



32 WAYS A
DIGITAL
MARKETING
CONSULTANT
CAN HELP GROW
YOUR BUSINESS

FELDMAN CREATIVE



FREE & INFORMATIVE RESOURCES

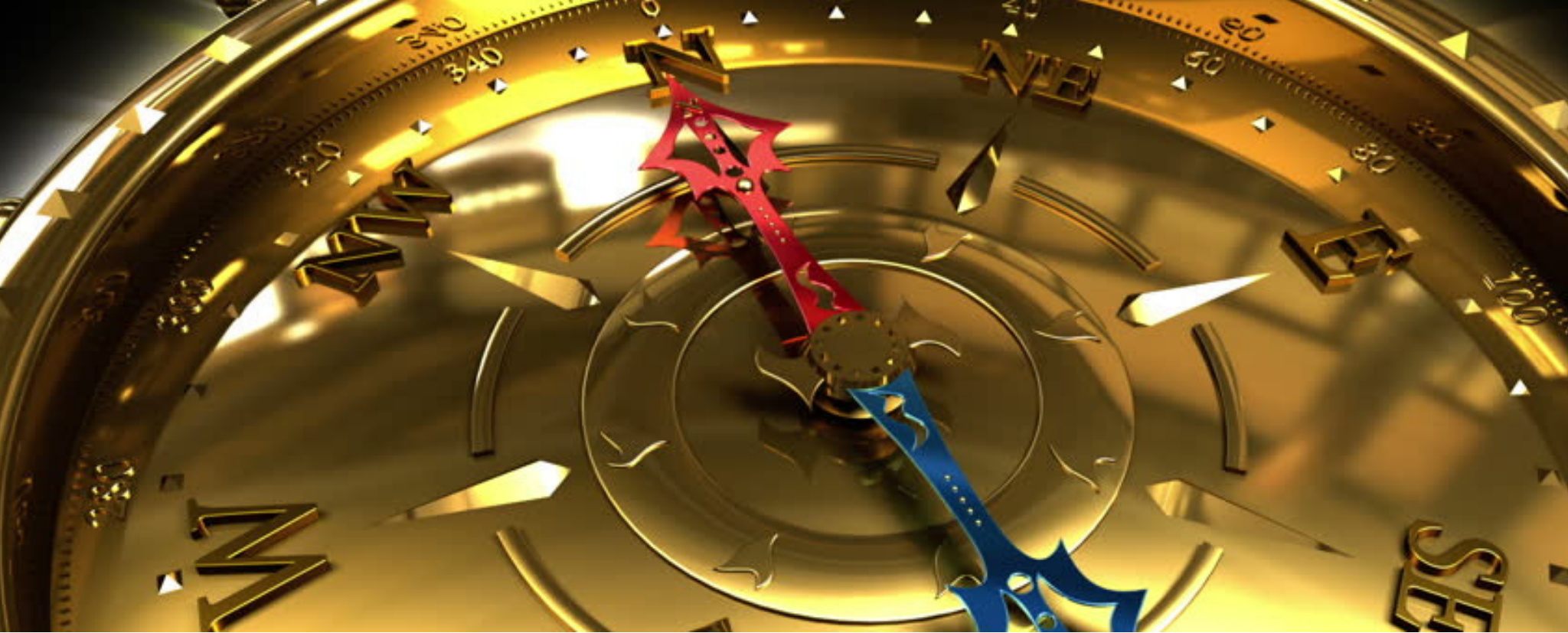
Click the links throughout this presentation for additional resources



The Title of the Resource Will Be Here
[and the media type too]



DIGITAL MARKETING BASICS



01 | MARKETING STRATEGY

Effective digital marketing relies on strategies to achieve specific outcomes. It's vital to skillfully blend, balance, and budget for the many initiatives you'll read about here and integrate them for maximum effect.



The Planner for Growing Your Business for Effective
Online Marketing [Strategy workbook]

02

BRAND IDENTITY

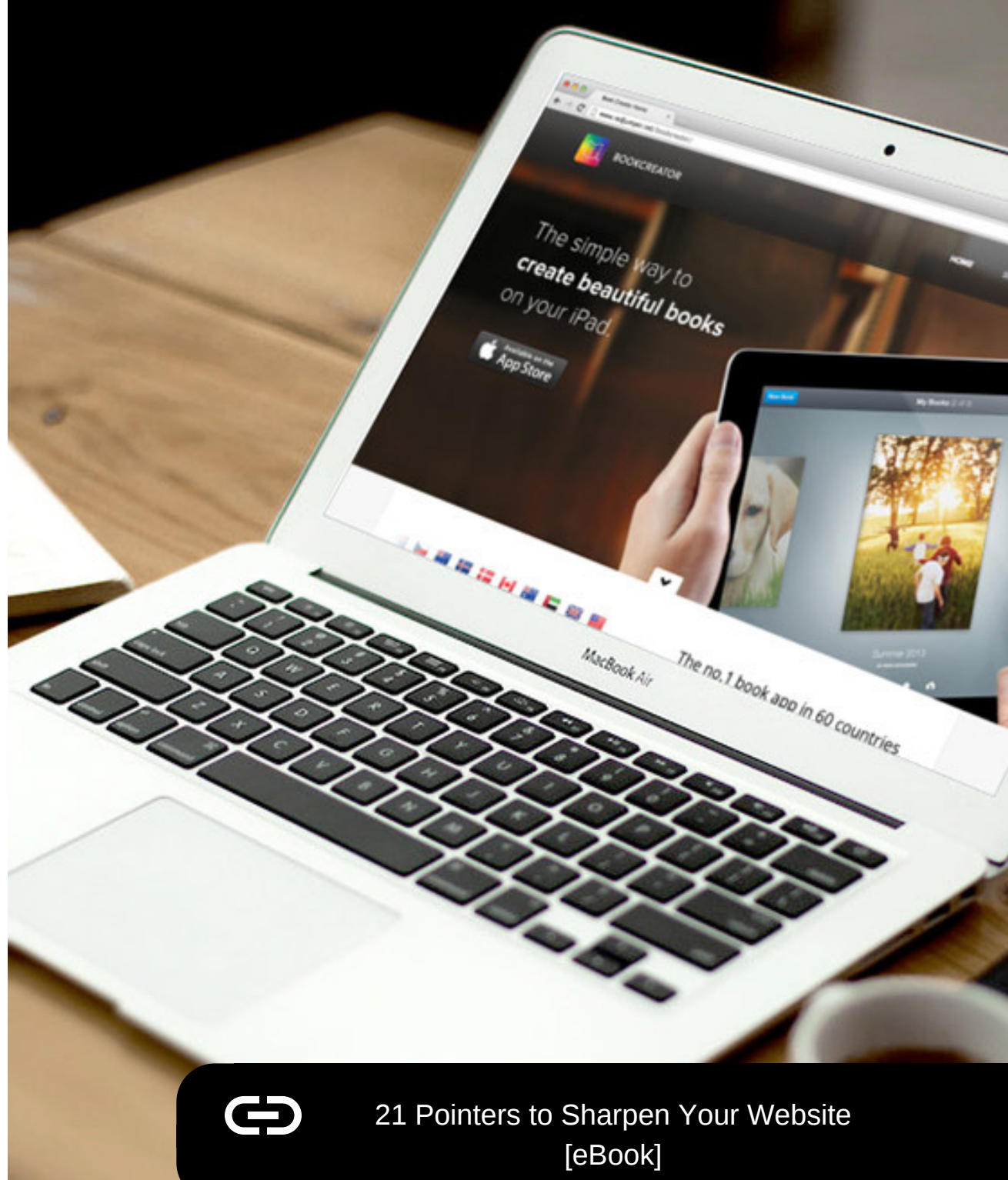
Branding speaks largely to your company's visual identity including factors such as your logo, color scheme, fonts, and layout. However, brand identity should also include all media messaging and may include a tagline, headlines and key value propositions. Together, the graphic and verbal elements define your company's personality.



