

ONLINE MARKETING

MINDSHIFT

5 Concepts for Success



By Tim Priebe

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Author Contact

The author may be contacted at the following address:

T&S Online Marketing
PO Box 1478
Edmond, OK 73083

<http://tandsgo.com>
info@tandsgo.com
405-285-0348

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Introduction

I've worked with hundreds of businesses and nonprofits since I launched my company, T&S Online Marketing, back in 2003. In that time, I've seen plenty of frustrated people.

If you're anything like them, you've also experienced frustration at some point! Maybe you've already invested time, money, and resources in online marketing, and haven't seen the return you'd like. Maybe you're just getting started, but feel overwhelmed.

You've heard everywhere that your website, social media, email newsletters, blogging, and other online marketing platforms can be effective, but they're not working well for you.

If this sounds familiar, you may need an Online Marketing Mindshift!

Who is this book for?

If you fill multiple roles in your organization, then this book was written with you in mind. And if you market for a nonprofit or service-based business, then it was definitely written with you in mind.

Of course, anyone who performs or enjoys marketing may get something out of this book. Maybe you're a full-time marketer. Maybe you do marketing for a retail company. Maybe you own your own marketing company.

Yes, marketers will probably get something out of this book as well. But it was primarily written for those who wear multiple hats in their organization.

What is NOT in this book?

I hate to disappoint, but if you're looking for tactics, you're reading the wrong book. This book won't tell you how to build your Twitter audience. It won't share a sure-fire way to get more readers for your blog. I won't talk about how to turn email subscribers into revenue for your business.

Plenty of books are tactical in nature. This is not one of them.

What IS in this book?

This book contains five concepts that, if understood, will help set you up for success. Most likely, at least one of these concepts will shift your mindset about online marketing.

Don't get me wrong. You still need to invest some combination of time, money, and resources. But these five concepts can help you avoid that feeling of frustration by providing an Online Marketing Mindshift.

Let's get started!

Mindshift Concept 1

The Whole Point

Good news! The whole point of online marketing is actually pretty simple. You've probably heard this saying:

People do business with those they know, like, and trust.

I can't leave well enough alone, so I like to modify that saying a bit to fit the online marketing world and my personal philosophy a bit better:

People take action with those they Know, Like, Trust, and Value —
a.k.a. KLTV.

It's that simple!

To simplify it down into an acronym, the whole point of online marketing is to get the right people to KLV you and your organization. Not everyone, just the right people. It's both a way to avoid Shiny Object Syndrome as well as a great way to look at your Target Audience's Path through your online marketing.

How to Avoid Shiny Object Syndrome

Most people fall into one of two camps when exposed to a new online marketing tool or platform. Your response is probably either:

“Ooh! Another new marketing tool! Awesome, I can't wait to try it out!”

...or...

“Oh, brother. I don’t have time to learn a whole new tool!”

Personally, my responses are half and half. But whether you’re easily distracted, or dread having to learn about them, Shiny Object Syndrome is a real issue. And because of how quickly the online world changes, it’s even worse with online marketing!

However, if you keep in mind that the whole point is to get the right people to KLTV you, it makes the whole decision process much simpler.

Lighting Your Target Audience Path

Whether you like it or just tolerate it, creating content is a great way to market your organization online. But how do you do so without

just spinning your wheels? How do you measure and optimize your results?

KLTV shouldn't just describe how you want your audience to feel about you. It's more than that. It's actually four distinct stages you need to move your audience through.

If you're utilizing content as a part of your online marketing, you need to create a road map. That map should demonstrate how you move the right people through those stages.

Many call this a digital sales funnel, but that doesn't completely apply if your final goal of your online marketing isn't a sale. Instead, I describe it as a Well Lit Path.

Your Well Lit Path should consist of each type of content you produce, along with that content's Clear Next Step. While you may have heard this called a "Call to Action," I'm not a huge fan of that term. Clear Next Step implies less pressure on both the individual reading it, and on you as the producer of that content.

The reality is that each person can take whatever path they want through your content. But by creating a Well Lit Path, you create a process for moving the right people through the four stages of KLTV.

And each Clear Next Step is a checkpoint that can be measured, experimented with, and optimized.

Let's take a look at the four stages.

