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# 01| WHY MOST ONLINE MARKETING FAILS

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Dear business owner,

Your time is valuable so please allow us to get right to the point.

Everyday I hear business owners say things like; "Online marketing doesn't work" or "Online marketing is too confusing and I've been burned too many times".

This is because various businesses have been promising the world and delivering no results - and what's worse - is that they've been charging the world for it and locking people into long term contracts.

Here at Social Style House we want to change those feelings around online marketing, and that's exactly why I commissioned this study of successful businesses and put together this transparent, to-the-point report.

Now you're probably thinking; "Who are you and why should I listen to you on this topic?"

My name is Jake Kahane and when I was 24 years old I was running the digital advertising department at Hulu, managing multimillion dollar budgets for Fortune 500 companies like Verizon, BMW, Patagonia, JP Morgan, the list goes on.

My time there gave me some seriously sharp online marketing skills and when I left the company, I decided to start a digital marketing company helping small businesses and brands (without \$100 million dollar budgets) profit wildly online.

I've done digital marketing for myself, for my clients and personally managed over 100s of thousands of dollars of digital ad spend and every single time I've been able to see a return.

This report is put together from studying hundreds of successful businesses and with my own real life experience being on the front lines of digital marketing.

My intention with my digital marketing company and this report is to be fully transparent.

Unlike other digital marketing companies who make things seem complicated and beyond your understanding on purpose I'm going to show you exactly how things work and make it as simple as possible.

In this report you'll find 7 things that successful businesses have in common when it comes to online marketing.

You can take these findings and implement them in your own business to start getting results almost overnight.

This report starts by explaining "the digital marketing formula" and then it provides a few battle tested strategies in the areas of:

1) Getting more traffic (people visiting your website)

And...

2) Converting more traffic into customers

Let's get started!



# 02| THE DIGITAL MARKETING FORMULA

Digital marketing is no “mystery”, it’s no “unexplored land.”

People found what works with digital marketing a loooong time ago and they have been exploiting it for years.

Digital marketing has a formula and it’s an exact science. In any country, any industry and any niche it’s EXACTLY the same so please don’t fall victim to thinking you’re an exception.

Let me tell you how it works.

You have a website, you drive traffic to that website and then the website is supposed to educate customers enough so that they believe you’re the right person for the job and then they either call you, come into your store or buy from you online.

Put into a formula digital marketing looks like this:

**Traffic X Conversion = Customers**

For example: 100 people visit your website, your website converts at 2% so 2 people visitors convert to customers and buy.

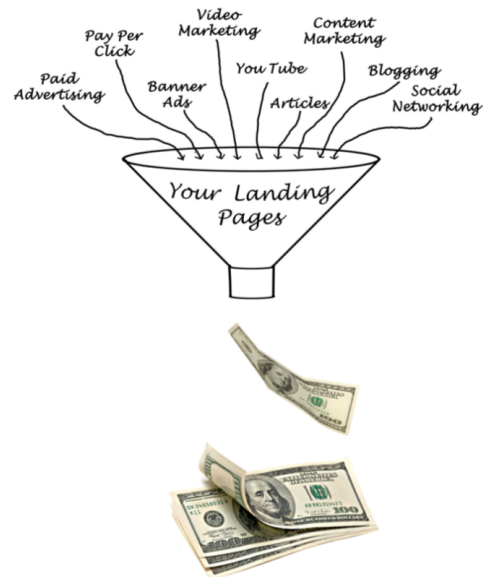
It sounds simple right? So how come so many people get it wrong?

Well to start with most businesses or digital marketing companies don’t measure anything... And if they do they’re measuring the wrong things...

Don’t believe me? Ask your marketer (or yourself if you’re managing things) what your websites conversion rate is?

Then ask them what your return on investment is each month?

If they can’t (or you can’t) answer ALL of those questions then they have it wrong.



Any self respecting digital marketer will be able to tell you these numbers in a heartbeat and the return on investment should be at least \$2 back on \$1 (100% Return).

You must learn to think of your online marketing as a funnel.

