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FIRST EDITION

The ESSENTIAL DIGITAL MARKETING MANUAL

DIGITAL BLITZ

How to leverage the mechanics of digital marketing

INCLUDES AN INTRODUCTION TO The BASE3 Model

BY WENDY LOUISE WILDER

www.BASE3model.com

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Cover Art:

Augmented Reality AR Code provided by ar-code.com

Pink arrow: my daughter, Ranjana Nag

Character Illustrations:

Ali Masser, Fiverr artist @nassermedali

Dedicated to my three children.

Thank you Ranjana, Oliver and Parvati for turning me into a mom, and for showing me a view of the world from your Gen Z perspective.
I love you with all my being!

Thank you to Rupak Nag, IP Attorney and dedicated father of our three children. Even though we have separate caves now, you kept the wolves at bay.

A special thank you to my amazing clients. Working with you has been an incredible honor. The knowledge that I have gained about digital marketing exists because you were willing to share your dreams, your goals, and your vision for your businesses. You made this book possible.

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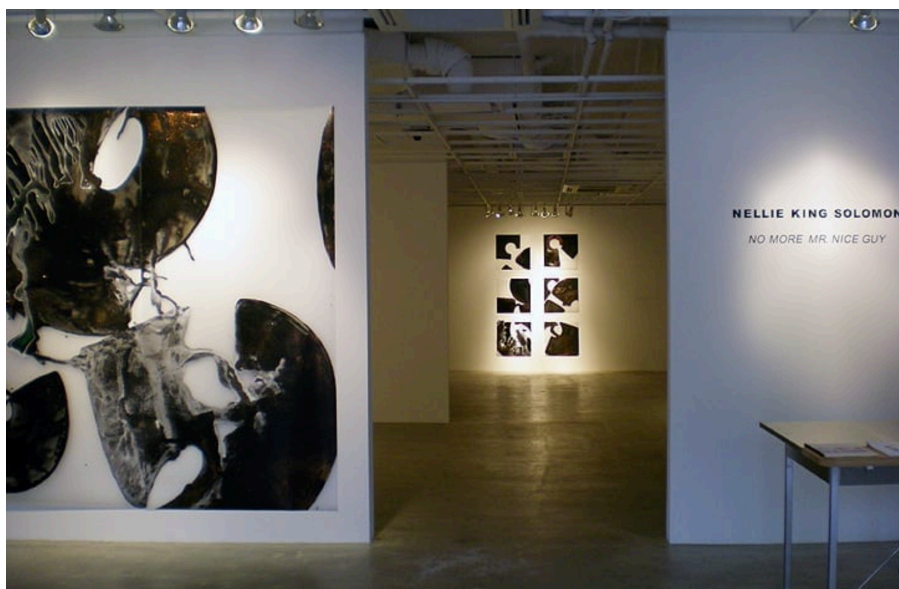
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Praise for Digital Blitz and The BASE3 Model

"It made sense perfectly. I especially love the way the book is not full of personal development advice but of practical steps, examples, and tools instead. I for one find such topics as digital marketing and social marketing a convoluted glob of suggestions, advice, and tips that are seemingly disconnected and won't really help anyone proceed with concrete steps…But Wendy's book distills the concepts in really straightforward ways—technical, granted, but straightforward. And for a subject as complicated as digital marketing, boiling it down to the "least common denominator" (her words) is a really efficient way to go in learning this stuff from my standpoint. I learned a lot from it, and I'm sure it will serve the right audience succinctly." ~ LeadersPress Editor

"Despite the name, Digital Blitz is all about people. It clearly lays out the customer's experience as a buyer. Most marketing books focus on the tactics and strategies but ignore the human being at the core. Wendy empowers that human and makes it easy for even the novice to craft a superb and effective marketing experience for any level of customer. The book and especially the brilliant chart inside is revolutionary and necessary." ~Best Selling Author Sue Wilhite, author of "Tech Tips For The Tech Timid".

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Defensive Blitz

A play in American football that
sends a higher than usual number of players
to rush the opposing quarterback
in an attempt to tackle him
or pressure him to rush his pass to another player.
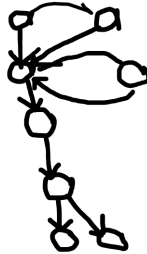
Digital Blitz

A marketing campaign that
positions digital touchpoints around a customer
in an attempt to capture their attention
and convince them to buy a product and
tell their friends about it.

~Wendy Louise Wilder

Digital Marketing is:

1. The customer journey,
2. Aided by algorithms, and
3. Supported by your outreach.
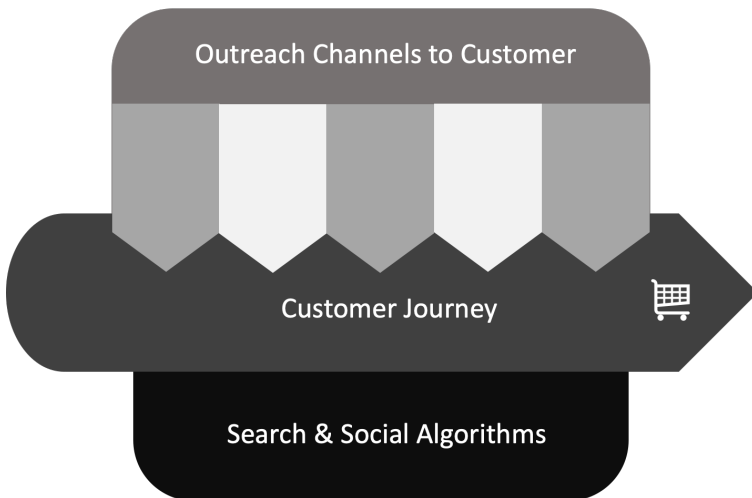
Illustration 1.   The BASE3 Certainties

"UNSHACKLED"

As a young girl I lived in the woods of rural Minnesota. My parents, who are from multiple generations of civil and mechanical engineers, left the comforts of city life to "live off the land" as many young people did in the sixties. Modern amenities are for the "Bourgeoisie" they declared. We had no running water, electricity, or phone.

My childhood home in the Minnesota wildwoods near Wing River

Our connection to the world was through an encyclopedia (which I read in its entirety from A to Z) and a battery-operated radio that hung in our tiny cabin's kitchen. We grew our own food and picked wild blueberries and raspberries to put on our cereal. We had fresh creamy milk every day from Fawn, our gentle Jersey cow, who was the color of caramel. My parents instilled in us a strong practice of individual responsibility and self-

sufficiency. We learned how to use tools and build anything that came to our mind. Craftsmanship was required, and learning new things was the most important of all.

During winter evenings I sat in the warm glow of kerosine lanterns and listened to a dramatic radio show broadcasting on one of the few radio stations we could get, with true-life stories of redemption. The show told stories of lives in chaos and suffering, people searching for answers and wanting desperately to be rescued from their never-ending cycle of bad decisions and failures. In a dramatic moment of revelation, brought on by the wisdom of a stranger, the lost soul would suddenly see how to change their lives. In a moment of clarity their hearts and minds were "Unshackled."

In present day, when I began writing this book describing my framework, which eliminates the uncertainty, the frustration, and even the desperation that business owners experience with digital marketing, I was reminded of that old-time radio show.

As a business owner you know your customer and understand intuitively how marketing should work to increase sales. But Social Media has created a tornado of choices making decisions uncertain and results unpredictable. You may have tried many different tactics, experienced many failures, and are uncertain how to determine the right path.

What you will experience while reading this book is an epiphany of how to organize what you know about your customer into a logically structured digital marketing strategy that will play nice with algorithms and guide your customer's buying journey. The whirling storm of choices will be cleared away. Your marketing instincts will become "unshackled".

UNSHACKLED! is a 1950 award-winning spiritual radio drama produced by Pacific Garden Mission, Chicago IL. Although we did not have a religion beyond science and Bob Dylan, these stories captured my young imagination, and instilled in me the DISCOVERY that our perspective can shift completely if we remain open to new ideas.

"During thirty years of the internet the technology has continued to
change, but the goal has remained the same:
Give your audience the information they need
to make a decision."

~Wendy Louise Wilder

A LETTER FROM THE AUTHOR

"I want to explain what I am doing here…my first goal is to help you as much as I can." ~Eugene Schwartz

Dear Reader:

In this instructional book I am merely connecting the dots of elements that you already know exist. Once you have read Section One of DIGITAL BLITZ, in theory you could tear off the chart that is printed on the back cover, keep it, and toss the rest of the pages into the recycle bin. The chart is a visual representation of this entire book.

Alternatively, you can keep this book on your desk and refer to it continuously when you need a guide that will help you find opportunities to grow your business. You can also visit the BASE3 website, which contains additional resources, a training certification program, and the entire Communication Channel Directory that is in the second half of this book.
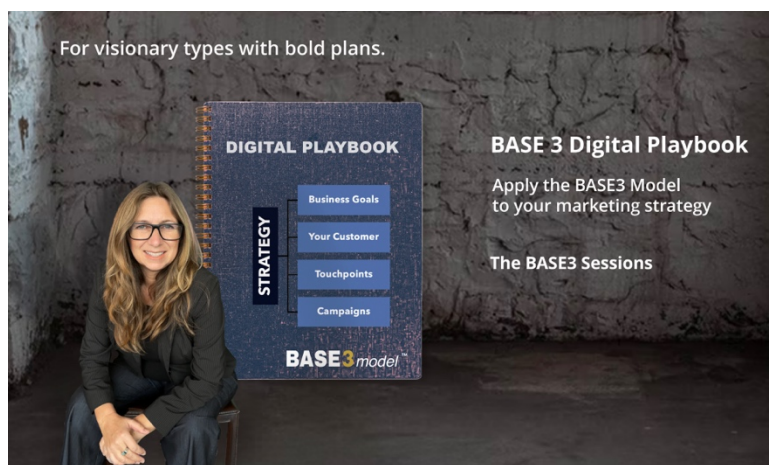
Wendy Louise Wilder, Digital Strategist

As you are well-aware, promoting your business today requires using a combination of multiple digital channels including your website, paid ads, multiple Social Media platforms, email, texting, video, apps, and now even the metaverse and virtual worlds. Until now there has not been a method for identifying which of these channels are best for your business, and how to effectively combine them. You have likely heard often that you need a "clear marketing strategy" but what does that actually mean, and how do you create one?

The most common frustration I hear from CEOs and business owners about digital marketing is that they can't quite wrap their heads around it.

Digital marketing seems like **everything, all over the place, all of the time**. They can't see clearly through the noise and aren't confident that any of it will grow their business.
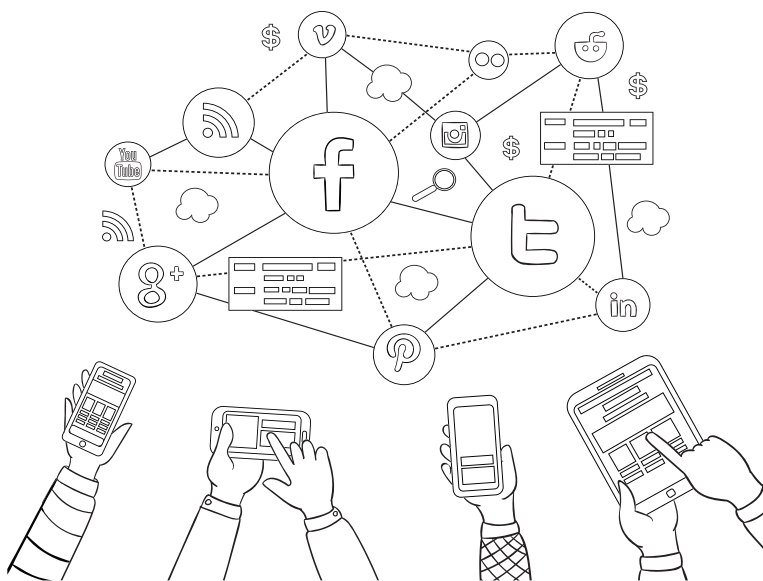
Social Media seems like everything all over the place all the time.

A singular frustration they have is that despite having zero confidence in how to use digital marketing, business owners still feel they must participate, or they will appear out of touch to their customers, which could equal doom for their brand.

This results in spending enormous budgets on a vaguely defined activity that is seemingly impossible to understand and difficult to measure in terms of its impact. Often (and this includes multi-billion-dollar corporations), businesses are frozen into inaction, or they close their eyes, take a deep breath, and throw money into the void.

I am about to transform that uncertainty for you. Once you have read the first half of this book, you will know how to use the chart printed on the back cover to identify opportunities and to plan digital marketing initiatives that are right for your business. The chart is entirely built on logic, which is how algorithms work. There is no fluff in this book unless you are sitting and reading it with a dog or cat in your lap.

I believe that anyone can be at ease with digital marketing because done correctly, it is aligned with a task that you do yourself hundreds of times every day: **go through the process of making a decision**.

Once you fully embrace that your marketing activities should align with your customer's decision-making process, your marketing tactics will become intuitive. You will simply be creating a path for your customers that is familiar to you.

We learned the letters of the alphabet and then how to skillfully combine them into powerful words like "**love**," "**hate**," and "**dream**." When you understand how to combine digital marketing components, you will also be able to create powerful experiences for your customers.

I would like to call special attention to the amazing illustrator from Morocco, Ali Masser, Fiverr artist @nassermedali who has worked with me to create the characters in this book. He absolutely made my book

come alive. I can't wait to write my second book so that we can use some of the characters that didn't make it into this one.

I welcome you to share your insights and thoughts about this book on my Social Media channels.

In service to the success of your business,

Wendy Louise Wilder

Architect of BASE3 Model, a Digital Marketing Framework

Adjunct Professor, Web Design, Dominican University, San Rafael, CA

To contact me or visit my Social Media channels follow the below link or scan the QR code:

Base3model.com/contact-wendy-louise-wilder

Introduction

INTRODUCTION

A DIGITAL BLITZ is a digital marketing campaign that has touchpoints placed along a customer's entire buying journey.

If you do not position digital touchpoints along their path, your customer may become distracted and wander off to your competitor or lose interest entirely. Pre-planning a path for your customers is critical to the success of your business.
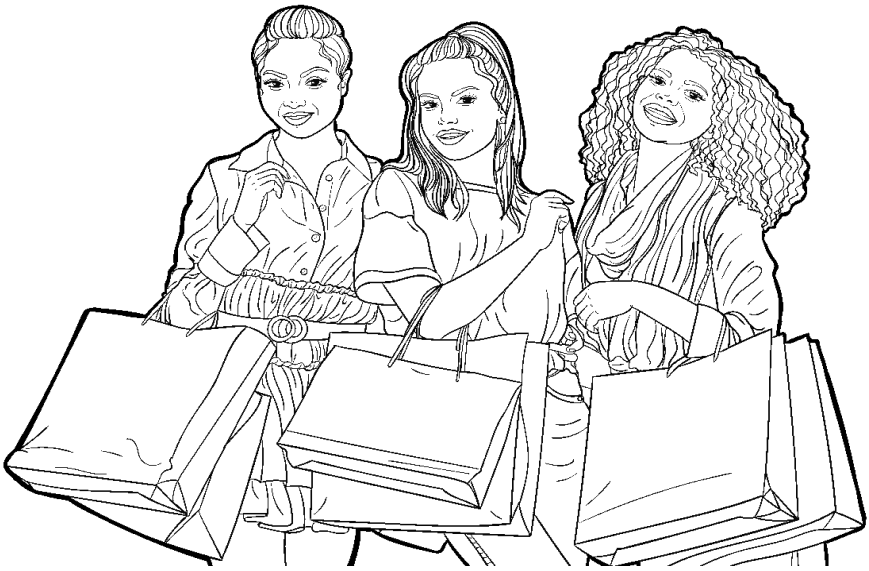
A strategically designed journey for your customer to follow will meet their unique interests and instill brand VALIDATION. They will also bring their friends with them when they return, leading to exponential sales.

Most businesses are uncertain how to use digital marketing effectively. Should they post on Instagram? Start a newsletter? Run ads? How do you know when one is better than the other? How to you choose?

We are all working with the same platforms. We all have websites, email lists, Social Media profiles and products and services to sell. All businesses are also struggling with the same challenge which is knowing with certainty how to best combine those platforms. In the winter of 2021 I hypothesized that there must be a method that can be used by all businesses. Attempting to discover that method was the beginning of my journey to creating The BASE3 Model.

Everything I am about to tell you will sound very familiar. I will be aligning what you already know about your customer, Social Media algorithms, and technology.

Objective of This Book

"We use The BASE3 Model"

The BASE3 Model is for your use. You can refer to it in your marketing conversations with your clients and your team. My objective with this book is to give you a simple, logical method for planning digital marketing campaigns that can result in exponential sales.

I will confirm what you know about digital marketing and fill any gaps in that knowledge. You will know how to use the below chart, which is also on the back of the book, to plan effective digital marketing campaigns.
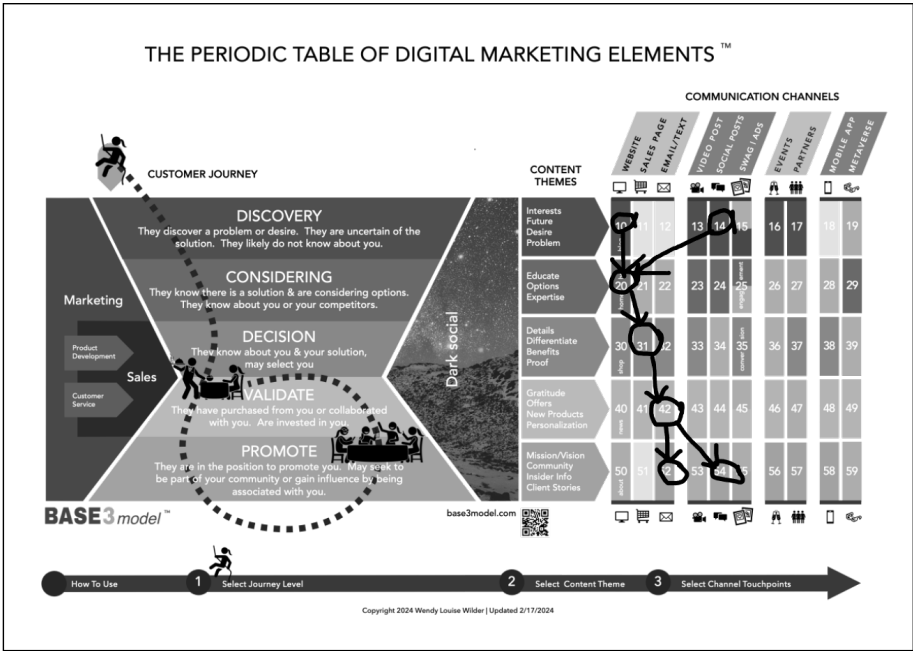
Illustration 2. The BASE3 Chart

The contents of this book are a foundational starting point for marketing and will prepare you to fully apply the strategies taught by marketing greats of our time such as Seth Godin, Isaac Rudansky, Larry Kim, Neil Patel, Russel Bronson, Todd Brown, Ann Handley, Mari Smith, and others. You will be able to identify which experts you need or which topics to study to deepen your marketing capabilities.

Important Terminology

People - I call "users" people. As far as I know, there are only humans using the internet, apps, mobile phones, etc.

Potential Customer - Someone who is likely to be interested in your product or service.

Customer - A person who has paid money to you in exchange for your product or service.

Outlanders - People who are outside of your target market and should probably be ignored so as to prevent your business from throwing away money and time by showing ads at people who couldn't care less. Narrowing your audience is best.

Lean Marketing - A marketing strategy focusing on refining and streamlining the customer experience.

Growth Marketing - A marketing strategy focusing on gaining sales through existing customers using measurable tactics.

Customer Journey / Human Decision-Making Process / Lead Funnel / Sales Funnel - All these terms are used interchangeably in this book. They refer to the steps people take on their buying journey. Those steps are traditionally referred to as DISCOVERY, CONSIDERATION, DECISION, VALIDATION, and PROMOTE.

Sales Funnel Diagram - A visual diagram of the sales process that is shaped like a funnel and illustrates that you need to get many people in at the top, because only a few will make a DECISION.

TOFU: Top of Funnel - The top of the sales funnel which includes the DISCOVERY and CONSIDERATION levels.

BOFU: Bottom of Funnel - The bottom of the sales funnel which includes VALIDATION and PROMOTE levels.

Tactic - A specific action such as sending an email, running an ad, or attending an event. A marketing campaign is comprised of a collection of tactics working together to achieve an objective.

Digital Blitz - A full set of tactics that you use to influence your customer's entire journey, from DISCOVERY through PROMOTE.

Who This Book Is For

This book is for you if you are a business owner or entrepreneur who wants enough digital marketing knowledge to confidently direct your marketing team or get started on your own.

This book is also for you if you are a marketing professional who wants a framework that can be used to show your clients the logic and strategy behind your decisions and recommendations.

If you are thinking about starting a new business, or have just launched a business, hold the title of CEO, business owner, entrepreneur, startup founder, business consultant, inside sales, outside sales, inbound marketing, growth marketing, copywriter, UX designer, programmer, or need to make decisions or provide advice about marketing, this book is for you too. If you are coming out of retirement, or coming out of an extended parental leave and want to get caught up quickly on what is happening with digital, this book is also for you.

The BASE3 Model Digital Marketing Playbook

The BASE3 Model Digital Marketing Playbook

After you have read this book, the next step is to create a Digital Marketing Playbook for your business. It will work similarly to your Brand Guide. It is a reference document that describes who your customers are, the steps they will take on their buying journey, and what content they need along that journey.

Training sessions for completing your BASE3 Model Playbook using the BASE3 Model can be found on the website. You can do a self-guided certification course, complete it as part of a group, or request personalized sessions for you, your business, or your team.

www.BASE3model.com
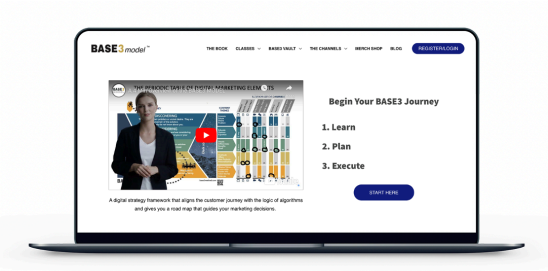
HOW TO READ THIS BOOK

How To Read Section I

There are two main sections of this book. The first section explains the BASE3 Model for guiding your customer's journey. The second section is a numbered reference manual of communication channels from the chart on the back of the book.

The content in Section I builds upon itself and concludes with an explanation of how to craft a DIGITAL BLITZ. For this reason, I recommend reading Section I from start to finish. Do the exercises that are included. You can write in the book or download the document containing the full set of exercises by following the below QR Code. If you do not own a business, then imagine one, or pick a business that you are familiar with. The exercises combined will provide you with a deep understanding of how to strategically guide your customer's journey.

In Section I you will be introduced to content and exercises that give you three important perspectives of your customer's journey.

You will examine their journey from the BASE3 perspectives: 1. your customer's perspective, 2. the perspective of algorithms whose role it is to match your customer with the right content, and 3. what specific communication channels will work best at any given time to interact with your customer and lead them to the next step in their journey.

You will learn about The Three Certainties in digital marketing, which form the base of my framework, and are the foundational principles of the chart printed on the back of the book. You will be introduced to the chart, section-by-section. The chart is called "The Periodic Table of Digital Marketing Elements". I just call it "The BASE3 Chart" for short. The chart

is built using logic and can be used to identify marketing opportunities, and for planning digital marketing campaigns.

Throughout the book, you will find QR Codes that you can scan with your mobile phone to view website pages containing additional information or resources.

After reading Section I, you will have gained a reliable method for planning powerful digital marketing campaigns that lead your customer's journey to a DECISION and exponential sales through their PROMOTE. Your campaigns will use measurable tactics to guide your customer's journey, will play nice with algorithms, and will use effective outreach to convert your customers into loyal PROMOTERS of your brand.

Download The Exercises

Point your phone camera at the QR code to the left and tap on the button that appears. You will be taken to a web page where you can register. An email will be sent to you with a link to the Exercises document.

How To Read Section II

Section II is a Communication Channel Directory that can be used for your reference when you are looking for ideas, opportunities or are planning digital marketing campaigns. The directory contains a chapter for each of the fifty channels represented in the numbered channel section of the BASE3 Chart. Each chapter explains how to use the channel and provides an example of a business that has used it well. You will be able to refer to the channel list for future discussion, inspiration, planning, and documentation as you define marketing campaigns for your business or

your clients. The BASE3 website also has a page for each channel along with additional information and additional examples.

The Problems That Inspired This Book

I recognized years ago that there is a communication, vocabulary, and knowledge gap between business owners, the creators of websites, sales reps, and marketers. When you add the unpredictability of consumer behavior, the result is often wasted money, disappointed clients, and frustrated sales and marketing teams. Until I launched The BASE3 Model, no one had a logical method for strategizing measurable digital marketing tactics.

As the internet advanced from its early HTML days, digital agencies were formed around "inbound marketing". Inbound marketing relies heavily on ads that throw traffic at websites.

Marketing departments have created emotionally powerful campaigns, but it has been difficult to measure how effective those campaigns are at generating sales. Even though we now have big data available to us, it is still often challenging, if not impossible, to connect marketing tactics to a customer making a DECISION. When a business owner asks, "Did the money I spent on marketing produce sales?", the best answer is often, "We hope it did!"

In 2022, Twitter shareholders pocketed $44 billion and handed the keys for the henhouse to the fox, Elon Musk. He brought a sink to the office on his first day and said, "Let that sink in." Now a person can wonder if what he actually meant was simply, "Let that sink!"

A huge issue with digital marketing has been that platforms are continuously changing. During the writing this book, Twitter became a train-wreck that you can't look away from; the wolves are at the door, and

competing platforms are trying to attract the casualties of the Tweetstorm (now called "X" storm?). There will always be change.

There are many uncertainties in digital marketing, and as platforms and popular apps continue to emerge and fade, frustration and uncertainty over how to best use them have increased.

There are professionals who are specialists in one or two platforms, but it is rare to find an individual who can take a big-picture view for the long term. This has been frustrating for business managers and CEOs who need the ability to direct their team and guide their business.

Today there is a technical component to nearly every marketing campaign. The marketing team needs to collaborate with the sales and tech teams. They each speak different languages and have different priorities, as they should. There has not been a standardized naming convention that can be used for discussion and documentation that all stakeholders can understand. Additionally, there are few, if any, marketing programs in universities that truly merge technology and marketing training, so everyone is learning on the job, the hard way through trial-and-error.

My Approach

When I first decided to take a deep dive into marketing, I searched for but did not find a book or class that explained what we really need to know about digital marketing which is "How do we put it all together?" We have tools and platforms and tactics, but no one has truly explained how to determine what combination will work best. How do we know if we should run an ad, or publish a post on Pinterest? How do we know what content we should be creating?

My approach was to identify the "least common denominator" in all digital marketing. I also wanted to identify those elements that **will…not…change.** I predicted that together, they could be the building blocks of a framework by which all marketing decisions are made.

What I found is that there is one common denominator, and there are two unchanging elements. They form the base of all campaigns. As I mentioned earlier, I have called these **"The Three Certainties".** In the next sections of the book, I will introduce the certainties and will explain how you can apply them to launch successful digital marketing campaigns. The certainties are the foundation of The BASE3 Model, and they define digital marketing.

When I architected the BASE3 Model, I wanted to provide you with a tool that gives you and your team the ability to communicate in a way that facilitates collaboration. I wanted you to have a tool that explains what content to create and where to put it. This is all important information for developers, designers, copywriters, and marketers. I wanted to create a simple way for you to work together to build and execute a campaign. My hope is that the BASE3 Chart will become a valuable tool for you and your team.

Section I:

The BASE3 Model

Guiding your customer's journey

WHAT IS THE BASE3 MODEL?

The BASE3 Model is a digital marketing framework that uses the logic of customer action or inaction, the alignment of algorithms with the human decision-making process, and the communication channels that are available.

BASE3 is summarized by a chart called The Periodic Table of Digital Marketing Elements, printed below and on the back cover of the book.

The chart can be used to identify opportunities, inspire discussions, and to plan marketing campaigns that will guide a customer's entire journey, from DISCOVERY of their problem to becoming a PROMOTER of your brand.

The BASE3 Model Is Comprised of

- The Three Certainties of Digital Marketing (its foundation)
- The Periodic Table of Digital Marketing Elements (below),
- The Chart's Channel Touchpoint Numbering System

Chapter 1

Easing Into The Marketing Mindset

CHAPTER 1 - EASING INTO A MARKETING MINDSET

Many people who launch a new business begin with zero marketing experience. Learning how to be a marketer and to promote your product or service can be especially challenging for many introverts, inventors and problem-solving types who would rather cut off their right arm than promote themselves. That is exactly how I felt before I started my own marketing journey. I envy people who are natural promoters. You can see their faces light up when they are talking about something they love. For many of us, that does not come easy.

It can be incredibly challenging to determine out how to best present your product or service to a customer who like all humans, makes decisions emotionally.

I have worked with hundreds of businesses in every vertical market you can imagine, from forest farming to nanotechnology. Some business owners thrive on being out in front and visible. Others really struggle with allowing themselves to be seen. Some would rather be doing the work than talking about it. Throughout this book I will be sharing the experiences of some of these clients, their challenges, and their successes.

My challenge to myself was to create a framework that could turn absolutely anyone into a strategic marketer. I believe that I have succeeded. Through this book you WILL become the marketing expert that your business needs.

I will now delve into a bit of fictional storytelling to ease you into the marketing mindset. Successful marketing simply means telling the right people about your product at the right time.

Wendy's Fables

The following three fables illustrate the challenges and successes we all often experience in promoting our businesses.

