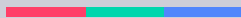


How to systematically  
turn website visitors into  
sales opportunities.

Digitopia





# Welcome!



Frank Cowell  
CEO. Author. Speaker.

Connect with me:  
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A close-up photograph of a baby with light brown hair and blue eyes, looking slightly to the left with a grumpy or determined expression. The baby is wearing a green and white long-sleeved shirt and is holding a clump of sand in their right hand. The background is a blurred, sandy beach under a bright sky.

**YOU THE REAL MVP**





## Our agenda for today:



1. The 7 biggest digital marketing mistakes
2. The 7 remedies for these digital marketing mistakes
3. A digital marketing “blueprint” that puts it all together into a repeatable, strategic system

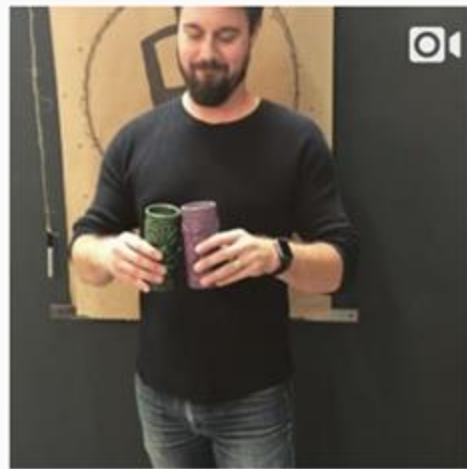


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# ~~Overnight Results~~

Warning!





---

# 1997

The “Information Superhighway”



Completely updated and revised!

Now  
\$29.99

*Site descriptions and links  
to over 10,000 sites on the  
World Wide Web*

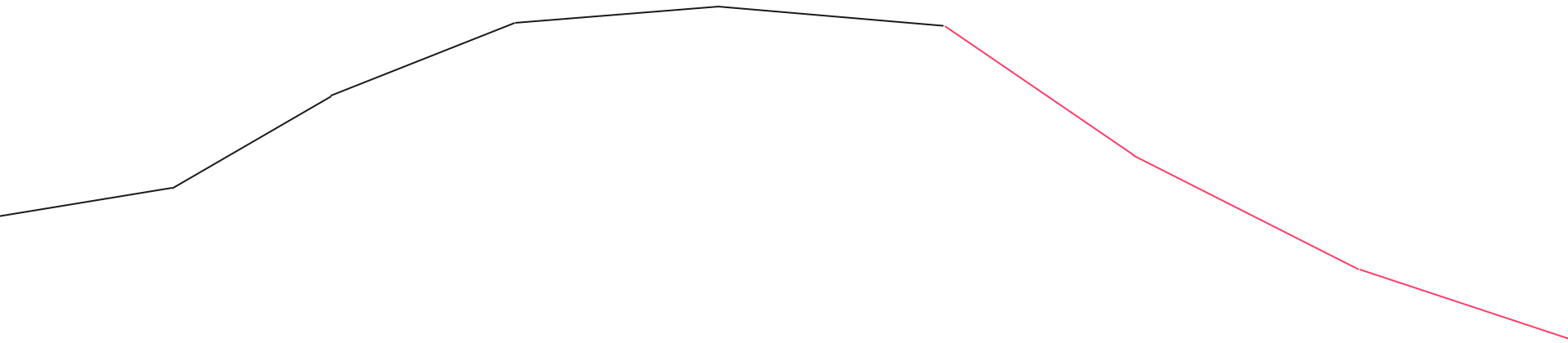


*New Riders' Official*

# Internet YELLOW PAGES *Sixth Edition*

New  
Riders





Things were going in the right direction. Until, they weren't.





**HELLO, IS IT LEADS YOU'RE LOOKING FOR?**



---

Cost per Visit: UP!  
Cost per Lead: UP!  
Cost of Customer Acquisition: UP!  
Conversion Rates: DOWN!  
Marketplace Differentiation: GONE!

Where's the ROI?



---

26,400,000

Search results for “digital marketing agency”



A young child with blonde hair is sitting in a dark grey car seat. The child is wearing a purple shirt and has a confused expression on their face, looking slightly to the right. The background shows the interior of a vehicle with other seats.

