

DIGITAL MARKETING GUIDE

AN INTRODUCTION TO
DIGITAL MARKETING



Version 2.1 – September 2014



THANK YOU 😊



Hi! I'm Joel, and on behalf me and my team, we're so glad to have you with us.

I believe in imparting as much value as possible before engaging with our clients, which is why I've put together this guide for you.

Smart business owners know that they need to be marketing online. The problem is that many online & social marketing “experts” seem to pull them in another direction when a new marketing tactic gets hyped.

But they often confuse *tactics* with *strategy*.

I want you to dodge that bullet.



If you focus on creating marketing systems instead of floundering with tactics, you'll be able to use digital marketing to increase your revenue.

In this guide, I outline a simple framework so that when the next new tactic comes out, you'll know instantly whether you should test and evaluate it using your three revenue multipliers.

Once you follow our simple steps, you'll be able to rest easy knowing that your digital marketing systems are taking care of generating new business for you. All that you'll need to do is work with high quality, targeted leads.

Our clients have all read through this guide, because it simplifies the concept of digital marketing and how you can turn your entire marketing budget into something more substantial.

Leads, clients and sales.

You may have read part of this guide on our Getting Started page, so just letting you know that the material may be repeated again to establish the foundations of digital marketing.

Towards the end, we cover the basics of the three step process we implement for our private clients:

- Building a Conversion-Focused Website (Sales Funnel)
- Test Lead Generation Methods by Driving Targeted Traffic (Lead Generation)
- Optimizing for Conversion (or How to Turn More Visitors into Sales)



I hope you enjoy the guide, and if you gain some value from it, I'd love to hear your feedback. Please send me an email below – I respond to each and every one.

It's great to have you with us.

Kind regards,

Joel Clough

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WHAT IS DIGITAL MARKETING?

In order to understand how to market your business effectively online, we must first understand what digital marketing is.

Definitions and explanations vary, but in my experience:

Digital marketing is marketing that uses any electronic device (including smartphones, tablets and laptops) to promote your business, brand or products in order to drive more sales.

That means anything promoting something online like a website, social media accounts, free offers, videos, blog posts, online ads (or anything that can be viewed on an electronic device) are all part of digital marketing.

This level of analytics and real time statistics differs from traditional marketing in that these channels and methods can all be monitored so that you can analyze exactly what's working for you and what's not.

If you're promoting a product, brand or service via one or more forms of electronic media, you need to have a digital marketing strategy so that you can invest in the methods that attract you the most clients.



WHY IT MATTERS

When your clients search for your products or services online, the first thing they find will positively or negatively affect their opinion of your brand instantly, before you even have a chance to start your sales pitch.

That's why planning a strategy around marketing your business online is so important - potential clients that have a negative experience with your brand will just take their business elsewhere.

Any digital marketing campaign is basically a combination of three things: your sales funnel, lead generation and conversion optimization.

The process for turning digital marketing into sales is simple and goes like this:

- You setup a conversion-focused website
- You drive traffic to your site with lead generation methods
- Your site converts traffic into leads
- These leads are then converted into sales from your offer
- Sales turn into happy customers, reviews and repeat business

Whilst the process is simple, actually making digital marketing work for you (resulting in sales and profit) is not that easy.

That's because many businesses are in tactical hell when it comes to marketing their business online.



THE PROBLEM WITH TACTICS

Most business owners are in what we call tactical hell. They've confused marketing *tactics* with *strategy*.

Ask any business owner what they're doing to get more clients. They'll say:

"We're doing some radio ads. Print ads. Flyers."

Others might say:

"We've got a website. We've got a blog. We're using Facebook, Twitter, Instagram."

Why? Because business owners are constantly being bombarded by online & social media “marketing experts” left, right and center saying:

Do this on social media, setup a blog, do that on your website, put an ad here, stick a link there, run a webinar! Profit!!

It's overwhelming.

Not to mention that when it's not done properly, it can actually **hurt your business**.

But how many do you think are tracking which marketing tactic (if any) is making them more money?

Not many.



I'm not saying you shouldn't be using these mediums - for many businesses, being everywhere makes complete business sense.

But how can you make **smart business decisions** if you aren't tracking what marketing tactics are working for you and what's not?

How can you attract more customers (without appearing desperate) when you only market when you need more customers?

And why on earth spend hours on Facebook, Twitter, or Instagram (even on your website!) if it's generating **zero financial return** for you?

Maybe because your competition is doing it? Or perhaps marketing or social media "experts" are telling you to do it?

That's not smart business. That's called tactical hell, and many business owners are in it.

That's why our approach to digital marketing and our entire marketing strategy aims to simplify and eliminate this problem.

Don't focus on marketing tactics – **setup marketing systems that focus on generating sales.**

If you take the right steps by defining your digital marketing strategy around your three revenue multipliers, digital marketing turns your online presence into a sales and marketing machine.



When implemented correctly, digital marketing can drive traffic, convert leads into customers and generate repeat business for you. And not just during open hours.

All day, every day.

A business that has effectively implemented a conversion-focused digital marketing strategy will generate more business than any brick-and-mortar ever could.

