

Digital Marketing Made Simple

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Marketing Confidence

1 - Not confident
at all.

5 - Very confident
with targeting
and strategy, just
here for the vibes.

Identifying Your Target Market

1. Identify who they are
2. Identify and summarise your value proposition (USP)



Who they are...

1. Demographics

- Age
- Gender
- Income

2. Geographic

- Location
- Urban or rural

3. Psychographic

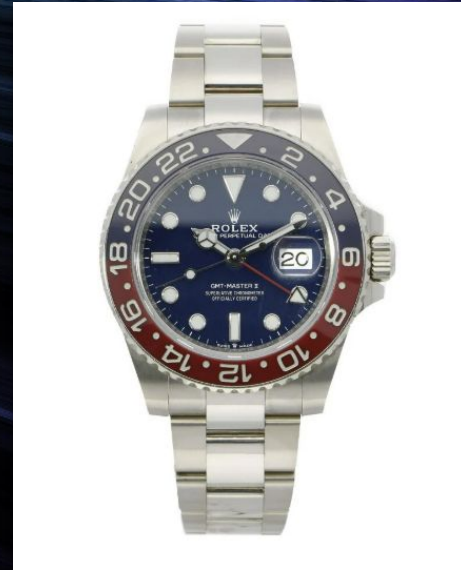
- Desires
- Motivations



Which is best at telling the time?



£19.00



£31,000.00

Market Segments

Primary

- Long-term customer
- Consistent need
- Majority of marketing budget

Emerging

- Curious about your product/service
- Coming into wealth
- Adopting new habits
- Higher risk, higher rewards









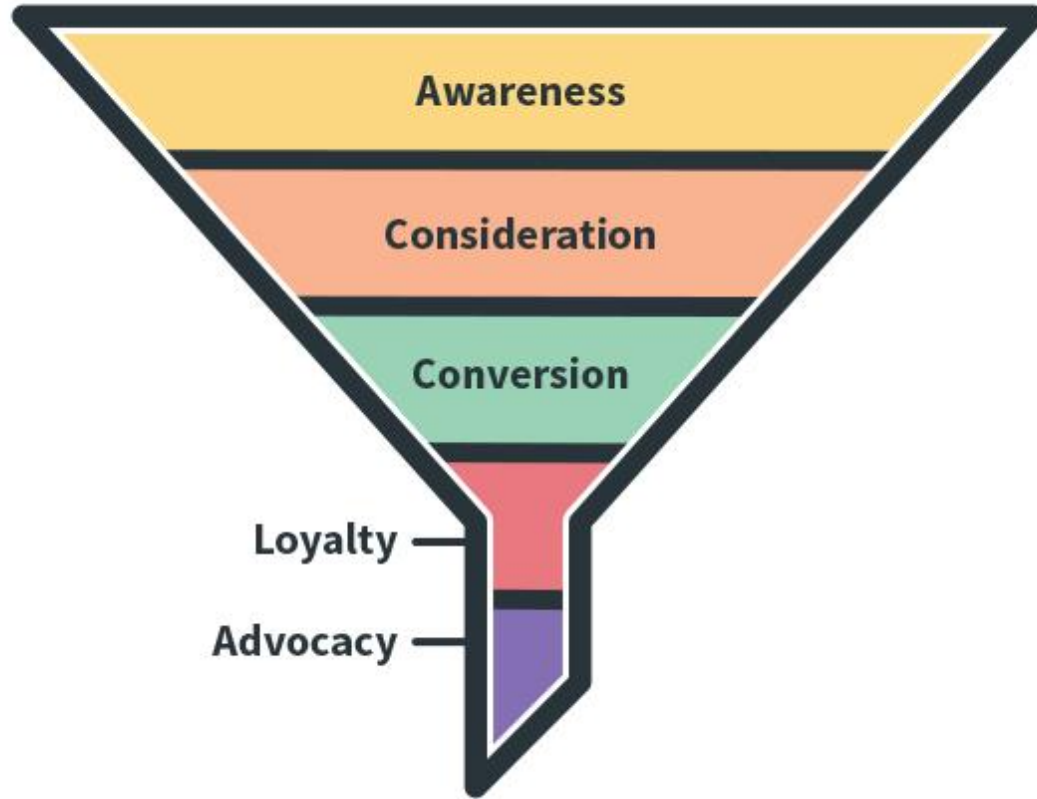


Now you know...

