



# COMPOUND MARKETING

Your Guidebook For Digital Marketing

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# YOUR STRATEGY & GOALS

First of all, a quick disclaimer: Every marketing strategy is unique. There is no strategy that magically works for every business or every niche. If there was some magic pill, when it came to marketing, we know you'd be all over that (we would be too! 🐼)

If you're reading this ebook looking for a "one-size-fits all" approach, we're sorry to disappoint you! But, hopefully by the end of this, you'll have tangible, strategic action steps that you can customize to your business's needs.

But before we talk about specific strategies, let's dive deep into what you're hoping to accomplish with your marketing. Because ultimately, your goals and the strategies you decide to implement are intertwined.

So what could goals look like when it comes to marketing? Here's some examples:

- Growing your company presence in the local market Digital brand presence
- Launching a new product line (or a few) nationally
- Increasing your brand recognition among potential customers
- Introducing your business to new demographics
- Engaging your current customers and retaining them for longer.

Ultimately, you should pick goals that will have a significant impact on your growth prospects. If achieving certain marketing goals could grant you access to a wider demographic or market, then those are the ones that will have the largest impact on your business.

For example, if your company was only selling products via brick and mortar storefronts, events, or trade shows up until now and wanted to expand online as well, then making an effort to increase brand recognition would be a smart move.

However, if your goal was simply to increase sales and you weren't concerned with introducing your company to a broader audience at the same time, then running a brand recognition campaign wouldn't be the best strategy. Instead, you might focus on retargeting current customers, engaging them, and nurturing them into brand loyalists and advocates.

These are just a few examples of course, and we'll continue to break down when you might use certain strategies to align with your business goals.



# BRANDING

To grow, your company needs a unique identity so people can recognize your brand on sight. But branding is so much more than colors, logos, and fonts. Your brand should be consistent in relaying your mission and values throughout your customer's journey – from attracting a prospect to fulfilling your orders.

Branding is all about identifying what makes your company unique and memorable while differentiating yourself from your competitors. When choosing your branding strategy, it's important to remember what your ideal avatar needs and connects with, and how you serve and become a hero to them.

# WHAT IS A BRAND?

A good brand is the difference between a tribe that loves you and a crowd of people who couldn't care less about what you're doing.

Branding, like all other marketing tactics, is meant to accomplish one thing: generate sales. "But how does branding create sales?" you may ask.

The answer lies in the customer's mind. Brands are powerful psychological identifiers that can evoke certain feelings and associations.

When people think of a luxury brand like Mercedes-Benz, they imagine prestige and power. They don't imagine pushy salespeople; they imagine service.

They don't see "just another car;" they see status and refinement. And that's the kind of association you want for your company as well.

Similarly, when people think of McDonalds, they understand that it is fast food with an emphasis on convenience and affordability.

## RULES OF BRANDING

The first rule of branding is that you need to have a unique identity.

Like we mentioned before, the more distinct your brand is, and the more you stand apart from your competition, the more likely you are to generate sales for your company. Once people can pick out what makes you unique among other brands in your industry, they'll be more inclined to consider partnering with you.

The second rule of branding is that your identity needs to be relevant to what you're selling. You can't sell luxury items if people associate your brand with affordable – and vice versa. You wouldn't buy a car from McDonalds, just like you wouldn't buy a burger from Mercedes Benz!

Focusing on these two aspects of branding will help you build a brand that has a positive impact on your sales and your company's image.

# START BUILDING **YOUR BRAND** WITH THESE 3 TASKS

Before you get started, there are three tasks you need to get out of the way to get set up with a proper branding strategy:



## **DECIDE ON YOUR COMPANY'S MISSION STATEMENT.**

Your brand should fit in line with this statement. Create a list of characteristics that are unique about your company and why they're important to you. Narrow this down into three or four main points that will become the focus of your branding campaign.



## **NARROW DOWN YOUR TARGET AUDIENCE.**

Your target audience is the group of people you're trying to attract. Decide what type of person would be most likely to purchase your products or services, and focus on targeting that demographic.

These three tasks will help you to define your brand and get branding off the ground. From there, it's just a matter of putting your ideas into practice.



## **FIGURE OUT A THEME.**

It's important to have a theme for your branding strategy, so people know what to expect from your company during every interaction. Whether this means adopting a "mad scientist" persona when promoting your company's innovative products, or creating a theme around the idea of strength and power to market your weight-lifting supplements, it should be reflected in all aspects of your branding.

