

Bit-Sized Marketing

Internet Marketing for Business Owners
Who Don't Have Time

Preface

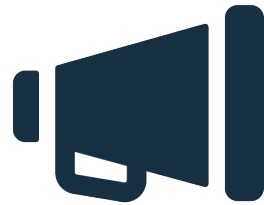
We understand that you may not have the time or inclination to read a 50-page white paper on the latest and greatest Internet Marketing tactics.

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.



“

9.

Video ads get more attention when they look ‘home-made’, ‘local’, ‘authentic’.



“

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.



“

21.

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.



“

22.

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.



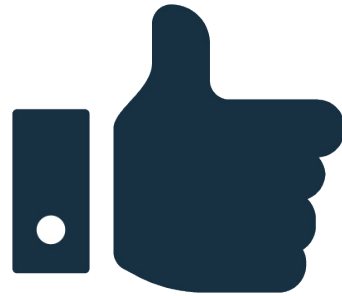
“

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.



“

11.

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.

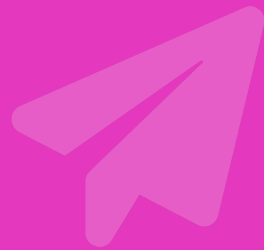
As long as you are sending quality useful content, it is totally OK to email your list every week.



“

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.

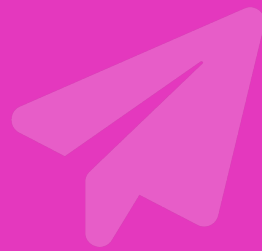
Every email conversation
is an opportunity to
bring value and sell.



“

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 12hour 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!