

Marketing
{SIMPLIFIED}

Marketing Simplified

WITH VANESSA ERRECARTE



Hello, it's nice to meet you

MY PASSION(S):

- Growing/building businesses and organizations.
- Creating immediately actionable business/marketing strategies.
- Teaching professionals how to use digital tools to increase profit.
- Making people money!
- Being a Rotarian– Davis Sunrise Rotary Board Member, Community Services Chair, and 2014–15 Rotarian of the Year.

MY MISSION:

Empower as many business leaders and professionals as possible to **learn** the digital marketing tools and technology that drastically increase profits.

MY SECRET:

Technology changes quickly but the **basic marketing principles** behind the technology **stay the same**.



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Fun Facts (and why I'm glad you're interested)!

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Worldwide, more people own a mobile phone (3.7 billion) than a toothbrush (3.5 billion).

Websites in 2007: 121,892,559

Websites in 2016: 1,045,534,808

Websites in 2017: 1,766,926,408

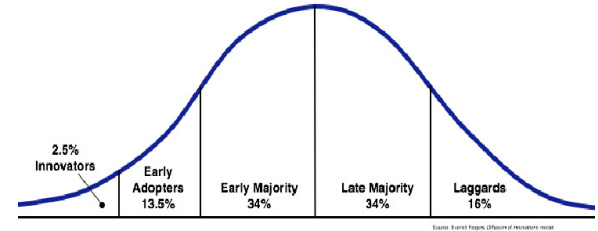
Information age:
We're just getting
started!

Fun Facts Continued

- ❖ Worldwide, 1 out of every 7 minutes online is spent on Facebook.

Fun Fact: One-third of 18-34 year old females check Facebook when they first wake up - before they even use the bathroom.

- ❖ 38% of US organizations spent over 20% of their marketing budget on social media last year.
- ❖ Google processes over 100 billion searches a month (40,000 queries per second).
Fun Fact: Google uses .01% of electricity worldwide.



Email: 1972
Facebook: 2004
YouTube: 2005
iPhone: 2007
Kindle: 2007

And we're changing with technology...

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The Adult Human Attention Span (AMA)

1990: 30+ seconds

2000: 12 seconds

2015: 8.25 seconds

The adult human attention span is now shorter than a goldfish (9 seconds) and a toddler (10-25 seconds).

BUT— even though we have poor concentration, we are experts at tuning information out (it's a necessity).

FURTHERMORE— **Social media sites** have algorithms designed to show us **MORE of the things we like and more content that conforms to our belief systems and LESS of what we don't like and what we don't believe in** so that we stay on their platform longer.

(What's more, you choose who you friend, follow, or "like.")

Example: Facebook's trending column vs. personal newsfeed.



What would do if you could afford another storefront for your business?

- ❖ Group coaching?
- ❖ Second location?

The truth is, we have more opportunity to grow our businesses than ever before in ways we never imagined.

{Fear}

There is too much **competition** out there. I can't possibly build an audience **from scratch**.

{Truth}

“Market share” has changed drastically.



{Fear}

I am a **private person** or the type of coaching I do is **confidential**.

{Truth}

Think differently... **what can you provide online that is scalable and fits with your limitations?**

{Fear}

I won't be able to **learn and/or do** digital marketing.

{Truth}

That's the easy part.

You have arrived at the **right time**, with the **perfect skill**, to take advantage of an **incredible opportunity**.



And remember my secret?

Technology changes quickly but
the **marketing strategies** behind
that technology **stays the same.**

Marketing Principles

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1) Have a robust marketing mix to reach your ideal customer in a variety of places.

Then: Product, price, promotion, place

Now: Placement, value

2) Have a great elevator pitch or commercial.

Then: 30 seconds

Now: 8 seconds

3) Create several consumer “touches” for your brand.

Then: 7

Now: 18

Leading Tactics

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1) Word of Mouth

Family, friends, celebrities, influencers.

2) Added Value

Sales, promotions, add-ons, how-tos, etc.

3) Scarcity

Offers limited by time or amount.

Know → *Like* → *Trust*

Digital Differences

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Consumers use the internet for entertainment and to **save time** and **save money**.

What will your customers save or gain?

How will your digital product *transform* their lives?

Set Your FIRST Goal

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Focused

Intuitive

Realistic

Scalable

Timeless*

*If not timeless, are updates realistic?

