

Digital Marketing Masterclass

INTRODUCTION



Things to discuss

Section 1: Introduction

- Welcome! Let's Do This!
- Download the Ultimate Guide to Content Marketing
- Tips to Improve Your Course Taking Experience
- Learn Our Digital Marketing System in 10 Minutes
- Course RoadMap - Where Should You Begin?



- Welcome!
Let's Do This!

You made a smart decision!
We're here to serve you to make sure
that you're:

- learning
- having fun while learning
- achieving real results in your business



4. Learn Our Digital Marketing System in ₁₀

Minutes

- **What a Marketing Funnel Looks Like**
- **Different Types of Marketing**
- **Steps to Growing Your Business**
- **Two Types of Marketing or Selling**
- **Where Does Paid Marketing Come In**

What a Marketing Funnel looks like?



4. Learn Our Digital Marketing System in 10 Minutes

Let's understand what a basic marketing funnel looks like

What a Marketing Funnel looks like?



AWARENESS

Let's understand what a basic marketing funnel looks like

What a Marketing Funnel looks like?



INTEREST

Let's understand what a basic marketing funnel looks like

What a Marketing Funnel looks like?



DESIRE

Let's understand what a basic marketing funnel looks like

What a Marketing
Funnel looks like?

ACTION



Let's understand what a basic marketing
funnel looks like

What a Marketing Funnel looks like?



Let's understand what a basic marketing funnel looks like

RETENTION



WAYS TO GET ATTENTION/TYPES
OF MARKETING

CONTENT & PAID

MARKETING

This means:

- putting out YouTube videos
- writing blog articles
- starting a podcast
- creating content that serves your audience.



4. LEARN OUR DIGITAL MARKETING
SYSTEM IN 10 MINUTES



WAYS TO GET ATTENTION/TYPES OF
MARKETING

CONTENT MARKETING



- create content on social media bucket
- social media is great for sharing your content that you put on other platforms
- you can even host content on social media
 - example: Videos on Facebook is huge now



4. LEARN OUR DIGITAL MARKETING
SYSTEM IN 10 MINUTES



WAYS TO GET ATTENTION/TYPES OF
MARKETING

PAID MARKETING

THROUGH TRADITIONAL ADS

This means:

- direct people to a product or service
- direct people to a landing page of your content



4. LEARN OUR DIGITAL MARKETING
SYSTEM IN 10 MINUTES



WAYS TO GET ATTENTION/TYPES OF
MARKETING

PAID MARKETING

THROUGH PROMOTING POSTS OR VIDEOS

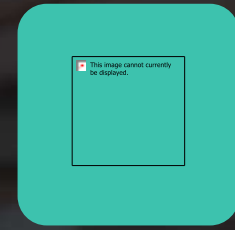
- not necessarily an ad
- it could be but you could put up any sort of YouTube video
- it could be one of your content marketing videos and you can boost it so that more people see it.



4. LEARN OUR DIGITAL MARKETING
SYSTEM IN 10 MINUTES

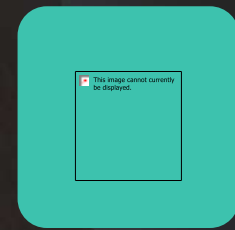
STEPS TO GROWING YOUR BUSINESS

STEP 1:
Create your Online Identity



Creating a website

- your home base
- where you control your story and your messaging
- where you can sell your products and services
- where you can give a lot of free content - a way to grow loyal fans



Creating Social Media Profiles

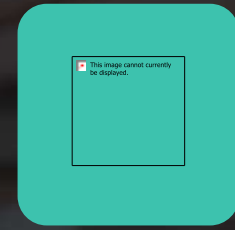
- Facebook, Twitter
- Instagram, Pinterest
- these are places where your potential customers live and spend most of their time
- you will have quicker growth by focusing on one platform
- use also modern tools to easily schedule posts and also to send those posts and content to all of these platforms, e.g. Buffer & Hootsuite



4. LEARN OUR DIGITAL MARKETING SYSTEM IN 10 MINUTES

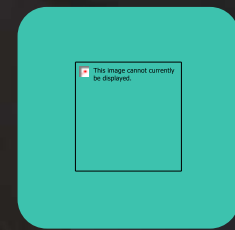
STEPS TO GROWING YOUR BUSINESS

STEP 2:
What Content Will You
Create?



