



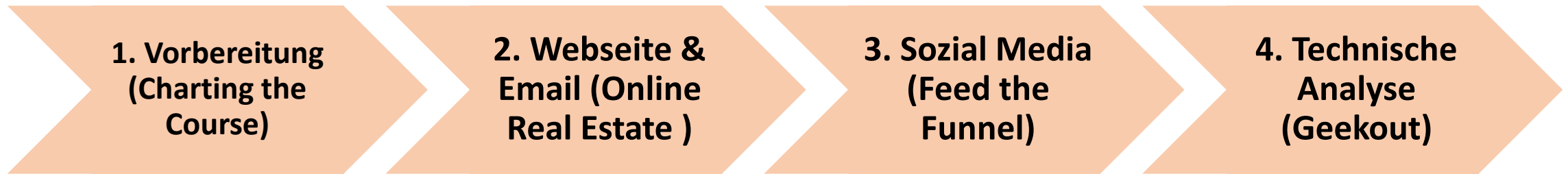
SEO Online Marketing Verstehen & Anwenden

Easy Online-Marketing für Einzelunternehmer

Training, Schulung, Ausbildung & Qualifizierung

Ablaufplan

4 Blöcke je eine Stunde



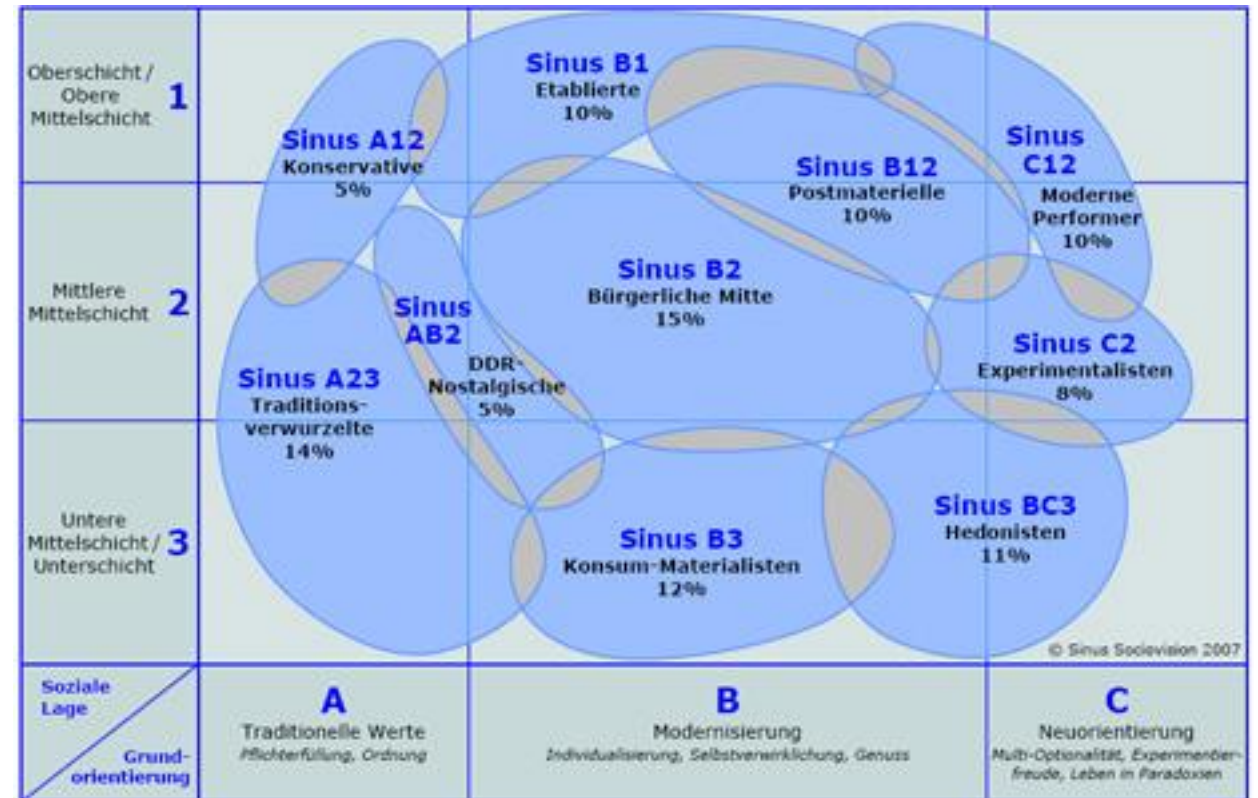
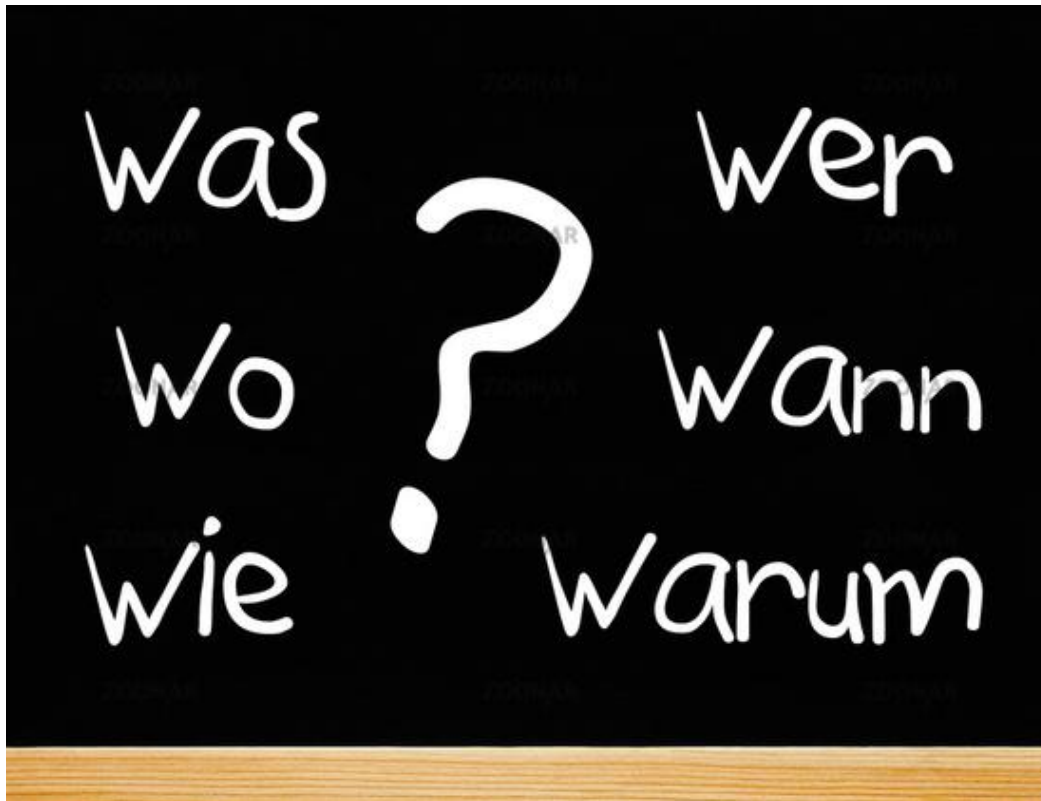
Nach Jedem Block 15 min Pause

Charting the Course

- Zielgruppenanalyse
- Angebot
- Alleinstellungsmerkmal
- Nachricht
- Kanal



Zielgruppenanalyse



Datenquellen

- Google Trends
<https://www.google.com/trends/>
- Statista
<https://www.statista.com/>
- Facebook Gruppen
- Perplexity
<https://www.perplexity.ai/>

Nutzer Avatar

Alter
 Gedanken
 Gewohnheiten
 Herausforderungen
 Bedürfnisse
 Demografie



CUSTOMER AVATAR

AGENCY ERIC

GOALS AND VALUES

Goals:

Eric wants to...

- Increase agency business
- Increase the capabilities of his team
- Scale his business

Values:

Eric is committed to...

- Professional development for he and his employees
- Providing value for his clients
- Using "white hat" marketing principles

Age: 40

Gender: Male

Marital Status: Married

#/Age of Children: 2 (Age 8 & 10)

Location: Orlando, Florida

CHALLENGES & PAIN POINTS

Challenges:

Eric is challenged with...

- Scaling his agency business
- Finding, training and retaining top marketing talent
- Keep his marketing skills sharp while being CEO.

Pain points:

Eric's pain points are...

- Fear of losing business to competitors
- Fear of his agency falling behind the digital marketing scene

SOURCES OF INFORMATION

Books: Good to Great / Think & Grow Rich

Magazines: Wired / Fast Company

Blogs/Websites: AdAge / DigDay / Social Fresh

Conferences: Content Marketing World / SXSW

Gurus: Jay Baer / Joe Pulizzi / Christopher Penn

Other: Spends time on LinkedIn looking for talent

Quote: "I surround myself with people smarter than me."

Occupation: Digital Marketing

Job Title: CEO/Founder

Annual Income: \$150,000

Level of Education: College Graduate

Other: Spends time on LinkedIn looking for talent

OBJECTIONS & ROLE IN PURCHASE PROCESS

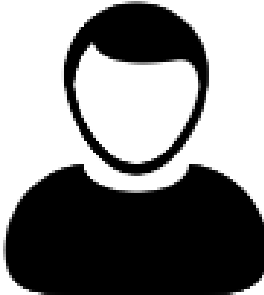
Objections to the sale:

- Does the training fit an existing service or a new service he can offer to his clients.
- How long he and his team member will be "out of pocket" doing the training

Role in the Purchase Process:

Eric is the decision maker. He buys digital marketing training to keep himself and his team sharp. He's not worried about the price point if he knows the training will give he and his team an edge in the marketplace.

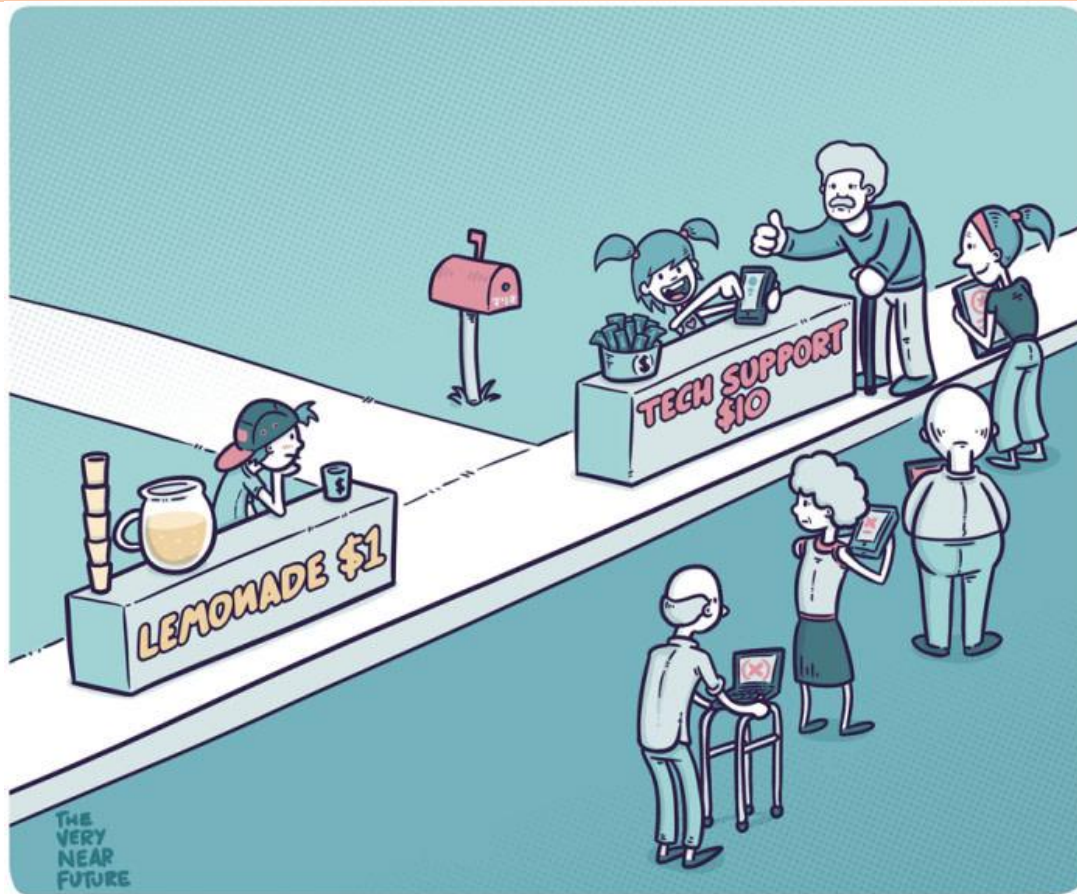
DIGITALMARKETER

Customer Avatar		
GOALS AND VALUES Goals: Values:	Age: Gender: Ethnicity: Marital Status: #/Age of Children: Location:	CHALLENGES & PAIN POINTS Challenges: Pain points (Fears & Frustrations):
SOURCES OF INFORMATION: Books: Magazines: Blogs/Websites: Conferences: Influencers: Other:	 Occupation: Job Title: Annual Income: Level of Education: Other:	OBJECTIONS & ROLE IN PURCHASE PROCESS: Objections to the sale: Role in the Purchase Process:

Phase 1: Research of Competitors and Customers



Angebot



Die Angebot Formel

- Alex Hormozi

Value Equation

$$\text{Value} = \frac{\text{Dream Outcome} \times \text{Perceived Likelihood of Achievement}}{\text{Time Delay} \times \text{Effort and Sacrifice}}$$

Alleinstellungsmerkmal



Nachricht formulieren



Stummfilme für Blinde?

Ich tue _____ für _____!

