HOW TO CREATE CUSTOMERS WITH ONLINE MARKETING

1. CREATE AMAZING CONTENT

Everything starts with GOOD CONTENT

- Educational Blogs
- Instructional Video
- Instagram Posts/Stories
- Facebook Posts

Give your content away for FREE

reciprocity /resəˈprɪsədi/  

2. CREATE CONVERSATION WITH TARGETED ADS

If you’re not driving traffic, why create content?

- create compelling ads
- Test different platforms, eliminate the ones that aren’t working

3. CAPTURE LEADS

MONEY IS IN THE LIST.

- collect e-mails
- Create phone conversations
- Use messenger apps
- Create remarketing audiences on Google and Facebook

REMEMBER

- content creates conversations
- conversations create customers
- customers create companies

4. NURTURE YOUR LEADS

- send e-mail blasts
- Run remarketing ads and video ads
- Follow up

Pick up the phone!

5. RINSE & REPEAT

CONTENT • CONVERSATIONS • CUSTOMERS