

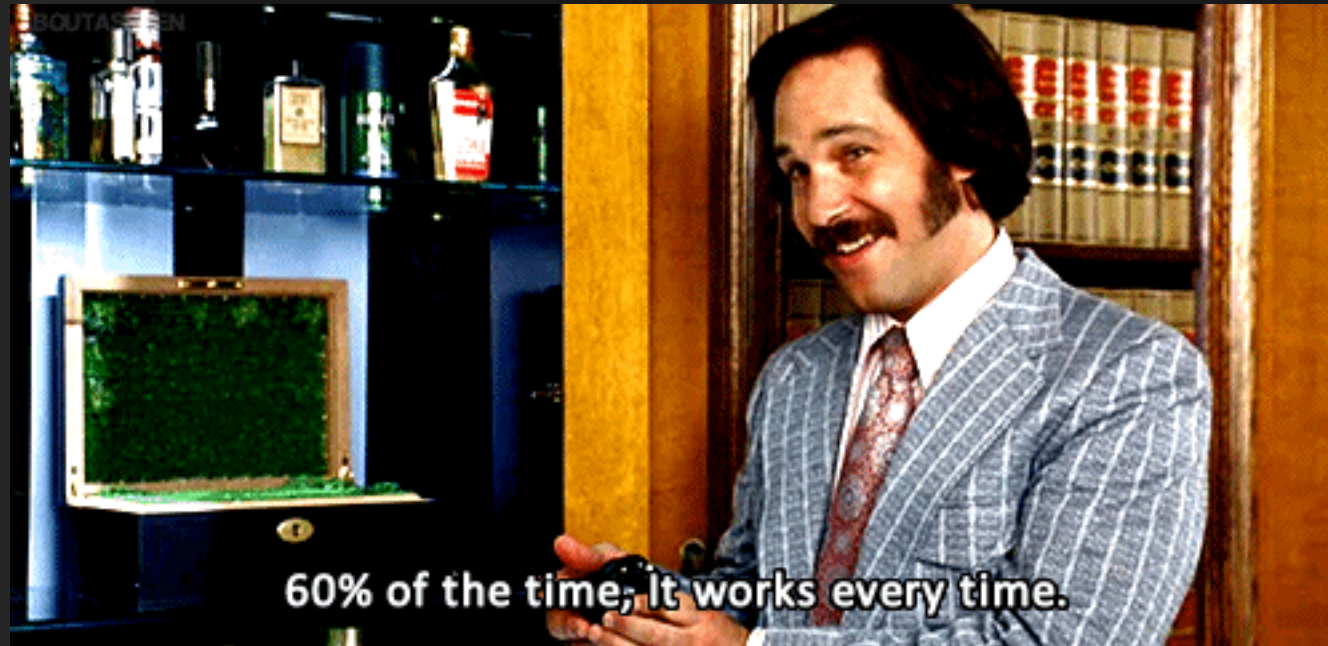
# Building your Internet marketing machine



**Strategy**

**Structure**

**Stopping Power**




**Turn sales goals  
Into marketing goals.**









# Customer Personas

PERSONA NAME: Marcy - Marketing VP		Who?
 <b>Background</b>	<ul style="list-style-type: none"><li>Marketing VP or CMO at a medium to large company</li><li>Possible ad agency person in a past life</li></ul>	


PERSONA NAME: Marcy - Marketing VP		What?
 <b>Demographics</b>	<ul style="list-style-type: none"><li>Show value in marketing to CEO</li><li>Drive sales for the company</li></ul>	

PERSONA NAME: Marcy - Marketing VP		Why?
 <b>Goals</b>	<ul style="list-style-type: none"><li>"I don't want to have to ask you for things. I want you to come to</li></ul>	

