

# Gaining Traction with Digital Marketing



How to move the digital marketing needle  
with simple, clear storytelling.

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Started working in digital world in 2006

SEO & Web Development was my thing

Started my agency in 2010

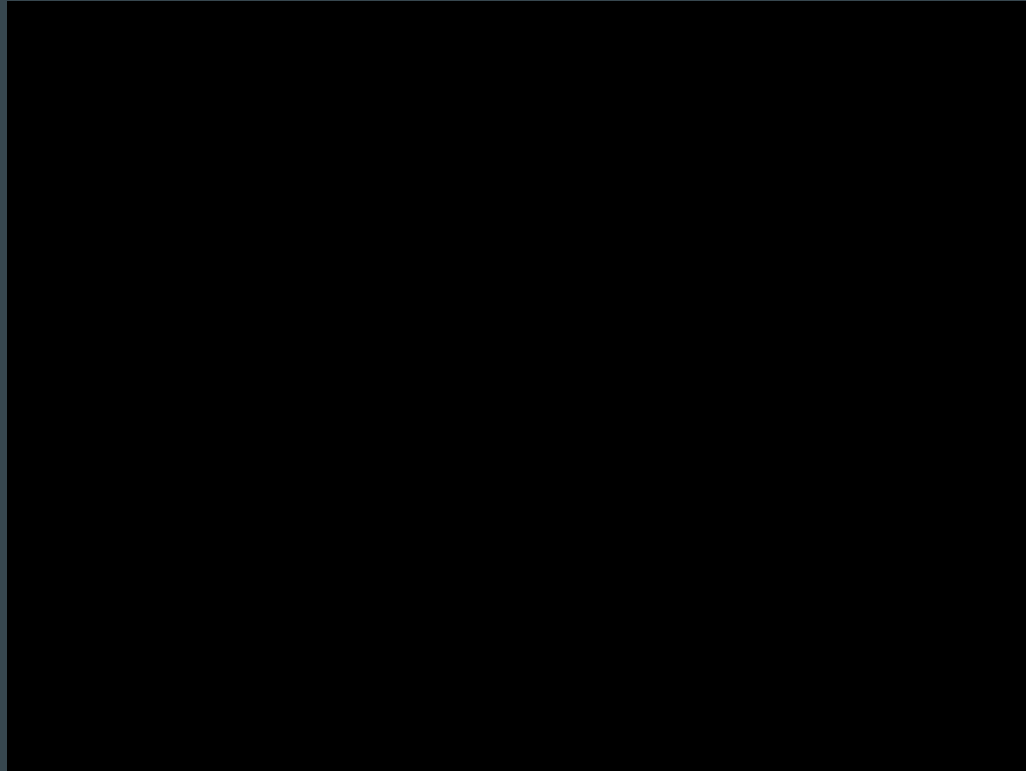
Help businesses clarify their message so they can have authentic conversations with their audience.

Married - lovely wife and 2 year old daughter

# What We're Learning

- Simplify and Clarify Our Messaging
- Understanding Who Our Customers Are
- Using Story to Compel and Attract
- Makeover Our Website
- Write Our Ad Copy

# Simplifying Your Message



# 60 Seconds To Reflect

In your notebook, take 60 seconds to write down a few key points you learned in the material presented.

# Clarifying your Website & Message

- Make music in a world of noise
- The human brain is drawn to clarity
- Must pass the 5 second test (<http://fivesecondtest.com/>)
- Make sure people know what to do next (Call to action)
- When you choose a tagline, make sure it identifies who you are and how you are going to help your customer

# Telling a Story

Your customers are the character and ultimately the hero.

They have a problem.

They meet a guide (you).

Who gives them a plan.

Which calls them to action.

And their journey results in success or in failure.

# Story: The Character

Who is it we are talking to?

- We need to know this for every product / service we are selling
- Helps us write to them directly
- Makes them feel like you've been reading their mail

Build a **buyer persona**

- This helps us humanize our audience and gives a name to the person we are marketing to



### Background:

- \*President of Founder Accounting, which he founded 32 years ago
- \*Graduated from the University of Wisconsin in 1974 and received his CPA designation in 1978
- \*Married for 40 years with 3 children (ages 28, 26 and 22)

### Demographics:

- \*Male
- \*Age 62
- \*Annual HH income: \$256,000
- \*Lives in a suburban, single family home

### Goals:

- \*Keep employees happy and turnover low
- \*Transition out of the business successfully on retirement
- \*Keep business up-to-date in changing world

## Frank Founder



### Hobbies & Interests:

- \*Reading the Wall Street Journal
- \*Spending time at his family's lake house
- \*Hearing updates from his children
- \*Using email to keep in touch with family and friends
- \*Bowling

### Challenges:

- \*Keeping existing customers from switching to cloud accounting providers (vs full-service model)
- \*Staying up-to-date with new technology
- \*Recruiting new talent to keep the business growing

### Common Objections:

- \*I paid for a website five years ago, why should I pay for another one now?
- \*I just don't see how a website is going to help me grow my business in any meaningful way?