Pitch

- **S**et the Frame
- **T**ell the Story
- **R**eveal the Intrigue
- **O**ffer the Price
- **N**ail the Hook
- **G**et the Deal



Timeline-Pitch

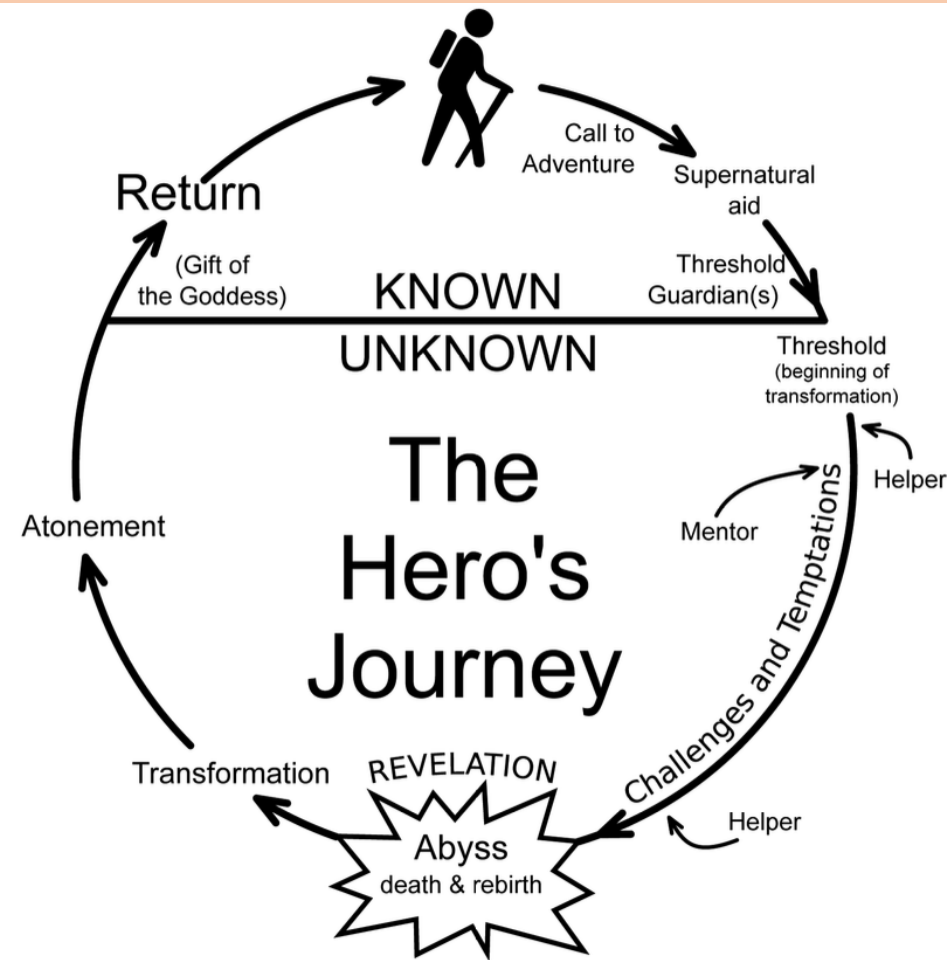
- Vergangenheit
- Gegenwart
- Zukunft



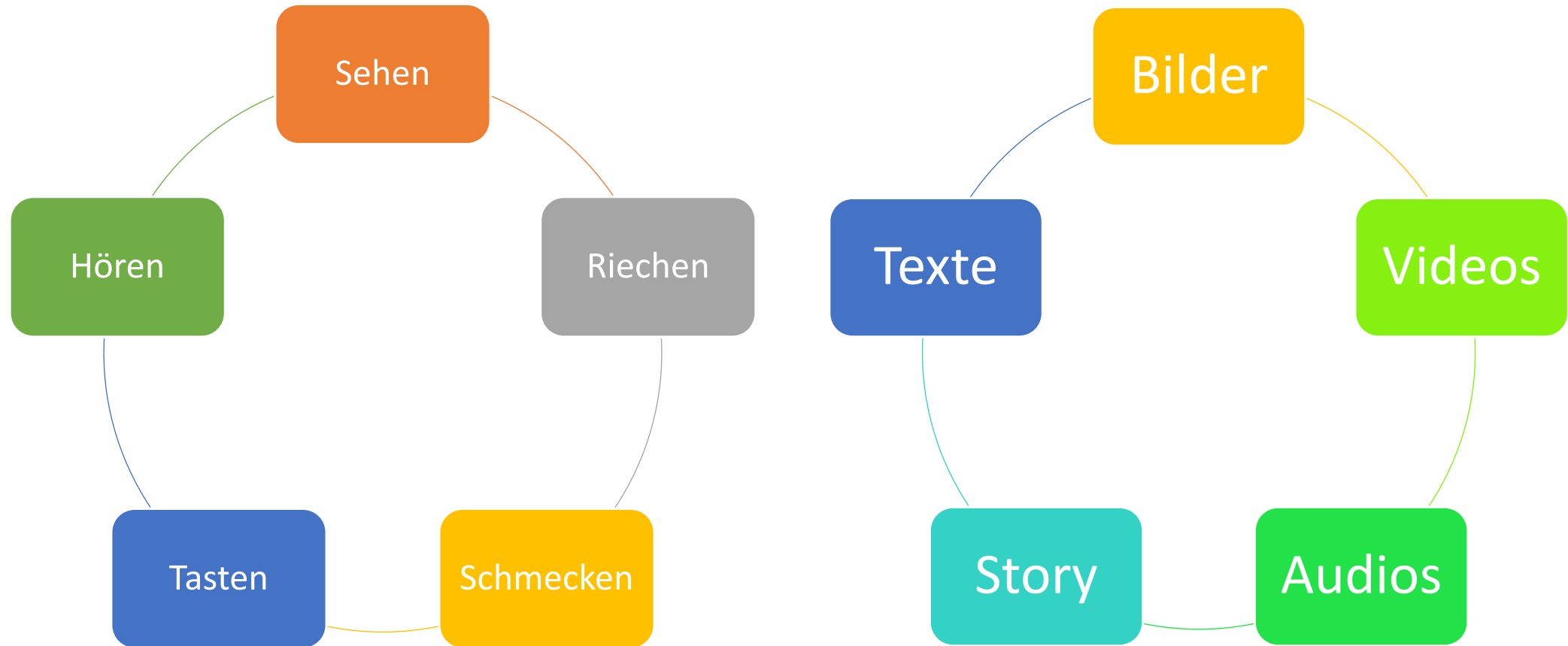
- Problem
- Lösung
- Ergebnis



Helden/Herkunftsgeschichte



Kanal

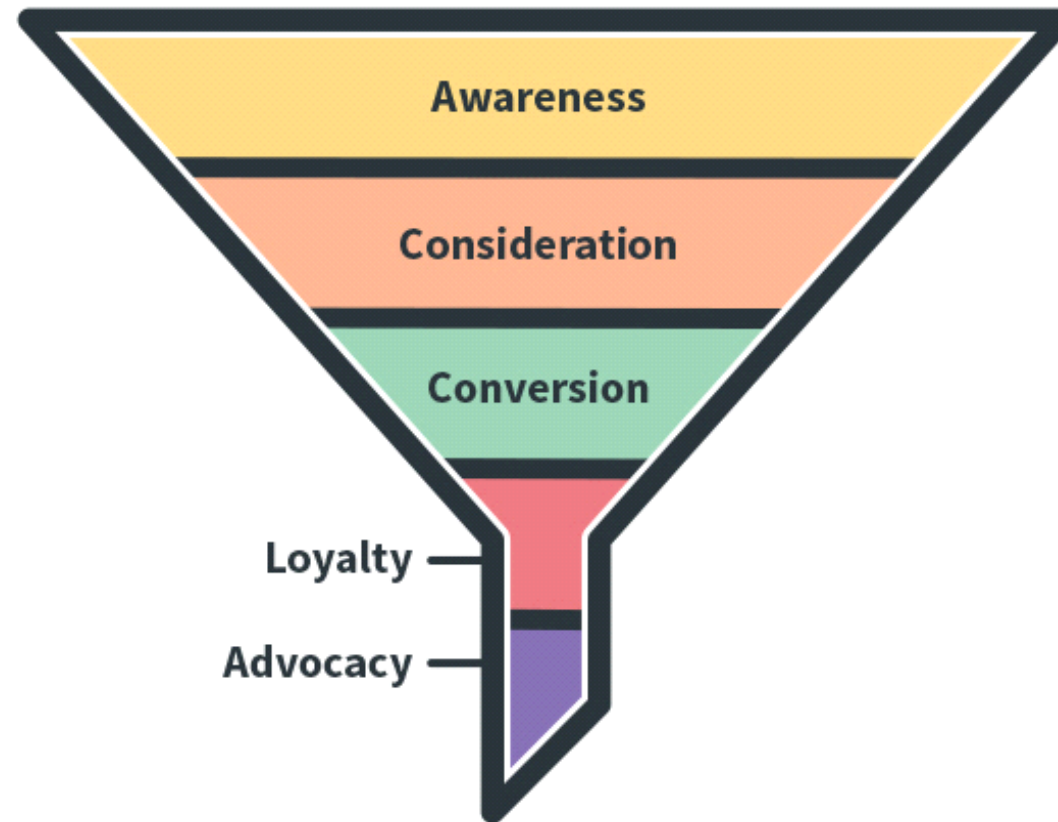


Pause

- Nächster Block:
Online Real Estate

Notizen

Marketing Funnel



Funnnle Abschnitte

- **Awareness**

Wenn niemand weiß das ein Angebot Existiert kann es nicht gekauft werden.

Interest

Das Angebot ist aufgrund eines Schmerzpunktes für den Kunden Interessant.

Consideration

Beginn des Kaufzyklus. Der Kunde denkt über einen Kauf nach.

Intent

Der Kunde entscheidet sich zu einem Kauf.

Evaluation

Der Kunde entscheidet darüber wo und was er kauft.

Purchase

Der Kunde schließt einen Kauf ab.

Intent, Evaluation und Purchase werden auch Conversion genannt. Conversion ist die Umwandlung eines Besuchers in einen Käufer.

Einen Kunden das erste Mal zu finden und in einen Käufer umzuwandeln gilt als der schwierigste Teil des Marketings. Daher wird über die Nachsorge nach dem Kauf dafür gesorgt das der Kunde zu wiederkehrenden (Loyalen) Käufer wird.

Retention

Loyalty

Der Kunde wird über guten Kundenservice zum wiederkehrenden Käufer.

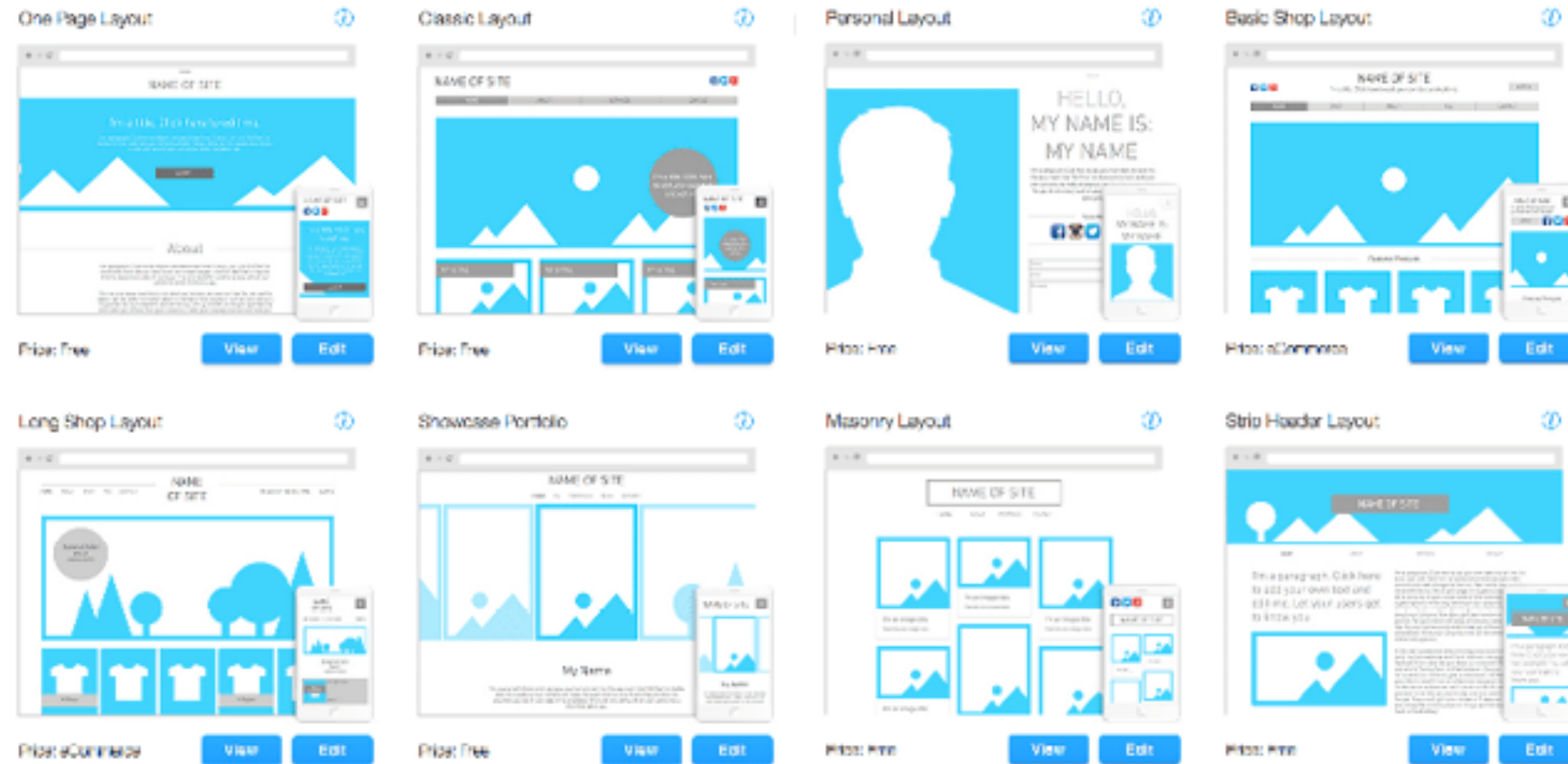
Advocacy

Der Kunde wird zum Advokaten/Botschafter für ihr Angebot.

