



Special Report

8 Secrets to Building an Unstoppable Business via **DIGITAL MEDIA**

Oludami Yomi-Alliyu



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Unstoppable Business via
DIGITAL MEDIA**

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Introduction:

Building an unstoppable, profitable, and automated business should be the aim of any business owner or marketer, and that should be your goal for your business too, if you really believe in your brand – and want to see it survive this present age and the imminent future.

8 Parts of a Successful Digital Marketing Campaign

The best way to make any business successful and prepared for the future is to build a proven marketing campaign that can be applied to it – and automated. And this involves the following steps:

- ✓ **A Great Offer or Market Fit:** This is the soul of any business: a product or service the market really wants. This is a function of having the right product for the right audience.

This is the point where topnotch, in-depth market research has to be done in order to accurately determine what your audience really wants, where your potential customers hang out, and how to present your offer to them.

An easy way to get this right is to ask your current customers or clients.

However, there are numerous tools online that make it not just possible, but easier to determine all these – like *QuantCast*, *Compete*, *Alexa*, *Google Keyword Planner*, etc.

With these you'll completely do away with guesswork, and build your business based on real data. This is how to not go wrong!

- ✓ **Multiple Offers:** The entirety of your business should NEVER entail just a single product or service, but multiple

products (or various types/levels of services) to fit customers at various levels – especially need and price.

You must keep creating products (digital and physical) in order to optimize customer value and make your business highly profitable.

- ✓ **A Definite Goal** (which subsequent steps and various tools will be deployed towards achieving). Needless to say the goal(s) must be SMART (Specific, Measurable, Actionable, Realistic, and Timely). And various strategies must be deployed towards achieving this ultimate business goal.

Key Performance Indicators (KPIs) too must be established at this point. That is, a list of things that determine whether your objectives are met in the end.

- ✓ **A Platform:** There must be a platform (or multiple platforms) for running a business, especially to serve as a link between the business and customers. Could be a website, social media, physical store, etc, or a combination.

The best platform any business can have online however is its website, because it's the only platform you can really own; a great website where people can learn about your business/company and its products, and from which they can also buy directly.

The website should also be able to collect every lead/customer's data, so that this list can be marketed to at anytime.

All the above can be achieved by setting up the right pages and tools, and most importantly, by using powerful, persuasive copy or content that is sure to convert visitors into leads and/or customers.

Your website must also be optimized for mobile – as more people now use their phones and tablets to access the internet daily, while PC users reduce drastically.

- ✓ **Traffic:** There must be a reliable and suitable traffic source which is constantly being fueled and used to drive potential customers into the business consistently.

Traffic is the lifeblood of a successful digital marketing campaign, and in essence, the lifeblood of business. Getting traffic is the only way to send fresh leads consistently the way of a business. You must note however; the quality of your leads is directly dependent on the quality of your traffic. This therefore makes going after highly targeted traffic a necessity for businesses that want to succeed and remain highly competitive.

Traffic sources range from paid ads to social media, email, search engines, etc, or (preferably) a combination of all these.

The best source of fresh, targeted traffic? The answer is paid ads, no doubt! (As long as it's done the right way.)

- ✓ **Funnels:** A funnel is a system created to move a visitor through different levels in the business till s/he becomes not just a customer, but a repeat buyer.

Every business uses one form of funnel or another. The only difference big players make is that they consciously build funnels that are highly optimized and automated. This is truly the way to build an unstoppable business.

