

Course 2



Getting Started Course

Knowledge is Power.

Stop Guessing. Start Knowing.


BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

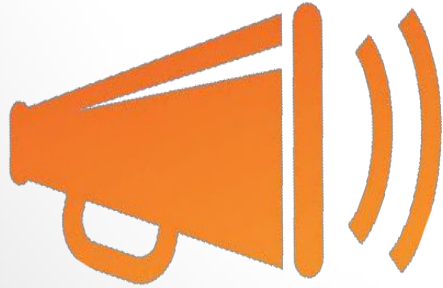
What is Modern Online Marketing and How it Works

- What is the difference between marketer centric and customer centric marketing?
- Why is marketing your company important?
- What is modern marketing and how it works?
- What does modern marketing look like?
- How do you start implementing modern marketing?



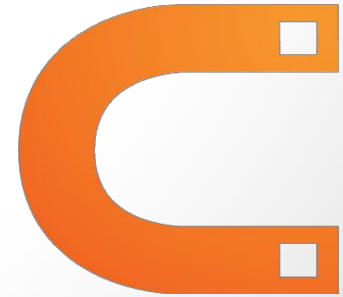
WHAT IS THE DIFFERENCE BETWEEN TRADITIONAL AND MODERN MARKETING

TRADITIONAL



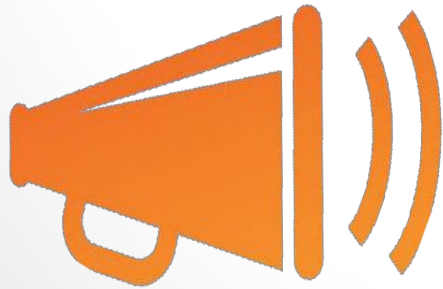
VS.

MODERN



Traditional Marketing is **Marketer-Centric**.

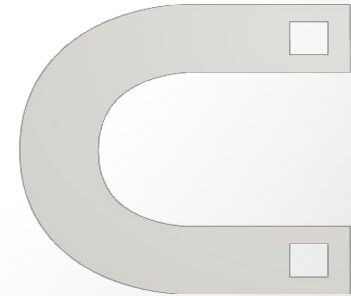
TRADITIONAL



- Print, TV, Radio
- Yellow Pages
- Interruptive Ads
- **Marketer - Centric**

VS.

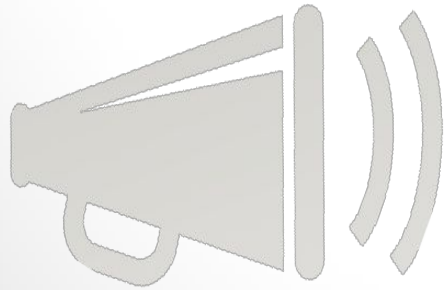
MODERN



- Attraction
- Problem Solving
- **Customer - Centric**

Modern Marketing is **Customer-Centric**.

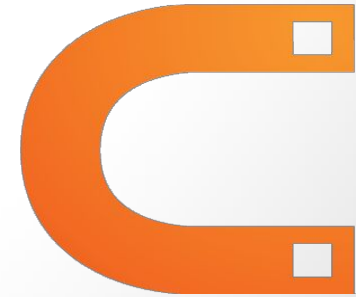
TRADITIONAL



- Print, TV, Radio
- Yellow Pages
- Interruptive Ads
- **Marketer - Centric**

VS.