That's why having a professional, 24/7 sales rep for your business is invaluable, which is why our strategic consultations always start with our client's most valuable digital asset – their website.



THE PLAIN & CHEAP SALESMAN

Some business owners come to me and say:

I need a plain, basic website, something cheap, and just something real simple.

And that's a dead giveaway that **they aren't serious** about driving online sales to their business, whether it be phone calls, online ordering or work orders.

They just need something temporary, to make it “look like” they're a professional business.

But if you had the choice, would you choose someone **plain** and **cheap** to drive sales for you as the face of your business?

No way.

So why do so many businesses have websites that don't respond to mobile phones, have no idea about SEO, and have social media updates from 2011 plastered all over their home page?

It's because they don't care. They don't take their marketing seriously.

The problem is that businesses like this see marketing as a commodity, not an investment.

But here's the thing: no matter what marketing tactic you use, the first thing that any potential client will do if they find out about you is **Google you**.



If you don't have a conversion focused website setup that grabs their attention and makes them want to pull out their wallet, you can basically say goodbye to their business.

And if you had the choice, you wouldn't use someone plain and cheap to market your business. You'd choose a marketing professional, someone that's focused on conversion, someone that's driven by making your business more money.

That is how we approach our projects.

We know that you're in business to make more money, which is why our whole approach to marketing is focused on increasing your three revenue multipliers, which we'll explain now.



THREE REVENUE MULTIPLIERS

This framework is *incredibly* powerful. This is not a new concept, but it may be for you.

If you setup a system around growing these three revenue multipliers, you won't have to worry about the next new digital marketing tactic - you'll be able to decide what to do and what not to do with this simple framework, and most importantly whether it **makes good business sense** based on the multiplier it affects.

The best thing about this framework is that if you increase one multiplier by a percentage, you profit. But if you increase all three, it has a multiplicative effect.

So here it is. There are three fundamental ways that you can increase your revenue:

- Maximize **Average Order Value** (the price of your service)
- Maximize **Number of Clients** (how many people are buying from you)
- Maximize **Purchase Frequency** (how often someone purchases from you)

The strategy to growing your business is maximizing these three multipliers by providing more value.

As a business owner, this means that instead of looking at the million things that you *could* do (e.g. “tactical pulls” like print advertising, PR, Facebook, SEO, and email marketing), we now have a solid framework to evaluate these tactics.



Under these three strategies, we then list the tactics used to maximize the multiplier and systematically work our way down the list.

We then test, track and measure what works and what doesn't - if a tactic doesn't work, then we try the next one until we break the code for your particular business.

Let's assume some figures here. Say a business had an average order value of \$1500, purchase frequency of once per year and a total number of clients of 80 this year:

- AOV – \$1500
- NoC – 80
- PF – 1
- = \$120,000

Even with conservative numbers – increasing your prices and more new clients by 10%, look at what happens to this scenario:

- AOV – \$1650
- NoC – 88
- PF – 1
- = **\$145,200**

That's a 21% increase of annual revenue!

If we're able to increase your revenue multipliers and optimize for conversions, this is a totally new way of looking at your marketing. We only focus on increasing each of these multipliers with systems through testing and tracking what works.

Next up, you'll learn the smartest approach to digital marketing.



SYSTEMATIC MARKETING

Everything you do when it comes to digital marketing should be focused on your three revenue multipliers because in business, they're the only figures that matter.

Your business depends on maximizing your average order value, the number of clients you have, and how often they purchase from you.

This means that everything in your current marketing arsenal can be tested to increase these multipliers. Your radio ads, Facebook ads, print adverts and email marketing can all be tested, optimized and tweaked for conversion.

Why test? Because the more you test, the more customers you can attract and convert, and the more effective your marketing campaigns become.

When implemented correctly, digital marketing systems can eventually automate your entire sales process.

Then, all you need to do is work with highly targeted, highly profitable, qualified leads for your business, which is what your marketing efforts should be about - driving sales.

There are three systems that you need in order to reach this stage:

- Build a Conversion-Focused Website (Sales Funnel)
- Test Lead Generation Methods by Driving Targeted Traffic (Lead Generation)
- Optimize for Conversion (or How to Turn More Visitors into Sales)



This is the methodology we apply to our private clients.

We all know that smart businesses outsource work to the experts. But that's not to say that you can't improve your digital marketing, because you can.

You can drastically improve your digital marketing by making sure you implement these three systems:

- a solid, sales & conversion-focused website (sales funnel)
- a methodology for attracting targeted new customers (lead generation),
- testing and tracking what works best for your particular business (conversion)

Now we'll cover the basics of this methodology. We've made this section as simple as possible for you to follow so you don't make the same online mistakes we see plenty of businesses making over and over again.



THE SALES FUNNEL

The number one digital asset for your business is without a doubt your website.

The problem is, most business have absolutely no idea how much money their website is making them. They might have a beautiful site, but like any marketing tactic, it needs to be making money to be worthwhile.

Plus, many cheap business websites make rookie mistakes that burn their customers.

Your website needs to be presenting your business professionally, generating inquiry, collecting email addresses (click here to see why you need to be doing this right now) and be constantly managed and optimized for conversion (how many visitors are turning into clients).

