

New customers are the people who are already like your customers who will do the things like your customers are already doing for the same reasons why they're doing. And here's the beauty of digital marketing. Digital Marketing gives us the opportunity and the tools to find those exact people

All right, for \$5 a day, you can geo fence every microbrewery within a 30 mile radius appear and only show ads to the people who are on that location. 750 bucks well spent for you.

Okay, well, we mean, if you were if you were able to show an ad to every person who was on the property of all of your competitors.

Rusty rail, you just thing list, right, right. Is that five bucks well spent for you?

I mean, the craft brewer or craft beer drinker wants other craft beers,

right? So yes, there you go. All right. That's what digital marketing allows us to do. All right. In Wendy's instance,

Android comes out with a brand new patch that to to a technology guy like me, is a pain in the rear end to know and understand, well, Wendy, within a 50 mile radius, or 20 mile radius of Williamsport can target every galaxy note nine device and existence and send them an app having trouble with your with your Android update. Let me walk you through it. So I could customer view.

okay. So what digital allows us to do is be very efficient at finding our current customer, the people, people who are like, who are already our customers. And then the only problem that we have is telling them the story

that they're going to believe

all right,

And acting for people like us to things like us. Principle number two, is this people only by stories they already believe.

Greatest example of this was in 2016 election, right? What was Hillary slogan?

There was I'm with her. And what was the What was it? What was the other one that showed up stewards?

And it was related to I'm with her?

Anybody always better together?

Okay,
what was Trump's
which story won? Make America Great,

okay, because a massive amount and this is this is just the polls playing itself out a massive amount of middle aged white guys thought America sucked and needed a hero.

And not enough people thought Hillary had the answer. And we were we were already good. All we got to do is hug arms. And and and we're going to be better because all right, the 2016 election was about story.

It wasn't necessarily about who the candidates were.

It was about the story that was being told. All right. Craft beer in Pennsylvania is a great example. The craft brewers and Pennsylvania have done an incredible job telling an incredibly good story,

right, and that to their benefit, they recognize that they are better together and not competing against one another. Right. I have a bar in Williamsport, as a client of mine who is a client of a lot of craft breweries. And so I get to see representatives of their various craft breweries all the time. And like, it's completely true, though, where each other's t shirts, like I it boggles my mind. Like I say, the rusty rail guys will have new trail shirts on Wait a second, but no, they figured out how to tell a story. And that story is, if you're a Pennsylvania resident, and you're not drinking Pennsylvania beer, you're on the outs you're not the cool kid, the cool kids are doing what we're doing. So we have to figure out how do we tell a story that resonates with the people, people who already believe that story

that becomes the hard part. Your dollar Miller book will help you with that. All right, he talks about, you know, making your customer the hero of your story. But he also talks about, you know, finding a pain point providing a solution, right? And then telling people, you know, what are you going to lose if you don't, if you don't use me? All right, all really good stuff. But the bottom line becomes what storytelling so so your worksheet talks about? What what what story are people telling you about your business? What story is your competitor telling? All right? What story should you be telling all things that you really need to think about? And all are built

around an idea of, do you really know who your customer is?

Can you draw out an avatar of who that customer is? Is it a middle aged mom? All right, who's who's got junior high kids and is driving a minivan. Okay, it has a part time job, whose husband is the breadwinner? Is that is that your? Is that your clientele? Who is it because what digital gives us the opportunity to do is to go find all of those people,

right? Because we have tools and resources that allow us to specifically know each and every individual in the digital world, right? If you have one of these in your pocket. It is the largest single most data collection device on you in existence. I used to be a preacher I used to tell my congregation if you want me to know who you are. It's really easy. Show me your day planner and your checkbook. And I'll know who you are. Because you didn't tell me who you are all you want. But your day planner and your checkbook. Tell me the truth, right? This device tells the truth

and this device know more about you than anything else. Oh, by the way, you cannot turn your location off on your device.

It's impossible.

Anybody know why it's impossible.

Because of the 911, right? The location of his vice is always know,

Which means the three towers that I'm hooked up to know exactly where this devices

as a matter of fact, this device is so accurate, that if you're driving down the highway, and the speed changes, the speed limit changes, all right, on ways it will change. The exact moment you're going by this is this is not 12 feet accurate, or 40 feet accurate. This is this is very, very, very precise. Okay.

And what makes this device more powerful than anything else is this device knows exactly where it is and how long it's been there and whether or not it's moving and in what direction that it's moving.

