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Domination Marketing

Using The Internet To Gain A Maximum Competitive Edge

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Advertising and Demographic Paradigm Shift

According to Nielsen 81% of all consumers are looking online first for the goods and services they need.

What is the Internet?

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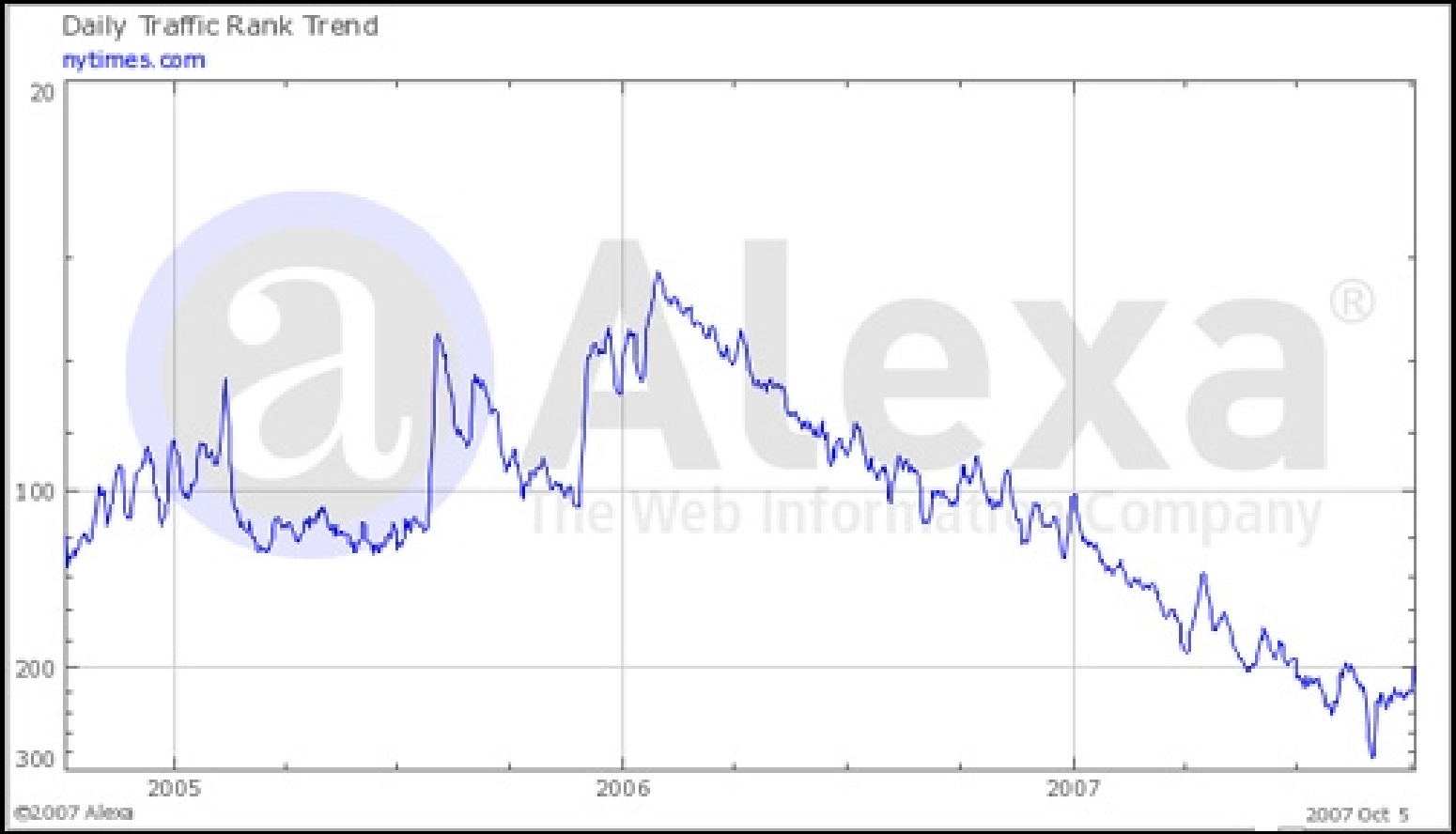
Traffic Trends – New York Times



