

BY MARTINO STANZANI

# DIGITAL MARKETING



A FREE EBOOK

# WELCOME

Thank you for downloading my ebook.

If you are curious about who I am, I've included a brief bio at the end of this book. But since this book is about **YOU**, I didn't want to start with a page about myself. Rather, I wanted to tell you why I wrote this book.



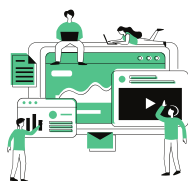
## IT'S SIMPLE:

I WROTE THIS BOOK TO  
GIVE YOU SIX SIMPLE  
STEPS TO BUILDING AN  
EFFECTIVE DIGITAL  
MARKETING STRATEGY



# MOST COMMON CHANNELS

The internet gives you virtually endless possibilities to reach more potential clients. Here are the most used digital marketing platforms/channels. ***How many of these are you using to grow your business?***



Website or  
Ecommerce



Email &  
Automations



Social  
Media



Paid Ads  
(PayPerClick)



Content & SEO  
Marketing



Amazon & Other  
Retail Platforms



Podcasts



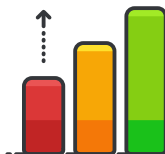
Video Content



Chat Bots



Sales Funnels



Analytics



Webinars

# DIGITAL VS CONVENTIONAL

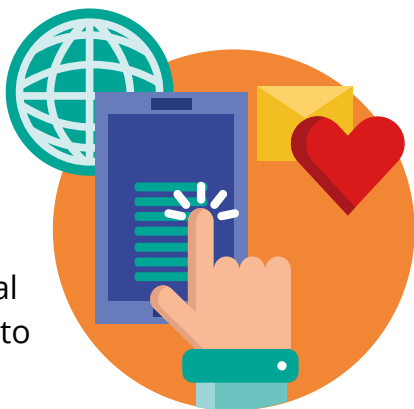
With almost 80% of Americans online every day, digital marketing is now an integral component of a marketing strategy or modern business model.

That doesn't mean you throw conventional marketing out the window. But due to the ease of using the internet and smart phones, even conventional marketing is going to lead potential customers to you through digital marketing.

Seeing your ads on a billboard, TV or in a newspaper, customers are still going to check you out online before calling you. Even word of mouth will most likely lead people to your website, social media page, and so on.

When it comes to marketing, the internet and smart phones have made it much easier for customers to reach for and purchase your services or products. At the same time, it's also steeply increased your competition.

Having a creative, modern and interactive internet presence will help you grow your business by giving you more ways to reach potential customers and turn them into buyers.



# THE BIGGEST DIFFERENCE

The concept of marketing used to be simple. You sold a product or services and people who needed it would come buy it from your store or location. This is what I call "**need based buying**".

With the advent of advertising, even before the internet, we started moving more and more over to what I called "**want based buying**"; allowing advertising to capture our attention and due to repetition we start to "want" what's being advertised and, providing the ads are targeted right and written well, we buy things not out of need but out of want.

Whether people are buying out of need or want, the internet, social media, smart phones and so on have completely changed the buying game.

If someone needs your product or services, they can use the internet to find you more easily, but they also find all your competition at the click of a button.

When it comes to advertising, you have more ways to reach people with your advertising and most platforms also allow you to target your ads to a specific persona or your ideal "type" or client. However, you have an average of 50 seconds to capture their attention, and your competition can also choose to out-bid you on ads and show up first or more often.

Digital marketing can help you achieve better results for both need and want based buyers, here's how:

# GET SEEN

I might be wrong, but I assume if you're reading this you are looking for ideas or ways to build a better digital marketing strategy and improve your online presence. But how?

In the following pages, I am going to lay out six basic steps to building your own digital marketing strategy.

But first, let me take a second to tell you about a service that I offer completely free to help you build better internet presence. I call it:

## Get Seen

🔍 how do I show up in Google?

