



FLAIR INTERACTIVE SERVICES



How to Get More Traffic, Leads and Conversions, Even in a Down Economy

Flair Interactive Services

June 17, 2020

Agenda

- About Me
- State of the Digital Marketing Industry
- (Re)Planning a 2020 Marketing Strategy
- The Elements of Modern “Smarketing”
- Funnels/Conversion Paths
- Common Use Cases
- Q&A



About Me



Who am I?

- The founder and managing director of Flair Interactive
- A writer and editor - have published more than 500 articles, thousands of blog posts and more digital content than I can count
- Published in the *Chicago Tribune*, TribLocal, Patch.com, Business.com, eHow, Office.com and numerous others
- Started Flair in 1995, as a moonlighter while working for several large web agencies (U.S. Web, marchFIRST and Divine Interventures)
- Transitioned to Flair full-time in 2002 and grew it to \$1.2 million in revenue in the first 18 months
- Hold multiple certifications in inbound marketing, content marketing, SEO, conversion funnel optimization, HubSpot, paid search, Google, inbound sales and more



About Flair Interactive

- A digital marketing agency based in the Chicago area
- A certified HubSpot agency, a Digital Marketer certified partner and a certified Google partner
- We plan, create and manage web sites, blogs, social media, landing pages, calls to action, forms and other inbound tactics for our clients
- Proficient in HubSpot, WordPress, Adobe CC, Google Analytics, Google AdWords, HTML, CSS, Javascript, PHP, various shopping carts/ecommerce platforms and many others



Our Clients



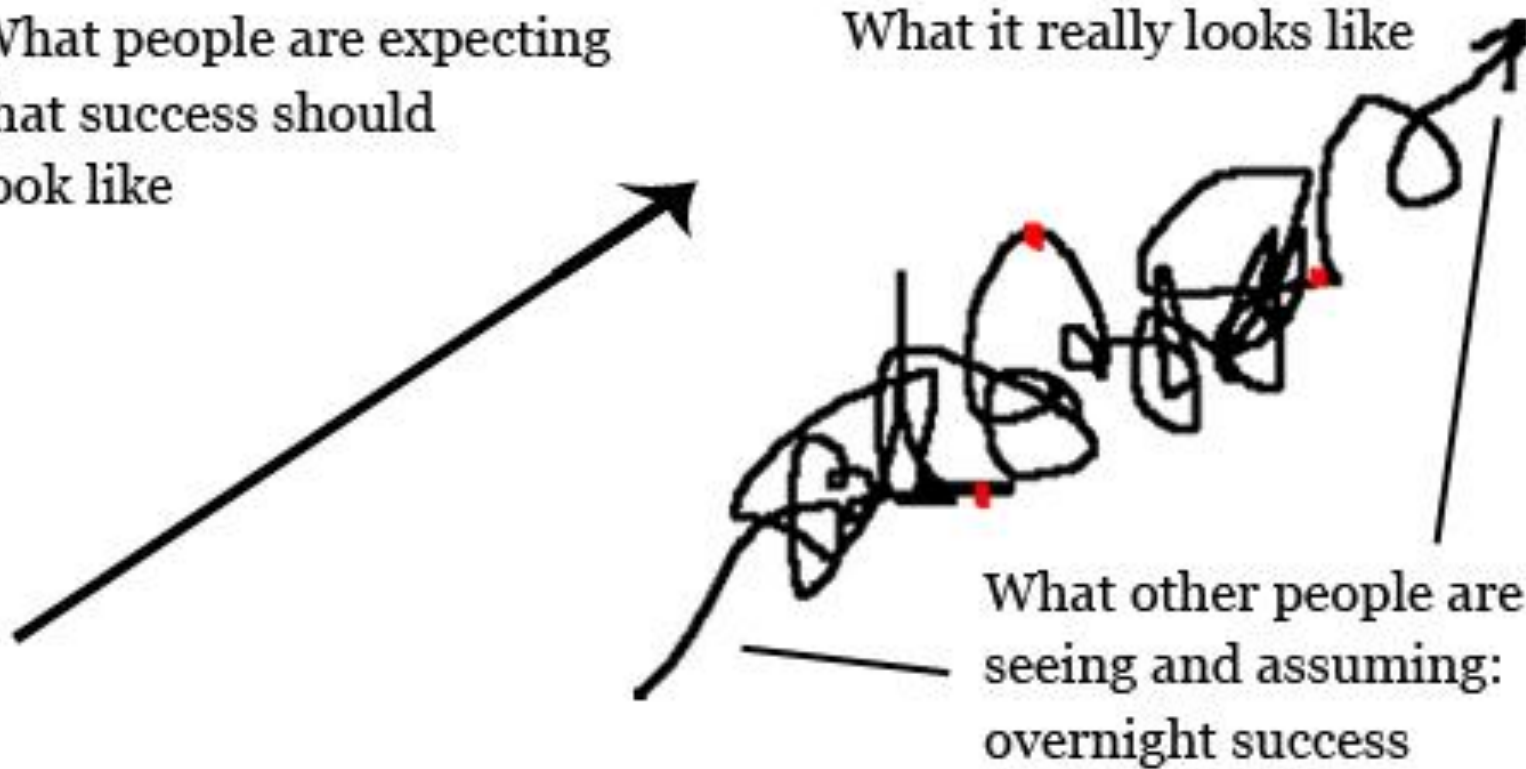
Why This Summit?



