



**STRATEX**  
digital marketing

# Prioritizing Your Digital Marketing

# Digital Marketing Strategist

## Uniquely Qualified to Help Business With Digital Marketing

- Dan Stratford

- Digital Marketing Since 1997
  - SEO
  - Adwords/PPC/Paid Search
  - Website Development
  - Social Media
- Product Development to Business Development
  - Dex Media - \$28M to Over \$120M
  - LexisNexis – Grew to Over \$10M/Year
  - C1 Partners – Grew a \$1M Agency
  - Lawyermarketingexpert.com
- Strategic
  - Messaging Development
  - Results Based Strategy Development
  - Tracking Results at Conversion Level



# Agenda

1

First Steps to Marketing

2

Foundation

3

Strategy

4

Case Studies

# First Steps in Marketing

- Branding
- Messaging
- Goals
- CPA Tolerance



# Branding

- Business Name
- Logo/Colors
  - Cards
  - Website
  - Signs
- Simple “DIY” “F & F” – *How many do it*
- Hire Professionals - \$5,000+
- Online Help: \$300 Range – Google Search “Business naming service”
  - Branditory
  - Namella

# Messaging

## Step Many Businesses Ignore: Messaging Development

- **Established Your True North**
- Keeps You Focused
- You Hire The Right People
- Happier Customers
- Happier Employees
- Happier YOU!
- Redo Yearly



# Messaging-Target Buyers

## What do I mean by messaging?

### 1. Knowing Your Target Buyers

- Psychographics, NOT just demographics
- What problems do they have that you can solve?
- What solutions are they looking for that you can provide?
- Why do they buy?
- What are their pet peeves?
- **“Niche”**

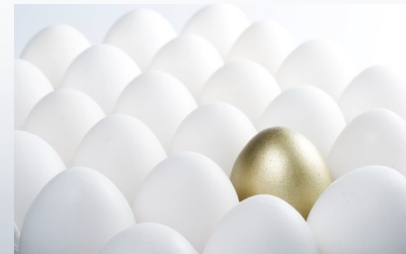


# Messaging – Value Prop

## “Elevator Pitch”

### 2. Positioning

- How do solutions match up with your target buyers?
- How do you service them better than any of your competitors?
- What is your 60 second **elevator** pitch?
- Everyone in your company needs to know it



# Messaging Platform Example

To:  
Small & Medium  
Sized Business  
Owners.

## Reinforcement Message

As a result of working with Stratex, you have a business or firm that is growing and thriving. You sleep easy knowing that your marketing is working so you can focus on running a more successful business. You feel in control, you do not spend time worrying about how you are going to drive leads and sales for your business.

- Testimonials
- Certifications
- Experience

## Engagement Message

Why isn't my website helping me grow my business?

What digital marketing strategies should I be using to grow my business?

Who can I trust to help me develop and implement the best digital marketing strategy for my business?

## **Stratex Digital Marketing Services**

## Value Prop/Positioning Statement

Stratex Digital Marketing is the only digital marketing company that provides training, consulting and wholesale services. When you work with us, you work with true "consultants". Unlike "salespeople" whose goal is to sell you their own digital marketing services, Stratex consults with businesses to help them develop the most profitable strategies for their business and find the right solutions, including training for their internal teams. Our lead consultants have been developing digital marketing strategies & building digital marketing companies since the 1990s.



## Solution Message

You want the Internet to drive profitable sales for your business.

You want to know which programs are working so you can continue to make knowledgeable decisions about how to invest your marketing dollars wisely.

You have a marketing partner you can trust to look out for you and help you succeed in your online marketing efforts.



# Examples of Websites That Use Excellent Messaging



A background image showing a person's hands in a business suit, holding a pen and pointing at a tablet, with a document featuring charts and graphs visible in the background.

**Weak! Working on it!**

We teach you how to develop, implement, manage and optimize successful digital marketing strategies.

