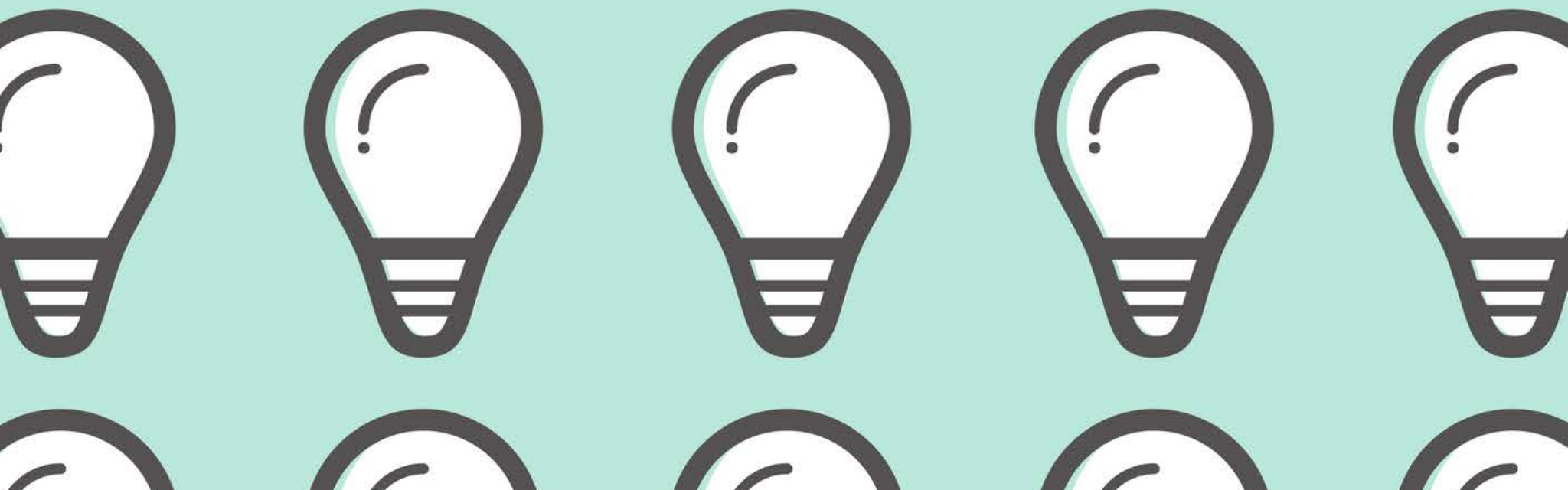


BRIAN BOZARTH

FOUNDER'S GUIDE TO MARKETING

Build your own unique Marketing Plan





Welcome

You may have a great product or service, but you have wondered how you are going to effectively market your brand to your target customers. If you are a typical startup, then chances are you will have walked through the following steps:

1. **Belief:** Marketing needs to be an important part of our revenue engine.
2. **Uncertainty:** Do I invest in organic content, email nurturing, website, paid, social, partnership, webinars, tradeshow, etc.? Where do we spend?
3. **Action:** My uncertainty has lead to either inactivity or over-activity.
4. **Result:** There is an overall lack of confidence that I am heading in the right direction with my Marketing efforts.

Here's the reality. Marketing is a diverse set of activities that can appear daunting to the inexperienced, underfunded, or overwhelmed. Therefore, there are two questions that should give every company of every size pause...

1

Where should I invest Marketing spend?

2

If I make an investment, what should I expect to see in return?

As brands and marketers, that is what we should seek to understand. To do so, there are 6 topics that a startup should comprehend before starting any significant marketing effort. These 6 topics will be covered in the following pages.