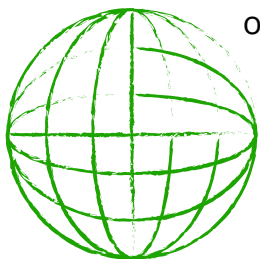


- [Google Analytics Set Up](#)
- [Google Search Console Set Up](#)
- [Website Map Submission to Google for Indexing](#)
- [Complete SEO Analysis & Findings](#)
- [Personalized Recommendation](#)

To Start Your Free  
**Get Seen** Service Call  
**(727) 308 0790**



# THE CENTRAL HUB



No matter what services or products you are selling or offering, your website is the central hub of your digital marketing and online presence. Websites are so important that today, not having a website is almost the same as not really having a business. Some websites even replace having a physical location; some companies operating solely online. ***Which type of website do you have?***

## THREE TYPES OF WEBSITES

Not all websites were created equal, I like to say there are three types of websites, depending on your business model:

- 1) E-commerce websites are designed to sell products online, providing a complete experience allowing the viewer to purchase products directly from your website.
- 2) Business websites that don't directly sell online, but offer your products and services and a way for viewers to contact you for further information, a consultation, an appointment, and so on.
- 3) A showcase website, this kind of website serves the purpose of showcasing your work, projects, and services. It provides important information for viewers such as tutorials, demonstrations, and so on. Consider this last one like an online business card on steroids, where people can go to check out your work.

## WWW. = ?

The online business model or the type of website that you have will determine your digital marketing strategy. Different tools, platforms, and channels can be used individually or together to help achieve the results you want.

But no matter your business model, no matter what type of website you have there is one thing your website should be doing. One factor that ranks above all else, regardless of how amazingly designed and sleek your website is or isn't, or what cool moving parts it has, and so on.

***What is the most important factor of your website?***

**YOUR WEBSITE NEEDS TO  
CONVERT VIEWERS INTO  
CUSTOMERS!**



Being the central hub of your digital marketing efforts, and because the internet has increased general competition, your website has to be designed with conversion in mind.

Having worked in marketing for many years, I've sometimes been surprised at what converts. I seen the simplest and most "out dated" websites convert amazingly. I've also seen the reverse. Try to think like your clients and remember that design, looks and so on are all secondary to conversion.



# THE BRAINS OF THE OPERATION

Marketing is most effective when it follows a planned strategy based on research and facts. Instead of picking some marketing platforms and tools at random, having a strategy will help determine which forms of digital marketing you will be using. The whole idea is to get various channels working together to reach potential customers. ***Here are six simple steps you can take to lay out a marketing strategy:***

## DEFINE YOUR TARGET AUDIENCE

Who do your services or products appeal to? Who do you want to reach? All too often the answer to this question is "everyone" or "anyone", which is why this vital component to a marketing campaign is often overlooked.

The more you can narrow this down, the better you can define a "persona", the more effective your marketing will be. Work to define who you want to reach and why they need your services or products. Age, location, and type of person are part of this.

## PROCURE IDENTITIES OR LISTS

In its essence, marketing is offering a service or product to people (identities). Now that you've worked out your target audience, locate ways to procure contact details for that target audience. Be it building your subscriber list, attending tradeshow and conventions, using social media search tools, list procurement platforms and so on.

## WHAT VALUE DO YOU OFFER?

What is your message to your audience? Make it unique and keep it honest. Stand in your customer's shoes. What are the problems that they face and how do you help solve those problems? What value does your service or product deliver? Keep it clear and simple and don't add too much hyperbole to it; at the same time be original and ensure you're not saying the exact same thing as all your competition.

## CALLS TO ACTION

Here is how you offer your value. Every component of your marketing should be directing viewers to take some step or action towards becoming a client. Calls to action identify those who are interested versus those who are not. Meaning, not everyone you market to is going to reach or buy.

Calls to action can be and should be more than just "sign up today" or "call for more information", or "schedule a free consultation". Work out ways to give your potential customers a reason to ask for more information. This can be done by giveaways, case studies, webinars, videos, free e-books 🤪 and so on.

Even if people are interested, it doesn't mean they are immediately going to buy. Try to engage with your target audience as much as possible, peaking their interest and offering them ways to get your services or products or to find out more.

## DELIVERY METHOD

And finally the fun part! What platforms, tools, and channels are you going to use to reach your target audience with your value, your message and your calls to action?

There are going to be some channels that are more appropriate or more effective than others. Some campaigns are built on a single channel approach (for example marketing only through Instagram) and some take on a multi channel approach.

## THE AFTERMATH

Here lies the most important part of your campaign: *FOLLOW UP*. I like to split this into three pieces:

- 1) An organized system to follow up on reaches and leads, tracking them through your sales cycle.
- 2) Good customer service to retain customers and build repeating business.
- 3) Analytics to monitor your marketing actions, ensuring they are producing results; and to review, revise, and fix any channel or piece of your strategy that you see slumps or is not getting results.

