



Marketing as Conversations

Why Generative Marketing?

- You have amazing gifts to share with the world.
- There are people who want and need those gifts.
- Marketing is the missing a bridge joining the two together.
- If you're not a marketer, you need to be an effective marketing customer



Core Disciplines of Digital Marketing



CONVERSION FUNNELS



CONTENT MARKETING



CUSTOMER ACQUISITION



EMAIL MARKETING



SOCIAL MEDIA



SEARCH MARKETING



DATA & ANALYTICS



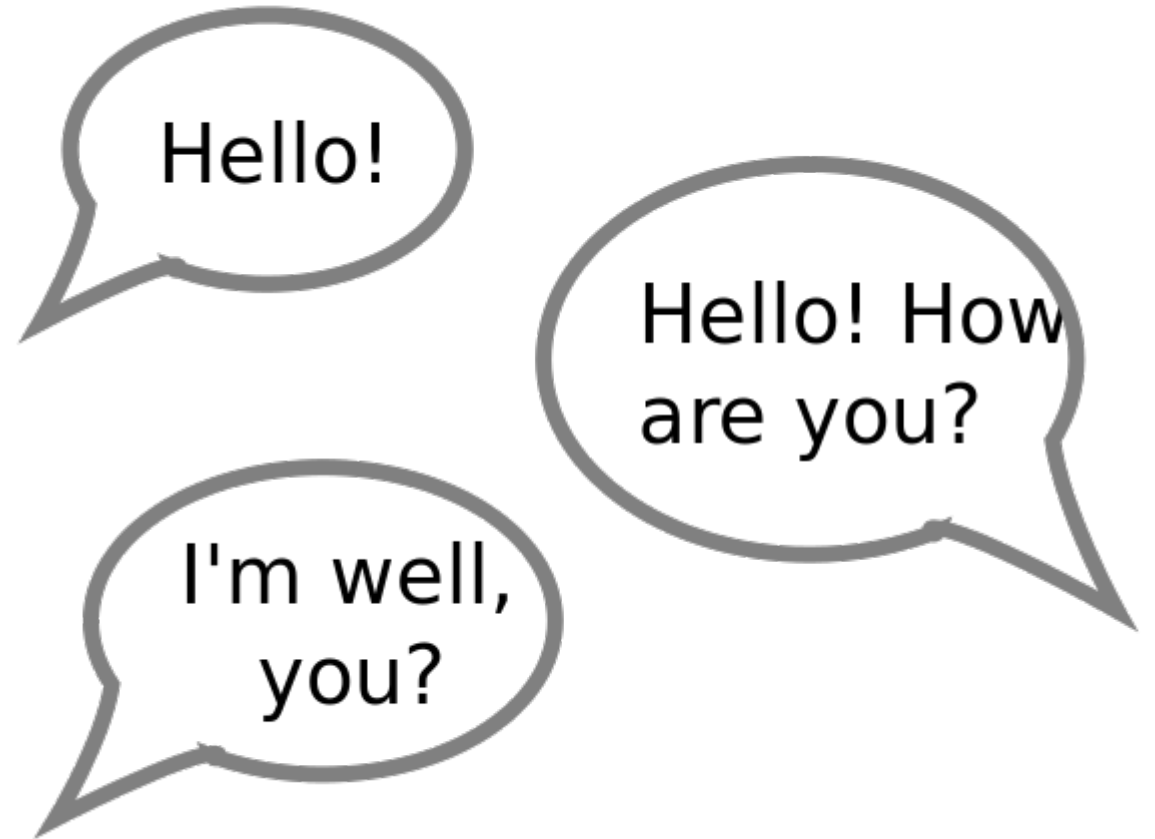
TESTING & OPTIMIZATION

Copywriting & Ecommerce

Technical Mastery



Conversational Mastery



My Promise:

Translate the world of marketing technology

Into **conversations** you can master

As an effective **marketing customer**

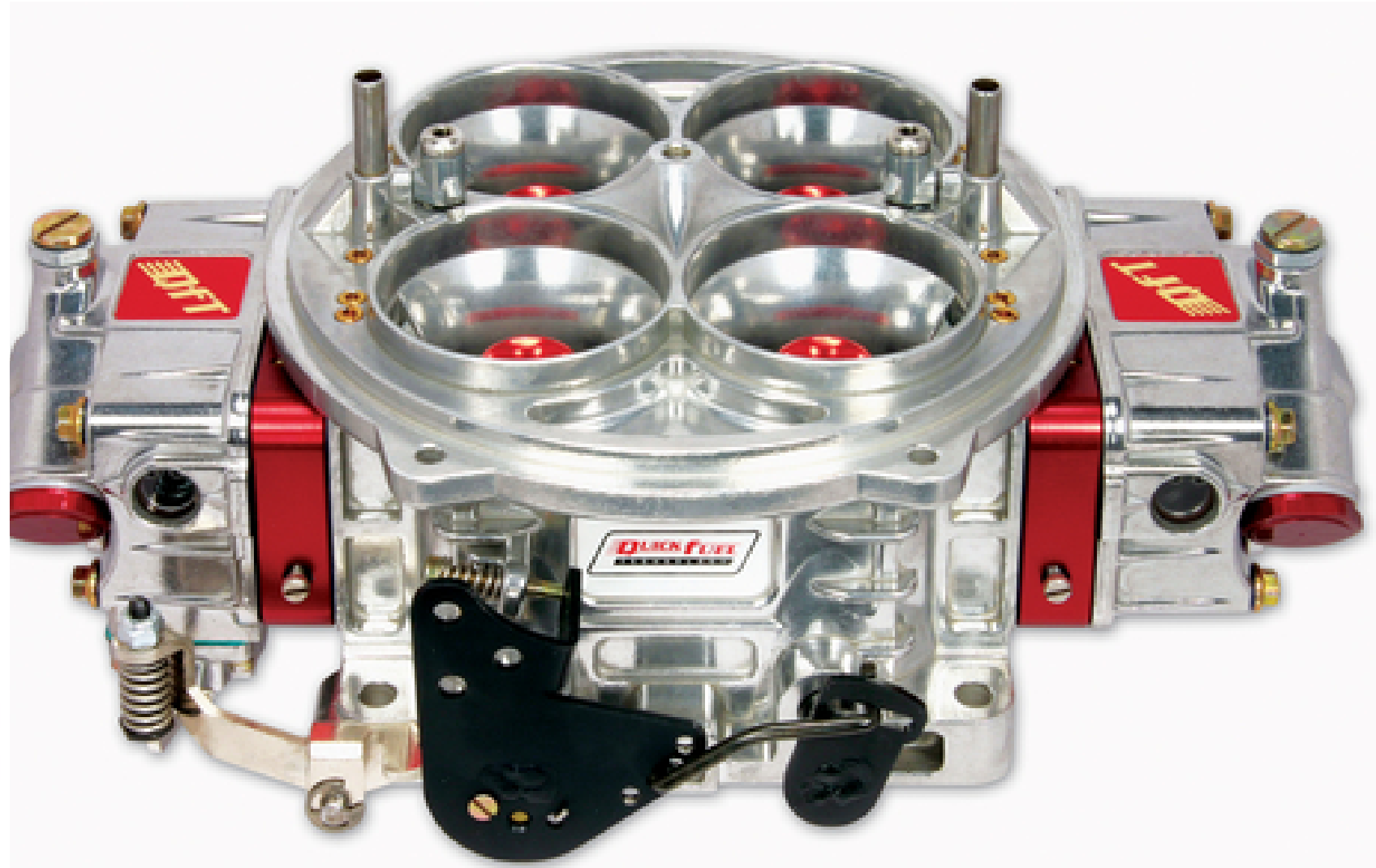
(Without becoming a marketer)

