

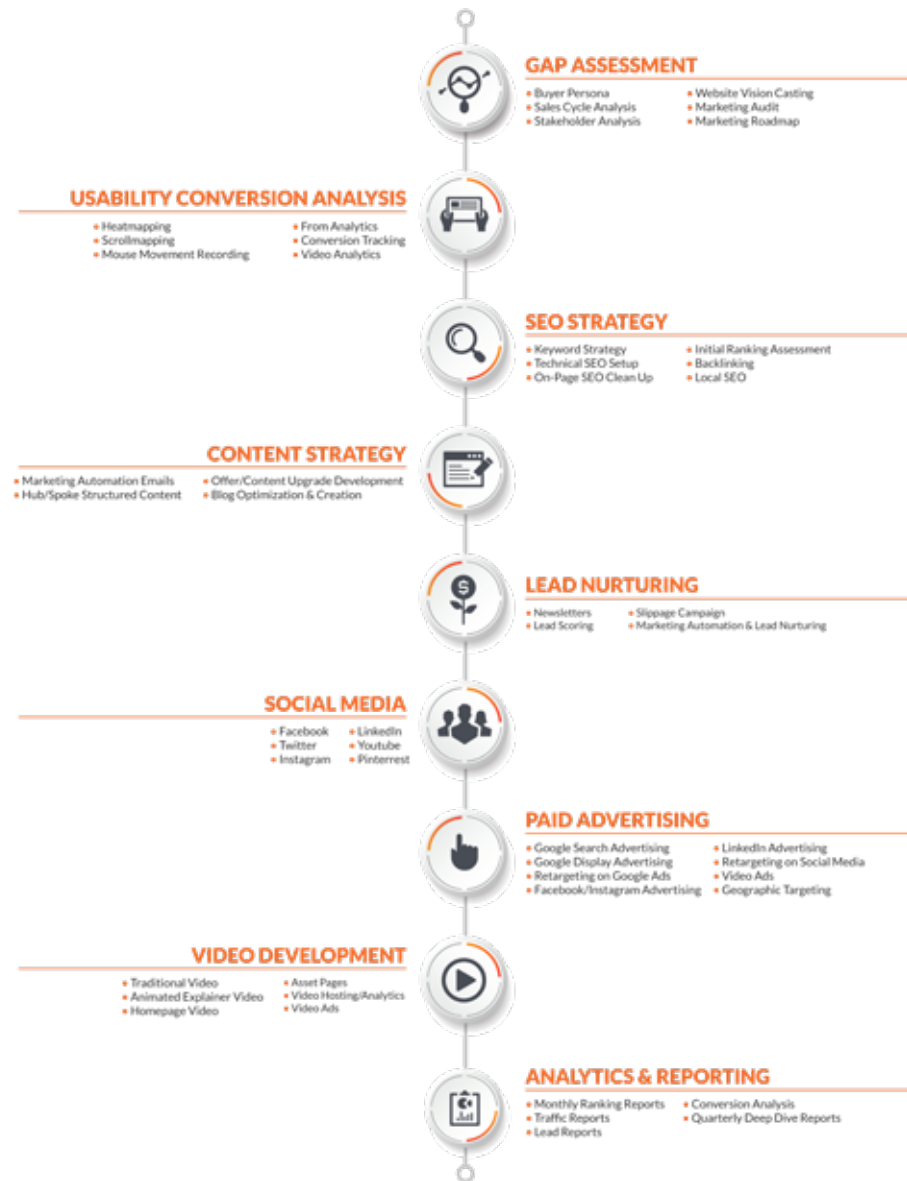
A person with long blonde hair is holding a white tablet. The background is a blurred office setting. Overlaid on the image are several white circular icons connected by thin lines, representing various digital marketing concepts: a shopping cart, a share icon, an envelope, a laptop, a smartphone, a gear, a camera, a speech bubble, a microphone, a group of people, and a network diagram. The overall color scheme is warm, with orange and white accents.

**farotech**

# The Comprehensive Guide to Digital Marketing

20+ YEARS IN THE MAKING >

## UNIQUE PROCESS



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# farotech

## OUR UNIQUE PROCESS

A COMPREHENSIVE DIGITAL MARKETING  
PROCESS **20+ YEARS** IN THE MAKING



# UNIQUE PROCESS



## GAP ASSESSMENT

- Buyer Persona
- Sales Cycle Analysis
- Stakeholder Analysis
- Website Vision Casting
- Marketing Audit
- Marketing Roadmap



## USABILITY CONVERSION ANALYSIS

- Heatmapping
- Scrollmapping
- Mouse Movement Recording
- From Analytics
- Conversion Tracking
- Video Analytics



## SEO STRATEGY

- Keyword Strategy
- Technical SEO Setup
- On-Page SEO Clean Up
- Initial Ranking Assessment
- Backlinking
- Local SEO



## CONTENT STRATEGY

- Marketing Automation Emails
- Hub/Spoke Structured Content
- Offer/Content Upgrade Development
- Blog Optimization & Creation



## LEAD NURTURING

- Newsletters
- Lead Scoring
- Slippage Campaign
- Marketing Automation & Lead Nurturing



## SOCIAL MEDIA

- Facebook
- Twitter
- Instagram
- LinkedIn
- Youtube
- Pinterest



## PAID ADVERTISING

- Google Search Advertising
- Google Display Advertising
- Retargeting on Google Ads
- Facebook/Instagram Advertising
- LinkedIn Advertising
- Retargeting on Social Media
- Video Ads
- Geographic Targeting



## VIDEO DEVELOPMENT

- Traditional Video
- Animated Explainer Video
- Homepage Video
- Asset Pages
- Video Hosting/Analytics
- Video Ads



## ANALYTICS & REPORTING

- Monthly Ranking Reports
- Traffic Reports
- Lead Reports
- Conversion Analysis
- Quarterly Deep Dive Reports

# Our Team

The Ultimate Digital  
**Marketing Process**



## OUR APPROACH

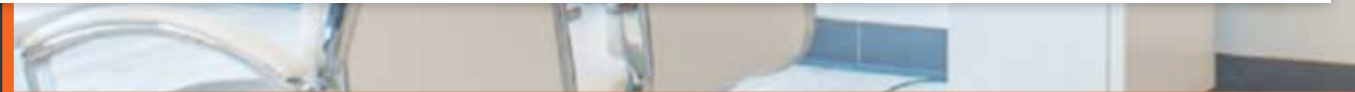


Most companies can't clearly report ROI on their marketing. That's why we developed a strategy to not only track marketing spend, but also to identify which channels are most effective.

Because marketing is not a guessing game. You need to be able to make data-driven decisions on how to grow and scale your business with clarity.

Farotech was founded in 2001, and as we've grown, one thing has always stayed the same—we're still just a bunch of marketing nerds that get excited about helping our clients win.

We wanted to lay out for you **exactly** how we help clients transform their marketing to get dependable, predictable results.



# Our Team

When we first started out, we were just building websites—and we were good at it. But after developing great sites that were ranking on the first page of search engines, our clients were still not getting enough sales leads or opportunities.

That's when we decided to focus on **conversion rate optimization (CRO)**, or what we call "conversion science."

Over the last 20 years, we have been able to help a number of really successful companies build a systematic approach to **generating leads, nurturing leads into clients and converting those clients into raving fans your products, services, mission and vision.**

## Our approach, implemented effectively, provides clients with:

- A comprehensive marketing system (instead of independent solutions)
- A 3-5 year roadmap to 5x-10x sales and lead opportunities
- Our team-based approach that provides access to subject matter experts whenever they are needed
- A revolutionized hiring process for marketing personnel
- The ability to make data-driven decisions rather than relying on hunches, trends, or fads
- A clear understanding of marketing ROI and ability to scale effectively



### Vision:

It is our vision to help our clients create a marketing system that:

- Generates leads
- Nurtures leads into clients
- Converts those clients into brand ambassadors who in turn will be raving fans of your company, your message and your vision.





## Our Creative Process

As a company, we are in a very unique position. Our client base is evenly distributed between B2B and B2C. Our approach is designed to work for business-to-business as well as for business-to-consumer clients.

Our system replaces the traditional sales funnel with the **flywheel approach**.

The benefit of the flywheel approach is that it goes beyond even generating, nurturing, and converting leads. It actually goes a step further by developing a **systematic approach to generate referrals**.

This keeps your marketing moving with momentum!



### BRAINSTORM



**Chris C**

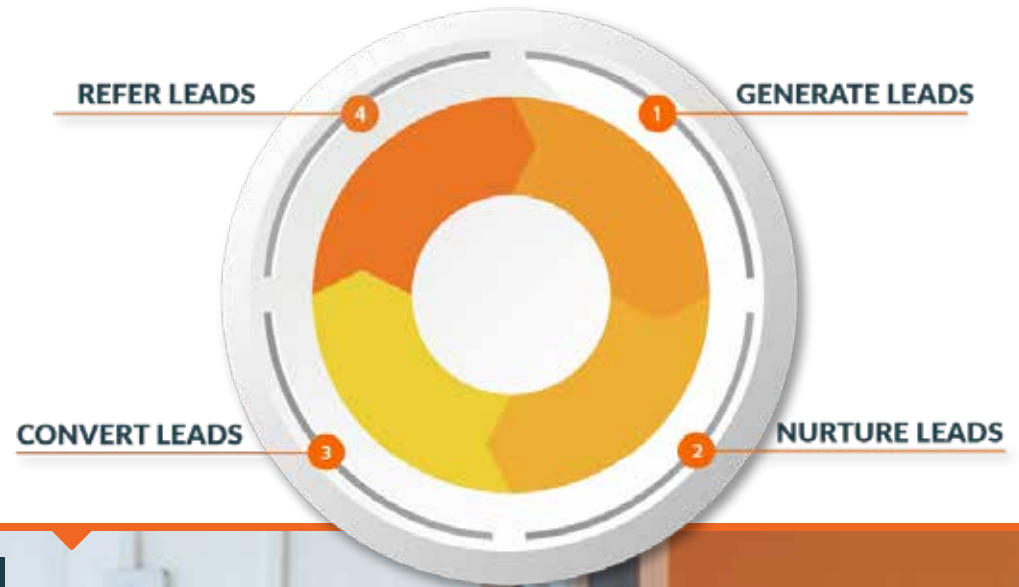
Chief Executive Officer & Founder

*Over the last 20 years, I am convinced that the way to transform marketing is to generate systems not independent solutions.*

# Our Creative Process



When quality work and precise execution meet a bonafide referral strategy, your marketing efforts become self-sustaining and your results often compound.



According to Harvard Business Review, it is estimated to be 10x more expensive to sign a new client than it is to keep and upsell an existing one.

So while we are going to help you sign new deals, we are also going to help you create more revenue from your existing clients by increasing their lifetime value.

How do we do this?

Well, as opposed to most other marketing companies, our vision is to have all of the services that are commonly siloed across several vendors all under one roof.

## OUR SERVICES INCLUDE

- Branding Strategy
- Website Development
- Video Development
- Sales Cycle Optimization
- Inbound Marketing
- Outbound Marketing





## CHAPTER 2

# MARKET IS MOVING FAST

# Market is Moving Fast

### *Did you know?...*

There are over **2 billion blogs** on the internet and over **400 hours of video** are uploaded every single minute to YouTube!

That's what we call **content overload**.

These days, marketing is moving fast, and the truth is—it can be hard to keep up. That's why we've designed the ultimate **team-based approach** to digital marketing.

### Our system allows you to:

- Have access to subject matter experts when you need them
- Work within a cohesive marketing strategy (instead of with disconnected vendors)
- Our marketing can be streamlined under one roof, saving your team time and money.
- Maintain a competitive edge in a crowded online space

In this chapter, we'll explain exactly how our Unique Process solves your biggest marketing challenges!



**Mark O**  
Chief Operating Officer

*All businesses have critical performance metrics for growth, and once those metrics are proven to be a successful key resource, the playbook is then developed, strategic execution comes from the entire team!*

# The Ultimate Digital Marketing Process

# Market is Moving Fast

Let's face it. These days there is one phenomenon that is unavoidable and that is...

Marketing is moving way too fast!

So what do we do about it?

Traditionally, companies hire someone internally that handles their marketing. For the sake of this analogy, let's call this person "Marketing Mary."

It is very possible that Marketing Mary is excellent at her job. The problem is that because marketing is moving so fast, even if she worked 120 hours a week, there would still be no possible way that she could keep up with all of the demands of the market and expectations of her clients.

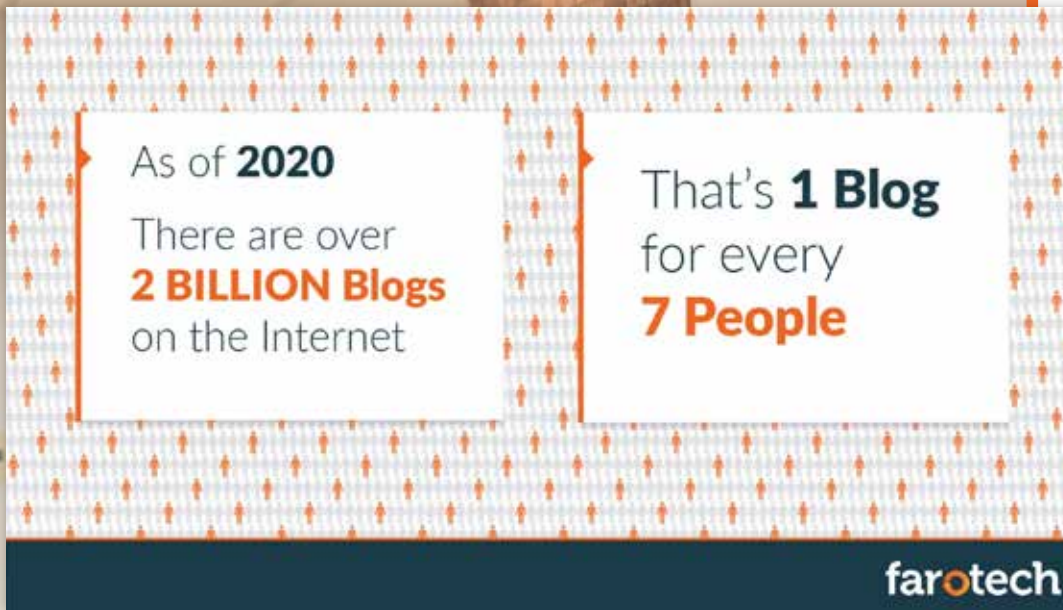
So, Mary will either have to focus on one or two areas, and ignore everything else ...OR she will try to tackle all of these digital marketing initiatives, but with very little depth.

**Quite simply**, she doesn't have the time to do them all effectively.



The image shows two documents on a wooden surface. On the left is a resume for 'Mary Marketing'. It includes a header with a photo of a woman, contact information, a salary range of '\$72,000 (6 months & vacation)', and sections for 'SUMMARY OF QUALIFICATIONS', 'PROFESSIONAL EXPERIENCE', and 'EDUCATION'. On the right is a document titled 'Anticipated Annual Marketing Budget' with a total budget of '\$72,000'. It features a smaller version of the circular diagram from the previous slide.

# Needle in a Stack of Needles

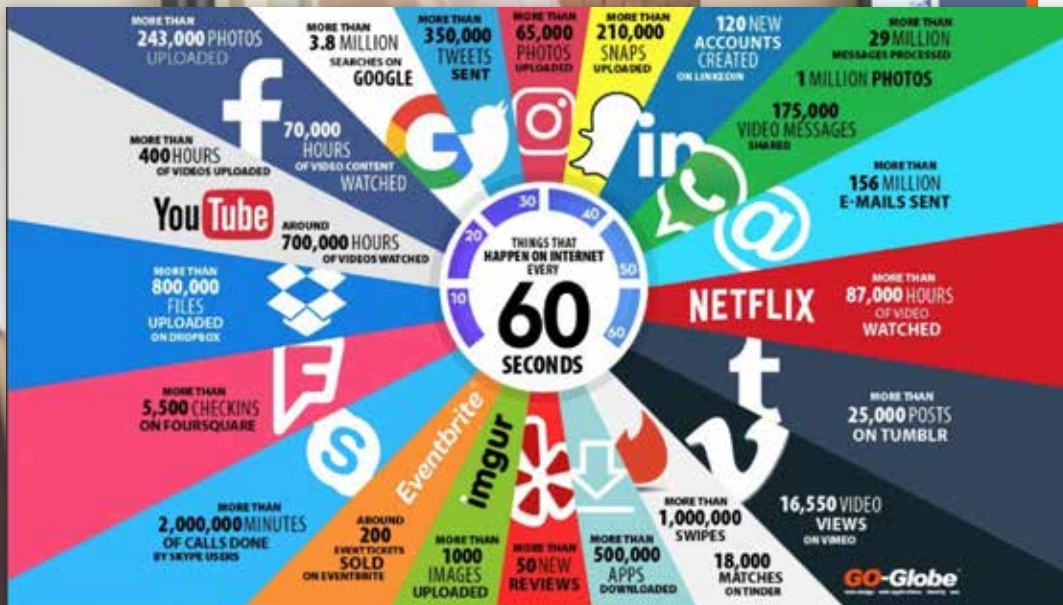


But there's an even bigger problem. If you're following the content marketing industry, you've probably already realized that we're in the middle of something that's being referred to as the "Content Overload Crisis."

As of 2020, it's been estimated that there are over **2 billion blogs** on the internet. That's 1 blog for every 7 people!

And there is a tremendous amount of new content that is constantly being produced online.

For example, according to this Infographic by Go-Globe, there are over **400 hours of video** uploaded every single minute to YouTube... think about that.



# The Crossroads



So now, back to Mary's story. Mary has a choice and finds herself at a crossroad.

She can either try to handle everything on her own, which we've already concluded is practically impossible...

...or she can delegate by adding more staff and using multiple vendors, which gets extremely expensive and causes the process to lack cohesion.

For purposes of the example, let's say she chooses to go with **option #2: delegate**.

Look at what the common 3 to 5 year journey looks like for a marketing executive in this case.

Commonly, the first person she'd hire would be a content writer because she's going to need someone to develop blogs, as, and website content, as well as help out with presentations, etc...

Next on this list, she is going to need to hire someone internally or use an outsourced vendor to help with social media.

Name	Role	Salary
Mary Marketing	Marketing Manager	\$72,000
Connie Content	Content Writer	\$34,000
Francis Macebook	Social Media Guru	\$41,000

# Market is Moving Fast

Then in order to outrank her competition, she'll have to hire a qualified SEO specialist.

By this point, she is taxing her web developer.

And, of course, all of these marketing materials need to remain brand consistent, so she will need to bring on a graphic designer.

When she first started this journey she probably never thought that it would require **this much overhead** to handle all of the responsibilities involved in doing marketing effectively.

## But what's Mary's alternative?

Her alternative is to hire an agency that utilizes a **team-based approach**.

The collage shows several resumes for roles like Content Writer, Social Media Specialist, SEO Specialist, and Graphic Designer. To the right is a budget table:

Name	Role	Yearly Salary
Mary Marketing	Marketing Manager	\$72,000
Connie Content	Content Writer	\$34,000
Francis Macebook	Social Media Specialist	\$41,000
SAMUEL SEARCH	Search Engine Expert	\$84,000
Website B. Uilder	WEB DESIGNER / DEVELOPER	\$68,000
Donnie Designer	Graphic Designer	\$39,000

Yearly **\$Muy Mucho Dinero**  
with benefits **\$\$ Even More Dinero**

# Team Based Marketing Approach



With a team based approach, she has access to subject matter experts only when she needs them.

And now she can get more done with less hassle simply because a team like Farotech has the time she doesn't have and the subject matter expertise right on hand when she needs it.

And when she compares either outsourcing to multiple different vendors or hiring internally...it's really no comparison.

## Team-Based Approach

-  **Chris Carr**  
Strategist
-  **Barb Cronin**  
Content Writer
-  **Lindsey Daku**  
Account Manager
-  **Kristen Marson**  
Social Media Expert
-  **Brian Nowakowski**  
SEO Expert
-  **Steve Kopanski**  
Graphic Designer



Anticipated Annual Marketing Budget

 <b>Mary Marketing</b> <small>Marketing Manager</small>	<b>\$72,000</b>
 <b>Connie Content</b> <small>Content Writer</small>	<b>\$34,000</b>
 <b>Francis Macebook</b> <small>Book Marketer</small>	<b>\$41,000</b>
 <b>SAMUEL SEARCH</b> <small>Search Engine Expert</small>	<b>\$84,000</b>
 <b>Website B. Uilder</b> <small>Web Development + Optimization</small>	<b>\$68,000</b>
 <b>Donnie Designer</b> <small>Graphic Designer</small>	<b>\$39,000</b>

OUCH!

-  **Chris Carr**  
Strategist
-  **Barb Cronin**  
Content Writer
-  **Lindsey Daku**  
Account Manager
-  **Kristen Marson**  
Social Media Expert
-  **Brian Nowakowski**  
SEO Expert
-  **Steve Kopanski**  
Graphic Designer

YEAH

Estimated Percent Discount: **40%+**  
Minimum

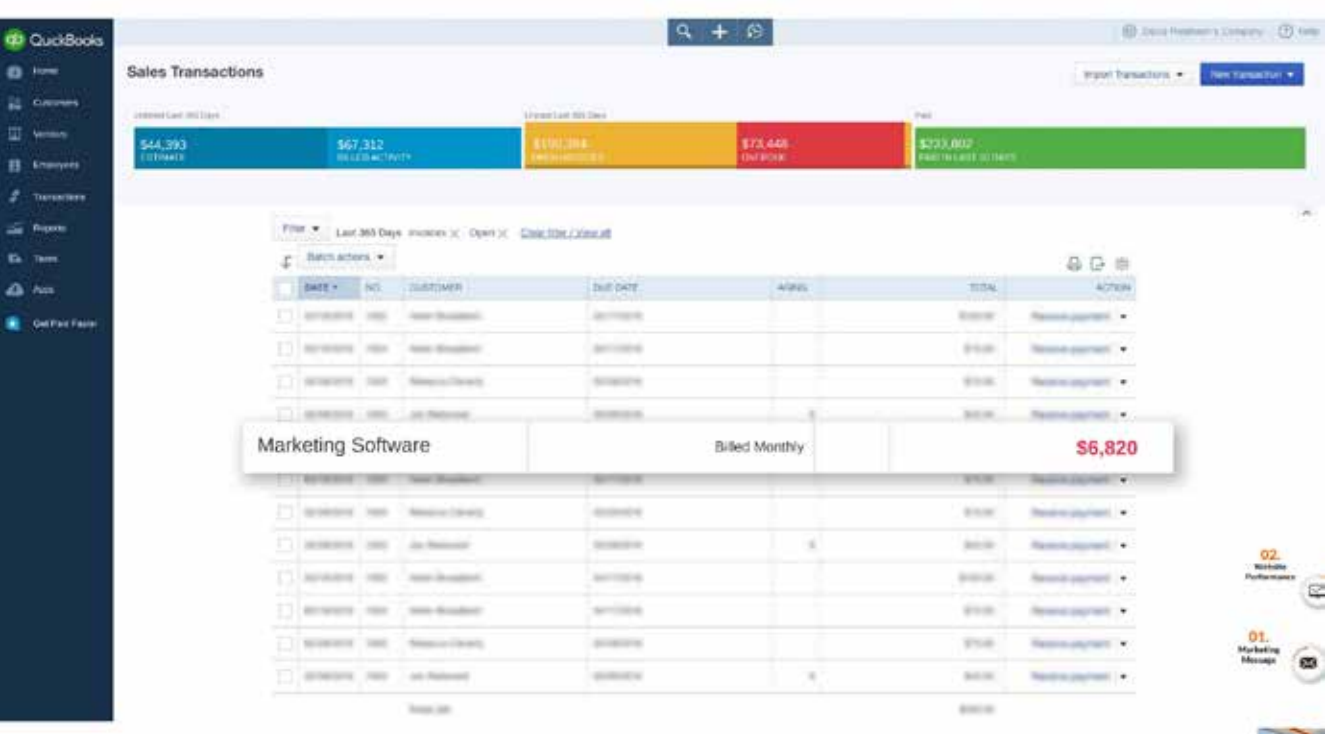
# Market is Moving Fast

The Ultimate Digital  
Marketing Process



The heart of what we do comes down to helping our clients make data-driven decisions.

So, it's no surprise that Farotech spends nearly \$7000 a month on software and analytics tools to make sure that our clients maximize every opportunity.



The screenshot displays the QuickBooks 'Sales Transactions' dashboard. At the top, a summary bar shows financial metrics: Sales (\$44,393), Sales Activity (\$67,312), Net Income (\$170,394), and Expenses (\$73,448), totaling a profit of \$273,607. Below this is a table of transactions with columns for Date, Invoice No., Customer, Due Date, Amount, and Total. A tooltip is visible over a transaction for 'Marketing Software', indicating it is 'Billed Monthly' for \$6,820.

DATE	NO.	CUSTOMER	DUE DATE	AMOUNT	TOTAL	ACTION
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
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11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
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11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details
11/01/2023	100	Acme Widgets	11/01/2023	\$1,500	\$1,500	View details

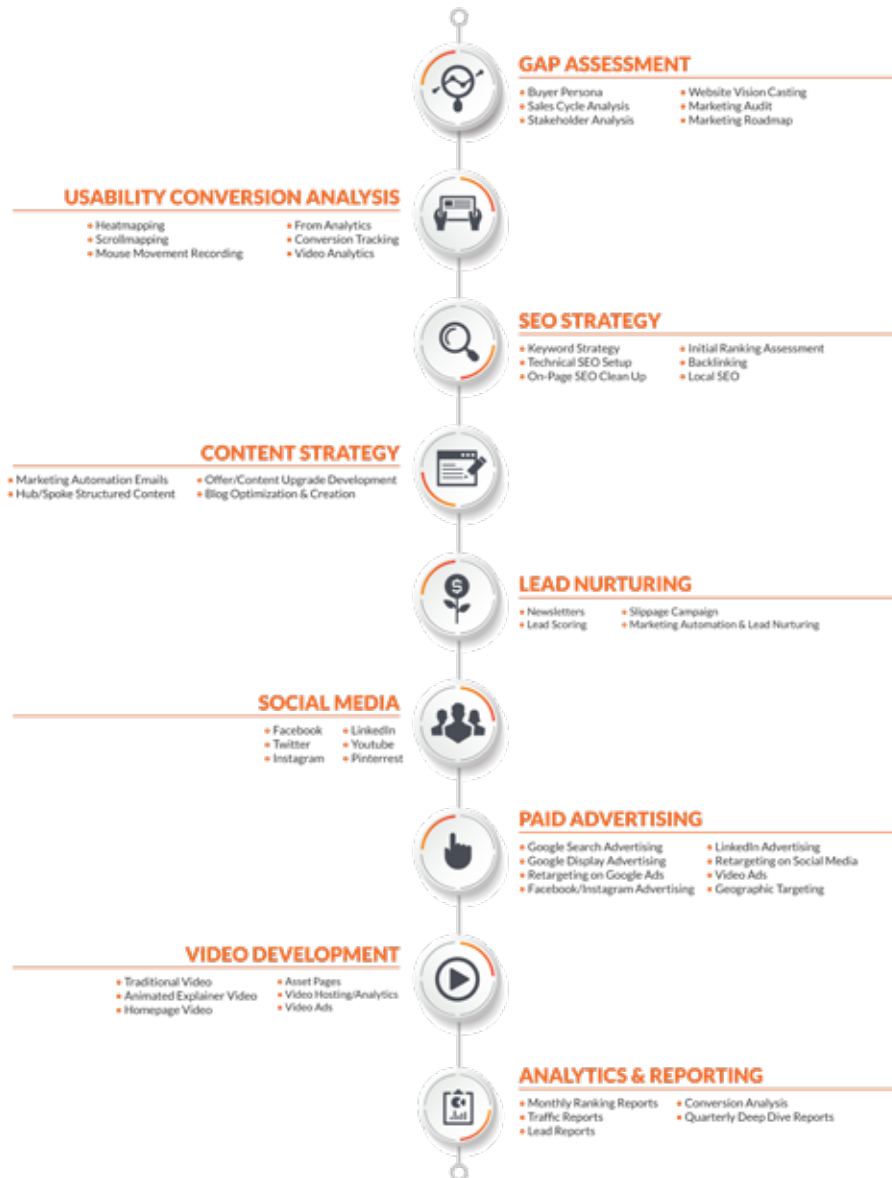


# Unique Process: How We Do It

## The Ultimate Digital Marketing Process



### UNIQUE PROCESS



So, now that we've explained WHAT we do, let's talk about HOW WE DO IT.

What you see here to the left is our Unique Process. We have built this approach over the last two decades of working with a wide variety of clients.

We don't believe that marketing should be made up of independent solutions, but rather a system of solutions working in harmony with one another.

We can't wait to show you in more detail exactly how all this works!

The following chapters are each dedicated to one aspect of our Unique Process:

- Gap Assessment
- Usability Conversion Analysis
- SEO
- Content Strategy
- Lead Nurturing
- Social Media
- Paid Advertising
- Video Development
- Analytics and Reporting



# Summary

**Most companies struggle to clearly report ROI on their marketing.** This problem is wide-ranging and hampers your ability to develop an effective marketing campaign and justify its cost. That's why a strategy that **not only tracks marketing spend** but also identifies **which channels** are most effective should be an important part of a marketing agency's unique process and something you should pay close attention to.