**WUT?**

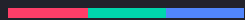




# What are the *real* *problems?*

Soul Searching

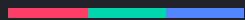




Most digital programs are  
broad and generic.

Problem #1






Most digital programs are  
not designed with  
profitability in mind.

Problem #2





Most digital programs only  
address  
“ready now” buyers.

Problem #3

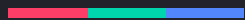




Most digital programs have  
one-dimensional advertising  
campaigns.

Problem #4






Most digital programs lack a  
nurturing strategy.

Problem #5





Most digital programs' SEO  
efforts ignore conversion.

Problem #6





Most digital programs'  
social media efforts are an  
afterthought.

Problem #7





# How can we fix this?

Problem Solving



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# Apply Hyperspecificity to Your Program

The Solution for: Broad and Generic





Create “experiences” where all assets and activities exist to solve one pain point for one buyer persona.

Hyperspecificity





# Funnel Content & Offers

## Engagement Activities

## Re-engagement Activities

What goes into an Experience?





Create multiple Experiences to  
address each unique Buyer  
Persona Pain Point.

Multiple Experiences=Digital Ecosystem



---

# Calculate Your “Basic Business Math”

The Solution for: Not Designed with Profitability in Mind





# Design your program based on the acceptable cost of customer acquisition (COCA)

COCA Analysis





# “Basic Business Math”

First, know how much you’re willing to spend to acquire a customer:

1. Average Lifetime Revenue (LTR) X Gross Margin (GM) = Gross Profit (GP)
2. Acceptable Cost of Customer Acquisition % (COCA%) X GP = Acceptable Cost of Customer Acquisition (COCA\$)

Next, figure out how to budget your program based on acceptable COCA\$:

3. Target Number of Customers Acquired X COCA\$ = Maximum Budget

Work the numbers backwards to understand cost thresholds for KPIs:

4. Opportunity-to-Customer Conversion Rate X COCA\$ = Maximum Cost per Opportunity
5. Lead-to-Opportunity Conversion Rate X Maximum Cost per Opportunity = Maximum Cost per Lead (CPL)
6. Targeted Visitor-to-Lead Conversion Rate X Maximum CPL = Maximum Cost per Visit



# “Basic Business Math” Example

First, know how much you’re willing to spend to acquire a customer:

1. Average Lifetime Revenue (LTR) of  $\$50,000$  X Gross Margin (GM) of  $60\%$  = Gross Profit (GP) of  $\$30,000$
2. Acceptable Cost of Customer Acquisition % (COCA%) of  $10\%$  X GP of  $\$30,000$  = Acceptable Cost of Customer Acquisition (COCA\$) of  $\$3,000$

Next, figure out how to budget your program based on acceptable COCA\$:

3. Target Number of Customers Acquired of  $50$  X COCA\$ of  $\$3,000$  = Maximum Budget of  $\$150,000$

Work the numbers backwards to understand cost thresholds for KPIs:

4. Opportunity-to-Customer Conversion Rate of  $40\%$  X COCA\$ of  $\$3,000$  = Maximum Cost per Opportunity of  $\$1,200$
5. Lead-to-Opportunity Conversion Rate of  $10\%$  X Maximum Cost per Opportunity of  $\$1,200$  = Maximum Cost per Lead (CPL) of  $\$120$
6. Targeted Visitor-to-Lead Conversion Rate of  $15\%$  X Maximum CPL of  $\$120$  = Maximum Cost per Visit of  $\$18$

---

# Infuse Relationship Psychology into Your Funnel

The Solution for: Only Address “Ready Now” Buyers



ELEVATE: “Let’s not stop there. Let’s take your transformation to an even better place!”

CUSTOMER DELIGHT (“CD”)

TRANSFORM: “If you’re really serious and want to step on the gas, let us help you achieve this transformation.”

CORE OFFERS (“CO”)

ENGAGE: “Would you like to experience this transformation, too? If so take this important first step.”

FOOT-IN-THE-DOOR OFFER (“FitD”)

INSPIRE: “Now, see how someone like you achieved X using this solution/approach/product.”

DEEP DIVE CONTENT (“DD”)

EMPOWER: “And here’s a resource to help you do it.”

