

# 7-Step Strategy Plan to Boost Sales

with

## Digital Marketing

A Practical Guide to Maximize  
Brand Value and Revenue



**GB17**

Digital Marketing... plenty of so-called “experts” will claim that they’re good at it, but very few actually have a track record of consistent profitability. Lucky for you, we do.

This guide will explain what you need to know if you want to improve your Digital Marketing savvy. It’s time to say “Tchau Tchau” to money-wasting campaigns and FINALLY grow your bottom line each and every month.

If you go to any conference and ask 100 people what they think is the best approach for digital marketing, you’ll probably get just as many different answers. But let’s be clear about one thing...

While digital marketing encompasses a massive amount of possibilities, to achieve massive results online, you only need to master three important areas:

**Email Marketing**

**Social Media**

**Online Ads**

While this guide will give some great tips on how to take your knowledge on these topics to the next level, it’s not exactly about teaching you “skills.” This proven 7-step process is all about helping you maximize your results, whether it is you doing the work or someone else.

So before you set the Digital world on fire, let’s first agree on a few hard cold facts...

**1**

**REVIEW** Successes and Failures

**2**

**RESEARCH** Audience and Competitors

**3**

**STRATEGIZE** Mission and Messaging

**4**

**GAMEPLAN** Metrics and Planning

**5**

**CREATE** Content and Distribute

**6**

**ENGAGE** Audience and Monetize

**7**

**OPTIMIZE** Performance and Data

## Fact

# 1

### **Email Marketing is Far From Dead – The Money is in Your List!**

Of all the ways you can educate, build relationships, and get your customers to spend more money with you, email marketing is the ROI King. Email earns an estimated **\$42 for every \$1 spent!**

While email marketing has taken its share of criticism over the years, it is safe to say that it is alive and well. While most companies see value in email, most also fail to get the desired results. That is why this guide features email marketing tips, tactics, and strategies so you can:

- Craft better, more optimized emails
- Improve your email performance stats
- Generate more sales conversions
- Grow your subscriber list every month

## Fact

# 2

### **Social Media and Content Marketing Can Massively Boost Your Bottom Line**

Social platforms give you the ability to make real connections with your true fans. Billions of people use social media around the globe, so no matter what business you're in, there are people who resonate with your company if you know how to share your message.

The thing to remember is that you personally do not need to love any particular platform to utilize it for business. Think like a business owner, not like a consumer. It is also worth noting that while the specific platforms might change over time, social media is clearly here to stay. That's why it's critical to focus time on the most important platforms.

## Fact

# 3

### **Effective Online Advertising is The Most Certain Way to Generate Revenue**

It is no secret where your customers are. Virtually every single one of your existing and potential customers uses sites like Google, LinkedIn, Facebook, Instagram and YouTube. There is nobody you can't reach if you know how to do it, no matter what you sell. And with paid ads, you can do it as fast as today.

Of all the ways to market your business online, advertising is far and away the biggest potential money maker. If (and only if) you've got a product or service that people want, then you can literally scale your business to any level with effective ads. It all comes down to putting the right message in front of the right person at the right time.

**Finding sustainable success online is made a lot easier with a plan.**

We hope you'll find this proven, 7-step method useful for helping you move the needle and make more money with Digital marketing. Enjoy!

# 1. Review Successes and Failures

Nobody likes to fail (ESPECIALLY Business Leaders), but it's a necessary part of learning and getting better, especially as you begin to discover what exactly works best for your company in the three key areas we'll be focusing on... Email Marketing, Social Media, and Online Ads.

The truth is that most businesses have more failures than successes with Digital Marketing (because very few have a 7-step strategy plan like this!) If that sounds like you, remember that failure breeds success and, therefore, shouldn't be viewed as a negative. It may sound cliché, but these are learning opportunities. You are truly "failing forward". That said, to learn from failures, you have to be willing to revisit them head-on.

Here are a few questions to help you reflect:

- What platform (if any) has produced the most customers?
- Which specific content (if any) has gotten the most engagement?
- Which specific content (if any) has gotten the least engagement?
- What type of marketing activities give the best ROI?
- What type of marketing activities have you not tried yet?

Spend some good time going through your accounts for social media, online ads, and email. Dive into these three areas of analytics with your team, or you can do it yourself if you're a solopreneur. Plus, most platforms are very helpful if you ask for help, so don't hesitate to reach out.

The idea is to understand as much as possible about how your audience has engaged with your company in these three critical areas so you can make improvements across the board.

Looking at a list of your previous wins and failures can be both exciting and discouraging, depending on which side you're focusing on. That's why it's important to weigh the pros and cons of each individual outcome. You do this by starting at the end results and working your way backward until you find the disconnect or point that things veered away from your original plan (if you had one!)