MODERN



- Attraction
- Problem Solving
- **Customer - Centric**



**WHY IS MARKETING
YOUR COMPANY
IMPORTANT**

**BUSINESSES LOSE
10 to 20 % OF THEIR
CUSTOMERS, PER YEAR,
DUE TO FAULT OF THEIR
OWN.**

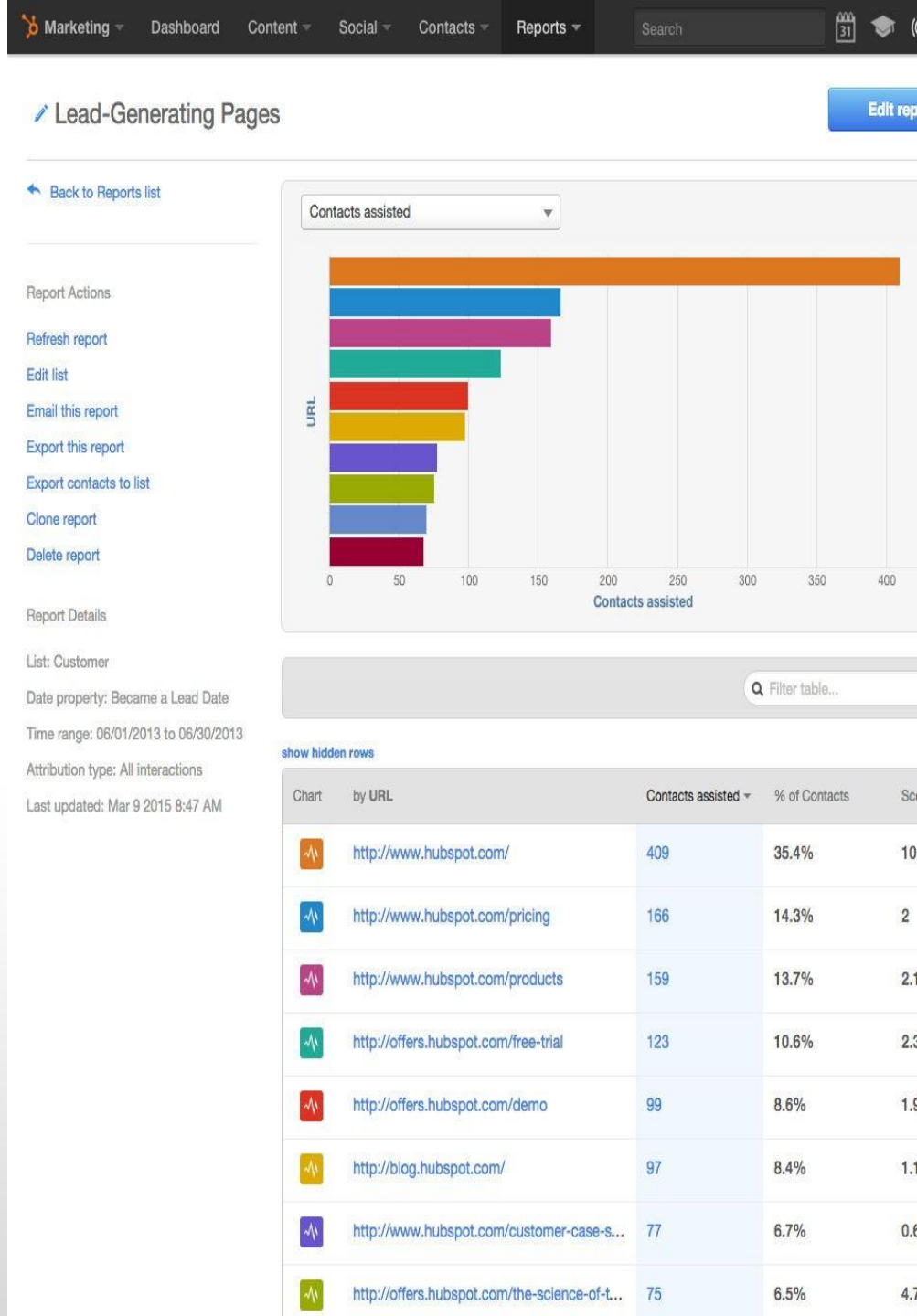


If businesses don't **replace the customers** they lose, the future is not very bright.



If you don't **dedicate time to marketing**, and want your company to grow, you will have to rely on word-of-mouth and referrals to grow.

If you want to grow
your business,
**you need new
customers.**





Buyers have more information available to them, and higher expectations for a relevant, personal experience when making a purchase.

Giving them that relevant, personal, delightful experience that is driven by their needs and happens on their timeline is what a modern approach to marketing and sales is all about.