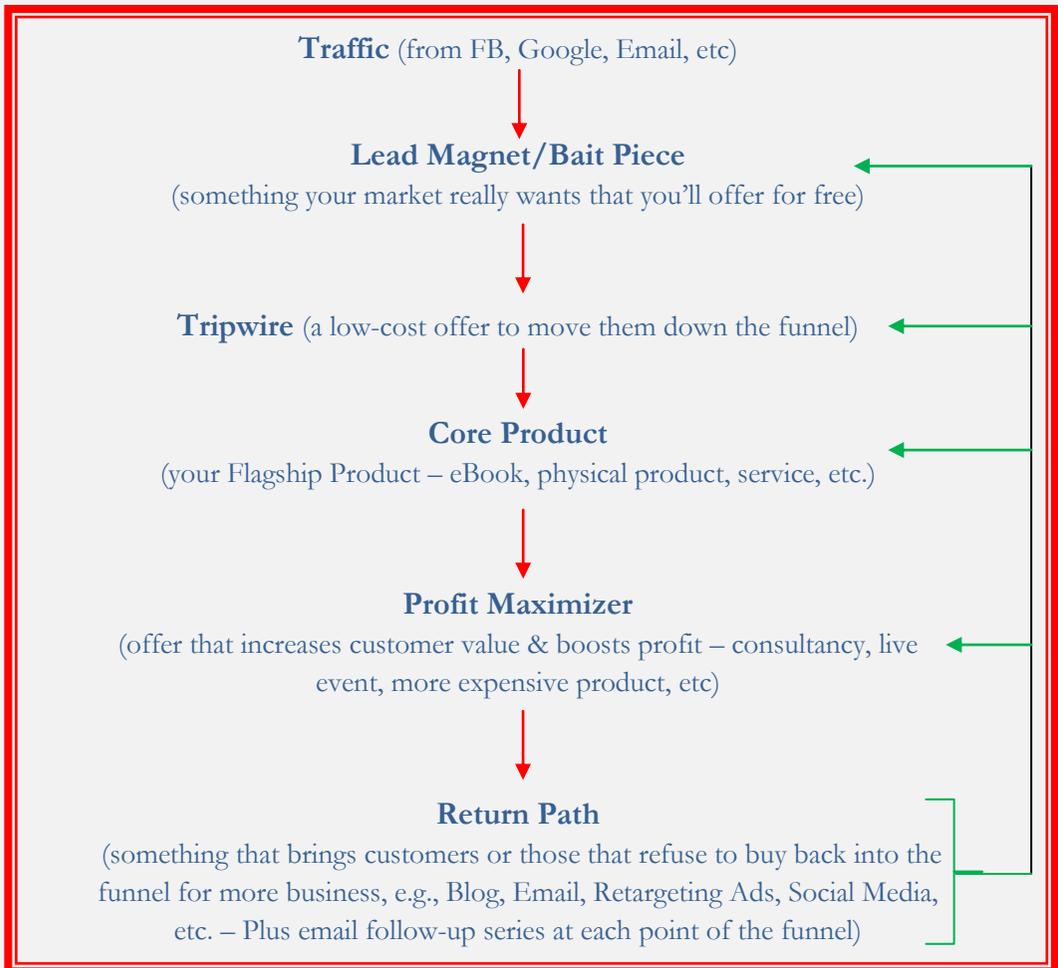
Various funnels should be deployed for various purposes in the course of running business.

Some funnels are great for acquiring new customers at break even or at a profit; some are good for monetizing those

customers and boosting profits; some are good for activating a list of buyers that is dormant; etc.

One great funnel a business can start with is the Acquisition Funnel, that is, a funnel that helps you acquire new customers (without losing money). This funnel doesn't bring huge profits immediately, but the benefit is that a customer acquired can be sold more products and services down the line. This is where the real profit comes in.

This is an example of what an **Acquisition Funnel** should look like:



- ✓ **Follow-Up Series:** The business or owner must be in constant contact with customers and leads (and fans), and the best way to do this is by email. There are proven email series that can be deployed to make this easy. Email marketing has been proven (over and over) to give the highest ROI (return on investment) in marketing.

Adequate follow-up should also be done on other platforms, like social media, especially when the prospect hasn't taken the company's desired actions – buying, opting in, etc.

The essence of follow-up should be to move the contact from whatever level s/he is in the business' funnel to the next level.

This one step can make the difference between a highly profitable business and an average one, and unfortunately, this is where most businesses fail. Use it to your advantage, and you might just leave your competitors far behind sooner.

- ✓ **Measuring & Optimizing:** Once you have the all the above strategies set, plus the tactics you'll use to implement each, set benchmarks for how they perform towards achieving your KPI's & objectives. Keep measuring these and when you notice things beginning to deviate, correct them with other tactics.

Other than the visible, measurable effect a campaign has on your business, there are several tools that can also be used to track metrics that matter, and give you insights on what to do better to improve your results.

Conclusion

This list might not be exhaustive, but is definitely a good way to go. Following these steps will definitely grow your business

exponentially, and you'll indeed become unstoppable on your way to massive business success.

Your major aim for creating any digital strategy should be to make enough money for your business to outbid your competitors and acquire more customers.

That's how you really build an unstoppable business.

Dan Kennedy said it better this way: "Ultimately, the business that can spend the most to acquire customers wins!"

Simply following the steps discussed in this special report will help you achieve this easily.

What to do next?

Find out how the outlined steps can be applied specifically to your business. Then implement them – one after another.

