

ESBA

GROWING YOUR BUSINESS

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My number one takeaway from this video

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FOUNDATIONS OF CUSTOMER JOURNEY

People rarely buy on their own - they need your help. Things you need to have in place to build a solid business and growth machine:

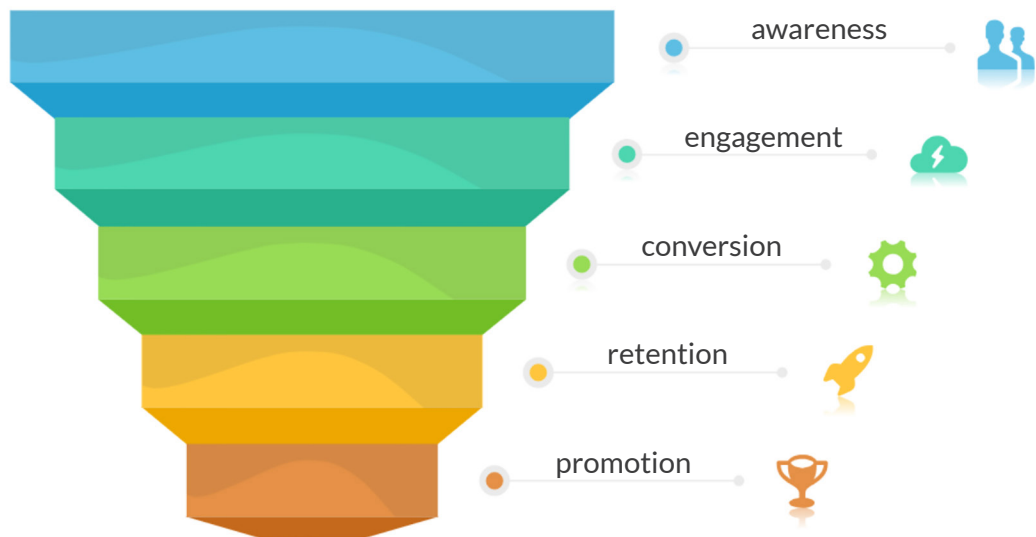
- ☐ Hub and spoke
- ☐ Conversion rate optimization
- ☐ Marketing funnel
- ☐ The 5 'commandments'

Hub and spoke

- ☐ The hub is your website
- ☐ The spokes are everything you do online



Marketing funnel



Conversion rate optimization

The process of increasing the percent of visitors to do your desired behavior.



5 entrepreneur commandments



Customer journey

- ☐ What's the purpose
- ☐ Offer value
- ☐ The journey

Your sole purpose is to move them from current state to future state

Answer the following questions:



What will they get?



How will they be feeling?



Does their day-to-day change?



What about their status?

Then:






- ☐ Offer value
- ☐ Get results

Value is all that matters.

Customer journey

Top-middle-bottom-Oz



- 1  Awareness: How do they know about you.
- 2  Engage: How do you get from a glance to a stare.
- 3  Subscriber: How do we get permission to follow up.
- 4  Convert: How do we get them to take some level of commitment.
- 5  Excite / Advocate / Promote: Repeat Buyers, Online Defenders, and Your Sales Force.

TOP OF FUNNEL (TOFU)

The activities to get people to find out about your business, product, or service.

Goals of TOFU

- ☐ Build awareness
- ☐ Get more quality website traffic

How they're measured

- ☐ Clicks / engagement
- ☐ Page visits
- ☐ Bounce rate
- ☐ Time on site
- ☐ Pages / session
- ☐ User growth