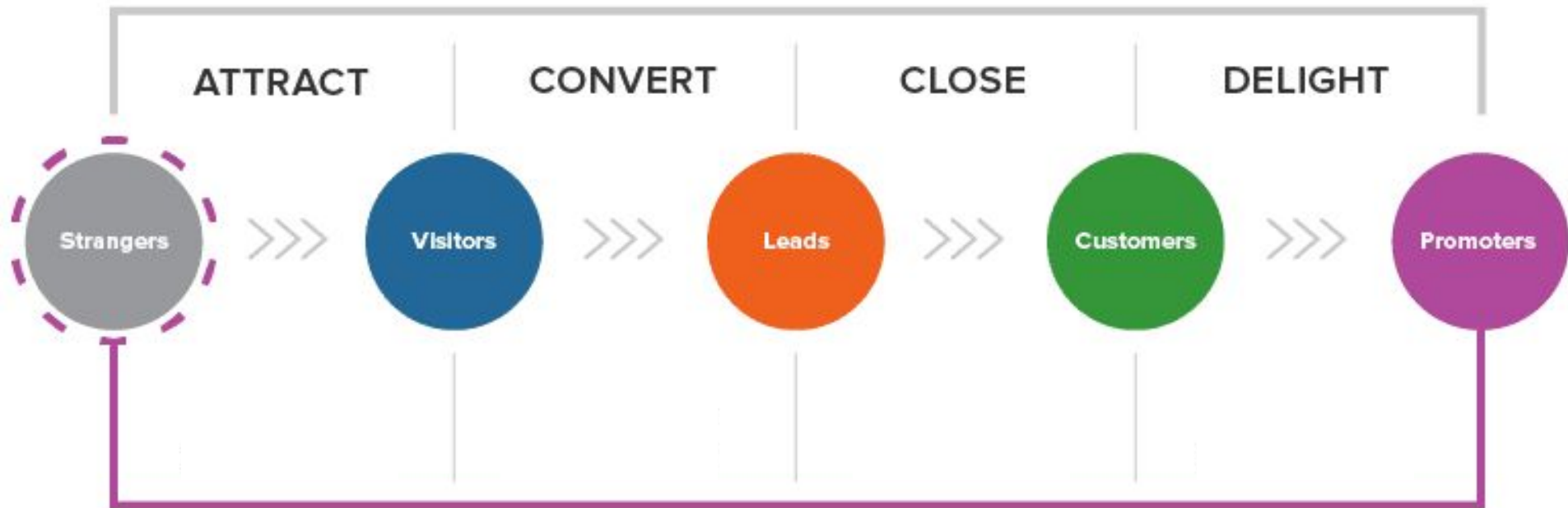
WHAT IS MODERN MARKETING

MODERN MARKETING:

Is a holistic, adaptive methodology that connects businesses with real customers and drives results by blending strategy, creative, technology, and analysis.

MODERN MARKETING JOURNEY

Along the top, are the four steps modern businesses use to move visitors, leads, customers, and promoters through the journey.



MODERN MARKETING STRATEGIES



Along the bottom are the strategies used to accomplish these steps.

BRINGING IT ALL TOGETHER

Along the top, are the four steps modern businesses use to move visitors, leads, customers, and promoters through the journey.



Along the bottom are the strategies used to accomplish these steps.

Modern marketing works because it matches marketing strategies with how people go about researching and making purchasing decisions in today's world.



WHAT ARE THE FUNDAMENTALS OF MODERN MARKETING SUCCESS



**IT'S ALL ABOUT UNDERSTANDING USER
BEHAVIOR**



Understanding
your **users'**
needs should
be first and
foremost in
your strategy.

BUYER PERSONAS

Semi-fictional representations of your ideal customer, based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.



Develop the site's user personas.

Focus on the usability experience that your user will have.

Ask yourself...

- Who would use this content?
- What problems are they trying to solve?
- What is their level of technical expertise?
- What other websites do they frequent?
- What devices/software do they use to search on?



USER PERSONA WORKSHEET

PERSONA - Who would use this content?



PROBLEMS - What problems are they trying to solve?

TECHNICAL - What is their level of technical expertise?

WEBSITE - What other websites do they use?

DEVICES - What devices/software do they use to search on?

