Contents at a Glance

Introduction ................................................................. 1

Part 1: Getting Started with Digital Marketing ............... 5
  CHAPTER 1: Understanding the Customer Journey .......... 7
  CHAPTER 2: Choosing the Right Marketing Campaign ......... 25
  CHAPTER 3: Crafting Winning Offers ............................ 37

Part 2: Using Content to Generate Fans, Followers, and Customers ............................................. 59
  CHAPTER 4: Pursuing Content Marketing Perfection ...... 61
  CHAPTER 5: Blogging for Business ............................. 83
  CHAPTER 6: Taking Stock of 57 Blog Post Ideas .............. 103

Part 3: Generating Website Traffic ............................... 127
  CHAPTER 7: Building High-Converting Landing Pages ........ 129
  CHAPTER 8: Capturing Traffic with Search Marketing ....... 147
  CHAPTER 9: Leveraging the Social Web ....................... 171
  CHAPTER 10: Tapping into Paid Traffic ...................... 195
  CHAPTER 11: Following Up with Email Marketing .......... 219

Part 4: Measuring, Analyzing, and Optimizing Campaigns .................................................. 245
  CHAPTER 12: Crunching Numbers: Running a Data-Driven Business .......................... 247
  CHAPTER 13: Optimizing Your Campaigns for Maximum ROI .............. 267

Part 5: The Part of Tens ............................................. 281
  CHAPTER 14: The Ten Most Common Digital Marketing Mistakes ................................ 283
  CHAPTER 15: Ten Trending Digital Marketing Skills to Add to Your Resume .................. 289
  CHAPTER 16: Ten Essential Tools for Digital Marketing Success .......................... 301

Index ................................................................. 313
# Table of Contents

## INTRODUCTION

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About This Book</td>
<td>1</td>
</tr>
<tr>
<td>Foolish Assumptions</td>
<td>2</td>
</tr>
<tr>
<td>Icons Used in This Book</td>
<td>2</td>
</tr>
<tr>
<td>Beyond the Book</td>
<td>3</td>
</tr>
<tr>
<td>Where to Go from Here</td>
<td>4</td>
</tr>
</tbody>
</table>

## PART 1: GETTING STARTED WITH DIGITAL MARKETING

### CHAPTER 1: Understanding the Customer Journey

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating a Customer Avatar</td>
<td>8</td>
</tr>
<tr>
<td>What to include in your customer avatar</td>
<td>9</td>
</tr>
<tr>
<td>Introducing Agency Eric: A customer avatar example</td>
<td>10</td>
</tr>
<tr>
<td>Getting clear on goals and values</td>
<td>11</td>
</tr>
<tr>
<td>Finding sources of information and entertainment</td>
<td>12</td>
</tr>
<tr>
<td>Honing in on demographics</td>
<td>12</td>
</tr>
<tr>
<td>Adding challenges and pain points</td>
<td>13</td>
</tr>
<tr>
<td>Preparing for objections</td>
<td>14</td>
</tr>
<tr>
<td>Getting Clear on the Value You Provide</td>
<td>14</td>
</tr>
<tr>
<td>Knowing the Stages of the Customer Journey</td>
<td>16</td>
</tr>
<tr>
<td>Step 1: Generating awareness</td>
<td>16</td>
</tr>
<tr>
<td>Step 2: Driving engagement</td>
<td>17</td>
</tr>
<tr>
<td>Step 3: Building subscribers</td>
<td>18</td>
</tr>
<tr>
<td>Step 4: Increasing conversions</td>
<td>19</td>
</tr>
<tr>
<td>Step 5: Building excitement</td>
<td>20</td>
</tr>
<tr>
<td>Step 6: Making the core offer sale and more</td>
<td>21</td>
</tr>
<tr>
<td>Step 7: Developing brand advocates</td>
<td>22</td>
</tr>
<tr>
<td>Step 8: Growing brand promoters</td>
<td>22</td>
</tr>
<tr>
<td>Preparing Your Customer Journey Road Map</td>
<td>23</td>
</tr>
</tbody>
</table>

