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Digital Marketing Agency

Small Business Digital Marketing Made Easy



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Set a Marketing Goal: Figure out what you're hoping to get out of your marketing plan. What do you want to achieve for your business? Without a proper goal you can't create an effective marketing strategy. You need to know what you want the end result to be before you can map out how to get there. Having a set goal will make your marketing plan more effective; an effective marketing plan leads to more leads, higher ROI, and essentially more money in your pocket.

- What do you want to change about your business?
- What do you want to improve about your business?
- What exactly are you hoping to get out of your marketing plan?
- Think about things like: Getting more leads, a higher ROI, higher volume of web traffic, etc.
- What is your goal?

Create a Marketing Funnel: Using the chart included in this eBook, chart out your first funnel. A funnel will drive traffic through your website to the point where they can purchase your product or service. Everything else in these pages is to help you drive traffic to your website and through your funnel. The end goal being to get leads and customers. Keep that in mind as you're deciding what content to use, blog posts to make, and offers to use for each stage of your funnel.

- Your funnel should attract, convert, close, and take the buyer to the next step.
- Show the potential consumer what they need, why they need it, and why they should buy it.
- Use a CTA and content to convert leads.
- Use content such as a thank you page to close after someone has purchased your product or service.
- Setup a consultation with your buyer to continue to the next step.
- Take a look at the chart that comes with this eBook and map out your first funnel.

Develop a Call-to-Action: A call-to-action (CTA) is an image or text that prompts visitors to take action, such as subscribe to a newsletter, view a webinar or request a product demo. CTAs should direct people to landing pages, where you can collect visitors' contact information in exchange for a valuable

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marketing offer. In that sense, an effective CTA results in more leads and conversions for your website. This path--from a click on a CTA to a landing page--illustrates the much desired process of lead generation. In order to increase visitor-to-lead conversion opportunities, you need to create a lot of calls-to-action, distribute them across your web presence and optimize them. A good call-to-action:

- Is attention grabbing
- Leads potential consumers farther into your funnel
- Gathers information from the consumer (name, email, company, etc.)
- What is your call to action?

Lead Magnet: Using a lead magnet as or along with an effective CTA (call-to-action) is a great way to gather more information from possible consumers, drive them further into your funnel, and engage them in interaction with you via your website. Supply them with something relevant to your product or service that they want. Use your offers as a way to gather more information about a potential buyer while driving them further into your funnel at the same time. This brings them closer to becoming an actual quality lead who will spend money on your product or service.

- Offer a download, eBook, complimentary service, etc.
- Require a form to be filled out prior to receiving the offer.
- Use the offer as a supplement to a call to action, using both to drive potential consumers closer to becoming a quality lead.
- What will your lead magnet be?

Drive Traffic: Driving traffic to your website is one of the most important parts of a good marketing plan. Web traffic is where new leads and new customers will come from. New leads and customers is how you will generate higher ROI and make more money for your brand or business. There are multiple things you can do to drive traffic to your website. Here are some of the best ways to do this:

- Keyword strategy
- Website optimization
- Quality Content
- Social media

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- Pay Per Click ads
- Pick one and design your first traffic funnel.

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