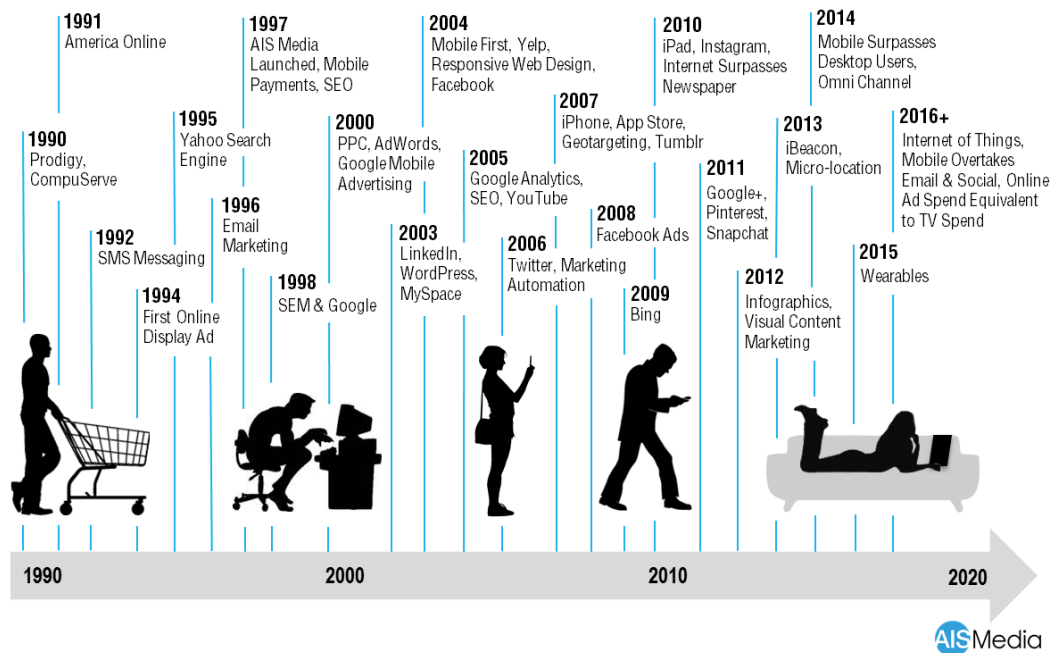
20 ways to grow traffic to TOFU

1. Affiliate Marketing / Program
2. Business Development
3. Community Building
4. Content Marketing
5. Email Marketing
6. Engineering as Marketing
7. Existing Platforms
8. Offline Ads
9. Offline Events
10. Partnerships / Influencers

11. PR
12. Sales
13. SEM
14. **SEO**
15. **Social & Display Ads**
16. **Social Media**
17. Speaking Engagements
18. Targeting Blogs
19. Trade Shows
20. Viral Marketing

Digital marketing is always changing¹

EVOLUTION OF DIGITAL MARKETING



¹ Source: As Is Media

Content marketing

Create and promote relevant, valuable content to attract, acquire, and engage your target audience.

Types of content

- ☐ Quizzes / Polls
- ☐ Infographics
- ☐ GIFs
- ☐ Videos
- ☐ Long Form Content
- ☐ Short Form Content
- ☐ Thought Leader
- ☐ eBooks
- ☐ Podcasts

Sources for content marketing

- ☐ BuzzSumo
- ☐ Quora
- ☐ Amazon Reviews

The screenshot displays the Buzzsumo Content Analyzer interface. The top navigation bar includes links for Content Research, Influencers, Monitoring, and a 'Try BuzzSumo Pro' button. Below this, a sub-navigation bar lists various analysis tools. The main section is titled 'Content Analyzer' and features a search bar with the query 'content marketing'. To the left, there are filters for date ranges (from 24 hours to specific ranges) and other criteria like 'Only B2B Publishers'. The search results are sorted by 'Total Engagements' and show a list of articles. Two articles are visible: 'How to Never Run Out of Content Ideas Again' by John Bolinnett and '10 Grammatical Errors That Damage Credibility' by Karen Hertzberg. Each article entry includes a title, author, date, source, and a row of colored circles representing engagement metrics for different platforms (Facebook, Twitter, Pinterest, Reddit, etc.).

Article Title	Author	Date	Source	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements
How to Never Run Out of Content Ideas Again	John Bolinnett	Dec 5, 2017	entrepreneur.com	8.7K	578	13	0	-	12	9.3K
10 Grammatical Errors That Damage Credibility	Karen Hertzberg	Mar 27, 2018	grammarly.com	8.7K	95	25	0	-	5	8.7K

Headline tips and tools

Tips

- ☐ Spend 1/2 your time on it
- ☐ Use specific numbers
- ☐ Utilize a unique rationale
- ☐ Call for attention
- ☐ Headline Formula (PSB)
- ☐ Test, test, test

Tools

- ☐ Hemmingway
- ☐ Google Docs & sheets
- ☐ Cloud App

SEO

The process for getting your site to show up in a search result; the higher the better.
Google wants to give the searcher the most valuable content that they are searching for...
remember that!

Beginner best practices

- ☐ Site Map
- ☐ Google Webmaster Tools
- ☐ Keywords / Adwords
- ☐ Build Your Backlinks
- ☐ On-Page Focus
- ☐ Keywords

- ☐ URL
- ☐ Meta Description
- ☐ Headlines
- ☐ Copy
- ☐ Links In Copy
- ☐ Images (Links, File Name, Alt)
- ☐ Videos (Links, File Name, Alt)
- ☐ Strong Word Content
- ☐ Optimized for Mobile