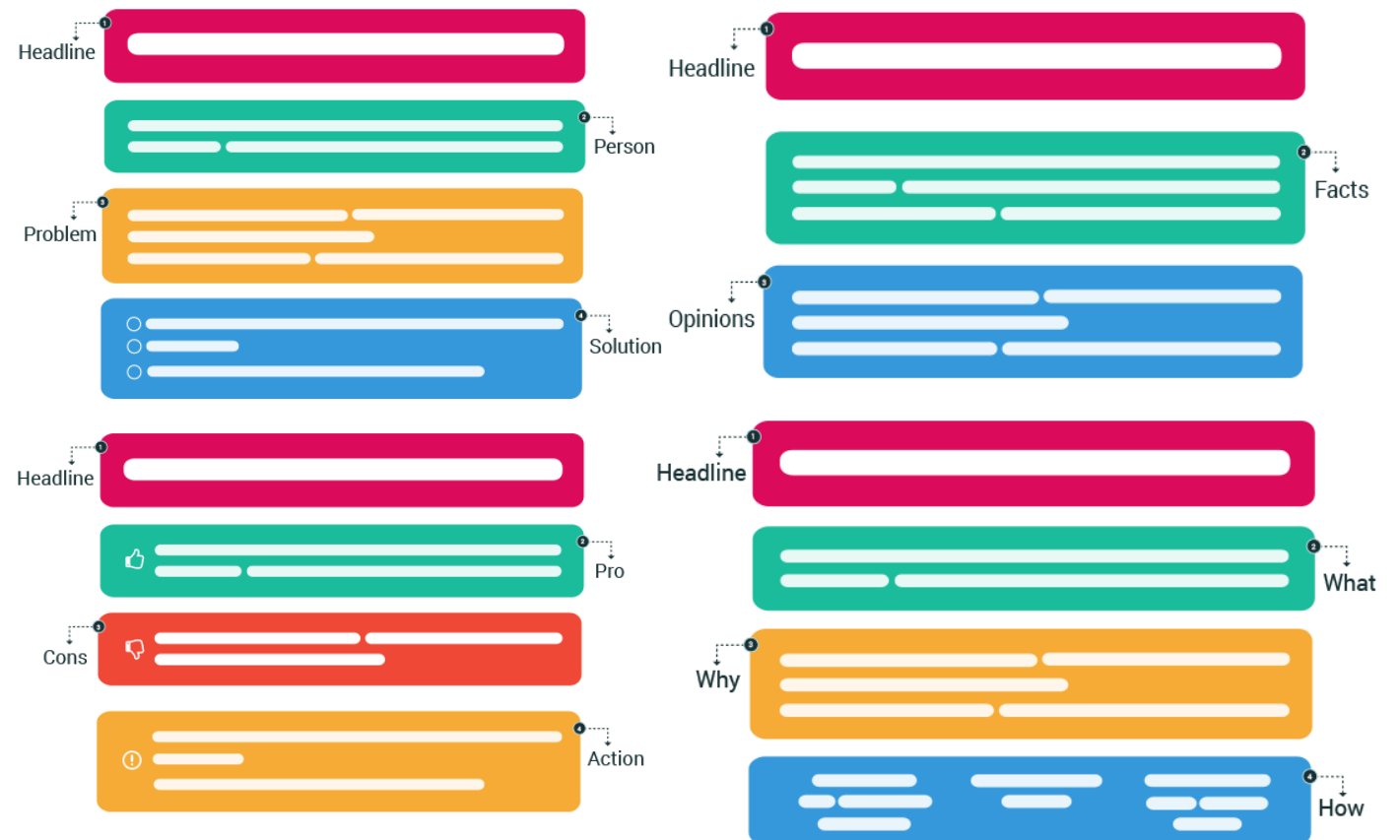
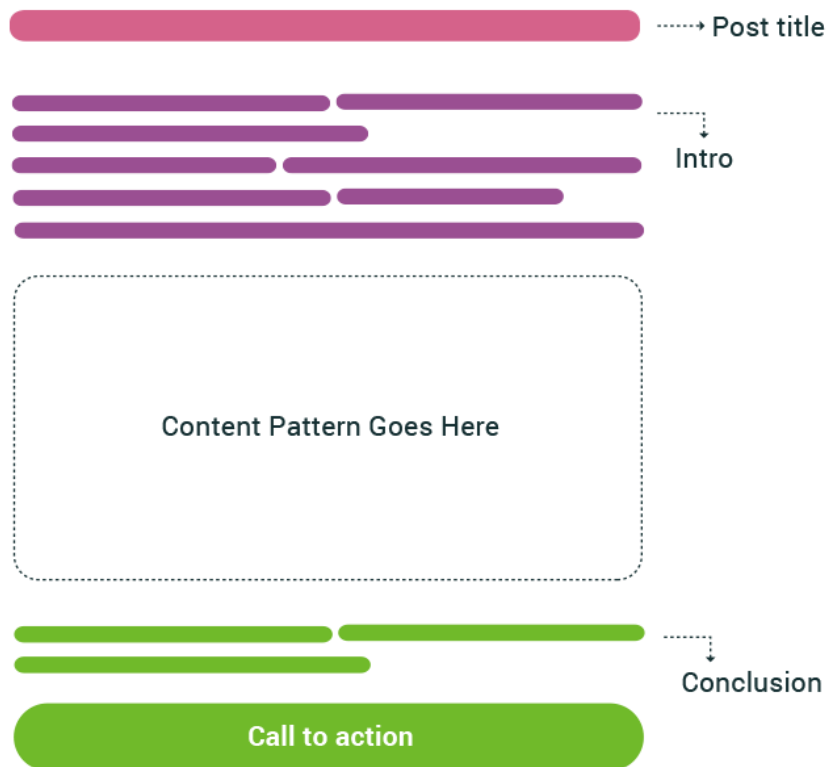
Webseite



Blog



Content Pattern

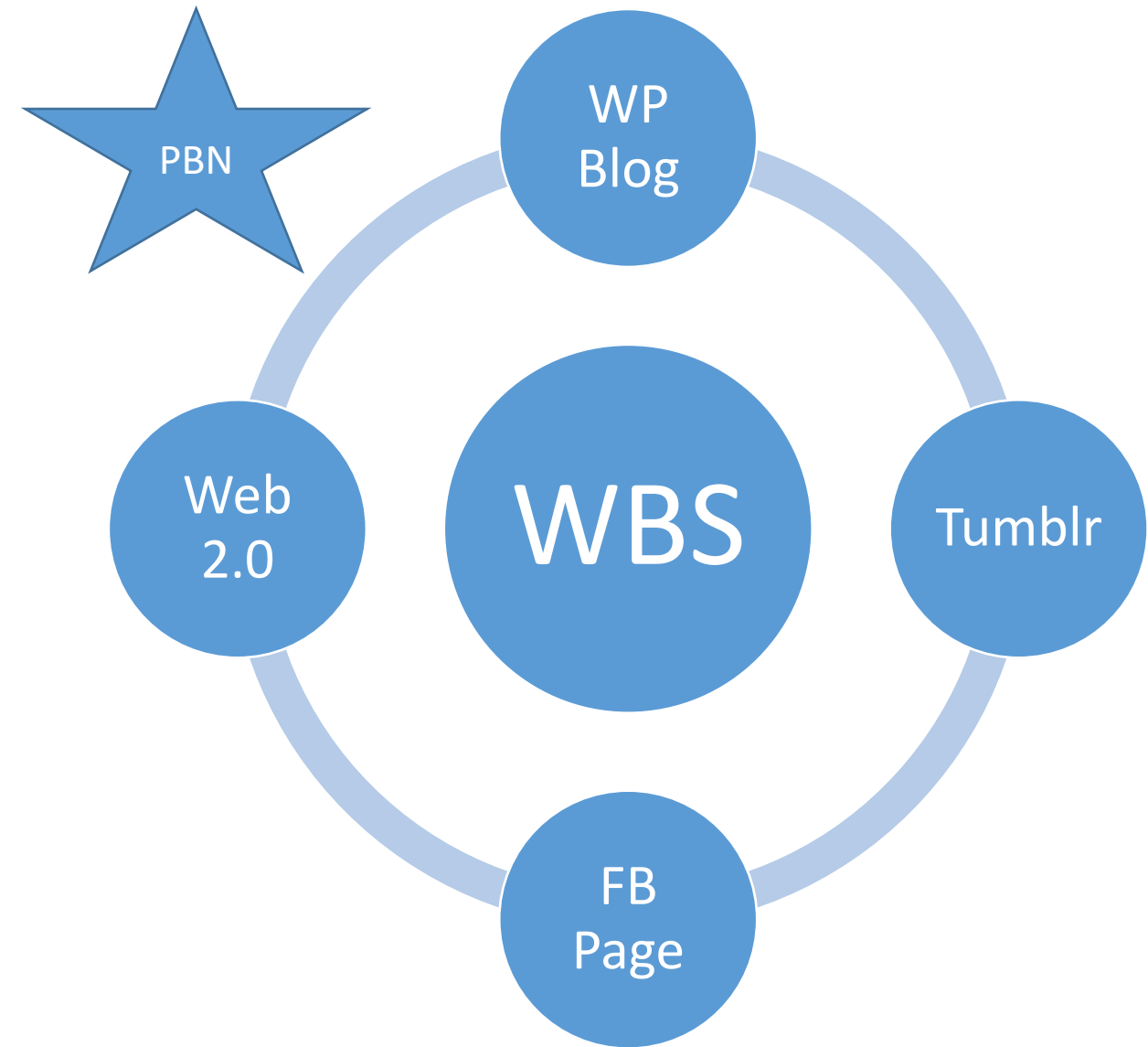
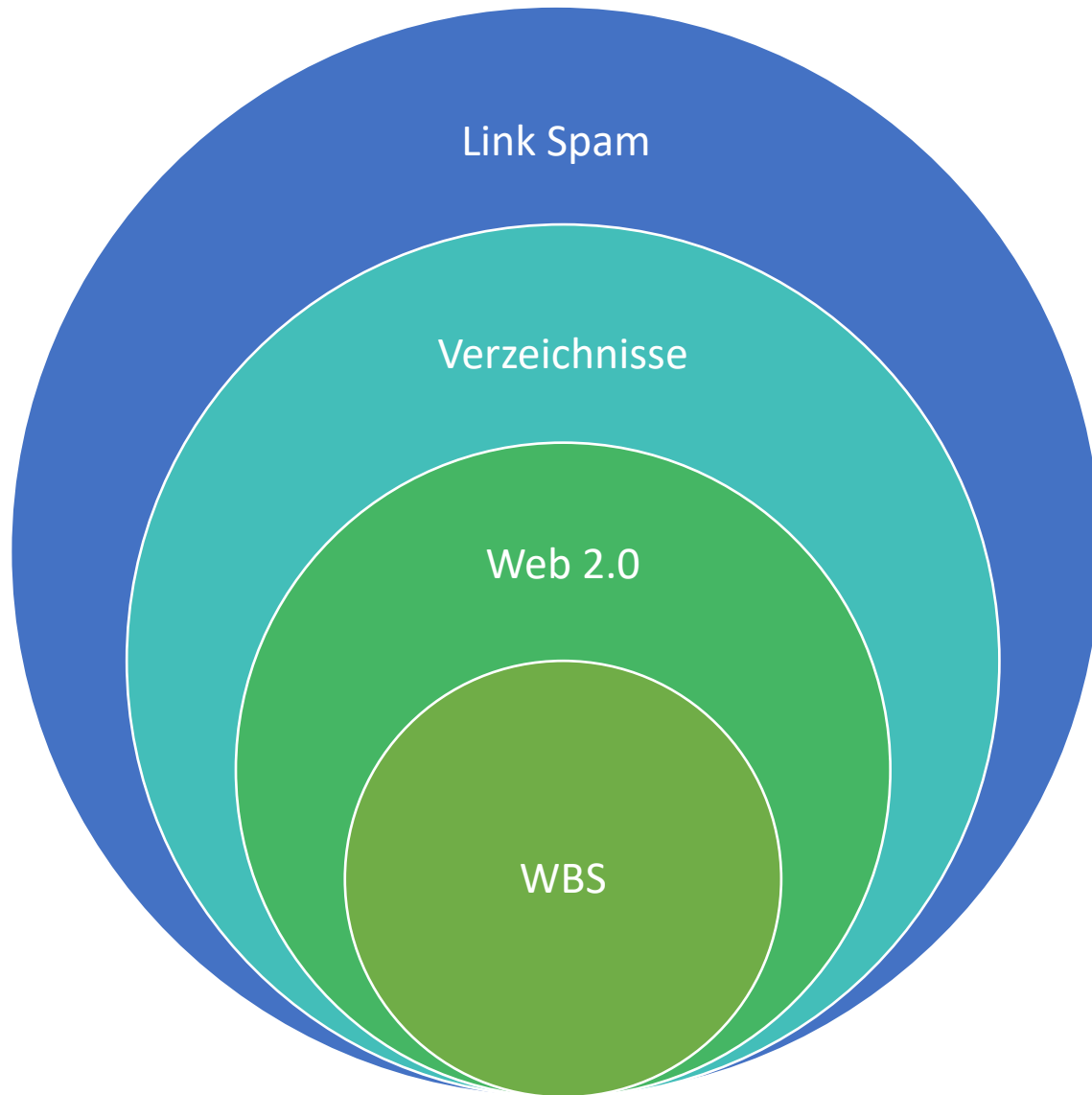


OnPage

- Robot.txt
- Sitemap
- Bild Namen
- Alt-Tags
- Meta-Tags
- Title-Tags
- Keywords
- Mobil Ready
- Share Option
- Ladezeit
- Site Structur
- Nutzerfreundlichkeit (UX)
- Überschriften (H1)
- Permalinks

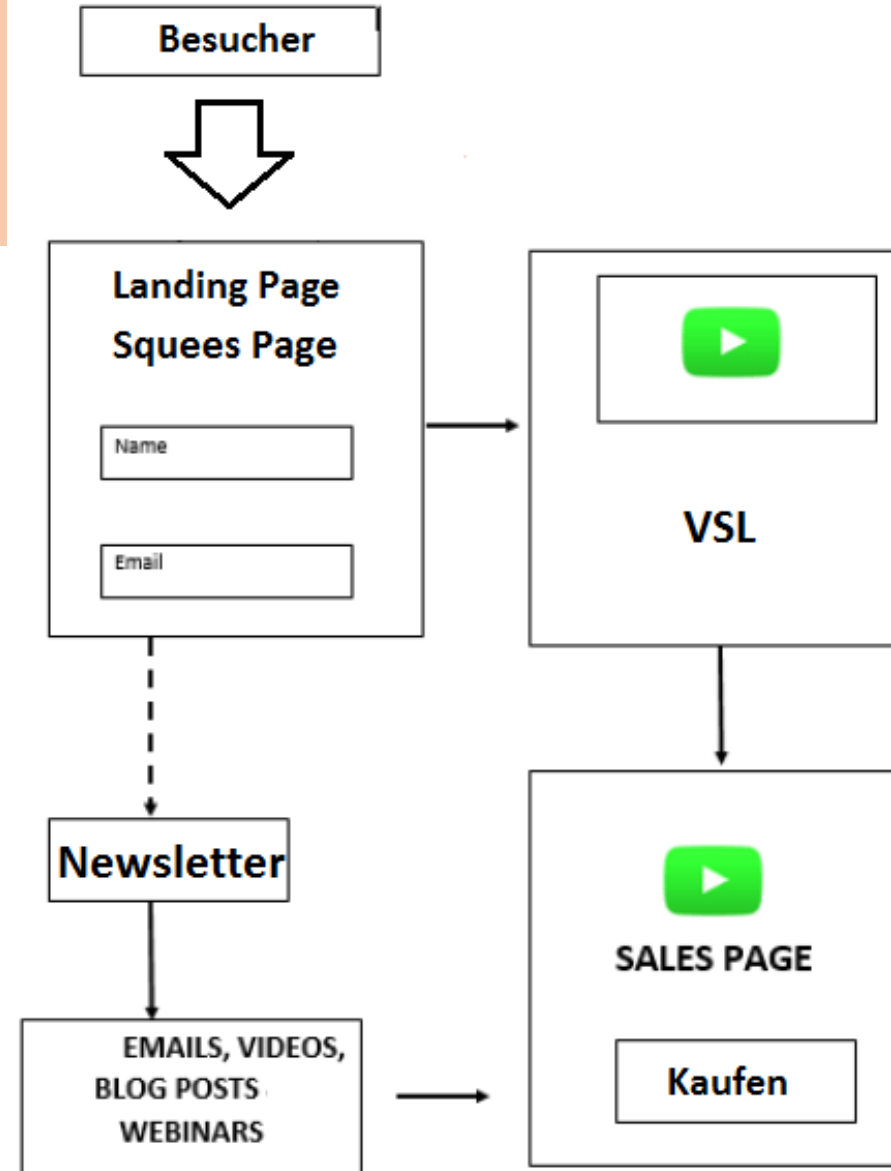
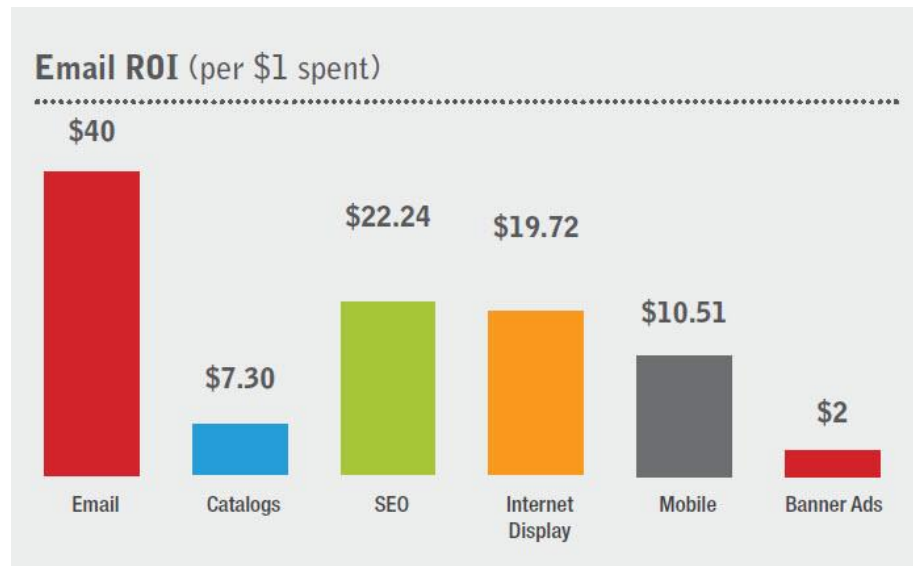
OffPage