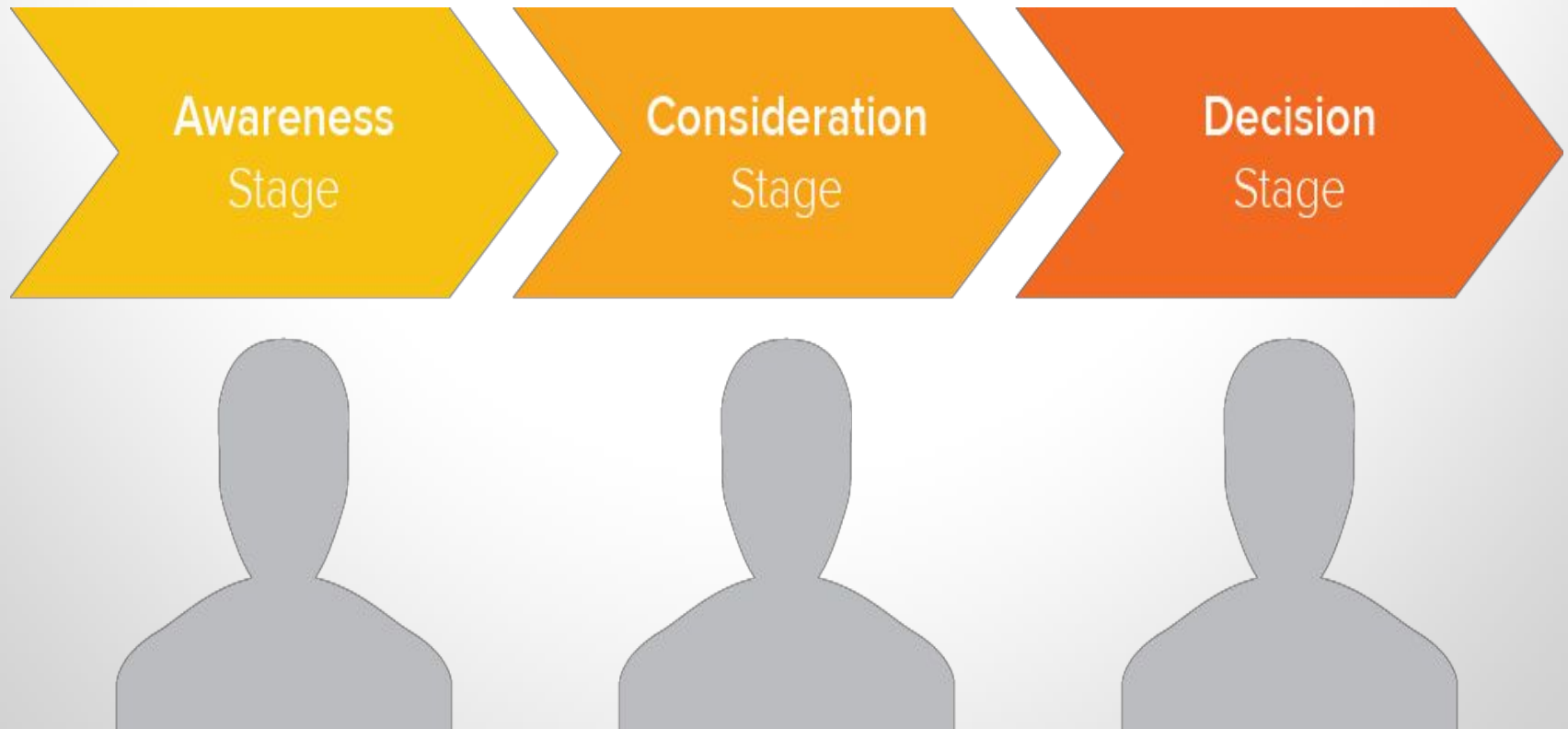
QUESTIONS TO ANSWER

THE BUYER'S JOURNEY

The active research process people go through leading up to making a purchase.



THE BUYER'S JOURNEY



Each stage requires attention with modern marketing. Delivering the wrong content at any stage creates a bad experience.

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.



Provide a **clear path** for modern buyers by providing the right information at the right time.



Buyer personas and the buyer's journey is
at the center of everything you do.

✓ GOOD

- typography
- landing pages
- form placement
- blog readability

✗ NOT GOOD

- navigation menus
- CTA styling
- footer site map
- responsiveness
- lack of smart content

Evaluate your current website.

Make a list of everything your site does well, and every way it could be improved.

Start and finish **with the user.**

From the beginning of the process you need to consider your users' needs, goals, and challenges. Every decision point during the design process should begin with, "What would the user want?"





USER **JOURNEY MAP**

GOAL: Develop a holistic view of your personas' life before, during and after contact with your business website.

JOURNEY MAP WORKSHEET



PERSONA



PRODUCT or SERVICE

BUYER:

AWARENESS

CONSIDERATION

DECISION

DELIGHT

POSITIVE

- Thoughts
- Emotions
- Quotes
- Searches

- What do buyers need here?

- What do buyers need here?

