



What You Knew
About Marketing
Is Dead...

Do This Instead

YOUR CUSTOMERS NEED MORE

“It isn't by getting out of the world that we become enlightened, but by getting into the world...by getting so tuned in that we can ride the waves of our existence and never get tossed because we become the waves.”

— Ken Kesey, Kesey's Garage Sale

HEY, YOUR ROLE JUST CHANGED

Marketing isn't what it used to be. Things changed.

Calling strangers without their consent does more harm to your brand than good.

Throwing money doesn't fetch you leads.

Your business needs a lot more than just an idea, product, service, or plain old hustle.

Your business needs the Internet.

From time immemorial, trade was on. The cave man hunted. God knows how hard he had to work on his hunting skills, quell his fears when facing the wild, and pump up his bravado for protecting himself, his family, and his community from enemies.

Later, man started trading and pimped for a living. Fast forward to now, and we still pimp for our living, don't we?

While the pimping never stops, how you present and deliver your products (let's call services products too), and how you run your business operations does change with time.

Technology does that to us. As we think, innovate, and push ourselves and our collective intelligence into the realm of "awesomeness", extraordinary things begin to happen.

We create. We innovate. We make things happen.

That explains the great industrial revolution and now, the digital revolution.

Depending on where you are in the world, you are already experiencing the awesomeness, aren't you? Reading this report is one such instance.

The Internet changed your business and ours. The digital revolution stomped traditional marketing to the ground and rose up as the new poster boy (or girl) for marketers and businesses.

We don't know if you realized it yet, but wonderful things emerged thanks to the Internet.

- It takes not more than \$100 to start a sexy enterprise
- Your brand, business, products, and services will be discussed, shared, and probably bitched about with such fanfare that you'd have to scramble to get things in order (assuming talks flare up enough to damage your little kitty bank).
- Technology now powers everything.
- If your business is boring, your bank manager wouldn't be happy to serve you. Obviously, customers won't buy either.
- Your employees, vendors, existing customers, potential clients are all out on Facebook and Twitter.
- Your customers have a powerful voice, and they have a way to blow your "house of cards" business if are not careful enough.
- If you spam, you are a real 'pimp' (the sleazy type).
- Any business that's not online -- the right way -- is a business that's drowning in quicksand.
- It takes less time to put up a website today than it takes for you to take a shower (not exactly, but you get the point).

THE SKINNY ON HOW BIG THE INTERNET IS

Time Magazine has Interesting statistics on how big the Internet is purported to be:

Every hour, enough information is consumed by internet traffic to fill 7 million DVDs. And four years from now, it'll be four times larger than that.

Cisco, which releases a Visual Networking Index forecast about the scale of web traffic every year, estimated that by 2015, 966 exabytes of information will be consumed annually by the internet.

That's an increase of 200 exabytes over the estimate for 2014, which is itself more than the amount of all 2010 information consumption online.

By comparison, it took until 2004 for monthly internet traffic to pass 1 exabyte for the first time (For those wondering what an exabyte is, it's 1,000,000,000,000,000,000 bytes);

It was once estimated by UC Berkeley that "all words ever spoken by human beings" could be stored in 5 exabytes, although that would likely have to be in text format.

The increase in web traffic is expected to come mostly from consumers, with Cisco estimating that households will be responsible for 87% of that four-times jump in the next few years, with video-on-demand also jumping to 61% of all web traffic, compared with 40% now.

The point is this: the Internet is too big for you to avoid.

Digital marketing is awesome; it's waiting for you now, and in the future. You better start now because it takes time.

It could be hard

It could mean that your fingers will go sore just doing all that work blogging, content marketing, social media, and everything else that you'd have to do.

You might like it. You might not.

You could automate. You could hire freelancers. Maybe you'll go all in and hire full-time staff.

Do whatever, but the Internet isn't going away.

THE DEATH OF WHATEVER YOU KNEW

The Internet, despite all the potential, led to problems too.

Many businesses believe that the web is a medium, like any other.

A few things just won't work today. We call it the death of whatever you knew, or thought that you knew.

Writing crap, in the name of God or SEO, won't work

Stupid short-cuts for link-building won't work.

"Buying fans for your Facebook page" -- forget about it. You are better off spending on FB ads.

Running ads on Google to expect an ROI, like today? There's a whole circus at behind that game, and you are probably leaving money on the table. Plus, you could be paying that dreaded Google Stupidity tax.

Assuming you are doing everything right, chances are that you are still not squeezing what the digital marketing medium can give you because you don't do (or don't have the patience, or just didn't know) A/B testing, using landing pages (for everything) and optimization.

But, hey?

Sorry, I drifted.

Just another point...

Static websites -- those sites that come with 5 -10 pages that harp about how what your business is about, where you are, your contact information, why prospects should buy from you, etc. -- are dead.

Yes, dead.

At least, the regular gobbledegook that most businesses write on their pages won't get any of those businesses far.

You have less than 10 seconds to impress your customers. Static sites have nothing out there to hook your visitors for more than 2 seconds even.

The new way is to have dynamic pages (blogs), almost as if you were a highly authoritative, specialized magazine. Your job is to publish posts on your blog (corporate blogging) that are of relevance to your visitors/readers/customers.

WHAT WORKS NOW?

There was a time when you could show up with your products and services. Customers would just line up with cash in hand.

Today, they'd barely read the copy on your website.

Consumer behavior has changed over these past few years. There was a time when you could push products and services down the throats of any customer who was up for grabs.