SUCCESS is Not a Straight Line

What people are expecting
that success should
look like

What it really looks like



What other people are
seeing and assuming:
overnight success



State of the Digital Marketing Industry



“The one thing I’ve personally learned is you’ve got to get ahead of the curve...don’t try to deny it or put your head in the sand and wish for the best. These are the times when a culture and an organization gets tested.”

- Michael Hansen – CEO of Cengage



2020
PLAN B

(Re)Planning a 2020 Marketing Strategy

- Most companies fall into one of three categories while facing COVID:
 - *Survival mode* - just trying to make it through and keep the lights on
 - *Maintenance mode* - treading water, but not seeing growth
 - *Growth mode* - actually doing better than before COVID
- Biggest budget cutbacks have impacted specific **tactics** and specific **industries**
- Some industries have seen growth
- COVID has not only changed the way we live, but it has also transformed the way do business, interact with others, market and sell—*and it will continue to do so*



(Re)Planning a 2020 Marketing Strategy *(continued)*

Most important thing to remember when rethinking your strategy:

DON'T STOP!

Don't stop marketing.

Don't stop selling.

Don't stop planning for growth.

(because your competitors won't)



Have you ever heard the parable of the hot dog man?



***So who are
you listening to
in 2020?***

- The nightly news***
- Your family members***
- Industry analysts***
- Your own gut***

How about...



...YOUR CUSTOMERS?

**DO YOU
KNOW YOUR
CUSTOMERS**



When was the last time you....

- Asked a customer or prospect how they were doing?
- Told them to tell you more about the specific problems they're facing?
- Offered them something of value *for free*, no strings attached, without expecting anything in return?
- Told a customer to walk you through their day and describe *in detail* the specific pain points or challenges that are preventing them from reaching their goals?
- Tied your prospect's specific pain points to the specific solutions that you can offer them?
- Educated a prospect about something that can help them *that you don't sell*?
- Provided helpful tools, practical tips or free giveaways that can truly transform your prospects' or customers' lives?

If you're not LISTENING and HELPING, you're not using modern marketing and sales techniques.

Listen and Help Your Customers

	How to Listen Better	How to Help More
Survival Mode	<ul style="list-style-type: none"> -Identify Your Most Popular Content -Online Groups/Discussion Boards -Social Media - read, share, discuss -User Research: Surveys, Exit Polls, Heatmaps 	<ul style="list-style-type: none"> -Downloadable Content (blog posts, webinars, tip sheets, ebooks, white papers) -Pick up the phone. Often. -Videos -Email Marketing -Repurpose or Repromote Your Best Content
Maintenance Mode	<ul style="list-style-type: none"> -Review Analytics and Metrics for Your Campaigns/Content -A/B Testing -Funnel Testing and Optimization -Focus on 1 Campaign/Mo & Monitor the Results 	<ul style="list-style-type: none"> -All of the Survival Tactics -Automated Workflows -Webinars -Identify & Optimize 3-4 Funnels that Help People
Growth Mode	<ul style="list-style-type: none"> -Online User Testing (monitor who's doing what on your site) -2-3 Day Virtual Summits and Large-Scale Online Events (include chat and Q&A) - 	<ul style="list-style-type: none"> -All of the Previous Tactics -Develop Joint Partnerships - Expand Reach -Optimize All of Your Funnels and Sales & Marketing Processes to Focus on Helping



The Elements of Modern “SMarketing”