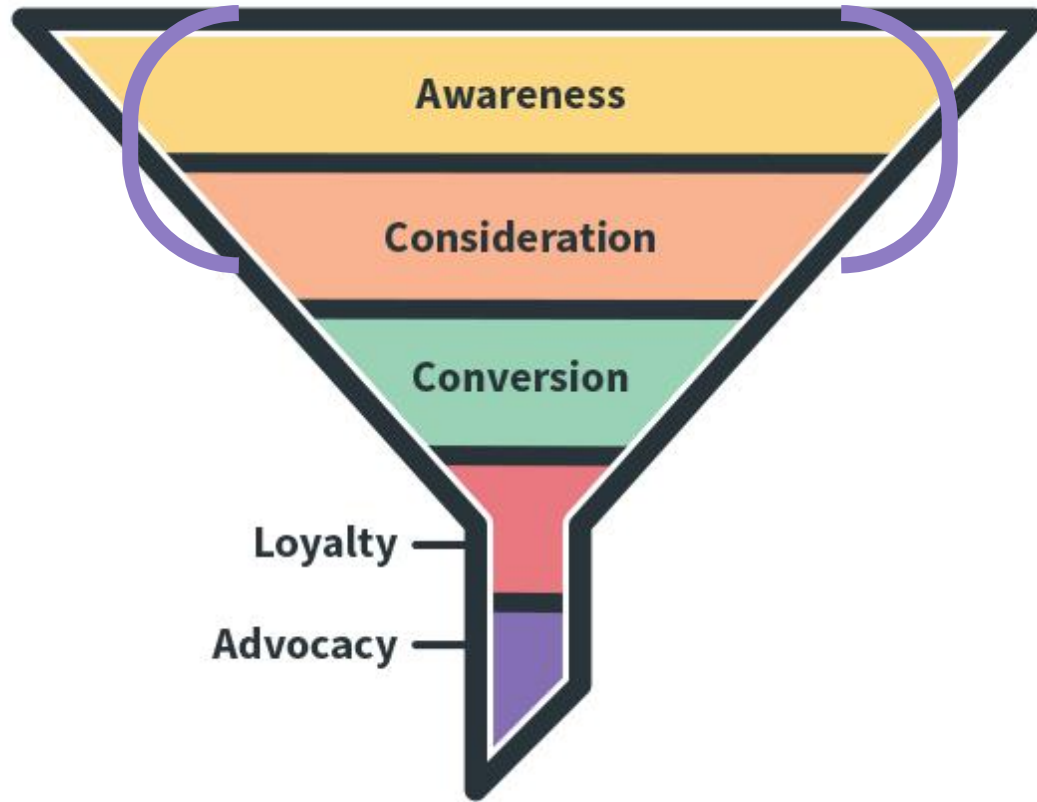
1. Who they are
2. Their problem you can solve

Now... how do you reach them?

The Marketing Funnel



The Marketing Funnel

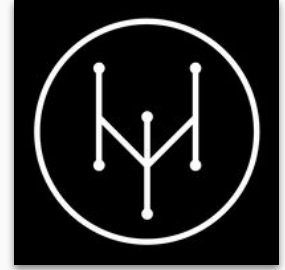


1. Awareness

- **Work harder on fewer channels**
- **Where are your market spending their time?**
- **3/4 rule - every fourth post should be totally experimental**

Social Media

- Instagram
- Facebook
- TikTok

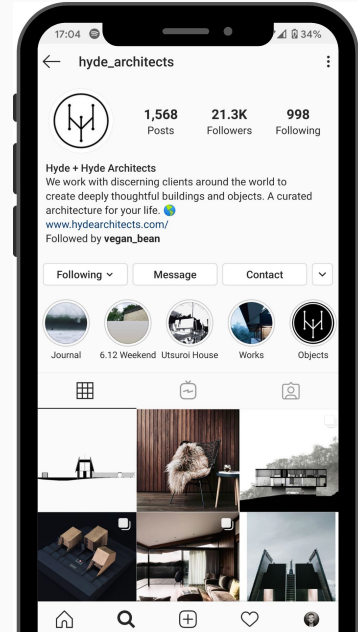


Pay-Per-Click

- Google
- Instagram ads
- Youtube Ads

Other

- Influencer marketing
- Personal brand



2. Consideration

Now that they know about you, how do you keep them listening?

How do you help their decision making?

1. Before/After Photos
2. Reviews
3. Awards
4. Re-targeting

This is a basic water based cleanser with key ingredients of salicylic acid and houttuynia cordata extract. Salicylic acid is generally very good for acne-prone skin, with some exceptions.

Me personally, I prefer to use a retinoid to control my acne-prone skin. However, so many people with acne respond well to salicylic acid. Check out my post on how to use retinoid after salicylic acid cleanser together if you're curious on how to combine them.