NEGATIVE

QUESTIONS TO ANSWER



**IT'S ABOUT
CREATING
MARKETING
CONTENT
THAT PEOPLE
LOVE.**

CONTEXT

Who are you creating content for?



You're creating
specific content
that's meant to
attract and pull
your buyer
personas through
every stage of the
buyer's journey.



Distribution makes content relevant.

LEVERAGING CONTENT VIA DISTRIBUTION

The right distribution technique gets the right content in front of the right person at the right time.



**Website
Pages**



**Business
Blog**



**Social
Media**



**Email
Marketing**



Data and analytics are the engines that powers the growth of your business.

The collage features several data visualizations:

- Percentage Impact on the Securities Markets:** A pie chart showing the distribution of market share among major industry players: IT & C (74%), BN & T (26%), and others (0%).
- Projected Sales of Main Products in 2013:** A bar chart showing the projected sales of main products in 2013, with a legend indicating the TYU division (light blue) and FRT division (dark blue).
- Revenue Growth Divisions:** A bar chart showing the revenue growth divisions, with a legend indicating the TYU division (light blue) and FRT division (dark blue).
- Share of Market:** A pie chart showing the share of market, with a legend indicating the TYU division (light blue) and FRT division (dark blue).
- Common Cereals as a Percentage:** A pie chart showing the common cereals as a percentage, with a legend indicating the TYU division (light blue) and FRT division (dark blue).
- Distribution of New Cereals in Secondary Markets:** A pie chart showing the distribution of new cereals in secondary markets, with a legend indicating the TYU division (light blue) and FRT division (dark blue).
- Projected Sales of Main Products in 2013:** A bar chart showing the projected sales of main products in 2013, with a legend indicating the TYU division (light blue) and FRT division (dark blue).
- Revenue Growth Divisions:** A bar chart showing the revenue growth divisions, with a legend indicating the TYU division (light blue) and FRT division (dark blue).
- Share of Market:** A pie chart showing the share of market, with a legend indicating the TYU division (light blue) and FRT division (dark blue).

SUMMARY: MODERN MARKETING BEST PRACTICES

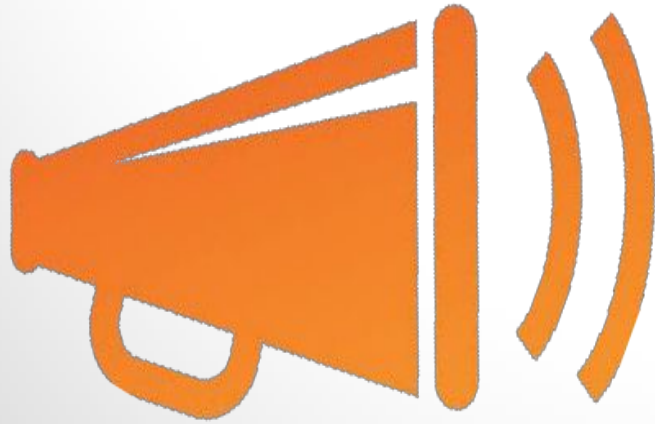
- Use buyer personas.
- Use the Buyer's Journey.
- Create remarkable content.
- Leverage your content.
- Data and Analytics



**WHAT DOES
MODERN
MARKETING LOOK
LIKE**



Financial services advisory group that helps business owners in Australia and New Zealand.



CFO On-Call once
relied heavily on
telemarketing and
cold calling to
generate
leads for sales.

CFO On-Call began working on developing their **buyer persona.**

By understanding their main customers demographics, roles, and business problems, the team could create better targeted content, emails and offers for that audience.



GARY THE BUSINESS OWNER

BACKGROUND:

- He runs a small business that he started after a career in the industry
- Married with a couple of children
- He's been running his own business for about 3 years

DEMOGRAPHICS:

- Typically in his mid-40s

IDENTIFIERS:

- Drives a modest vehicle
- Achiever
- Determined individual and a natural leader
- Entrepreneurial flair