Right.

So without knowing any app on my phone. If I just took my location history, it would be very easy for somebody to find out what banka banka

where I do the majority of my grocery shopping what my drug store is, right? Where I buy my clothes. Well, my favorite restaurants are

all right.

This device knows all that stuff. And I hadn't told it anything except for the fact that I have it in my pocket

Android when you fire up Google Maps. If you've never been in Google Maps before, and you've carried your phone around in your pocket for a few days, it will suggest where your home is. And it will suggest where you work. Well. How does it know that because it knows that this phone spent the hours of 10pm to 7am at a specific address for three straight days, I'm going to assume that that your dress

and because it spent eight hours from nine to five. And another address I'm going to I'm going to make the assumption that that you're just for the longest time I thought was Convention Center.

Oh, my phone next Convention Center is my home address really kind of disturbed.

But that's the way that's the way technology is. And so what what I try to emphasize to people is this because this data is being collected. And because it is available, it is the single most valuable tool that exists today help you market your business,

right. And the the businesses that are succeeding and will continue to succeed in the future are the businesses that are going to figure out how to use that data to the best of their ability to maintain and grow their business.

So one of the things that I think feels really important is that every business knows and understands how important data is and what you can do with that data. All right,

first of all, if you are not keeping detailed customer information about the individual you need, right, and you need to collect whatever information a person who's willing to give you all right. Specifically name, address, city, state, zip, email address, and cell phone number.

All right. If you get five out of seven of those pieces of information, you've got exactly what you need to be a good digital marketer. Right? Whether or not you're using email, right.

The second thing is you need to use your digital assets that you have to the best of your ability. And one of those assets that you have is your website traffic.

People are coming to your website they're visiting there, they're clicking on links, and they're doing things you need to use a piece of technology that big major brands use that you have access to, called retargeting, and what retargeting is we've all experienced it. And here's the scenario. You've got Amazon, you've looked at a product on Amazon, you've not bought products and products on Amazon. You got a telephone call or the the dinner started to burn and you left and then you came back and you forgot your on Amazon. And you went to Facebook. And the very first Facebook ad that you see is for that product you were just looking at on Amazon, right, and you go How did Jeff Bezos know to find me on Facebook and show me that product let's go piece of technology called retargeting. And what retargeting is simply you put a piece of code on your website that allows that gets downloaded by every visitor on to their browser and then tells various properties it tells Facebook Hey, this particular Facebook account owner visited by website or tells Google Display Network a goal or display network this particular person business into my website or Pinterest or LinkedIn or Twitter okay so that when the person who's come to your website goes back to any one of those properties the next add that they see is an ad for your brand that pixel data that traffic data is data that you own it yours and you should be using it because to get somebody to come to your site a second time is far cheaper than getting them to come the first time it's also far more effective okay and they provide you the opportunity to stay in front of those people.

27% of the time that retargeting Amazon product gets purchased.

And because of that Jeff Bezos gets to play with rockets on weekends,

because it's very successful at selling more product.

So it's important that you you use that those tools that are available to you in order to effectively market your business. Okay, people are going online.

Another thing that I let people know is this,

we look at this device and we hear statistics or first some statistics actually. All right, ready at one now percent of all internet traffic that travels over this device travels through one internet company, internet property,

you know, property that is

Facebook,

okay, now, that's not saying in five years that has been changed. But right now 81% of all traffic on this device, passing through Facebook here, stat like that. And then the your immediate thought is, well, I'm not on my phone that life. Matter of fact, I'm not on Facebook that much. Okay, what a reality check. We lie about our usage of this device to ourselves,

my wife and I instant message each other on the couch.

And we got a pretty good relationship. We're going to be married 30 years. We will we like each other, but we instant message each other on the couch. All right. That's what happens.

Don't judge how other people are using their electronic devices or the internet by the way, you believe you're using it.