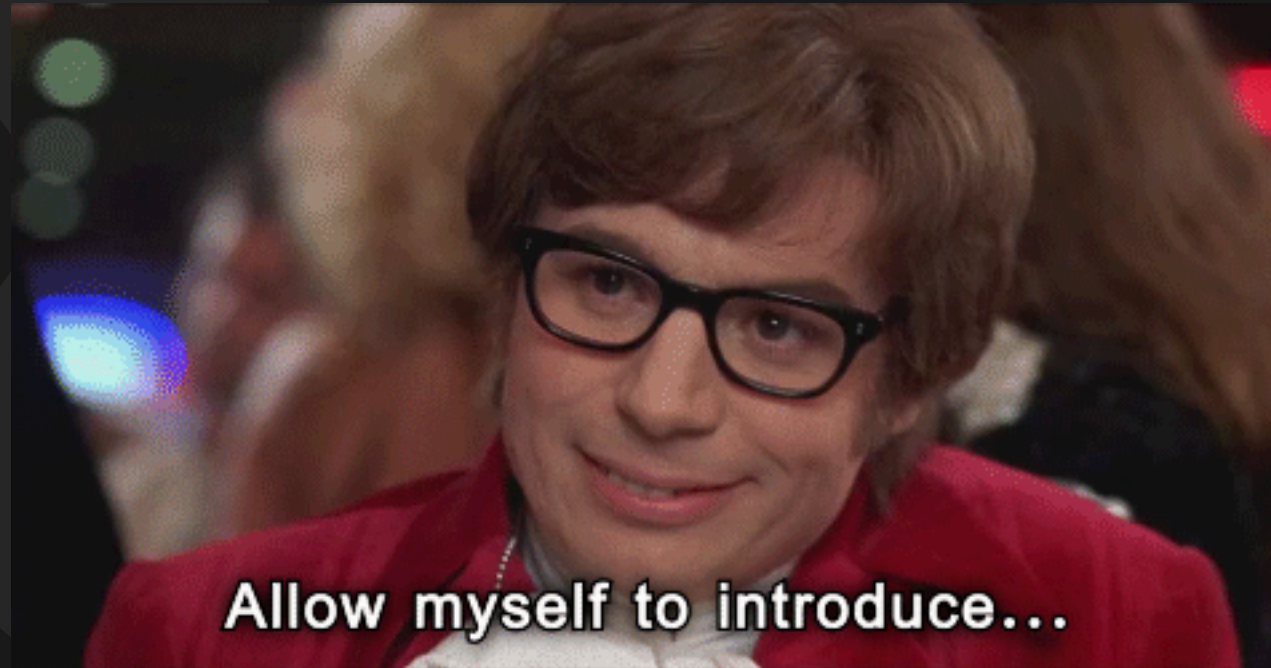
PERSONA NAME: Marcy - Marketing VP		How?
 <b>Identify</b>	<ul style="list-style-type: none"><li>We drive sales</li><li>We make your life easier</li><li>We have a track record of winning</li><li>We know your audience</li></ul>	

PERSONA NAME: Marcy - Marketing VP		How?
 <b>Challenges</b>	<ul style="list-style-type: none"><li>Red Racer is about results driven creative. We work with you and your VP of sales to create a sales-driving marketing machine that will pay for itself 4X over.</li></ul>	

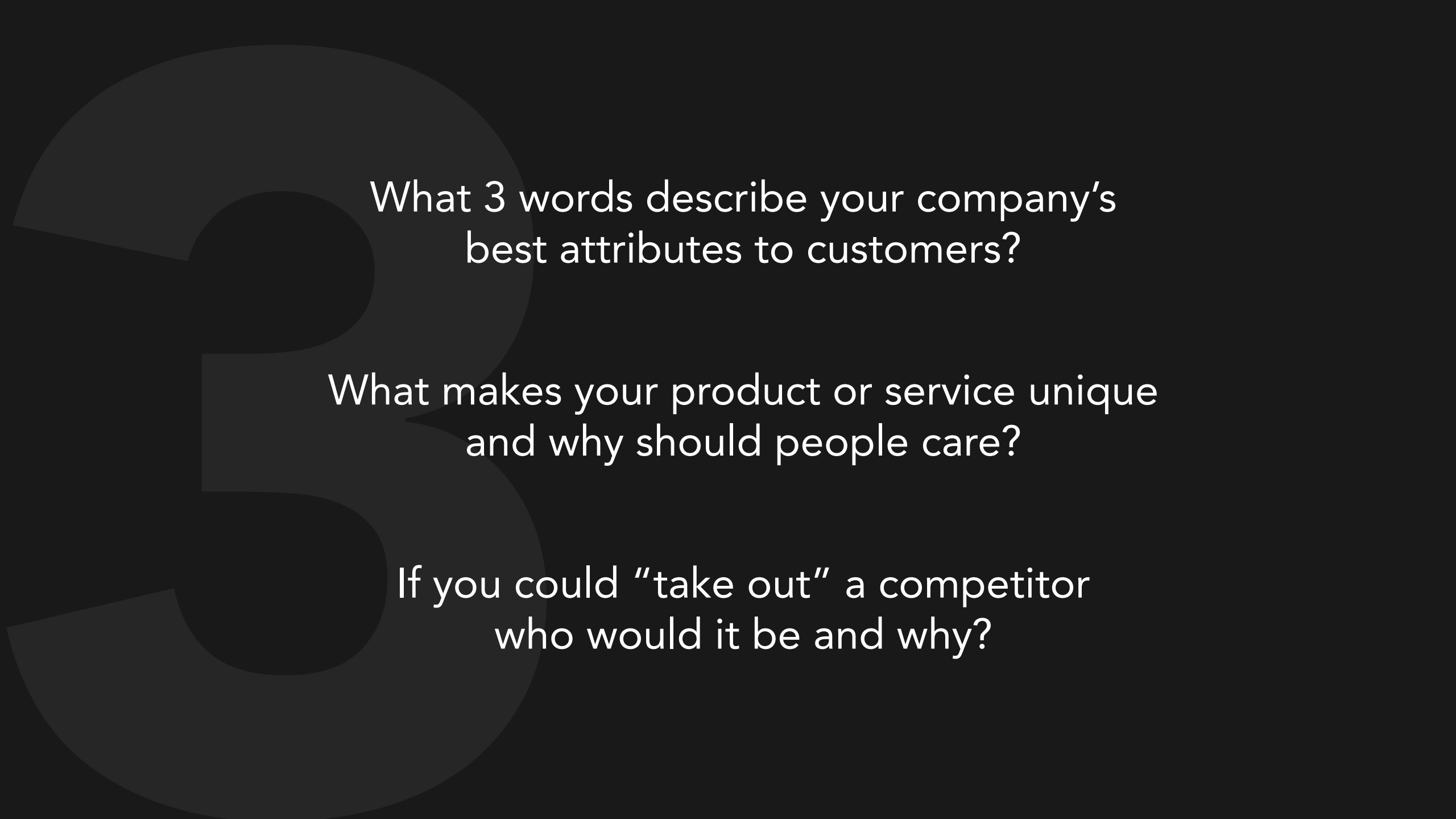
PERSONA NAME: Marcy - Marketing VP		How?
 <b>Real Quote</b>	<ul style="list-style-type: none"><li>Red Racer is about results driven creative. We work with you and your VP of sales to create a sales-driving marketing machine that will pay for itself 4X over.</li></ul>	

