

## Bridging **SOCIAL** with your **WEB** creating an **INTEGRATED** **Online Sales Funnel**

- Mike Gingerich



@Mike\_Gingerich

[www.TabSite.com](http://www.TabSite.com)

[www.DigitalHill.com](http://www.DigitalHill.com)

[www.MikeGingerich.com](http://www.MikeGingerich.com)

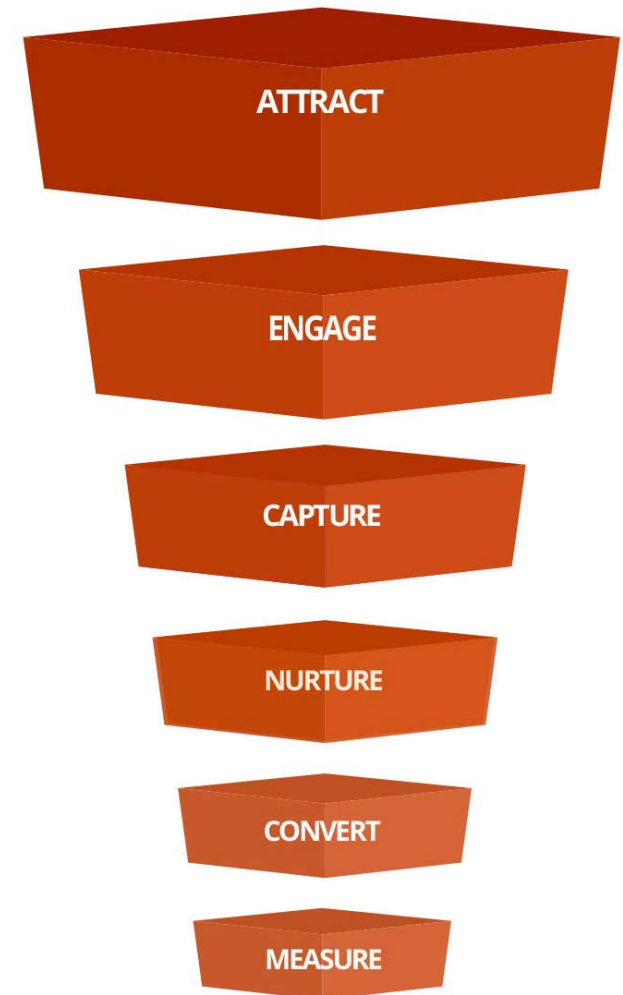
## ABOUT YOUR DRIVER

- Reluctant Dad of new Driver
- Social tech geek
- Co-founder **TabSite.com**
- Digital Marketing Consultant
- Podcasting at **HalftimeMike.com**
- Average open tabs in Chrome: **33**
- Traveled in 26 countries



## Our Roadmap

- Where to Engage
- Sales Funnel Strategy
- The Integrate need
- Specific Tactics



# Setting Expectations

**Social is a  
lot like...**



# Navigating in other nations







# Foundation #1

**Social =**



- *But it is NOT once and done!*
- *It is NOT one way!*



# Foundation #2:

## Content is fire

# Social Media is Gasoline.

- Jay Baer, Youtility





# Foundation #3:

**People use the Internet  
for 2 reasons...**

**1.**

**2.**

# Foundation #4:

**It's about Social Media**

***But NEVER forget,***

**Your website is your BASE.**

## Foundation #5:

**To Succeed you must...**

- 1. Integrate**
- 2. Multi-touch**



# Where to Engage?



**Facebook**  
**Twitter**  
**Google+**  
**Pinterest**



**YouTube**  
**LinkedIn**  
**Vine**  
**Instagram**

**WHERE should your business focus ?**

## Step 1: Know your Target!

Women account for \_\_\_\_%  
of all consumer purchases?

55%    65%    72%    85%



## Where do *they* spend time?

Facebook

Twitter

Google+

Pinterest



YouTube

LinkedIn


Vine

Instagram



# Identify:

## *Who is your Target(s)?*



<b>Age</b>	28-47	35-55
<b>Gender</b>	Female	Male
<b>Role</b>	SM Mgr	Agency Owner
<b>Location</b>	US/Can	Europe/Asia

