

I'M GOING TO SHARE WITH YOU

5 TOPICS

THAT WILL DRIVE YOUR
DIGITAL MARKETING

REVENUE

MARKET^{OR} DIE!



- Death of the Middle Class
- Universal Basic Income
- Marketing Fundamentals
- Digital Advertising
- Search Engine Optimization
- Pay-Per-Click Marketing
- Lead Management

DEATH OF THE MIDDLE CLASS

The Death of the Middle Class Is Worse Than You Think and it is a global phenomenon hurting workers across the wealthy world.

DEATH OF THE MIDDLE CLASS

“70% of households in 25 advanced economies saw their earnings drop in the past decade.”

McKinsey Global Institute

UNIVERSAL BASIC INCOME



Richard Branson: Universal basic income 'will come about one day'

UNIVERSAL BASIC INCOME

“Government should give everyone a paycheck, whether they have a job or not.”

Sir Richard Branson

UNIVERSAL BASIC INCOME

"We should explore ideas like universal basic income to make sure that everyone has a cushion to try new ideas."

Facebook ([FB](#)) CEO Mark Zuckerberg

UNIVERSAL BASIC INCOME

- For Branson, guaranteed basic income is a way to protect people who may one day lose their jobs to artificial intelligence.
- His sentiments echo those of SpaceX and Tesla ([TSLA](#)) CEO [Elon Musk, who told CNBC last year](#) that a universal basic income could be an outcome of automation.
- Proponents of the plan say the aim is to give workers greater financial security as concerns rise about machines taking away jobs, in addition to alleviating income inequality.

MARKETING FUNDAMENTALS

- SWOT ANALYSIS
- Customer Value Proposition
- Core Benefits
- Service Labels
- USP
- CALL TO ACTION

SWOT ANALYSIS

SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

It is a good idea to do an analysis for your company, your competitors and the companies you aspire towards.

Study your competitors SEO keywords, CVP and USP to see what works and then “embrace and extend”.

DIGITAL FUNDAMENTALS

Social Media Channels

LinkedIn

FaceBook

Twitter

YouTube

CUSTOMER VALUE PROPOSITION

“A **customer value proposition** is a business or marketing statement that describes why a **customer** should buy a product or use a service. It is specifically targeted towards potential **customers** rather than other constituent groups such as employees, partners or suppliers.”

Wikipedia

CUSTOMER VALUE PROPOSITION

Slogan

VDC.marketing
virtualdeveloper.com, LLC

If WE Build it, They will Come.

After over 20 years' experience serving some of the **BIGGEST** companies on the planet, we **TURN** our attention to **YOU**. Our Commitment is to **STREAM** 100,000's of **USERS** and **MORE** to **YOUR** website or **SOCIAL MEDIA** Asset.

Unique Sales Proposition



CUSTOMER VALUE PROPOSITION

MARKET^{OR}
DIE!

DIGITAL MARKETING

Stream Unlimited Visitors to Your Site.

Customer Value Proposition

Core Benefits



Google Analytics & AdWords

We use top-tier keywords to make sure your site rises to the top of google search.



Mobile-Friendly Websites

We make sure your site is entirely responsive on all mobile devices to ensure the best overall performance.



State of the Art SEO

We specialize in designing your site around the most advanced search engine algorithms.



Streamlined Website Performance

We guarantee excellent performance (85+) and



Error Free Website Code

We guarantee error free HTML code for



Award Winning Website Designs

We take a look at the best of the best for your

DIGITAL FUNDAMENTALS

Digital Marketing is promoting or creating brand awareness using the Internet



DIGITAL >>>

<<< ADVERTISING

Rapidan Inbound went from

0 to 3000

website views per month and **50+ leads per month**

by using effective **DIGITAL ADVERTISING.**

DIGITAL ADVERTISING

Digital Advertising
Managing Pay Per Click

Traditional	VS	Digital
LIMITED TO AREA	REACH	GLOBAL
NOT SPECIFIC	TARGETING	VERY SPECIFIC
VERY EXPENSIVE	PRICE	NOT EXPENSIVE
NOT GUARANTEED	ROI	GUARANTEED

DIGITAL ADVERTISING



SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE OPTIMIZATION

Siege Media incorporated **SEO** into a client's **BRAND NEW SITE**
and brought their visitor count up from
0 to over **100,000**.

SEARCH ENGINE OPTIMIZATION

Research has shown that organic results are 8.5x more likely to be clicked on than PPC results.

SEARCH ENGINE OPTIMIZATION

BuzzFeed

<https://www.buzzfeed.com/>

BuzzFeed has breaking news, vital journalism, quizzes, videos, celeb news, Tasty food videos, recipes, DIY hacks, and all the trending buzz you'll want to share with your friends. Copyright BuzzFeed, Inc. All rights reserved.

The image shows a Google search for "BuzzFeed". The search bar at the top contains "BuzzFeed" and the Google logo. Below the search bar, there are tabs for "All", "News", "Videos", "Images", "Maps", "More", "Settings", and "Tools". The search results show "About 146,000,000 results (0.49 seconds)". The main result is for "BuzzFeed" with the URL "https://www.buzzfeed.com/" and a brief description: "BuzzFeed has breaking news, vital journalism, quizzes, videos, celeb news, Tasty food videos, recipes, DIY hacks, and all the trending buzz you'll want to share with your friends. Copyright BuzzFeed, Inc. All rights reserved." Below this, there are sections for "Quizzes", "Trending", "BuzzFeed News", and "Current Job Openings at ...". The "Top stories from buzzfeed.com" section features three articles: "Britney Spears Is So Here For Her Sons Drawing Anime Fan Art, And TBH We Are Too", "25 Things Under \$10 That'll Kill You With Cuteness", and "Decorate Your Dream Home And We'll Reveal If You're Destined To Be Single". The right sidebar shows the BuzzFeed logo, the company name "BuzzFeed Media company", and social media profiles for Instagram, YouTube, Pinterest, Facebook, and Twitter. Below that, it lists "Topics they write about" including "Same-sex marriage" and "Keeping Up with the Kardashians".