Not anymore. That's because customers are looking for:

The “Like” and “trust” factor

Before customers think of buying from you and gladly spill the contents of their purses and wallets, they want to like you.

They look for reasons to trust you, like you, and feel comfortable buying from you. It's their hard-earned money and they are justifiably right in thinking so.

How do you achieve the much needed “Like” and “trust” factor?

Your blog acts as the main channel for you to get more personal, engage with your customers directly, allow them to read what you publish, let them share their opinions, and you'd -- needless to say -- respond to every one of those comments.

When customers come and start commenting, it's akin to customers walking into your physical store and asking around.

Information that solves problems

When customers stumble across your blog and start reading up, they ought to feel that you are an expert in whatever it is that you do business with.

For instance, if you are an SEO professional, your blog should become an authority site on all things SEO. Your customers should bookmark, save, and keep coming back for more information. You are, undeniably, an SEO expert.

Apply this to any business model, the roots stretch from here.

YOUR PRIMARY WEAPON: THE BLOG

I am not getting into the basics of blogging such as "How to Set up a blog", "How to set-up your blog through your cPanel", etc. There's plenty of information online for this.

Let's focus on what blogging does for your business:

If you are a business, you must publish.

It's clear that every brand or business today needs to publish. If you are into services or products, your blog should talk about trending topics, industry news, best practices, more ideas on how to use your products and services better, updates on your new releases, more tips and information, etc., you get the drift, don't you?

Blogging lets you engage customers Until (and after) they Buy.

Consider this: If you placed an advertisement on television or on print, what do you get?

Eyeballs.

If you sent out brochures and flyers, what do you get?

More Eyeballs.

Eyeballs don't make you money, do they?

Trouble is that your customers might not be ready to buy from you yet. They might need more time, they need to sleepover their purchase decisions, ask around, do some research, arrange for money, or perhaps just wait till the time is right.

If you had to do traditional marketing for all the time it takes for every customer to make a purchase decision, you'd soon be in a situation where you don't know where your money goes, as far as marketing is concerned.

Blogging gets you a community and some love

Think of the power of blogging for your business. No other time in the past could you do such a thing as actively engage with people and build a community around your products, services, ideas (that you share on your blog), or maybe even yourself. Your readers become your community.

This love spreads, you'll be linked to, you will be quoted, and you'll be talked about. When it's almost free (except for time & effort), I don't see why you shouldn't bank on it.

Pick a CMS (Content Management System) of your choice: Wordpress, Drupal, Joomla, and Hubspot. Do it yourself or hire someone to do it for you.

The point is simple: If you don't have a blog, have one. If you do have a blog but you don't publish regularly, do so, now.

Your Blog as a Hub for InBound Marketing

Every action you take online (as a means to promote your business) is interconnected. Here are the steps (rudimentary, of course). Now, please note: it won't matter if you don't like it. No one cares if you don't believe in it.

This stuff works.

Primary Action Plan

On a Frequency, Forever

- Publishing on your blog
- Publishing videos, audio podcasts, Interviews, Webinars, etc.
- Publishing snippets, posts, questions, discussions on Social Media.
- Publishing reports (such as this one), Whitepapers, etc.
- Creating an iPhone App, AndroidApp, a widget, or a Facebook App.
- Publishing Slide Decks, RSS Feeds, emails

Secondary Action Plan

On a Frequency, Forever

- Sharing content on Social Media
- Posting content while contributing on forums, Q &A sites, communities, etc.
- Writing guest posts (that will be published on another high- ranking blog that's relevant to your business or niche)
- Staying active on Social Media while building a high-quality network.
- Networking on forums, writing away to death on Quora, commenting on others' posts, and more finger torture of that kind.

Third Action Plan: Repeat 1 & 2

As you can see, all this is no easy work. Man-hours go into production, delivery, and distribution of content.

If you talk about digital marketing, there are just way too many moving parts. Plus, tools, technology, automation, management, and analytics.

But it's clear while your blog becomes the primary hub for all your publishing efforts, it also becomes the reason for new and old customers to:

- Find you using search engines.
- Find you using social media signals (and posts).
- Stay interested in your information.
- Gain trust in you and/or your company.
- Stay engaged until they are ready to buy.

It's easier, however, to think about this than it is to implement. It take a lot of commitment, hardwork, time, and effort to produce great content that will be shared, linked to, and loved. It also takes a lot of "giving" than getting.

Furthermore, you'll have work associated with every blog such as: finding images or visuals, optimizing blog posts for SEO, adding tags, picking the right categories, linking out to other sites and blogs, linking within to your own previous published blog posts, social media sharing, etc.

Talk about work, eh?

Content marketing isn't about writing a few blogs, publishing a few articles, and waiting to have customers rushing through the doors or crashing your website down.

Content marketing changes the way you do marketing. It involves a never-ending effort where you don't the role of a publisher and start feeding precious information (based on your expertise and related to the business you are in) to your customers continuously.

The reason you do that is simple:

Marketing isn't about shoving flyers, advertisements, and brochures on customers' faces.

It's been, is, and will be a way to "engage" customers until they are ready to buy.

If you choose to use the traditional routes of marketing to "engage" your costs quickly get out of control and is admittedly expensive.

Plus, you have nothing to show for all that spending. Content marketing - thanks to the Internet -- allows you to engage with potential (and existing) customers inexpensively.

Times have changed.

Use information, pull in the crowds and sell forever.

That's the way it has to be.

**Content grows wings. Your
published content has a
compounding effect.**

**Your content starts from your
blog, spills into Social media,
and goes to the community.**

FETCHPROFITS

LET'S DO MARKETING