- Backlinks
 - Foto Sharing
 - Video Sharing
 - Directory Submission
 - Sozial Sharing
 - Blog Submission
 - Press Release
 - Syndicats
- Backlinks

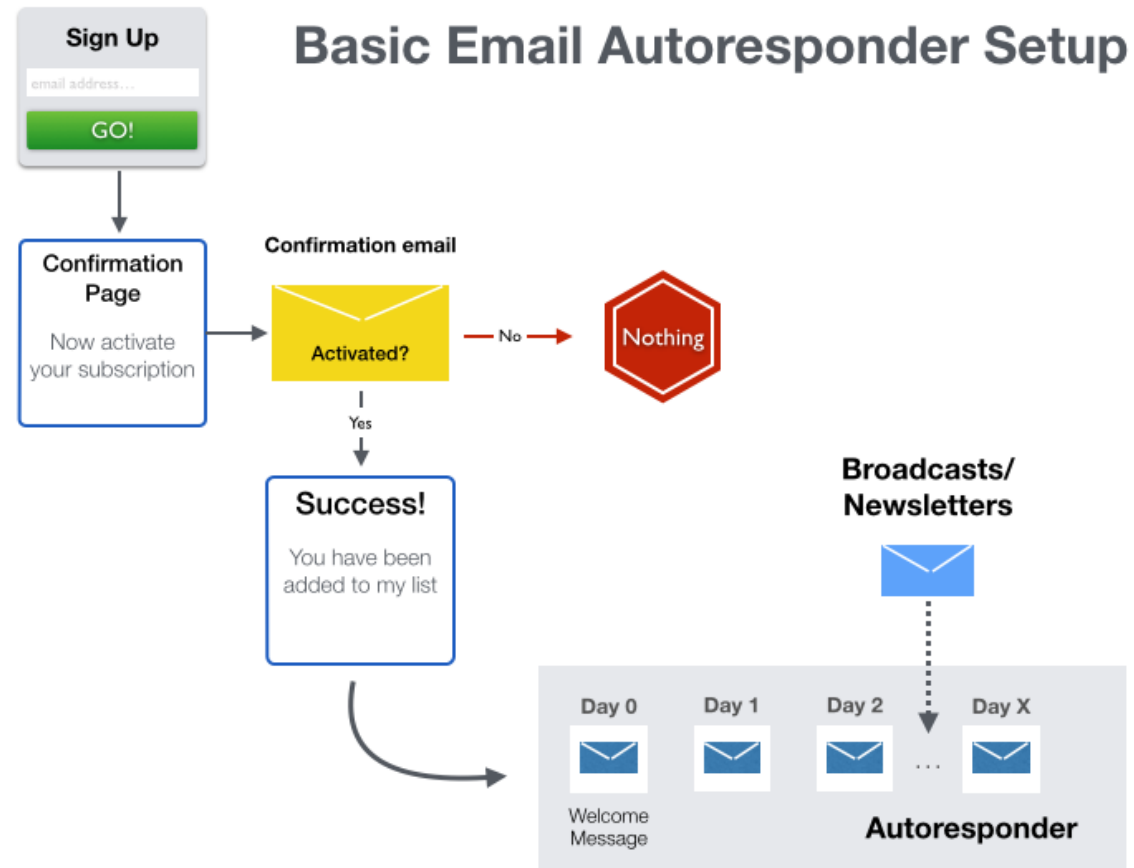


Opt-In Funnel

Warum überhaupt E-Mail?



Email Funnel



E-mail Automation Anbieter

- Aweber
www.aweber.com/
- GetResponse
www.getresponse.com
- Mailchimp
www.mailchimp.com/
- Cleverreach
www.cleverreach.de
- Drip
www.drip.co/

