

# Course 1



## Getting Started Course

***Knowledge is Power.***

***Stop Guessing. Start Knowing.***

**BizAdemy** 

***GoDaddy Pro PPlus Partner ★★★★★ Rating.***

# This course will cover:

## **Why You Need to Update Your Online Marketing Strategies**

- Why traditional advertising is less effective in today's world?
- What is disruptive innovation and why it matters?
- What are the characteristics of today's modern buyer?
- Why is the traditional website design process broken?
- Why traditional web design does not meet today's expectations?
- What buying stage most traditional website designs fall into?
- What stage does your current website design fall into?



**WHY TRADITIONAL  
ADVERTISING IS  
LESS EFFECTIVE IN  
TODAY'S WORLD**



In **traditional marketing**, companies focus on finding customers by getting their message in front of as many people as possible.



Today, people are  
exposed to over  
**3,000 marketing  
messages** per day.

Think about it for a minute.  
How many ads, logos, bus  
benches, billboards, radio  
ads, online ads, in-store ads,  
etc. have seen today?





## WHEN IT COMES TO ADS, OUR MEMORIES ARE SHORT

- 1 day later, 25% would have forgotten
- 2 days later, 50% would not remember
- 4 days later, 85% would have forgotten
- 7 days later, 97% would not recall

Tests conducted by Dr. Walter Dill Scott, president emeritus of Northwestern University.

**How many TV ads, radio commercials, newspaper ads, billboards or online ads to you remember from the last two days?**



There are **3** major reasons why:

Traditional advertising is not nearly as effective as it once was ...

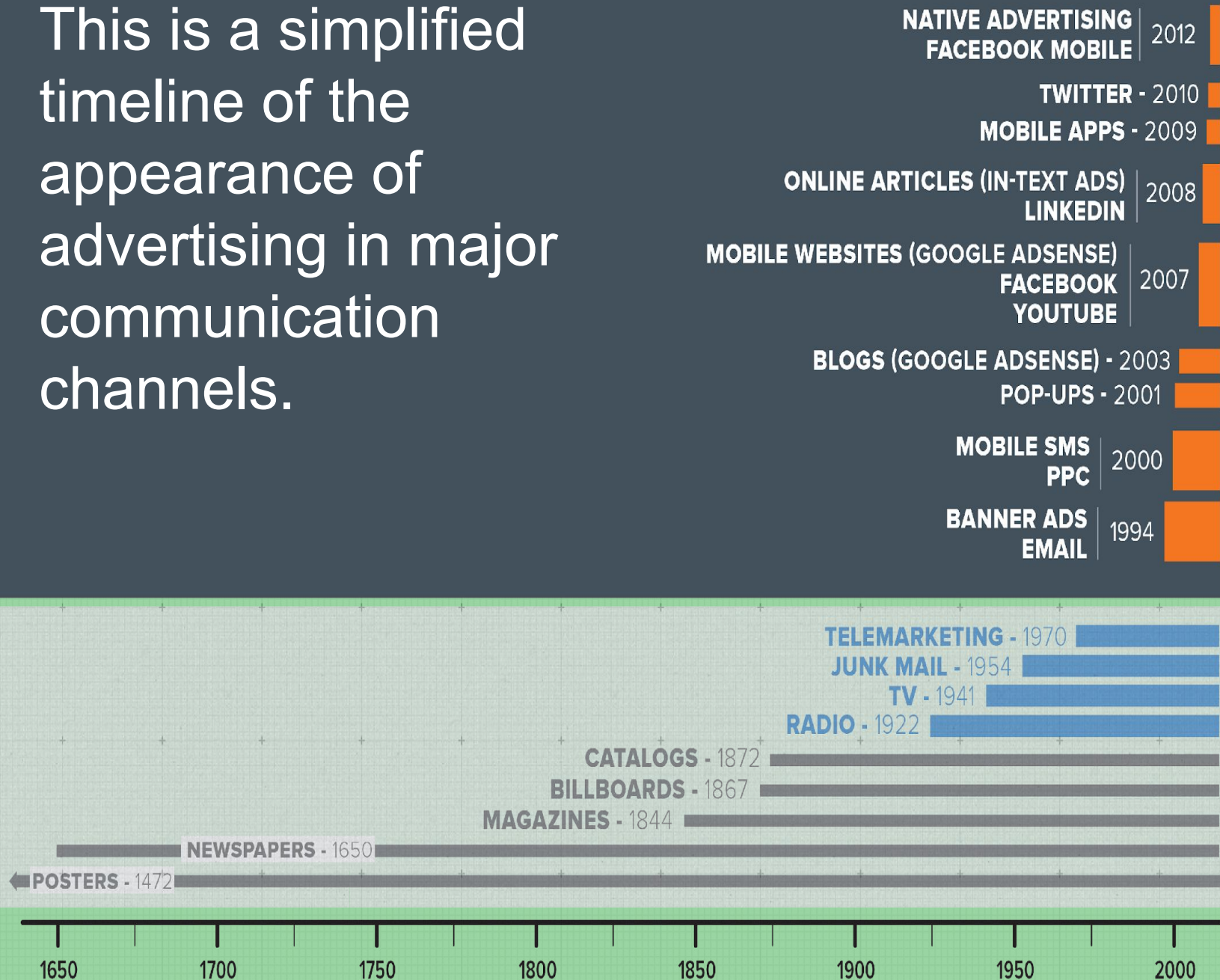
## **The Proliferation of Media:**

**The media landscape has  
become insanely cluttered.**

**There's a magazine, TV channel,  
radio station, and a gajillion  
websites for every conceivable  
interest.**



This is a simplified timeline of the appearance of advertising in major communication channels.



