

# INTRODUCTION TO DIGITAL MARKETING, LEAD GENERATION, AND CUSTOMER RELATIONSHIP MANAGEMENT

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Janette Toral

<http://digitalfilipino.com/influencer>

#dimbootcamp





# THE MIND OF A DIGITAL MARKETER

## SEO 1

SEO is the practice of increasing a website's organic ranking in search engines. But what's rankings without revenue?

## Conversion Optimization 2

SEO brings traffic, but traffic means nothing if it doesn't convert into \$\$\$\$. Digital marketing consultants help bring PROFITABLE traffic. That's why your consultant should also be skilled in ...

## Web Design 3

Digital Marketers skilled in web design not only bring you a beautiful website that reflects positively for your brand, but they also have a solid idea of the web layouts that convert the best.

## Advertising 7

Online advertising such as AdWords and Facebook Ads are much more than set and forget, a skilled digital marketer can lower CPC and increase conversions

## Analytics 6

Analytics, combined with conversion optimization can help you determine where traffic is coming from, and which channels are the most profitable.

## Social Media 5

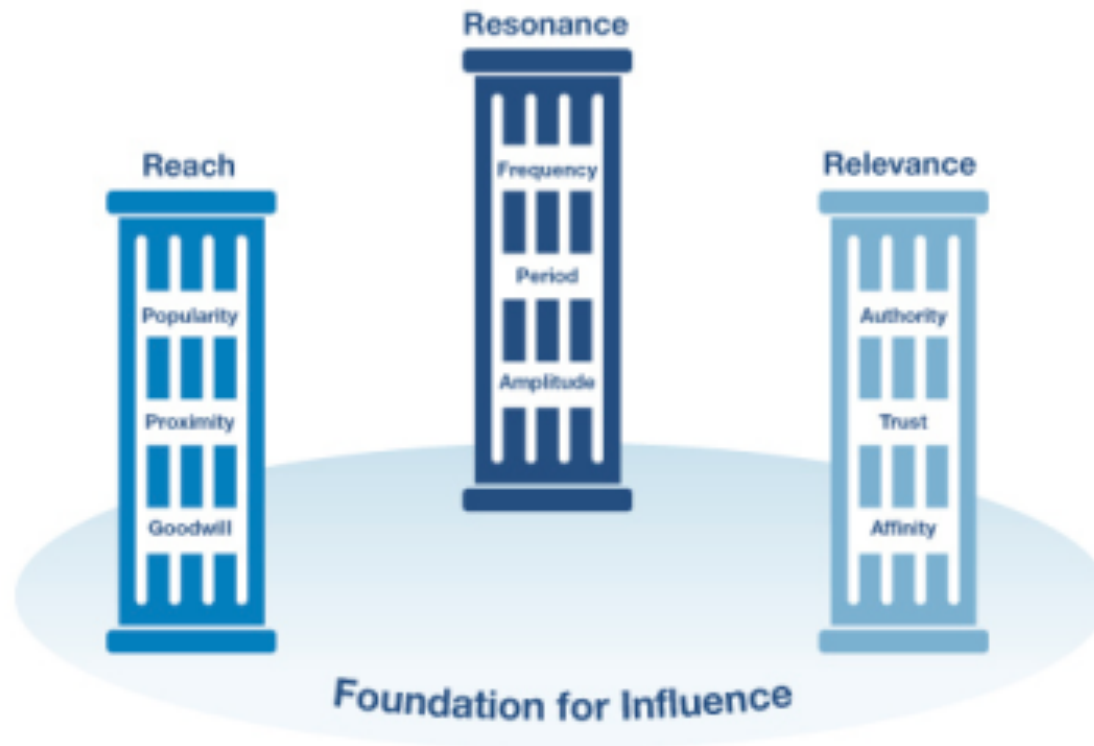
Some niches thrive with traffic from Facebook, Twitter, Pinterest, etc. Many businesses tend to take on social media themselves, but a true digital marketer knows the difference between using social media as a business and as a end user.

## Copywriting 4

Digital Marketers who have maintained their own blogs should have honed their writing skills to write for conversions, people and search engines.