The Flywheel

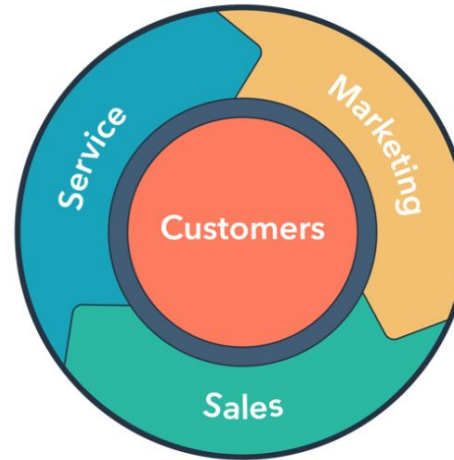
[Courtesy of HubSpot](#)

Funnel-to-Flywheel

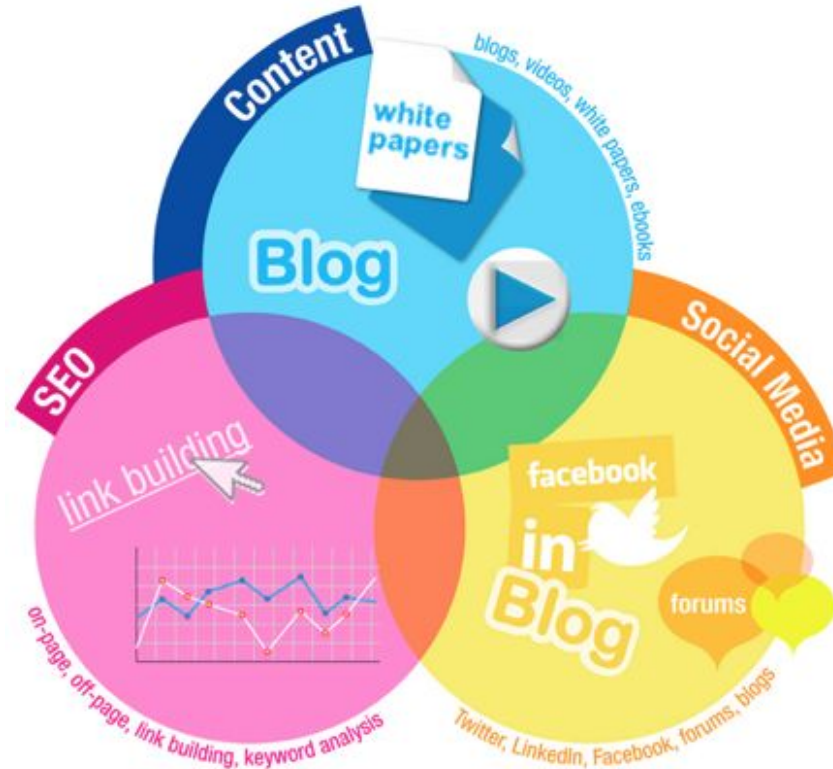
Then = Funnel
Customers as an afterthought