HOW TO USE SEO

- SEO depends on many factors and algorithms created by Search Engines
 - 200+ Factors used by Google to Rank a Page.
- 82% of Users click on Organic Links.
- SEO increases Leads and Brand Authority.
- SEO takes a good amount of Time and Effort.

CONSIDERATIONS

- Schema.org
- Keyword Optimization
- Page Loading Speed
- Mobile Friendliness
- HTTPS and HTTPS /2
- Code Quality (HTML, JavaScript etc.)
- External Links
- Content Freshness
- Google Rank Brain

DIGITAL ADVERTISING

**PAY
PER
CLICK**

MARKETING

PAY PER CLICK MARKETING

A South African Hotel incorporated
an effective **Pay Per Click** marketing strategy and brought their
clicks per month to **7,500**
with a **LEAD CONVERSION RATE** increase of **125%**.

HOW IT WORKS

1

A business selects keywords they want to bid for. i.e. Sydney accountants

2

Someone searches for an accountant in Sydney using "Sydney accountants" in their search.

3

The accounting business shows up in the search results. (Position of rankings will vary based on bids.

4

The business is only charged if someone clicks on their ad.

PAY PER CLICK MARKETING

Paid search results are 1.5x more likely to convert click-throughs than organic search.

HOW TO USE PPC

- PPC can be implemented using these programs:
 - Google AdWords
 - Bing Ads
- 18% of users click on Paid Ads.
- Fast and Effective Marketing



-LEAD-
MANAGEMENT

Mailigen effectively increased it's email response rate from

20% to 29%

by implementing strategic **EMAIL MARKETING**.

LEAD MANAGEMENT

- Analytics (analyzing your visitors)
- Opt In Marketing (capturing your visitors)
- Email Automation (managing your leads)
- Email Marketing (converting your leads)