Call 303-945-7400  
to speak to an expert now.

## Industry Experts With Over 20 Years of Experience

Are you confused or overwhelmed by all of the online marketing strategies available?

Should you start with a new website, SEO, PPC, social media, or email marketing?

**LEARN MORE ABOUT OUR DIGITAL MARKETING SERVICES**

Training

**Schedule a Meeting or Contact Us**



Buy Online

**SwannStore**

Company

Products


Support

Multimedia

Search Swann.com...

[Home](#) » [Security Cameras](#)

## PRODUCTS

DVRs and Kits 

Security Cameras

Wireless &amp; IP Cameras

Alarms &amp; Doorbells

Mini Video

Accessories

## FILTER BY



Range:US\$0-US\$1200

## Smartphone

☐ Smartphone (1)

## Camera TVL

☐ 400 (3)☐ 900 (8)☐ 480 (1)☐ 720p (9)☐ 520 (1)☐ 1080p (9)☐ 700 (2)☐ 1080p 3MP (4)

## SECURITY CAMERAS

Security cameras are a great way to provide security for your home or workplace. As well as providing you with video footage of any events that may happen, they also act as a visible deterrent to criminals.

Swann produces a range of cameras, ensuring there is one suitable for every budget. Our range runs from state-of-the-art HD cameras with 3 megapixel sensors, optical zoom, and pan and tilt functions, through to our great value D1 advanced series range.

When connected to a Swann DVR security system all of our cameras can be accessed remotely from your smartphone, tablet or desktop. Allowing you to check in on your home security cameras or monitor staff at work wherever you are. Many of our security systems can also be set to be motion activated, recording footage when motion triggers them. We also have a range of outdoor and wifi enabled cameras.

Sort By

Position ▼ ↑

Show

25 ▼

per page

Page:

**1**

2

»

**PRO-735 - Multi-Purpose Day/Night Security Camera - Night Vision 85ft / 25m**

SWPRO-735CAM

**MSRP:\$59.99**

★★★★☆ 3.8 / 5 (6)

720 TV Lines high video quality / 85ft 25m excellent night vision / Cable threaded through stand for additional security / Weather proof IP67 casing / 60ft 18m BNC cable / Easily connects to your TV & DVR Durable & Powerful 720TVL. Waterproof casing and hidden enclosed cabling to survive the harshest conditions!

720 TVL

CMOS

★ 82ft

➤ 59°




Nest Cam

[Meet Nest Cam](#) | [Install & Explore](#)

# See your home. Away from home.

Dropcam is now Nest.  
Meet the new Nest Cam

Watch the video 

\$199

BUY NOW

Watch your Dropcam video on the [Nest](#) or [Dropcam](#) app.

[Get 24/7 Dropcam support >](#)

[Find out what's changing with Dropcam >](#)





# Fertility Center & Applied Genetics of Florida

*Advanced Fertility Clinic*

FERTILITY  
CENTER &  
APPLIED  
GENETICS  
of Florida, Inc.

## Fertility Center And Applied Genetics Of Florida

Fertility Center and Applied Genetics of Florida is a Fertility Center providing comprehensive fertility services (**IVF, IUI, PGD, PGS, Family Balancing/Sex Selection, Reproductive Surgeries, egg donation, surrogacy**) for Tampa Bay, Tampa, Sarasota, Bradenton, Orlando, Ft. Myers, Naples, all Florida, U.S., and International patients. Dr. Pabon is a fertility doctor (**Reproductive Endocrinologist and Infertility Specialist**) specializing in IVF, Tubal Reversals, Preimplantation genetic diagnosis, egg donation, surrogacy, and general infertility with offices in Sarasota and Bonita Springs, Florida, U.S.A.

Dr. Pabon is a nationally recognized Reproductive Endocrinologist and Infertility Specialist that has received "Top Doctor" designation by U.S. News and World Report and by the Castle Connolly agency



Planning for Pregnancy

Fertility Treatments

Specialists

Clinics

Fees

Why IVFAustralia?

