



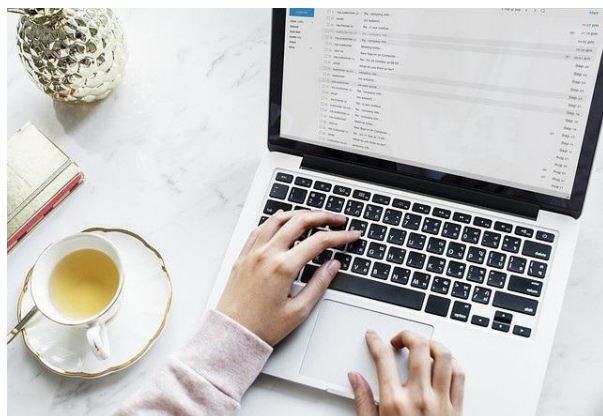
DISCOVER
HOW TO
BOOST
LEADS OR
SALES

Kim Bock

DISCOVER HOW TO BOOST LEADS OR SALES

Reach your Customers online and grow your reputation with a well-planned Digital Marketing Strategy.

It doesn't matter what type of business you have or whether it's a small, medium or large business, your customers need to feel that they and their priorities are your number one focus.



How are you going to accomplish this goal and generate more leads or sales for your own business, particularly if you have just started up your business and you don't have a huge established customer base?

We are living in an ever-changing digital world and just like the Universe (where Planet Earth is a very small dot), these changes are speeding up and if you don't keep up, your business will become extinct even before it has registered on anyone's horizon.

DISCOVER HOW TO BOOST LEADS OR SALES

Conventional Advertising and Traditional Marketing Methods cost a fortune and to be quite honest with you, in the current digital revolution which we are all experiencing, do not have what it takes to make your business grow over and above that of your competitors.

Before you become despondent and give up all together, relax and sit back. The Freelance Writing Blog will guide you through the process of Digital Marketing and how it can assist you to build the presence of your Business online. Keep watching our Blog Posts and Newsletters.

What is Digital Marketing?

According to [Neil Patel](#), “digital marketing is any form of marketing products or services that involves electronic devices”. Identifying these Marketing Products and Services is where things can become very complicated, but it really doesn't have to be. Yes, I have fallen into the trap of getting side-tracked with all the available products and services out there and this is my own story as well as my Guide to you as to how you can scale seemingly insurmountable obstacles and make your own business visible and active on the world wide web.

DISCOVER HOW TO BOOST LEADS OR SALES

I have learned the hard way that getting side-tracked simply leads to procrastination, because all those hundreds of products available on Google can be overwhelming for anybody who is used to conventional marketing, but who are newcomers to Digital Marketing.



Determining a Digital Marketing Strategy

In short, according to [Elissa Hudson from HubSpot](#) “your digital marketing strategy is the series of actions that are going to help you achieve your goal(s) using online marketing”. I will show you the Digital Marketing Strategy which I have applied to reach potential customers online and to grow the leads in my target market. This strategy focused on the following main points and in my blog, I will tell you what worked for me and what didn't:



DISCOVER HOW TO BOOST LEADS OR SALES

- Build Your Buyer Persona
- Understand Your Customer Journey
- Website Design
- Search Engine Optimisation (SEO)
- Pay-Per-Click Marketing (Google AdWords)
- Social Media Optimisation
- Video Marketing
- Blogging & Content Marketing

Measuring and Analysing

Thomas Stern wrote a very good article on this subject in [Business.Com](#). According to him, the key to any successful marketing strategy is to measure the results of a campaign to *identify trends and improve ROI*. This in my opinion encapsulates the everything that is important about measuring the success of your Marketing Strategy and Campaigns. After all, how will you know what worked and what didn't and if in the end it was all worth it, if you didn't measure your Campaigns?

DISCOVER HOW TO BOOST LEADS OR SALES

Steve Jobs famously said “Get closer than ever to your customers. So close that you tell them what they need well before they realise it themselves.”Easier said than done, right? How do you connect with your customers and get close to them, if you don’t know who they are in the first place?



