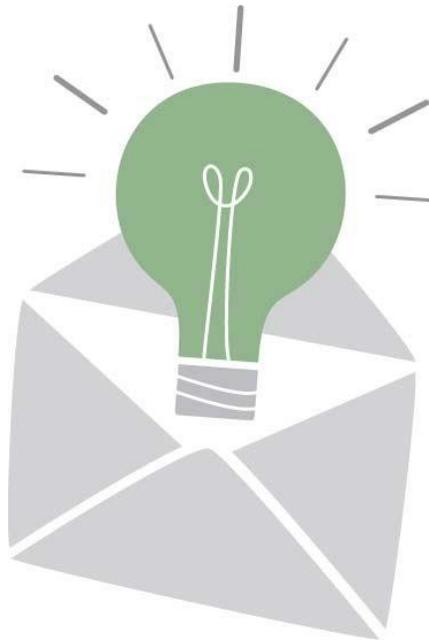


7 STEPS to TRIPLE YOUR REVENUE in 4 WEEKS!

Tweaking your online marketing, fixing the glitch

- 1 Start an email marketing campaign using segmented lists, with a strategy.



It's important to look at your email lists and acquire new emails all the time. When you do this, it gives you the ability to segment your audience. In segmenting your audience, you can separate the people that have purchased from you, that have shown mild interest, and those that have corresponded with you multiple times. Starting an email campaign with this type of segmentation gives you different ways you can speak to the people and send custom email campaigns to them. This is part of the strategy, you also have to come up with content that has clear incentives and is written to be targeted to that segmented audience. If you do this, it can increase your email response and click-through rate by 300-400%.

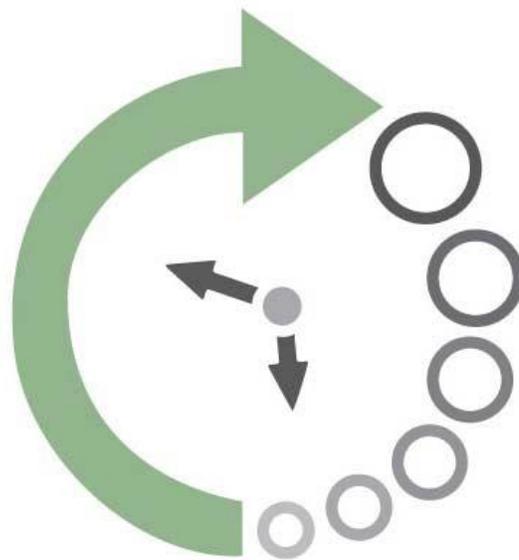
- ② **Place smart CTA's (Calls to Action) on all pages of your website.**



We've all gone to websites before and seen the small areas where people capture email addresses. They offer things for free in order to gain your attention, as well as to capture your information. When looking for best performance on your website pages, it's super important to make sure they're optimized properly. To do this, you need to figure out what your goals are and what information you can offer to your specific customers where they will sign up and give you their email or contact information in return. If you create these small CTA's, whether they are subtle or large they can increase

the conversion rate on your website from a casual browser to a potential lead by up to 500%. So make sure what you are offering has enough value where people will opt-in and once you do this, you will then have fresh emails you can market to.

- 3 Use CRM systems that have automation to manage contacts, automate your emails, and create drip campaigns.**



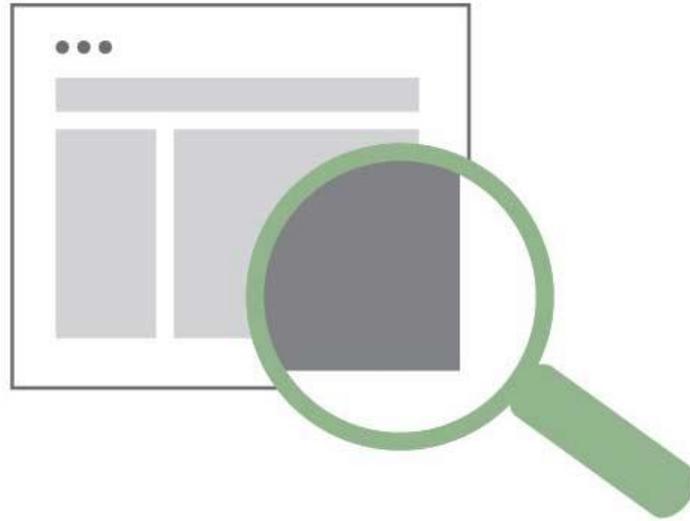
Depending on what type of system you use to keep track of your customers and new contacts, some have the ability to just capture information and keep track of things on an entry-by-entry basis. The new CRM systems, such as those offered by companies like Greenrope, Infusionsoft, and Marketo, give you the ability to manage your email marketing campaigns and your CRM activities. They allow you to automate your emails and create custom drip campaigns that can be sent out to segmented audiences and automate the process. It can be automated in a way where multiple emails are sent out over a period of a timeline, this in turn automates the entire follow up system when people opt-in for a specific item or product. Use a quality CRM system that has automation, giving you the ability to manage contacts and drip campaigns efficiently.