DIGITAL

PRE-DIGITAL

PRINT

## A History of Deceptive

**Advertising:** Consumers are accustomed to false claims and deceit in advertising, so even when clever ads are seen by consumers, they're perceived as dishonest.

2

Interruption.  
False claims.  
Over-promising.  
Under-delivering.  
Increased regulation.  
Brand egocentrism.  
Exploitation.  
Lawsuits.



Deceptive  
Advertising

**Technology Empowered the Buyer:** Consumers gained access to tools and information that enabled them to dodge interruptive brand messages, and instead, seek out information when they're ready.



Caller ID.  
PVRs.  
The Do Not Call List.  
Spam Software.  
Ad Blocking.  
Faster Internet.  
Social Media.  
Smartphones.



Empowered  
Consumer

## As a result of traditional and interruptive ads:



94% of direct mail is never opened



86% skip TV commercials




91% unsubscribe from emails



200 million say “Do Not Call”



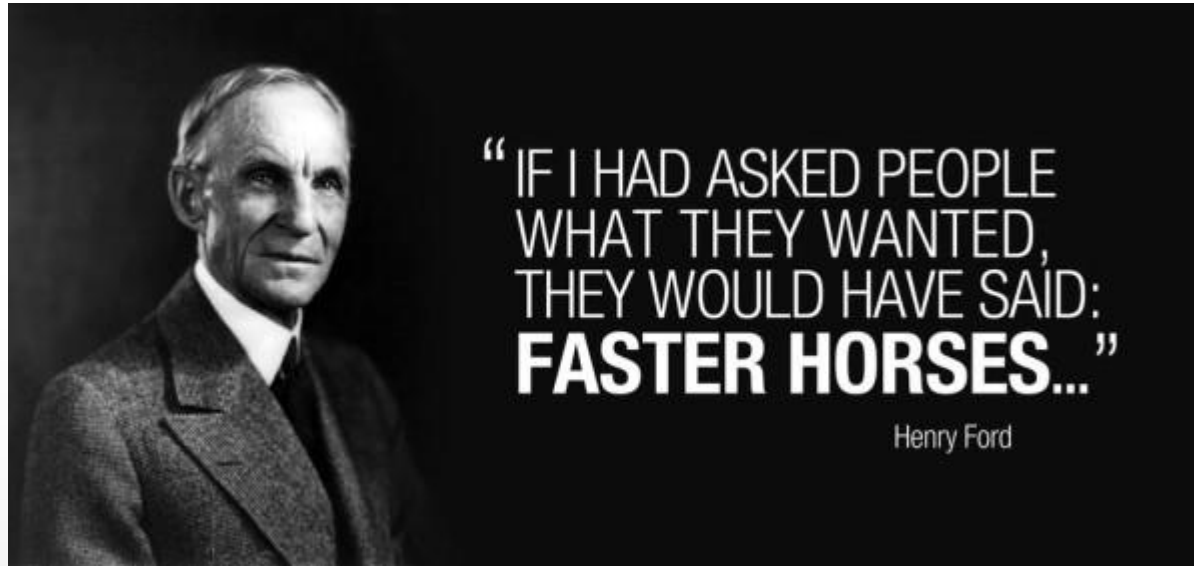


# WHAT IS DISRUPTIVE INNOVATION

# Disruptive Innovation is All Around Us



We are still at the beginning of the greatest global transformation of our lives. **If they haven't already, disruptors are coming for you.** Somewhere, someone is thinking of ways that they can disrupt your industry.



Henry Ford is classic example of a disruptive innovator. If he had stuck with the norm, he would have produced faster horses, but he challenged the norm. He adopted a new way of thinking and put out a new product in the marketplace.

# Modern Examples of Disruptive Innovation



**UBER Disrupts Transportation**



**Mobile Optician Disrupts Retail**

**Verticals are quickly being knocked on their heels in years or sometimes months.**

Uber, the world's largest taxi company, owns no vehicles.

Airbnb, the world's largest accommodation provider, owns no real estate.

Facebook, the world's most popular media owner, creates no content.

Alibaba, the most valuable retailer, has no inventory.

Something interesting is happening, it's called disruptive innovation and it's coming for you.

**Just because your company  
has survived the last 100 years,  
doesn't mean it will survive the  
next 10.**

**Within the last decade, 70% of businesses that we have seen on the on the Fortune 1000 list are new.**



**If businesses want to survive, they must make the shift to modern marketing and sales methods in order to protect against disruption and survive the future.**

**If they don't, current and new customers will eliminate them from their consideration list and buy from disruptors.**





# CHARACTERISTICS OF THE MODERN BUYER

**Consumers' buying  
behavior is very  
different from what is  
was 5 or 10 years ago.**



# THE MODERN BUYING JOURNEY STARTS **ONLINE**



## **Search**

Buyers identify a challenge or problem that they want to solve and start searching online for answers.



## **Educate**

Buyers have clearly defined the problem or challenge and have educated themselves on potential solutions.