To be able to understand *who* you serve, you must be able to define your audience. Once you understand who your ideal customer is, you can start engaging that customer in a manner that reaches them and subsequently grows your reputation and brings in new business. By having a picture in your mind of your ideal Customer or what is generally referred to as a *Buyer Persona*, you can make critical sales and marketing decisions that will take your Company forward.

What is a Buyer Persona?

According to [HubSpot](#), a buyer persona is “a semi-fictional representation of your ideal customer based on market research and real data about your existing customers”.

Customer Engagement & The Buyer Persona

By understanding what your Buyer Persona wants to accomplish, or what (s)he is interested in, you can create the kind of content on your own website that will help these Buyer Personas (who represent real customers) to achieve their own goals. If they get the answers to their questions or the means to achieve their goals on your website, they will remain as existing customers and may even refer new customers to your website.

How to Create a Buyer Persona

The first step is to *gather relevant information* for your Persona. Information such as demographics, income, occupation, interests, location and level of education can be utilised. You can gather this information through customer surveys or interviews with customers and prospective clients.

There is a myriad of templates available on the Internet which you can utilise to complete the information you gather and to generate the Buyer Persona. [HubSpot](#) has one, and templates can also be obtained from the following websites:

- [Xtensio](#)
- [Digitalmarketer](#)
- [Filestage](#)

Customer Engagement & The Buyer Persona

The second step is to *define the goals* of the Buyer Persona. According to [Tony Zambito](#) there “are underlying goals driving people to make the choices and decisions, which are before them. It involves the use of a goal-directed methodology to understand buyers within this context.” For your business, you therefore must determine what the underlying goals of **your business’** Buyer Persona is and what drives *them* to make their own choices and decisions. Questions you may ask your Buyer Persona might be:

- What’s important to the them and to their Business?
- What’s their target market?
- Where do they get the information for their Business?
- How do they intend to get customers for their Business?
- What are their personal goals?
- Why do they need your product(s)?

Based on their answers, you can determine their goals.

The third step is to *give them names*. This may sound a bit wacky, but it makes the person(s) real in your own mind. Once you have all the information you can complete one of the Templates (or create your own!) mentioned above.

Customer Engagement & The Buyer Persona



How to Use the Information of your Buyer Persona?

With your Buyer Persona(s) in mind you can:

- Create the ideal Marketing Strategy for your business.
- “Pitch” your business to him/ her and set out (on your website and through your Social Media and other Digital Marketing Campaigns), how *your business* can meet the needs and goals of your ideal customer.
- Create the Ultimate Digital Marketing Funnel (which will be covered in the next post); and
- Discover where the best places (websites and social media platforms) are to find these customers and what to “pitch” to them.

Customer Engagement & The Buyer Persona

In Conclusion

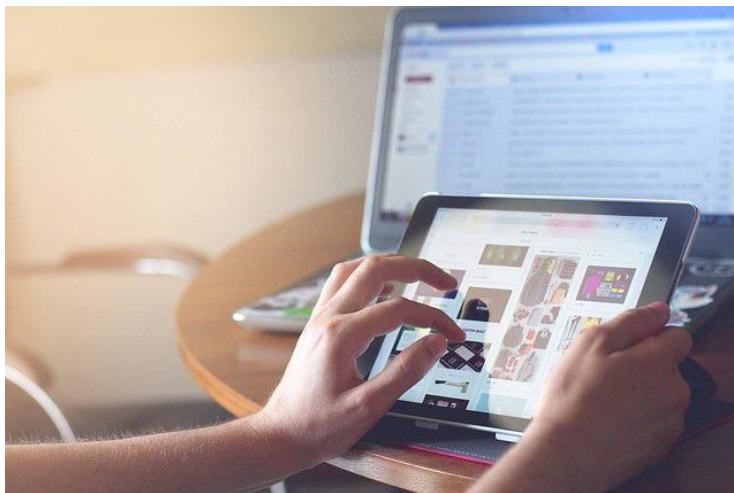
The ultimate goal of any Company is to grow their Business. You can in our view only do that with an effective Digital Marketing Strategy. The first step of such a strategy should always be to create a picture of your Ideal Customer (Buyer Persona). Through this process you will be able reach your customers online and effectively engage them. Properly engaged Customers are happy customers and a happy customer grow the reputation of your business and brings in that all important new business.