### CHAPTER 2: Choosing the Right Marketing Campaign

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishing Marketing Objectives</td>
<td>26</td>
</tr>
<tr>
<td>Defining a Digital Marketing Campaign</td>
<td>27</td>
</tr>
<tr>
<td>Understanding the Three Major Types of Campaigns</td>
<td>30</td>
</tr>
<tr>
<td>Campaigns that generate new leads and customers</td>
<td>30</td>
</tr>
<tr>
<td>Campaigns that monetize existing leads and customers</td>
<td>32</td>
</tr>
<tr>
<td>Campaigns that build engagement</td>
<td>33</td>
</tr>
<tr>
<td>Balancing Your Marketing Campaign Calendar</td>
<td>35</td>
</tr>
<tr>
<td>Choosing the Campaign You Need Now</td>
<td>35</td>
</tr>
<tr>
<td>Viewing Your Digital Marketing through the Campaign Lens</td>
<td>36</td>
</tr>
</tbody>
</table>
CHAPTER 3: Crafting Winning Offers ........................................... 37
  Offering Value in Advance ............................................. 38
  Designing an Ungated Offer .......................................... 39
  Designing a Gated Offer ................................................ 40
    Zeroing in on what matters ......................................... 41
    Making a specific promise ......................................... 42
    Giving a specific example ......................................... 42
    Offering a specific shortcut ....................................... 43
    Answering a specific question .................................... 43
    Delivering a specific discount .................................... 43
    Generating leads with educational content ..................... 43
    Generating leads with tools ....................................... 46
    Filling out the gated offer checklist ............................... 47
  Designing Deep-Discount Offers ...................................... 50
    Using physical premiums ........................................... 50
    Employing a book .................................................... 51
    Leveraging the webinar ............................................. 51
    Selling software ....................................................... 52
    Splintering a service ................................................ 52
    Brainstorming “little victories” to offer your leads .......... 53
    Filling out the deep-discount offer checklist .................... 53
    Discovering your deep-discount offer ............................. 55
  Maximizing Profit ......................................................... 55
    Making an upsell or cross-sell offer .............................. 56
    Building bundles and kits .......................................... 57
    Tacking on a slack adjuster ........................................ 57
    Recurring billing ....................................................... 58

PART 2: USING CONTENT TO GENERATE FANS, FOLLOWERS, AND CUSTOMERS ........................................... 59

CHAPTER 4: Pursuing Content Marketing Perfection ......................... 61
  Knowing the Dynamics of Content Marketing ...................... 62
  Finding Your Path to Perfect Content Marketing .................. 63
    Understanding the marketing funnel ............................. 64
    Exploring the prospect’s intent .................................... 72
    Providing a path to the next step .................................. 73
    Segmenting your marketing with content .......................... 74
    Appearing everywhere your customer expects .................... 75
    Customizing your content ........................................... 76
  Executing Perfect Content Marketing .................................. 76
    Step 1: Choosing avatars ............................................ 77
    Step 2: Brainstorming content assets ................................ 77
    Step 3: Choosing the vehicle and channel .......................... 78
    Step 4: Planning for ascension ...................................... 78
  Distributing Content to Attract an Audience .......................... 78
Marketing through email ........................................ 79
Capturing leads through search marketing .................. 79
Using social media to drive traffic to your site ............ 79
Paying for traffic .................................................. 80

CHAPTER 5: Blogging for Business ................................. 83
Establishing a Blog Publishing Process ...................... 84
Brainstorming blog post ideas ................................ 84
Establishing content segments ............................... 87
Working with content creators ............................... 88
Editing the first draft ........................................... 92
Copyediting the post ............................................. 92
Applying Blog Headline Formulas ........................... 93
Tapping into self-interest ..................................... 93
Piquing curiosity ................................................ 93
Employing urgency and scarcity ......................... 94
Issuing a warning ............................................. 94
Borrowing authority .......................................... 95
Revealing the new ............................................. 95
Auditing a Blog Post ........................................... 95
Presents an exceptional headline ......................... 96
Includes a strong introduction .......................... 97
Offers easy-to-consume content ....................... 97
Satisfies your goal ........................................... 99
Includes quality media .................................. 99
Provides a compelling close ............................. 100
Uses search engine optimization ................... 100
Categorizes your topics .................................. 101
Completely delivers on the promise ................ 101
Keeps professional consistency ...................... 102