60% OFF **60% OFF**

NEW! Ronaldo's Crown Paints

Signed Football Shirts

If you get on well with salicylic acid, this is definitely one of the best Anua products

People Management Solution

Book your demo

SiteGround

80% Off Hosting for WordPress

Free Domain

START NOW

firmastella

RONALDO

Firma Stella Sports Memorabilia

firmastella.com

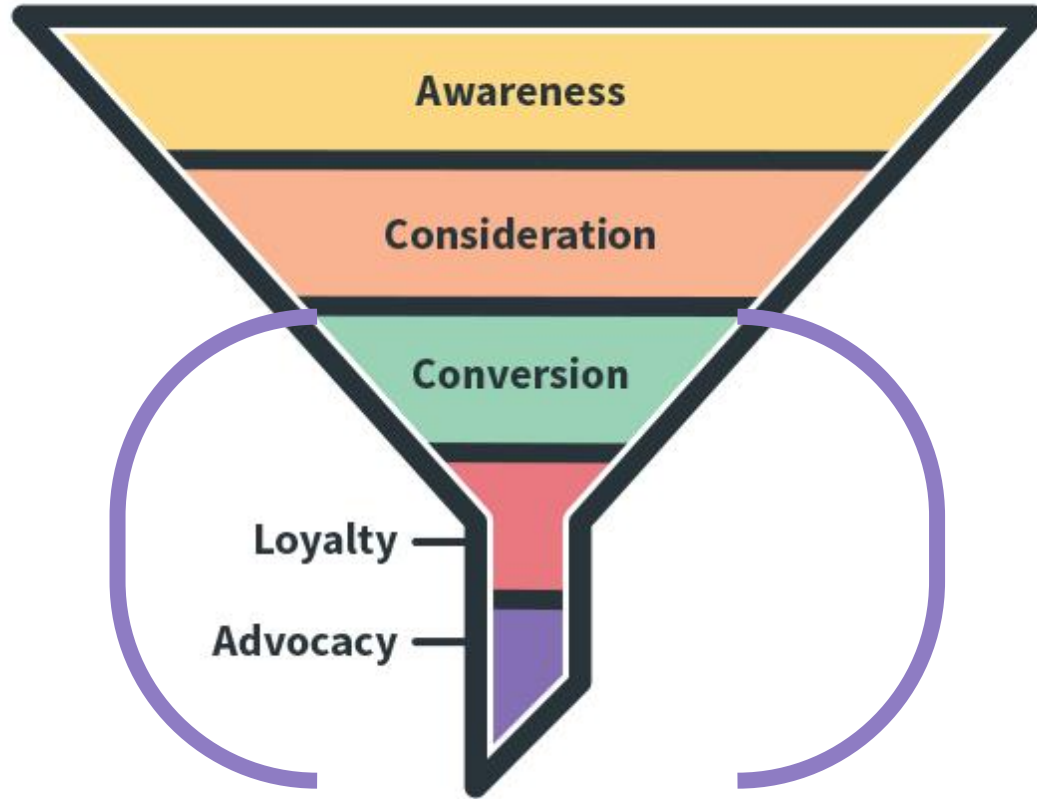
Shop now

SPRING SALE ALERT!

Save up to 60% on authentic sports memorabilia:... more

X Not Interested **✓ Interested**

The Marketing Funnel



3. Conversion

So they are
convinced...

Don't lose them at the
final hurdle.



Call-to-Action

“An exhortation or stimulus to do something in order to achieve an aim or deal with a problem”

1. Decide on your CTA
2. Ensure a CTA is in all content
3. Make that CTA easy

Does your call-to-action suit your target market?

FINANCE IN 60 SECONDS

Fill in the simple form below to get your answer in 60 seconds!

Step 1

Apply Online



Simply fill out the simple form below with your basic information.

Step 2

Instant Decision



We'll send your application to Equifax and our partners at CanCan Car Finance will come back to you with a decision on car finance in 60 seconds or less!

Step 3

Choose your car



Upon approval you simply visit one of our dealerships with the relevant documents, make your application for credit and drive away your new car.

We Should Create



Taster

Give us a try and start automating your social content

3 images
1 video (10s)
every 4 weeks

Choose plan

£ **290** + VAT
every 4 weeks

Inspire

Increase engagement and boost brand awareness

8 images
3 videos (10s)
every 4 weeks

Choose plan

£ **790** + VAT
every 4 weeks

Boost

Fully automate your feed and supercharge engagement

12 images
6 videos (10s)
every 4 weeks

Choose plan

£ **1390** + VAT
every 4 weeks

4. Loyalty

How do you encourage a repeat purchase?

