

Revealing The Dark Art of Marketing ...



Marketing

Just the word fills logical, practical business owners with a sense of something they feel they may never understand.

You build a business, you really know your industry, your products, your people, your customers, and you've learnt a lot on the way.

But when it comes to marketing, different people conjure up different theories. Some work, some don't. And it's hard to find the logic in the outcomes.

Hocus Pocus maybe?

Nope.

Just a process. Marketing is based on the SAME process, no matter how or where you do it.

■ EDUCATION - AWARENESS - CONSIDERATION - PURCHASE ■

Digital platforms like Google, Facebook, Instagram YouTube, and LinkedIn have become the most used advertising channels of all time. And there's a reason for that - they work. If you use them properly, that is. Generally speaking, Facebook and Instagram are perfect for consumer goods. LinkedIn is for business-to-business. Google can be both but has its place (see below). And then when you use two or more platforms in conjunction, it can be like the dark art of marketing is seriously delivering.

You just have to ask yourself some questions before you throw yourself headlong in, like:

- Who are you wanting to talk to
- Where do they play
- What do you want them to do
- How is that going to happen
- What do you need in place to make it work

So let's go over a few of those places (aka channels in marketing-speak). In language you can understand.

Google Ads

This is a great platform to drive lead generation, whether your goal is to get more calls, or increase your store visits. In fact, more than half of online searches are via google.com.



You can develop hard hitting ads based on location, online habits, search terms that are really specific to your business, and negatively highlight words that have no relevance.

What you have to remember with Google Ads is that there has to be a demand - either people are searching for your service or product, or they know your business name already - so they can type it in directly.

So this is the perfect place to advertise / market if people have heard of your business name or product.

Facebook / Instagram Ads

Facebook + Instagram ads are perfect across all segments of the marketing process, but particularly for the Education / Awareness phase.



As the most used social network platform in the world, Facebook's algorithm can help find your people. The best way to use the advertising arm is to create great images and videos, supported by strong headlines and copy, and let Facebook suggest to people that they might like your business / product.

We have a plethora of targeting options, tracking info and data management tools in the backend of Facebook's Business Manager - and these require technical know-how, no doubt.

The content that goes into people's feeds though? It still has to follow the traditional marketing process of telling a story, presenting an offer, differentiating from the competition. It still has to get noticed.

LinkedIn

LinkedIn is a beast, with nearly 800 million users worldwide. But it does more than act as a recruitment site these days. In fact, in a recent study by Hubspot, LinkedIn was shown to generate a conversion rate of three times higher than other platforms for business-to-business purposes.

There's a formula to it though - consistent posting, advertising to a specific target market (and on this platform, you can target quite specifically, even choosing job titles), commenting, being part of groups etc.

In general however, the cost of LinkedIn advertising is higher. If it delivers though and the ROI is positive, well, that doesn't matter so much.



YouTube

YouTube is a powerful platform, and as we all know, video marketing can work a treat, if it's part of a strategy. Advertising on YouTube is a fantastic way to maximise your prospective user reach, plus it's cost effective.

Then there's UGC (aka User Generated Content) which has been proven to cause buyers taking action - either to learn more about a product, or call directly.

As with all of these platforms however, there needs to be a strategy behind the videos - telling a story, showing the points of difference, talking to customer pain points.



Then there's....



ActiveCampaign >

EMAIL MARKETING

Whoever said that email marketing was dead hasn't been doing it properly. As with all platforms, you need a fair understanding of where your customers are at in their decision making process. An email to a previous purchaser will be different for example from an email to someone who has just enquired.

Segmenting is all in this marketing activity. Making sure you are saying the right things to the right audience at the right time.

All that takes is time, thought, planning, and some well crafted emails from a professional copywriter.

The platforms are wide and varied (eg Mailchimp, Active Campaign, Klaviyo), and you can choose whatever suits your budget, or integrates with your CRM. Just make sure to get the words right first.

YOUR SOCIAL MEDIA PAGES - FACEBOOK, INSTAGRAM



The difference between organic posting (where you put an image and caption up on your page) and paid advertising (where you put money behind it, and target a specific audience) is polar.

Organic posting goes to a percentage of people who follow your page. They already know you, and like you. It's important that you keep top of mind with them - after all, they have made the effort to follow your business. So regular posting is super important from that angle.

Paid advertising on Facebook and Instagram goes to people who may never have heard of you - that's the whole point.

Here's another important reason to post, especially if you are actively advertising - people are going to check out your socials. No question. And if they go to your Facebook page, and the last time you posted was 2017, well, that will damage your credibility and authority, not to mention relevance.

So posting informative, educating, entertaining and unique content on your socials is important - consistently.

WHAT ABOUT YOUR WEB

So you've got all this advertising / marketing activity happening. The focus is sending people to your website - great.

Let's have a think about that.

Now, this is something we see all the time - where advertising sends prospects to a website which isn't what we call 'traffic ready'.

Let me explain. If we think about a person who sees an ad on Facebook, and they are intrigued. We've got the image right, the headline relates to them, and they think, 'I want to know more. I'm clicking on the ad.'

And it goes to a website home page that says something completely different from the ad.

Unfortunately, they may think that they have gone to the wrong page, or the wrong business. Regardless, they are going to leave.

A couple of things here - firstly, you're throwing your advertising budget away because it has no chance of converting. Secondly, you're never going to convert someone who is confused about your brand.