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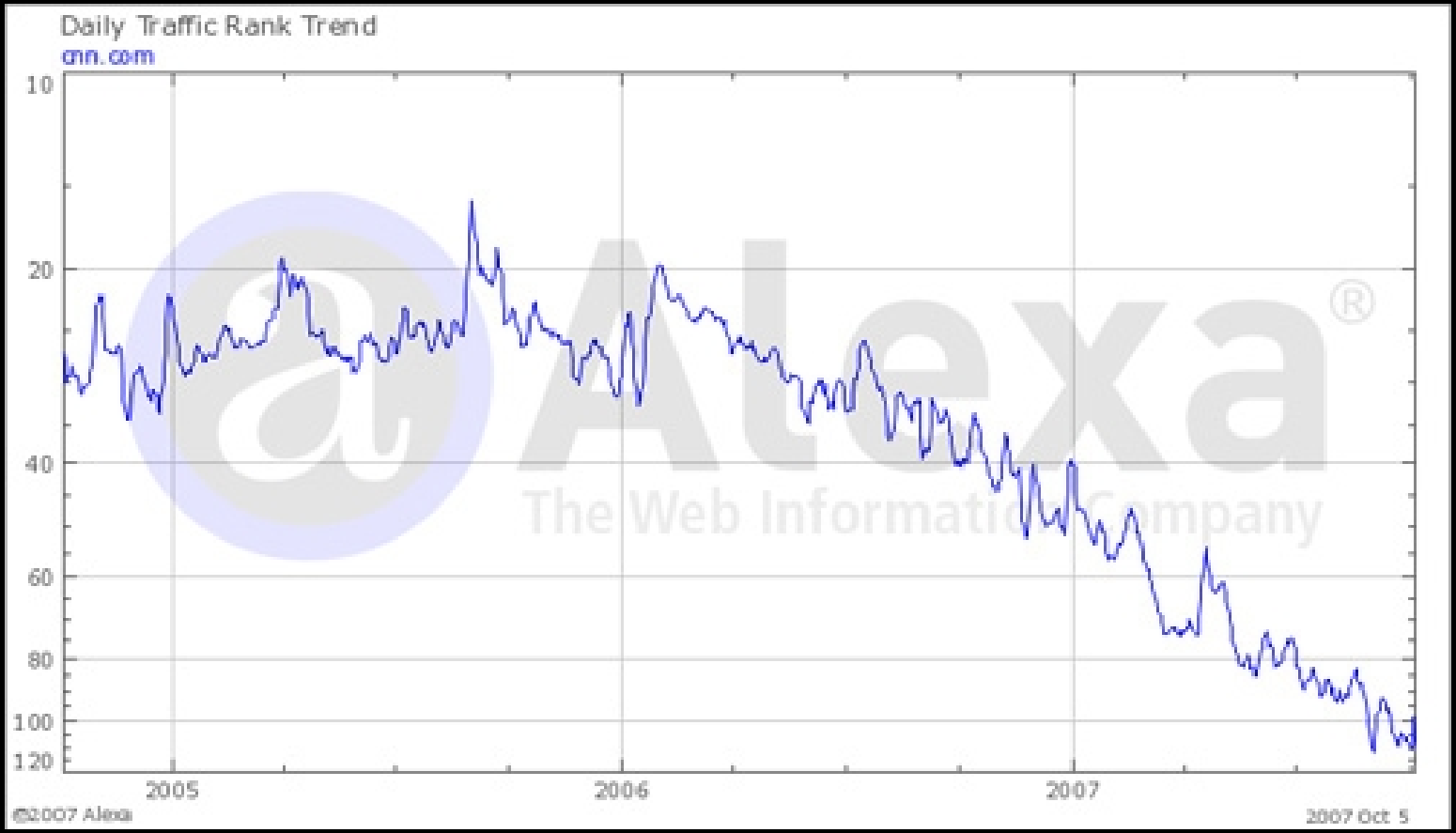
Traffic Trends - CNN



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Traffic Trends – LA Times

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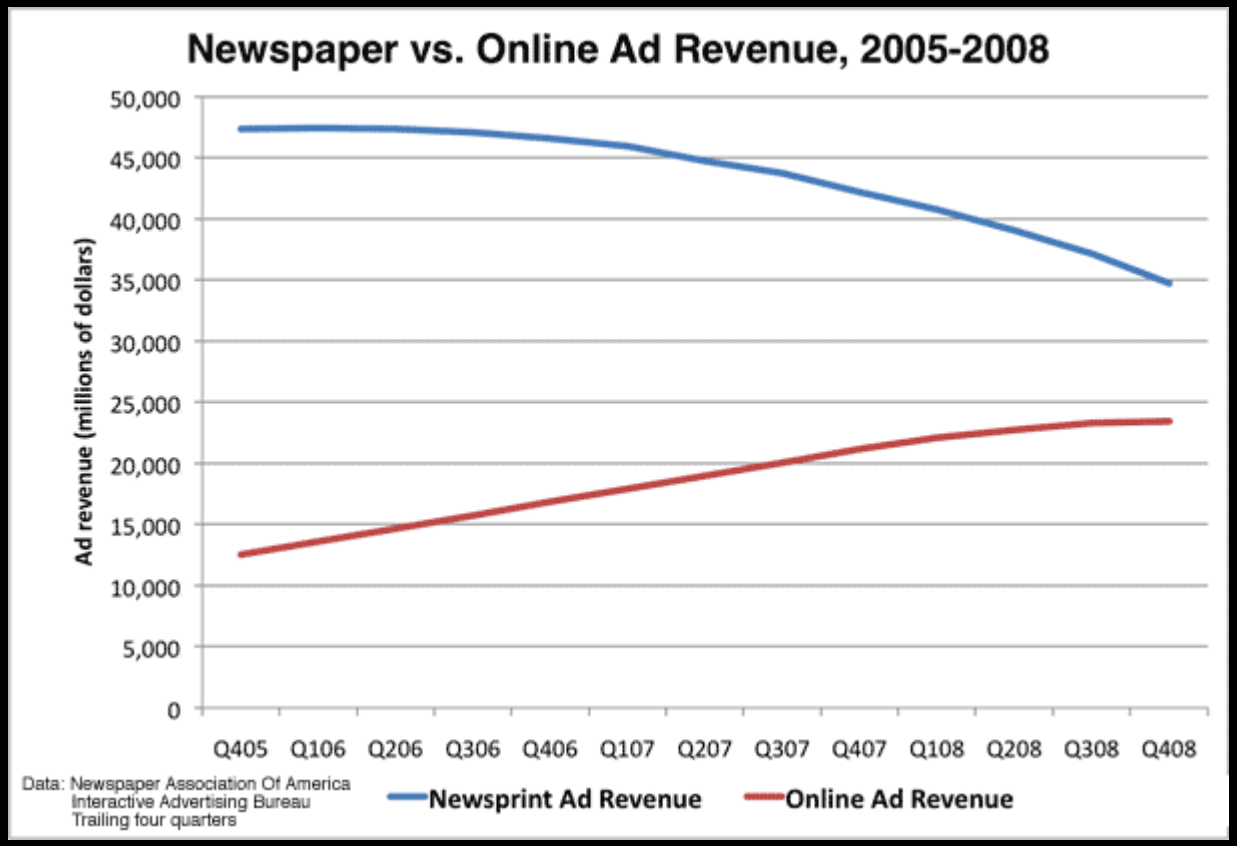
Shifts In Marketing Media

There is a demographic shift from traditional media to online!



80% now look online first for solutions to their problems.