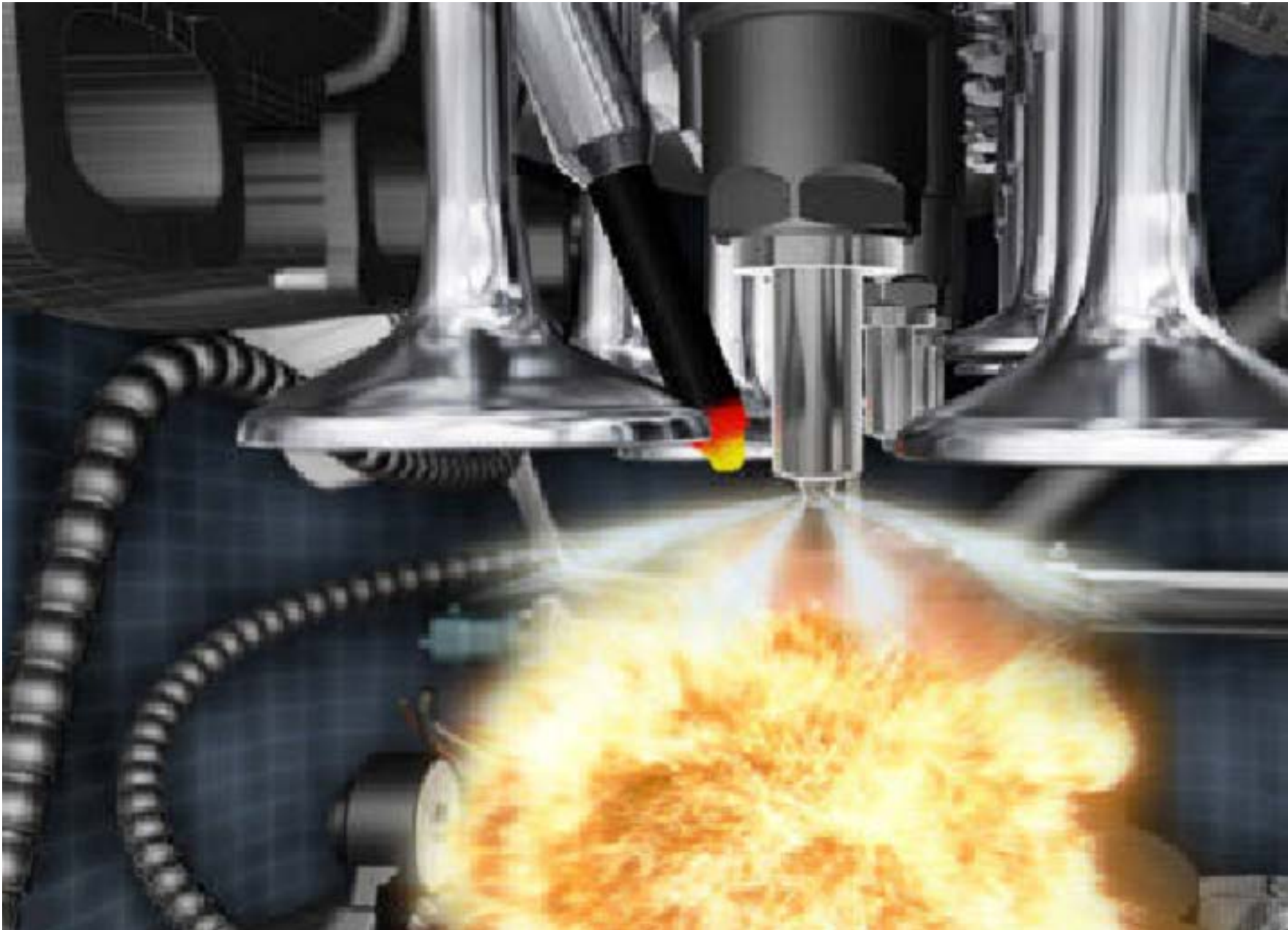
Offer multiple pathways for going deeper

Why Be an Effective Customer?



Why I Created This Webinar





Don't Get Hosed !



Inspiration for Generative Marketing



Getting Your Offers Accepted - Generative Interpretations of Sales and Marketing

- © 2011, Bob Dunham

Inspiration for Generative Marketing

- “For many, the scenario that they live in is that they love coaching (or their professional specialty), they do great work with clients, and they don’t have enough clients.”
- “I’m a coach, not a sales and marketing professional... I don’t want to spend a lot of time on the sales stuff.”

10 Conversations
of
Generative Marketing

#1: Customer Value Optimization (Funnels)



- Before “Getting Your Offers Accepted” are questions of
 - **What** offers do I make
 - To **whom**?
 - **When** do I make my offer?
 - **Why** make an offer – *and it’s not always for the sale!*
 - **How** do I encourage a “Yes!”
- **Promise of a good funnel:**
Conversations to take your prospects
 - from “Who are you?”
 - to “Let’s have children together!”

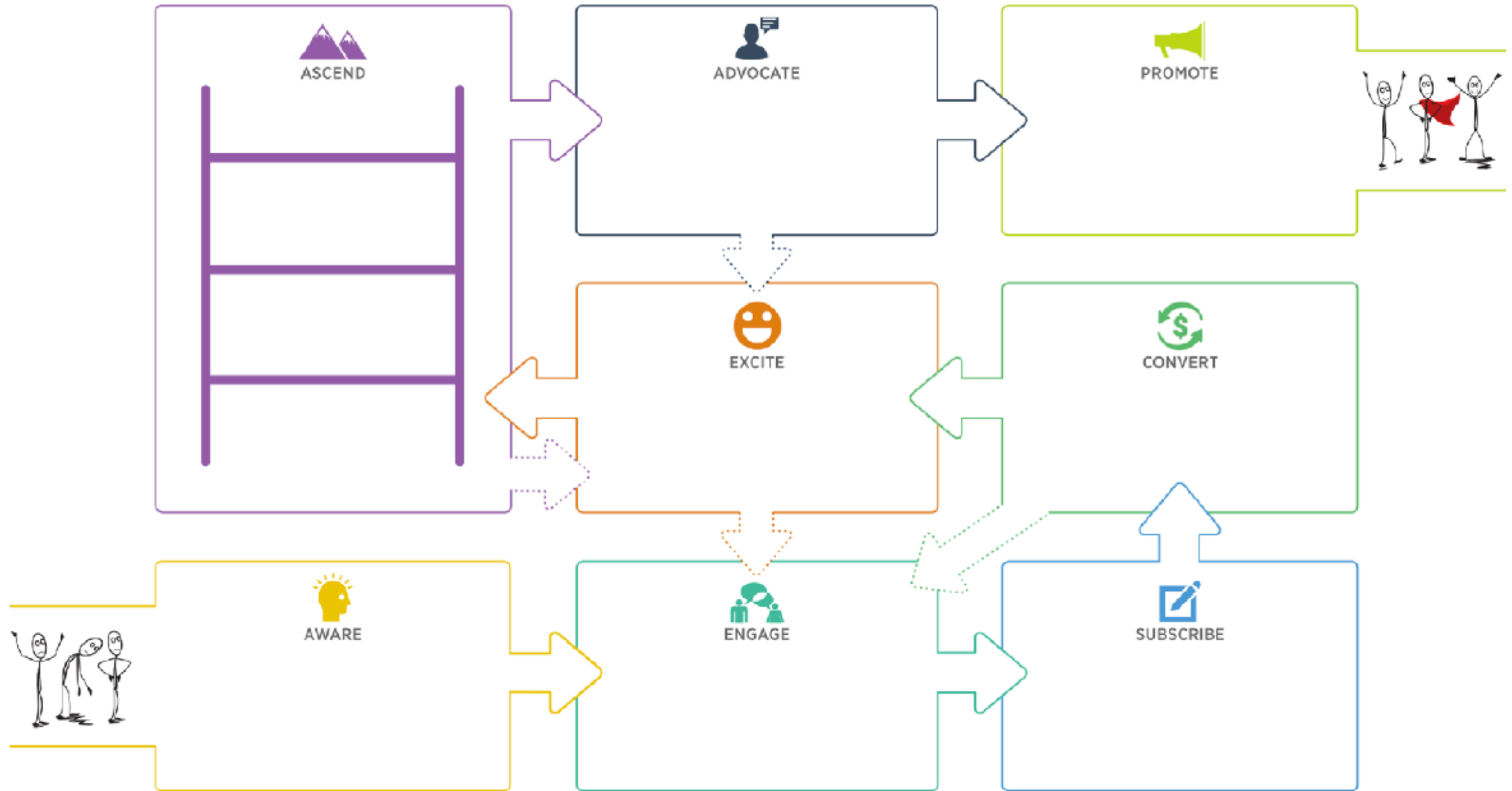
79%

of marketing leads *never convert into sales*. Lack of lead nurturing is the common cause of this poor performance.

