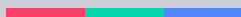
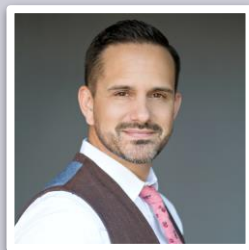


How to systematically transform  
strangers into raving fans in the  
digital age.

**Digitopia**



# Welcome!



Frank Cowell  
CEO. Author. Speaker.

Connect with me:  
@frankcowell  
fcowell@digitopia.agency



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 small amount of sand in their right hand. The background is a blurred, sandy beach under a bright sky.

**YOU THE REAL MVP**





## My goal for today.



1. Discuss the challenges of digital marketing.
2. Share a systematic digital growth strategy.
3. Give you a tool to help you implement today's ideas.

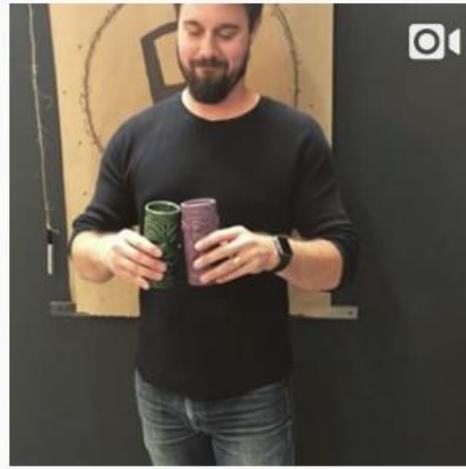
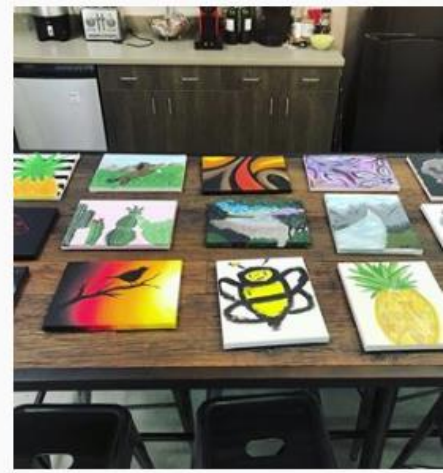