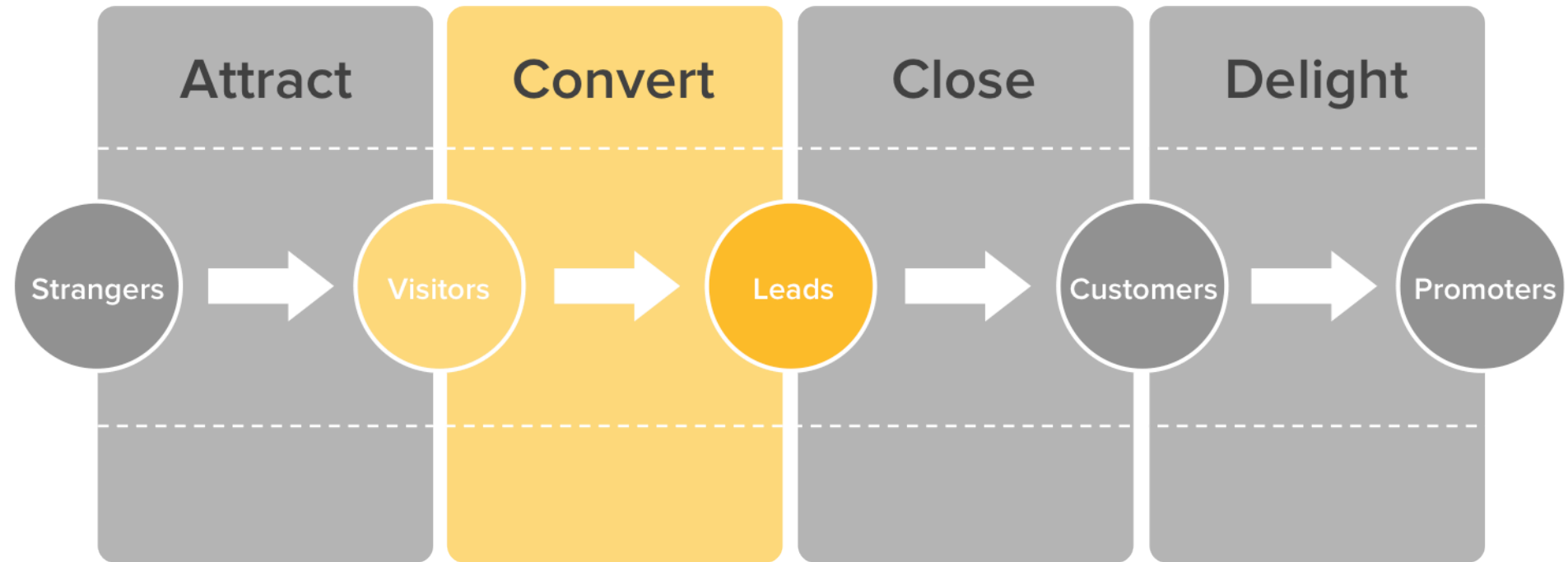
# Pillars of Influence

Figure 1. Framework: Pillars of Influence

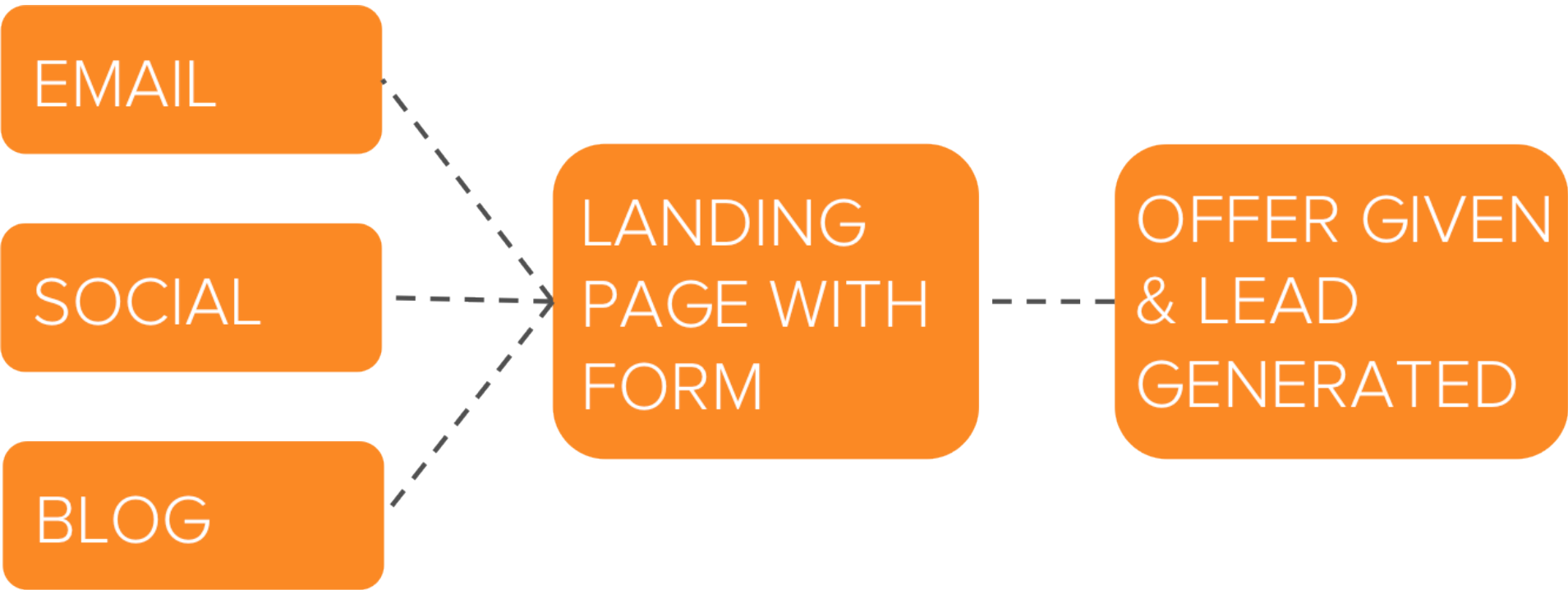


# Lead Generation 101

- In marketing, lead generation is the generation of consumer interest or inquiry into products or services of a business.
- Leads can be generated for purposes such as list building, e-newsletter list acquisition or for sales leads. ...



<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>



<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>



PREMIUM



Search articles...



Home Profile Network Jobs Interests



**Brian Solis** influencer

Principal Analyst, Altimeter Group, Author of What's the Future of Business (WTF)

42

## Research: The Case for Digital Transformation and Why Organizations are Adapting for the Digital Customer Experience

April 08, 2014



10,382



381



42



127



140



39



1,578

# DIGITAL TRANSFORMATION

Why and How Companies are Investing in New Business Models to Lead Digital Customer Experiences



ALTIMETER

# ALTIMETER®

Altimeter Group helps companies understand and act on technology disruption. Our newest report reveals how organizations adapt to the digital customer experience and guides business leaders on the journey to Digital Transformation.