At the top you have TRAFFIC; people who visit your website through Google or paid ads.

At the bottom you have CUSTOMERS, people who buy your products or services either over the phone, in store or online.

The funnel itself is your digital marketing and it’s job is to CONVERT the traffic into customers.

When I studied over 200 successful online businesses, they all had a funnel.

Over the next few pages this report is going to show you exactly how you can do two things:

- 1) GET MORE TRAFFIC**
- 2) CONVERT MORE TRAFFIC INTO CUSTOMERS**

Those are the only two sides to the digital marketing equation and you’re about to learn 3 best practices from each.

## 03| THINK WITH YOUR WALLET

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Too often digital marketing campaigns are setup and managed by creatives and this is a recipe for disaster.

Creatives are always trying to come up with new exciting things and make things look beautiful instead of looking at the numbers, finding out what's working and then doubling down on that.

Instead of thinking like a creative you've got to think like an **investor**.

Just like investing, with digital marketing you must learn to ignore your emotions and make your decisions by numbers.

If you're not "Coca Cola" or "Tide", you shouldn't be running "branding ads" to get your name out there. You should be running ads that bring you customers and a return on investment.

Leave branding exercises to the big brands and the very demise of your own competitors.

Your ads should bring you customers and they should cost you less than what you make on the sale.

Creatives are always talking about cool new ideas, new designs, beautiful images or social media campaigns that generate "likes", when all they should be doing is getting you customers and delivering you \$10 back from \$1.

Let me ask you...

Let's say you're looking to invest some of your hard saved money in a company, are you going to choose the company that "looks cool" with no numbers behind it or the one that looks less exciting but has data to prove that it's going to grow?

You'd pick the one with the numbers...

The same is true in digital marketing - you've got to learn to think like an investor and keep the creatives on a leash.

We're not saying don't be creative, just don't sacrifice function over fashion.

When I studied over 200 successful online businesses they all treated their digital marketing campaigns like investments.

They knew if they put \$1 in here \$10 would come out 45 days later and they had all the data to back it up. There was no guesswork, no creative genius and no flukes, they had built their digital marketing campaigns to bring in customers and generate a return on investment and that was all.

Successful companies' digital marketing campaigns were run by people with an obsession of numbers.

They tracked and measured everything you could possibly measure and they knew what happened to every single dollar.

So what does this have to do with getting traffic to your website?

Well... Traffic costs money...

Whether you're running Google Adwords, Facebook Ads, or paying a company to rank your website organically so that it comes up on the first page of Google - it all costs money...

When you think like an investor you try each one on a small scale, see if it works and then if it does you try spending more and if it doesn't you stop spending.

Let me give you an example...

We worked with a ecommerce client who started spending \$1000/m with us for Facebook ads, it took us 1 month to collect data and see a return. We found that for every \$100 we put in, we made \$500 - a 500% return.

The next month we upped the budget to \$2,000 - the numbers and the returns still held the same so we upped it again, this time to \$3,000 and again the returns were still the same.

Today that brand spends \$10,000 a month on Facebook Ads and in 1 year they've quadrupled their revenue from ads, allowing them to hire more, and expand their product offerings to fit the demand.

## Traffic Tip #2

# 04| MULTIPLE STREAMS ARE A MUST

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**One** is the most dangerous number in business. Companies that depend on the number 1 are at extreme risk.

Let me give you an example...

A company has 1 client that pays them \$1 million dollars a year - that client decides to leave - they have \$0.

A company that has 1,000 clients paying them \$1,000 a year - they make \$1 million a year and if one client decides to leave they still have \$999,000.

Being dependent on 1 anything in business is dangerous.

The same is true with traffic to your website.

You don't want to be dependent on any one source because it could disappear on you tomorrow.

Let me tell you the most profitable sources of traffic:

- Organic Google Search
- Paid Google Search (Adwords)
- Facebook/Instagram ads
- Youtube ads

All of these are awesome sources of traffic and each one alone can be responsible for driving you tons of new business - but you don't want to be caught with a reliance on just one.