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# ~~Overnight Results~~

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*

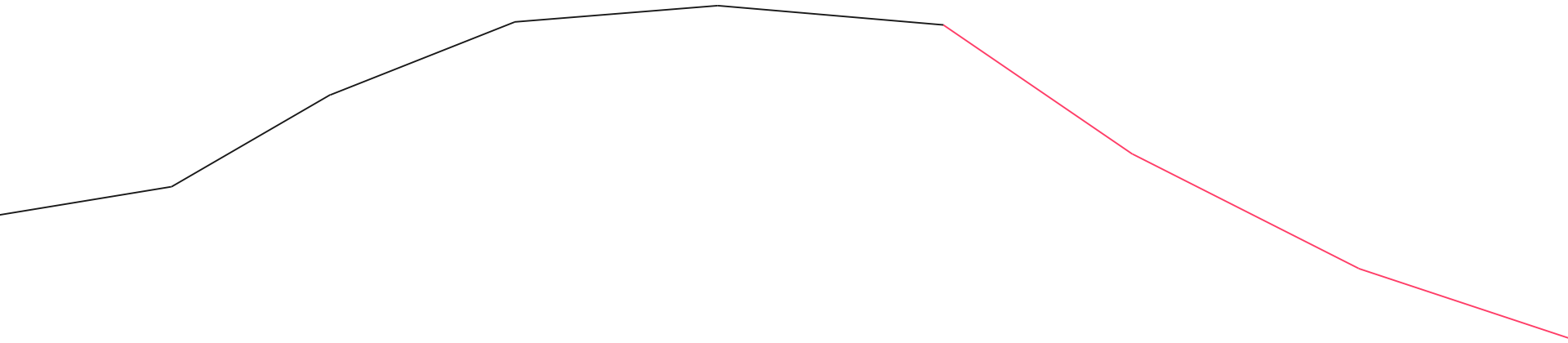


*New Riders' Official*

# 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.

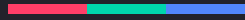
**WUT?**



# What's the *real* problem?

Soul Searching



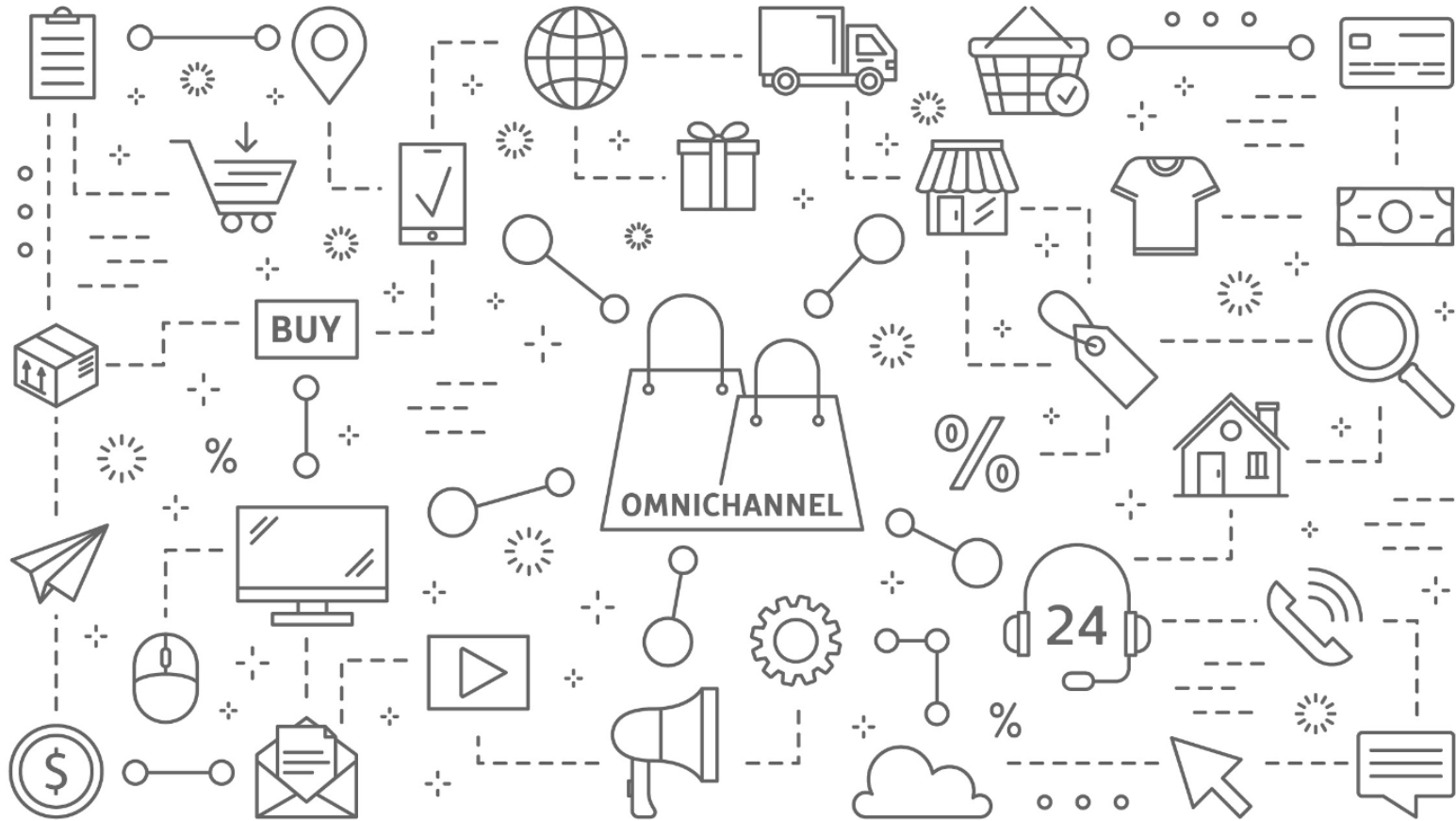


Everyone is caught-up in  
the tactics.

What's the strategy?







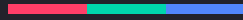
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>400,000

Businesses started in the US each year.

Source: U.S. Census Bureau 2016 Business Dynamics Statistics





Too many marketing technologies  
to manage too many marketing  
channels with too many  
competitors.

A crowded, noisy marketplace.

