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1. Search engine optimization (SEO)
2. SEM / Pay-per-click advertising (PPC)
3. Social media marketing
4. Display advertising
5. Content marketing
6. Email marketing
7. Video marketing
8. Influencer marketing
9. Mobile marketing
10. Remarketing
11. Interactive content marketing
12. Affiliate marketing
13. Online PR
14. Personalization
15. Interactive advertising
16. Marketing automation
17. Customer loyalty programs
18. Customer reviews and ratings
19. Virtual events
20. Interactive games
21. Social media contests and giveaways
22. Online chat and messaging
23. Mobile app marketing
24. Voice search optimization
25. Virtual and augmented reality marketing





These Seven Strategies are Essential Elements to Digital Marketing

EXCELLENCE

1. Website - see below NINE EFFECTIVE WAYS YOUR WEBSITE CAN MAKE YOU MORE MONEY.

2. SEM (PPC)

3. SEO / Content Marketing

4. Social Media - paid ads and entertaining content

- Videos are consumers' favorite type of content on social media to see from a brand.
- Consumers expect more video content. 88% of video marketers are satisfied with the ROI of their video marketing efforts on social media.
- 49% of internet users say they will likely purchase from brands they see advertised on social media.
- 80% of social media posts should be useful to your audience — meaning, it educates, entertains, or offers a solution to their problems — and only 20% should explicitly promote your business.

Source: Oberlo.com, sociallybuzz.com, brandmuscle.com

These Seven Strategies are Essential Elements to Digital Marketing

EXCELLENCE

5. Patient Reviews

- Up to 84% of consumers noted that reviews were important in their purchasing decisions.
- Online reviews are important because they help showcase your company's reputation, increase sales, and improve search rankings for your website. And get this—did you know that reviews influence 90% of potential customers better than a sales pitch?
- 88% of consumers trust online reviews as much as personal recommendations

Sources: terakeet.com, get.nicejob.com, ondeck.ca

6. Email Marketing

- 88% of users agree they are more likely to respond to an email favorably if it looks like it's created specifically for them.
- 62% of emails are opened thanks to a personalized subject line.
- 47% of people open emails based on the subject line

Source: Snovio.com

7. Video Marketing

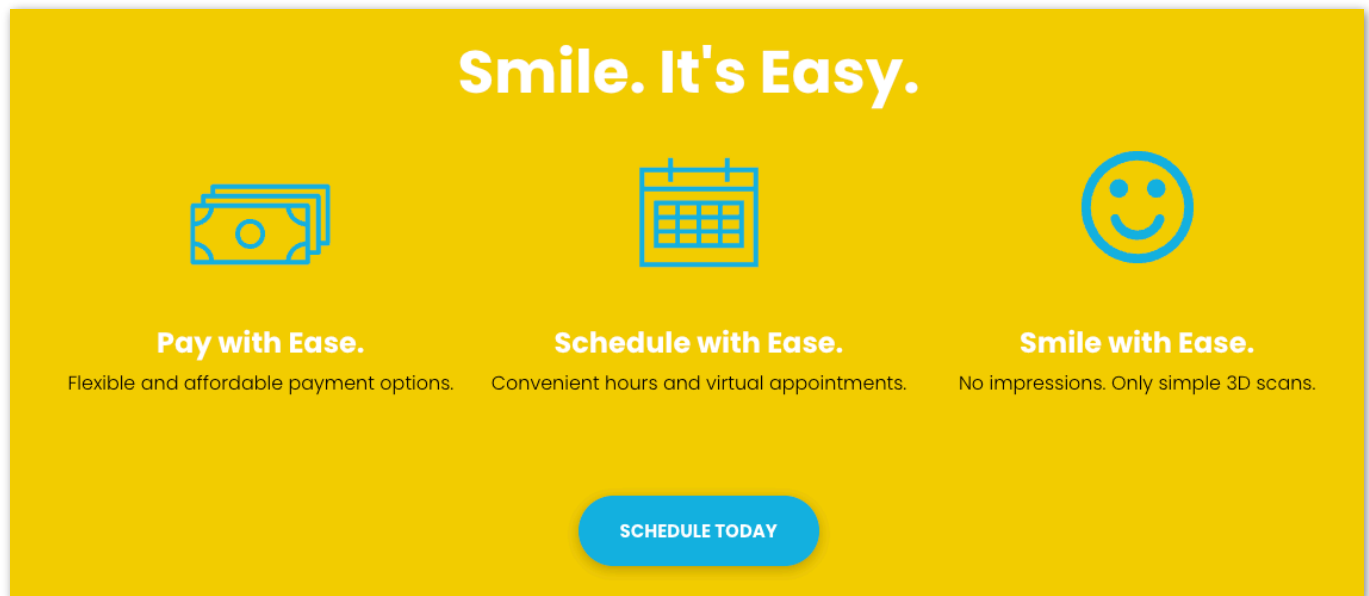
- 60% of people would rather watch a video than read text.
- Explainer videos are highly effective, with 95% of all online consumers viewing that kind of content. Consumers retain 95% of a message after watching it in a video versus only 10% when reading it in text.
- 50% of Internet users view videos before making a purchase.
- 86% of video marketers say video has been effective for generating leads
- 81% of marketers feel that video has a direct, positive impact on sales.