Social Media

The Big 5: Facebook, Instagram, YouTube, Twitter, LinkedIn

What to post

- | | |
|--|--|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> How-tos |
| <input type="checkbox"/> Your articles | <input type="checkbox"/> Customer support |
| <input type="checkbox"/> Others articles | <input type="checkbox"/> Behind she scenes |
| <input type="checkbox"/> Updates | <input type="checkbox"/> Events |
| <input type="checkbox"/> Sales / promotions | <input type="checkbox"/> Tips / tricks / knowledge |
| <input type="checkbox"/> Engage / interact | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Thoughts / opinions |
| <input type="checkbox"/> Behind the scenes | <input type="checkbox"/> Your content |
| <input type="checkbox"/> Take-overs | <input type="checkbox"/> Others' content |
| <input type="checkbox"/> Q&As | <input type="checkbox"/> Live updates |
| <input type="checkbox"/> Offer tips / tricks | <input type="checkbox"/> Engage / interact |
| <input type="checkbox"/> Limited sales | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> Events | <input type="checkbox"/> Knowledge / expertise |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Connections |

How frequently you should post

Facebook

- ☐ 5 - 10 times/week
- ☐ > 1, diminishing return

Instagram

- ☐ 1 - 2x/day
- ☐ Moves relatively slower

Twitter

- ☐ More you post, more you get
- ☐ At least 5x/day, get up to 20x

LinkedIn

- ☐ Once per day
- ☐ No more than 20x/month

YouTube

- ☐ Consistency is the key
- ☐ Start once a month/week, shoot for 2x - 3x/week

Paid social ads: Facebook and Instagram

Plan First, Save Money Later

- ☐ Who is my audience?

- ☐ How am I marketing to them?
- ☐ How do I measure success?

Ads / Content / Success

- ☐ Facebook / Instagram Ads
- ☐ Ad Content
- ☐ Measure Success

Ad content

- ☐ How am I targeting my audience?
- ☐ What is my hook?
- ☐ Why should they act now?
- ☐ Free Download
- ☐ Discount
- ☐ Free Product
- ☐ eBook
- ☐ Create an emotion
- ☐ Hit a pain point

Measure success

Frequency

- ☐ No more than 3 - 5x in 30 days

Relevance Score

- ☐ Ranges 0 - 10
- ☐ Shoot for 7

Click Through Rate (CTC) and Cost Per Click (CPC)

- ☐ CTR >>> 1%, ideally 2%
- ☐ CPC >>> less than \$1, industry specific
- ☐ Desired result

Email marketing

The lifeline to your business.

Partnerships & influencers - Put your business on fast path to success

MIDDLE OF THE FUNNEL (MOFU)

Answering what's the next thing you want someone to do once they get to your site.

Goals of MOFU

- ☐ Create an account
- ☐ Watch a video
- ☐ Subscribe to your email list
- ☐ Purchase Tripwire
- ☐ Sign up for demo / free trial

How they're measured

- ☐ Account Growth
- ☐ Video Views
- ☐ Email List Size Growth
- ☐ Email Opt-in rate

- ☐ 7% great, 2 - 3 % average
- ☐ Tripwire Conversion Rate
- ☐ Lead Growth Rate

Content for MOFU

- ☐ Webinars
- ☐ Content upgrades
- ☐ Mini courses
- ☐ Demos
- ☐ Free trials
- ☐ Private communities

Delivery

- ☐ Landing Pages
- ☐ Email Forms
- ☐ Email Nurturing
- ☐ Re-Marketing

Webinars

An educational, informative, or instructional presentation that is made available online, usually as either video or audio with slides.

Best practices

- ☐ Host Tuesday - Thursday
- ☐ Monday - too busy
- ☐ Friday - TGIF
- ☐ Promotion

- ☐ Landing page
- ☐ Run ads
- ☐ PR
- ☐ Email list
- ☐ Provide time for Q&A
- ☐ Invite guest speaker
- ☐ Conduct polls / quizzes
- ☐ Create 30 sec - 1 min video
- ☐ Write a blog post
- ☐ Guest blog post

Content upgrades

A piece of content that adds additional value that you offer in exchange for user information like an email, phone, or other data.

Best practices

- ☐ Gate with email / FB lead forms
- ☐ Simple, relevant, easy to consume

Ask the following questions

- ☐ What do my customers need before me?
- ☐ What do they need after me?
- ☐ How can I help them take the first step?
- ☐ What's their biggest challenge?
- ☐ How can I make the content easier to digest?
- ☐ What are important details or steps?
- ☐ What are others doing?

Examples

- ☐ Cheat Sheet
- ☐ Checklist
- ☐ List of resources
- ☐ Transcript from video or podcast
- ☐ Video or Audio Recording
- ☐ Quick start guide
- ☐ Full guide
- ☐ Report / whitepaper
- ☐ Printable handout / assignments / worksheets
- ☐ Exclusive interviews
- ☐ Case studies
- ☐ Create a bigger list
- ☐ Mini e-book
- ☐ Challenge
- ☐ Templates
- ☐ Formulas / scripts
- ☐ Free trial / teaser
- ☐ Free course
- ☐ Swipe file

One simple framework

1. Find most visited page on your site
2. Identify types of resources that would make this content better
3. Create the resource
4. Make it available on your site
5. Get more email subscribers

Mini course

A short course geared to educate your audience on a specific area of a topic, that is related to your product or service.

