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# Optimizing Your Digital Marketing Strategy

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# About Me

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- Co-Founder of HookLead
- Over 10 years in marketing
- Lived in Charleston over 10 years
- Have 2 kids
- Living the dream

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# Challenges

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# Challenges

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- Generic marketing
- Limited conversion opportunities
- Lack of marketing funnel
- Not leveraging data
- Not tracking and measuring KPI's

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# Target Audience

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# BUYER PERSONA



# Buyer Persona

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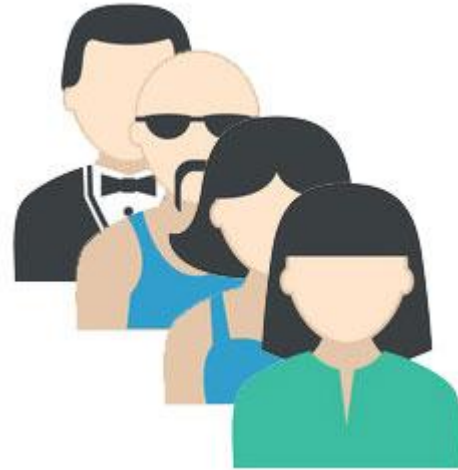
- Demographics
- Goals
- Challenges
- Pain Points
- Common Objections
- FAQ
- How to Help



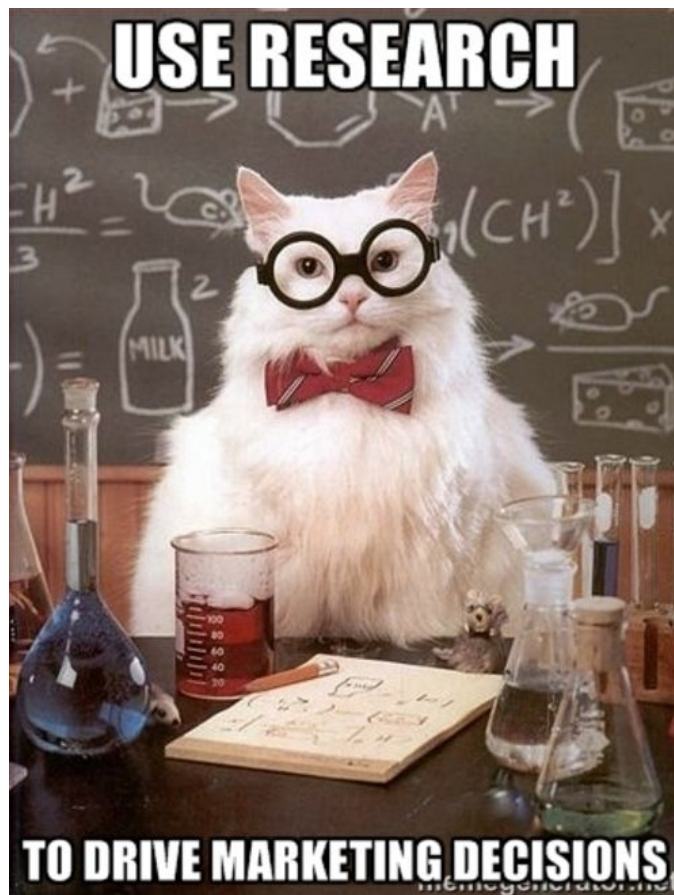
# Buyer Persona

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- Client interviews
- Prospect interviews
- Company research
- Nielson data
- Google keyword research
- Ubersuggest







# Persona Research

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- Drive marketing campaigns
- Website marketing copy
- Content strategy
  - Blog
  - Landing pages
  - Premium content offers
- Email marketing
- Advertising



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# Conversion

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**MY ONLY CONVERSIONS**



**ARE FROM MY CONTACT  
PAGE**

memegenerator.net

Awareness  
Stage

Consideration  
Stage

Decision  
Stage

Free Whitepaper  
Free Guides & Tip-Sheets  
Free eBooks  
Free Checklists  
Free Videos  
Free Kits (combo of  
above)

Free Webinars  
Case Studies  
Free Sample  
Product Spec Sheets  
Catalogs

Free Trials  
Demos  
Free Consultations  
Estimates or Quotes  
Coupons

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**FUNNEL**



**ALL THE THINGS!**

# Marketing Funnels

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- TOFU, MOFU, BOFU
  - Website
  - Landing Pages and Thank You Pages
  - Content Marketing
  - Email Automation
  - Advertising/Retargeting