Making decisions on **how to grow** and **scale your business with clarity** while avoiding guessing games, hunches, and incomplete data is key. We believe that **transparency** is the critical first step when it comes to choosing a marketing agency. And it's essential that whenever you set off on this journey, that this be the #1 thing you keep in mind.

That's why taking the plunge with an agency that is transparent and uses a **team-based approach** means you're more likely to see a positive return on investment. A fully stacked marketing team with subject matter experts provides depth and specialization to your strategy.

It is our vision to develop **systems** for our clients that are devoid of hunches and trends in order to make data-driven decisions. This helps to

**generate leads, nurture leads into clients, and then convert those clients into brand ambassadors.** (Which is a fancy name for individuals who are raving fans of your brand, visions and approach).

An ideal agency will develop a system that works effectively and is derived from a unique process that delivers the following benefits to your bottom-line:

- A plan that prioritizes systems over independent solutions
- A 3-5 year roadmap to 5x-10x sales and lead opportunities
- A team-based approach that provides access to subject matter experts whenever they are needed
- A revolutionized hiring process for marketing personnel
- The ability to make data-driven decisions rather than relying on hunches, trends, or fads
- A transparent understanding of marketing ROI and your ability to scale effectively

A traditional funnel-based approach to marketing is **outdated** and can't keep up with a rapidly-changing marketing environment. An ideal process will transition you to a **flywheel** where quality work and precise execution meet a bonafide referral strategy that will deliver **compounding results**.

Traditionally, companies hire someone internally that handles their marketing, such as a CMO or Chief Marketing Officer. For the sake of this analogy, let's call this person "Marketing Mary." Mary's problem is having to focus on one or two areas of marketing (SEO or social media), and **ignore everything else...** or she will try to tackle all of these digital marketing initiatives, but with very little depth. This highlights the need for a team-based approach where Mary can hire an ideal agency and play quarterback for her team instead of playing from behind.

## Next Steps

farotech  
**GAP  
ASSESSMENT**

HOW TO DEVELOP A 3-5 YEAR ROAD MAP  
TO 10X YOUR COMPANY'S MARKETING

Now that we've outlined our unique process, let's jump into the next chapter where we'll cover how a **Gap Assessment** provides a 3-5 year roadmap for success. Want to learn how research should really be done when establishing your KPIs and long-term goals? Read onto the next chapter about the **Gap Assessment** or take a look at our full **Digital Marketing Process** outline.





farotech

# GAP ASSESSMENT

HOW TO DEVELOP A 3-5 YEAR ROAD MAP  
TO 10X YOUR COMPANY'S MARKETING

# Gap Assessment

The image is a composite graphic. On the left, there is a dark blue vertical bar with a white circular refresh icon at the top. Below the icon, the text reads 'ABC Company Gap Assessment' and 'farotech' with a white arrow pointing to the right. In the background, there is a presentation slide titled '3 Year Road Map' with a list of seven bullet points. The overall background is a blurred office scene with a desk, chair, and window.

## 3 Year Road Map

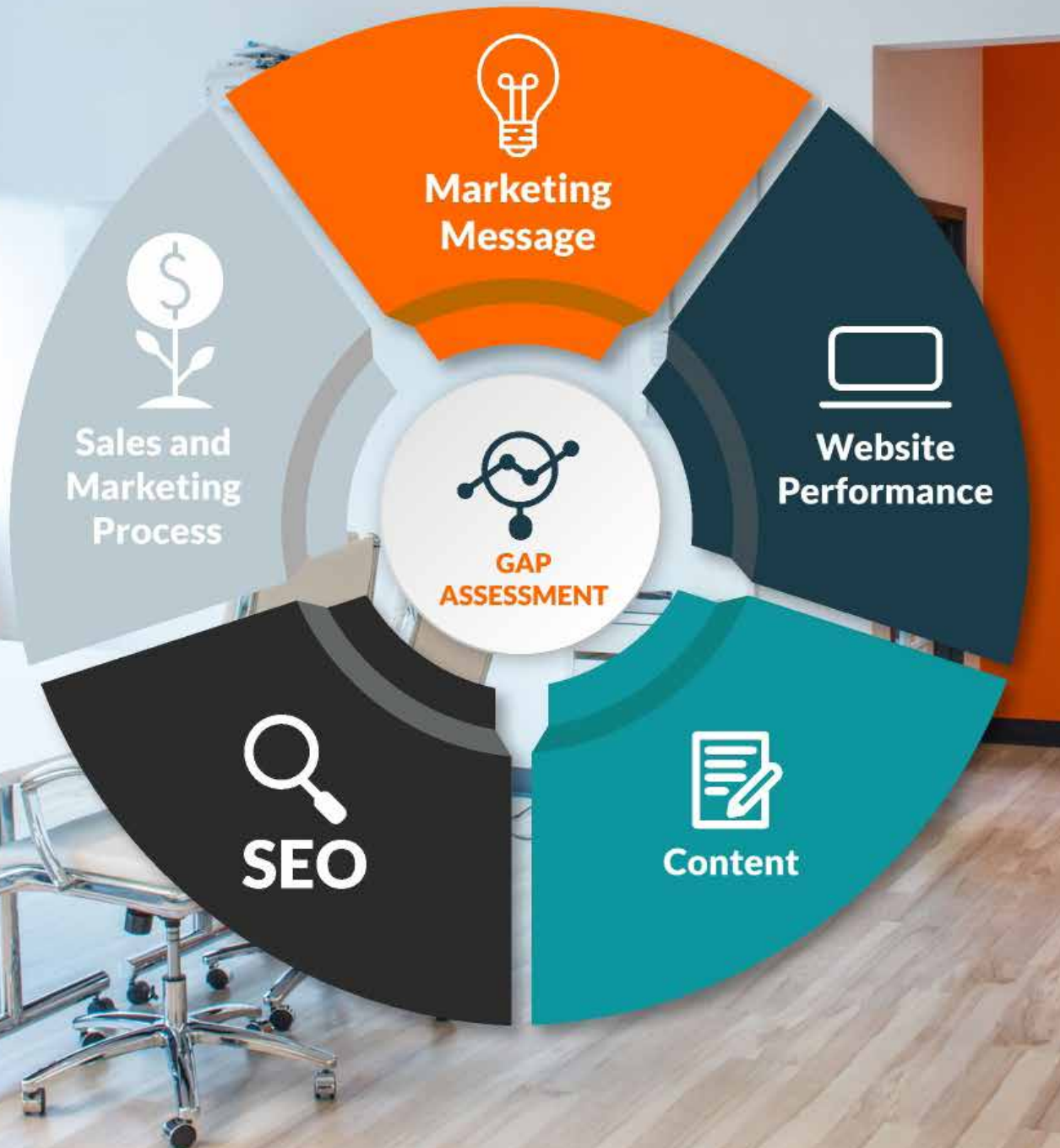
- 10x Business Leads & Opportunities
- Identify **Critical Gaps** in your Market Approach
- Develop **Foundational Marketing Assets** to Scale Campaigns
- Create and maintain a **Marketing Score Card / KPIs**
- Identify your **quarterly priorities and goals**
- **Review your Competition**
- Identify the **LTV** of your current and prospective clients
- Establish an **ROI Model** that scales as the business grows.

farotech Gap Assessment

A Gap Assessment is a **10-week deep dive** into your company's goals, KPI's and growth opportunities. It's also a way to look at your **total marketing potential** in relation to the size of your industry and how much market share you need in order to reach your goals.

A Gap Assessment is an extremely thorough research process that happens at the beginning of a client's journey with us.

The data that is extracted from this process serves as the backbone of the system that we build for our clients.



## Gap Assessment

Building a system takes time, and there are a variety of elements that shape our long term process such as:

- SEO
- Building domain authority
- Brand establishment and messaging

These are just a few of the factors that are always being tweaked and improved along the way.

And while these are more so long term functions of a marketing plan, our system is also designed to generate quick wins and capitalize on low hanging fruit.

Ok, so let's walk through some of the highlights of what we cover in the Gap Assessment.

Obviously, the first place we are going to start is with your brand.

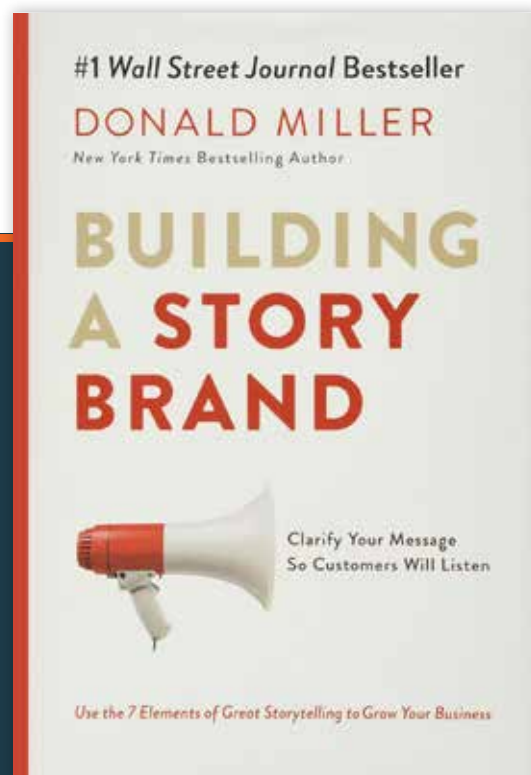


When we talk about your brand, we don't mean just your logo, font and color scheme.

While all of that is important, we are referring to how you establish and refine your message to target a variety of different audiences and buyer personas.

We utilize a scientific process to accomplish this.

And to help us with that, we lean on a proven outline from the book, **Building a Story Brand**.



In this book, Donald Miller outlines a turnkey approach to help your company clarify your message to maximize engagement.

We have taken his approach one step further with our Story Guide exercise that allows us to apply your newly refined messaging to our comprehensive marketing approach.

## Persona Name

### Background:

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

### Demographics:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanacity (Is your persona urban, suburban or rural?)

### Identifiers:

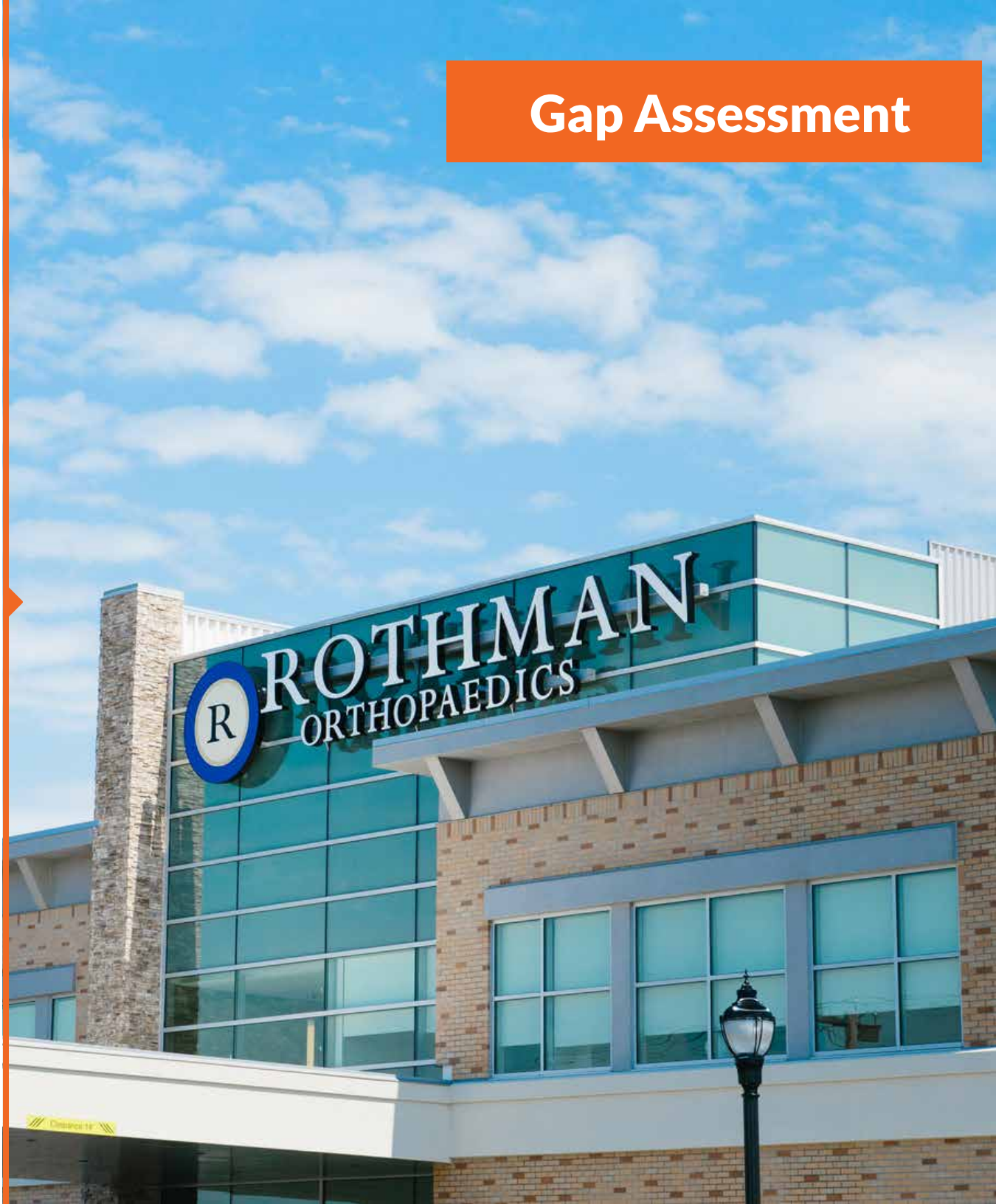
- Buzzwords
- Mannerisms



The next step of our process is to **identify all of your ideal buyer personas** (as well as influencers) who might engage with your marketing.

As an example, let's take a look at the approach we used for one of our most recognized clients: **The Rothman Orthopedics Institute.**

According to US News & World Report, Rothman Orthopedics is one of the most accomplished orthopedics practices in the United States. We helped lead their Digital Optimization Strategy for **nearly a decade.**



# Gap Assessment



At Rothman, we worked with their creative team on a very successful marketing campaign called **“Rothman First.”**

We piggybacked on that campaign to create a **wide net approach.**

The wide net approach allowed us to create generalized messaging that would apply to anyone who had pain in their hips, knees, spine etc...

**“If you have pain, think of Rothman First.”**

But that was just the beginning....







**farotech**

FAROTECH  
**BUYER PERSONA REPORT**

### Middle Age Cyclist

#### Background:

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

#### Demographics:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanacity (Is your persona urban, suburban or rural?)

#### Identifiers:

- Buzzwords
- Mannerisms



## Gap Assessment

In this case, the hobby that caught our attention was cycling.

In Philadelphia, cycling is HUGE.

It turns out, orthopedic practices like cyclists a lot because...

Well, they tend to hurt themselves frequently. And they're often plagued by chronic pain.

We knew that if we established Rothman as sports and activities that eventually lead to joint pain and deterioration. We knew that if we established Rothman as a **thought leader in those communities** and if we found ways to **service influential people** in those groups, it would just be a matter of time before the large majority of cyclists in the region would think of Rothman first whenever they had joint pain.

By investing in the **entire cycling community** and creating inroads with cyclists, we positioned Rothman as the "Go-To Provider" in their circle.

We decided to take it one step farther.

Rather than trying to sell orthopedic services one client at a time, it was our vision to sell orthopedics to one **COMMUNITY** at a time.

And here's the logic behind it.

If we're trying to target individuals with back pain, it's going to be pretty difficult to do that because nobody advertises to the world that they have back pain.

But they **will** advertise things about their life, such as their hobbies.



**farotech**

FAROTECH  
**BUYER PERSONA REPORT**

## Influencer: Spouse

### Background:

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

### Demographics:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbancity (Is your persona urban, suburban, or rural?)

### Identifiers:

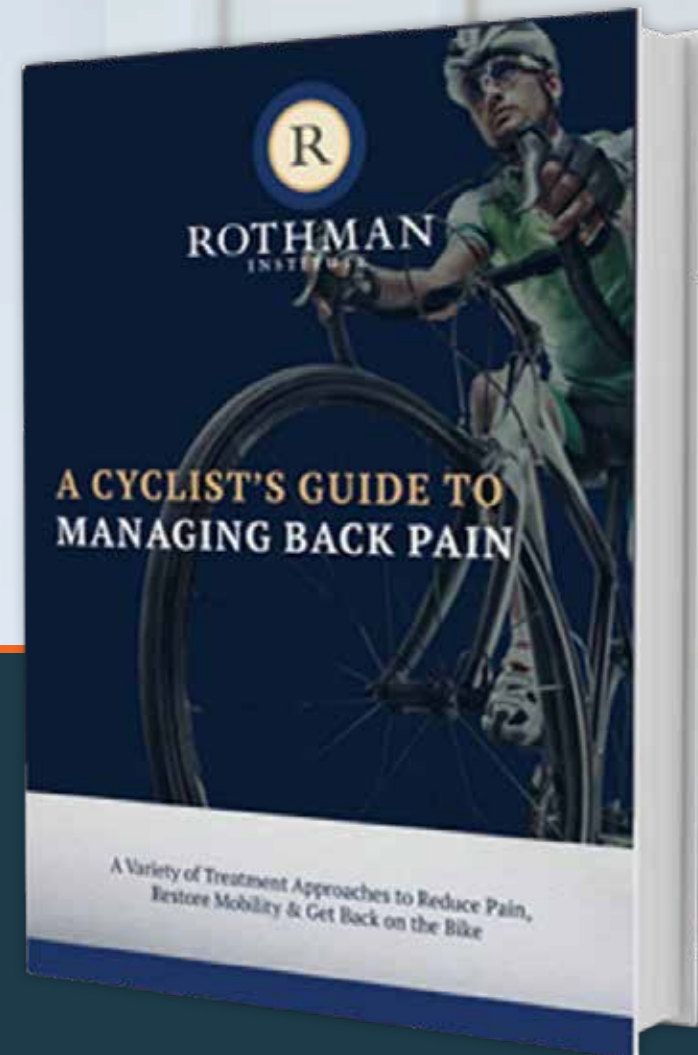
- Buzzwords
- Mannerisms



Not only were we marketing to the cyclists, but also to influencers.

Because everyone knows... for every cyclist that has a bad back, there's a spouse who is tired of hearing about it.

# Gap Assessment



So once we established that cyclists were the community we want to go after, then we began to target that group by designing specific marketing materials **for cyclists** in the form of ebooks, white papers, videos, etc...

As opposed to a wide net approach, this campaign reaches a very specific buyer persona, this process has worked very effectively and has been adopted for most of the clients that we partner with.



So, how do we do buyer persona exercises?

Well, this is one of the most critical parts of marketing, but it's also one of the things that many companies don't do. Why? To put it bluntly: **because it is hard.**

In order to effectively create buyer personas, we conduct something we call **"war room sessions"** with the subject matter experts from your team.

In those sessions, we ask a series of really important questions about your products and services. And then analyze how the answers to these questions **vary from one buyer persona to another.**

The screenshot displays a 'farotech BUYER PERSONA REPORT' with three columns representing different personas. The report includes sections for Job & Demographic Information, Challenges & Pain Points, and referral sources. A detailed view of the 'Senior Citizen (Female)' persona is shown on the right, including background, demographics, and identifiers.

Verticals	High School Soccer Player	Active 40 year Old Male	Senior Citizen (Female)
<b>Job &amp; Demographic Information</b>			
Demographics: gender, age, income, education level, urbanicity, family?	15- for free club HSF Student - no income High School Lives on Main Line Suburban Lives with parents/siblings	40 Year Old Male \$50,000 College Educated Lives in Suburban, Commutes to work to Philly Married with children	
What is their role?	Student Athlete	Motor - Appear Management	
What is their idea of success?	Having a winning season Getting a raise for college scholarship	Worked 40 hours a week for 40 years on the weekend	
<b>What Are Their Challenges &amp; Pain Points? (And How Can The Client Address These?)</b>			
What are their biggest challenges at work? In general?	Receiving school and sports from parents	Long for his during week & difficult to work out during the week More people to register on the weekend	
What makes their job more difficult?	Ignored that not have their skills to play	Realizes voluntary at work Wants to be Suburban Parent that often ability to be working at the weekend	
How urgent is this challenge?	They want to get back on the field ASAP Want to avoid missing a whole season	Moderately, but sometimes will generate greater problems later	
How can you solve the Persona's challenges?	Help with permission and early admission to get their contact of playing time that is missed	Prevention Play longer at weekend for injuries	
<b>Who Refers This Persona To You?</b>			
Who are your biggest referral sources?	Coaches		

**farotech BUYER PERSONA REPORT**

**Senior Citizen (Female)**

**Background:**

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

**Demographics:**

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban or rural?)

**Identifiers:**

- Buzzwords
- Mannerisms



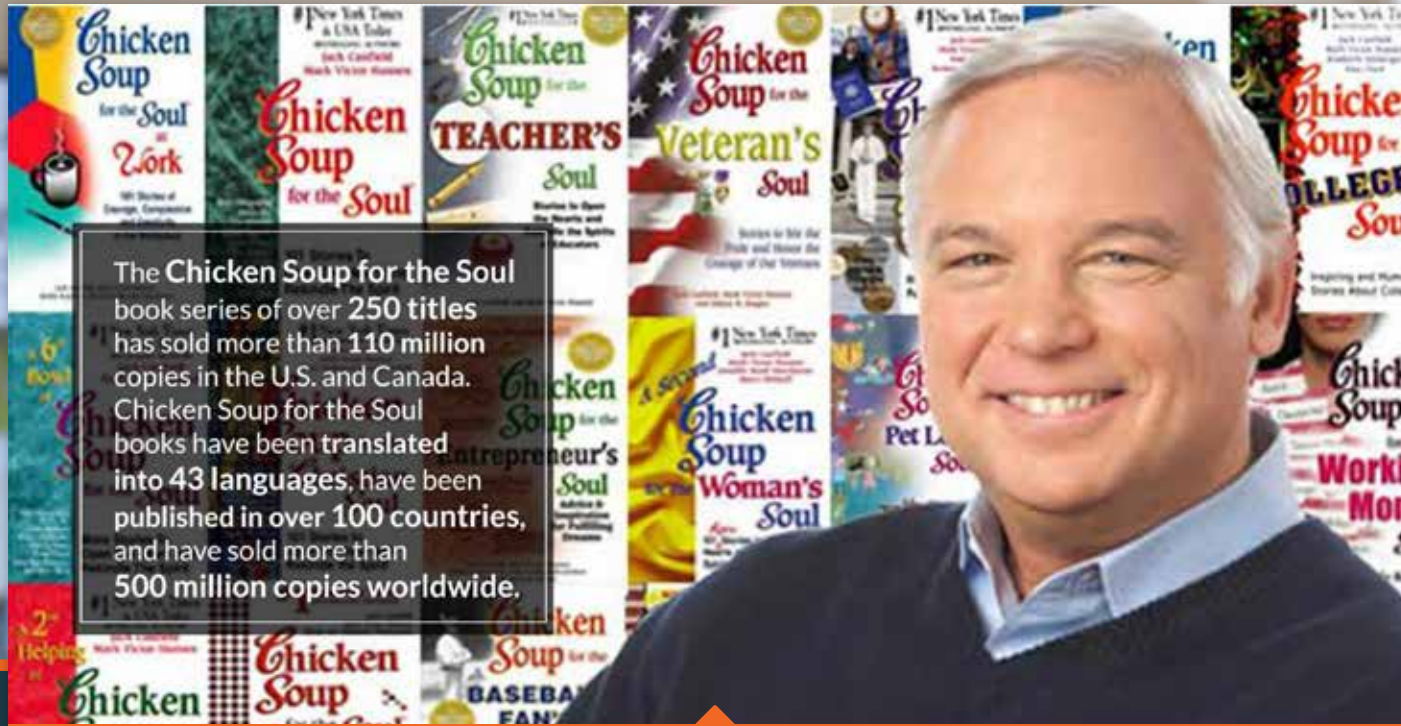
## Get the Right Message to the Right Potential Client at the Right Time

Because what we **don't** want to do is market to all the same potential targets with just one message.

Imagine you are an athlete with torn ACL, if you are placed on an orthopedic practice's opt-in list and then you start getting newsletters about their spine center, you are very likely not to open those emails.

But if the same orthopedics practice did **proper segmentation** of their list and sent you messaging about **knee pain**, well then there's a really good chance you would open it!

So, the goal of the buyer persona exercises is to get the right message to the right potential client at the right time.



## Introducing Jack Canfield, The Godfather of Buyer Personas

His best-selling Chicken Soup for the Soul series made him a household name.

Now, writing a bestselling book is not why Jack is considered a genius. Jack's brilliance was in his realization of the power of creating highly-tailored messaging for a specific target audience.

Question for you? Would you read Chicken Soup for the Firefighter's Soul if you were a teacher? It is very **unlikely**.

But if there were an addition that was written as heartwarming stories for Teachers, there is a **very high likelihood** that you would read it.

That is the power of crafting highly personalized messaging for different buyer personas.



## **SALES** and **MARKETING** Integration



In our Gap Assessment, we take time upfront to look at how your sales and marketing are integrated.

We believe that when sales and marketing are working together with their messaging, automation, analytics, and CRM...great things happen.

Now let's walk through how buyer persona specific marketing can impact sales.

Let's stick with our example from the orthopedics industry.

Here is how we market to orthopedics practices' CMOs and physicians.



## Sales Cycle Analysis

A sales cycle analysis is one of the **first** approaches we conduct in our Gap Assessment.

What is the benefit of the analysis?

In sales, you can always recall those times when everything is going well, you've had a couple of good meetings, the client is responding to your message, and then...

All of a sudden your potential client simply vanishes or becomes a ghost! They don't answer your emails, calls, or texts. They essentially "slip off the hook."

We call that phenomenon "**dropoff.**"

The goal of a well-designed sales cycle is to eliminate the possibility of customer dropoff by creating marketing materials that are **highly tailored** to the buyer persona. These materials should keep your potential sales target enthusiastic about your products or services and ideally prevent dropoff.





So the graphic you see here represents the actual Farotech Sales Cycle.

The circles represent every touch point that we have with a sales target.

As you can see here, a lead or sales opportunity comes in here. Then, this opportunity leads to a First Time Appointment (what we call an FTA).

Then eventually a Second Time Appointment (STA).

Then we write a proposal for a Gap Assessment And finally the proposal is either accepted or rejected.

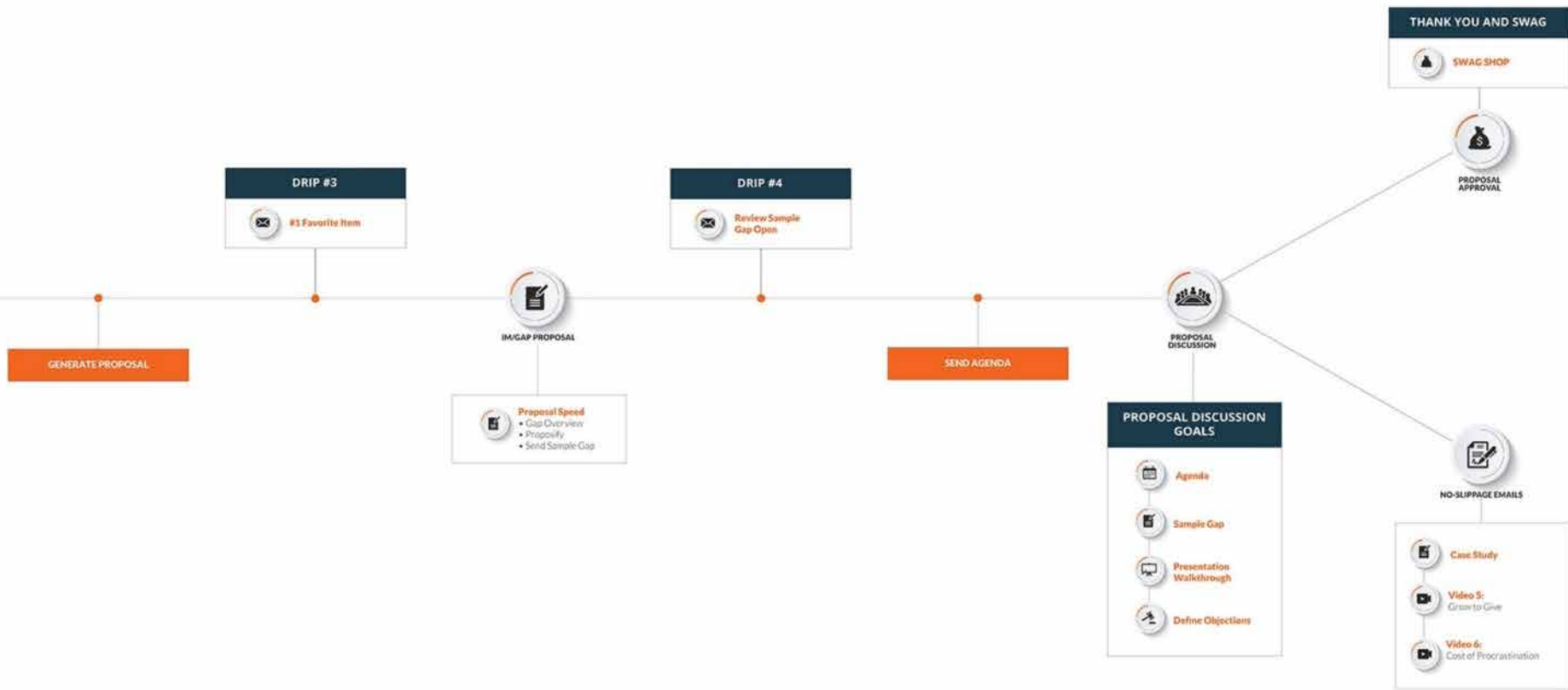
The main reason why we are doing this ideal sales cycle is that there comes a time in any sales journey where everything is going really well.