# Buyer Persona Tools

- *Google Analytics*
- *Graph Search*
- *Tailwind App for Pinterest*



**Start with a few focus networks,**

***Align those areas with your***

***complete*** \_\_\_\_\_



# Step 2: Identify your Goal



**It can be:**

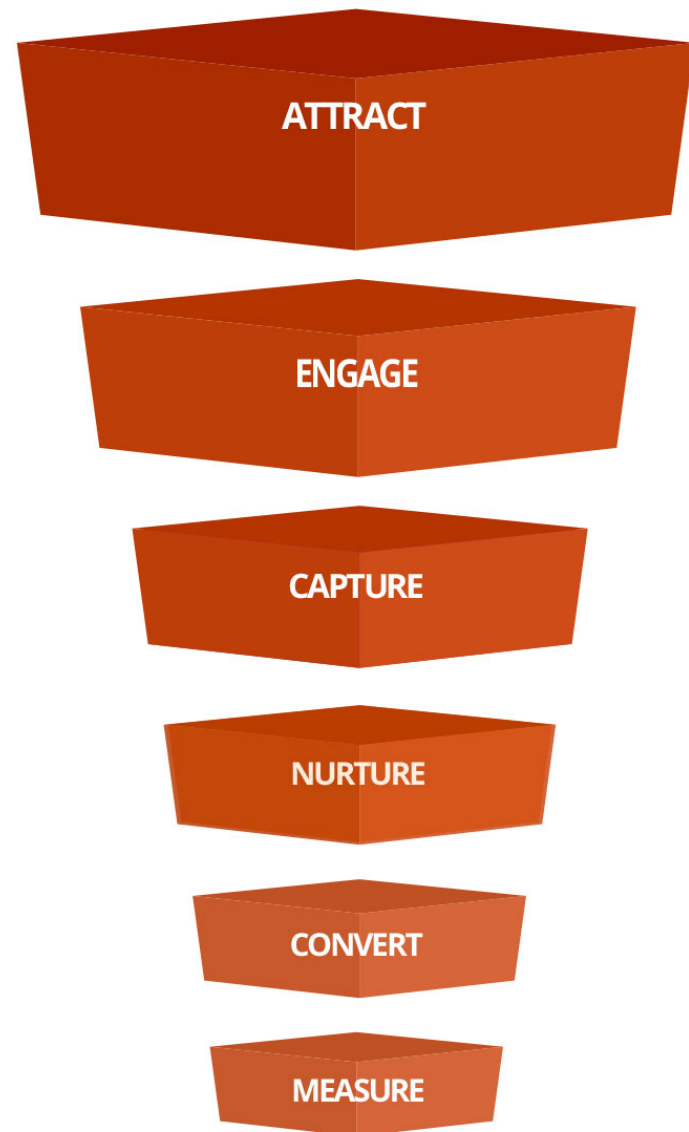
- A link to buy a product,
- A form to sign-up for a webinar
- Or the purchase of a product online.

These are all examples of conversion goals.