Sources: linkedin.com, yansmedia.com, nealschaffer.com, blog.hubspot.com, popupsmart.com

NINE EFFECTIVE WAYS YOUR WEBSITE CAN MAKE YOU MORE MONEY

Several elements can help a website convert visitors into patients or leads:

1. **A clear and compelling value proposition:** This statement explains what the website offers and how it can benefit the visitor. It should be prominent and easy to understand.



2. **A well-designed and user-friendly layout:** A website should be easy to navigate and visually appealing. It should also be mobile-responsive so it looks good on any device.

3. **Strong calls to action:** A call to action (CTA) is a button or link that prompts the visitor to take a specific action, such as filling out a form or making a purchase. CTAs should be prominent and use action-oriented language.



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NINE EFFECTIVE WAYS YOUR WEBSITE CAN MAKE YOU MORE MONEY

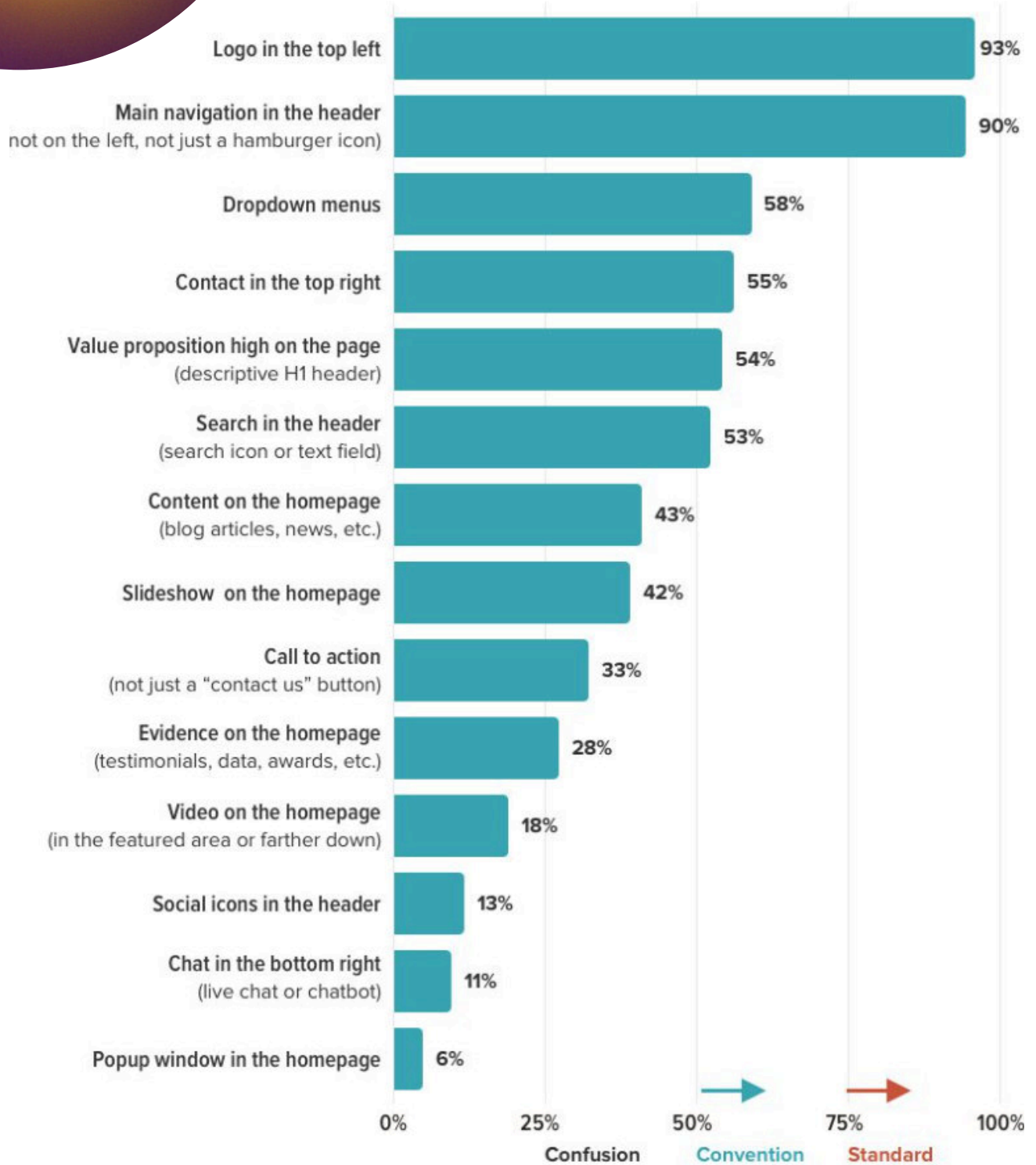
- 4. Trust signals:** Trust signals help visitors feel confident about the website and its company. These can include customer reviews, security seals, and privacy policies.
- 5. Social proof:** Social proof is the idea that people are more likely to take action if they see others doing the same. Displaying customer reviews or testimonials can help build trust and encourage visitors to take the desired action. But, again, Google is by far the most important.
- 6. Landing Page Video:** Videos can increase your landing page conversions by more than 80%.
- 7. Loading speed:** A slow-loading website can be frustrating for visitors and may cause them to leave before converting. Optimizing the loading speed of a website can improve the user experience and increase the chances of conversion.
- 8. Fixed Navigation:** Even when you scroll, the phone number and CTA are always anchored at the top of the navigation bar.
- 9. Start to Leave Website;** pop up that says before you go.