LEAD MAGNET (“LM”)

EDUCATE: “Here’s how to solve your pain point/achieve your desire.”

CORNERSTONE CONTENT (“CC”)

**Customer Delight** are the offers that help your Buyer Persona achieve new levels of success and value, elevating the relationship from “Customer” to “Raving Fan”! Examples of Customer Delight can include continuing education/online courses, office hours, user groups, private online communities, exclusive content/events, discounts/perks with partners, access to exclusive venues, industry data/reports, etc.

**Core Offers** are the core of what you sell in the marketplace and, ideally, they are the final step towards achieving the transformation that your Buyer Persona is after! Examples are your very own products/services list.

**Foot-in-the-Door Offers** are where you give your Buyer Persona an opportunity to engage your brand directly to learn more about how they can achieve the kind of transformation they learned about from your Deep Dive Content. Foot-in-the-Door Offers can be paid or unpaid transactions (test both!): consultations, audits, 1-on-1 demonstrations, trials, in-person seminars/events, estimates, samples, physical books.

**Deep Dive Content** is where you provide your Buyer Persona with deeper education about how to solve their specific pain point. Focus your Deep Dive Content on stories of *transformative proof* — proof so compelling that your Buyer Persona is inspired to engage your brand directly. Proof can be shown in videos, webinars, case studies, white papers, books/e-books, online courses, offline events.

**Lead Magnets** are where you provide your Buyer Persona with a *resource* that empowers them take the next step after consuming your Cornerstone Content’s *education*. This resource should be something actionable, not just more information to “read.” Think templates, tools, calculators, assessments, checklists, audit worksheets, blueprints/cheat sheets.

**Cornerstone Content** is where you showcase your brand’s expertise from a place of *education* (as opposed to “promotion”). Educate your Buyer Persona your differentiated approach for taking steps towards solving their pain point or achieving their desire. Cornerstone Content can be produced in a variety of formats: blog posts, videos, infographics, case studies, white papers, podcasts.

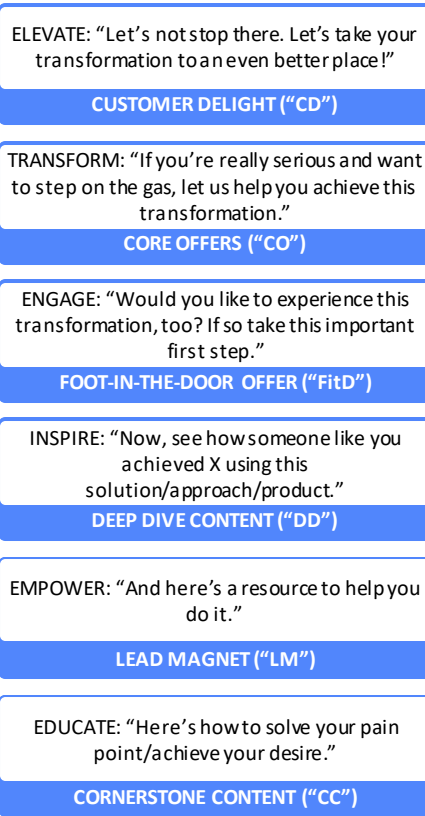
## Don’t Just Close Deals, Elevate Relationships

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# Deploy Dynamic Retargeting Campaigns

The Solution for: One-Dimensional Advertising Campaigns





← Show them ads for this

← If they are here...

## Dynamically Change Ads Based On Their Relationship Level



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# Deploy Consistent, Value-based Topical Nurturing Tracks

The Solution for: Lack a Nurturing Strategy





Every 7-14 Days  
Stay on Topic  
Inspire Through Proof  
Leverage 3rd-Party Content