# The Digital Marketing Funnel

## The Digital Marketing Funnel

THE 6 STEP PROCESS TO GROWING LEADS AND SALES  
VIA STRATEGIC SOCIAL AND ONLINE MARKETING



# The Funnel:

**3 Main Parts**

**50%**

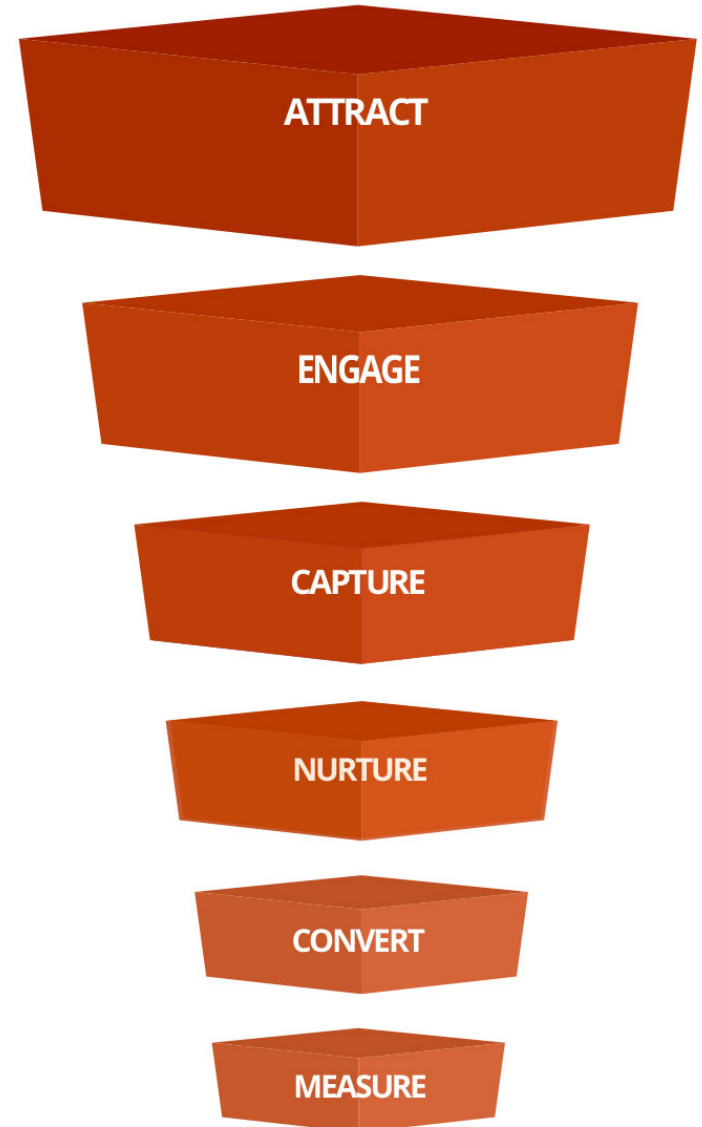
**1. Top of Funnel Content**

**[Attracting & Engaging]**

**Share vision. Help.  
Stories of success. Inspire.  
Educate. Inform.**

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# Top:



**What:** Content – Text, Audio, Video, Images

**Where:** Website, blog, in social media, & email.

**Types:** How to, Product info., Stories, Fun.

**Entertain. Educate. Experience.**

# Attract & Engage: 50%



**Coconis Furniture**

December 27, 2013

Congratulations to Bo Coconis on his induction into Maysville High School's Athletic Hall of Fame. The 2003 graduate was a four-year letter winner in golf and won the Division II state championship in 2002. He was All-MVL in 2001 and '02 a... See More



Like · Comment · Share

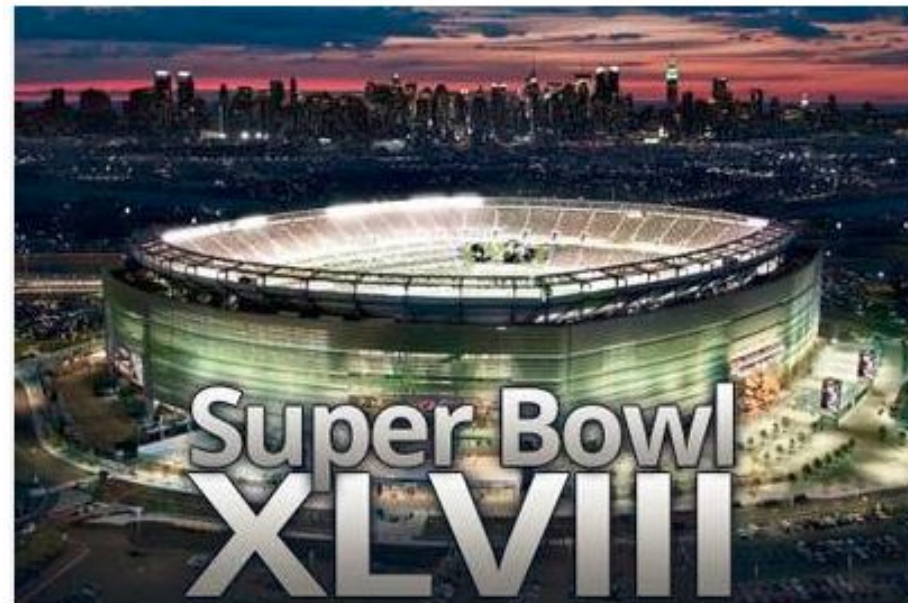
123 18 1



**Discovery Furniture & RoomMakers**

January 30

TV Special going on right now! With a qualified purchase, choose a free 43", 51" or 60" TV or receive \$500, \$750 or \$1250 in bonus buck\$! Celebrate the Super Bowl right!



Like · Comment · Share

3 people like this.



**Jordan Hindman** That wasn't much of a game.

#seahawksownedthebroncos

February 3 at 9:52pm · Like

# Top of Funnel Tip:

**Create = Your content**

***Curate* = Share others**

**40% / 60% split  
to Develop Attraction**

# Top of Funnel Tip:



Social can ***AMPLIFY***  
Your Content.

Ads enable you to target and  
further reach more of your \_\_\_\_\_.



**Attraction**  
**is NOT**  
**SPAM!**



# Attraction is:

- Social in style
- Often an Image
- Fun
- Not “selly”
- Tells a STORY
- Invites interaction