You have had one or two great sales presentations, the client is resonating with your message, your approach and the investment... but for some reason or another that potential client just disappears, or becomes a ghost. They don't answer your emails, calls, or texts. They essentially "slip off the hook."

We call that phenomenon Dropoff.

# Sales Cycle Analysis (Cont.)



# Gap Assessment

The screenshot displays a CRM pipeline with the following stages and deal data:

STAGE	DEAL VALUE	DEAL NAME	CLOSE DATE
FIRST TIME APPOINTMENT	\$16,800.00	Client B 5/15/19 (1 of 4)	June 30, 2019
FIRST TIME APPOINTMENT	\$16,000.00	Client H 6/19/19 (3 of 4)	June 14, 2019
FIRST TIME APPOINTMENT	\$16,000.00	Client P 5/7/19	May 31, 2019
FIRST TIME APPOINTMENT	\$16,000.00	Client W 6/5/19	May 31, 2019
FIRST TIME APPOINTMENT	\$16,000.00	Client AF 5/24/19	May 31, 2019
SECOND TIME APPOINTMENT	\$16,800.00	Client C 5/15/19	May 31, 2019
SECOND TIME APPOINTMENT	\$16,800.00	Client I 4/29/19	May 31, 2019
SECOND TIME APPOINTMENT	\$30,000.00	Client Q - IM	March 15, 2019
SECOND TIME APPOINTMENT	\$2,000.00	Client X	February 8, 2019
SECOND TIME APPOINTMENT	\$20,000.00	Client AG - Web	January 31, 2019
PROPOSAL WRITING	\$11,800.00	Video Proposal	September 5, 2019
PROPOSAL WRITING	\$30,000.00	Client J Inbound Marketing Proposal	August 27, 2019
PROPOSAL WRITING	\$807.00	Client H - Hosting & Security Agreement	July 21, 2019
PROPOSAL WRITING	\$75,000.00	Client Y - Inbound Marketing - 15-Month Proposal	July 18, 2019
PROPOSAL WRITING	\$2,500.00	Client AM - Homepage Design Template Sign-off	July 9, 2019
PROPOSAL PRESENTATION	\$147,000.00	Client D Proposal - 6/6/2019	November 13, 2019
PROPOSAL PRESENTATION	\$60,000.00	Marketing Proposal - Client K	August 27, 2019
PROPOSAL PRESENTATION	\$14,250.00	Client S - Website Development & Marketing Proposal	August 27, 2019
PROPOSAL PRESENTATION	\$24,000.00	SEO Pages Proposal - Client Z Triangle	August 25, 2019
PROPOSAL PRESENTATION	\$2,560.00	Consulting Proposal	August 21, 2019
DEAL WON	\$851.00	Farstech Video Production	August 8, 2019
DEAL WON	\$1,050.00	Client L Claims Study Cover Design	August 6, 2019
DEAL WON	\$800.00	Client T - Renewal 2018	July 31, 2019
DEAL WON	\$18,000.00	Client AB Sales Book Final Sign-Off	July 25, 2019
DEAL WON	\$39,975.00	Client AO Inbound Marketing Proposal V2	July 18, 2019
POST PROPOSAL FOLLOWUP	\$9,000.00	Client E Videos	March 15, 2019
POST PROPOSAL FOLLOWUP	\$10,000.00	Client M- Gap	January 31, 2019
POST PROPOSAL FOLLOWUP	\$4,500.00	Client U - WEB	January 25, 2019
POST PROPOSAL FOLLOWUP	\$96,000.00	Client AC - IM	May 30, 2018
POST PROPOSAL FOLLOWUP	\$18,000.00	Client F- GAP	March 31, 2019
POST PROPOSAL FOLLOWUP	\$5,000.00	Client N	January 31, 2019
POST PROPOSAL FOLLOWUP	\$10,000.00	System Based Training - GAP	January 17, 2019
POST PROPOSAL FOLLOWUP	\$4,500.00	Client AD - IM	July 23, 2018
POST PROPOSAL FOLLOWUP	\$86,000.00	Client AP - IM2	May 1, 2018
DEAL UP	\$18,000.00	Client F- GAP	March 31, 2019
DEAL UP	\$2.5	Client N	January 31, 2019
DEAL UP	\$13,000.00	System Based Training - GAP	January 17, 2019
DEAL UP	\$1.5	Client AD - IM	July 23, 2018
DEAL UP	\$2.5	Client AP - IM2	May 1, 2018

Better yet, each part of the sales cycle works in conjunction with your CRM so that you can forecast the monetization of your pipeline.

ary 8, 2019	\$75,000.00 Client Y - Inbound Marketing - 15-Month Proposal <b>Close date:</b> July 18, 2019	\$24,000.00 SEO Pages Proposal - Client Z Triangle <b>Close date:</b> August 25, 2019	\$16,000.00 Client AB Sales Book Final Sign-Off <b>Close date:</b> July 25, 2019
AG - Web y 31, 2019	\$2,500.00 Client AM - Homepage Desing Template Sign-off <b>Close date:</b> July 9, 2019	\$2,550.00 - Consulting Proposal <b>Close date:</b> August 21, 2019	\$39,975.00 Client AO Inbound Marketing Proposal V2 <b>Close date:</b> July 18, 2019
L - IM , 2018	\$14,050.00 - WEB <b>Close date:</b> June 27, 2019	\$10,000.00 Gap Assessment Proposal - Client AN <b>Close date:</b> August 21, 2019	\$8,000.00 Order Request <b>Close date:</b> July 18, 2019
44,000	Total: \$136,607	Total: \$408,879.50	Total: \$460,558

# Summary

The Gap Assessment is the #1 thing that makes Farotech so unique. Just like you wouldn't trust a primary care physician who automatically recommends heart surgery without doing a deep dive into the picture of your health, your marketing plan can't be rushed or incomplete either. That's why a **gap assessment is a critical first step** when you engage with a marketing agency.

The problem is that companies seeking a marketing agency will often go to multiple agencies and choose the lowest cost option. Why is this an issue? Well, the marketing agency you choose might send you a \$100,000 proposal, but has only put in 3 hours of work to justify that figure! This rushed, price-intensive way of choosing agencies can mean that huge flaws in your plan may not surface until it's **too late and your ROI is in jeopardy**. Therefore, the gap assessment is not a process you want to rush. It's always better to measure twice and cut once.

Our version of a Gap Assessment is a **10-week deep dive** into your company's **goals, KPI's, and growth opportunities**. This extremely thorough research process--and the details that are extracted from it--serves as the **backbone** of a robust, data-driven system that scales over time.

It's also a way to look at your total marketing potential in relation to the size of your industry and how much market share you need in order to reach your goals.

## The purpose of a gap assessment is to develop a 3-5 year road map to:

- 10x your business leads and opportunities
- Identify critical gaps in your marketing approach
- Develop foundational marketing assets to scale campaigns
- Create and maintain a marketing scorecard
- Identify your quarterly priorities and goals
- Review your competition
- Identify the lifetime value of their current and prospective clients
- Establish an ROI model that scales as their business grows

## Some important features in our gap assessment include:

- Branding beyond your logo
- Developing a compelling story
- Establishing short & long-term goals
- Identifying buyer personas
- Optimizing your sales cycle

The gap assessment should be the very first process undertaken at the beginning of your journey with an agency. Read more in this eBook about Gap Assessments and how our approach to designing a blueprint for your company's future is different from other agencies.

## Next Steps



Now that your road map is clearly defined and your goals are set, a usability conversion analysis is the next step to marketing success. This process addresses the challenge of keeping readers engaged with your site, your content, and your product. Want to learn how to keep eyeballs on your content at critical times? Read onto the next chapter where we cover **usability conversion analysis** or **see the full Digital Marketing Process** outlined [here](#).



farotech

# USABILITY CONVERSION ANALYSIS

UNPACKING HOW USABILITY LEADS TO CONVERSION >



Usability



# Heat Mapping Analysis

When we develop a usability conversion analysis, we are going to be measuring:

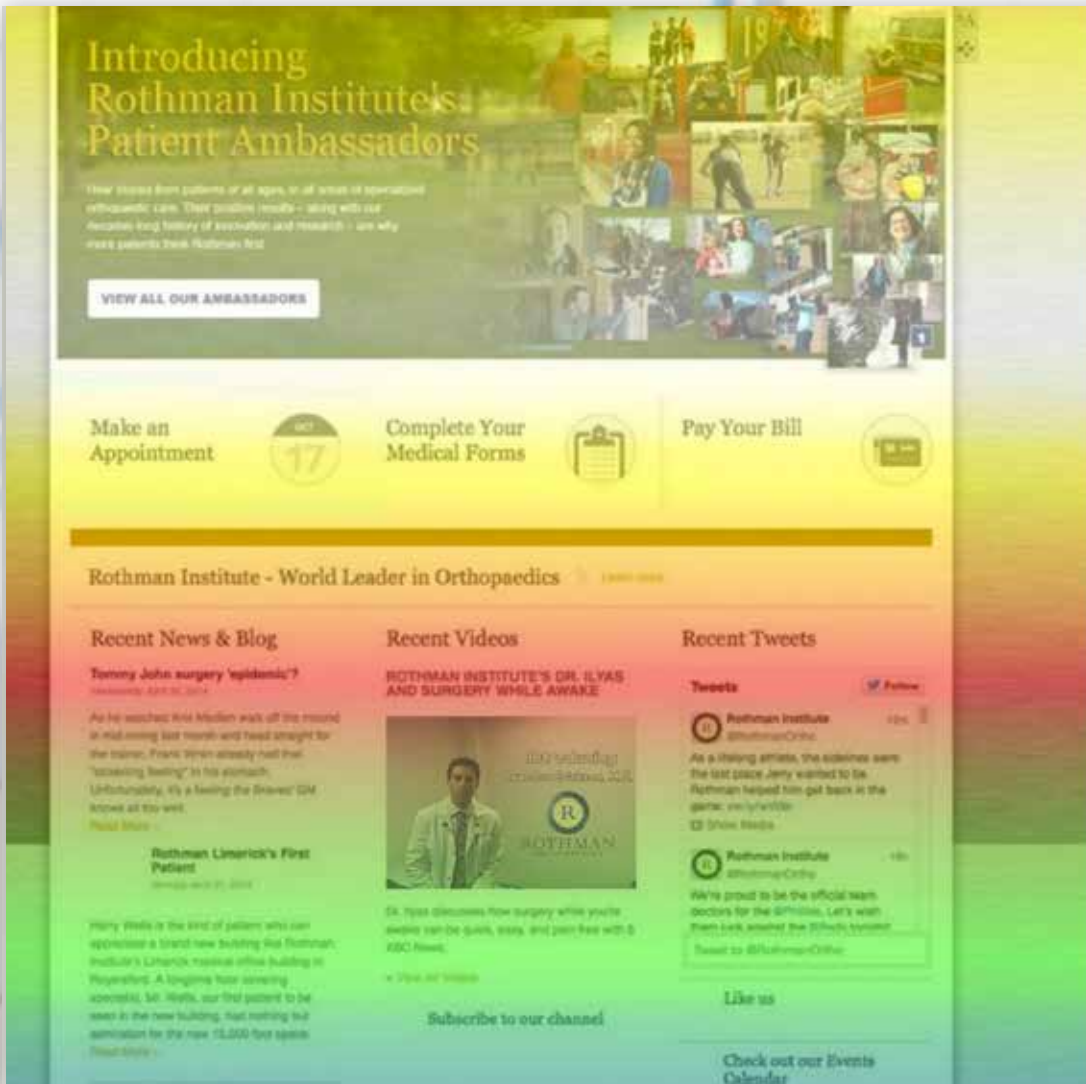
- How people engage with your website
- What parts of your usability need improvement
- How to optimize each opportunity through a / b testing, multivariate testing, and/or other research methods

What you are seeing here over to the right is what we call a **heat mapping analysis**.

On this particular website, the organization assumed that the large majority of their audience would be going to the button called Orthopedic Specialties.

The reason they believed that was because the most important information on the entire website was located there. However, what the heat mapping shows is that the large majority of the audience was **confused** and actually went to the services page instead.





## Scroll Mapping Analysis

Down at the bottom, there is a video that we believed would bring a lot of value to potential site visitors. However, only 45% of their audience scrolled down far enough to engage with that video.

While each industry and website is unique, tracking user engagement is the number one way across the board to maximize conversion.

We do all of this same exact testing on mobile devices as well.



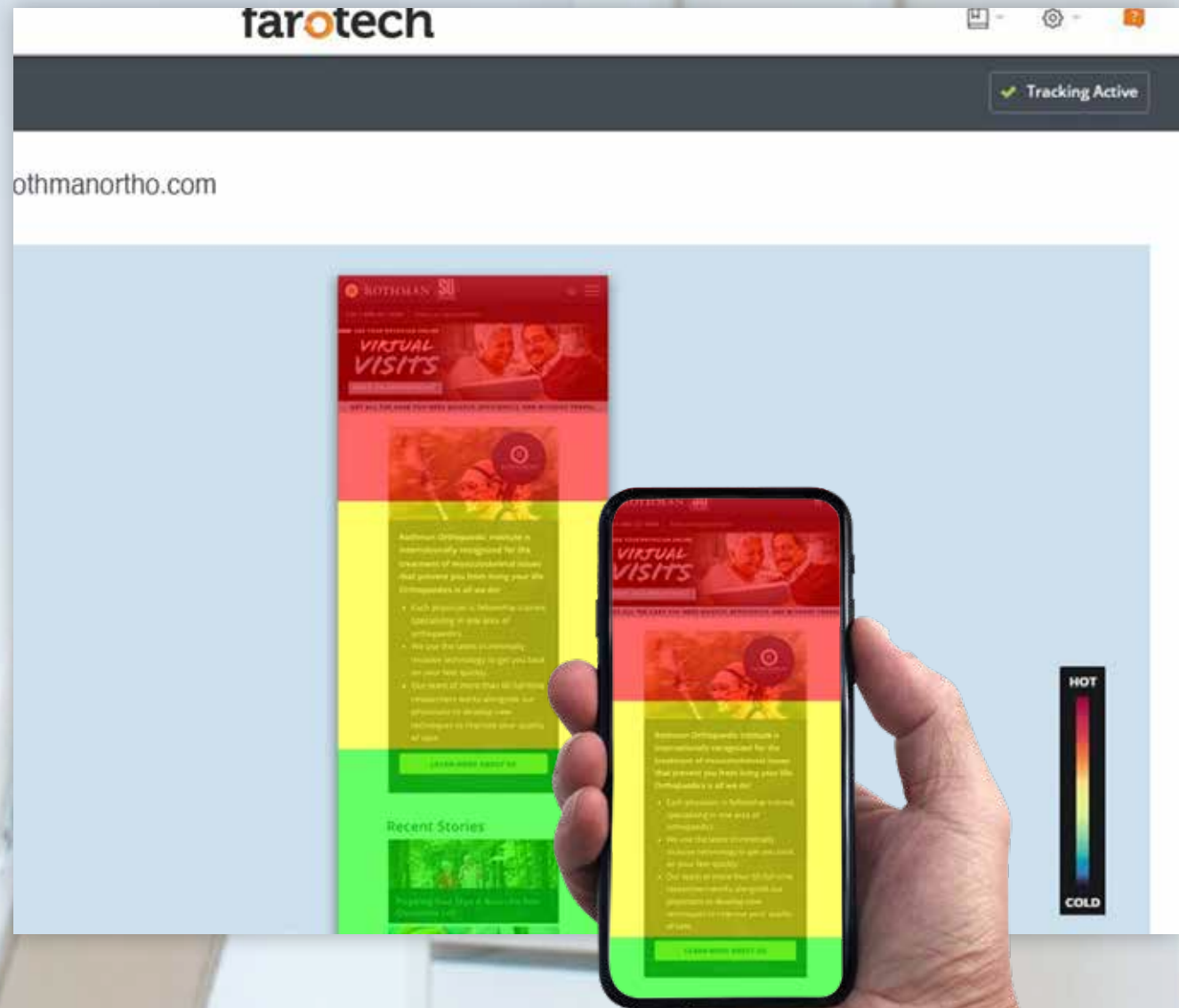


## Mobile Scroll Mapping Analysis

This next graphic below shows a process we call scroll mapping. We use this tool to analyze how far visitors are scrolling down on the page and what part of the website is red hot.

The rule of thumb is that your most critical call to action should go in the white hot area of the scrollmap.

For this client, we were graded on one thing alone—how many appointments we could acquire. As you can see here, the slightly yellow shade means that 15% of the audience didn't even scroll down far enough to find this button!





Now, let's talk about click mapping.

With this functionality, we can monitor **every single click** that happens on our clients' websites.

We can do this across a variety of filters such as:

- **New and returning visitors**
- **How long** it took visitors to click
- **Which search terms** brought them to the site
- What browser they used to access the site
- And much more...

We are able to gather a ton of information from studies like this.

For example, we might gather data that tells us that open and click through rates will improve if we email market to c-level executives on a Sunday night rather than on Tuesday morning.

This is valuable information that our clients use to make critical marketing decisions every day!



Is it better to send an email at **6:00** on a **Sunday** or **10:00 AM** on a **Tuesday**?



## KPI Analysis

Next up, let's talk about **KPI tracking**. This analysis measures not just your major goals, but also your **key performance indicators**.

We put all of these **micro engagements** into **percentage form**, and we strive to improve these numbers **month-over-month**.

## Details matter.

Whoever said, "don't sweat the small stuff," has no business working in marketing.

Marketers need to overanalyze the small stuff to make sure the desirable end result is as attainable as possible.

VISIBLE ON THIS PAGE	NOT VISIBLE	BOTH			
ELEMENT			TYPE	CLICKS	PERCENT
Locations			Link	355	12.5%
Our Physicians			Link	250	8.7%
Online Resources			Link	175	6.2%
Careers			Link	169	5.8%
Make an Appointment			Text	131	4.6%
Enter Address or Zip Code			Form	127	4.5%
Contact			Text	110	4.2%
Complete Your Medical Forms			Text	119	4.2%
About Us			Text	98	3.4%
Search			Form	93	3.3%
			Layout	88	3.1%
Services			Link	85	3.0%
			Image	81	2.8%
Pay Your Bill			Text	62	2.1%
Orthopaedic Specialties			Link	57	2.0%
Go			Text	57	2.0%
Offices			Link	47	1.7%
Make an Appointment			Link	44	1.5%
Complete Your Medical Forms			Link	37	1.3%
Home			Text	35	1.2%
Pay Your Bill			Link	34	1.2%
Make an Appointment			Link	31	1.0%
Make an appointment Online			Link	30	1.0%
Medical Forms			Link	26	0.8%
Locations			Link	26	0.8%
			Layout	24	0.8%
Search			Image	22	0.8%
Workers Comp			Link	21	0.7%

# Mouse Recording Analysis



The next part of usability conversion analysis is **mouse recording analysis**.

This technology tracks and records the movement of the user's mouse throughout the website.

With that information, we are able to identify what parts of your website might be **confusing your audience** or **limiting their engagement** in some way.

We then strategize to improve user experience.

ROTHMAN ORTHOPAEDICS 50 YEARS

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- Each physician is fellowship trained, specializing in one area

Virtual Visits Available

In an effort to ensure timely and safe care for our patients, we're pleased to announce the offering of Virtual Visits at Rothman.

00:42  
MIN SEC



## Conversion Funnels

Easily identify drop-off in your conversion process.



We also conduct a thorough conversion funnel analysis.

In this process, we look at which pages are **converting the most**, and what **attribution pages** are **leading to conversion**.

### Quote



**Steve K**  
Account Manager

*Fortunately and unfortunately, there are countless marketing solutions that can be effective for your organization. Your job is to find qualified individuals to evaluate, outline, and execute the most efficient options that have the highest likelihood of success based on your organization's objectives.*



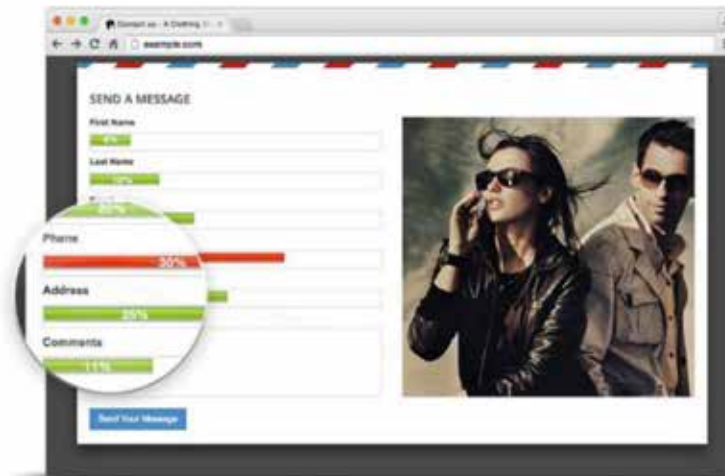
Form analytics...

Of course, not everyone who starts filling out a form will actually hit submit.

While we might not know the exact reason they abandon the process, technology can help us make some pretty educated guesses.

We can find out **exactly where people are getting spooked** on your forms.

Then we can **use the data** to suggest revisions that will result in **more users** actually **hitting that submit button**.



## Form Analytics

**Do your forms mean business?**

Five distinct and highly valuable reports that give you insight into problem areas on your website's forms.

Discover which fields on your forms are causing the most friction and abandonment.



## The Ultimate Digital Marketing Process

Implementing video into our marketing strategy is absolutely critical. Studies show that use of **emotional appeal** through **cutting edge video** is one of the **most compelling ways to engage an audience**.

The only challenge is that video can be a **big investment**.

Therefore, having access to highly sophisticated **video analytics** is essential to understanding how conversion happens so you don't waste time, energy, and money creating videos that don't work.

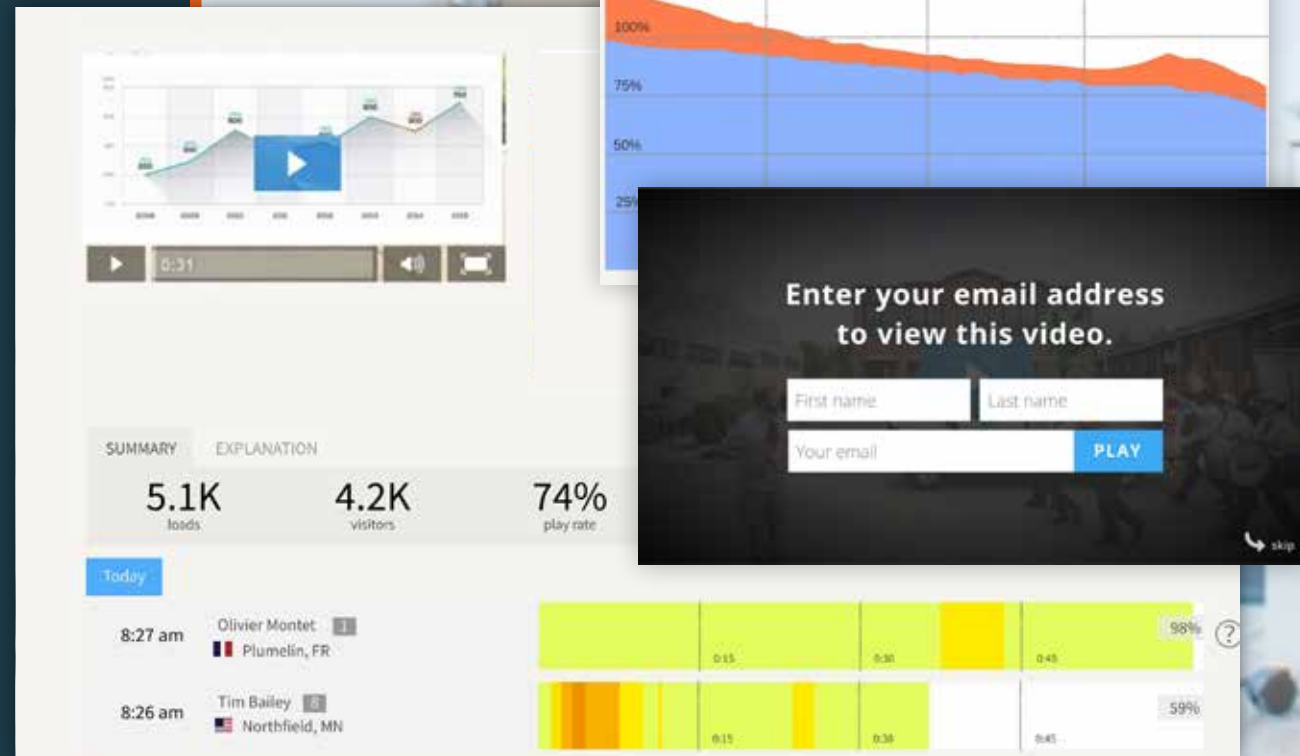
Let me show you how we do this.

As you can see here, we are able to analyze user viewing experiences and find out where the drop-off points are... meaning, **where did viewers abandon the video**.

This provides us the information we need to either **edit that video** or to have the knowledge to **create more effective videos in the future**.

This technology also allows site users to **opt-in to your videos** by inputting their contact information **on the video itself**, which can be **seamlessly integrated** into your marketing automation platform.

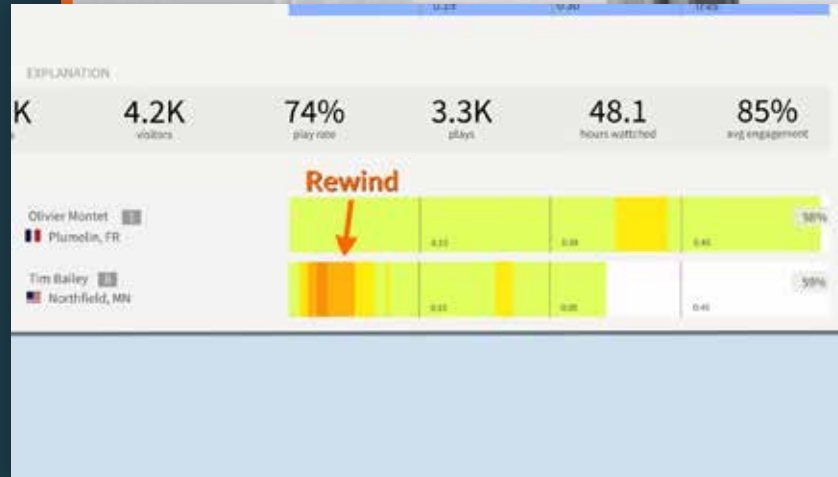
## Video Usability Analysis



# Video Conversion Analysis



Once a user is opted-in, you can see their name, if they rewound, and where they abandoned the video.



If we had put a call action at the end of this video, such as promotion of a webinar, Oliver would have seen it, while Tim would not have.

So our system will start to drip market to Tim about the parts of the video that he missed and possibly point him to a prerecorded webinar that he can watch on his own time.

**DRIP MARKETING**

Overview	Features & Benefits	Cost of Procrastination	Testimonials	Next Offer
3 Days	3 Days	3 Days	3 Days	3 Days

**PRE-RECORDED**

farotech Drip Marketing Sequence

5 Back stretches that you can do at home.

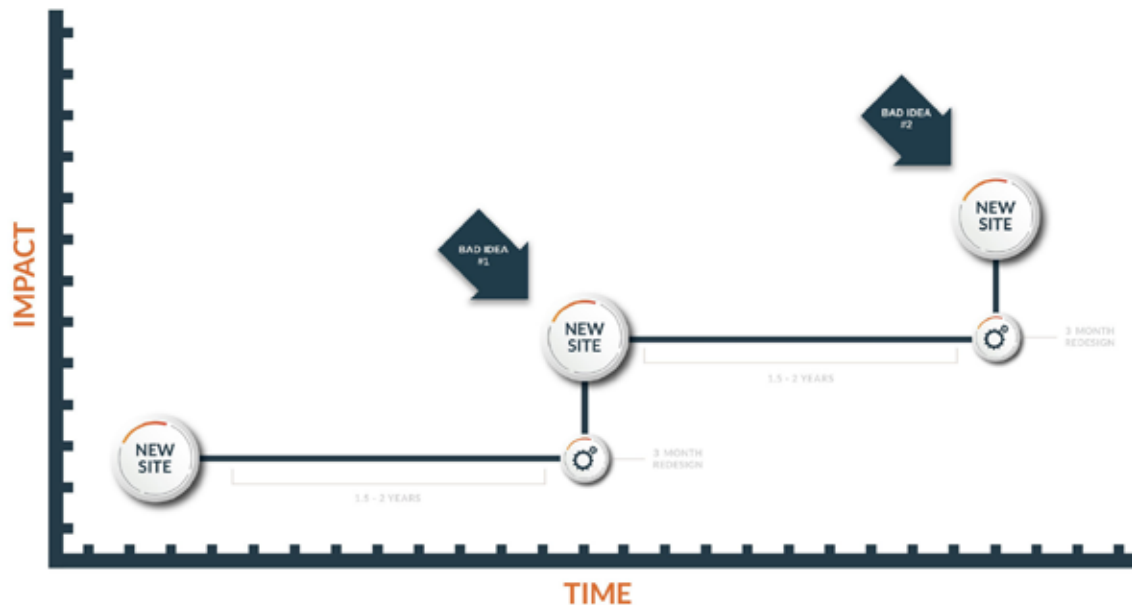
farotech Pre-Recorded Webinar



# Growth Driven Design and Marketing



## Traditional Web Design vs. GROWTH-DRIVEN DESIGN



The ultimate goal of usability conversion analysis is to develop a **growth driven design and marketing approach**.

