



STRATEX
digital marketing

Growing Your Business With Digital Marketing

Why Listen to THIS Guy?

Uniquely Qualified to Help Businesses With Digital Marketing

- Dan Stratford
 - Digital Marketing Since 1997
 - SEO
 - Adwords/PPC/Paid Search
 - Website Development
 - Display/Programmatic/Remarketing/Retargeting
 - Social Media
 - Lead Nurturing/Email Marketing
 - Consulting & Training
 - 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



Classes Offered

Free Training Sessions – All Presentations Available: bit.ly/StratexFreeResources

Designed to educate you on the right strategies and methods.

1. Growing Your Business With Digital Marketing
2. Keyword Research
3. Competitive Analysis
4. On-Site SEO
5. Off-Site SEO
6. Local SEO
7. Paid Search: Adwords, Display, and Programmatic
8. Lead Nurturing and Email Marketing



Live & Online Classes Offered

Interactive workshops that teach you how to implement digital marketing strategies

- Messaging and Branding
- On-Site SEO
 - Keyword Research
 - Keyword Mapping
 - Site Structure
 - Titles and Meta
 - Schema and Sitelinks
 - Competitive Analysis
 - Content Development



- Off-Site SEO
 - Competitive Analysis
 - Local SEO
 - Link Building
- Adwords Optimization
- Display Advertising and Programmatic

bit.ly/StratexTraining

Testimonials



Mark Trenner

Patent Attorney at Trenner Law Firm, LLC

June 1, 2017, Mark was a client of Dan's

I worked with Dan for several years. He helped bring my law firm website and marketing strategy into the 21st Century. He truly is a marketing expert with integrity - just like the name says. He also taught me a lot along the way about how to effectively market my law firm. Thanks in part to Dan, my law practice is now very well known throughout Colorado. I highly recommend Dan for any of your marketing needs.



Aaron Fhima

2 months ago

★★★★★ Dan is truly great at what he does. Currently he consults for my law firm on an array of digital marketing issues, from SEO to PPC and beyond. I brought Dan onboard after switching digital marketing companies, both to consult and to provide project oversight. I recommend him for any digital marketing needs.



Keith McCurdy

Senior Art Director at ProposalSoftware.com

“ I've had the privilege of working with Dan on several interactive projects at MCG. He's one of the most knowledgeable Search Marketing experts I've seen. Dan is great with clients, projects a warm professionalism and has been a strong asset to our company. If you need an experienced, knowledgeable SEO/SEM professional to do the job, make sure you have Dan on board.



Emilie Hagny Downs

2 months ago

★★★★★ I attended one of Dan's trainings. His information is very valuable and helpful for business owners and marketing VPs.



Andrew Machol

2 months ago

★★★★★ Attended a recent workshop on SEO and other great information given for the marketing industry by Dan. It was a great experience, I look forward to working with Dan and Stratex Digital Marketing in the future on projects.



Neama Rahmani

a month ago

★★★★★ Dan has been instrumental in helping set up and coordinate our SEO efforts. He is highly knowledgeable and experienced in digital legal marketing. I strongly recommend him to anyone who is serious about improving his or her online marketing results.



Cathy Westbury

2 months ago

★★★★★ I attended a training workshop on messaging this week run by Dan Stratford. It was interesting and full of useful information and advice, both for new businesses and established ones. I highly recommend Dan and this workshop.



Brent Powers

6 months ago

★★★★★ We knew we needed to do a better job with digital marketing, and we reached out to a few companies for help. Dan Stratford helped us map out a decision making process based on our goals, and ultimately helped us choose the right vendor ... [More](#)



Shiro Hatori

3 weeks ago

★★★★★ Dan really helped us out with our SEO. He explains things in terms that make sense so we have a perspective on where efforts are going towards. It has helped us with our attorney business greatly in our local area.

