

DIGITAL MARKETING, TRAFFIC & CONVERSION TRAINING

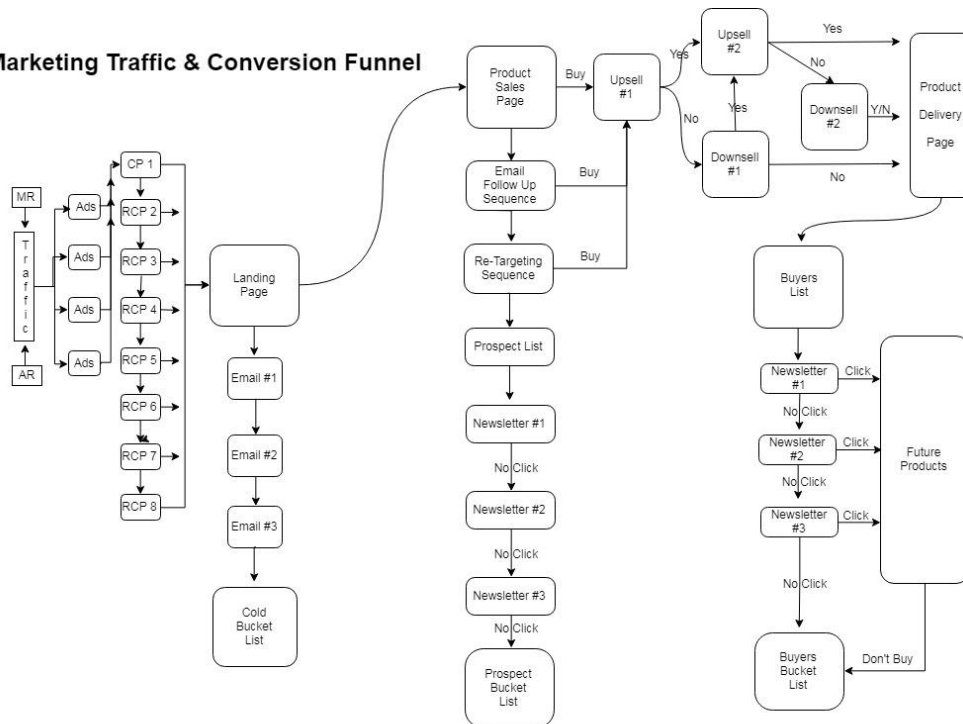
Objective:

To train and educate businesses with the knowledge to create and implement a digital funnel system that identifies targeted leads and turns them into potential customers.

Course Components

- Market Search
- Identifying Target Audience
- Generating Traffic
- Designing Web Pages
- Creating Email Autoresponder
- Digital Funnel Creation
- Re-Marketing & Re-Targeting Strategies
- Testing & Scaling

Digital Marketing Traffic & Conversion Funnel



Week 1: Market Validation

We will teach you how to uncover the popularity of the market, the amount of traffic it is generating, other types of products and services being sold, the amount of activities and engagement on social media platforms and the different advertisements being displayed within the market.

The Goal Will Be To Uncover These 8 Questions:

1. Are there any other products related to what you plan on selling?
2. Are there people spending money in the niche?
3. Are there any advertisers buying traffic in the niche?
4. Is there enough traffic within the niche?
5. Are there emotions / urgency in the niche?
6. Are there any Blogs / Websites within the niche?
7. Are there any Forums within the niche?
8. Are there any Social Media presences within the niche? (FB groups, Twitter, Instagram).

Week 2: Competition Research

We will teach you how to determine what people want and what people are currently buying. A strategic method on how to research rival competitors by examining their websites, audience demographics, sales funnel process and advertising material and social media platforms.

The Goal Will Be To Uncover These 10 Questions:

1. Who are your direct competitors?
2. What type of relevant products and services being sold?
3. What headlines are competitors using on their sites, in banners and blog post titles?
4. How do the competitors position themselves?
5. What is the competitor's unique selling proposition?
6. What is the competitor's value proposition?
7. What are people saying in testimonials about the competition?
8. What are the competitor's top ads?
9. What are the top sites the competition is advertising on?
10. What are the top keywords competitors are ranking for?

Week 3: Audience / Avatar Research

We will teach you how to develop a CRYSTAL CLEAR picture of who your perfect customer is, someone REAL that you can picture in our mind who will actually pay for your product and services.

The Goal Will Be To Uncover These 8 Questions:

1. Who would buy your most expensive product?
2. Who's the person you most want to do business with?
3. What do they do on a day to day basis?
4. What does their environment look like?
5. Do they have a family?
6. What do they do in their spare time?
7. What do they think about?
8. What is their back-story.

Week 4: Psychological Development

We will teach you how to determine who your perfect customer is on a physiological level so we can create a marketing and sales platform that will get their attention, connect with them and start them on the process of being a customer.

The Goal Will Be To Uncover These 10 Questions:

1. What are their top desired outcomes?
2. What are their top pains, issues, challenges & obstacles that are holding them back?
3. What keeps them awake at night?
4. What are they afraid of?
5. What are they embarrassed of?
6. What are their current top daily emotions?
7. What are the emotions they would like to live in?
8. What are their top core desires?
9. What can't they live without?
10. What trends are occurring and will occur in their business or lives?

Week 5: Content Creation

We will teach you how to create the right copywriting content for your sales funnel that attracts targeted leads, using different promotional marketing media content.

- Facebook Ads
- Re-targeting Ads
- Content Page
- Re-targeting Content Pages
- Email Content

Week 6: Sales Funnel Creation

We will teach you how to design and set up a 7 page online sales funnel that automatically converts your targeted traffic into buying customers. A sales funnel transitions the prospects fear of being sold too, to giving them the information that allows them to believe that your product and service provides the solution to their needs.

We Will Show You How To Create:

1. Landing Page to collect emails
2. Thank You Page
3. Content Page (Webinar or VSL Page)
4. Sales Page
5. Checkout Page or Appointment Scheduling Page
6. Upsell Page
7. Delivery Page

Week 7: Facebook Ads Setup

We will teach you how to generate a consistent traffic flow using Facebook ads. How to identify, pre-qualify and pre-sell your targeted prospects and how to budget your ad spend so you are generating a minimum 2:1 return for each dollar you spend.

We Will:

1. Use Facebook Audience Insights uncover your precise interests
2. Setup your ad campaigns
3. Structure your ad targeting
4. Create your ad copy
5. Create your ad image
6. Calculate your KPI (Key Performance Indicator)
7. Create and setup custom audience pixels
8. Create and setup tracking pixels
9. Create a Re-Targeting campaign

Week 8: Facebook Ads Testing & Scaling

We will teach you how to identify which ad campaigns are performing well and how to split-test your ads to maximize performance. Once your ad campaigns are generating high conversions, we will show you how to scale them into increase your profits and revenues.

We Will:

1. Split-test your ads to optimize costs and conversions
2. Measure your ads for performance
3. Create a Lookalike audience
4. Optimize the Lookalike targeting
5. Vertical scale your winning ad campaigns
6. Horizontal scale your winning ad campaigns

COST BREAKDOWN

Lead Gen Funnel Design Training - \$3000.00

Market Research Analysis and Data Training - \$3000.00

Content Creation Training - \$3000.00

Facebook Ad Setup, Testing, Scaling Training - \$3000.00

Total estimated cost for the 8 week training will be \$12,000.00.

Or you can select individual training courses that suit your needs.