Tips for Value-Based Topical Nurturing

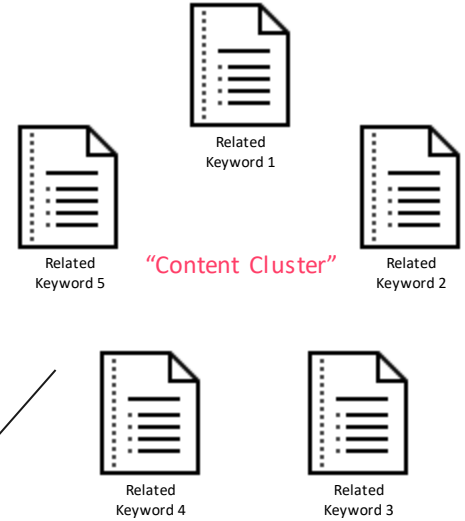
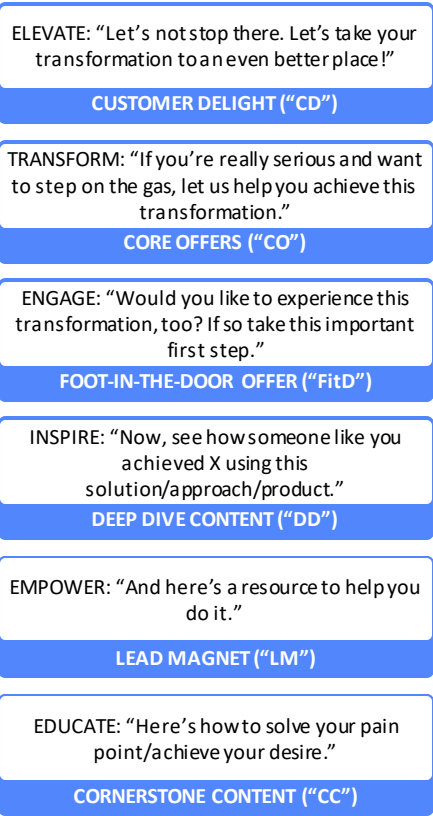


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# Use SEO as “Feeder Content” to a Lead Generation Funnel

The Solution for: SEO Efforts Ignore Conversion





## SEO as Feeder Content



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# Get Your Entire Company Involved

The Solution for: Social Media Efforts are an Afterthought





# The Blueprint

The Digital Utopia Methodology





A tool for identifying all of your buyer persona-focused campaign's content, offers, and engagement activities in **one easy-to-understand view.**

The Blueprint



# The Digital Utopia Methodology

## Buyer Persona and "Business Math"

### BUYER PERSONA



**Name:** President Pete

**Description:** President of a \$5m B2B technology firm

**Age:** 42

**Gender:** Male

**Income:** \$175,000

**Location:** Phoenix, AZ

**Education:** B.S. from ASU

#### Watering Holes

- Social: LinkedIn, Facebook
- Print: Wired, Inc, Forbes
- Online: Mashable, TechCrunch, Engadget, Gizmodo
- Events: Creative Tech Conference, SXSW, IoT Summit
- Memberships: EO, Tech Execs Forum

#### Influencers

- Gary Vaynerchuk
- Cameron Herold
- Verne Harnish

#### Goals

- Increase revenue
- Increase profitability
- Drive marketplace awareness and positioning

#### Challenges

- Never enough time, people, budget — initiatives are always back-burnered
- Increasing competition creates lots of "noise" in the marketplace
- Technology moves faster and faster = disruption = CHAOS

#### Top 3 Questions

- How long does it take to see results?
- How much time is needed from me and my team?
- Who will I work with on your team?

#### Top 3 Objections

- I don't want a long-term contract
- Your pricing is more than I wanted to spend
- We have to get our new website launched first

#### Focus Pain Point

Pete has tried lots of things when it comes to marketing, but he is frustrated that he hasn't found the formula for consistent, high performance marketing. He has serious growth goals and knows he has to crack the marketing code.

#### Statement of Value

The Elevator Formula approach to digital marketing enables President Pete to go from a frustrated executive that can never seem to get his sales goals off of his mind and even questions his ability to scale the company to a confident, rock star entrepreneur that drives strategies that create marketplace differentiation and produce consistent marketing and sales performance.

### MONTHLY OBJECTIVES

Level	Quantity	Conversion
Customers	10	25.0%
Opportunities	40	25.0%
Qualifieds	160	25.0%
Leads	640	5.0%
Visitors	12,800	

#### ROI

MAXIMUM COCA ANALYSIS		
	LTR of	\$120,000
x	GM of	50%
=	LTV of	\$60,000
x	COCA % of	5%
=	COCA \$ of	\$3,000

#### GROWTH INVESTMENT

To acquire 10 customers per month, the "all in" marketing budget should be in the neighborhood of, but not exceed, \$30,000/mo. (COCA\$ x Customers).