Resources

# Turn Hope into Happiness

If you're trying to get pregnant and it's taking longer than you expected, our Fertility Specialists can help you understand the possible reasons why you can't, and most importantly how you can. Come along to one of our [free information seminars](#) >

The IVFAustralia difference



Why can't I get pregnant?



I want to meet a doctor



## Considering becoming a sperm donor?

Inside every hero there are millions more. Donate your sperm and help create a life.

[Find out more](#)



## Join the 4 week fertility program

Is 2016 the year you want to fall pregnant? Improve your chances of conceiving and join our free 4 week fertility program.

[Join now](#)



## Free information evenings

27  
JAN

Wednesday 6:30pm  
Sydney CBD

[See all upcoming sessions](#)



# Back up and access your files. Using your existing folder structure.

...  
SugarSync® duplicates your files and syncs them across your devices, making your tasks easier to accomplish & the added protection provides peace of mind.



SugarSync beats the competition.

[See how we compare.](#) ▶

Why SugarSync?



100 GB - \$7.49 / month ▼

Name

Email

Password

[START RISK FREE TRIAL](#)

More than 1 user?  
[SugarSync for Business ▶](#)

# BETTER SLEEP FOR BRIGHTER DAYS

SEE THE MATTRESS

# Direct Mail...



## SAFER SWIMMERS START IN THE LAB.

**Opening soon!** A visionary new way  
to get kids swimming safer, faster.

SwimLabs Swim School is coming to your area soon.

See how fast we get kids swimming the right way  
with lots of fun and no fear.

**SwimLabs**

Swim School KIDS COMPETITIVE TRIATHLETE



# What Are Your Goals?

## Where do you want to be in 6, 12-18 Months?

- Make Your First \$100K?
- Get to \$1 Million?
- Get to Multiple Tens of Millions?
- Stay a Freelancer?
- Build a Business?



# Cost Per Acquisition

## What is Your Cost Per Acquisition Tolerance?

- What is the lifetime value of your customer?
- How much money can you lose in the short run?
- Bootstrapping?
- Do you have money to Invest?
- Should you invest money?





# Digital Marketing Foundation

- Keywords
- Website
- Social
- Local

# Why Keywords?

- The *Foundation* of Your Campaign:
  - SEO
  - Social Media
  - Advertising
- ... all Keyword Oriented

