

DIGITAL MARKETING

**SIMPLE
TIPS
TO GET
YOUR LEADS
& SALES
SOARING**

SEIZE THE DAY

SWEAT NOW, SHINE LATER

TIPS TO GET STARTED



ABOUT THE AUTHOR

JUDITH

SHUTTLEWORTH

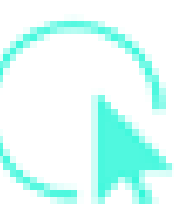
Hello, I'm Judith and I'm pleased to meet you ...
I have been running HotsWots doing all things digital since 2010.

I started trying to get a simple website built. I had so much trouble trying to find someone who could advise me about design, development and how to get the website found online, that I decided to start my own business.

Now all these years later the team has grown and we have many clients and have built websites, ecommerce sites, membership sites, software and have even done a start up together with an app for the real estate industry.

We still have some of our original clients working with us after all these years which is a testimony to us having a strong team with a range of expertise and belief in great service, professionalism and only wanting the very, very best for all our clients.

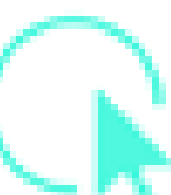
More than anything, most of our clients, like you, need help with the basics of marketing online. There are millions of websites these days and it's not so easy to get found. So go through our simple tips to get your leads and sales started. This is just the beginning - but first steps first.



ACTION IS THE FOUNDATIONAL KEY TO SUCCESS



PABLO PICASSO



FACT: EVERYONE WANTS MORE LEADS AND SALES

There are so many courses, documents, videos and podcasts claiming the secret to successful digital marketing (and all have different strategies), that the landscape can be very confusing. Every ad almost on Facebook is some 'expert' claiming to have the answers.

With the overwhelm of information online, it is critical that you keep it easy and start somewhere. You mustn't try to implement lots of different strategies and tactics all at once especially if you don't have a team or staff to help with the work. The secret is actually to keep it simple and start with the basics.

All of you will have a website or blog, but are you capturing the contact details of your traffic before they leave your site so you can interact with them?

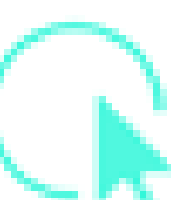


FACT: EMAIL MARKETING IS NOT DEAD

Email marketing converts better than social media. A study by McKinsey & Company revealed that email is a significantly more effective way to acquire customers than social media. People who buy products marketed through email spend 138% more than those who do not receive email offers - 2018.

FACT: YOU DO NOT OWN YOUR LIST OF FOLLOWERS ON SOCIAL MEDIA PLATFORMS

Algorithms change constantly on social media and the rules, as well as the platforms themselves, can be here today and gone tomorrow. Building your own list means that you own it and you're not at the whim of someone else's agenda. It means that you choose how and when you market to them with new offers, tips, products or courses etc.



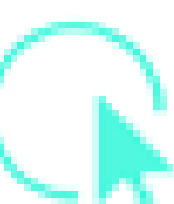
FACT: THE MONEY IS IN THE LIST

Let's start with your website or landing page (a landing page is a web page which serves as the entry point for a website or a particular section of a website).

You need to be collecting the contact details of everyone who lands on your website whether they buy from you at that point or not. Gone are the days when you can ask people to subscribe to your newsletter in exchange for an email address. There are so many newsletters now that most people's reaction is to run!



However, if you have an irresistible FREE offer that is based on your services, products or courses and is exactly what your ideal market needs to know, then you will find that visitors to your site are more than willing to leave their email address in exchange. So how do you do this?



FACT: WORK OUT WHO YOUR IDEAL AVATAR OR TARGET MARKET IS & WHAT THEY NEED HELP WITH

Once you know who your audience is, it makes it easier to come up with your FREE tempting offer. Then decide if you want it to be a cheat sheet, tips, content examples, how to advice, etc. Think about what will be of value to them.

know your
audience

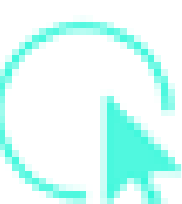
TIP: GET YOUR OFFER DESIGNED SO THAT IT LOOKS ATTRACTIVE AND IS EASY TO READ

Next step is to decide where your opt-in box is going to go on your website and how you want it to look. There are a few different options, but you should have something above the fold (upper part of your web page before you have to scroll down) as well as below the fold.

Different options include:

- Full page pop ups – these can be annoying but are effective and you can set how often they pop up
- In your banner at the top of your page
- In your side bar if you have a side bar (many blogs have a side bar)
- In a coloured band on your site near the bottom of the page – see <https://www.hotswots.com>
- In your blog posts as a call to action

Like your free offer, we recommend getting your opt-in pop ups or boxes designed to match your website or landing page. Your text needs to be considered carefully as well. Your web designer can do it for you or contact us.



TIP: NEXT YOU NEED SOME EMAIL MARKETING SOFTWARE

Your leads need to be collected into a database ready for you to start connecting with.

Your aim is to build a quality list of people who resonate with you and your business.

build trust

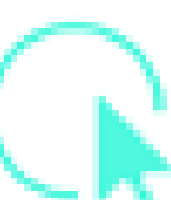
There are lots of email marketing software platforms, some free for a certain number of emails and some paid. Just Google for email marketing software and you can choose which suits your requirements and budget. Here are a few:

- MailChimp - www.mailchimp.com
- ActiveCampaign - www.activecampaign.com
- AWeber - www.aweber.com
- Campaign Monitor - www.campaignmonitor.com
- Drip - www.drip.com

You will have the ability to set up your lists, design your newsletter to reflect your branding and even set up automated emails to save you some work. These will lead your contacts through a series of emails that can either allow them to get to know you more or sell other products or offers.

TIP: STRIVE TO BUILD A COMMUNITY BY GIVING VALUE

Just sending an email or newsletter every 6 months is not enough to generate sales. The key is giving value not just trying to sell to your list.





TO RECAP

01 **CREATE A TEMPTING
OFFER**

02 **CREATE YOUR OPT-IN
BOXES**

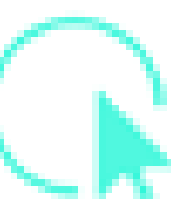
in strategic places on your
website or blog.

03 **LINK TO YOUR EMAIL
MARKETING
SOFTWARE**

04 **BUILD A CONNECTION**

**GOAL: GROW THAT LIST AS LARGE AS YOU
POSSIBLY CAN**

These are your very first steps to start building a loyal, involved audience who you can market to. Once you are set up, then you can start to implement some strategies to drive traffic to your website and grow that list.



If you would like some assistance to design your tantalising offer, opt-in boxes or any other aspect of your digital marketing, HotsWots can help you today.

Get in touch by giving us a call on +612 8206 7775 or drop us an email at

judith@hotswots.com | www.hotswots.com