Demos

Where you demonstrate your product to potential customers, with the goal to get them to purchase.

Best practices

- ☐ Landing page with opt-in
- ☐ Confirm demo
- ☐ Plan demo ahead & ask pre-call questions
- ☐ Client and benefit-focused
- ☐ Set an agenda
- ☐ Summarize past conversations
- ☐ Give the personalized tour
- ☐ Address all questions ASAP
- ☐ You set expectations for next step

Free Trial / Risk-Free Offer

Landing Page >>> Educate your visitor on the value they get without the risk.

Private community

Designed to bring people together around specific topics, issues, and shared values

Custom community

- ☐ Membership area
- ☐ Forum

Leveraged platform

- ☐ Facebook Group
- ☐ LinkedIn Group
- ☐ Slack

MOFU tips

- ☐ Landing pages
- ☐ Email forms
- ☐ Email nurturing
- ☐ Remarketing

Landing pages

A web page that only has one call-to-action and no distractions.

Best practices

- ☐ Use software (ClickFunnels)
- ☐ Remove all friction points and distractions

Design and content should

- ☐ Solve a problem
- ☐ Answer their questions
- ☐ Teach them how to use your product

Landing page checklist

- ☐ State the main benefit for the user, use “You”
- ☐ Hero image/video to show off your product or service
- ☐ Social proof

- ☐ List secondary benefits and top features
- ☐ Clear Call-to-Action (CTA)

Email opt-in forms

Forms used by your visitors to unlock content upgrades or sign up for your list/event.

Forms

- ☐ Offer is key
- ☐ Timed based (5 - 45 seconds)
- ☐ Global exit intent
- ☐ Abandonment
- ☐ Cart
- ☐ Registration
- ☐ Pre-sale / out-of-stock
- ☐ Popular pages (top, middle, bottom)

What

- ☐ Early Access
- ☐ Giveaway
- ☐ VIP Perks
- ☐ Discount
- ☐ Content Upgrade
- ☐ Inside Information

MOFU email nurturing

- ☐ Keep it personable
- ☐ Welcome Email
 - ☐ Indoctrination
 - ☐ Each email should push toward your next goal
 - ☐ Stepping stone across the lake
- ☐ Transactional Email
 - ☐ Something personal happens that would bring them back to your site.
 - ☐ Facebook, LinkedIn, etc.

Remarketing

Allows you to show targeted ads in front of a defined audience that had previously visited your website as they browse other sites.

Where

Facebook >>> Facebook

Google Adwords >>> Google Ad Network

Types

- ☐ Abandoned Cart
- ☐ Watched Video
- ☐ Viewed Product
- ☐ Past Purchase

BOTTOM OF THE FUNNEL (BOFU)

Get conversions / Obtain your intended desired result

Goals

- ☐ Get more conversions
- ☐ Repeat buyers
- ☐ Increased lifetime value
- ☐ Lower cart abandonment rates

How they're measured

- ☐ Average order value
- ☐ Revenue / visit
- ☐ SKUs sold
- ☐ Abandoned cart %
- ☐ Overall conversion rate %

BOFU levers

- ☐ Limited Time Offers
- ☐ Bundles
- ☐ Up-Sells
- ☐ Down-Sells
- ☐ Pre-Sales
- ☐ Product Launches
- ☐ Referral Marketing

- ☐ Affiliate Marketing
- ☐ Abandoned Cart Emails

Limited time offers (LTO)

Special available for a clearly defined short period of time, leveraging scarcity and urgency.

Bundles

Package or set of goods/services (yours and partners) for a lower price than they would be if bought separately.

Upsells

Offering another product/service to someone already purchasing.

Downsells

Offering another one-time offer (cheaper, less commitment) to someone who turned down an up-sell offer.

Pre-sales

Selling a product / service (usually at a discount) before it's available to deliver.

Product launch

Strategy consisting of a carefully planned and scheduled sequence of events with a goal to make a big happening out of the release and of course make as many sales as possible in a short time span

Referral marketing

Turn customers into your marketers -> word of mouth (WoM) -> viral marketing

Affiliate marketing

Partner with someone with a similar audience to promote your product/service for a commission.

Abandoned cart emails

Emails sent to a visitor who started the checkout process but didn't finish.

Best practices

- ☐ 3 Emails
- ☐ 1 - 6 hours
- ☐ 24 hours
- ☐ 3 - 5 days
- ☐ Offer Something
- ☐ Display product image & price
- ☐ Personalize
- ☐ Use scarcity and urgency



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