Pause

- Nächster Block:
Feed the Funnel

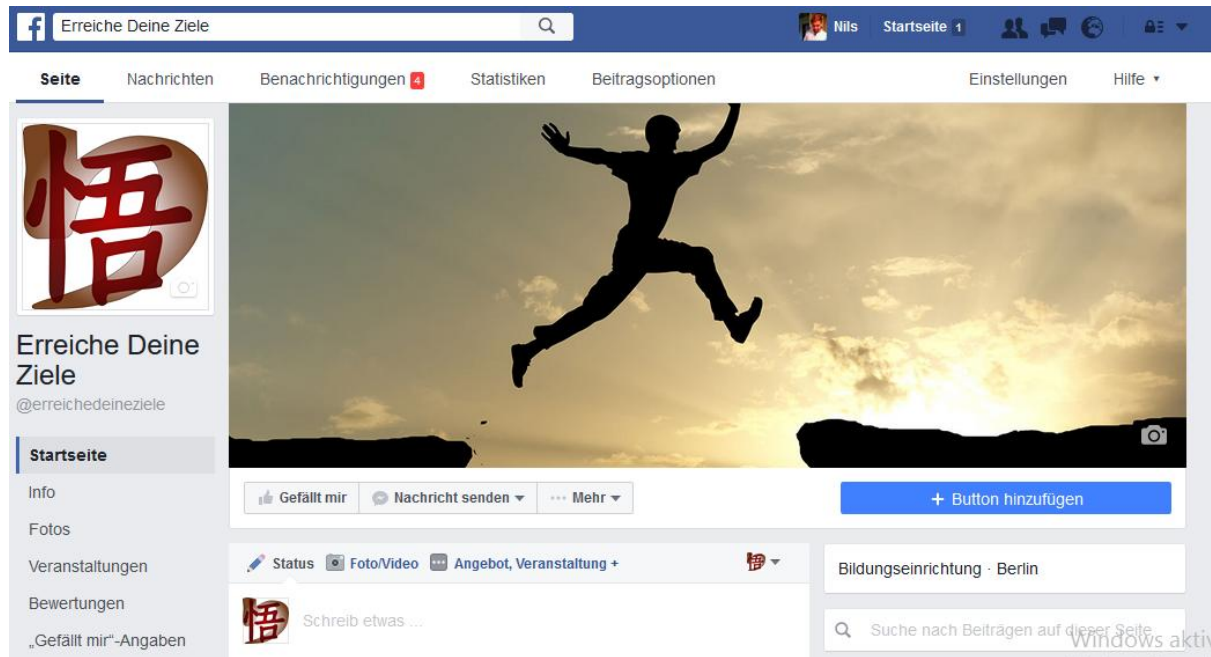
Notizen

Sozial Media

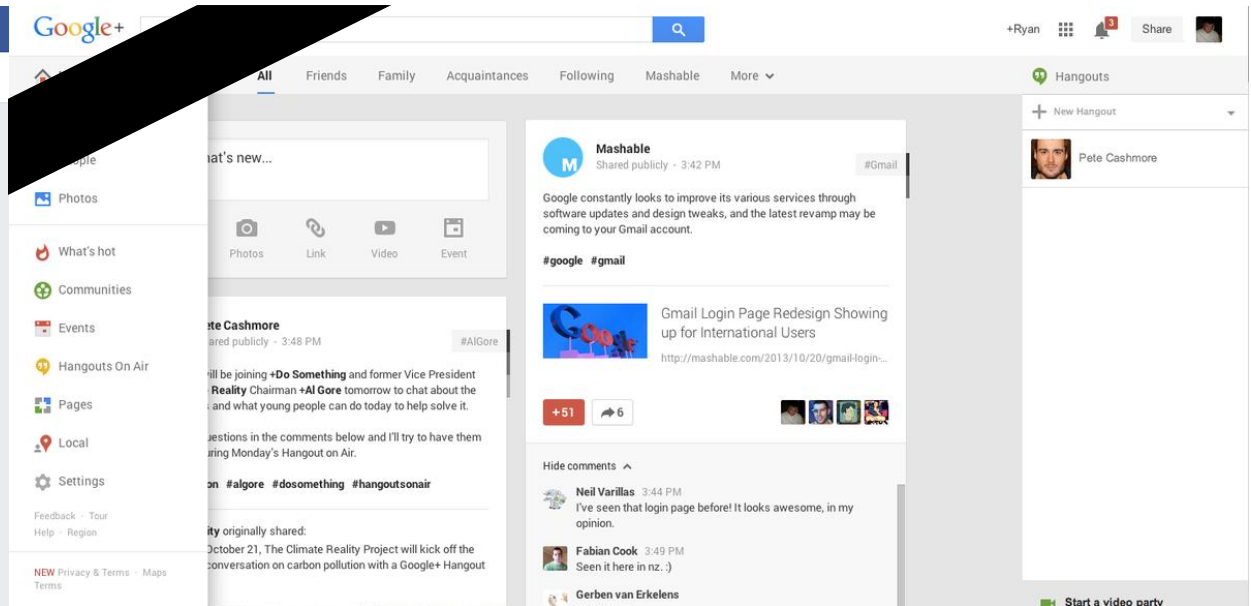


Soziale Plattformen

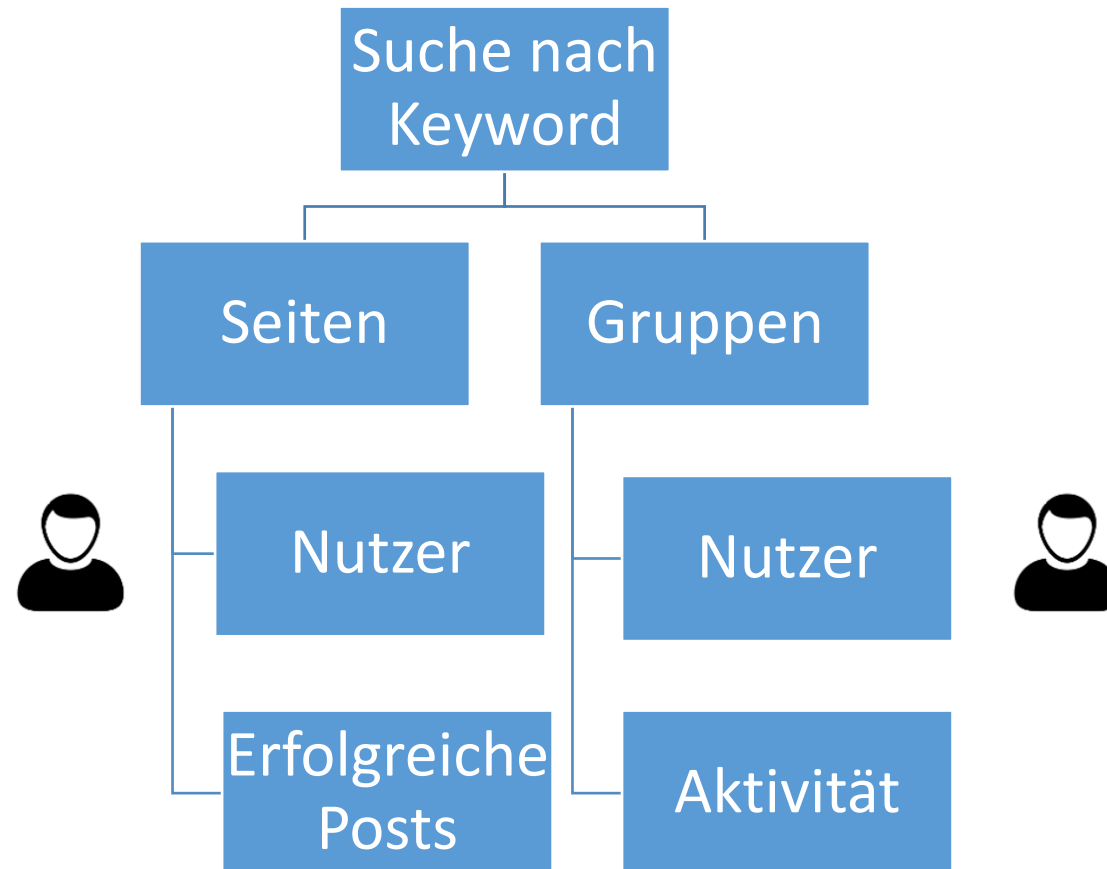
Facebook



Google+

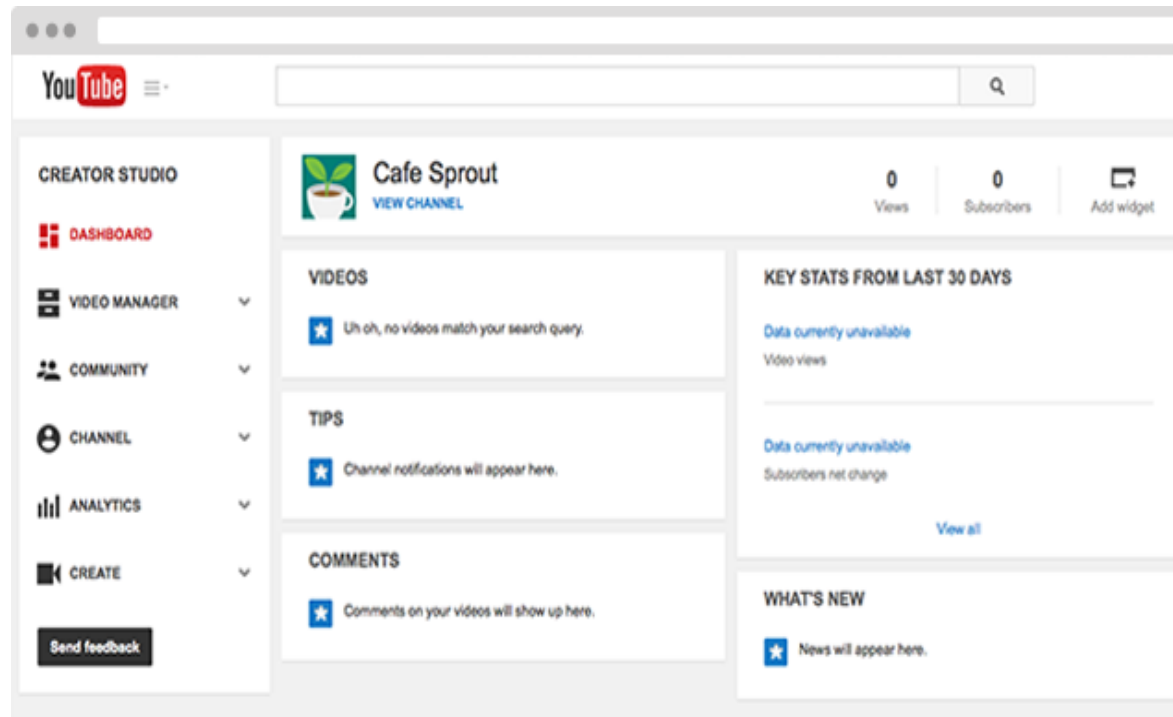


Recherche auf Facebook

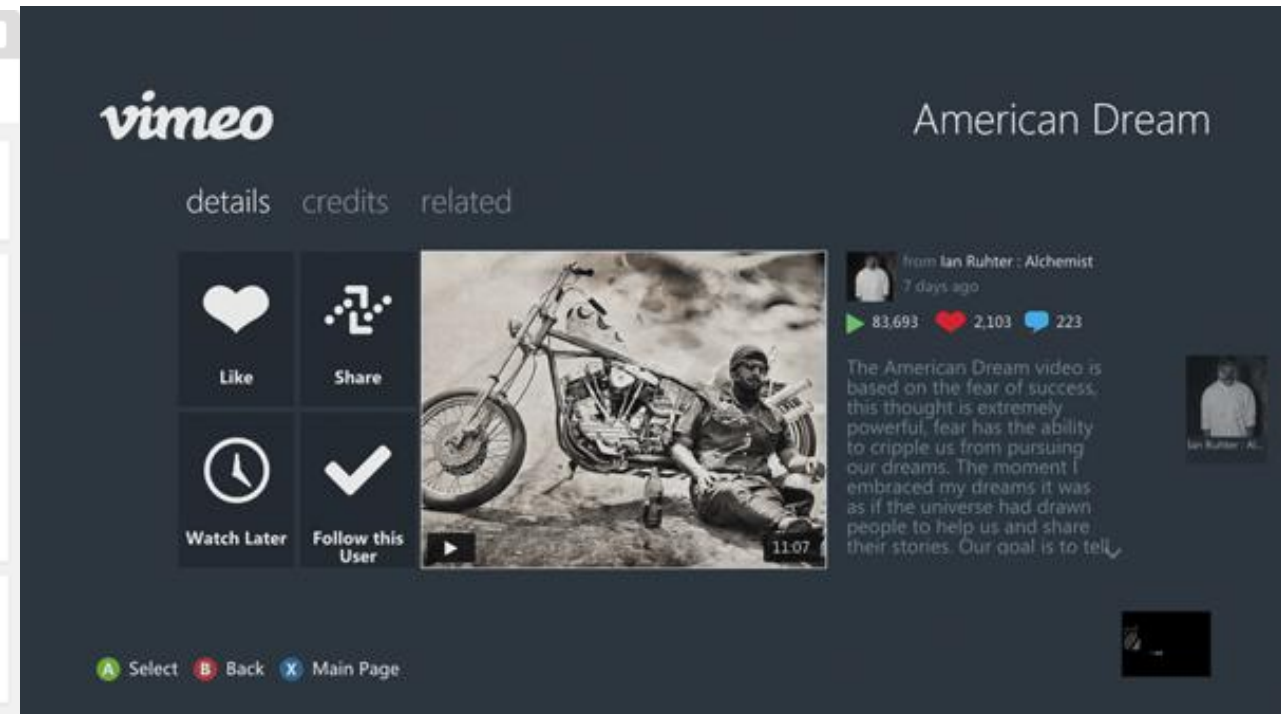


Videoplattformen

YouTube

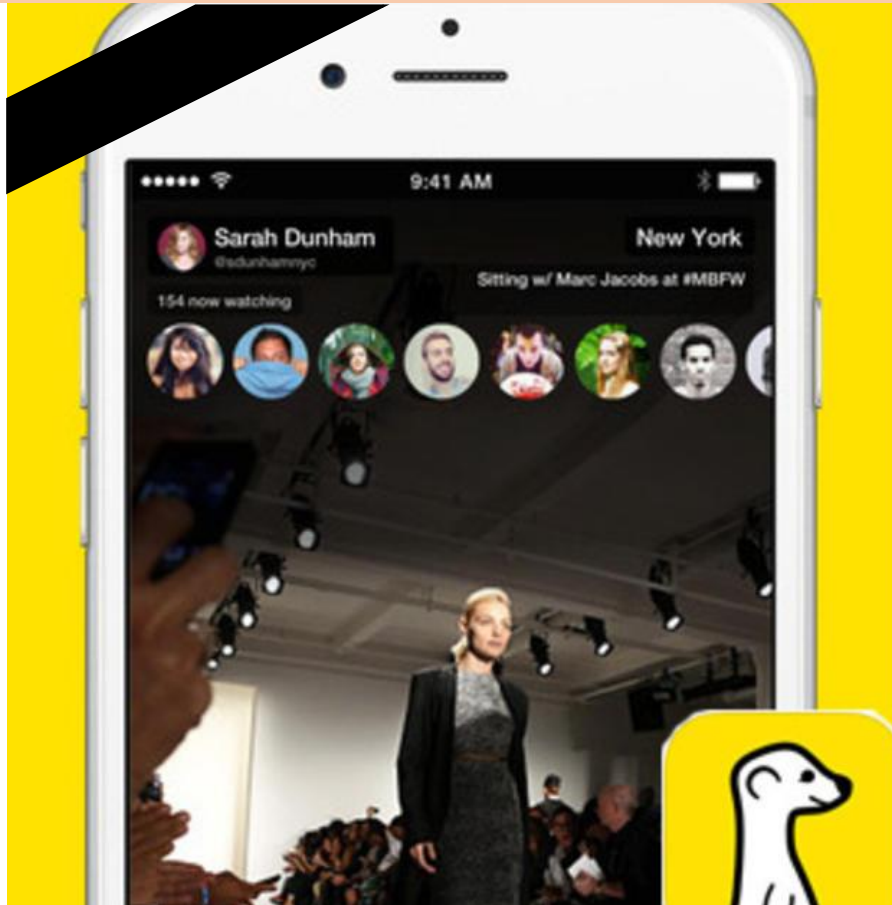


Vimeo



Live Video Streaming

Meerkat



Periscope

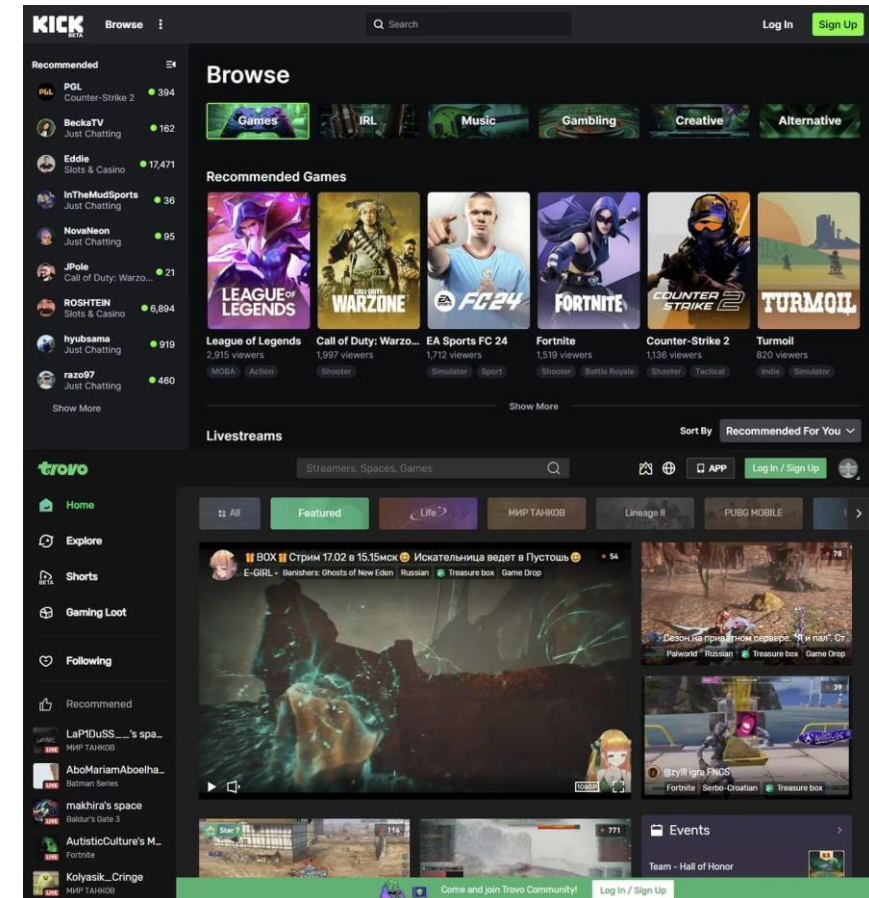


Live Video Streaming

Twitch



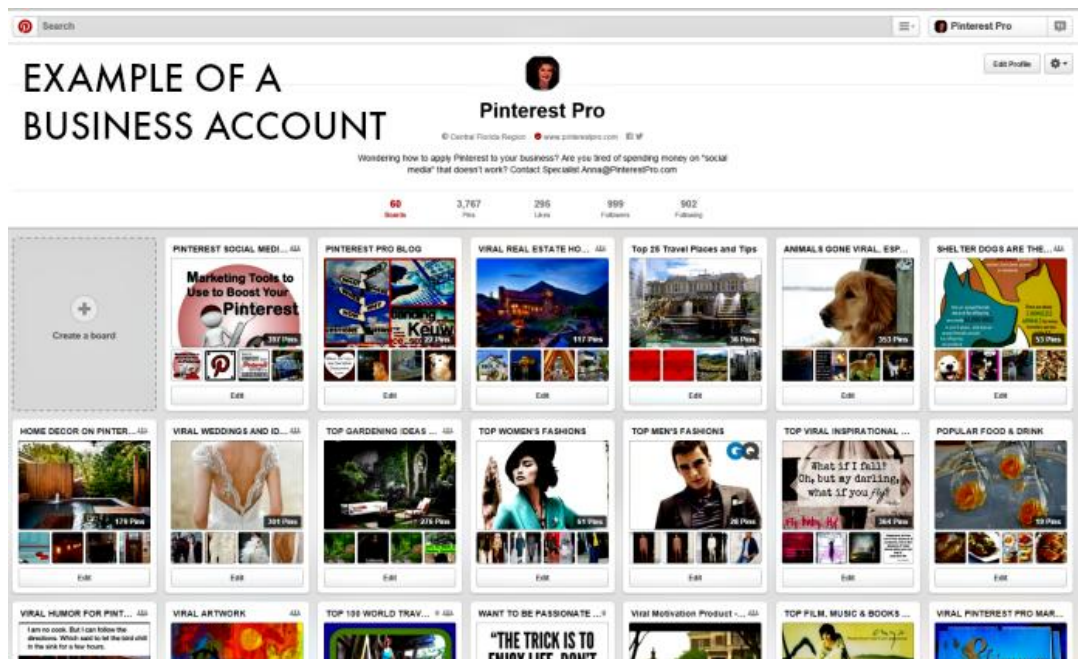