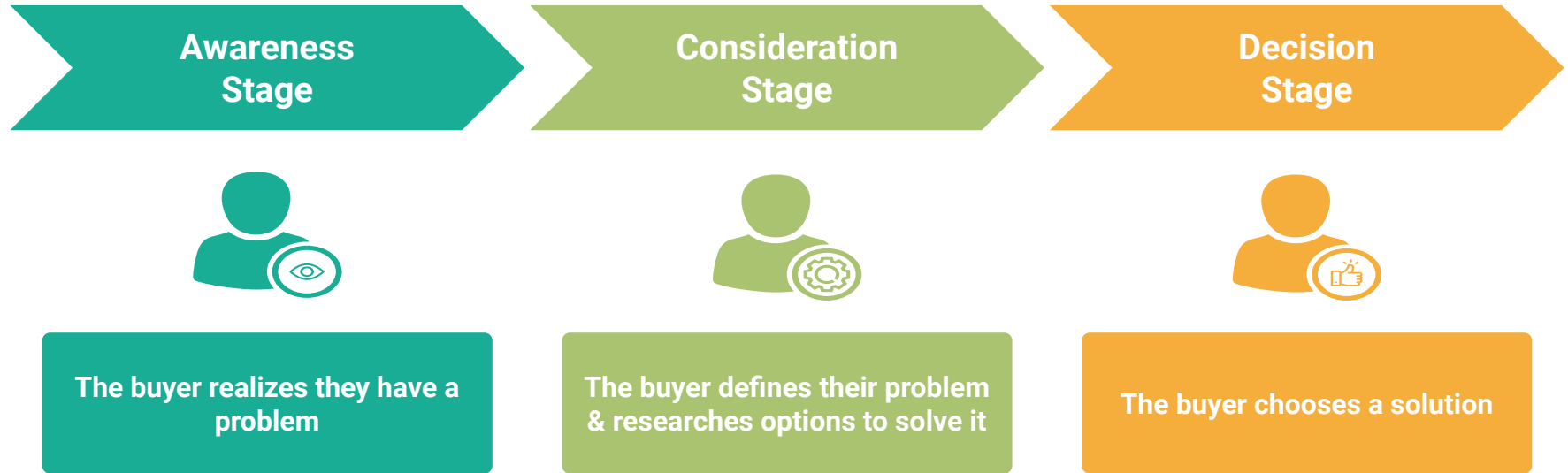
Now = Flywheel
Customers at the center



Modern Marketing Must Be Integrated



Focus on the Buyer's Journey



Tailor Your Content to Users' Needs at Every Step



Components of a Good Strategic Plan



1. Self-Assessment

Unite your team by understanding where you are now, what marketing assets you have, and your organizational growth goals.

2. Define Your Audience

Identify your target audience and the unique Buyer's Journey that each prospect travels as they conduct their research online.



3. Build the Engine

Outline a marketing engine for growth that converts, qualifies and nurtures your leads with site, SEO, blogging, social media and marketing automation.

4. Marketing Campaigns

Develop a detailed content plan to attract personas by answering common questions via your blog and premium content offers.



**Most people start
and stay here!**

Funnels/Conversion Paths



What is a Funnel/Conversion Path?