## Digital Transformation

Altimeter studied what the most successful companies are doing on the journey to digital transformation to help you get ahead of disruption, rather than react to it.

DOWNLOAD

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First Name\*

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Tuesday, April 8, 2014

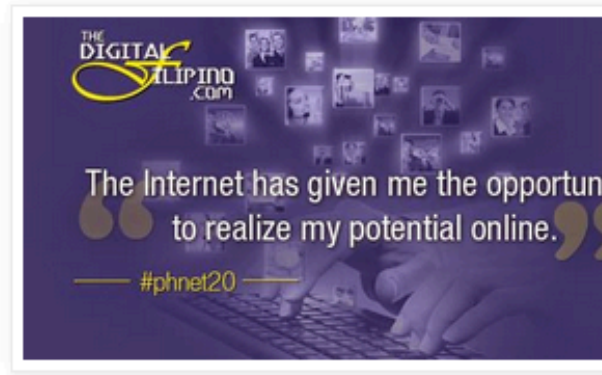
## How to Maximize Social Media Tools

Last April 7, I got asked to do a presentation on how to maximize social media tools. However, as #iblog10 just finished, my passion on blogging just got renewed and anchored my sharing on the lessons learned from it.

Will also be doing a free webinar session about this topic on April 12 Saturday 2pm to 3 pm. Just sign-up to join.

**Social Media complimenting the**  
The use of blogs and social media s throughout the customer lifecycle (c and community). It must always hav

**Blogging is a must**  
Although social media has taken a l respective blogs should not be negle that is out of our control, our blogs w primary archive of our activities and



How to Maximize Social Media Tools from Janette Toral

## Free Webinar: How to Maximize Social Media Tools?

Saturday, April 12, 2014 2:00 PM - 3:00 PM CST - [Show in my Time Zone](#)

### Webinar Registration

Last April 7, Janette Toral shares how blogging and social media can be maximized to build one's online identity and measure progress in a boot camp activity. Blogged about it at <http://www.bloggingfromhome.com/2014/04/how-to-maximize-social-media-tools.html> In this webinar session, Janette will be discussing it further and exchange ideas with online participants.

* First Name:	<input type="text"/>	* Last Name:	<input type="text"/>
* Email Address:	<input type="text"/>	City:	<input type="text"/>

### Questions & Comments:

\* Indicates a required field

By clicking the "Register Now" button you submit your information to the Webinar organizer, who will use it to communicate with you regarding this event and their other services.

# Customer relationship management

- Customer relationship management is a model for managing a company's interactions with current and future customers.
- It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.