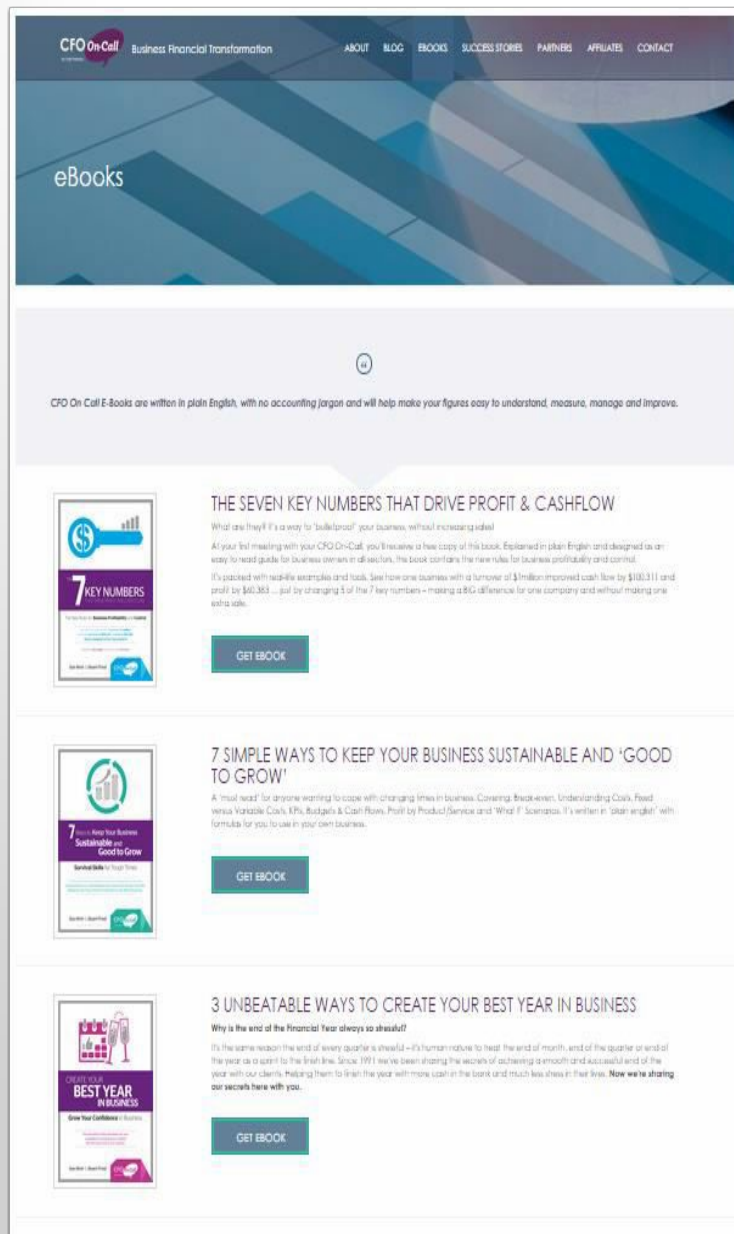
GOALS:

- Has high ambitions for his business
- Can see great opportunities in his marketplace for growth
- Likes to be his own boss

CHALLENGES:

- Cash flow can limit growth potential
- Lenders aren't too helpful about borrowing funds to grow
- Income can be erratic at times due to business cash flow
- Occasionally has to borrow funds which causes stress
- Isn't on the same wavelength as his accountant
- Feels stretched at times






The team at CFO On-Call worked on expanding the **content offerings** on their website.

- Whitepapers
- eBooks
- Blog posts

BLOG POSTS


- “22 Warning Signs of a Business in Trouble”
- “9 Keys to Small Business Growth”
- “8 Ways to Improve Profit in a Business”



Business Financial Transformation

ABOUTBLOGEBOOKSSUCCESS STORIESPARTNERSAFFILIATESCONTACT

Posted on April 10, 2015 by Sue Hirst



The benefit of hindsight is a wonderful thing. It often helps to get the perspective of an expert and recently I heard from a insolvency practitioner (liquidator) who came up with a list of 22 warning signs of trouble in a business. We all want to stay positive and not talk ourselves into a recession, but it pays to be realistic. These signs are not meant to alarm, but to alert you to the need for some proactive steps, rather than waiting until it's too late.