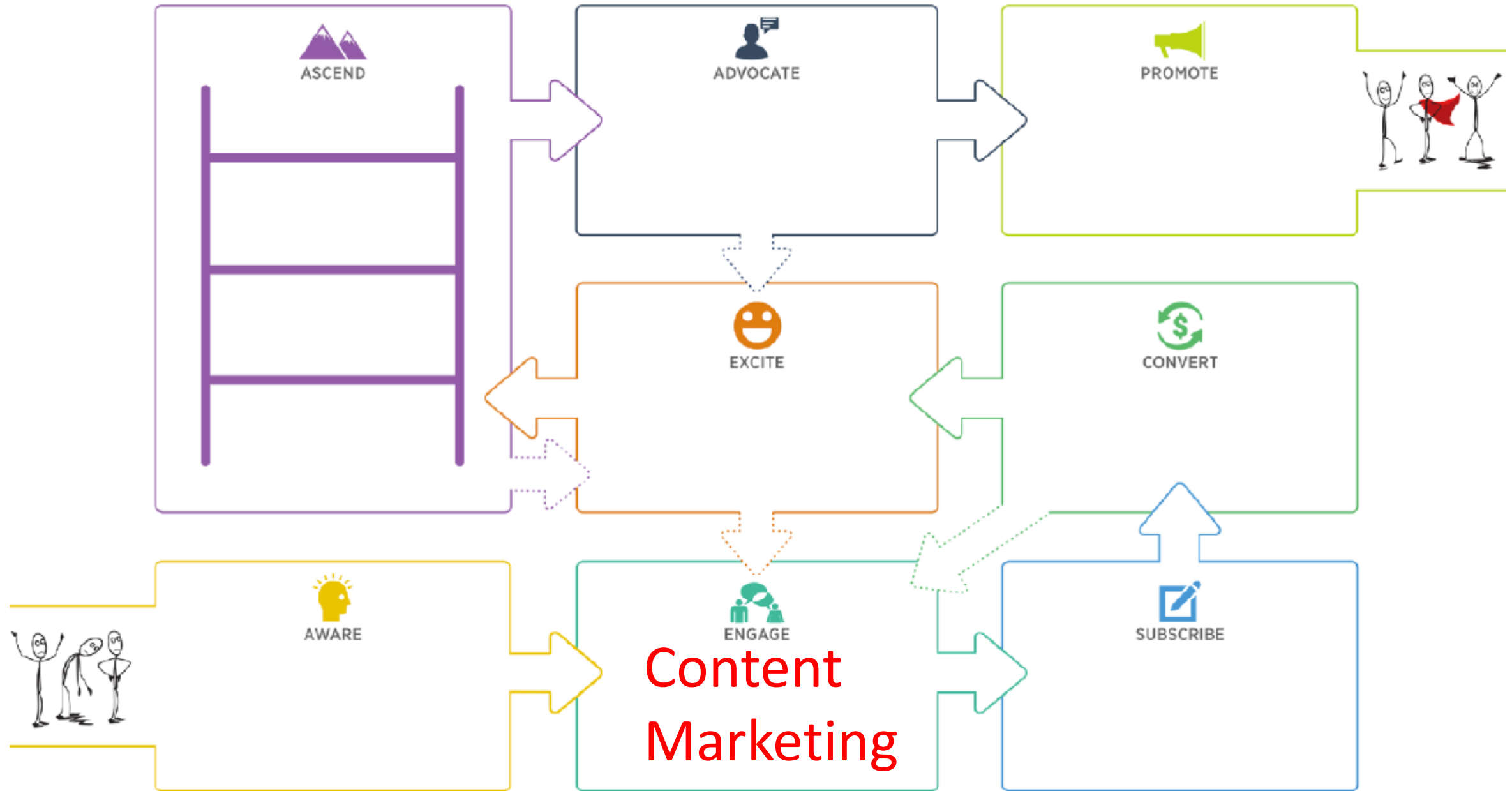
(MarketingSherpa)



VALUE JOURNEY CANVAS



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#2: Content Marketing

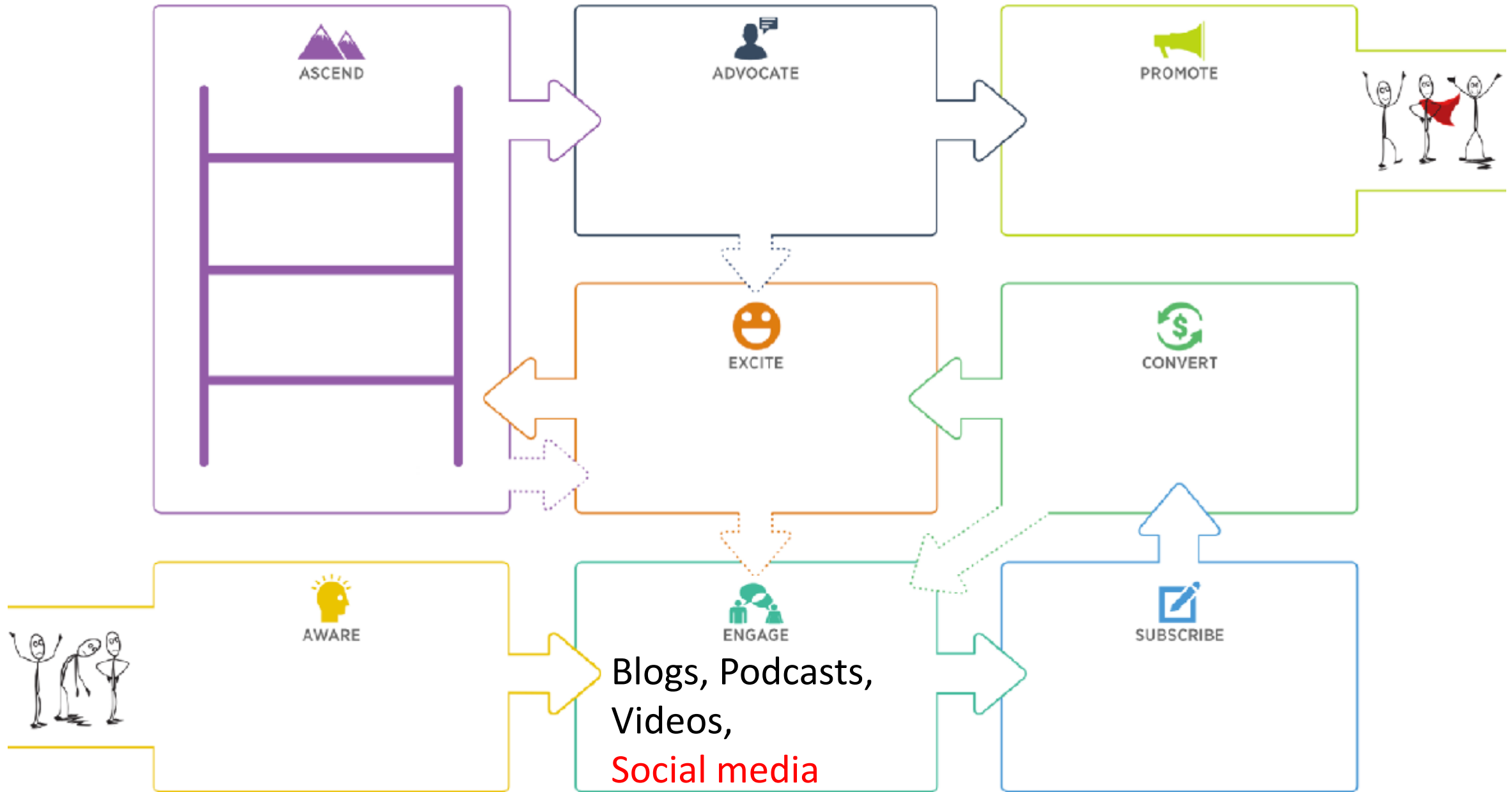
- If you're not producing fresh content, you are invisible to the online world.
- Content is your contribution to the domain you care about.
- Blogs, Articles, Posts, Podcasts, Videos, Tweets, etc...
- **Promise of good content:**
 - Establish your expertise in a domain
 - Invites deeper conversations (contact) with readers.
 - People come back for more satisfying conversation.



