farotech

OUR UNIQUE PROCESS

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

farotech

UNIQUE PROCESS

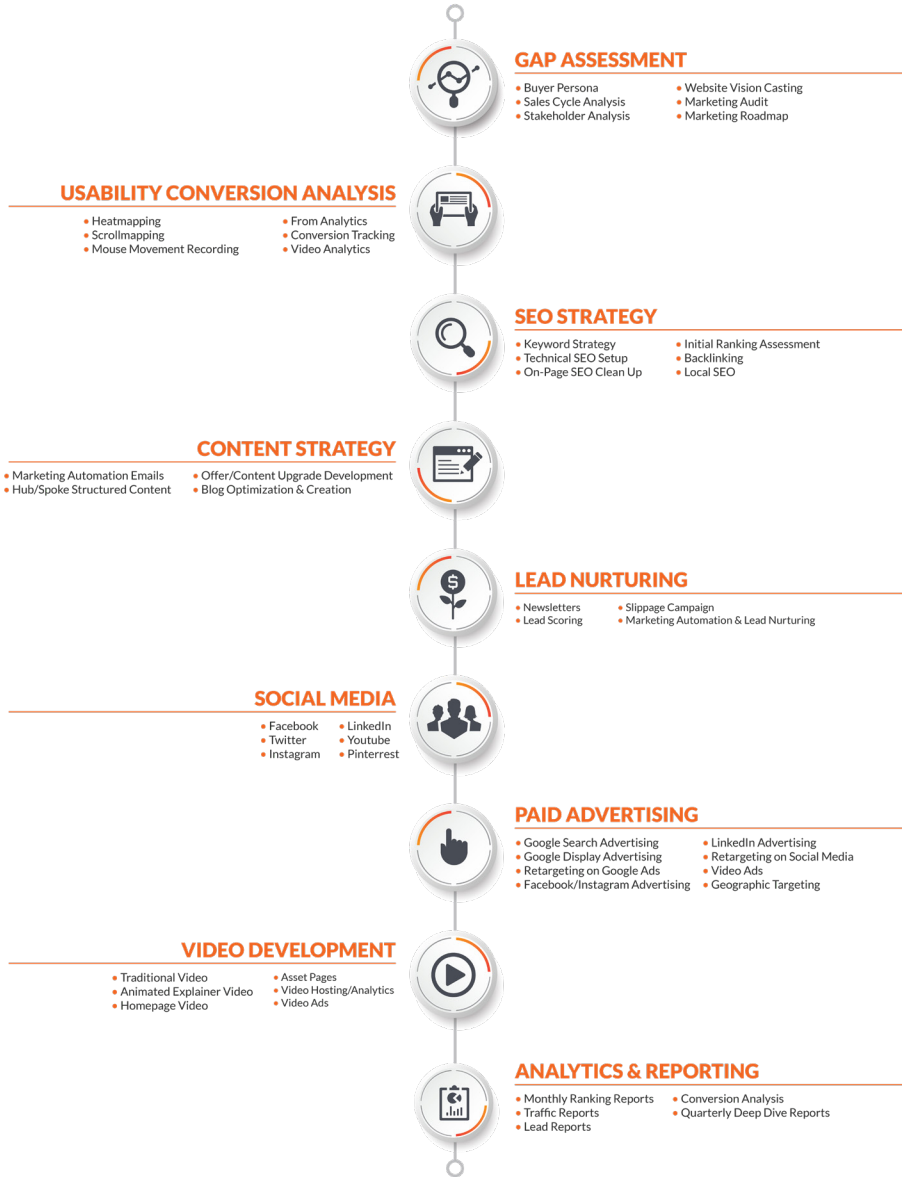


TABLE OF CONTENTS

OUR UNIQUE PROCESS

GAP ASSESSMENT

USABILITY CONVERSION ANALYSIS

SEO

CONTENT STRATEGY

LEAD NURTURING

SOCIAL MEDIA

PAID ADVERTISING

VIDEO DEVELOPMENT

ANALYTICS & REPORTING

NEXT STEPS

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
- Pinterrest

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

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 APPROACH

Our Team

When we first started put, we were just buliding 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 c**onversion 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, implemeneted effectively, provides clients with:

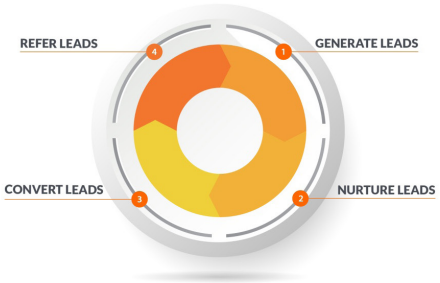
- A comprehensive marketing system (instead of independent solutions)
- A 3-5 year roadmap to 5x-10x sales and lead opportunities
- Our team-based approach that provides access to subject matter experts whenever they are needed
- A revolutionized hiring process for marketing personnel
- The ability to 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

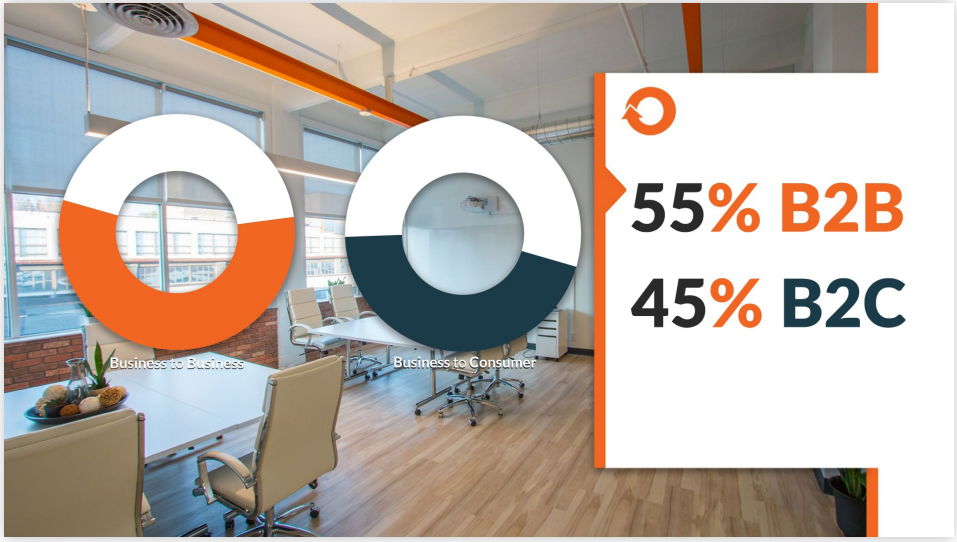


As a company, we are in a very unique position. Our client base is evenly distributed between B2B and B2C. Our approach is designed to work for business-to-business as well as for business-to-consumer clients.

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

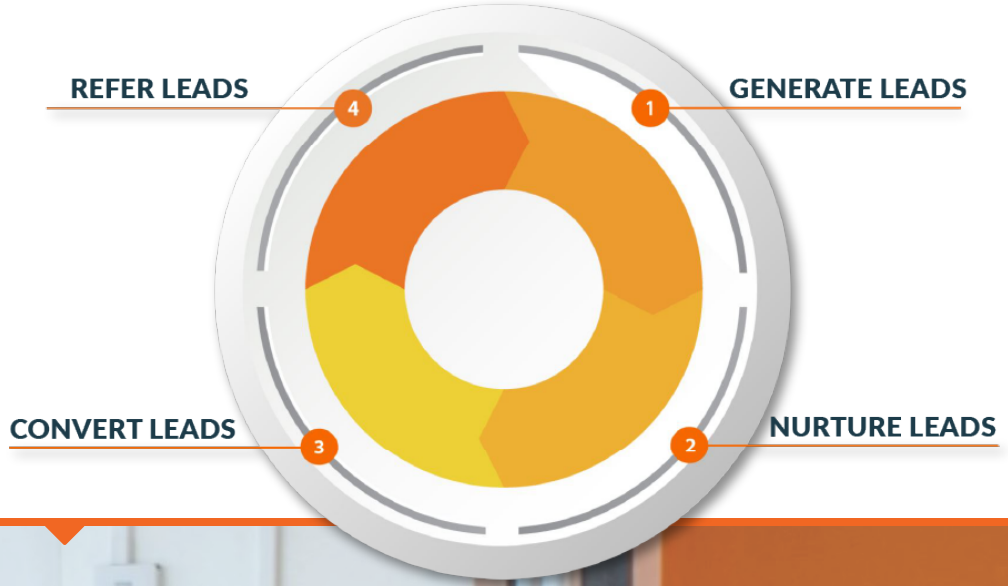
Chris C
Chief Executive Officer & Founder