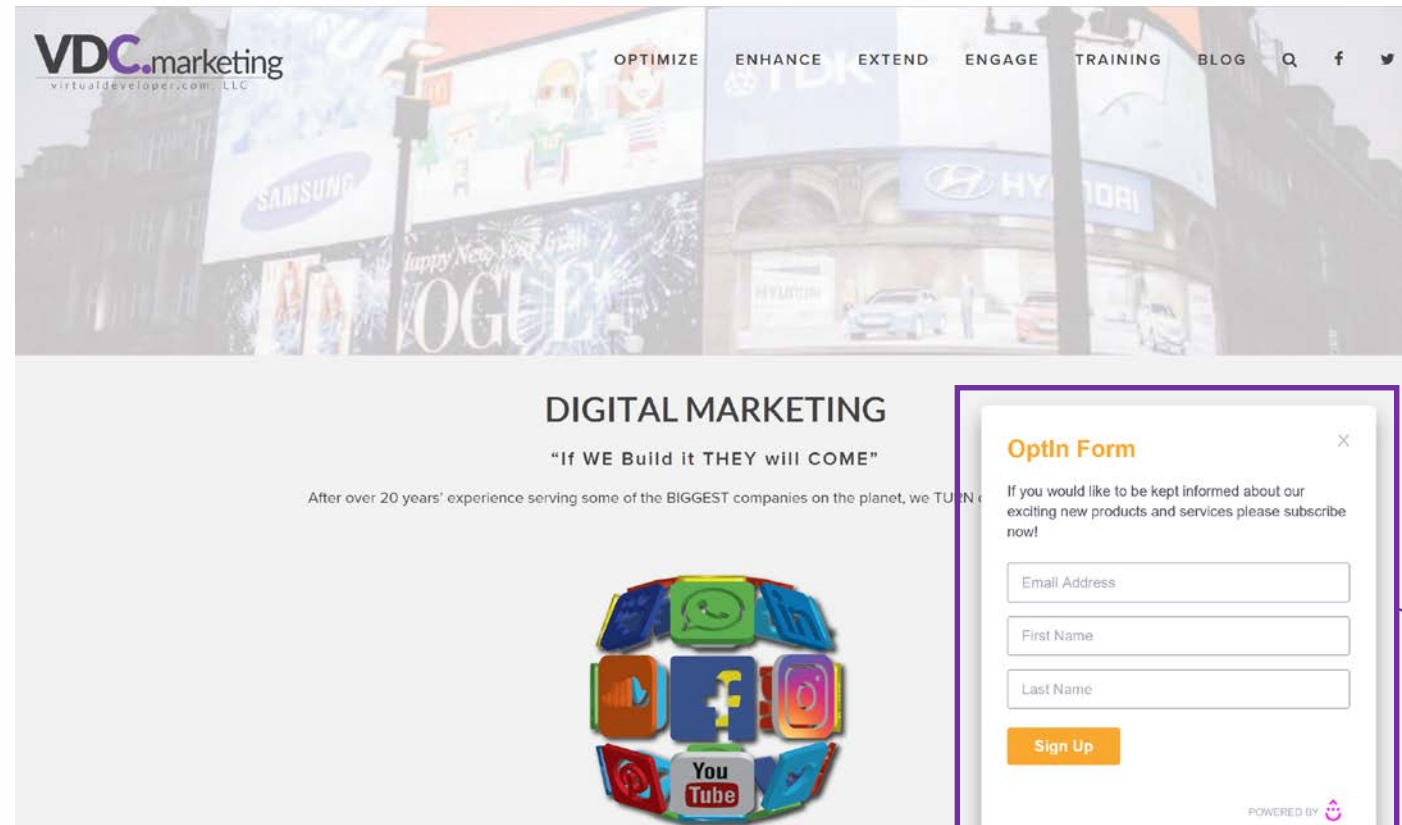
Opt In Marketing



The screenshot shows the VDC marketing website. At the top left is the logo "VDC.marketing" with "virtualdeveloper.com, LLC" below it. To the right is a navigation menu with links: "OPTIMIZE", "ENHANCE", "EXTEND", "ENGAGE", "TRAINING", "BLOG", a search icon, and social media icons for Facebook and Twitter. The main header image features a city street scene with billboards for Samsung, Hyundai, and a "Happy New Year" sign. Below the header, the text reads "DIGITAL MARKETING" followed by the quote "If WE Build it THEY will COME". A sub-headline states: "After over 20 years' experience serving some of the BIGGEST companies on the planet, we TURN our attention to YOU." Below this is a circular graphic of social media icons including YouTube, Facebook, Instagram, and others. In the bottom right corner, there is an orange button labeled "OPTIN FORM" with an upward-pointing arrow. A purple line connects this button to the text "OPT-IN FORM" on the right side of the image.

OPT-IN FORM

Opt In Marketing



The screenshot shows the VDC.marketing website with a navigation menu (OPTIMIZE, ENHANCE, EXTEND, ENGAGE, TRAINING, BLOG) and a main heading "DIGITAL MARKETING" with the tagline "If WE Build it THEY will COME". Below the heading is a graphic of social media icons (Facebook, YouTube, etc.). An "OptIn Form" overlay is present on the right side of the page, containing the following text and fields:

OptIn Form [X]

If you would like to be kept informed about our exciting new products and services please subscribe now!

Email Address

First Name

Last Name

Sign Up

POWERED BY [Logo]

OPT-IN FORM

What is Drip Marketing?

- Drip marketing is the process of sending a series of personalized automated messages to a customer or sales lead over a period of time.
- Drip marketing helps nurture leads until they are either ready to purchase or they drop off.

Why is Drip Marketing Effective?

- Drip marketing is effective because it is based on customer actions or triggers, which makes the messages highly personalized and relevant, providing the customer with the information they need.
- Drip marketing also helps customers keep your company in mind.
- Drip marketing is a great way to provide coupons and other promotional material, enticing customers to purchase.
- Drip marketing is also useful for sending educational material, known as content marketing, to help customers find more useful information.

Example Drip Marketing Campaign

- Message 1: “Hi Sara, thank you for signing up for our monthly newsletter! This message confirms your signup. As a signup bonus, we would like to offer you this 25% off coupon on any of our best sellers.”
- This message confirms the customer’s signup and provides a promotional offer.

Example Drip Marketing Campaign

- Message 2: “Hi Sara, you recently made a purchase of *Pride and Prejudice*. We hope you are enjoying this great book, and we would like to let you know that we also offer the entire Jane Austen collection, both separately and as a box set. Click here to view our collection.”
- This message appeals to the customer’s personal interests and links to relevant information.

Example Drip Marketing Campaign

- Message 3: “Hi Sara, you visited our site and began shopping but did not complete your order. If you would still like to purchase, use the promo code 202 to receive a 20% discount. If you’re having trouble deciding on a book, check out this recent list of bestsellers.”
- More discounts and more educational resources to help re-engage the customer.