You want to build multiple streams and have your eggs in multiple baskets instead of just one.

Now another thing that most people don't understand is that one stream of traffic effects another and as you add them together you begin to amass a cumulative effect.

Let me give you an example...

Let's say you test \$1,000 on Google Adwords alone and find that it delivers you \$2,000 back - a 100% return. Then let's say you test \$1,000 on Facebook alone and find that it delivers you \$2,000 back - another 100% return.

Then let's say you test both together at the same time \$1000 on Adwords and \$1,000 on Facebook - your data would suggest that you'd see a return around \$4,000 but you actually see a return of \$5,000 - this is the power of multiple streams of traffic.

One stream of traffic often compliments another and you see whats called a "cumulative effect" which boosts your return on investment.

This is why multiple streams of traffic is so powerful for your business.

You not only cover your downside by eliminating risk but you also increase your return on investment beyond what you would normally see from one activity done alone.

The 200 successful online businesses had multiple streams of traffic and none of them relied on just one.

They used Google Adwords, Organic Google Search, Facebook, Youtube as well as others...

They were not at the mercy of 1 provider when it came to traffic and they took full advantage of the cumulative effect present when using multiple streams.

The point made here is a big one.

Don't rely on just one source and take advantage of the cumulative effect of using multiple streams together.

## Traffic Tip #3

# 05| CONSISTENCY IS KEY

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"Business is marathon, not a sprint"

Have you ever heard this saying? Let me explain.

Business is not about "miracle efforts" or "miracle campaigns", it's about consistency and small efforts repeated day in and day out.

The same is true with digital marketing.

With digital marketing too many businesses try to create a marketing miracle when all they should be doing is focusing on consistent efforts every single day.

Creating an award winning digital marketing campaign for one month and then doing nothing the next is pretty much useless. Leave that to Taco Bell.

It's better to build a digital marketing campaign that delivers you a consistent flow of new business and runs on autopilot.

You want to build yourself a "digital marketing asset".

It's much better to spend \$1,000 a month on a digital marketing campaign over the course of a year and generate consistent return than spend a ton in a hope of a miracle on one particular month.

Successful businesses never rely on miracles - they rely on proven consistent efforts done day in and day out.

So...A look at the two situations:

**Miracle Month** - Best case is your money back (No gain)

**Consistent Effort** - Anywhere from 100% - 2,000% ROI

When I studied 200 successful online businesses I found that none of them ever tried to pull of "miracle months".

They focused on proven consistent efforts done day in and day out.

Their marketing budgets were never \$10,000 one month and then nothing the next - they were evenly spread throughout the year with the exception of "high seasons" in some particular industries such as the Holiday period for consumer products.

Successful businesses considered their digital marketing campaigns as one of their greatest assets.

Let me use one of our clients as an example...

We worked with a client that ran a reputable skincare brand in LA and when I met them they would do something different every single month to try get customers in the door and turn inventory.

Some months it was magazines, some months they held demos and meet and greets, some months they promoted posts, and some months they wouldn't do anything.

Each time they did these campaigns they got customers in the door and they turned the inventory which was great but the next month they'd have to come up with something completely new...

I set them up with a digital marketing campaign that incorporates multiple traffic sources and delivers them what used to be their very best "miracle month" every single month without fail and with no guesswork.

## Conversion Tip #1

# 06| MEASURE & ANALYZE EVERYTHING

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The single most important thing in business is measurement.

John D. Rockefeller is without a doubt the greatest businessman of all time, he never made a loss in his entire life in business - even through the Great Depression - and he amassed a fortune of \$340 billion dollars (1.5% of Americas total GDP).

John D. Rockefeller said this:

**“I chartered my course by figures, nothing but figures”.**

Read that quote a couple of times. Think about it. Let it really sink in. He didn't say he went with his gut, or that he relied on design or intuition as so many of us do.

He said he used nothing but figures to chart his course.

Numbers were Rockefeller's secret weapon and they're also your secret weapon when it comes to digital marketing.