Agenda

1

Setting Your Digital Marketing Foundation

1. Branding and Messaging
2. KPIs
3. Website Platforms
4. Keyword Research
5. Competitive Analysis
6. On-Site SEO (And Local SEO)
7. Off-Site SEO (And Local SEO)
8. Social Media

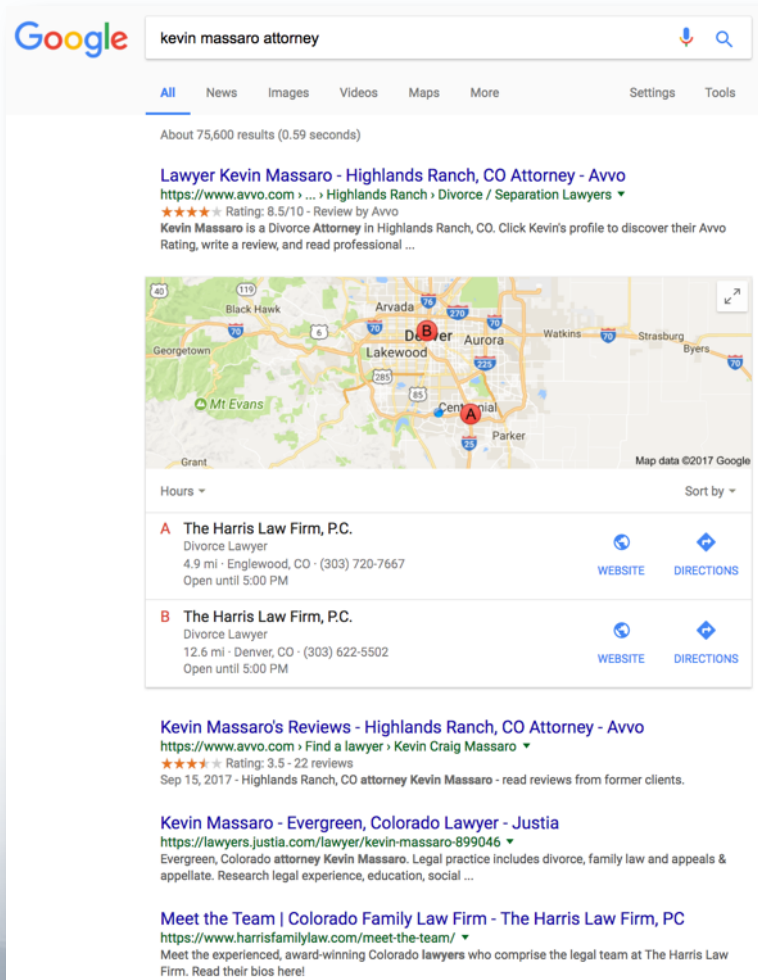
2

Lead Generation

1. How to Prioritize
2. Social Media
3. Blogging
4. Email Marketing
5. Adwords/Bing
6. Programmatic
7. SEO

Why a Foundational DM is Vital

Risk
Losing
Referrals



Attorney Name: Kevin Massaro

Website is missing.

Old firm can capture all of his referrals.

Don't Lose Referrals

Dominate
for Your
Name.

Anchor
Referrals

Begin
Growing a
Presence
Passively

The image is a screenshot of a Google search for "stratex digital marketing". The search bar at the top shows the query and the Google logo. Below the search bar, there are tabs for "All", "News", "Images", "Maps", "Videos", "More", "Settings", and "Tools". The "All" tab is selected, showing "About 33,400 results (0.51 seconds)".