# Customer Relationship Management is Key



Projects



Support



Mail



CRM



Campaigns



Survey

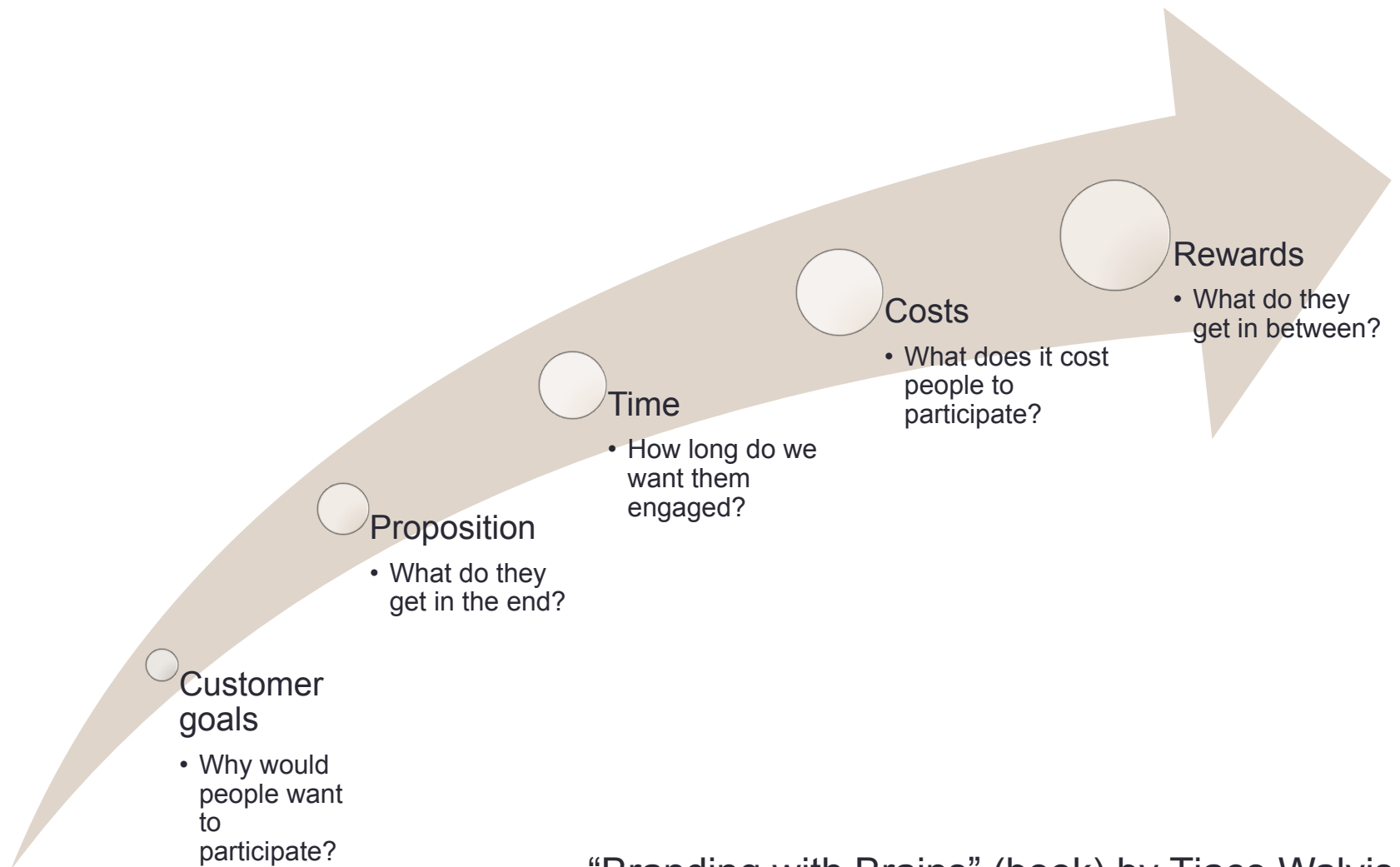


LiveDesk

# Spark participation



# Blueprint for participation



“Branding with Brains” (book) by Tjaco Walvis

STAND UP FOR WHAT  
MAKES YOU DIFFERENT,  
AND BETTER

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- Sally Hogshead

YOU MUST CREATE MESSAGES  
THAT WORK HARDER, TO FIGHT  
AGAINST COMPETITION AND  
DISTRACTION.

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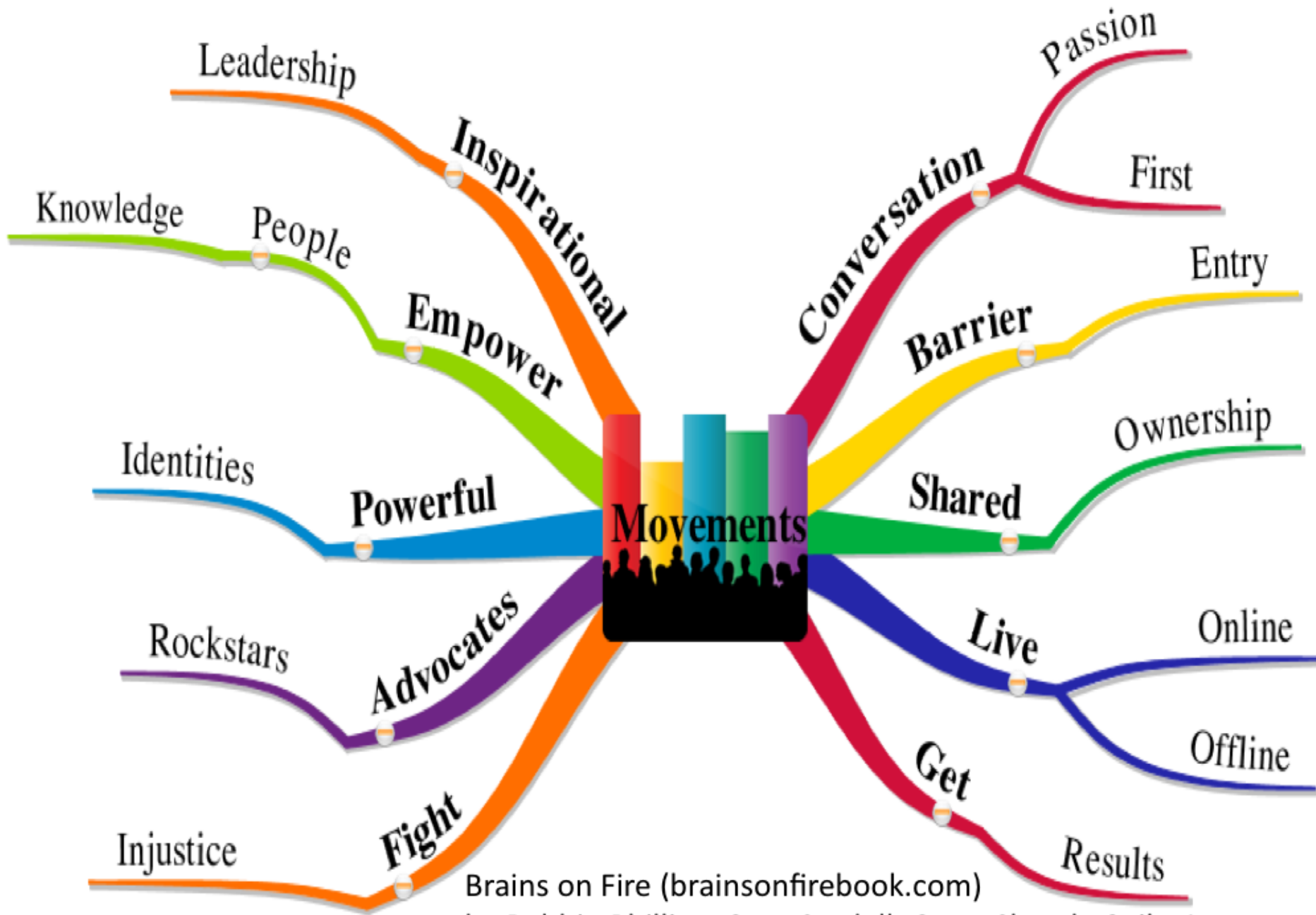
- Sally Hogshead

# CULTURE VS. STRATEGY

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Which is more important?