Let's talk about what that means.

What you see in the diagram is a very traditional approach to marketing.

Most companies will go out and develop a new website or hire a new digital marketing agency **every 3 to 5 years**.

Whenever they believe that their marketing materials are out of date and they need to rebuild and rebrand, they spend a ton of money and essentially start over from scratch.

They **completely redesign** their website.

Or they might hire yet another digital marketing agency to develop a **brand new campaign**.

And they continue this cycle of periodically reinventing the wheel.



## Apollo Rocket Story

It is estimated that the **Apollo** moon rockets were **off course** nearly **97% of the time** they were in flight. Yet they still reached their chosen destinations – and returned to earth – with pin-point precision and timing.



It is estimated that the 1969 Apollo moon rockets that brought Neil Armstrong to the moon and safely back to earth were off course nearly 97% of the time they were in flight.

Yet they still reached their chosen destination and returned to earth - with pinpoint precision and timing.

How were they able to do this? Through **constant** course corrections and incremental adjustments, until they reached their final destination.

And so it is with marketing. Any marketer who claims to have their entire journey mapped out with 100% certainty is probably pulling your leg. That's just not how marketing works.

What we do as marketers is we take an idea based upon thorough research and best practices, we launch it into the world. And then we gauge how it works...but at the beginning, the truth is, we're guessing.

Based on how your potential audience receives that original message, we're smart enough to make critical course corrections.

We continue to tweak and craft your message, sharpening the spear over and over— until we get it to the exact point we're hoping to achieve .



## The Ultimate Digital Marketing Process

The good news is there is another way. We call it growth-driven marketing.

The reason why the traditional approach is ineffective is because those expensive, wholesale changes are commonly made based upon hunches or trends, rather than from data and analytics.

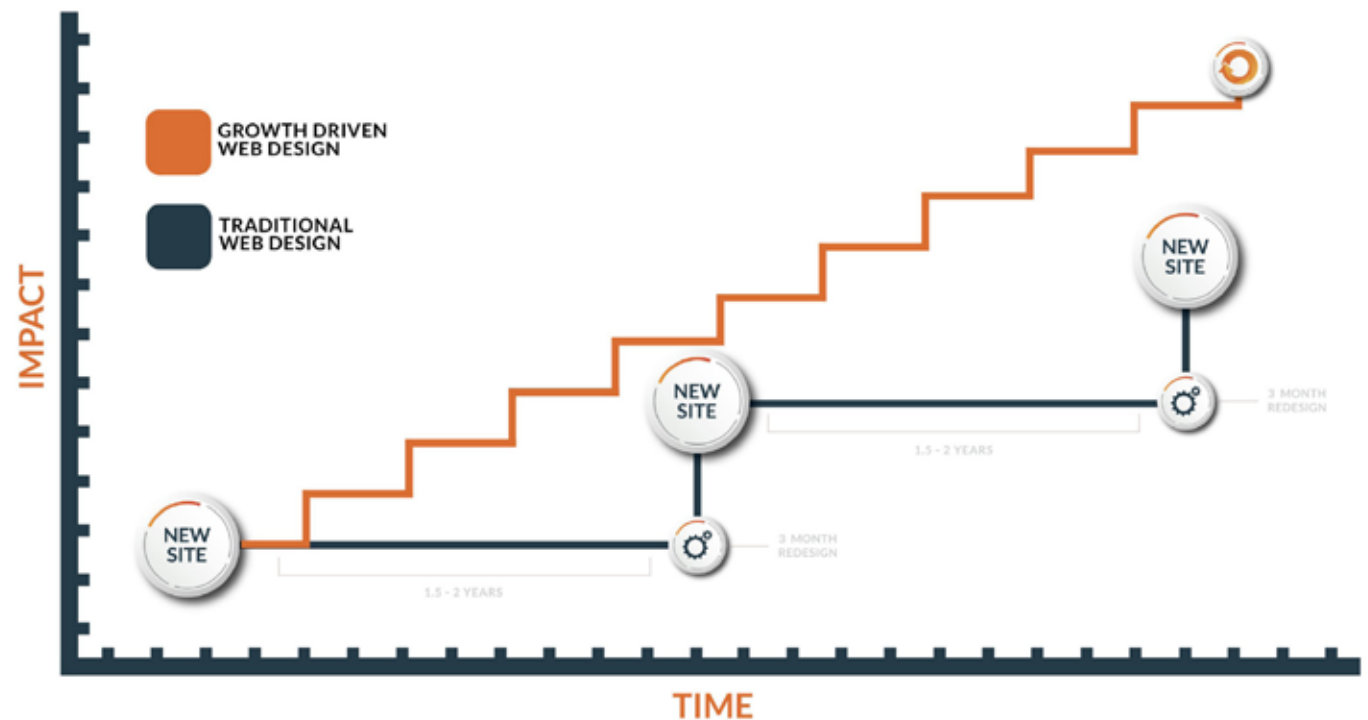
With growth-driven marketing it is our goal to establish a strong initial foundation, but then to utilize analytics tools to adjust along the way. Those tools include:

- A/B testing
- Multivariate testing
- Heat mapping analysis
- Etc.

We continuously make adjustments to get the best possible results for each of your marketing deliverables. In this way, we also maximize your original investment as we go.

## Growth Driven Marketing

### Traditional Web Design vs. GROWTH-DRIVEN DESIGN



# Summary

According to a study done by the Harvard Business Review, the average human attention span is now **eight seconds**, less than that of a goldfish with **nine**. Can you see why every second counts?

Usability Conversion Analysis addresses this exact challenge of **keeping readers engaged** with your site, your content, and your product.

A popular case study for the use of A/B testing was in 2008 when then-candidate Barack Obama raised an additional \$60 million for his 2008 campaign just with A/B testing.

Unfortunately, whether you're political or not, only 17% of marketers use landing page A/B tests to improve conversion rates. (Source: HubSpot)

The power of really great usability technology, **we can measure things that the average company can't measure.**

When we look at and analyze every detail of your visitor engagement experience, we can develop a **growth driven strategy** built on:

- Heatmapping
- Click mapping
- Scrollmapping
- KPI analysis
- Mouse recordings
- Funnel tracking
- Form dropoff analysis
- Video usability analysis

Once we find the right strategies, we implement them on an ongoing basis to strengthen them.

With so much out there competing for user attention, "sweating the small stuff" actually makes a big difference.

## Next Steps



With the right technologies in place to measure user engagement with your site, the next step is understanding how **SEO** builds upon a strong marketing strategy by optimally ranking for coveted keywords. This process is usually broken into two major categories: **local SEO and organic SEO.**

A Skyline Strategy can help maximize both. Want to learn how to rank on the top page of Google as part of a data-driven marketing system?

Read the next chapter where we do a deep dive into SEO or explore all the parts of our **award-winning Digital Marketing Process.**





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# SEARCH ENGINE OPTIMIZATION

THE ART & SCIENCE OF GETTING CRITICAL KEYWORDS ON THE **FIRST PAGE OF GOOGLE**

# Unpacking SEO



While there are several different types of SEO, for purposes of this blog, let's concentrate on just two: **Local SEO** and **Organic SEO**.

When we're talking about local SEO, we primarily mean SEO that is designed around geography-based keywords.

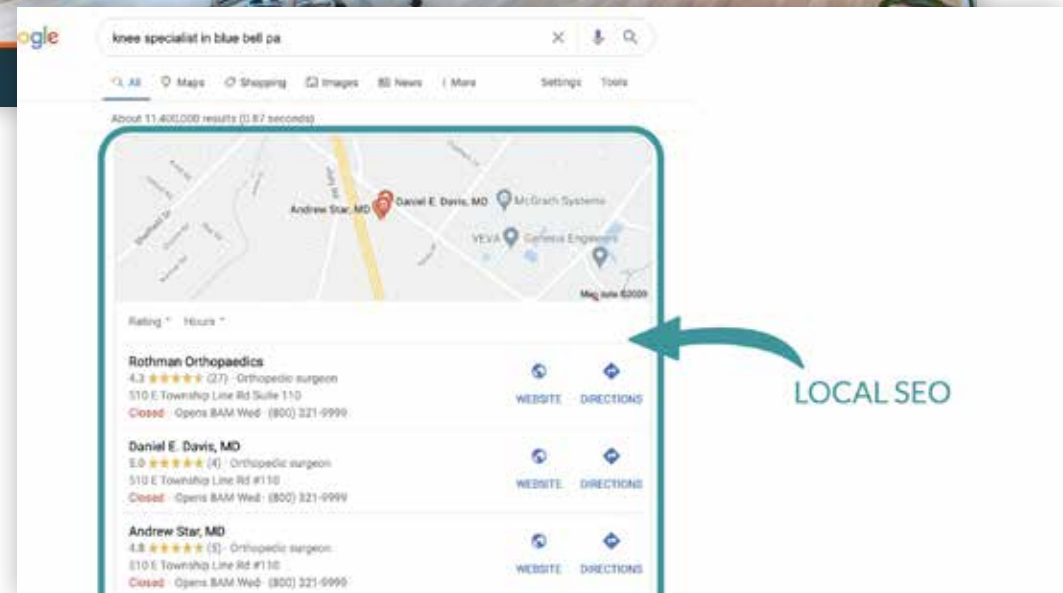
For example, have you ever looked for a plumber in your town? You normally type into the search engine:

“the service” + “the geographical region”

It might look something like:  
“Plumber in West Chester, NY”

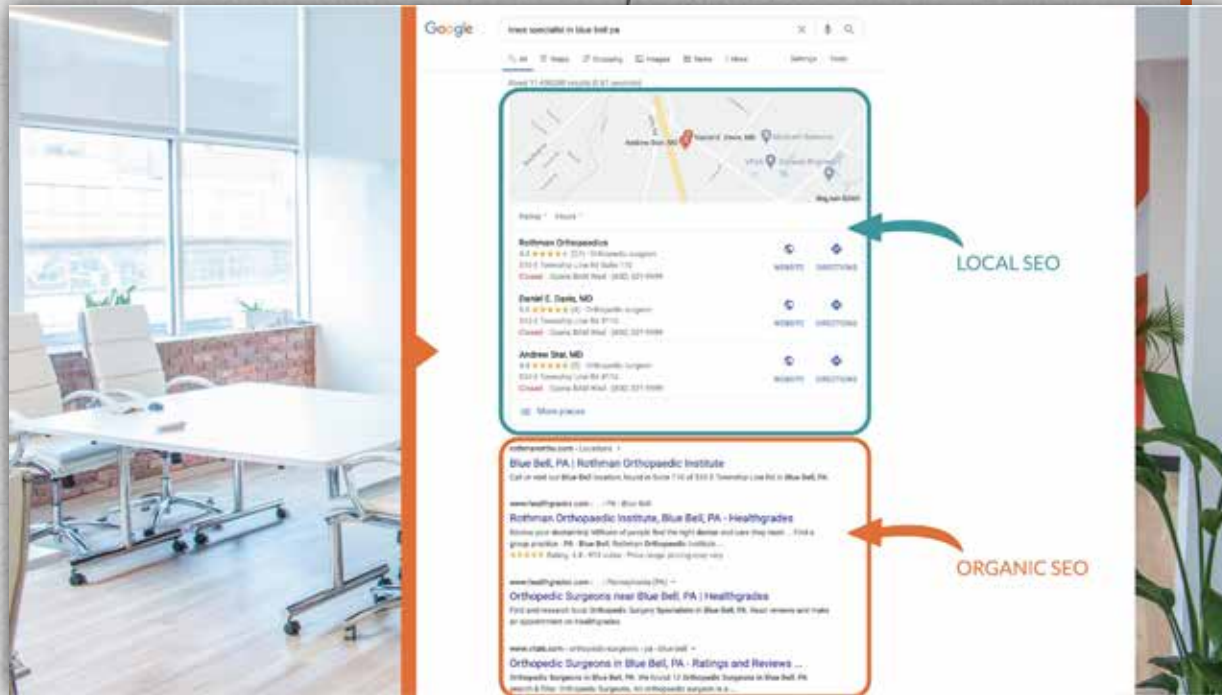
What you see in the image to the right are local search results that feature 3 local business listings. Those listings are called pin packs.

In order to be successful with local SEO, your business needs to be one of those three.





# Understanding Local SEO



But in all honesty, depending on your industry, there's a ton of competition out there. So getting one of those listings requires a **level of expertise** that **few companies have**.

There are a number of different local ranking factors to consider.

One of the top authorities in the SEO world is a company called **Moz**.

Every year MOZ puts out a very detailed report of the ranking factors that help companies get found on a local level.

Our team utilizes this guide like a cookbook. We go **step-by-step** through the process of ranking our clients effectively for local SEO keywords.

# Search Engine Optimization



In local SEO, the most critical ranking factor that we analyze is the **consistency** of your NAME, ADDRESS and PHONE Number—as they appear on your **citations**.

In our industry, we call this NAP.

Having a **consistent NAP** on online directories increases your domain authority and is one of google’s recommended best practices for local businesses.

To the left is a sample Local SEO report that we present to our clients.

Now let’s talk about organic SEO...

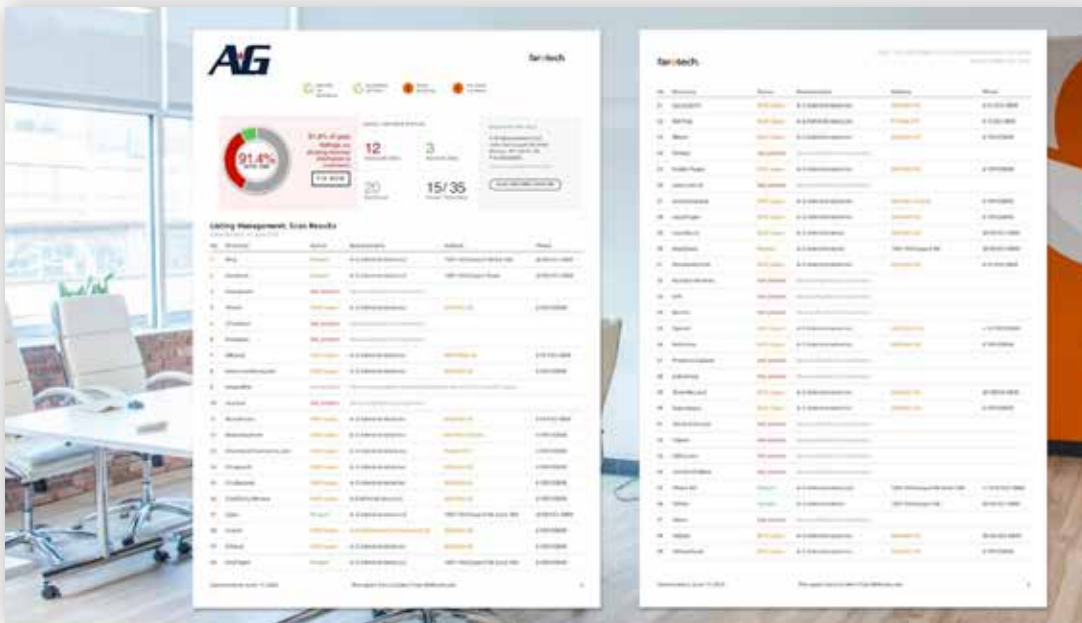
With Orangic SEO we have designed and used a very unique approach called VOD, which stands for “volume over difficulty.”

To explain VOD, let’s walk through our skyline analogy.



**Ishmael M**  
Project Manager

*Nothing makes a brand more unbeatable than an organized team and transparent communication.*





# Search Engine Optimization

The Ultimate Digital  
Marketing Process



Of course every company we work with would like to be on the first page of Google and Bing for keywords that drive a ton of search volume. We call those keywords skyscrapers.

However, just because you want to be on the first page of Google for skyscrapers does not mean that you have developed enough authority in the eyes of Google to secure that type of ranking.

And one of the biggest pitfalls companies make in marketing is that they over reach for keywords that are outside of what is realistic for their current capacity.

So you have to have a **plan** to get there... enter our VOD strategy.

In the VOD process, we are looking to identify keywords that have the highest visibility or search volume with the lowest competition and the lowest keyword difficulty.



The screenshot shows the Keyword Magic Tool interface for the keyword 'knee replacement'. The tool displays a list of related keywords with columns for Search Volume, Keyword Difficulty, and Competition. Three orange arrows point to the 'Search Volume' column, a blue arrow points to the 'Keyword Difficulty' column, and a red arrow points to the 'Competition' column, indicating the criteria for selecting 'skyscraper' keywords.

Rank	Keyword	Search Volume	Keyword Difficulty	Competition	Results
1	knee replacement	40,530	81.35	2.84	1884
1	knee replacement surgery	27,700	84.04	2.24	8244
1	total knee replacement	14,830	80.58	3.40	1424
1	partial knee replacement	9,860	79.91	2.66	1814
1	knee replacement recovery	6,130	78.05	1.89	1044
1	knee replacement recovery time	4,830	79.23	1.67	1424
1	total knee replacement surgery	4,430	79.16	3.17	1244
1	knee replacement at home	2,630	79.11	1.31	1844
1	new long term knee replacement cost	2,330	80.08	2.80	1044
1	knee replacement alternatives	2,030	79.36	3.51	1344
1	knee replacement cost	2,430	79.85	1.46	1244
1	knee replacement surgery costs	2,430	80.45	3.45	1044
1	total knee replacement video	2,430	79.77	1.39	1044
1	new long term knee replacement surgery cost	1,930	84.81	3.27	844
1	partial knee replacement surgery	1,330	79.89	2.83	1044



# Keywords: Hidden Gem

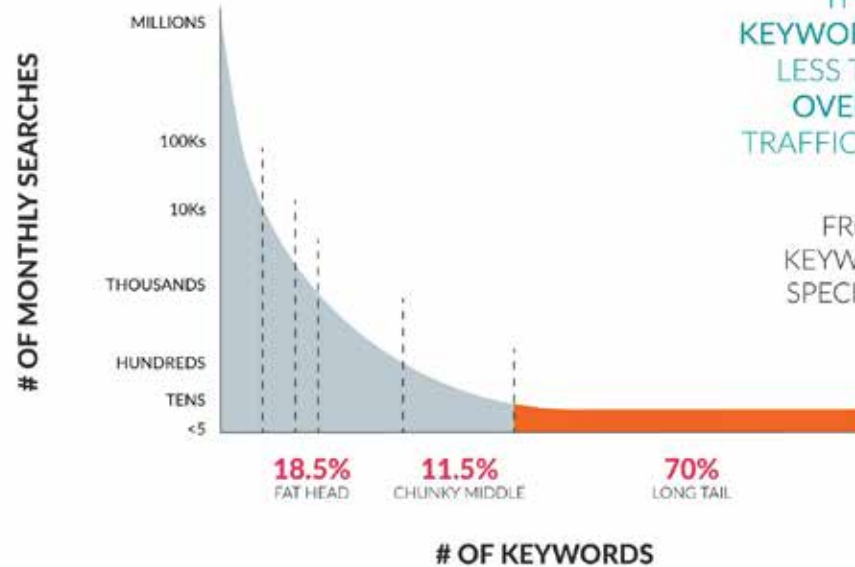
The reality is that most companies compete for the top **10,000 keywords** in their industry. What they don't realize is that those terms only make up **20% of overall search**.

Companies do this because they **don't know how to find the 80% of keywords** that are more specific - and easier to acquire.

Our technology allows us to identify those highly specific 4-6 word phrases called "**long tail keywords**."

These misfit toys, so to speak, are keywords that are often **neglected by your competitors**... and they're the same ones that we're going to go acquire and use to your advantage, in both the short game and in the long run.

## GET SPECIFIC AND GET FOUND



THE TOP 10,000  
KEYWORDS MAKE UP  
LESS THAN 20% OF  
OVERALL SEARCH  
TRAFFIC.

70% COMES  
FROM **LONG TAIL**  
KEYWORDS, HIGHLY  
SPECIFIC 4-6 WORD  
PHRASES



Data also indicates that long tail, VOD keywords **convert significantly better than broad term high-volume keywords**. That's another perk of the system we use!

So, let's go back to our skyline analogy.

Rather than going after skyscrapers right off the bat, what we want to do is go after **all the other real estate**. Those buildings are the VOD keywords.

Because once your organization can get on the first page of Google for hundreds, or even thousands, of these VOD keywords... then what you've done is **reach a tipping point**.





## Tipping Point: Increased Domain Authority = Trust Rank

The **tipping point** is essentially when your website has developed **enough domain authority**, and Google **recognizes it** as providing thought leadership in your industry, that now you have **gained the ability** to go after those highly coveted skyscraper keywords.

And your website is able to rank for those skyscraper keywords bigger, stronger, faster than your competition because, as far as Google's concerned, **you've earned the right to be heard.**



farotech VOD Breakdown



So, let's take a look at how this plays out in a real life case study.

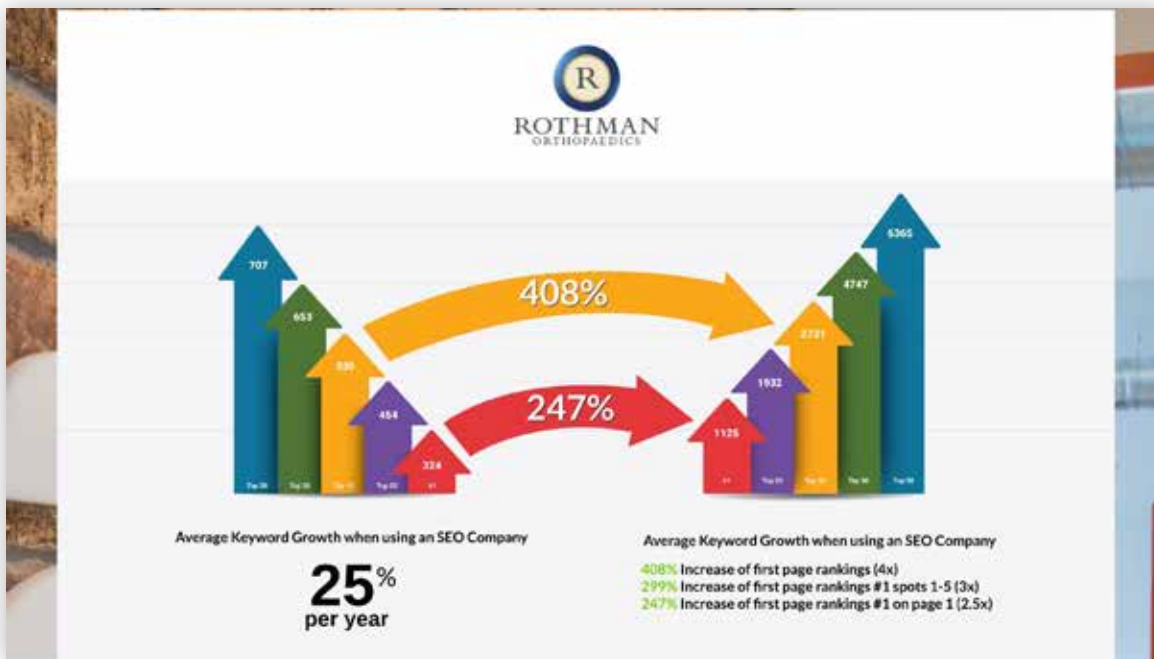
This diagram here shows the keyword growth we were able to achieve for one of our larger healthcare clients in a 4 year subset.

A typical SEO company is going to look to increase the number of keywords on the first page of google on average by about 25% per year.

As you can see, in just 4 years, we were able to increase this client's keywords that were on the **first page of Google by a whopping 408%**!

And the keywords that were ranked in spot #1 on page #1, we increased by over 247%!

Obviously, that is a big increase, but what we really cared about is how that all translated to patient acquisition.





In Google Analytics, we measure qualified traffic.

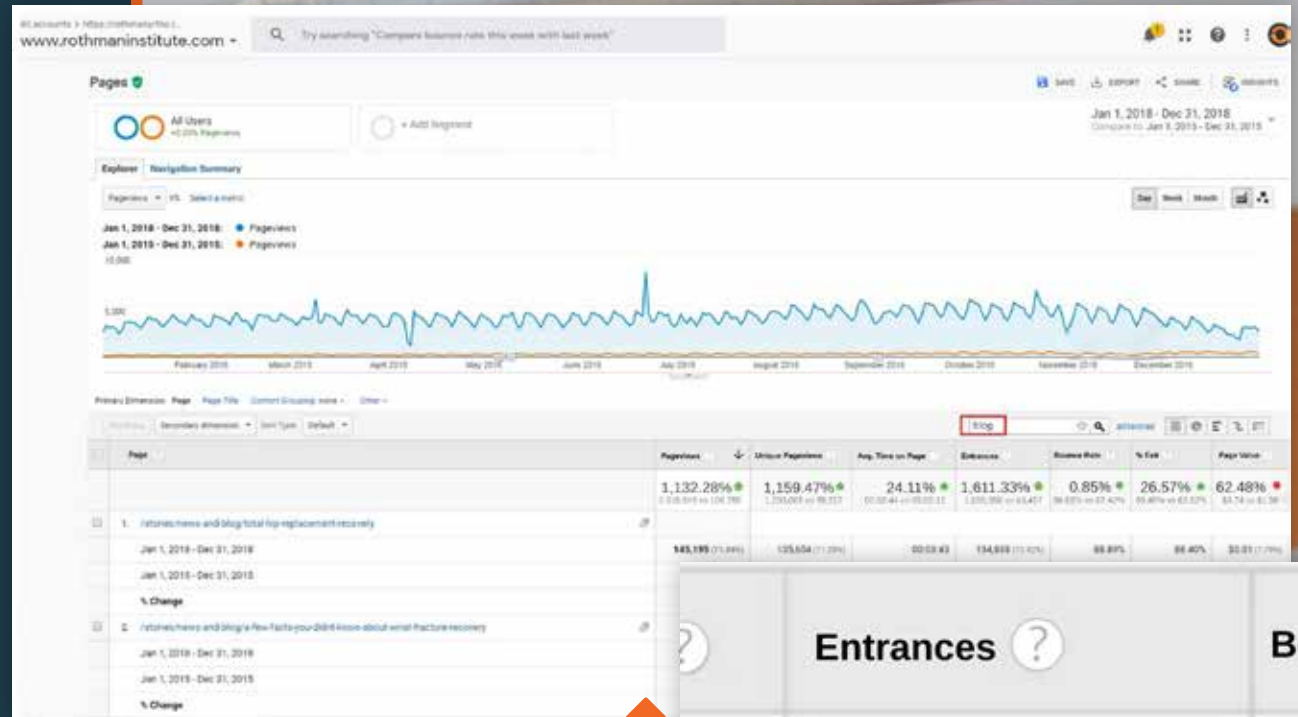
As you can see this data is just from the clients' blog alone.

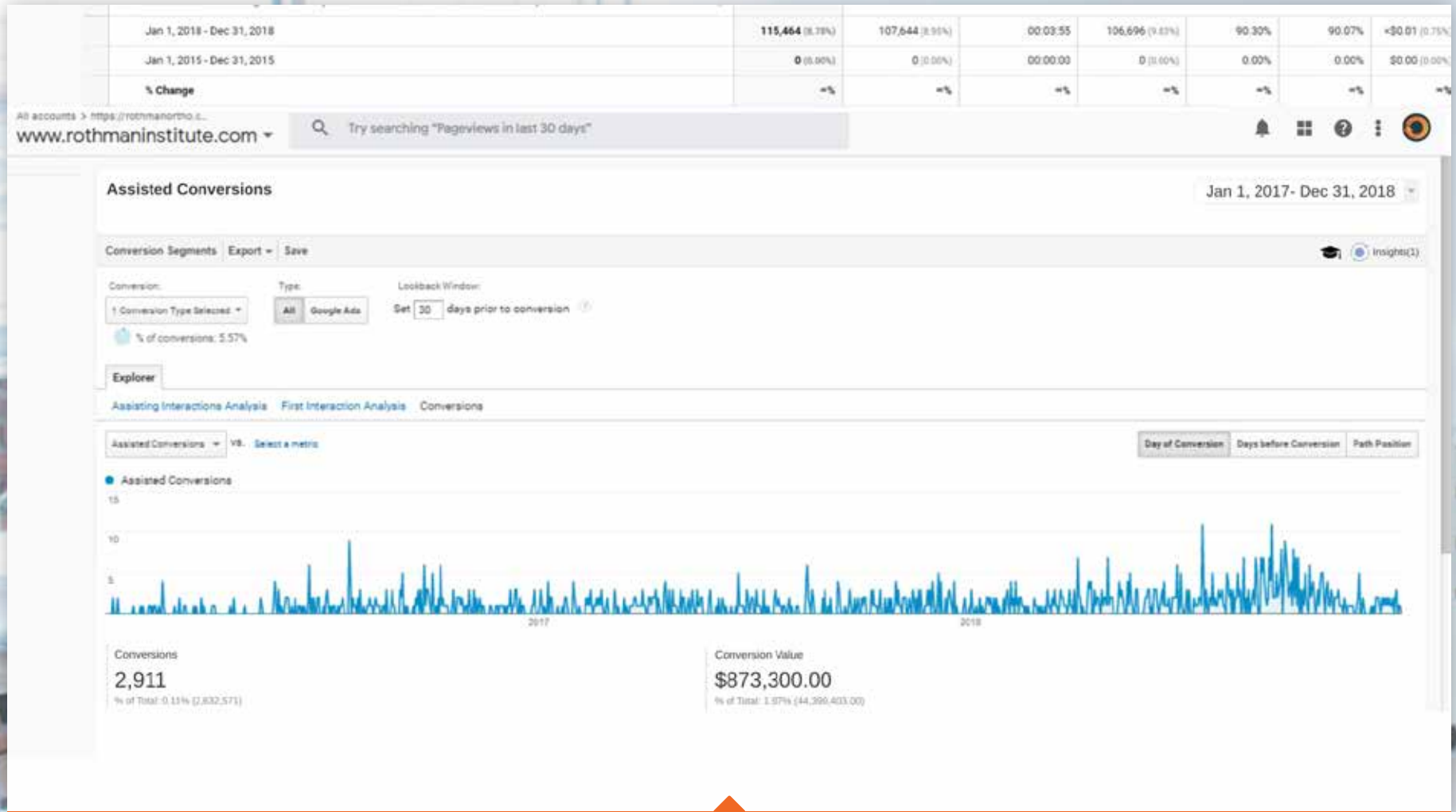
First let's look at entrances. Entrances are essentially visitors that came to our client's website through, in this scenario, their blog.