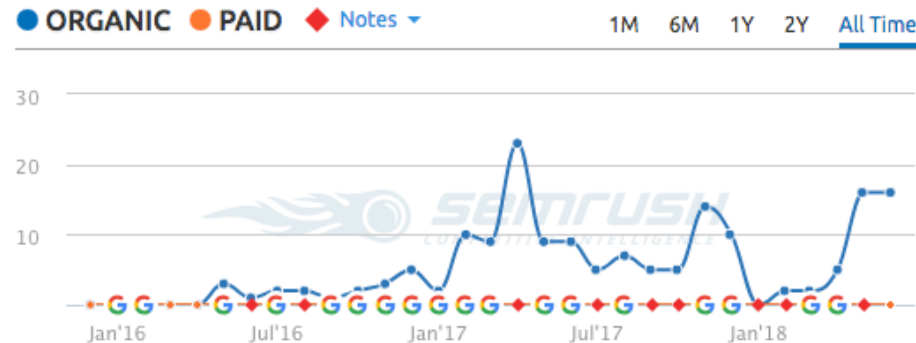
The search results are organized into two columns. The left column contains several links to Stratex Digital Marketing's website, including a link to their training page, an "About Stratex" page, and a link to their services. The right column contains links to their SEO services, social media marketing, and digital marketing workshops. Below these, there are links to their South Metro Denver Chamber and a Yelp review.

On the right side of the search results, there is a Google Maps listing for "Stratex Digital Marketing". The listing shows a 5.0 star rating from 8 Google reviews. It includes the address "3461 Ringsby Court, Suite 435-A, Denver, CO 80216", the phone number "(303) 945-7400", and the website "vcita.com". There are also buttons for "Website" and "Directions".

Set The Stage for Lead Gen

Because I set my digital marketing foundation, once I decided to put a little extra effort in I started getting rankings and clients.

Ranked #1 for Digital Marketing Consultant in Denver
Estimated Organic Traffic Over Time



Google search results for "digital marketing consultant in denver".

Search results include:

- Digital Marketing Consultants | Award-Winning Marketing Agency**
www.hawkemedia.com/Marketing/Consultant
Hawke Media® is an Award-Winning Agency in Digital Marketing. Learn ...
Free Consultation: Schedule a free consultation with our Marketing Strategists
Success Stories: Check out how Hawke Media® has helped grow different brands!
- Digital Marketing Consulting | Bayshore Solutions - Denver**
info.bayshoresolutions.com/Digital/Marketing
Effective Digital Marketing - Paid Search, SEO, Email, Social. Learn More T...
2240 Blake St #102, Denver, CO - (303) 465-3351 - Closed now - Hours >
- Dragon360 Digital Marketing | Customer Driven Strategy**
www.dragon360.com/ - (212) 246-5087
See What Sets Us Apart From Others & Let Us Help You Grow Your Busine...
Results Focused - Full-Service Agency - Full-Funnel Approach
- Enterprise Digital Marketing | Full Service. B2B & B2C | parallelpath.com**
www.parallelpath.com/ -
Don't Hire A Vendor. Hire a Partner. And Start Winning Digital.
4688 Broadway Street, Boulder, Colorado - Closed now - Hours >

Map view showing locations of digital marketing consultants in Denver, including:

- Stratex Digital Marketing
- Pico Digital Marketing
- Tree Ring Digital

Search results for "Stratex Digital Marketing" and "Pico Digital Marketing" are also visible, showing ratings and contact information.

