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BUILDING A SUCCESSFUL TOP OF FUNNEL MARKETING STRATEGY

With Lucy Kairalla, MBA

[PlainLanguageMatters.com](https://PlainLanguageMatters.com)

# HOW DO POTENTIAL CLIENTS FIND YOU?

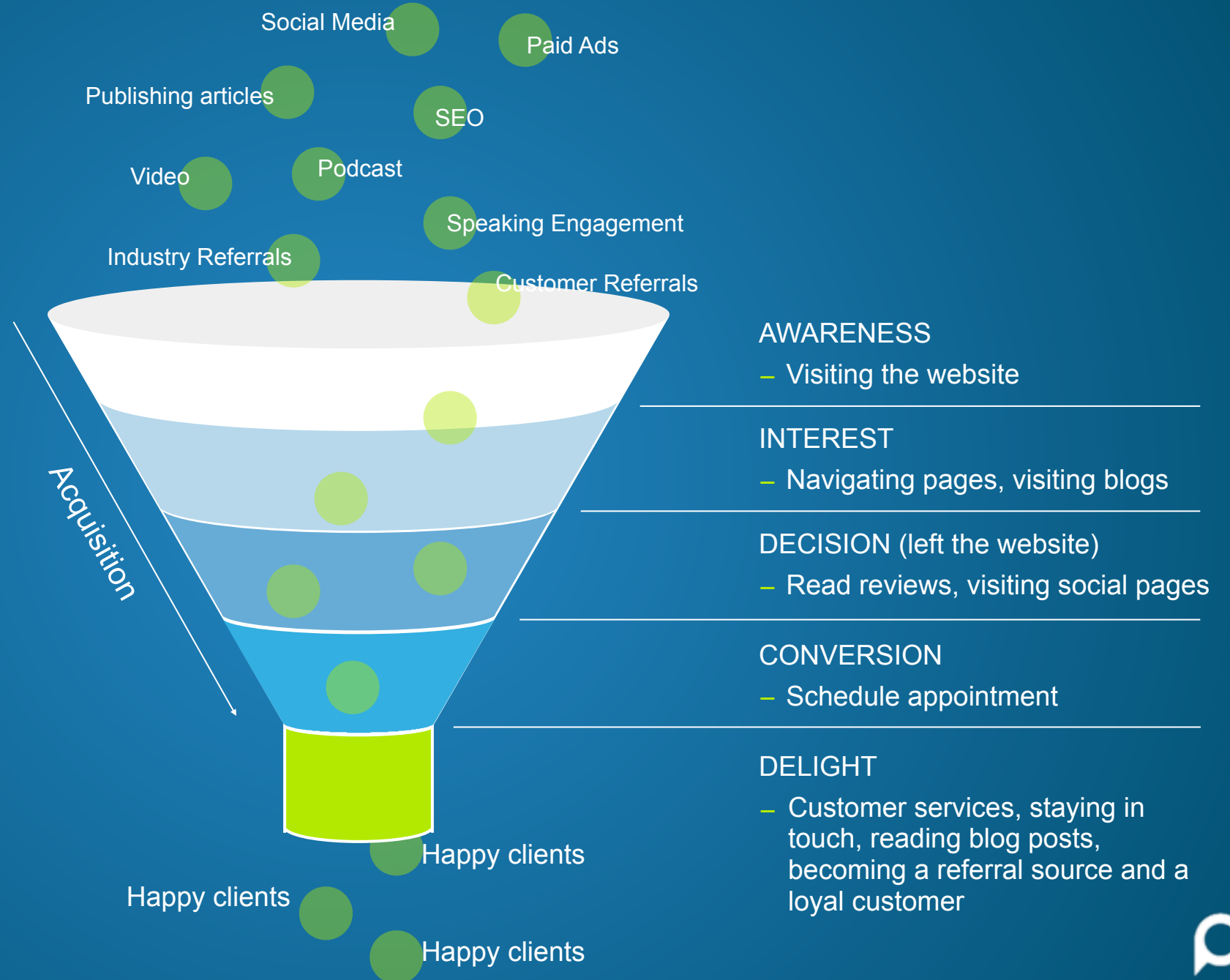


# START WITH A CLEAR MESSAGE THEN CREATE ORGANIZED STRATEGIES