03

WEBSITE

Your website is the hub of your digital marketing activities. Each page should have a purpose and practical buyer paths that compel visitors to take action must be put in place to support your conversion goals. The most effective websites are not only carefully planned and executed, but are perpetually refined to continuously improve results.



Google

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

SEARCH MARKETING

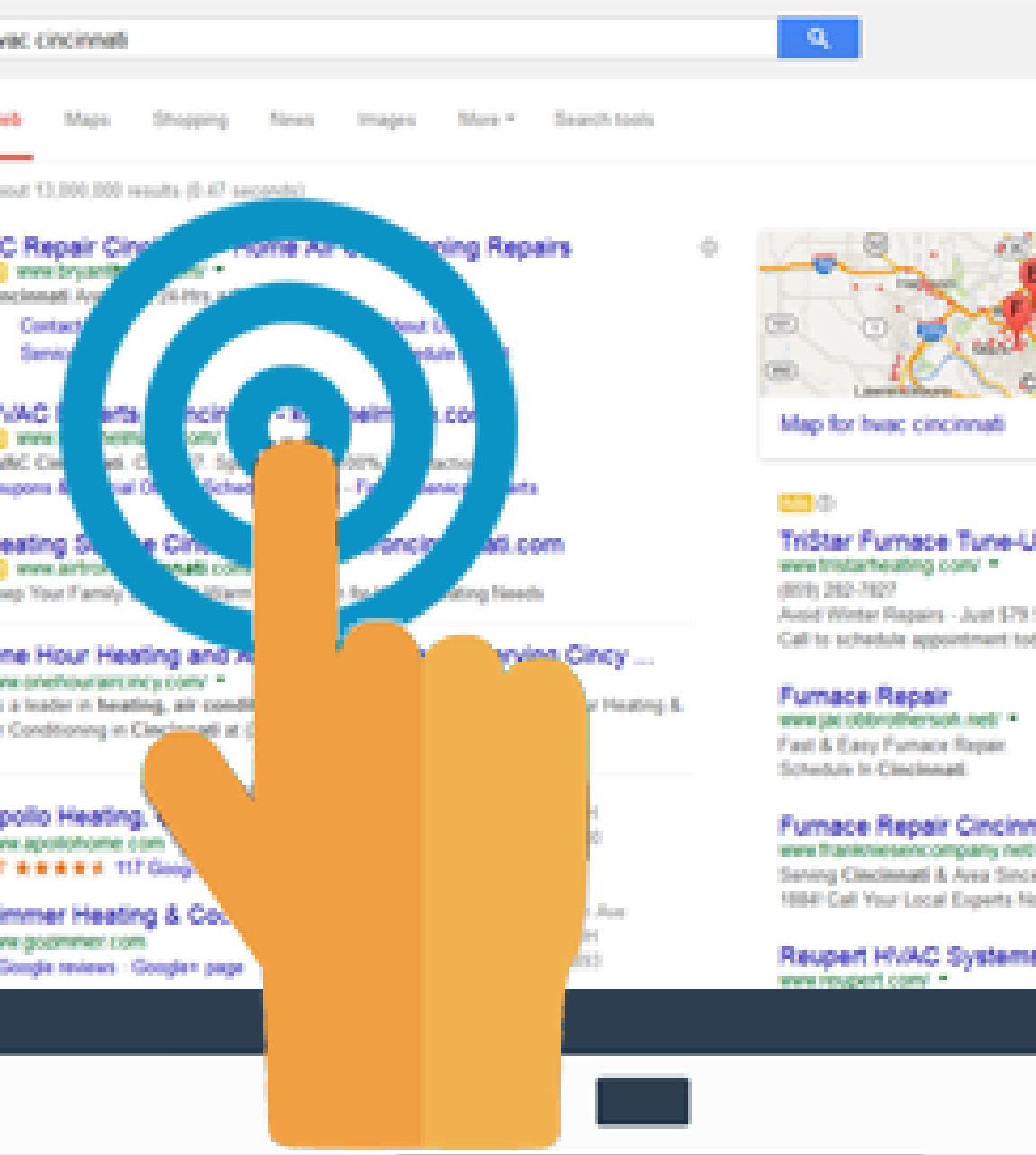


04

SEARCH ENGINE OPTIMIZATION

Most buying journeys begin with search. Two-thirds of all searches are conducted with Google. Over three-quarters of the searchers will click only on results presented on the first page. Synthesize all this and understand it's paramount to earn page one Google results for key pages and posts. All serious digital marketers take SEO seriously and commit resources to it accordingly.