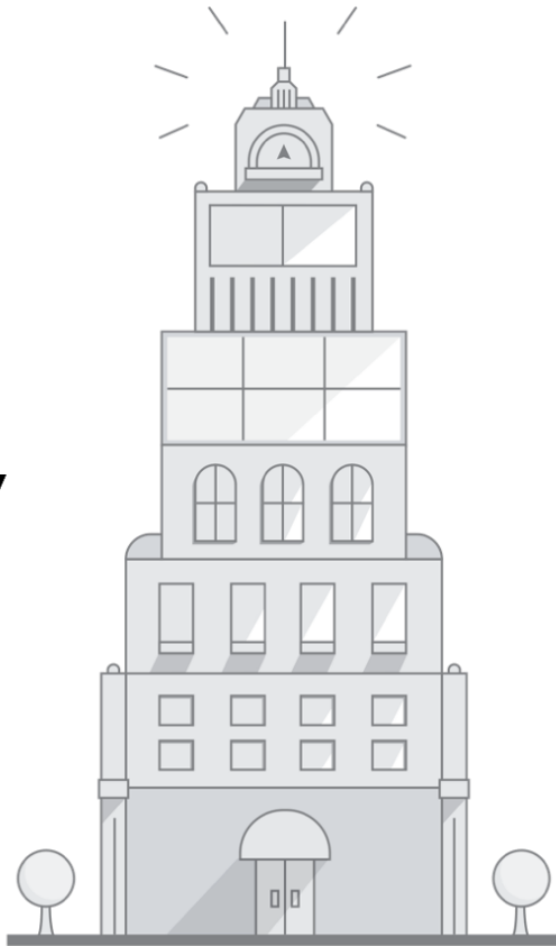




**HEY, GIRL. LET'S  
SIMPLIFY THINGS.**

# The Digital Utopia Methodology

A digital growth strategy that allows people who engage with your organization to naturally move from one relationship level to the next — from Stranger to Fan.



- \_\_\_\_\_ Fans
- \_\_\_\_\_ Customers
- \_\_\_\_\_ Opportunities
- \_\_\_\_\_ Qualifieds
- \_\_\_\_\_ Leads
- \_\_\_\_\_ Visitors
- \_\_\_\_\_ Strangers





# The Five Core Philosophies

The Digital Utopia Methodology






#1

# Customer Service Mindset

The Five Core Philosophies





“It’s about providing customer service to those that don’t yet realize that they’re your customers.”

Philosophy #1: Customer Service Mindset





# #2

# Hyper-Specificity

The Five Core Philosophies



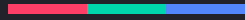


Most marketing attempts to  
appeal to the widest audience  
possible.

This is a huge mistake.

Philosophy #2: Hyper-Specificity

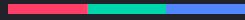




People don't react to general  
messages — they react to specific  
messages.

Philosophy #2: Hyper-Specificity





Going forward, your campaigns  
must focus on one buyer persona  
and one “paint point.”

Philosophy #2: Hyper-Specificity



# The Digital Utopia Methodology

Systematically transform strangers into raving fans in the digital age.

## 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 Buyer's Journey



**Awareness**

“Problems”



**Consideration**

“Paths”



**Decision**

“Providers”

What are the issues?



Which “issue” do they want  
to solve more than anything  
else?

The Focus Pain Point



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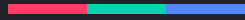
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“People don’t care how much you know, until they know how much you care.”

-Theodore Roosevelt



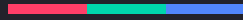


# #3

# Slow Down to Speed Up

The Five Core Philosophies

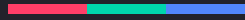




Marketing and sales must aim to  
elevate relationships not “convert  
leads.”

Philosophy #3: Slow Down to Speed Up

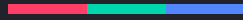




We must offer a relevant and  
appropriate next step.

Philosophy #3: Slow Down to Speed Up





# Example:

Someone that downloads a resource from your website is likely not ready to buy.

Philosophy #3: Slow Down to Speed Up



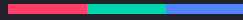


# Example:

Instead, offer that person a video that provides an example of the resource they downloaded.

Philosophy #3: Slow Down to Speed Up





# Example:

“Now that you’ve done that, you should do this.”