Modeling

PART ONE FOUNDER'S GUIDE TO MARKETING

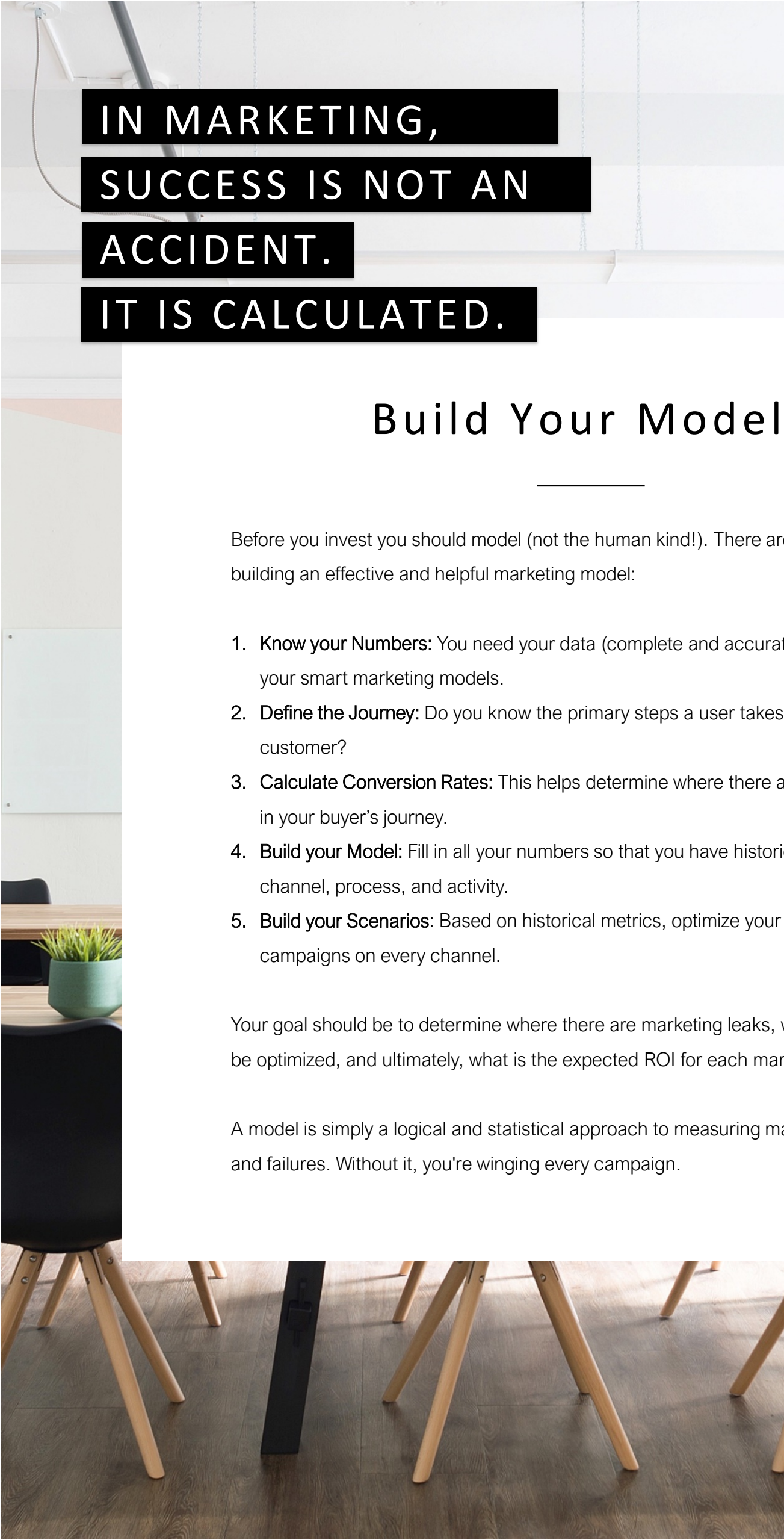
Wouldn't it be great to know the ROI on specific marketing efforts before you spent any time or resources?

Most organizations would spend differently if they could determine how much income they could generate per channel and marketing activity.

Remember, the two most important marketing questions you are seeking to answer are:

1. Where should I invest Marketing spend?
2. If I make an investment, what should I expect to see in return?

This is where data modeling comes in.



IN MARKETING,
SUCCESS IS NOT AN
ACCIDENT.
IT IS CALCULATED.

Build Your Models

Before you invest you should model (not the human kind!). There are 5 stages to building an effective and helpful marketing model:

1. **Know your Numbers:** You need your data (complete and accurate) in order to build your smart marketing models.
2. **Define the Journey:** Do you know the primary steps a user takes to become a customer?
3. **Calculate Conversion Rates:** This helps determine where there are conversion leaks in your buyer's journey.
4. **Build your Model:** Fill in all your numbers so that you have historical models for each channel, process, and activity.
5. **Build your Scenarios:** Based on historical metrics, optimize your future marketing campaigns on every channel.

Your goal should be to determine where there are marketing leaks, which channels can be optimized, and ultimately, what is the expected ROI for each marketing activity.

A model is simply a logical and statistical approach to measuring marketing successes and failures. Without it, you're winging every campaign.