05

PAY-PER-CLICK ADVERTISING

Achieving success with SEO generally requires time and persistence. If you need to produce website traffic fast, PPC ad programs offered by Google, the other search engines, and social media channels, create instant visibility to generate traffic, leads and sales.





C O N T E N T M A R K E T I N G

06

CONTENT PLANNING

Nearly every digital marketer in the world realizes content marketing is the fabric of their search and social programs and can play a critical role in every phase of the buying cycle. Sadly, a small percentage actually realize the benefits of content marketing. The competition is fierce and far too many companies dive in without forging a strategic plan and assembling the team needed to sustain the long-term consistency required for success.

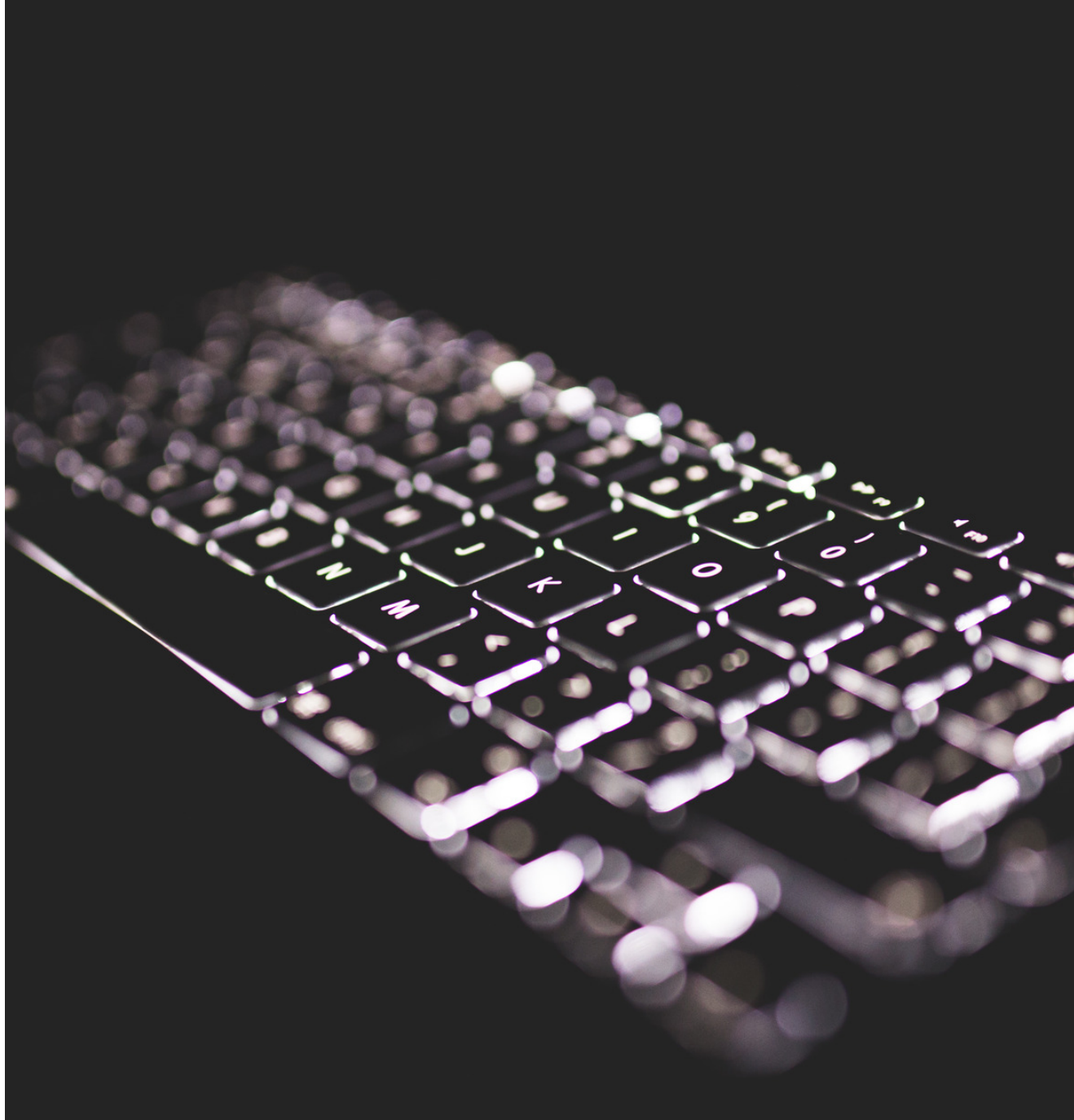


The Content Marketing Plan that
Quadruples Your Leads [Article]

07

BUSINESS BLOGGING

The blog is the centerpiece of most companies' content marketing efforts. Effective planning for your business blog includes targeting and editorial planning. Then, to consistently create the great content needed to reap the benefits of blogging, you'll need an interesting mix of ideas, an uncompromising commitment to quality writing, and clean presentation.



The Business Blogging Plan:
50 Best Practices [Article]

08

GUEST BLOGGING

Contributing blog posts to authoritative websites in your industry is one of the best ways to increase your reach, expand your audience, build your credibility, and drive traffic to your website.



Today ▾

The most popular stories in your Feedly

NEW IN CONTENT MKTG



20 Types of Evergreen Content that Produce Lasting Results for Your Business



500+ 🔥 Copyblogger / by Aaron Orendorff / 5d

I'm sure you've heard this stat: more than two million blog posts go live every single day. And that's just talking about blogs. You don't even want to start contemplating total online content including emails, landing pages, product



Unsolicited Advice: 6 Letters Every Content Marketer Needs to Read

35 ♡ Content Marketing Institute / by Michele Linn / 6h

"Who's perfect?" "No one!" This is a common dialogue I have with my daughters when they make mistakes – as we all do. I'm a big fan of not aiming for perfection but rather trying to be the best version of yourself. Of course, the



The Best of Copyblogger: 2016 Edition

300+ 🔥 Copyblogger / by Sonia Simone / 4d

The year of the rollercoaster is nearly finished, and, as we usually do around this time, I wanted to pull together some of my favorite posts for you. This collection of posts (and a single podcast) is a celebration of the writers who worked hard

09

CURATION

Curation is presenting the works and ideas of others. But it's not cutting and pasting stories from around the web merely to add pages to your website or blog. Done well, curated content expresses a point of view and heightens your authority.