## **Contact**

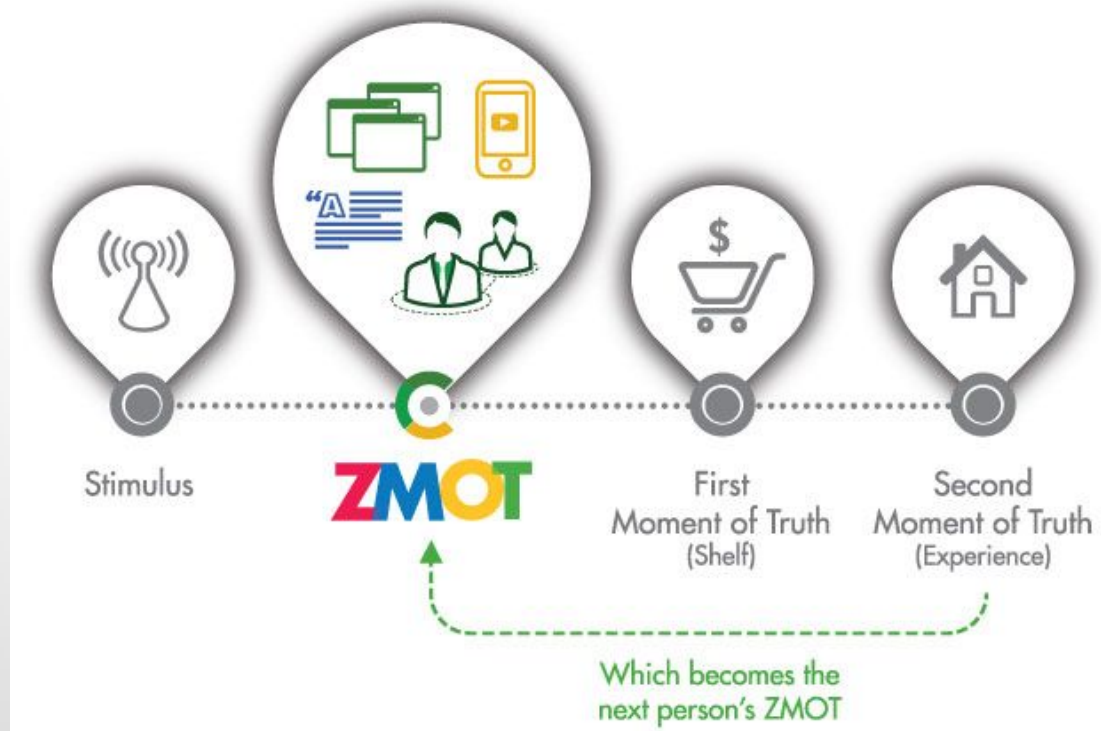
Buyers have already decided on a potential solution that best meets their needs and then contact the business.

**Modern buyer's know how  
to find their own  
information.**



**On average buyers conduct 12 online searches on before choosing a specific website for their next step.**

## Google calls this new behaviour **ZMOT** - Zero Moment of Truth



**This is where buyers research alternatives, get smart about options, read reviews, and comparison shop.**

When modern buyers decide to make a purchase, **they do it on their own timeline and terms.**

“ Today's business buyers do not contact suppliers directly until 57 % of the purchase process is complete. ”

- [Study by CEB & Google](#)



**Buyers also expect that  
you know who there are.**





Buyers also expect **personalization**.



In today's world, the internet has made **everyone an expert.**



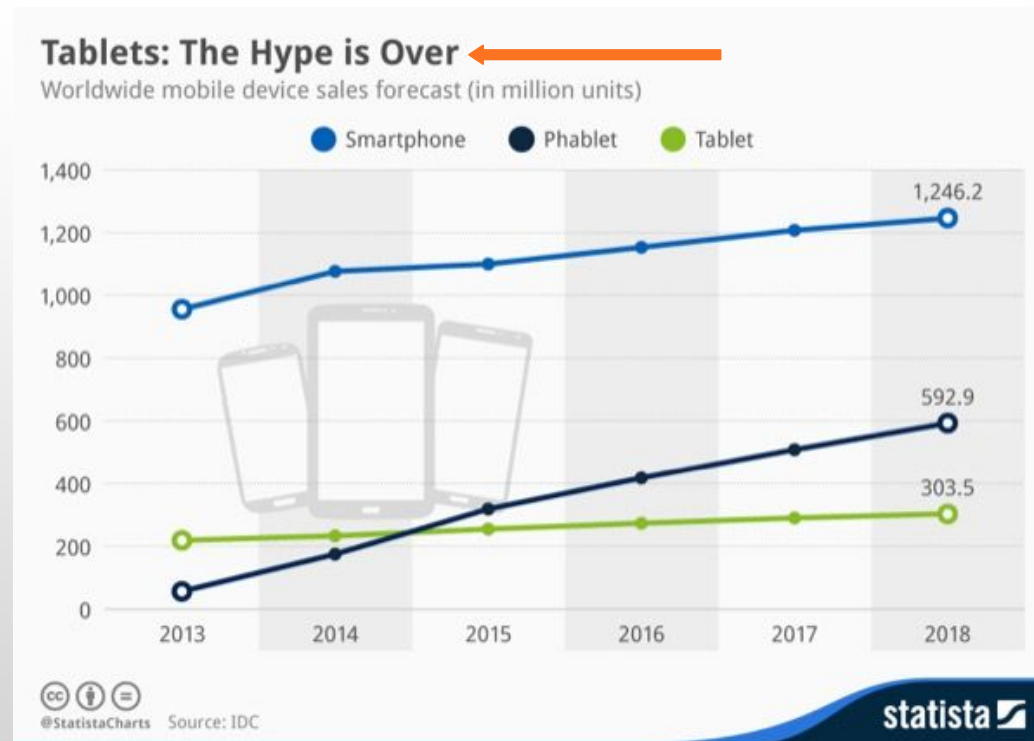
In today's digital world, buyers now have **more power** than ever before.