A close-up photograph of two women. The woman on the left has blonde hair and is smiling with her eyes closed. The woman on the right has dark hair, is wearing a blue patterned top, and is smiling broadly while looking at a smartphone. She has white earbuds in her ears. The background is dark.

Belief Framework

PART TWO FOUNDER'S GUIDE TO MARKETING

Every person has a belief framework through which they view the world. When a prospect encounters your brand, product, or product category for the first time, they interpret your offering through their belief framework.

To interact with a visitor's belief framework, you should develop your own branded belief framework that resonates with them at their level. This is the foundation of consumer-centric marketing.

In developing your own belief framework, you are seeking to answer questions like:

1. What beliefs do my prospects currently have about my industry, product category, or even my product specifically?
2. What are my prospects wants, needs, and pain points that relate to the solution(s) I offer?
3. What are the beliefs that need to be created at the different stages of the buyer's journey?
4. What would create these beliefs in the prospect?

BENEFITS BEFORE FEATURES... OR YOUR VISITORS WILL BOUNCE.

Creating Belief

The essence of marketing is creating the belief within the consumer that your brand and product provides more value than any other competitor. Which is why, as a brand, you will need to address consumer questions like:

- Can I trust this brand?
- Can I respect this brand?
- Can this brand satisfy my needs?
- Will this brand make my life better, more meaningful?
- Is this product worth the cost or the risk?

These are just some of the beliefs that must exist in the consumer before they choose your brand, your product, or your service over a competitor. Notice, your goal is to focus on the benefits of your offering rather than just the features. Benefits always come before the features.

You are either THE solution, an option, or a non-necessity. Our job as marketers is to constantly be making the connection between customer pain points and our brand's solutions. We do so through The Belief Framework.



CRO

PART THREE FOUNDER'S GUIDE TO MARKETING

CONVERSION RATE OPTIMIZATION

Conversion Rate Optimization is the most important marketing activity that we can focus on because it makes each visitor exponentially more valuable. Chances are, you may fall into one of these CRO statistics:

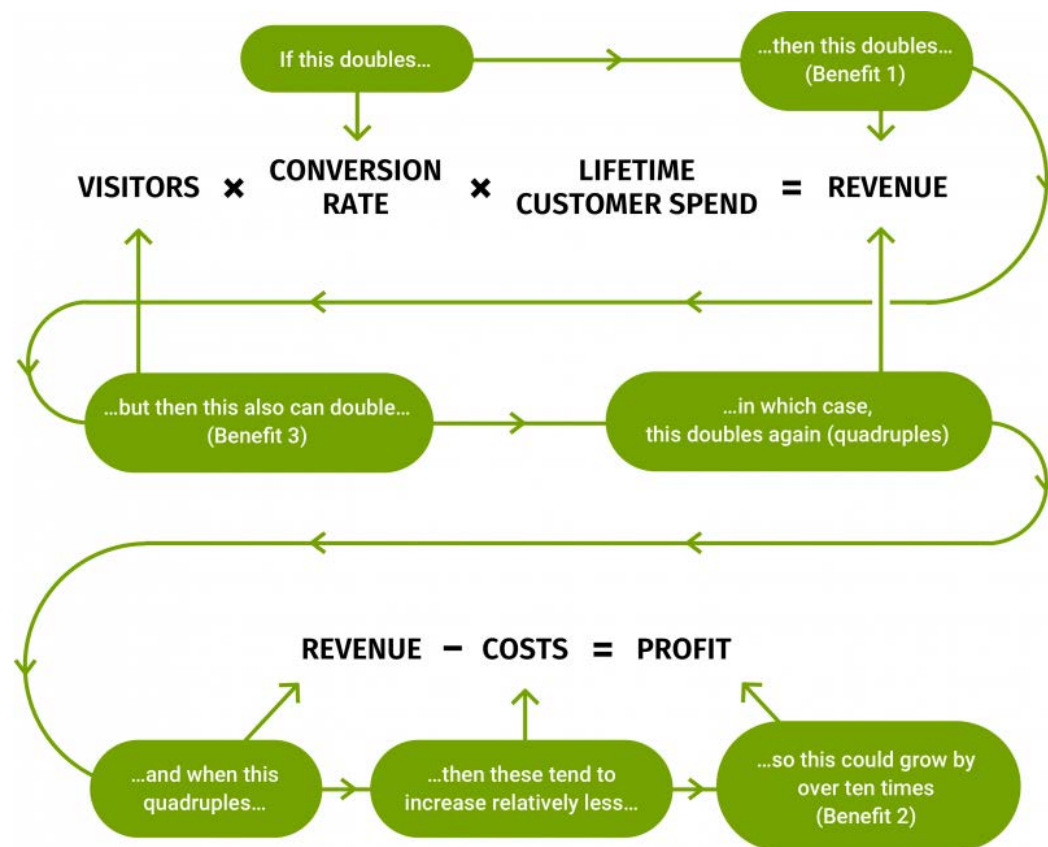
- For every \$92 spent acquiring customers, only \$1 is spent converting them
- 78% of brands are not satisfied with their conversion rates
- The top brands see 3-5x higher conversion rates than average

The reality is that you most likely already have visitors coming to your primary marketing channel, your website. The question is, how are they converting?