10

CONTENT PROMOTION

Most digital marketers post content and then dispatch a few updates via their social media channels, which is far from a complete promotion and distribution strategy. In this age of content overload, you need to take advantage of a combination of owned, earned and paid media channels to amplify the reach of the content you work so hard to produce.





11 | WRITING

People go to websites to read. Even in cases where they may go to watch, look or listen, the experience usually includes consuming copy. As such, the majority of tactics in this presentation (and your marketing mix) depend on articulate copywriting optimized for online reading. I call it “Clickass Copywring.” If your writing’s weak, you can expect disappointing results.

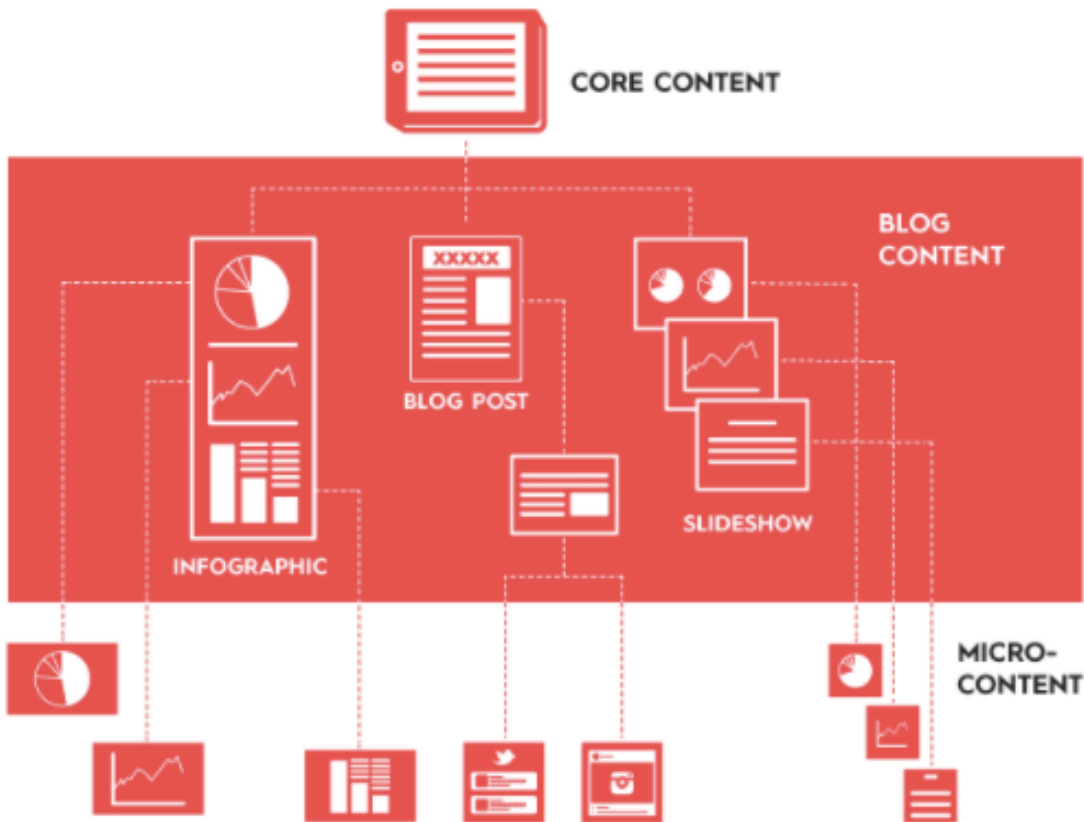


125 Quick Tips to Sharpen Your
Copywriting Skills [Article]

12

REPURPOSING CONTENT

Content marketers often claim their biggest challenges include producing engaging content consistently and with variety. The solution to both is repurposing content to boost its mileage. The process involves creating thematic content that can be efficiently edited to deliver value in new formats and on additional media channels.



DT 3,5-4,5 / 16-80 AZ

M U L T I M E D I A

13

VISUAL MARKETING

Online visual marketing includes images for web pages and social media including photos, illustrations, and diagrams, plus infographics, presentations, webinar design, and more. A variety of tools are available, and though they're helpful, design, composition and visual editing skills are even more valuable.



Eye-Popping, Reader-Stopping, Social
Media-Rocking Visual Marketing [Article]

14

PRESENTATIONS

Slideshows and other types of digital presentations can become a powerful part of your media mix. LinkedIn SlideShare gets millions of views each day making it a great channel to reach a larger audience. SlideShare presentations are not only shared, but often embedded in blogs.



Content Marketing KPIs

9 months ago, 14 slides

4970 views 8 likes 0 comments 45 downloads

Edit ▼

Features ▼

Preview ▼



100 Ways Your Company Gets Ripped...

10 months ago

4386 views



How to Write Clickass Presentations ...

9 months ago, 58 slides

61045 views 1405 likes 16 comments 931 downloads

Edit ▼

Features ▼

Preview ▼



125 Clickass Copywriting Tips



How to Write a Presentation that Converts
[Article & Presentation]



15 | VIDEO

Video can help boost your success in social media and search, generate leads and increase conversion. And it's no longer a medium reserved for big budgets. A smartphone or computer is all you need to capture ideas and share them.



21 Video Marketing Ideas for Small Business
Budgets [Article & Infographic]



16 | PODCASTING

Podcasting is another great medium you can jump into with minimal equipment and begin making a personal connection with your audience. Appearing on, or hosting interview programs, also presents tremendous opportunities to expand your network.