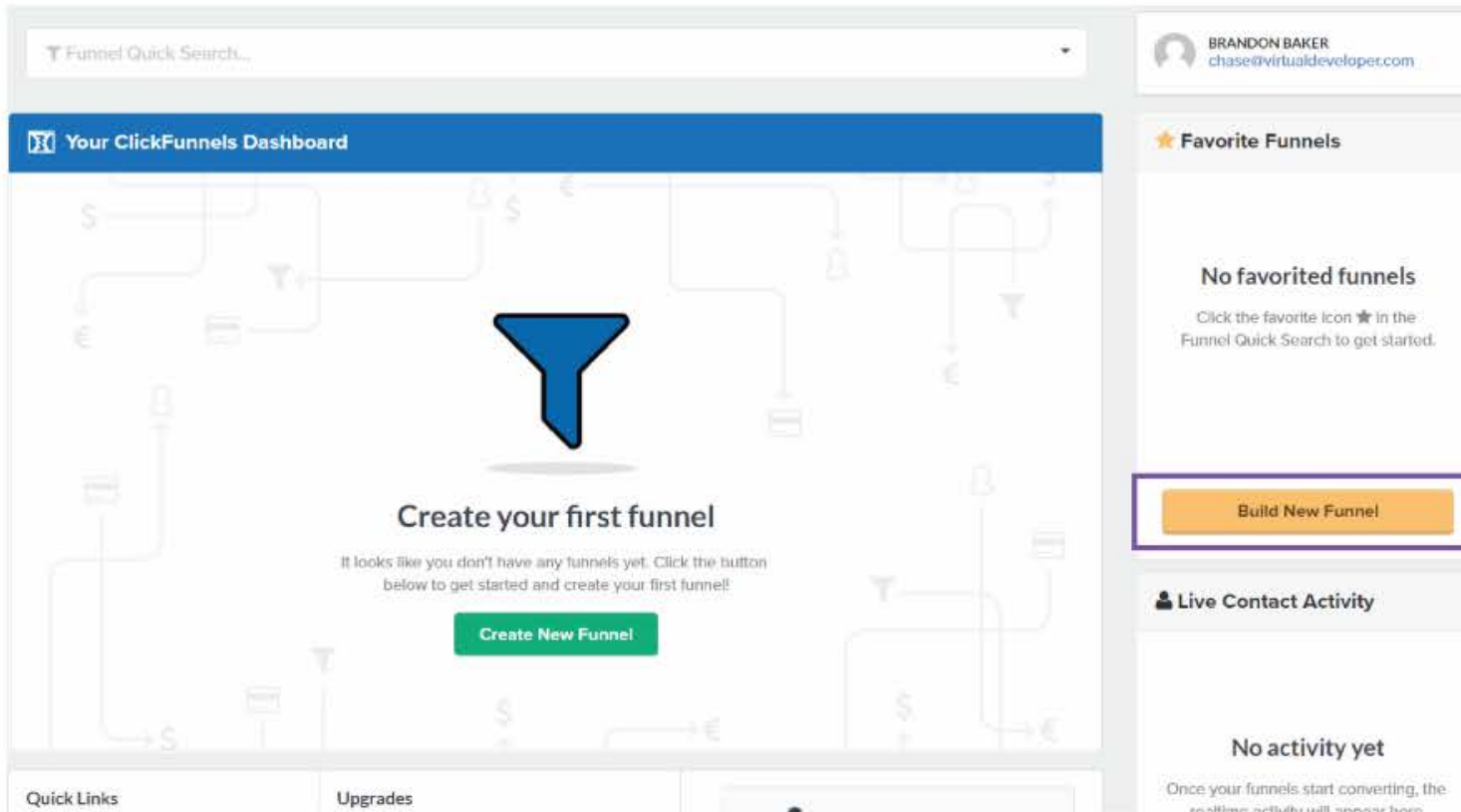
ClickFunnels

How to Growth Hack Your Business Using ClickFunnels

ClickFunnels

- Landing page, Sales Page, Designer/Editor with a long list of page and funnel templates
- Email responder integrated with internal and external data sources
- Complete sales funnel
- Analytics and statistics for each stage of your funnel

ClickFunnels



1. Build New Funnel


Build New Funnel


ClickFunnels


2. Choose type

BUILD A FUNNEL ×

CHOOSE GOAL CHOOSE TYPE BUILD FUNNEL

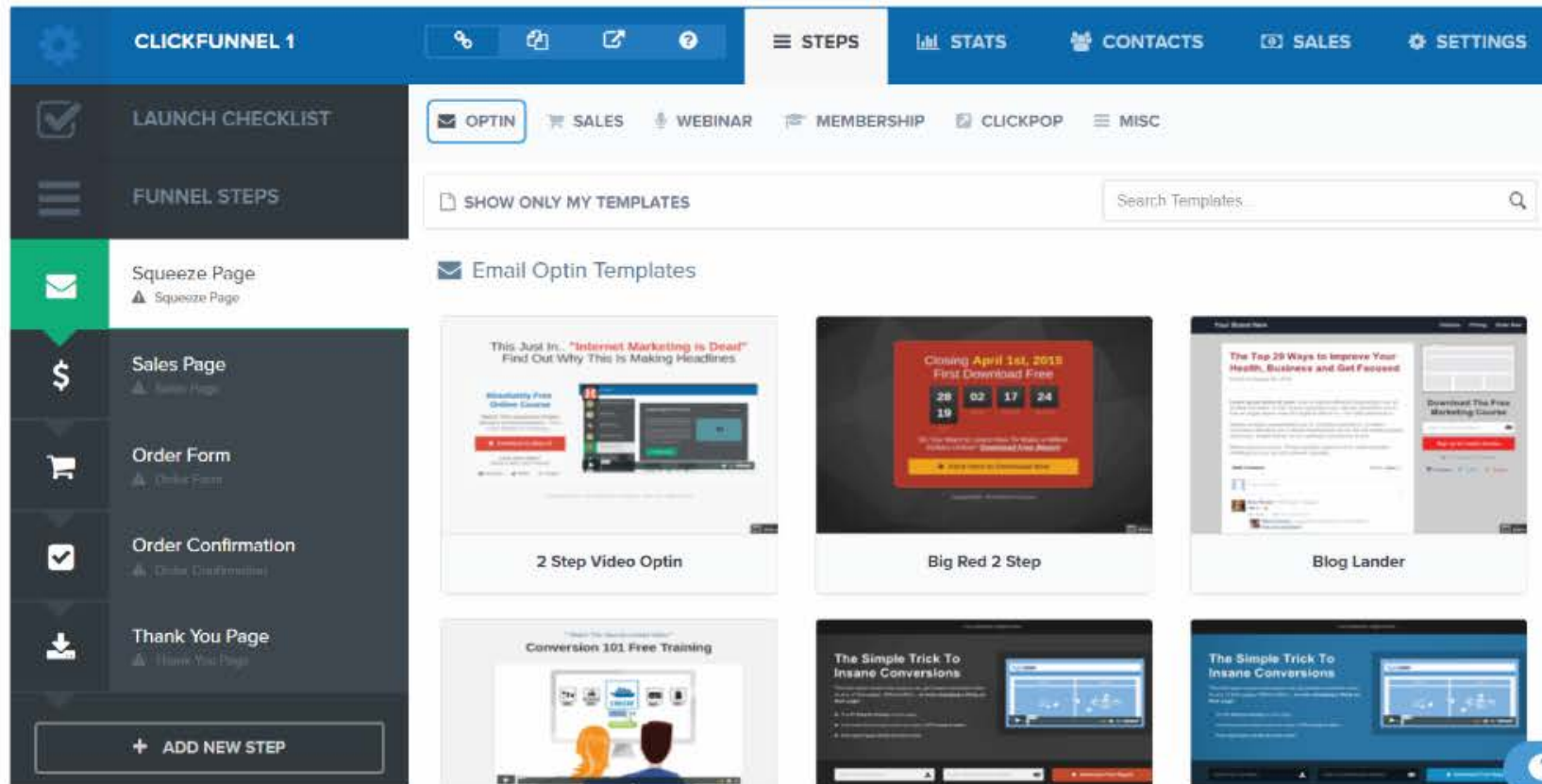
 **Collect Emails**
Build a new email list and start building an engaging email list.
[+ Choose](#)