# Keywords Connect Your Prospects to Your Site



# Don't Guess!

1. You'll Miss Important Terms
2. You'll Focus on Unimportant Terms

# Example

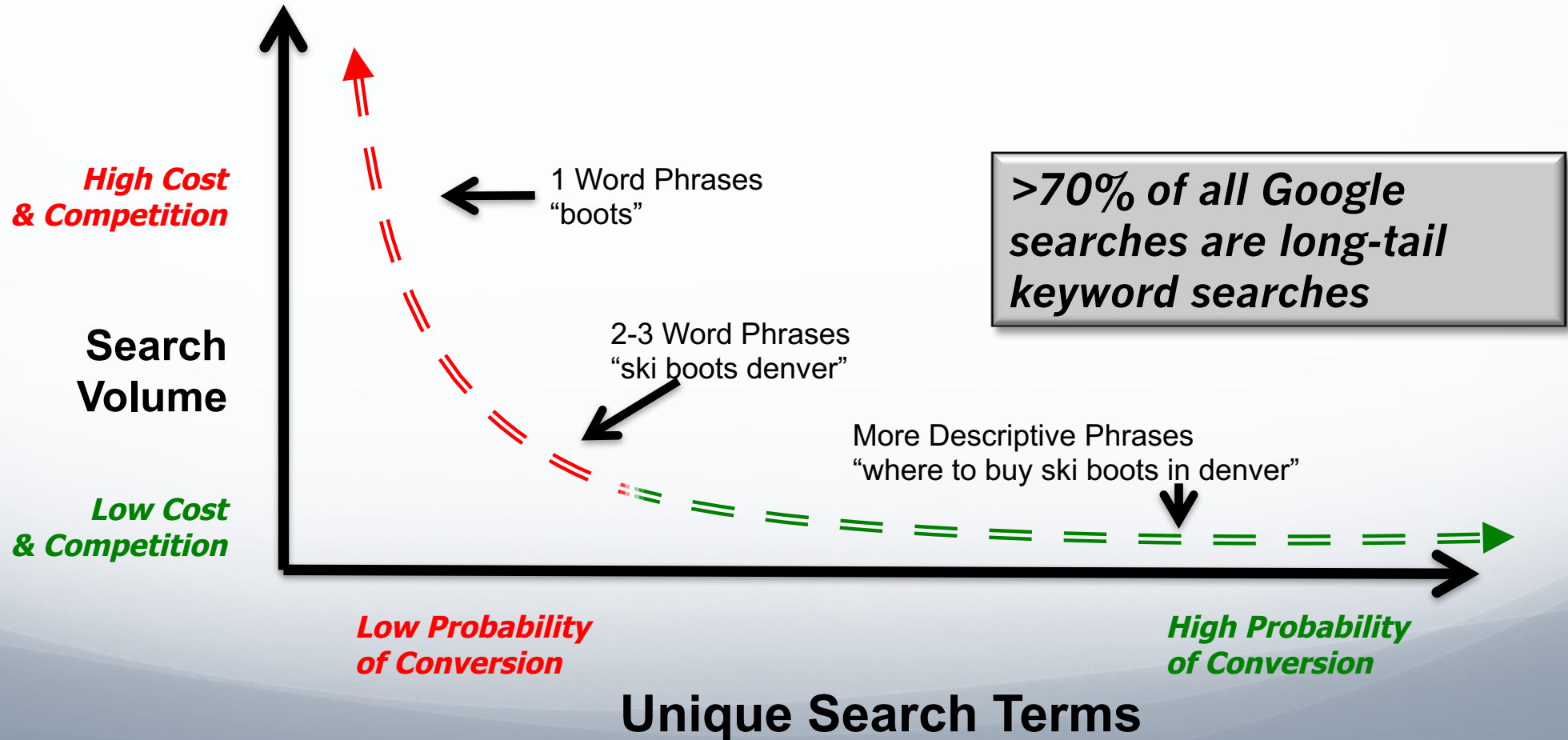
Online University:

*online degree*

# The “Long Tail”

- Most Searches *Do Not Use* Your Primary Keywords, but primary KWs are often vital to your success
- Multi-Word Phrases
- Very Specific Phrases

# Long Tail vs. Head Terms



# Website

- How much should you invest?
- Is “Do it yourself” worth it?
- Do you have more time or more money?
- Platforms



# Website-Investment Options

## How much should you invest?

- More Time Than Money?
  - "DIY"
  - Always takes more time than you think
- Have Some Money?
  - Simple, Freelancer Site - \$1,000 to \$5,000
    - Probably works for 90% of Small Businesses (Under \$1M)
  - Small Web Development Company: \$6k to \$20k
  - Mid-Size to Large Custom Company: \$20k to \$100k
  - Extra Custom Development: \$50k to \$1M
  - eCommerce more time, but doesn't have to be much more money
  - Professional content writing \$50 to \$200/page



# Website-DIY

## Do It Yourself?

- Upside
  - No Upfront Costs
  - Monthly Subscription
  - Secure
- Downside
  - Takes a lot of time to put together
  - Not fully featured
  - Hard to optimize or customize
  - Proprietary CMS Issues
  - May have to get a completely new one in 1-2 years



# Website-Platform

## Platform

- Custom Code?
- Content management system?
  - Open Source – Wordpress, Joomla, etc
  - Flexible
  - Convenient
  - Affordable
  - Scaleable