Content marketing generates 3X as many leads as traditional outbound marketing, but costs... **62% LESS**

(Demand Metric)

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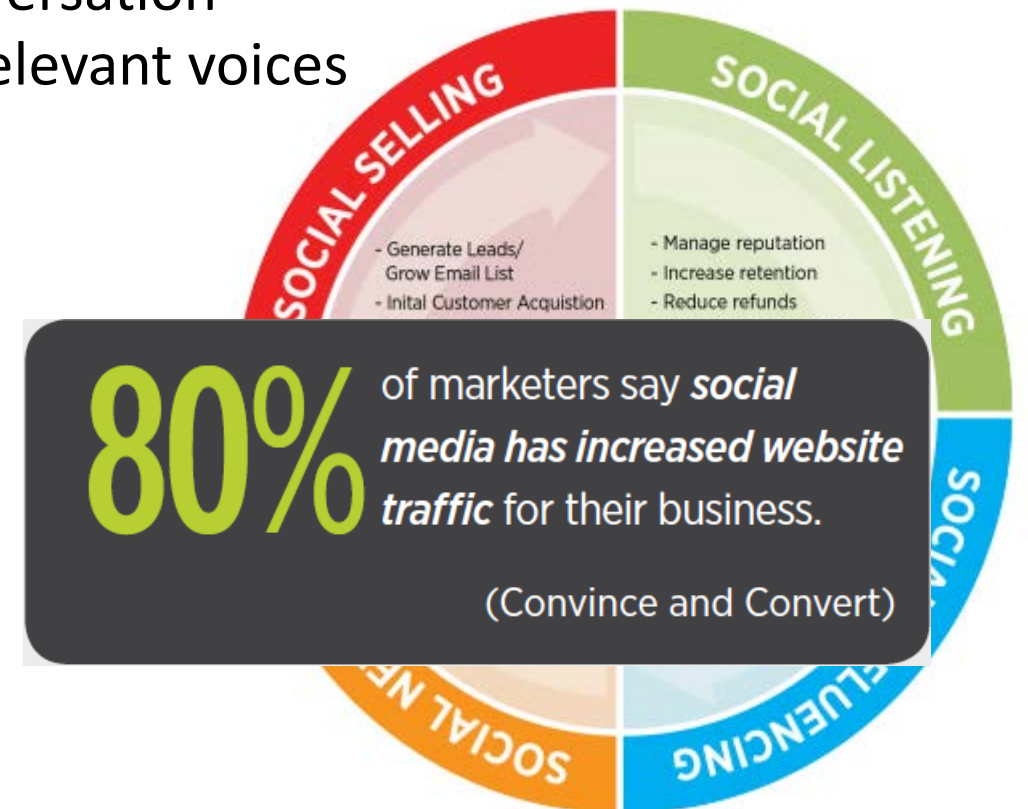
#3: Social & Community Management



- Social Media is FOUR conversations
 - Listening – To the existing conversations
 - Influencing – Adding your voice to the conversation
 - Networking – Pointing to other similar or relevant voices
 - Selling – making offers to address concerns

- **Promise of Social Media**

- The promise is to be relevant to people's concerns *in the moment*.
- A path to monetization
- Social marketing has a brief shelf life



#4: Paid Traffic & Customer Acquisition



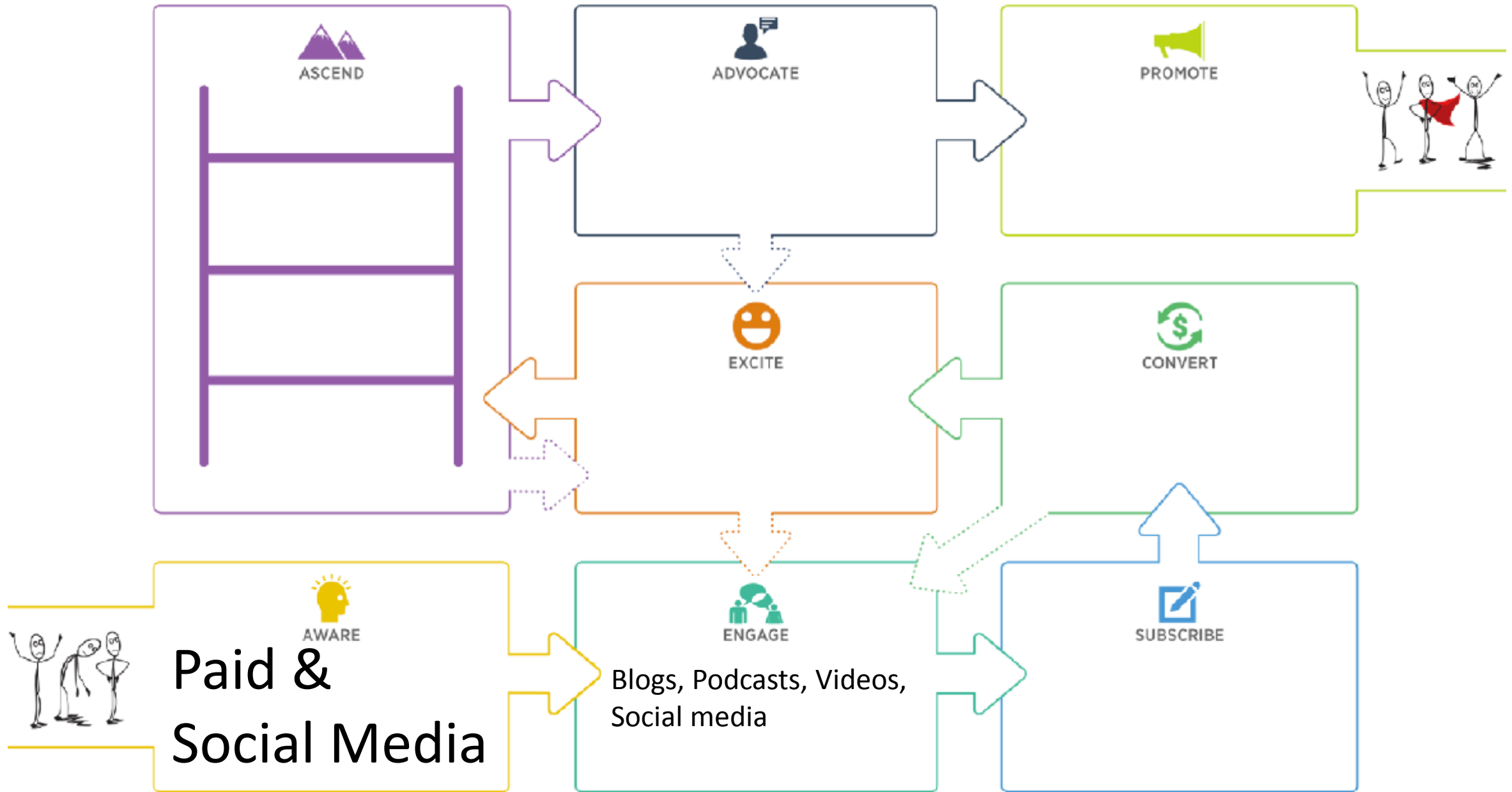
- Paid Traffic is about getting your offers in front of an audience receptive to your message.
- Same concept as direct mail, but more targeted, and with better analytics for effectiveness.
- Google AdWords, Facebook & LinkedIn advertising, promoted tweets.
- **Promise of Paid Traffic**
 - Invite your target audience to a conversation
 - Different conversations, based on how well an audience knows you.
 - Guaranteed qualified leads
(your content & offers determine cost effectiveness)



The Promise of Paid Traffic



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#5a: Search Engine Optimization



“Search” marketing is the conversation of RELEVANCE

- Can you be found when people are looking for you or your company name?
- Are you relevant when people are looking for the service that you offer?
- Are you relevant when people are looking for the solution to their needs?

Google

MY NAME HERE!