Which means that the old approach to marketing and sales **doesn't work as well anymore.**

# Here's a good example how quick modern buyers move...

## Remember the tablet?



**Today's businesses must make a shift  
and truly embrace the new  
customer-driven buying cycle -  
otherwise, or new customers will  
eliminate them from their consideration  
and buy from the competition.**



# WHY IS THE TRADITIONAL WEB DESIGN PROCESS BROKEN

**Your website should be your:**

**#1 Marketing Asset**

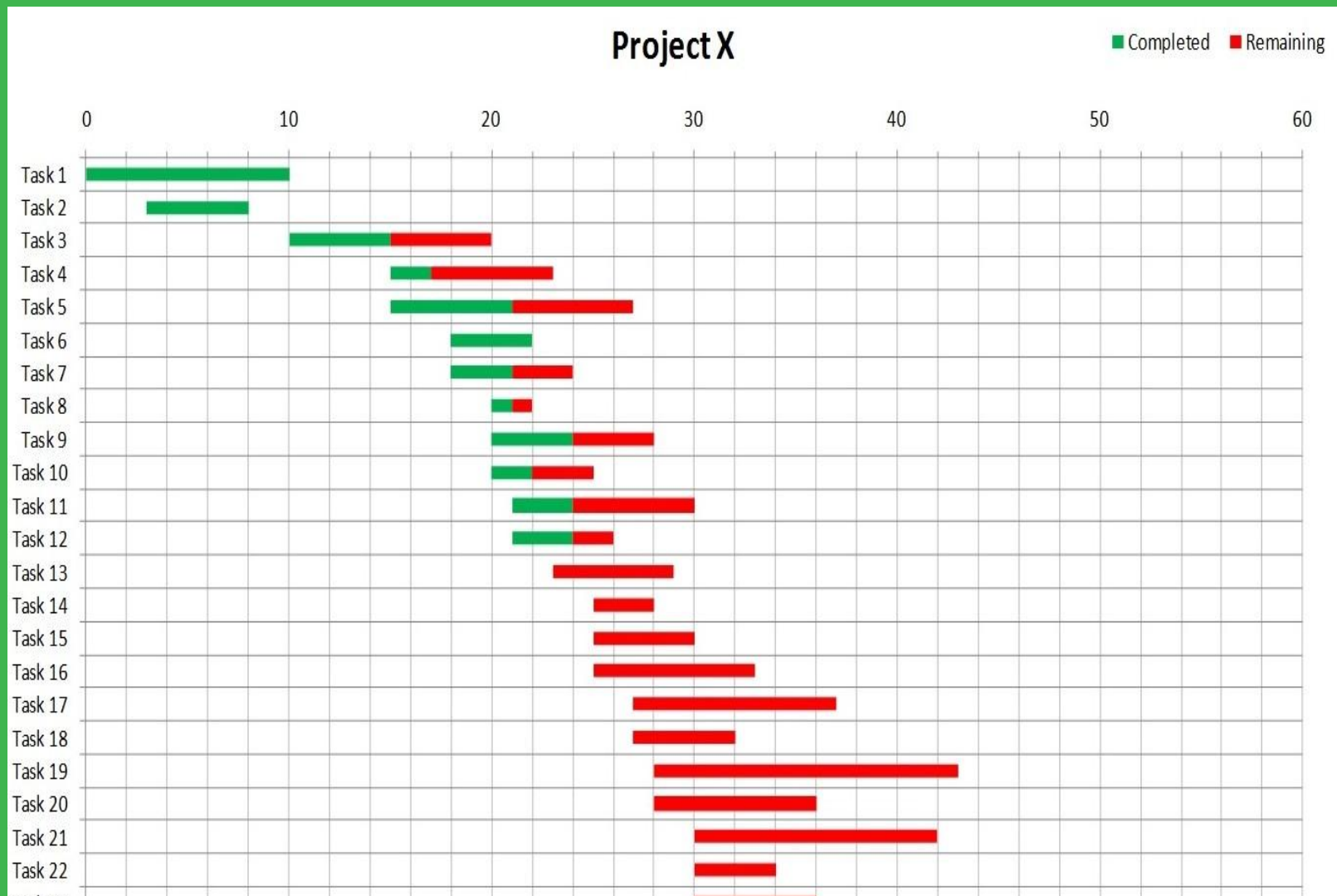