WORDPRESS



Joomla!™



Drupal™

# Website-SEO

## Foundational

### On-Site SEO

- Engaging Website
  - Messaging
  - Testimonials
  - Calls to Action
  - Video
  - Social Media
- Keywords
- Proper Site Structure
- Unique Content
- A Blog and Editorial Calendar
- Technical Back-end
  - Titles & Metas
  - Schema
  - Markup
  - Site Speed



### Off-Site SEO

- Social Properties
  - Facebook
  - LinkedIn
  - Twitter
- Local Properties
  - Google My Business
  - Yelp
  - Yahoo!
  - Bing
  - Siri
- Google Properties
  - Google My Business
  - Google Analytics
  - Google Search Console
  - Bing

# Other Web Properties

## Social Media

- Facebook
- LinkedIn
- Twitter
- Pinterest
- Industry
- Meetup



## Local Properties

- Even If Not Local
- Google My Business
- Yelp
- Bing
- Yahoo!
- How?
  - Manual
  - Yext
  - MOZLocal



# Strategy

- Business Stage:
- More Time/Less Money
- Ready to Grow Faster
- Need to Create Separation

# Strategy

## More Time/Less Money

- Blogging
- Social Media Marketing
- Email Marketing
  - Newsletters
  - Lead generators
- Networking
- Hosting Events
- Webinars
- Local SEO



# Strategy

## More Money/Less Time – Need to Hire Vendors...Training

- More Aggressive, Lead Generating SEO
  - Content Development and Distribution
  - "PR"
  - Citation Building
  - Probably need a professional
- Google Adwords
- Display/Retargeting
- Programmatic
- Directories
  - Yelp
  - Verticals



**Creating Separation?**



# Strategy

## **Creating Separation?**

- Still need to be frugal
- Don't forget about the early things that got you here
- Start with most profitable strategies
  - Maximize
  - Scale
  - Move to Next One
- Lead Nurturing

# Strategy

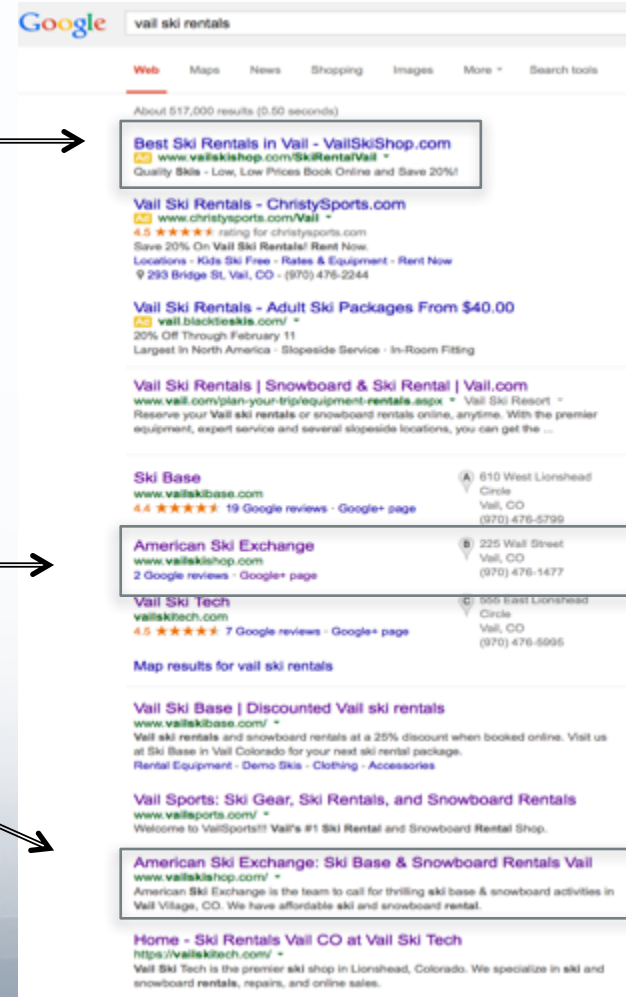
## **Before Investing, Consider**

- Cost per Acquisition Tolerance
- Best Bang for The Buck
- Efficiencies
  - Cheap Leads Not So Cheap
  - Automated Processes