The Four Types of Funnels

LEAD FUNNELS



BUYER FUNNELS



EVENT FUNNELS



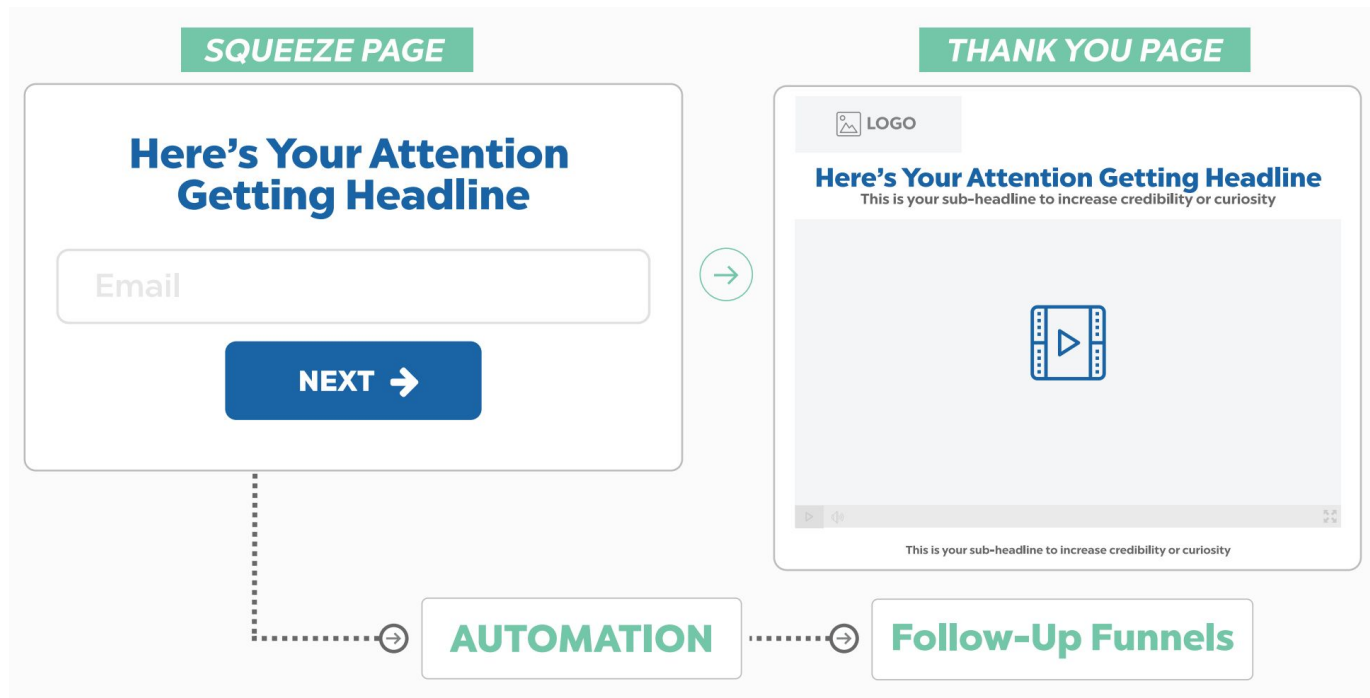
OTHER FUNNELS



Courtesy of ClickFunnels

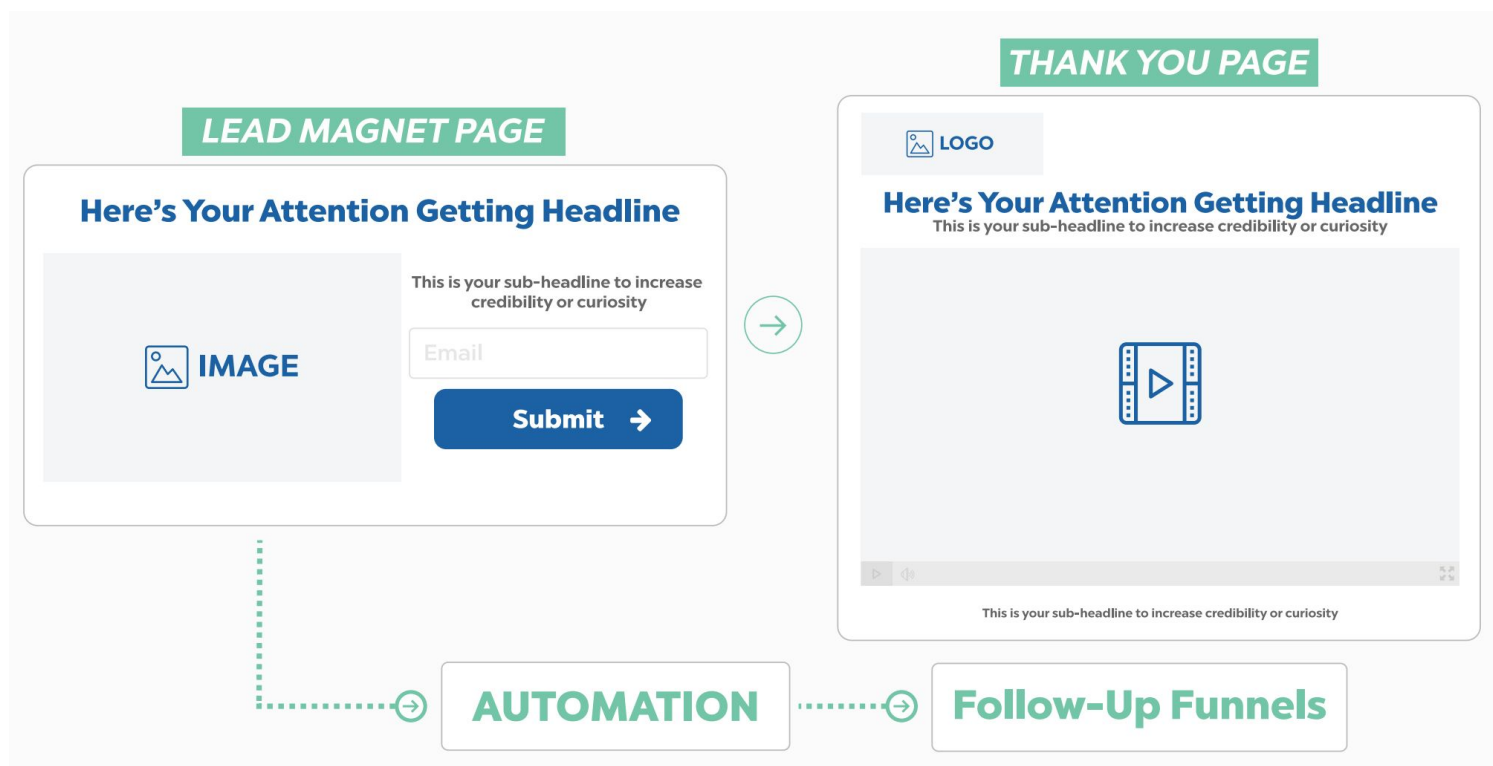
Squeeze Page Funnel

Courtesy of ClickFunnels



Lead Magnet Funnel

Courtesy of ClickFunnels



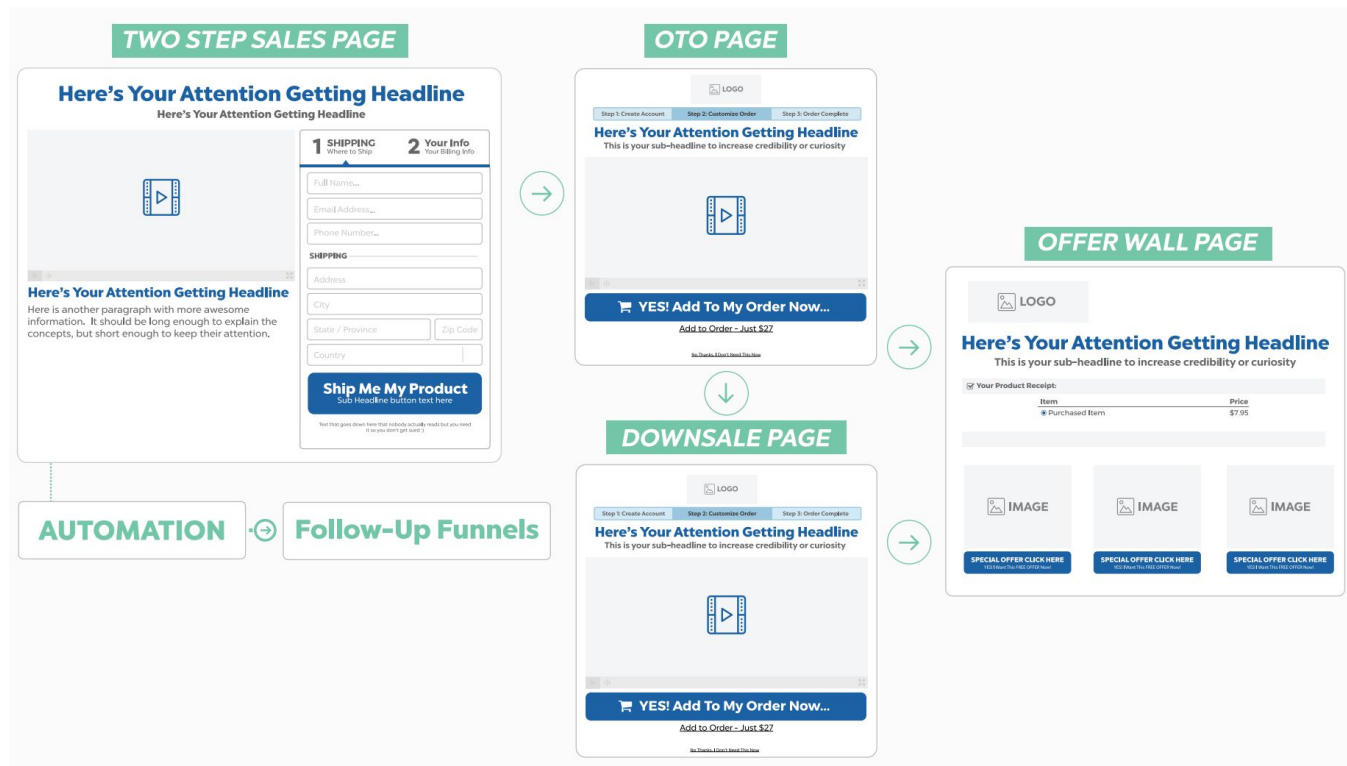
Application Funnel

Courtesy of ClickFunnels



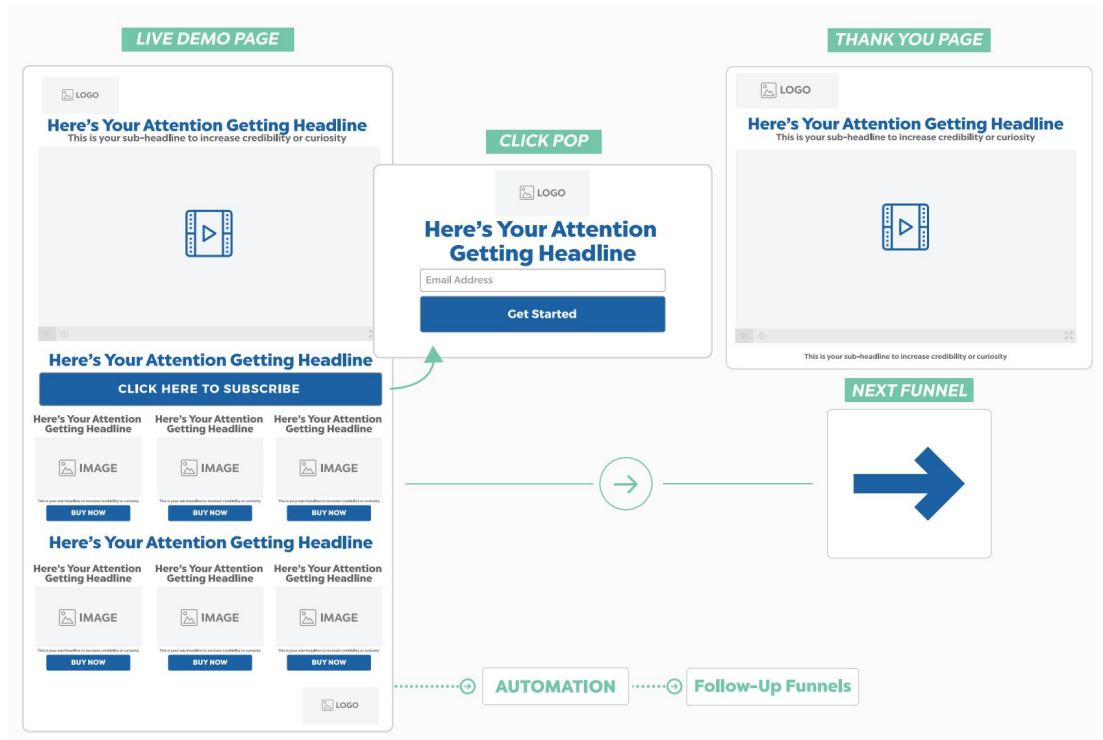
Two-Step Tripwire Funnel

Courtesy of ClickFunnels



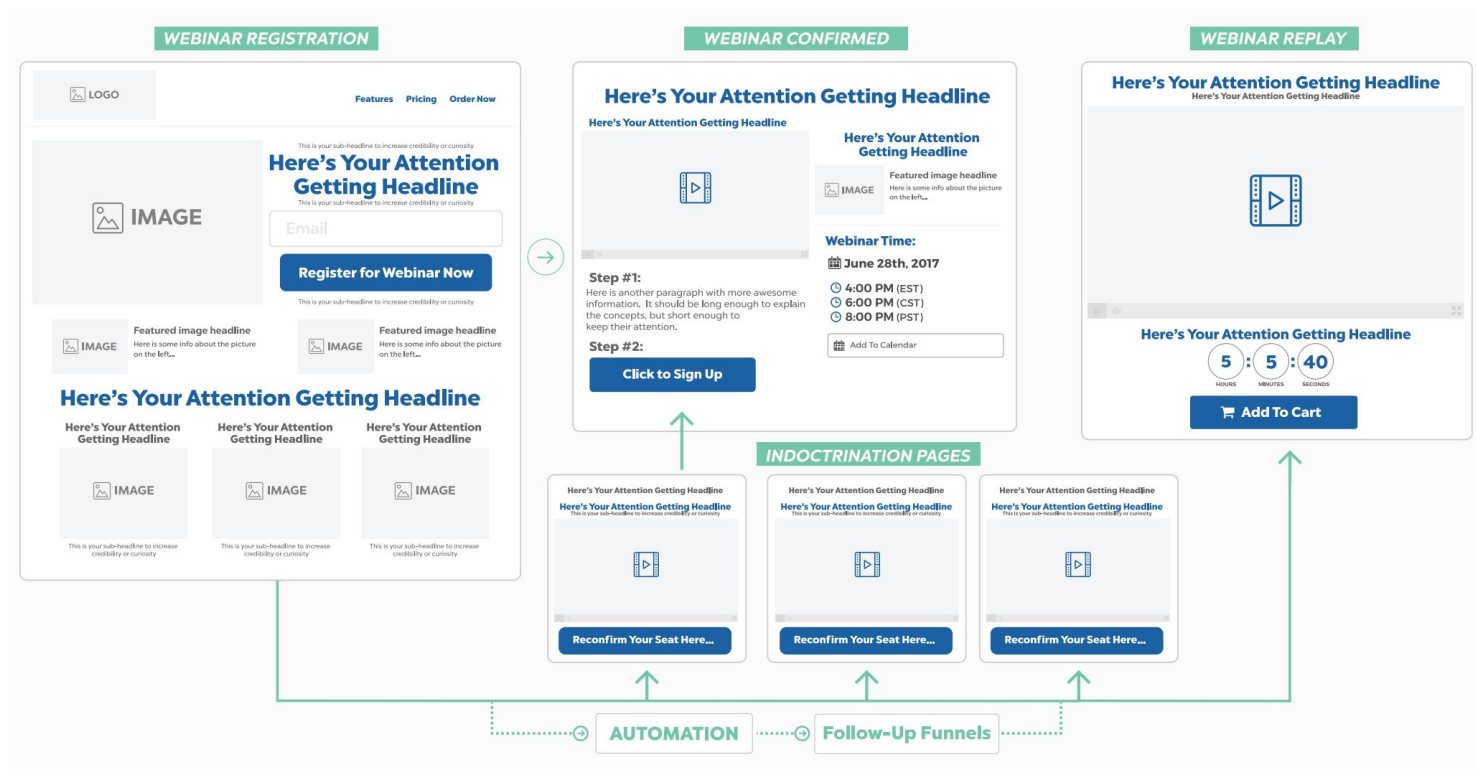
Live Demo Funnel

Courtesy of ClickFunnels



Webinar Funnel

Courtesy of ClickFunnels



Common Use Cases



Local Business

- **Create personas**—use user research like polls, surveys, asking customers, online usability testing (heatmap, funnel testing, exit polls), to fully define ideal (BEST) customer
- **Give back to the community**—philanthropic events, charities, sponsor local organizations
- Create or **optimize homepage and 1-2 other key pages**
- Create **at least 1 funnel/conversion path** (*Join Our Mailing List, Monthly Specials/Coupons, Contests*)