The Hour of Babel
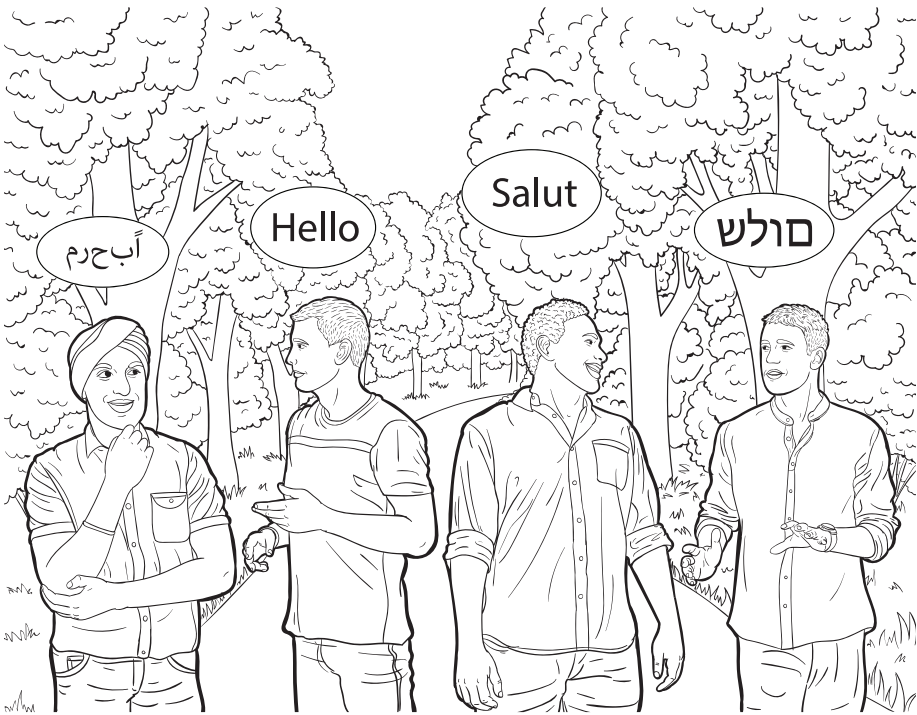
"Shefraligo brisher," said Sherrie, Marketing Director for unicorn start-up XYZ Corp. Across the table, inside the small rectangle of a laptop screen, a distracted-looking engineer with glasses propped up on his head replied, "Zyxolfr hefragil opravid," as he put down his pen loudly for emphasis.

"Data!" blurted out a brilliant-looking woman to his right—or to his left because this is a Zoom call, and everyone sees a different order of participants in a grid on their laptop screen.

"We landed a $10 million contract, baby!" one of the heads said, pumping his fist and high fiving someone passing by in the background.

"Well, thank you, everyone, for the update," a wide-grinned woman said through her polished smile. "Let's meet up again at the same time next week!"

The call ended, and everyone paused for a moment, looking at their silent blank screen, uncertain of what had just happened, shrugged, and checked in for a few minutes of TikTok dopamine therapy.

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Moral of the story:

You need people with different skills and talents to make your business run. They do not always speak the same language. Finding a way for them to communicate with each other and with you so that you are all working on a common trajectory is critical for their success in their roles, and for the long-term success of your business.

Desert Ship

You are in the middle of the Sahara Desert—all alone. The blazing sun has created ripples of heat-generated winds that carved spooky caverns through giant sand dunes.

Curved shadows are cast in your path, where a creature must have also recently traveled. There are tracks made by clawed reptilian feet that begin at a small round hole and stop suddenly on the sandbank, as though the creature was plucked from the sky. You look up warily at the vast blueness above you.

You are here because you believe that people struggling in the desert are potential customers for your invention. In your hand is a carefully bundled satchel, the world's softest silk wrapped around a precious treasure, an

object that will reverse global warming, bring back the river dolphins, and cure all diseases. You imagine the desert turned into a thick rainforest.

A caravan of Berber nomads passes by, and you implore them to become the new owners of this powerful object.

"What's a river dolphin, mom?" a tiny human asks, tugging on his mother's cloak. "Mom, mom, mom, mom, mom!"

"WHAT!?" she exclaims, exasperated, as she pulls a second child out of her infinitely wound headdress.

She looks at you with pity. "The sun reflecting on the sand will blind you, and your vision will no longer be your own," she says, gifting you with wisdom that you will only understand 20 years later.

She then piles her children onto the camel where they settle in along with everything she could possibly need for months in the scorching desert, leaving you alone again.

_____

Moral of the story:

Many businesses start out believing optimistically that EVERYONE is their target market. However, this can lead to burning through your entire marketing budget within days. It is important to identify who your ideal customer truly is so that you reach people who are most likely to be interested in your product. Once you have a set of core customers to grow with, you can then slowly expand your audience.

Sarai Mio Per Sempre?

(Translation "Will you be mine forever?")

"…beauty in the aftermath wrestling through the pale wings of morning breaking into your arms…" Daniel emerged from a deep slumber, murmuring from Samuel E. Cole's book, *Dollhouse Masquerade.*

"Dinner!" he shouted in a panic and suddenly sat up in his bed, covers flying off, his dog leaping with excitement because the pup believed there had been a miracle, and he was getting dinner for breakfast.

It's not that Daniel often felt the need to impress, but he had recently met Steven, whom he suspected is to become love of his life. Daniel wanted to show off his nearly caveman-like ability to "hunt" for food by taking Steven to a gorgeous restaurant with an impressive menu.

Unfortunately, he had forgotten to make reservations at said establishment. He envisioned the nightmare scenario of a much larger caveman arriving at Steve's door with a half-dozen elk thrown over his hairy yet insanely muscular shoulders.

The chance of getting a reservation on the same day at a place worthy of the description of "gorgeous" was zero. Emergency meeting!

He texted his best friend Angela, who said, "Meet me for coffee in ten minutes!" They huddled together in the cold over a half-caff-Frappuccino and an oat milk chai latte triple shot.

"Well, you could cook for him," she said.

Daniel shoved his chair back and started waving his arms around wildly. "I don't even know how to make a grilled cheese sandwich! How am I going to make dinner?"

"Google it!" she said.

They both started frantically searching for "romantic dinners," on Google, and up popped articles listing the ten most romantic restaurants in the area.

"NO!!!!" he wailed in desperation.
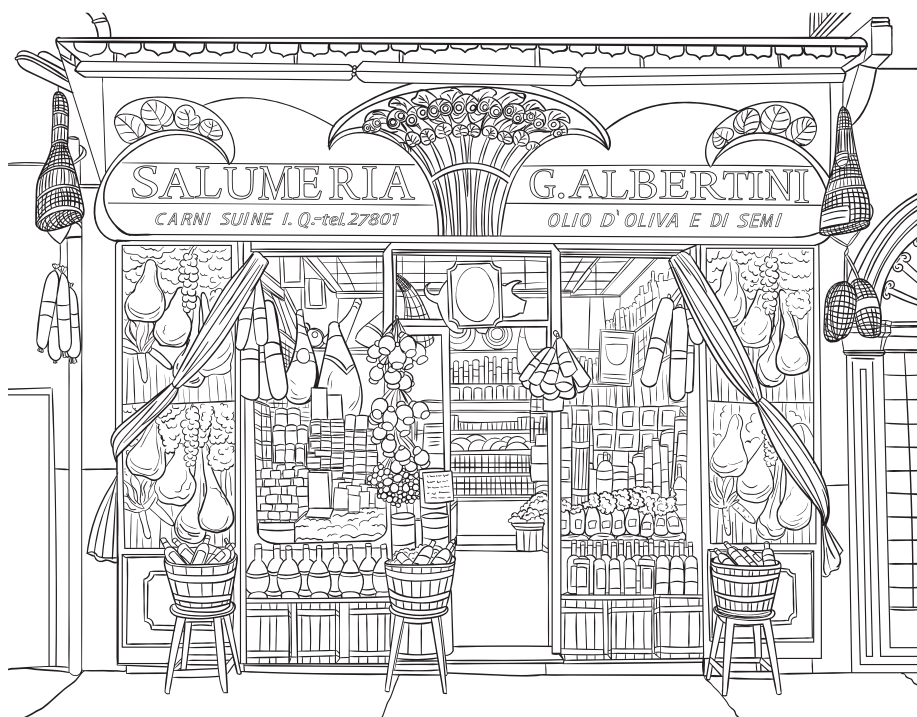
"Look at this," Angela said. "I searched for 'how to cook a romantic dinner when you have no time." Google was presenting a list of recipes and videos describing simple dishes you could make quickly that are delicious and beautiful. According to the Cook's Illustrated suggestion, all you need is freshly made pasta, a few tomatoes, fresh garlic, and just the right type of black pepper and olive oil.

Daniel did a search on his mobile phone for an Italian grocery store nearby, jumped into a Lyft, and minutes later raced through the door of a local shop to gather armloads of supplies.

Because he obsessively photographed every meal he ate to share on his Instagram account, he had decided to turn the dinner fiasco into a story. He photographed his emergency meeting at the cafe, the latte and frap, dramatic blurry views from the car as he raced down Fifth Avenue. He posted the charming awning above the grocery store entrance, the shelves heavily laden with bottles of Italian wines, pasta, olive oils and salts. The ceiling was filled with hanging dried meats and garlic. Daniel uploaded the photos as he took them, keeping his foodie fans and friends up to date on his progress. He tagged the businesses that he visited.

Daniel raced through the shop to locate the ingredients he needed from the shelves and baskets lining the aisles. As he raced past the freezer aisle, a flash of gold attracted him from the corner of his eye. He stopped and peered in. Neatly stacked on a frost covered shelf were gorgeously labeled containers of "Turkish Honey & Medjool Date Gelato." He grabbed two and headed to the check-out aisle knowing that if dinner fails, no one on the planet can resist falling in love to Turkish Honey gelato. He had his guaranteed to succeed back-up plan.

The grocery store uses Square for processing payments, and the system recognized Daniel when he made the DECISION. Upon paying, he was sent a confirmation text message receipt from Square thanking him for his DECISION, plus an email from the grocery store thanking him for his visit and inviting him to return.

The car dropped him off at his door with just under an hour to prepare what he hoped would be the most important meal of his life. Daniel shared a link to the *Cooks Illustrated* sauce recipe on his social accounts.

The comments started rolling in, cheering him along. He shared a video of himself hand grinding Tellicherry black peppercorns, and using a knife to thinly slice garlic cloves, like Paulie in *Goodfellas.*

Daniel set the table with romantic candles and dimmed the lights. Just as the pasta water came to a boil Steven rang the doorbell. Daniel threw off his apron, took a deep breath, and opened the door. There stood Steven, the most beautiful man he had ever seen. He led Steven into his kitchen, which was now filled with the aromas of Italy. He put on a fresh apron that said, "kiss the chef!" and Steve obliged. The evening was off to a sweet, romantic start.

As Daniel draped steaming pasta into bowls, out on the sidewalk a burly caveman carrying a pile of elk silently melted into the passing crowd and disappeared.

In the following days, the grocery store responded to being tagged on Daniel's Instagram posts, complimented his preparation, and invited his followers to visit the store to see updates on fresh imports from Italy. The store gained new followers who became aware of its specialty products. Friends who clicked on the recipe began to see ads for the *Cooks Illustrated* magazine and Williams Sonoma when they visited CNN. Everyone started seeing posts from Mudd, the mushroom coffee replacement beverage.

From their desks, digital strategists, Social Media managers, SEO wizards, and salespeople for the cafe, grocery store, and magazine, had been pulling in the engagement data and activating their plans for the next step in each person's journey. Businesses like Mudd and Williams Sonoma who view all people that engaged with his posts as ideal customers had "optimized targeting" campaigns running to hopefully be put in front of them.

The algorithms await.

Moral of the story:

In "Sarai Mio Per Sempre?" you see the full cycle of Daniel's decision-making process and all of the digital touchpoints along his path. As a

business, you want to be thinking about your customer's experience as they are out there having problems that you can solve.

By having the right tools and touchpoints in place, you can follow them all the way home, and even meet their friends. By providing a curated experience, you can make their dreams come true, and they will remember and reward you.

Read more from my client and dear childhood friend, author Samuel E. Cole
www.samuelecole.com

EXERCISE

EXERCISE 1:   Who Is Your Customer?

Who is your intended audience/ideal customer?

What is the problem that they are having?

What is the future state they are trying to reach?

What is your solution?

Lean Marketing Defined

The term "Lean" came out of Toyota's manufacturing in the 70's and 80's, which emphasized an extreme form of customer-centered production. When start-ups became a thing in the early 2000's, they applied lean practices so that they could avoid burning through funds by creating features that sound cool but that customers don't really want.

This method was described in the book "The Lean Start-Up" in 2011 by author Eric Ries. In a lean start-up, the customers define their need through action or inaction, and the business responds.

When the term "Lean" is applied to Marketing, it means using just those tactics that will benefit the customer and eliminating everything else. It puts the customer experience at the center of all decisions. This leads to a customer-centered process that efficiently uses time, resources, and budget. The Wilder Digital Marketing Method introduced in this book follows the Lean Marketing philosophy.

EXERCISE

EXERCISE 2:   Lean Marketing - Streamline The Journey

In the box below, list the typical steps your customer takes in their buying journey to making a DECISION from you.

Learn More about the origins of lean.

Growth Marketing Defined

One happy customer can turn into ten happy customers, or even more. In traditional marketing and sales Models, much of the focus is on bringing in new customers and leading them to a sale. Traditional Marketing is heavily on TOFU, or the Top of The Funnel. It is true; you do need to be bringing in new customers continuously.

Your customer is your #1 best salesperson.

In a "Growth Marketing" Model, however, additional focus is placed on customers after they make their first DECISION. Growth Marketing focuses on BOFU, or the Bottom of The Funnel. There is a strategic effort

to build long-term customer relationships that lead to repeat business and brand PROMOTE.

When a customer has invested their time in researching their problem, considered you as an option, and then gave you their hard-earned money, the responsibility for the relationship shifts to you. Your outreach will establish and support that relationship.

Using the communication tools available today, you can measure and monitor how successful you are in maintaining the relationship. Growth Marketing tactics are more easily measured than TOFU tactics. Being skilled at using these measurable tactics and tools strategically will help your business stay focused on what your customers need and how those needs evolve. The BASE3 Model highlights and is emphasizing the importance of your post-DECISION relationship with your customers.

You may find that you have been trained to focus primarily on bringing in new customers and making that first sale. As you go through this book, you may be tempted to drop off from reading chapters that discuss what happens after that sale. However, to truly unleash the power of Marketing and a profitable community around your brand, you will have to push through to deeply consider powerful tactics that take place after the sale. You must fall in love with your customer's full experience. Read on.

EXERCISE

EXERCISE 3: Growth Marketing - Your Customer On Repeat

In the box below, describe an ideal scenario where your customer buys from you and then recommends you to a friend or colleague. How will they do it? In person? On Social Media?

Learn More about growth marketing

Chapter 2:
The Three Certainties

CHAPTER 2: THE THREE CERTAINTIES

I mentioned earlier that I set out to find what was at the base of all digital marketing campaigns, and to identify which elements will not change. My theory was that they could form the foundation of a digital strategy framework.

I found three elements, and they inspired the title of this framework, BASE3.

The Three (BASE3) Certainties

There is one common denominator:

Certainty #1
The Human Decision-Making Process. Most humans make decisions in the same way.

There are two unchanging elements:

Certainty #2
Search & Social algorithms intentionally align content with the human decision-making process.

Certainty #3
There are channels for communicating with customers.

When the three certainties are combined into a sentence, they become the definition of digital marketing.

Digital marketing is:

1. The customer journey,
2. Aided by algorithms, and
3. Supported by your outreach.
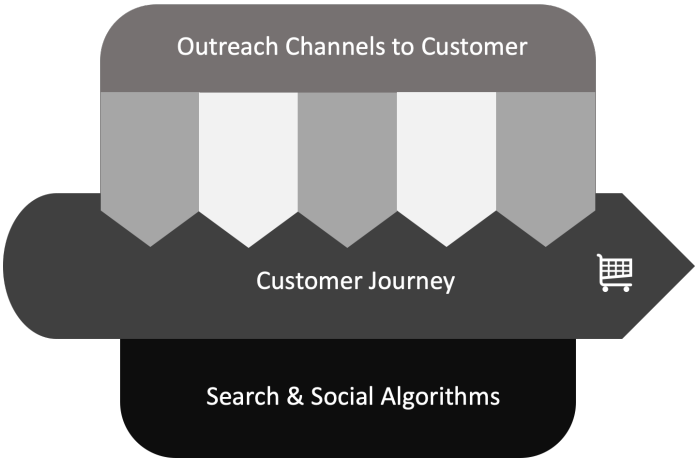
CERTAINTY #1:

The Human Decision-Making Process

You must fall in love with your customer's entire journey

When we first become aware of a problem or a desire, we start to look for possible solutions. We pick a solution and look for validation that we made the right decision by using or testing it and then showing it our friends. If we get that validation, we will try to create a community around our decision so that we can have a shared experience that further supports the choice we have made. In this book, and in Marketing, we call this process **"The Customer Journey".**

A great deal of research has been done to discover the intersection of human decisions and technology. Whether it is to predict decisions or to influence them, much of what you interact with online or in apps is built around what an algorithm has calculated will interest you based on your previous activities.

Google has an entire department of engineers examining human decision-making. They have developed a practice called Decision Intelligence Engineering, which was introduced by Chief Decision Scientist at Google Cloud, Cassie Kozyrkov. It is used internally for decision making, and for the development of new products including Ai.

Making A Decision:

Selecting an Exercise Program

Let's examine a fictional scenario that illustrates how someone might come to a solution for a problem that most people are struggling with: maintaining physical fitness.

It is important to spend time walking in the footsteps of your customers. I am now going to give you an opportunity do just that.

Put yourself in the shoes of a brilliant young Black woman named Jasmine, a rising artificial intelligence engineer who is working long hours and not getting enough exercise.

You will experience the process she takes in finding a workout program that is right for her. As you read through the steps, think about your own customers and their journey.

Meet Jasmine!

Jasmine is the lead engineer on a team that is building the next generation of artificial intelligence-based flight simulators for training pilots. On the following pages, you will walk through her decision-making process as she finds an exercise program that works for her needs. I will be using her decision-making process and these illustrations throughout the remainder of this book.

As Mary Lathrap said in her 1895 poem, to truly understand people you need to "walk in their shoes". To be successfully in service of your customer, you must understand their motivation and needs. As you read through this section, you will walk in Jasmine's shoes. For the next several pages, you are Jasmine, brilliant young Black engineer. You absolutely love your job and are excited about the work you are doing. You are proud to be following in the footsteps of your dad, who is a senior pilot for a major airline and flies the Airbus A380, currently the largest passenger plane in the world.

The Human Decision-Making Process

Meet Jasmine, lead engineer for Ai flight simulator

DISCOVERING: become aware of problem or desire

CONSIDERATION | Looking at possible options

DECISION: examine details, make selection

VALIDATION: seek evidence decision was good

PROMOTING: tell others about good decision
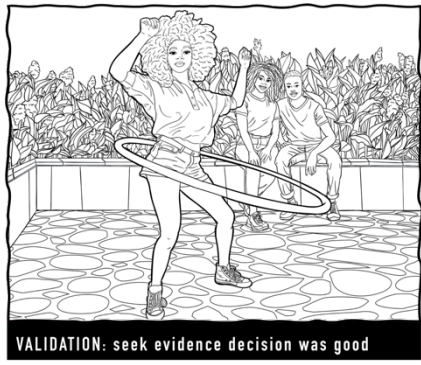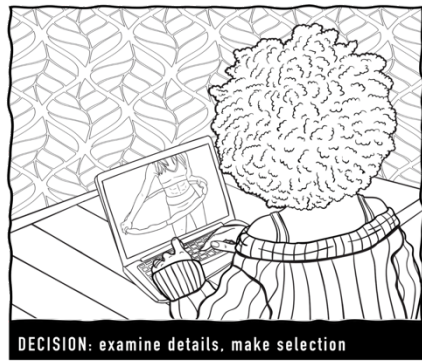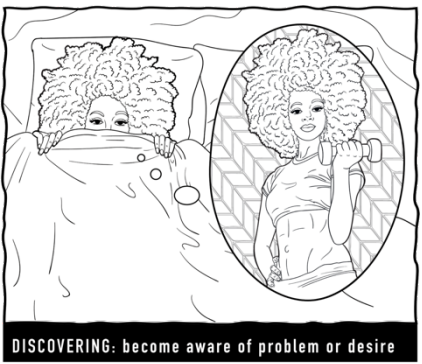
Decision Step 1.

Discovering A Problem and A Desire

As Jasmine, you feel you are not getting enough exercise to continue the peak performance you expect from yourself. In the morning, instead of getting up early to work out you stay hiding under the covers.

You may lie in bed in the morning thinking to yourself: *I am so lazy! I need to get out of bed and get some exercise!* But you don't because your bed is warm and cozy. You say to yourself that, as a matter of fact, you do not enjoy exercising. During your free time you want to have fun with your friends. You have no desire to spend hours doing repetitive movements building up muscles in a sweaty gym.

DISCOVERING: become aware of problem or desire
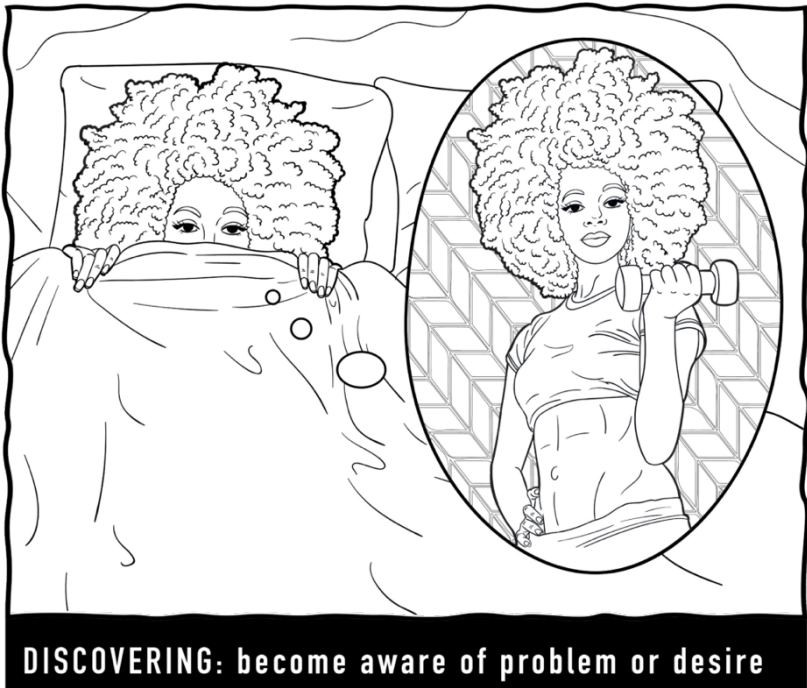
A week passes by. A month. A year. You haven't begun exercising because you haven't realized the true problem, which is that your vision of

exercising is very lonely, and your inner desire is to be in the company of friends.

Decision Step 2.

Consider Your Options

One day your pants don't fit like they used to. When you bend over, you feel a roll on your belly pop over the top of your pants. Muffin Top. Something must be done!

CONSIDERING: looking at all options

You think through your options: *Hmmm, I could go to the gym, ride a bike, go running, rowing…* You spend some time searching on your phone while lying in bed looking at the price of road bikes, gym memberships, and personal trainers.

You realize suddenly that before you start exercising, you need to have the right workout clothes. After spending several hours looking at clothing websites and searching on TikTok for workout routines and workout clothes ideas, you settle on one of your favorite shops, Arrow & Phoenix, founded by Kayla Bell (www.arrowandphoenix.com). Five outfits should be enough to start! This way you can work out every morning of the week and will not need to do laundry. Behind the scenes, algorithms and Social Media platforms are taking note of your activities.

Later, when you go to your favorite news site, a local Big Five Sporting Goods ad pops up with a photo of women doing yoga in a park. Intrigued, you click on the ad and go to their website.

(www.big5sportinggoods.com)

While on the Big Five website you see a photo of a group of kids hula hooping together and laughing. Suddenly you are thrown back into your childhood, remembering how fun it was to hula hoop with your friends on the sidewalk, and how your dad would join you when he arrived at home after flying airplanes around the world.

You get an idea, and do a Google search for "hula hoops," which results in a grid of photos showing adults with amazing abs holding hula hoops. Your decision is made. You will do hula hooping and will try to get your friends to do it, too!

Decision Step 3.

Examine Details & Make A Decision

Thinking fondly of those memories from your childhood you begin a search online for your new, grown-up Model and realize that there are many considerations to be made. Hula Hoops are not the simple design they once were. Do you want heavy or light? Plain or with bling?

On the Big5 website you discover a premium gold striped disco hula hoop with LED lights that radiate spiraling neon colors as it moves. You promise yourself that disco hoop will be your reward one day when you get back in shape.

DECISION: examine details, make selection

A few days later your fabulous new workout clothes arrive. They fit perfectly and look amazing! While reading the day's news on CNN you see an ad for hula hoops. The algorithms know what you are looking for.

You realize that you want to test-drive a hula hoop instead of ordering one online, so you head to the Big Five store to get an in-person look. After testing out the options you select a mid-range weighted hoop with the slightest bit of bling… a single sparkly reflective stripe.

At the register you are greeted by a cheerful cashier. She says that you can return the hoop within 30 days. She also tells you that Big Five is having a "Fitness Around The World" photo competition and invites you to post photos of you and your friends hula hooping and to use the hashtag #ReadyWithBig5. You have her take a photo of you with your new hoop, and then you post it on Instagram with the competition hashtag to document the start of your fitness journey.

Decision Step 4.

Validate decision - internal and external approval

VALIDATION: seek evidence decision was good

At home you begin to hula hoop in the privacy of your living room to loud, lively dance music. Weeks go by, and with your daily hooping practice while wearing your new workout clothes, you begin experience a transformation. You haven't dared to be seen in public yet because initially, you spent more time picking your hula hoop from the floor than you did keeping it gracefully swirling around your midriff. But as you begin to see results, and the number of times it falls reduces to "almost never," you are ready to share your experience with your friends.

You have received a couple of emails from Big Five offering a discount on hoops, so you head back into the store. Adding two extra hoops to your collection means that you can invite your friends to join you at the park! As a reward to yourself, you splurge on that LED swirling lights disco hoop. You earned it!

A few friends meet you at the park to try your hoops. They love it! Soon you and your friends begin meeting on Wednesdays after work to exercise, with your BlueTooth speaker broadcasting electronic dance music. Someone brings a double jump rope, and the hilarity and mayhem begin. Yes, you say to yourself, *"This was an awesome decision! I am spending time with my friends and exercising my body. This is pure joy!"* You have achieved your inner desire, which is to exercise in the company of people who you cherish.

Decision Step 5.

Raise status by sharing and creating a community.

Four of your friends start their own hoop collections during a fun girlfriend trip you all take to Big Five. Each DECISIONS a standard hoop and an LED-lit hoop.

PROMOTING: tell others about good decision

While inside the store you make funny TikTok videos and tag each other and the #ReadyWithBig5 competition. The Big5 Social Media team likes and comments on your posts and shares them to their community.

You have now engaged with Big5, so the next time you are on Instagram you see a gorgeous slow-motion video of athletes achieving the impossible. You click to "like" it, and then you "share" it.

With your four friends hooked, you all decide to look for additional fun things that you can do with your hoops. One of your friends does a search on FastPass, the workout class app, for hula hoop group workout sessions. There are many! Listed are hooping classes for meditative yoga, dance, Native American Dance, Burning Man performances, extreme hooping, and even a roller-skating hoop class. Selecting the roller-skating hula hoop dance class in the app, she uses the "invite" button to text each of you a link to download the app and register for the class.

The class is held in the park on a basketball court filled with a fun, lively crowd of thirty students. People start asking where you got your light-up hoop, and you tell them that you got it at Big Five and tell them about the fun competition. Within a few weeks half of the class has a flashing disco hoop!

Your core problem has been solved. You are in the company of people you cherish, doing an exercise that brings you joy.

Your single DECISION of one hula hoop has resulted in exponential sales for Big Five.

EXERCISE

EXERCISE 4:   What is your customer's INNER DESIRE?

Keep asking "why" until you reach their inner desire.

In relation to your product or service, what does your customer want?

Why?

Why?

Why?

Continue asking why if needed

Aligning The Human Decision-Making Process

With Your Lead/Sales Funnel

Sometimes the journey from DISCOVERY of a problem to choosing a solution can take your customer years. You may not be able to get them to select your solution with just one ad. It is now estimated that a person needs to see a brand 21 times before making a selection. During that decision-making time, you should be set up in such a way that you are strategically guiding them closer to doing business with you.

The below diagram shows the customer journey on a Lead/Sales Funnel. It shows five major steps of a decision. In the remainder of the book, I will refer to the steps as "levels".
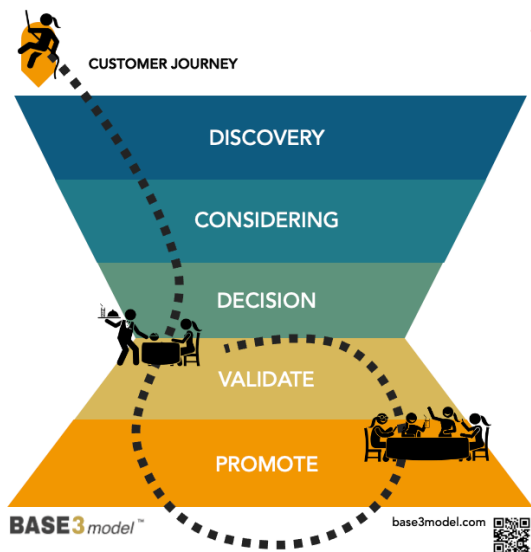
Illustration 3.   The Lead Funnel & The Decision-Making Process

The hourglass diagram shows an illustration of the lead funnel that is used in the BASE3 Periodic Table of Digital Marketing Elements. In future chapters we will look closely at the levels of your customer's journey and their decision-making process.