Shorter Putt for Success

Ranking at or near the top of the first page for a lot of my target search terms

+ Add Keyword(s)			Google			Mobile			Maps			Yahoo!			Local			Bing			Local		
★	Keyword	Count	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change			
☆	denver digital marketing consultants 𐀀𐀁𐀂	10	1 𐀃	– Loc	11	– Org	1	–	12	– Org	–	–	13	– Org	–	–							
			12	– Org																			
☆	digital marketing denver co 𐀀𐀁𐀂 ad	40	2 𐀃	– Loc	4 𐀃	– Loc	2	–	10	– Org	13	–	3 𐀃	– Loc	–	–							
			10	– Org	12	– Org							10	– Org									
☆	digital marketing company denver 𐀀𐀁𐀂 ad	40	2 𐀃	– Loc	2 𐀃	– Loc	2	–	8	– Org	8	–	5	– Org	–	–							
			13	– Org	15	– Org																	
☆	best denver digital marketing company 𐀀𐀁𐀂 ad	<10	2 𐀃	– Loc	2 𐀃	– Loc	2	–	–	–	1	–	12	– Org	–	–							
			17	– Org	21	– Org																	
☆	wholesale digital marketing 𐀀𐀁𐀂	10	3	– Org	5	– Org	1	–	26	– Org	–	–	31	– Org	–	–							
☆	internet marketing denver co 𐀀𐀁𐀂	50	3 𐀃	– Loc	20	– Org	4	–	–	–	–	–	–	–	–	–							
			19	– Org																			
☆	denver digital marketing trainers 𐀀𐀁𐀂	<10	3	– Org	3	– Org	1	–	9	– Org	–	–	–	–	–	–							
			30	– 3rd																			
☆	denver online marketing services 𐀀𐀁𐀂	<10	4	– Org	7	– Org	15	–	–	–	–	–	29	– Org	–	–							
☆	online marketing services denver 𐀀𐀁𐀂	70	4	– Org	7	– Org	34	–	–	–	–	–	24	– Org	–	–							
☆	digital marketing denver 𐀀𐀁𐀂 ad	590	4 𐀃	– Loc	2 𐀃	– Loc	3	–	10	– Org	13	–	9	– Org	2	–							
			6	– Org	6	– Org																	

Chat

First Steps in Marketing

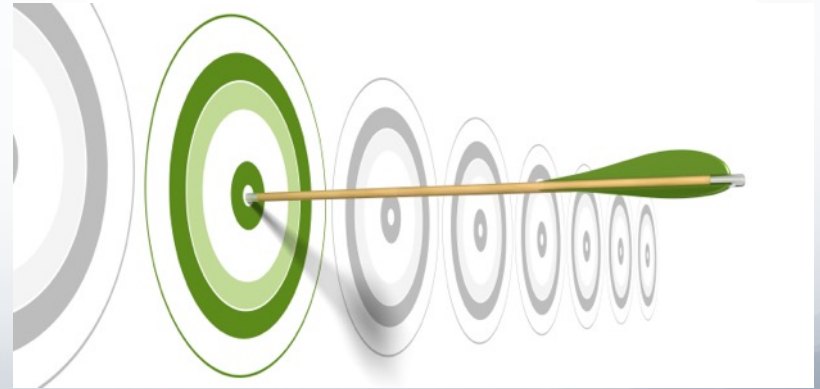
- Branding
- Messaging
- Goals
- CPA Tolerance

Branding

- Business Name
- Logo/Colors
 - Cards
 - Website
 - Signs
- Simple “DIY” “F & F” – *This is how many do it*
- Hire Professionals - \$2,000 to \$20,000+
- Online Help: \$300 Range – Google Search “Business naming service”
 - Branditory
 - Namella

Messaging

- Target Buyer Personas
- Value Proposition
- Engaging, Customer Focused Content
- Across All Media
- Do it yourself – FREE
- Vendors? \$2,000 to \$20,000+



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/Differentiation

- 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 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

Our Old Website...

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

Customer Focused...



[HOME](#)

[SERVICES](#)

[ABOUT US](#)

[CONTACT](#)

(303) 945-7400

We Got Your Back

You go **Save** the world and leave the digital marketing to us

Customized Services to Help You Succeed Online

A man in a denim shirt is standing and pointing at a whiteboard with a marker. He is looking towards the camera. On the whiteboard, there is a hand-drawn bell curve graph. The x-axis is labeled with '5', '10', and '15'. The y-axis is labeled with '0' and '21'. There is also a small 'x' mark on the left side of the graph. Two other people, a woman with glasses and a man, are sitting at a table in the foreground, looking at the whiteboard.

You Can Do This!

Our digital marketing trainers will show you how to unleash your digital marketing Super powers

Online and Live Workshops Taught by Industry Experts


Target Your Best Prospects Now

Profitable Paid Search Strategies for Driving New Prospects to Your Site-Without The Wait

Get a Boost in Qualified Prospects on Your Website



PRODUCTS

DVRs and Kits 

Security Cameras

Wireless & IP Cameras

Alarms & 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](#)

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

Digital Marketing Foundation

- Goals
- CPA Tolerance

What Are Your Goals?

