



10 Conversations of Digital Marketing

MARKETING FUNNELS - Conversation about maximizing the value of a customer to you as the business owner (performer). A funnel is a series of conversations taking your prospect from “who are you and why should I care?” to “Let’s have children together.” You wouldn’t propose marriage on a first date, so don’t make your core offer without building trust either.

CONTENT MARKETING – (pages & blogs) Conversation to shine a light on blind spots that your prospect cares about. It’s about establishing your public identity and having people come back for more because of the value your content creates for them relative to their concerns.

SOCIAL MARKETING - The promise is to be relevant to people's concerns in the moment - social marketing has a brief shelf life.

LISTENING – what are the existing conversations you care about?

INFLUENCING – adding your voice as an observer to the conversation

NETWORKING – Pointing to other similar or relevant observers

SELLING– making offers to address concerns in conversation.

(This is where you send them to your digital content & offers above).

PAID TRAFFIC - A targeted invitation to a conversation, based on relationship status, with a promise to deliver value, guaranteed to produce leads and sales. (Cost effectiveness TBD.)

EMAIL MARKETING - Email is a conversation inside of a context of trust and relevance. Used after getting permission to send email via opting in. Creates an open door to conversations so long as you fulfil your promise to deliver value (relevance) to the customer’s concerns, and not abuse this by carpet-bombing offers.

SEO/SEM - The intersection of what people search for (Content) and why they look for it (context). “Gardening” + beauty or food freedom. SEM is SEO + Paying to be the answer.

ANALYTICS - Moving from blindness to grounded assessments of what experiment to try next.

OPTIMIZATION - Promise is to get better results tomorrow than you have today, and how.

COPYWRITING - Using written word to produce a desired listening and action.

COMMERCE - conversation about the exchange of value. Lots of tech here, but if the value is not articulated, none of the tech matters. And if you don't have the exchange of value as the end-game of your digital strategy, then you're going to work your ass off going broke. All digital marketing is in the service of exchange of value, at the tail of the customer journey.

Learn more: <http://primarygoals.com/AMA>

Monthly “Ask Me Anything” marketing conversations.