IN BRIEF

Create SEO optimized blog and instructional content onsite that uses lead
magnets such as PDFs or free consultations. Drive people to this content with
stage I social media advertising to a wide audience initially. Use custom event
tracking through Facebook Pixel and Google Tag Manager to ensure that sign
ups and downloads are considered conversions. Track scroll depth and cross
reference with time on page as a better indicator of engagement WRT content.
Switch advertising audience to a lookalike based on clickers who converted,
stratified into funnel stages. Follow up with educational emails that test out
different areas of your business. Use behavioral segmentation to split up your
audience according to those areas based on how they interact with the emails,
small business segments, highly engaged segment, churn risk segment, win-
back opportunity segment. This should be automated as part of an extensive
drip web. Create landing pages for emails and ads that encourage discussion,
have specialized contact forms and/or unique phone numbers. Use PPC to drive
users towards those landing pages and make sure AdWords counts calls from
those pages as conversions using a service like PowerMyAnalytics or Zoho
CRM's dialer. Reinforce the messages of the welcome drip through social media
ads targeted to leads in the funnel based on their relative progress through the
funnel. Leads become qualified once enough conversions have occurred to build a
reverse attribution path, otherwise it must be based on stated intent. Conversion
paths are analyzed in analytics and budgets are reallocated based on the relative
contributions of each channel.

0 CUSTOMER

Who are the customers?

What are their pain points?

What unique knowledge, value or product will your bring to their life?

What's their income level?

1 TRACKING

You're nothing without data, and nothing is more frustrating than realizing you've had the wrong setup.

First, don't install Google Analytics.

Install Google Tag Manager, and then put Analytics inside of that. Tag Manager will at a bare minimum be a container for Analytics, Ads and Optimize, and will be your go-to for custom event tracking. It's easier to start with it then deal with double attribution problems later.

Social media trackers like the Facebook Pixel should also be installed ASAP. You don't want to get caught with your pants down.

There are countless other tracking tools you'll want to install. If you're using Wordpress, get a developer to install the snippets into the theme code. You'll use fewer plugins and those are enough of a sitespeed nightmare as it is.

2 CONTENT

Using keyword research, market research or your own observations, begin drafting blog posts, guides, quizzes, discussion questions and other forms of content.

Ensure that the content pieces can link to each other. The goal is to create the appearance of depth of knowledge and breadth of topics.

FIVE THINGS YOU NEED

3 ACQUISITION

Leverage the audiences and the algoriths of the plat-forms you use. Their data probably knows better than you do.

The power of Instagram and Facebook lies in their remarketing and audience expansion capabilities. In the beginning, advertise to the broadest audience you're comfortable with. Make sure to have different campaigns for different conversion events, and track everything.

Create funneled campaigns, meaning:

Campaign A, widest targeting, general benefit ad

Campaign B, targeted only to those who interacted with campaign A, with a lead qualifying form on the landing page. Campaign B engagers are now funneled into email and CRM.

Campaign C, targeted only to those who clicked on Campaign B and visited the landing page, didn't bounce but also didn't fill out the form.

Remember that your ads need to have a stated, concise desired action. If you don't know what you want the customer to do, they definitely won't.

Instagram
Image-based, younger

Facebook
News-based, older

FIVE THINGS

FIVE THINGS YOU NEED 1 2 3 4 5 FROM ATHAN SLOTKIN

Pinterest
Content-based, 30s-40s

A NOTE ON PINTEREST

Pinterest is the only content-focused social network. It's hardly correct to call it social when really it's a content aggregator, similar to Reddit.

Except Pinterest users are older, richer and more focused than Facebook users.

Most importantly, people use Pinterest for **life events**.

This could mean buying a house, planning a wedding, or **starting a business**.

On Facebook and Instagram, and even LinkedIn to some extent, you are trying to distract the user, to sneak into their feed and pull them away from the reasons they came to the site.

On Pinterest, they're actually looking for you.

They're not searching for Aunt May's BBQ photos when they see your ad for a pitch deck, they're searching for "pitch deck inspiration" when they see your ad.

In fact, when you search "pitch deck inspiration" on Google, the number 3 and 4 search results are Pinterest pages, organically.

Pinterest content lives forever, and it's just a bit more work to turn content into infographics and guides.