### Biggest Fears:

- \*Becoming irrelevant in the face of growing technology
- \*Business falling apart after retirement
- \*Not leaving a legacy he can be proud of through his firm

# Story: Their Problem

## Internal Problems

- Doubts, fears, insecurities the external problem manifests

## External Problems

- Physical problems, financial problems, relational problems

# Story: The Guide

Position yourself as the guide

- Show Empathy for their problem
  - Why did you create your product/service?
  
- Show Authority
  - Testimonials
  - Companies using your product

# Story: The Plan

## 3 Step Plan To Success

1. Schedule an Introduction
2. Listening Session
3. Success Strategies Report

# Story: Call Them To Action

## Direct Calls To Action

- Order Now, Register Now
- Need to be clear

## Transitional Calls To Action

- Watch Video, Download PDF, Subscribe to Newsletter

# Story: That Results In?

## Success

- An emotional result which results from the external problem being solved.
- New Vacuum → Cleaner Floors → Clean house, peaceful mind

## Failure

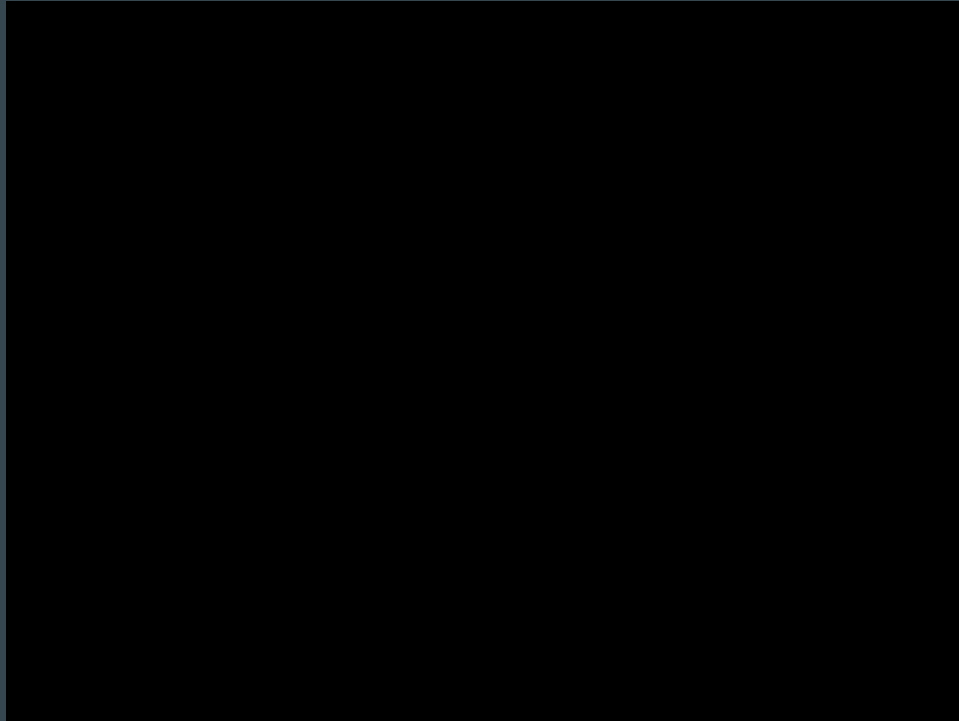
- What are the negative results the customer avoids?
  - Ie: You won't feel like a number with us

# Reflect

Take 60 Seconds:

What action items have you developed after listening to the material presented?

# Makeover Your Website





# Example of Clear Websites

- <https://www.handy.com/>
- <http://onetrustedadvisor.com/>
- <https://tekconcierge.com/>

# Writing Our Website & Advertising Copy Using Story

We use our story to write our ads.

We use our buyer personas to target our audience

- Volunteer - go through process

# Advertising Platforms

- Google Adwords
  - ReTargeting
  - Display Ads
  - Search Text Ads
  - Gmail Ads
  - YouTube Ads
- Facebook Ads
  - News feed desktop
  - Right column desktop
  - Mobile feed
- Instagram Ads

# Thank You!

Website: [thesocialfirm.com](http://thesocialfirm.com)

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