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

Our Creative Process

The Ultimate Digital
Marketing Process

When quality work and precise excution 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!

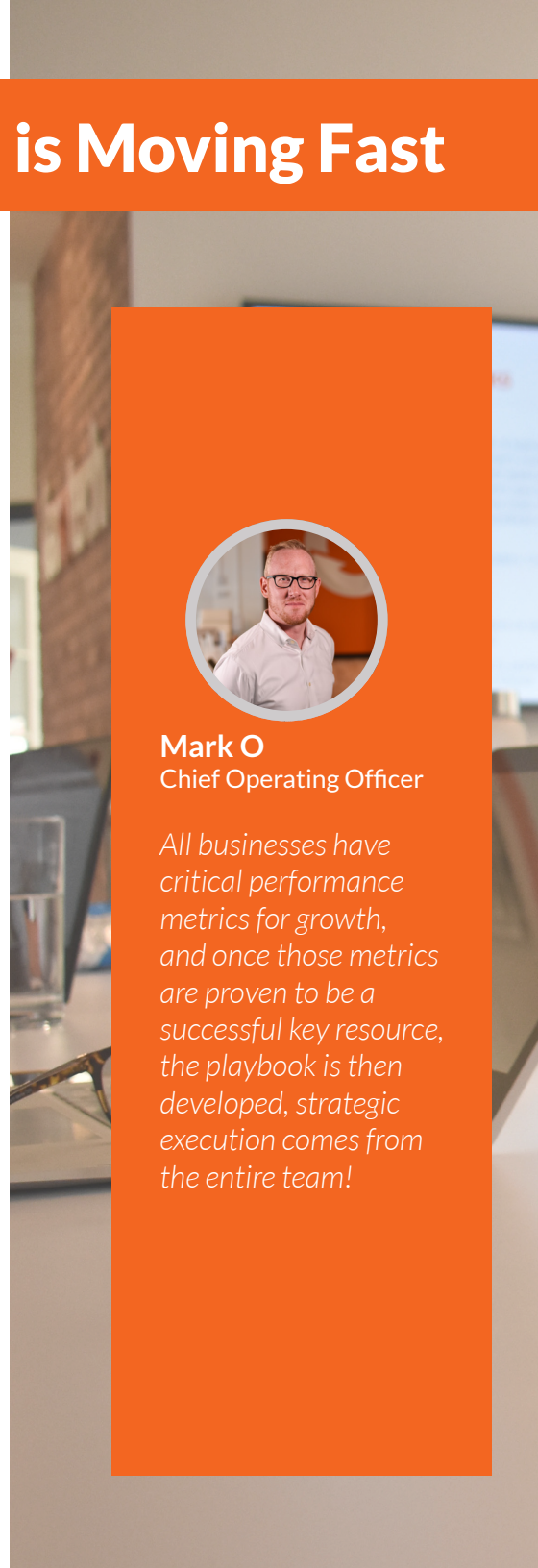
That's what we call **content overload.**

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!

