

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

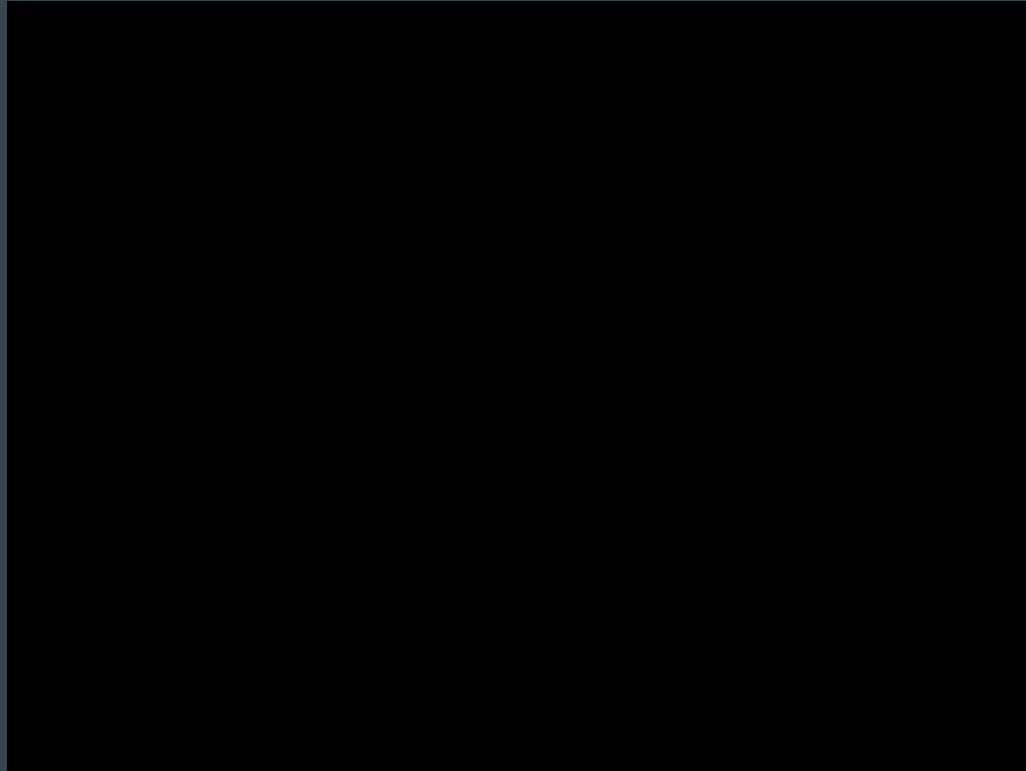
Help businesses clarify their message so they can have authentic conversations with their audience.

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)

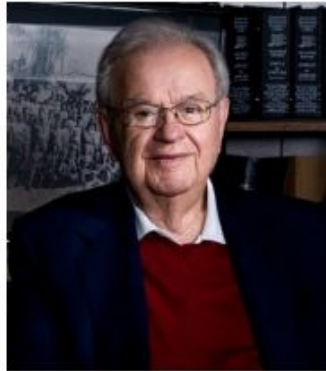
Demographics:

- *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

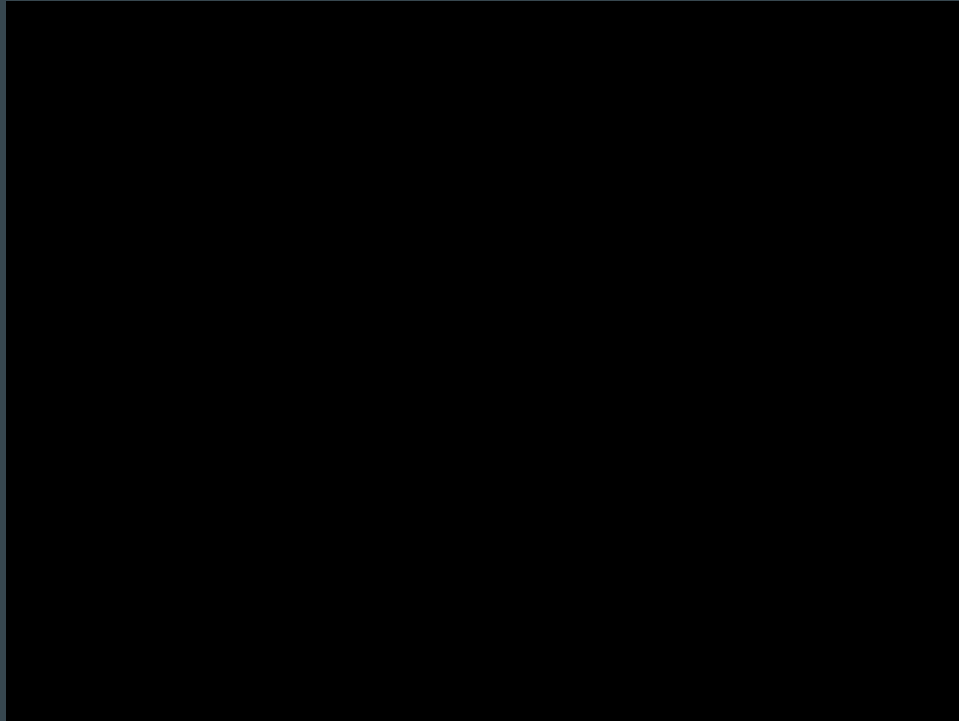
- What are the negative results the customer avoids?
 - Ie: You won't feel like a number with us

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

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Twitter: [@thesocialfirm](https://twitter.com/thesocialfirm)

Please let me know how I can help you!

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