# What is SEO? Search Engine Results Page (SERP)

## Google Search “vail ski rentals”

- Paid results are at the top and on the bottom.
- “SEO”, “Organic” or “Natural” results, where Google brings back the sites they believe are the most relevant for the search term
  - Local Organic
  - Organic Results



# Website Audit

## Messaging?

Are you addressing your prospects completely?

1. Engagement Message?  
No
2. Solution Message?  
Yes
3. Company Positioning?  
Yes
4. Testimonials?  
Yes
5. Calls to Action  
Yes
6. Differentiator?  
Yes
7. Video?  
No
8. Enough Home Page Content  
Maybe
9. Social Media Links  
Yes
10. Blog  
No
11. Trust Signals  
No
12. NAP (Name Address, Phone)  
No



# Adwords Opportunity Analysis Example:

## Real Estate Investment Company

### **Estimated Best Case Scenario\***

Cost Per Click:	\$20
Conversions to Lead:	15%
Cost Per Lead	\$133
Conversions to Sale Rate	10%
<b><u>Cost Per Acquisition:</u></b>	<b>\$1,330</b>

### **Estimated Worst Case Scenario\***

Cost Per Click:	\$30
Conversions to Lead:	5%
Cost Per Lead	\$600
Conversions to Sale Rate	5%
<b><u>Cost Per Acquisition:</u></b>	<b>\$12,000</b>

### **Recommendations:**

- Need to track leads separate from organic
- Budget \$1,500 to \$5,000 a month
- Track at conversion level
- Will be profitable since your profit per sale is \$10,000 to \$20,000 over 1 year, but you will need to be able to cashflow this effort.

# Case Studies

- Basic
- SEO
- Adwords
- Retargeting
- Social Media

# What Success Can Look Like

Profitable & Measurable cost per client acquisition for PPC and SEO:

## Search:

'colorado workers compensation attorney'

- Estimated Cost Per Click \$ 34
- Conv/Lead/Rate 20%
- Cost/Lead \$ 170
- Conv/Sale/Rate 13%
- **Cost/Acquisition \$ 1,307**
- **Firm only takes head, neck, back and brain injury**
- #1 Law Firm Site in Organic
- Cost per acquisition is profitable for PPC, however...
- Cost per acquisition is 50%-80% lower from organic traffic

**\*Cost per acquisition goal was \$1,800 or lower. We beat this by 25% with PPC, and Over 80% with SEO.**

The screenshot shows a Google search for "colorado workers comp attorney". The search results are displayed under the "Web" tab, showing approximately 311,000 results in 0.27 seconds. The results are divided into "Ads related to colorado workers comp attorney" and organic search results. Two red arrows point from the text in the left column to specific results in the screenshot: one points to the "Colorado Workers Comp" ad, and the other points to the "Denver, Colorado Workers' Compensation Lawyers | BurgSimpson" organic result.

Google colorado workers comp attorney

Web Images Maps Shopping Videos More Search tools

About 311,000 results (0.27 seconds)

Ads related to colorado workers comp attorney ⓘ

**Colorado Workers Comp** 1 (888) 733 3828  
[www.burgsimpson.com/](http://www.burgsimpson.com/)  
Head, Neck, Back or Brain Injury At-work? Find Out if You Have a Case

**Workers Comp Attorney** 1 (866) 754 5762  
[www.coloradolaw.net/](http://www.coloradolaw.net/)  
Worker's Compensation Attorneys A Reputation For Getting Results.  
1899 Wynkoop Street, Suite 700, Denver, CO