 **Sell Your Product**
Sell your products or services with a variety of funnels.
[+ Choose](#)

 **Host Webinar**
Get an audience at your next webinar whether it is live or automated replay.
[+ Choose](#)

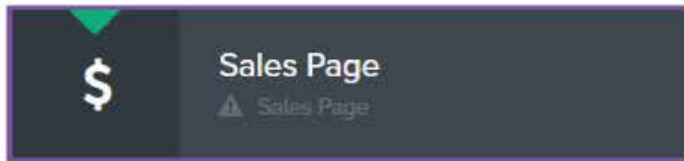
[Or... Create A Custom Funnel](#) [Browse Funnel Marketplace](#)

ClickFunnels 3. Choose Template



ClickFunnels

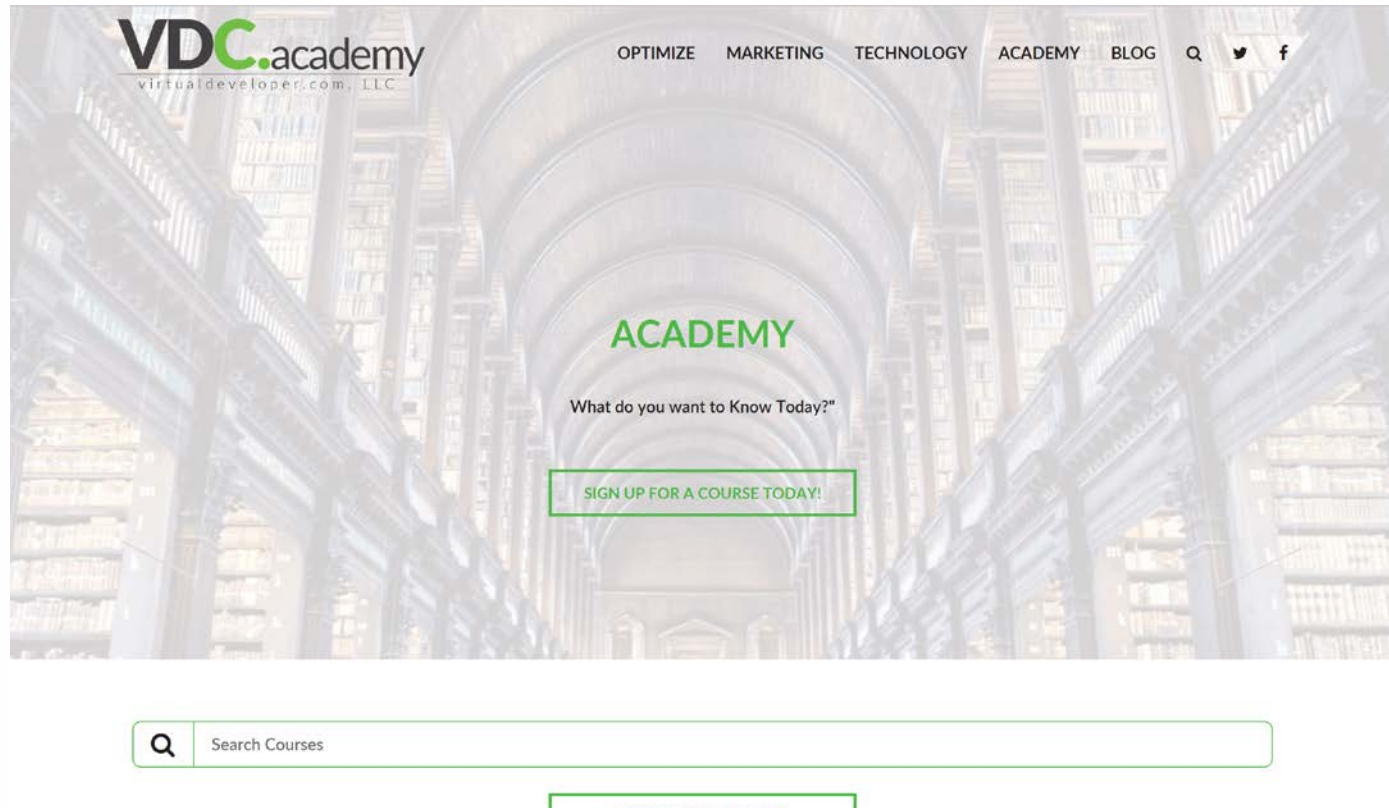
4. Sales Page



A screenshot of the ClickFunnels dashboard. The top navigation bar is blue and contains "CLICKFUNNEL 1", "STEPS", "STATS", "CONTACTS", "SALES", and "SETTINGS". Below this is a secondary navigation bar with "OPTIN", "SALES", "WEBINAR", "MEMBERSHIP", "CLICKPOP", and "MISC". The main content area is divided into two columns. The left column is a dark grey sidebar with a "FUNNEL STEPS" section containing: "Squeeze Page" (with a green envelope icon), "Sales Page" (with a purple border and a white dollar sign icon), "Order Form", "Order Confirmation", and "Thank You Page". At the bottom of the sidebar is a button that says "+ ADD NEW STEP". The right column shows "Email Optin Templates" with a search bar and a grid of six template thumbnails. The thumbnails are: "2 Step Video Optin", "Big Red 2 Step", "Blog Lander", "Conversion 101 Free Training", "The Simple Trick To Insane Conversions", and another "The Simple Trick To Insane Conversions" template.

