

**ESBA**

GROWING YOUR BUSINESS

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My number one takeaway from this video

# CONTENTS

Foundations of customer journey	5
Marketing funnel	6
Conversion rate optimization	6
5 entrepreneur commandments	7
Customer journey	7
Top of funnel (TOFU)	9
Digital marketing is always changing	10
Content marketing	11
Headline tips and tools	12
SEO	12
Social Media	13
Email marketing	16
Middle of the funnel (MOFU)	16
Webinars	17
Bottom of the funnel (BOFU)	24

# 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'

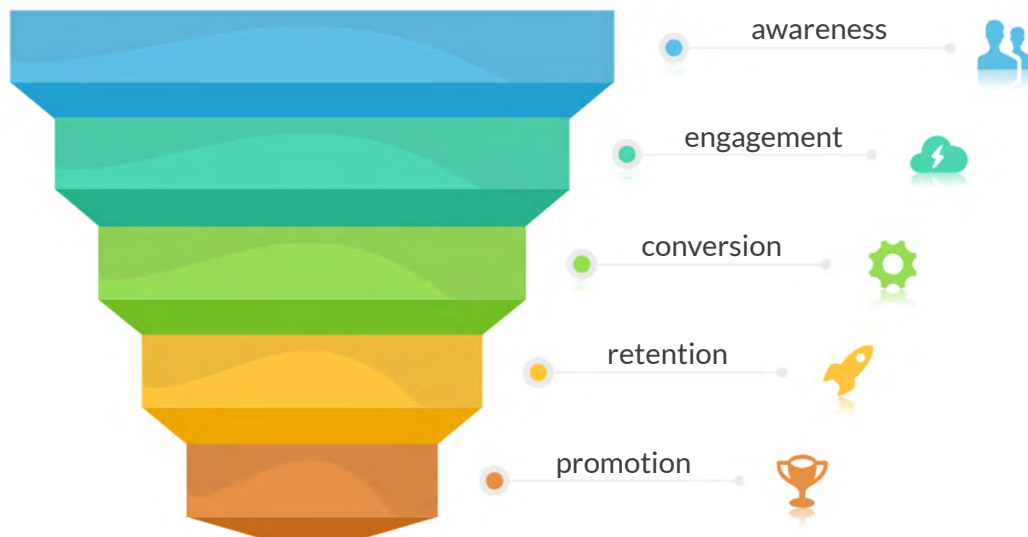
## Hub and spoke

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

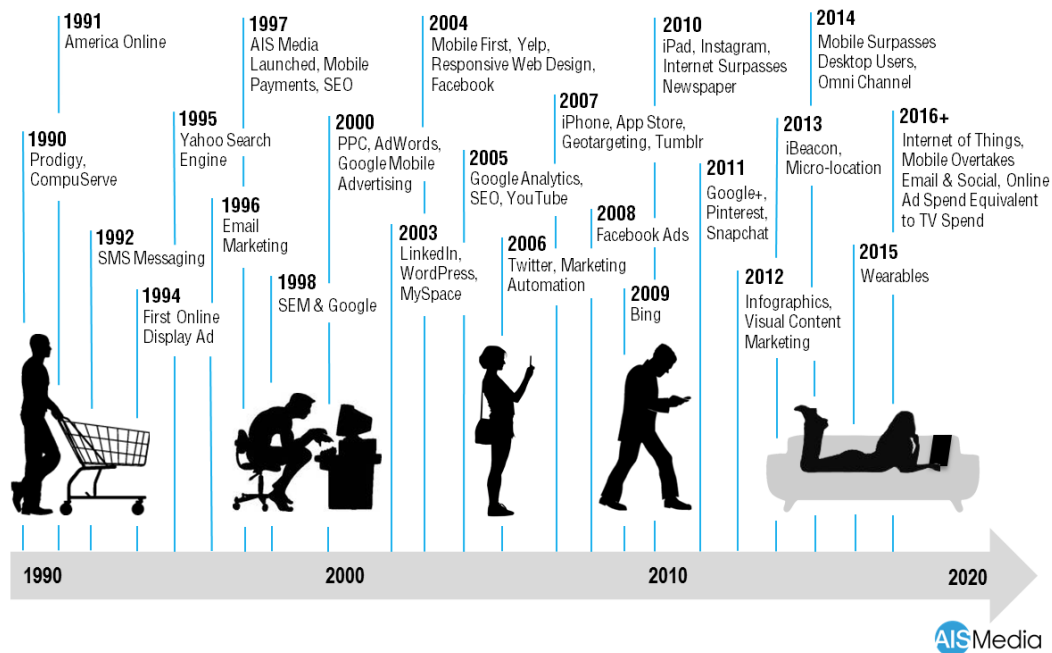
## 20 ways to grow traffic to TOFU

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 changing<sup>1</sup>

## EVOLUTION OF DIGITAL MARKETING



<sup>1</sup> 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, the 'Content Analyzer' tab is selected. On the left, a 'Filter by Date' sidebar offers options from '24 Hours' to 'Specific Range', with 'Past Year' selected. Other filters include 'Only B2B Publishers', 'Country (TLD)', 'Language', 'Filter Domains', 'Content Type', and 'Word Count'. The main content area shows search results for 'content marketing'. The first result is 'How to Never Run Out of Content Ideas Again' by John Bolinnett, dated Dec 5, 2017, from entrepreneur.com. It has 8.7K Facebook engagements, 578 Twitter shares, 13 Pinterest shares, 0 Reddit engagements, 0 number of links, 12 evergreen score, and a total of 9.3K engagements. The second result is '10 Grammatical Errors That Damage Credibility' by Karen Hertzberg, dated Mar 27, 2018, from grammarly.com. It has 8.7K Facebook engagements, 95 Twitter shares, 25 Pinterest shares, 0 Reddit engagements, 0 number of links, 5 evergreen score, and a total of 8.9K engagements. Each result includes icons to save, view backlinks, view sharers, and share.

## 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

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