Customer Engagement: The Customer Journey



Customer Engagement: The Marketing Funnel

I explained the concept of the Buyer Persona which in short is your Ideal Customer. By now you should have a picture in your mind of who your Ideal Customer is. The next step is to understand the journey your customer or client undertakes to engage your services or to make a purchase from your online shop for the first time. Understanding this process (or what one calls the “Marketing Funnel”) can help you make critical sales and marketing decisions that will take your Company forward.



What is a Marketing Funnel?

[Unbounce](#) has the perfect definition for what exactly the Marketing Funnel is: “A model describing the various stages of a prospect’s journey from the first interaction with your brand to the ultimate goal: conversion. Conversion rate optimization is about moving people through your marketing funnel, turning them from prospects into raving, repeat customers.”

Customer Engagement: The Marketing Funnel

By understanding what your Buyer Persona wants to accomplish, and by understanding the Journey (s)he undertakes to obtain what (s)he is interested in, you can create the kind of content on your own website that will help him/her to achieve his/her own goals. If they get the answers to their questions or the means to achieve their goals on your website, they will remain as existing customers and may even refer new customers to your website.

What are the Components of a Marketing Funnel?



Customer Engagement: The Marketing Funnel

[Wikipedia](#) summarizes the staged process which clients/customers go through before they acquire a service or purchase a product as follow:

“Awareness – the customer is aware of the existence of a product or service

Interest – actively expressing an interest in a product group

Desire – aspiring to a particular brand or product

Action – taking the next step towards purchasing the chosen product”



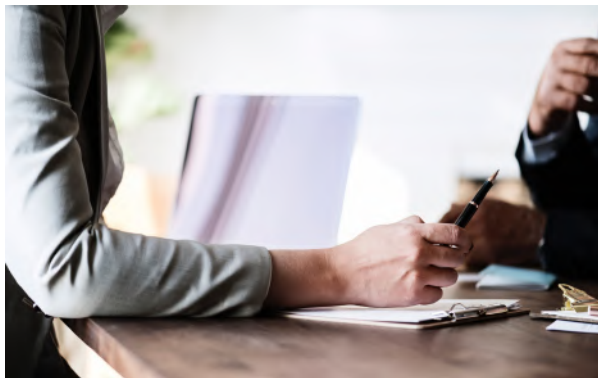
How to Use the Information of your Marketing Funnel?

Customer Engagement: The Marketing Funnel

With your Buyer Persona(s) in mind and by understanding their Customer Journey you can create the ideal Digital Marketing Strategy for your business with the right “type” of content aimed at every stage of the Marketing Funnel. The ultimate goal is obviously to guide as many as possible customers to the “action” stage which is where they will engage your services or purchase your products. Your Content will depend on your Strategy which you will devise to accomplish your goals. Digital Marketing will be addressed in the next instalment, but to give you a taste, the main areas of Digital Marketing are:

- Website Design and Search Engine Optimisation (SEO)
- E-mail Marketing
- Blogging
- Pay-per-click (Google AdWords)
- Social Media Optimisation and Marketing
- Video Marketing

In Conclusion



Customer Engagement: The Marketing Funnel

As stated previously, if you want to grow your Business, you can only do that with an effective Digital Marketing Strategy. You have now as a first step created your Ideal Customer (Buyer Persona). You also understand what journey they will normally undertake to achieve their goals. Now you can start with the first step in your Strategy to engage and guide them to make a purchasing decision. This first step is to create the correct type of content (considering the above areas of Digital Marketing) for each stage of the Marketing Funnel. Watch out for the next instalment where we will cover these areas of Digital Marketing in more detail and which will assist you with the finalisation of your Digital Marketing Strategy.

Through this process you will be able reach your customers online and effectively engage them. Properly engaged Customers are happy customers and a happy customer grows the reputation of your business and brings in that all important new business.

[Contact me](#) for more Information and for our assistance to grow your own Customer Base.