ClickFunnels

4. Sales Page



ClickFunnels 4. Sales Page

The screenshot shows a web browser window displaying a course page for VDC.academy. The browser address bar shows the URL: 27.109.4.86/1070/Course/CourseDetails?courseId=283. The page header includes the VDC.academy logo and navigation links: OPTIMIZE, MARKETING, TECHNOLOGY, ACADEMY, BLOG, along with search and social media icons. The main heading is 'WCF, Web API and SignalR Services for .NET'. Below this, a table-like structure displays course details: COURSE TYPE (Advanced), COURSE NUMBER (2601), and DURATION (4 Days). A 'RESERVE YOUR SEAT' button is positioned to the right of the duration. Below the details is a horizontal menu with four tabs: 'Important Info', 'Course Outline', 'Tuition', and 'Certification'. The 'Important Info' tab is selected. The content under this tab describes the course, stating that .NET includes complementary web service frameworks for enterprise applications. Below this is a section titled 'You Will Learn How To' with a bulleted list of learning objectives. At the bottom, there is a section for 'Important Course Information' with a 'Requirements:' sub-section and a bulleted list of prerequisites.

VDC.academy
virtualdeveloper.com, LLC

OPTIMIZE MARKETING TECHNOLOGY ACADEMY BLOG

WCF, Web API and SignalR Services for .NET

COURSE TYPE	COURSE NUMBER	DURATION	RESERVE YOUR SEAT
Advanced	2601	4 Days	

Important Info Course Outline Tuition Certification

.NET includes complementary web service frameworks that allow enterprise applications to gain online access to critical business data. In this training course, you will program WCF, ASP.NET Web API, and SignalR web services with C# or Visual Basic to exploit each of the frameworks and maximize these technologies. These services connect isolated data to create powerful, distributed .NET applications.

You Will Learn How To

- Create Windows Communication Foundation (WCF) services
- Develop RESTful web services with ASP.NET Web API
- Harness real-time web services with SignalR
- Connect MVC, WPF, and HTML5 browser clients to .NET services

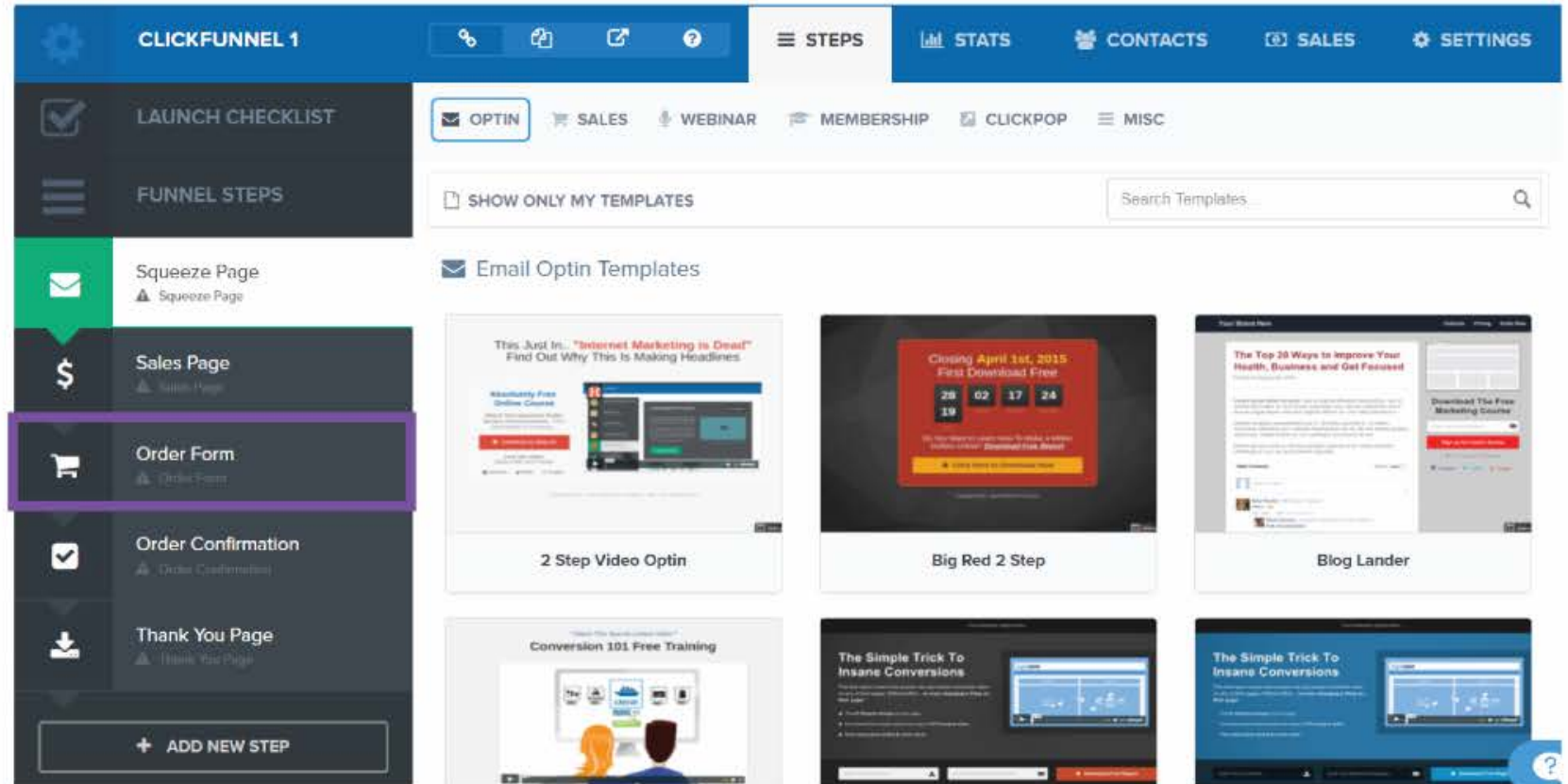
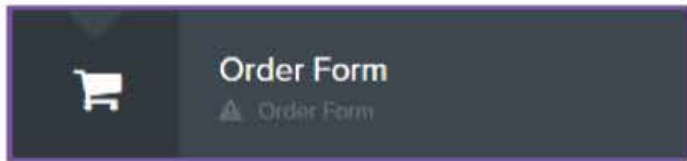
Important Course Information

