyone is your customer. You can talk about toilet paper to everyone and they have experienced it in the last few hours or want it in the next few hours. Pretty much any advertising you do about toilet paper is relevant, everywhere, any time.



# A MARKETING STRATEGY FOR ALL BUYING STAGES





# BUILD A LEAD GENERATING WEBSITE

This is your online storefront and marketing engine! Make it fast, effective and efficient. Design your website so that it is optimized to generate leads. Cute informational websites just don't get the job done anymore. Your website needs to generate leads to your business - period.

# 1.

## DESIGN THE LAYOUT TO BE ATTRACTIVE AND ON BRAND

Your website should leave your viewers breathless and thinking, “eureka, I’ve found it!” And it must reflect you, your product or service, your values. In other words, your overall brand! It should reach out and grab the interest and attention of your customers. Here are a few tips to make your website layout work best for you:

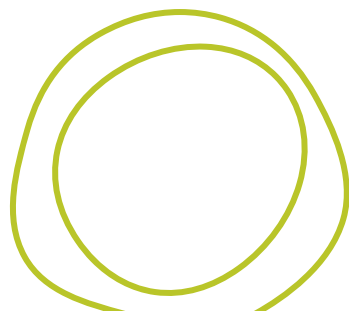
- Make your message simple and clear throughout your website.
- Place information capturing forms, otherwise known as Calls to Action (CTAs), in strategic spots on every page.
- Include eye popping graphics appropriately. Nothing makes people move on to the next site like endless pages of text on a website!
- Include “Offers” on relevant pages as your CTAs.
- Orchestrate “white space” on web pages to highlight “Offers” you want customers to see.
- Use social proof elements like testimonials, recommendations and a list of clients.

# 2.

## MAKE IT MOBILE FRIENDLY!

A mobile responsive website is not only imperative (come on, you know that MOST people look for you on their phone), it lets people know that you know they want easy access to information and that you’re there to provide it.

Don’t make millennials resize your page so they can find your buried phone number. This is not an age of ‘coy’. This is the era of getting your message out, easily digestible and accessible from any device. Let them click, click, call. Let them engage.



# 3.

## INCLUDE MULTIPLE LANDING PAGES

A landing page is a web page that asks a visitor to give you their information with a lead form. Effective landing pages target a particular client by a specific method. Responses to an email campaign that promote a free eBook will go to a specific landing page. Visitors who click in through a pay-per-click ad will go to another. You need to build a unique landing page for each offer you make.

Landing pages are super important because they are the last point of contact before a website

visitor fills out a form and becomes a lead. To optimize your landing pages follow these tips:

- Create a Landing Page template with a simple layout.
- Only gather the most relevant info (First name and email is best to start).
- Make them visually appealing with relevant and eye catching pictures or graphics.
- Rather than using submit on the form, use phrases like “Download Now” or “Send me the E-book” etc. (have them take specific action)
- Make your landing page quick and easy to read by keeping them short and sweet; a couple sentences with bullet points.

# 4.

## OFFER VALUABLE GIVEAWAYS

Offering free downloadable eBooks, newsletters, checklists, guides, videos and webinars are great ways to engage with your website visitors. Follow these ideas to create great giveaways that generate leads:

- Giveaway offers must be clear, brief and valuable. By following a specific action, “Submit your name and email address” or “Answer a few questions”, the user will get something valuable sent to them.

- Each giveaway offered on your website should be an attention grabber! It must grab your users’ attention and compel them to respond to your offer.
- Every offer should align with an answer to a question aimed at a buyer (If they answer C they get offer #3, while if they answer B they get offer #2).
- Make your giveaway offers something of real value to the user. Information that helps the buyer. This builds your business reputation as a positive community or consumer partner. It also highlights your expertise in your service or professional niche.
- These giveaways are of mutual value. You offer them expert information and they give you a lead (name, email address, responses to questions, etc.).

# 5.

## BUILD IN SMART CTAS (CALLS TO ACTION) AND SMART CONTENT

### a. Smart CTAs



These are Call-To-Action graphics presented strategically throughout your website or blog that lead users to a landing page. A smart CTA follows your users as they browse the pages of your website and offers them numerous opportunities to respond to your offer(s). What makes CTAs “smart” is that the buyer is only shown a CTA if they have not already downloaded a particular giveaway. The Smart CTAs discern what stage in the buying cycle this client is in. If a user has already responded to an initial offer that fact is recorded and the Smart CTA makes a new offer, blog post, checklist, etc. Building in Smart CTAs is an exceptional way to provide the best user experience while also answering user questions with quality informational offers. For your website to run these Smart CTAs it must be integrated into a marketing software platform designed to accomplish these complex tasks. Think Hubspot, Mailchimp, Google Analytics.

### a. Smart Content



This includes offers on pages throughout your website designed to offer a potential client personalized content aligned with their indicated interests and which stage in the buying cycle they are in. Smart Content cooperates with Smart CTAs to tailor your website content to fit the client’s next stage in their buying process.