**#1 Salesperson**





**You build or hire a team of designers.**





**You carefully plan the journey.**

Average SMB website costs

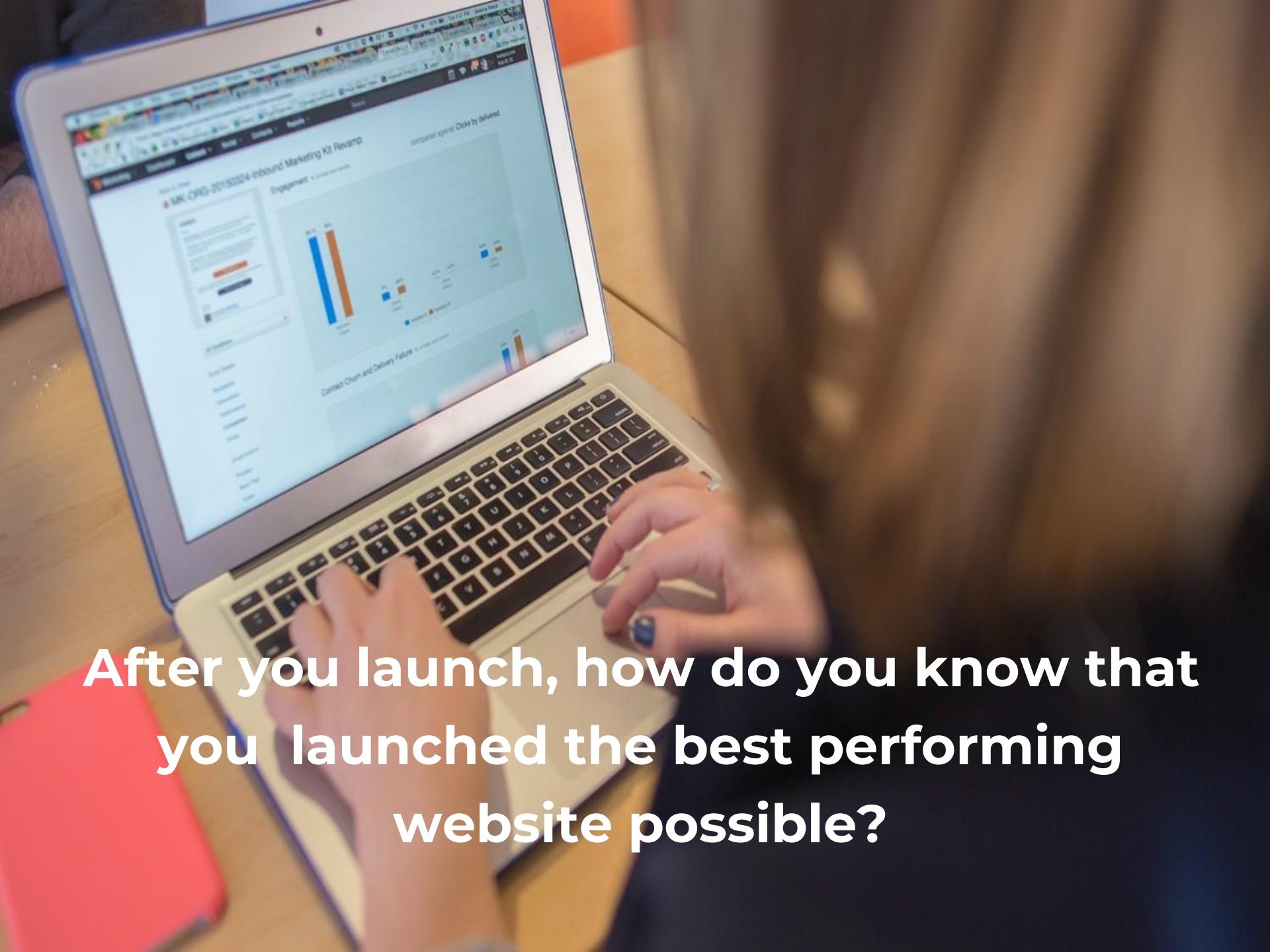
**\$3,000-10,000**



**Generally over-budget and launches late?**



**Your website design was based on  
assumptions.**



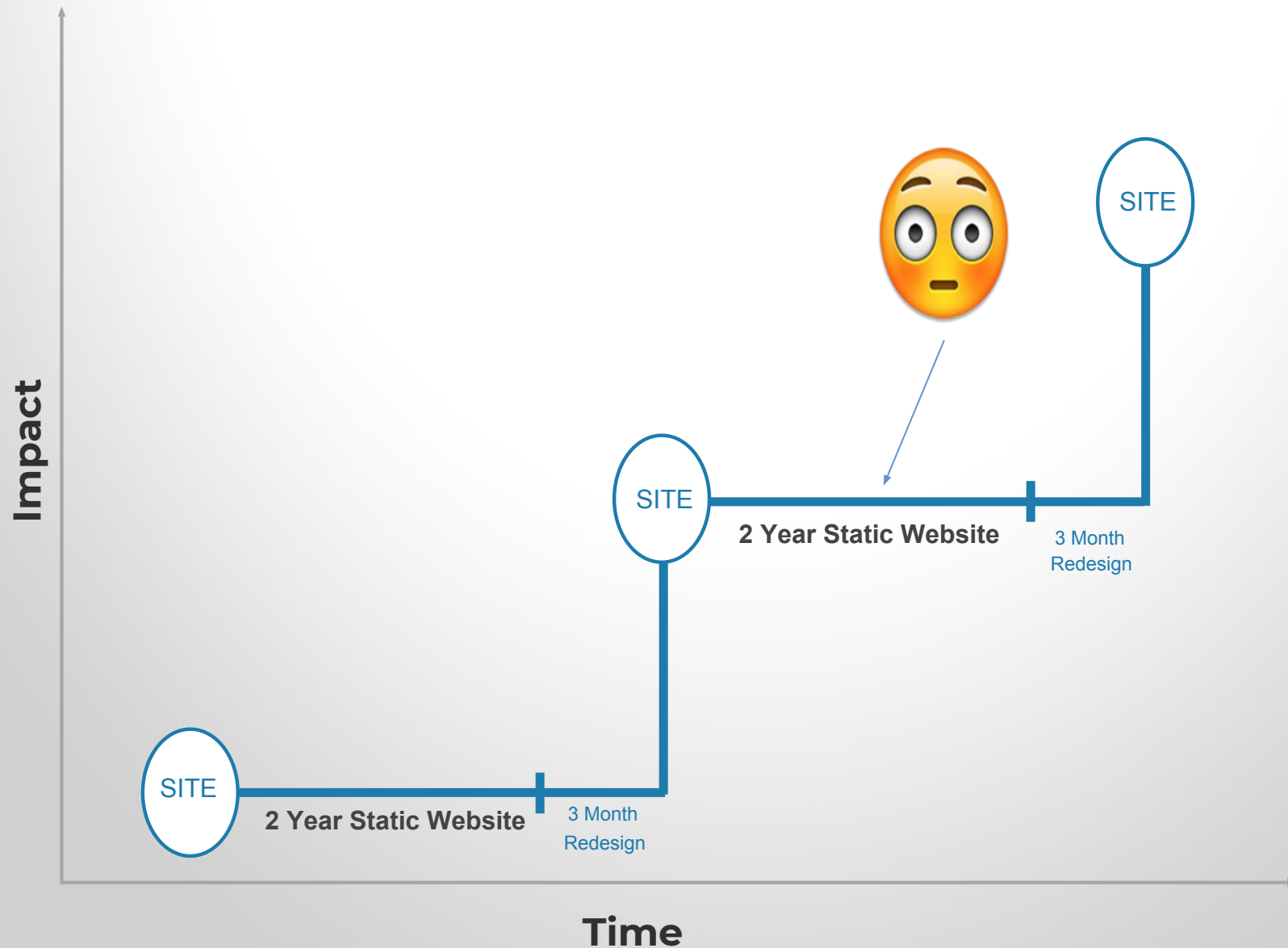
**After you launch, how do you know that you launched the best performing website possible?**