ACTION ITEMS

WEBSITE

1. Compare your website to design standards and best practices. (Orbit Media)

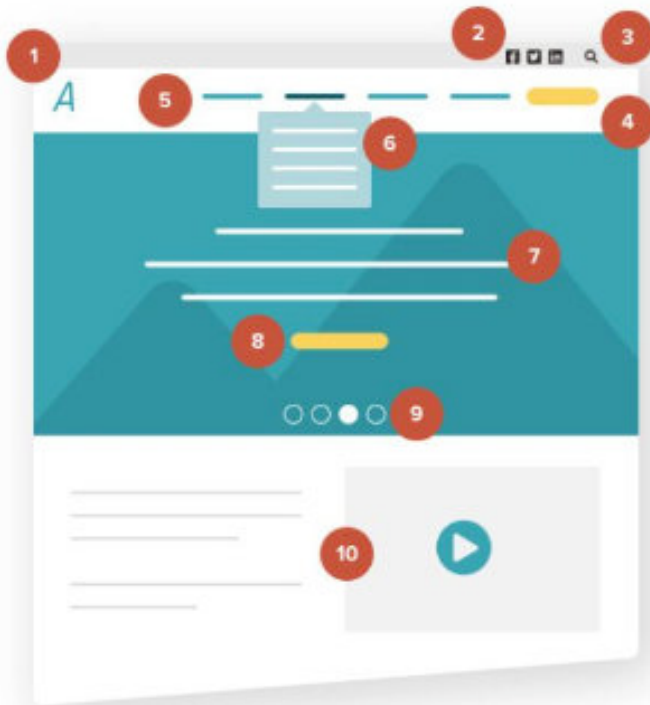


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ACTION ITEMS

10 Website Design Standards vs. Best Practices

Review of 500 homepages shows the popularity of various UX features in web design.
But many do not align with web design best practices.



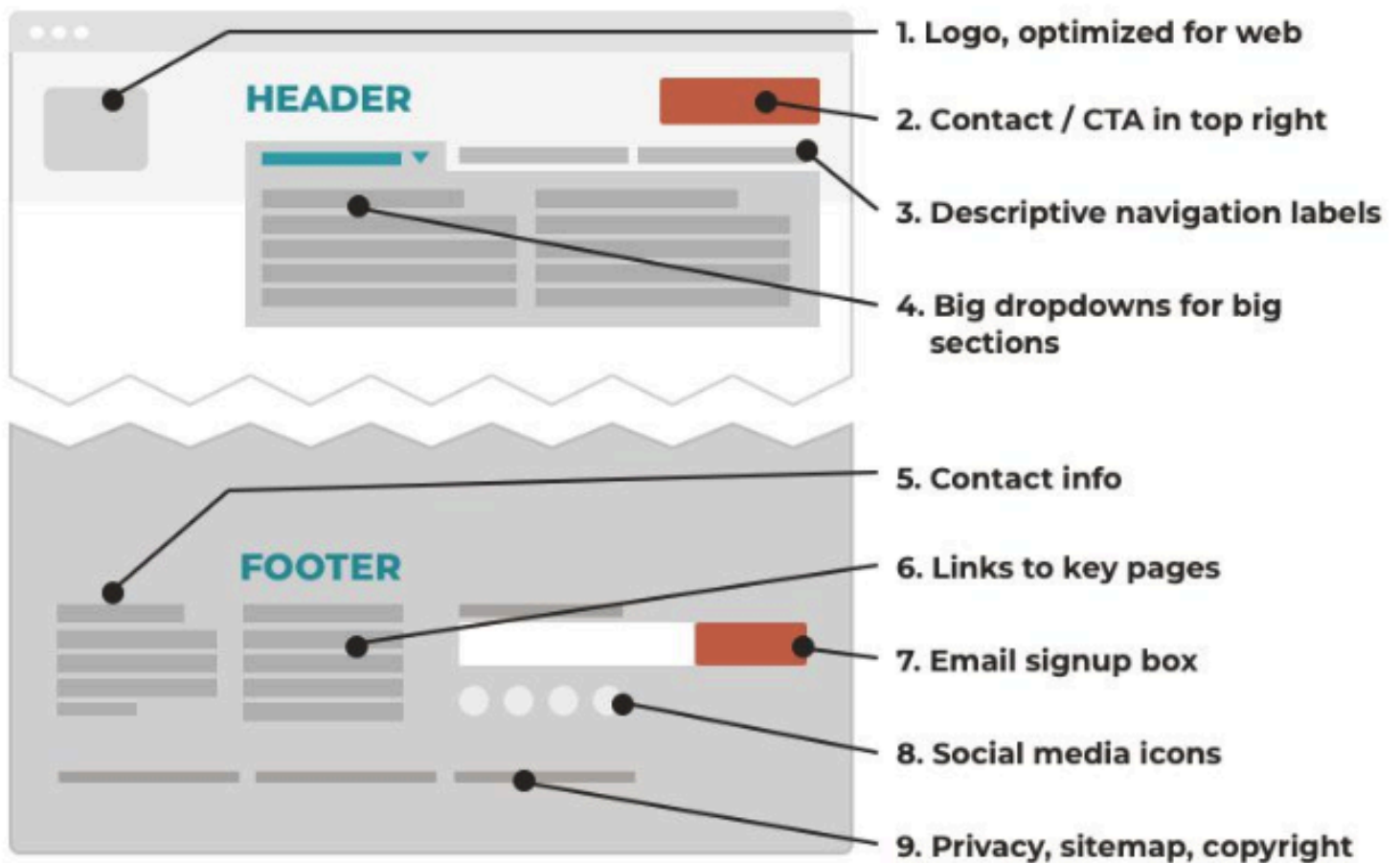
- 1 93% of websites have the logo in the top left**
Definitely a standard spot for it. Occasionally, it's center aligned.
- 2 13% of websites place social media icons in the header**
Bad idea. Why put colorful exit signs at the top of every single page?
- 3 53% of websites have a search tool in the header**
A common place for it, but unnecessary on small or well-organized sites.
- 4 55% of websites have a contact button in the top right**
Put it here and it will be easy for everyone to find.
- 5 90% of websites have the main navigation in the header**
Why hide it behind a hamburger icon for desktop users? Bad idea.
- 6 58% of websites have dropdown menus**
Very common. Handy for websites with a wide range of products / services.
- 7 54% of websites have value propositions above the fold**
Don't be clever. Don't use a tagline. Just be specific and descriptive.
- 8 33% of websites have a call to action (not just "contact us")**
"Contact us" is not a call to action. Be more specific. Watch your verbs.
- 9 42% of websites have a slider / slideshow**
Some sites still do it, despite tons of evidence and research on its ineffectiveness.
- 10 18% of websites have video on the homepage**
Uncommon but effective. Why not upgrade the format for key messages?