Google

EXECUTIVE COACHING

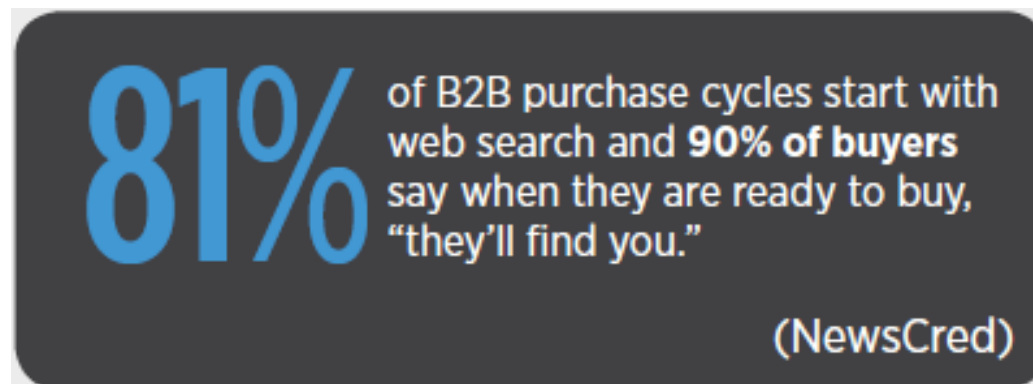
Google

GET PROMOTED

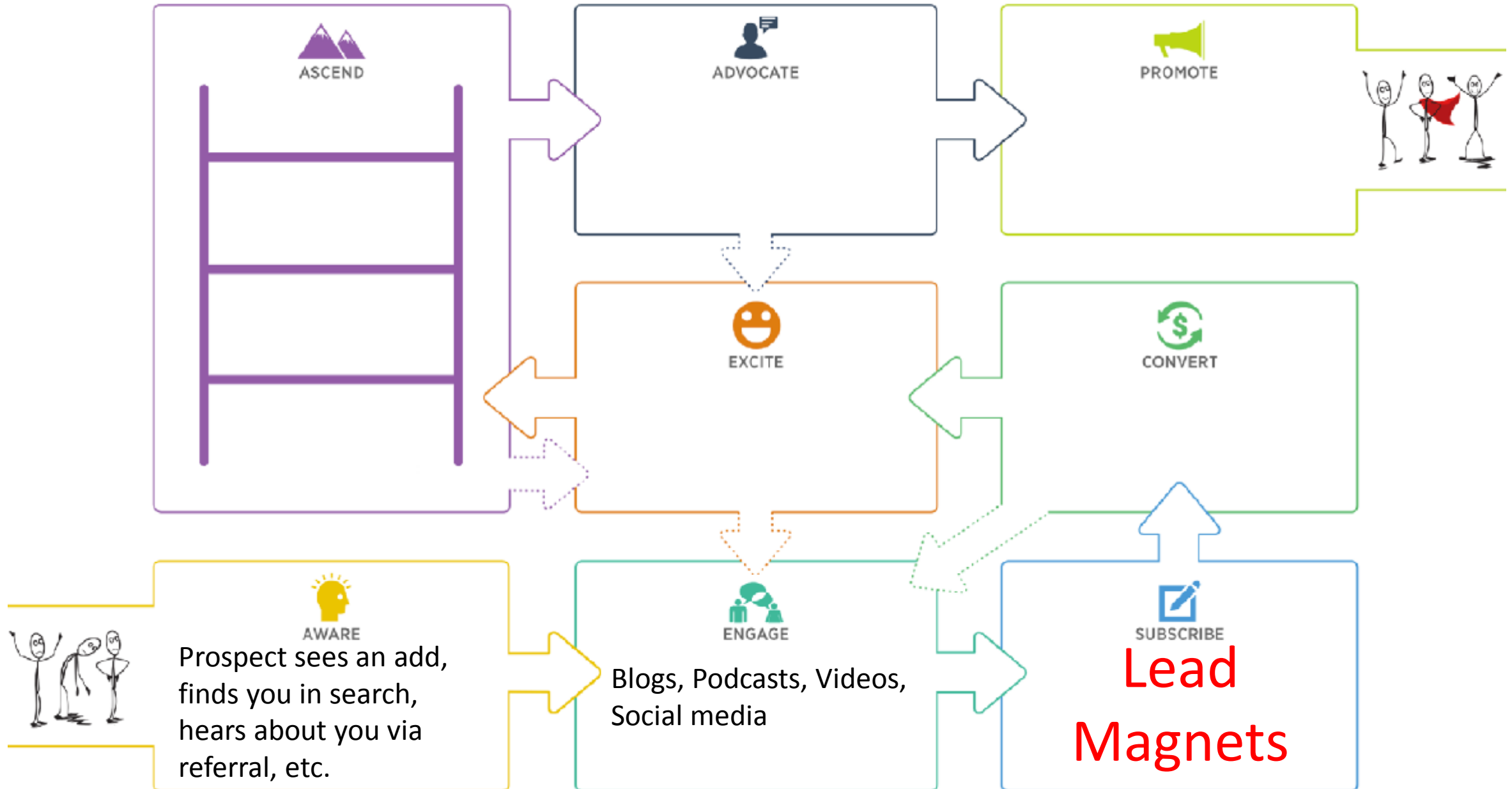
#5b: Search Engine Marketing



- The promise of effective search marketing:
 - Your content will be at the intersection of what people search for (content) and why they look for it (context).
 - Done well, SEO promises “free organic traffic.” and SEM is when you path to get or increase that traffic.



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What is a Lead Magnet?

- “I’ll teach you about generative marketing, in exchange for your email address.”
- I’ll give you this free report, if you give me your email address.

A Lead Magnet is an “Ethical Bribe” for people to grant you permission to communicate with them by email.



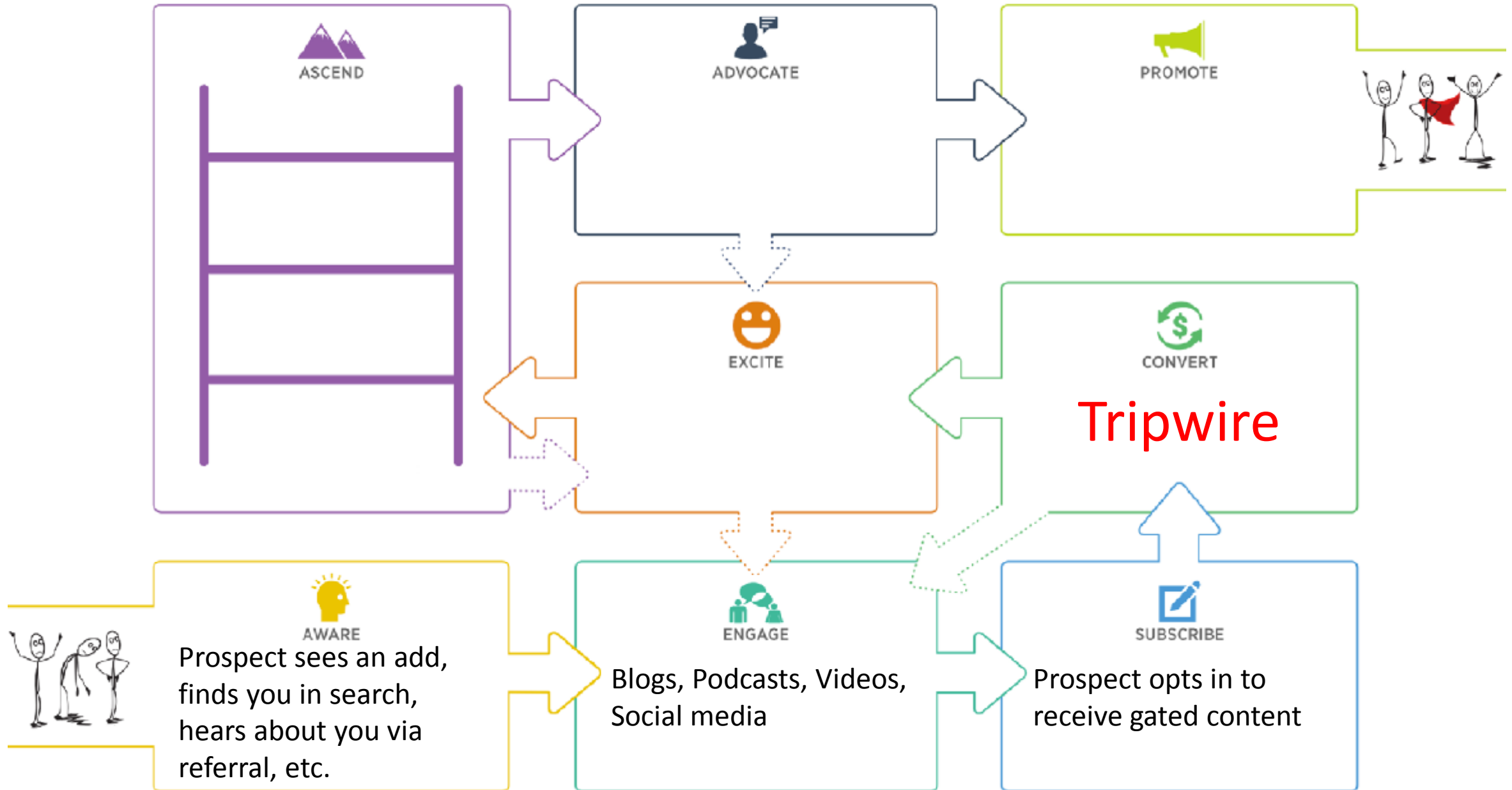
#6: Email Marketing

- Email is a permission-based conversation
 - Starts with an opt-in, given **in exchange for value**.
 - Each message has a purpose
 - Messages are sequenced toward a desired goal
 - Deepen a relationships by delivering more **value**
- **Promise of Email Marketing**
 - An open door to have a conversation
 - Opportunity to build a relationship
 - Near infinite scalability
 - **Your processes, on auto-pilot**



Email conversion rates are...
3x *higher than social media*, with a
17% *higher value* in the **conversion**

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What is a Tripwire?