Kick



Trovo

Bildnetzwerke

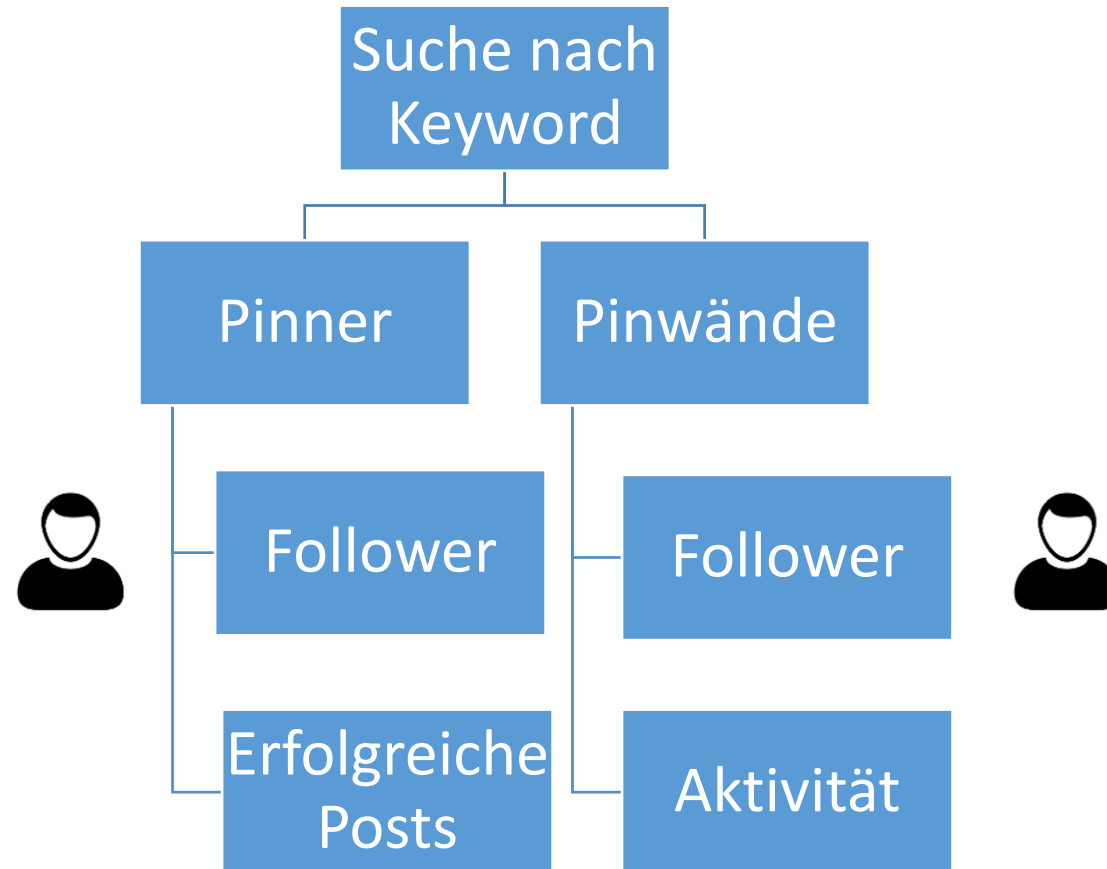
Pinterest



Instagram



Recherche auf Pinterest

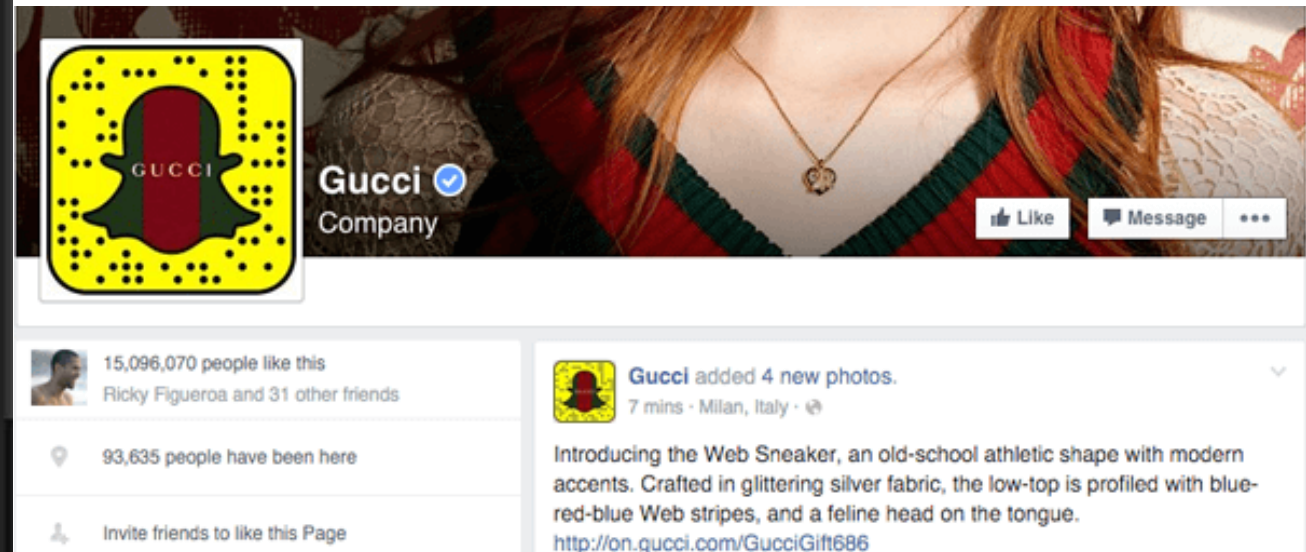


Bildnetzwerke Teil 2

Tumblr

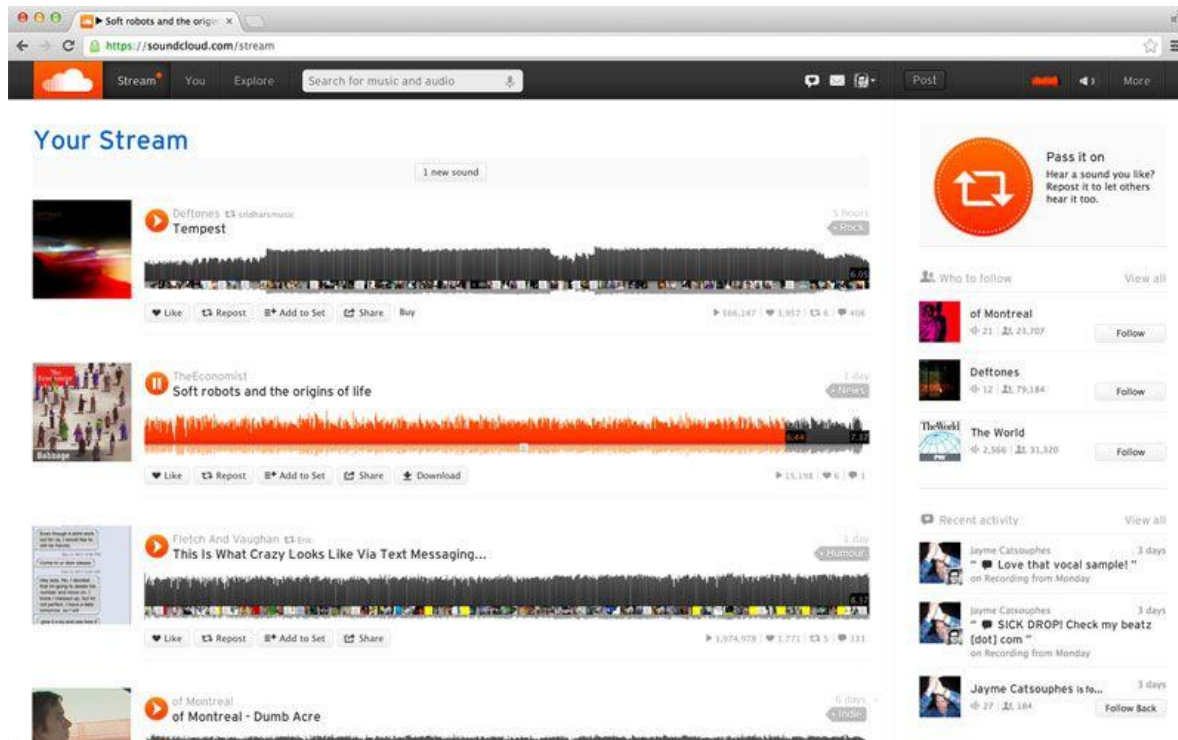


Snapchat



Audioportale

SoundCloud



iTunes

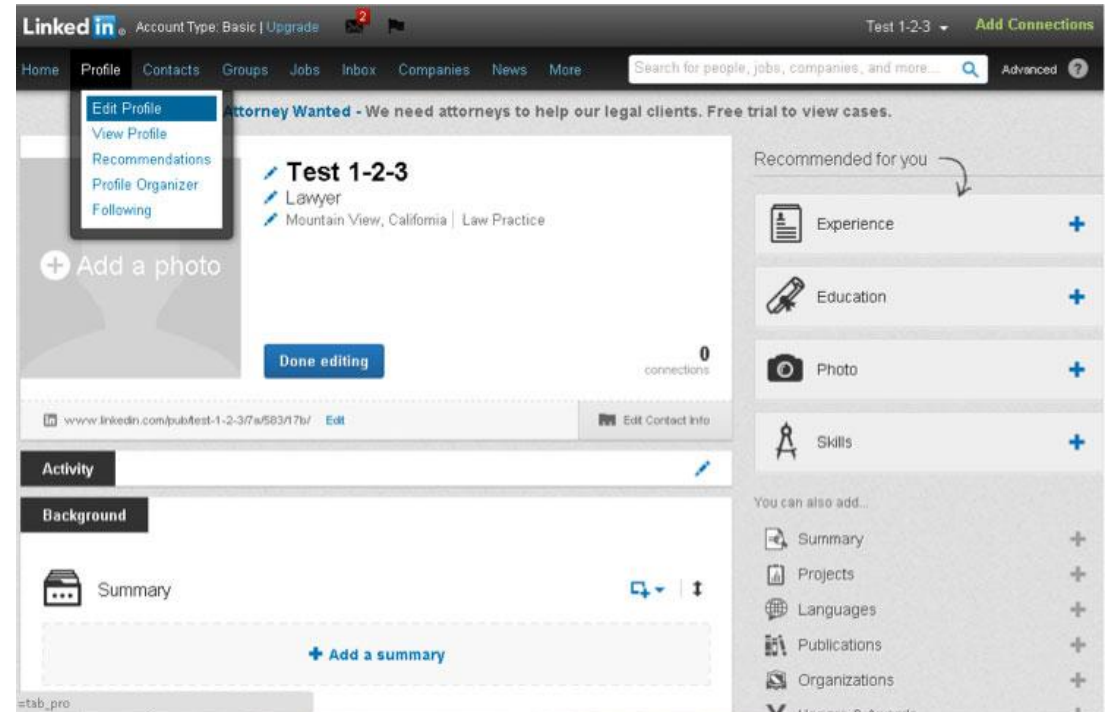


Business Networks

Xing



LinkedIn

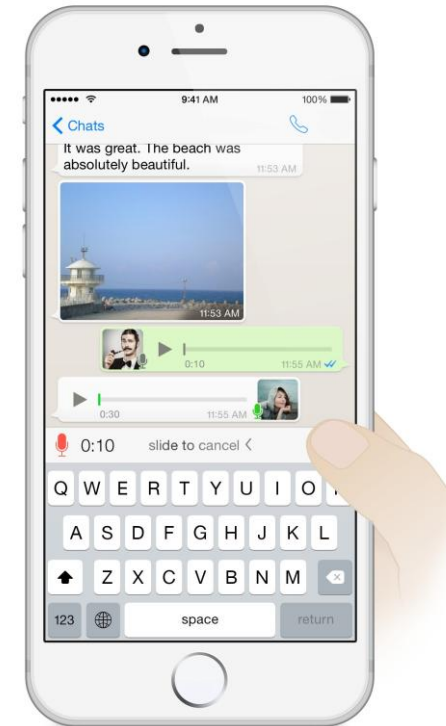


Kurznachrichten Services

Twitter *

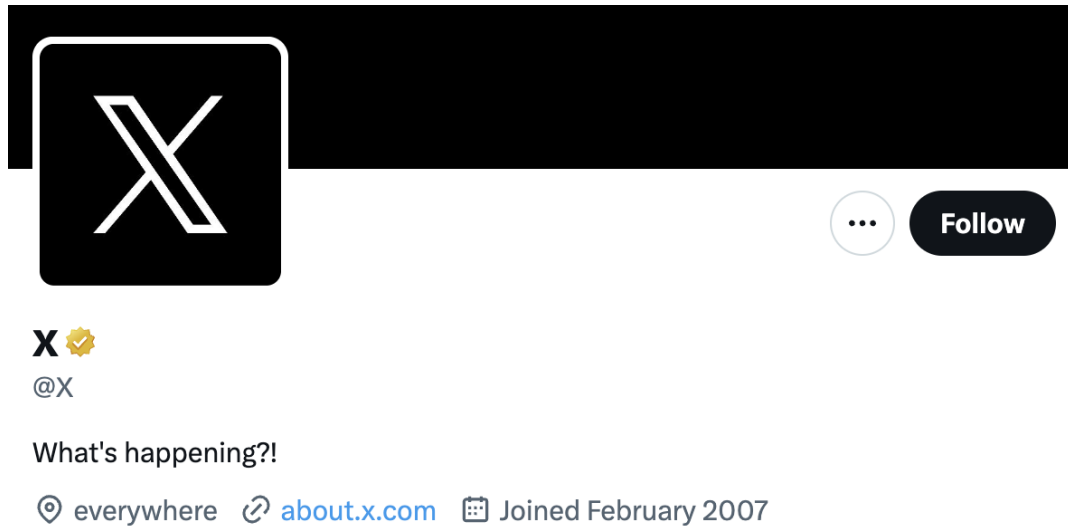


WhatsApp

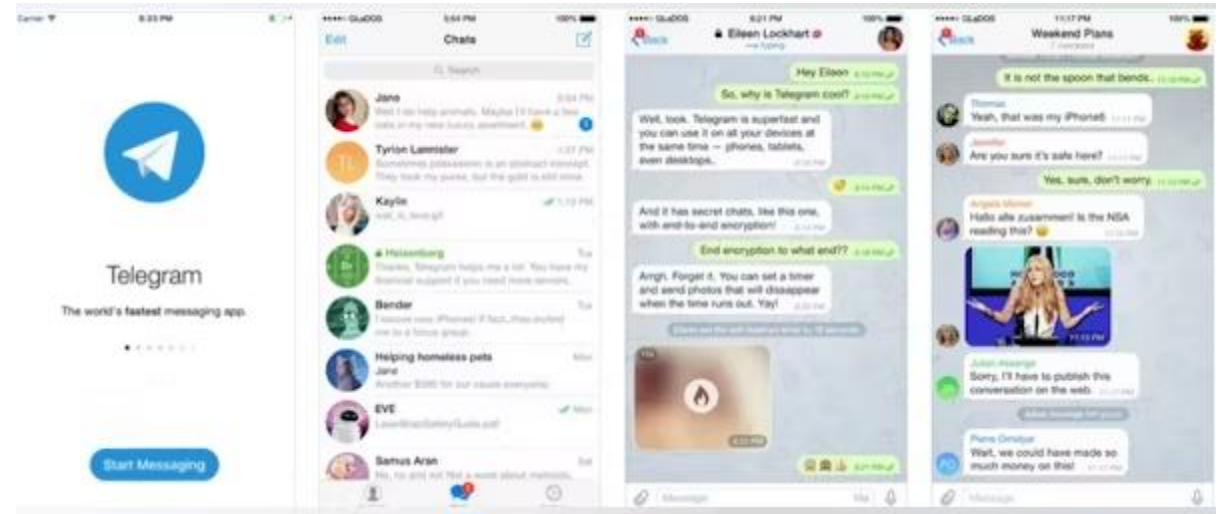


Kurznachrichten Services

* Jetzt X.com