# WHAT YOUR WEBSITE ALSO NEEDS





## DOMAIN

This is the url of your website such as [www.zo.agency](http://www.zo.agency). This tells the browser where to find the website you wish to show. The domain can be pointed and redirected anywhere you host your site. Domain names can be bought at domain registrars such as GoDaddy.



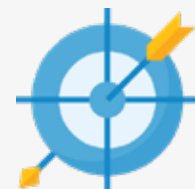
## HOSTING

Your website will need a place to live on the internet, when people go to your domain address it tells them where the files that make up your site are located. The hosting platform we recommend is flywheel, which specializes in wordpress sites, and takes the hassle out of keeping on top of your wordpress updates and backups, as flywheel handles all this automatically. The usual cost for flywheel is \$15/month for a regular sized site.



## MAINTENANCE AND UPDATES

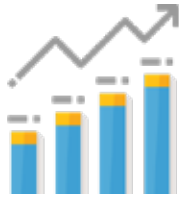
It is best to ensure that your updates are handled automatically which we do through flywheel. However, if you need to change or update content on your site maintenance plans are available to help you keep everything up to date and working smoothly.



## SECURITY

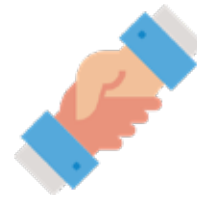
Feel safe knowing your site is well protected! Viruses and malware are a common issue with sites these days and can spell the end of your website if you do not have a backup stored off server somewhere. Even if your site is secured on your end, if a website that is hosted on the same server as yours is infected it can spread to your site as well.





## OPTIMIZATION

Optimization is important for retention of your visitors and search results. If your site loads frustratingly slow it will turn users off from using your site. Also, faster load times help search crawlers index your site faster which helps pull your site up the rankings in search results. We take care of this for you when we are ready to push your site live by going through and making sure images and plugins are the optimal file size in order to ensure fast load times no matter the device your visitor is using to access your website.



## VISITORS

Installing google analytics in the back-end of your site will help you track the who, what, why, where, and when of visitors to your website. You will be able to see where traffic to your website is coming from, how long people are staying engaged, what they look at and more.



## SEO

Search Engine Optimization services help boost your site to the top of search results. What is the point of having a beautiful website if no one can find it? More on this topic in the next few pages.



# USE A MULTI-FACETED MARKETING APPROACH



A multilateral marketing approach takes the success of inbound marketing to the next level by incorporating a variety of SEO tactics within the content of your website, drawing interest through social media, building a pay-per-click advertising campaign, and sending targeted emails with valuable content offers. The many facets of this approach are the following.



## Build your Brand for Recognition

As was championed earlier in this book, your brand is your business identity. It is vital that you create and build your business brand. Your brand should have a life and a voice that speaks clearly of the character, vision, mission and values you hold to most tenaciously. Brand focuses on the people you wish to engage and invites them to engage with you.

## Relationship Building

In the end, marketing and sales are about the importance of relationship building. We covered this topic earlier as well, however it cannot be emphasized enough especially as a part of the multi-faceted marketing approach that will work best in today's fast paced, rapidly changing business environment. Through all the technological advancements we will still need and desire to build and maintain strong relationships with our clients.

# Search Engine Optimization (SEO)

Optimizing your website means making the value of its content, organization and layout clear to the artificial intelligence (AI) crawlers (spiders) that search engines use to collect data. These search engines want to get reliable, helpful and quality information to their users. SEO identifies keywords that consumers use most often when they go searching for information. And then SEO looks for quality content that uses these keywords to offer back to the searcher.

Great websites weave these keywords into the content of their webpages, blogs, infographic content and links to optimize the quality of their content for SEO crawlers. Strategic keywords are woven into as many places within the web content as possible so that the site will get noticed by Google as well as other search engines. Search engine software scans the content of billions of pages and notes and indexes the use of these keywords. The desired end result comes when a consumer types “best mexican food near me” into the search engine and the result of their search gives them your business name, address, phone number, menu, weekly schedule, etc. on the first page of their search.

For the foreseeable future quality content will continue to be the determining SEO factor. Therefore, creating content on vital topics that your audience will be interested in is a first priority. This will require you to consider your audience and ask yourself what kind of content will most benefit them. Then write or get professionals to write high quality and high impact content in your blog, in your newsletters and on your website. Quality content will



soon get noticed and shared by others through social media and will inevitably lead more people to your website. Producing high quality relevant content requires a business owner to consider what are the most likely questions and objections of our potential customers? Specifically what questions will they have in each stage of the sales cycle, from awareness to pre-purchase?