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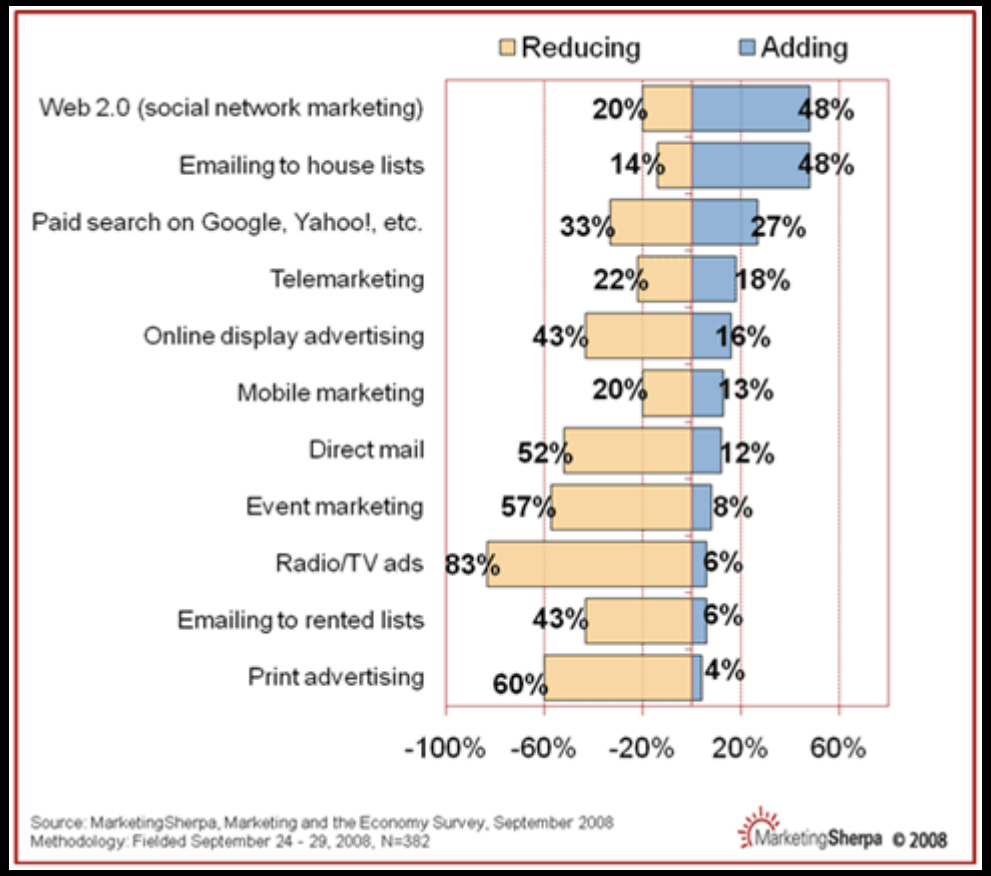
Billboard on a Highway to Nowhere

On line “Billboard” Ads Are Dead



Active Content Marketing / Relationship Building

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Traffic Trends – Face Book

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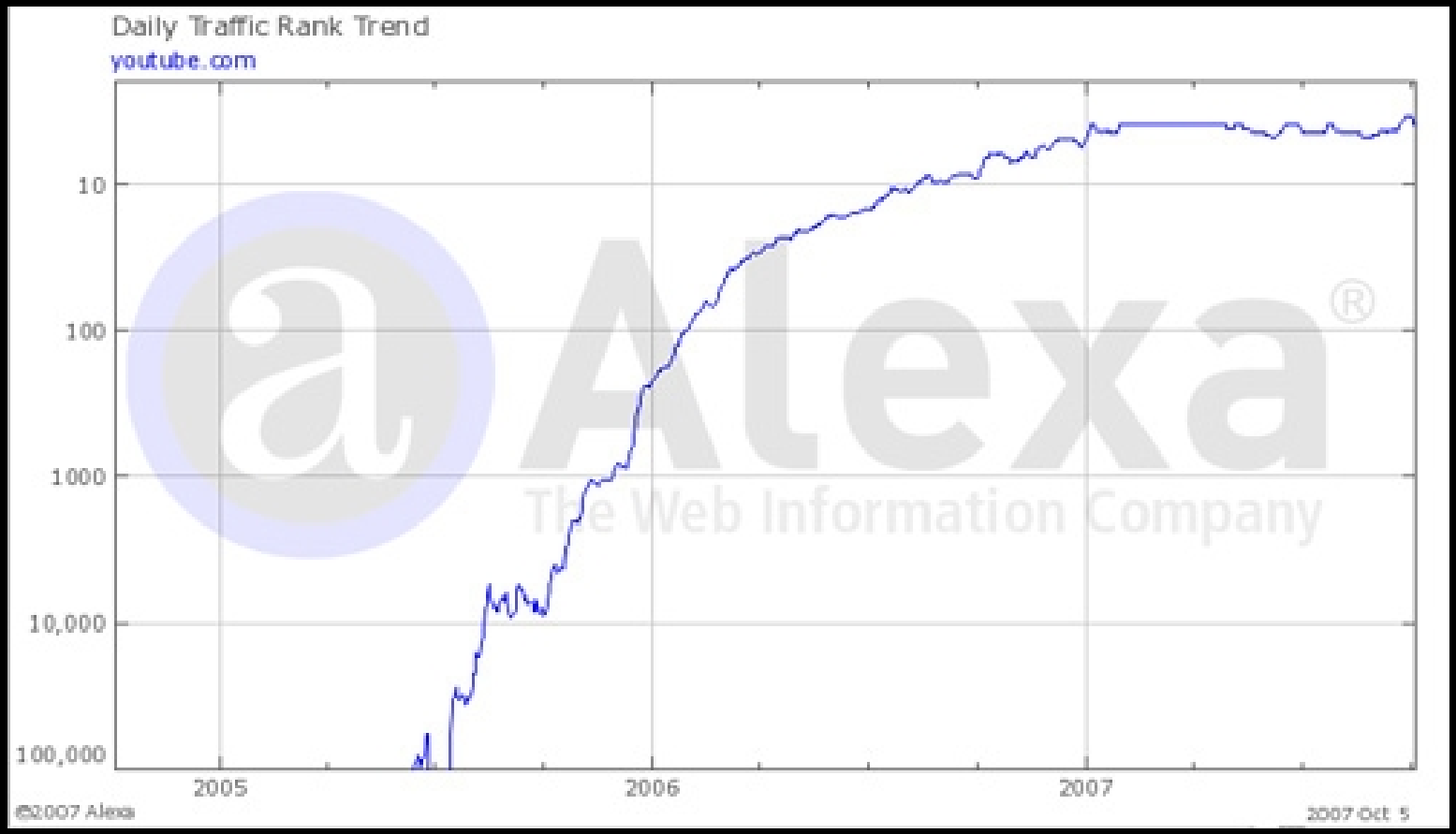
Traffic Trends – You Tube



