



# WHY YOUR DIGITAL MARKETING ISN'T WORKING AND **H****OW TO FIX IT**

BY CRAIG WILSON

## Let's face it, 2020 was a year of unprecedented turbulence. Many businesses struggled and were forced to adapt quickly to the times.

There are still some storm clouds on the horizon in 2021 but overall there are huge opportunities for those businesses who implement a lean, effective marketing strategy.

If anything, the last year has made online marketing even more crucial as new buying and business habits were formed.

But is your business generating enough leads and sales from digital marketing? Or have you been frustrated that the promise of online marketing has not been your reality?



I understand...Modern marketing is confusing, right?

There are so many potential marketing channels and so many experts telling you that what they specialise in is the answer.

Facebook ads, Google ads, Bing ads, Instagram, Twitter, LinkedIn, display ads, content marketing, email marketing, SEO, Podcasts, blogging.....the list is endless.

And so most businesses tend to dip their toe in the water with a few (or even many) of these but never really get amazing results. They spend a lot of time and money but very few sales come in.

So they continue to just do what they've always done and hope for some incremental growth each year.

### **It doesn't need to be this way.**

It is possible to develop a dynamic, yet simple marketing plan that will deliver extremely impressive growth. But it requires discipline.

In 15 years of doing digital marketing for hundreds of clients around Australia and internationally, there are common issues that must be addressed in order to enjoy predictable, sustainable marketing success.

Consistent lead flow leads to consistent sales. The trick is to create a plan that will deliver this reliably and cost-effectively.

This short guide explains the main reasons why your digital marketing might not be working and proven ways to fix it.

I've been in the business of growing businesses for over 25 years.

At the age of 23 I bought my first business, a small catering franchise, and doubled its turnover in the first year.

A few years later my family and I took control of the entire franchise group. I oversaw the rebranding and introduced new marketing and operations systems which resulted in rapid growth, over 70 franchises, and being listed in BRW's Top 100 Fastest Growing Private Companies for 3 consecutive years.

After a stint in radio where I ran the sales operations for 2 stations, I purchased a small advertising agency which I soon rebranded as Sticky.

Since 2005 I have worked with hundreds of companies helping them grow through better advertising and marketing.

Clients have included:



CALTEX

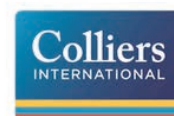
PacificSmiles  
DENTAL



NATIONWIDE  
SUPER

Credit24

WSPA



Never satisfied with the status quo, I am on a constant search for more effective and efficient ways to deliver results, with a real focus on measurable growth whilst cutting through the usual marketing industry BS.

This thinking has led to the development of my popular **Growth Marketing Accelerator™**, a proven framework for achieving outstanding growth that is more focused, more efficient and much much more effective.

The **Growth Marketing Accelerator™** helps you strategically plan and automate your marketing to consistently generate as many leads and enquiries as you want.

Once it is up and running efficiently the only decision you need to make is how fast you want to go.



# THE DIGITAL MARKETING MISTAKES

Here are the 9 mistakes I see most businesses making with their digital marketing. Many of them aren't even "digital" issues, they're basic marketing issues that could apply elsewhere in your business.

Maybe only a couple of these apply to you, but fixing them can lead to massive gains in leads and sales.

1

## You're trying to "target" everyone.

Too often, businesses fall victim to the thinking that everyone should be their customer. This results in time and money wasted that could be better spent.

**You need to weed out people who are NOT your ideal customer.**

Don't be everything to everyone. Focus your marketing on a single target market at a time. The moment you do, you will have much more clarity in your marketing. Identify one very clear target market who is really well suited to your business. The narrower and more defined the better.

It doesn't mean you can't look at other targets in the future. But you should pick one target market, and make dominating that target market your absolute focus. Then, when you're dominating that single target market, move on to a second target market, and start dominating that one too.



### THE FIX

Do an exercise to look at all your clients (and potential clients) then determine which ones are really the best to work with. Areas I recommend assessing are:

- Are they lucrative?
- Do you enjoy working with them?
- Is there a big enough market for them?
- Do you genuinely have a great service or solution for them?