Solve Your Audience's Problems

- serve your audience
- figure out what problem do they have
- how do you solve their problem



#1 RULE: CONSISTENCY

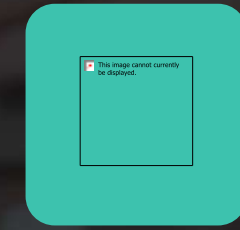
- posting regularly
- there's no 'right' amount of content
- Quality vs. Quantity
- Just stick with it!
- do a weekly podcast for at least 1 year
- stick with a weekly YouTube series
- write weekly articles
- sometimes just being there for a long time create your own success

4. LEARN OUR DIGITAL MARKETING SYSTEM
IN 10 MINUTES

STEPS TO GROWING YOUR BUSINESS

STEP 3:

Learn How To Capture Your
Audience



Figuring out how you capture
that audience into your world

- growing an email list
- sending traffic from your content, blog articles, videos, podcast, social media pages to your website, to a landing page or to anywhere that has an opt-in form where you can capture that person's information
- Email Marketing is still consistently the highest converting way to make a sale

WEB TRAFFIC → OPT-IN FORM → EMAIL SEQUENCE

4. LEARN OUR DIGITAL MARKETING SYSTEM
IN 10 MINUTES

STEPS TO GROWING YOUR BUSINESS

STEP 1:

Create your Online Identity

STEP 2:

What Content Will You
Create?

STEP 3:

Learn How To Capture Your
Audience

Once you are growing
your loyal fanbase you
have the opportunity to
actually **sell your
product to them.**

4. LEARN OUR DIGITAL MARKETING SYSTEM
IN 10 MINUTES



TWO TYPES OF MARKETING OR SELLING

DIRECT

- a sales page
- a sales video
- a web in our training where you're selling at the end of that video
- an email that is pitching your product to them

SOFT

- a blog article that solves that person's need
- but then also provides more answers to them if they want to pay
- an e-mail sequence that someone gets when they go to your Web site for the first time they sign up for your newsletter and you're sending them weekly emails helping them solve the most asked questions and problems that your target audience needs
- but through that and on those e-mails you're giving them the option to take it to the next level

4. LEARN OUR DIGITAL MARKETING SYSTEM IN 10 MINUTES

Where Does Paid Marketing Comes In?

- SEND TRAFFIC DIRECTLY TO YOUR PRODUCT OR SERVICE, putting an ad up for your product and just sending them to that web page where you're trying to sell. That sometimes can work but a lot of times you are sending paid ads to cold traffic people who might not even be in that awareness stage of the Aida model. This is usually 'cold' traffic.
- Ideally, your ads go to 'warm' people - you're sending ads to people who are in that Desire step of the model and you can do this through Facebook Retargeting.
- This literally means that you can send ads to people who have been on your sales page, for people who have clicked a specific link in an email of yours, for people who have added your product to their cart but they never completed the checkout.
- Retargeting is super powerful and has a much higher conversion rate.



