Essential 99-Point
Digital Marketing
Checklist

To Attract 10X More Leads and TRIPLE Conversions.





Meet your Mentor...



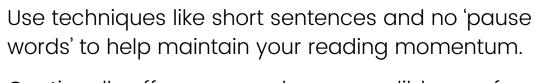
Cam Roberts is a leading Omnichannel Marketing Consultant, Agency Owner of Bubblegum Marketing, and Fractional CMO who works with Business Owners & Industry Experts to create their own "DREAM CLIENT" systems using online branding, social media, and sales funnels. He is the host of the #1 Brand Podcast in Australia -Personal Brand Talk. After spending nearly 30 years in business, sales, & marketing, Cam knows how to LAUNCH, GROW, and SCALE. He has worked with hundreds of Businesses and Industry Experts that include Amazon Multi-Millionaires, 7-Figure Digital Marketers, Multi-Million Dollar Speakers, Property Coaches, Wealth Creation & Health Experts, Business Coaches and many more...

That Skyrockets Conversions and Sales. How many are you missing?

Your Website Marketing Must...

	ve a headline that addresses your visitors "in the pment" desires and motivation.
	cus on making the words sell or are graphics more ominent.
Fla	ig your target market, so that they feel this is for me.
On	ly talk to the customers who are most likely to buy.
	ive a unique 'hook' or story that will draw some and squalify others.
Ma	ike the promise of a big reward and then back it up.
	e curiosity to keep your visitors reading even though ey are hurried.
1 1	e the power of a unique story or 'hook' to hold your itors attention.
	e "The Power Thread" to keep reminding your visitors at they need what you have.
	peatedly use the words you and your so that what u are saying is directed right at your visitor.
Off	er testimonials that reveal 'before and after' results.
Ha	ve testimonials written right in your sales presentation.
Мс	ake bold, unique and or unusual statements.

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Continually offer more and more credible proof.



Use the power of the right question at the right time to increase desire.



Have a momentum that climaxes with 'the offer.'

Make an irresistible offer.

Tell them something they already know while revealing to them important details that they didn't know.

Address your visitors hidden reasons to buy.

Push your visitor's emotional reasons to buy.

Focus on the benefits or the features of your product.

Use specific numbers in the presentation & testimonials.

Use indirect credibility builders.

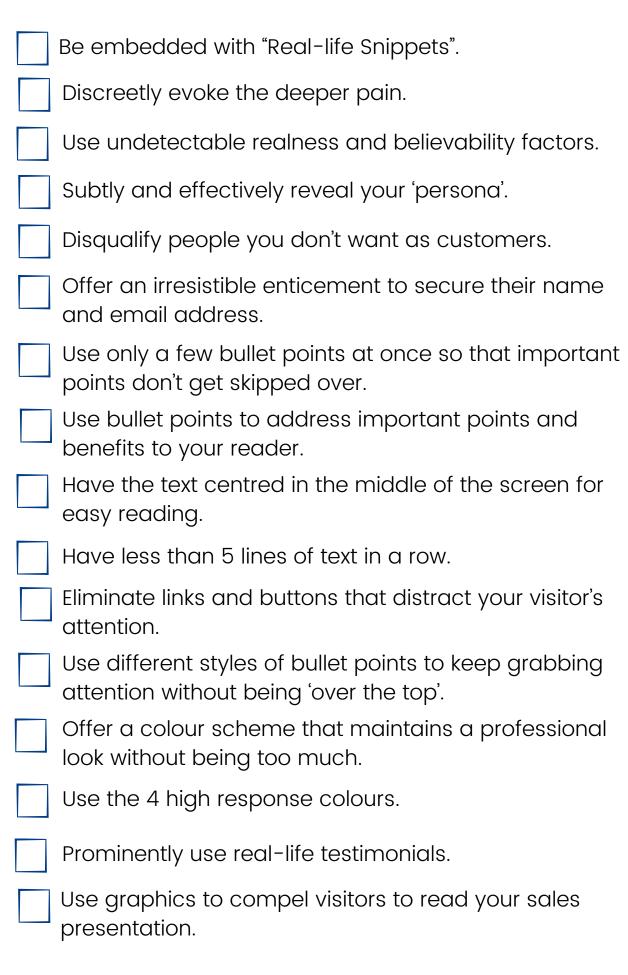
Use the proven principles of Direct Response copywriting.