AND ACTIONS



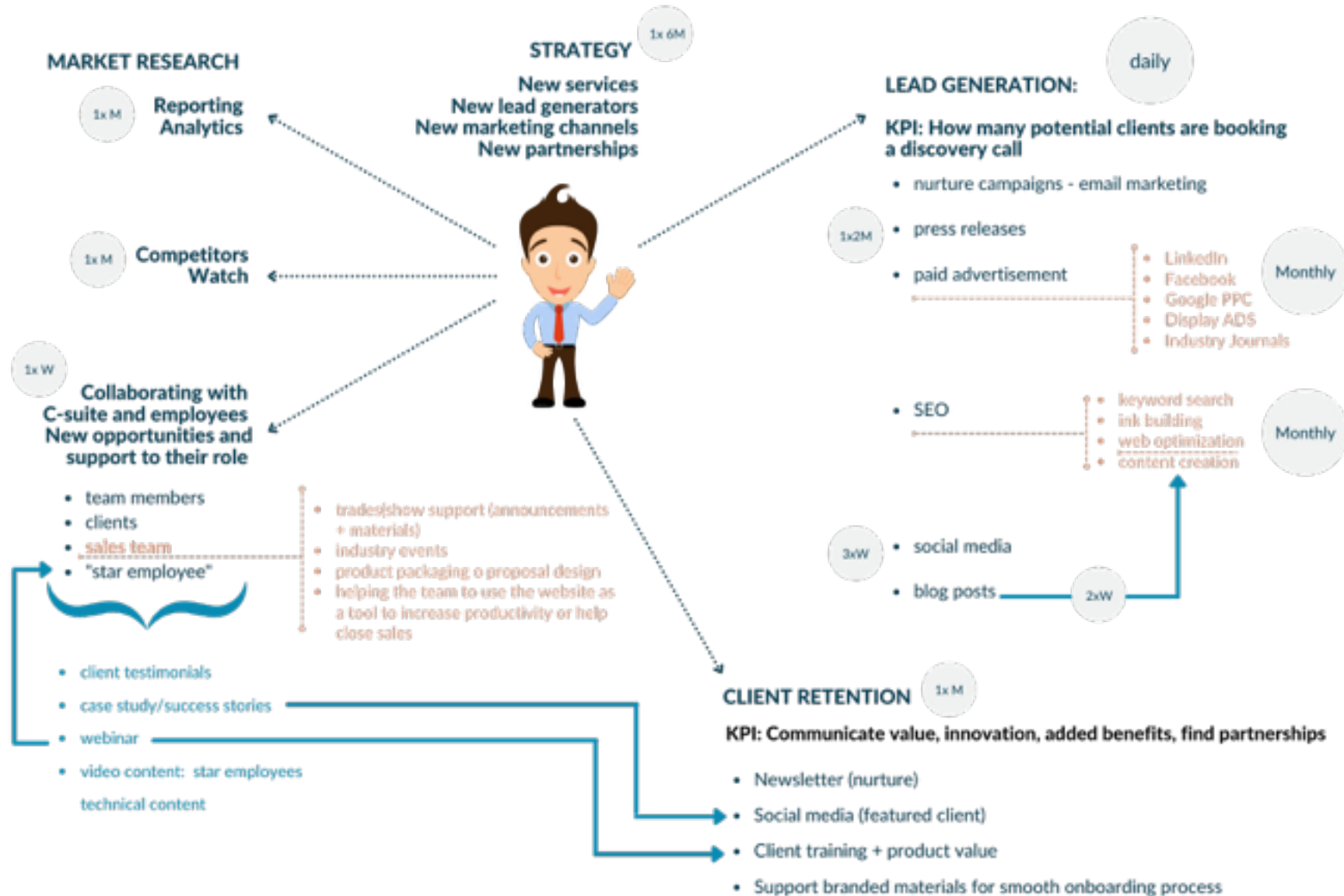
# BUILDING A SUCCESSFUL TOP-OF-FUNNEL

## Digital Marketing Strategy



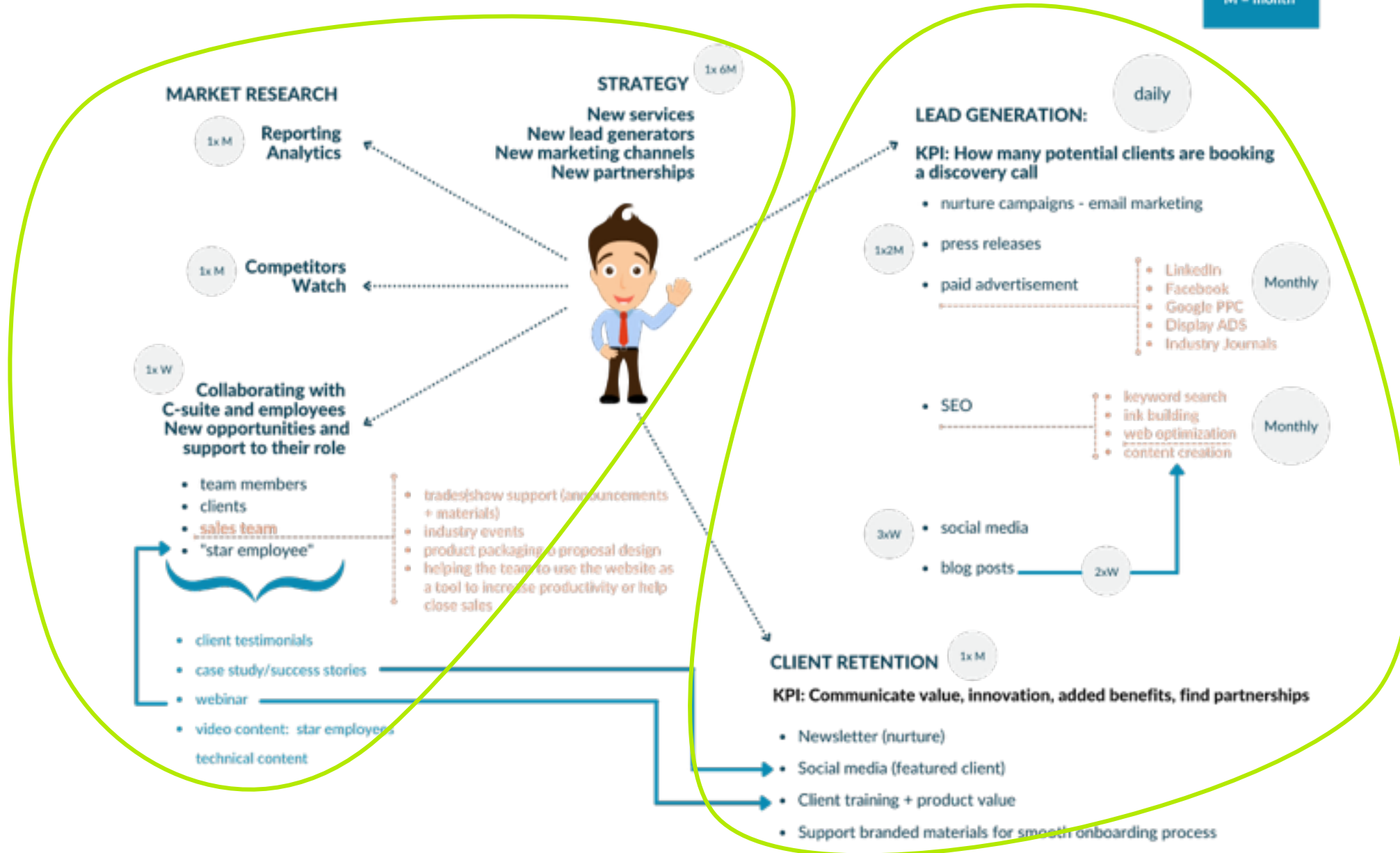
# THE ROLE OF YOUR MARKETING LEADER

W = week  
M = month



# THE ROLE OF YOUR MARKETING LEADER

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# THE MOST IMPORTANT PIECE OF DATA TO COLLECT