☐ **Pass**  
☒ **Fail**



**Traditional web design produces poor results and is very risky.**

# Traditional Web Design then Repeats the Same Process





**WHY TRADITIONAL  
WEB DESIGN  
DOESN'T MEET  
TODAY'S  
EXPECTATIONS**



# THE MODERN BUYING JOURNEY WAS NEVER PART OF THE DESIGN PROCESS

AWARENESS



CONSIDERATION



DECISION



# THE MODERN BUYING JOURNEY STARTS **ONLINE**



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## **Educate**

Buyers have clearly defined the problem or challenge and have educated themselves on potential solutions.



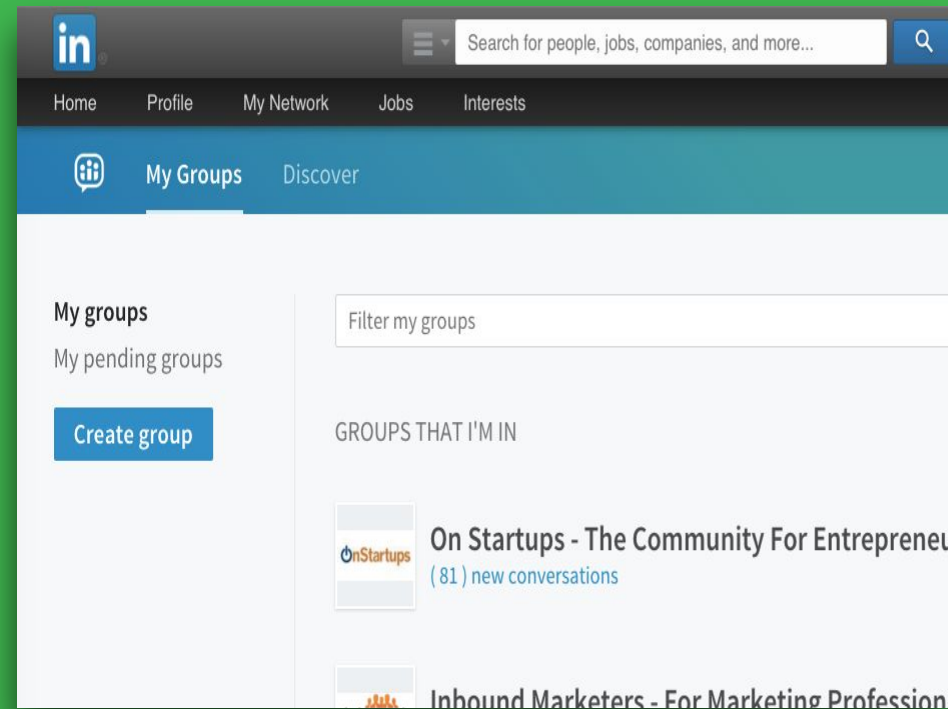
## **Contact**

Buyers have already decided on a potential solution that best meets their needs and then contact the business.

# THE MODERN BUYING JOURNEY **AS A FUNNEL**



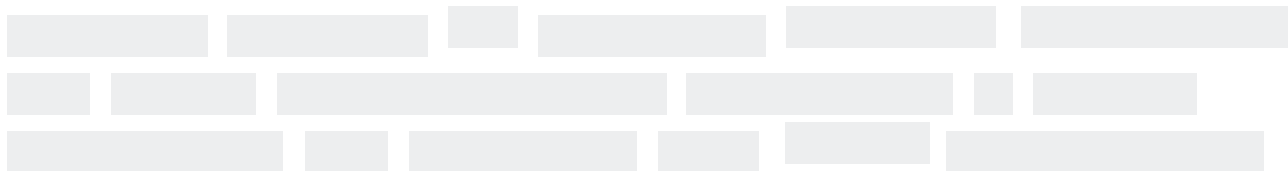
# Modern buyer's know how to find their own information and educate themselves.