Alright, if you have an iPhone and iPhone will tell you now how much screen time you've had. I made my students do this. All right. And they about freaked out. I'm like, Okay,

let's guess I've college dude. Okay,

we're talking. We're talking to third year college students. I said, I want you to pull up your 30 day average. I don't want you to look at it. All right. And I had six students out of 13 that had iPhones and I said I want you to guess how long in the last 30 days you've spent on your phone

right

couple kids in the in the hundred dollar range score days. And I had a couple key I had one girl who said I can't be any more than 50 hours. And then I had another one that said 125,

the lowest one

was eight days, 21 hours in three minutes. That was was one

the highest one was 12 days and three hours now when you when you think about that now mind you, I do have students in my class who spend the entire 90 minutes in my class like this. So it doesn't surprise me do much

but it's a lot of screen time. Right? So people are looking for your business they're looking you up there trying to find out information about you You need to be where they're looking so I will give you the first digital marketing basic foundational thing that that every business needs to know about an act and that is the most important internet listing and existence is your Google My Business listing,

right. Alright,

your Google by this is listening needs to be claimed,

you need to post your weekly post that Google allows you to post it needs to be completely accurate,

you should probably turn on the messaging feature inside Google My Business that Google allows people to directly send you click a message button and directly send you messages.

And if your Google My Business listing is done correctly, you should never have to use paper quick money Google AdWords to buy your business name. So your business shows up. Whenever somebody Google's your business. The first thing that should show up is the Google My Business listing and the knowledge panel that's not showing up. You need to fix it. So it does,

right.

never pay anybody money

to say

what he's saying is

I used to have to pay for my name all sports America to show up first,

is that the name for that? Yeah, I had to pay for that. And I was gonna I was in a battle with my competitor because he was buying my name. And it was a big battle. I had it with Google. And all of those people back then, in the beginning of this whole thing was like, so frustrated. And I think I spent like \$75,000 just to pay to have my name show up on the top of that list. It was so frustrating. And very,

like, that's my name. I own it.

And I said he shouldn't even be able to pay for that.

But he was and they said it was okay. And I think they've mentioned law. Yes,

yeah. And you say this. And finally, if you post every single day that you stay at the top all the time.

Yeah, and you can correct your street address on there

just

to drive them down that road or an hour,

a GPS thing. It's not right.

I pulled it from the director on Google, I googled your business name and took me to a movie theater,

the dots on the right, yeah,

you can move it. Now you can, you can say, That's not where we are on Google Maps,

and leave it on

that,

as wonderful as the driving is.

The other thing

about that listing is Google compares every other business citation that that exists on the internet about you to the information there. So think of it like a

the primary card in a card catalog, Google goes goes out to Yelp and looks at your Yelp address, your name, address, and phone number on Yelp. And it says, I wonder if that's right. And it can comes back and it compares it to what's in its database, what's in your Google My Business listing? And if those two things batch and and and the yellow information is a better answer to the question somebody has typed in to Google, they'll show your Yelp information. But the only reason why they will is because Google has a high rate of confidence that that information is correct. And Google essentially says this, if a business's information that they give us is incorrect All right, then they must not care about their business they must not check up on this stuff. And so we don't have a high degree of confidence using your business

as a search result

so it becomes very important that your your Google My Business listing the be very good,

it's the radiator

super creepy.

Yeah, it's a lie. It's boiling. That's normal. Steve. Yeah,

so your Google My Business listing, that the number one foundational thing that you need to worry about

Number Number two is, is Sir, what we talked about a little bit previously is your pixels from your social media channels and advertising channels that that should be on your that should be on your website as well. And then the third thing that I want to mention is analytics.

You need to have good analytics on who's coming to your website, so that you can properly understand who your customer is, especially the ones that are interacting with your brand online, Google, my business has some great insight and demographic information that they're willing to share with you. But that place to get it for your for your website, in tracking who your website visitors are, where they're coming from, and what their demographics are is Google Analytics. So you want to make sure that your, your website, it's got Google Analytics on it, the other Google tool that you want to use as Google Search Console. And Google Search Console will give you all of the pertinent data about how your website is showing up in search.

So if your digital strategy is based on people finding you and entering specific keywords into a search engine and showing up at your site, but thing the, the tool that you use to track that and be able to understand how Google is interacting with your site is Google Search Console. And so you want to have that installed. And you want to be able to have a basic knowledge in what the data is going to be telling you. But they're, they're not the same. There are two separate things. Although you can, you can pull some of your search console data into analytics. And you can hook your analytics up the same way, you can hook up Google AdWords or Google ads, which is the pay per click stuff by keyword for \$3 kind of advertising, you can pull that data into Google Analytics, too. But you need to have a good handle on who's coming to your site who's searching for your site, and how they're finding it. And that's a great way to do it. Once you take care of those three things.

The fourth area to consider is what are you doing with that data? And how are you keeping that data, then how are you using that data to effectively

market your company. And this is where tools like a CRM or customer relations management program and marketing automation come into play. And what marketing automation is a simply automated email system that

sends out emails a specific rate or in what we call nurtures or drips to specific people in communication buckets.

