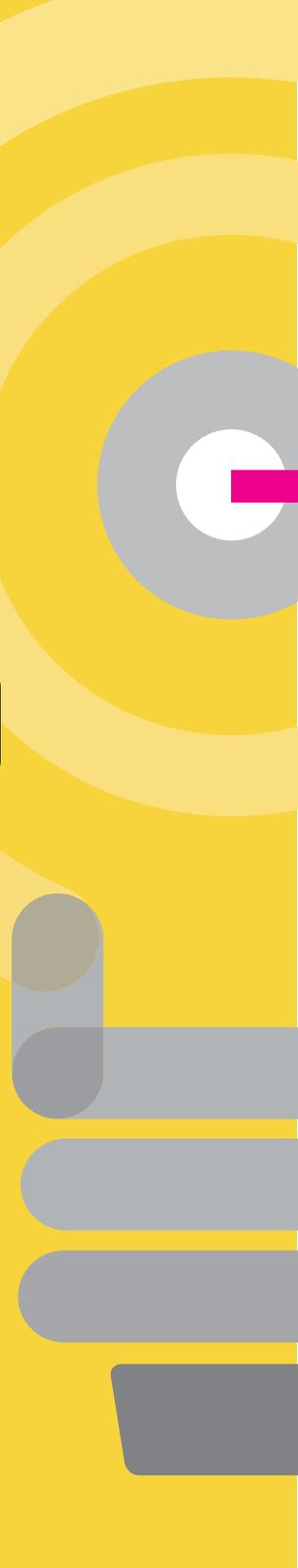


DIGITAL ***SIMPLE***

04

ESSENTIALS  
OF MAKING  
***MONEY***  
THROUGH  
***MARKETING***



**Thanks for downloading this guide, we sincerely hope you benefit from it.**

Below we have written 4 points that we look at **FIRST** when it comes to helping a client to start marketing in a profitable way that will not only provide them short term momentum, but long term, predictable growth.

**Let's get into it...**

**How hard is it for someone to enquire about your business?**

This may sound silly because in your mind people should be willing to move mountains to work with you, but humans are lazy. Even having to leave Facebook to visit a website may add a barrier in your process that stops leads enquiring.

It's important to think about what information you're requesting off prospects and how many hoops they have to jump through to get that information to you before you start a campaign as well as how you can refine it along the way.

We take a lot of pride in not being biased towards online marketing, instead we focus on one thing... Opportunity. The reason we speak about Facebook and other online marketing so much is that the opportunity there currently is unmatched. There is very rarely another place you can buy the eyes and ears of your target market cheaper. When there are exceptions to this though, we take them, such as our recent billboard campaign in which we received exceptional value due to the mass cancellations caused by Covid-19.

**Are you making the most of marketing opportunities as they arise?**

## ***Do you know your numbers?***

One key to making marketing profitable is the ability to scale it up, the only way you can do this is by knowing your numbers. If your business needs 80 website visitors to make a sale that is worth \$150 to your business, then you know that as long as those 80 website visitors cost you less than \$50 you are in a positive position, you can then begin

replicating that process as many times as possible.

The exact same goes if you rely on leads for sales. How many leads do you need for a new client? How much can you spend acquiring a new customer? If you need 20 leads and can spend \$1000 per new customer, then you have to make sure your leads are costing you less than \$50 each, otherwise you are actually losing money.

One of my favourite marketing sayings is 'If you confuse, you loose' and it's for good reason. Every day we see ads everywhere, some of which say 'We have X product for X price', being sold buy a business with a name that makes sense. Others say 'Wow, owning a X has changed my life for the better, you also can own an X for 17 payments of X'.

Although there is a time and a place for both, simplicity is everything. When running marketing I always ask if someone understands the product and offer we are promoting within 2 seconds of seeing the ad. If they don't, I think you have a problem.

## ***How simple is your message?***

**If you have read this far, I hope you enjoyed the guide!**

Truth is, we have kept it simple on purpose. There is no point overloading you with 30 things to focus on as it makes it even harder to execute the basics.

If you would like to take things to the next level, create predictability and take control of your business' future through marketing and sales.

***The next step is a free 30 Minute Marketing WOF.***

You can book through our website:

<http://digitalsimple.co.nz/>

Thanks,



James Wallace



**DIGITALSIMPLE**

Digital Simple was created because we identified a problem. A lot of Businesses struggle with understanding new, modern marketing techniques, and there is a lack of educators in the digital marketing industry. Our biggest focus is to provide high quality, world-class marketing plans, implement them to the highest level, and provide our clients with results that they can understand and feel good about. With a large focus on investing in training, we pride ourselves on keeping up to date with new, highend marketing strategies that we can use to provide our clients fantastic outcomes.

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