



How to dial in your digital marketing

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Stop asking the wrong questions.





What are you selling?

LOW  Complexity HIGH

LOW Urgency  HIGH

LOW  Recurring HIGH

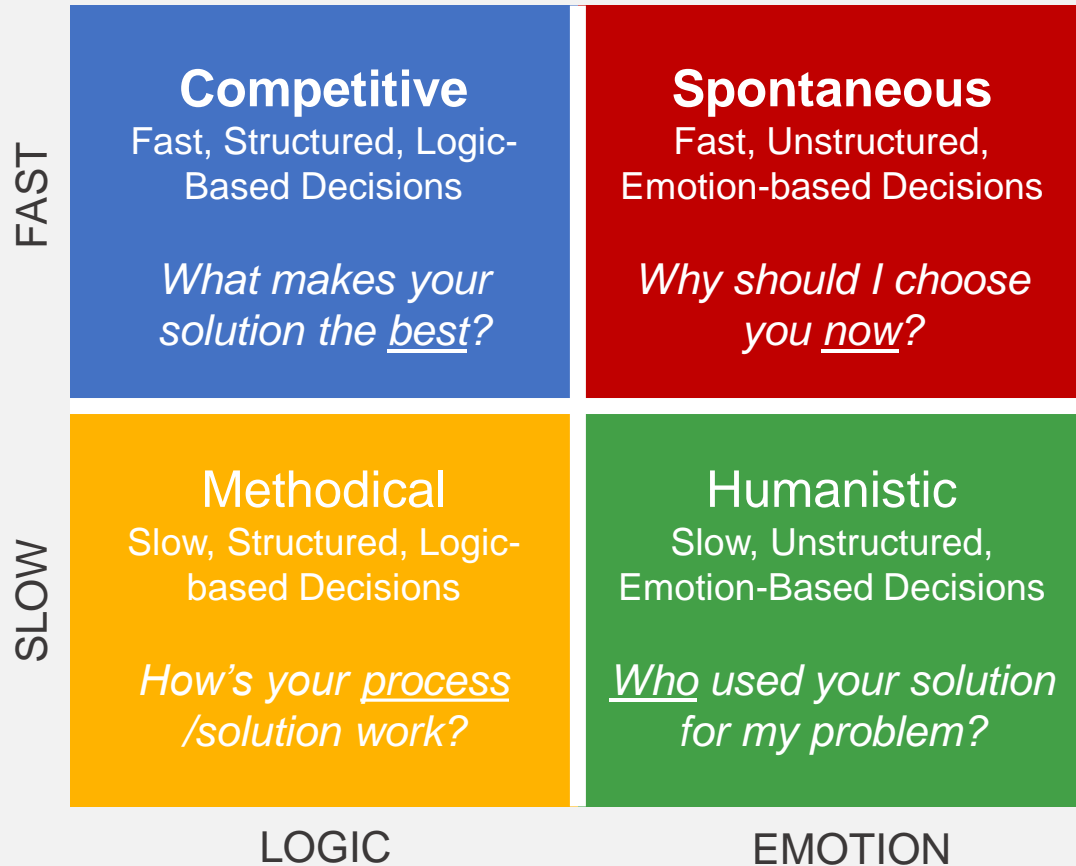
LOW  Cost HIGH

LOW Importance  HIGH

LOW  Sale Cycle HIGH

Who are you selling to?

Buyer Type



Buyer Persona



Stages of the customer journey

Awareness

“How do I find more customers?”

Consideration

“How do I stand out in a busy marketplace?”

Purchase

“How do I drive sales and grow my business?”

Loyalty

“How do I engage my customers?”

Digital marketing channels / tactics

SEO

Paid Search

Social Media

Display

E-mail

Content

	Awareness “How do I find more customers?”	Consideration “How do I stand out in a busy marketplace?”	Purchase “How do I drive sales and grow my business?”	Loyalty “How do I engage my customers?”
SEO		✓	✓	✓
Paid Search		✓	✓	
Social Media	✓	✓	✓	✓
Display	✓	✓	✓	
E-mail			✓	✓
Content	✓	✓		

**“I can’t live without my
phone,
I need it fixed now!”**



Service

Urgent, Important

Buyer Type

Competitive / Spontaneous

Stage Focus

Purchase

Tactical Focus

Paid Search, SEO

“We want to establish a relationship with a proven solutions provider”



Service

Complex, Important, Costly

Buyer Type

Methodical

Stage Focus

Awareness / Consideration

Tactical Focus

Content, Display, SEO

**“I love the weekend wine
specials at Maria’s!”**



Service
Recurring

Buyer Type
Humanistic

Stage Focus
Loyalty

Tactical Focus
E-mail, Social Media



Today's big takeaway.



**Focus on the marketing strategies that
work best for your business!**

**You have questions...
I have answers!**





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