If you can tick the box for each of these questions, then they might be your ideal clients.

Once you know who your best prospects are, you'll have a better idea of "where" they are and your ideal marketing channels become a lot clearer.

## 2

### You're using the wrong channels to reach your ideal audience

Whether it is organic activity or ads, a surprising number of businesses use digital platforms and social media aimlessly or based on what is "popular" right now.

Most of these channels hold great opportunities to engage with your customers directly, expand your reach and build relationships. But you need to be on the right ones to reach your ideal audience. Not all social media platforms have the exact same audience.



Users on Facebook differ from those on business-oriented LinkedIn and more lifestyle-oriented Instagram.



#### THE FIX

Ask yourself which audience would respond better to your product or service. LinkedIn is great for marketing to other companies, Instagram for reaching young people and Facebook for selling directly to consumers.

Study your competitors, which channels they use, who are their followers, what content they share.

It's better to focus on one platform and get the campaign performing optimally than spreading yourself thin and ineffectively over multiple platforms.

# 3

## You don't really understand your target market's pain & needs

Most people aren't as passionate about your product or service as you are. They're more interested in the problem it solves. Does it address their "pain" or fulfill their "needs and desires?"

That's why advertising and marketing that talks about your services, features or experience doesn't really resonate with audiences.

**Good marketing doesn't talk about you, it addresses them.**



As an entrepreneur, if you don't pay full attention to your audience's problems, you'll never be able to cater to their needs.

Pain points are the issues your target market is currently facing and needs help to resolve before they can commit to making a purchase. When their questions aren't answered and their needs are not met, it leaves room for confusion and doubt and makes it difficult to become a loyal, paying customer.

Although you can think of pain points as simple problems, they're often grouped into several broader categories. Here are the four main types of pain points:

- **Financial Pain Points:** Your prospects are spending too much money on their current provider/solution/products and want to reduce their spend
- **Productivity Pain Points:** Your prospects are wasting too much time using their current provider/solution/products or want to use their time more efficiently
- **Process Pain Points:** Your prospects want to improve internal processes, such as assigning leads to sales reps or nurturing lower-priority leads
- **Support Pain Points:** Your prospects aren't receiving the support they need at critical stages of the customer journey or sales process

It's crucial that you understand which are the main pain points for your prospects and address them



**THE FIX**

Look at your target market and dig deep on what their "real" pain is (as it relates to your offering). How can you relieve that "pain" and make their lives better? That is their real need or desire. Once you understand this, you will have a much clearer picture of "what" to say in your marketing.

# 4

## Your message isn't clear

I am constantly amazed at how many times I see an ad or website or piece of marketing and the overall message is not clear.

You only have a few seconds to grab your prospect's attention, so you need to hit them right between the eyes with your key message...your elevator pitch.

The big mistake most businesses make is, once again, making their message about themselves.

### IT'S NOT ABOUT YOU!!!!

It's about your perfect client.

Who are they?

What problem do you solve for them, or what need or desire do you deliver?

How do you do this for them (your offering)?



### THE FIX

Try to write a succinct message / elevator pitch that describes who you help and what you help them with. Put it front and center on your website and other media.

# 5

## You're generating traffic but not capturing leads

Most advertisers make the fundamental mistake of spending most of their time and money trying to drive people to their website and convincing them to buy “now”.

But “now” is not the same for everybody. It is very important to appreciate that, while many people might be interested in your offering, they might not be ready to act yet. So why ignore them and waste your advertising?

The crucial thing to appreciate is that only a small percentage of your prospects are going to do something “now” compared to the number of people who are going to do something later.



As a rule of thumb it is safe to assume that, of those leads who will buy something, only around 15% of them are likely to do something in the first 90 days.

Which also means that around 85% of those who will buy are going to do it later. Maybe 6 months, 12 months or 2 years.

So the key is understanding that “not now” doesn’t mean never, it just means, “maybe later”.