These three tasks will help you to define your brand and get your branding off the ground. From there, it's just a matter of putting your ideas into practice. If you're having trouble with any of these tasks, don't worry. There are plenty of tools out there that can help you put together a solid brand identity.

Keep in mind that making a large change can have unintended consequences, so resist the urge to overhaul everything all at once. Your branding campaign should be an evolving process where you're constantly making improvements.

If you're planning to launch a big campaign soon, consider taking small steps toward your goal in the meantime so that the transition is less jarring for customers in the long run.

# YOUR ONLINE PRESENCE

Your brand is made up of every interaction any customer will have with your business, be it in person or through your digital presence. Your online presence should reflect the same theme you adopted for your branding strategy to help reinforce your company identity.

The first thing people see when they come to your website are the images on your front page. This means that your online presence begins with the images you use to represent yourself.



## BRAND PHOTOGRAPHY

A picture's worth 1,000 words right? As such, images set the whole tone of your brand. If you're looking to convey friendliness for example, you might consider having photos on your website or social media of smiling faces. If you're looking to convey innovation, having sleek, tech-focused photography would convey that idea.

People who visit your website should be able to see your brand's identity from one glance at your front page, so make sure the image you choose reflects your company's core values.

Of course, choosing an image isn't enough in itself to build your brand's online presence. You'll also need to have a strong web design that reinforces your theme. Whether this means using colors in-line with your color scheme, placing logos strategically throughout the page, or including call-to-actions on every page (which we strongly suggest you do anyway to get your visitors to convert), everything should tie together to create a cohesive look and feel.



## BRAND MESSAGING

When it comes to conveying your message on your website or social media, it's important to remember that simplicity and conciseness are the golden rules. It should be easy for your visitors to figure out exactly what it is that you do. If they get confused, chances are they'll leave your site or page and go find someone else who is clear



Here's a few tips:

- Have a strong tagline or headline on your homepage that clarifies what you do and who you are, right off the bat.
- Keep your sentences short and concise. Generally staying around a 5th grade reading level is ideal.
- Don't just talk about the company's mission. Talk about the people behind the company too! Today's consumers are educated and informed. They want to get to know you and what values you have

By keeping these tips in mind, your messaging across your website and social medias will have a higher likelihood of engaging and converting your visitors into customers.



# WEBSITE BASICS

If you're looking to create a solid online presence for your brand, it's important to consider the basics of your website. This means having plenty of high-quality content that is keyword optimized for search engines.

But before we get to content, there's so many other considerations we must factor in first.

# HOSTING

The first one? Hosting. What is your website built on? Believe it or not, it makes a HUGE difference. While some businesses who DIY their marketing themselves tend to build on platforms such as GoDaddy or Wix for their drag-and-drop simplicity, most professional websites are built on Wordpress, which provides optimal site speeds, fewer crashes, and far less downtime.

Google doesn't just take keywords into consideration when it indexes your site. It also considers site-speed and user experience! While it's not necessary to invest in dedicated hosting, it makes a world of difference when it comes to those factors. Ultimately, if you care about your Google rankings, it's the better way to go.

# DESIGN

Website design can honestly be make-it-or-break-it for your brand. If visitors land on your site and it looks cheap or they have experience issues, they'll often leave your site in under 30 seconds.

This is bad news if you get a bunch of traffic in hopes of selling your products online!

So what can you do? Your best option is to leave the design-work to the pros who have experience in behavioral design, UI/UX, and full-stack web development.

What are we looking for?

- Is your logo in the top left corner? This is the spot most visitors see first.
- How many options are in your menu bar? Too many options will paralyze your visitors and there is a higher likelihood of them leaving your site, or bouncing.
- Is there a headline telling your visitors what you do and who you are in the first section of your website?
- How many opportunities are you giving your visitors to contact you or learn more?
- If you're selling products or services, is it clear what they're getting?

There's many other points we take a look at as well, but these are the fundamental basics a good designer should consider when working with you on your website.

# LANDING PAGE BASICS

Just because you want a website doesn't mean you have to wait for the whole thing to be designed before you can sell! You can start by creating a strong landing page that includes all of the information people should know about your business.

This means having an eye-catching design, with quality images, and lots of easy-to-click links that will take potential customers directly to the products or services they want to buy. It's also important to include links that allow customers to get in touch with your company if they have questions about your product, or need to place an order.