Now-how do you sell it?

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Four Pillars

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Curate
Create
Convert
Continue

We don't have time for...

SEO

High converting copy

Photo how-to

Video how-to

Organic Social Media Strategy

Email marketing is essential

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Leads: Social Media

Conversions: Email Marketing

Quick stats:

- ❖ Email is 40 times more effective at converting new customers than social media. (McKinsey)
- ❖ 4.24% of visitors from email marketing buy something as compared to 2.49% of visitors from search engines and 0.59% from social media. (Monetate)
- ❖ 71% of consumers prefer to receive promotional content via email as compared to 17% via social media. (Marketing Sherpa)
- ❖ 92% of online adults use email, 61% use it on an average day. (Pew Research Center)

Back to "Know Like Trust"

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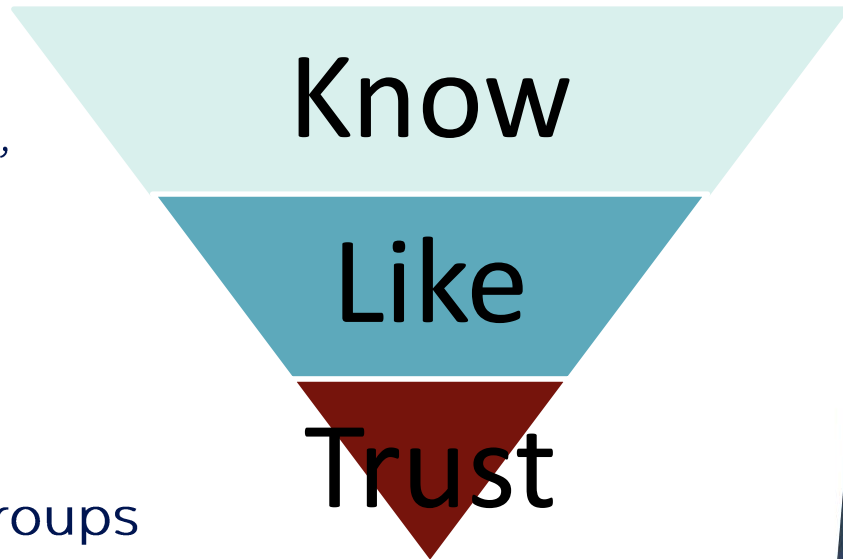
Picture the sales funnel:

Know: Social media, web search, digital ads, social shares, guest "blog" posts.

Like: Same as "know" plus email marketing.

Trust: Email marketing, other groups

- ❖ An email list is worth thousands of dollars to your organization.
- ❖ Email is the best way to engage current and potential customers.
- ❖ Email is more personal than any other form of digital marketing.
- ❖ **If I were in Vegas, I would bet on texting next.**



Email Marketing Tips

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- 1) If you have no idea what **day** to send an email, **pick Tuesday**.
(This is highly dependent on your industry, so test, test, test.)
- 2) If you have no idea what **time** to send an email, pick the **lunch hour**.
(Google promotions tab.)
- 3) A/B test subject lines.
- 4) Use **emoticons** in subject lines (somewhat industry dependent).
- 5) Put a human name in the “from” field.
- 6) Use the **six-step copywriting process**.
- 7 Send something once a week that provides an immediate **transformation**. (Re: Information vs. transformation).
- 8) Think of your emails as a **client appreciation party**.
- 9) Use ConvertKit/Seva or MailChimp.
- 10) Use a text-only format.

Social Media's Role in Marketing

Social media is the biggest networking party in the world.

In other words: Social media mimics 1:1 relationships.

It also is great for:

- Sending people to your website
- Finding leads
- Competitive analysis
- Customer service
- Customer engagement
- **RELATIONSHIPS**

It's the "know" of the "know-like-trust"

Most effective platforms

Facebook still leads the way:

Product Discovery

(According to Mary Meeker, Kleiner Perkins)

Facebook: 78%

Instagram: 59%

Pinterest: 59%

Twitter: 34%

Snap: 22%

Product Purchases:

11% bought immediately

44% bought online later

45% never bought

**Facebook ecommerce CTR went
from 1% -3% in the past two years**

If you focus on one platform, choose Facebook

More Facebook Stats

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- ❖ 2.07 billion active users (doubles any other social network).
- ❖ Facebook accounts for 62% of traffic to websites of publishers and brands and over 60% of purchases made on social media.
- ❖ Facebook adds 500,000 new users each day (6 new profiles every second).
- ❖ 72% of all US adults visit Facebook often.
- ❖ In 2014, we spent 14 minutes on Facebook daily. Now we spend over 50 minutes daily with an average of 18 daily logins.