As you can see, we increased entrances by over 1000% – from 63k to over 1 million!

Those results are really powerful! But you're probably wondering, "Well, was that qualified traffic?"

To answer that, we look at pageviews.





# SEO: ROI

As you can see in the pervious page, we can see how we were able to increase page views by over **1100%+** —from **100k to 1.3 million!**

But still, the most important question to ask is: “**Did it work? Did this client get new Patients?**”

So, let’s walk through that.

In a 3 year subset, we were able to generate **2,911 conversions** from their **blog alone**. That equated to over **873k worth of revenue**.

How did we get there?

Our client estimated the value of a first time appointment at **\$300**.

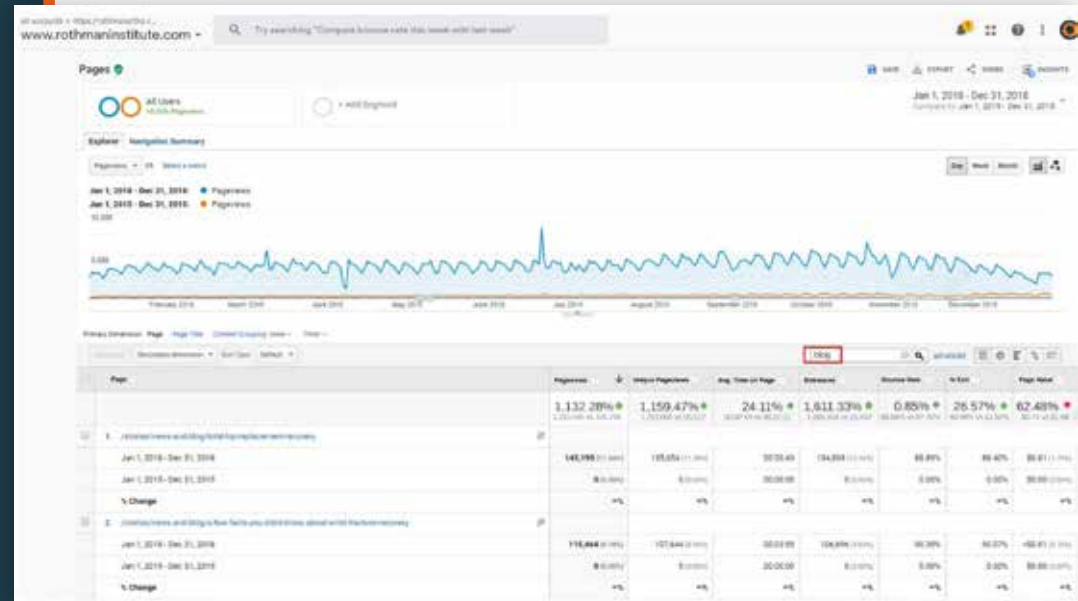
So, if you do the math, we have **2,911 conversions** multiplied by **\$300 = \$873k** worth of first time appointment revenue.

Take into account that this number was solely generated off of the revenue accumulated from the first time appointments and initial consultations **ONLY**. These revenue numbers did not even factor in subsequent treatments or surgery.

And here’s why what we do is so unique:

Most SEO companies promise to drive traffic to your website. But they do so with little to **no guarantee** on quality of traffic or concern over whether that traffic will actually convert.

That’s where we’re different. We not only bring the horse to water, but we’re accountable for if it drinks or not.





# Search Engine Optimization



Our approach works for all types of businesses - whether you are B2B, B2C, small, medium, or large.

What you can see here, in case study after case study, are the success stories we've been able to achieve for our clients.

Now that we have shown how our conversion science works, the next question we get asked is:

How long before we start to see results?

That's a great question. Unfortunately, the answer is, "It depends."



# How long does it take to rank



## How Long does it take keywords to Rank?

Low (VOD): 121 days  
Medium: 304 days  
High: 365 days

In order to explain, let us introduce you to Neil Patel. This handsome gentleman is like the Elvis of digital marketing. He did a data rich study to find out how long it takes to rank for critical keywords.

Keep in mind that there is a lot of complexity involved, but essentially, the VOD keywords take approximately **121 days** to rank while medium volume keywords take an average of **304 days**.

High volume keywords (skyscrapers), which are extremely competitive, take approximately **a year**.

That is why we spend so much of our time chasing down unique keywords that are in low to medium range. There is less competition, and it will benefit you more in the long run.

# Summary

When we look at data we've compiled from over 21 years of marketing success for our clients', we found that, no matter the industry, SEO was still the dominant way to attract, convert, and establish a **raving customer base** for our clients 9 times out of 10, driving **1000%+ more traffic** than organic social media.

Lots of marketers wax poetic about SEO, but very few know how it actually works. SEO is both an art and a science, something that most companies are unaware of. The biggest challenge that companies have is that they want to score with SEO but they haven't developed enough domain authority--essentially, the right to be heard in the eyes of Google. They also misunderstand how long it takes to actually acquire enough domain authority to rank effectively.

If you're lacking in domain authority, you'll need a more innovative strategy that is able to secure words that are highly convertible but with less competition. In the background, an agency should be building your domain authority so that you can score bigger

keywords faster than your competition. The data shows that most companies compete for the top 10,000 keywords in their industry. What they don't realize is that those terms only make up 20% of overall search. Smart companies understand that up to 80% of keywords are more specific--and easier to acquire.

If you have not developed an SEO approach that is quantifiable--in actual dollars and cents--to justify ROI, it's just unqualified traffic, and all you've really done is increase your web hosting bill.

Fortunately, we've developed a way to connect **SEO traffic** to dollars and cents. That way, you can quantify how much your traffic is worth, and how often it **leads to conversion**.

We've done this before with our clients, and we'll teach you how to also rank coveted keywords on the first page of Google and other search engines by addressing some overlooked details to build out your "skyline" such as:



- Local SEO
- Organic SEO
- VOD Skyline Approach to SEO
- ROI
- ...and more.

## Next Steps



Now that you know how to approach SEO differently as part of a comprehensive marketing strategy, make sure to read our next chapter that explores the wonderful world of **Content Strategy**--where you get to shape your unique story in a compelling way that connects to your target audience where and when it matters most. You can also review the **full Digital Marketing Process here**.



# farotech

## CONTENT STRATEGY

HOW TO USE A **COMPREHENSIVE MARKETING STRATEGY** TO **GENERATE LEADS**, **NURTURE LEADS** INTO CLIENTS AND **CONVERT** CLIENTS INTO BRAND AMBASSADORS



# Content Strategy



Over the last 20 years, we have relentlessly studied how written content and marketing automation impact conversion rates.

And what we have discovered is that one the most critical elements to your content strategy is not only creating **great messaging**, but doing it through a **compelling** and **engaging story**.

And this is where we go back to the idea of building a “Story Brand” by Donald Miller.

In the Story Brand approach, we break down the critical components that are required to create a great story.

- How to reduce noise
- How to develop frictionless messaging
- How to speak to your ideal audience’s pain points
- How to use verbiage that’s **STICKY**

By the way, “sticky” is a way of describing that your products and services stay **top of mind** for your potential clients.

But let’s face it, even if you told the **best** story in the world, if it is not optimized for search engines, it simply won’t be found.

That’s why our approach **takes your story a step further by optimizing your content** for specifically targeted keywords, and then nurturing those visitors down the funnel. In this way, we are able to turn cold leads into warm or even hot prospects.



# Content Strategy



Ultimately, qualified prospects will end up at a landing page like the one that you see in the image below.

On a landing page, we present the opportunity to download a content upgrade, commonly called an offer.

Essentially, prospective clients will trade their contact information in exchange for offers such as:

- eBooks
- Whitepapers
- Exclusive video content
- Infographics
- Any other materials/resources they are looking to acquire

When prospects provide their contact information and select submit, they are **opting into our automation system** that places a **tracking code** (called a cookie) on their computer or mobile device.

That cookie allows us to track every engagement they have with our marketing! Let's walk through what that looks like.



**Kelly K**  
Project Manager

*Digital marketing strategy is not a short term plan! It's a comprehensive system that gives you the opportunity to take a proactive approach towards achieving your long term goals.*

This is our Hubspot Marketing Platform. And here is one of our prospects, Jim Halpert.

Jim is an avid cyclist, living in Philadelphia, PA.

He has been having nagging back pain for over six months, and he finally wants to do something about it.

The screenshot displays the HubSpot Marketing Platform interface for a contact named Jim Halpert. The top navigation bar includes links for Marketing, Dashboard, Content, Social, Contacts, Reports, Partner, and Search. The contact's name, "Jim Halpert", is prominently displayed at the top left, accompanied by a profile picture and a "Return to all contacts" link. Below the name, a "Contact details" section lists various actions: Overview, Properties, Workflows, List Memberships, Property History, Contact research, Search in Google, and Public contact URL. The public contact URL is shown as "https://app.hubspot.com".

Key contact information is displayed in a table-like format:

First touch	Last touch	Lifecycle stage
<b>4 Months Ago</b> <small>Direct Traffic</small>	<b>3 Months Ago</b> <small>Website visit</small>	<b>Lead</b> <small>Since August 22 2014</small>

Below this, the "Starred" section shows a list of contact details, each with a star icon and a help icon:

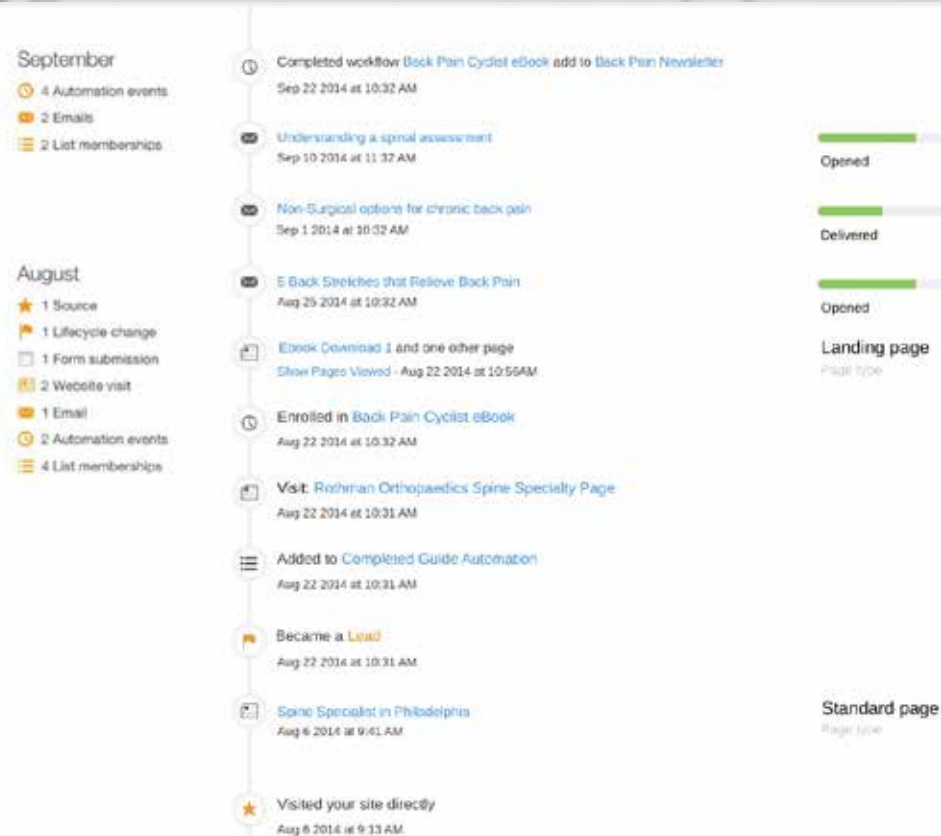
- Company Name: Dunder Mifflin
- Create Date: August 22, 2021
- Email: jhalpert@dunder-mifflin.com
- First Name: James
- Last Name: Halpert
- Phone Number: (215)-555-1212
- Website URL: http://www.dunder-mifflin.com
- Lead Score: 80
- Do You Currently Have a Blog?: [Dropdown menu]



Jim found this orthopedic practice through the keyword: **spine specialist in Philadelphia**.

From there, he went to the Spine Speciality web page. On the spine speciality page, he downloaded the **Back Pain ebook for cyclists**.

In downloading the ebook, Jim got a cookie or **tracking code on his computer**. Our system automatically began to drip market to him.



## Ideal Prospect Journey

1. The first email was called “**5 Back Stretches That Relieve Back Pain**,” which he **opened**.

2. The second was “**Non Surgical Options for Back Pain**,” which was **delivered**, but **NOT opened**.

3. And the third one was, “**Understanding a Spinal Assessment**,” which was **opened**.

4. Finally, our system put him on a **smart list** to receive a **back pain newsletter**.  
And that is how he went from a lead score of **zero...to an 80**.





## The Ultimate Digital Marketing Process

Now, we can't talk about drip marketing and lead scores without also talking about something we call the "**Buyer's Journey.**"

Remember when we talked about buyer personas? The ultimate goal of those exercises is to get the **right message** to the **right potential client** at the **right time.**

And we do this by recognizing that not everyone is currently in the position to buy your products and services. (I know, I know...it's hard to believe!)

There are, in fact, countless reasons why a prospect may choose one product over another...or choose to wait on purchasing altogether at a given time.

So, let's walk through the **psychology** of not only **WHY** people buy, but **WHEN** people buy.

The Buyer's Journey is traditionally broken down into **three stages:**

- Awareness
- Consideration
- Decision

To best illustrate this, let's use the analogy of buying a car.

When you go to buy a car, you never just buy the first car on the first car lot that you see... it is (obviously more involved than that).

Usually the journey begins for a particular reason.

Maybe your current car broke down or you've decided it's time for something new. That is the awareness stage.

In the consideration stage, you are asking yourself what kind of vehicle you're looking for.

So in the Buyer's Journey, all of this goes on in your subliminal and that is how you ultimately choose the car you are going to buy.

# Buyer's Journey





**farotech** BUYER PERSONA REPORT

### Cyclist With Back Pain

**Background:**

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

**Demographics:**

- Gender
- Age Range
- HHI Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

**Identifiers:**

- Buzzwords
- Mannerisms

**Awareness**

- Develop a nagging back pain that won't go away
- Decide to do something about it.

**Consideration**

- Research your options online.
- Research which provider carries your insurance

**Decision**

- Choose one provider over another.
- Schedule an appointment online

Now, that's not exactly rocket science.

As marketers, we use these psychological techniques all the time—whether we're trying to sell a new car, or in our previous example, trying to give people information about spine surgery.

So now let's look at the buyer journey specifically for orthopedics.

In the **awareness stage**, you have developed nagging back pain that won't go away and you've finally decided to do something about it.

Next in the **consideration stage**, you research your options online and you find out which provider accepts your insurance.

Then, in the **decision stage**, you choose one provider over another.

# Buyer's Journey Site Map Implication



So you are probably thinking... yeah, this is Marketing 101.

And you're right. It's pretty basic.

The problem is that most companies end up building their website **without** taking into account the basics of the buyer's journey.

Most sites contain a limited amount of awareness content and maybe one or two decision level pages, such as a Contact Us page.

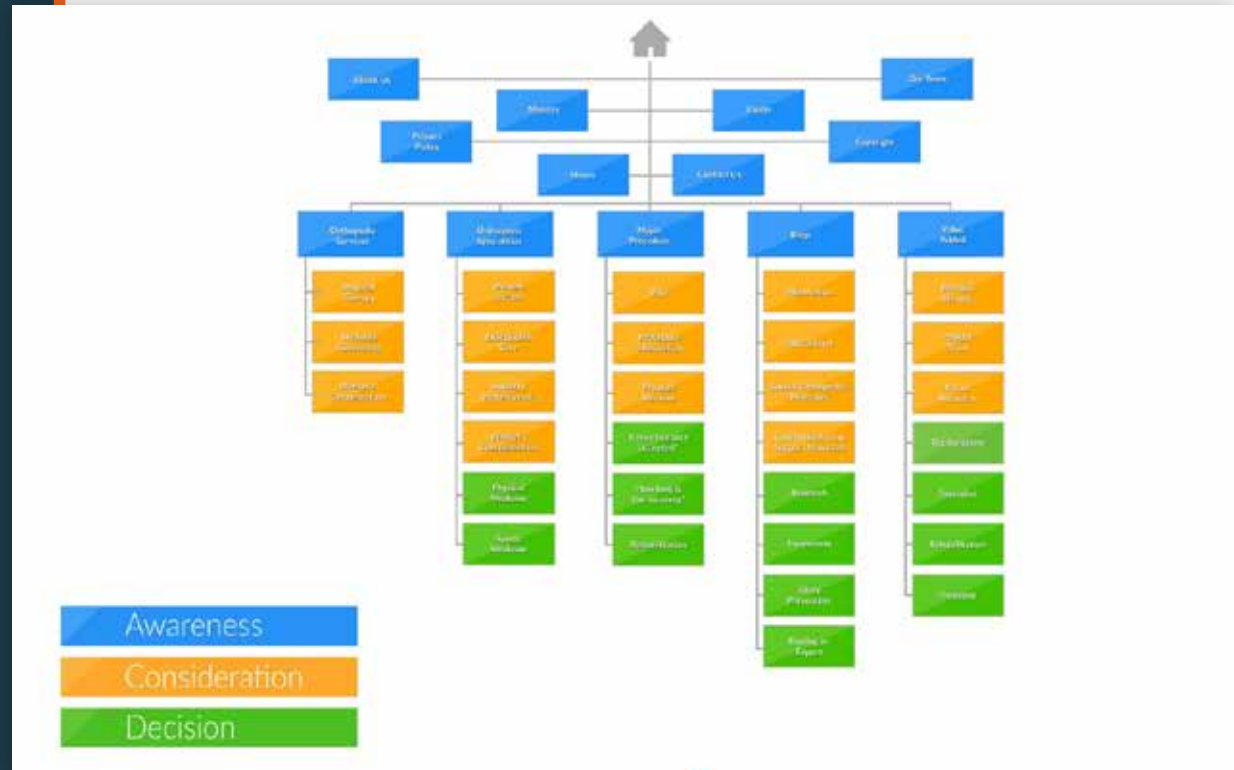
We talk all the time about pushing clients "down the funnel," but we **rarely** create content that **nurtures prospects** through that process.

**How can you push them down a funnel that doesn't even have a middle?**

The answer is: **you can't.**

But that's how average companies build websites.

But great companies commit to developing an editorial plan that builds out **awareness**, **consideration**, and **decision level content**.



# Target Page Functionality



Now, here's where it gets really exciting!  
(Remember, I gave you fair warning up front  
that we're just a bunch of marketing nerds.)

When we **connect** your **buyer's journey**  
to your **marketing automation**, that's where  
you really start to build momentum.

Let's say a prospective client is interested  
in your products or services and they visit a  
consideration level page on your website.

Assuming they have a cookie on their computer  
from previous efforts, when they **leave your site**,  
a targeting page marketing automation email is  
sent out to their inbox.

But essentially what we have done here is  
pushed them **down the funnel** from **Awareness**,  
through **Consideration** to **Decision**.





The single most important part of a content strategy comes down to developing an **editorial calendar**.

An editorial calendar allows our clients to go from being **reactive marketers** to being **proactive marketers**.

When Henry Thoreau said that we live lives of quiet desperation, he must have known a CMO or two.

We all know how easy it is to fall into the sprint-break-sprint-break marketing game.

Maybe you have a trade show coming up, so you sprint to get ready for that. Then after the trade show, you sort of go back to your regular responsibilities and take your foot off the gas.

Then a few months later, Christmas season comes around and you go right back to sprinting again. Then after the season, you might relax again for a bit.

This is textbook **reactive** marketing...and it doesn't work.

Date	Status	Topic	Type	Keyword	Content Link	Published Link
8/1 Sept	Approved	awareness	Blog	behavior consultant	sent to Nikki	
8/31 Sept	Approved	awareness	Blog	coronavirus school precautions	sent to Nikki	
8/27 August	Approved	awareness	Blog	therapy staffing resources	sent to Nikki	
8/20 August	Approved	awareness	Blog	consultative model speech therapy	sent to Nikki	
8/18 August	Consideration	Blog	Special Ed Budget			
8/17 August	Approved			Sales Calculator Functionality		
8/27 Onboarding Awareness	Hold			Free class for occupational therapists		
8/19 August	Approved	awareness	Blog	Red Tips for children with autism	sent to publishing	
8/19 August	Consideration	Service Page		Therapy Program Supports	sent to publishing	
9/1 Sept	Approved	awareness	Blog	virtual apical education	sent to publishing	
9/1 Sept	Approved	service page		teletherapy	sent to publishing	
8/31 Sept	Consideration	Blog		revised services teletherapy	sent to publishing	
3/29 June	Approved	consideration	Blog	top 2 interventions	sent to publishing	
8/10 August	Published		Email			
8/17 September	Published		social media post			
8/14 August	Published		workpage	comprehensive therapeutic services		
3/22 Sept	Published		Consideration	Working With PDS page		
3/29 June	Published		consideration	5 of 5 goals		
3/31 August	Published		Consideration	intervention programs for teachers		
8/4 August	Published		Blog	speech therapy games		



The #1 thing an editorial calendar does, is that it protects you from RAM: **Random Acts of Marketing**.

RAM is a marketing killer and yet 99% of the clients we speak with say it is their biggest weakness.

Fortunately, it is preventable

# Editorial Calendar (Continued)

Our goal is to be as proactive as possible.

As a **proactive marketer**, you will be able to plan what content is going to be published in the **next month, quarter, or possibly even the next year.**

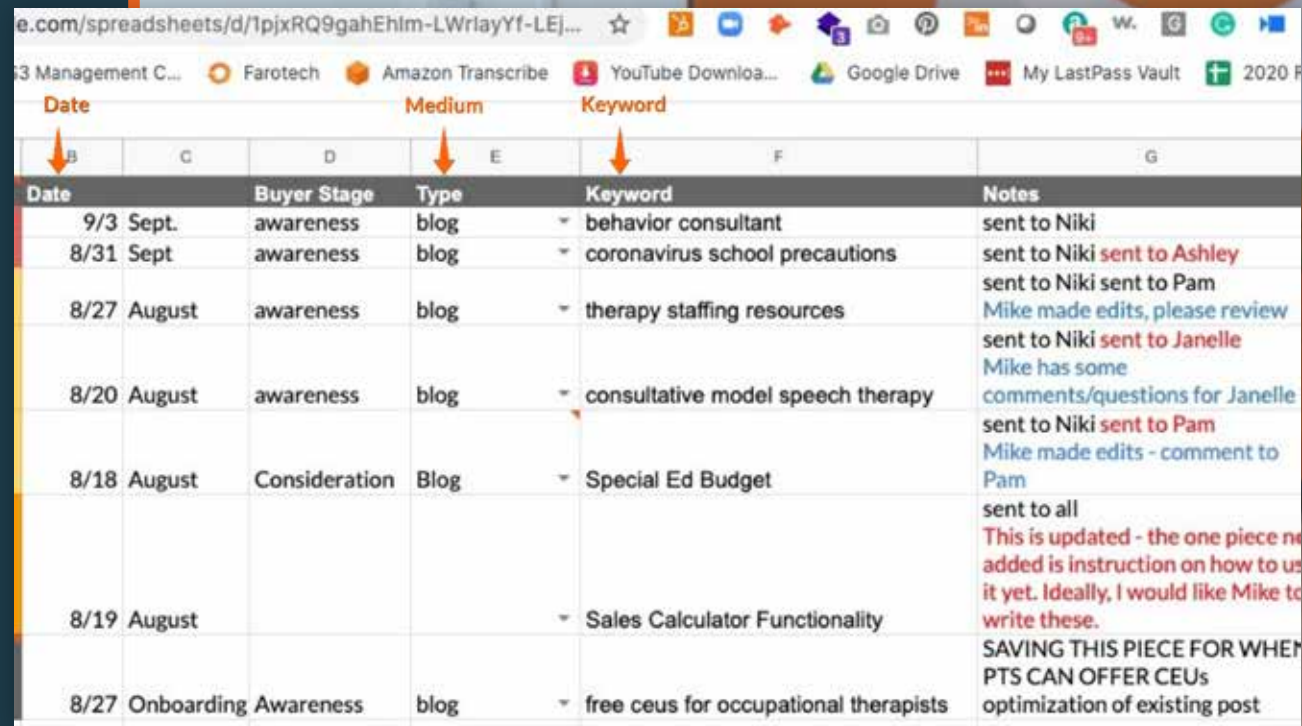
We design our editorial calendars to be about **80% structured** and about **20% nimble**, so that some flexibility is maintained for inevitable changes and unexpected needs that arise.

**The calendar is customized to meet your company's content needs, but often it includes:**

- the content type
- what mediums it will be used in
- what keywords we will be optimizing for
- where it fits in the buyer's journey

Maintaining a calendar also helps identify over time what kinds of content and what sort of publishing schedule it's going to take to reach your goals.

When you communicate **consistently** with **quality content** your results **compound**. We have seen this play out countless times with our clients.



Date	Medium	Keyword			
Date	Buyer Stage	Type	Keyword	Notes	
9/3 Sept.	awareness	blog	behavior consultant	sent to Niki	
8/31 Sept	awareness	blog	coronavirus school precautions	sent to Niki sent to Ashley	
8/27 August	awareness	blog	therapy staffing resources	sent to Niki sent to Pam Mike made edits, please review	
8/20 August	awareness	blog	consultative model speech therapy	sent to Niki sent to Janelle Mike has some comments/questions for Janelle	
8/18 August	Consideration	Blog	Special Ed Budget	sent to Niki sent to Pam Mike made edits - comment to Pam	
8/19 August			Sales Calculator Functionality	sent to all This is updated - the one piece ne added is instruction on how to us it yet. Ideally, I would like Mike to write these.	
8/27 Onboarding	Awareness	blog	free ceus for occupational therapists	SAVING THIS PIECE FOR WHEN PTS CAN OFFER CEUs optimization of existing post	

# SEO: On Page Analysis

The Ultimate Digital  
Marketing Process



Your **editorial calendar** will be connected to **collaborative documents** such as the Google Document.

In this document, you can see that our content writing team has written content that is designed to rank on major search engines.

What you'll also notice is that we optimized this piece for certain keywords. In this instance, it was for the longtail phrase "back, neck and spine problems."

The screenshot shows a Google Docs interface for a document titled "Specialties: Back, Neck, and Spine". The document content includes:

- Title:** Innovative, Compassionate, Treatment for Back, Neck and Spine Conditions
- Focus Keyword:** Back, Neck & Spine problems
- SEO Title:** Back, Neck & Spine
- Meta Description:** Innovative, Compassionate Treatment for Back, Neck and Spine Conditions. EmergeOrtho specialists have completed advanced training in orthopedic issues of the back, spine and neck. Like many other orthopedic conditions, neck and spine problems may get worse if treatment is delayed.
- Meta Keywords:** back, neck, and spine, Emerge Ortho, orthopedic, back, spine and neck, orthopedic, neck and spine

Below the meta keywords, the word "Keyword:" is highlighted in orange, followed by "Back, Neck & Spine problems".

The document also features a photograph of a male doctor in a white lab coat standing in a clinical setting. Below the photo, the text reads: "EmergeOrtho specialists have completed advanced training in orthopedic issues of the back, spine and neck. Like many other orthopedic conditions, neck and spine problems may get worse if treatment is delayed. At EmergeOrtho, we treat a wide range of conditions, including but not limited to: strains and sprains of the neck and back, "pulled muscles," as well as chronic back or neck pain, sciatica, scoliosis, herniated discs, slipped vertebrae, nervous system disorders, fractures, spinal instability, and sacroiliac disorders. Back, neck, & Spine problems continue to get worse if untreated."

At the bottom of the visible text, it states: "While most spinal disorders can be treated without surgery, our team also performs spinal surgery, including spinal decompression (laminectomy), spinal fusion, scoliosis

On the right side of the document, there is a comment from "John J. Client" dated "3:01 PM Today". The comment text says "Delete space" and "Add: Be sure to add keyword".

# SEO: On Page Analysis (Continued)



Once the content has run through an **internal audit**, the technology we use also allows us to do some **pre-publishing assessments**.

Our software is able to analyze what companies are in the **top 10 results** on the first page of Google for the keywords **we** are trying to target.

In the example to the left, it shows that we have a **very poor chance** of beating your competition with the content as is.

It scored our content as a **3.7 out of 10**.

So, we know that we have to go back in and make adjustments to improve the content before we publish.