# Mid-Funnel:

30%

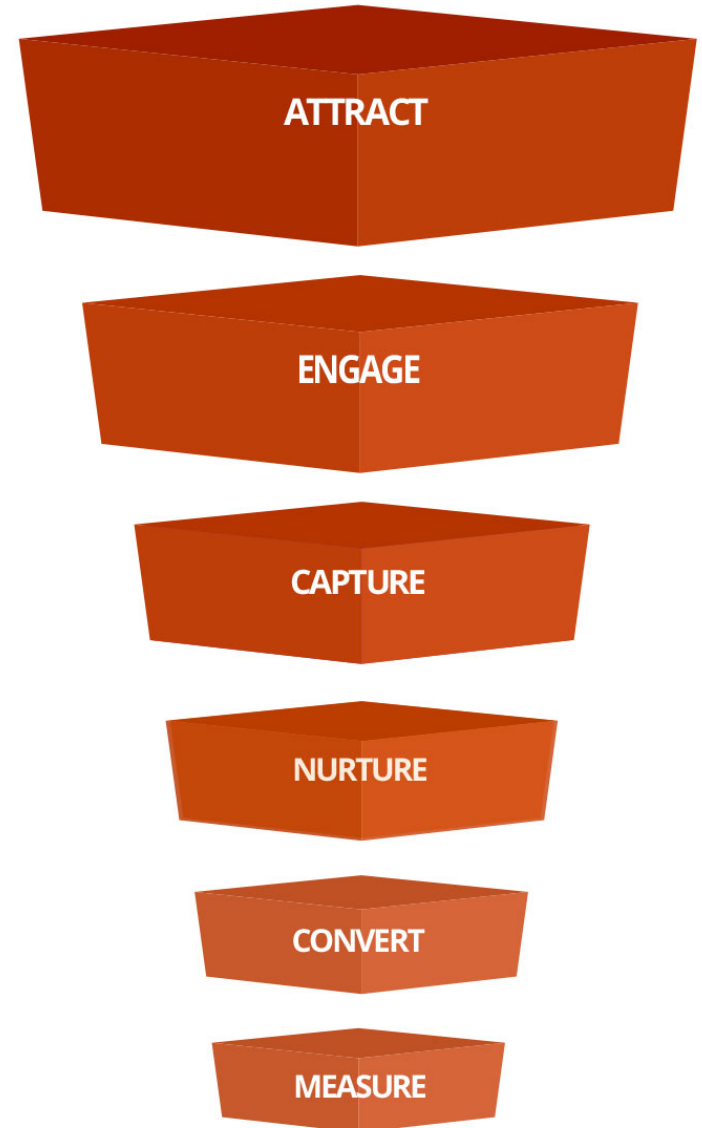
Content that offers resources  
with intent to gain

**LEAD CAPTURE.**



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# Mid-Funnel is:

## CAPTURE

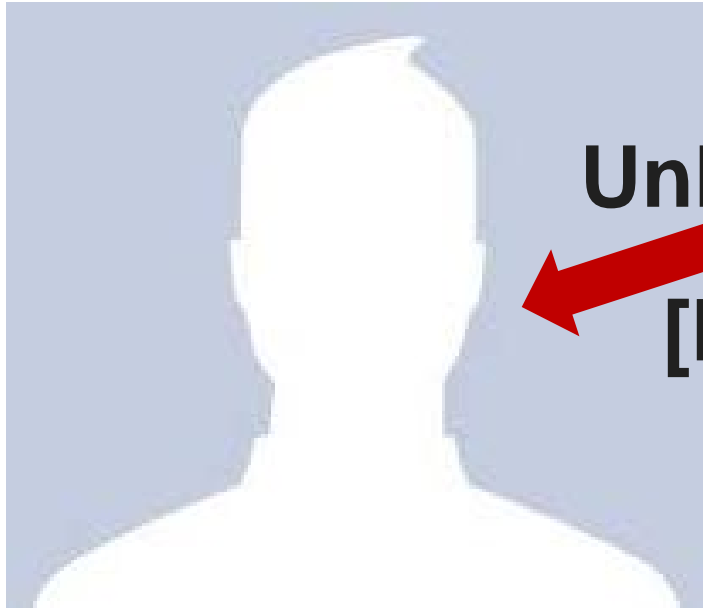
eBooks, coupons, incentives  
simple sign-up