PERSONA NAME: Marcy - Marketing VP		How?
 <b>Common Objections</b>	<ul style="list-style-type: none"><li>Red Racer is about results driven creative. We work with you and your VP of sales to create a sales-driving marketing machine that will pay for itself 4X over.</li></ul>	

PERSONA NAME: Marcy - Marketing VP		How?
 <b>Marketing Messaging</b>	<ul style="list-style-type: none"><li>Red Racer is about results driven creative. We work with you and your VP of sales to create a sales-driving marketing machine that will pay for itself 4X over.</li></ul>	
 <b>Elevator Pitch</b>		



# Messaging



What 3 words describe your company's  
best attributes to customers?

What makes your product or service unique  
and why should people care?

If you could "take out" a competitor  
who would it be and why?



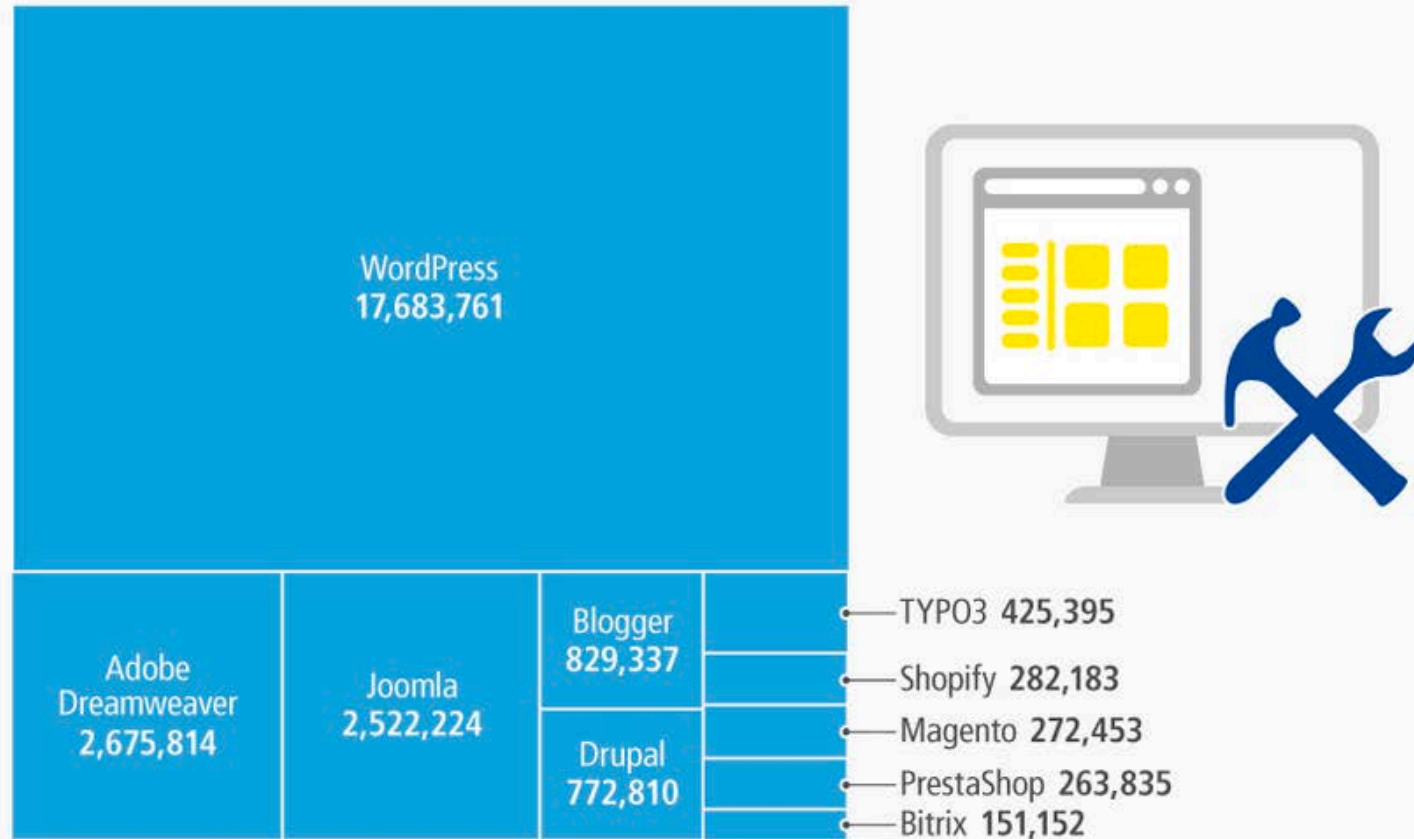


**Know your CMS**  
**(It's easier than you think)**

# Almost 18 million websites use WordPress

Number of active websites, which use the following content management systems

1&1



Source: BuiltWith

# CMS Basics

Can I change basic product information?

Can I add a banner for a sale or special event?

Can I add or remove or add an employee?

# Choose your admins wisely

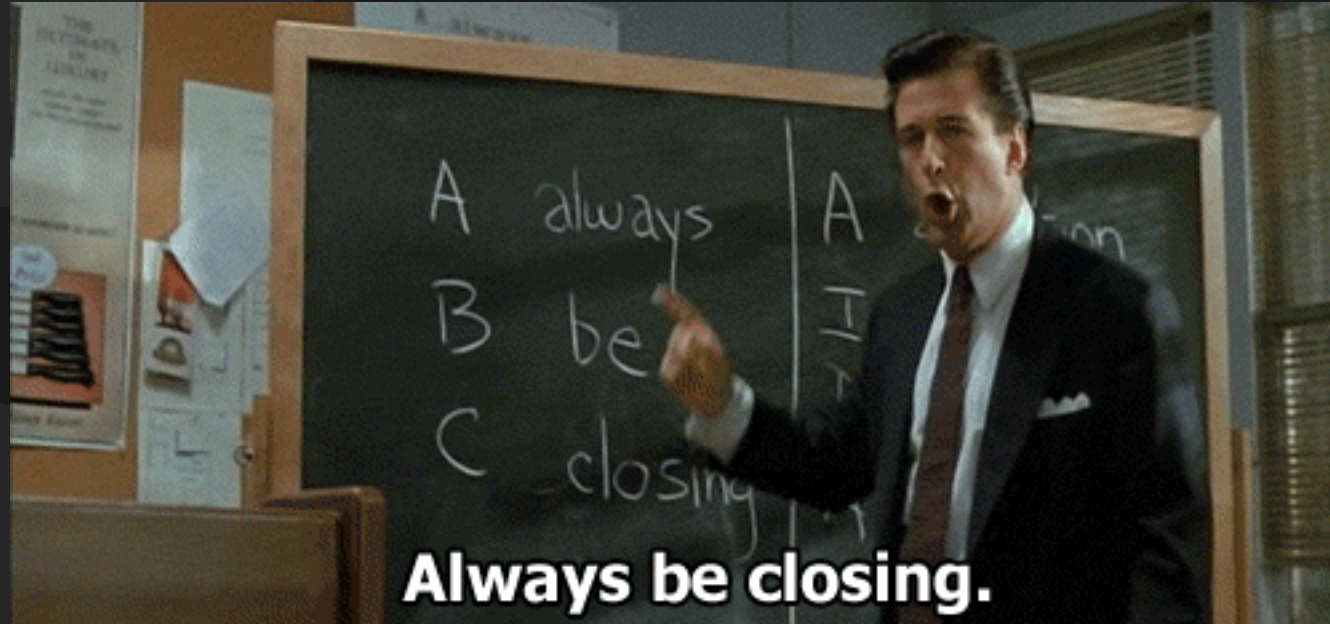


Full Time Employee

Vs.