This software also assesses **readability** (in relation to your competitors' content) and provides a **gauge for recommended length/word count**.

Then finally, it looks at the **keywords** that we're trying to optimize for. In this case, the score indicates that we need to improve the keywords usage and metadata, etc.

Innovative, Compassionate, Treatment for **Back, Neck and Spine** Conditions

**Keyword:** Back, Neck and Spine problems



EmergeOrtho specialists have completed advanced training in orthopedic issues of the back, spine and neck. Like many other orthopedic conditions, neck and spine problems may get worse if treatment is delayed. At EmmergeOrtho, we treat a wide range of conditions, including but not limited to: strains and sprains of the neck and back, "pulled muscles," as well as chronic back or neck pain, sciatica, scoliosis, herniated discs, slipped vertebrae, nervous system disorders, fractures, spinal instability, and sacroiliac disorders. **Back, neck, and spine problems** continue to get worse if untreated.

While most spinal disorders can be treated without surgery, our team also performs spinal surgery, including spinal decompression (laminectomy), spinal fusion, scoliosis correction, sacroiliac fusion, kyphoplasty, and spinal cord stimulator implantation. Our surgeons are trained in both traditional as well as minimally invasive surgical techniques.

Our comprehensive approach to your spine includes our own physical therapy department, pain management services, electrodiagnostic testing with **EMGs** and NCVs, and advanced spinal imaging with in-house digital **X-ray** and **MRI**.

Overall score **3.7/10**

**Poor**

Readability

**44.9** out of 100

Your text's difficulty corresponds to college level education. This is just about what your audience expects.

Words

**698**

Reading time: 3min

Target Keywords

Care of your text and all recommendations use these keywords at least once.

back conditions spine conditions

back conditions

Recommended Keywords

Enrich your text with these keywords to get better SEO results.

neck pain neck issues neck problems

neck and back neck problems

neck pain neck issues

physical therapy spinal cord

spinal fusion

spinal surgery

spinal nerve

physical therapy

spinal cord



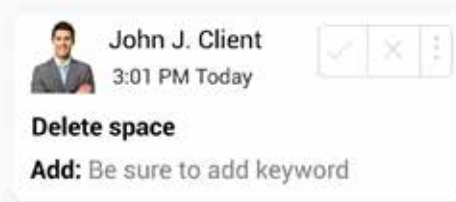
# SEO: On Page Analysis (Continued)



Once our software does the analysis, the content piece gets sent back to our writing team to make the required revisions.

Then we send it to you, the client, to give it one last look and bless it for publishing.

Once it's been approved, we publish the content on its schedule date, and update the editorial calendar accordingly.



**Gabby A**  
Project Manager

*iOS updates can make social media advertising seem intimidating, but finding your audience and updating your conversion tracking can make all the difference.*

# Content Strategy

So when it comes to content writing, we want to share a question we commonly hear from our prospects. It goes something like this:

“How can I know that the Farotech team can write according to the sophistication or to the technical level that my particular industry requires?”

And that is a very good question.

There are two major ways that we ensure our team is prepared to deliver great content for our clients.

- 1. During the Gap Assessment and onboarding process**, we take a tremendous amount of notes and add them to our **Case Notes** files for your company. Our writers constantly refer back to the case notes to understand all of the critical details about your company, from industry specifics down to essential buzzwords.
- 2. We also spend time interviewing the subject matter experts** from your company on a recorded line. The **average 1 hour phone call** can result in about **60 to 90 days** worth of content when our writer's put it that information use within the schedule of an editorial calendar.





Before we wrap up on content strategy, we need to make one more important point about conversion. We're going to do a little math here, so just hang on.

Let's say you have a website that gets **10,000 visitors** per month and you have a **2% conversion rate**. This would equal **200 leads**.

But let's say your goal is **300 leads per month**. Your knee jerk reaction might be to crank up the lead generation and bring in **15,000 visitors to your site**.

But in actuality, **that's more difficult**, significantly **MORE expensive**, and will likely take more time than we have allocated within the scope of your project.

But you know what makes even **MORE sense** and is significantly **LESS expensive?**

If we look at improving your conversion rate.

The #1 way to do that is to **go back and rewrite your existing content** in a way that is **more engaging**.

With this approach, increasing your conversion rate by a mere **1%**, will allow you to hit your sales goal of **300 leads with the same amount of traffic**.

Pretty cool, huh? That's why killer content is so important.

## Content Strategy

10,000 Visitors  
2% Conversion rate  
=200 Leads

**15,000 Visitors**  
2% Conversion rate  
**=300 Leads**

**10,000 Visitors**  
**3%** Conversion rate  
**=300 Leads**



# Summary

Barry Feldman, a renowned marketing consultant, is famous for saying, “Your website is the mousetrap and your content is the cheese.”

“Mice aren’t attracted to mousetraps. They’re attracted to what you put on it. The same goes for websites. What are you putting on yours?”

The problem is that most companies obsess over the mousetrap, while the successful ones think as much or more about the cheese.

Flexing a killer **content strategy** is all about telling a compelling story that establishes your company as a thought leader. Storytelling not only increases brand favorability in your audience’s eyes, it can also be up to 22 times more memorable than facts or statistics. (Source: Forbes)

What you say, how you say it, and the channels through which you promote your story all tie-in to a successful content strategy which includes:

- StoryBrand (Donald Miller)
- Buyer’s journey
- Proactive vs. reactive marketing
- Target page functionality
- Editorial calendars
- ...and more.

The ideal approach doesn’t simply throw content against the wall to see what sticks. Really great businesses focus on how to tell a compelling story. One successful approach is made famous by Donald Miller’s book called *Buliding a StoryBrand*. With this strategy, you can adapt your messaging to fit a content strategy that generates leads, nurtures leads, and ultimately converts those leads.

You can take it one step further by using technologies like HubSpot to track every part of the buyer’s journey and help potential customers further down the funnel to make a decision. By lead-scoring users on how well they engage with your marketing, you can obtain valuable data and feedback to see how users are consuming content. The Buyer’s Journey is traditionally broken down into three stages:

- Awareness
- Consideration
- Decision

By crafting content that corresponds to where a buyer is at in their journey, you can get the right message to the right person at the right time. Ultimately, this comes down to your editorial calendar which will allow you to go from reactive to proactive with content built for 30, 60, and 90-day timeframes and beyond that to six months and a year. This calendar is 70% structured and 30% nimble, because we don’t know what we don’t know and things can change. There are

then tools you can use to measure the effectiveness of content before it’s ever produced.

## Next Steps



Once you’ve given your story a voice and established a library of great content using the editorial calendar, you’ll need that content to nurture leads down the funnel successfully. So let’s dive into our next chapter about **Lead Nurturing** and why it’s a critical component of maintaining lasting relationships with your clients. If you want to review other pieces of the process, you can explore the [Ultimate Digital Marketing Process page here.](#)





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# LEAD NURTURING

| HOW TO NURTURE LEADS INTO CLIENTS >



**80%** of marketers using automation generate more leads and **77%** convert more of those leads.

- VB Insight

So why is that so effective?

Because Lead Nurturing is the cornerstone to converting more leads into clients. However, nearly every company that we talk to either doesn't have a formalized lead nurturing process or they neglect it entirely.



**Kristen T**  
**Account Manager**

*When it comes to website traffic, always look at quality over quantity. Having a ton of website traffic can be useless if it's not converting into real customers.*

# Lead Nurturing

**Lead Nurturing** is a fairly sophisticated process, but using a quick example will allow us to see it in action.

Imagine a potential client engages with your website, and we **drop a cookie** on their computer or mobile device.

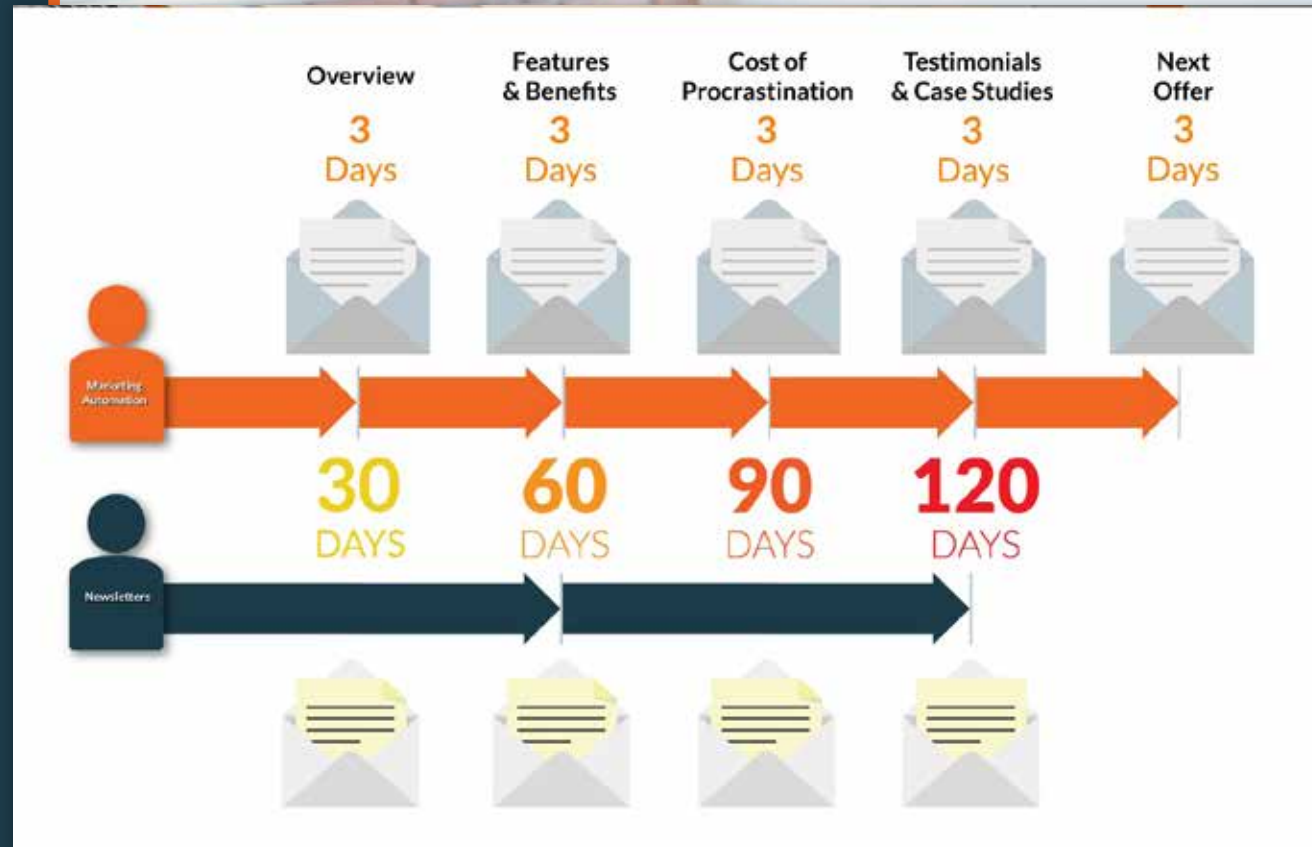
This means that they are in our system and will start receiving marketing automation emails.

(Note: The time frame between emails is based upon the aggression level of the client.)

Over the decided upon time frame, the average prospect will get a certain set of emails, each with a unique focus:

- Overview
- Features & Benefits
- Cost of Procrastination
- Frequently Asked Questions
- Testimonials & Case Studies
- Invitation to the next opportunity to talk

Now, If the prospect graduates through all of these drip marketing emails, our system puts them on a **lead newsletter** list and that list is segmented and send out in tandem with your other marketing initiatives.



# Slippage Campaign



Slippage campaigns are automation workflows similar to the standard drip marketing emails.

However, these emails are designed to **re-engage potential clients** who had a very good experience with your sales team, but for one reason or another, they simply “slipped off the hook.”

Slippage campaigns are designed specifically to drip market to leads that have **run cold**.

The most effective way to do that is to design your email sequences to **answer the most commonly raised objections** that you heard in your sales discovery process.

So, for example, if someone says, “Now is not a good time,” our system would send out a pre-developed slippage campaign on the topic of the cost of procrastination.

If someone says, “Your product is too expensive,” the system will drip market to them about value versus price.

When we proactively answer questions before they are even asked, it establishes confidence and trust with your potential client.

## Slippage Campaigns

Slippage campaigns are a series of drip marketing emails sent to a potential sales target who has “slipped off the hook”

### Emails include:

- Common Objections
- Features or Benefits a client really liked in your previous presentations



## Slippage Campaign

### Conflict:

"The Price is too High"



### HOLD SEO Reports

- Wedgewood Pharmacy SEO Reports
- Compounding RX USA SEO Reports
- Belmar Pharma Solutions SEO Reports

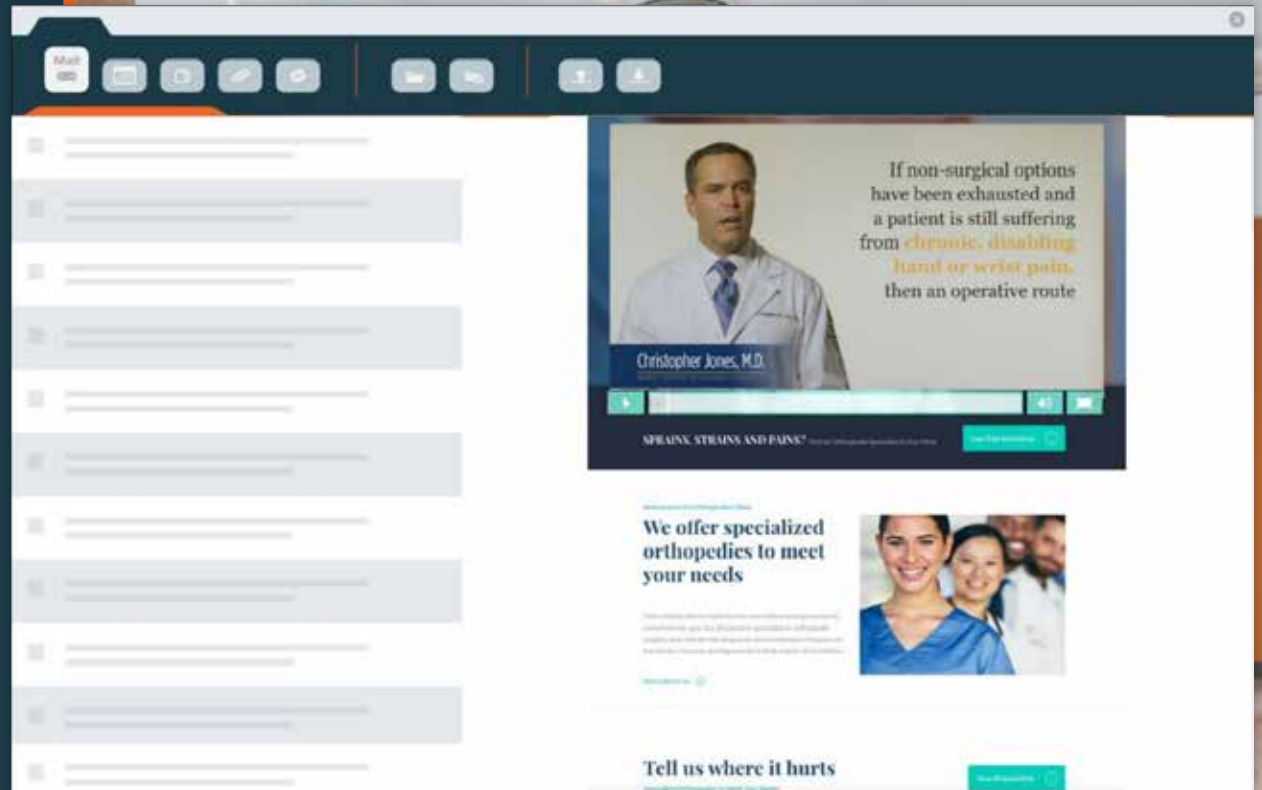


# Automated Email



To get the best results from marketing automation emails, we strive to always bring value. And the best way to do that is to include either bite-sized infographics or video snippets specifically design to engage your potential client.

In fact, according to SEOMoz, adding the ability to watch a video from within an email **increases open rates by a whopping 35%.**



# Summary

Imagine going out for a first date and rushing right into marriage the next day. Crazy right? We all know that relationships take time and investment, so why should your relationships with customers be any different?

Disastrously, **79% of marketing leads never convert into sales**. Lack of lead nurturing is the #1 cause of this poor performance. (Source: HubSpot) Even crazier, the most neglected part of all marketing--something companies don't do and most agencies don't help with--is that they don't have a **formal lead-nurturing process** that is outlined and duplicatable.

Great businesses understand that people aren't always ready to buy, so you must develop an effective way to nurture them. Having the right tools for developing deep and lasting customer relationships can transform a one-time customer into a lifelong ambassador for your brand through:

- Drip marketing campaigns
- Slippage Campaigns (for leads that have gone cold)
- Rich content & video
- Marketing automation emails
- ...and more.

What you'll learn are some of the most essential drip marketing e-mails, including:

- Overview/Features & Benefits
- Cost of Procrastination
- Testimonials
- Case Studies
- FAQs
- Next opportunity

Lead nurturing should allow you to take the first step. What we don't want to do with lead nurturing is get to the end of the road and say "Buy now! Buy now! Buy now!" Every time a lead goes from an e-mail to your website, they'll be lead scored--the barometer of how well people are engaging with your brand.

In that lead nurturing process with HubSpot, a piece of tracking code is placed whenever a user downloads an offer or something from you. With that information, and a strong lead scoring method, you can develop a drip-marketing campaign that will nurture potential customers through a series of emails, down the funnel. Slippage campaigns that implement drip-marketing can help get once-promising leads back on the hook.

As you can see, there are a lot of caveats to lead nurturing. But now that you know how



to drive people back to the security and thought leadership of your brand, the next piece of the puzzle is crafting the perfect hybrid Social Media presence that excels at retargeting to drive users to your brand using both organic and paid approaches.

## Next Steps



As you can see, there are a lot of caveats to lead nurturing. But now that you know how to drive people back to the security and thought leadership of your brand, the next piece of the puzzle is crafting the perfect hybrid **Social Media** presence that excels at retargeting to drive users to your brand using both organic and paid approaches. Learn more in our next chapter or explore the **full Digital Marketing Process**.



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## SOCIAL MEDIA

HOW TO USE SOCIAL MEDIA TO  
CONVERT MORE CLIENTS





**Social Media** is a critical part of our Unique Process.

I feel the need to tell you the truth about Social Media. Social Media rarely works.

What I mean by that is that it rarely works without **combining it with Paid Advertising**.

Let me explain...

**Forbes** Billionaires Innovation Leadership Money Business Small Business Lifestyle Lists Advisor Featured Breaking More

Jun 8, 2014, 09:22am EDT

## Facebook Puts Everyone On Notice About **The Death Of Organic Reach**

**Ewan Spence** Senior Contributor  
Consumer Tech  
Storyteller exploring digital worlds, mobile, music and podcasting

**This article is more than 6 years old.**

**f** [Facebook's Brian Boland has taken to a Facebook blog](#) to talk about the decline of a post's organic reach in the social network. In his role as VP Ads Product Marketing, he walked through the implications as organic reach becomes a less effective engagement tool.

**in**

A post's organic reach reflects how often it will be seen without any further help from either the Facebook algorithm or paid-for engagement.

With more information, posts, auto-playing videos, large images, game alerts, and more, all flowing down a Facebook user's timeline, the first reason given by Boland makes perfect sense. With more content generated by users, businesses, and groups on Facebook, there is far more to show in the same digital space. That means more screening, and more posts that will never be shown

# Death of Organic Reach



When social media first got its start, organizations like Facebook were able to gain tons of active subscribers to their platform.

However, once it reached a critical mass, Facebook did something brilliant. They gave companies unlimited free access to the social network. And companies came in in droves.

They thought, “Wow, this is a goldmine! One website where all of our potential clients will tell us everything about themselves... where they live, who they associate with, what they like, what they don’t like.”

It was the perfect place to market your products and services to a targeted audience. Just simply get people to like your page, and now they are exposed to all of your content—whether they like it or not.

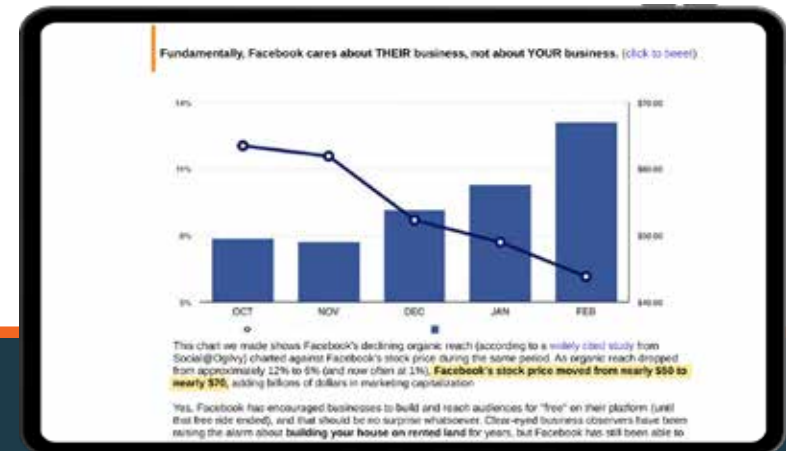
And then practically overnight, Facebook turned off the water. Suddenly, all of the free visibility companies were getting...was gone!

And your audience, including your fans, likes, and connections, went from seeing your content to seeing **practically nothing**. And as this Forbes article suggests, Facebook made billions.

When I say practically nothing, it is estimated that your organic social media reach went from **40%** of your content being seen by your followers down to an **astonishing 2%**.

So, how did Facebook make money?

Well they said *“Hey Mr. Company you can still have access to that audience, but now you are going to **pay us** for the privilege of marketing to them.”*



**Rachel S**  
Project Manager

*In planning and executing social media initiatives, it's important to know who your target audience is and produce content that will push users down the funnel of awareness, attitude, and action.*

# Big Numbers



Now, this change *doesn't* mean that you shouldn't still want to actively generate more fans, followers, likes, and connections.

People like Big Numbers.

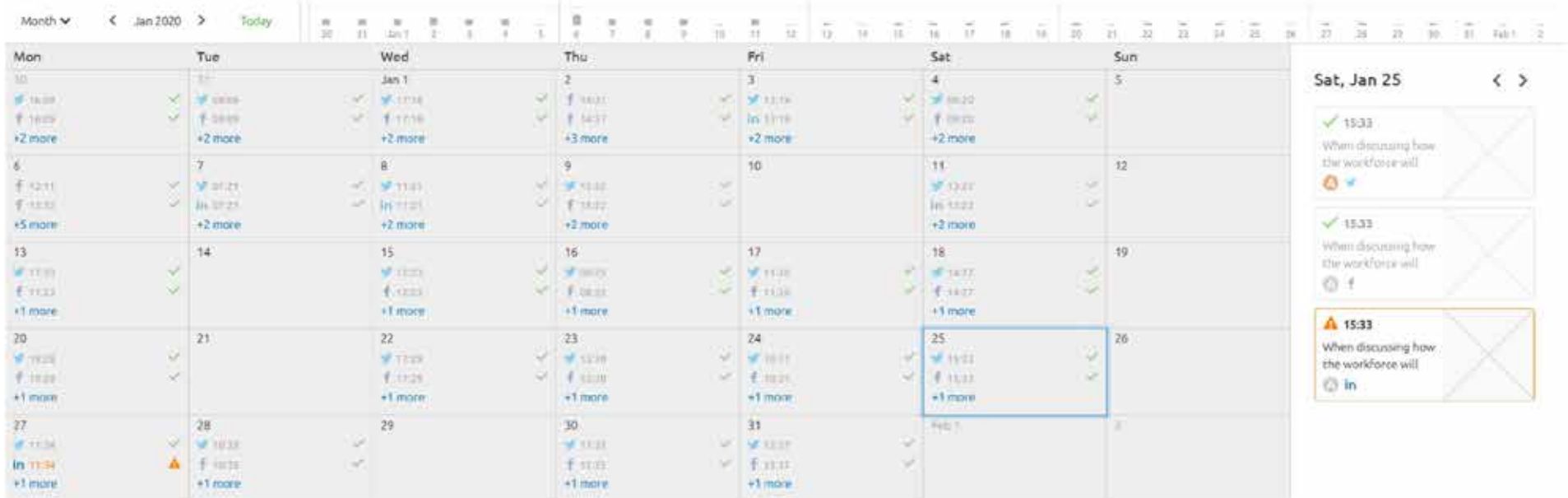
In fact, those numbers that used to hold so much value still have the benefits of something we call **"Social Proof."**

For every **"like"** a product or service gets on Facebook, it improves its **perceived value**.

But to be clear, these numbers rarely help your actual **organic social media reach**. That can only be acquired now through paid ads.

So, with that being said honestly up front, let's dive into some specifics of using social media as part of your marketing strategy.

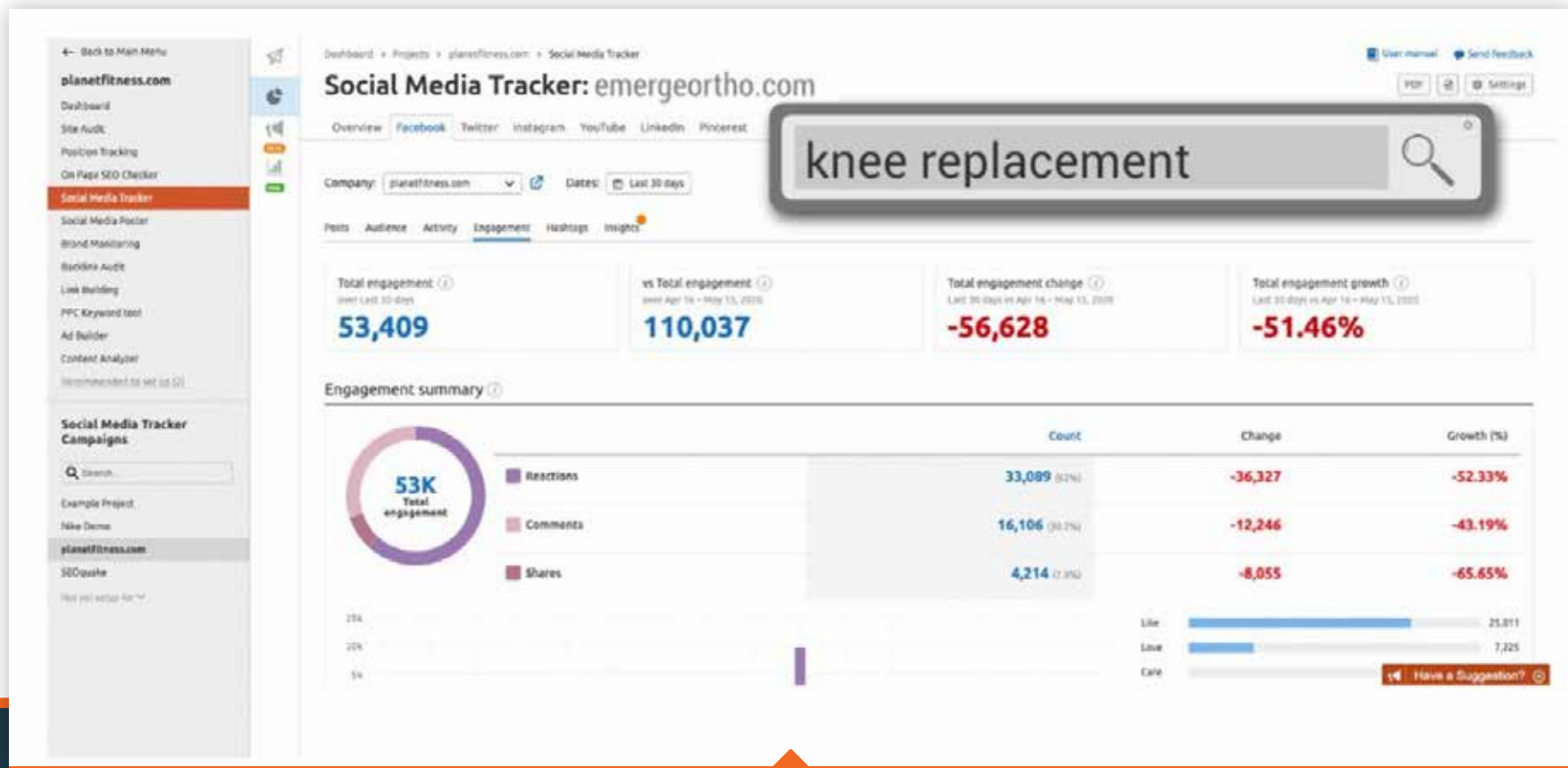
The screenshot shows a website page for Rothman Orthopaedic Institute. The article title is "Three Procedures Our Shoulder Surgeons in NYC Specialize In Treating". The author is Anthony A. Romeo, M.D., dated March 28th, 2019. The article discusses shoulder surgery options. Overlaid on the page are several social media icons: Facebook, YouTube, Twitter, Pinterest, and LinkedIn. A large orange arrow points from the article title area down to these icons. A text box on the left side of the page reads: "Note: G+ is no longer part of our process". At the top right of the page, there is a "MAKE AN APPOINTMENT" button with a dropdown menu for "Select Appointment" and a "CONTINUE" button. The background of the page shows a blurred image of a person in a hospital setting.



**80/20 means** that, as a general rule, we recommend that **80%** of your posts be about establishing you as a thought leader. This is where you share statistics, stories and compelling images.