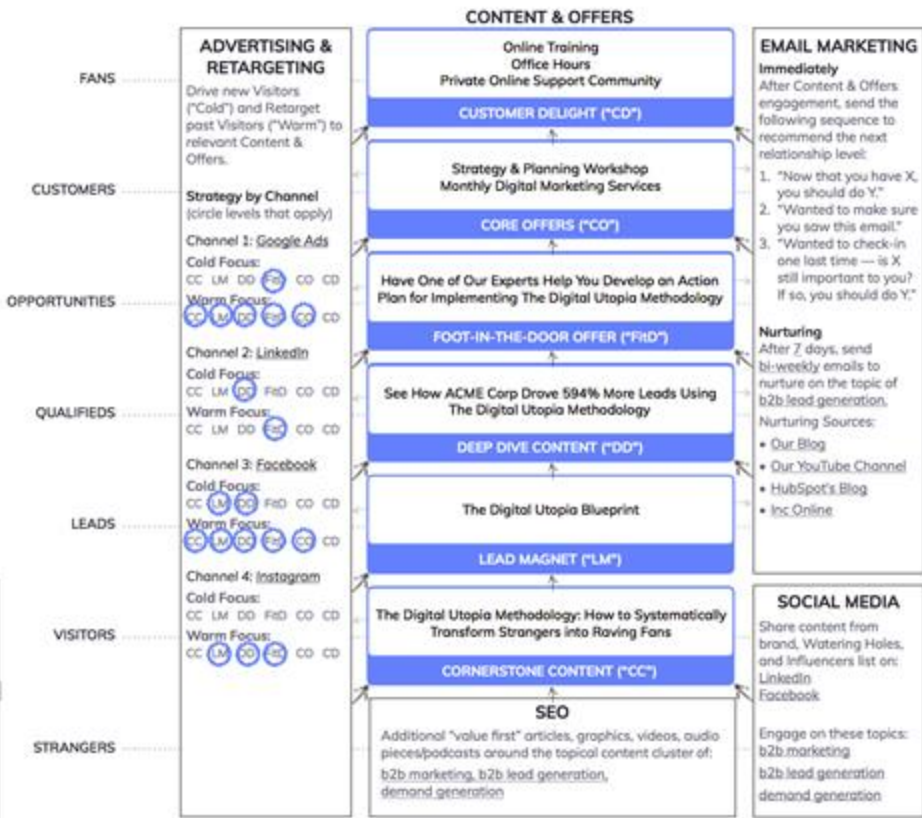
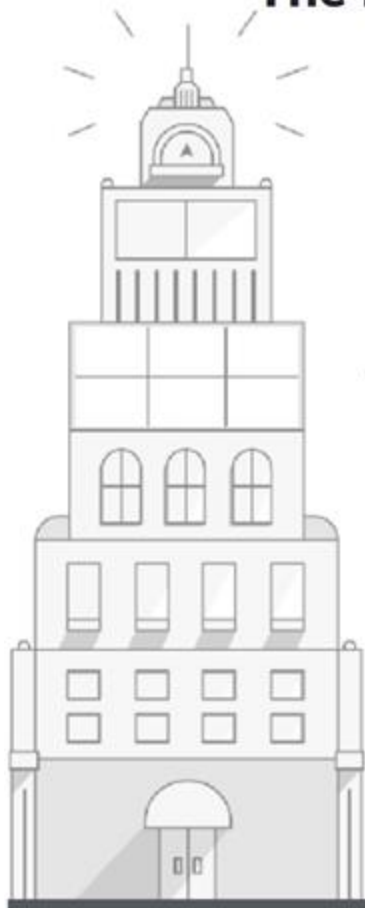
#### MAXIMUM PAID MEDIA CPCs

Based on a max COCA of \$3,000, average Cost per Clicks (CPCs) should not exceed: \$2.34



# The Digital Utopia Methodology

Experience Worksheet



Download the Blueprint:  
[www.digitopia.agency/blueprint](http://www.digitopia.agency/blueprint)





# Thank you!



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