The Intern



# Funnel-ization

A series of steps designed to guide visitors toward a buying decision.



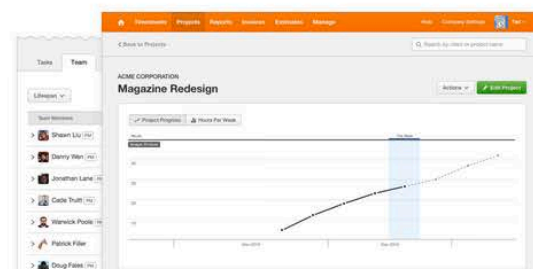
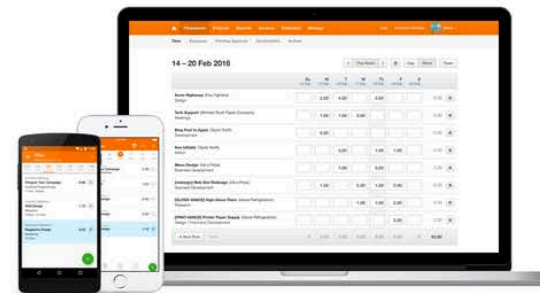
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Whether it's from the web, your smartphone or another application, it's never been so easy to track time. With a simple, intuitive interface, getting you and your team on board is fast and easy.

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Dr. Trenor Williams of Clinovations



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Email

Password

Team Size

Please select one...

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3. Your data stays safe and secure
4. Track and grow your business
5. Real people to answer your questions

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# Funnel-ization

<https://autogrow.co/best-sales-funnel-examples>

<https://www.clickfunnels.com>



**SEO basics**



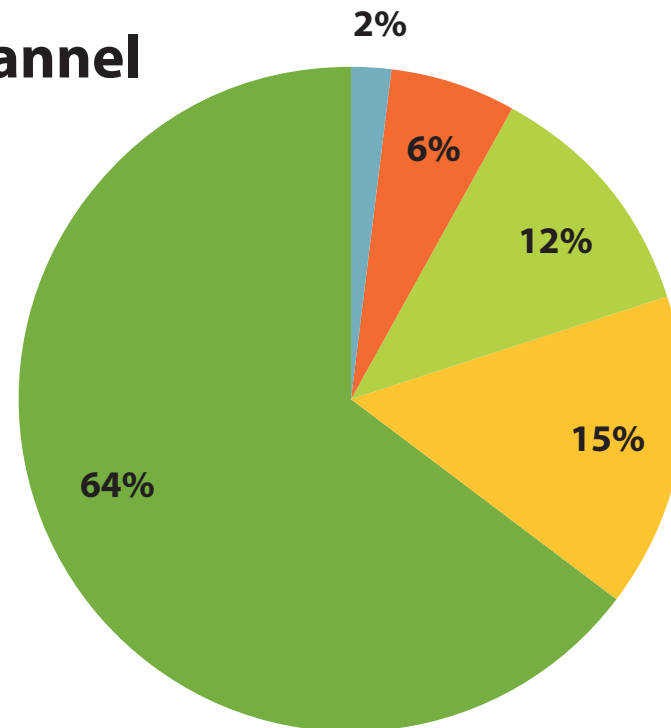


**Google's Mission:**  
**Organize the world's information**  
**and make it universally accessible**  
**and useful.**



## Web Visit Channel Distribution By Channel

- Organic Search
- Direct
- Referral (w/o Social)
- Paid Search
- Social



A large, dark gray, stylized number '6' is positioned on the left side of the image, serving as a background element. It has a thick stroke and a circular base.

# **SEO Basics:**

## **Page Speed**

**<https://tools.pingdom.com>**

# Pingdom Website Speed Test

Enter a URL to test the load time of that page, analyze it and find bottlenecks.

URL

Test from

[START TEST](#)

Sign up for **free** to test  
your site every minute

[SIGN UP FOR FREE](#)

## State Colors

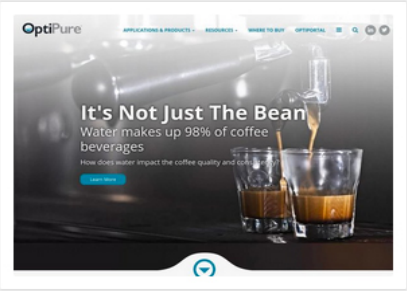
The following colors are used in the bars in the waterfall chart to indicate the different stages of a request.

- **DNS** Web browser is looking up DNS information
- **SSL** Web browser is performing a SSL handshake

## About Pingdom

Pingdom offers cost-effective and reliable uptime and performance monitoring for your websites. We use more than 70 global polling locations to test and verify our customers' sites 24/7, all year long. With Pingdom you can monitor your website's uptime, performance, and interactions for a better end-user-experience. Your customers will thank you.