ACTION ITEMS

WEBSITE

2. Compare your website to GLOBAL ELEMENTS OF HIGH-PERFORMING PAGES. (Orbit Media)

Global Elements of High-Performing Pages



continued >

WEBSITE

ACTION ITEMS

3. Landing Page Best Practices

- Craft a benefit-focused headline.
- Choose an image that illustrates the offer.
- Write compelling copy.
- Include the lead form above the fold.
- Add clear and standout call to action buttons.
- Give away a relevant offer.
- Only ask for what you need.
- Remove all navigation.
- Make your page responsive.
- Optimize for search.
- Remember to use a thank you page.

4. Include 5-star Google Reviews on Homepage.

5. Calls to action (CTA) Button Audit

- 33% of homepages have a call to action (not just ‘contact us’).
- The contact button may be standard, but calls to action are not. Two-thirds of websites do not have an actual call to action on the homepage.
- A call to action is more than “contact” or “read more.” It has a more action-focused verb, and it’s more specific. When the visitor reads it, it makes the benefit feel high, or the commitment feel low.

Consider the difference:

Typical Link	Call to Action	Visitor Psychology
Contact Us	Schedule a time with an associate	“This isn’t a big commitment.”
Read More	See the full report with examples	“This sounds valuable.”
Learn More	Get Started	“I’m ready to go!”