How you will maximize the incredible marketing power of SEO should be forefront in your mind as you craft your brand messaging in each of the following types of content:

## Regular Blog Postings

Blog posts are topical articles aimed at informing potential customers who are interested and would benefit from your products and services. Your articles are published on your website and are free of charge to any user. Types of articles often include:

- Lists of tips and problem solvers
- How-to guides
- Editorial opinions and/or topical analysis
- Answers to common questions
- Lists of upcoming events in your business/service

## Videos

Anything that you can write about you can create a video about. And while informational content is king, visual content (video) is the emperor of content delivery. Well done videos are incredibly effective communication tools for explaining difficult topics and complex ideas in a short amount of time. What is more they are easily deliverable through most digital marketing streams:

- Websites
- SEO
- Pay per click ads
- Social media
- Email campaigns, etc.

## White Papers, Checklists and Guides

While similar to blog posts, these informational give-aways are more in depth, with greater detail and insight, and available for download in PDF format. Unlike blog posts that are free to any user, white papers and guides are content that gets leveraged into offers. These “offers” are available if the user provides their email or other information in order to download the document. This just means that the content of the offer has a dollar value, but will be given for free in exchange for something else of value - the user’s contact information. Examples include:

- Multi-step guidebooks for improving an area of business (like this one).
- In depth research into an area of business or a popular hobby/interest.
- Lists of how-to’s covering a vital aspect of life, hobby, or business.
- A group of user-friendly templates that are ready for quick and easy use.
- New insights or info on popular topics still not available to the public.

# Pay Per Click (PPC)

Pay-per-click marketing is one of the most effective and cost effective modes of marketing today. It is basically a way to use search engine advertising to drive clicks to your website. And it works primarily in two ways. First, you can buy a sponsored ad at the top of Google's search results page and assure that your business is one of the first options that shows up when someone does a search with your business keywords. Second, your business can run PPC campaigns on Facebook or LinkedIn. A targeted ad is created that appears on the FB or LinkedIn accounts of those who would be most interested in your products or services. Any time your ad is clicked, the user is sent to your website, and you pay the search engine a small fee. An excellent and well-designed PPC ad campaign will generate a high percentage of quality leads making the fee a very worthwhile investment.





Another benefit of PPC is that it's a Win-Win-Win for everyone involved.

### It benefits the clients making searches

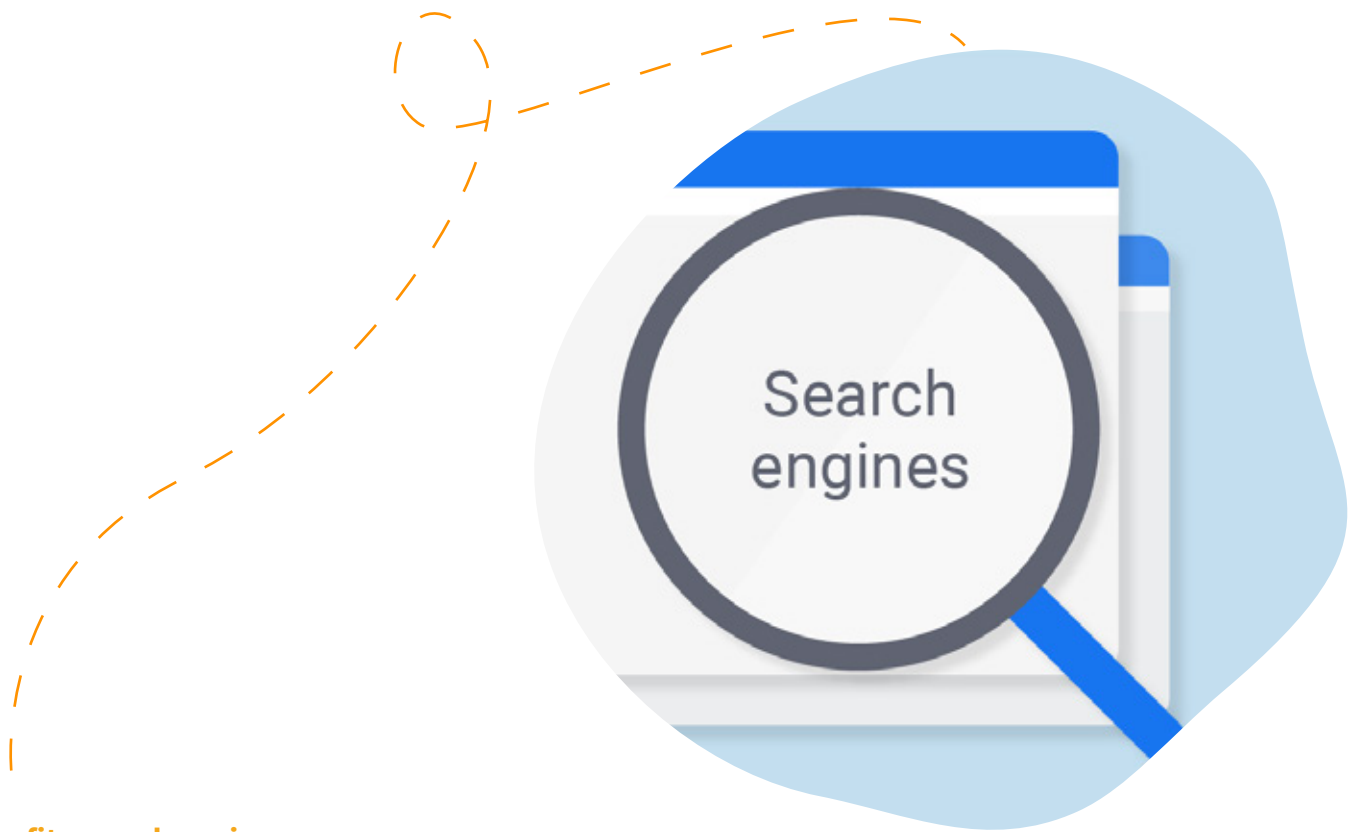
Researchers have shown that people searching for products and services click on pay per click ads more frequently than any other form of digital advertising. What people really want to find are the services or products they want so they don't mind ads that help them find it. People find that using search engines for products and services they want will produce the results they want. Therefore, highly relevant ads are acceptable outcomes of their searches.