Summary



Performance grade <sup>?</sup>

**A 94**

Load time

**3.46 s**

Faster than

**46 %**

of tested sites

Page size

**809.7 kB**

Requests

**90**

Tested from

**San Jose**

on Jan 26 at 11:54

pingdom

Performance insights

GRADE	SUGGESTION	
<b>B</b> 85	Remove query strings from static resources	▼
<b>B</b> 86	Serve static content from a cookieless domain	▼
<b>A</b> 93	Specify a Vary: Accept-Encoding header	▼
<b>A</b> 94	Minimize redirects	▼
<b>A</b> 95	Leverage browser caching	▼
<b>A</b> 97	Specify a cache validator	▼
<b>A</b> 100	Avoid bad requests	▼
<b>A</b> 100	Minimize request size	▼

Response codes

RESPONSE CODE	RESPONSES
<b>200</b> OK	88
<b>204</b> No Content	1



A large, dark gray number '6' is positioned on the left side of the slide, serving as a background element.

**SEO Basics:**

**Meta Data and Sitelinks**

# Meta Data Sitelinks

## Shop Nike.com

[Ad](#) [www.nike.com/](#) ▼

Shop Nike.com for the Ultimate Selection of Nike Shoes & Clothing.

New Year. New Gear. · Free Shipping For Members · Free 30 Day Returns

Types: VaporMax, Air Force 1, Cortez, Metcon, Air Max, Pegasus, Huarache, LeBron, Free, Janoski

📍 8687 N Central Expy, Dallas, TX - Regular hours · 10:00 AM – 9:00 PM ▼

### Nike Equality Collection

Honor the Past. Influence the Future. Show Your Support.

### Nike Shox

The Boing is Back & Boingier Than Ever. Shop Nike.com.

### Nike Air VaporMax

Air To Move You Forward. Shop the Revolutionary VaporMax at Nike.com.

### Gear For The New Year

Reach Your Goals with the Latest Nike Styles & Technology. Shop Now.

## NIKE, Inc.— Inspiration and Innovation for Every Athlete in the World.

<https://nike.com/> ▼

Experience sports, training, shopping and everything else that's new at Nike from any country in the world.

### Nike Store

Nike delivers innovative products, experiences and services to ...

### Nike Men's Shoes, Clothing ...

Shop Nike.com for men's shoes, clothing and gear. Check out ...

### Nikewomen.com

Shop Nike.com for women's shoes, clothing and gear. Check out ...

### Nike Trainers

Inspiring the world's athletes, Nike delivers innovative products ...

### Jordan Brand

See what's happening with Nike Jordan at Nike.com. Learn ...

[More results from nike.com »](#)

### Nike official store

Men's - Jordan - Sale - Women's - Men's Shoes - Running - Kids

### Nike Boys Shoes, Clothing ...

Shop Nike.com for boys shoes, clothing and gear. See the ...

### Nike, Inc.

Read the latest NIKE, Inc. news and press releases, search for ...

### Men's new releases

Shoes - Hoodies & Pullovers - Jackets & Vests - Pants & Tights

### Nike Girls Shoes, Clothing ...

Shop Nike.com for girls shoes, clothing and gear. See the ...

## Nike

Footwear manufacturing company

[nike.com](#)

Nike, Inc. is an American multinational corporation engaged in the design, development, manufacturing, and marketing of footwear, apparel, equipment, accessories, and services.

**Stock price:** NKE (NYSE) \$64.67 +0.3

Jan 12, 4:00 PM EST - Disclaimer

**Customer service:** 1 (800) 806-6453

**Headquarters:** Beaverton, OR

**Subsidiaries:** Converse, Hurley International

**Founders:** Phil Knight, Bill Bowerman

### Profiles



YouTube



Twitter



LinkedIn

### People also search for



Adidas



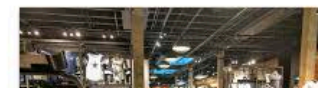
Under Armour



New Balance

[More about Nike](#)

Disclaimer





● Readability

● Keyword: *Where to buy Opti...*

+ Add keyword



👁 Snippet preview



## Where to buy OptiPure professional filtration products

<https://www.optipurewater.com/where-to-buy/> ▾

Optipure filtration products are only available through our local distributors, dealers, and representatives across the United States, Canada, and some locations internationally.