- **Competitive analysis** (look at competitors' paid ads, backlinks, keywords, traffic sources)
- **Blog and post on social media OFTEN** (Facebook, Twitter, Instagram)
- **Online reviews** - Google, Facebook, industry-specific review sites
- **Paid search** targeted to people in your geographic area
- **SEO**, including GMB, local search, standard technical and content SEO tasks
- **Direct mail** (start with small tests)—flyers, postcards, stuffers, coupon mailers



B2B Company

- **Create personas** - use user research like polls, surveys, customer interviews, online usability testing (heatmap, funnel testing, exit polls), to fully define ideal (BEST) customer
- Create or optimize at least **2-3 funnels/conversion paths** including offers/premium content - case studies, demos, white papers, webinars, tip sheets, downloadables (*Contact Us, Schedule Call, Demo, Webinar*)
- Focus on **at least 1 marketing campaign** per month
- **SEO**, including GMB, local search, standard technical and content SEO tasks
- Do or attend **more online events** (webinars, conferences, summits)
- **Optimize or refresh top 5 pages** on your web site (you don't necessarily need a redesign)
- **Competitive analysis** (look at competitors' paid ads, backlinks, keywords, traffic sources)
- **Blog & social OFTEN** - ideally, 3-5+ times/week (Twitter, LinkedIn, Facebook)
- **Online reviews** - GMB, Facebook, industry-specific review sites
- **Paid search** (can start small with \$8-10/day on Facebook and then expand--don't forget branded terms)

B2C Company

- **Create personas** - use user research like polls, surveys, customer interviews, online usability testing (heatmap, funnel testing, exit polls), to fully define your ideal (BEST) customer
- **Blog & social media OFTEN** - ideally, 3-5+ times/week (Twitter, LinkedIn, Facebook)
- Focus on **at least 1 marketing campaign** per month
- **Influencer and affiliate marketing** - rely on partners to market for you and expand your reach
- **Online reviews** - GMB, Facebook, industry-specific review sites
- **Optimize or refresh top 5 pages** on your web site (you don't necessarily need a redesign)
- **Create or optimize at least 2-3 funnels/conversion paths** including offers (*Join Mailing List, Monthly Specials, Flash Sales*)
- **SEO**, including GMB, local search, standard technical and content SEO tasks
- **Competitive analysis** (look at competitors' paid ads, backlinks, keywords, traffic sources)
- **Paid search**



Next Steps

- **Survival** → assess and optimize current content and campaigns, focus on high-ROI investments, optimize your conversion paths/funnels. Blog at least 1-2 times per week (more if you have time--it WILL pay off). Focus on action. Focus on traffic and lead gen funnels.
- **Maintenance** → pivot, adjust, optimize your funnels, try more online events. Experiment and analyze more. Run paid ads. Blog at least 3-4 times per week. Focus on conversion funnels.
- **Growth** → spend more \$\$\$ because nobody else is, add large-scale online events, do more paid ads, try new tactics, joint partnerships. Embrace automation. Blog 5 or more times/week. Multiple funnel types.

Questions?



Contact Us

- [Contact us online](#)
- **Call us at 888-439-8619**
- **Contact us on your favorite social media network:**





FLAIR INTERACTIVE SERVICES

Thank You!

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