**Workers Comp Attorney** 1 (720) 924 6884  
[www.jeffersdenverlaw.com/](http://www.jeffersdenverlaw.com/)  
Over Twenty-Five Years Experience. Former Claims Adjuster, Call Today!  
Slip & Fall Injury - Firm Overview - Personal Injury Attorney - Contact Us

**Denver Workers' Compensation Lawyer - FindLaw Lawyers Directory**  
[lawyers.findlaw.com](http://lawyers.findlaw.com) › Workers' Compensation › Colorado › Denver  
Results 1 - 20 of 40 - Denver, CO Workers' Compensation lawyers with detailed profiles and recommendations. Find your Denver, CO Workers' Compensation ...

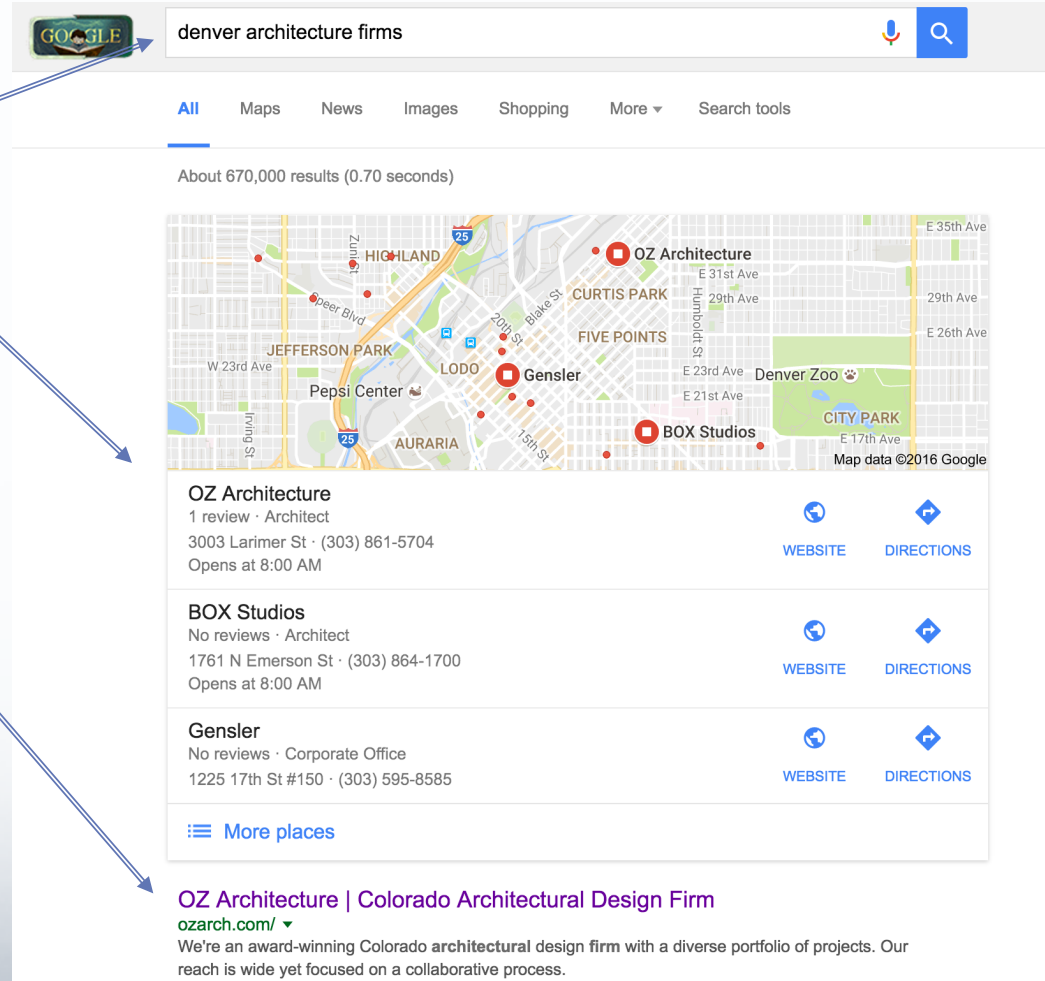
**Denver, Colorado Workers' Compensation Lawyers | BurgSimpson**  
[www.burgsimpson.com/colorado/workers-compensation-lawyers/index...](http://www.burgsimpson.com/colorado/workers-compensation-lawyers/index...)  
Like others who have been injured at work, you probably have a lot of questions: Do I have a case? Will I lose my job? How much money and care am I entitled ...

