



YOUR

DIGITAL MARKETING STRATEGY BUILDER

- ★ Turn strangers into customers ★
- ★ Increase sales and grow your customer base ★
- ★ Transform your marketing from an expense into an investment ★

**ATTRACT**

ATTRACT STRANGERS
WHO ARE LOOKING
FOR WHAT YOU SELL.

**EDUCATE**

EDUCATE & PRE-SELL
TO TURN THEM INTO
INTERESTED LEADS.

**RETAIN**

REACTIVATE AND
RETAIN EXISTING
CUSTOMERS.

**CONVERT**

CONVINCE THEM TO
BUY FROM YOU AND
CONVERT THEM INTO
PAYING CUSTOMERS

**THE PURPOSE OF YOUR WEBSITE AND
MARKETING EFFORTS IS TO FOLLOW THE
ABOVE STEPS SO YOU CAN SCALE YOUR
BUSINESS.**

When you do this right you lower marketing costs, save time because you only focus on marketing that works and more importantly increase sales so you can grow your business.

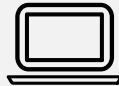
Most businesses skip the last steps and focus purely on traffic. Then they end up stressed out with an empty wallet after investing time, energy and marketing budget on s.e.o, social marketing and pay per click advertising that never result in sales or repeat business.

On the next page you will select at least one method from each box to build your marketing funnel.



ATTRACT

S.E.O
 GOOGLE ADWORDS
 FACEBOOK ADS
 LINKEDIN
 INSTAGRAM
 YOUTUBE
 PINTEREST



RETAIN

COUPONS
 EMAIL AUTOMATION
 TEXT
 CROSS SELLS
 CONNECT SOCIALLY
 CONTENT MARKETING
 RE-MARKETING
 SYNDICATION



EDUCATE

BLOGS
 ARTICLES
 LANDING PAGES
 INFO-GRAPHICS
 WHITEPAPERS
 VIDEOS
 PRODUCT PAGES
 SERVICES PAGES



CONVERT

WEBSITE DESIGN & LAYOUT
 TECHNOLOGY
 ANALYTICS & ANALYSIS
 SUPPORT PAGES
 CUSTOMER REVIEWS
 TESTIMONIALS
 CHAT / PHONE SUPPORT
 RE-MARKETING



HOW DO I BUILD A MARKETING FUNNEL?

STEP ONE: Evaluate your websites ability to funnel prospects through the purchase process and fix any holes that leak potential customers (and money).
 STEP TWO: Create educational content to turn strangers into leads
 STEP THREE: Select a traffic source to promote your content on
 STEP FOUR - Send out your content to existing customers by selecting a method to reactivate existing customers.

WANT TO TURN YOUR WEBSITE INTO A CASH MACHINE?

If you want us to look at your online marketing efforts and give you a quick critique. We can organise a quick 10 minute Website Success Audit that shows you where the holes are. If you are interested head to this page and pop in your details to organise an audit.

<http://www.ecommercemarketing.co.nz/business-scalability-audit/>