Requirements:

- Experience with .NET programming in either Visual Basic or C# at the level of:
 - Course 503, Visual Basic Programming for .NET, or

ClickFunnels

5. Order Form



The screenshot shows the ClickFunnels dashboard for 'CLICKFUNNEL 1'. The top navigation bar includes 'STEPS', 'STATS', 'CONTACTS', 'SALES', and 'SETTINGS'. Below this, there are tabs for 'OPTIN', 'SALES', 'WEBINAR', 'MEMBERSHIP', 'CLICKPOP', and 'MISC'. A search bar for templates is visible. The left sidebar shows a list of funnel steps: 'LAUNCH CHECKLIST', 'FUNNEL STEPS', 'Squeeze Page', 'Sales Page', 'Order Form' (highlighted with a purple border), 'Order Confirmation', and 'Thank You Page'. The main content area displays 'Email Optin Templates' with a grid of six options: '2 Step Video Optin', 'Big Red 2 Step', 'Blog Lander', 'Conversion 101 Free Training', 'The Simple Trick To Insane Conversions', and another 'The Simple Trick To Insane Conversions' template.

ClickFunnels

5. Order Form

Course Participant's Information

Enter your contact information below to reserve your seat for this course:

<input type="text" value="--Select Schedule--"/>			
First Name *	<input type="text"/>	Company *	<input type="text"/>
<input type="text" value="Mr"/>	<input type="text"/>		
Last Name *	<input type="text"/>	Address *	<input type="text"/>
Phone *	Ext.	Address2	<input type="text"/>
<input type="text"/>	<input type="text"/>		
Email *		City *	<input type="text"/>
<input type="text"/>			
Department	Mail Stop	State/Province *	Zip Code *
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Job Title		Country *	<input type="text" value="--Select Country--"/>
<input type="text"/>			

RESERVE YOUR SEAT

Note: You will receive an immediate confirmation of your enrollment. We will send you a separate invoice.

ClickFunnels 6. Order Confirmation



The screenshot shows the ClickFunnels dashboard interface. At the top, there's a navigation bar with 'CLICKFUNNEL 1' and various icons. Below that, a secondary navigation bar includes 'OPTIN', 'SALES', 'WEBINAR', 'MEMBERSHIP', 'CLICKPOP', and 'MISC'. The main content area is divided into a left sidebar and a main grid. The sidebar contains a 'FUNNEL STEPS' menu with items like 'Squeeze Page', 'Sales Page', 'Order Form', 'Order Confirmation' (highlighted with a purple border), and 'Thank You Page'. The main grid displays 'Email Optin Templates' with several preview cards: '2 Step Video Optin', 'Big Red 2 Step', 'Blog Lander', and 'The Simple Trick To Insane Conversions'.

ClickFunnels 6. Order Confirmation

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OPTIMIZE MARKETING TECHNOLOGY ACADEMY BLOG Q  

YOUR COURSE RESERVATION

[Home](#) / [WCF, Web API and SignalR Services for .NET](#) / [Reserve Your Seat](#)

WCF, Web API and SignalR Services for .NET

Course Type:	Advanced	Delivery Format:	Herndon VA /Online(AnyWare)
Course Number:	2601	Tuition:	\$2990 Standard \$2659 Government
Course Date:	Dec 12, 2017-Dec 15, 2017•4 Days 09:00AM-16:30PM EST		