Edit snippet

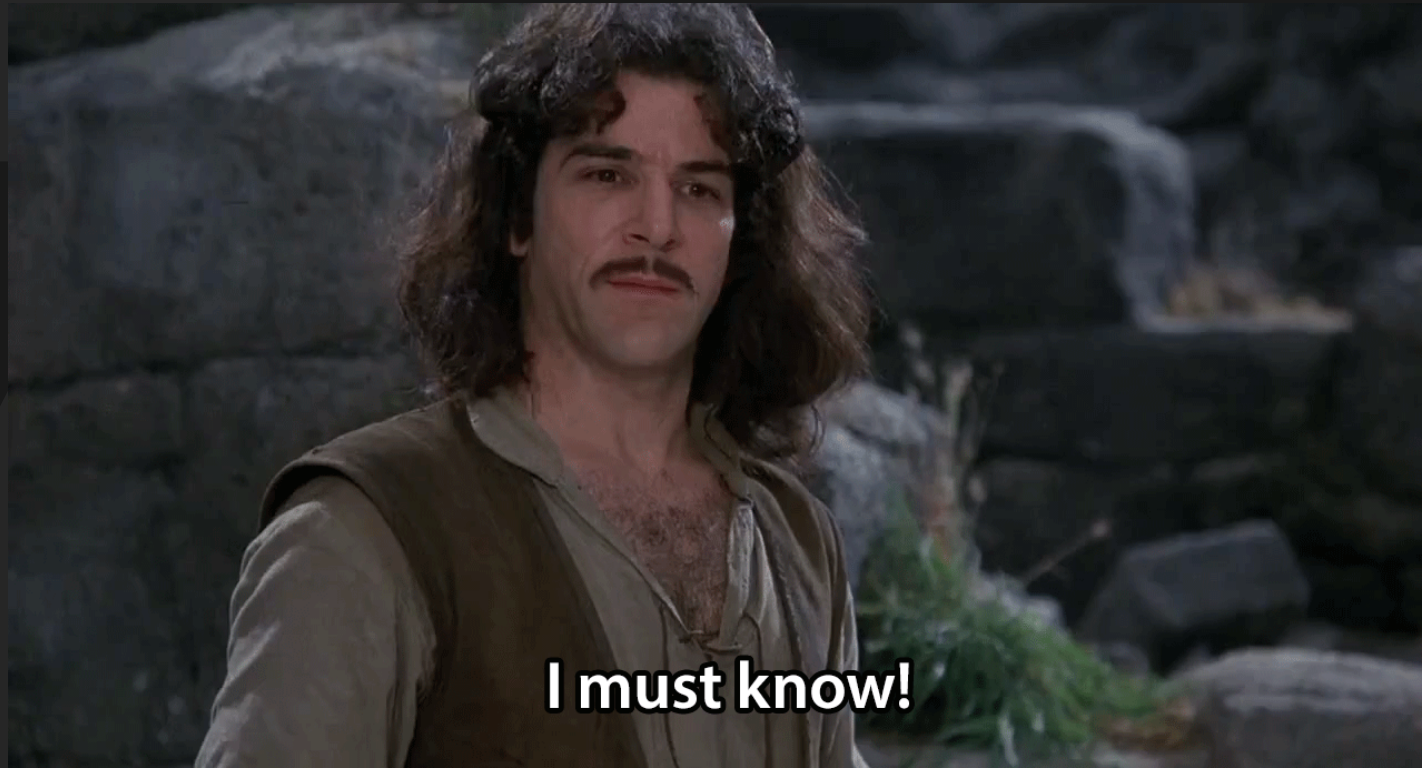
### SEO title



### Slug

### Meta description





# Content Creation





# Content Tips:

800 words or more

Be relevant and specific

Start at one per month (hire it out if needed)



# Network Approach





# Reviews



of consumers read  
online reviews  
(Brightlocal)



of consumers say positive  
reviews influenced their  
purchase decision  
(Marketing Land)



of patients use online reviews as a  
first step to find a new doctor  
(SoftwareAdvice.com)



A 1-star increase in online  
rating can lead to a 5-9%  
increase in revenue.

(Harvard Business Journal)

A large, dark gray number '10' serves as the background for the slide. The '1' is on the left and the '0' is on the right, both rendered in a bold, sans-serif font.