## NURTURE

campaign automation follow-up  
email marketing

# Mid:

## Goal:



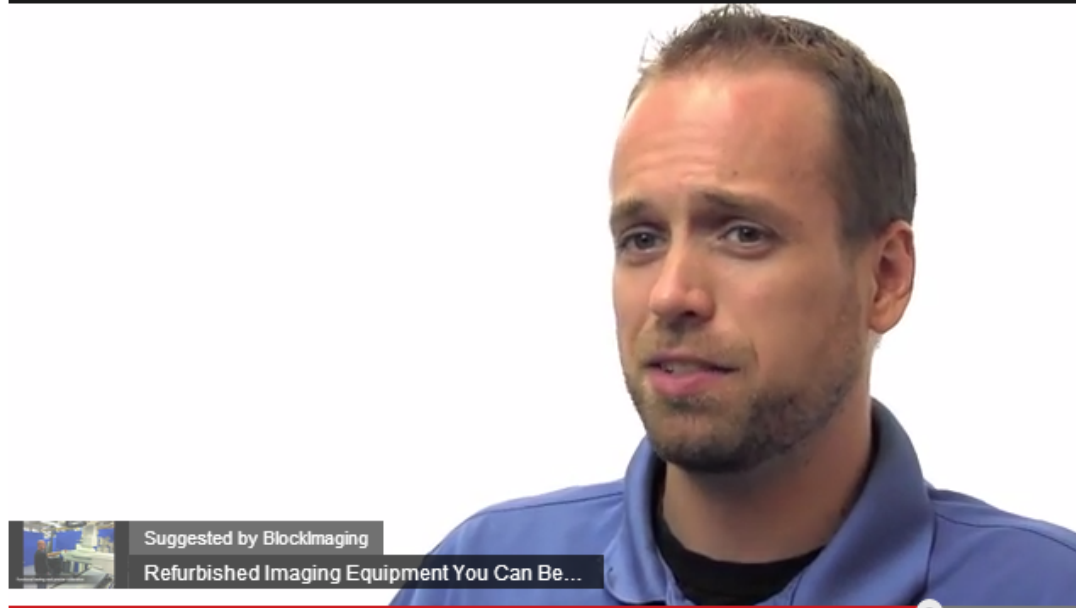
Unknown to known

[Name & email]



**Offer Clear incentive to sign-up email.**





Suggested by BlockImaging

Refurbished Imaging Equipment You Can Be...



## C-Arm Buyer's Guide [download now]



BlockImaging · 232 videos

1,037

Subscribe

104

Share with Hootlet

1 1

Like



About

Share

Add to

**Published on Jun 27, 2013**

Top things you need to know when shopping for a c-arm system. System selection, technical features, pricing, and more. Access your copy of the c-arm guide here: <http://info.blockimaging.com/c-arm-bu...>



- C-Arm Buyer's Guide [download now]**  
by BlockImaging
- Pain Management C-Arm- Best Features**  
by BlockImaging
- Two OEC 9800 CRT Monitor Types**  
by BlockImaging
- C-Arm Table Comparison: Streamline 2, STI V-MAX, OakWorks 3**  
by BlockImaging
- Does Your C-Arm Require Lead Shielding?**  
by BlockImaging
- OEC 9800 vs OEC 9600 C-Arm Comparison**  
by BlockImaging

**Mathematical Physics 01 - Carl Bender**

by 劉歷大業

48,913 views

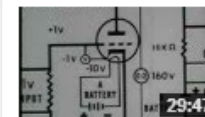
1:19:24

**Quantum Physics & Microscopic Universe [Full Documentary]**

by SUPERBSOURCE

239,906 views

44:03

**Vacuum Tube Amplifier Theory**

by Possum Living

53,894 views

29:47

**Basic Usage of a C-Arm**

by crazyk6

# Capture:

Good start, but....

The image shows a screenshot of a Facebook page for 'Bostic Sugg Furniture'. The page layout includes a top navigation bar with the Facebook logo, the page name, a search bar, and links to 'Home', 'Friends', and 'Messages'. Below the navigation bar is a section with the page name, a 'Connect With Us' dropdown menu, and a 'Like' button. The main content area features a large blue 'Welcome' banner, followed by the text 'Click Like to stay in touch on Facebook'. Below this is a 'Like' button showing '34k' likes, and a link to 'Join our email list to receive news and other updates.'. There are three input fields for email, first name, and last name, followed by a 'Join Email List' button. A large red 'BORING!' stamp is overlaid diagonally across the email sign-up section. At the bottom, there is a light gray box with the text 'Check out our wall to see our latest posts and join the discussion!'.

f Bostic Sugg Furniture

Bostic Sugg Furniture Connect With Us

Like

Welcome

Click Like to stay in touch on Facebook

f Like 34k

Join our email list to receive news and other updates.

Enter your email address...

Enter your first name...

Enter your last name...

Join Email List

Check out our wall to see our latest posts and join the discussion!

**BORING!**

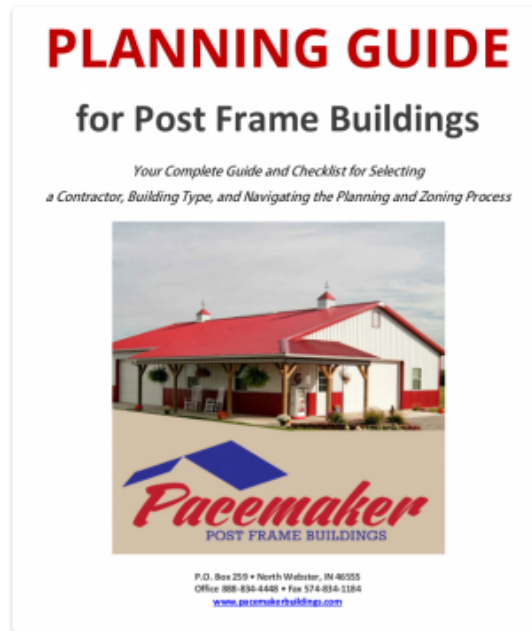
# Mid:

## Incentivize the Email List Sign-up!

- A Coupon
- A How To
- Post to Social
- Target w/ FB Ads

## Building Planning Guide

We want to help you! Download the free guide today!