Use headlines in your testimonials.

Be threaded with obvious as well as subtle buying triggers.

Prominently use real-life testimonials.

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Use professionally designed testimonial boxes that highlight the words rather than the photos.



Stay away from 'attractive' distracting graphics



Use subtle graphic frames to add professionalism without distracting the reader.



Effectively use spacing to allow the site to breathe and therefore be more inviting.

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Your Sales Copywriting Must...

Tell them everything they need to know if this is the ONLY time they will see your message
Speak directly to them and their problems, pains and frustrations
Provide open loops and incomplete information to create curiosity for them to keep reading and take the next step
Prove to them without a doubt in their mind that you can be trusted and have credibility
Present something new and exciting to release dopamine in their minds to make them feel excited or special
Flow smoothly so it reads "fast" without any trips or bumps
Write with a bias towards shorter sentences and paragraphs
Smash objections in their minds, including buyer's anxiety
Have a risk reversal mechanism so it's "safe" for them to buy
Be conversational but aligned to your market and the language they use
Sell the result your product or service gives the buyer
Use "strong" language, avoiding weak words like "might", "could", "maybe"

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Provide, where appropriate, multiple ways to contact you
Read under the FK Grade Score of 8.5
Be interesting and entertaining to read, even in the B2B space
Sell a "BIG" result, very few people want small increments
Leverage the sloth in all humans who wants instant results
Enter the conversation already in the prospect's mind
Use proven headline power words that grab attention
Use active not passive words – avoid "was", "are", "can" "to be"
Make it safe for the buyer by "turning the light on" - explain what will happen at the next step because no wants ot walk into a dark room

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Your Social Media Ads Must...

Use images that captures attention within 3 seconds
Incorporate videos for remarketing based on 15-second video views
Contain emotional direct respond sales copywriting that tells them exactly what do to for the next step
Reach the right target audiences at an economical price
Use the correct ad selection depending on where your prospects are in the buying cycle – awareness, consideration and conversions
Send people to the next step that immediately solves a problem for them
Capture attention quickly
Take advantage of remarketing to custom audiences and look-a-like audiences to increase conversions and decrease ad spend
Be setup correctly within ad sets and ads level to utilize campaign level budgets so an equal budget can be spread across all ad sets and ads
Test both Long Form and Short Form Sales Copywriting in the Ad Text Area
Include ads that attract comments, likes and shares – which will improve your overall ads performance
Test "call to action" buttons – for example: Apply Now VS Learn More

Pay for itself using tripwires, immediate upsells, highticket items and self-liquidating offers

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Your Marketing Automation Must...

Never look like it's automated! The whole idea is to make your automated marketing look as personal as possible.
Systematically nurture your prospects and convert sales
Include automated email, automated sms, automated chatbots, automated calendar bookings, automated quotes, automated invoices and more
Segment users and contact lists based on Tags and their clicking behavior inside your campaigns and funnels
Be setup correctly so you can quickly get reports on what's working and what's not working
Replace all the repetitive marketing tasks in your business
Streamline your business processes and increase the velocity of the sale Integrate with your website forms and put new leads straight into your CRM
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Your Content Marketing Must...

Provide value via education, entertainment, or empowerment
Be consistent across every week across various platforms
Organically speak to and attract your ideal buyer persona
Use various types of media such as written articles, podcasting, videos, and short posts
Relevant to the type of media it is being posted on content that you post on LinkedIn is different to content posted on Facebook
Build trust and authority as you become the expert sharing your knowledge and wisdom
Help people by actually helping people!
Include a call to action on what you want the reader, listener or viewer to do next
Grab their attention with a strong headline

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WHERE TO NEXT?

If you're serious about creating a Remarkable Business, let's talk...

I am passionate about helping you create a remarkable businesses, and I am always on the lookout for strategic minded people who are ready to Launch, Scale, or Re-Position their Brand!

Book a short online consult call and let's find out where the biggest gaps are in your marketing...

Talk soon, Cam Roberts CEO of Bubblegum Marketing Fractional CMO

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