Digital Marketing Strategy



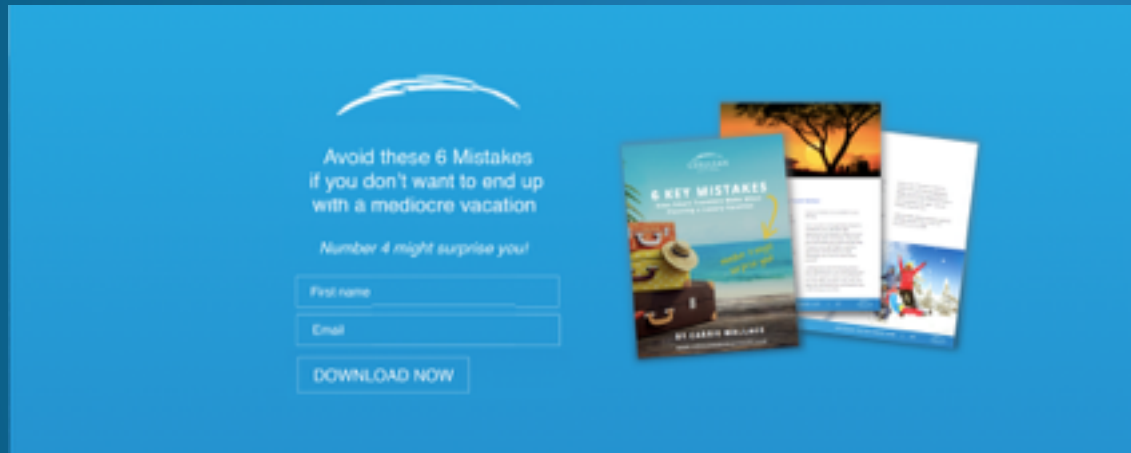
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## DOWNLOADABLE PDF OPT-IN MARKETING QUALIFIED LEAD GENERATOR



- Qualify your buyers
- Provide content that offers value
- Spend time on the title
- Get their email addresses





- Social media
- Paid advertisement
- Website
- Employee signature lines
- Email marketing sequence (nurturing campaign)

## USING IT FOR PAID ADVERTISEMENT



RETARGETING  
ADVERTISING

### **Retargeting**

Combines search retargeting and site retargeting to put your ads in front of consumers who have shown interest in your business.