So you have an event that's going on every year, all right. And, and you you build a list of people who are interested in the five k run that you sponsor so that you have, then you have a bucket of communication, and you communicate to those people, you know, you can send one email, 11 weeks out another email, eight weeks out, and another four, and then another two, and then another five days before three days before two days before one after. But it's all automated, it's all hands off. You just set it up one time. And it goes to everybody on those those lists, you can set automation up so that if if somebody who's in your system and know who they are, and they've identified themselves by filling out a form or by giving you their their information, visit your website and lands on this specific page and spend 10 minutes on that page, looking at stuff that they automatically get an email, a lot of the big retailers and brands are doing this. Now you go in Amazon isn't a great example. But a shopping experience like Amazon, but a product in your cart and then abandon and 10 minutes later, you get an email that says come back and we'll give you 35% off. Well, that's marketing automation. I had students tell me I i three students specifically told me this year, that's how they shop for everything, they put it in their cart, and then they leave and then they wait to see what email offer, they're going to get to see how much money they're going to save on the product that they had just put in their cart that they have every intention of buying but but they're going to buy it on the retargeting when they get when they get their

discount. Okay,

that's a form of marketing automation. So you have to have a central data place where you're collecting all those this comes customer information and then a way of

engaging with that information. And using that information

as as a tool to to increase your sales marketing has changed. It used to be marketing was all about buying as many eyeballs as you possibly can.

Now Marketing is all about buying the specific eyeballs who are interested in what you have at the moment they're interested in, I call it the six hours of digital marketing. It's the right message

at the right time

at the right

audience

in the right way

on the right channel.

And in the right location.

When our communication with people follows the six ours, we increase sales and we increase conversion scheme is all about conversion. I asked every business owner what they want to accomplish with digital marketing. And they also make more money. And I say, Okay, I certainly hope that's why your business? All right, great answer, except for thought a good answer.

The more specific answer is I want to sell nine more tractors this year. All right. Well, how do we make that happen?

For the majority of businesses, the conversion, the sale in which money transfers from the customers hand to yours is the last part of that transaction. There's a whole series of things that happen before that transaction occurred. This is where we we begin to talk about that the sales funnel, what does what does a sales funnel

and understanding what your sales funnel is? Like?

Is that concepts hard to wrap around, stick with this way? What are the steps somebody has to go through before they click the buy button for your product, what what's what's that mental journey look like for them to make that decision, okay,

if you know that, then it becomes much easier to deliver the right message at the right time. One of the other things about digital marketing and you have to remember is you can only speak to somebody a single individual, one message at any one level. So somebody first showing interest in your product and all they're showing his interest in your product, you're not going to

sell them

in that moment. So you can't send them an offer to buy your product. If they're just showing interest, most likely, they want more. So the next step in that process is you you you want them to have the questions that they have answered, you want them to discover how your product or service meets the pain that they're going through and push them deeper down the funnel. Once they once they will, you've established that now maybe you can start talking about the benefits and the value of buying your service. And once you establish that and then maybe you can throw by button there for them. They have this process this journey that they go through

and we have to remember that when we're when we're effectively talking

so instead of talking to as many people as we possibly can Our goal is to talk to those people who are most likely to convert and you say wow I want to expand my business and I want to I want to go to new markets and I want to do this and I okay great. All right but that's the 20% Let's grab the 80% first if you got enough energy after you grab your 80% to go do that other stuff all right then let's go do that other stuff because the truth of the matter is the majority of your competitors are not doing the things to capitalize on their 80%

if you do your foundational things Google My Business listing have your analytics setup have all your pixels on your site do some retargeting You are already are doing 90% more than your competitors are doing because your competitors and put up a website and your competitors have a social media page that they post on Facebook once a week and they think that's good they think that's digital marketing and it's not digital marketing is about effectively finding the people who are who are your customers and putting your message in front of them at the opportune time when they are more likely to be engaged with your

brain

okay

so that's my introduction and at this point what I typically do is I will open it up for discussion because your questions will tip because typically lead us to two other things that I like to cover in this particular session yet we didn't talk about the power of persuasion because one of the things that I think I heard tonight in the earlier discussion is

the the

a need to talk more

marketing strategy as opposed to I have a message that I'm giving How do I make my message more effective and the persuasion principles make your message more effective and I'm not sure that a majority of us are in that particular