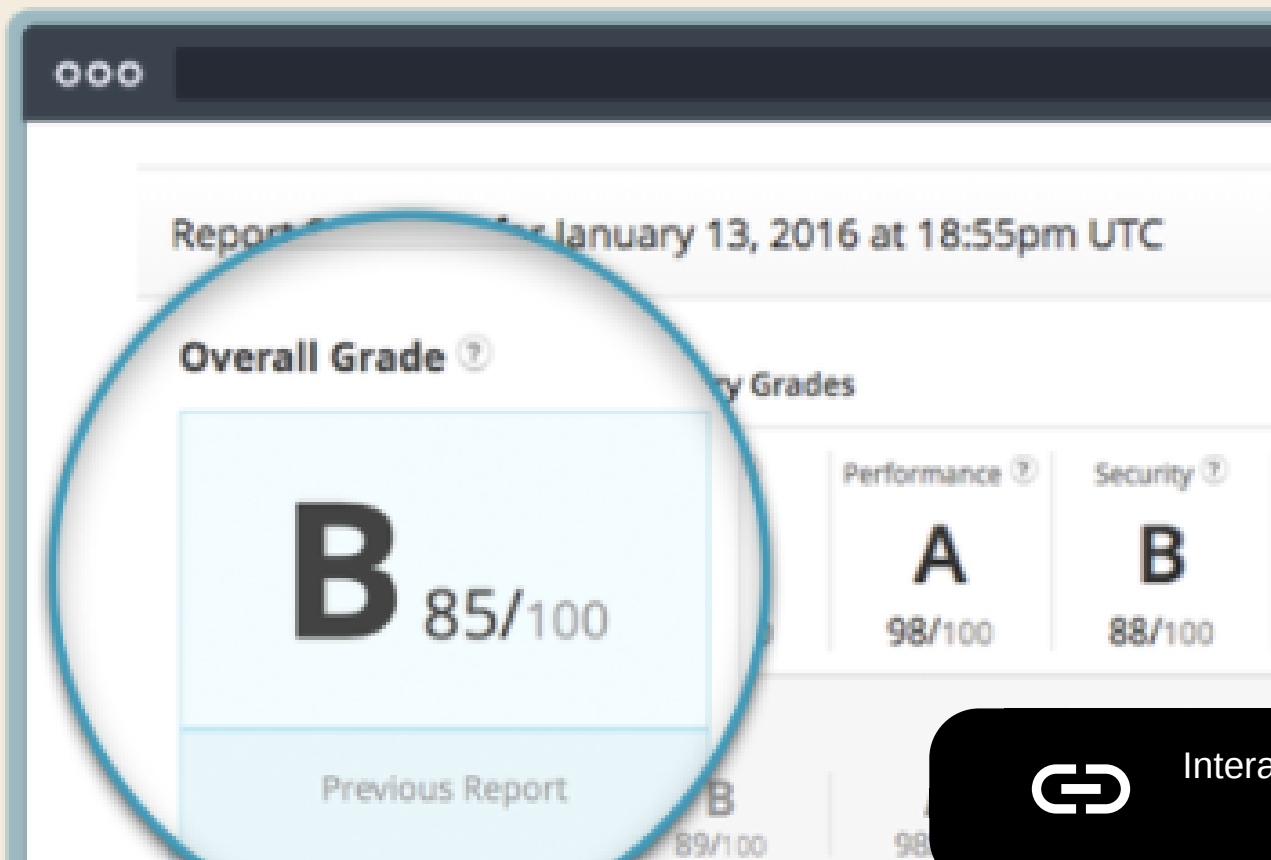
Get a clear status on your SEO

Many technical problems can go unnoticed. Your SEO efforts might get derailed. Our web with regular reports, scheduled every two weeks. We'll grade the health of your website and

17

INTERACTIVE CONTENT

As a marketer, you succeed not when your audience consumes content, but when it acts upon it. As such, content marketers can step-up their static content to create interactive content such as quizzes, assessment, calculators, contests and more. An added benefit, interactive content helps marketers collect useful data from prospects..



Interactive Content: It Makes You Think -
And Respond [Article]

18

WEBINARS

Marketers consistently rate webinars as one of their most effective tactics. They can deliver wide reach cost-effectively and remain an asset afterwards. A webinar that is well-researched, planned, and designed can generate leads, convert leads to paying customers, improve customer retention, and grow revenues from existing customers.





S O C I A L M E D I A M A R K E T I N G

19

SOCIAL MEDIA PLANNING

The arbitrary selection of social media channels and content sharing isn't bound to produce meaningful results. A digital marketing consultant can help put tools in place and develop strategic processes to guide your social media marketing efforts to achieve specific objectives.



20

MARKET RESEARCH

Social media is the ultimate market research tool because it enables you to easily monitor and “listen” to your audience. Through a combination of the right processes and tools you can tune-into your audience’s needs and respond far more effectively.



The 4 Indispensable Pillars of Effective Digital Marketing [Article & eBook] section



MAGNIFICENT

marketing podcast

HOSTED BY DAVID REIMHERR
WITH LEADING INDUSTRY EXPERTS

LEARN MORE ►

WordStream

HOW TO MAKE GREAT LANDING PAGES



Light is safety

21

ONLINE ADVERTISING

Online advertising can include pay-per-click programs, social media ads, retargeting, display advertising and native advertising.

INFLUENCER MARKETING IDEAS FROM INFLUENTIAL MARKETERS

Jay
Baer

Ann
Handley

Jeff
Bullas

Joe
Pulizzi



Influencer marketing calls for engaging the people who have an audience, shape conversations, set trends, and impact how your brand is perceived.

How do you market to influencers and recruit them to become a part of your marketing? We asked many of the most influential marketers in the industry.