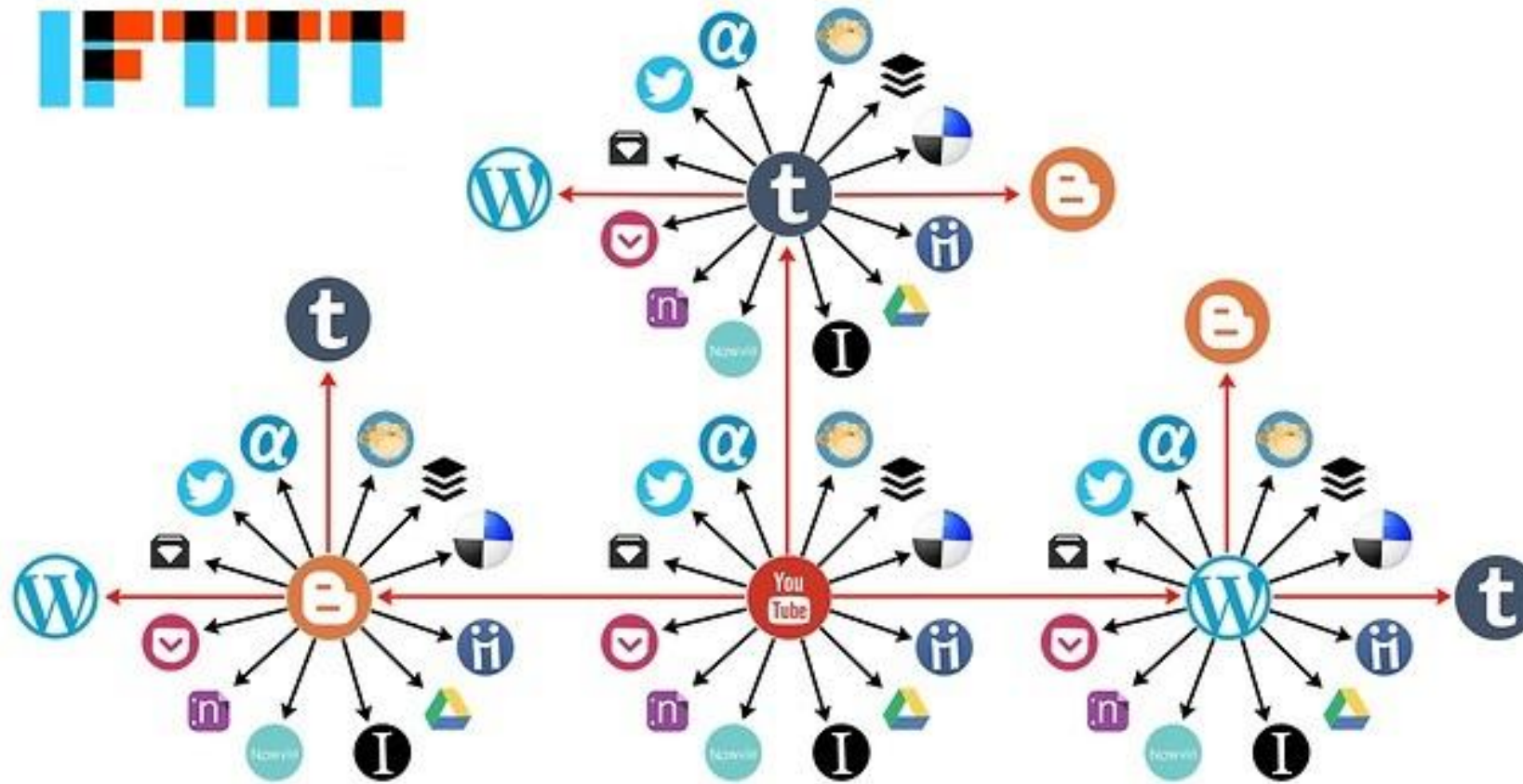
Telegram



Content Delivery Automation



Syndicate



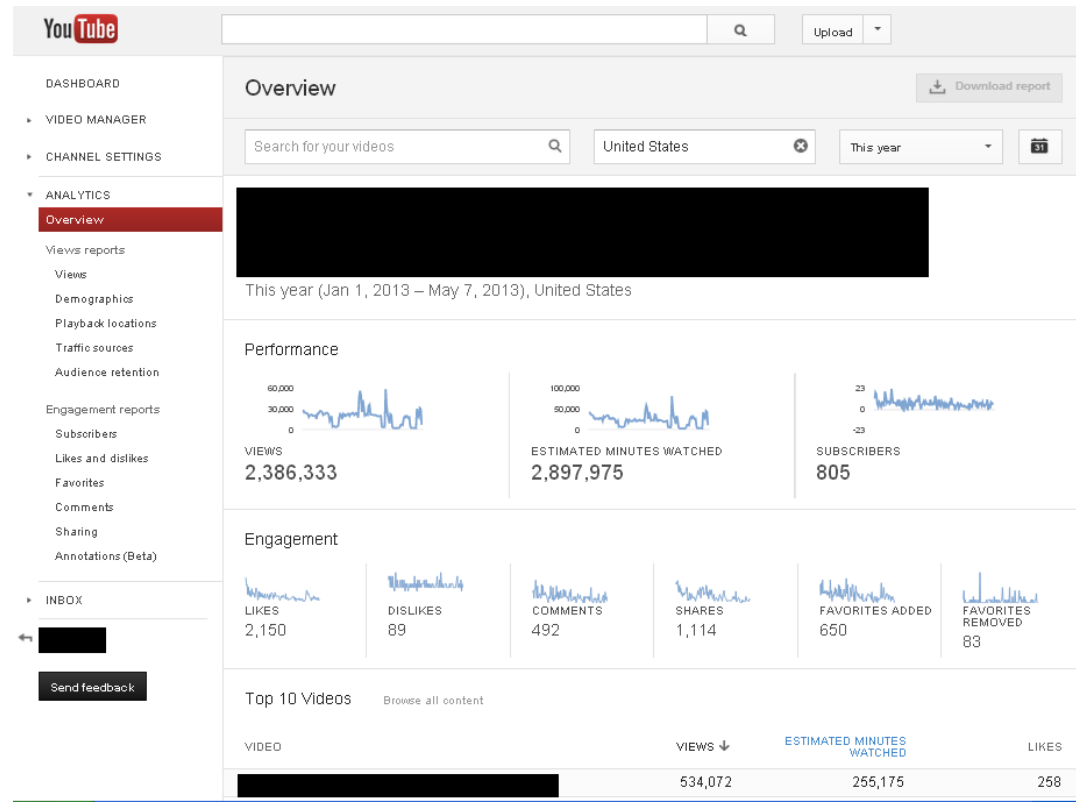
Pause

- Nächster Block: GeekOut

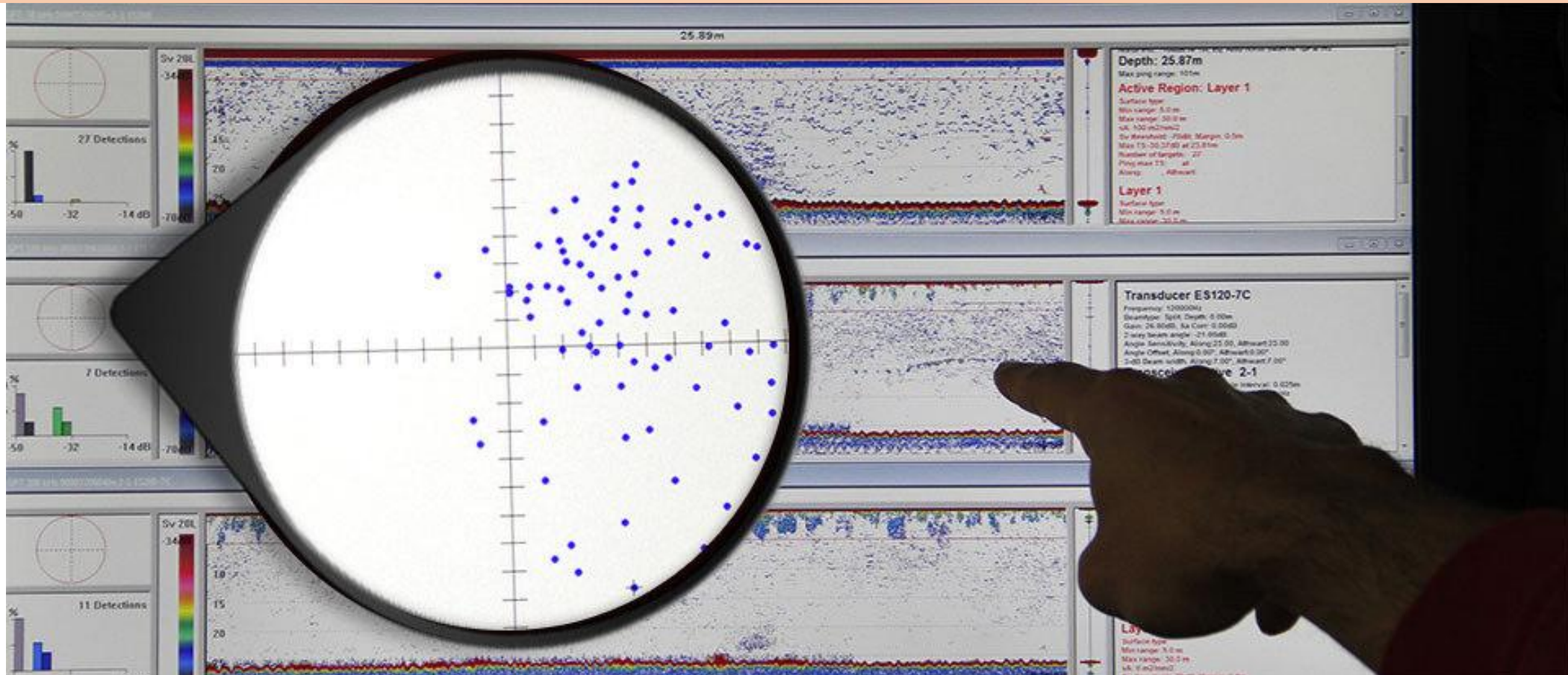
Notizen

Notizen

Analytics



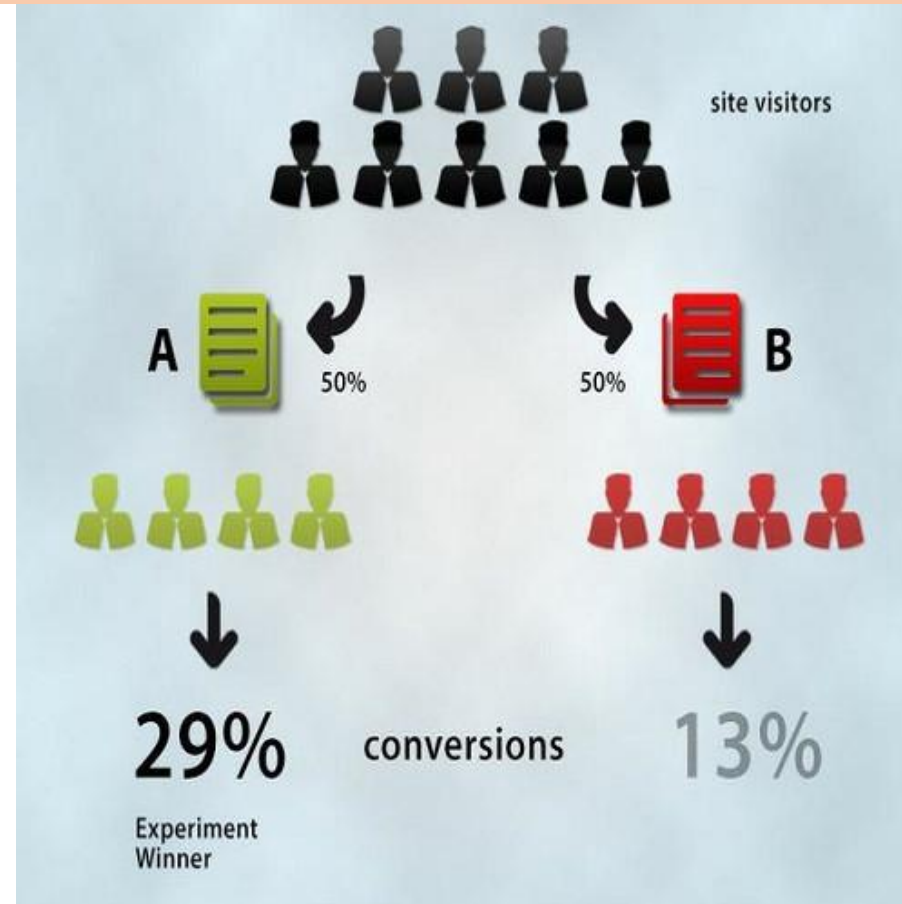
Tacking



Key Performance Indicators

- **W**ie viele,
 - **W**ann und Wie lange
 - **W**ohin
 - **W**er für Was
 - **W**oher womit
 - ~~Warum~~
 - **W**ieviel \$\$\$
- Zugriffe UV
 - Zugriffszeiten Bouncerate
 - Seitenzugriffe
 - Custom Audience
 - Geo Targeting / Source
 - Conversion Rate / Umsatz