For a landing page to be effective, it should also have a clear call-to-action that prompts visitors to take the next step. This could mean clicking on one of the links already mentioned or filling out some relevant information, like their name and email address, which allows you to build your email list.

# PROMOTING YOUR SITE

Once you have a strong presence on the web, it's time to start marketing and promoting your site. If you're not sure how to do this properly, there are plenty of resources available that can teach you how to attract more customers through search engines and social media platforms. Or, you can hire some professionals (like us here at Power Up Media 🍌) to take it off your hands!



# TESTING AND GETTING RAW DATA

One of the most important pieces you as a business owner need to do before considering any inbound marketing strategy is to test and gather raw data about your customers and your products. Typically, if a business has built a product without surveying their audience, your campaigns and launches will be significantly less effective than if you had surveyed them at the beginning while building your offer.

This doesn't have to be a complicated process though. It can be as simple as creating a google form, surveying your past buyers about their experience with your brand, and creating another one for potential customers in your target audience.

Here are some of the questions you should ask potential customers:

- What are your top 3 goals when it comes to [what you help them with]?
- What's the #1 roadblock standing in the way of those goals you mentioned?
- What's the #1 thing you want to learn about [thing you teach]?
- What's your #1 fear you want to avoid at all costs concerning [thing you teach / help them with]?
- What challenges have you had with [thing you're trying to help them with] in the past, if any?
- What ways have you tried to learn about [thing you teach / help them with] previously?

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# INBOUND MARKETING

What to Do Next



# COMPOUNDING ON YOUR SUCCESS WITH INBOUND MARKETING STRATEGIES

Once you reach about \$10,000 in revenue with outbound marketing strategies, chances are you're ready to take your success to the next level.

You may find yourself too busy to get consistent clients, or maybe you need to focus more on product sales and membership sales. This is when inbound marketing comes into play.

Just like outbound marketing, inbound marketing applies to both online and offline strategies.

However, the goal of inbound marketing is to create brand awareness through content that educates your audience or persuades them to buy your product. With outbound, the focus is more on targeting potential clients to bring in sales, but with inbound, it's more about establishing your company as a leader in the industry.

Inbound marketing is extremely powerful because it introduces your product to people who might not have been aware of its existence without this campaign. You're giving people an opportunity to familiarize themselves with your product and company.

Once your brand starts becoming recognized as a leader in the industry, it gets easier to launch marketing campaigns because you already have loyal customers who are willing to buy from you again. The trick is not only establishing yourself as a leader within your field but also catering your content to the topics that are relevant to your field.

**For example**, if you're a dog trainer, you can start a blog about the best products for dogs and how to take care of them successfully. This is valuable information that potential customers will appreciate and respect, and it makes it easier for them to trust you as an authority figure in this field.

# SOCIAL MEDIA

Social media marketing is an important aspect of your inbound marketing strategy. It allows you to interact with your customers and create a sense of community for your brand. The more you engage with your potential and past customers, the more likely you are to create repeat buyers and skyrocket your sales.

Having a strong social media presence will increase the popularity of your brand, and help to legitimize it. Getting started can be the hardest part, but there are plenty of resources out there that can help you kickstart an effective social media presence. Or, you can hire professionals (like us here at PowerUp Media 🍷) to take it off your hands!

Each social media platform caters to different audiences and demographics. It's important to understand your target market and use social media channels that reflect the interests of your company's target audience.

## For example:

- On Facebook you're more likely to find millennials, Gen X, and Boomers. Facebook ads, for several years now, have been one of the cheapest and easiest ways to advertise for your business. Implementing a "lead ad" campaign is great for growing your email list through targeted campaigns.
- On LinkedIn, you'll find corporate professionals and business owners who are interested in industry news. Setting up a company page is easy, and you can even integrate options like SlideShare or YouTube into your page to provide your target audience with more information about your company.
- For Pinterest, you'll find a wide range of age groups, but more women than men. You're also statistically 50% more likely to find buyers who are actively looking for your product or service. When it comes to Pinterest, the trick is to create an eye-catching and professional image for each "board." You can post pins that link back to any articles or reviews you've written for your business.

The bottom line is that social media marketing allows you to reach out to more people, which helps your brand gain more exposure. Social media marketing is one of the quickest ways to get your brand exposure and new customers in the door, if done correctly.

# INFLUENCER MARKETING AND PAID ORGANIC TRAFFIC

Influencer marketing is another type of inbound marketing campaign that businesses are implementing with great success.