CHAPTER 6: Taking Stock of 57 Blog Post Ideas ............ 103
Defeating Writer’s Block .................................. 103
Writing useful content .................................. 104
Being generous .............................................. 108
Entertaining the masses ................................ 111
Capitalizing on the timely ................................ 113
Showing your humanity .................................. 113
Getting promotional ...................................... 115
Stirring the pot .............................................. 117
Engaging the audience .................................. 118
Multiplying your blog ideas ....................... 119
Creating Stellar Content without All the Fuss ............ 120
Curating and aggregating content .................. 120
Reacting to popular content .......................... 122
Crowdsourcing content ................................ 124
PART 3: GENERATING WEBSITE TRAFFIC

CHAPTER 7: Building High-Converting Landing Pages
Exploring the Types of Landing Pages
Creating a Lead Capture Page
Creating a Sales Page
Writing a sales letter
Understanding the elements of a product detail page
Grading a Landing Page

CHAPTER 8: Capturing Traffic with Search Marketing
Knowing the Three Key Players in Search Marketing.
Understanding searchers’ needs.
Knowing what search engines want.
Targeting Search Queries
Defining a search query
Choosing the right queries to target
Satisfying searchers
Optimizing Your Assets for Specific Channels.
Optimizing for Google
Optimizing for YouTube
Optimizing for Pinterest
Optimizing for Amazon
Optimizing for iTunes
Optimizing for review sites
Optimizing for search engine robots
Earning Links
Step 1: Cross-link your own content.
Step 2: Study your competitors’ links
Step 3: Create generous content
Step 4: Create content worthy of a link
Step 5: Publish primary research
Step 6: Keep up with the news

CHAPTER 9: Leveraging the Social Web
The Social Success Cycle
Listening to the Social Web
Choosing a social listening tool
Planning to listen
Listening without paid tools
Utilizing the feedback loop
Handling customer service issues
Influencing and Building Brand Authority
Growing your social following
Bouncing followers
Indoctrination campaigns .................................................. 230
Engagement campaigns ................................................... 231
Ascension campaigns ....................................................... 232
Segmentation campaigns ................................................... 232
Reengagement campaigns .................................................. 233

Writing and Designing Effective Emails ........................................ 234
Harvesting proven email copy ................................................. 234
Answering four questions .................................................... 235
Knowing why people buy ..................................................... 235
Writing effective email subject lines ....................................... 236
Writing body copy .............................................................. 237
Cuing the Click ................................................................. 238
Getting More Clicks and Opens ............................................. 238
Ensuring Email Deliverability ................................................ 241
Monitoring your reputation .................................................. 242
Proving subscriber engagement ............................................. 242

PART 4: MEASURING, ANALYZING, AND OPTIMIZING CAMPAIGNS. ......................................................... 245

CHAPTER 12: Crunching Numbers: Running a Data-Driven Business .................................................... 247
Leveraging the Five Google Analytics Report Suites .................................................. 248
Understanding Where Your Traffic Is Coming From ....................................................... 249
Tracking the Origins of Site Visitors ............................................ 250
Campaign source (utm_source) ................................................ 251
Campaign medium (utm_medium) ............................................. 251
Campaign content (utm_content) ............................................. 252
Campaign name (utm_campaign) ............................................. 252
Dissecting a UTM ............................................................... 252
Creating UTM parameters for your URLs ..................................... 253
Creating Goals to See Who’s Taking Action .................................... 253
Segmenting Your Audience with Google Analytics ......................... 256
Creating audience segments .................................................. 256
Honing In on Your Audience .................................................. 259
Drilling into demographics .................................................... 260
Drilling into psychographics .................................................. 262
Putting It All Together ........................................................ 266

