



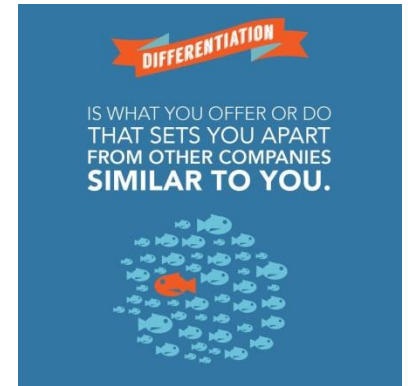
# 10-Point Internet Marketing Readiness Check-up



## The Big Picture

The Internet is changing the way we do business, and that rate of change is accelerating. But get ready because this is also a huge opportunity for you to tap into.

You see, marketing and branding is all about **differentiation**; appearing to be different from everyone else. A fantastic way to differentiate is with good marketing campaigns. This is how you take your would-be prospect from awareness to conversion to happy customer.



Automation is the way you do this while you sleep.

## Wherever You Are

Wherever you are, whether you've been working at Internet marketing for years or you're just getting started, this check-list is the perfect place for you to be right now. We'll be going through this list to talk about each item and how it might apply to you. You don't necessarily need everything on this list; just what fits your customer profile and your type of business.

The list is broken up into five main stages of your Buyer's Journey:

1. Homework: in preparation of the buyer's journey
2. Awareness: the first part of the buyer's journey
3. Conversion: the second part of the buyer's journey
4. Decision: the third part of the buyer's journey
5. Delight: the fourth part of the buyer's journey

... followed by a number of marketing strategies.

## Wherever You're Going

Where do you want to be? Where do you want to take your business by this time next year? Three years? Five years?

## HOMEWORK

### 01 - Customer Profile

Define your perfect customer profile (persona) by identifying their pain-points (or desires) and everything else. What jobs do they do? Where do they work? Where do they shop? What are their goals and challenges? How do you solve their challenges and help them achieve their goals? What common objections do they give?

### 02 - Giveaways

Develop valuable giveaways and promotions that your ideal client would actually want – based on the pain-point or desire, that you're satisfying.

## AWARENESS

### 03 – Attraction

Your prospect is experiencing a problem or an opportunity and they are looking for answers. They are doing educational research to find you.

This is where value is given and the list is built. This is the very beginning of where you are being branded as the expert in your field.

- Blogging
- Website Optimization
- Social Media

## CONVERSION

### 04 – Consideration

The ability to be discovered by your prospect and convert them into paying customers is a crucial step for businesses online. This is where the prospect has now clearly defined and given a name to their problem or opportunity. You are on their radar as a solution provider.

- Gathering contact information
  - Relevant info (name, email)
  - Tagging according to attributes

## DECISION

### 05 - Closing

Having now decided on their solution strategy, method, or approach - you have made the prospect's short list. This is where the prospect becomes your client and customer.

- Emails
- Customer Relations
- In Person one-on-one (Zoom, phone)

## DELIGHT

### 06 - Supporter

Here is where a prospect (now customer) has enjoyed a wonderful experience buying from you and is now delighted with awesome after-sales service, communications and results. The client now trusts you and reciprocates with support, recommendations and testimonials.

- Engage & Delight
- Innovation
  - Find a better way to serve people with the right products or services
- Communication
  - To be helpful and add even more value
- Education
  - To provide better understanding about the product or service

The following strategies often cover multiple stages of the Buyer's Journey listed above.

## STRATEGIES

### 07 - Website

Consider your website's design, layout, performance optimization, tools, and website features. How do you engage with your website visitors? The goal is to increase page views, time-on-site, return visits, and any other objectives that apply to your situation.

### 08 - Social

This is a must if you're looking to use social media as a significant part of their online marketing. From audience-building strategies to increased engagement. Perhaps social ad campaigns, audience targeting and viral campaigns.

### 09 - Content

Content is your ability to attract attention, engage with your audience, convert your visitors into leads, and eventually into customers. It's how you identify what needs to be produced and even how it can be produced, posted, and supported.

### **10 - Authority Site**

In order to position yourself as an authority in your industry, you will need to develop nearly every other strategy mentioned, keeping your expertise in mind.

### **11 - Mobile**

Mobile use makes up roughly half of all email and Internet user activity. All your marketing and customer-facing material must be responsive.

### **12 - Intensive Keyword**

Keywords are a critical element in search engine optimization efforts. Understanding how, where and when to use long-tail keywords (and segments) is so important to driving maximum traffic.

### **Food For Thought**

Hopefully this document doesn't scare you away. I rather hope it helps you understand the scope of what can go into on-line marketing. Of course, this is a very high-level view but it's a great place for us to start a conversation.

Knowing what is possible can also help you dream. So I ask you to think again, about where you want to be? What intentions do you have for your business? What do you really want?

I look forward to our time together.

Dave