A Tripwire is a low-cost, high value offer that shifts a relationship With prospect into a customer.



#7: E-Commerce

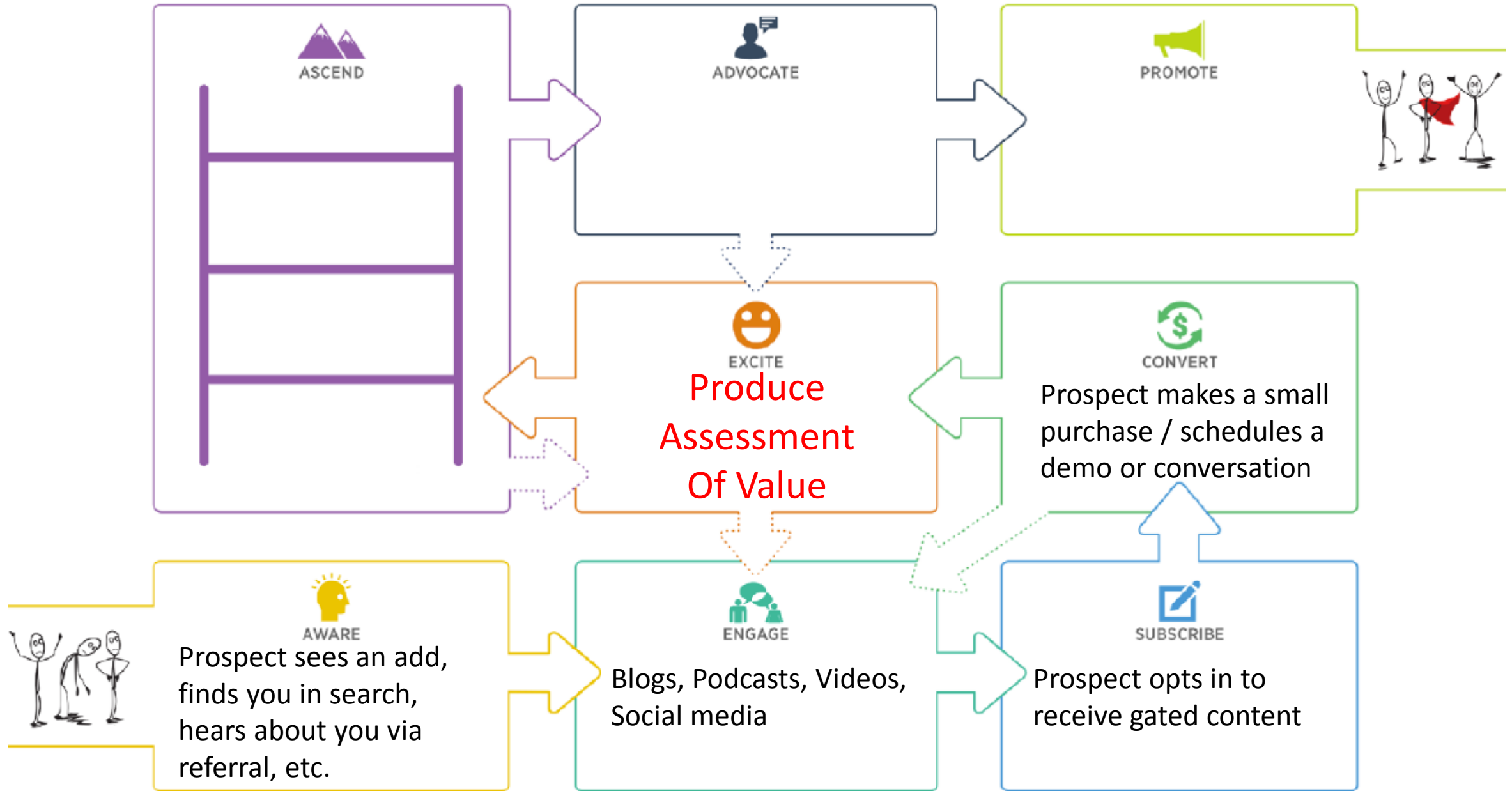
- Commerce is the **conversation about the exchange of value**.
- All digital marketing is in the service of exchange of value, at fixed points along the customer journey.
- Without the exchange of value as the end-game of your digital strategy, then you're going to work your ass off going broke.
- *If value is not articulated, none of the tech matters.*



After watching a video,
64% of users are more likely
to buy a product online,

(ComScore)

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#8: Analytics & Data Science

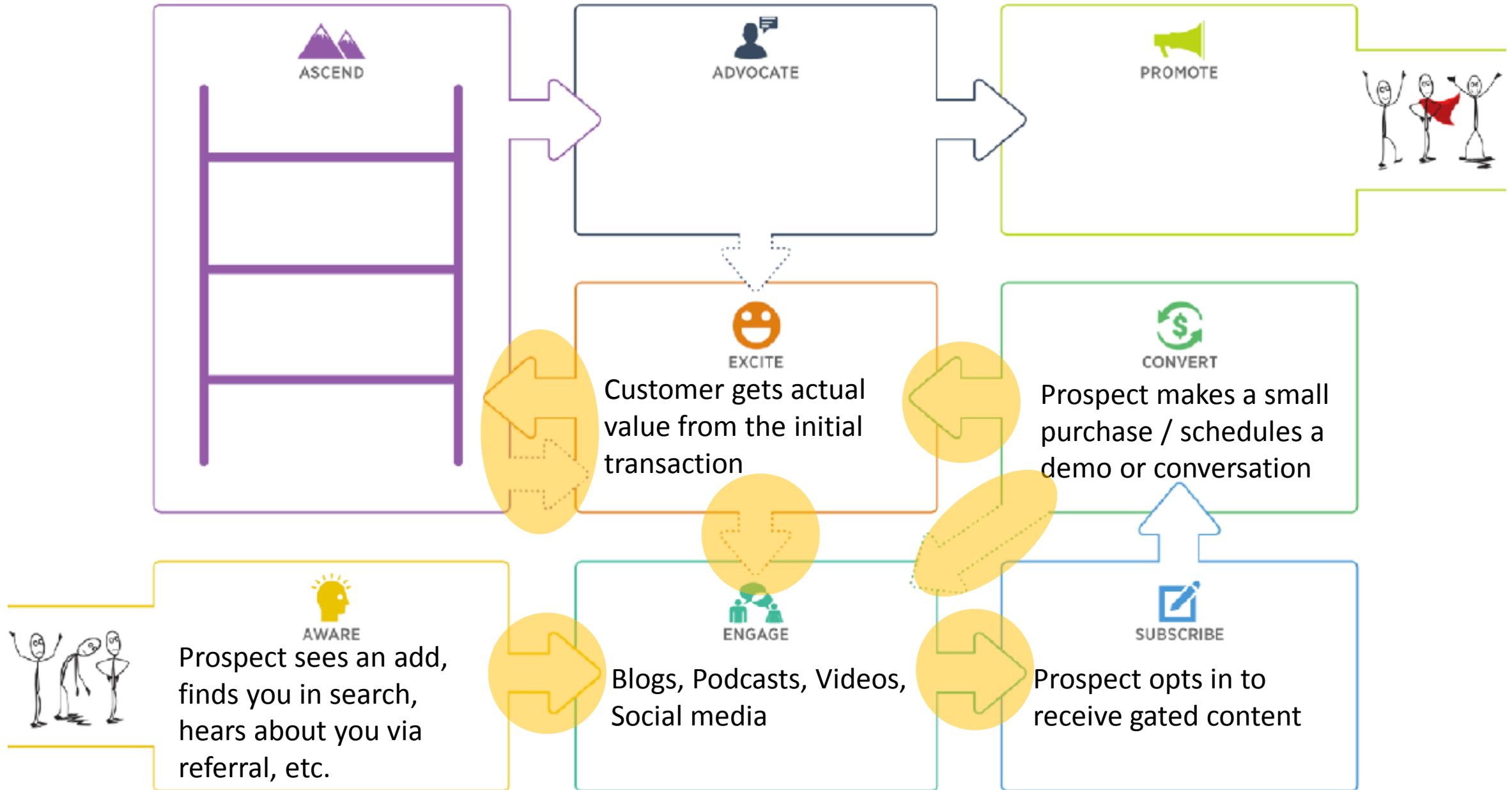


- What is the promise?
 - Make decisions on hard data, not hopeful hunches
 - Moving from blindness to grounded assessments of what experiment to try next.
 - Know what questions to ask in order to design the next experiments
 - Every single “conversation” in marketing has metrics by which success is evaluated. As a customer, you need to know what they are.