This strategy involves reaching out to people who have a large social following and getting them to promote your product or service for you. Social media influencers are individuals who have established themselves as reliable sources in their respective industries, so they're able to promote products to their audiences without being viewed as "spammy" or untrustworthy.

If you have a product that caters to a specific type of demographic, it's a good idea to reach out to social media influencers who fit into this demographic and get them on board with your If you have a product that caters to a specific type of demographic, it's a good idea to reach out to social media influencers who fit into this demographic and get them on board with your campaign. The key is finding the right people so your brand doesn't end up associating itself with someone who has a negative reputation within your industry.

**For example,** if you're launching a new brand of dog treats, you can reach out to influential dog breeders to see if they'd be interested in working with you on your campaign. If the influencer isn't familiar with your product or its benefits, you can provide them with samples to try out for themselves before they give their final approval.

Influencer Marketing, just like any paid advertising, has an upfront investment. However, the speed of results and return on investment is usually well worth it, as long as you choose the right influencers to partner with.

# PR ARTICLES

PR articles are an incredibly useful content strategy and can amplify your credibility. It's not always the quickest approach, but a few good PR links are incredibly beneficial to both your content marketing and SEO efforts.

To use this approach, you hire a writer to create an article about your business, service, or products and submit them to different websites that allow guest submissions. There are different tiers when it comes to sites that allow you to post content, generally based on how easy it is to get a submission approved.

**For example,** level 3 tier sites are what we call website 2.0s. These are sites like Medium, EzineArticles, Buzzle, eHow, or even Quora where anyone can post content. It's super simple to create an account. Once you're established on some level 3 tier websites, you can move to larger sites.

**For example,** a level 2 tier site might be something like Huffington Post, The Guardian, or Washington Post.

Then, finally, your level 1 tier sites might include sites like Forbes, Entrepreneur, or Fast Company. Once you've submitted your article to these types of sites, it will be up to the readers to determine whether they think it's valuable enough for them to bookmark and share with their friends.

If your article does well, it can go viral and help you to build your reputation as an established business owner. Sharing your blog posts with your friends and family members on social media channels could also lead to an increase in website traffic which would ultimately translate into additional sales for your company.

# SEARCH ENGINE OPTIMIZATION

Aside from running inbound marketing campaigns that involve content creation, you can also focus on strategies that use search engine optimization (SEO) to promote your brand. This type of campaign entails writing blog posts and articles about different topics related to your business and then promoting them through social media channels.

When it comes to SEO, you want to make sure that your blog posts and articles contain certain keywords that are relevant to your industry. This will help search engines like Google find them when people perform targeted web searches for information related to your company's services or products. In other words, the more SEO content you have, the greater chance of gaining a higher volume of traffic from people searching for certain topics on the web.

Once people find your blog posts and articles through search engines, it can help increase your brand's exposure because new readers will learn more about what you have to offer. People who share these types of content through their social media channels could also send some traffic back to your site which will result in increased sales.

Ultimately, SEO is not a quick process. However if you're patient, the results can provide steady organic traffic with minimal effort on your part.



## BASIC LISTINGS AND CITATIONS

As an additional method of attracting potential customers, you may also want to consider creating basic listings for your company on targeted websites. By taking advantage of these types of free services, it can be easy for people to find your business and learn more about what you have to offer.

For example, if someone is interested in hiring a photographer for their next event, they can perform a search in Google using the term "El Paso Event Photographers." If your business is listed on sites like Google+ Local and Yelp, then your company's website should be one of the first listings that appear in the results section.

As another option for local businesses, you may also want to consider working with third-party companies (like us!) to control and manage your local listings. The goal of these types of companies is to make it extremely easy for you to create citations that can be used across different directories and platforms on the web.



## RANKING 1ST ON GOOGLE

One of the biggest challenges that business owners face is gaining top search engine rankings for their branded keywords. If you're planning to attract new customers through online marketing campaigns, having a strong presence on Google can be extremely beneficial.

By working with a professional digital marketing agency, you can gain top rankings across all types of search engines for your business's branded keywords. The more consistent your web presence is, the more likely it will be for potential customers to find your company when they search for certain goods and services on the internet.

Although there are several online strategies that you can use to help market your business, one of the most popular methods involves creating articles and blog posts about your brand. This requires you to write content that will be useful for customers who are looking for information related to your company's products or services.