Rather than focusing first on getting more of what you have already (visitors), it's imperative that you look at what you are doing with those visitors.

Conversion Rate Optimization

The obvious reason to improve your conversion rate is that you want more customers without having to spend any more on advertising or gaining new visitors. The importance of CRO can be summed up in this one equation:



HERE'S THE POINT

If you double your conversion rate you double your revenue. How difficult and expensive would it be to get twice as many visitors or to get your current customers to spend twice as much?

Conversion rate optimization is the lowest hanging fruit in this equation. Which is why CRO is the most important marketing activity that you can focus on because it makes each visitor exponentially more valuable. Having a simple CRO strategy can dramatically change your business outcome.

SEO

PART FOUR FOUNDER'S GUIDE TO MARKETING

SEARCH ENGINE OPTIMIZATION

SEO is one of the most misunderstood disciplines in the marketing world, probably due to SEO having been around since the dawn of the search engines. Once legitimate search engines came along to start indexing all the myriad of web pages in the late 1990s, there had to be a way of ranking and prioritizing the most valuable pages.

Naturally, this introduced a host of spam-ridden techniques like cloaking, stuffing, bait and switch, and many more. Having built a number of websites during the mid- to late-90s, I am embarrassed to say that I was well-versed at many of these black-hat techniques.

Thankfully, search engines have evolved and so too has SEO. Considering there 300-500 websites created every minute (!!), SEO is more relevant and necessary than ever.

For most brands, organic traffic remains the most valuable traffic channel. To compete effectively, you need to develop an SEO strategy that takes into account the most valuable SEO metrics.





Search Engine Optimization

Modern SEO goes beyond just the classic, technical ranking factors to includes modern factors like context, usability, mobile/responsive design, one-of-a-kind content, authentic & earned backlinks, and user experience.

What you need to know is that Modern SEO is becoming synonymous with a holistic, compelling user experience. SEO can longer be summed up with a simple catch phrase like “good, unique content.” Rather, SEO takes into account every element of the user’s experience and seeks to delight, inspire, and inform better than anyone or anything else.

SEO is NOT about keywords; it’s about the people using the keywords. Do you know, can you predict, your searcher’s intent?

The world of the internet is changing rapidly, and the most successful brands make the user the center of their marketing efforts, especially when it comes to organic traffic campaigns.

**MODERN SEO FOCUSES AS
MUCH, IF NOT MORE, ON
THE HUMAN THAN
THE MACHINE.**



CONTENT STRATEGY

PART FIVE
FOUNDER'S GUIDE
TO MARKETING

CONTENT ENGAGEMENT PLAN

It has become nearly impossible to measure the exponential growth of content production on every channel. As you can see from this partial infographic from DOMO showing how much content is created every minute, content creation has gotten out of control.

Buyers (like me and probably you as well) have become overwhelmed by the barrage of content aimed at us via websites, emails, blogs, social channels, display ads, and more. Far too many brands have swallowed whole the old school content strategies and myths, such as:

- Spray and pray methodology:** Create as much content as possible with the hope that anything will stick.
- Content strategy equals blogging:** Daily blog posts are the key to winning every customer.
- Set and forget:** Publish content quickly and then move onto the next content without analyzing if anything worked or resonated with your audience. (AKA Analytics-free content strategy).
- Magic numbers:** How many posts, tweets, blogs, articles, and shares should I publish daily or weekly?



Content Engagement Plan

What many brands fail to understand is that content creation, when done correctly, isn't about quantity or even a race against the competition. Rather, in a modern framework, every piece of content you create is an opportunity to satisfy prospects with a solution to their specific problem or pain point.

Rather than just going through the motions, a modern content strategy seeks to develop the right content for the right persona based on identified beliefs at different stages of the buyer's journey.

In other words, today's successful brand seeks to research, understand, and develop helpful, tailored, and necessary content based on anticipated consumer's questions, wants, needs, and pain points.