FIVE THINGS YOU NEED

1 2 3 4 5

FROM ATHAN SLOTKIN

And most importantly, unlike Instagram, and soon to be unlike Facebook, Pinterest allows you to link to your site without forcing you to pay for the privilege of doing so.

FACEBOOK FUNNEL, VISUALIZED

This represents the top of the funnel campaign, with the broadest targeting. The goal is relevant clicks, just to get people going.
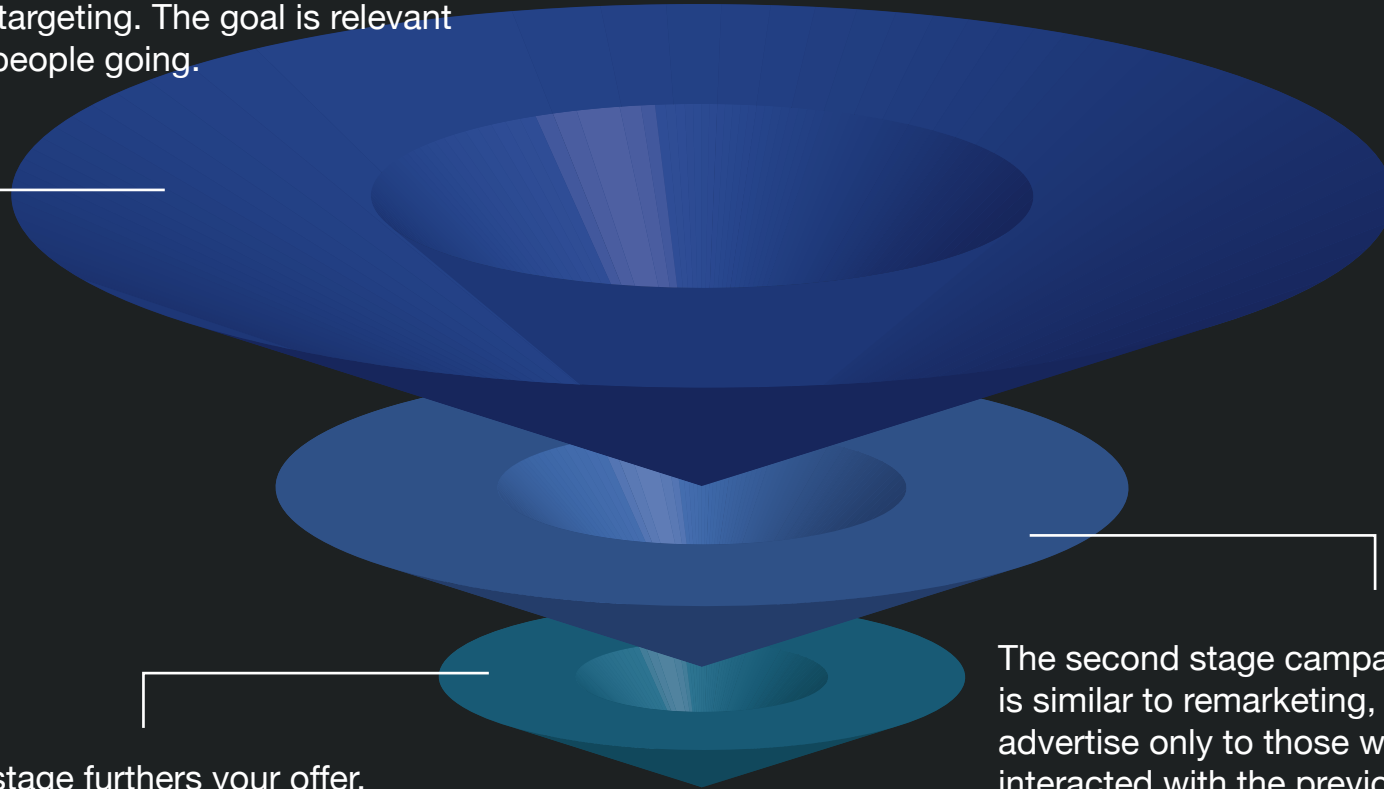
The second stage campaign is similar to remarketing, you advertise only to those who interacted with the previous.

The next stage furthers your offer, or presents a different one. If they haven't converted onsite (phone call, email, etc) at this point and advanced in the funnel, this is the final push.
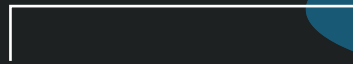
LONG-TERM ACQUISITION CHANNELS

SEO and backling building are the dark arts of marketing, and encourage a lot of obsessive tactics.

