

**WELCOME!**

# DISCLAIMER

The content of this course should not be considered legal, accounting, or professional advice. Seek appropriate counsel to guide your business.

All info, data, examples, and advice should be considered entertainment only. Assume all data is inaccurate before taking any risks. **Don't go risk \$25,000 on ads without testing small first!**

# DIFFERENT SKILL LEVELS

We have a fantastic group of people in this class, and the group covers a wide-range of skill levels.

If you're a beginner, watch the lessons more than once.

If you're advanced, be a little patient until we start uncovering those little nuggets that can create big profit changes for you.

# WE HAVE \*A LOT\* TO COVER

We will be covering a large amount of information in this course. While you can benefit from applying just some “bits and pieces” of the techniques, know that EVERYTHING fits into an overall Methodology.

Towards the end of the course we're going to cover some Pro-Level business expansion.

# SETTING GOALS

# WHAT DO YOU HOPE TO ACHIEVE?

Write down what you hope to accomplish from the strategies you will learn in this course.

- ✔ Traffic Numbers?
- ✔ Customer Numbers?
- ✔ Revenue Numbers?
- ✔ Income Numbers?
- ✔ Lifestyle Changes?
- ✔ Business Changes?
- ✔ Obstacles?
- ✔ FEARS?

# CORE THEORY

# CRITICAL ELEMENTS

- ✓ Relevance
- ✓ Engagement
- ✓ Traffic Cost
- ✓ Traffic Value
- ✓ Traffic Supply
- ✓ Need An Email List
- ✓ RESPONSE



# 3 WAYS TO GROW YOUR BUSINESS

- ① Increase Your Traffic Volume
- ② Lower Your Cost Per Visitor
- ③ Raise Your Value Per Visitor

# SACRIFICE EARLY PROFITS

# WHAT DOES IT MEAN?

In the early stages of building your “machine” it’s to overpay or not turn a profit in order to DISCOVER what works and what doesn’t.

- ✓ Keyword Bidding
- ✓ Keyword Groups
- ✓ Ad Creative Tests
- ✓ Ad Copy Tests
- ✓ Surveying Traffic
- ✓ Price Testing
- ✓ Upsell Testing
- ✓ Retargeting Ideas

# BRANDS & DESIGN

# Branding & Great Design Now Matter!

The name of your business & products now matter... a lot.

Design is now a critical asset for Digital Marketing. Great design increases CTRs and response.

# DOMAIN NAMES

# DOES YOUR DOMAIN NAME MATTER?

**1,000,000% YES!** The domain name you use for your web site will greatly affect your marketing success or failure.

Domain names make a difference in ad click-through rates, SEO ranking CTRs, Social Media CTRs, and more!

# TIPS FOR SELECTING A DOMAIN

- ✓ .COM is still King
- ✓ Shorter is usually better
- ✓ Avoid hyphens & numbers
- ✓ Should be easy to spell
- ✓ Phonetically understandable
- ✓ Looks relevant to the content
- ✓ Brandable (memorable)



# MACRO & MICRO TARGETING

# TARGET MARKETING

Target Marketing is identifying the group of prospects that would most likely buy/need your products & services.

This includes demographics (age, gender, location, income, occupation, etc.) as well as interests & hobbies.

# MACRO-TARGETING

Macro-Targeting is using the broadest scope of your Target Marketing demographics & interests.

EXAMPLE: You sell unique camping/hiking gear. MACRO: Men, age 20-55, from the USA, UK, or Australia, that like the outdoors.

# MICRO-TARGETING

Micro-Targeting is using the most narrow scope of your Target Marketing demographics & interests that produces the majority of your sales.

EXAMPLE: You sell unique camping/hiking gear.  
MICRO: Men, age 35-45, make over \$60K/year, and live in California, Oregon, Colorado, or Utah.

# WHY DOES THIS MATTER?

The more targeted your marketing efforts are, the higher **RESPONSE** you will achieve every step of the way. Higher CTRs on ads, higher opt-in rates, lower bounce rates, higher sales conversions. Your marketing has higher relevance & engagement.