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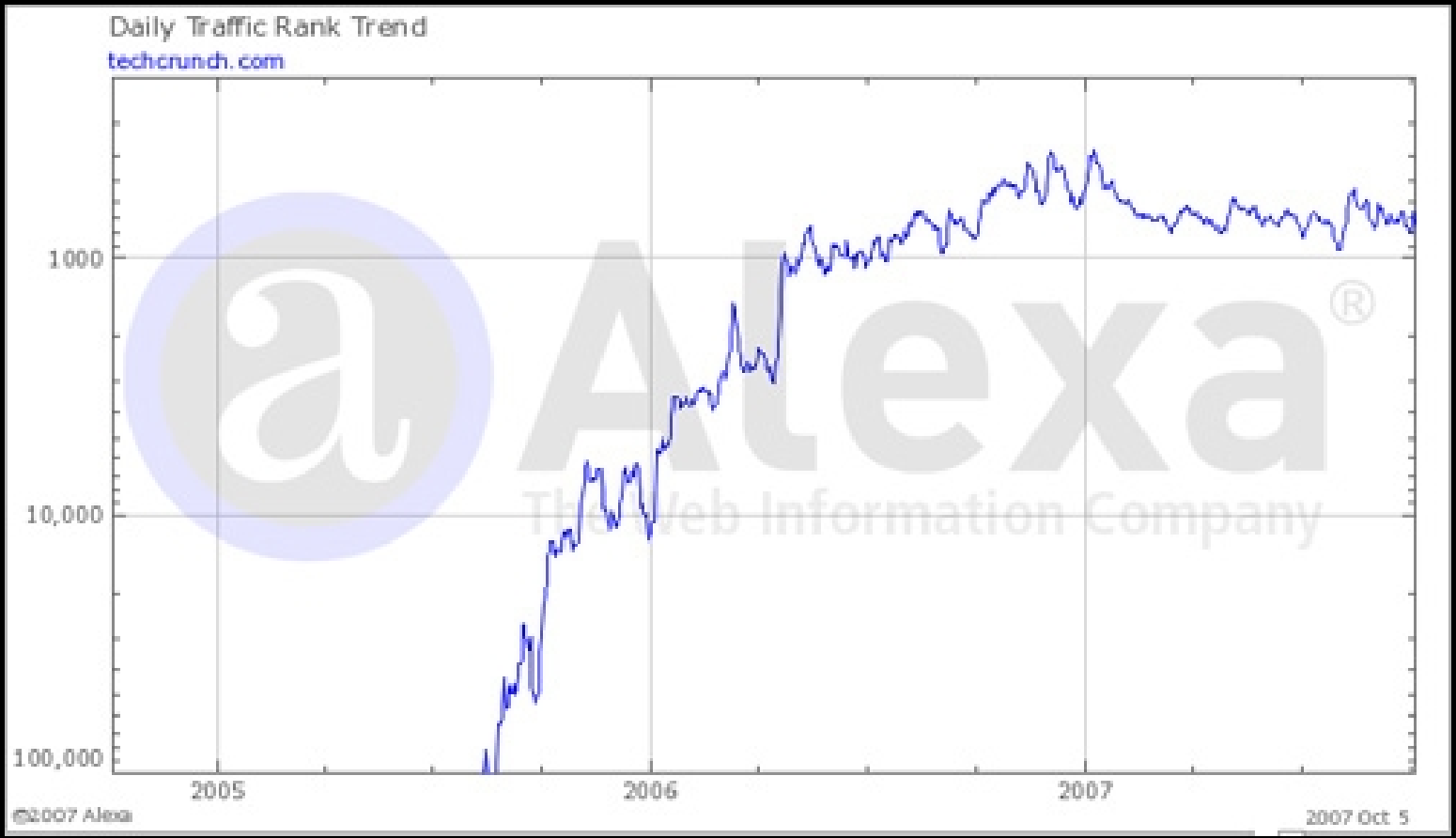
Traffic Trends – Tech Crunch