Content is the fuel that moves a consumer through the buyer's journey. It's the smart marketer that will win this game.

**YOUR TOP OF FUNNEL CONTENT
MUST BE INTELLECTUALLY
DIVORCED FROM YOUR PRODUCT
BUT EMOTIONALLY WED TO IT
- JOE CHERNOV**

MULTI-CHANNEL

PART SIX FOUNDER'S GUIDE TO MARKETING

MULTI-CHANNEL LEAD GENERATION

One of the fundamental rules of modern marketing is that all channels represent your brand and can be part of your buyer's journey.

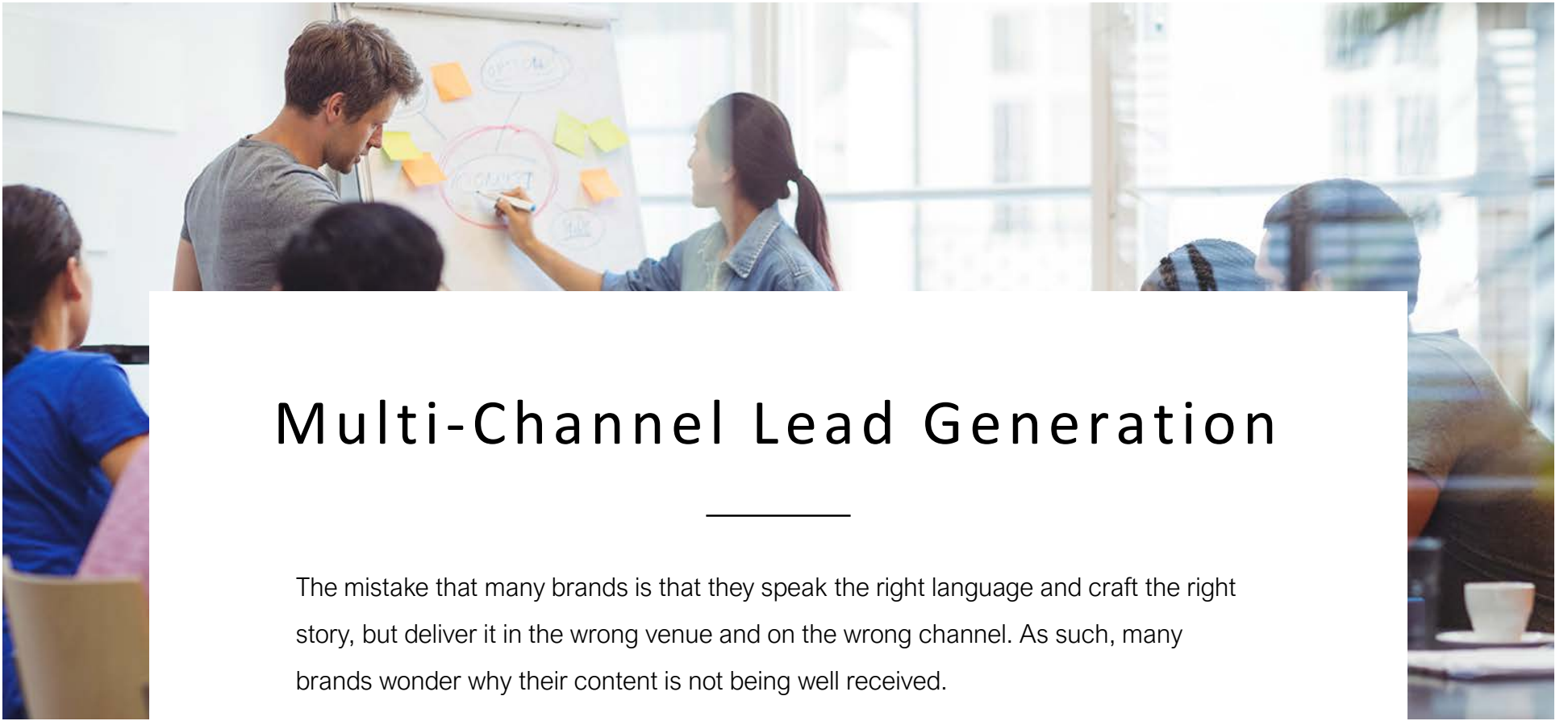
As such, it's important to remember two important points:

1. Each channel can play an important role in the buyer's journey.
2. Certain channels work better at certain stages of the funnel.

Each user is unique and probably has found you through a different series of events and touchpoints on different channels.