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!

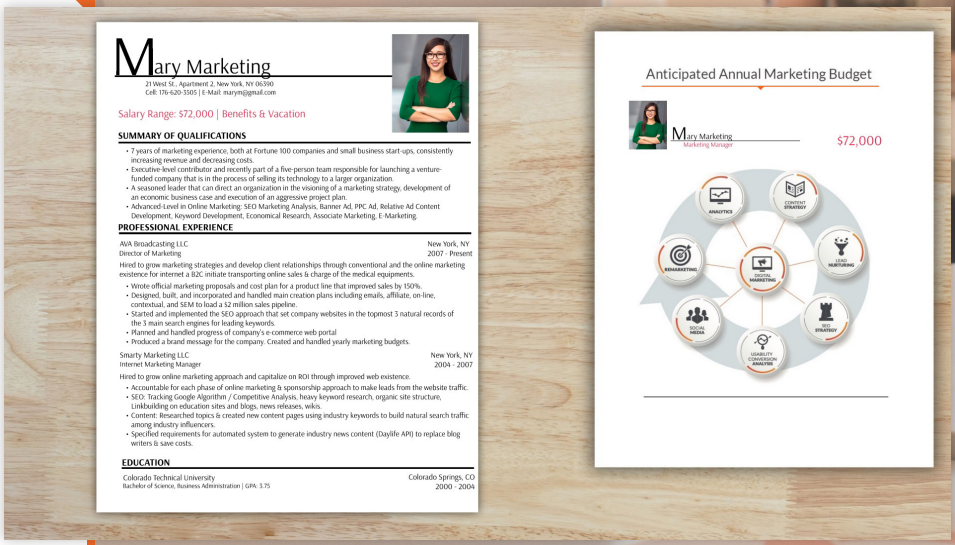
So what do we do about it?

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

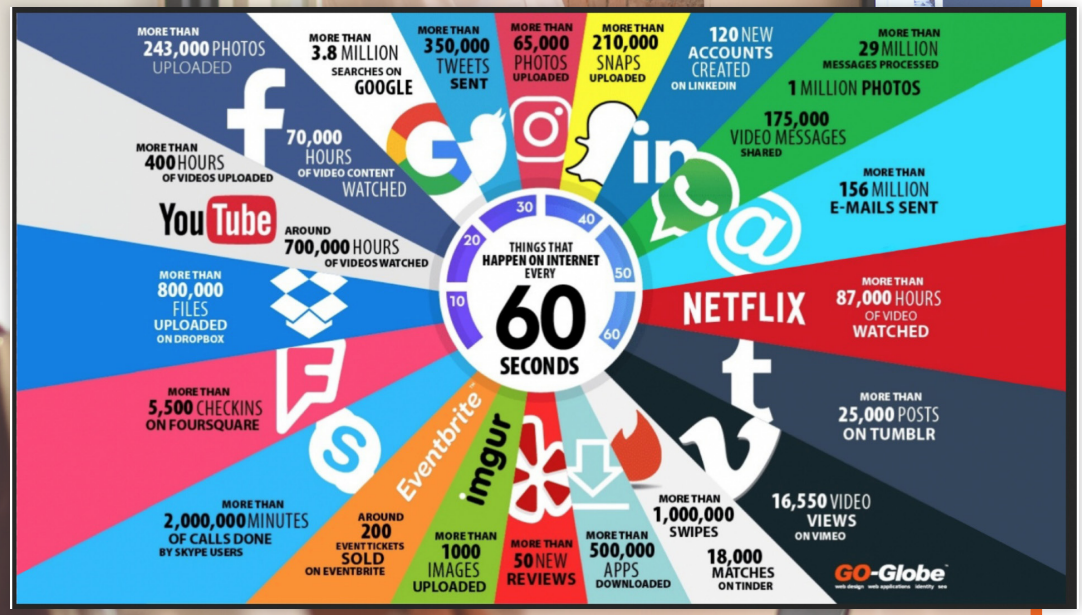
It is very possible that Marketing Mary is excellent at her job. The problem is that because marketing is moving so fast, even if she worked 120 hours a week, there would still be no possible way that she could keep up with all of the demands of the market and expectations of her clients.