### It benefits advertisers

PPC ads offer advertisers a highly targeted method of putting their products and services in front of potential clients. Clients who are actively and specifically searching for their product or service. And all the data surrounding searches, click ins, conversions, etc., is available to the advertiser to help discern what works and doesn't work and modify accordingly.





### **It benefits search engines**

PPC is a great way for search engines to meet the needs of both client searchers and business advertisers at the same time. In this way they are helping their user-base (client searchers), and their business advertisers who in turn provide for their revenue stream. A search engine's main focus is to provide the very best search results for its users, at the same time it is also critical for them to offer highly targeted advertising opportunities that produce revenue.

One of the most beneficial ways that Google and other search engine ads campaigns work for small and medium sized businesses, is that they do not just sell their ad spots to the richest bidders. Their PPC marketing campaigns also reward the best ads, those of the best quality and those that users like the most. If you develop a high performing ad then you can play with the bigger fish! What that means for small and medium sized businesses is the better your ads,

the higher your click-through rates then the lower your overall costs.

So, how do you squeeze the most from your pay-per-click marketing campaign? It is first of all essential to know and implement best PPC practices. Most of this revolves around the research and use of keywords! Building a PPC campaign for your business begins with keyword research and continues through the growth and refinement of your PPC list of keywords. Though the process demands time and effort, when it is done right and refined properly it becomes a continual lead-driving engine bringing Stage 3 & 4 clients to your website.



## Cheats for Creating your PPC Keyword list

It is vital to include words and phrases in your keyword list that are:

**Descriptive:**

they must clearly align with your business, what you do or sell.

**Targeted:**

they must lead people to your website and get them to click through.

**Extensive:**

you must have a list that not only includes the most common keywords but includes what are called long-tail keywords which are more specific and less common, but still effective in searches and also less expensive.

**Growing:**

your list should continue to grow and be refined over time to stay relevant.

# Cheats for Managing your PPC Campaign

It is not enough to get a PPC Campaign started, it must be continually managed. When PPC Campaigns are continually optimized for SEO they become ideal vehicles for building your customer base and maximizing the Return on Investment (ROI) of your business.