CHAPTER 13: Optimizing Your Campaigns for Maximum ROI .......................................................... 267
Understanding Split Testing .................................................... 268
Obtaining the tools you need to run split tests ........................................ 268
Following the split test guidelines ............................................. 270
Selecting Page Elements to Optimize ........................................ 272
Considering qualitative data ................................................... 273
Using qualitative tools .......................................................... 274
Getting Ready to Test .......................................................... 274
  Developing an optimization hypothesis ................................. 275
  Choosing the metrics to track ........................................... 275
  Calculating your test timeline .......................................... 276
Preparing to Launch .......................................................... 276
  Defining goals in Google Analytics .................................... 276
  Checking that your page renders correctly in all browsers ...... 277
  Ensuring that you have no testing conflicts .......................... 277
  Checking links ..................................................................... 277
  Keeping variation load times similar or identical .................... 277
Calling a Test ...................................................................... 278
Knowing How a Test Performed ............................................. 278
Analyzing the Test ................................................................ 279

PART 5: THE PART OF TENS ..................................................... 281

CHAPTER 14: The Ten Most Common Digital Marketing Mistakes .................. 283
  Focusing on Eyeballs Instead of Offers ................................. 284
  Failing to Talk about Your Customers (and Their Problems) ... 284
  Asking Prospects for Too Much, Too Soon .......................... 285
  Being Unwilling to Pay for Traffic ...................................... 285
  Being Product Centric ......................................................... 286
  Tracking the Wrong Metrics ............................................... 286
  Building Assets on Other People’s Land ............................... 287
  Focusing on Your Content’s Quantity Instead of Quality ...... 287
  Not Aligning Marketing Goals with Sales Goals .................. 288
  Allowing “Shiny Objects” to Distract You .............................. 288

CHAPTER 15: Ten Trending Digital Marketing Skills to Add to Your Resume ........ 289
  Content Marketing .............................................................. 290
    Brand journalist ............................................................... 290
    Managing editor ............................................................. 291
    Content marketing manager ............................................. 291
  Media Buying and Traffic Acquisition .................................. 291
  Search Marketing ............................................................... 292
  Social Media Marketing ..................................................... 293
  Community Management .................................................. 294
  Video Marketing and Production ......................................... 295
    Video production specialist ............................................. 295
    Video marketing manager .............................................. 296
  Web Design and Development ............................................ 296
    Front-end developer ....................................................... 296
    Back-end developer ....................................................... 297
  Email Marketing ................................................................. 297
Direct-response copywriter .................................. 298
Email marketing analyst .................................... 298
Data Analysis .................................................. 298
Data analyst .................................................... 299
Data engineer .................................................. 299
Data scientist .................................................. 299
Testing and Optimization ................................. 300

CHAPTER 16: Ten Essential Tools for Digital Marketing Success ............................ 301
Building a Website ............................................ 301
Wordpress.org .................................................. 302
Shopify .......................................................... 302
Hosting a Website ............................................. 303
WPEngine ......................................................... 303
Rackspace ........................................................ 304
Choosing Email Marketing Software .................. 304
Maropost ........................................................ 304
Aweber .......................................................... 305
Klaviyo ............................................................ 305
Considering Customer Relationship Management (CRM) Software .................. 305
Infusionsoft ..................................................... 306
Salesforce ......................................................... 306
Adding a Payment Solution ................................. 306
Stripe ............................................................. 307
Square ........................................................... 307
Using Landing Page Software .............................. 307
Instapage ......................................................... 308
Unbounce ........................................................ 308
Sourcing and Editing Images ............................... 308
Canva ........................................................... 309
SnagIt ............................................................ 309
Pixlr Express ..................................................... 309
Managing Social Media ....................................... 309
Hootsuite Pro ................................................... 310
Edgar ............................................................. 310
Mention .......................................................... 310
Measuring Your Performance: Data and Analytics ..................................... 310
Google Analytics ............................................. 311
Google Data Studio .......................................... 311
Google Tag Manager ......................................... 311
Optimizing Your Marketing .................................. 311
Visual Website Optimizer ..................................... 312
TruConversion .................................................. 312

INDEX .................................................................. 313