fair assessment

okay

let's questions see how the

song was perfect

Is there a specific customer database you would recommend like not just like something like an Excel spreadsheet right something that would work with them are autumn automated

yeah okay so so your cheapest form of automation and CRM is going to be a product like MailChimp

and and my recommendation is if you don't have an email newsletter and you don't have a lot of customer information to start with MailChimp

a

male chimps basic packages are all free so it gets you in the in the gates now starting to do some automation starting to do some some collecting of names and and address information and those kinds of things and MailChimp is getting more and more robust they've recently added the ability to do print postcards to your to your mailing list

and exporting digital audiences to Facebook and those kinds of things so MailChimp is pretty robust for the average small business to just start with and so that's where I would start there there are lots of other paid options and if you're bigger and I'm kind of outgrow MailChimp can do that there's there's other options to look at

Square

Square sorta square sort of has a CRM but they don't have a real robust automation side to them

if you

export

yeah all that information gravity every time yes as long as I'm killing it yeah and then see I would export that into MailChimp

okay can you again repeat what

CRM stands for customer relations management

stigmatism

Rolodex of your

information I hate access sorry for those of you that do I just I'm not talking it usable for

Richard feels personally attacked over there

I'm sorry

I'm sorry I know you like Excel I just I am not custom using it to begin with but I mean the entry is fine I can end the sorting I know how to do that but like I just don't see how it translated into like contacting you know how it will help contact people if I need you know like a mass email so that was thinking a little differently

the customer list with you know when you were saying five of the seven options one thing we have a nice customer we don't have like email addresses so how can you get email addresses so then address or phone number

okay well I wouldn't worry about email addresses because what you have is and even digital is as valuable as

as anything else

Facebook Google LinkedIn all have an option for you to take your current customer list and upload it directly into Facebook and Facebook will go out and find those people off of that list put them into a what they call a custom audience and you'll be able to show Facebook ads to those people and you can do with a small and Max list is 20 people I just ran

know if you follow the the whole Tom Marino

resignation and and the selection process by which they selected who the republican k was going to be writing while I worked for one of the

the

candidates who was running we targeted the 201 people who were going to meet at the conference meeting in order to convert that's the only people that saw is that

okay we just took that card for realist uploaded come for realist and the conference were the only ones

but that's all those ads

and it's just amazing. How does it do that will it will go by by first name, last name. But we're new into Facebook. You'll you'll be putting in your cell phone number nine times out of 10. Right? Yeah. So that those those will map just to

me. So those two pieces or or your city state zip. So so if you're in Europe, you're uploading you're uploading debate Facebook doesn't care about your street address, right? Facebook doesn't have it so its first name, last name, city state zip phone number and email address. So you put your cell phone number in go back to your cell phone number without indicated Have you just have Alyssa cell phone numbers don't match the cell phone numbers. That's your customers.

So what you're saying that Facebook, LinkedIn and what was the third one

Google Google Display Network. So you

can just

upload your private customer list and then you can create a custom audience that will show you your ads just to your list. And can you tell if how many of those 201 actually saw Okay, well, this is several years ago, the you can't anymore,

they're up until about four months ago, there was a workaround to this and they finally they finally took care of it. Facebook will use to tell you exactly how many people you matched on any list that you uploaded.

And typically speaking, your match rate is is typically someplace between 60 and 65% I had a match rate on most of the stuff from voter services, I get a match rate of about 80 to 84%

but they don't they don't tell you that anymore. And the reason why they don't tell you is because some very slick data scientists figured out that they could figure out individual

demographic pieces of information about Stephanie by uploading a list of 10 dummy accounts that we're on and her account and then beating the

qualifications the qualifying data such as sex age, motherhood, you know geographical location so they upload 11 all right and then they choose all that information and then they'd see and then change one thing and they wrote a program to do this over and over and over again and they'd see if she showed up to the audience and then they start building this other profile based upon what Facebook do about her

and so Facebook said okay we're not going to show you match rates anymore so I'm data scientists cannot cannot do that that's interesting and that that's why they shut it down like

clothing

No, no actually

it's

it's it was more about building super specific demographic profiles of a single individual instead of a group of individuals So Facebook has another thing I so I started out with people like us do things like us and so you want to find more people like your customers Facebook has a targeting option where you take your list you upload your list and then you say to Facebook I want to create a welcome like audience I want you to take my customer base create the perfect avatar my customer base and then I want you to go out into the rest of the Facebook universe and find many people who are similar to that perfect avatar that you created and then I and then I only want to show my ads to those people see know