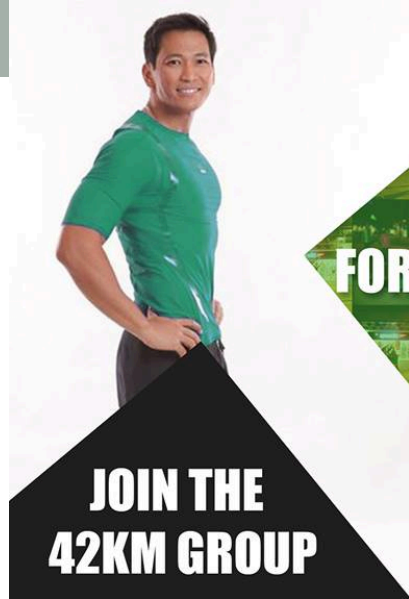


Brains on Fire ([brainsonfirebook.com](http://brainsonfirebook.com))  
by Robbin Phillips, Greg Cordell, Geno Church, Spike Jones  
Mindmap by Janette Toral ([influentialblogger.net](http://influentialblogger.net))



**MILU R2**  
A.P.E.X.  
RUNNING SCHOOL  
Season 8

# BUILD STRENGTH FOR A HALF MARATHON JOIN THE 21KM GROUP



**MILU R2**  
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Season 8

# POWER-UP FOR A MARATHON AIM FOR STRONG FINISH

# JOIN THE 42KM GROUP

The Country's **BIGGEST** and **FULL PROGRAM**

**SIGN-UP NOW!**  
LIMITED SLOTS ONLY

To register, visit  
[www.coachjimsaret.com](http://www.coachjimsaret.com)

FEE: **P2,400 (36 sessions)**

BGC High Street	April 29 to July 17 (T-TH-S)
SM MOA	April 28 to July 17 (M-W-S)
QC Circle	April 28 to July 17 (M-W-S)

Online Registration Contact: Janette (0920-9508696)



**Lose weight, Get in shape, Develop your Stamina**

## Join Fitness 5k

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# BUILD YOUR ENDURANCE



## LEVEL UP! JOIN THE 10 KM GROUP!

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- CULTURE
- AMBASSADORS
- EMOTIONAL
- ASPIRATIONAL




**A.P.E.X.**  
RUNNING SCHOOL  
Season 8

The Country's **BIGGEST** and **FULL PROGRAM** Scientific Running Camp



**5KM FITNESS**    **10KM-ENDURANCE**    **21KM SPEED**

**42KM POWER**    **COMMUNITY**    **COACHES**

**SIGN-UP NOW!**  
LIMITED SLOTS ONLY

To register, visit

[www.coachjimsaret.ph](http://www.coachjimsaret.ph)

**FEE: P2,400 (36 sessions)**

BGC High Street  
SM MOA  
QC Circle

April 29 to July 19 (T-TH-S)  
April 28 to July 19 (M-W-S)  
April 28 to July 19 (M-W-S)

Online Registration Contact: Janette (0920-9508696)

## Engagement levels



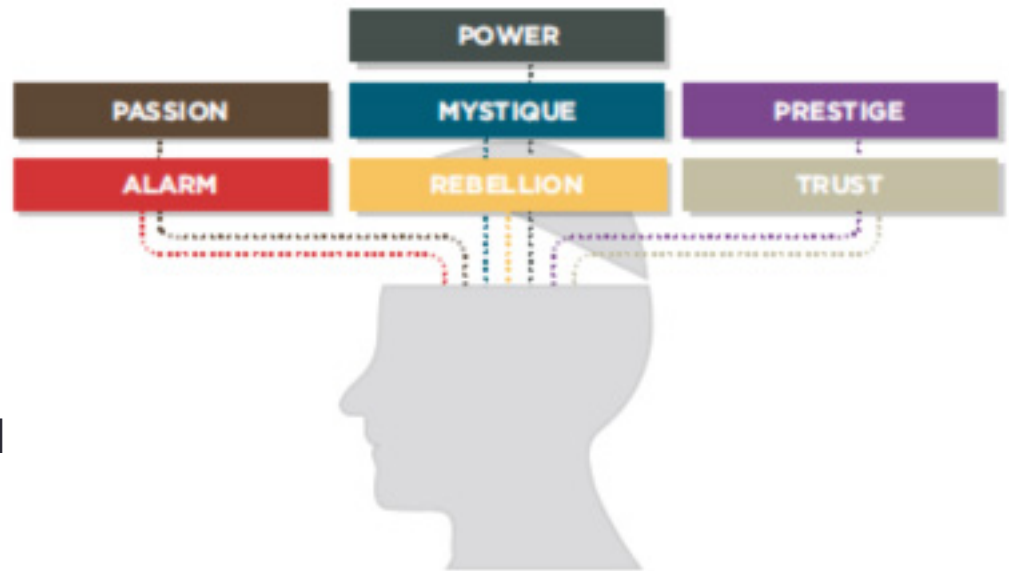
<http://www.freshnetworks.com/files/freshnetworks/FreshNetworks%20-%20Social%20Media%20Influencers%20Report.pdf>

A DISTRACTED CUSTOMER  
IS EASY TO LOSE. IF THEY  
LOSE INTEREST, YOU LOSE  
THE SALE.

