



# GROW YOUR BUSINESS WITH ONLINE MARKETING

Content creates Conversations  
Conversations create Customers  
Customers create Companies

## 1 SIMPLE CLEAN WEBSITE

- Headline: clear message of what you do & how you help your customers.
- Subheadline: Success they will achieve by using your product or service.
- Call to action.
- Offer something of value to capture leads.
- Social Proof - Testimonials.
- Lead Capture Form.
- Video.



"Track Everything. Google Analytics is **FREE** and it's all you will ever need."

## 2 CREATE AN EMAIL CAMPAIGN FOR LEADS

- Give value in each email.
- Use simple text format.
- Automate the process & follow up.



"The Money is in the List."

## 3 SEND TRAFFIC TO YOUR SITE

- Identify your target audience.
- Buy social media Ads.
- Buy Youtube video AD.
- Buy Native Ads.



"STAY AWAY FROM DISPLAY ADS."

## 4 FOLLOW UP, FOLLOW UP, AND FOLLOW UP

"Your Leads will need 6 to 12 touches maybe more."

- Give them a free trial
- Keep your Leads coming back with remarketing campaigns, (both video & display)
- Call them.
- Text them.



"If you want accelerated growth, call your leads within 3 minutes."

## 5 RINSE, REPEAT & SCALE

- Invest your Revenues back into Traffic.
- Buy influence.
- Adjust email campaigns to increase engagement.
- Test different audiences and Ads.
- Perfect your online marketing system.



"Don't Quit too soon. It takes work. An Online Marketing Campaign will work for you 24/7... nobody else will."

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