how can

they be because you're going to buy you're going to buy better targeted ads that are going to convert better which means you're going to spend more money on on there interesting article from from avocados, the you know the national avocado

advertising board they say that Facebook's demographic targeting is accurate for them for their demographic 96% of the time they say every other display advertising medium so display African sizing is is when the local radio station comes knocking and say we can do a programmatic by for you for banner ads across XYZ network or a target these people that's accurate to that target that they're telling you that they can target and 5% of the time so the director of avocados for America says I'm not buying a more programmatic advertising I'm going to go where I know I get 96% match rate that places Facebook

so

I learned from him

so yours is a little bit Facebook makes it really easy for you to advertise

if you

have an advertising account they stick this boost button on every single one of your of your posts and say you want to do this this post sale person this point

the boost button will cost you three to five times more than running a regular ad for that exact same post if you go up to advertisers and you click down to average eyes and click on that and go into the actual observation you can run the exact same ad and you will reach three to five times more people by running that app then you will if you press the boost

it took you 15 minutes to get to that

was my that's my

that's why that's what flows there

I thought that was like your big startle opener shifted it or not anymore yeah

so how do you upload our customer looks like for

her and I did that mean like typing them all in or

spreadsheet which is why you should have a database of your customers to be hit

not not MailChimp like I can

yeah you can use MailChimp and you can export that list out to MailChimp

and then upload it to

Facebook you upload it to Facebook to have to re type everything up oh no no so you can export out of Excel into MailChimp

it's called a CSV file

I know

so you can upload upload a CSV to Facebook and takes five minutes

to do the scripting design

yeah yeah cool so lovely

and all of this stuff that we're talking about on Facebook works on on LinkedIn as well so for you guys five years ago to to get to somebody in their personal life

to get to a decision maker in their personal life was super difficult so difficult

because of the landing page that you want to drive a quiet from from LinkedIn so you get you get a contact and LinkedIn or potential contact for what you do send them an email they open up the email they go to your landing page they click on your landing page or your landing page not only has your LinkedIn pixel on it but it also as your facebook pixel on Azure Google Display Network so are you

have your Pinterest excellent well done phone don't care whether or not it's a business account that open the email or LinkedIn account that open the email don't give a crap but it knows it's there so when Jerry goes to his Pinterest page he's gonna see here

Jerry goes to a Facebook page that's assuming that I'm paying for my ads on those places yeah

but you don't know much retargeting ad costs on on Facebook what the minimum spend is

your first

day

Chevy so generous cost you 30 bucks a month

say they would Google Display Network say they would Pinterest

I mean I know you're following people around

Thursday I take my database

pretty much my customer yeah whether old or even the old ones the old ones because they used to be my customers may have the profile yep and upload them to those three places

and they end and within the case of Facebook big concert senior ads

right so I had to create the ads Marie I know I'll take which is what we're relying on somebody else I can make in terms of who what why up kind of like a like that story as to why they would want to buy because there's lots of different products and lots of stories for them

so that we can start it but here's the beauty about didn't here's the beauty about digital you don't call it story or whenever

you tell that story over the course of seven 910. Here's the beauty of Facebook retargeting once they land on the first one, they don't see the first one anymore they see the next add in the series, right and they click on that one and they go to that landing page and they see that story and they get dumped into a new bucket and then owners do that one anymore. Now they

see the third one

and now you're you're leading them down that sales funnel in order to get them to make a decision.

So who's taking the progression of ads? Will you go get your yep

yep.

So how do I know what progression events to make someone's buying a specific product

well offer many well it's going to depend on on your clientele and why your clientele is buying and how often they they buy you have to you have to do some of your own sort of logical thinking through you know who's my customer and what are they What are they looking for what are they want it and then and then go from there so maybe in the furniture thing is maybe you only have maybe only have three steps in your story

you know

you're talking you're talking about the top three things so top three reasons why somebody would win business with you and maybe that's all you have.