And that’s OK, because the real value is in the long game - as long as they’re on your database.

The more people you have on that list, who pay attention to you and read your emails and communications, the better your odds are that, at some point, it’s going to be the right time for some of them.

So, instead of ignoring those who don’t buy straight away, I tell clients that what they should be doing is nurturing, adding value, building the relationship and inviting people to take the next step when they are ready.

And when that happens - they’ll think of you.



### THE FIX

Start using your advertising to identify prospects and encourage them to join your list. Of course, you need to give them a good reason to do this (which I’ll cover shortly) but having a nice long list of qualified leads who have shown interest in your offering is the next best thing to money in the bank.



# 6

## You're asking for their business before they really know, like or trust you

A potential client must go through a process of Knowing you exist, Liking what you do and Trusting you enough before they buy from you. People are more cautious in tough times, so you have to work harder to earn their trust before they will do business with you.

Of course, the length of this journey is somewhat relative to the investment and perceived risk to the client. The bigger the ticket price, the more trust you have to earn before winning the business.



You do that by educating and motivating them with valuable content. Newsletters, videos, email drips and Facebook Groups are good ways to share your best information.

But the best way I have found is by offering a free information piece, like a guide or small “book” that addresses their pain or need. This is a lead magnet that helps you gather names and email addresses, but it also provides great value to the recipient and let’s them get to understand your thinking, process and experience.

But don't try to sell yet. By patiently and generously giving value to potential clients you will bring them eventually to the next step.



### THE FIX

Look at your target audience and the pains / needs you identified. Then create a short guide or “book” (a pdf of less than 20 pages) that shows them a roadmap to solving their problem. Include a few case studies & testimonials. Make sure you quickly explain your background / expertise. Have a gentle call-to-action at the end that invites them to take the next step.

# 7

## Your website doesn't have appropriate options for prospects at different stages of the buying cycle

As I have mentioned before, not everyone who visits your website is ready to buy today. In fact, there are three types of people that come to your website: visitors, warm leads, and hot prospects.

You need to provide a different offer for each one of these groups.

First, there are visitors. They are cold traffic and they are skeptical. The best offer for visitors is the "green offer". For me a green offer is usually a lead magnet — the free thing that we give away in return for an email address.



The next group is made up of warm leads. The lead is someone who comes to your site and you already have their details. They're not skeptical anymore but they're curious.

For warm leads, I suggest using an "orange offer" — a conversion tool. It could be a webinar, invitation to an event, or an option to book a call or appointment with you (often synched to your diary with a tool like Calendly).

The third kind of visitor that comes to your website is the hot prospect. This is someone who is already in your sales pipeline and ready to go. For hot prospects you need to provide a "red offer" — a "join my program" or "start now" type of offer.



### THE FIX

Think about your prospective clients and create Green, Orange & Red offers to suit their respective level of interest. Make it as easy as possible for them to act on the appropriate stage for them.

Wherever possible on your website, give them the three offers: green for cold, skeptical people; orange for warm prospects; and red for hot prospects.

This can turn your website into a lead capture and conversion machine.

# 8

## You're not systematically following-up the leads you generate

This is where so many marketing dollars are wasted. People don't go out of their way to buy from you. They need to be prompted and reminded.

You need to be really disciplined about lead nurture.

Capture leads then nurture them. Remember, only a small percentage are ready to buy "now". Your marketing needs to also allow for those who are more likely to buy "later". That's where the gold is buried.



Create a process to follow-up leads and previous enquiries in order to convert as many as possible, so that you are always on the top of their mind.

You should also have a process for following-up and frequently communicating with your existing clients to ensure they're doing as much as possible with you. To maximise their lifetime value.

And, wherever possible, these processes should be automated for consistency and efficiency.



### THE FIX

Once you have a process for capturing leads, set up an email drip of useful content that reinforces your ideas and message and shows them the way forward. Don't use it just for announcements or to sell overtly. Add value first and then invite them to take the next step "whenever they are ready".