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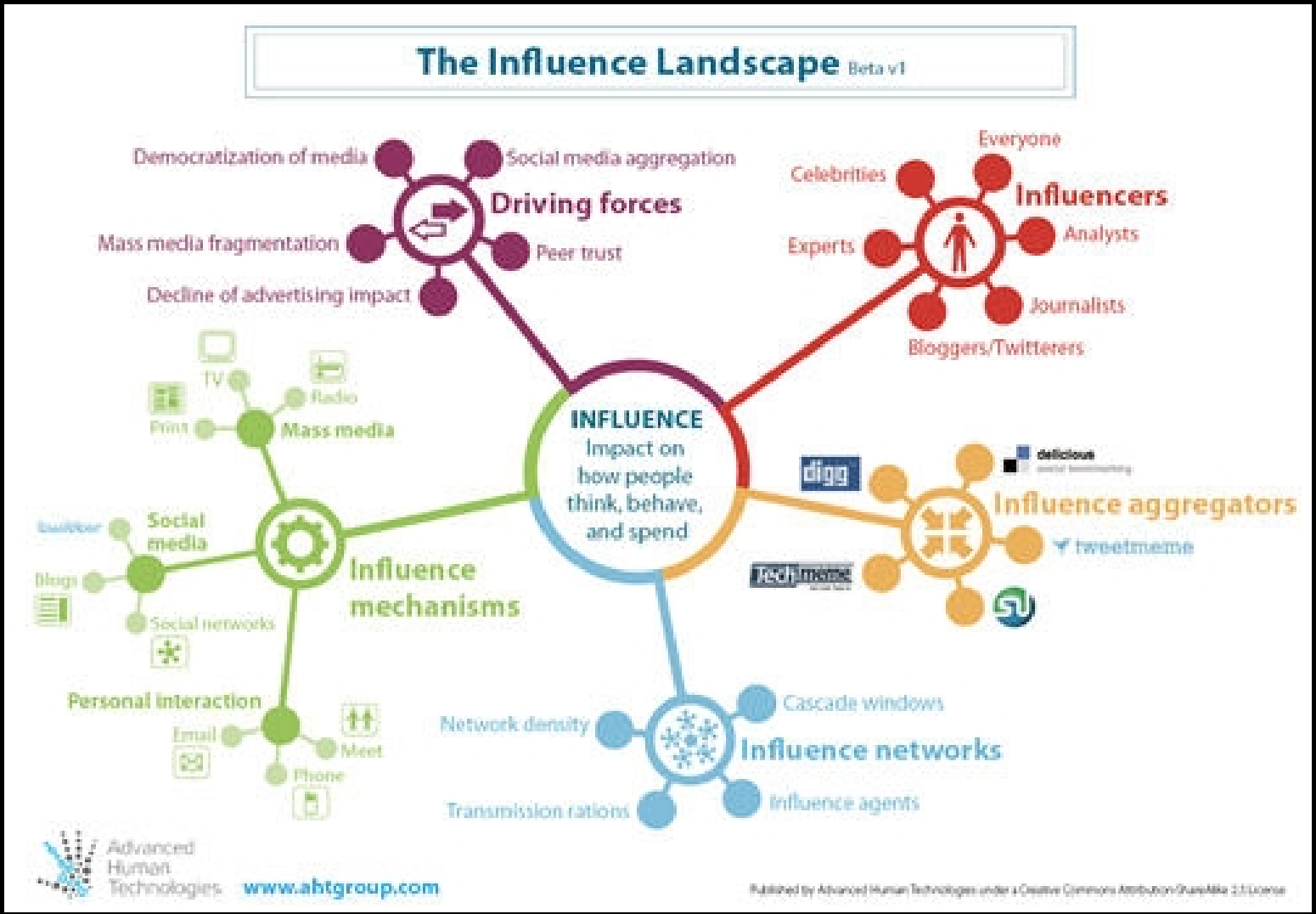
Power of Social Media Marketing



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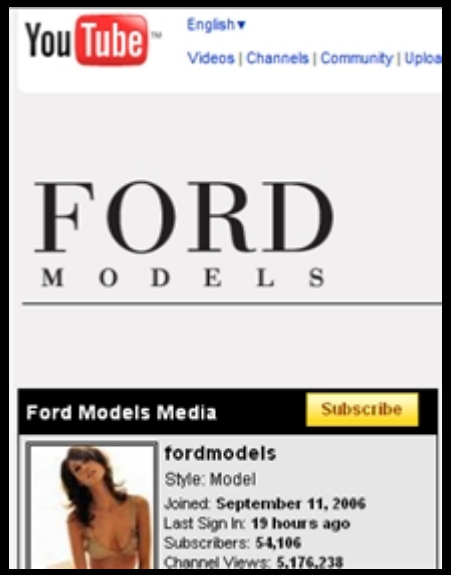
Power of Video Marketing

- Ford Modeling Agency Boosted its Revenue 140% by using "reality" style videos on Youtube Source – Inc. Magazine

- You Leverage someone else's HUGE investment in video streaming servers, use it for FREE, and put it on your own website as well using their Million dollar investment – How great is that!

- Beat Your Competition: You should create a 'custom YouTube channel' and YouTube doesn't charge you!



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10

SECONDS TO ABANDONMENT

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Seven Deadly Sins of Web Design

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Sin 1: Flash Website

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Sin 2: Poorly Written Copy

"Welcome to my website..
XYZ has been in business for a hundred years, etc."

Copy SELLS for you 24/7

Copywriting Formula (AIDA):

A Attention = Headline

I Interest = Lead in

D Desire = Sell benefits, create emotion

A Action = Ask for order, ask for email

Sin 3: Selling Features Rather Than Benefits

How does your product / service benefit your website visitor – Does IT :

- Save time?
- Save money?
- Make life / job more convenient?

What does your product / service DO?

Sin 4: Copy is Technical vs. Conversational

Are you - B 2 B? B 2 C?

NO – you are P 2 P! People to People

The internet is conversationally dominated.

Quit trying to sound so professional and start talking to people like people.

Sin 5: Company Name
I, We, Me, My, Our, Us

YOU is one of the most powerful words in marketing because YOU speaks directly to your customer creating emotion by specifically addressing their problem personally.

Use YOU in your headlines, copy, call to action often!

Sin 6: KISS – Keep It Simple Stupid

Write at a 4th grade level!

The easier to read, the better - it's how we all learned.

Remember these?

See Dick run?

See Dick and Jane run?

See Dick and Jane run after Spot?

Sin 7: A 2 for 1
No Call to Action
No Automated Client Acquisition System

No Call To Action – You must guide and direct people as to what you want them to do!

The only reason to engage in marketing at all is to get a name and contact information – LEADS!

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Copy Basics

- Keep copy simple!
- Active Copy vs. Passive Copy
  Use lots of verbs
- Clean up your copy!
  Go back and simplify it!

Power of Direct Response Marketing

- Permission Based Email Marketing
- List Building
- Begins establishing the rapport and building the relationship that turns a prospect into a customer
- 4-7 “Touches” to build trust
- Do it by giving away *helpful* free information
- Give Give Give

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The Money Is In Your List!

Offer an ethical bribe to get a name and email – your “gift” should be of value!

Begin educational client relationship building with automated email series (newsletters, important announcements... what ever engages your customer.)