When modern buyer's buy, **they do it on their own timeline & terms.**

“Today's business buyers **do not contact** suppliers directly until 57 % of the purchase process is complete. ”

- [Study by CEB & Google](#)



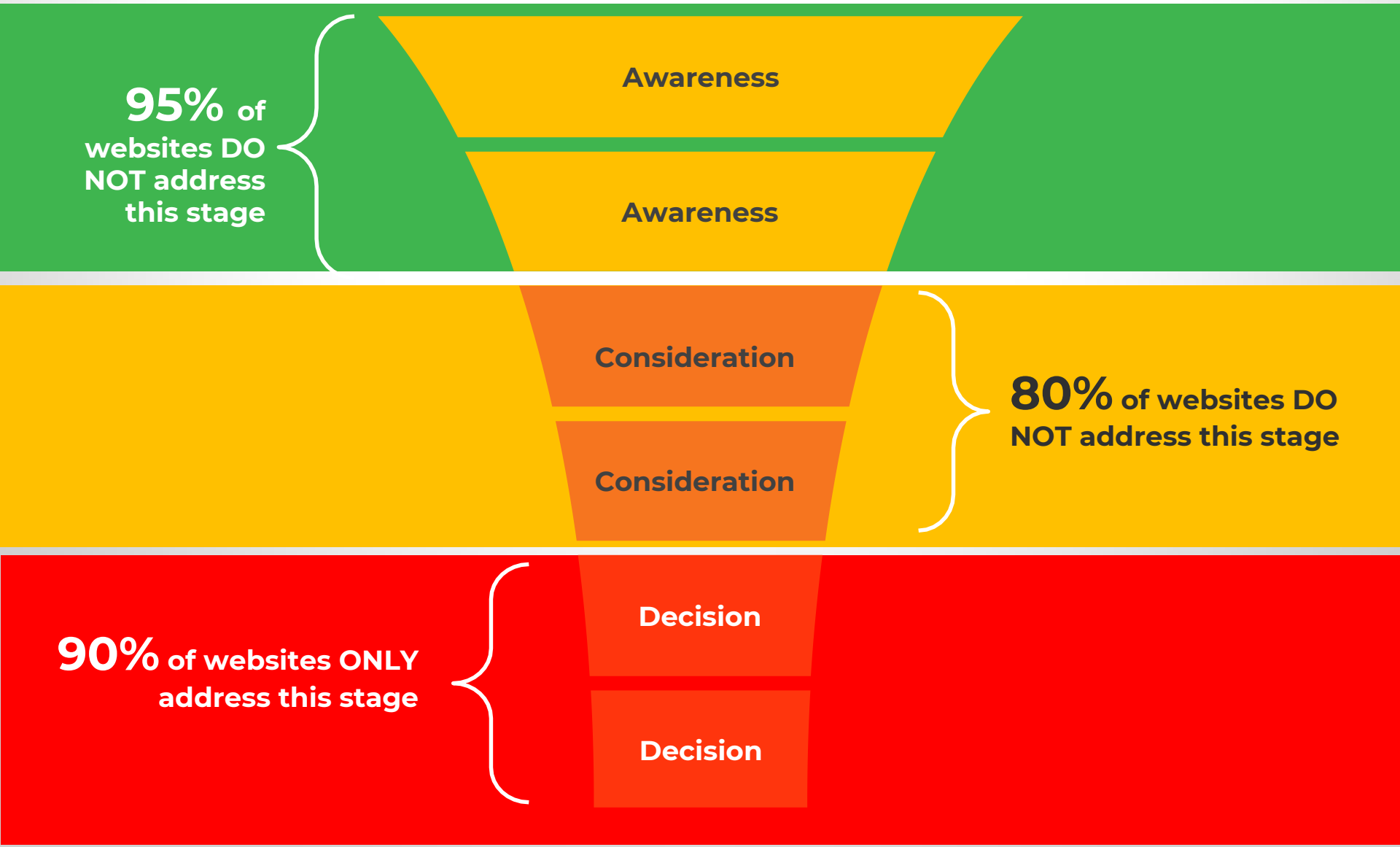


When was the last time you have a problem or challenge you wanted to solve? Did you use **Google**, **Bing**, or **Yahoo** to help you?



**WHAT BUYING STAGE  
MOST TRADITIONAL  
WEBSITE DESIGNS  
FALL INTO**

# TRADITIONAL WEBSITES ARE BUILT FOR THE BOTTOM OF THE BUYING JOURNEY





## HERE'S THE PROBLEM

80%

of visitors to your  
website are not  
ready to buy.



Which means they are in the awareness or consideration stages of  
the buying journey.