In many cases, it's more important to focus on what causes a loss over a win. Granted, **winning rarely happens by accident, but losses are never intentional.** Once you reverse engineer your successes AND failures, you'll have more insight into what to do next (or not to do next).

Digital Marketing takes a LOT of trial and error. You've got two options: go through the pain of making all the errors yourself OR hire somebody who's already made the errors and knows how to actually hit the target.

TIP

# 1

## Make a list of companies

These can be both direct competitors and indirect. Google is your best friend here.

# 2

## Find their profiles on social

Create a list of Facebook, Instagram, YouTube and LinkedIn profiles. Find at least a few good examples.

# 3

## Scroll through and observe

Look at what they're doing on all the various platforms. How often do they post, what works, etc.

# 4

## Document as you go

When we do research, we keep track of all notable competitor profiles and posts in a simple spreadsheet.

Fair warning

You'll likely find a lot more companies doing wrong than doing right. The reality is that very few have much of a strategy. That is a good thing for you!

This is why we recommend finding a few companies outside your industry that are great at digital marketing.

Don't only look at what your competitors are saying, but how people are reacting to it. Most companies fail to connect because they fail to even recognize who they are speaking to.

TIP

## 2. Research Audience and Competitors

Market research is one of those things that some businesses rarely ever get around to. While the idea of conducting research on your competitors can sound daunting, if done right, it can actually save you a lot of time and money.

As we mentioned in the last chapter, there is a lot of trial and error involved. Even professionals like us don't get it right every time. This is exactly why real professionals spend time on research. There are plenty of other companies in your space that are currently investing time and money into digital marketing. You can gain invaluable insight from seeing what is working and what is not.

### How do you go about conducting such research?

While agencies like ours use special tools to gain more advanced insights, the good news is that you can get started quickly and easily. It's not rocket science...

### The most important thing is to get crystal clear on your AUDIENCE.

When you know who you're selling to, you can figure out what (and how) they want to buy. Having knowledge of your customers helps you determine how to approach your market and what triggers them to buy. Any information you gather about their location, interest, age, problems, pain points, etc., will help you create a more effective strategy to acquire them.

This also allows you to target specific audiences rather than firing at everyone and hoping something hits. If you direct something at everyone, nobody is going to pay attention. Always imagine that you're speaking to specific individuals with specific needs. This way you can offer them the specific results they're looking for.

# 3. Strategize Mission and Messaging

There are two main components to creating a solid brand strategy: your brand identity (your Mission) and how you communicate that Mission (your Messaging). Your Messaging is what your audience is going to receive, and your Mission is what you want them to feel. Both require a certain level of cohesiveness to create momentum and avoid confusing your market.

In this day and age, it can take a lot of “touches” for a consumer to decide to do business with you. With each message, you want your customers to understand what you’re all about so they can effectively decide that you are a good fit for them. The moment they’re uncertain about something (or they feel that you are) is the moment they will tune out.

## So how do you determine your brand’s Mission and Messaging?

Ask yourself some basic questions...

- What is the purpose of your business?
- What kind of personality does your business have?
- What are your core values?
- Why does your business even exist?
- What type of marketing and sales activities have you yet to try?

If you’re unable to answer those questions, you can bet that your customers won’t be able to make the connection either. While this type of exercise may seem a little cliché at first, please refer back to the fact that most companies fail online. Then realize that any company who has not taken the time to get this type of clarity is wasting their time creating content. When you’re clear on who you serve, why you serve them, what makes you different, etc., you’ll find it so much easier to connect with your audience.

Your Messaging and Mission should be integrated into everything you do as a business to maintain congruence. This helps you be clear and concise on every move you make, and not just in your marketing. You’ll appreciate how much easier having a clear vision makes everything, and your customers will appreciate it too.

There is actually a 3<sup>rd</sup> “M” involved in creating your digital marketing strategy. This third piece is likely the most important of all (because it is where the money is made!)

When you join us for your Strategy Session, we’ll share this last piece and actually help you do it!

TIP

Once you've identified your key metrics, **it is time to start putting together your plan!** While there is a much larger methodology for this that we can discuss at a later time, you can start by answering these simple questions:

- What are your specific goals for each metric?
- What platforms will help you achieve your goals?
- How often should you post on each platform?
- How often should you run ads on each platform?
- Who will be in charge of producing these results?

#### IMPORTANT NOTE:

While you may not have the answers to all of these questions now, you will have more clarity after your **Strategy Session**.

Fair warning

Most businesses who struggle with Digital Marketing don't do a good job with tracking their statistics. Even if your stats start at 0 you should still regularly report them – you can't improve what you don't track.

While the end goal here is sales, you're going to gain a lot of insight from what people engage with.