In fact, implementing just any of these strategies will make a huge difference in your business. I assure you!

Need Help?

Would you like me to redraw this strategy specifically for your business?

Would you like to consult with me personally so that we can go deeper and create a more comprehensive, foolproof digital strategy for your business?

Well...it's my job and I'd be more than glad to help you make your business unstoppable and knock your competitors off their socks. (I'll tell you about myself in a moment.)

If you'd like to work with me, send an email to oludami@lucrativepen.com, and tell me what you need; the problems

you're currently facing in your business and how you'd like me to help you.

I'll take it from there and we'll fix a consulting session (via phone, Skype, or physical meeting – whichever is fine by you). After the consultation, I'll come up with a comprehensive digital strategy your business can follow, and you can rest assured you'll get results.

You can either go off with the strategy to implement it with your team, or you can decide to take our relationship a step further: by allowing me to guide you in implementing each step of the strategy – or even allow me help you implement each.

I'll work with you or your team in making sure we succeed in achieving your ultimate goals. I'll be with you all the way till when your digital marketing campaigns become profitable and are fully automated.

I'll help you through the 8 steps discussed:

- I'll do your online market research for you and make sure your offer is the perfect fit for the right audience. We'll uncover where your audience hangs out, and what exactly they need;
- I'll work with you on creating products or service offers necessary to fill every part of your various funnels; from the free lead magnet to the profit *maximizer*;
- I'll work with you on your marketing and business goals – where you want your business to be in the nearest future. If you don't have a (SMART) goal yet, we'll work together on setting one, as it's very important. We'll also set KPIs that will guide us all the way;
- I'll work with you on your various platforms; your website and landing pages, social media profiles/pages, email marketing solution, etc. We'll make sure they are all well-optimized and highly competitive;

- I'll work with you on creating various sources of unending traffic that will work in sync with each other, and keep sending fresh leads and sales your way;
- I'll work with you in building out the various funnels necessary at different points of your business, to acquire customers, and also to optimize and increase the value of each customer;
- I'll also work with you on your follow-up series, especially by creating a customized email marketing campaign for your business – that is sure to work for you, change the way you do business and customer relations, and ultimately boost profit. And finally;
- I'll work with you on setting benchmarks and systems we'll use for measuring the results of your digital marketing campaign(s), so that we can always adjust to get better results.

It's going to be a full package, and trust me; I won't be doing all these alone. Apart from working with you and/or your team, I have a team of professionals I work with at various points in every campaign.

You can be sure of success in the end. In fact, that's my guarantee to you; I won't stop working with you on your business till you begin to experience better results than you currently have.

All you have to do next is simple: send me an email on oludami@lucrativepen.com, and tell me the problems you're currently facing in your business – or the business goals you really need to achieve within a time frame, and then I'll take it from there.

I look forward to working with you in taking your business to the next level and beating your competitors hands down.

Sincerely,

Oludami Yomi-Alliyu

Copywriter and Digital Marketing Consultant

(+234) 08080808116

oludami@lucrativepen.com

PS: Are you wondering who I am to make such big claims and guarantees?

Who Am I?

My name is **Oludami Yomi-Alliyu**. I'm a professional direct-response copywriter and digital marketing consultant.



As a copywriter, I'm trained by the *American Writers & Artists Inc. (AWAI)* to use my persuasive writing skills to help people grow their businesses and boost their income. I've been writing copy for over 3 years now and have worked with clients across over 5 countries.

"I have now been working with Oludami for over 2 years, and I am extremely happy with the work he has provided me. His writing is consistent, and he always puts 110% into everything he does. I would highly recommend hiring Oludami for all your writing and SEO auditing needs." – **Jo Harrison (France), Virtual Assistant (WritersBlockAdminServices.co.uk)**

As a digital marketer, I'm trained by DigitalMarketer LLC., Austin, Texas, in major areas of digital marketing, like paid traffic, Customer Value Optimization (CVO), Email Marketing, Social Media Marketing (and management), etc.

I'm however certified specially as a *Customer Acquisition Specialist*, that is, I'm uniquely qualified to help your brand/businesses leverage paid traffic channels such as Google, Facebook and other demand-generation platforms to grow your customer base without breaking the bank.



In short, Customer Acquisition Specialists are able to not only deliver fresh leads and customers to your business...they are able to deliver those leads and customers at a PROFIT.

{Click on the badge to learn more.}

Let me help you fulfill your business dreams faster than you imagined was possible. Contact me now on oludami@lucrativepen.com to get started!