Course Participant's Information

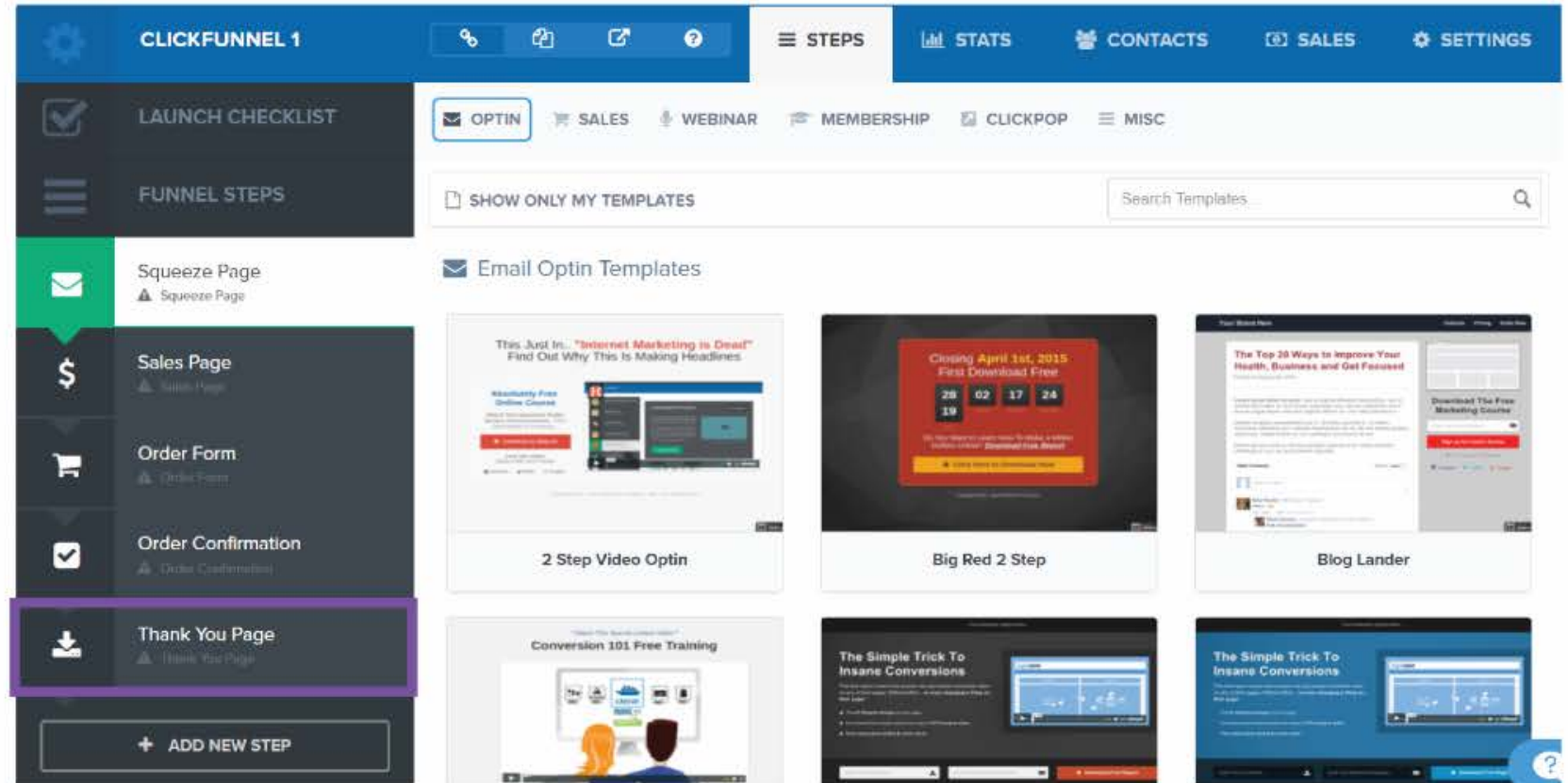
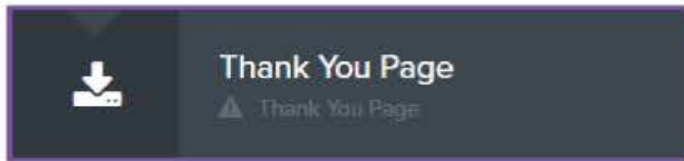
Thank you for registering for Course "WCF, Web API and SignalR Services for .NET" , please see your registration details below. A representative will contact you shortly.

First Name:	ABC	Job Title:	FDSFK
Last Name:	XYZ	Address:	
Company:	PQR	Address 2:	
Work Phone:	1234567896	City:	MDSFJ
Email:	abc@gmail.com	State/Province:	FJ
Department:		Zip Code:	365963
Mail Stop:		Country:	Algeria (DZ)

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ClickFunnels


7. Thank You Page



The screenshot shows the ClickFunnels dashboard for 'CLICKFUNNEL 1'. The top navigation bar includes 'STEPS', 'STATS', 'CONTACTS', 'SALES', and 'SETTINGS'. The left sidebar shows 'LAUNCH CHECKLIST', 'FUNNEL STEPS', and a list of funnel steps: 'Squeeze Page', 'Sales Page', 'Order Form', 'Order Confirmation', and 'Thank You Page' (highlighted with a purple border). The main content area is titled 'Email Optin Templates' and features a search bar and a grid of template thumbnails. The templates include '2 Step Video Optin', 'Big Red 2 Step', 'Blog Lander', 'Conversion 101 Free Training', and 'The Simple Trick To Insane Conversions'.

ClickFunnels 6. Order Confirmation

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OPTIMIZE MARKETING TECHNOLOGY ACADEMY BLOG Q  

YOUR COURSE RESERVATION

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WCF, Web API and SignalR Services for .NET

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First Name:	ABC	Job Title:	
Last Name:	XYZ	Address:	FDSFK
Company:	PQR	Address 2:	
Work Phone:	1234567896	City:	MDSFJ
Email:	abc@gmail.com	State/Province:	FJ
Department:		Zip Code:	365963
Mail Stop:		Country:	Algeria (DZ)

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- [SEO 2018: Learn search engine optimization with smart internet marketing strategies](#) by Adam Clark
- [Learning Google AdWords and Google Analytics](#) by Benjamin Mangold
- [Give: The Ultimate Guide To Using Facebook Advertising to Generate More Leads, More Clients, and Massive ROI](#) by Nicholas Kusmich
- [LinkedIn Riches: How To Use LinkedIn For Business, Sales and Marketing!](#) By John Nemo
- [Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success](#) by Chad S. White
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- [DRIP Marketing](#) (getdrip.com)
- [Click Funnels](#) (clickfunnels.com)