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

- Make Your First \$100K?
- Get to \$1 Million?
- 8-10 Figures?
- 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

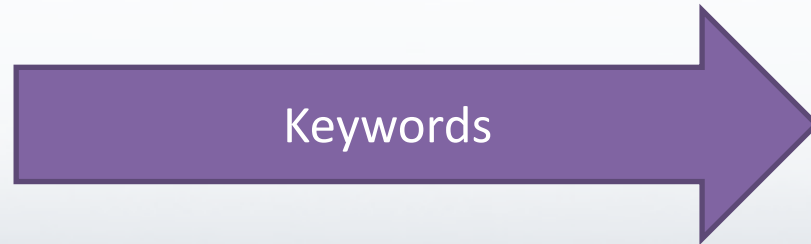
- Keyword Research
- Competitive Analysis

Why Keywords?

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

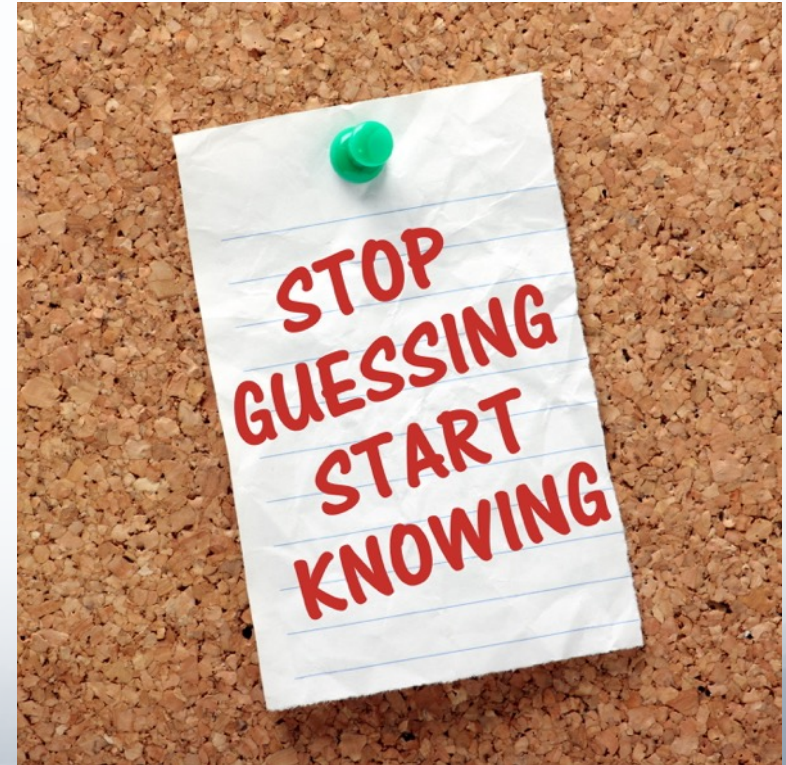


Keywords Connect Your Prospects to Your Site, and to Your Business



Don't Guess!