**Colorado Workers Compensation Lawyers - Bachus & Schanker, L...**  
[www.coloradolaw.net/html/workers-compensation.html](http://www.coloradolaw.net/html/workers-compensation.html)  
Do you need a Colorado Workers' Compensation lawyer? If you've been injured at work, contact Bachus & Schanker for a free Workers' Compensation ...



# What Success Can Look Like

OZ Architecture Dominates Denver, but now we are moving nationwide.  
**Organic Traffic is Up and to The Right**



denver architecture firms

About 670,000 results (0.70 seconds)

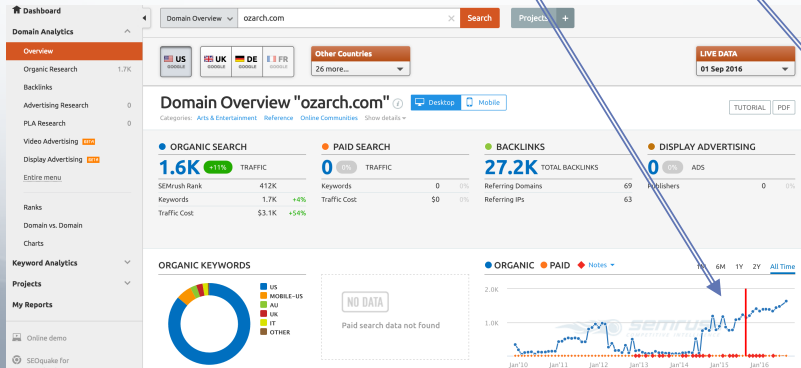
**OZ Architecture**  
1 review · Architect  
3003 Larimer St · (303) 861-5704  
Opens at 8:00 AM  
[WEBSITE](#) [DIRECTIONS](#)

**BOX Studios**  
No reviews · Architect  
1761 N Emerson St · (303) 864-1700  
Opens at 8:00 AM  
[WEBSITE](#) [DIRECTIONS](#)

**Gensler**  
No reviews · Corporate Office  
1225 17th St #150 · (303) 595-8585  
[WEBSITE](#) [DIRECTIONS](#)

[More places](#)

**OZ Architecture | Colorado Architectural Design Firm**  
[ozarch.com/](http://ozarch.com/) ▼  
We're an award-winning Colorado architectural design firm with a diverse portfolio of projects. Our reach is wide yet focused on a collaborative process.





# St. Louis Case Study

- Gross Profit Per Sale: \$10,000-\$30,000
- Adwords Search: ROI = 1,500%
  - \$1,000/month
  - 1-2 New Clients/Per Month
  - Customer Acquisition Costs: \$500 to \$1,000
- Adwords Retargeting: ROI <50%
  - \$300/month
  - 1-2 Clients/Year
  - Intangible Benefits

- SEO Investment: ROI = 20,000%
  - \$2,000/month
  - 4-12 New Clients Per Month
  - Customer Acquisition Costs: \$500 to <\$200/month
  - 40-80 leads per month (From Adwords and SEO)
- Social Media: ROI = 80%
  - Investment: \$500/month for 4 months
  - Cost Per Lead: \$200-300
  - Leads: 10-15
  - Sales: 1
  - Cost Per Acquisition: \$2,000

Challenge: Cash flow ROI is over 1 year

# Reach Out

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