You know

somebody might have a much more complex story that they've got

nine landing pages for. I worked with the national company of Fortune 100 company right now and our retargeting campaign goes seven levels deep we have seven different buckets to lead somebody through

about the fourth

bucket in we start to have really hard and conversions they get an opportunity to schedule a consultation

and then the last three all have that

as well but we take them four levels deep before we we get to that mean that means called action so you got to kind of know know your customer know why they're there know what a good call to action is for them and then create your stuff around but start simple start with one server one retargeting and work from there you'll be you'll you'll you will be surprised retargeting click through rates

across by clients

are

eight to 12 times the original click through rate. So if you're getting a 1% click through rate on your ads, you'll get an eight to 12% click through rate on your retargeting ads to start there start with one

the importance of scheduling oh okay so let's start let's talk social media for for real quick

point number one about social media. You can't create too much content you can't post too much

I think one of our

biggest successes like people tell us this is what this

is. Do it myself

every day I'd be doing post usually from the bathroom. Most you do it. Yeah. But every morning I'd wake up

post either like Mondays bill, hey, this is going on this week. Tuesday be something else. Now we have a guy who does it for us.

Yeah,

oh, we saw your

Facebook video.

Like the zooming in on like,

those things are called

sorry,

you can't you can't post to which content

All right,

your your average Facebook post is only going to reach 20 to 30% of your audience and then be given post. That's the that's the restricted reach, don't worry about it. A it's free

be you do it as often as you want number to learn to use scheduling. So schedule your posts, don't do them all individually

take half hour and schedule a day, or two or three days post

on the East Coast of the United States. There are certain times when you should be posting

right.

Those times are 740-511-4054 45.

And between 745 and 845. And evening

morning to Yep, 745 in the morning. drivetime.

Every business. If you go to Facebook, and you go to your insights tab on your business page, and you go to your your posts tab, you will see what I call the engagement whale. And it's this chart that looks like a well,

okay. And that

that whale tells you when the bulk of your Facebook followers are on Facebook. And here on the east coast. Those peaks are 8am new 5pm and eight to about 915 in the evening. And the number one time slot

of all

those time slots is the

most businesses will have the most people online checking Facebook. And

after we got our kids to bed,

unless you live in my house, which case you're halfway through the evening struggling.

So create content you could ever create too much again, no such thing as posting too much by restaurant client and Williams, where we've been working together now for

just shy of 25

ish months. And we've grown their Facebook page from 20, 154 to 60, 140

in just over two years. And the only advertise the only advertising

period.

Now when you schedule

post, this has been a new post or can you competing,

okay? All right. So you can use repeated content, we like to call repeated content, evergreen content, all right. But you don't want to use evergreen, you don't want to reuse a piece of

content in the same 90 day window.

So you're so essentially you can repeat the same post four times a year

now say to me, but Jerry, I'm going to take your advice. And I have a halfway decent Facebook audience. And I'm going to post five times a day. And by done size 25,

that's 100 posts a month. And

you're telling me I can only repeat a post four times a year. Well, now you are special.

You can probably repeat that post once an evergreen post once a month and get away with it. If you're posting on your posts. And

most of us

moral human beings will struggle with a post today, two posts a day. And if we really if we're really ambitious, will post three a day. Okay,

we won't ever get to that five level and be able to repeat our evergreen content like that.

I have a retail store in Williamsport

that's got

about 2100 followers.

They post three times a day consistently.

I have a

photographer who's a client

about 600 followers.

He post twice a day because post once in the morning and one soul at eight 55 every night.

And he has he has real engagement.

Social media posting is not about perfection.

We're always people posting I don't post all kinds of stuff.

So let's move on

to different uniform every day.

It could be

something special.

You have so many items

gun reposting

product catalog

i mean

do you want stories without or you just want

I want you to mix it up yeah I want you to mix it up Facebook cares Facebook doesn't want every post to be exactly the same in the exactly exact same format so

as an example they don't want to picture and three lines of text for every single one of

your posts

that's one thing I struggled with a lot when I was little my posts was the text and picture or yo
your the text that you use

a picture like Facebook will allow a certain percentage

for paid

regular post you can do whatever you want in your picture

so if you're if you're boosting your boosting the post or writing it as a great app on your page
right

yeah

it's 20 minutes 20% and they have a text tool now grace and you and you run it through the text
tool

and make sure you're okay numbers yeah

but yeah Facebook ones different kinds of posts so sometimes post a video sometimes share a
story from somebody else sometimes just write text and no no pictures sometimes just a picture
no to x mix it up

the other thing is it doesn't always have to be original content so like you guys could share you
know news about what's going on in the latest peewee leaks or you know changes that are
coming with local regulations yeah you know share what's going on I mean

we've had we were paying you know someone to do that for us last year and they would he started he was farming it out to somebody in another country was posting some crazy stuff like like are you know as a football and reposting concussions and white foot why you shouldn't have your kids be playing football we were a little breaking out serious

yeah so instead you you know you want to share things about like how they increase safety of current helmets or something like that but news stories that kind of speak to what you're trying to do you know

in your you have you there there are stories happening

in the community in the communities of your clients

you should have I think on your website for them to submit right you know

you know whether it's the story about you know how they won the state championship or the kid with cerebral palsy is the

team mascot

every game you will you want people

giving you that

content and people are going to be more relatable to you when you when you start broadcasting say