Stage 1 - Know

Show up! You need to be present online where your right people are. Maybe they're already looking for you, and maybe they aren't. Regardless, show up where they already are.

Most likely, this will include social media and search engines. But it could also include other third party websites.

You'll need to invest resources in three areas:

1. Finding out where the right people are.
2. Discovering what the best practices are for being in those places.
3. Putting those best practices into practice.

Assuming you're representing an organization, find out the right way to represent your organization on a given platform. Ask yourself some questions including:

- Will a normal account do? Or do you need to create a personal account, then an organizational presence?
- What are common mistakes you should avoid?
- How can you best set yourself up for changes on that platform in the future?
- Is this platform free, or should you invest some money in it?
- What is available to track the effectiveness of this platform?

Really invest time, money, and resources to be sure you get the best start possible.

Stage 2 - Like

As people begin to interact with your organization online, you want them to like you and look forward to hearing what you have to say.

Ideally they'll move to reading your longer form content, including the following:

- Blog articles
- Ebooks
- White papers
- E-courses

And hopefully they'll start opting in to your content, which could mean:

- Subscribing to your email newsletter
- Liking you on Facebook
- Following you on Twitter
- Subscribing to your podcast
- Connecting with you on LinkedIn
- Subscribing to your YouTube channel

But for any of those to happen, you need to actually show personality! As much as I like robots, you shouldn't sound like one online.

You've probably seen an organization's Facebook Page, Twitter account, or even email newsletter that was nothing more than a non-stop stream of promotional updates:

“We're running a special right now!”

“We can provide this great service or product!”

“Look at us! We’re great, and you should do business with us!”

That doesn’t work! Or even if it does, it could work way better with a different approach.

It’s called “social media” for a reason. Most people are there to be social! And even if they’re not, they are looking for what’s in it for them. An overwhelming majority of people don’t go online specifically to see advertisements.

So show personality, have conversations, and demonstrate that you want to help people whether they can afford to pay you or not. And that will help them start to like you.

Stage 3 - Trust

Trust comes from consistency. Or, to be more precise, it comes from consistency over a period of time.

Put yourself in this situation: You've just boarded an airplane. It's a small, single propeller plane, so you're a little nervous. Then, you find out it's the pilot's first flight.

Feeling much trust?

What about this? You've just boarded the same plane. But it's not your first time. Then you find out the pilot is the same one you've flown with a couple dozen times in the past.

You're a little more trusting, right?

In online marketing, being consistent over time can apply to the following:

- The type of content you share
- The tone or “voice” of your organization
- Your publishing schedule
- How often you check in on different platforms

But just like in the pilot example, building up trust online is usually not a quick process.

I compare the trust-building process to walking a tightrope. You start on one side, heading toward complete trust on the other side. It takes a lot of careful, intentional steps to get all the way across!

Thankfully, one misstep in your online marketing is highly unlikely to result in a plummet to your death. But it may mean you have to start over again building up trust. And it may be with just one person. But because of the public nature of much of the online world, one mistake could mean restarting with multiple people!

Stage 4 - Value

The final stage? Value! This is where people will actually take the action. Depending on your goals and organization, it could include:

- Buy your products or services
- Attend a class or workshop
- Make a donation
- Volunteer

And it doesn't have to mean doing those things themselves!
Someone who can become a customer, donor, or volunteer is great.
Someone who can't, but can refer 10 other right people is even better!

But in order to get people to this final stage, you'll need to share a little bit about what you actually do. While you don't want to be constantly promotional, occasionally share and mention:

- Your products
- Your services
- Testimonials and reviews
- Case studies

Of course, everything in moderation. Wayne Breitbarth, a LinkedIn expert and author of the book “The Power Formula for LinkedIn Success,” recommends just one out of every ten updates you post there should be promotional, and that’s a pretty good rule of thumb.

Greatly Simplify Decisions

If you really embrace it, the concept of KLTV can make decisions much easier for you. When a new online marketing tool or platform pops up, just ask yourself:

"Will using this help the right people Know, Like, Trust, and Value my organization?"

If the answer is not a resounding “Yes!” then consider carefully whether investing your time, money, and other resources is worth it. After all, you want to avoid Shiny Object Syndrome.

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