TIP

## 4. Game Plan Metrics and Planning

It should go without saying, but if you don't know where you're going, you're never going to get there. At this point, you will identify your specific goals, and once clear, start creating your plan to get there.

**The obvious goal of most marketing campaigns is to drive more sales.**

But beyond sales, there are many different metrics you could track. When deciding what to track, make sure that anything worth tracking meets the following two criteria:

1. It is a statistic that leads to sales (even if indirectly)
2. The tracking statistic will be an indicator for decision-making

Some of the statistics will involve engagement on various social media platforms, and others will be the tangible business results that your online activity helped produce. Here are a few examples:

#### Example Online Stats

- Post reactions and shares
- Number of users and sessions
- Clicks / Clickthrough Rate
- Reach (how many viewed)
- Video views and/or time

#### Example Results Stats

- Direct sales from campaigns
- Assisted sales from campaigns
- New newsletter opt-ins
- New customers vs. existing customers

# 5. Create Content and Distribute

Your content will be the first thing people see when they are introduced to your business and the last thing they see before they take action on your offer. For that reason, substance and content are super important.

There are different types of content and just as many mediums for distributing it. To create an omnichannel presence, it's important to curate content that complements the platform or medium on which you're delivering it.

## The 3 Ps of Content Creation

### Platform

Here are a few sample platforms you could be using to market your business: Google, Facebook, WhatsApp, TikTok, Instagram, X, LinkedIn, YouTube, Reddit.

### Profiles

Each platform allows you to create a profile. Your profile will serve as your main page on the network and usually includes a profile picture, a short bio and other information. Depending on the platform, you will not only want to spend time creating a well-designed profile but also update it regularly.

### Posts

Each platform allows you to post and distribute content in various ways. While some platforms are very simple, others have many features worth exploring. Even a platform like YouTube, which is entirely video-based, has multiple formats for posting videos.

Regardless of the platform, content always needs to be created with the end results in mind, the action you want the viewers to take. You can create content that educates, entertains or inspires. Content needs to be delivered in a way that the user not only enjoys but wants to engage with and share with others.

Whatever platforms you decide to utilize, approach each one logically. Remember that your audience will engage with the content on each platform differently, so always tailor your content accordingly.

### IMPORTANT NOTE:

Try not to be overwhelmed by the large number of platforms or features available. As they say, "Rome wasn't built in a day."

We're happy to discuss which platforms you should focus on in our [Strategy Session](#).

### TIP

While all major platforms have tremendous potential, that doesn't mean you should use them all. In fact, trying to do too many things is a big reason companies fail. Instead, decide on 2-4 channels that best fit your company, and stick with them consistently until you get real results.

# 6. Engage Audience and Monetize

Now that you've created and distributed the content, your job is done, right? Wrong. At least not if you want to turn your work into real paying buyers. You've got to go the extra mile to get people to actually engage with your content to get them to pull out their wallets.

**STAT: On average, companies respond to only 30% of social media fans' feedback**

How do you get people to engage? Well, it obviously starts with great content. Humans are visual creatures, and when you create images and videos that grab attention, it will help get the conversation going. Once someone shows an interest or leaves a comment, that is just the beginning. Making the connection between the content and the purchase is where most businesses fall short.

Remember that people online are people. Like you, they long for meaningful exchanges and relationships. They don't like to feel like they are being marketed to or sold. Even when walking into a car lot looking for a new car to purchase, we still get the feeling of dread when the salesman approaches us.

## Ask yourself...

- How can you help them?
- Why will they want to come back?
- What can you do to make them feel valued

People love watching things that are entertaining and helpful, and when this is achieved they don't mind being offered something that will help improve the experience of the content they're absorbing. For example, if you create content that shows someone how to properly clean their carpet using a new technique, don't be afraid to mention where to get the carpet cleaning tool at the end of the video. When it does come time to refer someone to your offers, you should think more along the lines of a suggestion rather than a sale.

Remember that it can take multiple posts to create a fan, but only one post to turn them away. While this might seem daunting, you can find comfort in knowing that once you do have highly engaged audience, they will in turn help you get more. Value every interaction and it's only a matter of time until it will grow.

Never create your content for everyone, or nobody will pay attention. Instead, write for a specific audience or, even better, for a specific individual. Developing marketing "personas" is a great exercise we highly recommend.

TIP



Marketing is less about creativity than most people think. When you watch the numbers, both yours and your competitors, you will have much more clarity on what works. Let others do the experimenting while you hit the target.

TIP

## 7. Optimize Performance and Data

The final step is to track your metrics and make the right data-backed changes along the way. Optimization is what keeps your business growing. Some things will break, and others will need to be revised as you walk the path towards building a profitable digital presence.