ACTION ITEMS

SEO

1. Ask your webmaster for a Site Audit.
2. Make sure your H1 Tag and Page Title match or are very similar
3. How many backlinks do I have? Are they increasing or decreasing?
4. Do I have any toxic backlinks? Can they be removed?
5. Do I have any errors, warnings, or notices?
6. Get good content regularly added to your site.
7. Guard against click fraud

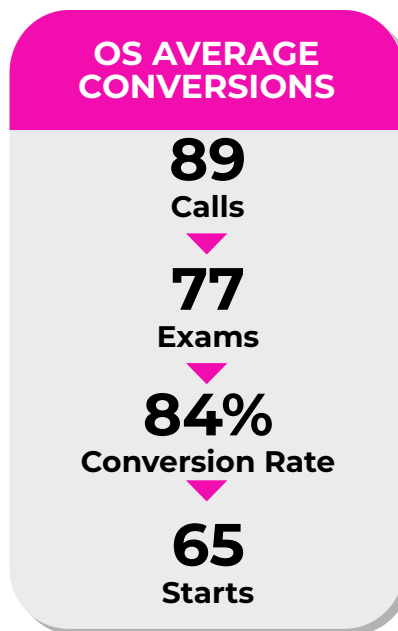
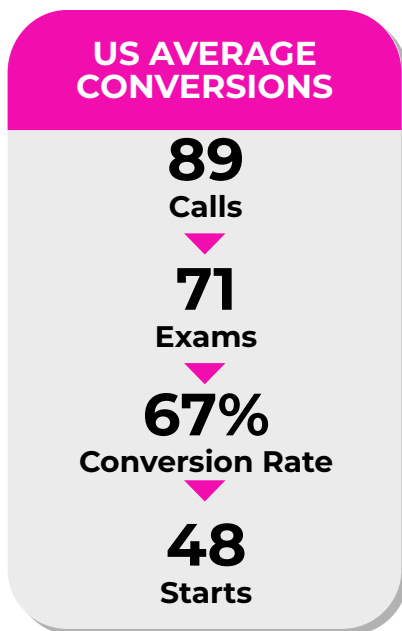
SEM

1. Ask for a performance report
 - Impressions
 - Clicks
 - CTR (click through rate)
 - Cost per channel (and your cost per click)
2. Basic Web Analytics
 - Total traffic and sources (Google/Meta/Organic)
 - Number of calls and form fills
3. Optimize your landing pages (simple and easy to fill out)
4. Evaluate your offers and which are most effective.

ROI

ACTION ITEMS

1. Track referral sources
2. Give employees a satisfaction survey
3. Check each TCs conversion rate
4. (<85% get training)
5. Check your Exams to Call percentage
6. (<95% get training)
7. Friday Phones
8. Do The Math - Look at your Calls to Exams Percentage and your TC Conversion and compare them to the goal of each. It is likely going to be a big number in lost revenue. We all have room for improvement here.