The best businesses in the world can go bankrupt without good bookkeeping and accounting and so can the best digital marketing campaign.

If you're to take one thing from this report - please let it be to measure everything in your business and see what's actually happening with your marketing dollars.

I almost fall off my chair when I meet with people and they say they're spending \$5,000 a month and have no idea what return that gets them.

I mean how is that different from throwing \$5,000 out the window and hoping it might do something?  
It's not.

You see without measurement you don't know anything...

When I studied 200 successful online businesses every single one of them had their eye on the numbers and that's how they made their marketing decisions.

No guesswork, no "let's go with our gut" conversations, just "here's the numbers and this is what we should do according to them".

Just like John D Rockefeller, these successful businesses didn't get rich by "luck"... They got rich by charting their course with facts and figures.

For every different channel of digital marketing you should know the following:

**Cost Per Website Visitor** - How much it costs you to get somebody on your website

**Cost Per Email Address collected** - How much it costs you to get somebody to take the next step and email you

**Cost To Acquire A Customer** - How much it costs you to actually get a paying customer through a paid advertising channel

**Return On Investment (ROI)** - The amount of profit you make when you subtract the cost to acquire a customer figure from the average revenue per customer figure - the return on your investment.

If you don't know all of the above metrics then you seriously need to rethink your strategy and make some changes...

## *Conversion Tip #2*

# 07| COPYWRITING IS EVERYTHING

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Here I go again bagging the creatives...

Don't get me wrong... They're important people and I have nothing against them or their profession but they have absolutely no business being in charge of your business's digital marketing with your wallet in hand.

A creative will tell you that this image should be this big and needs to go there because it looks good - NOT - because it will bring you more customers.

Creatives have an eye for what looks good, what's in fashion and what's pleasing to the eye (and there's a time and a place for that) - not what makes your phone ring, makes people come into your store or puts dollars through your till - for that they haven't a care in the world.

Your website isn't a fashion piece, an art show or a vain contest of who's got the best looking site in your industry - it's a conversion piece - a vehicle for converting traffic into customers. That's all that matters.

Remember the formula I told you?

**TRAFFIC X CONVERSION = SALES**

Well, your website is the thing that does the "Conversion" part.

Without conversion you just have a bunch of useless traffic and a hole in your bank account.

One of the greatest advertising men of all time is David Ogilvy. Ogilvy said, "In business it is useless to be a creative, original thinker unless you can also sell what you create". And he was right...

Your website isn't just a brochure... It's a mini salesman talking to somebody and influencing them to take action and buy from you in the form of written words on a digital page.

When it comes to converting traffic into customers  
**COPYWRITING IS EVERYTHING.**

Think about it... When you're in the market to buy a particular product and you start checking out different suppliers websites you're hungry to learn... Hungry to see if what they've got solves your problem, takes away your pain, gives you the life you want and has been proven to do it for others.

Now that's what a website should do...

Get peoples attention, show them that what you've got can help them in their situation and get them the life that they want.

And how do you do that you might ask?

You do it with words.

Your absolute best sales pitch for your product should be the words written on your website.

When I studied successful online businesses in all of their websites had words that got peoples attention, engaged them, handled their objections and then got them to buy.

Just like a salesman.... Except in the written word on a website...

So who wrote the words on these successful businesses websites?

It was either the business owner or one of their best salesman. Somebody that knows your customer and the conversation going on inside his head.

Somebody that knows why people buy your stuff, how to prove you're better than the competition, handle objections and get them over the line.

If your website is not converting on your goal, you need to make some changes.



## *Conversion Tip #3*

# 08| ASK FOR A FIRST DATE

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### **BUY NOW, CALL US NOW, COME INTO OUR STORE!**

These are the words of too many businesses shouting in a market filled with noise.

Let me ask you a question...

If you were on a first date with somebody and you didn't know anything about them and suddenly they dropped to one knee and asked you to marry them - what would you say?

You'd say no...

Why?

Because you don't know enough about them, you don't trust them, you haven't even been given significant time to see if you like them.

So why do so many businesses ask you to BUY NOW or CALL NOW before first gaining your trust and providing value?