Facebook's Fab Five

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Business Pages: Facebook has robust insights under the hood of business pages.

Facebook Groups: Facebook groups yield unique opportunities for engagement.

Facebook Live: Facebook Live has powerful reach and is useful outside the platform.

Facebook Innovation: Stories, ad platform etc.

Economical Ad Platform: Starts at just \$5 a day.

Facebook's Opportunity

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- ❖ Facebook has the most targeted and powerful advertising platform in the world.
- ❖ **40 million active small businesses are on Facebook but only 2 million advertise (5%). If you advertise on Facebook, you are currently an early adopter.**
- ❖ Facebook's ad analytics can **1) be used to predict the revenue your company makes on Facebook monthly or annually, and 2) learn detailed information about your customers' behavior in general.**

Facebook Targeting

Behavioral based targeting

- ❖ Our past behavior is the most reliable predictor of future behavior

Demographic targeting

- ❖ Facebook gives advertisers the ability to target laser thin demographic categories

Interest based targeting

- ❖ Our “likes”, self-reported profile information, comments, etc.

Lookalikes

- ❖ Facebook’s version of regression analysis.

Custom

- ❖ Email lists, phone numbers, website visitors

Retargeting

- ❖ 40% success rate

Sneak Peak

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Education

- High School
- College
- Grad School

Politics (US)

- Active
- Very Conservative
- Conservative
- Moderate
- Liberal
- Very Liberal

Parents

- All parents
- Expectant parents
- Child 0 - 3 years
- Child 4 - 12 years
- Child 13 - 15 years
- Child 16 - 19 years

Financial

Income

- \$30,000 - \$40,000
- \$40,000 - \$50,000
- \$50,000 - \$75,000
- \$75,000 - \$100,000
- \$100,000 - \$125,000
- \$125,000 - \$150,000
- \$150,000 - \$250,000
- \$250,000 - \$350,000
- \$350,000 - \$500,000
- Over \$500,000

Net Worth

- Under \$100,000
- \$100,000 - \$200,000
- \$200,000 - \$500,000
- \$500,000 - \$750,000
- \$750,000 - \$1,000,000
- \$1,000,000 - \$2,000,000
- Over \$2,000,000

Job titles

+ | Job Title

Office type

- Home office
- Small office
- Corporation

Relationship Status

- Single
- In a relationship
- Engaged
- Married
- Not specified

Interested In

All Men Women

Life Events

- Away from family
- Away from hometown
- Long distance relationship
- New job
- New relationship
- Recently moved
- Upcoming birthday

Market Segments

Multicultural Affinity

- African Americans (US - All)
- Asian Americans (US - All)
- Hispanics (US - All)
- Hispanics (US - Bilingual)
- Hispanics (US - English Dominant)
- Hispanics (US - Spanish Dominant)

Generation

- Baby boomers

Household Composition

- Children in home
- Empty nesters
- Grandparents
- New teen drivers
- No children in home
- Veterans
- Working women
- Young adults

Automation

If you know certain inputs, you can predict your outputs:

Profit/ROI: Return on investment or net earnings.

New Leads: How many leads (intended action completed by the user) that you think you will get.

Value of a lead: How much money you get when people make the conversion that you are targeting in your ad (can be tricky).

Initial investment: This is how much you spend on the Facebook ad.

Cost per conversion: This is how much it costs to get one person to make the action that you desire her or him to make in response to your ad.



So What Else?

Instagram's Edge

Hashtags: Ability to find new followers and search for followers based on #hashtags.

Stories: Instagram stories put you at the top of your followers' feed.

Highlights: Ability to use pinned stories as promotional material on profile.

IGTV: Displayed across top banner.

Shares Facebook's ad platform

Key: Businesses have a unique opportunity to stand out on Instagram.

The Next Best

Google Retargeting

Press Releases/Guest

Blogging/LinkedIn Publishing

Consistency

LeadPages, InfusionSoft, Ontraport, etc.

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Parting Words

THANK YOU