Philosophy #3: Slow Down to Speed Up



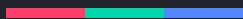


# #4

# Top-Down Optimization

The Five Core Philosophies





In any given process where “step 1” is the “input,” improving the performance of any subsequent step yields increased output *without increasing the input.*

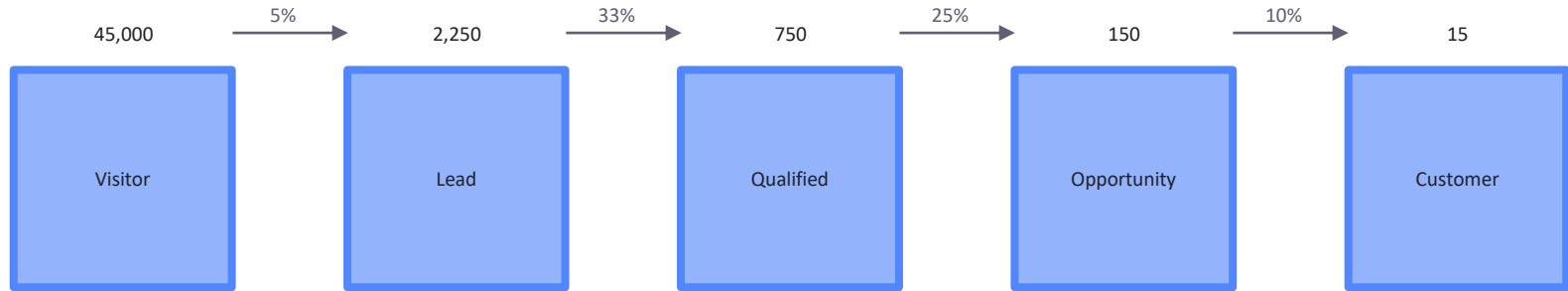
Philosophy #4: Top-Down Optimization





# Example: Top-Down Optimization

Objective: Grow Monthly Customers to 45

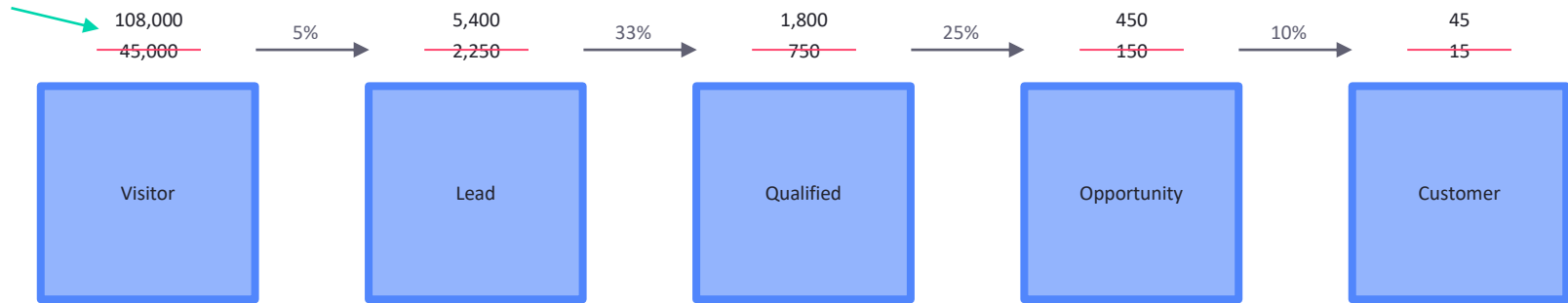


\* Where "top" is the "Customer" relationship



# Example: Top-Down Optimization

Objective: Grow Monthly Customers to 45



Scenario: Increase Visitors

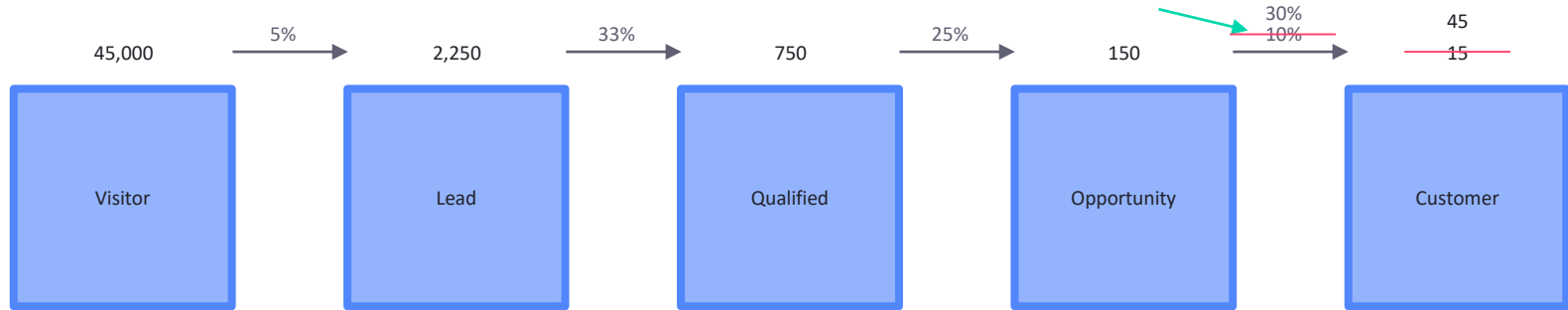
\* Where "top" is the "Customer" relationship