The 5 E's of Copywriting

- Enter
- Engage
- Encourage
- Empathize
- Emotionalize

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Essential Elements Of An On-line Sales Letter

- Powerful Emotional Headline (Fear outsells Greed)
- Strong Lead In
- The Five E's
- Your Guarantee / Warranty
- Your Risk Reversal
- Testimonials / Recommendations
- Powerful Call to Action

Guarantee

In commercial and consumer transactions, an obligation that an article or service sold is as factually stated

Give surety or assume responsibility.

“I vouch for the quality of my products.”

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- Typical Guarantee: 30 days 100% money back
- Better Guarantee: 90 day 100% money back
- Stronger Guarantee: 1 year 100% money back
- Strongest / Best Guarantee: Lifetime 100% money back
- *Protect yourself with damage exemptions, etc.*

FACT: Most People that are unhappy with the product or performance will return it within 30 days.

By offering the strongest guarantee possible – you will sell more product by removing doubt and skepticism from purchasing decision, and will in fact, sell more product, making up for any additional returns induced by longer guarantee.

Risk Reversal

Remove the perceived risk for a prospect to buy your product or service.

Powerful risk reversal strategies can increase sales by 100-200%

The General Motors Risk Reversal

- 0% Interest – 5 years
- We will make your car payments if you lose your job
- We will guarantee your trade in value on your next purchase

Heating Contractor

Selling efficient furnaces that cost twice as much as ordinary furnace.

Risk Reversal Strategy

Show the actual cost savings over 5 years, effectively reducing the cost of the furnace to $0 just through electric bill savings.

Reach 99% of Your Audience With These 4 Personality Types

1. **Sales Personalities: 35% of Audience**

   Why? Benefits - Happiness, Money (Saved or Made), Good and Fuzzy Feelings - Very Emotionally Driven Purchasers

1. **Technicals: 25% of Audience**

   How? How does it work, how does it produce results? The Inquisitives

1. Advocative Marketers: 20% of Audience

   What If? How might I use the product in other ways than the obvious? Flexibility of Product

1. Scholastics: 18% of Audience

   What For? Accomplish These Things Better, Faster, Quicker

Position Yourself as THE Authority

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The great Advertising Lie That 95% Buy Into

"Advertising cannot be measured. You can't quantify this or count how many leads come in, that would be very misleading. You just have to get your name out there so people have heard of you when you call them."

Shotgun Advertising – Throw a little everywhere and hope it works.

- Television
- Radio
- Newspaper
- Trade Journals
- Yellow Pages
- Other

"We know our advertising works, we just don't know which 50% of it works and which 50% doesn't."
PT Barnum

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How Many People View Your Ad?

What you must know:

- Response Rate (RR)
- Client Acquisition Cost (CAC)
- Lifetime Value of Customer (LVC)
- Return on Investment (ROI)

You must track your advertising and marketing in order to know where to most effectively invest your advertising and marketing dollar.

To Brand or Not To Brand

What is “Brand”

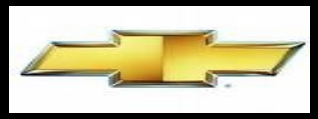
- Logo?
- Advertising?
- Packaging?
- Tagline (USP)

Branding is the emotional response and experience you want customers to have every time they come into contact with your company, product or service.

How do you achieve that?

Can you buy it with advertising,
a pretty logo and packaging?

Top Brands in America



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How did they achieve brand?

It wasn't by advertising or a purposeful attempt to brand.

They achieved it by customer recognition of their product first.

It is your product or service that brands you, not the other way around.

Where should your marketing dollars go?

Product or service first and foremost!

That is why you are in business.

Have you seen an ad for a Madison Avenue advertising agency?

Dumb or Smart Company?

DUMB COMPANY

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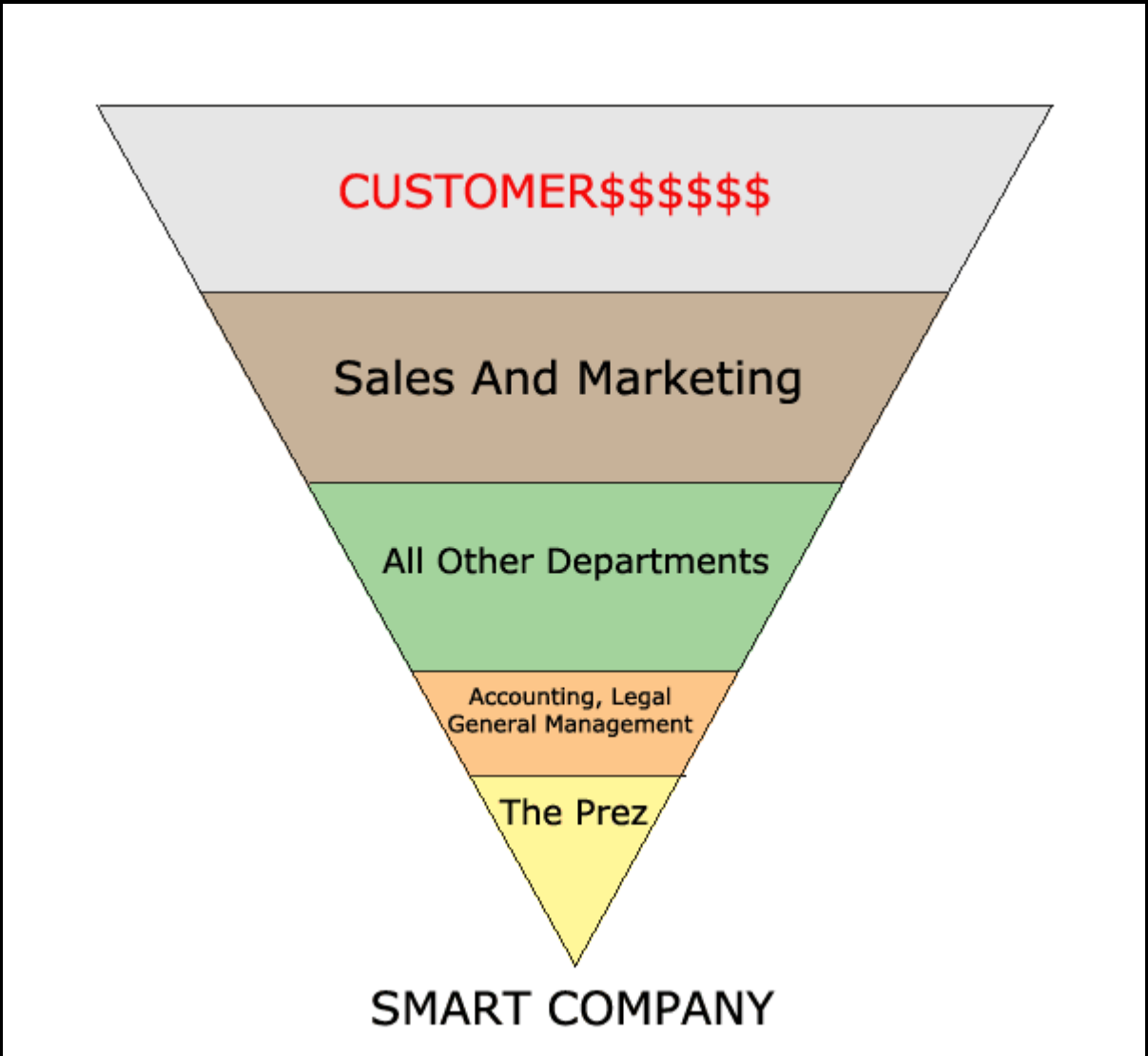
Smart or Dumb Company?