Whether you are in the early dreaming stages, just thinking about a building, or looking for a builder, this guide is here to help guide you through the details you need in order to have a great building process.

This is not a Pacemaker Building specific guide. While we want to be your builder, this guide is simply a complete resource to help you in the building process.

We even give you guidance on the questions you should ask builders so that you can be sure you have someone you can trust and who is up for the task!

We cover land prep, zoning, materials, project planning, and more.

Download the free Post Frame Building Planning Guide by entering your information below. We'll immediately give you access to the PDF guide and keep you up-to-date with resources and tips.

First Name

Email

GET YOUR PLANNING GUIDE

# Mid:

## Incentivize the Email Sign-up!

## -A Report

## *Offers Help Not a Pitch*

## Download The C-Arm Buyer's Guide Today!

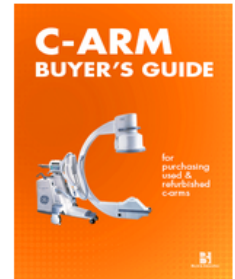
How to select the right c-arm for you

**A step-by-step guide to help you successfully decide on the best c-arm for your facility by answering these three important questions:**

1. Which features do I really need on my next c-arm?
2. How much is a c-arm really going to cost me?
3. How do I pick the right vendor?

Learn from the experience and expertise of others who have managed 100s of c-arm projects around the globe. You'll discover smart ways to narrow the field of options as you choose the best system for your facility.

C-Arm Buyer's Guide [video intro]



**Access The C-Arm Buyer's  
Guide >>**

First Name \*

Last Name

Email \*

Phone Number

Which of These Best Describes You? \*

- Please Select -

Country \*

- Please Select -

# Mid:

## PROMOTION IDEAS:



### B2C:

- Coupon Code
- Printable Deal
- Contests

### B2B:

- eBook
- Webinar
- Video





# Mid Funnel Nurture:

## Nurture Email Series Example:

- Use Auto-responder service
- Setup once, then drip over 6-14 days.



# Mid:

## Nurture Email Series Example:

- **Drip series should be tied to the sign-up.**  
*(Meaning the content is connected.)*
- **Offer value, education, help, information**
- **Share stories of ROI, Transformation**
- **Intent is to build loyalty and trust**

# Mid:

## **Nurture Email Series Example:**

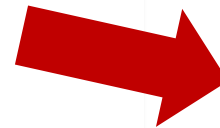
- **In a 7-10 day time period you could do 1 at sign-up, a day later, then 3, 5, 7, & 10 days.**
- **Make a specific incentive offer on day 10,**
- **Or a next step deeper in the relationship**