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.



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 Crossraods

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...

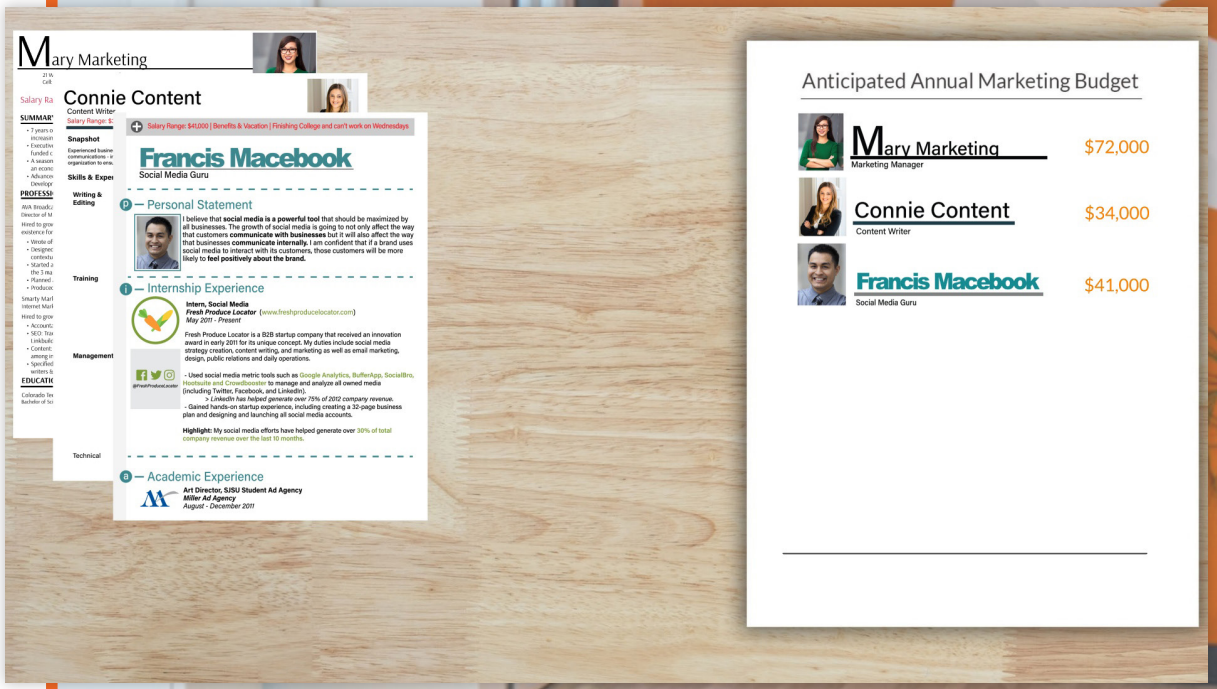
...or she can delegate by adding more staff and using multiple vendors, which gets extremely expensive and causes the process to lack cohesion.

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.