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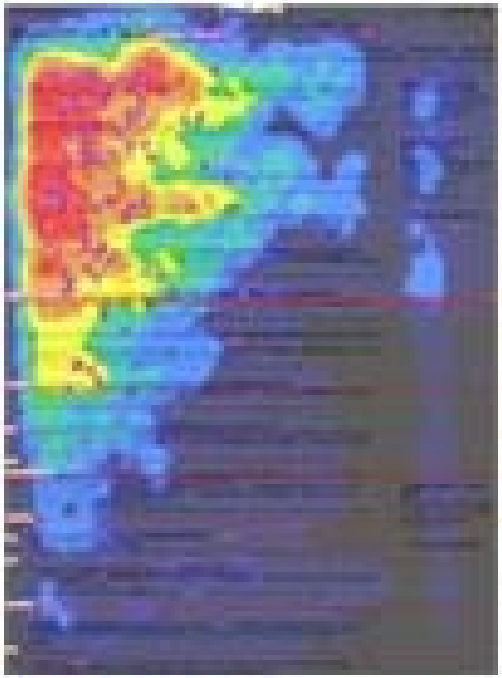
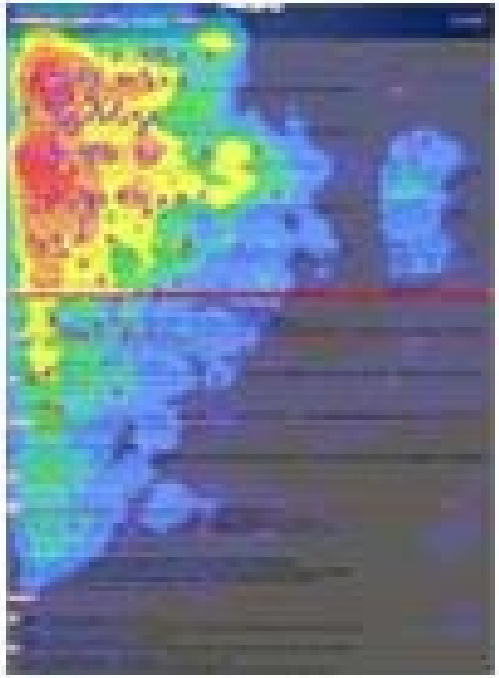
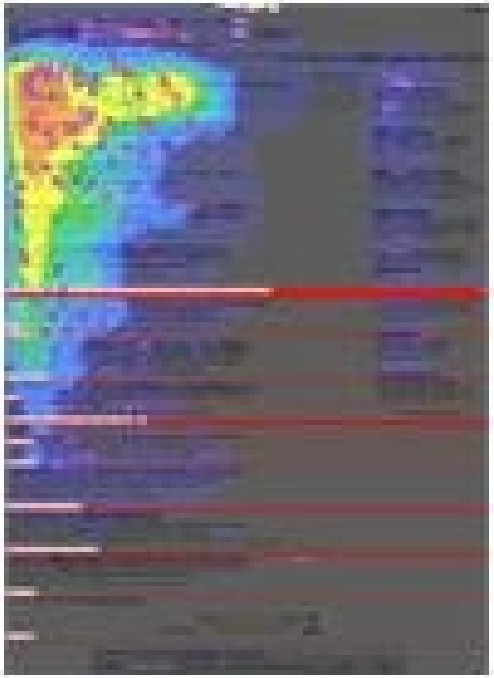
Search Engine “Golden Triangle”



Yahoo



MSN



Google

Keyword Research

- Google Keyword Tool
- Google “Hot Trends”
- Microsoft Commercial Viability Tool

Keyword Tips

- Check the search engine result page – are there advertisers?
- Try and think like a searcher – look for buying key words, not broad general key words.
- Use Keyword Modifiers: Buy, Free Report, Review, Model #, Help, How To, Guide, Special Report, Training
- BREAK YOUR MARKET DOWN