The typical lead funnel diagram used in sales and digital marketing planning has five levels: DISCOVERY, CONSIDERATION, DECISION, VALIDATION, and PROMOTE. Each represents a different stage of your customer's journey.

It is useful to divide your customer's journey into these levels because people take clear actions during each and need different types of information and assistance. We will be using these levels of the journey throughout the book.

Lead Funnel Level	Decision Step
DISCOVERY	Step 1: Aware of problem
CONSIDERATION	Step 2: Consider Options
DECISION	Step 3: Make Decision
VALIDATION	Step 4: Validate Decision
PROMOTE	Step 5: Share & Recommend

Focus On What Happens After The DECISION

Below on the left is a diagram showing the traditional lead funnel diagram that you often see in sales and marketing presentations. Note that it is wide at the top and narrow at the bottom. Also the language used is very much from the business's perspective, not that of the customer.

The funnel shape illustrates that you must get many people to enter at the top to achieve just a few sales at the bottom. Often not even 1% will convert to making a DECISION. This helps explain why the large budgets are needed for marketing and business development activities. It is accurate to portray the top of the funnel (TOFU) this way.

Traditional Funnel Diagram	BASE3 Funnel Diagram
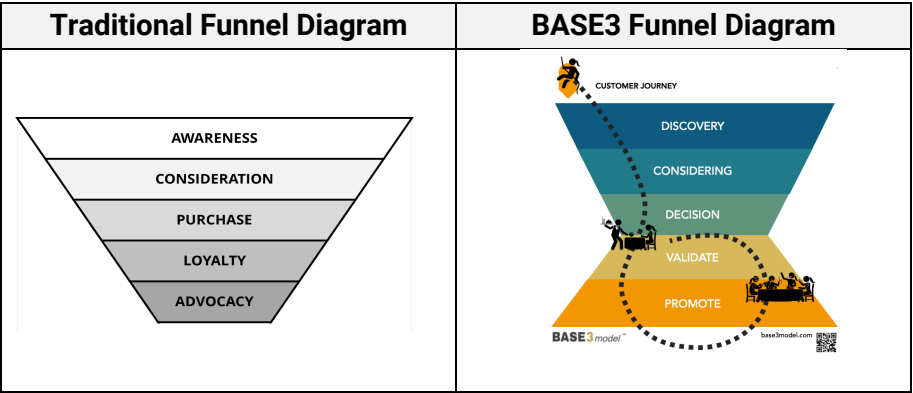
Illustration 4.   The Lead Funnel - Traditional vs. BASE3

However, the traditional lead funnel diagram has a deficiency in my opinion. By using a funnel diagram that narrows at the bottom, this places the most valuable participants, YOUR PAYING CUSTOMERS, at the bottom, small, and often represented in a cool blue or purple color. This can result in a sales and marketing strategy that focuses mainly on the top

of the funnel (TOFU) and reduces attention to the bottom of the funnel (BOFU), which is where most of your sales can originate! BOFU includes customer VALIDATION and PROMOTE, where your sales can increase exponentially. The BOFU IS where most sales will happen if a robust Growth Marketing Strategy is in place.

EXERCISE

EXERCISE 5:   Sales Impact From Customer PROMOTE

To help you clearly see the value of focusing on converting your customers in to PROMOTERS of your brand, complete the following exercise. In the third column of the table below, write down how many hula hoops were DECISION in each decision-making/journey level.

Journey Level	Action Taken in Hula-Hoop Example	# of Hoops DECISIONd
DISCOVERY Learning about the problem & solutions	Realized being out of shape and imagined a stronger self.	
CONSIDERATION Compares solution options	Considered cycling, running, rowing, and decided on hula hoop.	
DECISION Looks at details, pays their hard-earned money	Made the selection for the medium weight with sparkly stripe.	
VALIDATE Additional DECISIONS	Bought more to share & have fun with friends. They approved.	
PROMOTE Encourages others to buy	Friends bought hoops, joined hula-hoop group. Disco hoop became popular in the class.	

What did you observe? In the box below, describe any takeaways that you gained from the above exercise.

In the hula-hoop example, 95% of the sales came AFTER that first DECISION. What are the dangers of using the traditional funnel design in planning and discussions? Let me give you a real-world example.

STORYTIME

Pair Hosting

I have been a customer of Pair Hosting for 20 years, and I highly recommend them. Their domain name registration comes with an actual email box and free forwarding. They don't nickel-and-dime you, and they have actual humans providing 24/7 customer service via phone.

For as long as I can remember, when you arrived at their website, the first thing you saw was a log-in form. This was awesome, because as a website developer, I needed to log in to my hosting account every day to access the sites I was working on.

One day I went to their website and was surprised to see that the home page had been redesigned. It was a very nice design, and it gave me information about services they have that I wasn't aware of. I looked around for where to log in. I couldn't find it! I started to scroll down.

And down. And down.

I got all the way to the bottom of a long page and did not see anywhere to log in! I had to pick up my phone and call them to ask how!

They told me to scroll all the way down to the footer. There it was, a tiny link that said, "ACC Login." To this day, I do not know what ACC stands for.

"This is madness!" I said.

The customer support person said that they had gotten many complaints. Every paying customer had to scroll to the bottom to find a tiny link in the footer to log in and use the services they had paid for. The Pair homepage was so focused on bringing in new customers that they did not think about the customer's experience after they had paid their hard-earned money.

When a new potential customer visited the site, the entire home page was dedicated to them. After paying, however, they were relegated to a tiny link in the footer… just like in the traditional lead funnel…at the bottom, tiny and seemingly not important.

Pair realized this of course and fixed the problem. Now the login is right at the top of the home page. As a sidenote, managing an online presence means continuously testing and responding to what works best for your potential AND paying customers.

It is for the above reason, in the Pair example, that I have visually expanded the lead funnel diagram at the bottom so that it is shaped like an hourglass. Rather than being small, the VALIDATION and PROMOTE positions are larger than the DECISION position!

This is the essence of Growth Marketing. After your customer makes a DECISION, you will have opportunities for future exponential sales by providing support and validation that results in retaining them as a loyal customer and turning them into promoters of your brand.

As we saw in the hula hoop example, most of the hula hoop DECISIONS came AFTER that first sale!

One important additional factor to consider is that up until the DECISION, your customer is doing a lot of legwork. They are learning about their problem, searching for potential solutions, comparing options, making a decision, and then turning over their hard-earned money to you.

When they have made that DECISION, they have made a substantial investment in you, not just financially, but also they have invested their time. After that DECISION, it becomes your responsibility as a business to start doing the work to provide them the validation they need to feel that you were indeed the right choice for them.
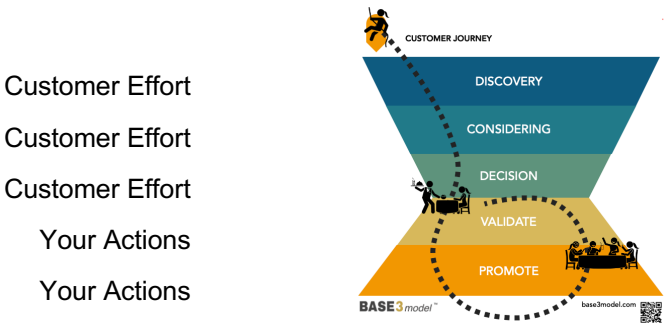
Illustration 5.   Customer effort and your actions in the funnel

Use the communication channels that work best for your customer to provide support. Train your customer service team how to make the customer happy even if your product totally fails.

The reassurance that you give to them immediately after DECISION will build a connection with your customer, and they will feel more confident in recommending you to their friends, family, and colleagues.

EXERCISE

EXERCISE 6:   Your Customer's Buying Journey

In the table below, identify the decision-making process your customer might take as they move from DISCOVERY of their problem to making a DECISION, and then PROMOTING their decision.

Journey/Funnel Level	Actions Taken by Your Customer
DISCOVERY Learning about the problem	(e.g. Google search, ask friends)
CONSIDERATION Finds solutions, compares options	
DECISION Looks at details, pays their hard-earned money	
VALIDATE Validates decision, additional DECISIONS	
PROMOTE Encourages others to buy	

CERTAINTY #2:

Algorithms Align Content With The Human Decision-Making Process

Let the algorithms do the work for you!

Algorithms are not trying to control behavior they are trying to be more human! You are human, so you have a clear advantage. Algorithms are intentionally aligned with the human decision-making process.

If you are a non-technical person and are worried that this chapter about algorithms will make your eyes glaze over, I encourage you to press on.

Understanding how to work in collaboration with algorithms is critically important. Getting it wrong can result in a website that no one ever sees,

or wasting money on campaigns that bring in zero business. Getting it right means growing your business exponentially by harnessing the power of algorithms that have access to the entire world.

Algorithms Match Content to Customer

An algorithm is simply a long set of instructions written by human engineers typing on a keyboard. The algorithm acts as a matchmaker. It reads through website content or a Social Media platform. When a person searches or explores a topic, the algorithm presents content and/or ads calculated will be useful or of interest.

The below section of the BASE3 chart illustrates the types of content you should be preparing for customers to inform their journey. In the next section we will be looking at this closely. The Chart has integrated the logic behind algorithms into its structure. For that reason, you do not need to remember this somewhat technical section; you can simply refer to the chart. But I encourage you to read it through at least once.
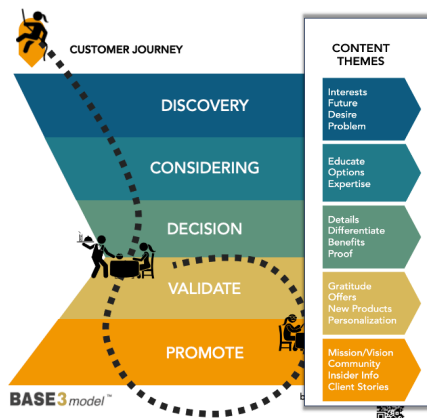
Illustration 6.   Content Themes & The Customer Journey

In a later chapter we will be taking an in-depth look at your content. But for now, I want to just give you an overview of how algorithms work, and how they know what they know.

Search engines and Social Media platforms have intentionally integrated the human decision-making process into their algorithms.

You can test this by experimenting with searches using differently worded questions. A "how can" question which is more exploratory, will give you different results than a "who can" question, which indicates you are looking for a specific solution.

The algorithm measures user behavior to make predictions about what content to present that will lead the individual to an action. This is done by tracking user activity. If you love logic, you will love discovering the logic behind algorithms and applying it to your campaigns. But if the word "logic" does nothing more for you than to bring up images in your mind of Spock from Star Trek, that is o.k. The below descriptions will hopefully make algorithms approachable.

How Algorithms Categorize People

Admittedly, the average person will not be overwhelmingly excited about reading the next significantly nerdy section of the book. It contains a mildly technical explanation that lovers of logic will appreciate. If you are not a lover of logic, do not despair! Read the material and do the simple exercises and move on. Your brain will be mulling it over when you are sleeping. I will try to keep it interesting! Don't skip this section, it is incredibly important that you are aligned with algorithms.

Back in ancient times twenty-five years ago before we all had mobile phones, I lived in the Mission District of San Francisco. At that time the neighborhood was occupied by Lesbians, students, painters, and Latino, Italian and Irish families who had been there for generations. I was of the

student-painter type. I had friends who lived scattered throughout the neighborhood.

To get in touch with one of them I had to walk home and use the house phone. The other option was to just walk by and see if their light was on, and if it was, knock. Algorithms work much like me passing my friend Radha's house peering up to her third-floor window to see if her light was on. Algorithms use logic. They only understand yes and no. If the light is on, knock. If not, keep on walking. You need to keep the light on for algorithms so that they don't just walk on by.

Algorithms work by sorting, and they sort based on activity that a person has or has not done.

How Algorithms View The Customer Journey

On May 31, 2023, Adam Mosseri released a video and article explaining how rankings work in Instagram. If you listen carefully, you can get a picture of how algorithms match people with content. It is based on engagement history and interest.

Most algorithms on Social Media and other platforms will work in a similar way. This can inform your own content strategy as you create content for your current followers and to attract a new audience. Following is an excerpt. It is all about what you have or have not done, or what your followers have or have not done.

"We start by defining the set of things we plan to rank in the first place. With Feed we consider recent posts shared by the people you follow, as well as posts from accounts you don't already follow that we think you might be interested in. We determine what you might be interested in based on a variety of factors, including what and whom you've followed, liked or engaged with recently. We personalize the experience for you to try to strike a balance between content from accounts you follow with content from accounts you don't follow but might be interested in." ~Adam Mosseri, CEO, Instagram

Click the above QR code to get a link to the article and video by Adam Mosseri.
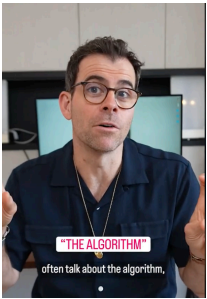
The following chart provides an overview of how algorithms on search engines and platforms appear to categorize people in relation to YOUR business. This categorization determines when they should show someone your website or ad. Again, you do not need to remember the material covered in the following pages. It is embedded into the BASE3 Chart.

Journey/Lead Funnel	Actions your customer is taking that algorithms track
DISCOVERY (Of problem)	Your potential customer is doing searches on the topic. They likely have not have recently seen or engaged with you on the platform.
CONSIDERATION (Of solution)	Customer is looking at options. They have engaged with you or your competitors in a meaningful way by spending significant time on a website or video, looking at multiple pages, liking or sharing you or your competitor's social posts, or using specific search terms about features of your solution or product.
DECISION	Customer is looking at details, going through your and perhaps your competitor's website, reading reviews, has clicked on your website, has clicked on the DECISION button, and eventually has checked out or filled out a form.
VALIDATION	Has made a DECISION from you or your direct competitor, are/ are not following you, are looking at competitors, and could buy from you again.
PROMOTE	Has Made a DECISION to select you, followed you, shared your profile, website, or other links you own. Has connections that fit the profile of your potential customer.

Activities Algorithms Are Measuring

DISCOVERY LEVEL When someone has identified a problem or a desire, they will be doing searches around the periphery of the solution. Like Jasmine explored many different types of exercises and even wandered off to look at workout clothes, your customers will be doing a similar exploration.

Your customer does not yet know what the solution is, and they may not know about you. If you want to be found by them, your business needs to be creating content that matches these broad searches in order to gain brand DISCOVERY. You will be using keywords and hashtags that will help you get discovered.

For example, if a homeowner has a broken window and they do a Google search for "how to repair a house window," they will be presented with a list of articles on how to repair a window by Home Depot, Better Homes & Garden, and businesses who hope to be discovered, or at least are reminding the homeowner that they exist.

CONSIDERATION LEVEL If an individual is defined as considering the solution from an algorithm's perspective, it means that they have engaged with you or your direct competitors in some way, and a pixel or tag has tracked them, so you can try to connect with them about your solution through a targeted ad.

Your ad will use keywords and hashtags related to your solution. The audience that you choose to show the ad will be narrowed to specific interests and engagement.

DECISION LEVEL When your customer is ready to make a DECISION, the ad engines and pixels know that this individual customer is aware of their problem, the solution, probably your competitors, and hopefully YOU.

You should have content ready in the form of a "lead page" or "sales page" that dives into the details and benefits of your solution, differentiates your product, and offers social proof.

On a Social Media platform, your customer may also be shown posts, content, or ads that the algorithm believes will encourage them to click to learn more and buy. The ads will be either yours, or your competitors if they have outbid you on the ad platform or if the algorithm determines their solution is more relevant.

VALIDATION LEVEL. Follow-up from you after DECISION and the way that you engage with them beyond their DECISION will determine whether they will continue as a customer, buy again, or recommend you. Statistics show that no matter how attentive you are, 20% will leave for no reason. This means, however, that 80% of your customers are potential repeat buyers or promoters of your brand.

Algorithms will look for repeat visits and the actions that people take on your website, including visiting additional products or website pages, adding items to their shopping cart, and leaving your site to visit your Social Media profiles.

This information will be added to the collection of data created for your business by Google and other platforms. It is also being added to the visitor's profile. Your business profile will inform the algorithms as they are looking for similar people to present your content to.

This means that, for example, Google's algorithm might notice that lots of people who shop online at a specific luxury shoe store also shop at a XYZ specialty grocery store. Google might begin showing ads for the specialty grocery store to all visitors of the luxury brand shoe store.

PROMOTE LEVEL. Social Media algorithms are continuously analyzing how their community is engaging with posts on their platform. A "like" has a different weight than a "share". A "comment" has a

different weight than a "share with a comment". Businesses often upload the email address of their customers to their business manager account with social platforms so that there can be an assessment of the activity of those customers.

The Goal Of Algorithms

When a search engine, website or application does not have a monetary agenda (it might be a research database), then search results and content are presented purely based on relevance. However, if the platform is funded by ads (just about all of them are, including news sites), there will be a different priority, which is to lead the visitor toward an action that will generate revenue for the platform. Most often revenue is generated by a click on an ad. Funding publications through paid advertising goes back thousands of years.

How Algorithms Collect Information

You might be wondering how search engines and Social Media platforms know where someone might be on any of the many decision journeys we take each day. This knowledge is acquired by using tracking codes or tags that are put onto websites and apps. I will explain in the following section.

As you move across websites, apps, and social platforms, a vast catalog of your activities is stored. This allows the algorithms to create a profile of you that enables them to predict what information is most relevant or useful to you.

For the purpose of our discussion, I am using the term "ping" for each time an algorithm logs an interaction with a person.

Following is an example of the code inserted into a website for HubSpot. HubSpot is a tool that helps businesses keep a list of their contacts and stay in communication with them in a relevant way. This tag records

whether an existing contact fills out a form or makes an order. It also keeps track of what pages they visited leading up to that action. The enterprise-level account will also track what ads were clicked on other platforms, what path they took, and what pages they visited leading up to the engagement.

HubSpot Tag

```
1  <!-- Start of HubSpot Embed Code -->
2  <script type="text/javascript" id="hs-script-loader" async defer src="//js.hs-
   scripts.com/████████.js"></script>
3  <!-- End of HubSpot Embed Code -->
```

Facebook (Meta) Pixel

The below code is from Facebook (Meta). Having this code on your website allows you to share website visitor information with your Facebook Business account. You can send specific ads on Facebook and Instagram to visitors who previously were on your website.

```
1  <!-- Facebook Pixel Code -->
2  <script>
3  !function(f,b,e,v,n,t,s)
4  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
5  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
6  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
7  n.queue=[];t=b.createElement(e);t.async=!0;
8  t.src=v;s=b.getElementsByTagName(e)[0];
9  s.parentNode.insertBefore(t,s)}(window, document,'script',
10 'https://connect.facebook.net/en_US/fbevents.js');
11 fbq('init', '████████████');
12 fbq('track', 'PageView');
13 </script>
14 <noscript><img height="1" width="1" style="display:none"
15 src="https://www.facebook.com/tr?id=████████████&ev=PageView&noscript=1"
16 /></noscript>
17 <!-- End Facebook Pixel Code -->
```

Google Analytics Tag.

```
1  <!-- Google tag (gtag.js) -->
2  <script async src="https://www.googletagmanager.com/gtag/js?id=G-NJTNSNKC3X"></script>
3  <script>
4    window.dataLayer = window.dataLayer || [];
5    function gtag(){dataLayer.push(arguments);}
6    gtag('js', new Date());
7
8    gtag('config', ██████████████);
9  </script>
```

You may have heard about the 2020 decision by Apple to have all iPhone users opted OUT of third-party data collection. A user will need to turn ON data collection the first time they use each app.

It is the above pixels and others that are being blocked from use by the privacy settings. Apple's decision created a panic for businesses that rely on that data to serve relevant ads. In 2022, anywhere from 75-85% of Apple users remain opted out of tracking, significantly reducing advertisers' ability to post relevant ads or determine if the right people are seeing them. Privacy restrictions will certainly increase, which means that it is important that you create relevant and useful content that can be found organically when people are searching for information.

STORYTIME

Squirrels in the Attic

I own a beautiful Tudor home in South Minneapolis. When we moved back to California, we decided to rent it out. One day, I received a text message from our tenant that there are squirrels in the attic! He said they were so noisy that he couldn't focus on work!

After calling around to various services that did squirrel evictions, I learned that getting rid of them was a fairly expensive process. While looking at all of my options, a paid search result from a company called DBzon.com appeared. They were promoting a pest control gadget that you plug in and that emits a noise that is so irritating to pests that they leave. The gadgets cost about $40 each, so I ordered a couple and had them sent to our tenants.

After placing the order, I went over to CNN.com to check the news. A large ad appeared from DBzon, served by Critio. It is shown below. They were following me!

Algorithms and the Customer Journey

To uncover the secrets of how Google or any other platform categorizes people and their behavior, simply look at the ad choices they give you. When you reverse-engineer the ad choices, you can see clearly what buckets people are placed into.

Ad Options For Google And Facebook (Meta)

Google Ad Options

Sales	Leads	Website Traffic	Product & Brand Consideration
Brand DISCOVERY & Reach	App Promotion	Local store visits & Promotions	Create Your Own

Facebook (Meta) Ad Options

DISCOVERY Brand DISCOVERY Reach	CONSIDERATION Traffic Engagement App Installs Video Views Lead Generation	CONVERSION Conversions Product Catalog Sales Store Visits

Illustration 7.   Ad Options Offered by Google & Facebook (Meta)

If you select a "Brand DISCOVERY" ad for Google or Facebook (Meta), your ad will most likely be shown to people who have NOT yet engaged with you on that platform. If the person has engaged with you in some way, then they have a ping on their record, and you can send them a different type of ad.

I recently was shown a pop-up when I logged into Chrome that also gives insight into how their ads
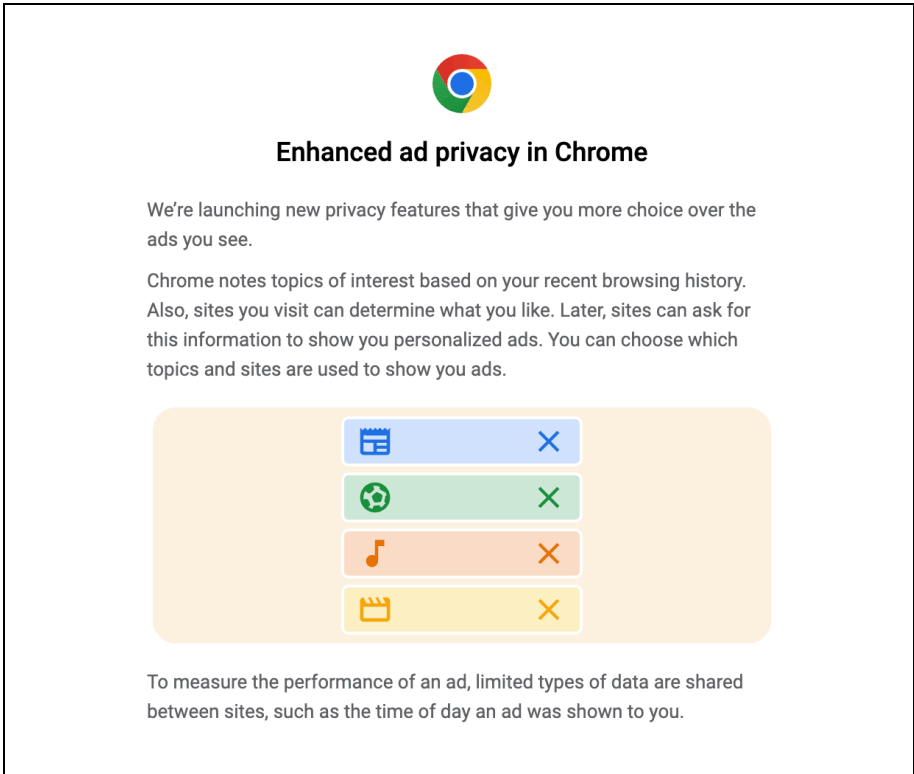
Illustration 8.   Chrome Pop-Up Regarding Ads 2023

The pop-up goes on to say the following:

"Sites you visit can also determine what you like based on your activity on the site. For example, if you visit a site that sells long-distance running shoes, the site might decide that you are interested in running marathons.

Later, a site you visit can ask for this information – either your ad topics or ads suggested by sites you've visited."

Below is a quote from Google explaining what kind of information they are using to determine who to show a specific ad to. The quote sheds light on how Google is categorizing people and their engagement:

Optimized Targeting Quote by Google

"Optimized Targeting: Optimized targeting expands to users that are most likely to convert by creating a profile of what a converter looks like based on real-time conversion data. For example, that data could include Google searches for specific running shoe brands or clicks to a popular sportswear website. While Jiaying's manually selected audience segments provide a starting point, optimized targeting looks for conversions outside of her selected segments."

Read More About Google Audience Expansion

Discover what information Google and Facebook (Meta) have about you.

Exercises So You Can Set Up Your Business To
Play Nice With Algorithms

The following pages contain exercises that help you identify how algorithms will be sorting your content and matching it with your potential customers. You do not need to memorize what you learn in this section. It is embedded into the BASE3 Chart.

You can also always come back to review these exercises if a question comes up when you are planning a campaign. As I mentioned above, this logic is embedded into the BASE3 Chart, so in the future you can simply rely on the chart to guide you.

It is my opinion that working in collaboration with algorithms is critically important to the success of your business. For that reason, I urge you to do these exercises at least once.

Remember Jasmine? Like Jasmine, your customer begins their journey by first becoming aware of a problem. Let's look at her journey from the perspective of algorithms.

EXERCISE

EXERCISE 7:   Algorithms And The DISCOVERY Level

DISCOVERING: become aware of problem or desire
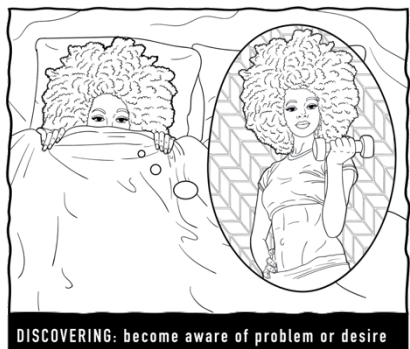
The way search engines see it, people in the DISCOVERY level are just learning about their problem and are exploring possible solutions or answers. They may not be aware of you and probably have not visited your website or engaged with your Social Media. They may have visited your competitors' content or have done searches around the subjects you have content about.

Your goal is for your potential customer to become aware of YOU as they are going through the effort of learning about their problem. In the box below, write down topics people might be exploring if they are just learning about the problem you can solve with your product or service.

For example, a person planning a trip to Italy might be looking at language classes, browsing luggage stores, shopping for clothes, and looking at photos of beautiful Italian villages, hotels, and photography tips.
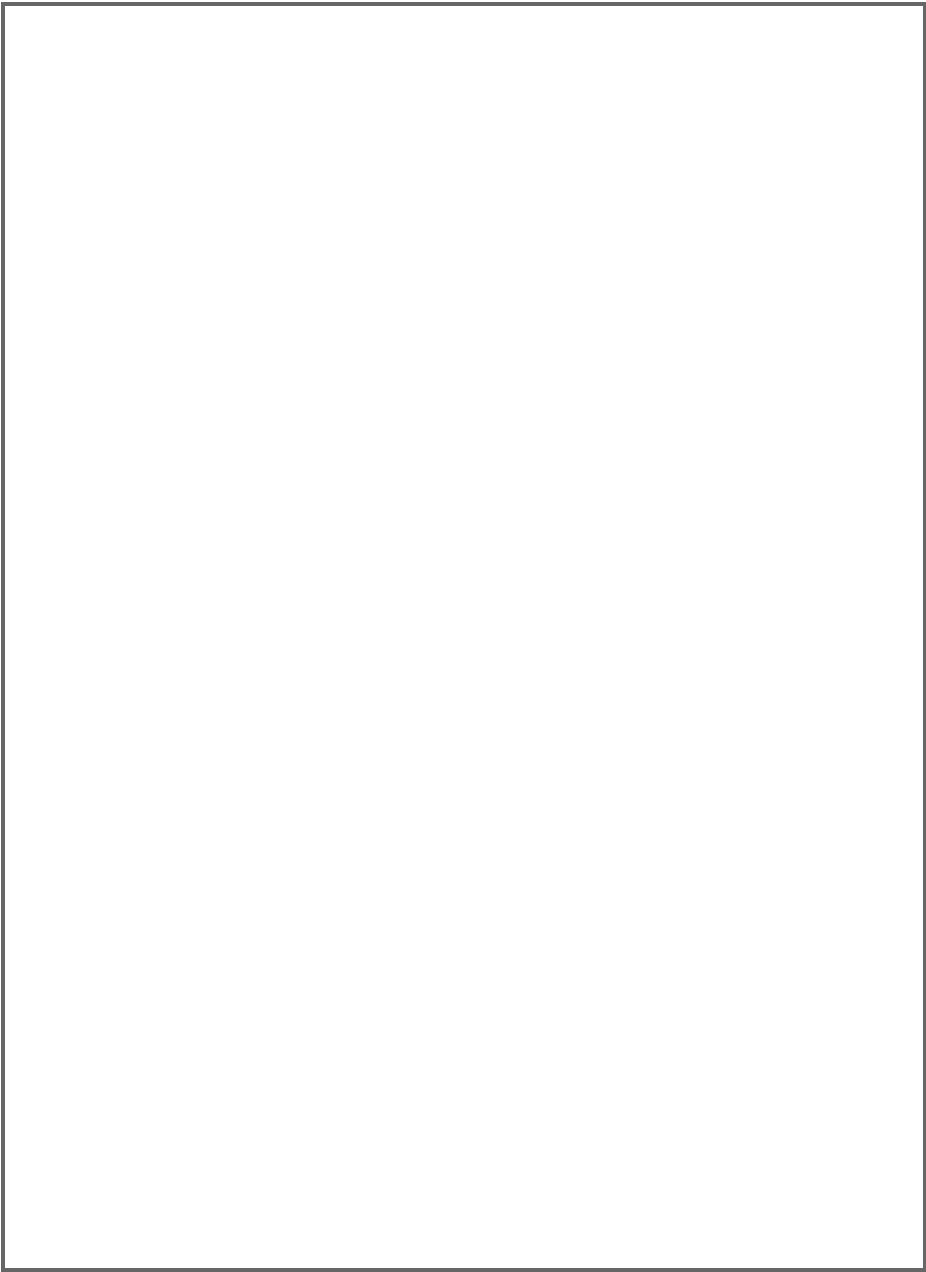
EXERCISE

EXERCISE 8: Algorithms And The Consideration Level

People in the consideration phase have identified that there is a solution to their problem and are now looking at their options. They may have decided that their vacation will be a cruise or that their exercise will be joining a gym. They may have decided that they will take a class to learn about X.