The purpose of these posts are to

simply **add value** for your followers and establish yourself as a trusted resource. While the other **20%** of your posts can be used to talk specifically about and promote the features, benefits and highlights of your products and services.



Here's how social listening works. We obtain your company's keywords and apply them to our social media tools.

If someone in your social network uses one of those keywords in their

social media posts (*in the example shown above, the keywords was "knee replacement"*) then your organization will get a notification.

This automation gives you the immediate notice you need so you

can reach out to them directly.

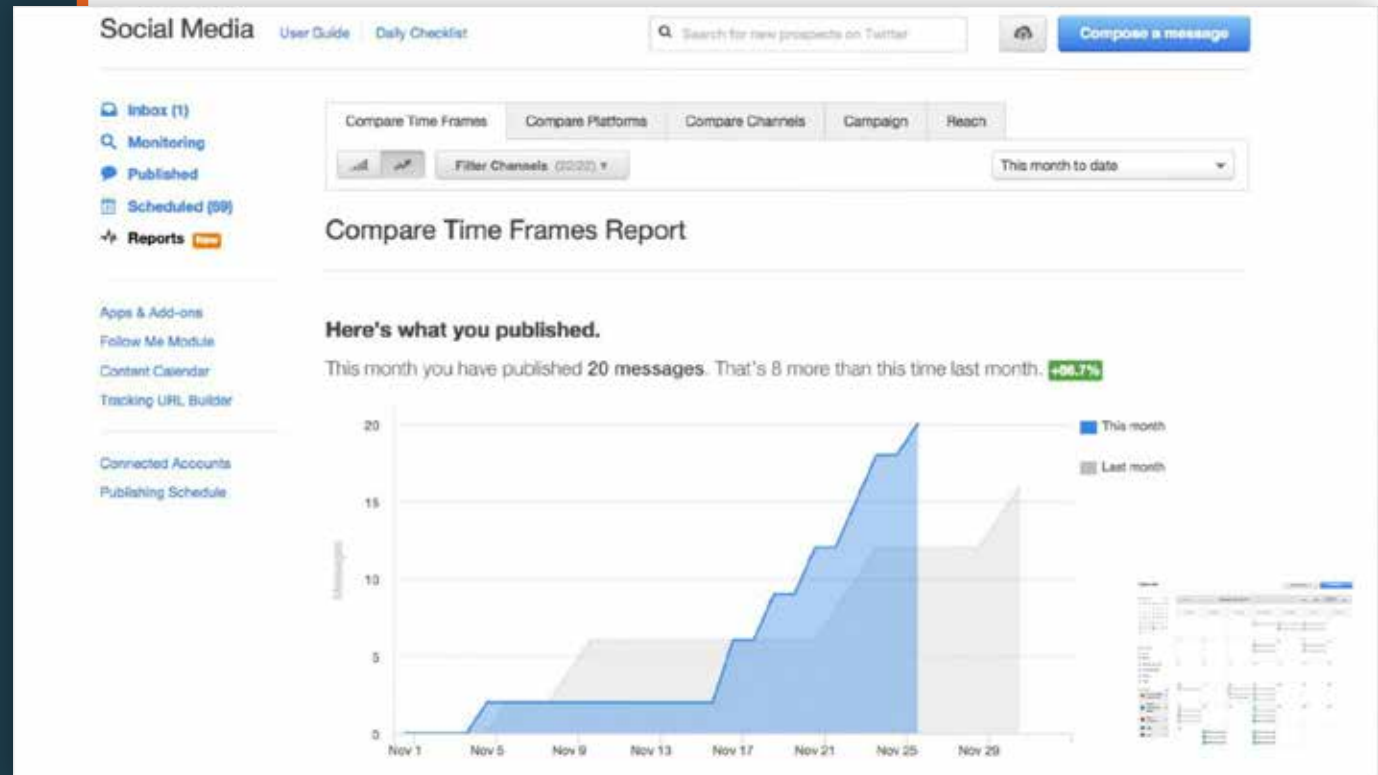
Just like with your content strategy, social media comes down to consistency.





Whoever said *“don’t sweat the small stuff,”* was obviously never in marketing.

We tirelessly review your social media analytics to figure what needs to be tweaked, and ultimately, which platforms and posts convert the best potential clients.



# Summary

Ever feel like you're being watched? Are those shoes you searched for on Amazon following you around everywhere? That's not a coincidence. This is called Retargeting--a highly sophisticated method to track customer behavior that is one part of a social media strategy.

The #1 value of social media is that it's the biggest mall in the world and you need a store in it. This is where people are congregating. Social media allows you to get your content not only in front of those who have previously engaged with your content but to also use the demographic and targeting tools of social media to reach new buyers like never before.

Rather than convincing them to come to you, you can reach customers where they're at to present your products or services. But with so many platforms, which are the right ones for your business? Once we know that, what is the best approach to market effectively within them? How does your approach differ from B2B to B2C? How does it all tie together?

Just putting up a page isn't enough. What you should know about social media is that, without a paid strategy, your efforts will barely make a dent. According to research done by Forbes, Only about 2% of your organic audience can find you without having a paid strategy. You also want to have different strategies for different audiences. Ultimately, you should stop thinking about B2B and B2C and instead start to think about B2P--since every business is made up of people.

Retargeting ads that follow users around after initial research can help keep your brand top of mind for customers.

We use social media to craft messaging, brand awareness, and retargeting through:

- B2B, B2C, B2P (Business-to-people) channels
- Rich content & video
- Paid strategies
- 80/20 social media calendar
- ...and more.



## Next Steps



As you can see, there is a lot you could and should be doing to grow your audiences to get more fans, followers, likes, and connections. Platforms like LinkedIn with an associated lead nurturing strategy can strengthen your B2B endeavors. An 80/20 social media calendar puts out daily content that establishes you as a thought leader or talks about your unique product or service. That leads us to **Paid Advertising**. Learn more about the pros and cons of paid advertising in the next chapter or explore what else is part of the **Ultimate Digital Marketing Process**.





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# PAID ADVERTISING

HOW TO USE PAID ADVERTISING TO  
IMPROVE YOUR BRAND'S VISIBILITY

# Paid Advertising



**Kristen M**  
Content Coordinator

*High-quality marketing content is more than just keywords and creative phrasing. It's being able to take our client's history and value and craft it into products that create leads and, ultimately, more revenue for our clients. That is what our team of writers strives for and achieves every day.*

When we talk about **Paid Advertising** we are mainly talking about Google Ads, and Paid Social Media Campaigns.

We are going to be talking in broad strokes throughout this portion of the presentation. But you should, know that there are many tactics that we use for paid advertising where the approach for Google Ads is similar to Paid Social Media ads.

However there are some distinctions between the functionality of that platforms that we want to highlight.

We will cover a few of them here.



There are numerous pros and cons when it comes to Paid Advertising. However, we would just like to highlight a few of each.

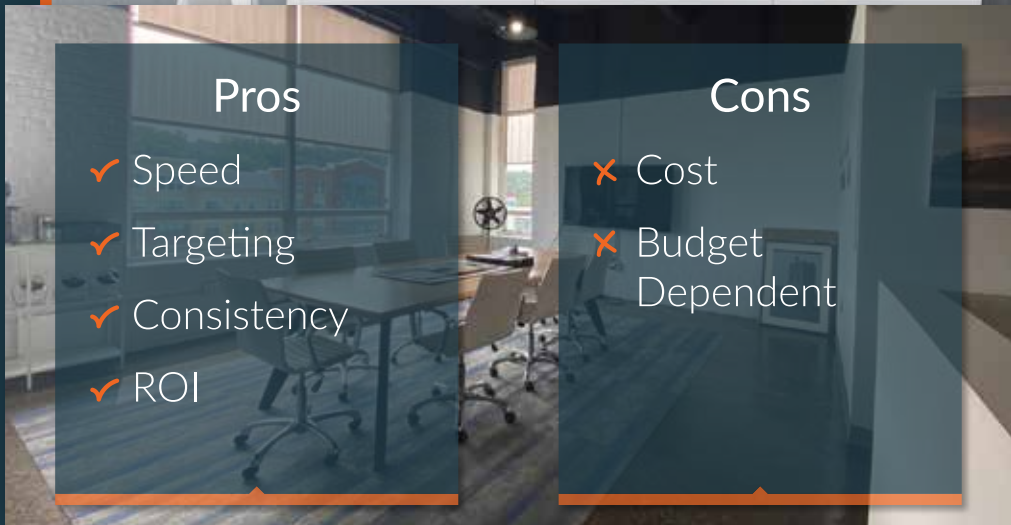
## The Common Benefits of Paid Advertising:

- **Speed:** In the ideal sense, you can get your paid ads up in a fraction of the time it would take to optimize and index in SEO.
- **Targeting:** Google and social media channels specialize in providing data and the ability to reach specific audiences with custom messaging.
- **Consistency:** Retargeting allows your message to stay in front of your ideal audience.
- **ROI:** It is much easier to calculate your CPA (Cost per Acquisition).

## The Cons of Paid Advertising

- **Cost:** The investment in paid ads is usually more significant compared to SEO.
- **Budget Dependant:** If your ad is not set up properly, when your budget is depleted for that month, your ad comes down.

Unlike SEO, where results compound like an annuity, the results from Paid Ads campaigns end when the campaign ends.



# What Platform is Best?

The big question you are probably asking yourself is **WHICH** paid ads platform is best for me and my business?

That's a loaded question, so let's walk through it step by step.

When it comes to Paid Advertising, people often think the most important factor is whether their business is B2B or B2C.

We like to think of this instead as **B2P—business to person**.

Allow me to explain.

If you run a business-to-business company, you might be assuming that advertising on Facebook is a poor use of your investment.

However, you have to realize that every business is made up of **people**. And when prospects are not actively looking for solutions to their problems, they are doing things that normal people do ... like checking their Facebook account.

While we certainly agree that your clients are probably NOT going to Facebook with the purpose of looking for your products and services, your ads will follow them wherever they go on the web if you're using a retargeting approach.

In this case, your ads would follow them even onto Facebook. This means that your business stays at the **top of their mind**—even in their down time.





One of the top complaints we hear from potential clients is that they've already tried paid advertising in the past and they wasted a lot of time, energy and money doing so.

Often, they express confusion about how to set up campaigns or how to understand what is working and what's not working.

One common issue is that noisy advertising analytics make it difficult to know how to make specific adjustments to maximize results.

In other words, they were getting reports that looked like this.

I know this looks confusing. And believe me, we do this for a living and sometimes I don't even understand these reports.

So, we take a different approach when it comes to analytics.

Our job is to present simplified reports, using four key data points to show you how we are doing in reference to the following goals:

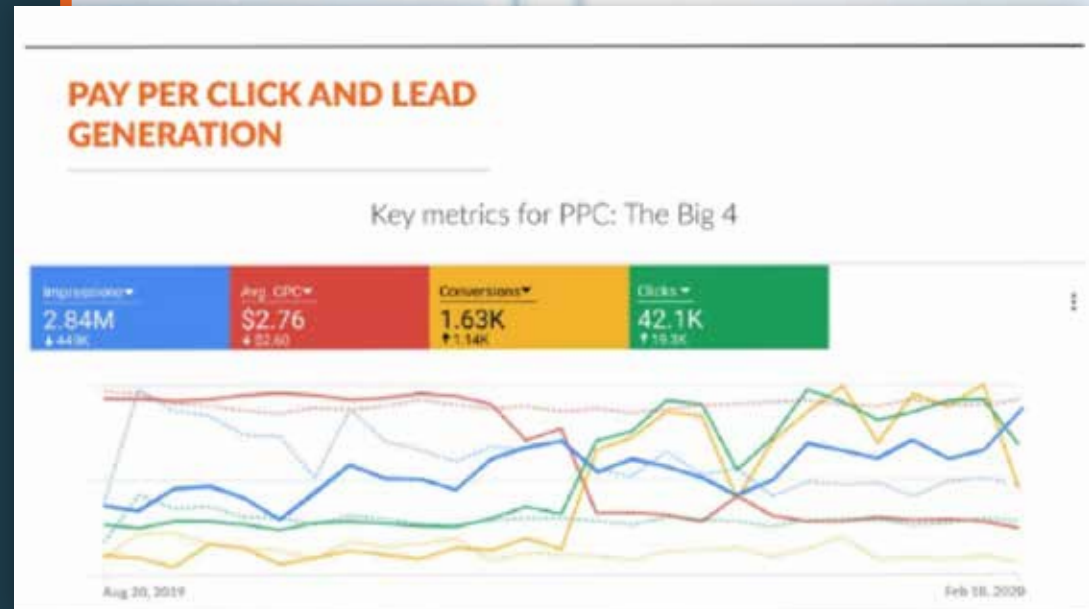
- Reduce cost-per-click as low as possible
- Boost impressions
- Increase conversion
- Improve clicks and click through rates

Essentially, what we are doing is optimizing the process to get the best possible results at the cheapest price.

In order to do that, we have to understand your ideal buyer persona.

As an example, let's say that we are trying to target shoe enthusiasts.

# PPC and Lead Generation



# Social Media Targeting



So let's focus on social advertising first.

To do that, we put a piece of tracking code (called a pixel) on your website so that when potential clients come to your website and then leave, we are able to create specific ads that follow those prospects around wherever they go on Facebook.

But more importantly, this pixel also provides Facebook with the demographic information of your ideal buyer. That information can then be used to create "lookalike audiences."

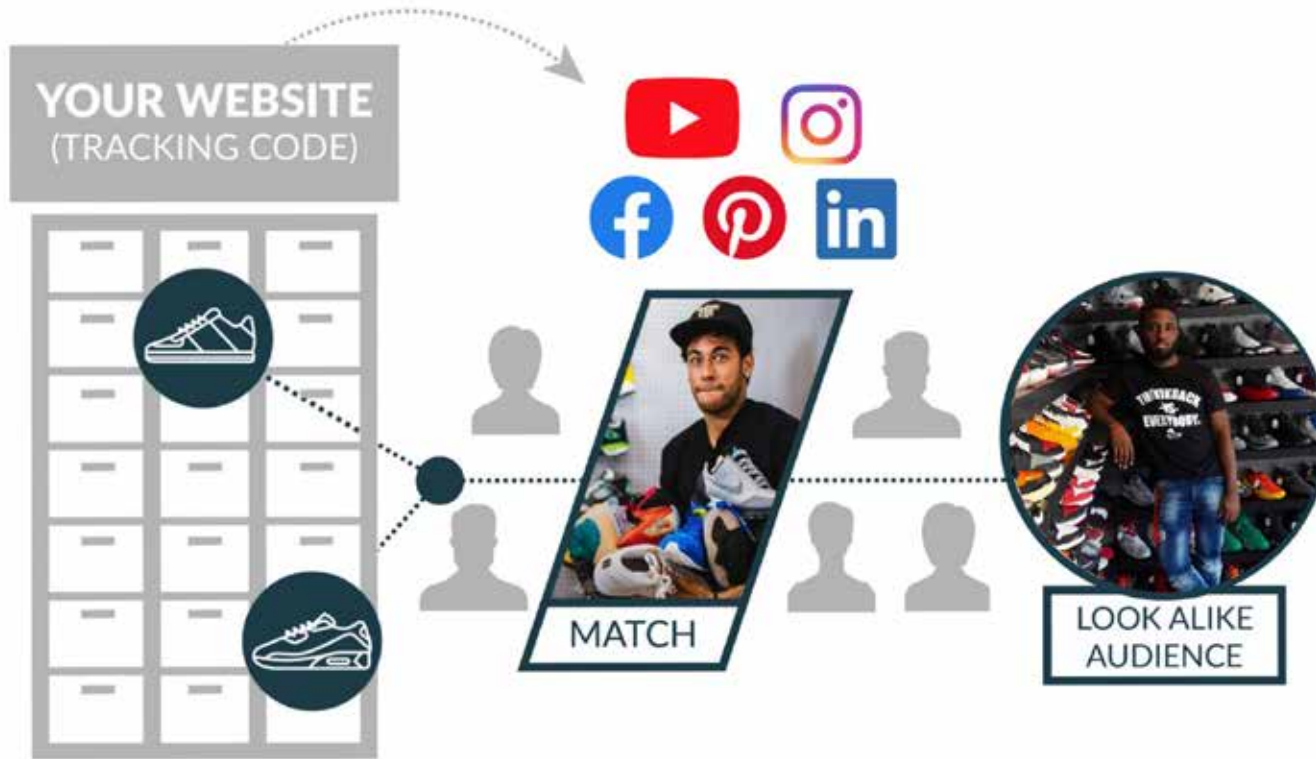
These are individuals or companies who might not yet even know that your brand exists. But now through Facebook, we have the power to target them directly with very specific messaging about your products and services.







# Look Alike Audience



So, once the pixel is placed, the process is simple. We do a targeted advertising campaign to people who are on social media that share the same demographics as the individuals who have been to your website in the past.

We also like to couple this strategy with an approach called retargeting.

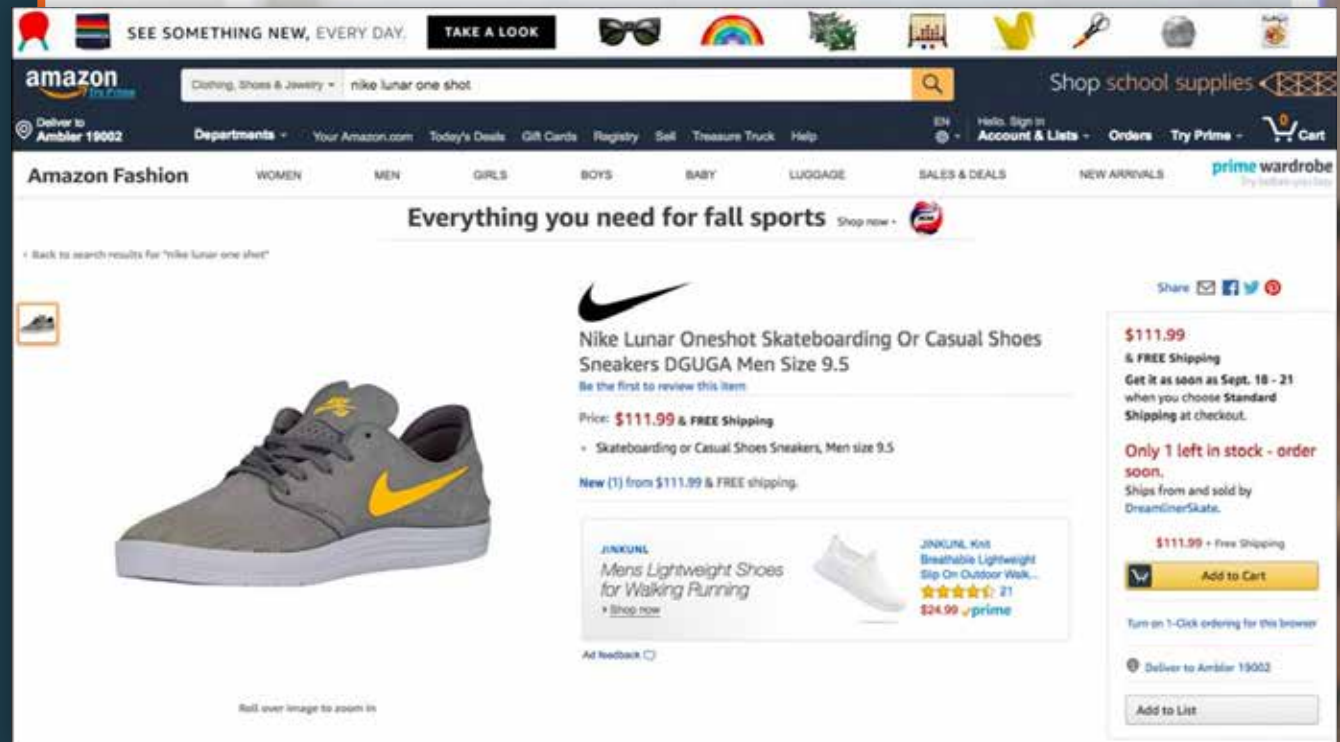
Let us explain...

Have you ever gone to Amazon to look for a pair of shoes, and when you leave Amazon the ad for those shoes follows you around the internet wherever you go?

That's the power of retargeting at work.

These ads can be displayed through social media channels and throughout other websites in the Google Network.

They can also be shown in video pre-roll format on YouTube and as a 15 minute clip that is shown during Facebook Watch videos.





While there are a number of additional approaches that are effective to use for paid ads and social advertising, we'll just cover one more for now.

The last approach we want to show you is called Geotargeting.

Geotargeting functionality allows our team to create a circle perimeter around a specific geographical area that you would like to reach with your marketing.

Within that circle, your ads will be displayed to target potential clients.

For example, if there is a large convention that will be attended by many of your ideal prospects, our team can put up a geofence around the location of the Convention Center during the event and market to all the attendees inside of the building.

# Summary

Only about **2% of your audience** will actually see your organic social media, that's why you'll want to have a paid social media approach. But the other thing that paid advertising does is harness the power of **targeting**.

Similar to buying social media reach, other forms of paid advertising allow you to jump to the front of the line. For the purposes of this eBook, when we refer to paid advertising we are mainly talking about **Google Ads** and **Paid Social Media Campaigns**. Paid ads bring both pros and cons and it's important for everyone to know what they are.

If you are willing to pay, these methods of advertising can be a great equalizer. Paid Ads can increase brand awareness by up to 80% through Google paid ads alone! (Source: smallbizgenius)

It's a tempting strategy, as paid advertising, on average, returns \$2 for every \$1 spent. Some common elements and benefits of a strong paid advertising strategy include:

- Retargeting to keep ads front and center
- Geotargeting to specific regions
- Consistency to keep you top of mind
- ROI/Cost-per-acquisition for the bottom line
- ...and more.

Two things you should also know is 1.) whether you're going to use paid advertising for paid social or paid advertising and 2.) how to use paid ads in conjunction with SEO by reducing your budget over time once you've SEO-optimized for ranking keywords. Once you get on the first page of Google, you can **pivot your strategy** by allocating your budget to other keywords that aren't already covered.

One thing that many agencies don't do is leverage technology appropriately. They'll give you reports detailing how much traffic a paid ads strategy gets for you. Or another report will tell you how many leads were closed. But what they won't tell you is when and where Bob Smith looked at your ad and then converted. It's very important to know, by name, who is actually clicking on your ads. Of course, all of these powerful tools are highly budget-dependent, making them an effective

but costly strategy. You want to make every dollar count.

## Next Steps



Now that you've weighed the pros and cons of paid advertising, let's move to video development, which brings a valuable visual aspect to your comprehensive system. **Video development** is at the forefront of modern marketing (and for good reason). We'll lay it all out in our next chapter, which is part of the **Ultimate Digital Marketing Process**—a 20-year compilation of our comprehensive system.





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## VIDEO DEVELOPMENT

HOW TO APPLY VIDEO TO YOUR  
COMPREHENSIVE DIGITAL MARKETING STRATEGY



# The Impact of Video Marketing

The Ultimate Digital  
**Marketing Process**



Here's a question for you:

**What is the most effective call to action in the world?...**

The answer is: **the play button.**

The value that video brings to marketing is incalculable. And that is why it is always at the heart of our approach.

Not only does video content create an **emotional and engaging experience**, but it also keeps users on your website longer, and search engines consider **"time on page"** to be a **key ranking factor for SEO.**

Using video in marketing at this point is table stakes. In fact, it is estimated that over **400 hours of video are uploaded to youtube every single minute.**

But **HOW** you utilize video matters most.

Here's what we mean...

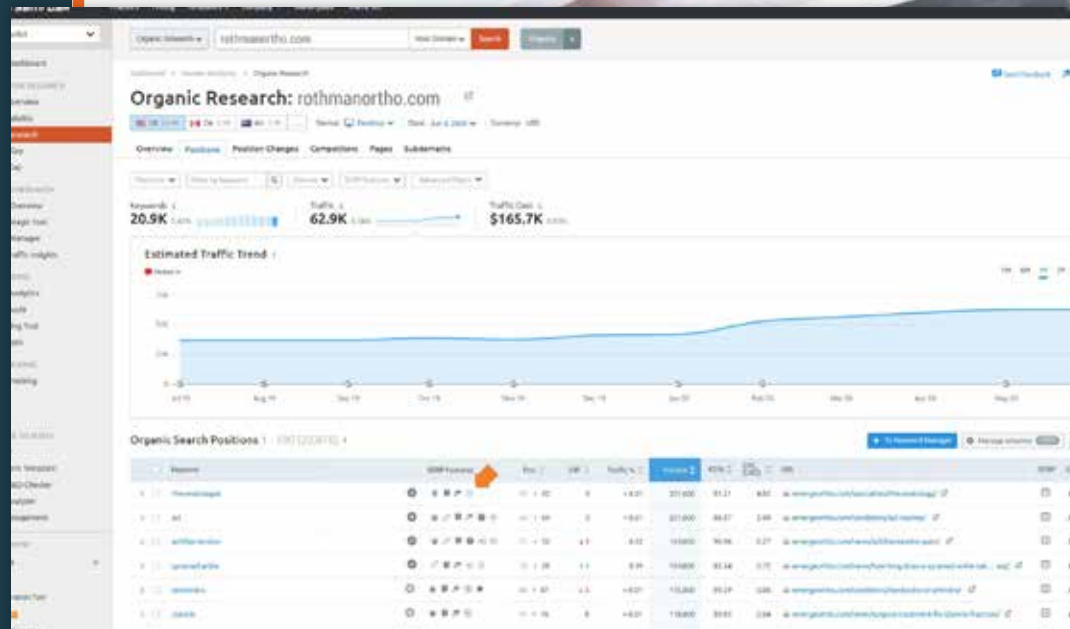
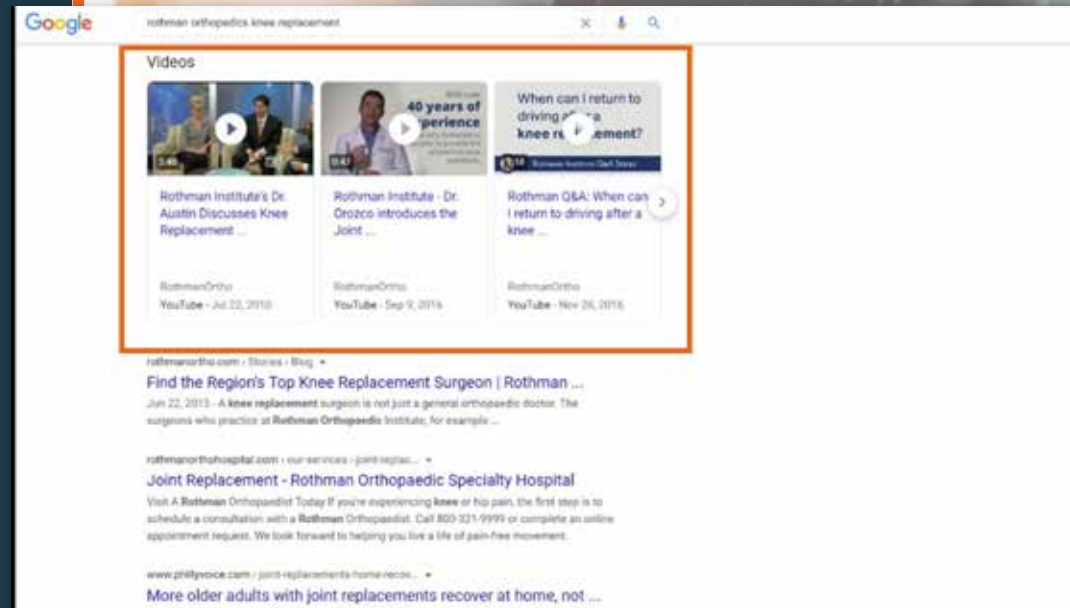




When done effectively, video should help you **maximize** your online visibility.

Our video SEO technology allows us to know what keywords a user might type in to search engines to generate a **video-based SERP result**.

As you can see in this example, when a user types in “information about knee replacement,” our client’s videos show up at the top of the search engine results page.



# Asset Page



Another effective way to utilize video is to take one longer form video and cut it up into a series of shorter videos. We call this process **microcontenting**.

We use microcontented videos all throughout our process. They're very effective in:

- Marketing Automation Emails
- Embedded into blogs
- Social Media posts
- Paid Ads

However, the best way to use microcontent videos is to put them all on **one page**.

We call these powerhouse, content-packed pages, "asset pages."

Asset pages are **long web pages**, organized by a **macro topic**. On these pages, we answer the most **frequently asked questions** and **address common objections** of your potential clients.

And we do it in both **text AND video** format!

Pages organized this way index in Google very effectively because the content is often keyword rich and the videos keep users on the page longer. It's a win-win.

**ROTHMAN**  
ORTHOPAEDIC

MAKE AN APPOINTMENT PATIENT PORTAL & PAY MY BILL

Greater Philadelphia

Specialties & Services Physicians Offices & Urgent Care Contact Stories About Us Careers

## ORTHOPAEDIC INJURY PROCESS INTRO

# Trauma & Fracture Care

### Orthopaedic Trauma and Fracture Care: A Guide

**CAUSES**

**What Is Orthopaedic Trauma & Fracture Care?**

Orthopaedic Trauma and Fracture Care can involve treating fractures that occur at the same time as other injuries. This may happen in a car accident, a fall from height, or other type of accident which causes multiple traumatic injuries.

**SYMPTOMS**

**Common Symptoms of Problem Fractures**

Most fractures heal and do not hurt once they do. A swelling, or a fracture that failed to heal, usually hurts. If the fracture is in a leg, it often hurts to walk, and if it is in the arm it usually hurts when trying to lift or use the arm.