No human being calls you, comes into your store or decides to buy before first trusting you, liking you or your company and knowing that you're the right one to fulfill their needs.

So what do you do?

The same thing you do when you want to marry somebody...

You start small with low resistance offers and then as you build a relationship you start to progress through more engaging offers.

BUY NOW or CALL NOW is like "MARRY ME".

However...

"Enter your email address here for more information on the topic of XYZ" is more like - "Hey, would you want to go on a date".

Some people will still reject the offer but a hell of a lot more will take it over the BUY OR CALL NOW offer.

And that's what you do... You create a low resistance offer on your landing page in exchange for some basic information and then start to nurture relationship from there.

When I studied the 200 successful online business, they all had low resistance offers to capture their prospects basic information and begin the relationship.

Successful businesses offer their market useful information on a topic that they know they're interested in in exchange for some basic information.

What sort of useful information could you provide your market you might be asking?

Think not about your specific product or service but the problem it solves for your customer - and then create a piece of information on that topic and offer it on your website in exchange for some basic information.

Guides, Ebooks, Templates, Discounts, and Freebies are all great value to give away.

Out of 100 people that come to your website only 3 will be ready to buy - and they will - but what about the other 97?

Well that's why you have a lower resistance offer - to get their information so that you can market to them so that when they're ready to buy they buy with you.

# 09| DIGITAL MARKETING CHECKLIST

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By now you should know that digital marketing is not some mystery exploration or “spend and pray” type of thing. It’s an exact science that has a proven formula.

We have taken the time to create a “Digital Marketing Checklist” that you can use to make sure that your business’s digital marketing is on the right track and in the hands of somebody who actually knows what they’re doing.

If you check all the boxes then congratulations you’re on the right track and the person in charge of your digital marketing knows what they’re doing!

If you can’t check all the boxes then please take this as serious warning. You should have the numbers and you should be making a return on your investment of at least 2:1 – 200%

If you don’t have the numbers then you’re literally throwing money in the bin and if your provider doesn’t have them or refuses to give them to you they either don’t know what they’re doing or are trying to hide their pitiful efforts and so called results.

This report and check list is going to piss off a lot of digital marketing companies because I know for a fact they don’t do it properly and they never will because its difficult – the mere thought of having to check these boxes and prove ROI to their clients would make them run for the hills.

No longer will honest businesses be sitting in confusion as so called digital marketing companies blow their hard-earned money.

You now know what works online and you have this checklist as your tool to grade their efforts.

Use it to your advantage!

## THE DIGITAL MARKETING CHECKLIST

- Do you do digital marketing consistently all year round?
- Do you have multiple streams of online traffic?
- Do you have a numbers oriented person managing it?
- Do you treat your digital marketing like an investor would?
- Does your website perform like a mini salesman using words?
- Does your website have a low friction offer to capture emails?
- Has your website been built to convert traffic into customers?
- What’s your cost per website visitor?
- What’s your cost per email enquiry?
- What’s your cost per phone enquiry?
- What’s your cost to acquire a customer?
- What’s your average revenue per sale?
- What’s your return on investment?
- Is your return on investment over 100% (\$2 back on \$1)?

If you can't answer all of the questions above or produce more than a 100% ROI then you need serious changes to your strategy.

# 10| GET YOUR FREE DIGITAL MARKETING STRATEGY

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How would you like to dominate the market you're in?

How would you like to be found above all your competitors online?

How would you like to have a reliable way to generate a flood of new business every single month without ever having to pull a rabbit out of a hat?

How would you like to have a digital marketing asset where you knew that if you put \$1 in \$10 would come out?

We've got good news for you...

For a very limited time we're is offering a custom tailored digital marketing strategy for selected businesses.

You'll get to sit down with the Social Style House team for an hour where we will personally look at your market, your business and your competition and then create a custom digital marketing plan highlighting EXACTLY what your business should be doing in order to dominate the market.

To claim your strategy session please fill out the contact box on the website.

To Your Success!

- Social Style House