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- Sally Hogshead

*7 Triggers of Fascination*



- Sally Hogshead

# Are you fascinating?

- Provokes strong and immediate emotional reactions.
- Creates advocates.
- Becomes cultural shorthand for a specific set of actions or values.
- Incites conversation.
  - Fascination lives not in your own communication to the world, but in how the world communicates about you.

# Are you fascinating?

- Forces competitors to realign around it.
  - In a competitive environment, the most fascinating option wins.
- Taps into (or even causes) social revolutions.
  - A heart is not judged by how much you loved, but by how much you are loved by others.





## ENGAGEMENT

An online community can encourage participation, which can lead to innovation and crowd-sourcing.

Discussions, forums and blogs give the organization ways to improve the quality of engagement.



## VALUE

In order for stakeholders within a community or ecosystem to connect and engage with one another, there must be a specific value.

Provide an overview of what is going on inside the community and report on innovations and achievements that have resulted from engagement within the community.



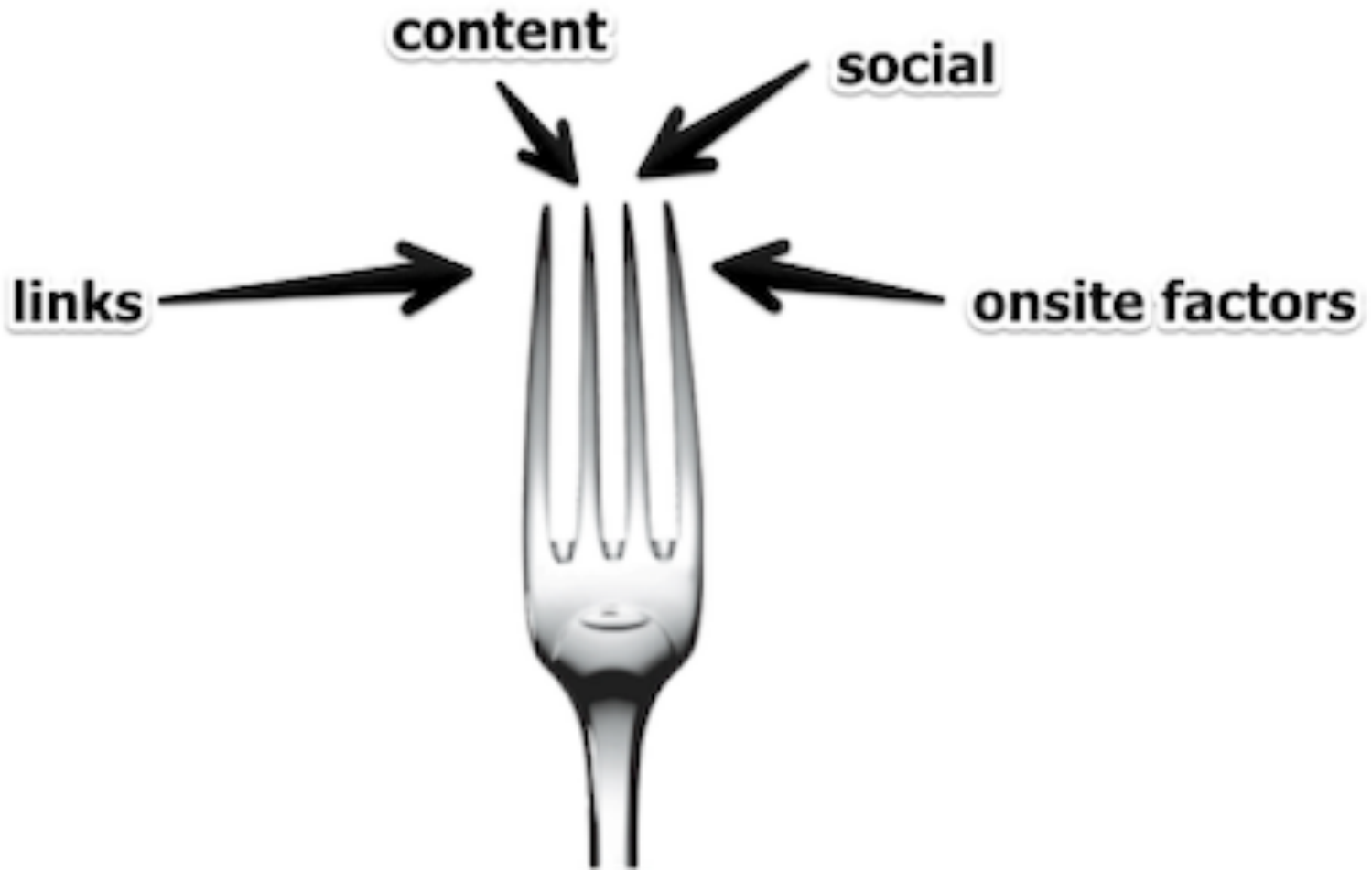
## CONVERSATIONS

Stop thinking in terms of posts and start thinking in terms of conversations.

Comment on others posts, share them and debate the various merits of a point of view. Make it easy for others to comment on and respond appropriately to various questions posted.