**Learn**

**Go to <https://www.google.com/analytics>**

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences NEW

User Explorer

Demographics

Interests

Geo

Behavior

Technology

Mobile

Custom

Benchmarking

Users Flow

ACQUISITION

BEHAVIOR

CONVERSIONS

DISCOVER

## Audience Overview

SAVE EXPORT SHARE INTELLIGENCE

All Users  
100.00% Sessions

+ Add Segment

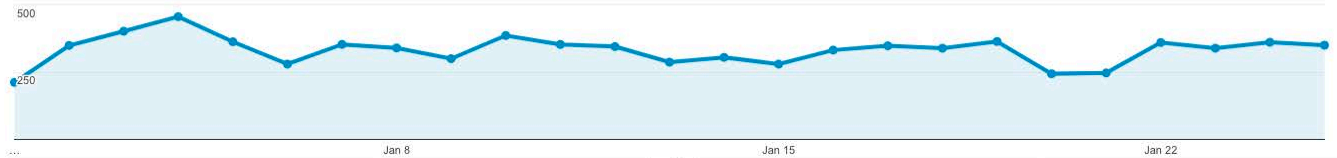
Jan 1, 2018 - Jan 25, 2018

### Overview

Sessions vs. Select a metric

Hourly Day Week Month

#### Sessions



#### Sessions

8,295

#### Users

7,483

#### Pageviews

12,920

#### Pages / Session

1.56

#### Avg. Session Duration

00:01:02

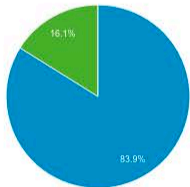
#### Bounce Rate

79.22%

#### % New Sessions

85.67%

New Visitor Returning Visitor



### Demographics

#### Language

#### Country

#### City

#### System

#### Browser

#### Operating System

#### Service Provider

#### Mobile

#### Operating System

#### Service Provider

#### Screen Resolution

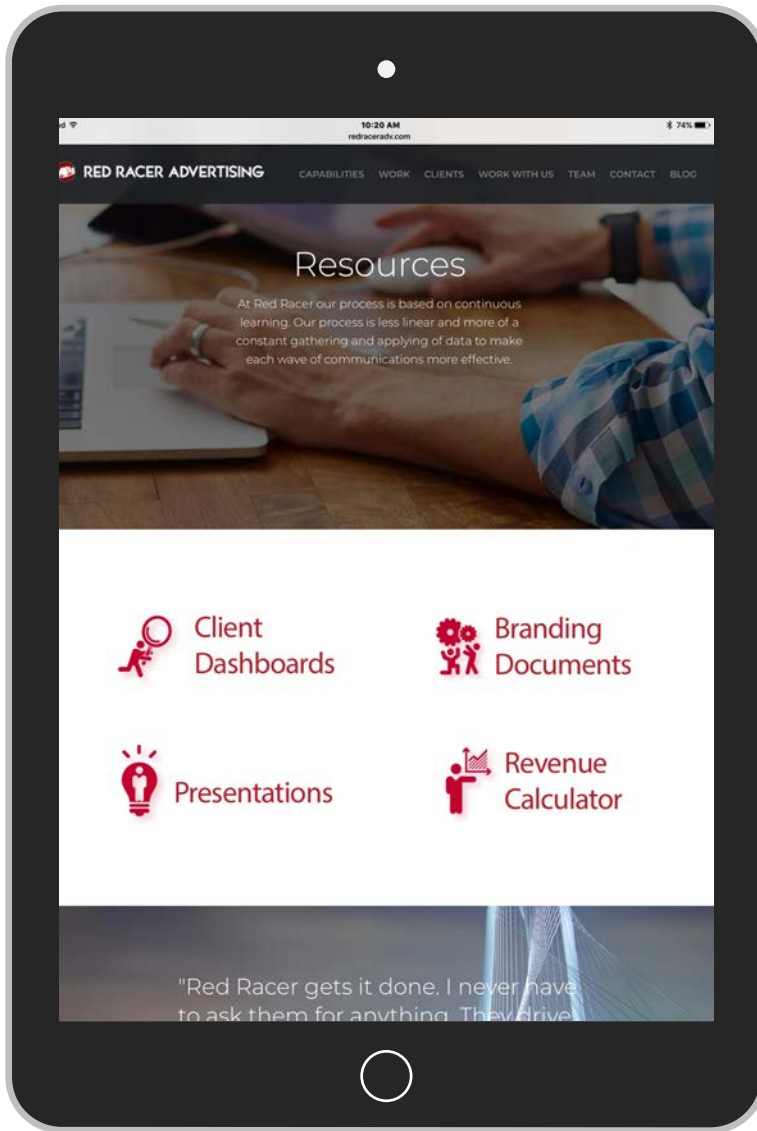
### Language

	Sessions	% Sessions
1. en-us	7,104	85.64%
2. en-gb	743	8.96%
3. en-ca	107	1.29%
4. en-au	86	1.04%
5. es-us	46	0.55%
6. en-ie	24	0.29%
7. en	21	0.25%
8. es-419	12	0.14%
9. fr	9	0.11%
10. (not set)	8	0.10%

view full report

This report was generated on 1/26/18 at 12:04:51 PM - Refresh Report





# Resources

[RedRacerAdv.com/Resources](http://RedRacerAdv.com/Resources)

# Scott

[Scott@RedRacerAdv.com](mailto:Scott@RedRacerAdv.com)