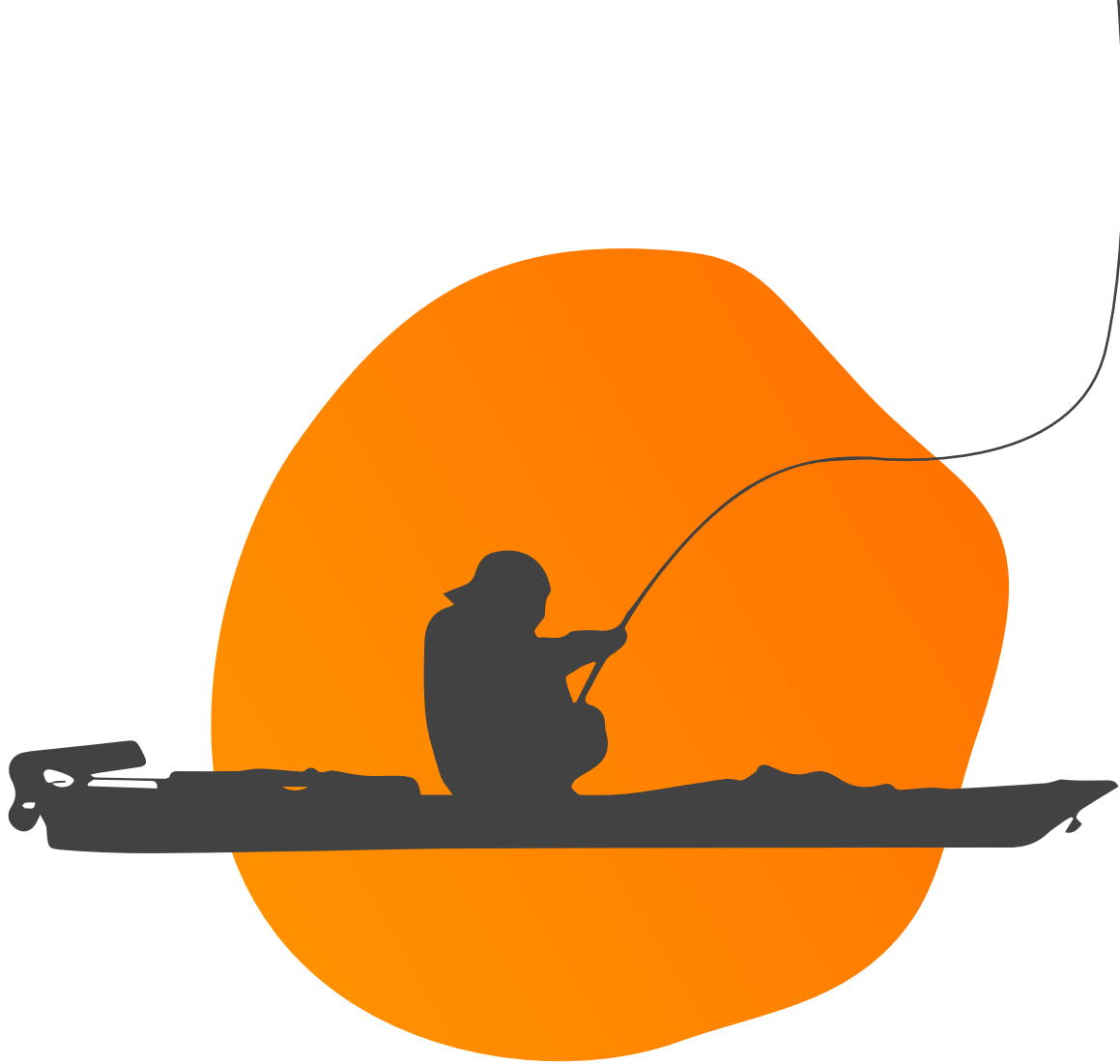
By regularly assessing the performance of your PPC ads and adjusting them you can maximize the quality and number of your leads. A few cheats to help you in that process are:

- 1.** Continually adding relevant new keywords to your PPC campaign.
- 2.** Optimize your ad groups by making them smaller, more relevant and more targeted. This will improve your click through rate and overall Quality Score with the search engine.
- 3.** Expand and Refine Landing Pages by revising Calls to Action (CTAs) so they are more responsive to search queries and lead to more click throughs and conversions.
- 4.** Identify expensive keywords, especially ones that aren't performing well, and remove them.

# Social Media

One of the cutting edge areas of marketing is to harness the growth of social media, 60% of small and medium businesses report gaining new customers through the use of social media. The explosion of social media has created wide ranging opportunities for getting your business message spread far and wide. This growing medium provides lots of benefits including:





### **Brand Exposure**

Growing your brand and familiarity with your potential customers is essential. People very often choose a product or service based on their familiarity with it. They have encountered your brand before. Growing this kind of familiarity with your brand through social media is effective, has the potential to reach a global audience and does not have to cost a lot of money.

### **Become the Go-To Expert**

By providing excellent content, advice, answers to questions, relevant sources and friendly service you can create a following on social media in which you are the go-to expert in your field. If customers return to your page for quality content and pass that information on to their “friends” your list of clients will grow and their trust in your business will increase. More trusting contacts will lead to higher sales conversion rates.

### **Fish where they Bite**

It seems crazy but the average person today spends 2.5 hours on social media daily. This is where people are interacting with others and increasingly are getting information and receiving advertisements. Staying relevant means going to where people are engaged and active. By building a presence on social media, answering questions and building relationships you will be fishing where people are biting.

# ESSENTIAL SOCIAL MEDIA PLATFORMS

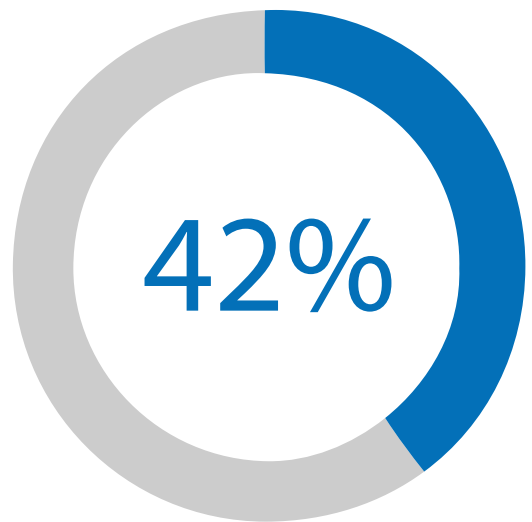




## Facebook

Facebook is the king of social media reaching 60.6% of internet users. Did you know that more than 1.84 billion people log in to their FB accounts daily and 2.8 billion monthly? In addition, 80 million small businesses around the world use Facebook pages and 42% of marketers report that Facebook is critical to their business. That translates to a lot of reasons to have a business page and to join business groups on FB.