# Internet Marketing 101

- Everything you do to promote a business online.
  - Public relations
  - Advertising
  - Promotion

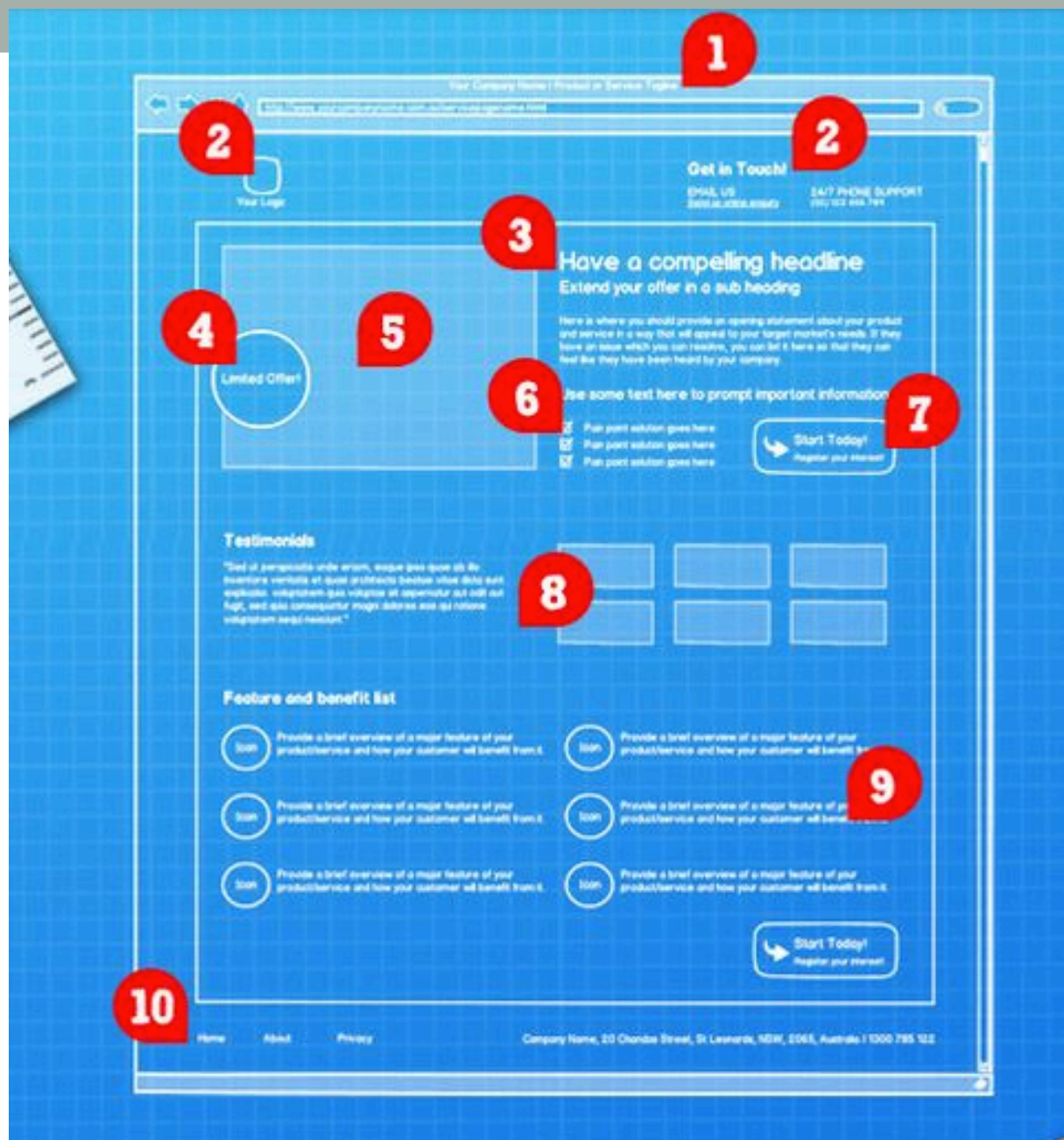


<http://www.quicksprout.com/2014/03/28/5-seo-techniques-you-should-stop-using-immediately/>

# BEGIN WITH THE END IN MIND.

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What is your end goal?



# Lead Generation

- Include a contact number.
- Have forms on every page.
- Add photos and testimonials.
- Have video talking to the user.
- Trust seals (when available)
- User power words.
- Have a well designed website.
- White space.
- Test the site.

# inboundMARKETING

7 STEPS

## Lead Generation Strategy

7 Critical Steps We Guide Our Clients Through for Inbound Marketing Success.

STEP 1

PLAN

Success begins with an Inbound Planning Day.



