Online marketing foundations | MINI-GUIDE

generating engagement, leads, and sales for your business by using online marketing. that's it, that's what this book is all about!

today, digital marketing is less about digital and more about marketing. <u>as you see in this mini-book, these timeless fundamentals of online marketing remain pertinent,</u> regardless of the tool, tactic, or application.

there's nothing magical or tricky about properly executed online marketing, and you don't need to be overly technical to succeed at it.

if you offer a product or service that the market desires, you can find success online by applying the (evergreen techniques) that you learn in this mini-book.

selfLearn-en

overview

because the role of marketing is to <u>move people through a series of stages from cold prospects to rabid fans and promoters</u>, you must first attain clarity on the characteristics of your ideal customers.

you want to get clear on their goals, the challenges they face meeting those goals, and where they spend time-consuming information and entertainment. creating a customer persona will give you this clarity.

a customer persona is the fictional, generalized representation of your ideal customer. realistically, unless your product or service fits within a narrow niche, you will have multiple customer personas for each campaign.

people are so much more than their age, gender, ethnicity, religious background, profession, and so on.

people don't fit neatly into boxes, which is why broad, generic marketing campaigns generally don't convert well; they don't resonate with the ideal audience.

you must understand and make your customer persona as specific as possible so that you can craft personalized content, offers, and marketing campaigns that interest members of your audience or solve their problems.

customer persona

creating a customer persona impacts virtually every aspect of your marketing, including, content marketing, search marketing, social media marketing, email marketing, and paid traffic, product creation, and copywriting.

what blog posts, videos, podcasts, and so on should you create to attract and convert your customer? what solutions is your customer searching for on search engines like google, YouTube, and Bing? what social media sites are your customers spending time on? what topics does your customer like to discuss? which customer should receive a specific email marketing campaign?

which ad platforms should you buy traffic from and how will you target your customer? what problems is your customer trying to solve? how should you describe offers in your email marketing, ads, and sales letters in a way that compels your customer to buy?

any part of the marketing and sales process that touches the customer (which is pretty much everything) improves when you get clear on your customer persona.

after all, you're aiming toward a real person — one who buys your products and services. it pays to get clear on the characteristics of that person so that you can find and present him or her with a message that moves this person to action.

what to include in your customer persona? the customer persona possesses major components, goals and values, sources of information, demographics, challenges and pain points, and objections.

determine what the customer is trying to achieve. what values does he or she hold dear? figure out what books, magazines, blogs, news stations, and other resources the customer references for information.

establish the age, gender, marital status, ethnicity, income, employment status, nationality, and political preference of the customer.

what is holding the customer back from achieving his or her goals? why would the customer choose not to buy your product or service?

values

the customer persona creation process begins with <u>identifying the goals and values of one of your ideal customers</u>. make note of the goals and values that are relevant to the products and services you offer.

being aware of your customer persona's goals and values drives decisions that you make about, product creation, advertising, content marketing, and email marketing.

what products or services can you develop to assist the customer in meeting his or her goals? how can you describe these offers in your ads and sales copy?

what blog posts, podcasts, newsletters, and other content vehicles might your customer respond to? how can you tailor your email subject lines and body copy to be consistent with the customer's goals?

demographics

applying demographic information brings your customer persona to life. in this section, you add information to your personas such as age, gender, marital status, and location.

demographic information for your customer persona is also useful for choosing targeting options in ad platforms like Facebook.

bring your persona to "life" as much as possible, even by visualizing the person if you can, because when you're writing content, email, or sales copy, it can be beneficial to write as though your customer were sitting across the table from you.

demographic information like age, gender, and location gives your persona a look and feel.

challenges

this section can help drive new product or service development. it can also help inspire the copy and ad creativity you will use to compel your ideal customer to action.

a copy is any written word that makes up your ad, email, web page, social media post, or blog post.

ad creative is an object that communicates information in visual forms, such as an image, a gif (graphics interchange format), a video, an infographic, a meme, or another form of artwork that you use to convey your message.

you use copy and ad creatives to call out to your audience, capture people's attention, and address how your product or service adds value to their lives by solving a pain point or a challenge they face.

objections

in the final section of the customer persona worksheet, answer why your customer might choose to decline the offer to buy your product or service. the reasons your customer doesn't buy are called objections, and you must address them in your marketing.

an important part of planning for online marketing success is understanding the value your business brings to the marketplace.

the value your company provides is far greater than the products or services it sells. people don't buy products or services at all; instead, they buy outcomes.