# 9

## You're not making it as easy as possible for potential clients to start working with you

In every business transaction there's always somebody who has to take a chance.

Typically it is the business who tries to demand that their clients take that chance first: "You pay me or hire me, and then I'll do the task that you requested."

And that can lead to a lot of indecision for the client who is expected to take a "leap of faith" when selecting a business to, hopefully, solve their problem.



But most business relationships aren't a one-time purchase, they're a long term relationship. You don't just want the initial sale you want the lifetime value of the relationship.

So, what is the Hero Product you can offer to make it as easy as possible for them to get started with you, with minimal risk to them, so that you can demonstrate your expertise, generate a desired result and build on the Trust?



### THE FIX

See if you can develop a Hero Product. Look at your offering and break it down into its parts. What is the usual first step in the relationship? How can you make it as easy as possible for someone to take that step without necessarily committing to the full relationship yet?

If you do a good job with that step, they will be highly likely to commit now and to much more later.



# INVITATION

My team and I use our Growth Marketing Accelerator™ to help businesses around Australia and New Zealand achieve outstanding growth.

The full Growth Marketing Accelerator™ helps you strategically plan and automate your marketing to consistently generate as many leads and enquiries as you want.

Once it is up and running efficiently the only decision you need to make is how fast you want to go.

In our **Growth Marketing Accelerator** we take you through a series of exercises to:

- ✓ Identify your ideal target market and demographics
- ✓ Dig deep on their pain points and needs & desires
- ✓ Develop your clear messaging / elevator pitch
- ✓ Select the correct marketing channel(s)
- ✓ Create an outline for an effective lead magnet
- ✓ Identify your best Green (cold traffic), Orange (warm leads) & Red (hot prospect) offers for your website
- ✓ Create a plan for nurturing your leads so that you are top of mind when they are ready
- ✓ Identify a Hero Product to make it easier to start working with you

The end result is a proven plan for much more effective marketing. You can then take the plan and implement it all yourself (no further obligation) or we can do it for you (to get it in place quickly).

**LET'S  
TALK**



## THIS WORKS!!

We have worked with leading companies for the last 15 years to achieve extraordinary results.

A national financial services client saw loan application **growth of 247%** and actual loans **grew by 282%** in 18 months.

A national superannuation fund saw new memberships **increase 142%** in the first year.

A law firm experienced **411% growth** over 18 months.

A student accommodation provider saw applications **grow 298%** in just 8 months.

A photography consultant **generated 454 leads** in his first 10 weeks.

A fitness coach **generated 103 leads** in the first 14 days.

*"Craig's knowledge of the marketing industry is remarkable. The Accelerator process is great and gives so much clarity for improved marketing."*

**Bron Telford, Telford Engineering Services**



*"Sticky's Marketing Accelerator program really helped us achieve the rapid growth we are currently experiencing."*

**Peter McCarthy, Precision Accounting.**



*"Having been in marketing myself for the last 15 years and the last 9 as a marketing agency owner, I reckon Craig's program is the best B2B marketing program I have seen. We are now getting more leads than ever from our target audience."*

**Kain Vodic, Marketing Catalyst**



*"Craig and the team are simply the best at what they do. Beyond helping me with digital strategies, they are actually helping me grow my businesses. They actually care about my goals and they deliver outstanding, measurable results. I wouldn't go anywhere else."*

**Ajit Singh, Rocket Productions**





## LET'S TALK

Let's discuss whether our **Growth Marketing Accelerator™** is right for you.

What we'll do on the call is discuss your current situation...how you generate leads, how you convert sales & how you deliver your services.

**The session is free....there's absolutely no obligation.**

And to be honest, we only make recommendations for people we really believe we can help. So if it's not a good fit...we'll tell you straight up.



But if it is....and you like what you hear, we can discuss the best next steps to match your situation.

It doesn't matter where you are. We've run **Growth Marketing Accelerator™** for leading companies around Australia, New Zealand, USA and even from Thailand and Brazil. This can all be done online via video, or you can come to our waterfront office in Newcastle.

**Select a time to have chat with me here**