Assess your current needs



Set objectives and measurable goals



Develop an effective content strategy



Develop personas



Define responsibilities



Brainstorm premium content ideas

STEP 2

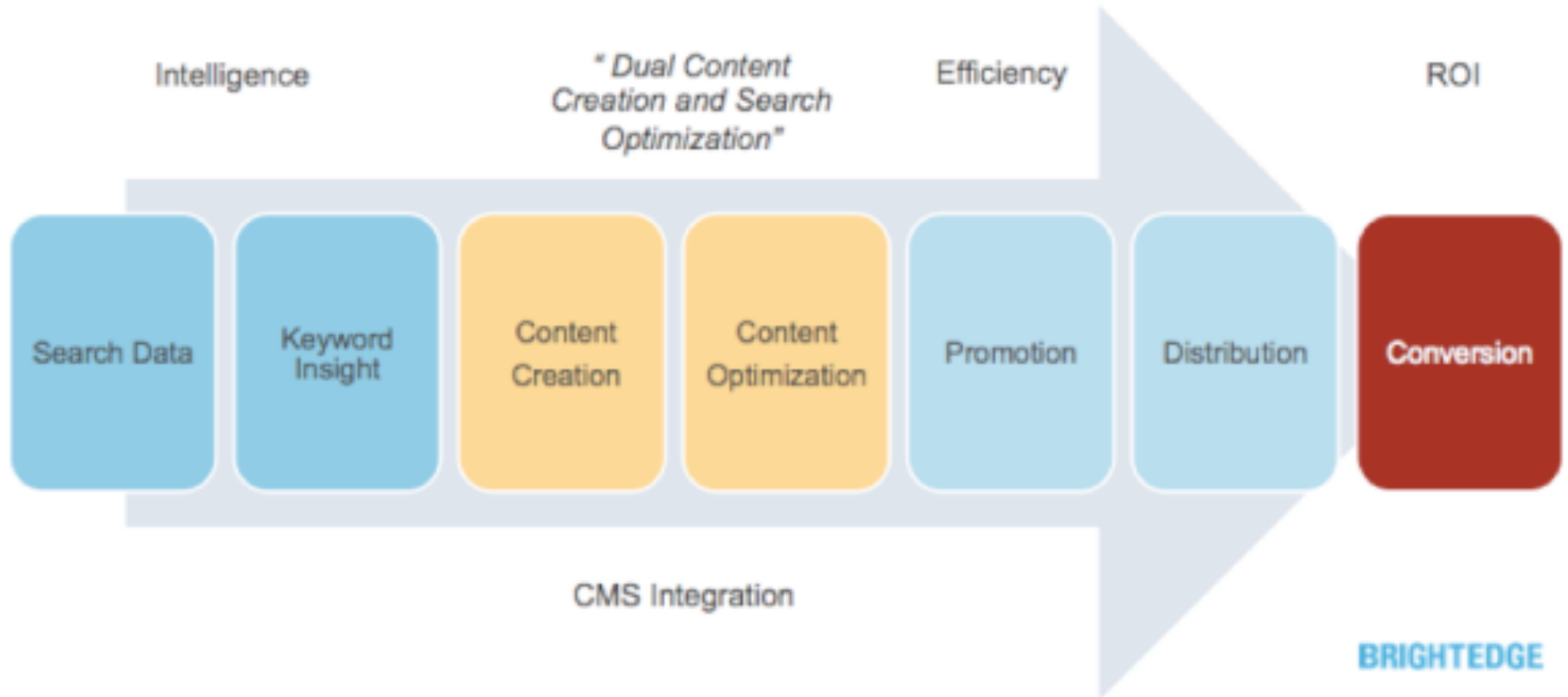
CREATE

Develop content that will attract visitors, convert visitors to leads, and position you as a thought leader.



<http://blog.thecenterforsalesstrategy.com/blog/bid/149917/Inbound-Marketing-101-The-Seven-Steps-to-Lead-Generation-Infographic>

# Content





### STEP 3

## DISTRIBUTE

Share content specifically designed to appeal your ideal customer.



Use a Content Calendar to schedule strategic content distribution



Help you get found through keywords for SEO



Promote your posts on social media and beyond



Utilize email marketing to bring visitors back

### STEP 4

## CAPTURE

Convert visitors to leads to generate a list of qualified prospects.



Premium content offers



Compelling calls to action



Landing pages | contact form

### STEP 5

## ANALYZE

Review the data to determine what's working, what's not, and how to adjust.



Use Hubspot tools to identify:

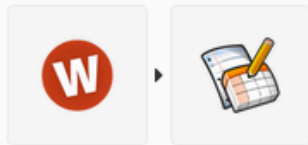
- Top lead sources
- Which topics/posts are read most
- Which offers are converting readers to leads



## Explore Zaps!

Pick from thousands of Zaps that other people have shared to use as a template. A Zap is a connection between two apps that automates time-consuming tasks.

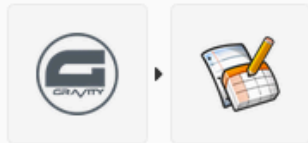
Click here and select the apps you use...



### Save Wufoo Entry to Google Docs Row

Save new Wufoo entries to a new Google Docs spreadsheet row.

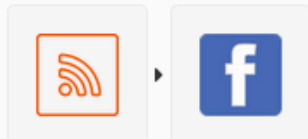
Use this Zap



### Save Gravity Forms Submission to Google Spreadsheet

This Zap will save my new Gravity Forms submissions to a Google Spreadsheet.

Use this Zap



### Post RSS Feed to Facebook Page

This Zap lets you post an RSS feed to a Facebook page.

Use this Zap

Get help

## STEP 6

### CULTIVATE

Maintain lead nurturing and marketing automation to continue to establishing trust and credibility.

Use marketing automation (email campaigns and work flows) to help the visitor:

- Get to know you better
- Learn more about your company and products
- Move through the sales funnel



## STEP 7

### CONVERT

Get visitors to raise their hand and ask to be contacted.



Implement a plan of approach and conversion strategy to close new customers through the use of:

- Lifecycle stages
- Segmented lists
- User history

# BEGIN WITH THE END IN MIND

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What's your real intention and purpose?

# ASSIGNMENT #1:

- IN REFERENCE TO SLIDE 31, 33, AND 35, discuss:
  - What is your current lead generation strategy?
  - What works well?
  - What are your challenge areas?
  - What do you want to improve on?
- Document your answers in a Powerpoint slide and send to [janette@digitalfilipino.com](mailto:janette@digitalfilipino.com)
- Those who will email their answers will be able to present their answers in the next webinar session.



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Access the lessons at <http://influencerbootcamp.digitalfilipino.com>