For example:

- Push notifications
- Email marketing
- Points
- Call-backs
- Loyalty cards

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Ryanair <marketing@ryanairmail.co.uk> [Unsubscribe](#)
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Tue, 14 Jul, 02:25 (1 day ago)

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**Keep Europe flying
and healthy.**



5. Advocacy

Advocacy done right will
snowball your business
growth

- Merchandise
- Refer a friend
- Word of Mouth
- Influencer Marketing

Uber
Eats



GYMSHARK

"Become a Gymshark
athlete"



Community brings them back

**BAFFLE
HAUS**



Check out Behind The Diary...

the videos i wish i had when i was starting out



Behind The Diary

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Welcome to Behind The Diary! ...more

youtube.com/c/thediaryofaceo and 1 more link



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this is the truth about the "\$100,000,000 offer" in Forbes...

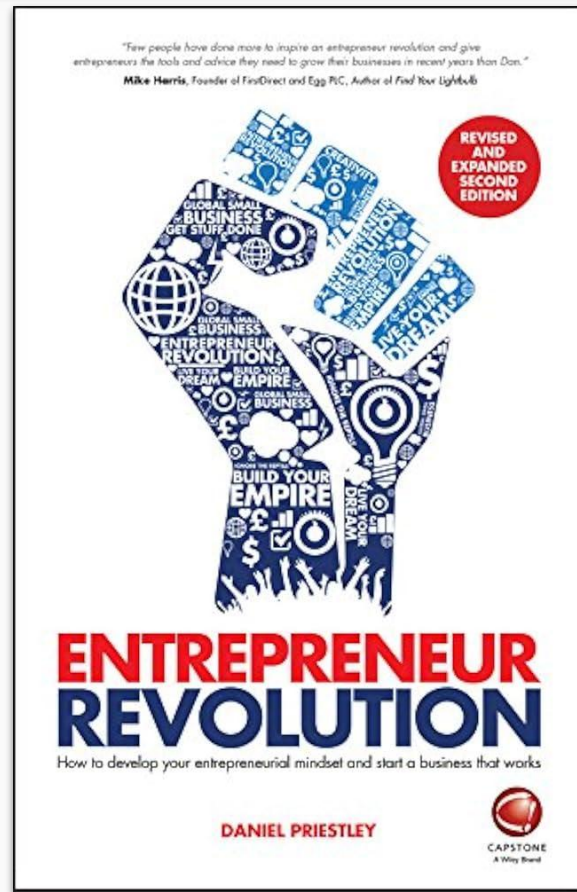
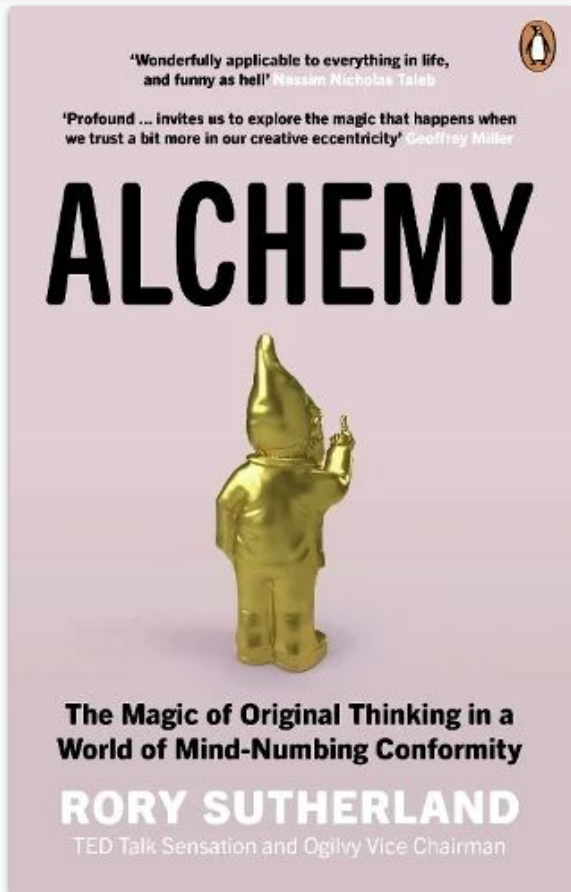


Behind The Diary · 119K views · 2 weeks ago

Welcome back to Behind The Diary with Steven Bartlett and The Diary Of A CEO! This week, something hit me hard... A video, a book, and a conversation, all three punched me in the face. And...

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Further Reading...



Your Next Steps...

1. Identify your target market
2. Create your marketing funnel
3. Get experimenting
4. Free SEO audit in 24 hours?
 - Send your website to aled@lumenseo.co.uk

aled@lumenseo.co.uk



'Aled Nelmes'



/alednelmes
/lumen.seo



+447711052211

Q & A



Thank you
lovely people.