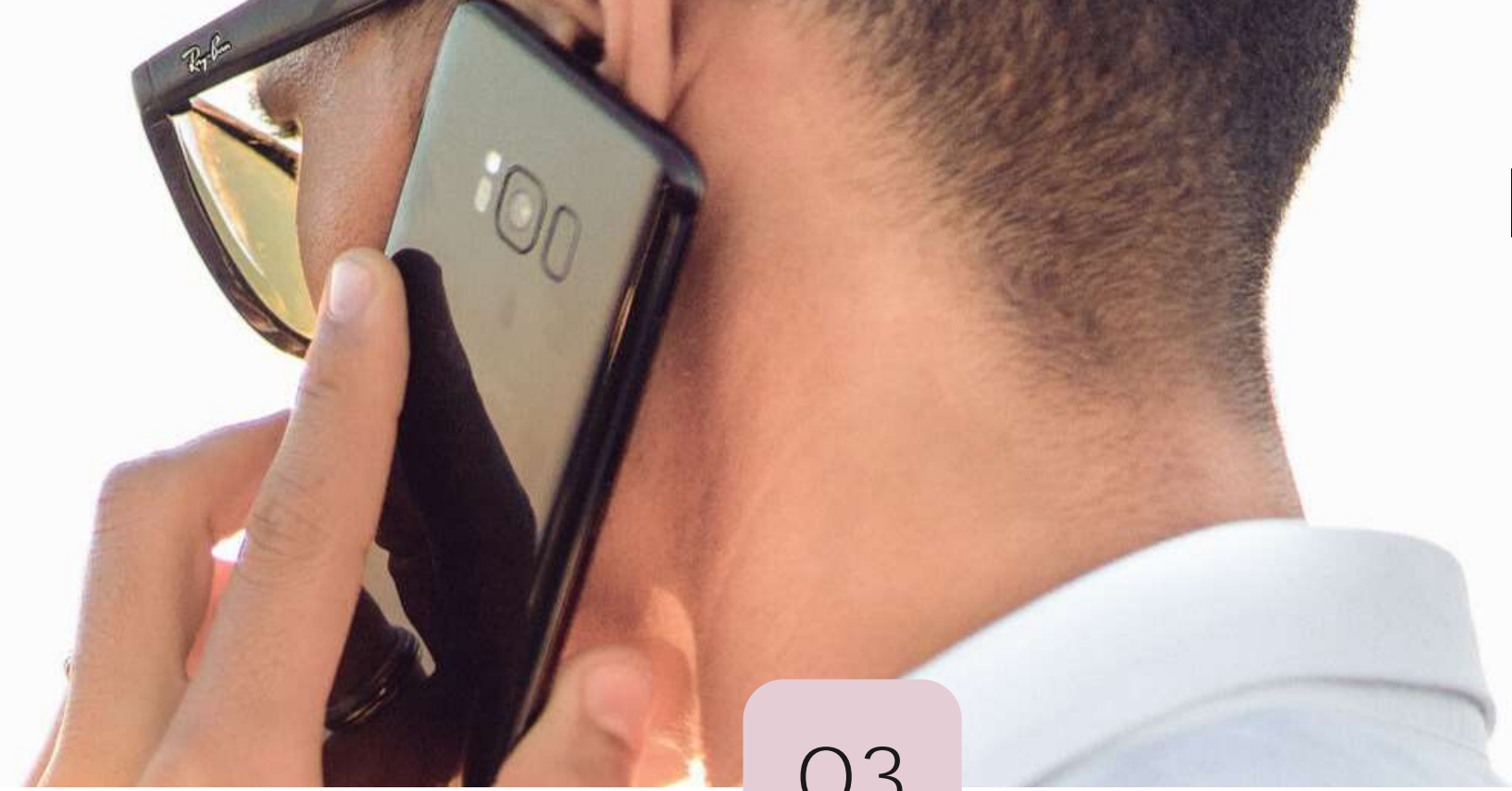
Where Does Paid Marketing Comes In?

- But instead of actually sending people directly to a product we can also drive people to the beginning of a funnel. SEND TRAFFIC INTO YOUR EMAIL FUNNEL
- For example a landing page with an opt in form where there is much LESS BARRIER TO ENTRY.
- They don't have to actually make a purchase. And from there we can start to warm up our audience and then do the selling later on.



How the Marketing System Works

by understanding this digital marketing system you have what it takes to succeed.



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01

CONTENT MARKETING

to drive people to my website and to my business

02

SOCIAL MEDIA MARKETING

to turn the casual observer into a fan by building trust with people who follow me.

03

PAID MARKETING

as a lever that I can pull to intelligently boost traffic and sales by understanding this digital marketing system you have what it takes to succeed.

grow organic traffic - organic awareness of the brand - organic sales



5. Course Roadmap - Where Should You Begin?

This is a MASSIVE COURSE! With over 28 hours of content, our goal is to help you become a successful digital marketer wherever you're starting from.

Because this is a complete course, there may be sections that interest you more than others. That's fine!

Feel free to jump to the sections that most interest you.



5. Course Roadmap - Where Should You Begin?

GETTING STARTED:

- Introduction
- Define Your Business & Target Audience
- Brand Identity
- Websites
- Email Marketing



5. Course Roadmap - Where Should You Begin?

VIDEO and CONTENT MARKETING:

- YouTube
- Video Marketing
- Copywriting & Blogging
- Podcasting
- Quora
- Google Analytics



5. Course Roadmap - Where Should You Begin?

SOCIAL MEDIA MARKETING:

- Facebook Pages
- Facebook Groups
- Facebook for Local Business
- Twitter
- Instagram
- Pinterest
- LinkedIn
- Periscope
- Live Streaming on Social Media



5. Course Roadmap - Where Should You Begin?

PAID MARKETING and ADS:

- Facebook Ads
- Facebook Retargeting
- Google Adwords