Need Help Building a Strategy?  
**(727) 308 0790**



## WHAT ARE YOU GIVING ME?

Years ago, you could just advertise your services or products and people who were interested bought them. And if you wanted to boost sales, you could put on a sale or limited discount. It was easy.

Outside of the digital aspect of marketing, there is another factor which you've probably seen become more and more prevalent.



I call it the "**what are you giving to me?**" mind set. Online potential clients are becoming accustomed to receiving something, some value of some kind, before reaching out - *and they want it for free.*

Discounts, holiday sales and free shipping are now the norm. More and more viewers are looking for something that gives immediate value for free.

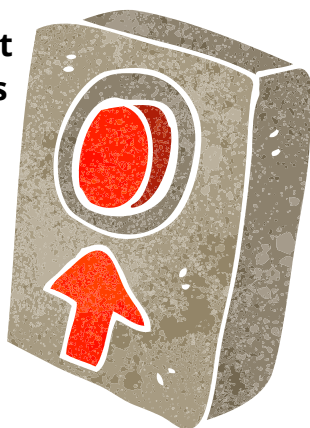
Here's a great example. You can walk into any MAC Cosmetics store, and schedule someone to do your make up completely free. If you like the way you look, what are the chances of you buying a product or two?

Luckily, depending on your services or products, there are creative ways of offering immediate initial value for free without needing to write a book, give away products for free, and so on. But no matter what immediate value you can give, having a follow up strategy to ensure you get a chance to offer your main product or services is important.

# THE BIG RED BUTTON

As we move more and more into a digital world, here's probably **the best advice I can give you when it comes to digital marketing:**

If there was a magic red button that you could push and suddenly be flooded with new customers, then I wouldn't have written this book and you wouldn't be reading it. While I'm still looking for such a button, keep this one thing in mind while running your marketing:



DIGITAL MARKETING TAKES REPETITION. IT TAKES CREATIVE WORK. IT TAKES ANALYZING RESULTS AND CONSTANTLY TESTING, ADJUSTING, IMPROVING AND FINDING NEW WAYS TO REACH YOUR CUSTOMERS. BE PERSISTENT AND CONSISTENT DON'T JUST TRY IT ONCE AND GIVE UP.

## PEOPLE TALK

Having discovered an awesome product online, a great restaurant, and so on, what's one of the first things you do? You talk about it with your family, your friends and your co workers. On the reverse end, having had a bad experience you also talk about it. Good or bad, people like to talk and share their experiences!

If you were to ask me what the most important part of "old" world marketing is, I would say it's how your customers perceive your company, brand, product, or service after they buy it.

Unfortunately, I've seen some of the coolest products go nowhere because they weren't marketed well. And I've seen people sell bags of poo! (that's not a joke).

This is so important that entire platforms such as Google Reviews, and Yelp, exist to help potential customers see how other people's perceived experience was with your company or business. And should you have poor reviews or no reviews, it will actually drive potential clients away!

If you have a good product, good customer service and your customers' journey is great, this will act as one of your strongest aspects of marketing.

Digital marketing, together with a great customer experience, is key in growing your business to an industry leader.

## ABOUT ME

Finally I get to talk about myself!  
I'm kidding, I actually don't like talking about myself but I figured you might want to know where all this advice is coming from.



With a lot of experience in sales and marketing, some years ago I took on a VP role at a successful digital marketing firm and in less than one year I helped grow it by 3X. In doing so I noticed that as the company grew, it quickly lost its personal touch and attention to detail. Clients became numbers and numbers became profit, and in trying to scale the new policies that were put in place went against one of my core beliefs - quality work that gets results!

Ans so, with some amazingly talented marketing guys I opened Key Marketing Strategies with the goal of providing a personalized approach to digital marketing. Our success lies in our attention to detail and our focus on results, creating strong relationships and working with our clients to help them grow by providing affordable solutions.

Education and making digital marketing easy to understand is also a big part of our purpose. I hope this e-book has provided information that will help you with your digital marketing. For more information visit our YouTube channel or check out our blog at **[www.keymarketingstrategies.com](http://www.keymarketingstrategies.com)**