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



Example

Online University?
online degree

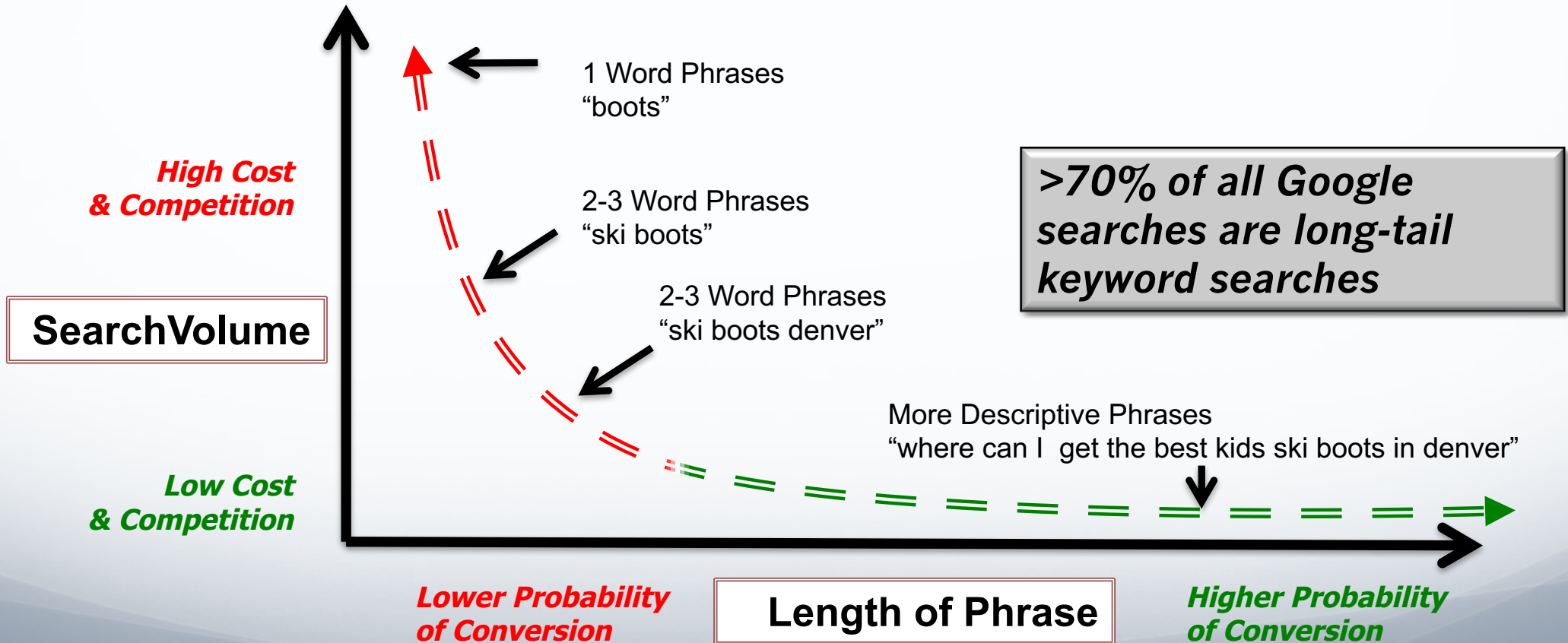


The “Long Tail”



- 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



Keyword Research Tools

Google Tools

- Google Search Console
 - Need to Get it Setup
 - Must Have a Presence Already
- Google Adwords
 - Free Tool
 - Paid Traffic Data



3rd Party Tools

- Ahrefs
- SEMRush
- MOZ
- Many others...



Digital Marketing Foundation

- Website Platform
- On-Site SEO
- Off-Site SEO
- Local SEO
- Social Media

How Do You Set Your Foundation?

1. SEO Friendly Website



2. Engaging Website



3. Connected Website



Website-DIY or Hire a Pro?

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 6 months to 2 Years

The Wix logo, featuring the word "Wix" in a bold, black, sans-serif font with a small orange dot above the "i".The web.com logo, featuring the word "web" in blue and ".com" in black, with a red dot above the "o".

How to Switch



PART .01

Website-Platform

Platform

- Custom Code?
- Content management system
 - Open Source – Wordpress, Joomla, etc
 - Flexible
 - Convenient
 - Affordable
 - Scalable
- Vital:
 - Security and Backups



Engage: Search Engines & People

- Messaging
- User Experience
- On-Site SEO
- Keywords
- Testimonials
- Calls to Action
- Video
- Blog

- Site Structure
- Technical Back-end
 - Titles & Metas
 - Schema
 - Markup
 - Site Speed
- Google Analytics Tag Manager
- Calls to Action (CTAs)

Get Connected-Off-Site SEO

Social Media

- Facebook
- LinkedIn
- Twitter
- Pinterest
- Instagram
- Industry Verticals
- Meetup



Local Properties

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



Vertical Directories

Legal With Alexa Global Rank

- FindLaw.com, 5,765.
- Avvo.com, 7,748.
- Justia.com, 8,925.
- Lawyers.com, 8,927.
- Nolo.com, 16,480.
- Martindale.com, 23,337.
- LegalMatch.com, 38,430.
- SuperLawyers.com, 58,056.