**NON-SURGICAL TREATMENT**

**Non-surgical Options to Treat Fractures**

Some fractures do not require surgery and can be allowed to heal with the help of braces, splints or casts. During the healing process, patients need to be monitored with X-rays to be sure the healing is on target.

**SURGICAL TREATMENT**

**What Are the Surgical Options to Address Fractures?**

In some cases, a fracture may require surgery. The surgeon generally involves aligning the fragments of the bone, and supporting them to heal in the appropriate position. This can be done with screws, wires, plates, and even nails.

**BE WHAT YOU WERE**



# Video Development Options



As with many parts of our Unique Process, video development is both an **art** and a **science**.

While we have covered the science portion of explaining how to maximize your online visibility and how to organize your video content, it's also important to walk through the **art of good video development**.

Video gives marketers a way to communicate about products and services in a **story format** that is compelling and engaging.

We have been measuring the effectiveness of videos in marketing for nearly **2 decades**. And what we have discovered is that the most effective videos often require the most preparation.



# Video Development Process



Farotech takes the guesswork out of the video development process.

Our team handles:

- Script Development
- Storyboarding
- Video Production
- Post Production
- Publishing
- Promotion

We develop our videos in a wide variety of formats including:

- Traditional video
- Explainer-based videos
- Vector animations (After Effects)

We're excited for you to start adding video to your marketing strategy.

When **compelling storytelling** is combined with **conversion science**, really great things happen!





In the chapter on usability conversion analysis, we talked about the challenges that people have with attention spans. Well, the same applies to video development. Your goal is to get your audience as **emotionally invested** as early as possible and video achieves that in a powerful, visceral way if you do it right. **74% of marketers say video has a better return on investment than static imagery** (Source: **Biteable**). Further, it **humanizes your brand** better than words alone. Having a robust library of expertly-crafted video content leads to:

- Longer engagement with your site
- Grabbing peoples' attention faster
- Telling your story more visually
- Increased brand awareness and recognizability
- New kinds of keyword optimization  
...and more.

Whether you produce bite-sized videos which highlight certain parts of your story or a in-depth, **high-production video** that lives on your **homepage**, videos can add a lot of polish

to your site. Effective video marketing should also work in **conjunction with your SEO** strategy because it is possible for videos to work their way to the first page of Google.

After developing longer-form videos, you can break them down into **microcontent** that can live on an asset page where your videos are collected for easy viewing. The formula behind each video is something called **QWASI: Questions with Answers and Simple Information**. This is most effective way to storyboard your microcontenting efforts.

An in-house team that can handle video development from storyboarding and script development to pre- and post-production and publishing is an ideal scenario if this part of your marketing strategy is outside of your expertise.

You can also connect videos to new marketing technologies that can better help you examine your video analytics and, most importantly, how to make them convert better. **Video ads** typically convert the best.

## Summary

### Next Steps

#### farotech ANALYTICS AND REPORTING

HOW TO MAKE DATA DRIVEN MARKETING DECISIONS >

Now that you've learned about how video assets with strong and specific messaging can take your marketing to the next level, let's talk numbers in the next chapter about **Analytics & Reporting**. We'll discuss how to make data-driven decisions that feed your flywheel. This is a critical component of the larger **Digital Marketing Process** that [you can explore here](#).





# farotech

## ANALYTICS AND REPORTING

HOW TO MAKE DATA DRIVEN MARKETING DECISIONS >





## The Ultimate Digital Marketing Process

Our #1 top priority is helping our clients make data-driven decisions.

Analytics and reporting are truly the **foundation** of what allows us to transform your marketing.

New marketing ideas are a dime a dozen, but the **ability to understand data, pivot, and reassess**—now that's what makes good marketing great.

When it comes to reporting, there's a common mistake that we've observed so many companies making over the years. We've given this phenomenon the name "**death by data.**"

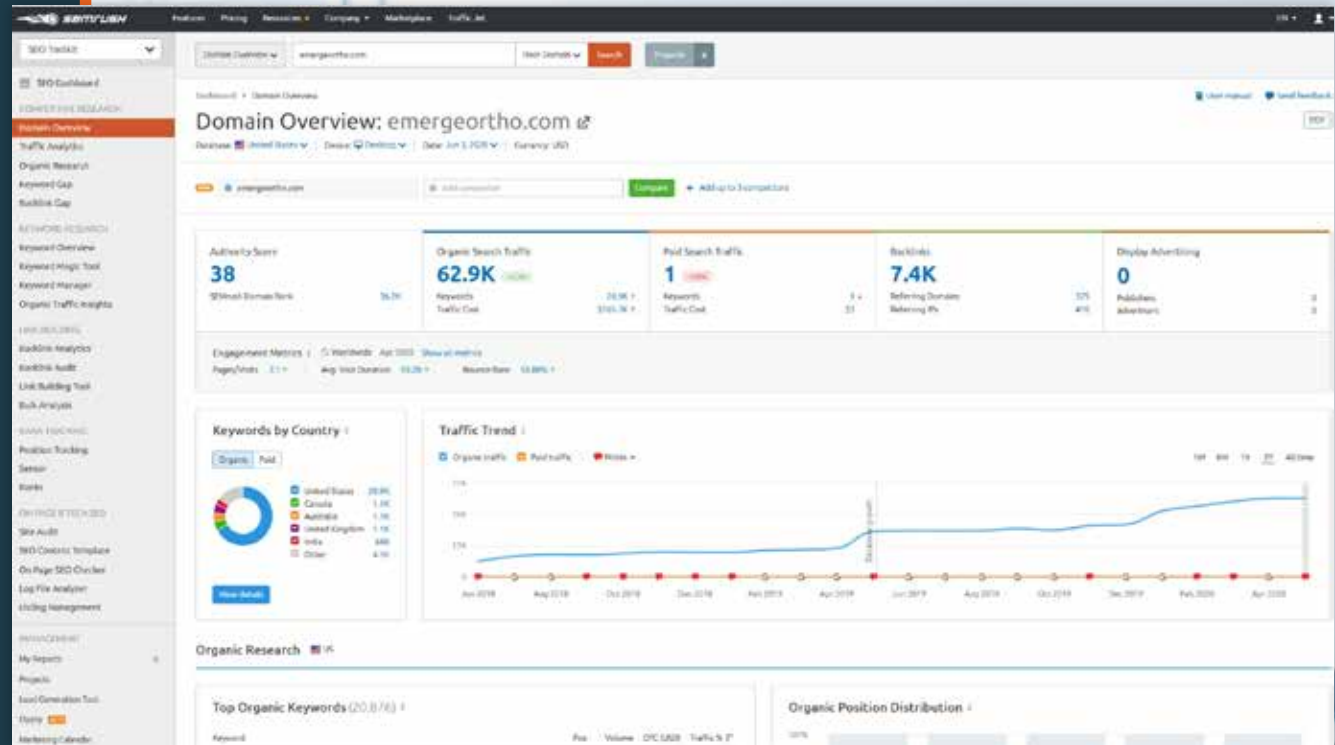
So, what is it?

Well, rather than getting too little data, you get **information overload.**

That is why we provide three types of reporting to keep you up to date, but not overloaded:

- Monthly standard reporting
- Quarterly deep dive reports
- Real-time access to your analytics dashboard

# Why Analytics?





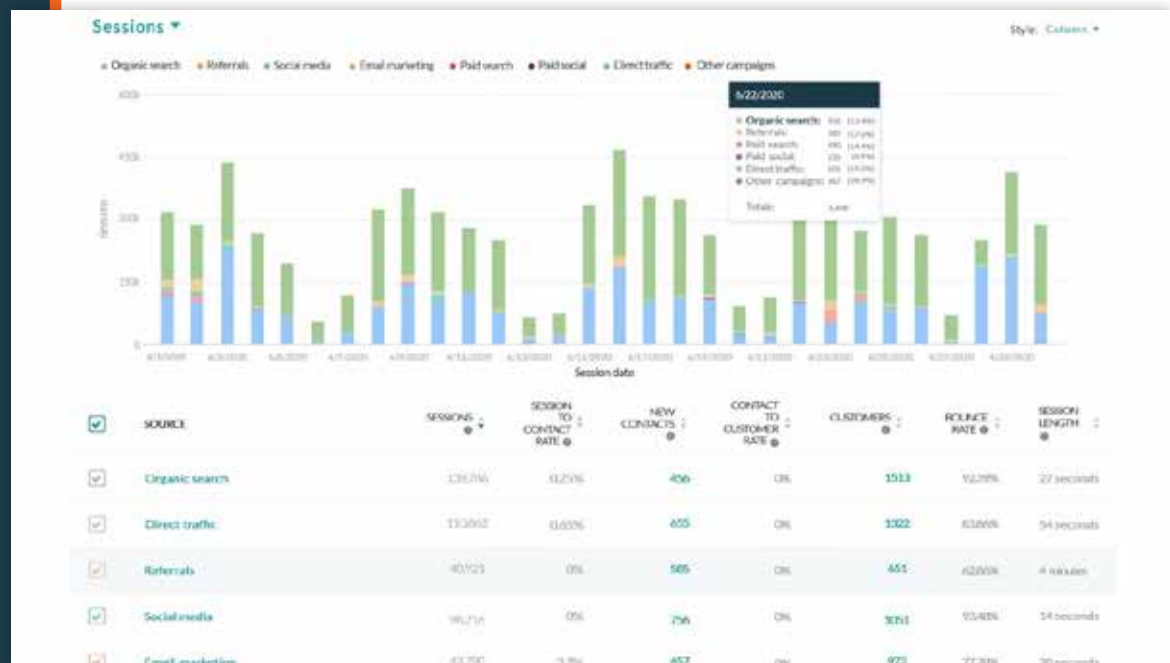
# The Ultimate Digital Marketing Process

On your real-time analytics dashboard, we try to focus on the essentials to you get an at-a-glance look at the metrics that matter most:

- How many **site visitors** do we get and how did it **compare to your goals**
- How many **leads** did we get and how did it **compare to your goals**
- How many **clients** did we close and how did it **compare to your goals**

And once we know that we're able to determine where leads came from:

- Organic Search
- Direct Traffic
- Referrals
- Social Media
- Outbound Marketing
- Paid Ads
- Paid Social



# Account Management



Now, let's talk about account management and what role it plays in our relationship with our clients.

We take partnership **very seriously**.

And we believe that the cornerstone of a successful outcome for our clients' campaigns depends on the **synergy** that their team has with our **account manager**.

That is why Farotech has a 2 person customer service team for every client. Along with our team-based approach, all Farotech clients also have an account manager and project manager. These managers will work as liaisons between your company and our production team.

Here is what our clients should expect in working with us:

- **A weekly touch base call** to review deliverables and editorial calendar
- **A monthly meeting** to review **analytics** at a macro level
- **A quarterly deep dive meeting** to review the campaign analytics in great detail and set goals for the next quarter
- **Bi-annual, in-person meetings**
- **Real Time access** to Hubspot dashboard & CRM



## ACCOUNT MANAGEMENT

- Standing Touch Bases
- Project Management/C
- Quarterly Report Meetings
- Deep Dive Strategy Sessions

- Weekly Touch Bases and/or Activity Reports
- Monthly Video Call Person Meetings Quarterly Deep Dive Report
- Quarterly SEO Rankings Reports
- Bi-Annual In Person Meeting (2 Days)
  
- Real Time Access to your Hubspot Dashboard and CRM

# Time Commitment



At this point, you're probably thinking, "This sounds like a big commitment on your end, but how do I know that you aren't going to take up too much of **my** team's time?"

That's a great question.

On average, clients working with us as their marketing agency should expect to spend about **1.5 hours a week** with our team.

Remember, our approach was created for clients like you.

We know you're busy.

That's why we become **the time that you don't have**, and we fill in any gaps for marketing subject matter expertise that your team needs.



## Time Commitment

**Goal: 1.5 hours per week**

- 1 Weekly Call
- Monthly Video Call Person Meetings
- Quarterly Deep Dive Report
- Quarterly SEO Rankings Reports
- Bi-Annual In Person Meeting (2 days)





We also encourage our clients to come join us in our office in Conshohocken.

We've worked hard to create a **collaborative space** that is both welcoming, but also **conducive** to the kind of **dreaming, planning, and creating** that we love to do together with our partners.

It's amazing what can happen in an environment that's **NOT** your everyday office.

So, consider yourself invited! Come spend a productive day with our team.



**Lindsey D**  
Account Communications Director

*Marketing is not one-size-fits all. Each business is unique and their strategy should be too. We have a proven system but tailoring the strategy within that system to meet client goals is where the Farotech magic happens.*



People who say “don’t sweat the small stuff” shouldn’t be in marketing. Hidden between the lines is information that helps our clients make **data-driven decisions**. The **ability to understand, pivot, and reassess strategies based on analytics and reporting** is at the **heart of great marketing**. Great companies who trust the data resist the impulse to make decisions based off of **hunches or trends**.

But often, marketers can fall into the trap of what we call ‘**Death by Data**’, when an overload of data can keep you from seeing the big picture with clarity. A worthwhile agency will provide a **detailed monthly report** and a **deeper-dive quarterly report** that puts data together in a simple, non-overwhelming way so that you can make better-informed marketing decisions.

Worse, only 35% of marketers said that understanding the ROI of their campaigns is “Very Important” or “Extremely Important.” (Source: HubSpot) That’s something proper analytics can address. Analytics should not

only be able to tell you simple information (how many leads, visitors, and clients you’ve secured compared to your goals) but should also show you **where you got those leads**.

An easy-to-read and valuable analytics dashboard can help clarify:

- Macro goals
- Micro measurements (KPIs)
- Visitors compared to goals
- Leads compared to goals
- Customer closing
- ...and more.

You should always be looking at your analytics to ensure you have the latest data available. A lot of companies look at analytics and then forget about it, but analytics should be something that you should look at a **minimum of once a month or even more frequently**. This is why agencies bring a lot of value--there’s an added level of accountability in terms of making data-driven decisions.

## Next Steps



Hopefully in this chapter, we’ve successfully demystified **analytics and reporting** to make it one of the most exciting aspects of your marketing campaign. Let’s face it: analytics is hard. You could be a great marketer and simply not fully grasp analytics. That’s not a problem--this is an opportunity to connect arms with an agency that can help you understand the data behind the scenes so that you’re making decisions based on **data points rather than hunches within a comprehensive Digital Marketing Process**. If you want more information, reach out to Farotech. We’d be happy to help.



# farotech

## TAKING THE FIRST STEP

COMPREHENSIVE DIGITAL MARKETING APPROACH >





## Gap Overview

So, at this point you're probably excited about how our Unique Process can provide you with a proven marketing strategy.

But, you may be wondering where you should begin.

Commonly, our clients are very anxious to get started and want to jump right into

their campaign. And believe us, we are always very excited for that too.

But the whole "jumping right in" part—that is actually where most marketing agencies get it wrong.

After years of trial and error, we've found a better way.

At Farotech, we start out with a Gap Assessment. This is what makes us unique and allows our results to stand apart from other marketing agencies. We'll lay out more details for you in just a minute, but first, let's consider a helpful analogy.



## The Ultimate Digital Marketing Process

Imagine you go into your primary care doctor for a routine, annual physical. The doctor does a quick checkup and without any extensive tests, x-rays, MRIs, or scans, the doctor says, “**You know what? I think you would be a perfect candidate for open heart surgery!**”

Wouldn't you be like, “What??!!”

You would be shocked!

Wouldn't you want to know that the doctor has tested and analyzed everything and considered all courses of action before he jumps to such a dramatic option?

Of course you would.

But in our industry, this exact thing happens all the time.

Our clients go to other marketing companies and they **MIGHT** spend an hour to tell them about their goals and issues. The average marketing company might take another **2 or 3 hours** to do their surface-level research and analysis, and then write you a **\$100k** proposal.

2 or 3 hours? That's to write a proposal for the next 12 months that could make or break your business.

Yes, we think that's crazy.

That's why at Farotech, we take a much **different** approach.

# Deliverable Road Map



ABC Company  
**Gap Assessment**

**farotech**

# Five Pillar Approach

To build a great marketing campaign, it takes great research and great understanding at a comprehensive level. And that's why we developed the Gap Assessment.

A Gap Assessment is a 10-week deep dive into your company's goals, KPI's, and growth opportunities.

It gives us a way to look at your total marketing potential in relation to the size of your industry and how much market share you need to reach your goals.

## It is our vision to help your organization:

- 10x your business leads and opportunities
- Identify critical gaps in your marketing approach
- Develop foundational marketing assets to scale campaigns
- Create and maintain a marketing scorecard
- Identify your quarterly priorities and goals
- Review your competition
- Identify the lifetime value of your current and prospective clients
- Establish ROI model that scales as your business grows



**Georgiy S**  
Project Manager

*Clients have a certain vision when it comes to the look of their website. It's something that expresses their brand and the impact they are trying to create. It is our job to bring their vision to life.*

# Gap Assessment Book

The Ultimate Digital  
**Marketing Process**



The end result is this....

This isn't a white paper or a one-size-fits-all report. **This is a sizable book**—fully customized for your company. And THIS will serve as your marketing road map for the next 3 to 5 years.

Now, let's go over some of the highlights of the Gap Assessment.

First, we're going to review all of your current **lead generation, lead nurturing, and conversion strategies**, the software that you use, your vendors and partners, and most importantly, the growth potential in your industry.

We will also analyze your inbound and outbound marketing approach, how your SEO stacks up against your competitors, and your **brand penetration** in the marketplace

Lastly, we conduct a very comprehensive competitor analysis so that we know exactly what will be required for you to win in your industry.



# Scorecard

## The Ultimate Digital Marketing Process



We take all of this marketing intel and tie it together into what we call your scorecard.

Your scorecard becomes our team's workbook for the next 3-5 years. It scores all of the critical parts of your marketing across five key areas:

- Marketing message
- Website performance
- Content
- SEO
- Sales & Marketing

The scores are color-coded to indicate level of priority and what we believe will have the most impact on your results. It's our mission to turn everything from red to yellow, and from yellow to green—always turning the dials to get the best results possible for your campaign.

**SCORECARD**

- POOR / High Priority / First 90 Days
- FAIR / Medium Priority / First 6 Months
- GOOD / Low Priority / Should be Analyzed Again for Significant Changes Quarterly

Rating	Purpose	Analysis	Results	Action Items
POOR	To ensure your marketing to sales process does not leverage key pieces of marketing materials including a clear, custom sales slide, a digital sales presentation, branded leave-behinds, etc.	Apes IT Group's current sales process does not leverage key pieces of marketing materials including a clear, custom sales slide, a digital sales presentation, branded leave-behinds, etc.		<ul style="list-style-type: none"> <li>• Develop key sales assets</li> <li>• Establish sales process that reduces storage</li> <li>• Ensure the sales and marketing teams are leveraging developed assets</li> <li>• Craft new lowest storage campaign for leads that do fall off</li> </ul>
FAIR	To ensure the Apes IT Group brand effectively through visual elements on the site will help to generate traffic and intuitively guide the user through the interface, allowing users to access specific pieces of content easily.	The Apes IT Group Branding and Website are contemporary and up to date in the Marketplace as a whole. However, there are some small design issue throughout the site (e.g. inconsistent shapes of Call to Action buttons)	<a href="#">Brand &amp; Design Core</a>	<ul style="list-style-type: none"> <li>• Address Inconsistencies</li> <li>• Develop Brand Guidelines</li> <li>• Consider Growth-Driven Design Model</li> <li>• Optimize existing social media channels to drive traffic to the website</li> <li>• Adopt and B200 Social Media Strategy</li> <li>• Craft a comprehensive social media calendar</li> <li>• Pursue future social media opportunities</li> <li>• Establish a process to ensure consistent social media presence</li> </ul>
FAIR	To understand how Apes IT Group is leveraging social channels and performed a comprehensive audit of each social media channel and ran analytics on the traffic and conversions from these channels.	Apes IT Group has a presence across many of the major social media platforms, but would benefit from a more comprehensive social media strategy that engages and educates prospective customers while pointing these visitors back to their website.	<a href="#">Social Media Analytics</a>	
FAIR	To market effectively you need to understand who your target audience is and how to communicate to them where they are in the Buyer's Journey. By creating distinct value proposition (aka Unique Selling Propositions, or USPs) for your various Buyer Personas, you are able to engage all those systems within the brain that participate in the decision-making process: the primal, the emotional, and the rational.	Currently the Apes IT Group has 4 Buyer Personas set up in HubSpot. It's unclear if the personas in HubSpot align with the ideal personas and the value proposition to each Buyer Persona is not clearly defined. Those personas are not properly set up nor leveraged for lead nurturing.	<a href="#">Ideal Buyer Personas</a> <a href="#">Buyer Persona</a>	<ul style="list-style-type: none"> <li>• Establish up to 4 key Buyer Personas</li> <li>• Set them up in HubSpot for self-segmentation</li> <li>• Tweak the keyword strategy to include Buyer-persona specific keywords</li> <li>• Craft messaging for each ISP at each stage of the Buyer's Journey</li> <li>• Analyze and reassess Buyer Personas annually</li> </ul>



# Quarterly Deliverables



Vision without execution is hallucination.

- Henry Ford

At the end of the day, your results come down to creating high quality deliverables.

Strategy can only take you so far.

Without timely execution, you will never reach your goals.

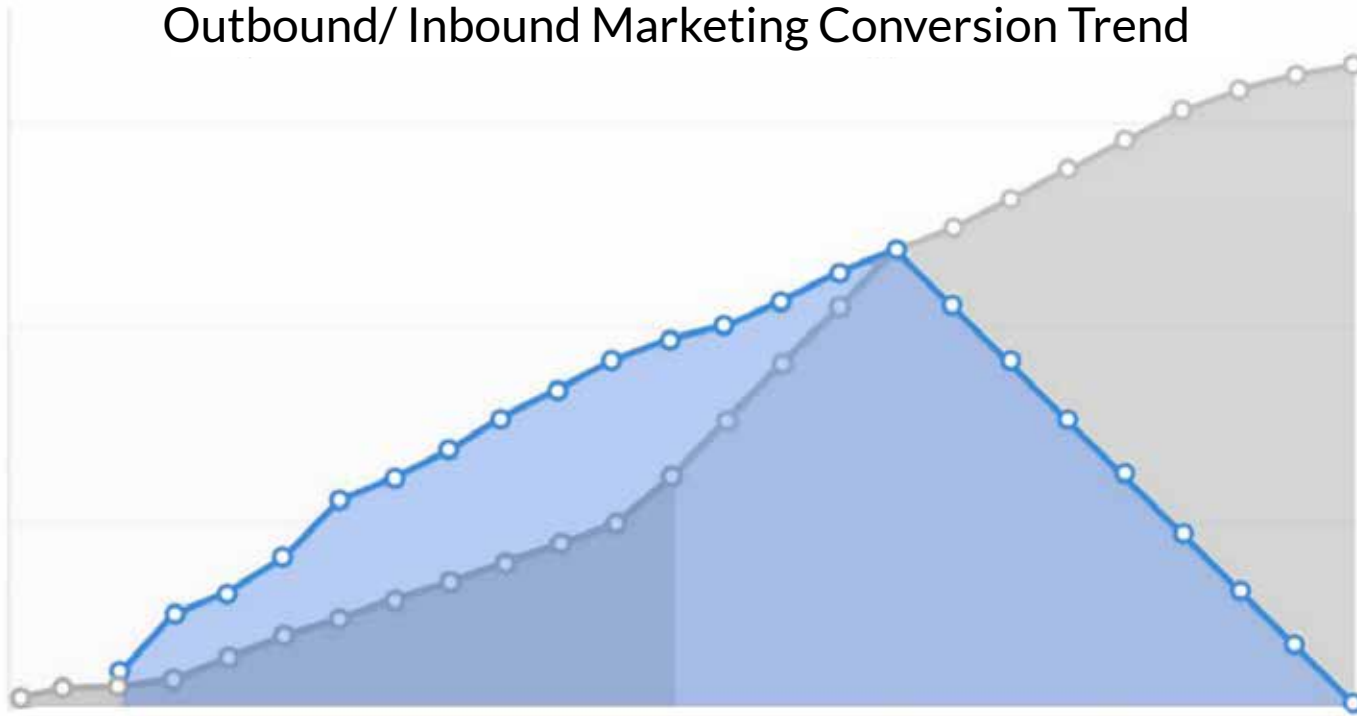
That's why in the Gap Assessment, we outline your deliverables **quarter-by-quarter**. Our approach is designed to provide structure, while remaining nimble enough to adjust to changes in your company, your industry, and your goals.



# Typical Conversion Trend



## Outbound/ Inbound Marketing Conversion Trend



When we're talking to clients who are ready to get started with us, another question we usually get is, "How quickly will we start to see results?"

While results will vary based upon how effective your current marketing strategy is, we commonly see more of a

hockey stick-shaped curve around the 6 month mark after onboarding.

However, this process can be sped up if it is combined with an outbound marketing approach or paid advertising campaign.

# Financial Projection



Now, most people also have money on their mind.

So, let's walk through a typical financial projection.

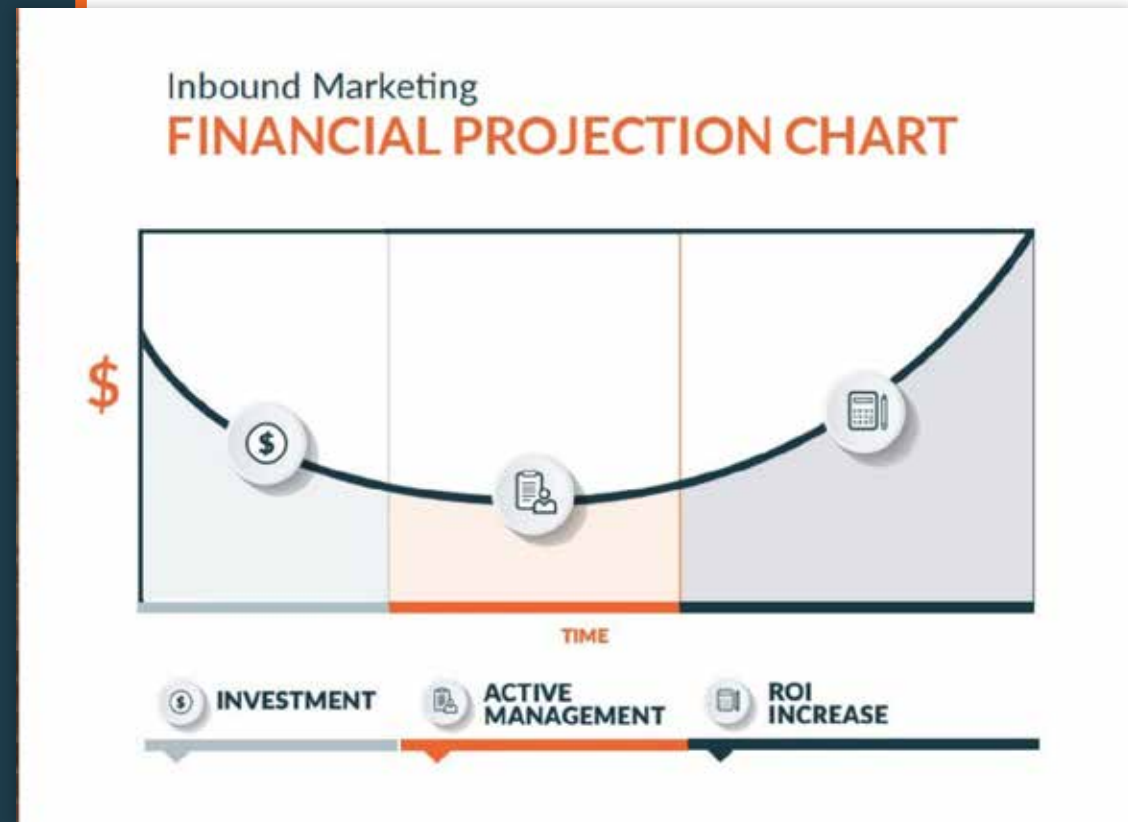
Usually, clients tend to make a larger investment in the beginning to develop **critical assets** such as updating their **website**, **developing video content**, setting up new **software connections** etc.

However, once this initial investment process is complete, the system starts to kick into high gear. At that point, our team is actively managing your account, utilizing your editorial calendar to consistently develop quality content that:

- Generates leads
- Nurtures leads into customers
- Converts customers into brand ambassadors

The final stage is where our client really start to see a **return on investment**. Even when working with our clients that have very aggressive growth goals, we have been able to develop such a clear ROI, that they have been willing to invest more and more into their marketing.

That is the type of win-win scenario that we are looking for with our clients.



# Next Steps



So, that is our Unique Process!

We have built this process over the course of the last 20 years. We firmly believe that our system is the most effective way to transform your marketing and grow your business.

We appreciate you taking the time to read through this blog, and we welcome the opportunity to learn more about you and your business. Please get in touch to schedule an introductory meeting.

## QUOTE



**Joe G**  
Technical Production Director

*Vision without action is a dream. Action without vision is simply passing the time. Action with vision is making a positive difference.*



So what are some positive next steps you can take to secure a **digital marketing system** that generates leads, nurtures leads into customers, and converts those customers into raving fans of you and your brand?

We would like to extend an opportunity to show you how putting the right system in place can transform your marketing and separate it from your competitors.

What we'd love to do is schedule a call with you to walk you through our **unique process**,

starting with your very own **gap assessment**. Let's discuss what your marketing investment might look like--including turnaround time for ROI--and how our proven system has helped companies like yours achieve their full marketing potential.