Don't forget that even the areas that seem to be working fine should still be improved. In fact, you should spend the vast majority of your time perfecting what works. Most businesses think the opposite and, as a result, rarely make significant progress. Let iteration be one of the main driving forces behind your digital marketing success.

Refer to statistics and audience insights constantly. If something isn't working, stop it immediately. If something is working, replicate it and improve it. That's what optimization is all about. To optimize your processes, make small trackable changes and see how they perform against what you currently have in place. This is what split testing is all about.

The trick is to make small changes so that you know whether the performance change is due to one variation or the other. Once you find the more successful variant, you apply it as the default method and move to a new split test on a different process.

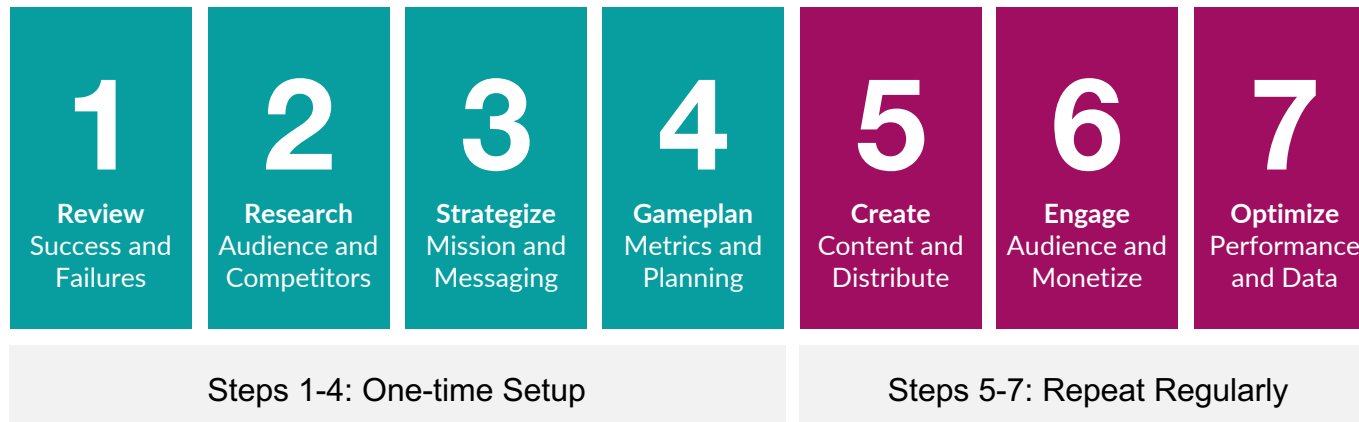
It all comes down to improving anything you can over time by tracking the data and making continual adjustments. Track, optimize, rinse, and repeat.

# Conclusion and Next Steps

Regardless of what your business sells, your customers are online. The fact that you've read this far shows you're ready to tap into this massive source of revenue.

While the potential is limitless, as you've learned in this report, digital marketing success doesn't happen by accident. Email, ads, social and content done right requires planning, hard work and persistence. This is why most companies fail to get it going online. It is also why those that do succeed make so much money.

That's why our 7-Step Strategy Plan is so unbelievably valuable. It is literally the difference between success and failure. When implemented correctly, the 7 steps help you connect with your audience and convert them into paying customers with CONSISTENCY.



As you can see above, steps 1, 2, 3 and 4 in the process are everything we do before producing any content. These are the steps that most companies skip, and a big part of why we're so good at what we do. Without steps 1 through 4, the rest of the activity becomes a total waste of time (as you may have already experienced!)

Step 5 is where the day-to-day work begins. In fact, producing and distributing content (step 5) is where most companies fall short. We know that campaigns are useless without monetization. That's our specialty!



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# Where do You Want to Go from Here?

If after reading this, you decide to manage your own digital marketing, we hope you've gotten a lot of value from this guide! While we've barely scratched the surface, having a clear process will help save you from the pain and agony of failure with your digital marketing.

On the other hand, if you find yourself thinking, *"These guys know what they're talking about,"* or *"This sounds like more work than I want to do..."* then we can't wait to speak with you!

When you join us for your [Strategy Session](#), we'll cover each of these steps in more detail and start creating your unique strategy and plan, regardless of whether we work together. Either way, you're guaranteed to get a ton of value from our time together.

Talk to you soon!

Book your [FREE Strategy Session](#) now!

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**GB17** provides **strategic marketing solutions** to accelerate growth.

Our capabilities span email, ads, social media and content.  
We combine **strategy, pipeline marketing, sales development, AI & automation**,  
and well-rounded experience to transform challenges into opportunities,  
empowering our customers to achieve higher heights.

We bridge the gap between sales and marketing to maximize brand value and revenue potential.