Healthcare Directories

WebMD[®]



Psychology Today

Lead Generation

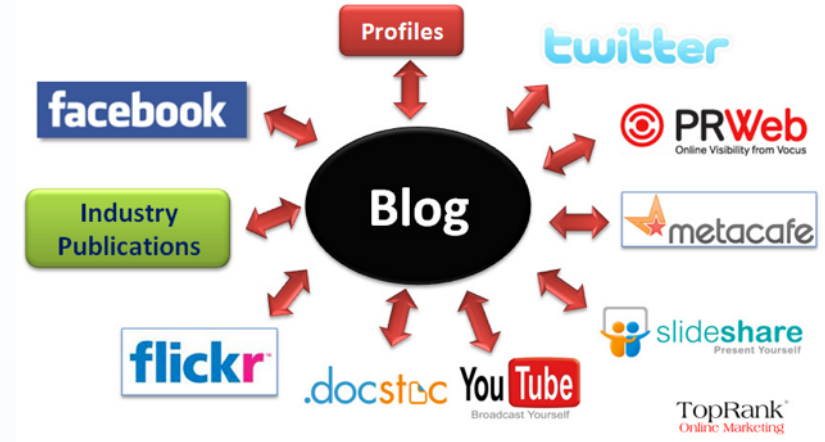
- Email Marketing
- Social Media
- SEO and Local SEO
- Adwords
- Programmatic

What is Your Business Stage?

- More Time/Less Money?
- More Money/Less Time?

Strategy-More Time/Less \$

- Produce Quality Content
 - Blogging
 - Vlogging/Youtube/Vimeo
 - Email Marketing
 - Newsletters
 - Lead generators
 - Social Media
- Local SEO
- Networking
- Hosting Events
- Get Training

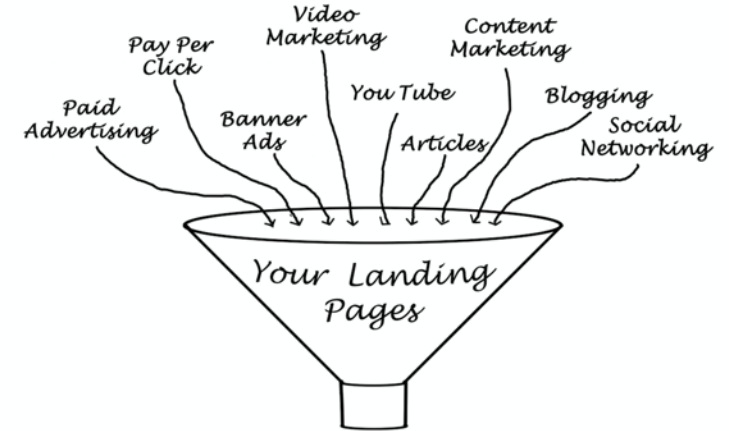


- Networking
- Hosting Events
- Webinars
- Affiliate Marketing
- Get Training



Strategy-More \$/Less Time

- Priorities
 - Lead Generation
 - Create Barriers for Competition
- Directories
 - Yelp
 - Vertical Directories
- More Aggressive, Lead Generating SEO
 - On-Site Content Development
 - Off-Site Content Development
 - Probably need a professional
- Google Adwords
- Youtube
- Display/Retargeting
- Programmatic?
- Click Funnels
- Lead Nurturing



Strategy

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

Strategy

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

Reach Out

- Dan Stratford
- dan@stratexdigitalmarketing.com
- Cell: 720-985-7945
- StratexDigitalMarketing.com
- 3461 Ringsby Court, Suite 435
- Denver, Colorado 80216
- bit.ly/StratexFreeResources
- bit.ly/StratexTraining