Then it becomes a 24/7 sales funnel, generating more business than any brick-and-mortar ever could.

When you setup a website (or any sales funnel), make sure that you track:

- where your visitors click
- how many visitors are coming to your site
- what conversion rate your site is generating
- how many visitors it takes before you get a sale.

With this data, you can test, tweak and optimize your site and your Call-To-Action (CTA) for more conversion (which we'll explain later).



LEAD GENERATION

Your business needs good leads. Without them, you're not in business.

Methods to generate leads include paid advertising such as online ads on Google, LinkedIn and Facebook, and things like media releases, print ads in the local paper and radio advertising.

When you test methods to get more clients, the level of data you receive from online advertising is amazing, but it's what you do with it that matters.

First, how do your leads react to your Call-To-Action? Why should customers subscribe/call/visit your website/click a link?

Everything you create to generate leads can affect conversion - the colour of your website, your images, the deadly copy you create, even the location of a button!

Lead generation is about creating and perfecting methods for driving traffic to a high converting CTA such as creating a free guide, providing a free consultation, giving away a free lead magnet, or providing a catchy & timely article.

But the most important thing is to **track what works**.

Here are a few examples on tracking methods:

- If you design a flyer, point it to a specific page on your site so you can track how many people actually visit due to that flyer campaign, and how many convert.



- If you're attracting visitors from social media, create an online campaign with a free guide that genuinely helps the exact demographic and leads them to make the best decision (choosing you!).
- If you want to test copy on your website, split test (send two different versions of your sales page to an equal amount of separate visitors) to see what text converts better.

With that said, the primary methods we use for generating new leads are through paid online advertising and search engine optimization (a ranked website on the first page of Google).

A great way to generate leads is to setup a lead-generating website (or a landing page) that ranks for your search terms, but is completely separate from your own site. These sites are solely designed to attract and convert a particular type of customer for your business, so that they do not skew or affect your current website or rankings.



CONVERSION OPTIMIZATION

Once you've got these systems in place, your marketing spend becomes a simple mathematical equation. Instead of chasing tactics, you'll be able to see how each method can generate you more profit, and how you can turn more visitors into sales.

Marketing spend you invest in a tactic will result in a certain number of sales - all you need to do is test, tweak, optimize and refine your marketing systems to generate more sales.

The marketing questions you need to ask during this stage should be things like:

- What is our Cost-Per-Action, and how much money is going into this tactic to attract this number of visitors?
- How can we get more people from that tactic to convert?
- What conversion rate are we getting from this particular lead magnet?
- How many visitors does it take before we get one new client from this sales funnel?
- How many emails does it take before a subscriber becomes a client?

Once we get to this stage, your marketing systems can accurately generate highly targeted and profitable leads, clients and sales.



FINAL WORDS

This is just scratching the surface of what we do here at Mudgee Marketing.

You now have a more effective way of approaching your digital marketing and systemizing your marketing campaigns.

So, Why Are You Giving This Away for Free?

Great question, and there are three reasons:

1. I truly want to help local businesses with their digital marketing efforts, and doing this online is the best way I can reach as many people as possible
2. I can't work with every business, and even though our methodology is outlined here, the real work is in implementation. So providing value in a guide like this is a great middle-ground
3. It positions me and my business as an authority in the market, as you can see how I apply these strategies in my own business.

If this guide has helped you in any way, be sure to let us know via email or on your social media platform of choice.

If you downloaded this guide by subscribing to our newsletter, that's awesome and stay tuned – you'll be receiving email exclusive content from us soon.



NEXT STEPS

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About Mudgee Marketing

If you'd like to learn more about us, [click here](#) to learn more about our agency.

Connect with Joel

If you like what you've read and are interested in getting in touch, [send me a message here](#). I'd love to hear from you.

Or you can connect with me on [LinkedIn](#).

Partner With Us

If you think we might be the right fit to work together, or if you've liked what you've read and would like us to implement our unique systems in your business, [click here](#) to partner with us.

Thanks again for your time, and we hope you've received a lot of value out of this.



I WANT TO LEARN **MORE**

Awesome, I've catered for just your type 😊

Here are some step by step guides to help you build a better business online:

- [6 Website Mistakes That Are Burning Your Customers \(And How To Fix Them\)](#)
- [How to Craft Deadly Copy that Converts Visitors into Customers](#)
- [8 Traffic Secrets to Rapidly Build Your Audience](#)

With each of these sections, you'll gain valuable insight into building, growing and managing your business online.

When you go through these steps, **make sure you do something about them** – whether it be letting your marketing department know, passing it on to someone who needs it, or [giving us the privilege of assessing your project](#).

This isn't going to be just left on the shelf too. If something changes that I really need to let you know about, make sure you subscribe to my email list as that's how I'll be letting you know.

Wait, One Last Thing!

If you're really interested in learning more, [please send me a message](#) about what's bothering you most right now about digital marketing.



What are you struggling with? What would you like to see more content on? I'd love to hear from you.

Thanks for reading through the guide! Hope to hear from you soon.

- Joel

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