CLICKED ON  
THE AD

COOKIES  
RECORDED

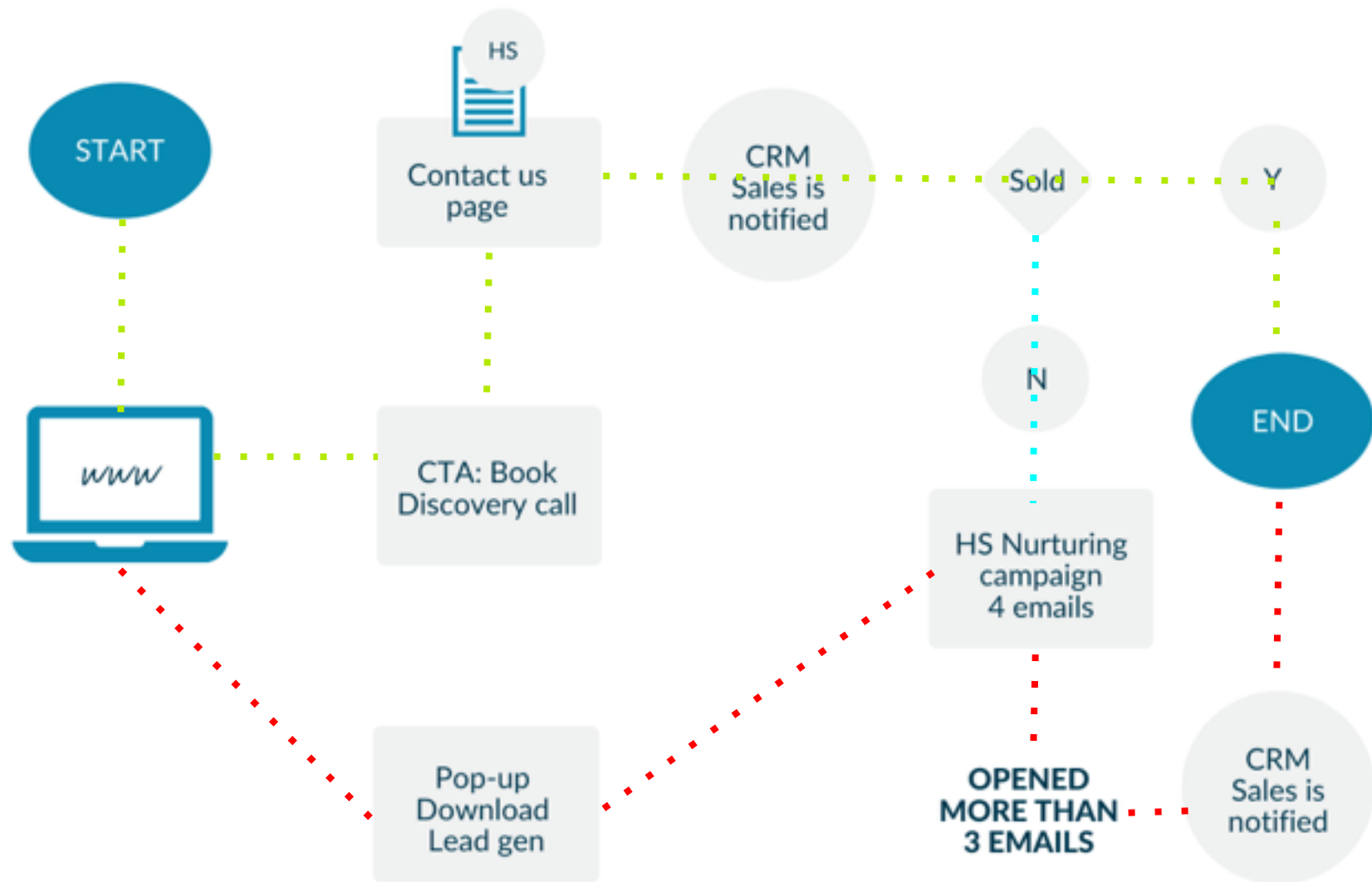
VISITS ANOTHER  
RANDOM  
WEBSITE

LEAVES WITHOUT  
TAKING ACTION

SEES YOUR ADS  
AGAIN

TAKEN TO YOUR  
WEBSITE





# STRUCTURING AN EFFECTIVE EMAIL NURTURE SEQUENCE

Digital Marketing Strategy



# CLIENT ACQUISITION AND NURTURING PROCESS CHART





*“We’ve implemented a new, world-class website, sophisticated marketing nurture campaigns, a nationally geo-based SEO presence, a robust social media campaign, and an amazing SEO optimized knowledge-base. Our sales, as a result of marketing, has increased from \$0 when we started, to \$3,720,000. That, and we’ve added over 300 new customers. I highly recommend Lucy and her team. They are experts, operate with integrity, operate with a sense of urgency, and above all else, they deliver results!”*

**Travis Dillard – President of Inflow Communications, INC.**

# DON'T SPEND ANOTHER MARKETING DOLLAR WITHOUT A PLAN



[PlainLanguageMatters.com](https://PlainLanguageMatters.com)



Reach Local Partner



Reach Local Partner



# SUSTAINABLE MARKETING ROAD MAP

STRATEGY



WEBSITE



CONTENT



AUTOMATION



PROMOTION



Tick



Tock



Tick



Tock



Tick