# Bottom

# Funnel:

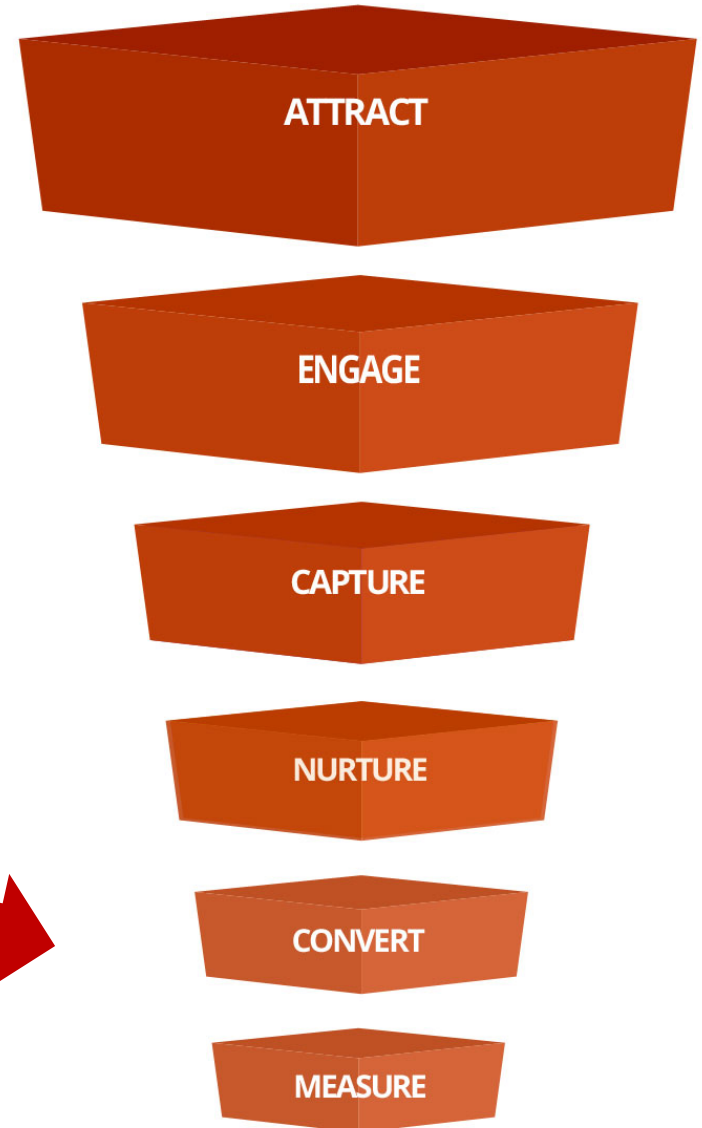
# 20%

- **Specific offers and Sales opportunities**
- **Demonstrate ROI, remove Final barriers & questions**



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# Bottom:

**Intent:** Offer a *time specific* offer to a *specific niche*!

Campaign offer works best if targeted for a specific audience.





# Bottom:

Track ROI by Measuring:

## Key Performance Indicators



# Bottom:

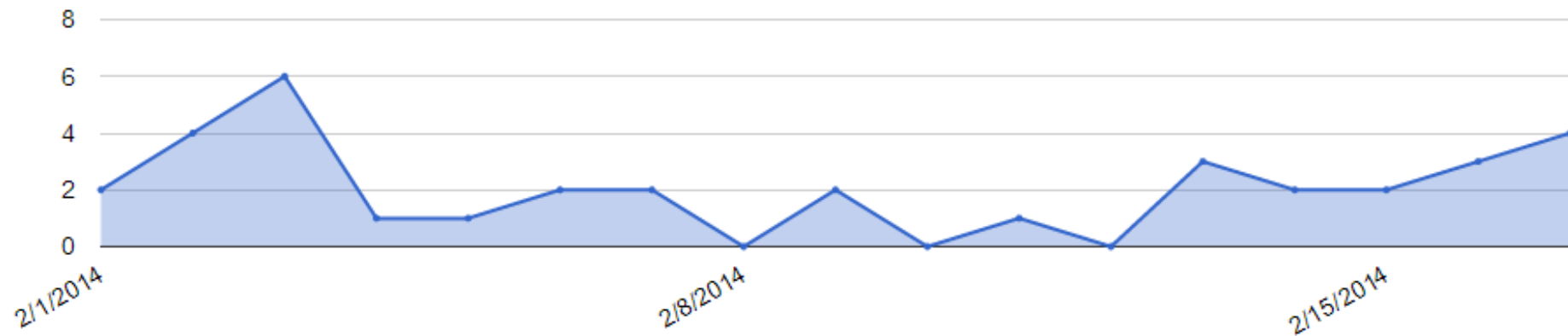
## Measure:

- Google Analytics Social Report
- Sign-ups

Pippity Analytics

Conversions ▼

All-time ▼

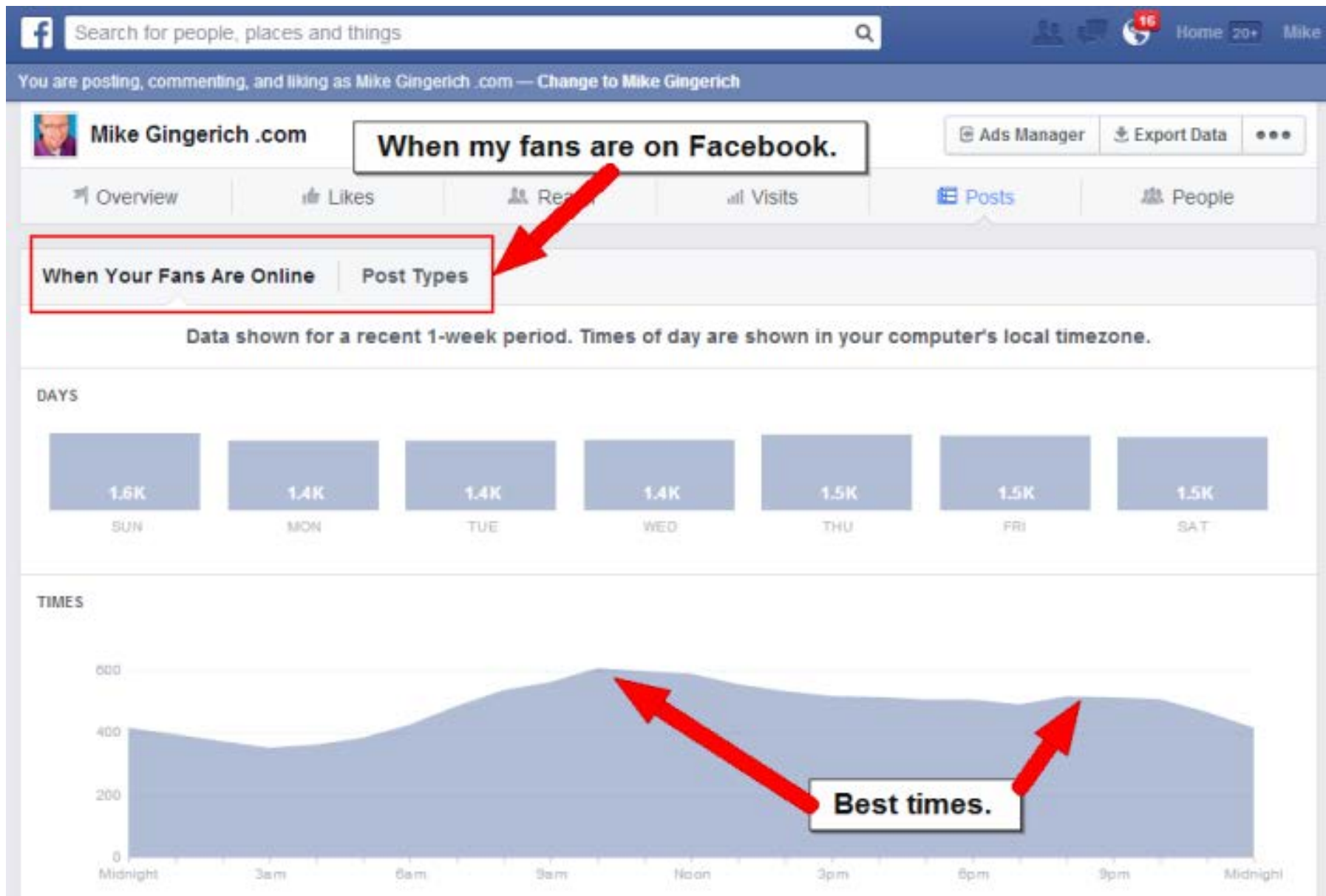


# Leverage... *what you got!*

**One Image on Blog that is 600 x 315:**

- Share to Facebook
- To Twitter, Google +, & LinkedIn
- Take a pic and add to Instagram
- Explain it in a short Video (YouTube/Instagram)
- Highlight it in a email campaign
- Create summary 600x900 image for Pinterest

# Tip: Find Best Times to Post Per SM

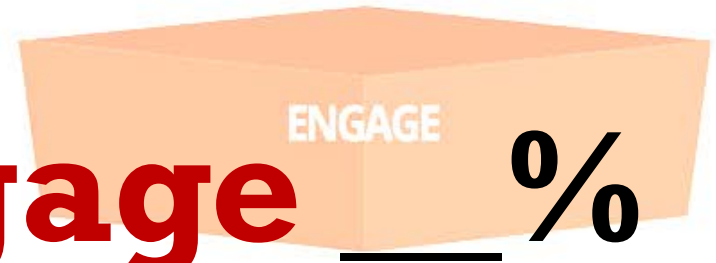
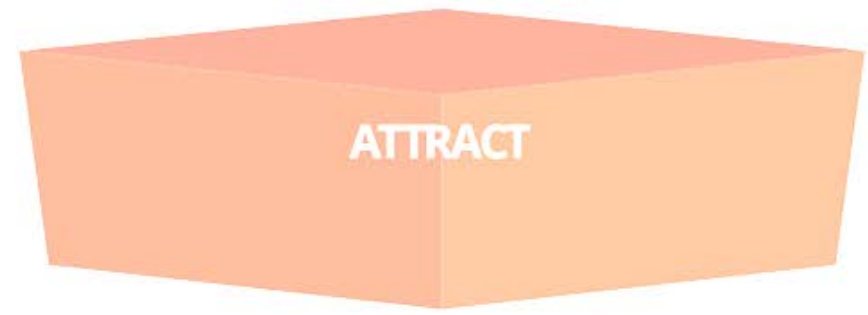


# Your Mix:

**Attract & Engage** \_\_\_\_\_ %

**Capture Leads** \_\_\_\_\_ %

**Offers** \_\_\_\_\_ %





# What's your Key “To Do’s”?

1.

2.

3.

[digitalhill.com/blog/leads-sales-resources/](http://digitalhill.com/blog/leads-sales-resources/)

www.TabSite.com  
www.DigitalHill.com  
www.MikeGingerich.com



**THANK YOU!**