In the below box, write the "who" and "where" phrases that people might be searching for around the problem you can solve with your product or service. Who are some of your main competitors, whether they be a self-help solution or an actual entity? How will your customer be examining them?
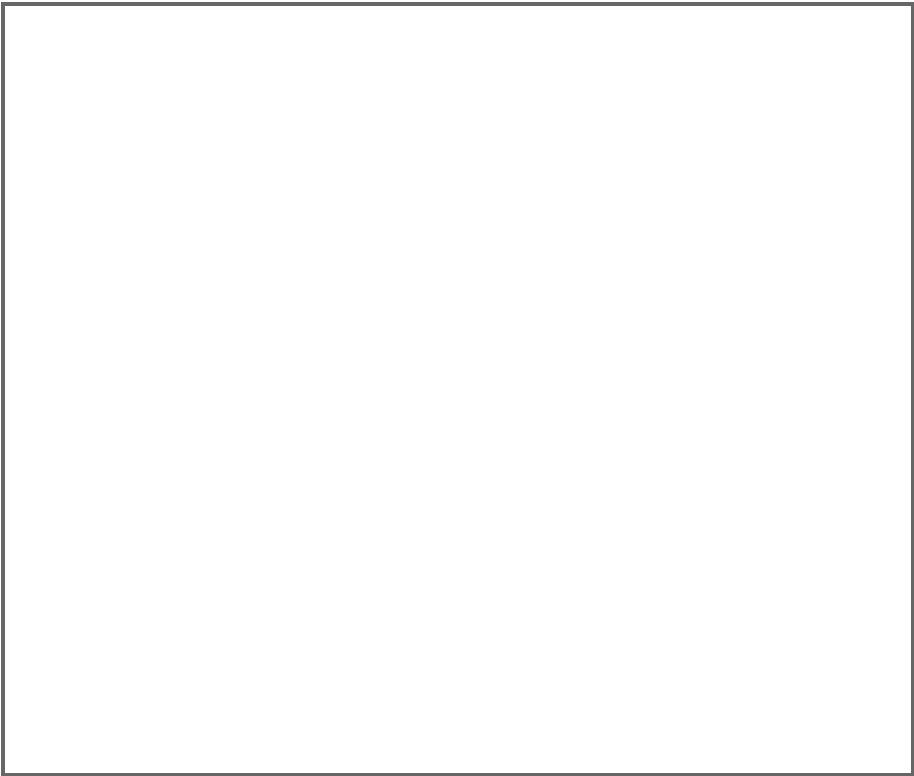
EXERCISE

EXERCISE 9: Algorithms And The DECISION Level

When you properly set up your analytics, any click on a page, form filled out, or DECISION made on your website by a customer is recorded. An online DECISION should be recorded by your eCommerce system, an online form, Google Analytics, Meta, and any analytical tools you have integrated with your website. When a visitor becomes a paying customer, it is important to take note that they become a valuable and recognized target for your competitors' ads.

DECISION: examine details, make selection

In the box below, write the topics that people might be searching for around your product or service.
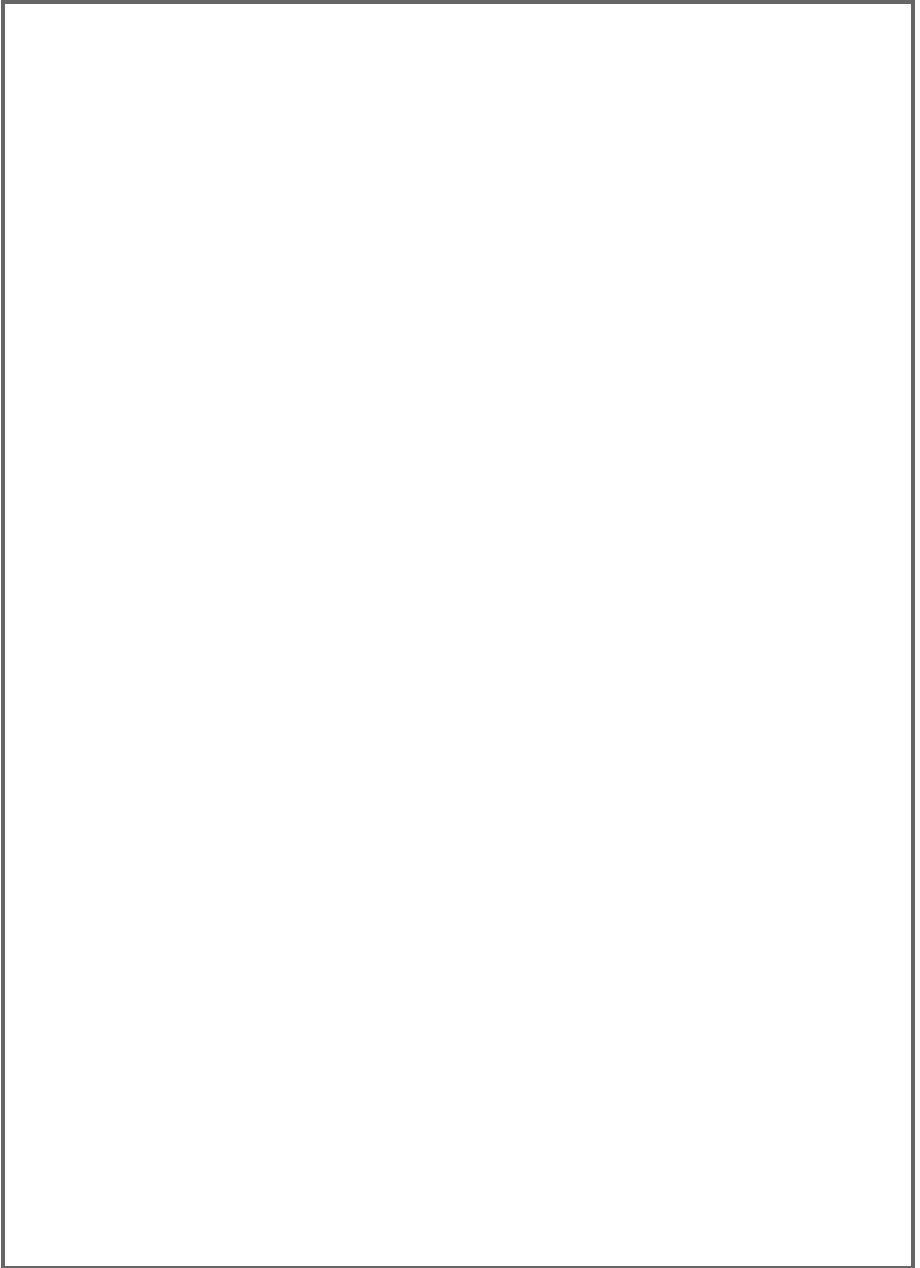
EXERCISE

EXERCISE 10: Algorithms And The VALIDATION Level

Engagement with Your Customer After DECISION

VALIDATION: seek evidence decision was good
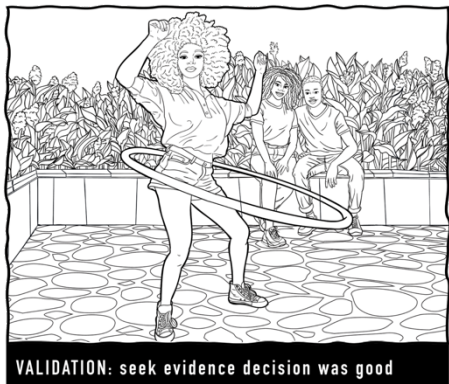
In the box below, list the ways you can think of that an algorithm will be aware of the engagement you have with your customer after they make a DECISION. This could be a review, a follow, a recommendation, repeat visits to your website, outreach that you are, or should be doing with your customers after they make a DECISION. How are you helping them feel that they made the right decision? If it isn't working out for them, how can you still retain, or keep them as a loyal customer? And do this in a way that is readable by the algorithms?
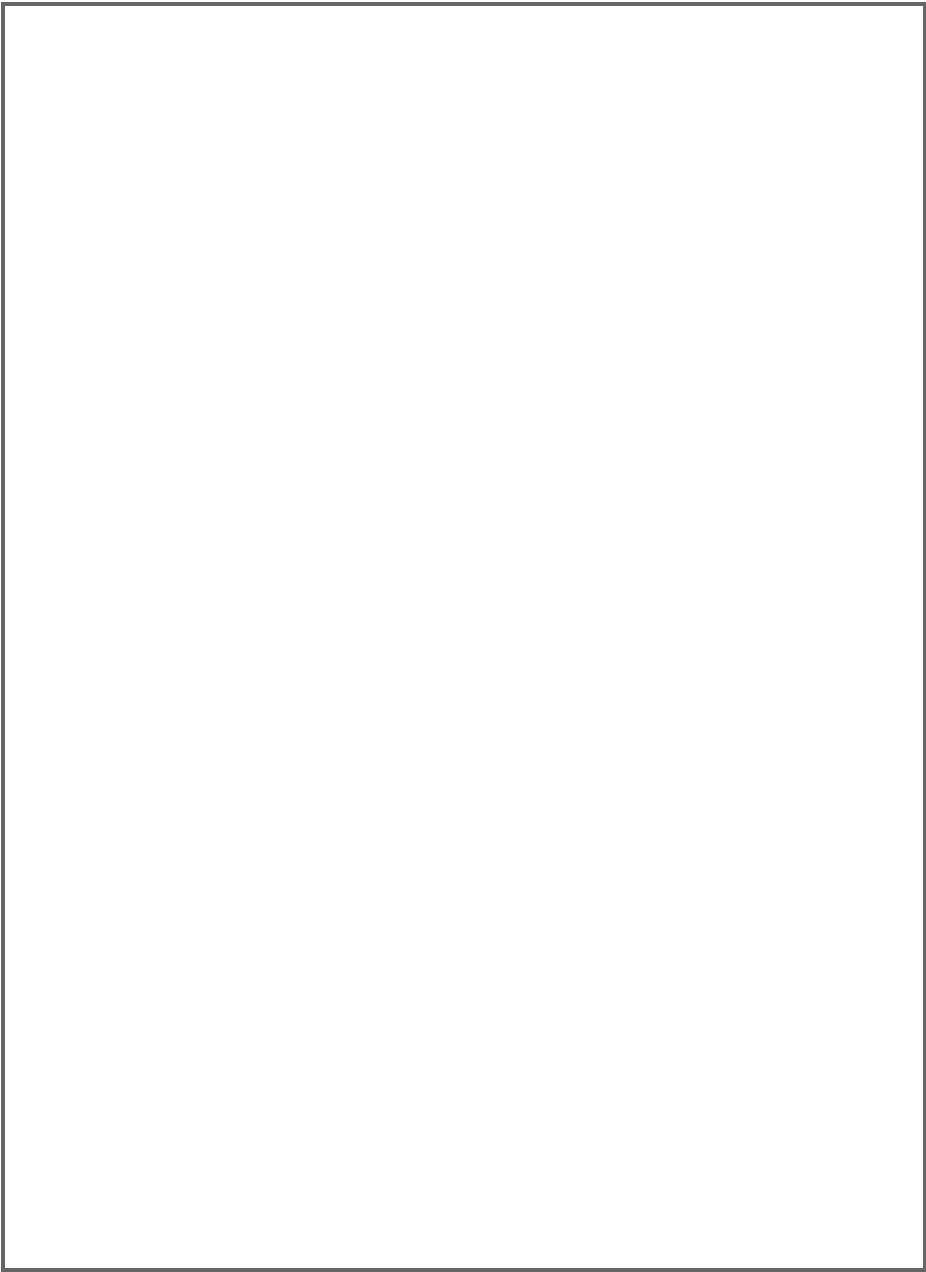
EXERCISE

EXERCISE 11: Algorithms And The PROMOTE Level

PROMOTING: tell others about good decision

Platform algorithms cross-reference who is following who and who is sharing who. If your customer is following you or connected to you on Social Media, that is a soft form of PROMOTE, as others are able to see who they are following.

If they share your content, that is PROMOTE too. Algorithms are looking for follows, shares, reviews, and your responses and engagement with those comments, shares, and reviews. Ensuring that you are creating a positive space for engagement could turn even non-customers into powerful promoters of your brand.

In the box below, list the ways in which your customers can currently share your content or brand. Note which ones can be measured, and which happen outside of your ability to track. Is anything missing?
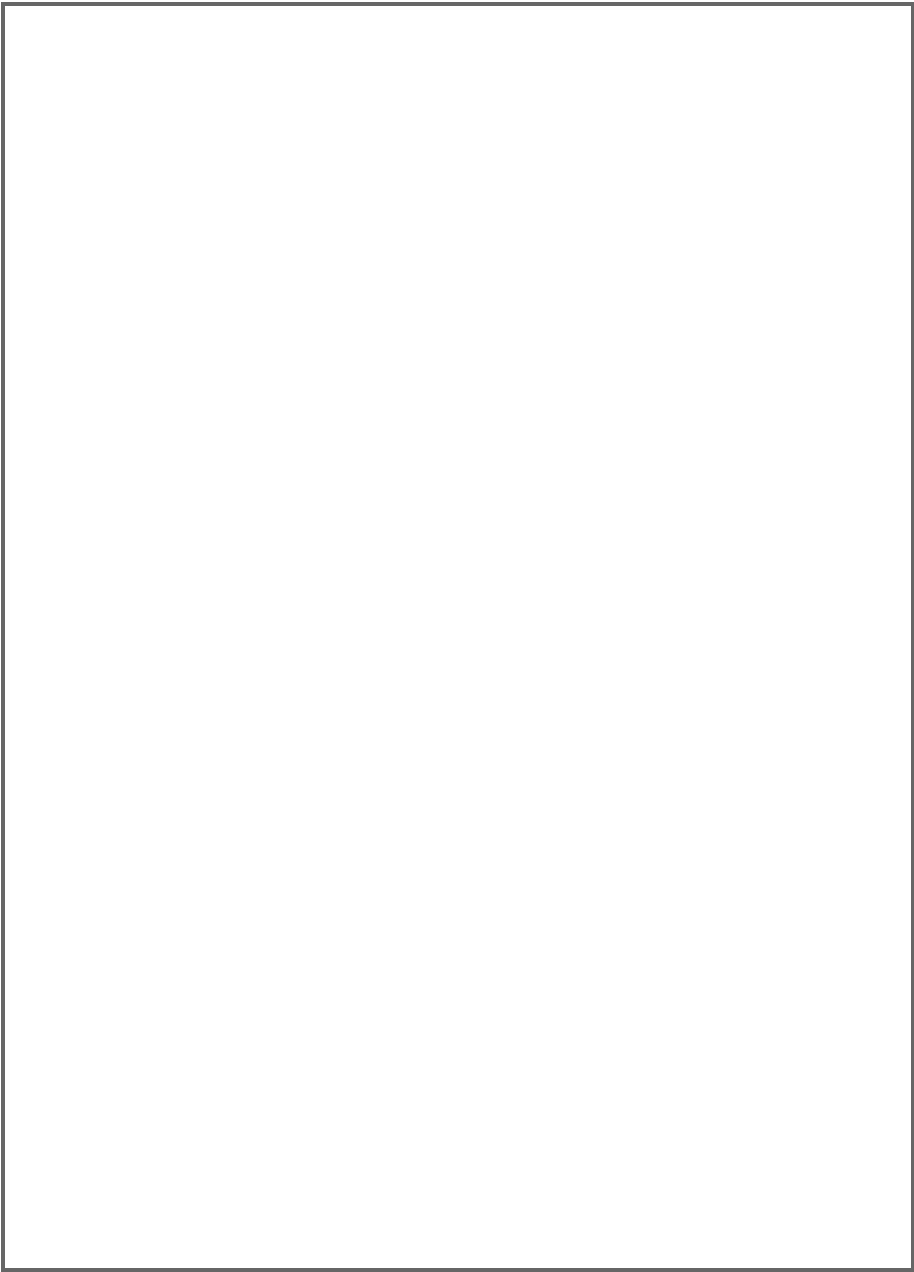
Algorithms In Conclusion

You did it! You completed the nerdiest part of this book! You have looked at the ways that algorithms are interacting with and tracking your customer before and after they make a DECISION from you.

As I mentioned above, you do not need to remember any of that! You can simply follow the BASE3 Chart. It is just very helpful to know what is going on behind the scenes. It also will give you a strategic advantage, as most businesses and even marketers do not understand how algorithms work.

CERTAINTY #3:

There Are Communication Channels

Be prepared to guide your customer's journey through your active outreach.

There are many channels available for businesses to communicate with their customers: website, email, articles, social profiles, video, digital ads, VR, apps, and for some, broadcast, print ads, radio, phone, and direct mail.

As time goes by, new channels emerge all the time. Because of competition and the desire of businesses to be everywhere their customers are, most businesses eventually move to those channels.

A great deal of frustration with managing digital marketing is that the platforms we need to be engaged with keep changing. The channels where your customers are spending their time continue to shift. If we let go of needing to know what all the channels are for now and just focus on the fact that there ARE channels, this helps cool us down a bit.

Channels And the Customer Journey

In the below chart you see the channels listed at the top right as column headings. There is a numbered row of channels for each journey level on the channel grid. A dark shaded channel indicates that it is important for that level, and a lighter shade indicates not so important.

When looking for opportunities or starting to plan a campaign, you can read across the chart to see which channels you should be focusing on in order to reach customers on that level. In Chapter 4 I will be walking you through that process to create a DIGITAL BLITZ.

Illustration 9.   Communication Channels
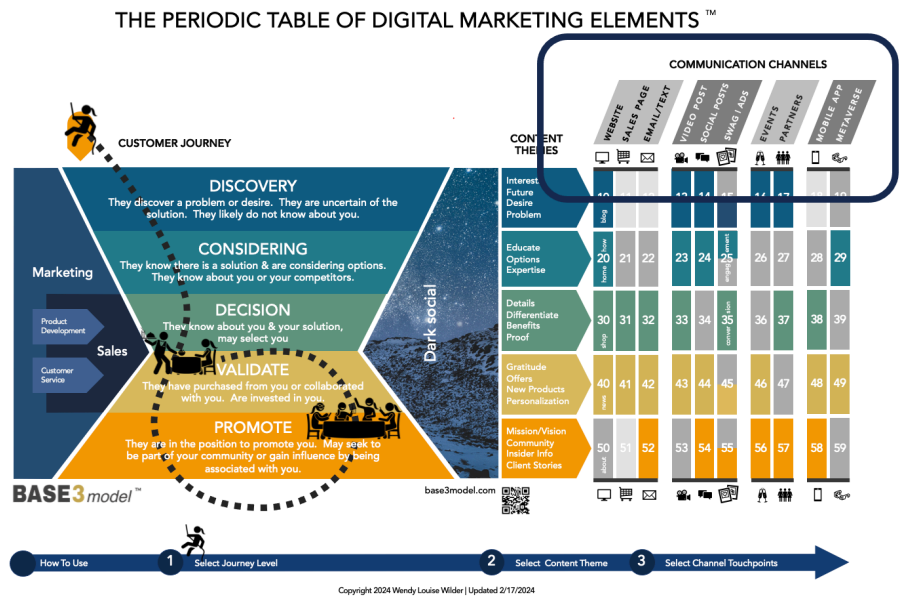
SECTION II of this book is a directory of the fifty numbered communication channels. Each has a chapter that describes its use and highlights a business that used the channel successfully. In the next chapter, I will be showing you what content you should create for those channels.

How Communication Channels Are Used

Communication channels are used in the following ways:

1. For you to give your audience information
2. For your audience to provide or ask you for information
3. For your audience members to communicate with each other

Because most businesses are now using the many of the same channels and adopting new ones as they emerge, you do not need to reinvent the wheel if you are just getting started on a platform. You can learn from the success of others.

Following is a brief description of the channel groupings that are in The BASE3 Model.

COMMUNICATION CHANNELS
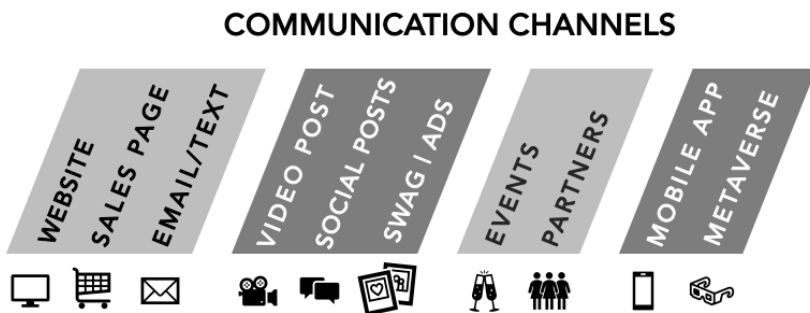
Illustration 10.   The BASE3 Communication Channels

Channels You Own

Website/Blog - Informative pages on your website. They can be in the form of a blog, or simply as informational pages.

Sales Pages - Sometimes there is a Lead page or a series of pages that, collect contact information or further informs your audience about the offer. A page that accepts payment is a Sales Page. A Sales Page displays the product details and explains how to acquire the product.

Email/Text – This could be an automated email and text message, a personalized email or text, or could be a newsletter.

Publishing & Social Media Platforms

Video Posts - Could be professional quality video or one filmed on a phone. Video is uploaded to many different platforms.

Social Posts - Posts that you publish on your Social Media profiles.

Ads - Advertising that you pay for on a platform such as Google AdWords, Facebook (Meta), and TikTok. You pay a variable amount for each click.

Swag – With the introduction of QR codes and other cool Ai integration features, I am including Swag here. Swag is branded merchandise that you put out into the world.

Collaborative Channels

Events - Could be a Zoom event, live event, an event that you host, or an event that you attend as a guest.

Partners - Strategically selected partners who have an audience that includes your ideal customers.

WEB 3.0

Mobile Apps - Applications that live on your phone or device.

Metaverse - Virtual worlds that are accessed either through a fully immersive headset, an augmented reality headset, a computer screen, or augmented reality through your mobile phone camera. More ways to access the Metaverse will emerge.

Metaverse Variations

Because the metaverse is a relatively new concept to many, I would like to give you a simple overview. There is just one Metaverse, which is a term coined by Neal Stephenson in the book Snowcrash. All virtual worlds and experiences are inside of the Metaverse, just like all planets and galaxies are in the Universe. There are three main ways of accessing worlds or experiences in the "Metaverse".

1. Flat Screen Entry, where games and worlds are accessed on the standard computer, TV, or mobile phone screen.

2. "Augmented Reality" which is most often accessed on a mobile phone or sometimes goggles but is an overlay of a virtual experience over reality that you see through your camera or goggles, like the AR code on the cover of this book.

3. VR - Virtual Reality - Where you are wearing a headset and experience complete immersion in a 3D world.

Having brand presence inside of a virtual experience can be subtle, such as having an ad on a virtual billboard, or it can be expansive, with the creation of an entire world around your brand.

At the writing of this book, 80% of users of Metaverse experiences are under the age of 18. For this reason, unless your target market is within or near that age bracket, you may want to think carefully whether the Metaverse is the right investment for your business.

Fictional Shoe Display In The Metaverse – Photo Ai Generated

EXERCISE

EXERCISE 12: Your Customer's Channel Touchpoints

It is important to be aware of all the ways that your customer may hear about, see, or interact with your brand. In the below table, list the touchpoints in these channels where your customers may encounter your brand.

List Major Sections of your Website	
Email/Newsletter Text Tools	
Video Platforms	
Social Media Platforms	
Ads	
Events	
Partners	
Mobile Apps	
Metaverse Worlds	

Chapter 3

Content Themes To Play Nice with Algorithms

CHAPTER 3: CONTENT THEMES

Play nice with algorithms and meet your customer's needs.

Give your customers the information they need to make a decision.

On the following pages you will be identifying actual content that will play nice with algorithms and speak to your customer.

First let's do a quick review of what you have learned so far. In previous sections we have talked about the customer decision-making process, from becoming aware of their problem, to finding and selecting a solution, verifying that it is the right solution, and then telling their friends about it.

We discussed how algorithms track, measure, and categorize people and their engagement level as your customer works their way through the decision-making process. We then examined the channels that are available for communicating with your customer. Now let's talk about content…the actual words and imagery that you should create to put onto those channels that your customer will engage with.

Eugene Schwartz – Best Copywriter of All time

There is a quote by the famous copywriter Eugene Schwartz that you should study. Please ignore for a moment that Schwartz uses "he" to include all people. The quote is from an older time when women were mostly invisible in written text, (an obvious oversight that lasted way too long, but that is for another book).

Eugene's Quote

"If he is not yet aware of what he really seeks but is concerned with the general problem, your headline starts with the problem and crystalizes it into a specific need.

If he is not aware of your product but only has the desire itself, your headline starts with the desire.

If your prospect is aware of your product, and has realized that it can satisfy his desire, your headline starts with the product."

~Eugene Schwartz

When Eugene wrote this, the internet did not exist. Algorithms certainly did not. But he understood the fundamental way that humans make decisions. He understood what content a person needs to progress along in their decision.

Amazingly, Eugene's quote aligns with what we found when reverse-engineering ad options and our search experiments. This is because humans & even ancient humans have always been social creatures living in groups. This has not changed in the past 100,000-500,000 years, much less in 30 years of the internet. We make decisions that will support our position in our community.

The internet, iPhones, and Social Media apps have not changed our behavior as much as we might think. Our brains are still solving problems in the same way that humans always have. We still look for the best solution, for validation that we made the right choice, and for opportunities for influence through that choice.

When we put Eugene's quote into the context of the customer journey, we have the following definitions for DISCOVERY, CONSIDERATION, and DECISION levels of the customer journey.

Illustration 11. Eugene's Quote in The Customer Journey

Identifying Content Themes

The right-hand column in the below chart shows the Content Themes that are useful along the customer journey. We examined this view of the chart in the section on Algorithms.

Search engines and platforms are continuously improving their algorithms to try to serve the most useful content to their audience. Platforms and search engines advise you to create good-quality content that is relevant. Once published, your content is categorized and graded, which determines who is shown your content.

In the following sections you will be taking a close look at how to identify the right content for each level of your customer's journey.
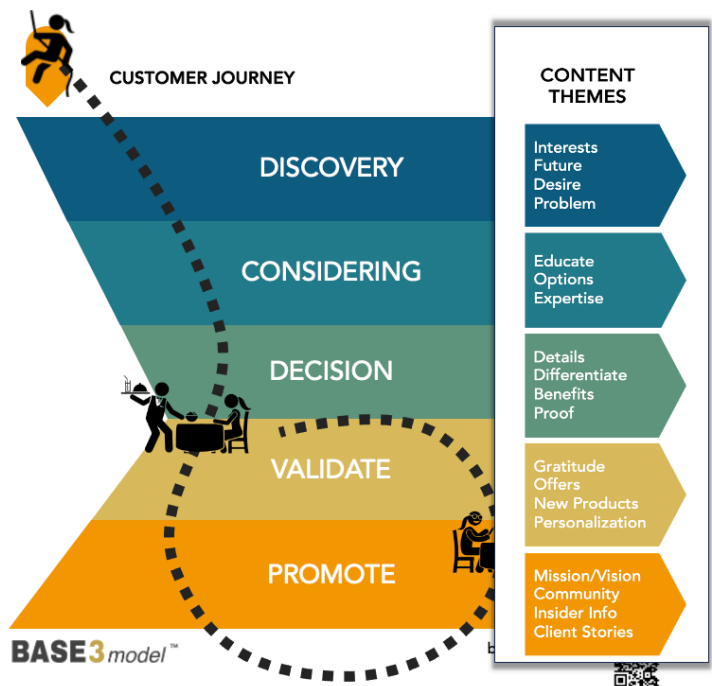
Google's 2022 "Helpful Content" Algorithm Update

If you want to geek out on Google's algorithms, you may wish to study the 2022 Helpful Content Update. Below is what Google says about their Helpful Content Update. They will be giving preference to "People-first Content."

Google Helpful Content Quote

People-first content creators focus first on creating satisfying content, while also utilizing SEO best practices to bring searchers additional value. Answering yes to the questions below means you are probably on the right track with a people-first approach:

• Do you have an existing or intended audience for your business or site that would find the content useful if they came directly to you?

• Does your content clearly demonstrate first-hand expertise and a depth of knowledge (for example, expertise that comes from having actually used a product or service, or visiting a place)?

• Does your site have a primary purpose or focus?

• After reading your content, will someone leave feeling they've learned enough about a topic to help achieve their goal?

• Will someone reading your content leave feeling like they've had a satisfying experience?

The SEO and marketing expert Neil Patel summarizes how to ensure that you are working in alignment with Google's expectations:

Neil Patel Quote
The Helpful Content Algorithm Update

- Only write what you know

- Focus on a specific niche

- Make sure your content is executable

- Continually update your content

- Add your secret sauce

- Appeal to all different types of readers

- Do keyword research

Follow the QR code to learn more about the Helpful Content Update

Google's E-E-A-T Content Rating

Google has provided an acronym for how the algorithms measure the quality of content. Any content that you create for your website should have this in mind. The acronym EEAT (DoubleEat) stands for Experience, Expertise, Authoritativeness, and Trustworthiness.