I don't know Summerlin Christian school right. You know team something they're like oh wow. Well as a really cares about our school. They care about what's happening in our

sport.

So that's really gonna maybe craft

absolutely there. There's in your posting,

social media marketers talk about eating,

right. And then the three things in eating is

excellence,

authority and trust,

right? And

I change excellence to this. I changed excellence to being the expert. And then here and here's the greatest example when it comes to marketing my business, right? I drink my own Kool Aid. Because this right here is my number one business driver. Because here's how this happens. Right? You listen to me for 90 minutes, you go, Oh, my God, God knows what he's talking about.

And I give you a card.

So what typically happens is the next time you have a question

big, small, whatever, you send me an email

and say, Hey, I just read the avocado article on marketing land, what do you think? And I say, I think it was a great article. And I think you guys are, you should be spending 95% of your digital marketing money on Facebook, because that's where the library

Alright, cool. Naturally, when you need something you're gonna call

I haven't added to any marketing years. And by just wondering, because I know for a fact, because I looked at it to see the text was from I have a text have a referral on my phone right now that I got was

okay. So if you're somebody expert,

if you're the source of that information,

then they're going to come to you. All right,

I love the idea that you guys as content can be all about everything about the sport that you're involved in, and have nothing to do with product supply

for people know, they can go to the as a site and they can find out specifically about this, this, this and this is the information

and they provided for me, and we get a newsletter every week that talks about what's going on in the in the particular organization,

right?

That what that leads to is a sense of that loyalty that they come to you when they actually need something

and now they're not so worried about price

if you're in a business that price is your only differentiator you're in a losing business

already talked about

prices being

we haven't really talked about pricing yet. That's chapter five.

But that's what we feel our issue is and

but it's like one of the things that we change in our marketing, they all want to be the price is the biggest thing. Here's

the thing though, you can't compete with dress

late,

it's impossible. And here and here's the thing who's dressed properly or dress early? Or if you if you're not if you Your wife is not trying to buy a dress online? Oh, he was

totally different

way because they because they don't want no no, we because they don't look like a Chinese company websites. They look like mail order websites of all we got 9000 different dresses, right? And oh, by the way, this one's on sale for \$34. Well that's a great price. And then you find out what's going to take 20 days all day every single

one of the site say it's 21 days but guess what,

when the moment you ordered that it says four to five days to process your order that is a single order it's going to a Chinese factory and they're making that single dress and they're putting it in an envelope and they're shipping it for 34 bucks when it would cost you to go down to find design it will cost you to 79 off the rack

you can't compete against

the snow way and if they're doing it in the dress industry your industry's not far behind

it that

so

what you have to do is you have to find another way

to compete that isn't about for us

that's that's

going to be the trip how do you how do you go that book is it about being made in America and made in Pennsylvania and those labels being the speaking your clothes so everybody knows that's exactly

what you're doing

and maybe your primary client is a Youth League in Oklahoma that's very red and not blue and that's where you kind of spread your your marketing

you know

i don't know but you got to find that because if you try to compete on that level that race is a race to the bottom and

there's no there's no sustainable there's no sustainable way

so it becomes this better okay how can I provide value that people will continue to pay for and not worry about that particular that particular aspect

and that's that's the challenge

seems like that was just such a downer and

that wasn't

Stephanie's I can show you sharp seven minutes ago that would have been a good idea

I'm trying to figure out how to like quickly pick it up before nine o'clock

i'm not i'm not invited tomorrow down

yeah yeah my poor Tuesday night sorry kids subject you to Jerry's debbie downer.

I got myself an invite.

Any other questions?

Yeah.

So if you have questions, feel free to email me. I'm always I'm happy to do that. I'm not

you know, this isn't this isn't about getting new clients. For me. This is about helping you along and answer your questions. Feel free to do that. And anything else that I can do i'm i'm happy to.

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