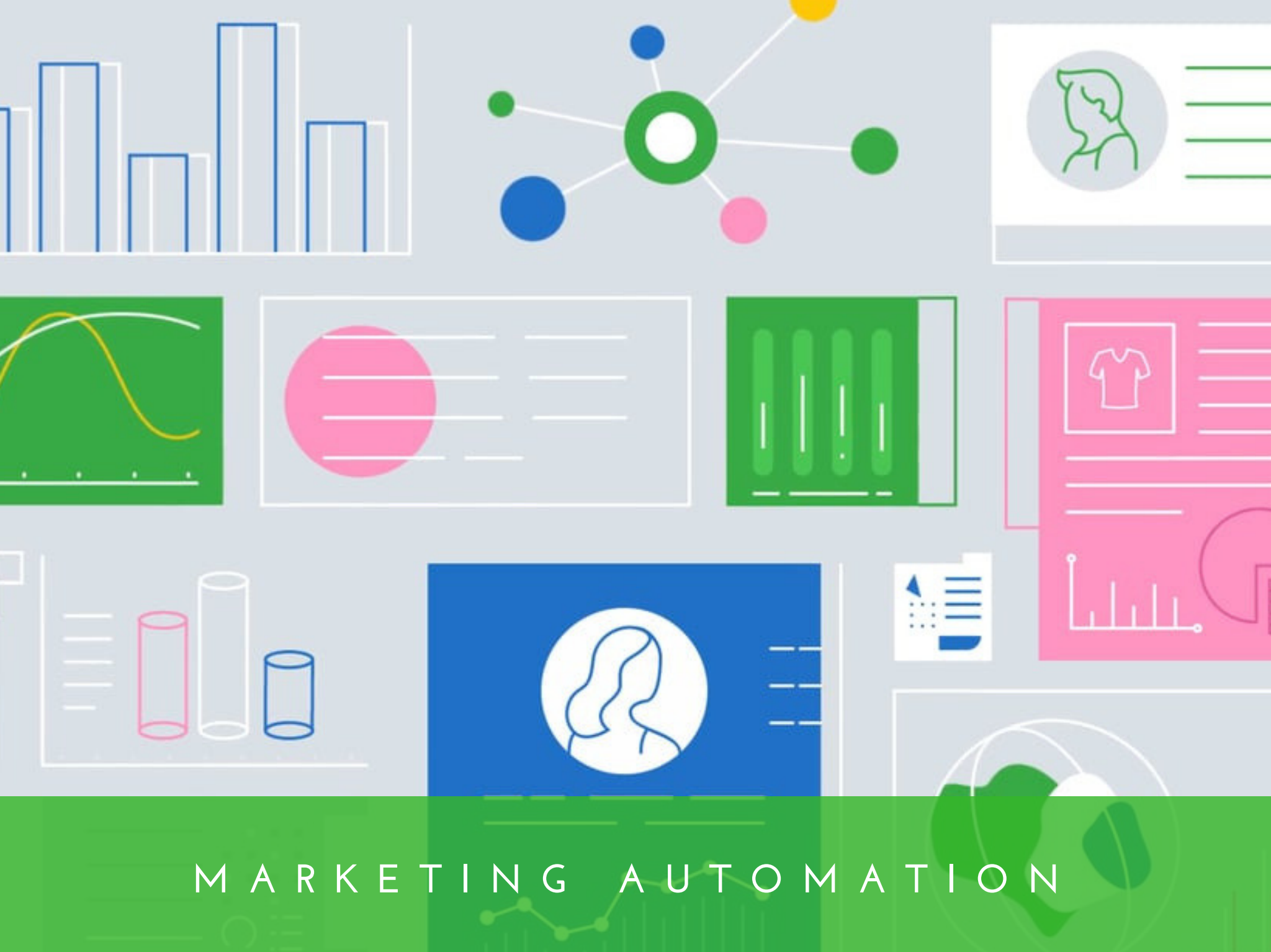
22

INFLUENCER MARKETING

Savvy digital marketers cultivate relationships with influential leaders in their field or related fields to increase their reach, expand their network, and build credibility. A smart influencer marketing program involves strategic collaborations and results in a variety of new opportunities.