In their announcement on December 15, 2022, Google announced that they were adding the second E (It used to be just EAT) Google states, "...Search seeks to surface reliable information, especially on topics where information quality is critically important…we hope these updates better capture the nuances of how people look for information and the diversity of quality information that exists in the world."

This means that rather than trying to hack the algorithms; your goal should be to provide reliable, credible information that informs your customer along their natural journey of discovery. And ta-da! That is exactly what I am trying to teach you in this book! I didn't just make it up. The BASE3 Model is based on a lot of science and documentation that most people don't want to wade through…and don't.

Content For the Customer Journey

In the previous sections, we looked at Jasmine's journey from the perspective of Algorithms and identified what they are tracking. Let's now identify the actual content that you should create for your customers. Whether you are writing for yourself, working with copywriters, or getting assistance from Ai tools, it's all content, and it needs to be the right content, or you are literally wasting your time or worse, giving algorithms the wrong information about who you are.

Let's revisit Jasmine again and follow her exercise journey as we walk through exercises to inspire your content creation.

Content For The DISCOVERY Level:

The Problem, Desire, and Future Tense

DISCOVERING: become aware of problem or desire

The Problem, Desire, and Future Tense. Inside of the DISCOVERY level are people who know they have a problem, and they are beginning a quest to learn more about it, and their vision of the future when the problem is solved. Your goal is to be found by people who are exploring the periphery of your solution.

Algorithm View: Searches using "how, why, where, what, when."

When you are creating content for the DISCOVERY level, you may be most effective by connecting with your audience on an emotional level. One of the most powerful quotes from Russel Brunson's book, "Expert Secrets" and that hit home for me is this. He says,

"One reason why many people struggle to make the changes they want and need in their lives is the fear of failure. If they try to change and it doesn't work for them, then their dreams are dead. So, they will give up potential success for fear of losing their dreams."

This is profoundly true, and also heartbreaking. As a business, your goal should be not only to give your customer to a way forward, but also to reassure them that they CAN be successful if they follow your guidance. They CAN achieve their dream. You will do whatever it takes to ensure that their dream does not die.

Keywords and Hashtags for the DISCOVERY Level

It is fun to use keywords and hashtags that are going viral at the moment. But generally, you should be using keywords and hashtags that match your customer's needs based on where they are in their decision-making process. In this way the algorithms will be able to put you in front of the right people at the right time. As I mentioned before, let the algorithms do the work for you. You should do a deep dive into learning about your customer, and the topics that they are going to be interested in.

Identifying Content Topics

One of my favorite uses of ChatGPT is getting ideas for content topics around a customer segment's interests. If you were a luxury shoe brand, you could ask ChatGPT to list ten common interests of someone who also loves luxury shoes.

You can even go so far as to ask ChatGPT to write a 300-word article for each of the ten topics, and you will then have ten DRAFT articles to edit and post on your website or Social Media profiles. Following is a list generated by ChatGPT.

ChatGPT Suggestions:

Here are five common interests or activities that a woman who wears luxury shoes might engage in:

1. *Fashion events and parties: Attending high-profile fashion events, gala dinners, or exclusive parties where they can showcase their luxury shoes and mingle with other fashion enthusiasts.*
2. *Socializing at upscale venues: Enjoying nights out at upscale restaurants, bars, and clubs, where they can dress up and display their stylish footwear.*
3. *Fine dining: Appreciating the culinary arts and enjoying dining experiences at renowned restaurants that require dressing elegantly.*
4. *Art and culture: Showing an interest in art exhibitions, gallery openings, and cultural events, as luxury shoes often align with a sophisticated taste in aesthetics.*
5. *Traveling to fashion capitals: Exploring fashion-forward cities like Paris, Milan, London, and New York, where they can indulge in luxury shoe shopping and immerse themselves in the fashion culture.*

You may wish to have matching imagery. I grabbed a few phrases out of the above five suggestions and asked DALL-E to generate impressionist paintings from them. The results were so cool!

High-profile fashion events, gala dinners, or exclusive parties.

Shopping in fashion-forward cities Paris, Milan, London, and New York.

Enjoying nights out at upscale restaurants, bars, and clubs.

Blog Article Example

A photo frame company that wants to be found by people in the DISCOVERY level could publish an article called "The Most Beautiful Villages in Spain." A person might be planning to visit Spain and does searches on Google using the phrase " beautiful villages in Spain." They

don't yet know that they will need photo frames and they certainly don't know about the frame company.

If they click on the article about beautiful villages in Spain, they will begin to realize that they are on a photo frame website. There is suddenly potential that the customer will buy a frame for a photograph that they take while on vacation.

If the person clicks on the link and visits the website to read the article, the frame company can retarget them with ads on other websites that are hosting ads. The click also informs search engines that this article is related to searches for villages in Spain, and the article's ranking may be increased.

Photography Example
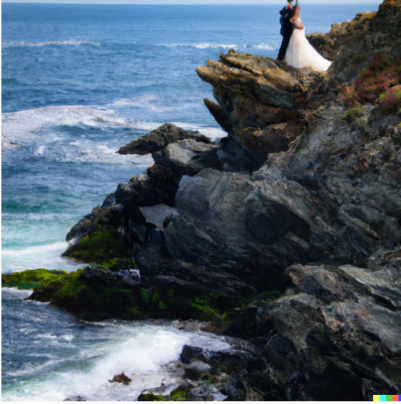
Future-focused imagery might be a wedding photographer posting gorgeous photos or videos from a recent wedding on Instagram, so an engaged couple can see how their wedding might look.

A lawn care business might publish articles showing different configurations for outdoor furniture so that the homeowner can imagine their family playing and spending time in their future backyard.

When you hear about SEO and the need for SEO, it means identifying what keywords and phrases are important not just for your specific product but are important around the periphery of your business. Creating content and incorporating those keywords into your content will give you long-term benefits and establish you as a resource not merely to people but also to search engines.

Let us now identify what content you should be creating for YOUR customers who are in the DISCOVERY Level. This includes content for articles for your website, or videos for your social profiles, or posts on other platforms.

In the next exercise, list the Content Themes that are relevant to your customers as they are beginning to be aware of their problem. Think around the periphery. A person planning a trip might be looking for luggage or clothing. A team member looking for a new project management tool might also be looking at hiring additional help or someone to implement the new tool.

Below is a QR Code that will take you to my list of Ai favorite tools, including ChatGPT.

EXERCISE

EXERCISE 13: DISCOVERY Content – Desire, Problem, Future

DISCOVERING: become aware of problem or desire
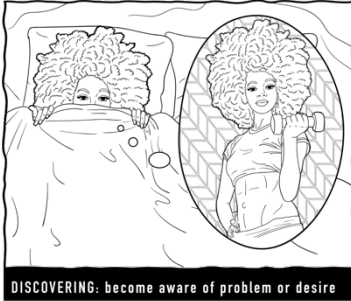
List below the topics and imagery that address your customer's problem, desire, or future vision of themselves if the problem is solved.

The Desire, Problem, and Future-Tense Topics

Content For The CONSIDERATION Level:

Educate, Options, Show Expertise

CONSIDERATION | Looking at possible options

Educate, Options, Show Your Expertise. People at the consideration level know there is a solution out there, and they just need to pick the best one. If you are one of the options they are considering, they have visited your website or social profiles and there may be one or more data points. It might be an opt-in sign-up, a like, or a share. It could be that they started following you. It also could be that they have done any of these with your competitor, in which case, there would not be a data point that YOU have access to, but algorithms and platforms do.

Algorithm View: Searches using "who, where, what."

The content you are creating for people at the consideration level should establish you as a credible expert. You have probably seen articles with titles like "Top 10 of X." Showing your product in action, solving a problem, or in comparison to competing products will establish that you are an expert in your field.

You may be running consideration ads or writing content that you want to be found by people who are in that phase. You will be educating them, presenting them with options, including your competitors, and you will be demonstrating your expertise.

EXERCISE

### EXERCISE 14: CONSIDERATION Content − Educate, Options

In the box below, list the topics that are relevant to your customers as they are getting close to identifying the best solution to the problem that you can solve for them with your product or service. Include talking about competitive solutions.

Educate, Options, Show Your Expertise

Content For The DECISION Level:

Details, Benefits, Proof, & Guarantee

DECISION: examine details, make selection
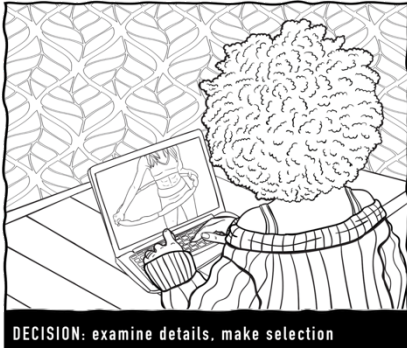
Differentiate, Show the Details, Show Benefits, and Offer Proof. When you are creating content for folks who are ready to make a DECISION, this is when you differentiate yourself. You will include the details of your product, the benefits, and proof. Creating an effective sales page is a combination of art, text, and lots and lots of testing.

Algorithm view: Specific features "pink, bell bottom pants."

Typical Elements Of A Sales Page

Some websites will have single product pages if they are an eCommerce site. Creatives will have portfolios and examples of their work as an entire section of the website. For service-based businesses, there is often a sales page that leads to a contact form or subscription DECISION.

On the following page is an example of a sales page for a software business. Often a sales page will have its own architecture that is intended to take the viewer through an emotional experience that leads to a DECISION.

Headline
Supporting Headline

Call To Action

Guarantee (no credit card needed)
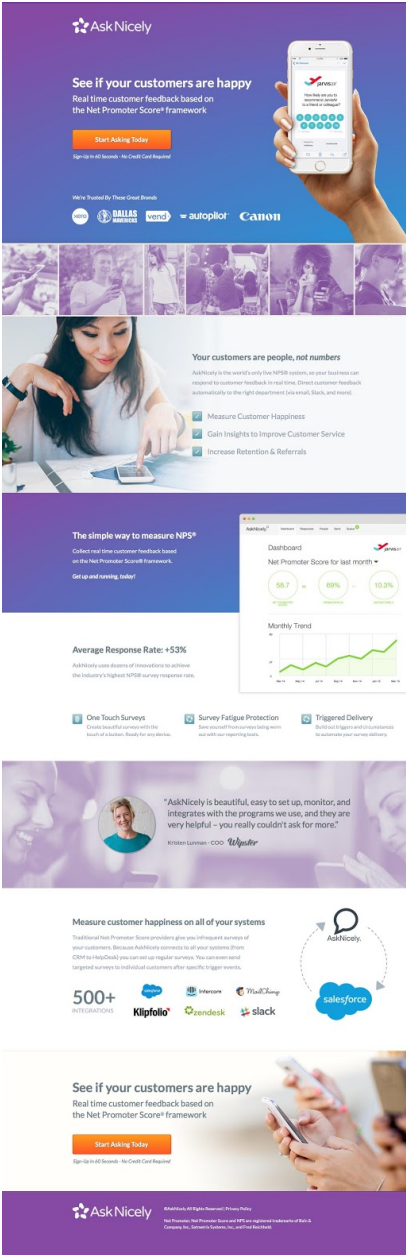
Images showing the problem is solved

The Problem

Your Solution

Features & Benefits

Proof

Scarcity   (for   timed   offers)
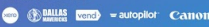
(source:
https://learnlandingpages.com/la
nding-page-examples/)

EXERCISE

EXERCISE 15: DECISION Content – Credibility & Details
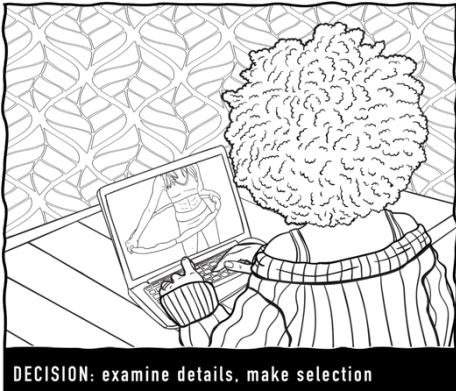
For the DECISION level, it is important that you have content that differentiates you from your competitors, and that provides the details of your product, the benefits, and proof that it will work.

What content should you have ready for customers who are ready to buy? Work examples, testimonials? What should be on your sales page? List them below.

Credibility, proof, details

Overcoming Objections

I can't overstate the importance of digging deeply into objections your customers might have to buying from you. You need to prepare your reassurances. This demonstrates that you are in tune with your customer's concerns and truly are in service of their needs

Most of us try to avoid painful subjects, so we often want to ignore those objections. However, by identifying your customer's concerns in advance and openly addressing them with guarantees or promises, you can alleviate their fears and instill trust.

You can present your reassurances in paragraph form, story form, or as bullets. It depends upon how you want to present them. Some might be an obvious bright gold badge that says "100% Satisfaction Guaranteed". Another guarantee could be "we will work with you to determine whether now is the right time and will not pressure you if our solution will work better for you at a future date."

I work with each of my website design clients to identify these objections, and we incorporate them into the website's content. To see an example of a soft approach, visit the website we built for the brilliant coach, Sarah Howard. She spent much of her career in higher education. She has now turned to working at the intersection of love and trauma.

Dr. Howard specializes in helping people who have been through trauma prepare their hearts and minds for love. As a survivor of trauma myself, working with her was very meaningful. We identified the objections people might have to working with her, and then wrote out in explanatory form, her reassurances. Go to her Services page and scroll down to the "Promises" section to see an example of how "guarantees" are worded in paragraph form.

www.sarahcoach.com

EXERCISE

EXERCISE 16: Overcoming Objections To A DECISION

In the below table, identify the objections your customers might have to DECISION your product or service in the left column. In the right column, write how you can alleviate their concerns. You don't want to take on a manipulative or dismissive tone. Don't insult their intelligence. You want to validate their concerns and show that you have truly thought about them in advance. I have provided two examples.

Objection	Your Promise
What if it doesn't work for me after I pay for it?	Ex 1: 100% Refund if you aren't happy. Ex 2: Free 1-month trial
I am too busy	We have recorded sessions that you can watch on your own schedule.

Content For The VALIDATION Level:

Validation, Instructions, Gratitude, Offers, New Products
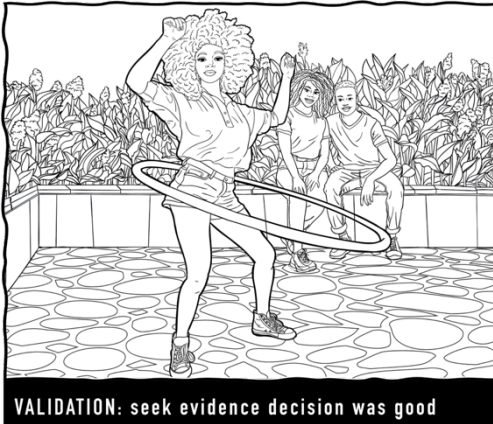
A person who you are trying to usher into the VALIDATION level has Made a DECISION to select you or has collaborated with you. They are invested in you. They are trying out your solution and getting feedback from friends or colleagues.

VALIDATION: seek evidence decision was good

Once a customer has made a DECISION from you, it is important to recognize that they have invested not just their hard-earned money, but also the time that it took to sort through competing options, take a closer look at you, and make the decision to turn over their hard-earned-money to you. They have invested in you. They want to feel that they made a good choice. Your follow-up after their DECISION will determine whether or not they will continue as a customer or recommend you.

When you are wanting to keep your customers engaged, you are presenting new products, special offers for existing customers exclusively, and giving them insider information that they wouldn't otherwise have. You can present them with news about ways you are continuing to work on providing new powerful solutions for their problem.

Algorithm view: Repeat visits, DECISIONS, and time spent on site.

EXERCISE

EXERCISE 17: VALIDATION Content – How-To, Gratitude, Offers

VALIDATION: seek evidence decision was good

In the box below, list ideas for content for customers that have Made a DECISION to select you and may be interested in purchasing again. This may include How-To instructions, showing gratitude, special offers, personalization, and information about new products you are creating.

How-To, Gratitude, Offers, Insider News

Content For The PROMOTE Level:

Elevate Your Customer's Status

"PROMOTE happens through creating a connection with your customer that they can use as proof of the positive vision they have of themselves." ~Wendy L Wilder

PROMOTING: tell others about good decision

In his book, *Expert Secrets*, Russell Brunson, who is the legendary creator of Click Funnels, says,

"When we are looking at any opportunity, we must decide if it will make us appear smarter, happier, more stylish, more wealthy, more powerful, or more attractive. All of these will increase status. If a potential customer can say, 'Yes, this will increase my status,' they will move toward it."

This is true not only when we are making choices for ourselves but also when we are making a recommendation to others. When we feel that our association with a person or brand will give us influence or authority, we will let people know about that association.

Depending upon your personality, your motivation for sharing your knowledge can be out of the desire to be helpful, or out of pure bravado, or somewhere in between. People may wish to show that they are a good resource for amazing recipes, so they share recipes they have found online. They may want to show that they are successful at making money, so they share a photo of themselves sitting in a $3 million Bugatti. The wide use of "likes" and "shares" on Social Media platforms establishes that there is immense power in influence.
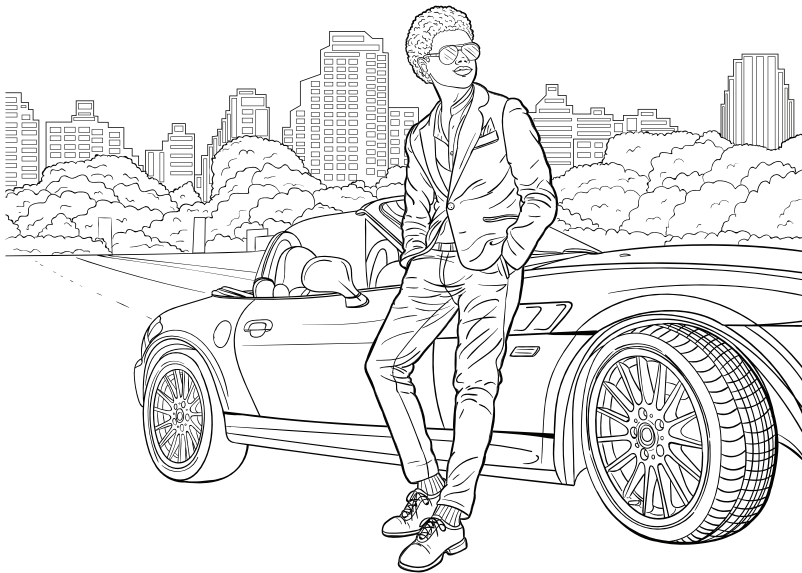
In his book, "Contagious", Jonah Berger says, "People share things to make them look good to others." He advises business to, "Give people a way to make themselves look good while promoting their products along the way."

Identifying how you can make your customer look good should be as much of a priority as is creating your product. This is because it is only through the recommendation of your existing customers that you can achieve exponential sales.

The key is to make it desirable for your customer to recommend you. This will look different for every business. A luxury brand does this by maintaining a certain look that is identifiable at a glance. An app may make it easy for a user to invite their friends into an interesting community. You could be publishing client vanity stories that they will enjoy sharing. If you are a business or non-profit with a social agenda, you can provide them with content or news that will help them establish their values to others. You can use an affiliate Model or referrals and rewards.

Don't Let Them Down

A word of caution. When your customer recommends you, the recipient will be considering three things: 1. Do I trust the judgment of this person, 2. If I take this person's advice, what message will that give them, and 3. What is the risk to my relationship with this person if it does not work out?

It will be critically important that you provide consistent and excellent service to customers that have been referred to you. If you let the new customer down, you are not only disappointing the new customer but also are impacting the influence of your original customer. That original customer may turn from being an promoter of your brand to feeling anger at you for embarrassing them and damaging their credibility. This would be a double disaster for your brand.

EXERCISE

EXERCISE 18: PROMOTE Content – Elevate Your Customer

PROMOTING: tell others about good decision

In the box below, list ways that your product or association with your brand could elevate the status of your customer. It could be a soft elevation, such as insider information or giving them something hilarious to share, or more tangible such as free tickets or access to an exclusive community that they can share.

Elevate your customer's status.

Content Themes Conclusion

In the previous pages, you have identified content that you could create to guide your customer on their journey to buying from you and telling their friends about it. That content can be spread throughout the channels that you choose to use.

In the following chapter will be teaching you the piece that is missing in every single marketing class or book I have read or experienced. I am going to teach you a simple, logical method for determining what combination of content and channels will achieve your marketing goals. You will learn how to plan a digital marketing campaign that guides your customer's entire journey. You will learn how to plan a DIGITAL BLITZ.

Chapter 4:
The DIGITAL BLITZ

CHAPTER 4: THE DIGITAL BLITZ

Introduction To The DIGITAL BLITZ

A DIGITAL BLITZ is a campaign with touchpoints placed along a customer's entire journey from gaining DISCOVERY of their problem to becoming PROMOTERS of your brand. I coined this definition because it is important for you to understand that you need to go ALL IN with marketing. If you are prepared in advance, you can lead one happy customer to buy again and to tell their friends about it. You can turn a single transaction into exponential sales.
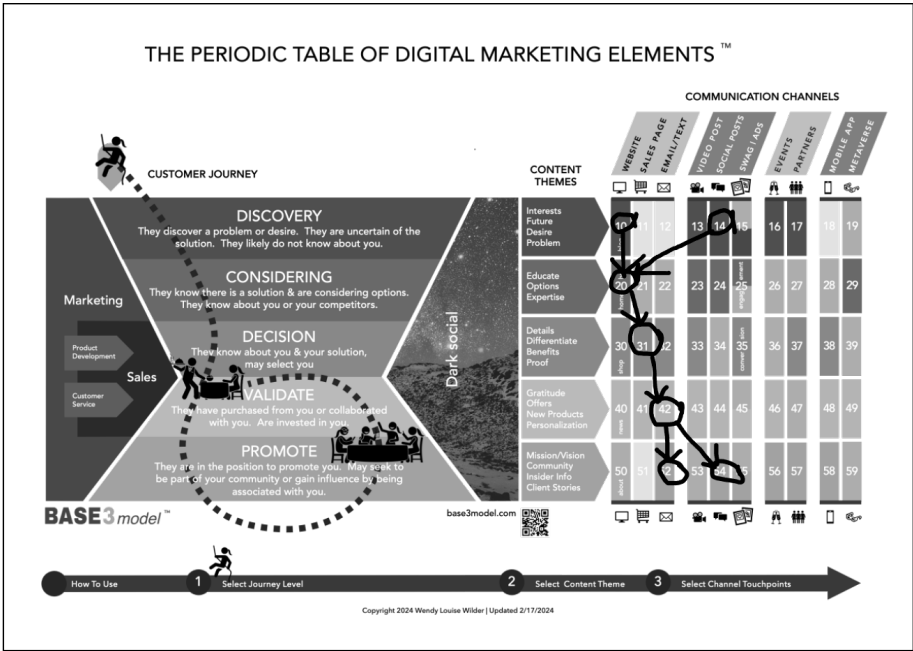
In my letter to you at the beginning of the book, I shared my struggle to find a resource or class that explained what we really need to know about digital marketing which is precisely how to effectively combine content, platforms, and channels. I have solved that problem. This chapter explains

a simple, logical method of using the BASE3 Chart to guide the architecture of your marketing campaigns.

I will now pull together everything that we have explored in previous chapters. My hope is that in the future you will not need to reference this book, but you will be able to simply use the chart as your guide, and in time with extensive use, may know the chart from memory. This book is intended to be a reference manual for you.

As I mentioned in a previous section, when I built The BASE3 Model I wanted to provide you and your team with a tool that gives you the ability to communicate with each other in a way that facilitates collaboration, provides a clear understanding of why you are doing what you are doing, what content to create, and where to put it.

This is all important information for developers, designers, copywriters, and marketers, as each has a role to play. I wanted to create a simple way for you to work together to build and execute a campaign. I will say it again, my hope is that the BASE3 Chart will become a valuable collaboration tool for you and your team.

So far in the book we have talked about the Customer Journey and the different levels of the lead funnel, and how search engines will group people into those levels based on engagement. We looked at the type of **content** that you should create so algorithms put you in front of the right people at the right time. We examined what channels you will use to reach out to your customer.

Now let's talk about how to apply what we have learned to planning a marketing campaign. There are small campaigns, where you just put up one ad, or send out an email. But I want to show you how to build a full journey campaign.

As you know by now, I am calling a campaign that fully engulfs a customer's experience a "DIGITAL BLITZ".

In an American football game, a blitz is when extra players surround the quarterback, and they pressure him to take action. If you feel this analogy is a little too aggressive, never fear, you will enjoy my softer upcoming book, which in contrast is titled, "DIGITAL BLISS" and has a hospitality focused approach, but still uses the same concept of surrounding a customer with touchpoints.

When you are planning a DIGITAL BLITZ, you are preparing for a customer's entire journey. You aren't focusing on just one part of their experience. You are putting in place an overwhelming effort to surround them with your expertise and your amazing customer service. When you have put a BLITZ in place in advance, nearly their entire journey is measurable.

The Three Certainties In Review

I identified for you earlier in the book that digital marketing is the three certainties:

1. The human decision-making process (customer journey)

2. Aided by algorithms, and

3. Supported by your outreach (through multiple channels).

The Three Certainties are represented in the below graphic.
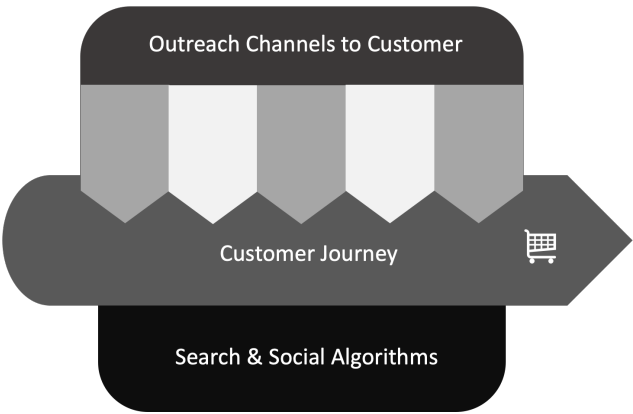
Illustration 12.   The Three Certainties Diagram

The Three Certainties are the foundation of The Periodic Table Of Digital marketing Elements, which is the chart on the back of the book. To plan a marketing campaign, or in this case a BLITZ, you will use those certainties as a guide.

Why Launch A Marketing Campaign?

There are many reasons why a business will decide that they need to launch a marketing campaign. Some campaigns will run for a year or years. Others might be for just one hour. Below are 15 goals that ChatGPT suggests a business might have when launching a marketing campaign:

1. *Increase brand DISCOVERY: A marketing campaign can help businesses reach a wider audience and increase DISCOVERY about their brand, products, or services.*
2. *Generate leads: Campaigns can be designed to capture customer information and generate leads for future sales and marketing efforts.*
3. *Drive sales: Marketing campaigns can be aimed at promoting specific products or services, enticing customers to make a DECISION and drive sales.*
4. *Expand market share: By targeting specific market segments or geographical areas, businesses can use campaigns to gain a larger share of the market and outperform competitors.*
5. *Launch a new product or service: Marketing campaigns are an effective way to create buzz and excitement around a new product or service launch, attracting customers and generating initial sales.*
6. *Build customer VALIDATION: Campaigns can focus on engaging existing customers, rewarding their VALIDATION, and fostering long-term relationships, ultimately leading to repeat business and brand PROMOTE.*
7. *Educate customers: Marketing campaigns can be used to educate customers about the benefits, features, and uses of a product or service, addressing any misconceptions and increasing customer understanding.*
8. *Rebrand or reposition a business: When undergoing a rebranding or repositioning effort, a marketing campaign can help communicate the new identity, values, and offerings to customers, ensuring a smooth transition.*
9. *Increase website traffic and online visibility: By leveraging digital marketing channels, businesses can drive traffic to their*

websites, improve search engine rankings, and increase online visibility through targeted campaigns.

10. Establish thought leadership: Marketing campaigns that provide valuable content, insights, and expertise can position a business as a thought leader in its industry, gaining credibility and attracting customers.

11. Engage with customers on Social Media: Social Media marketing campaigns can foster engagement and interaction with customers, strengthening relationships, and building brand VALIDATION.

12. Promote special offers or discounts: Campaigns centered around limited-time promotions, exclusive discounts, or special offers can create a sense of urgency, driving customers to take advantage of the deals.

13. Enhance customer experience: Marketing campaigns can focus on improving the overall customer experience by addressing pain points, offering personalized recommendations, and delivering exceptional service.

14. Enter new markets or target new customer segments: Campaigns can be tailored to enter new markets or appeal to specific customer segments, helping businesses expand their customer base and diversify revenue streams.

15. Build partnerships and collaborations: Marketing campaigns can be used to initiate and strengthen partnerships with other businesses, influencers, or organizations, leveraging shared audiences and resources for mutual benefit.

S.M.A.R.T. Objectives (Goals)

Once you have identified a goal achievable through a digital marketing campaign, your next step is to make your goal S.M.A.R.T.

S.M.A.R.T. stands for Specific, Measurable, Achievable, Relevant, and Time-Bound. Recognizing these elements is crucial to keeping your campaign on-track. If your business is brand new, you may have to completely guess what the outcome goal should be for your campaign and that is o.k.. Below are five examples from ChatGPT of S.M.A.R.T. Objectives.