# Example: Top-Down Optimization

Objective: Grow Monthly Customers to 45



Scenario: Improve Opportunity-to-Customer Rate

\* Where "top" is the "Customer" relationship





#5

# Commitment & Consistency

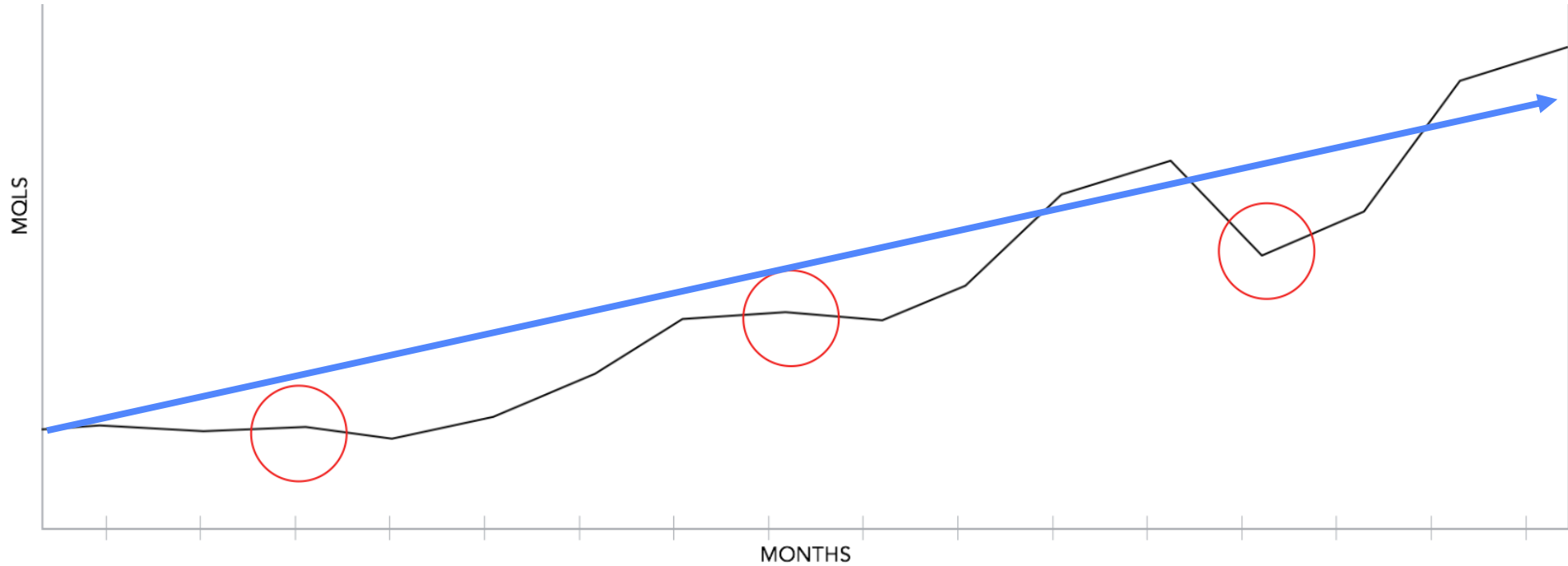
The Five Core Philosophies







# Be Trend-focused





# The Blueprint

The Digital Utopia Methodology





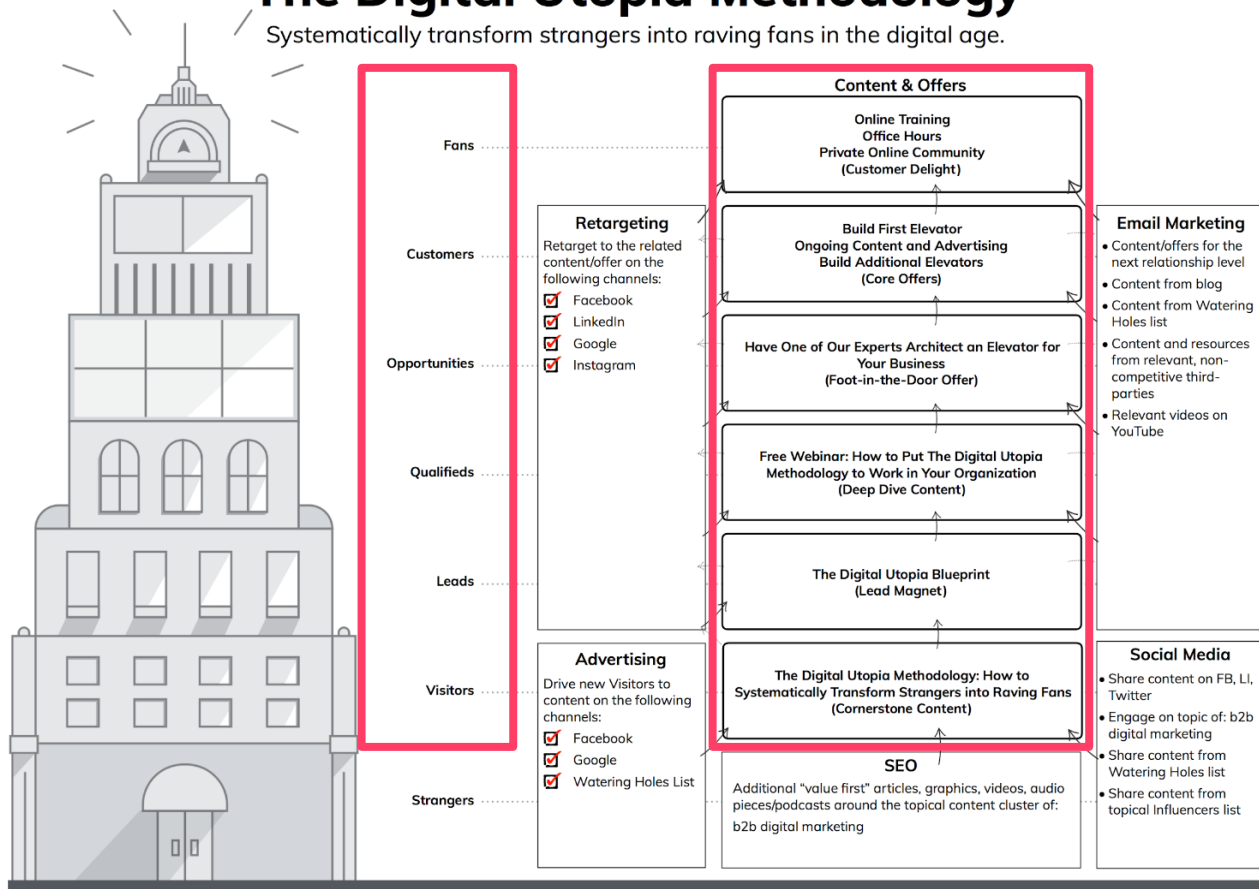
A tool for identifying all of your buyer persona-focused campaign's content, offers, and engagement activities in **one easy-to-understand view.**

The Blueprint



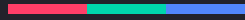
# The Digital Utopia Methodology

Systematically transform strangers into raving fans in the digital age.



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





# Let the Five Core Philosophies drive your digital program.

Sanity through strategy.

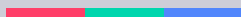




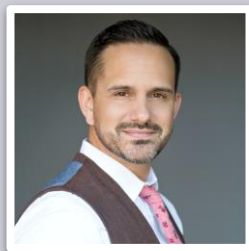
Customer Service Mindset  
Hyper-Specificity  
Slow Down to Speed Up  
Top-Down Optimization  
Commitment & Consistency

The Five Core Philosophies





# Thank you!



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