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- 4 Audit and update the website homepage to evaluate the structure and the user experience.**



When you surf the internet, you bounce on and off pages quickly. It's crucial you look at your website and focus on the critical areas of pages to make sure you have the proper information in the right areas. By auditing the structure and the user experience on your website, you can keep people on your website longer and you can see the results by looking at analytics and other metrics. This also gives people a reason to stay on your website and engage with you or your brand. The goal is to create

quality content and you know what pages visitors are going to on your website, and you can drive them through the buying process easier. Review and audit the home page and landing pages of your website, and create a better user experience. Once it's done, and it's never done, it's time to go back and re-look on that user experience and see if you can optimize it further.

- 5 Build trust and confidence with your online customers, gain reviews, and make your mission and message clear.**



Some bigger brands can sell products without any sales pitch or any type of confidence building needed. When you are a small brand or small business it takes time to build trust and confidence with your customers. You are relying on referrals and word of mouth and a grass roots approach. On your website and all your offline resources, make sure you have quality reviews of your products and services. Have a system in place that reminds you to reach out to people on a regular basis for reviews and testimonials on review sites and high domain authority web pages. We also recommend that you make your mission clear in your email campaigns and your website and the verbiage on your landing pages, and you give people all the reasons to trust you and to have confidence in the buying process. If it means adding a trust label showing your site is secure (SSL certificate or other hosting products), or adding reviews to all the resources and offline accounts and profiles so people will have confidence in your services and products. It's crucial you look at these two areas to build confidence and trust with new potential customers.

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- 6 Creating a responsive design for your website can add 200% more revenue.



As you know, Google's latest updates are really looking at the mobile aspect and the responsive design capabilities of your website. If you are sitting with a dated website that was created 3 or 10 years ago and it's not responsive, you are missing out on potentially 200-250% more business. Take the time to look at your website and see if there is a way that you can create a responsive design easily and can update and revise it so

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it is more mobile friendly. If you can't do that, create a separate mobile experience, make that the responsive design, you need to convert your customers because they are on mobile. This is another crucial point that I find needs to be dealt more aggressively and people have been neglecting for the last few years. The time has come upon us where Google is looking at mobile experiences as 35-40% and sometimes up to 50% of the search results.

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- 7 Add re-targeting and automation to your campaigns, whether they are Facebook or website campaigns, increase revenue by 150%.



Whether you are using Twitter, Facebook, your website, or other online resources like facebook and Google, you have the ability to do ad re-targeting. Say someone finds your ad on Facebook. They click on your ad and go to your website; that triggers a mechanism in the re-targeting automation on your side to where they have

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now alerted the automated system that they are interested in your brand and product. Then when potential customers go back to Facebook, they will see your ads. This is called ad re-targeting, and can be done in Google, Facebook, and a variety of other social media accounts, and websites.

Bonus Tip!!! vvv

- 8) Optimize the visitor flow and audit the ecommerce checkout process to find where you can make user experience improvements.**



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Online Marketing Optimization

Simple things like changing the verbiage on a button throughout the visitor flow of the e-commerce process on your website can make a huge difference in conversions. We highly recommend you look at the buying user experience and go through it yourself, over and over again, to see how it can be optimized and improved to make the customer experience even smoother. Remember, it only takes a second for a customer to click off and bounce off your website. The more time you put into optimizing the visitor flow and looking at the checkout process, the higher conversion rate you will have.

So, let's get optimizing!

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Thanks for downloading and reading my list of tips, they really work.

If you need help navigating this rocky terrain, **I am offering a free 30 minute consultation call.** Only if you are ready to get clear and focused and move forward and grow your business. I want to help you create an internet marketing strategy that is manageable and successful. Heck, someone needs to hold you accountable. 😊

What time is best for you, let's make this happen!

My promise to you is to figure things out and get clear.

What time is best for you?
Click below to schedule.

Thanks!
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