1. *Increase website traffic by 20% within the next six months by implementing search engine optimization (SEO) strategies and content marketing initiatives.*
2. *Generate 100 qualified leads per month through a targeted email marketing campaign by the end of the quarter, resulting in a 20% conversion rate.*
3. *Increase Social Media engagement by 50% over the next three months by consistently posting relevant content, responding to comments, and running interactive campaigns.*
4. *Achieve a 10% increase in customer retention rate by implementing a customer VALIDATION program and delivering exceptional post-DECISION support within the next year.*
5. *Generate $50,000 in revenue from a product launch campaign within the first month by leveraging targeted advertising, influencer partnerships, and a compelling value proposition.*

For each of the examples and exercises on the following pages and I will be providing you with a S.M.A.R.T. Objective to achieve.

How To Plan A DIGITAL BLITZ

Once you have identified your S.M.A.R.T. Goal, it is time to start plotting out your campaign. First, however, you should give your campaign a name to distinguish it from other campaigns.

Following are three steps to planning a DIGITAL BLITZ. The steps align with The Three Certainties. I list them below and then discuss them in detail. The bottom of the chart has an arrow with numbers to guide you.

Step 1. Decision Level - Select A Customer Journey Level.

Step 2. Select the content topic that you will be focusing on.

Step 3. Select the channels that you will be using to reach your customer.

Step 1. Select A Customer Journey Level.

Many campaigns will begin at different levels of the customer journey. For a BLITZ, however, you will be starting at the DISCOVERY level.
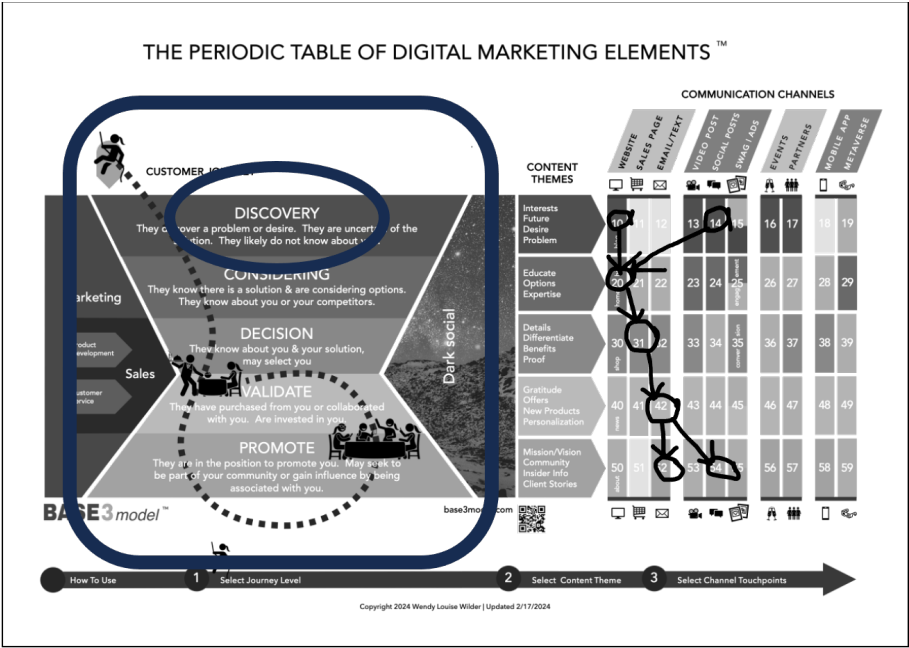
Here are a few examples of campaigns that do not focus on the entire journey so are not considered to be a DIGITAL BLITZ.

1. Convert people who visited a particular page into paying customers through a retargeting ad.

2. Sending an email to a list of customers about a new product.

3. Hosting an online networking event

A major benefit of planning out an entire journey for your customer is that you will be able to automate and measure most of that journey. Your

customer may not follow along in exactly how you hoped, and that gives you the opportunity to adjust elements of the journey for better results.

Step 2. Select the content topic that you will be focusing on.

Using the guide on the chart, identify the specific topics you will be creating content about in relation to your customer's journey level and your current S.M.A.R.T. goal. You will be identifying keywords and hash tags that are relevant.

Examples:

If you are a software company and want to attract a new segment of customers such as "solo-entrepreneurs just getting started", then you may wish to create content around tips for starting a new business.

If you are a salon wanting to draw in new customers from nearby neighborhoods, then you might publish content about being in those specific neighborhoods.

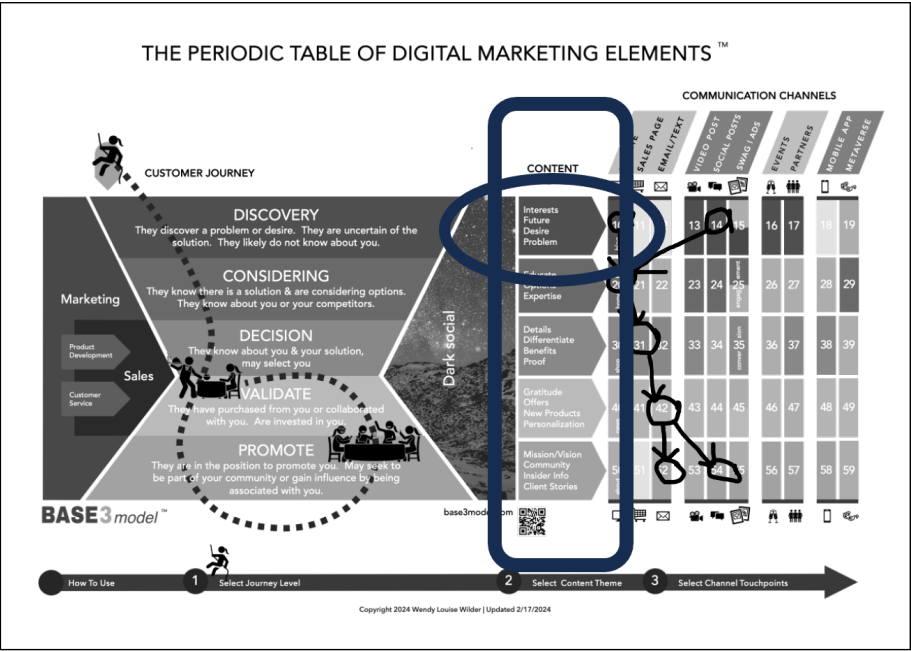If you are a bike shop that is just opening, you may wish to create content about the neighborhood and cycling, and also find events with topics that are of interest to your ideal client.

Step 3. Select the channels that you will be using to reach your customer.

Using the colored grid as a guide, identify which channels you will be focusing on for this campaign. Use the Channel Catalog as a reference guide if you want to learn additional information about individual channels and to see examples of how they have been used.

THE PERIODIC TABLE OF DIGITAL MARKETING ELEMENTS ™
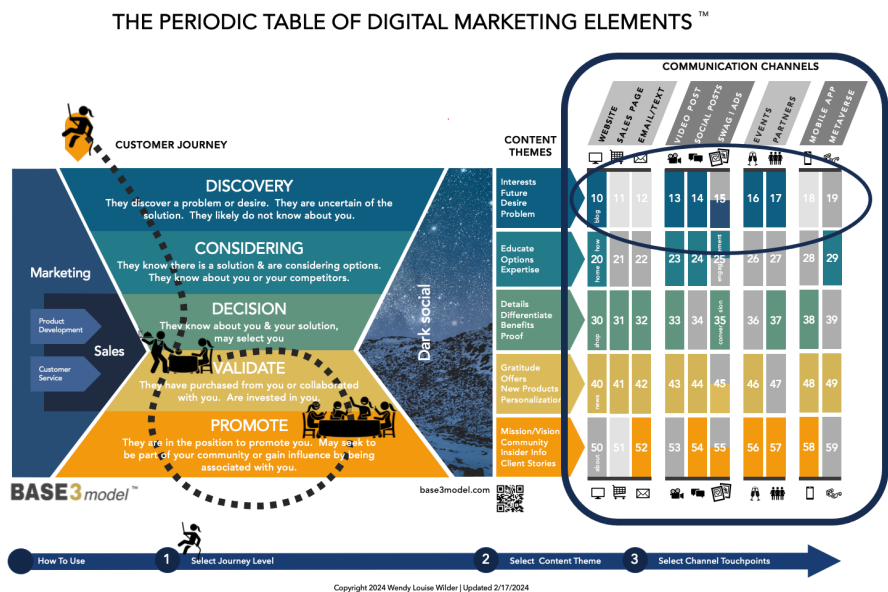
The BLOG BLITZ

I will now give you an example of a BLITZ, and then on the following pages there are exercises for you to try planning out your own.

In planning a BLITZ, you want to create an experience that goes all the way through each level, including the PROMOTE level. Only between 2%-10% of the people who start out with you at the PROMOTE level will become customers. This means that you need to stay as narrow as possible in your focus or that rate will be even lower, and you will have wasted your resources.

The Scenario:

You are advising Rachel Meyer and Elizabeth Zackheim, owners ABC Languages (abclang.com, and my actual client). ABC Languages does something amazing. They teach their adult students how to speak in a wide range of languages, which enriches each of their lives deeply. Learning a new language makes it possible for the students to connect to the culture and the people they meet in their travels and everyday life in a way that would not be possible otherwise.
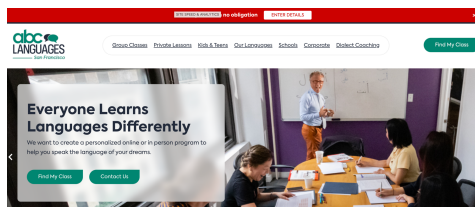
By examining ABC's Google Search Console, you can see that their website is appearing in thousands of searches for "learning Korean for travel" which is great! The problem is that it also shows that on average they are appearing 180th on the search result list. No one will scroll that

far down in search results. You must convince Google to bump ABC Languages up higher in search results!

One way of doing this is by creating content or blog articles around the topic, which will indicate to Google that you are an expert on this subject, which could boost your ranking. Boosting your ranking is a long-game, and it can take months to see results, but they last for a long time.

As a consultant for ABC Languages, you recommend that they begin publishing weekly articles with topics around traveling to Korea and the Korean culture and language. This will inform Google and other algorithms that ABC Languages is an expert on the Korean Language, and they may get a boost in their ranking.

Below is a smart objective for ABC Languages around publishing a blog series.

S.M.A.R.T. Objective For ABC Languages

Specific	Measurable	Achievable	Relevant	Time-Bound
Increase search visibility resulting in	200 clicks	Through publishing weekly blog articles	About traveling to Korea	Within six months

You may not yet know the specifics of what will be published on a channel and that is o.k. Grab a marker or pen and start mapping out your marketing campaign. Begin by circling Channel 10, which is the Blog For DISCOVERY Channel. You will also share that article on your Social Media profiles, so draw an arrow to Channel 14 and circle it. Then begin to sketch out where you want your customer to go next, using directional arrows.

If a visitor lands on your website but leaves without engaging, you can have a retargeting add running (Circle Channel 25).

Once your customer makes a DECISION, you will have their email address, so you can reach out to them directly. Through email and ongoing connection, you can guide them into becoming PROMOTERS of your brand.

In working with your team, you can reference the channel numbers in your documentation. A small company might have one person performing all the tasks needed to execute this BLITZ. But a larger organization will have a different team that is responsible for each channel.

When you have the campaign diagrammed out on a chart, the entire team can see how their work fits into the big picture. When you list the channels, tactics, and content overview as in the table on the next page, a production plan can be created.

[CHART AND TABLE ARE ON The FOLLOWING PAGES]

Download The Exercises

Point your phone camera at the QR code to the left and tap on the button that appears. You will be taken to a web page where you can register. An email will be sent to you with a link to the Exercises document.
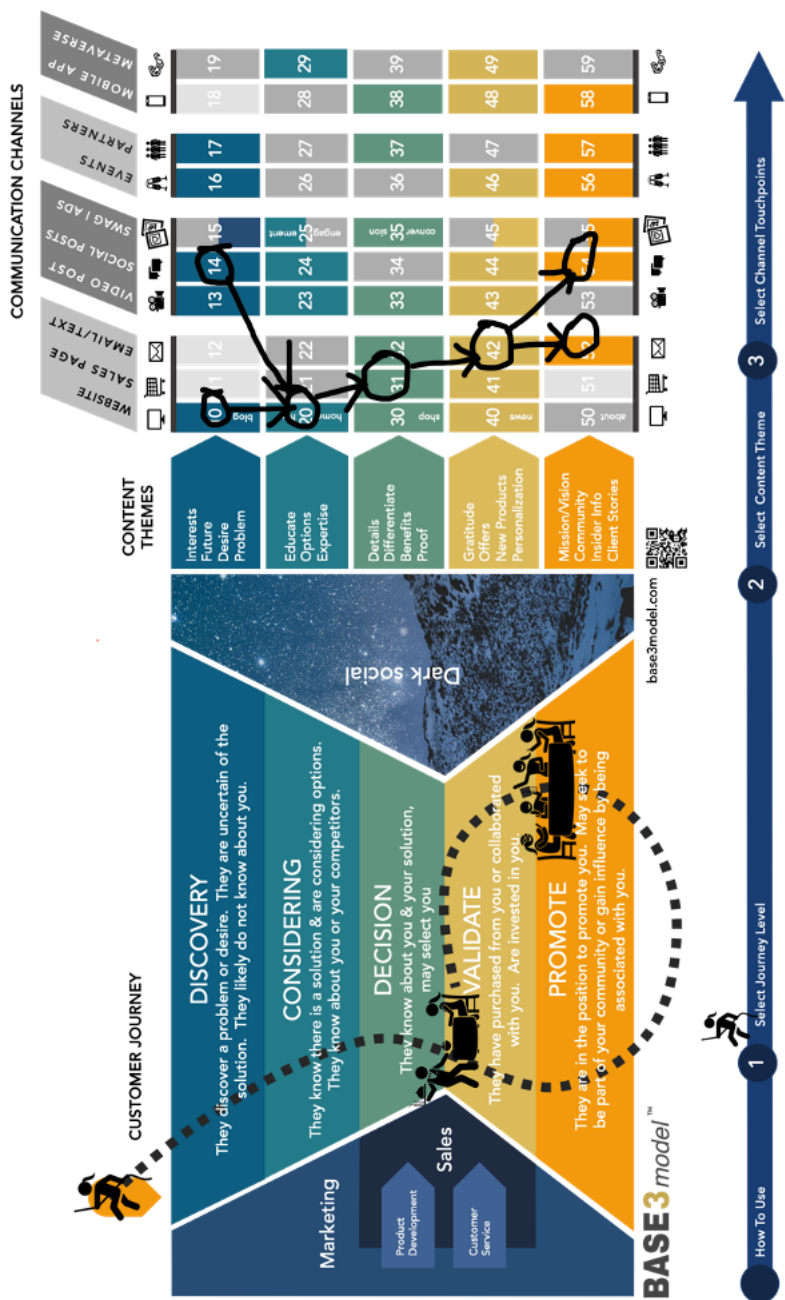
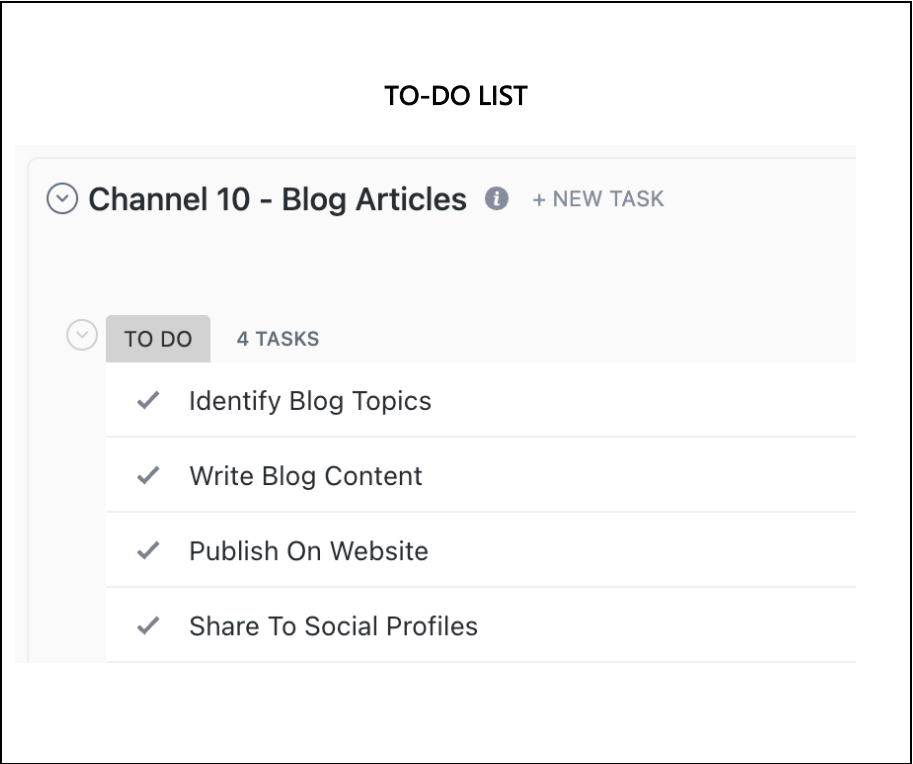| The Blog Article Blitz		
Channel	Tactic Description	Content Overview
10	Publish a series of articles on your website	Travel to Korea, Korean culture & language
14	Share the article on Social Media, which leads them back to the article.	Share on profiles with introduction & keywords for discovery.
20	The article should have links and encourage movement to this DISCOVERY level page.	Write about discovery level content such as how to select a language school.
25	For people who came to your website but did not sign up	Retargeting ad that invites the visitor to come back and look at their specific classes.
31	The retargeting ad brings them to a sales/conversion page on your website	The class registration page has a sign-up form.
42	After their DECISION, send them an automatic email with a special offer	An email thanking them for being a customer, and a coupon for another service.
52	Send them an email with a special offer to share with their friends	An email that invites them to share an offer with a friend.
54	Post the special offer to your Social Media accounts	Include the invitation to share the post

You can use a project management tool to plan out production. One way is in the Click-Up example below. Each channel will have its own set of tasks. You may find that you use certain channels often, and you can create production task list templates.

TO-DO LIST

⊙ **Channel 10 - Blog Articles** ⓘ   + NEW TASK

⌄   TO DO   **4 TASKS**

✓   Identify Blog Topics

✓   Write Blog Content

✓   Publish On Website

✓   Share To Social Profiles

EXERCISE

EXERCISE 19: Build A BLITZ For Ariana Bundy

Following are exercises that give you the opportunity to plot out a BLITZ Campaign. These are actual clients of mine.

The Scenario

You are Ariana Bundy, celebrity Persian Chef whose plan to open a restaurant in Dubai was delayed by COVID. Construction is finally underway, and an opening date is on the calendar. You have 30,000 followers on your personal Instagram Page, and 2,500 followers on your Facebook business page. It is time now to start building up energy around the opening.
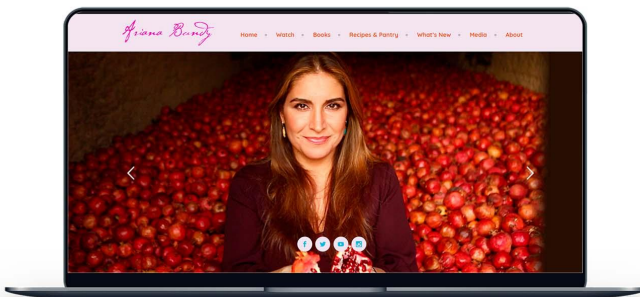
www.arianabundy.com

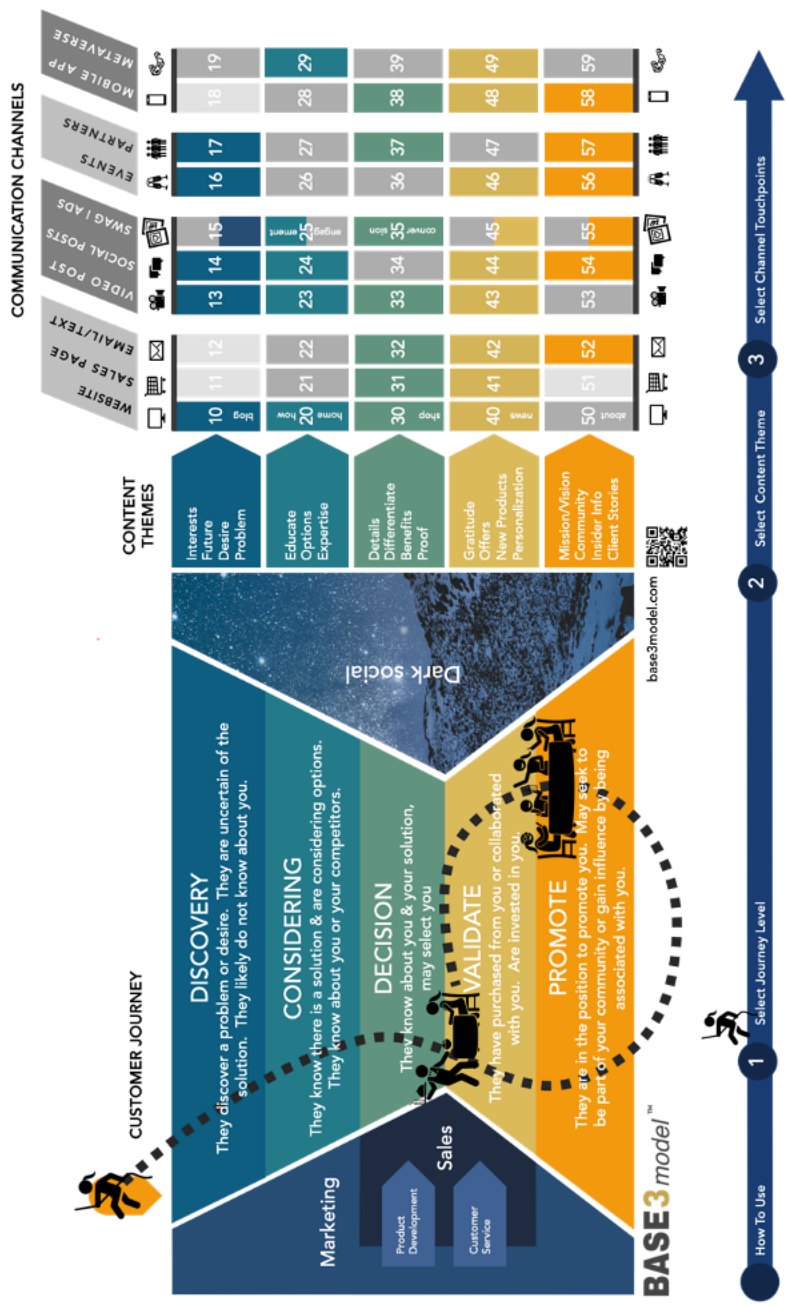You decide to post on Social Media with the goal of adding people to your email list so that as the opening date approaches, you can reach out to them directly. You want to reach locals and international travelers.

S.M.A.R.T. OBJECTIVE

Specific	Measurable	Achievable	Relevant	Time-Bound
Increase mailing list	By 5000	Through Social Media posts for local and travelers	About the upcoming opening	Within three months

On the following page is a chart and channel table. Grab a pencil or pen and begin to sketch out the channels and flow of the future restaurant guest as they go on their journey with Ariana Bundy. You will begin with Channel 14, social posts for DISCOVERY. Write the channels and instructions on the channel table.

TACTICS FOR ARIANA BUNDY
Document the channel, tactics, and content.

The _____ BLITZ		
Channel #	Tactic Description	Content

EXERCISE

EXERCISE 20: Build A BLITZ For Temple Massager

You are retired Combat Engineer and Disabled Veteran Joe Meisch who has invented a temple massager that reduces the symptoms of PTSD, stress, jaw clenching and headaches even for personnel on active combat missions (www.templemassager.com). It is also useful for trauma survivors and people going through extreme stress. The temple massager has been incredibly effective in reducing or even eliminating the pain from migraines.

In response to the high incidence of suicide among veterans, and the stress brought on by COVID for first responders, you want to get your product out to as many people as possible. You are trying to save lives. You have a small budget of $500 for ad spend.

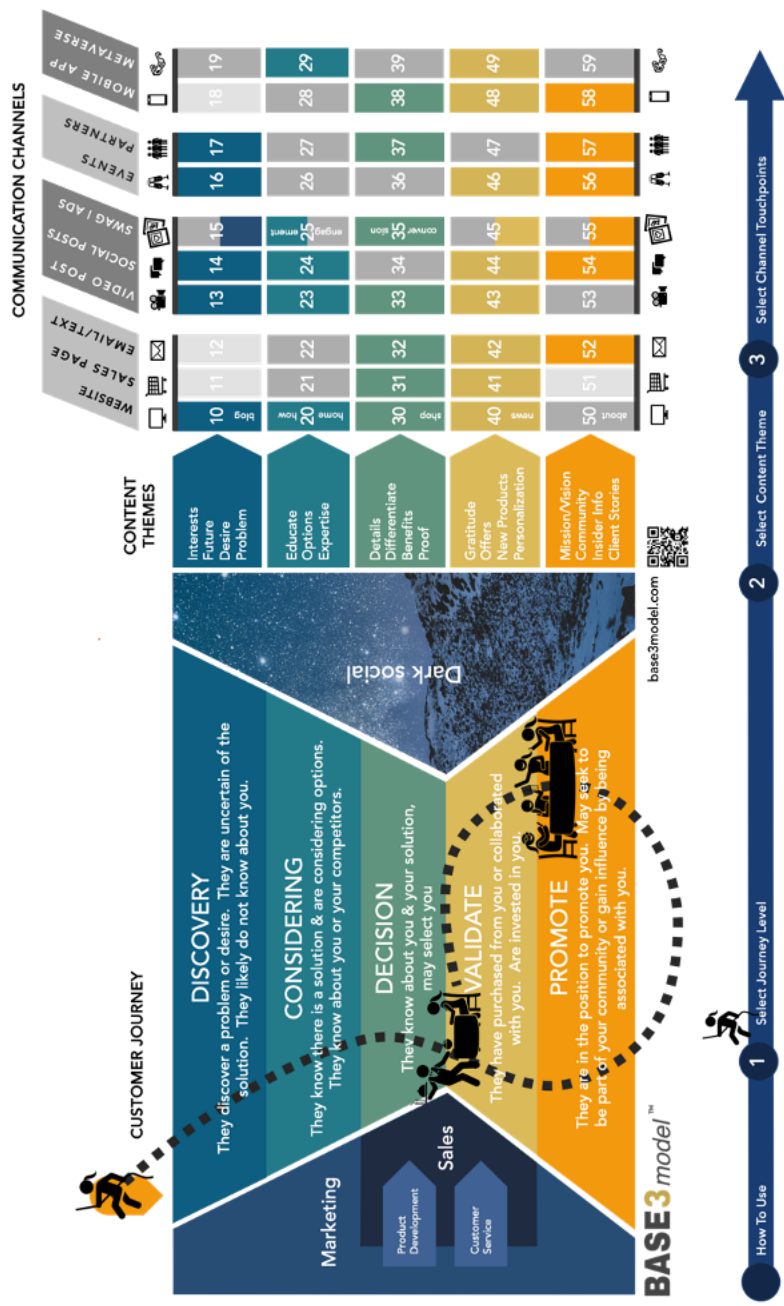*Joe and a veteran demonstrating how to use the Temple Massager.*

There is also a broader audience who can use the temple massager which includes anyone who is suffering from PTSD, stress related headaches, and migraines.

Because your product is new, and your budget for ad spend is small, you determine that participating in Events will give you an opportunity to create a personal connection with a broad audience. People with a personal connection are more likely to turn into PROMOTERS of your brand.

S.M.A.R.T. OBJECTIVE

Specific	Measurable	Achievable	Relevant	Time-Bound
Attend five events and look for super connectors	Make 10 connections to people who could be promoters	By establishing a personal connection during the events	About the life changing treatment	Over three summer months

On the following chart, sketch out the channels and flow of the customer as they go on their journey with The Temple Massager as Joe presents his product at events.

TACTICS FOR TEMPLE MASSAGER

Document the channel, tactics, and content.

The _____ BLITZ		
Channel #	Tactic Description	Content

EXERCISE

EXERCISE 21: Build A BLITZ For YOUR BUSINESS
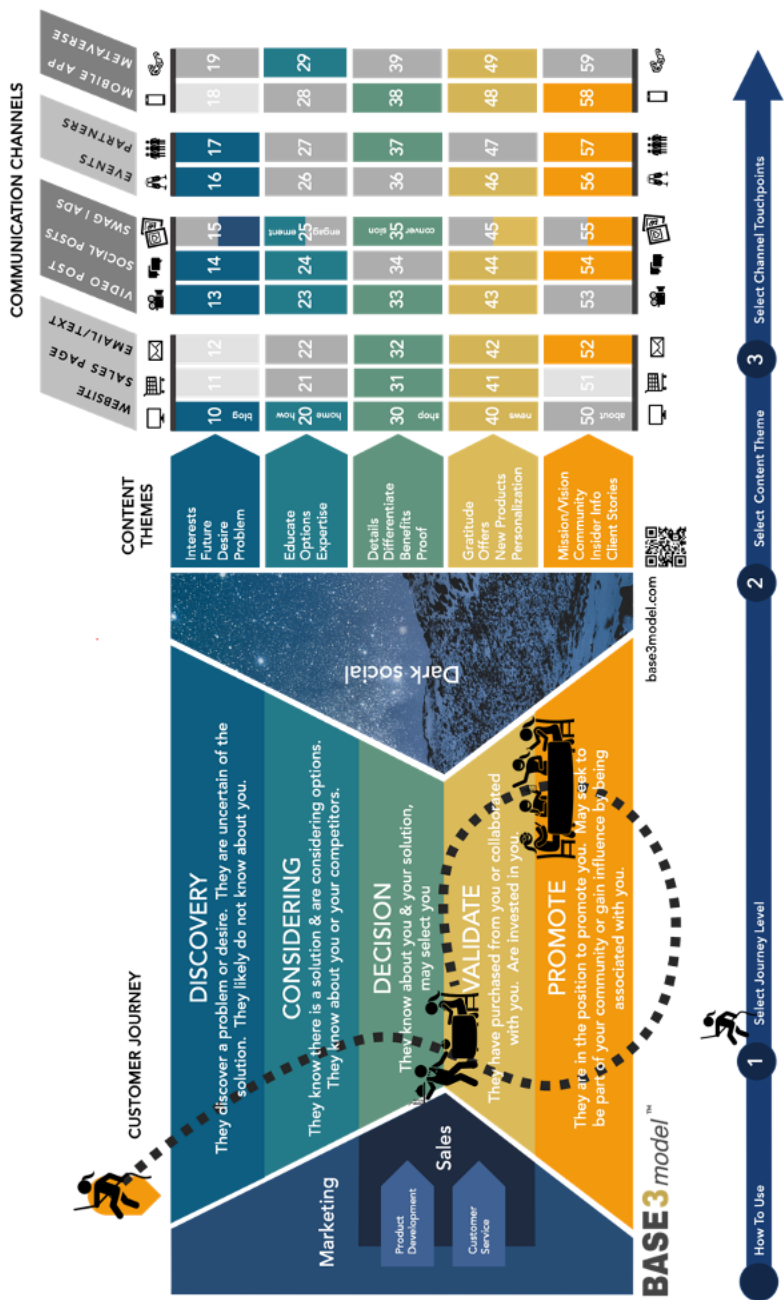
Name of your business:

Product(s):

Ideal customer (s):

What is a goal that you currently have with your business? Brainstorm tactics for how you can achieve that goal

CREATE A S.M.A.R.T. GOAL

Specific	Measurable	Achievable	Relevant	Time-Bound

On the following chart, sketch out the channels and flow of the customer as they go on their journey with your business, all the way through becoming an PROMOTER for your brand.