30 Action Items to Get Serious About
Influencer Marketing [Article]



MARKETING AUTOMATION

23

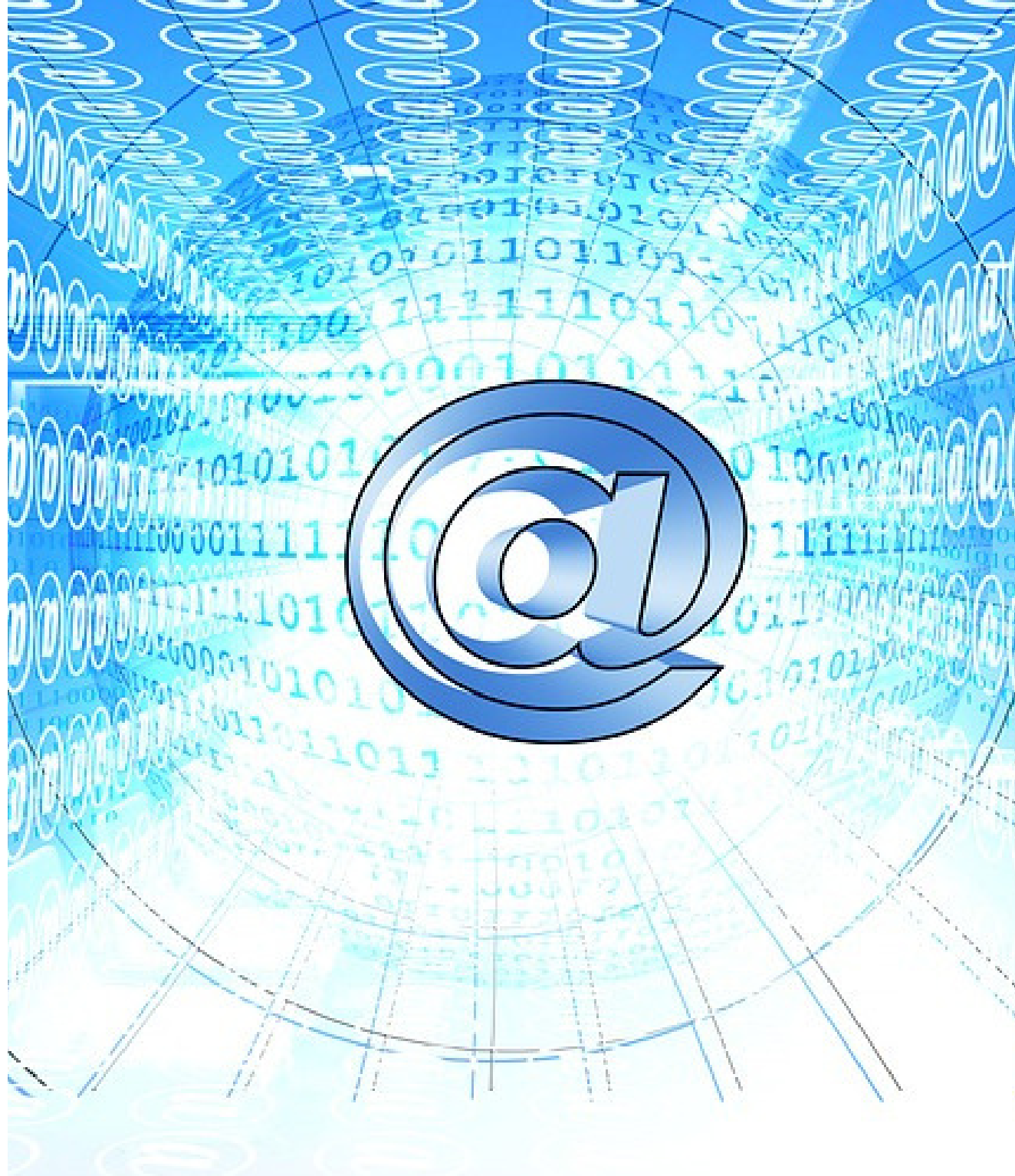
EMAIL MARKETING

Email remains the most pervasive medium and tends to produce the highest ROI. It's private, personal and permission-based, and therefore, your key to nurturing leads. You need to build an email list, send email your subscribers will find valuable, and continuously test and refine your tactics.



MARKETING AUTOMATION

A marketing automation platform will reduce the time and effort required to execute many of the tactics listed here and enable you to better target your contacts with useful content. You'll increase conversion rates and sales. You'll also be better equipped to monitor and measure program performance helping you perpetually improve results.





25 | ANALYTICS

You need analytical insights to master the science of marketing and improve your ROI. With marketing analytics, you create measurement systems to guide you toward improved profitability. Marketing analytics will enable your company to evolve its mix of tactics based on actual performance to help achieve business goals.



Content Marketing KPIs: An Easy to Understand Overview for the Analytically Challenged [Article]

26

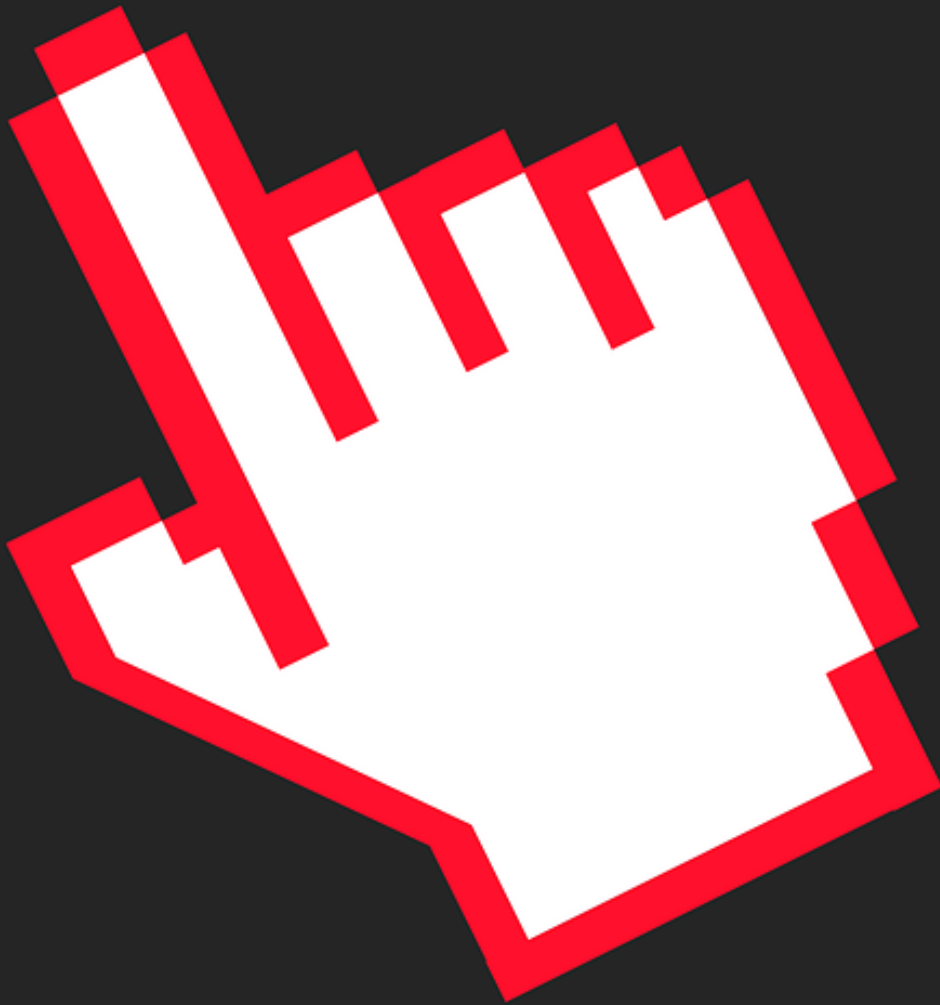
TESTING

Testing is a vital component of practicing data-driven marketing. A variety of marketing tools make it easy to test key touch points including your web pages, emails, landing pages and offers. Generally, you'll split test different versions to determine which produces superior results based on actual performance.





C O N V E R S I O N



27

CONVERSION

While increasing traffic is an important goal, increasing your conversion rate can play a bigger role in improving results. An examination of each touch point in your conversion funnels will reveal where you need to test new approaches for turning visitors into leads and leads into customers.