As a social media platform, it is built to encourage interaction with customers and the sharing of information. Your business page should daily share a post with inspirational stories, business news, contests, blog posts, links to newsletters, or special events.



**42% of marketers**  
*report that Facebook*  
*is critical to their*  
*business*



## LinkedIn

LinkedIn is a worldwide professional social networking site that also has business pages and groups. It boasts 740 million professional members and is particularly excellent at generating inbound business to business (B2B) contacts and leads.

## Twitter

Twitter has 187 million daily active users, and 353 million users, its largest age demographic is 25-34 years old (29% of users), it is the #1 social network in Japan, it was used by 82% of B2B content marketers in the last year, it had a 62% increase in video views from 2019-2020, and its user base is projected to grow 2.4% in 2021. That is a huge marketing platform opportunity!

## YouTube

Due to the rapid rise in popularity of videos and the relative ease of creating video content and linking this content to your website through social media, YouTube is a great marketing tool.

## Email

Email continues to be an important marketing tool for creating new leads and cultivating leads from existing clients. In fact for many companies email remains their most effective channel based on ROI. According to a McKinsey & Company study, email is 40 times better at acquiring new customers than Facebook and Twitter, with conversions being 17% higher value than on social media.



## Email Newsletters

A number of excellent companies will get you started with a newsletter campaign for a low monthly cost go to: MailChimp (<http://mailchimp.com>), Aweber (<http://aweber.com>) and Campaign Monitor (<http://www.campaignmonitor.com>). Their tools and analytics will help you create newsletters, optimize subject lines and track any response traffic to your newsletter. Of course, you can do this for you, too.

Interesting, relevant and helpful information works best at drawing interested readers and will often get shared through social media. Summaries of your blog posts, links to third party articles, special offers, and event announcements are all great for e-newsletters. MailChimp has a gallery of sample newsletters on their site which offers lots of inspiring ideas.

Setting a regular posting schedule for newsletters is most effective; monthly or quarterly postings are a good place to begin. Email blasts can also be created to announce new services, products or promotions. It is vital for you to make it really easy to sign up for your newsletter. This is best done with simple newsletter sign up forms throughout your website and blog. Your email newsletter provider can also track click ins and sign ups as well as who clicks into specific articles. These analytics can be used to refine the content and layout of your newsletters to best engage your audience.

## Automate your Email!

Once you find value in Email marketing the next step is Email automation. These services will automatically send welcome emails to new subscribers, ecards on clients birthdays, or targeted newsletter/blog content based on a subscribers history of click ins. The nice thing about this is it should be part of a suite of automation software that takes you to the next level.

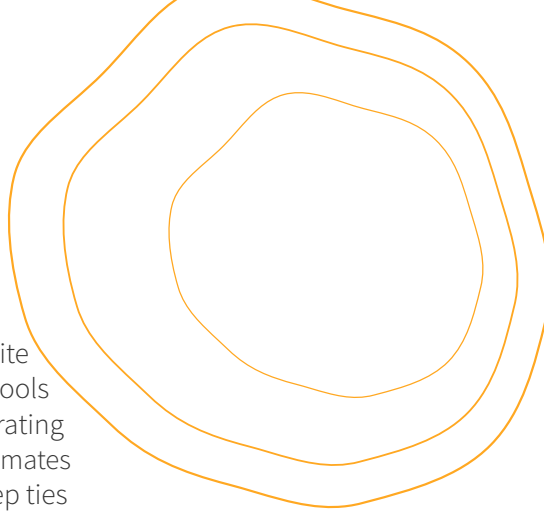


# AUTOMATED MARKETING SOFTWARE BRINGS IT ALL TOGETHER

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No business owner has the time or inclination to reach out to each and every customer that there ever was and ever will be, regularly (like once a week regular) and with impact... right? ..and yet lots of businesses manage to do this. How?

**Automation baby!**



The final step of our process is taking your website and all the valuable lead generating marketing tools and tips we have just shared with you and integrating them with powerful marketing software that automates all of these processes for your business. This step ties all of the previous information outlined here together. A single marketing software that will assist you in creating, analyzing and implementing every marketing action and in keeping your component parts running efficiently, effectively and in coordination with one another. Marketing automation software brings potential customers to your business through your website, social media, email, etc. Which results in new contacts, new leads and higher conversion rates.

We call this “Drip!” With the properly crafted architecture (automation software), your customer base (past, present and future) can hear from you with perfectly written material appropriate to just their needs, every week and yes – even while you sleep! Sound too good to be true? Nope. And you are most certainly a recipient of this sort of automated correspondence if you open your email inbox.

Drip campaigns work to simplify and integrate your marketing efforts in all of these vital areas:

- Social Media Marketing
- SEO
- Content Creation
- Email Marketing
- Lead Generation
- Lead Nurturing
- Metrics and Analytics
- Management Activities



# Example of an Email Drip Campaign

When you have received a new email address or trigger event (such as someone just made a purchase on your website) a drip campaign goes into effect.