BASE3 model™

base3model.com

Copyright 2024 Wendy Louise Wilder | Updated 2/17/2024

TACTICS FOR YOUR BUSINESS

Document the channel, tactics, and content.

The _____ BLITZ		
Channel #	Tactic Description	Content

Chapter 5:
Additional Considerations

CHAPTER 5: ADDITIONAL CONSIDERATIONS

Dark Social: Conversations You Can't Track

If you research Dark Social, you will find a surprising statistic. It is estimated that 80% of digital mentions of your brand is not trackable. This includes email, text, and messaging apps. This does not even include those times you are mentioned in conversation.
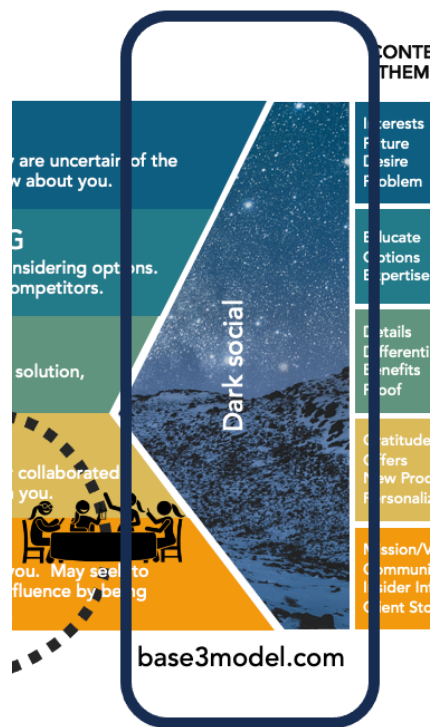

Illustration 13.   Examining Dark Social

I have included Dark Social on the BASE3 chart because it is important to recognize that you should actively inspire these conversations. It is also important to recognize that a large chunk of the results of your Marketing team's effort is not measurable, yet it is critical. Dark Social occupies an enormous percentage of discussions and shares of your brand. These shares happen along the entire customer journey.

If you restrict your marketing tactics to only those that are measurable, you could be missing the creation of 80% of the discussions about your brand.

Marketing, Sales, Customer Service & Products

An entire book could be written about the collaboration between marketing, sales, products and customer service. There are many great books already in existence. I want to, however, suggest how I see them working together in this framework. If you are a one-person shop, you will be wearing all of the hats, developing your products and services, marketing, sales, AND training your clients. The larger an organization, the more specialized staff will be.
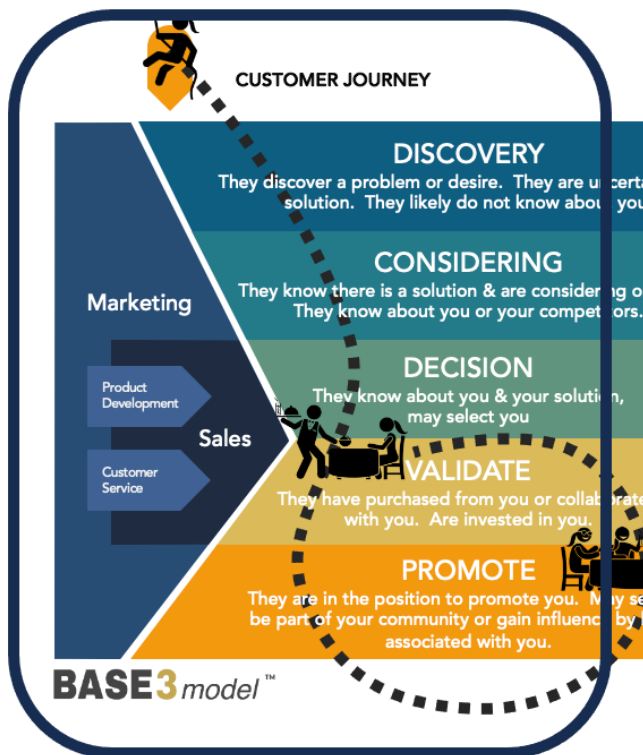
Illustration 14. Examining Customer Facing Roles

Marketing - Top of Funnel

What you will see in the above diagram is that Marketing engagement is needed during the entire customer journey. At the top of the funnel Marketing is creating interest through articles, Social Media, events, and working with partners.

In the middle of the funnel, marketing, sales, customer service, and the product team collaborate closely to keep the customer engaged and informed.

Marketing - Bottom of Funnel

At the bottom of the funnel, Marketing is nurturing a long-term relationship with the customer. This is done through email, by responding to reviews, informing the customer of new services, and showing the customer how they can bring their friends into the community. Much of this book is about activities that take place at the bottom of the funnel. Stories and exercises above demonstrated that most of your sales will come after that first DECISION.

Sales

A salesperson's role often mirrors the function of a sales page that we discussed earlier. A salesperson should know who their competitors are, know how to differentiate themselves from those competitors, and demonstrate their expertise. They should be working closely with the product team to ensure that they understand the products deeply. They need to be prepared to offer proof that the product is the right one for the customer and alleviate their fears. And then, of course, lead the customer to a DECISION.

Customer Service

The primary goal of Customer Service should be to help the customer feel that they made the right choice. As I mentioned above when we talked about the VALIDATION level, the first thing customers will want to do is to find out if they like what they DECISIONd. Is their relationship with your company the same after the DECISION as it was before? Do they feel that you value them, or now that you have their money? Or are you abandoning them? Even if a product completely fails, you can still gain their trust and VALIDATION. Be sure to have a process for handling failures.

STORYTIME

A few weeks ago, a girlfriend and I tried to go to a gorgeous restaurant in San Francisco called Berber. It is a Moroccan restaurant with an absolutely beautiful interior.

When we arrived, we realized immediately that there was a special musical event happening, as the room had been rearranged, and a stage put up.

The hostess confirmed our fears and told us that there was no seating in the main room, but they did have seating in a back room.

She led us to the back, and it was quiet and empty, and felt lonely and separate from the festive atmosphere of the main dining area…not the mood we were looking for!

We let her know that it wasn't going to work for us. We felt disappointed, of course! The hostess said, "I am so sorry! Can I give you some rose water on your hands?" Intrigued, we both said yes. She sprinkled rose water onto both of our hands, and we massaged it in. It smelled intoxicating and wonderful!

For the rest of the evening, we kept talking about that experience, and even told people that we met at the next place we visited. And I am writing about it in this book! Even though the restaurant turned us away from the tables we wanted, they made us feel special. That was not an accident! The hostess knew the assignment.

Poor customer service could mean that your customer may never recommend you to friends, and in fact they may give you bad reviews. Good customer service, however, can turn customers into brand PROMOTERS even if the product totally fails. The Customer Service team should show that they are listening, collect feedback from customers, and offer support so that the customer understands what they just paid for.

Your Customer Service team will be in the best position to know if an upsell to another product is appropriate. If so, they can connect the customer back to the sales team.

Products Team

Products and services are developed in response to the need that is observed by Marketing, as they gather input from the top of the funnel. Products are also developed based on feedback from the sales team as they interact with the customers, and of course also feedback that is received by Customer Service. The products team will work closely with Marketing to develop content that can be used across digital channels to accurately describe the products.

Section II:

CHANNEL CATALOG & Reference Guide

INTRODUCTION TO THE CHANNELS

The following section of the book is separated into five customer journey levels. Each level has 10 channels. The channels are numbered 10-59. The numbers begin at 10 so that there is room for pre-channels if desired.

Each numbered channel has a description along with an example of a business who has used that channel. I have called them ☆☆ **Channel Superstars** ☆☆. You can learn from their success!
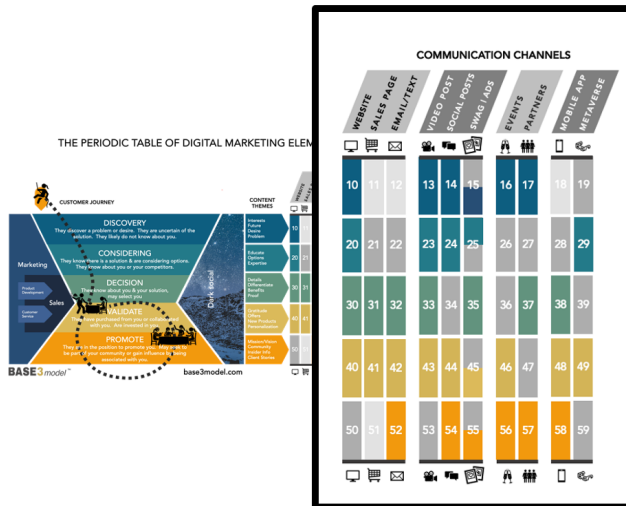
To read more and to get full and updated descriptions of each channel, visit the below QR Code to visit the BASE3 Playbook Website.

Diversity of The Channel Superstars

I would like to say a word about the businesses that I have chosen as Channel Superstars. Originally, I had the goal of representing a diverse group of owners. What I realized though, is that the larger businesses are the ones that we need to learn from, and they unfortunately are not entirely diverse in terms of ownership.

The large businesses have the big budgets to do whatever it takes, and we can and should examine what they do, learn from them, and make it work for us. Let's set aside the gender and cultural equity problem for the moment to observe what they do, and to get a jump start on our own businesses!

Below is a breakdown of the diversity of owners of businesses presented in the channels.

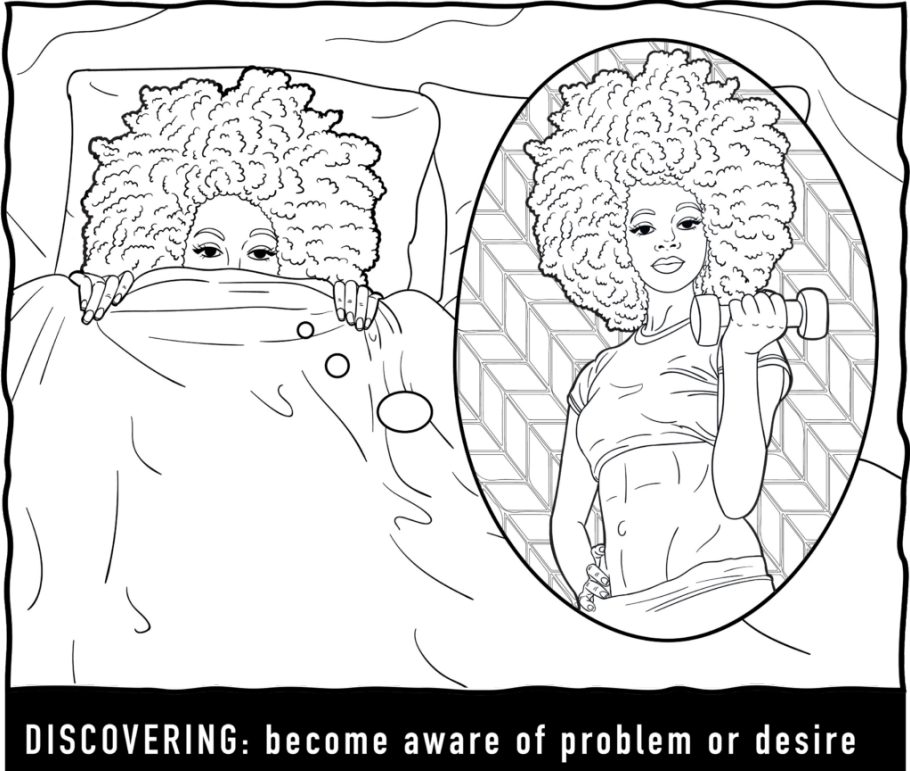| Female	Male	Caucasian	Black	Indian	Asian	Mid East	Nat Am	LGBT
36%	64%	69%	7%	7%	7%	9%	2%	7%

Click on the above QR code to view additional and updated information about BASE3 and the Channels.
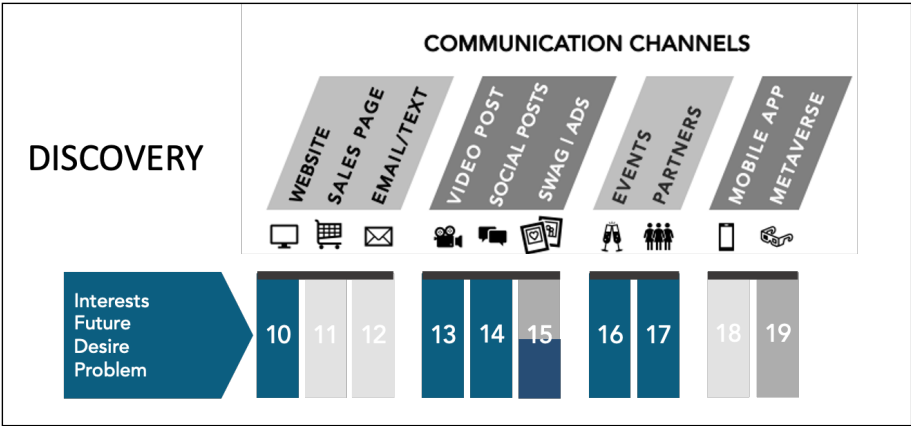
The
DISCOVERY LEVEL

Channels 10-19

DISCOVERY LEVEL: CHANNELS 10-19

DISCOVERING: become aware of problem or desire

Your customer knows there is a problem, they have a desire to fix it, but they may not be sure of its source or the solution. From an algorithm's perspective, they have likely not recently engaged with you.

About The DISCOVERY Level

Description: Your future customer is becoming aware of their problem, and they are learning about it.

When you are looking at the BASE3 Chart to see, "Hmmm, where are my opportunities?" you will focus on the DISCOVERY level if you are a brand-new company, have a new disruptive product, or you sense that you shouldn't try to squeeze more out of your existing customers.

In our decision-making example you took on the persona of Jasmine who was hiding under the covers with a problem. You were a niche. You were a person who values exercise but are motivated and energized by other people so do not enjoy exercising alone. You want to have fun while you are exercising! This is different from a person who takes day-long solo cycling rides through the countryside, or someone who gets up at the crack of dawn to meditate alone on a mountain top. As a business owner, it is important to drill down to who your ideal customer is…and isn't.

When assessing the lack of exercising, the problem initially seemed to be that you (as Jasmine) didn't enjoy exercising. The desire was to change that and start working out. The future vision was you, strong again. There are

many choices for exercise, and even free ones. But even though you knew that being strong is good for your health, and there are even many free options for keeping your body fit, you were still choosing to lie in bed. It took you a while to become aware that the actual problem was that you didn't want to exercise alone. You want to have people around you because people are motivating and lift your spirits. Until you figured that out, none of the options were enticing enough to cause you to take action.

The content you will be creating for potential customers in the DISCOVERY Level will focus on addressing the path they take as they learn about their core problem. They are still trying to understand not just the obvious but the true underlying problem, and their desire for the future when the problem is solved.

In this scenario, you would not be the ideal customer for a one-on-one fitness coach, or a high-end road bike company. You would be an ideal customer for a fitness coach who gives group classes. It is important to know who your ideal customer is, but it is equally important to know who they are not. This will help you avoid creating content that is put in front of the wrong people, thus wasting your time and the expense of creating that content.

Search Engines & Social Algorithms

The way algorithms see it, people who are in the DISCOVERY Level are just learning about their problem and are exploring possible solutions or answers. They have not recently engaged with you and may not have visited your website or engaged with you on Social Media. They may have visited your competitor's content or have done searches around the periphery of the topics that you have content about.

The way to be "found" is by publishing the right content, keywords and hashtags. Search engines and Social Media platforms are reading your content so that they can understand what it is about. They will present your

content to people they have determined might be interested in it. You will have different keywords and hashtags for the different levels of your customer journey. It is important to not mix them up in your content.

Content Topic Examples

For the DISCOVERY level, focus on your customer's problem, their desire, and their vision of their future self once their desire is fulfilled or their problem solved.

Below are three headline examples you might use if you were a **lawn and gardening care company** looking for ways to reach new customers. The lawn care company starts to look at the interests and concerns that their customers might have. They identify that often people find that gardening relieves stress.

Experiencing A Problem: The potential customer is experiencing stress in their lives, and is searching for "stress relief, activities that reduce stress, and how to reduce stress".

The brilliant lawncare marketing team writes an article about the health benefits of spending time outdoors in a garden.

Problem-Focused Headline
Reduce stress by spending time in your beautifully maintained garden.

Desire-Focused Headline
Tips for Creating a Beautiful Backyard Retreat

Future-Focused Headline
Luxury Furnishings for Your Backyard Retreat

Imagery Examples

In selecting images for the DISCOVERY level, use photos and videos of the end product, and that show the desire and the customer's future self. A wedding photographer could post beautiful wedding photos. A swimsuit company could post photos of people lounging on the beach in Positano. A mountain lodge might post photos of a couple having their first sip of morning coffee while looking out at a stunning mountain range. All posts should be accompanied by the right keywords and hashtags.

Using Key Words & Phrases

Investing time in identifying keywords and key phrases that you should be using in your content will provide long-term SEO benefits and will inform content you create for other channels. You should spend ample time to identify a list of relevant keywords, and then update it as you identify new topics to cover or new audiences to interest.

Keyword Tips:

Follow the below QR code to get a list of keyword and hashtag tools.

Channel 10 – Website: Blog Articles Around The Customer's Problem, Desires & Future State
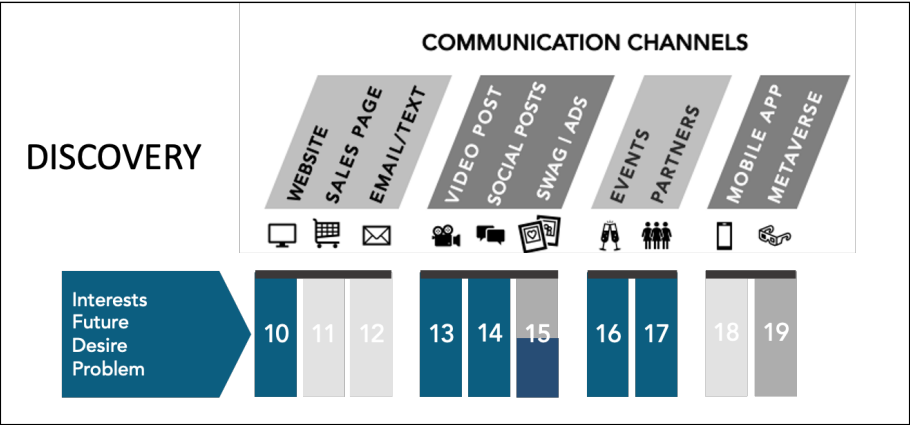
About Channel 10

Channel 10 represents long-form content such as blog articles that you have published on your website. This form of content is primarily used for long-term organic discovery on search engines, and for sharing and publishing on other channels. Channel 10 is important for most businesses. Your content can give you long-term visibility on search-engines and provides an important indicator to algorithms of who you are and what your area of expertise is. The guests who visit your Channel 10 content will further inform algorithms as to who will most value your expertise.

Creating content is one of the biggest hurdles many businesses face in their digital presence. Identifying topics to write about can feel daunting, and it takes time to research, write, and edit content. However, if you use BASE3 as a guide, you can easily determine which topics you should cover. You will also understand clearly who you need to hire and where their work fits

into your strategy. You may also wish to use an Ai tool to help you think outside of the box in generating a list of relevant topics to write about. To provide content for customers in the DISCOVERY level, you will be writing about your customer's problem, their desire, and their future self if the problem is solved.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 10: HubSpot

www.hubspot.com

Founder: Brian Halligan, Dharmesh Shah

Overview: HubSpot provides CRM (Customer Relationship Management) software for managing customer relationships along the buying process. I use HubSpot, and also set it up for many of my clients.

HubSpot has used a Content Marketing strategy that has been very successful. They gained DISCOVERY of their brand by creating a deep collection of articles around the problems that they solve for their clients.

When you do a search for anything related to starting or managing a business, it is probable that a HubSpot article will be in the top ten search results. You can use this strategy too.

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Channel 11. Sales Pages for The DISCOVERY Level
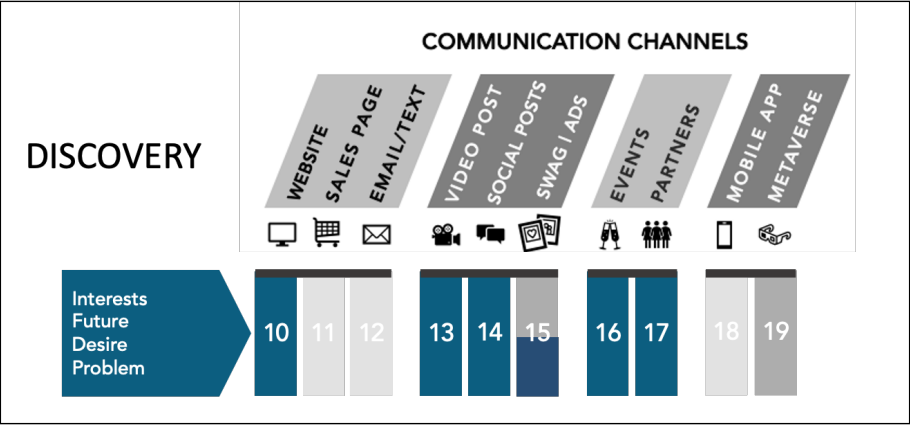
Channel 11, which is a sales page, is not typically relevant for people who are just in the early stage of becoming aware of their problem or desire. It is important to not jump into trying to make a sale too soon.

When people are in the early stages of DISCOVERY, they are not yet ready to be sold something, as they are still learning about their problem, and getting ready to explore their options. Funnel tools such as Click Funnels provide a way to lead a customer from "DISCOVERY" to a sale, but the funnel is still comprised of parts and pages that follow the human decision-making process.
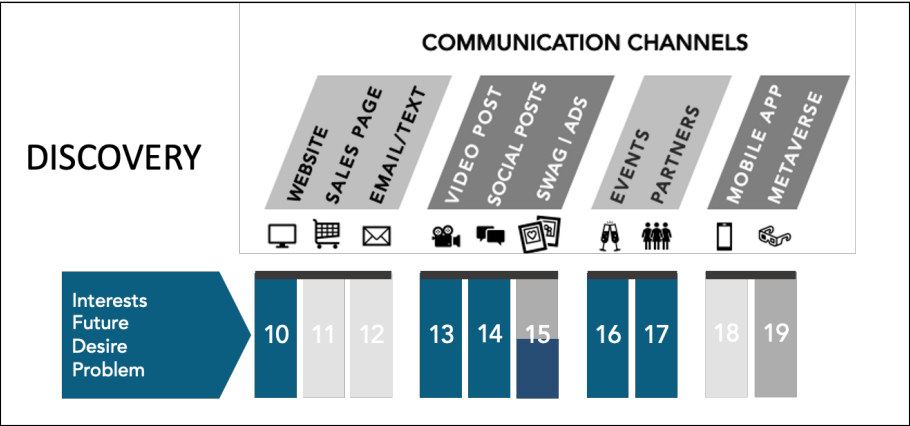
People are introduced to the sales page AFTER first seeing an ad that is targeted to people who are most likely to be interested.

Channel 12. Email Communication for The DISCOVERY Level
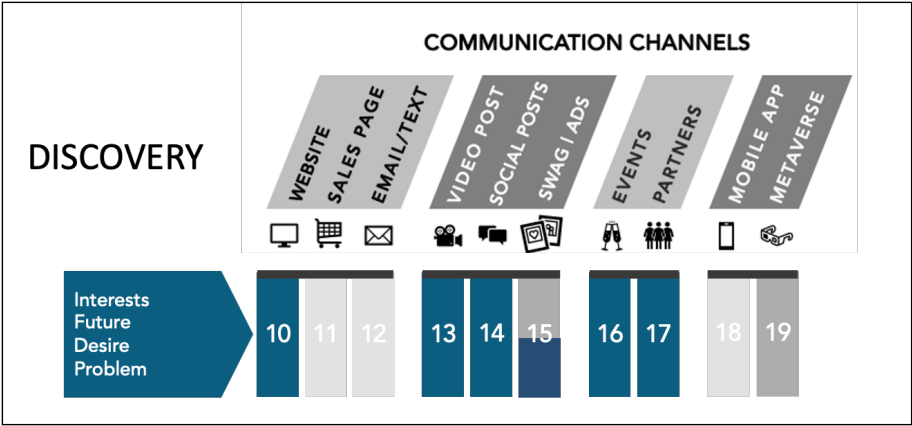
Generally speaking, you do not have the email address of people in the early DISCOVERY level. If you did, they would be on a different journey level, such as "CONSIDERATION" or "DECISION." If you buy an email list, tread carefully. Sending unsolicited emails to a large number of addresses can result in your domain being put on a blacklist, and all your future emails can be sent to spam or worse, blocked.

Channel 13. Video For the DISCOVERY Level

About Channel 13

If you are facing budget constraints, it is advisable to reserve high-end professional video production for customers who are further along in their journey. This approach ensures that you maximize your return on investment (ROI). However, if you have the budget available, creating a high-end video can be highly effective. When producing a high-end video, it is crucial to align the subject matter with the interests, values, and lifestyle of your target customer. The video should resonate with their aspirations and reflect their vision for their future selves. By appealing to their desires and aspirations, you can create a strong emotional connection and inspire them to take action.

For early DISCOVERY efforts, we suggest creating short, authentic-style video clips that can be easily produced at home. These videos can be shared on platforms like TikTok or Instagram. When creating these videos, it's important to focus on the customer's desire, problem, or future self in

relation to your product. Incorporate DISCOVERY hashtags and keywords in the title and description to enhance organic discoverability.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 13: The Barn Sanctuary

https://barnsanctuary.org

Founder: Dan McKernan

Overview: The Barn Sanctuary is a home for rescued farm animals needing medical care and a safe place to recover and thrive.

It was surprising to see a cow video on my LinkedIn feed one day.

I had no idea that I needed an animal sanctuary in my life until Dan McKernan started posting videos on LinkedIn, Instagram, and TikTok of rescued farm animals nibbling on his hat and clearly showing affection for him.

By demonstrating that these animals feel deeply, have emotions, and experience joy, Dan provided us with something we didn't know we needed, which is a reciprocal connection to the animal world. A video is unique in that it can create a strong emotional connection with your audience. Dan has used video very effectively to cause a new audience to fall in love with his work.

Channel 14. Social Media Posts for The DISCOVERY Level
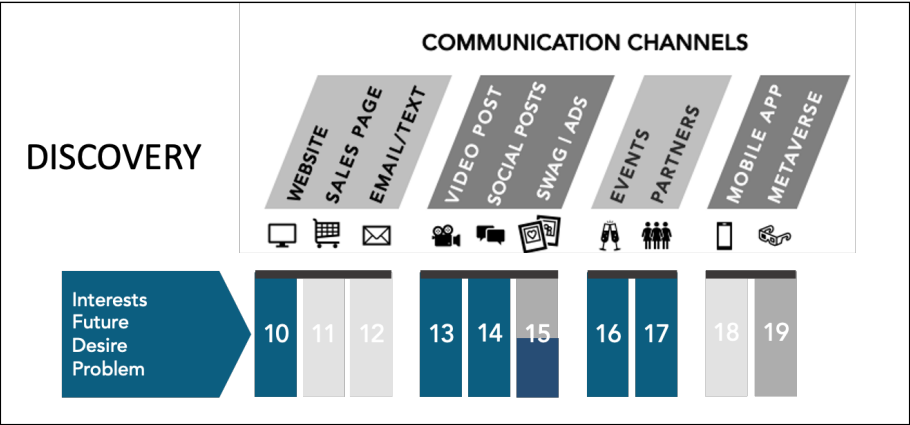
About Channel 14

Being seen on social media feeds organically is now one of the most common ways for a business to be discovered. Whether it is in a TikTok feed, an Instagram feed, or some other platform, getting found will require a strategic use of hashtags, keywords, and content so that you are being put in front of a new audience that is also likely your ideal customer.

What is important is that you monitor engagement, respond to comments, and return a follow. You also should seek out profiles that are strategically right and follow them. They may follow you back. Some of those who engage with you will be customers; some might be partners who can help create DISCOVERY of your brand.