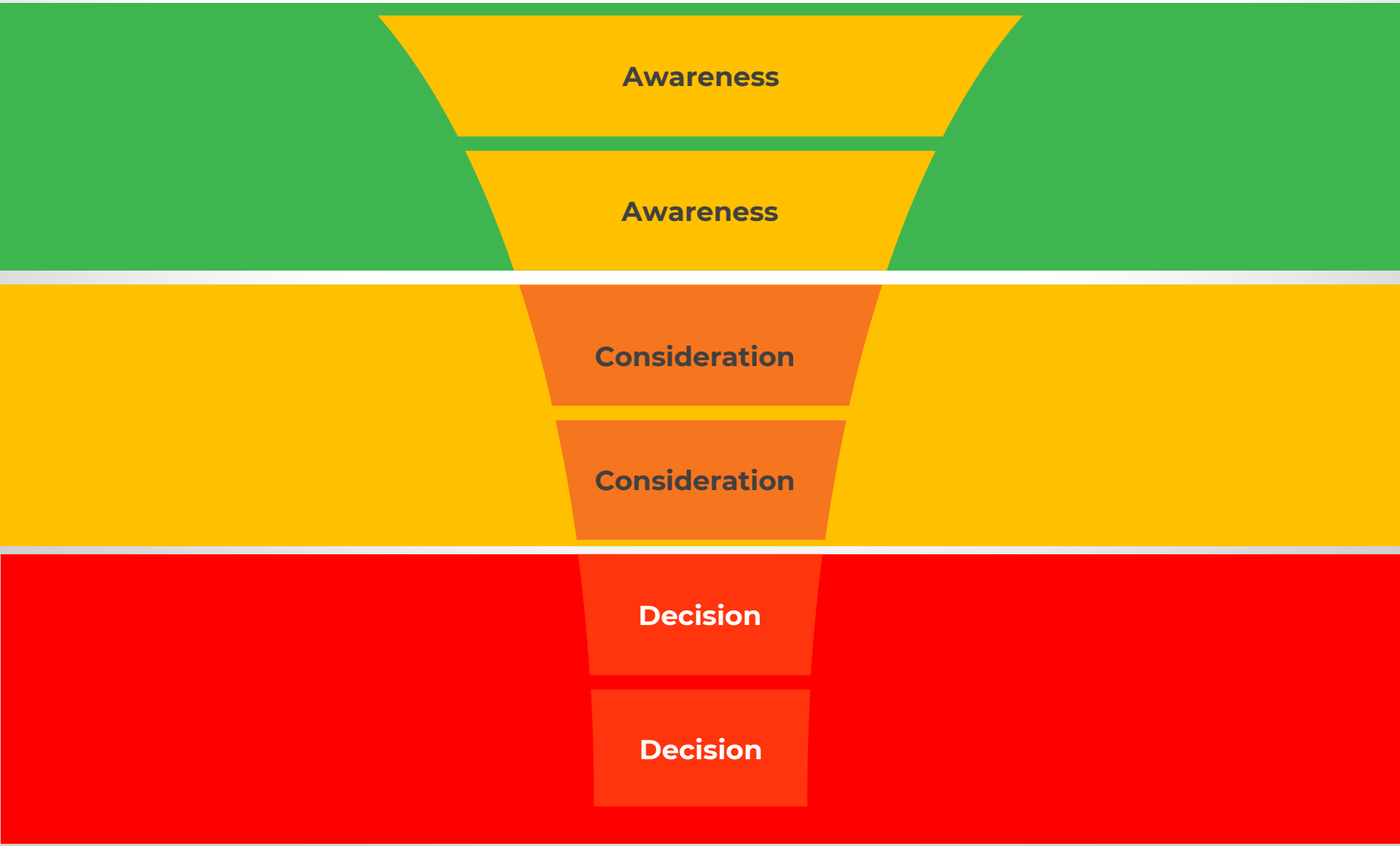


**AVERAGE  
WEBSITE  
VISITOR SPENDS  
FIVE TO TEN  
SECONDS  
SCANNING A  
WEBSITE.**




**If your website lacks the information that modern buyers are seeking early-on in the buying journey, then what reason do they have to continue or comeback?**

# WHAT STAGE DOES YOUR WEBSITE CONTENT FALL INTO?



A black and white photograph showing five wooden blocks arranged in a row on a dark surface. Each block has a letter carved into it, spelling out the word 'TRUST'. The blocks are slightly weathered and the letters are in a simple, sans-serif font.

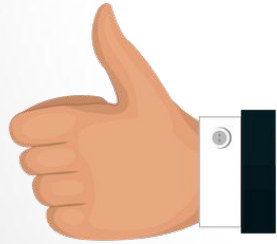
**The businesses that can help buyers early in the buying process, will earn their trust and the buyer will be more likely to choose them for the solution to their problem or challenge.**

WHAT IF THERE WAS  
 A WAY TO MARKET TO  
MODERN BUYERS THE  
WAY THEY WANT TO  
MARKETED TOO





There is a way.  
It's called **Modern Marketing.**



**Course 1  
Completed.**  
**Now take the  
next course.**

#### **Getting Started Courses**

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

#### **Website Courses**

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

#### **Content Marketing Courses**

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

#### **Content Promotion Courses**

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

#### **Email Marketing Courses**

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

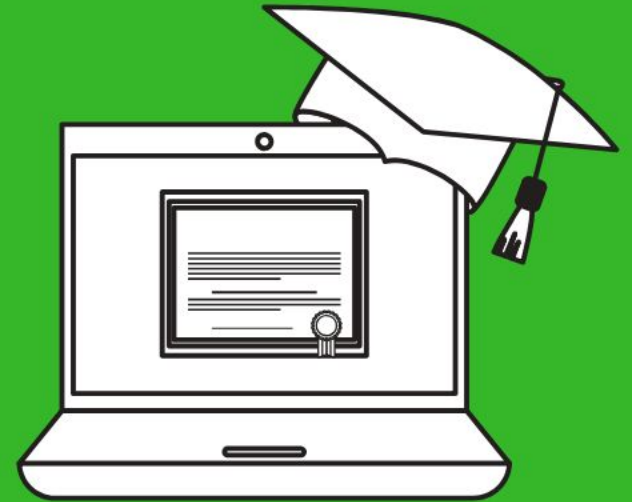
#### **Get Going Courses**

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing



**The End.**

**If you liked it, please  
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.

**THANK YOU.**