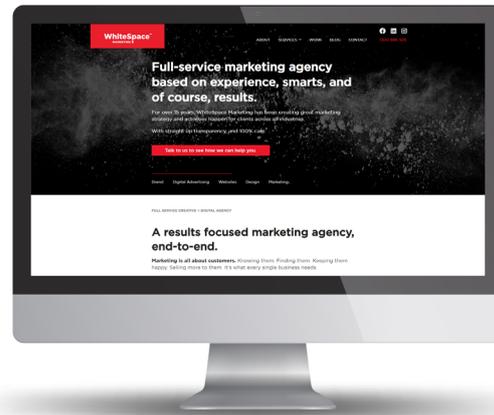
So the rule is to make sure that when you are sending traffic to your website, there is a clear link between the ad and the page that they go to, with a clear call-to-action - eg, Enquire Now, Download This Today, Book Now.

Just a couple of more things for you to think about with your website:

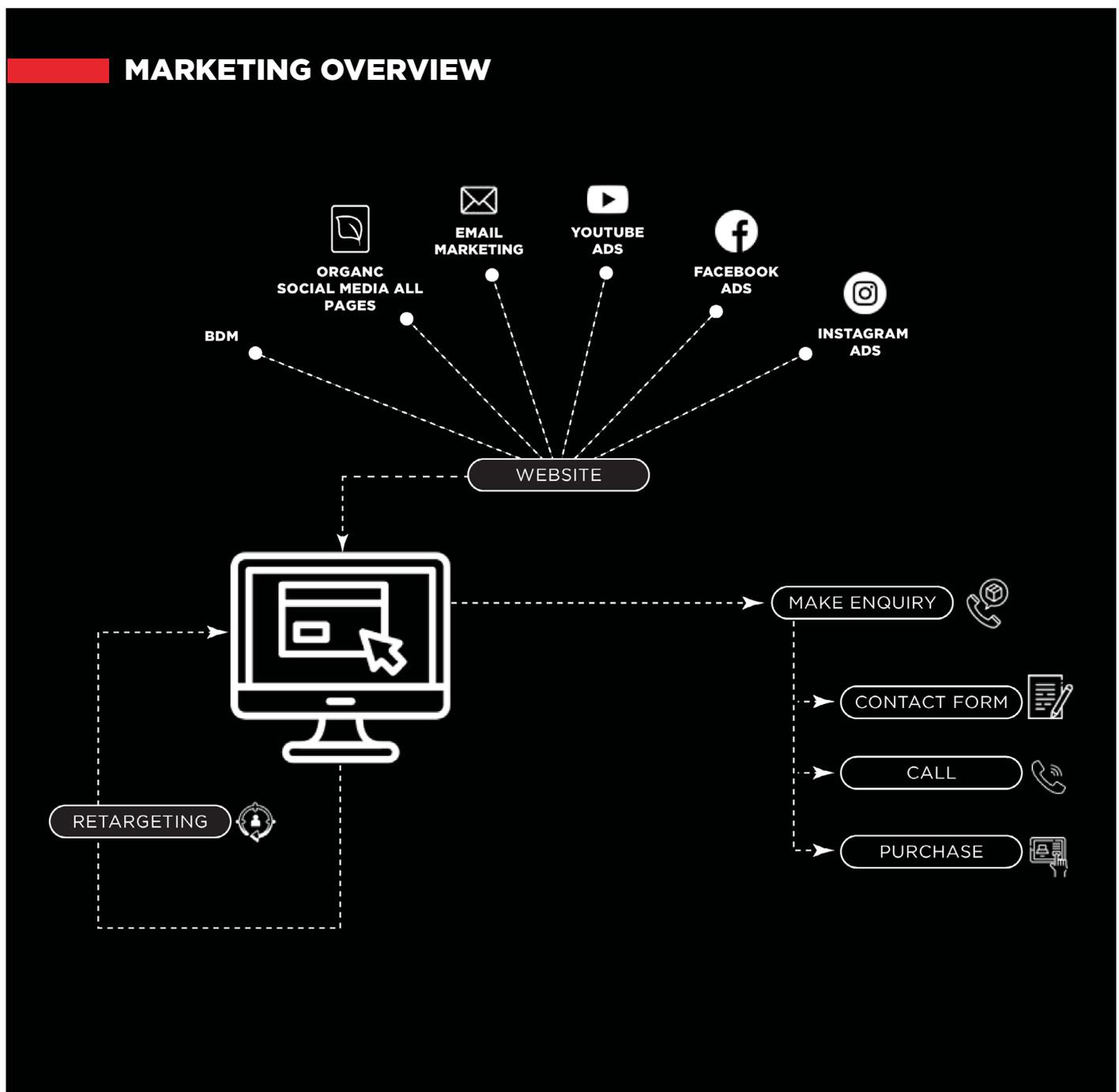
- Does it say what you ACTUALLY do in a way that your customers understand?
- Does it make it EASY for people to contact you, if that's what you want?
- Is it easy for people to find out the information they need, intuitively?

If you've answered no to even one of the questions, it might be time to review.

So don't be alarmed when marketers start talking about these platforms. Remember, they are there to serve your purposes, and support your strategy.



This is all great info, right? But how does it work together? Like this:



**If marketing still seems like a 'dark art' to you,
don't hesitate to get in touch - we'd love to
reveal all the secrets!**

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