A/B Testing



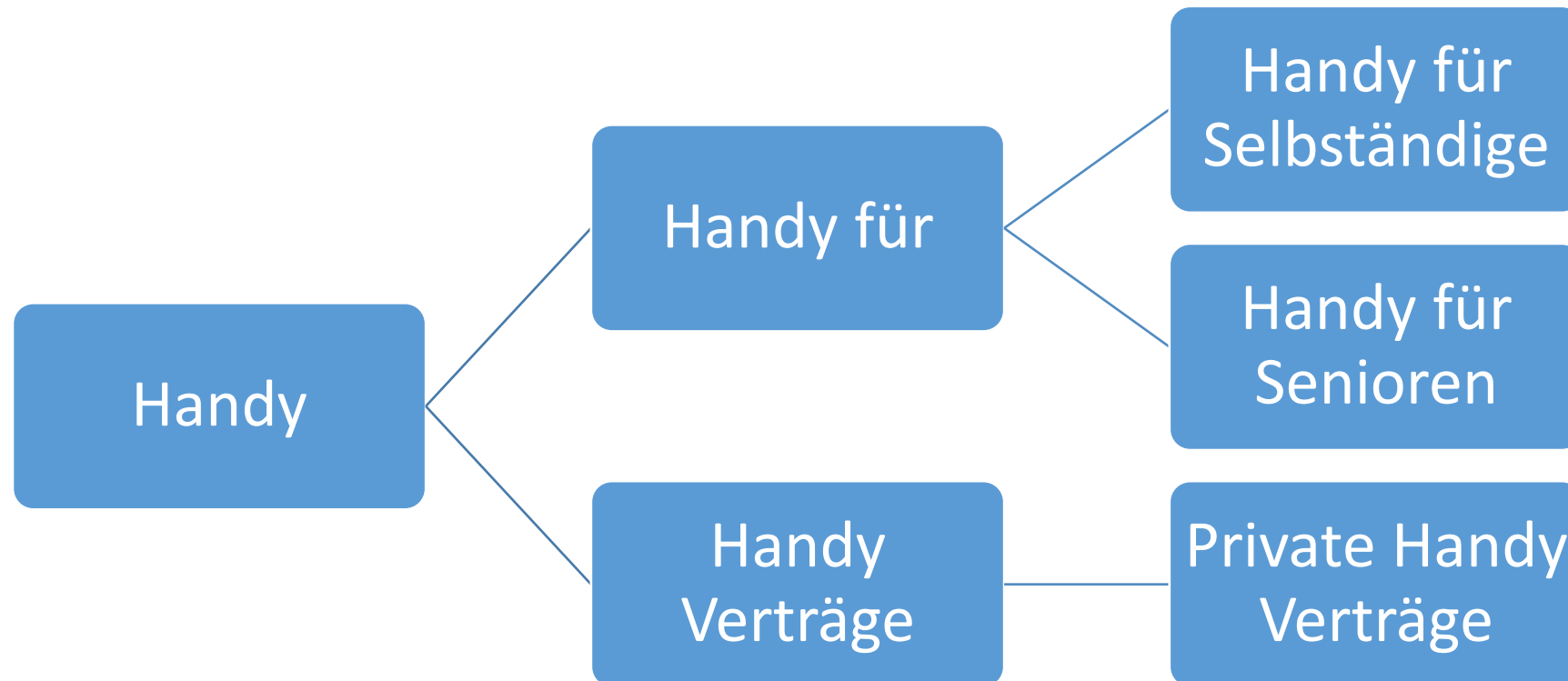
Splittesting tool

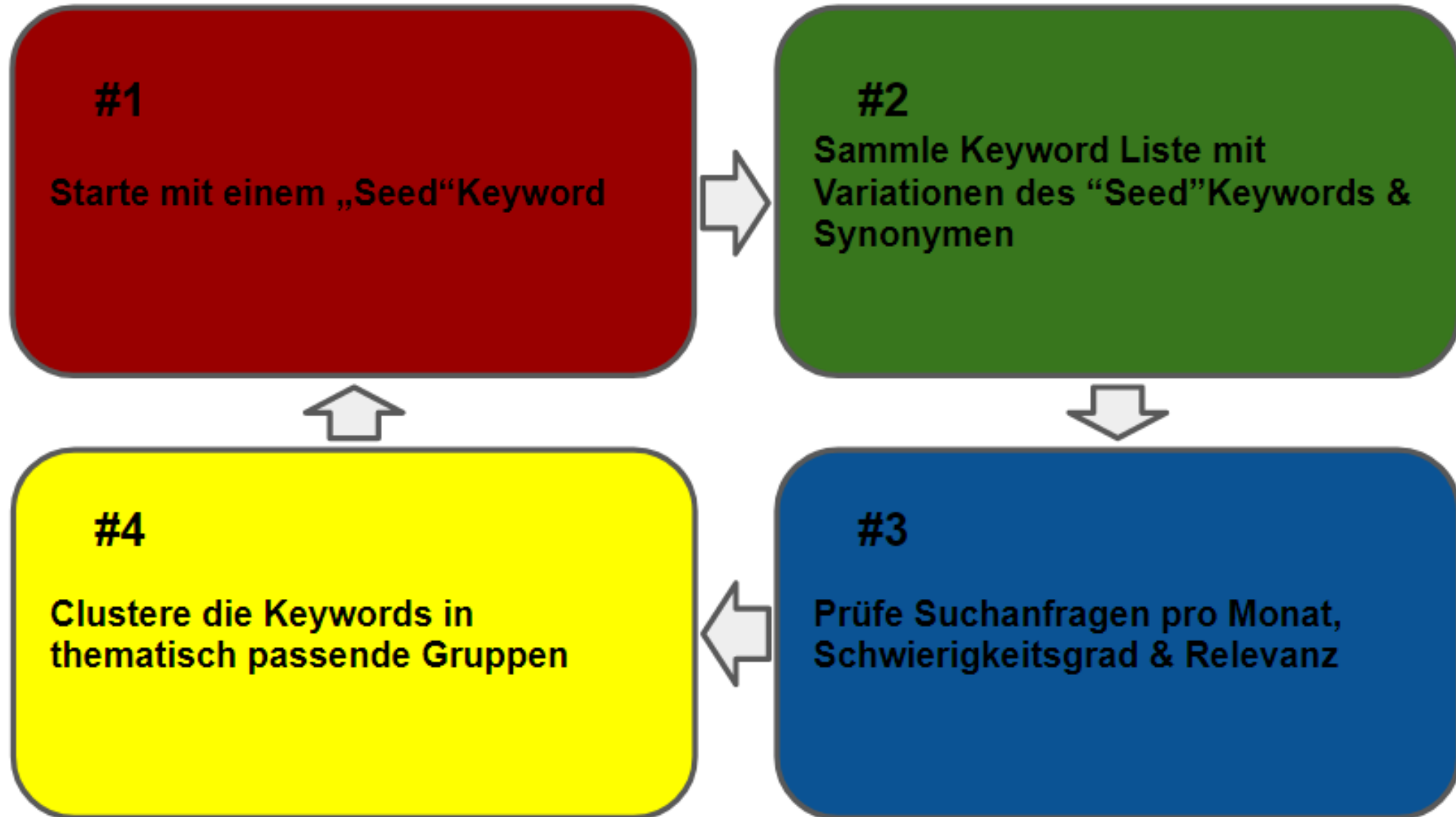
- <https://vwo.com/ab-testing/> (Handbuch)
- Optimizely
- Unbounce

Keywords

Top Level

Long Tail Keyword

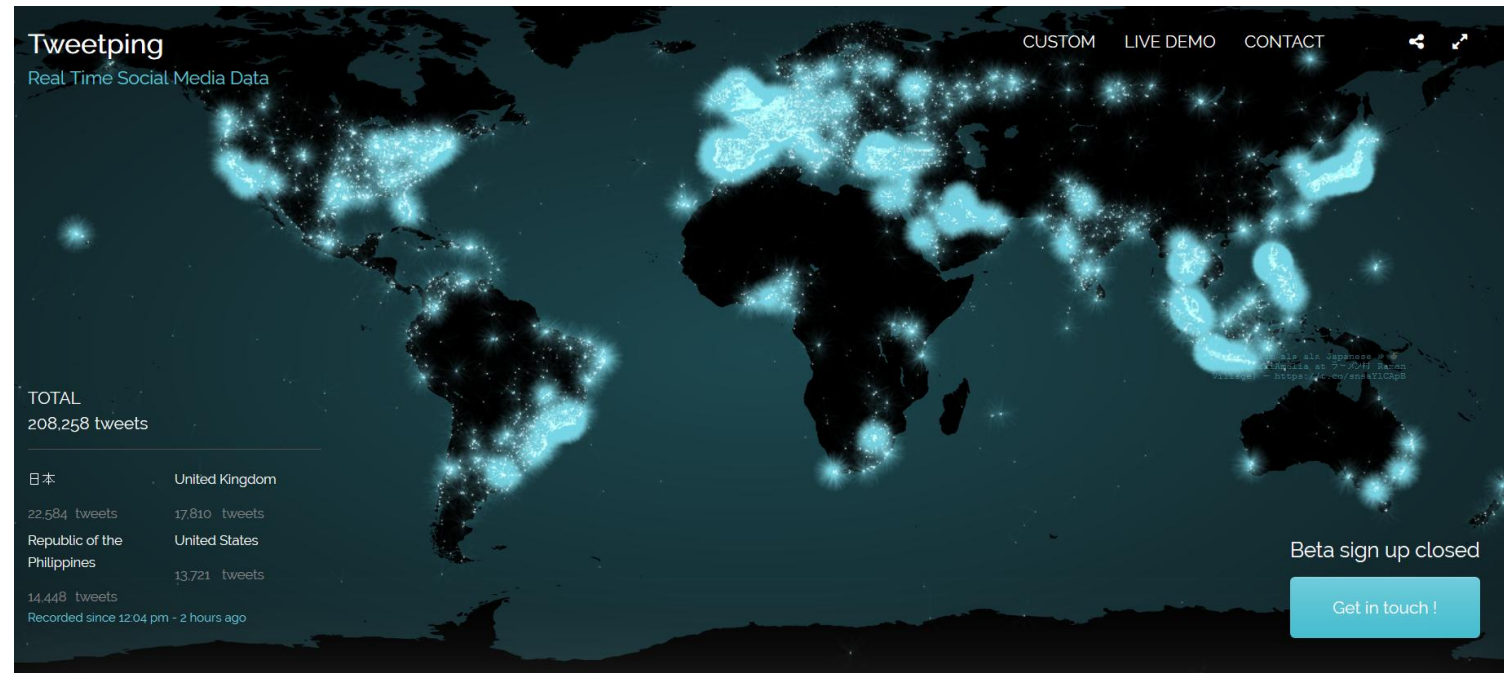
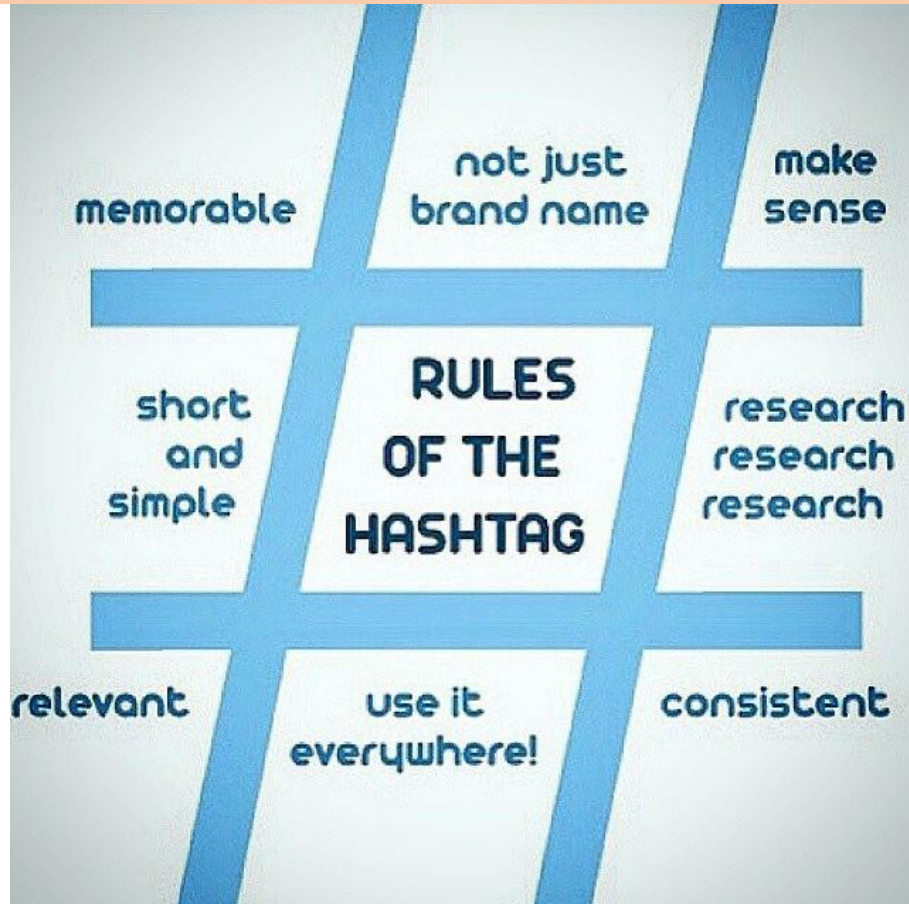




Recherche Tools

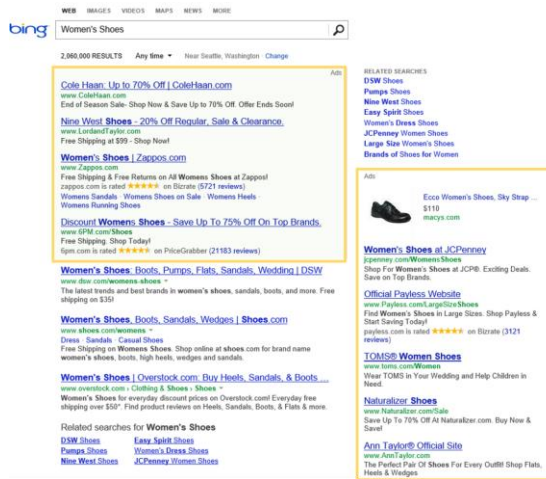
- Keyword Recherche
<http://keywordtool.io/>
- Google Keyword planer
<https://adwords.google.com/KeywordPlanner>
- Bing Keyword Planer
<https://advertise.bingads.microsoft.com/en-us/solutions/tools/keyword-planner>
- SEO Book
<http://tools.seobook.com/keyword-tools/>

Hashtags

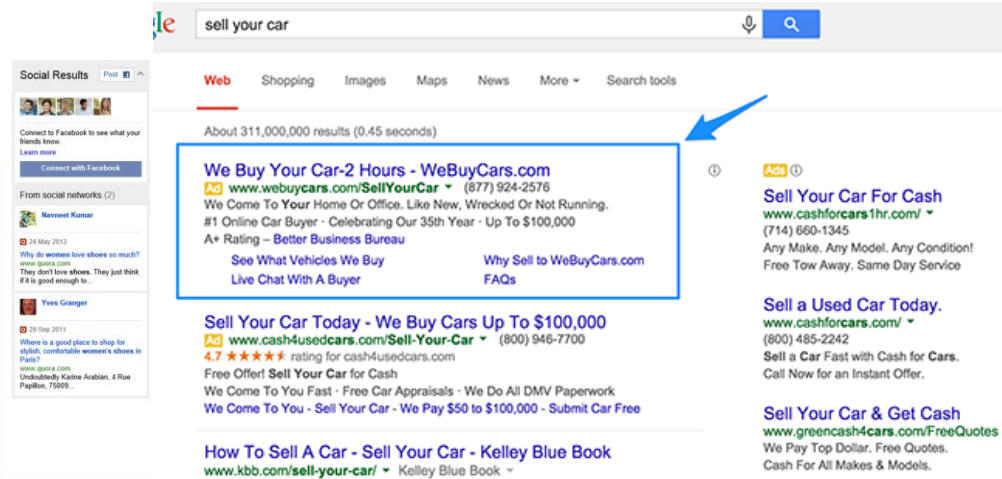


Paid Advertising Anbieter

Bing Ads



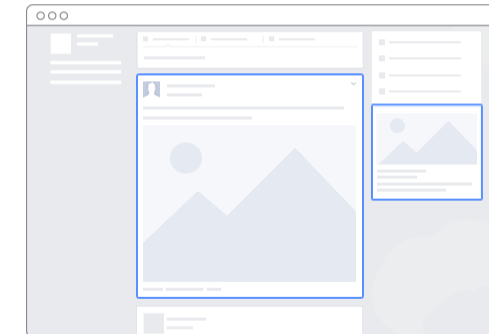
Google Ads



Facebook Ads

Facebook Ad Placements

Desktop News Feed and Right Column



Mobile News Feed



Paid Advertising Formate

CPM

- Pay Per View
- Günstig
- Schwierige Kontrolle

CPC

- Pay Per Click
- Kostenkontrolle
- Sofortiger Trafik
- Werbeblindheit

CPA

- Pay Per Sell
- Kosten nur bei Kauf
- Teuer

- Google
<https://www.google.com/ads/new/step-by-step-adwords.html>
- Bing
<https://advertise.bingads.microsoft.com/en-us/resources/training/courses>
<https://advertiseonbing.blob.core.windows.net/blob/bingads/media/library/training/courses/bing-ads-accreditation-study-guide-spring2016.pdf>
- Facebook
<https://www.facebook.com/business/ads-guide?tab0=Mobiler%20News%20Feed>

Ende

- Nächster Block:
Take Action

Notizen

Notizen

Notizen

Notizen

Notizen