There are many different types of marketing campaigns that you can run to increase your brand's exposure on the web and it helps if you explore all of your options. Whether you're looking for assistance with content creation, building citations, or increasing your website's search engine rankings, our SEO Packages can help get things moving in the right direction.

# EMAIL AND TEXT MARKETING

If you're not already using email marketing or text messaging to stay in touch with customers, you want to start as soon as possible. This is the best way for companies to generate new leads and it's also an excellent way for your business to remain top of mind with people who are interested in learning more about your brand.

When customers have a positive experience with your business, it's important to follow up with an email that thanks them for their patronage. This can be helpful if you're looking to attract new customers who may have been searching for similar products or services from another company.

In addition to sending out personalized messages, businesses should also create text message campaigns that allow people to sign up to receive ongoing information about the products and services that you have to offer. This is a great way to capture leads and it also allows potential customers to learn more about your brand before they purchase your business.

Email marketing is an excellent method for businesses who are looking for new opportunities or if they're trying to attract new customers in particular geographic locations. This is especially true when you're in the process of developing new marketing strategies and you want to gain more experience with various ways to reach potential customers.

Email marketing and text message marketing is also a great option for reducing your customer churn rate as well. Statistics show that if you decrease your churn rate by even 5%, your revenue will increase by 95%.

That's why playing the long-game with your clientele is so important. You'll save money on constantly increasing your advertising spend, and you'll increase your sales simultaneously.

If you choose to go this route, make sure you have:

- An awesome lead magnet that your customers would die for. This is how you collect their emails or phone numbers.
- A welcome sequence. This is a sequence of emails (usually about 5) that welcomes your customers into your community, sets expectations, tells them about you and how you can help them, and ultimately gives them the opportunity to buy.

- A revival sequence. These emails are for customers who haven't engaged in a while and are currently hurting your list by not engaging. It gives them the opportunity to unsubscribe once and for all, or to remember why they're in your community in the first place.
- An ascension sequence. These emails take them from the product that they just bought with you, and directs them to the next best product based on their preferences.
- Regular engagement / nurture content. At the end of the day, the more educational and entertaining content you send out to your list, the more likely they'll become loyal buyers and a major part of your community. It's not "spammy" unless you constantly make it that way. If you're coming from a place of service and providing value, your tribe will always want to hear from you. If you're not comfortable with emailing several times a week, then once a week is the minimum.



# USING AUTOMATION FOR CUSTOMER SATISFACTION, RETENTION, AND ENGAGEMENT

Many company owners and managers don't realize just how easy it is to automate their business. Whether you want to better communicate with your customers, create more content for blog posts or simply save yourself some extra time – using automation can help accomplish these goals quickly.

An important part of scaling your business is trying to keep as many of your current customers as happy as possible. It's usually a good idea to ask for their contact information and periodically send out emails that remind them about your products and services. This type of gesture provides an incentive for them to become repeat buyers and it also helps you stay top-of-mind with your customers.

Making sure that your current clients are satisfied is important and is one of the best ways to make sure they'll become repeat buyers. Automation can be used to send out newsletters and reminders about your products and services at scheduled intervals which helps you stay in touch with current customers.

The same type of automation can be used for customer service purposes as well. If a potential or existing customer has a quick question about an order or a product, they can send out a quick chat request and automatically receive feedback.

Using automation for customer support isn't always ideal, but it's one of the best ways to make sure your business is prepared for scaling up. Increasing the size of your team may help solve this problem, but you should only hire new employees when there are enough tasks for them to complete.

If you are looking to automate anything in your business, then it's best to get started immediately so you don't have to worry about scrambling later on. Automation can be a complicated process and you must take the time to research all of your options before making any kind of decision.



# OVERALL

Marketing is a complex job, but it can be made easier if you are properly prepared. Hiring the right marketing agency is vital and it's good to weigh all of your options before making such an important decision.

A good marketing agency will be your strategic partner in the long run and will provide you with a wide range of benefits. Their expertise can help to save you time so you don't have to worry about diving head-first, losing money, and wasting resources.

When you take the time to seriously plan out the type of agency that will best fit your needs, then it becomes way easier for you to scale up your business smartly and effectively. Many business owners don't realize just how important this process is or they put it off until it's too late, which can sometimes cause problems or delays for your company.



# READY TO GET STARTED?

We'll partner with you to create a customized, tactical, marketing machine for your business. Visit [powerupmedia.com](https://powerupmedia.com) to schedule a call with our expert strategists.