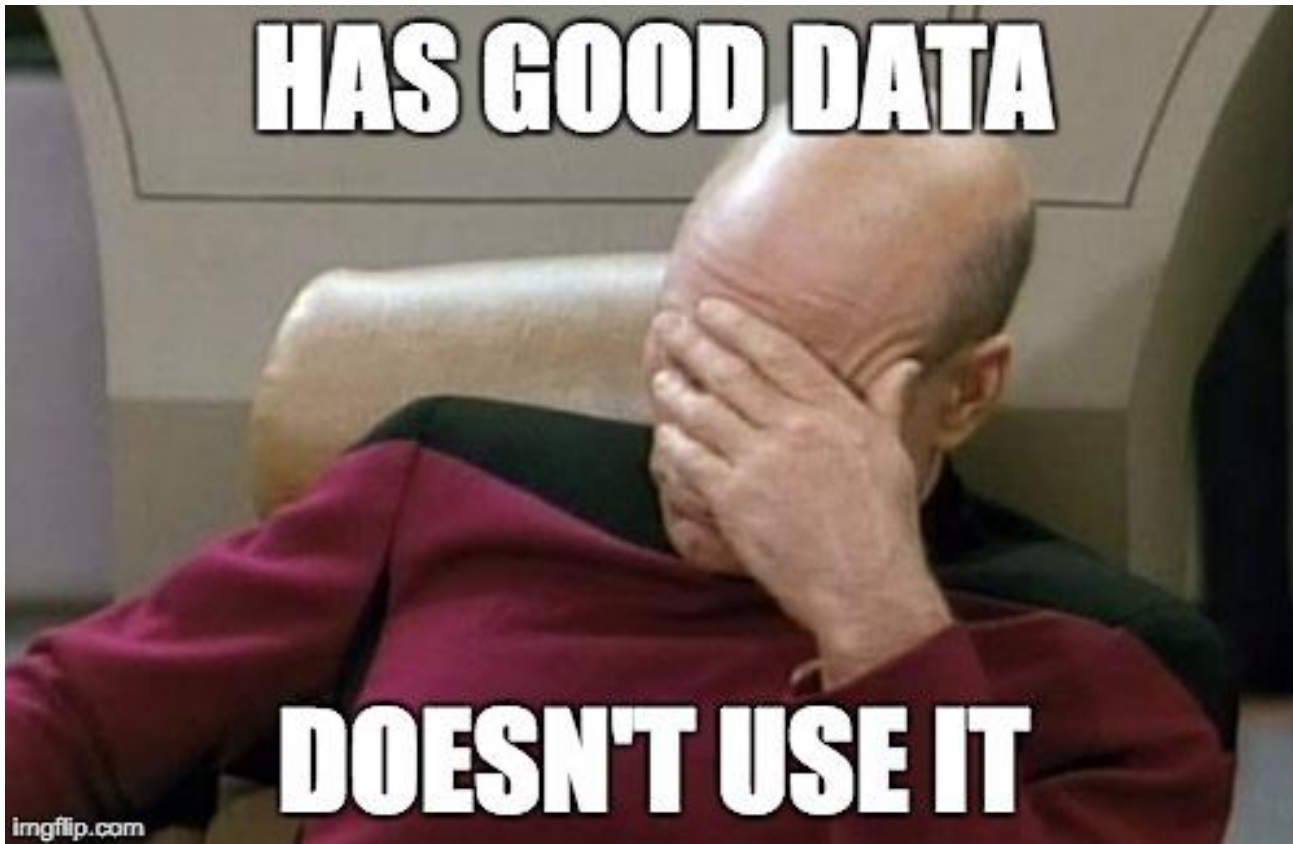


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# Leverage Data

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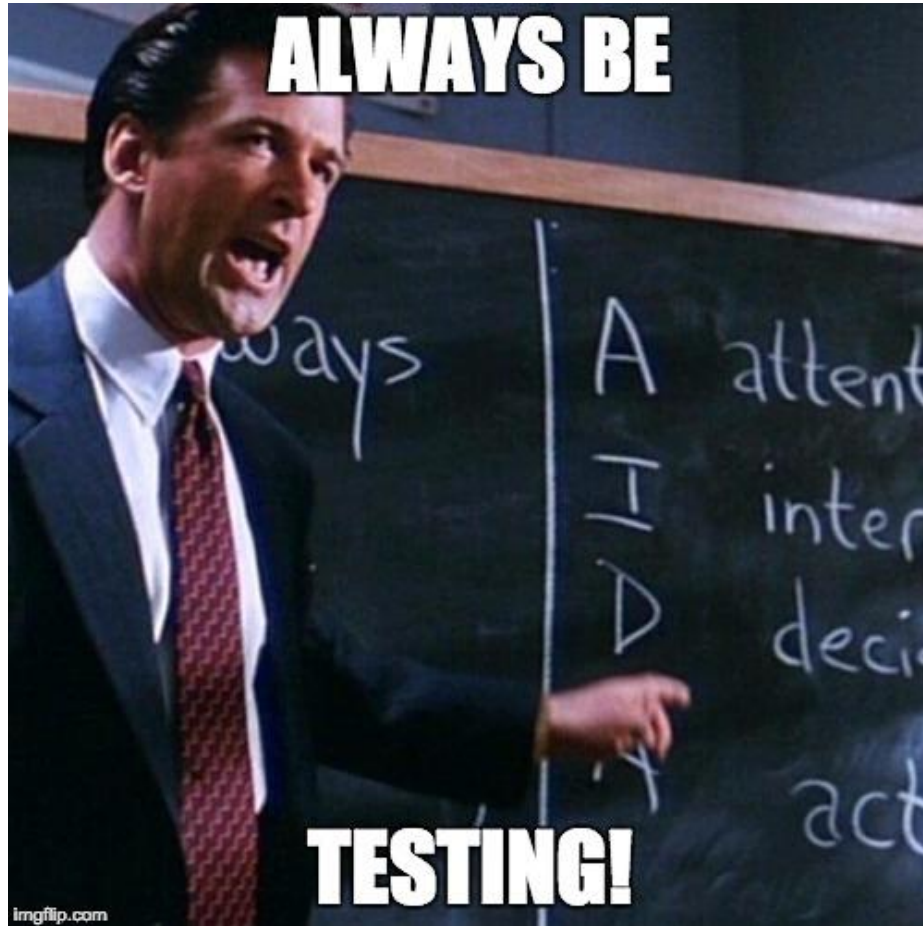




# Leverage Data

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- Google Analytics
- Heat maps
- Advertising
- Email



# Leveraging Data

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- Headlines
- Images
- Ad targeting
- What generates leads/sales?
- Data based optimizations!

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# KPI's



# KPI's

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- Track and measure metrics important to your business
- Know what influences these metrics
- Create an easy to review dashboard or report
- Review on a regular basis

# Summary

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- Know your audience
- Let persona research drive marketing campaigns
- Build marketing funnels
- Leverage data
- Always test and optimize
- Track important KPI's



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# Thank you

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