**Monday:** Thank you for shopping.

**Tuesday:** Have you seen these other products?

**Next week:** We're having a sale.

**Friday after:** Share this with a friend for a discount.

**Next month:** New release just added. Etc etc...

But if "dear recipient" clicks on the email and takes an action then they are rerouted to another drip campaign.

**Thank you for sharing with a friend, here's your coupon.**

The investment in this is all up front – your drip campaign will branch off in many directions depending on the actions taken by your customers. So we write for all variables. Then we design compelling eye popping emails in the drip program software and press GO! And go, it will! Now go get some extra zzzzzzz's.

Or if you offer expert services to your clients the drip email campaign might look like this:

**Monday:** Thank you for sharing your email with us,

**Tuesday:** Have you seen these services we provide?

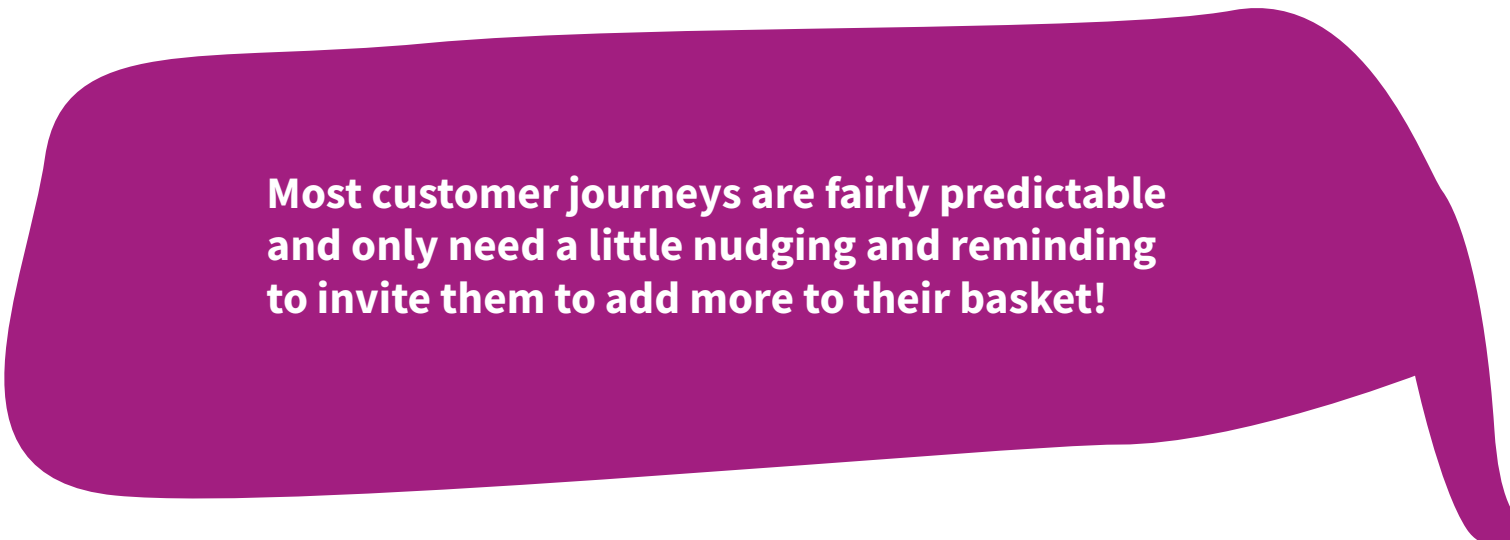
**Next week:** Thank you for downloading the ebook

**Friday after:** Since you took advantage of our ebook here is a case study on that topic.

When the user downloads the case study You get notified to follow up with an interested client.

But you, dear business owner, don't have time for writing that. So let's get you cooking with a nice drip campaign that does all the work for you. All you have to do is watch the extra business come in!

The beauty of marketing automation is your ability to target contacts and send them content based on their behavior. Your potential clients are giving you information they need when they want it. You are just simplifying their decisions to purchase your goods or services. And the above email automation examples are just the tip of the iceberg.



**Most customer journeys are fairly predictable and only need a little nudging and reminding to invite them to add more to their basket!**

## *Create and Manage Marketing Campaigns*

Automated marketing software is capable of designing marketing campaigns and of assigning campaign tasks to your team members. With software, team members simply login and perform their assigned tasks then signal the next team member to take the task from there. Every task is either completed or facilitated by the software, allowing all team members to complete tasks quickly and efficiently.

- Projects can be created for team collaboration.
- Team members are assigned specific responsibilities with completion deadlines.
- Social media tools and scheduling are integrated into the campaign.
- Targeted ads can be created and automatically measured.
- The overall effectiveness of each campaign can be analyzed.
- Specific aspects can be analyzed to determine what worked well and what didn't.
- All this data can be used to improve future campaigns.

