Bit-Sized Marketing

Internet Marketing for Business Owners Who Don't Have Time
Preface

We understand that you may not have the time or inclination to read a 50-page white paper on the latest and greatest Internet Marketing tactics.

But we also understand that you know the importance of strengthening your company by seeking out valuable knowledge; as the more you know, the more certainty you have.

It is because of that we put together this very easy to digest, e-book of bite-sized Internet Marketing nuggets of gold.

We hope you enjoy.
Internet Ads
1. A traditional web ad only needs four things: a headline, copy, image and a call to action.
2. The purpose of an Ad image is to grab attention. It does not need to sell.
3. The purpose of the ad headline is to either create a mystery or to summarize your offer in a few words.
4. The purpose of the ad copy is to make the reader realize they have an un-met need, and you have the solution.
5. The ad cta sells the click.
6. Every ad should use at least one of Cialdini’s Six Laws of Persuasion:

- Law of Reciprocity
- Law of Commitment and Consistency
  - Law of Liking
- Law of Scarcity
- Law of Authority
- Law of Social Proof
7. Video ads are more effective than text or image ads.
8. A good video ad should feature a happy customer giving a testimonial.
10. Youtube ads are the new TV commercials, and they only cost pennies per view.
11. A good ad does not sell the product. A good ad sells the state your customer will be in, once he has/uses your product.
12.
Don’t run an ad campaign for 7 days at $10 per day and think you know if the ad was effective or not. You need MUCH more data to know.
13. Always create variations of your ad (headline, copy, CTA and image) to see which performs best.
14. To know if an ad campaign was a success or not, spend at least $1000 over a 7 day period. This will give you enough data.
15. Ads that do not send visitors to a custom landing page are wasted.
16. Ads must have only ONE call to action.
17. An ad should direct the viewer to: call a number, fill out a form, visit a webpage, or click a ‘buy’ button.
18. A good ad budget starts with a minimum of $2000 per month USD.
19. Retargeted ads can cost just 10% the price of normal ads.
Use ads to ask the user to buy products with an offer, or use ads to give away freebies like video tutorials or e-books.
Paid Ads bring traffic to your website NOW, as opposed to SEO which can take months to bring you traffic.
23. Abandoned cart ad campaigns will have the highest conversion.
24. Try testing ads with ‘long form’ text and ‘short form’ text.
25. Make liberal use of headings and bullet points when writing ad copy.
26. Ads should never have blocks of text. It repulses the reader.
Conversion
1. Conversion: a web visitor on your web page who takes an action, such as a phone call, fills out a contact form, or clicks a ‘buy now’ button. It means visitors converting into leads/sales.
2. You get conversion by creating ‘want’. Use Cialdini’s Six Laws of Persuasion to create ‘want’:

- Law of Reciprocity
- Law of Commitment and Consistency
- Law of Liking
- Law of Scarcity
- Law of Authority
- Law of Social Proof
3.
In addition to using the Laws of Persuasion, you can increase conversions by doing several things:

- removing friction (unnecessary steps & hoops)
- increasing aesthetics
- removing confusion/clutter
- reworking text headings
- reworking CTAs
- adding trust elements
- using any of Cialdini’s Six Laws of Persuasion
4. Regularly perform a ‘landing page audit’ of your home page to find new ways to optimize your conversion rate.
“5. Only have ONE CTA per communication. NEVER more. It dilutes your message, confuses the user, lowers your conversion rate.”
6. You only need 2 things to make money from a website: send the right traffic to it, and then optimize the website's content so traffic converts into leads & sales.
7. Your website is not a business card nor a flyer, it is a sales funnel. It is control.
8. When thinking about your website, boil everything down to this: sending traffic and increasing conversions.
9. Unprofessional, DIY websites make a bad first impression and will repel prospects.
10. You have 5 seconds to create a good first impression on your website visitor, before he leaves.
11. Live chat can help you get access to your website visitors and keep them from slipping through the cracks.
12. People will only buy from you if they trust you.
13. Your website must have ‘trust elements’: certifications, awards, reviews.
14. Without scrolling down, when a person lands on your website they should know exactly what you do, what you’re offering, and what action they need to take next.
Social Media
1. Don't expect posting once a day on Facebook to generate sales.
2. Direct messages on social media are 10x more effective in getting sales than posting.
3. Linkedin strategy for businesses: make new connections, build rapport, provide value for free, offer paid services.
4. Facebook strategy for businesses is just one thing: ads.
5. Video ads on facebook are the most effective ad type.
6. Twitter strategy for businesses: don’t bother, just run ads on Facebook.
7. Instagram strategy for businesses: find micro-influencers to promote your content.
8. Pinterest strategy for businesses: if you are in e-commerce, find micro-influencers to promote your products, otherwise, if you are service-based, just run ads on Facebook.
9. Every conversation on social media is an opportunity to build goodwill, provide value and build trust.
10. Having to respond to FB messages, IG messages, comments, emails, are not a waste of time. They aren’t something you just ‘get out of the way’. They are all opportunities to make a sale.
Search Engine Optimization
1. Just because Google is rewarding a certain tactic does not mean it always will.
2. SEO can take months to bring you new traffic. Paid ads are instant.
3. Poor content is made just for Google. Great content is made just for the user.
4.
Black hat and grey hat techniques can get you quick wins but will eventually get caught.
5. Content is still King.
6. Content is not ‘filler text’.
7.
On-Page SEO are things you do on your web pages: creating new pages, adjusting text.
8. Off-Page SEO are things you do external to your website: getting reviews, getting links.
9. If you want to rank well for a certain search term, you will need several non-spammy pages relating to that search term.
10. A web page should have at least 500 words of text on it.
11. You should aim to have over 50 high quality pages of useful content on your website.
12. SEO is not a one-time only thing, it takes continuous work, every month.
13. If you’re not SEO’ing your site, your competitors who ARE, will creep above you in the search results.
14. SEO is a never-ending race of creating valuable content. Keep investing in it and you’ll out-last.
15. The test to determine if content is valuable or not is to ask: “will people miss this content if it disappeared tomorrow?”
Reputation Management
1. Every conversation with a customer is an opportunity to get a review.
2. Use bad reviews as an opportunity to turn haters into lovers by offering superb customer service, even if you’re not in the wrong.
3. For service-based businesses: always solicit a review at the close of a sale.
4. Email and send SMS messages to past customers to solicit reviews.
5. Don’t be satisfied with just getting Facebook or Google My Business reviews. Get reviews on as many relevant platforms as you can.
6. You should aim for having HUNDREDS of positive reviews, not dozens.
7. Reviews play a significant role in your Google search results for local searches.
“8. Don’t be afraid to follow up on review requests by sending a second message.”
9. Regardless of your demographic (Boomers, GenX, Millennials), they are looking online for reviews before buying.
10. If you have no reviews or an average low rating, you will lose customers, as they will choose the company with better reviews.
Never buy fake reviews.
12. Never offer things in exchange for reviews (discounts or freebies).
13. Don’t delete your negative reviews. Businesses that have NO negative reviews are suspect in the minds of customers.
Email Marketing
1. The subject of an email sells the open.
2. The body of an email sells the click or phone call.
3. Subjects must be short, intriguing, attention-grabbing, and not ‘normal’.
4. The more personalized an email the higher response rate you will get.
5. Email marketing is not dead, it just requires effort now.
6.
As long as you are sending quality useful content, it is totally OK to email your list every week.
7. Even if they are just informational, every email should have an offer or CTA.
8. Don’t expect an email to sell a prod/serv with a value over $100.
9. Don’t buy email lists unless you have a quality list like Discover.Org’s list.
10. The offer in your email MUST have a short time window, to create urgency.
11. You don’t HAVE to automate emails; you can do them manually, and start meaningful conversations with your customer base.
12. Send blasts to all subscribers only for flash sales or surveys.
13. Regularly send manual emails, one at a time. PERSONAL.
14. Only have ONE call to action in an email; never more.
"15. Emails should be focused on one topic, the traditional ‘newsletter’ with several different sections is dead."
16. An email list is gold, go to whatever length you must, to scrape old invoices and files and make a list of past customers.
17. Different lists have different value:

Repeat buyers (paid multiple)
Buyers (paid once)
Prospects (never paid)
18. Emails need to be human communications and not robotic advertisements.
19. Every email conversation is an opportunity to bring value and sell.
20. Unless your email is a flash sale, don’t try to sell, try to give value and start a conversation, and once rapport is built, then sell.
[BONUS]

SMS Marketing
“1. SMS is the new email marketing.”
2. Use SMS for 12-hour flash sales.
3. Long messages will be ignored. Keep them short and personalized.
4. Use emoji’s, GIFs and personalization.
5. Don’t try to sell $5000 prod/serv with a text message. Sell free content, or sell curiosity to go to a landing page.
6. The SMS sells the click to the landing page. The SMS does not sell the product.
7.

You don’t HAVE to do automated SMS... you CAN actually message people manually, to start conversations.
8.

Don’t spam and annoy people with aggressive texting. Use it sparingly.
9. Send a short question, or an intriguing statement. For example: “are you reading to change your life?”.
10. The purpose is to get a response, warm them up, and then make your offer.
Thank you!

We hope you enjoyed this content. Remember, it is up to you to apply it and get results!