Google regularly updates their algorithms, and that throws the black hat world of SEO into chaos.

Google doesn't want to promote SEO-optimized websites, they want to promote content that people want, and they're getting better at it.

My philosophy: don't be stupid, use good titles, always include alt tags and keep your site organized. If you build good content, they will come.

Referalls and backlinks I support 100%. Network, guest post, PBN at your own risk, but PR is PR and good PR is great.

4 ONSITE

Landing pages are essential.

To test your messaging.

To test your content.

To control the customer journey.
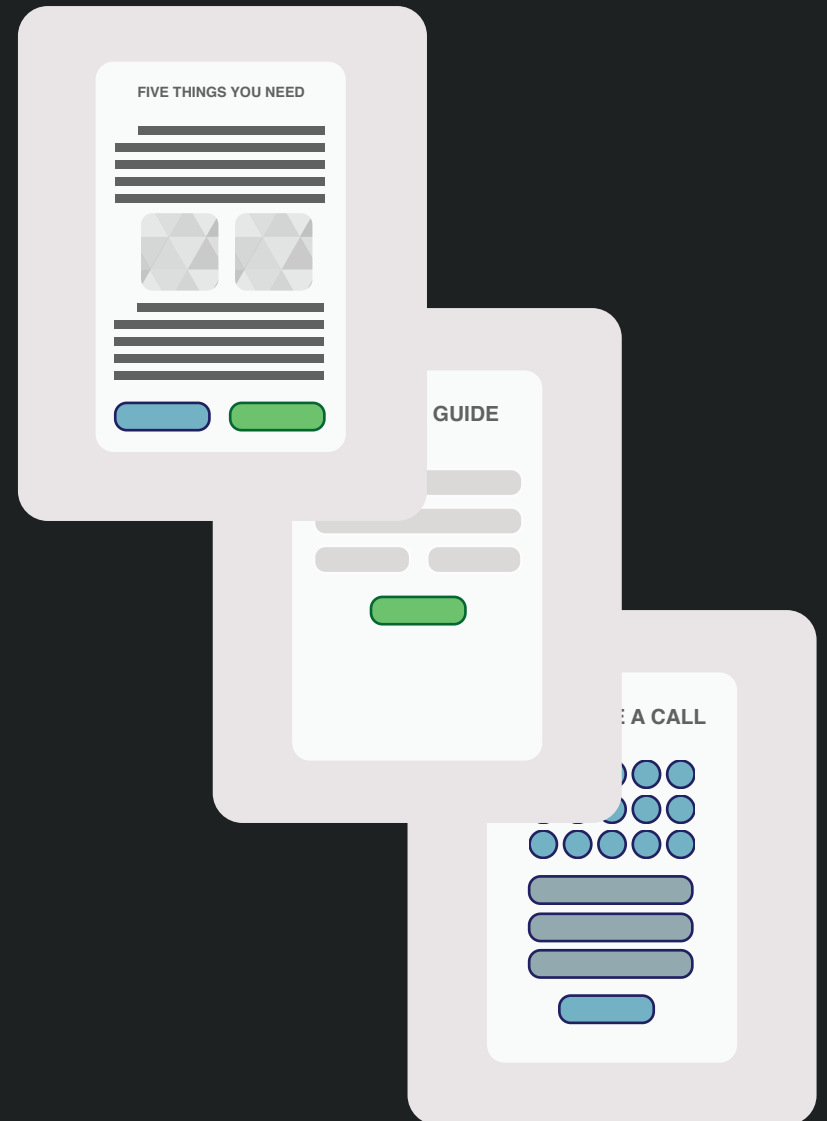
To capture and qualify leads.

To broaden your reach.

Ads that send users to the homepage provide very little chance of conversion. Why? You're asking the customer to figure out what they want, and then find it themselves.

That's like using Netflix with no recommendations. You don't want your website to be Blockbuster, right?

Make sure your value proposition is front and center.

Customers have to be reminded why they should work with you and nobody else.

LEAD CAPTURE FORMS

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CONVERSION PATH: COURSES

Tools: Klaviyo [Email], Facebook, Instagram, Pinterest, Google, Onsite