81% of marketers would increase spending on digital, mobile, and social channels if they could better track ROI.

(Compete)

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#9 Optimization & Testing

- What is the promise?

- More leads
- More sales
- Better results tomorrow than you have today, and how.
- “At any time, half of my advertising is working. If I knew which half, I’d be a wealthy man.” – John Wanamaker



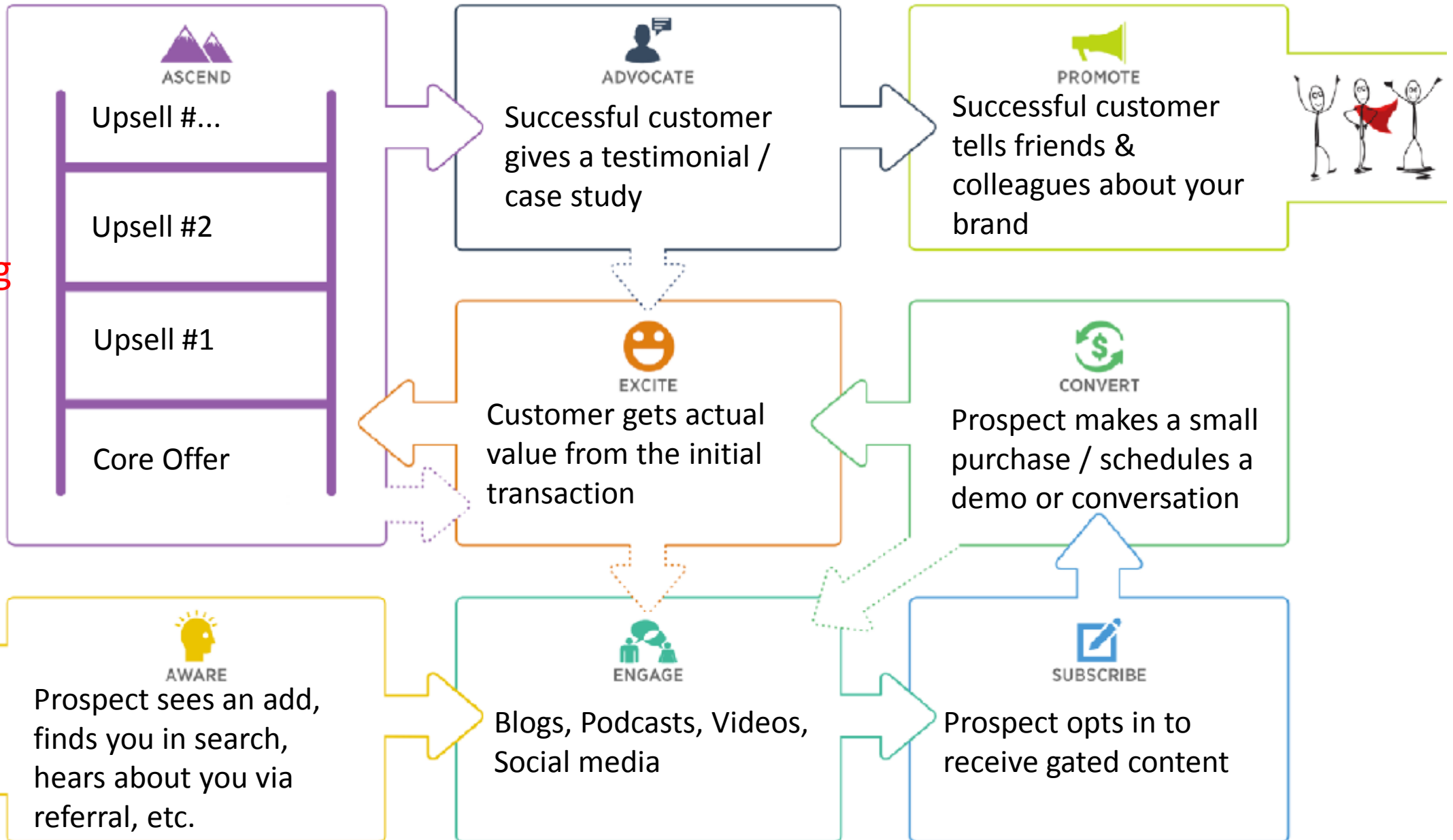
For every
\$100 spent on **driving traffic to websites**, companies spend *only...*

→ **\$1** converting that **traffic into business.**

(Direct Marketing Association)

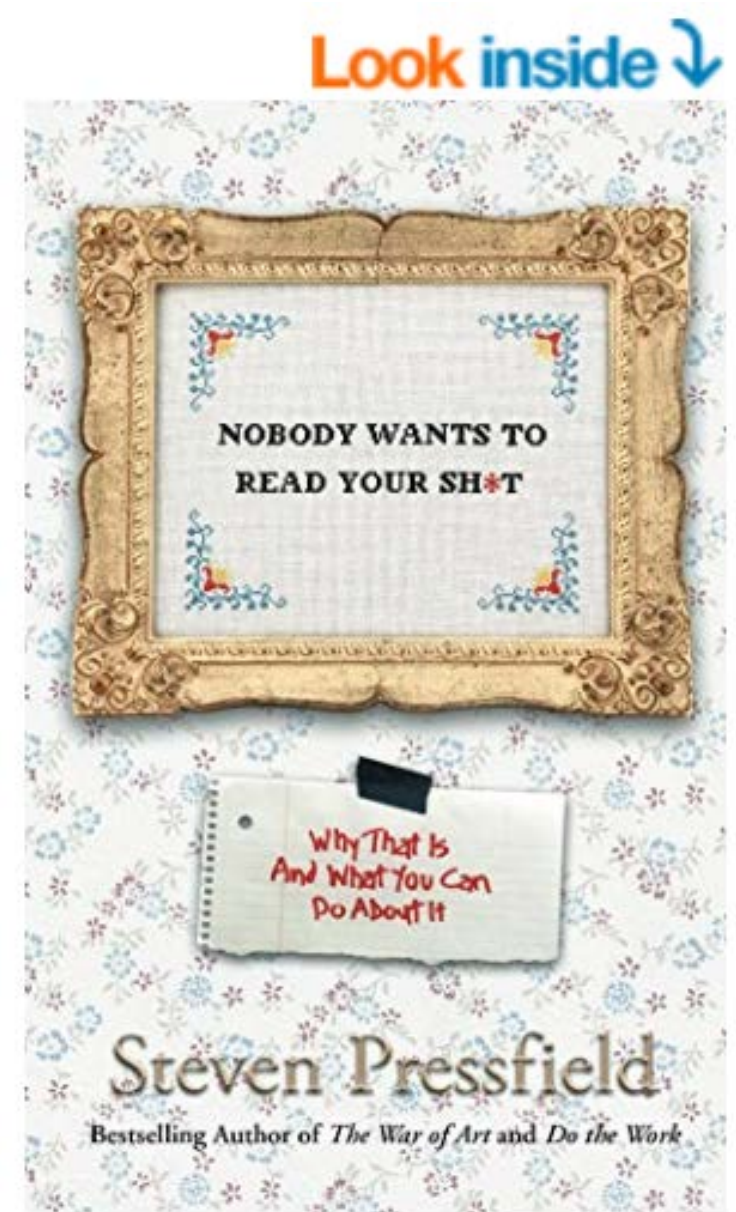
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Produce an Assessment Of Increasing Relevance and Value