Market is Moving Fast

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

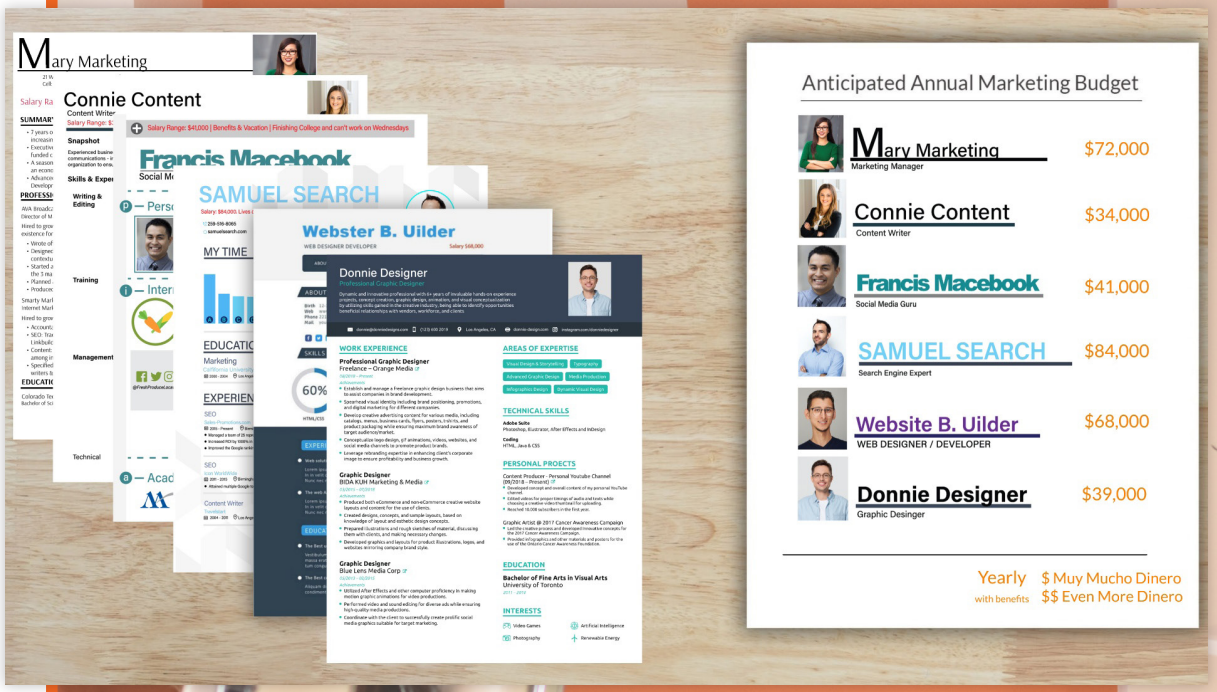
By this point, she is taxing her web developer.

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.**

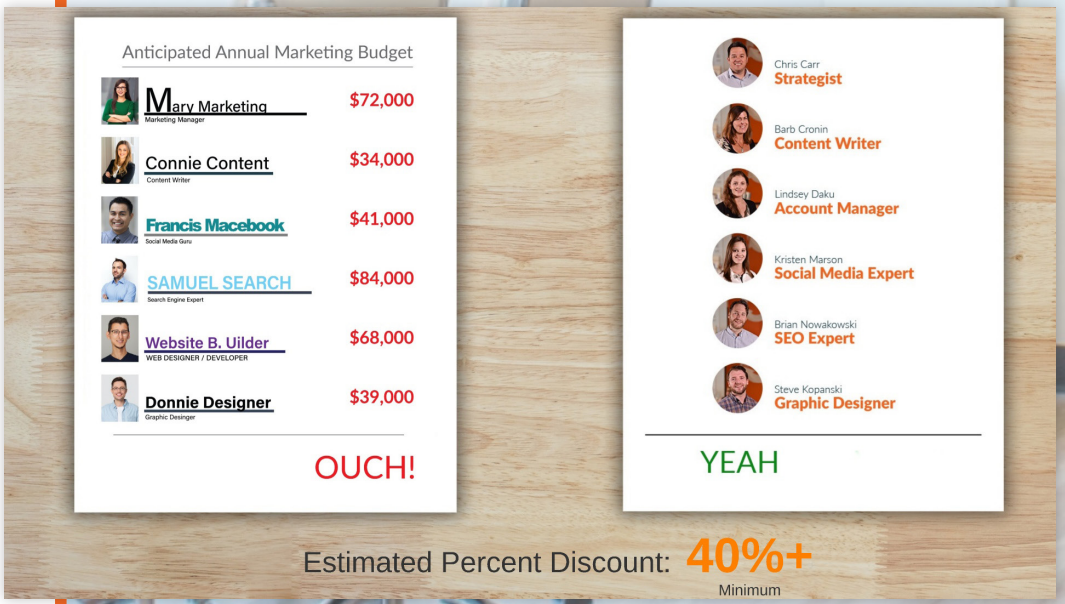


Team Based Marketing Approach

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.