Google – The Biggest Fish of All

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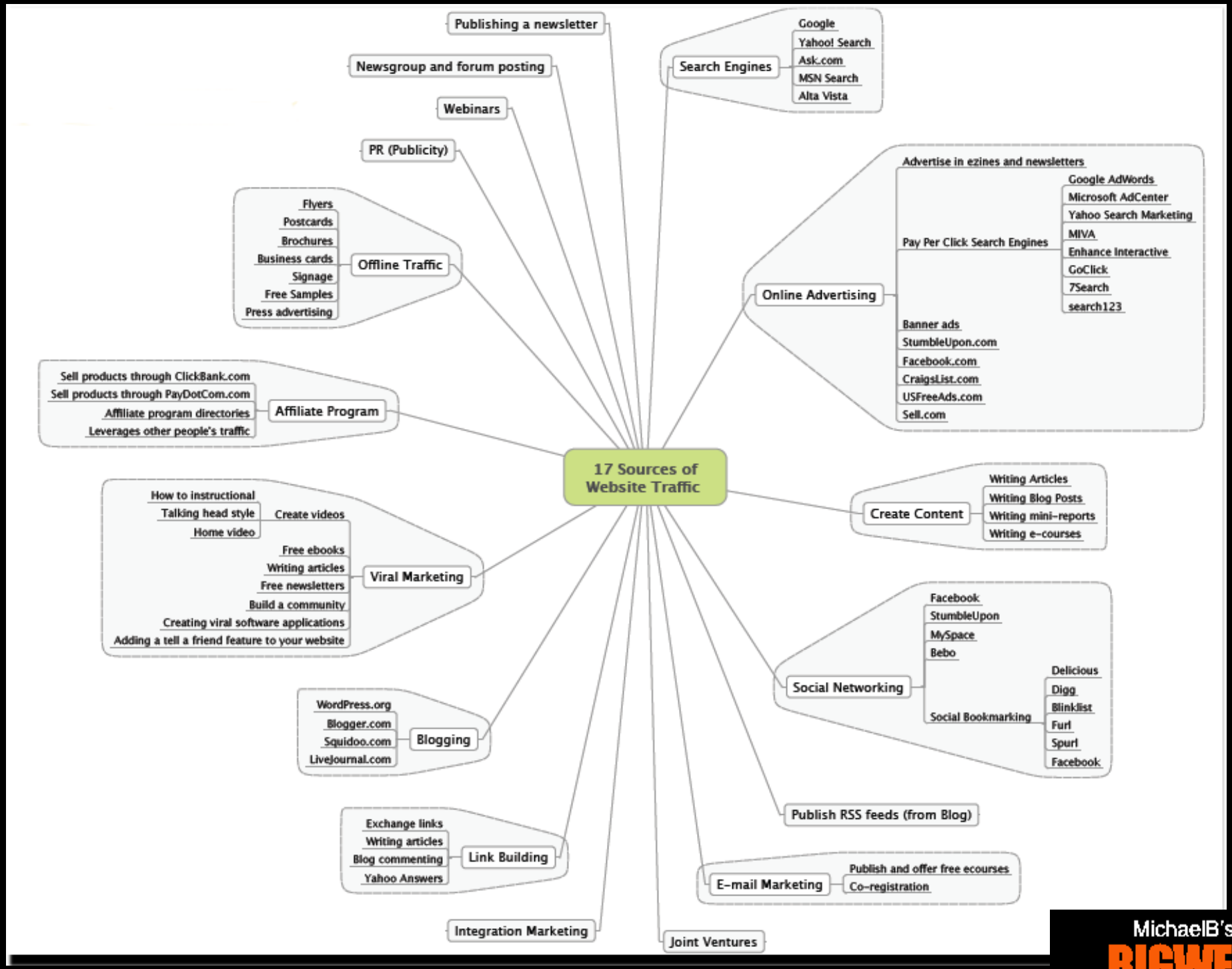

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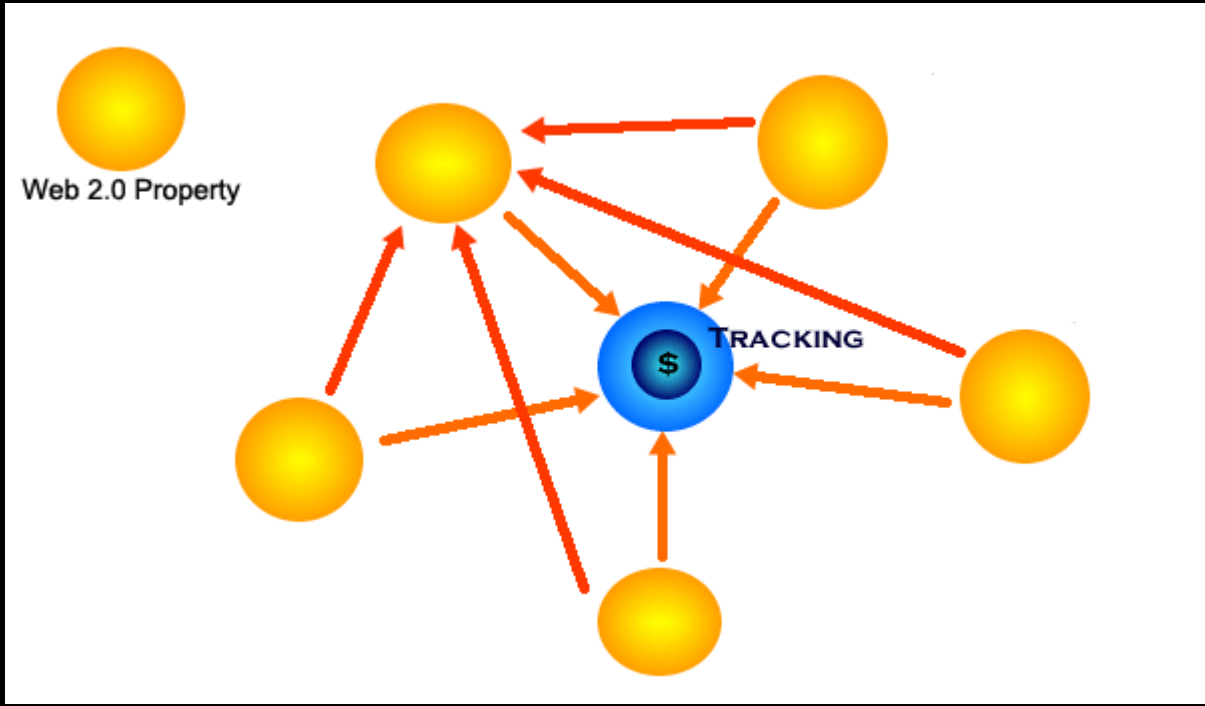
Internet Marketing Strategy



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