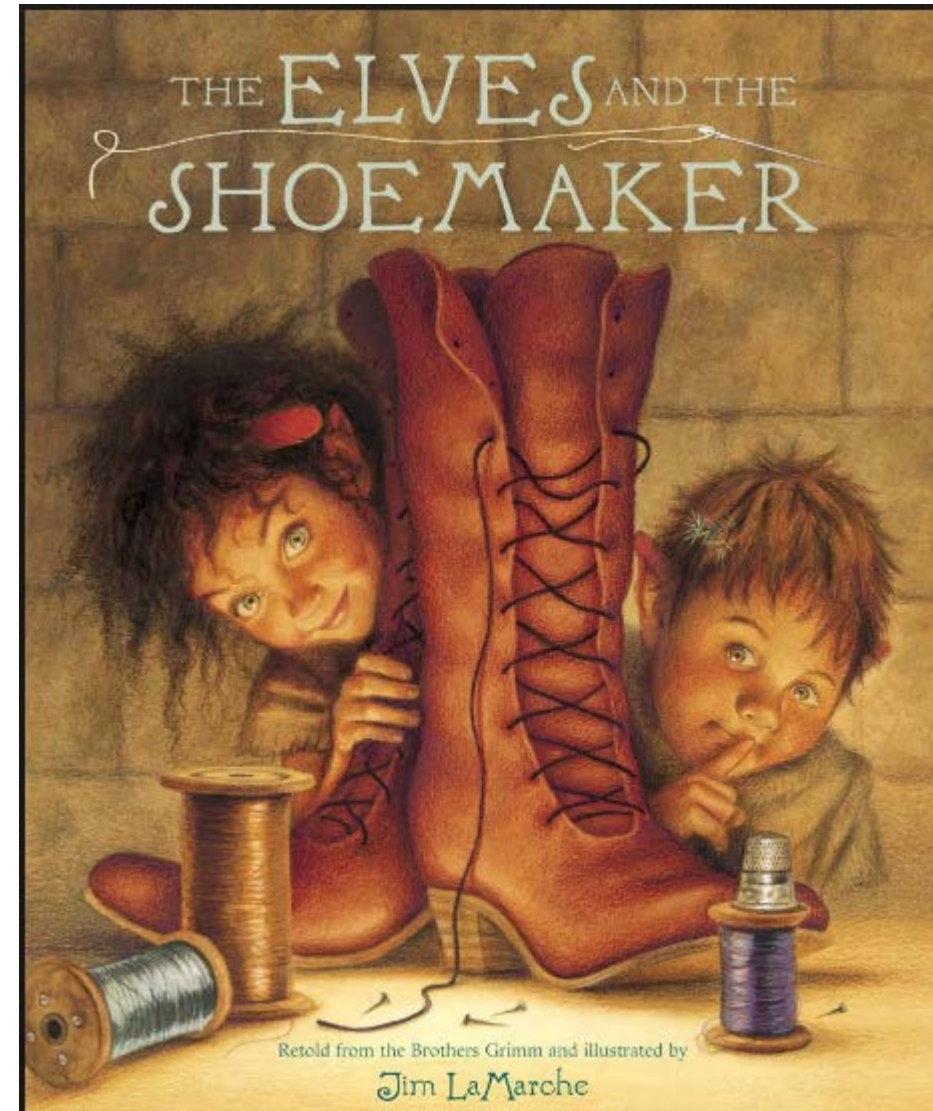
#10: Copywriting

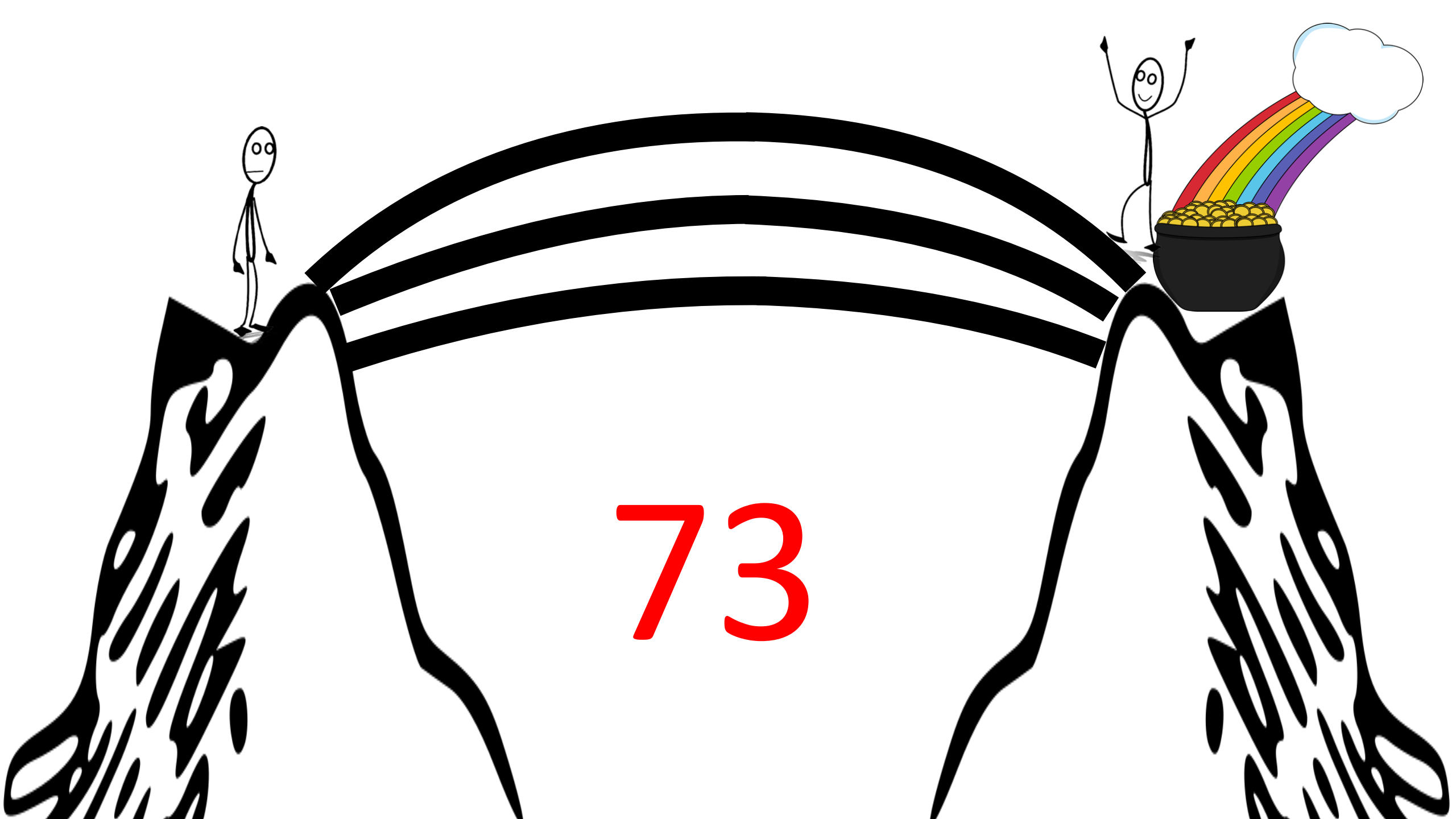
- Using words to produce a desired listening and action.
- Your words do NOT make the sale...
- They move the prospect ONE STEP along the Customer Value Journey.
- What you have to say matters less than what your audience hears.
- You can produce amazing content...
Let a professional write your sales copy.



#10: Copywriting

- Using words to produce a desired listening and action.
- Your words do NOT make the sale...
- They move the prospect ONE STEP along the Customer Value Journey.
- What you have to say matters less than what your audience wants to hear.
- You can produce amazing content...
But let a professional write your sales copy.
- You are too close to your own product
- You are likely not your own target market.





73

Monthly “Ask Me Anything”

- The Promises of the A.M.A. are:
 - Group sounding board for questions and answers
 - Professional assessments of a Certified Digital Marketing Professional (CDMP)
 - Feedback on your current marketing efforts
 - Guidance on your future efforts
 - A “General contractor” to help you find the resources you need and coordinate effectively
 - A private Facebook group for shared communication



Let's Build a
Bridge
Together!



How do I make facebook advertising work for me?

How do I capture email on my website?

Where do I start?

How do I know what's working and what's not?



Building the Background of the Obvious

- Remember the story about my 4-runner?
- I knew there was no carburetor.



How do I build in you a background of the obvious?
So that you know what questions to ask?
So that you know what requests to make?
So that YOU can assess satisfaction in a foreign domain?

Courses by Digital Marketer



Courses by Digital Marketer

Discipline	Price
Customer Value Optimization / Funnels	\$ 495
Content Marketing	\$ 495
Customer Acquisition / Paid Traffic	\$ 495

- First three courses deliver the greatest value in terms of actionable education.
- First course should be *mandatory* for anybody managing online reputation. It's that important, and that good, whether you are the performer or the customer

Monthly “Ask Me Anything”

Discipline	Value
Customer Value Optimization / Funnels	\$ 495
Content Marketing	\$ 495
Customer Acquisition / Paid Traffic	\$ 495
Monthly Ask-Me-Anything marketing resource	\$ 200
Total	\$ 1,685

<http://PrimaryGoals.com/AMA>

\$ 150 / month