17 more starts x **12** months

204
more starts per year

204
starts
X

\$5,650

\$1,152,600
REVENUE LOST



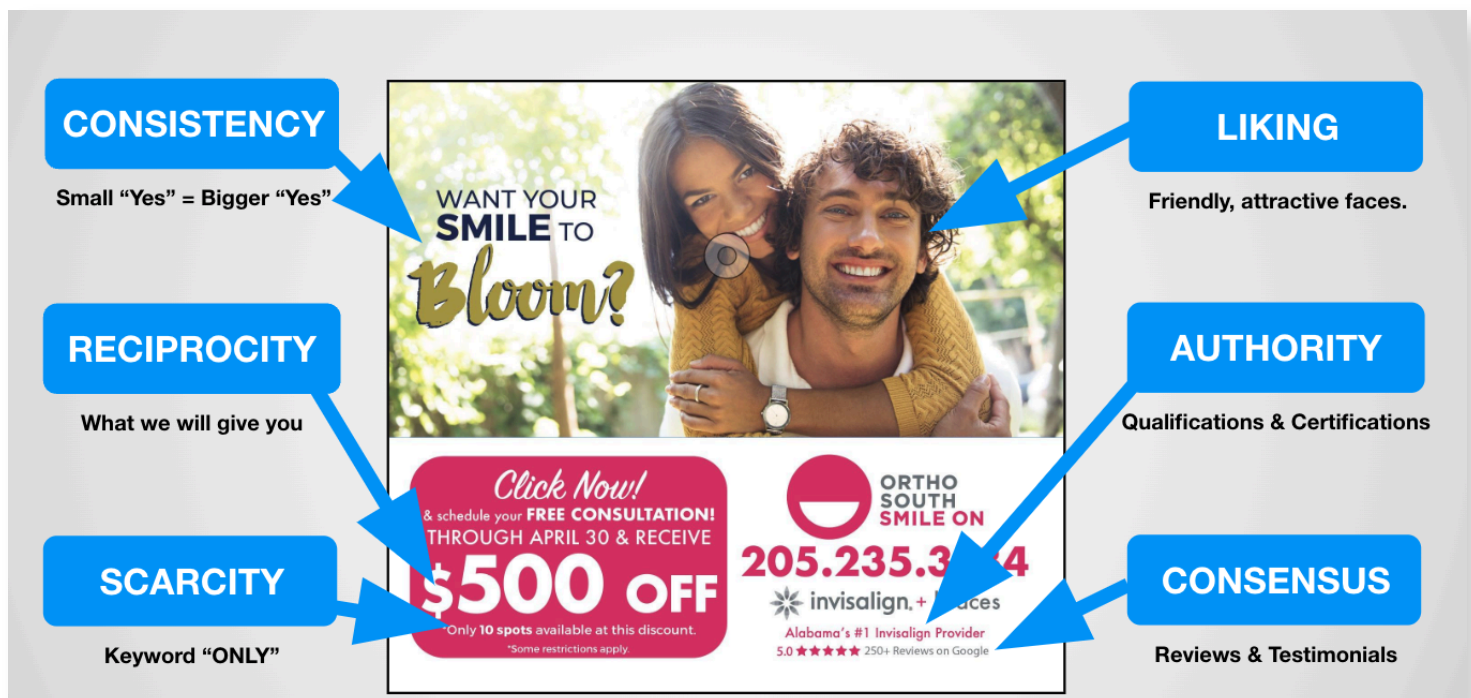
How to set up a comprehensive **DIGITAL** Marketing Campaign

1. **Define your goals:** Identify what you want to achieve with your digital marketing campaign.
2. **Identify your target audience:** Conduct market research to understand the demographics, interests, and needs of your target audience.
3. **Research your competition:** Know what your competitors are doing and how they are marketing their products or services.
4. **Plan your budget:** Determine how much you are willing and able to spend on your digital marketing campaign.
5. **Choose your channels:** Decide which digital channels, such as search engines, social media, or email, will be most effective for reaching your target audience and achieving your goals.
6. **Create a content calendar:** Plan out the content you will create and share as part of your campaign.
7. **Set up tracking and measurement:** Use tools, such as Google Analytics, to track the performance of your campaign and measure its success.
8. **Develop a marketing plan:** Create a detailed plan outlining the tactics and strategies you will use to achieve your goals.
9. **Create marketing materials:** Develop any necessary marketing materials, such as ads, landing pages, or email templates.
10. **Test and optimize:** Test different elements of your campaign, such as ad copy or landing pages, to optimize for performance.

Cialdini's Principles of **INFLUENCE**

It's highly recommended that ALL of your marketing pieces include one or more of the following principles:

1. Scarcity
2. Consistency
3. Authority
4. Reciprocity
5. Liking
6. Consensus





Top Seven Signs You Need a New or Redesigned **WEBSITE**

1. Outdated design and content
2. Navigation confusion
3. Slow to load
4. Not Mobile friendly
5. High bounce rate
6. Not generating enough leads or conversions
7. Does not reflect your brand

Get Rid of SEM **Head Trash**

HEAD TRASH

Offers cheapen my brand

Gets less qualified leads, takes too much staff time

Been there. Done that. Doesn't work.