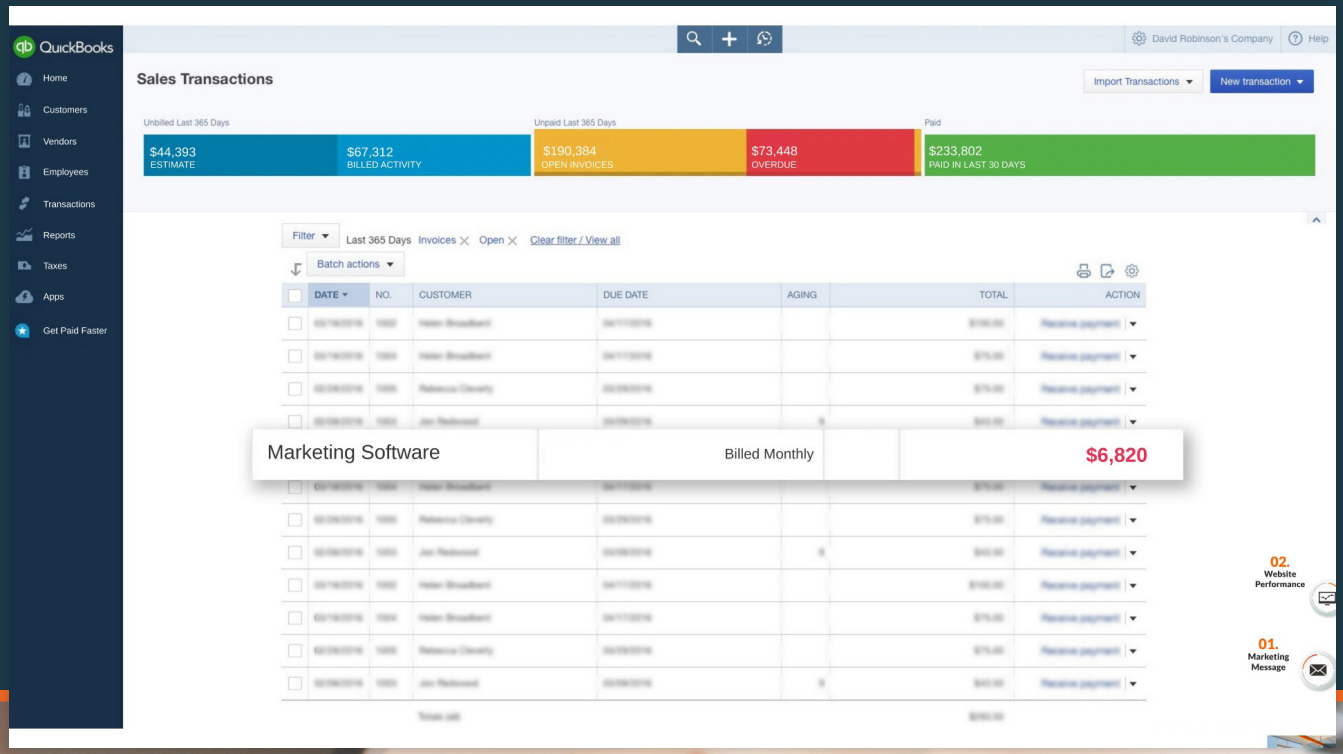
And when she compares either outsourcing to multiple different vendors or hiring internally…it's really no comparison.