Successful brands take into consideration the buyer's unique stage in the buying process and the current channel, and then deliver tailored content that resonates with the user in their specific environment.





Multi-Channel Lead Generation

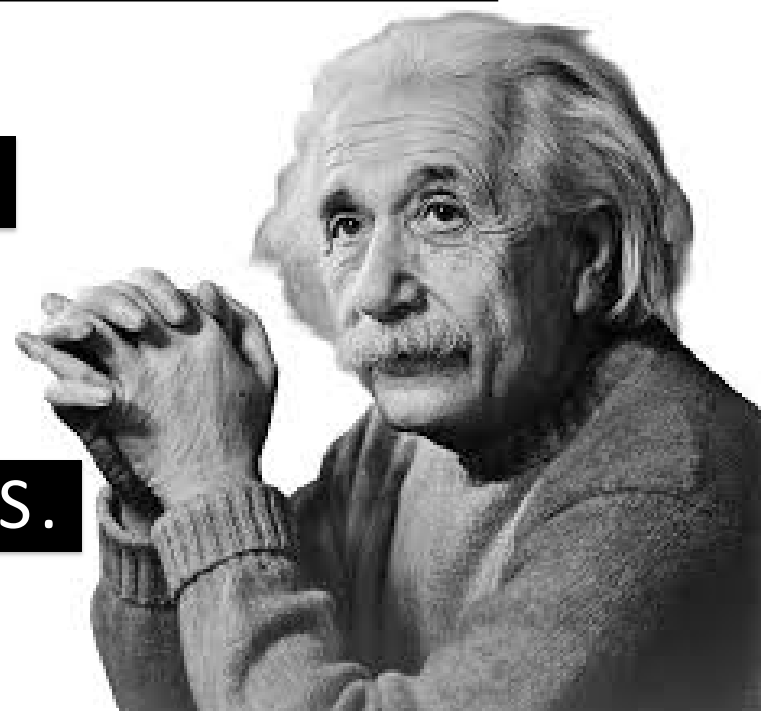
The mistake that many brands is that they speak the right language and craft the right story, but deliver it in the wrong venue and on the wrong channel. As such, many brands wonder why their content is not being well received.

The goal in multi-channel lead generation is to share a unique, but tailored, message to your audience where they are at. To do this well, you have to find out where your audience spends their time. If your audience is primarily on Facebook, then focusing heavily on another social network is probably not a good idea.

It is important to remember that there is a process to going multi-channel. Certain channels are more important than others due to their role in the marketing funnel and opportunities for conversion. As a good rule of thumb, focus on conversion channels first, traffic channels second.

Another common mistake brands make is that they tend to think of themselves as segmented. That is: our website, our store, or our mobile app. However, consumers view every interaction with your brand as you. Meaning, you need to delight your customers at every point of the journey or they will find someone else who does.

**THE DEFINITION OF INSANITY
IS DOING THE SAME THING
OVER AND OVER AGAIN
EXPECTING DIFFERENT RESULTS.
- ALBERT EINSTEIN**





Know the WHY

There are a number of great marketers who know how to post to social, write a blog, or even build a website. However, startups and founders need to move beyond the HOW of marketing and understand the WHY and WHEN of modern marketing:

- When do you aggressively target PPC? How much should I spend?
- Why do I focus on one content topic versus another?
- Which channel is the most important in order of priority?

It's being able to answer questions like these that make both a brand and the leader successful.

And yet, we continue to run into the same questions, concerns, and challenges in companies of every size across the globe that you most likely face yourself.

There is a science behind the most successful brands. That's why we have taken these 6 topics and created 185+ video lessons in 6 sessions totaling just over 17 hours. It's a founders crash course that will leave you with your own complete marketing plan.

**Successful leaders know
The WHY and WHEN, not just
The HOW of marketing.**

Founder's Marketing Workshop

The video series is an aggregation of the most useful knowledge that we have gleaned over 20+ years of marketing. We have shared these 6 sessions with thousands of marketing and business leaders in order to improve their current efforts while staying ahead of the competition.

Take the guesswork out of your marketing once and for all.



Join the Marketing Masterclass Today

HERE'S OUR PROMISE TO YOU

- 185+ videos equally over 17 hours of masterclass tuition for only ~~\$495~~ **\$250**.
- 30-day, 100% money back guarantee
- There are no add-ons, hidden fees, upselling, or manipulative marketing
- If any video leaves you with questions, let us know and we will update the lesson
- If you find any topic left unanswered, let us know and we will add it to the masterclass