It's too expensive, not worth it

REALITY

They don't

It's worth the time

With the right strategy, it absolutely works.

Definitely worth it.

Blocking CLICK FRAUD

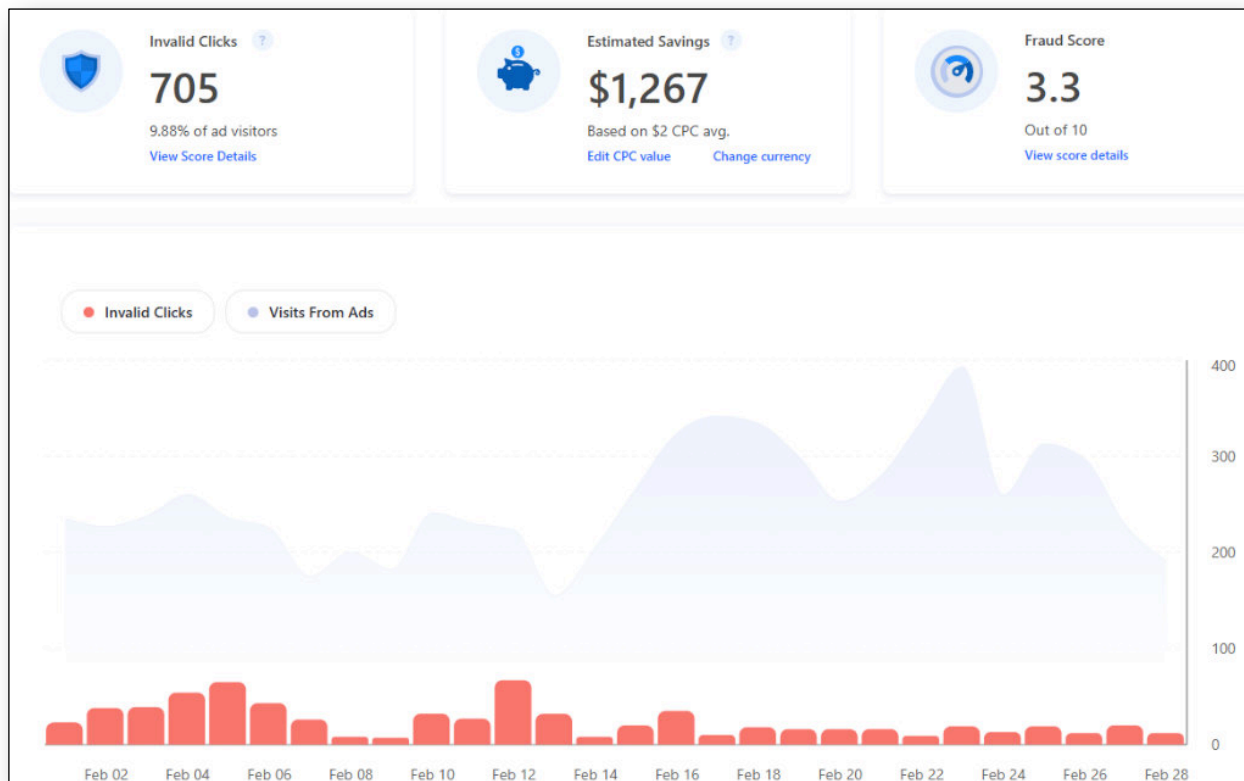


USE A THIRD-PARTY SERVICE

1. ClickCease
2. Click Fraud Prevention
3. Click Guard

TALK TO YOUR ADVERTISER

1. Set up filters
2. Use a fraud-proof ad format
3. Monitor your traffic



HAVE QUESTIONS?
WE'RE HERE TO HELP!

DR. BRANDON BOGGAN
brandon@onboardmg.com
+1-205-585-4151
onboardmg.com

SCAN FOR A FREE PERFORMANCE
ANALYSIS OF YOUR WEBSITE