Here are the 'Business-in-Trouble' Signs:

1. Your overdraft is near or at its limit for a significant period of time

2. Difficulty meeting your suppliers payment terms

3. Staff spending time on telephone with suppliers about outstanding payments

4. Suppliers are threatening COD terms or stop supply

5. Suppliers putting your business last for service priority

6. Cheques dishonoured by your bank

7. Suppliers issuing demands or threatening legal action

8. Creditors balance increasing whilst debtors and inventory/WIP remaining static

9. Difficulty paying GST and payroll tax deductions to Tax Office

10. Hesitation to lodge GST returns due to funds being required elsewhere in business

11. Correspondence received from Tax Office about outstanding GST lodgments or overdue payments

12. Needing to sell capital assets to fund ongoing trading

13. Unable to place orders for stock due to cash constraints

14. Staff morale down due to perception of cashflow difficulties


15. Higher than normal staff turnover as a result of above

16. Bank requiring more information or security in order to maintain credit facility

17. Putting off costs of maintenance on equipment which could cause an interruption to running your business

18. Your bank has suggested refinancing

19. Behind with Superannuation obligations for employees



line! Otherwise why be in business?

Business owners that don't think through, or 'guesstimate' the cost side of business, end up with much smaller margins than they thought, or losses from poor planning.

Here are our thoughts on steps you can take to protect and maximise your profit.

SUBSCRIBE TO EMAIL UPDATES

Email *

Email Address

Notification Frequency

SUBSCRIBE

POSTS BY TOPIC

Business (10)

Maximising sales, profit and cash (8)

Business Valuation and Exit (1)

HR (1)

RECENT POSTS

Budgeting for 2015

22 Warning Signs of a Business in Trouble

7 Essential KPIs in Business

Are Accounts Slowing Business Growth?

Six Steps to Avoid Bad Debts

200%

Increase in web traffic within a six-month period.

9.6x

Increase in leads because of the tools they have in place to easily capture more leads from their site.

With lead management
and email marketing
nurturing, they've
improved sales-ready
leads by:

153%

BOTTOM LINE:

Modern Marketing works because it matches how people go about making purchasing decisions.



When done correctly,
modern marketing
strategies can deliver
a consistent and
ongoing stream of
**new and repeat
business.**



HOW DO YOU START IMPLEMENTING MODERN MARKETING

**START WITH
GETTING A BETTER
UNDERSTANDING
OF YOUR BUYERS**



COURSES TO HELP YOU GET A BETTER UNDERSTANDING OF YOUR BUYERS

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

**EVALUATE, ASSESS
AND REDESIGN
YOUR WEBSITE**



COURSES TO HELP YOU EVALUATE, ASSESS AND REDESIGN YOUR WEBSITE

- 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

**START GENERATING
CONTENT TO DRIVE
TRAFFIC TO YOUR
WEBSITE**



COURSES TO HELP YOU GENERATE CONTENT TO DRIVE TRAFFIC TO YOUR WEBSITE

- 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

**START PROMOTING
YOUR MARKETING
CONTENT TO DRIVE
TRAFFIC TO YOUR
WEBSITE**



COURSES TO HELP YOU PROMOTE YOUR MARKETING CONTENT TO DRIVE TRAFFIC TO YOUR WEBSITE

- 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

**USE EMAIL
MARKETING TO
NURTURE AND
CONVERT MORE
CUSTOMERS**



COURSES TO HELP YOU USE EMAIL MARKETING TO NURTURE AND CONVERT MORE CUSTOMERS

- 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

**START
IMPLEMENTING
USING THE RIGHT
METRICS AND
MARKETING
SOFTWARE**



COURSES TO HELP YOU IMPLEMENT USING THE RIGHT METRICS AND MARKETING SOFTWARE

- 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



**Course 2
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

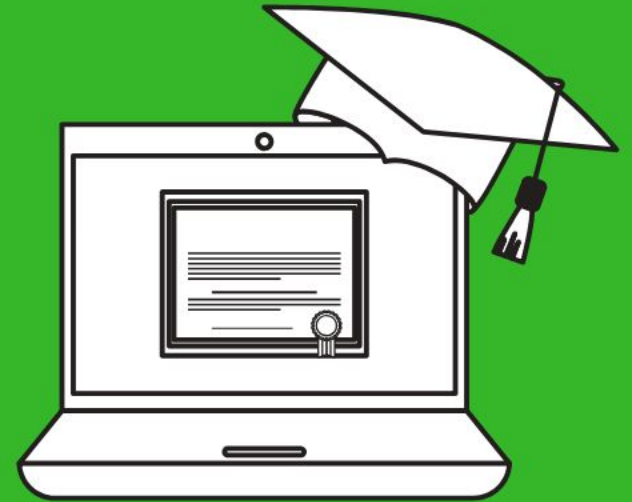
20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize,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

THANK YOU.