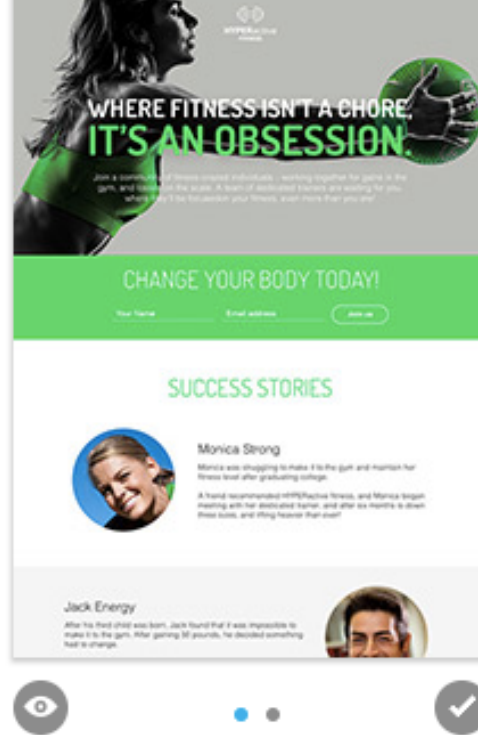
LEAD MAGNETS

Lead magnets are free offers you make to inspire the people consuming your content to join your email list and/or provide useful information. There are a huge variety of lead magnets you can develop including eBooks, guides, checklists, mini-courses, templates, tools, and product-based offers. An effective lead magnet not only builds your email list, but also positions you as an expert in your field.

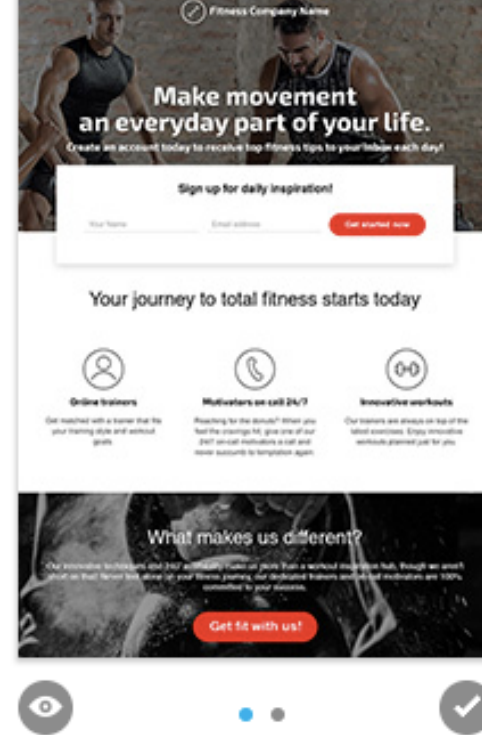
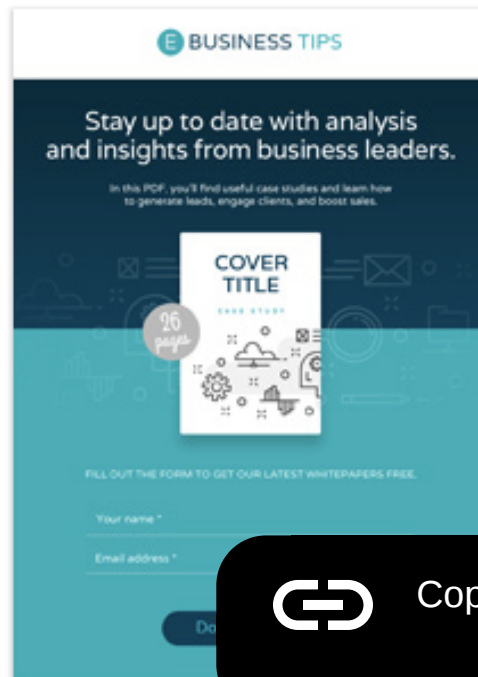


LANDING PAGES

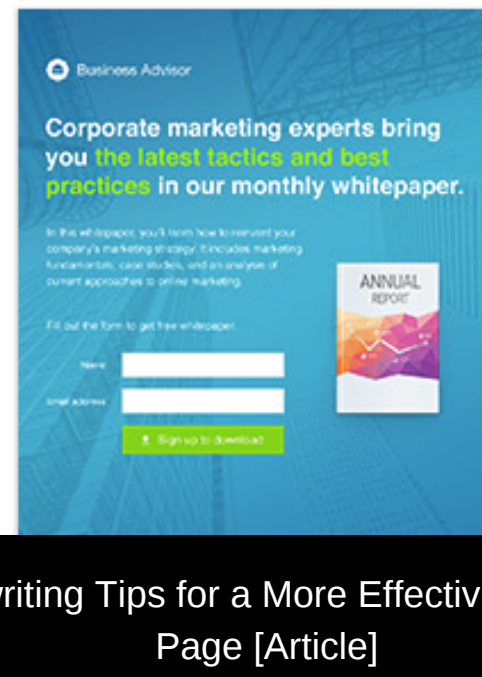
Think of a landing page as a “response page” for a specific campaign. Its singular objective is to achieve a conversion. In some campaigns, especially for ecommerce, a landing page’s objective is to get visitors to click-through to a product page. However, for most, the goal of the landing page is to capture a lead via a form. Landing pages have specific creative requirements that differ from homepages or other common pages of a company website.



E-business Tips



Business Whitepaper



Market



30

SOCIAL PROOF

You elevate the persuasion powers of your landing pages (or any page) with social proof, which are passages and images you present to prospects to deliver evidence of past success. Social proof can be delivered with testimonials, reviews, customer logos, media mentions, trust seals, statistics that reflect well on your brand, and more.



Social Proof Makes Your Register Ring [Article]



S K I L L B U I L D I N G

TRAINING & TEAM BUILDING

As a marketer, you'll often outsource to experts to get the resources you need to maintain or expand your output. But in many cases, insourcing may be even more effective. To build internal resources effectively, it's wise to cultivate the skills of your team with digital marketing training programs and team-building workshops designed to teach best practices and develop specific skills.





32

PERSONAL BRANDING

I'm glad you've made it to the final listing, personal branding, the subject of *The Road to Recognition*, my new book to be released in 2017. The book's organized as 26 lessons, A-to-Z, to deliver actionable advice for developing your personal brand and accelerating your professional success.



The Road to Recognition
[Website for the book]



FELDMAN CREATIVE

LET'S PUT
DIGITAL
MARKETING
STRATEGIES
TO WORK
FOR YOU



Feldman
creative

Get in touch today