# *Optimize Your Personalized Landing Pages*

Remember how our first recommendation was to build a lead generating website using landing pages, CTAs and valuable giveaways? Automated software enables you to personalize your landing pages in order to optimize their lead generation and encourage users to take action and move toward purchasing. The software also allows you to manage landing page usage and to measure their strategic effectiveness overall or as a part of a specific campaign.

This powerful software enables you to build personalized landing pages from which users are able to download special offers of content (eBooks, whitepapers, instructional videos, webinars, etc.), or to receive special offers such as free product trials in exchange for an email address or phone number. These personalized landing pages help you identify visitors on your website who have a specific interest, offer them a valuable resource, and convert a higher percentage of those visitors into leads.

# Tailor Make Your Smart CTAs

Marketing automation software offers you the power to create a variety of offers that are shown only to users who (based on their activity) fit your chosen specific categories. These fun, tailor made options let you place integrated Smart CTAs on each page of your website. Then, like magic, the software tracks every visitor to your site keeping track of all offers they accept.

When a visitor decides they want your ebook offer and downloads it, the software will note this and the next offer will be a white paper or checklist on another topic or service. These Smart CTAs follow a progression and are programmed to respond to visitors actions with specific content they can download in exchange for their contact information. This process identifies interest and tracks any progress of interest to maximize the quality of leads.

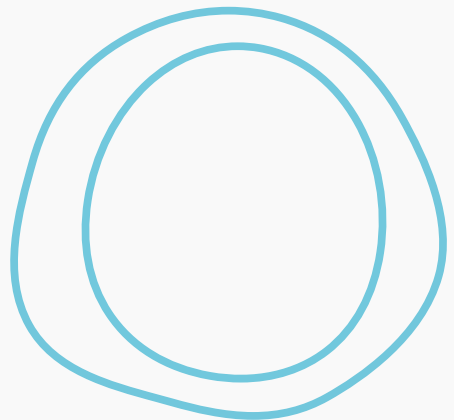


# TRACK EVERYTHING WITH CUSTOM REPORTS

Your Automated Marketing software is great at harvesting data and evaluating what is working as well as what is not working. This full time monitoring and evaluation of your website also allows you to retrieve all of that data in a wide array of reports, including but not limited to:

- Lead sources
- Event contacts
- Event analysis
- Offer download rate
- Number of contacts
- Contacts by source
- Average days to close by source
- Number of Marketing Qualified Leads (MQLs)
- MQLs by source
- Blog leads by source
- Visitor to lead conversion rate
- Revenue

Every generated report will help you identify areas of effectiveness and/or weaknesses in your overall marketing strategy while also giving you the tools to make adjustments that will increase effectiveness or cut/rework any areas that aren't cost-effective. Your reports are all customizable and present you with enough information to get a 10,000 foot view of your business.





# DON'T LET YOUR MARKETING AUTOMATION GO SOUR

If I leave the milk in the fridge for too long it goes sour on me. The same goes for your automated marketing. In order to keep accruing the massive benefits of an automated marketing system it will be important that you don't do these things:

## **Don't Forget to Keep the Human Touch**

Make sure you create and maintain multiple human touches into the lead funnel process. People should see human faces, hear human voices and receive letters or emails that were written by real people. It is vital that your business doesn't sound or feel too automated or robotic to your clients and potential clients. It's all about relationships!

## **Don't Open a Can of Spam**

Spam is for eggs and hawaiian burgers. General information dumps are not how automated marketing strategies work. Instead they are built to funnel potential clients through your website and lead closer and closer to buying your products and services, by offering them useful information, quality content and warm customer service.

## **Don't Let it Get Stale**

It is really important not to start an automated marketing funnel and then forget about it! Harvesting data, making data driven decisions, updating information, expanding giveaway programs, and responding to what your customers are wanting will always be necessary.

## **Don't Slack Off**

Automation may sound like it will run itself, but this is mainly set up to efficiently and effectively draw high interest clients to you who are in the late stages of the buying cycle. It will be as necessary as ever to follow up with leads in a timely manner and with a personal voice and touch. Many processes will be streamlined but, as a business owner you know, there is no slacking off for you or your staff.

## Final thoughts

All of this information is easier said than done. But if you are looking for the basics of what every company needs to know about today's world of marketing you have it all in black and white. The next step for you will be how do you integrate all of these ideas into the nuts and bolts of running your business? There will be a lot of new tasks and responsibilities to complete to integrate these ideas into your overall marketing strategy.

The good news is that you have options. You can hire a marketing guru for your business, to lead this process and contract with a team of marketing experts who will carry out the step by step strategy. Or you can approach a full service marketing agency with your goals in mind, and work with them to hone your brand, design an overall marketing plan that is tailored to your company, and let your marketing agency develop and grow your quality inbound leads for your business.

**Here at zo agency we work to build long term relationships with our clients. We call it Tribe!**

We will work diligently to discover your vision, your passion, your needs, your hope and dreams for your business and then will create an overall marketing plan that meets your needs and fits your budget. **Visit us today at [www.zo.agency](http://www.zo.agency)**





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