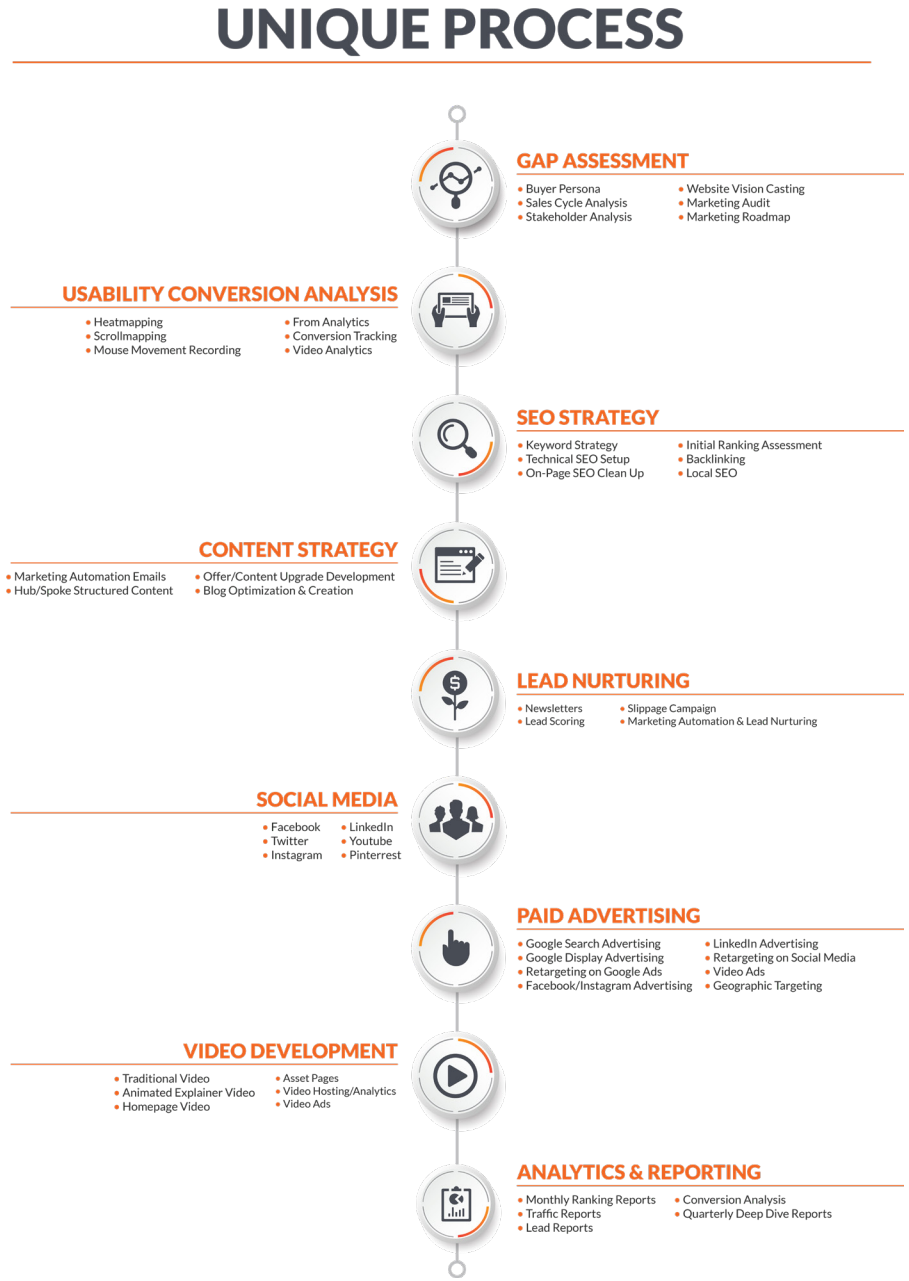
Market is Moving Fast

The heart of what we do comes downto 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.



Unique Process: How We Do It



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

Now that we've outlined our unique process, let's jump into the next eBook 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? Download the next eBook about the **Gap Assessment** or download the full **Digital Marketing Process eBook.**