You will benefit from creating content that encourages reviews, trials, and other types of engagement unique to the platform.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 14: Megababe

I jokingly tell my kids that what Gen X (I am Gen X) did for the world was to get rid of nylons. It sounds minor, but the impact of being freed from nylons can't be understated. An entire book could be written about the freedom of eliminating one weightless wardrobe item.

Nylons and skirts, often short skirts for girls, were required not just socially, but in attire requirements for the workplace. This was never for function but purely for visual benefit of one gender. Up until very recently, there was absolutely no retribution for women who were subjected to colleagues ogling and commenting about their legs, or any other body part for that matter, in the workplace.

Setting thousands of years of misogyny aside, the elimination of nylons solved one problem, but introduced a whole new problem: thigh chafing! For women who chose to wear dresses or skirts and who have somewhat larger thighs, chafing can be painful!

Enter Katie Sturino. If you Google "Megababe Story," you will learn how she got her start by creating a community of women who were on the larger size through her blog and social media. She built a following by addressing issues faced by size 12 or larger women who still wanted to look gorgeous and wear fabulous clothes.

When she launched her company Megababe and her first product, "Thigh Rescue", she shared it with her community, and her product went viral on social media and was instantly sold out.

Channel 15. Swag & Ads For DISCOVERY
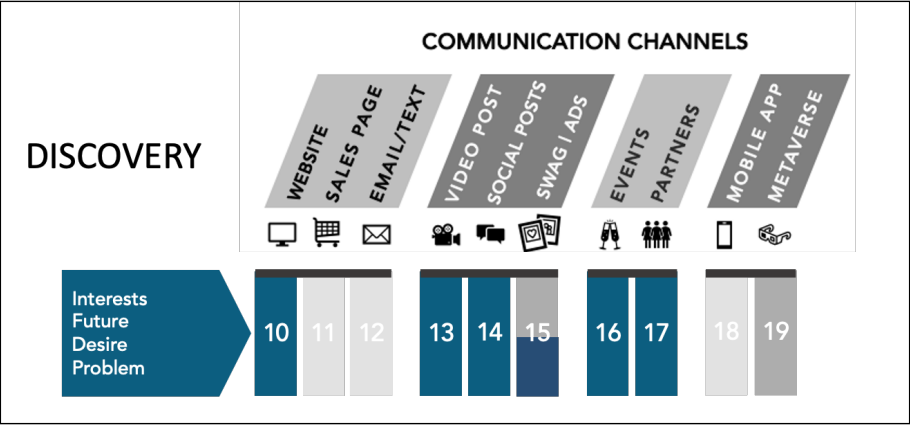
About Channel 15

Swag. Because **Swag and Merchandise** is out in the world and moves around, it is a great way to introduce your brand to new potential customers. Whether you hand it out at an event or donate it to a raffle, it can be effective to find creative and strategic ways to distribute your swag.

Digital Ads. Keep in mind that digital ads for "DISCOVERY" are, from a technical perspective, typically shown to people who have not previously interacted with your brand on the platform hosting the ads. There are different digital ads that you can use to reach the people who have recently engaged with you.

For this reason, paid ads to increase DISCOVERY are the most expensive, as they are shown to a wide range of people who may not be your target customer. You might see DISCOVERY ads for businesses with deep pockets, a long lead time, and high-priced services such as home building, or for products that you can't go out and buy yourself, like pharmaceuticals.

There is an exception to my advice to avoid running ads for DISCOVERY. If your business serves mainly a small local geographic area, or your target market is extremely unique, you can establish brand DISCOVERY through ads without spending a huge budget because the total population will be limited.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 15: Thinx

www.thinx.com

Founder: Miki Agrawal, Rescued by Maria Molland

Overview: Thinx creates period underwear for women that eliminate leaks.

If you are a new company with a product that does not exist anywhere, you have no choice but to run ads for DISCOVERY. This was the case with Thinx.

One of my favorite brands to use ads to disrupt an industry and introduce a previously unknown product is the period underwear company Thinx. They launched a series of gorgeous and provocative ads that brought the subject of menstruation right out into mainstream conversation. Their ads became the news. Now Thinx underwear is so well adopted that Target has a section for their product.

Channel 16. Events For the DISCOVERY Level
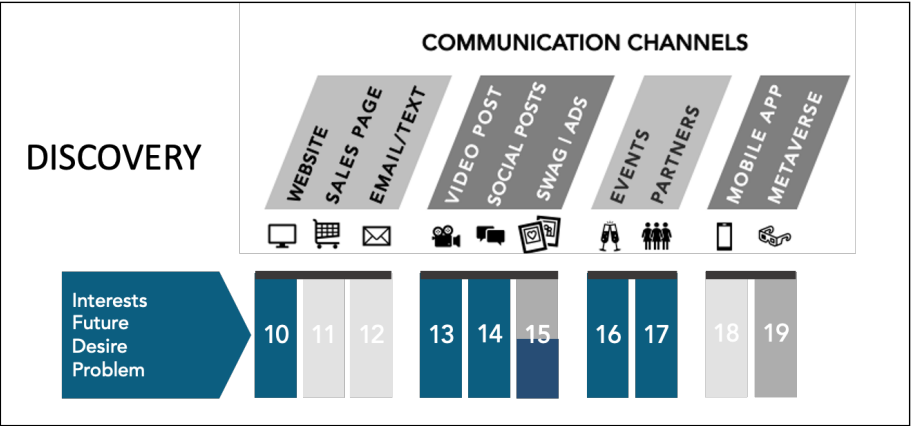
About Channel 16

Participating in events is a great way to gain brand DISCOVERY. You should select the events that you participate in carefully. You need to focus on events that will have attendees who are likely to be your target market. Events can include Trade Shows, Expos, being a guest speaker, and both virtual and in-person networking events.

Choosing events where you can be seen with your competitors will also give you an opportunity to differentiate yourself. You can also attend events where you are likely to find referral or collaborative partners.
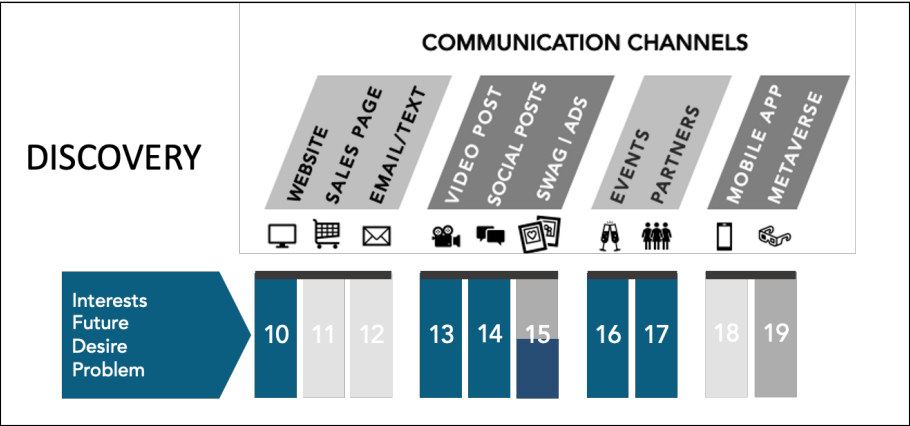
☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 16: Miyoko's Creamery

https://miyokos.com

Founder: Miyoko Schinner

Overview: Miyoko creates delicious vegan cheese and butter.

Miyoko Shinner invented vegan cheeses and butter that are delicious and flavorful. Her products can now be found in large grocers and are distributed worldwide. Miyoko led her business from start-up to $12 million in funding, with $260 million in annual sales, and her products are distributed worldwide. She had humble beginnings in Marin County, California. When she first began, she promoted her products by providing samples at local and regional food events, which introduced her products to a receptive audience. She launched an annual vegan food film festival which is now attended by foodie influencers from around the world.

*In 2022, Miyoko's company was essentially taken from her by an all-male board in a shocking turn of events that left the vegan community reeling and is a depressing modern example of how one misogynistic man can be valued over a dozen female employees who officially registered complaints about his behavior. Female founders, beware. The wolves are often just outside the door.

We can't wait to see what Miyoko does next!

Channel 17. Partners For the DISCOVERY Level

About Channel 17

Carefully selected partners are incredibly valuable for creating DISCOVERY of your brand because they have an audience in place. Partners will often be paid, or you may have an affiliate or equal benefit agreement with them. If creating content is a struggle for you, working with partners can also be of benefit because they may LOVE to create content and can generate all sorts of buzz about you.

Examples of this might be working with influencers, getting on a travel recommendation site, or getting a review by a review website. You may also establish affiliate partners, referral partners, or partners who have clients who can benefit from your product or service. Working with an individual or entity with an established audience will give you much greater visibility than you can achieve on your own.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

# Channel 17: Spinout Fitness

spinoutfitness.com

Founder: Damien McCloud

Spinout Fitness is the world's first water bike experience company in the world. The bikes look like high-end racing bikes attached to pontoons.

When founder Damien McCloud launched Spinout, he relied on partners to get the word out. His first partner was Airbnb, which advertised the water bikes as an experience. The reach of Airbnb is far beyond what a tiny local start-up could achieve. His second partner was Bucket Listers, a website that lists things to do in major cities. These two strategic partners gave Spinout a running start. Actively inviting visitors to give a review resulted in hundreds of five-star reviews on Google, and the business began to soar soon after launch!

# Channel 18. Apps For the DISCOVERY Level
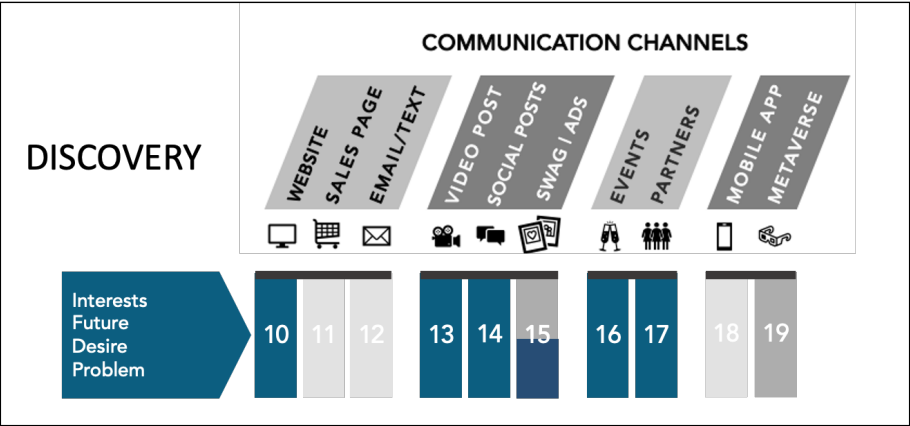
About Channel 18

Apps are not often used for creating DISCOVERY of other apps unless that app is owned by the same company. However, In-App ads served by Google are widely used. For example, I use the Tides app to learn when the tide is going in or out when planning my day's sail. I have the free version, which means that I see ads when I use the app.

A full-screen ad was recently showing me a local plumber. When I close it to view the app, there is a small ad at the bottom of the screen. Google serves both from both business' AdSense accounts.

Channel 19. The Metaverse for The DISCOVERY Level
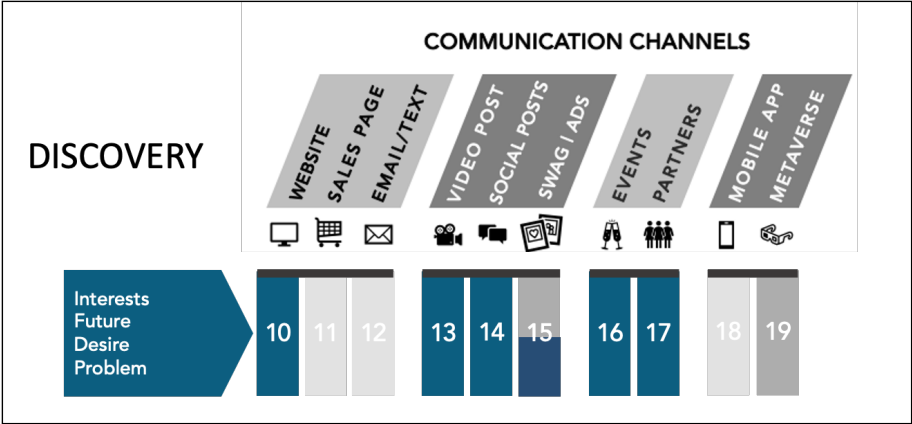
About Channel 19

I consider there to be just ONE Metaverse, which includes all virtual worlds and games. In his 1992 book "Snow Crash", science fiction writer Neal Stephenson introduced us to the Metaverse before the internet existed for public use. What he described became the inspiration for what exists today. In 2021, also inspired by Neal's book, social media giant Facebook changed its name to "Meta", intending to dominate the 3D virtual space (but also, I believe, to shed a name that had become associated with the distribution of propaganda).

QUOTE FROM SNOW CRASH

"Hiro is approaching the Street. It is the Broadway, the Champs Elysees of the Metaverse. It is the brilliantly lit boulevard that can be seen, miniaturized and backward, reflected in the lenses of his goggles. It does not really exist. But right now, millions of people are walking up and down it. The dimensions of the Street are fixed by a protocol, hammered out by the computer-graphics ninja overlords of the Association for Computing Machinery's Global Multimedia Protocol Group.

The Street seems to be a grand boulevard going all the way around the equator of a black sphere with a radius of a bit more than ten thousand kilometers. That makes it 65,536 kilometers around, which is considerably bigger than Earth…Developers can build their own small streets feeding off the main one. They can build buildings, parks, signs, as well as things that do not exist in reality, such as a vast hovering overhead light shows, special neighborhoods where the rules of three-dimensional spacetime

are ignored, and free combat zones where people can go to hunt and kill each other.

The only difference is that since the Street does not really exist – it's just a computer-graphics protocol written down on a piece of paper somewhere–none of these things is being physically built. They are, rather, pieces of software, made available to the public over the world-wide fiber-optics network. When Hiro goes into the Metaverse and looks down the Street and see buildings and electric signs stretching off into the darkness, disappearing over the curve of the globe, he is starting at the graphic representations – the user interfaces– of a myriad different pieces of software that have been engineered by major corporations."

~Snowcrash

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 19: Hyundai

https://www.hyundaiusa.com/us/en

Founder: Chung Ju-Yung

Overview: Hyundai is an automobile manufacturer based in South Korea.

Hyundai has developed an experience on Roblox, which is intended to introduce its brand of vehicles to young people who are not yet old enough to drive. By creating an experience on the Roblox platform, they can reach a wide range of customers from around the world and can begin to create trust and familiarity within a population that will soon be needing a car and will need vehicles for the next 60 years of their lives.

The
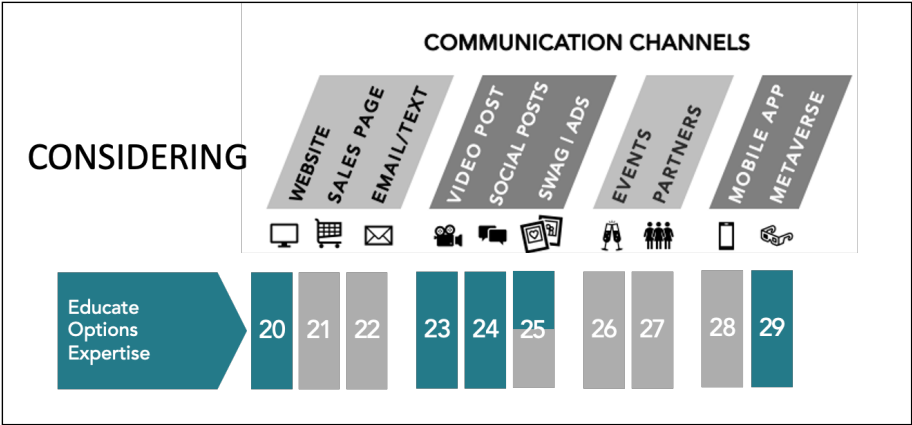# CONSIDERATION Level

Channels 20-27

THE CONSIDERATION LEVEL - CHANNELS 20-27

Consideration Level Overview

CONSIDERATION | Looking at possible options
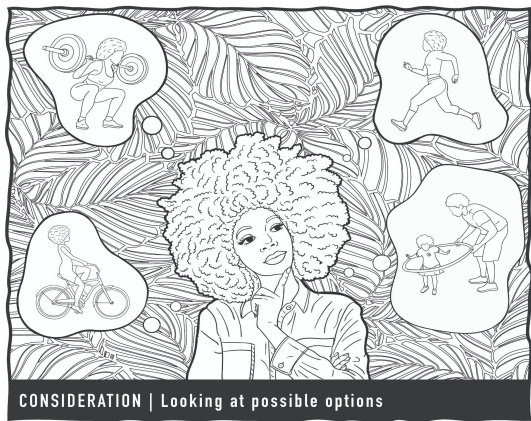
They know there is a solution; they are looking at all available options and just need to pick one. They may know about you or have recently engaged with you or your competitors.

About The Consideration Level

When you look at the BASE3 Chart to see, "Hmmm, where are my opportunities?" you will focus on the Consideration level if you are getting a lot of traffic but not as many conversions as you feel you should. You may also focus on this level to prepare for a big event or promotion, to ensure that you have content that guides new people closer to a DECISION.

People who are in the CONSIDERATION Level have identified that there is in fact a solution to their problem, or an object for their desire, and are now looking at what could be a wide range of options. They may have decided that they will spend their vacation in Spain but are not sure if they will rent a car, do a bicycle tour, or fly from city to city. It might be beach focused, or perhaps they want to explore the cuisines of the inner villages. Much is up in the air. Your goal is to present yourself as experts in helping them narrow down their choices.

Content Topic Examples:

Focus on creating content that educates people, presents reliable options, and displays your expertise.

Below are three headline examples if you were a Honey Producer:

Educate:
"Five Health Benefits of Honey"

Showing Options:
Ten Incredible Honey Brands to Try: The Color & Flavor of Honey Varies Around the World"

Showing Your Expertise:
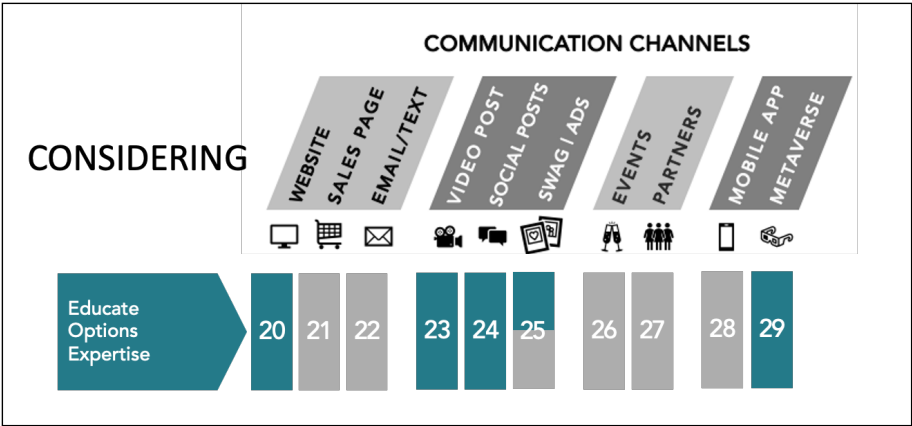"We Advise Beekeepers Around The World

---

Image & Video Examples:

Imagery and videos created by a honey producer for people in the CONSIDERATION level could include images and videos of the lives of bees, the farm's location, how bees gather nectar, and the different variations of honey.

Channel 20. Website: Solution-Focused Articles

About Channel 20

Channel 20 could be educational blog articles that demonstrate your expertise.

To appear in searches for potential customers who are in the CONSIDERATION phase, it's important to identify specific search queries they may be making, such as "the best X" or "X near me." At this stage, customers have identified the probable solution to their problem and are actively seeking the one that best suits their needs. You can demonstrate your expertise by providing information not only about your own product but also about your competitors. In your articles or content, include links to related resources on your website to encourage them to explore your offerings further.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 20: Home Depot

https://www.homedepot.com/

Overview: Home Depot is an expansive hardware store selling lumber, tools, and garden supplies.

You might not expect a hardware company like Home Depot to have an entire staff of writers. They do. Home Depot customers tend to know their problem and how it can be fixed. They often are unsure whether they should try to do it themselves or hire someone.

Home Depot provides a library of instructions to encourage their potential customers to learn how to repair or build, which will also encourage them to come into the store to buy the parts and equipment they need to complete the task.

Channel 21. Sales Pages For The

Consideration Level
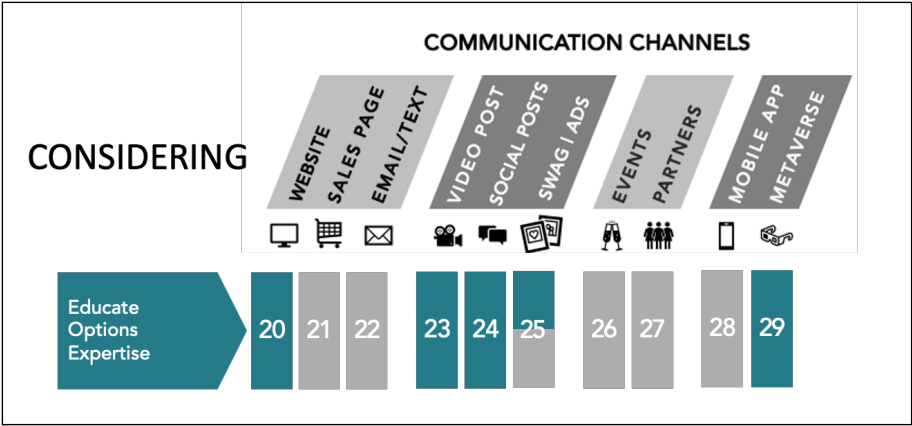
Presenting your pitch too early in the customer's journey can risk annoying them and potentially leading to their abandonment. If you have a long-form sales page, one approach is to prioritize consideration content at the beginning and save the offer for later on the page. However, if the lead time to a sale is longer, whether it's days, weeks, or even years, it's important to avoid presenting an offer before the customer is ready to make a decision.

Channel 22. Email/Text for the Consideration Level
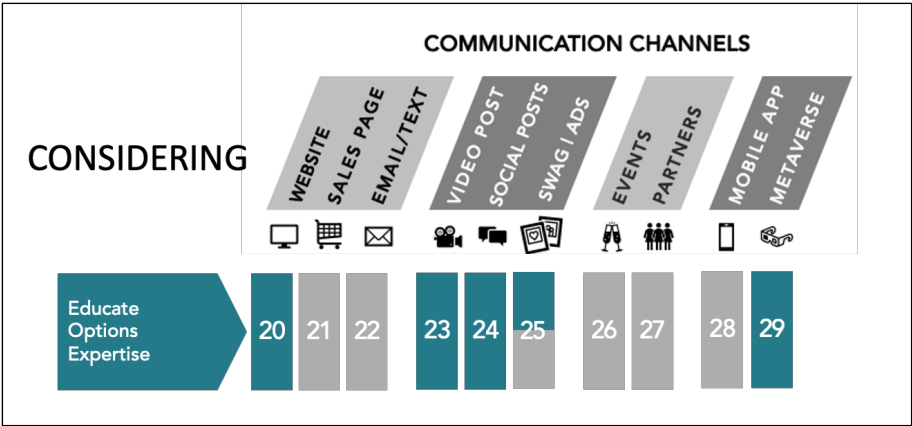
About Channel 22

If you have collected an email address or contact information this early in the customer journey, then you can reach out to them. It is important to distinguish where in the journey a customer was when they provided their contact information so that you can send them the appropriate content.

Most email marketing systems can apply labels or tags to contacts to help you send bulk or automated emails to specific groups. Use them effectively! Your email list should clearly distinguish between customers and non-customers.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 22: Wayfair

https://www.wayfair.com/

Founders: Niraj Shah and Steve Conine

Overview: Wayfair is an online store for home goods.

Wayfair sells mainly furniture and household goods. Like many sites, they have an automated pop-up that will sign you in with your Google Account if you permit them. They then follow you as you navigate through their website. If you click on an item, they know. If you begin a DECISION but drop it off, they know. They will send you email reminders that you were looking at that product and suggest similar products.

Channel 23. Video For the Consideration Level
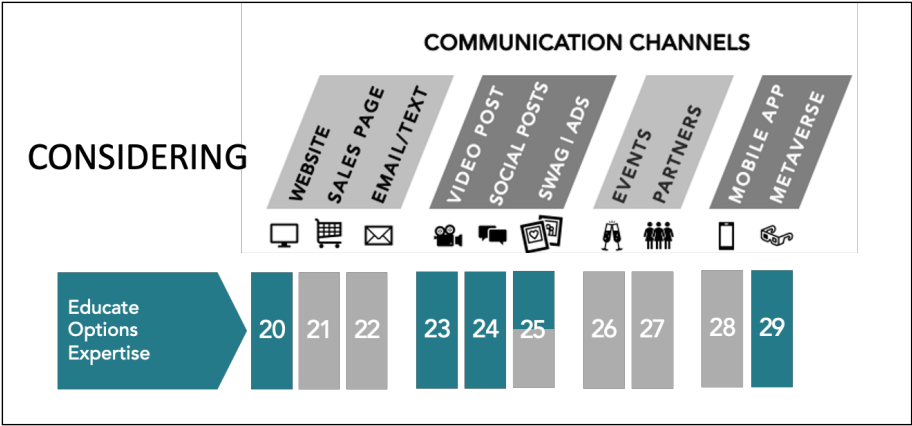
About Chanel 23

Professionally Produced Video: As mentioned earlier, professional video production can be expensive, so it is advisable to reserve its use for customers who are closer to making a decision. This approach helps maximize your return on investment (ROI). The Consideration level is an ideal stage to begin utilizing professional videos. By using a well-crafted script and incorporating relevant hashtags and keywords, you can

strategically target your videos to reach your desired audience. By presenting professionally produced videos that educate viewers and establish you as an expert with a focus on quality and craftsmanship, you can leave a lasting impression. This may lead viewers to follow you or take a closer look at what you have to offer, generating engagement data that can enable you to serve them retargeting ads.

Home Filmed Video: By posting videos on various platforms that you have produced yourself; you can show your authenticity, expertise, and knowledge through experience.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 23: J & B Whiskey

https://www.jbscotch.com/

Founded in 1749 in London

**Overview**: J & B Whisky is a wine and spirits manufacturer.

Who could imagine that a three-hundred-year-old company could wield social media in such a powerful way? In the holiday season of 2022, J & B released a video ad that just wrecked us. Gathering with family can be stressful, especially for those who have found their lives have taken a path that not everyone accepts. The possibility of being rejected by the people you love the most is real.

Like what happened with Thinx, this ad became news. It went wildly viral. People who may have walked by J&B bottles on the store shelf hundreds of times suddenly associated the brand with a powerful message of love.

To view the ad, scan the below code.

Channel 24. Social Posts for The Consideration Level
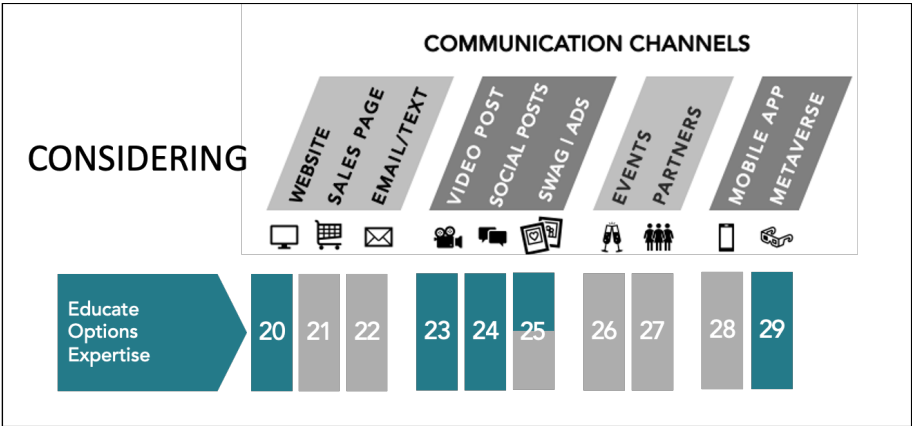
About Channel 24

If you plan to be active on social media, then one of your main goals should be to get people to follow you on the social channels that are relevant for your business…the channels where your target customers spend their time. If they follow you on those channels, then they will see your content when you post it. Because they are still just considering you, it will be important to present content that will help them become educated about their problem, your solution, and your expertise. You will begin to build a relationship with them.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 24: Marc Jacobs - Heaven

https://www.marcjacobs.com/default/heaven/

Founder: Marc Jacobs

Overview: Marc Jacobs is an American Fashion Designer who has collaborated with artists and cultural icons.

As mentioned above, if your customer is in the consideration phase, they are aware of their problem and are beginning to look for a solution. They are looking for a business that truly connects with them as an individual. It is important to deeply understand your target customer because it will allow you to create content that resonates with them.

Marc Jacobs has a strategy for creating new customers in Gen Z. L'officiel writes, "In a spirited resurgence of Jacobs' love for youth subculture, Heaven is the newest line that exemplifies Gen-Z fashion. With grunge elements, vintage books, and Sofia Coppola references, it's an archive of Y2K memorabilia curated alongside current fashion trends. With Nicki Minaj Modeling for Heaven's most recent campaign, the hype has increased with each collection."

Because social media feeds are continuous, by the time you read this book, you may not be able to see a full picture of how Marc Jacobs used social media posts. As part of his Heaven line, he created stickers and collaborated with popular influencers and

artists known to Gen Z. He utilizes Instagram for artistic photographs of his projects. On Twitter, he posts slightly odd photographs…looking for the retweet. You can buy his products right from his Facebook Page. As an example, in the writing of this book, he has 500 ads running on Facebook. He uses Pinterest to highlight individual products, and his Pinterest profile looks much like a catalog. He uses YouTube for gorgeous videos of his shows and behind-the-scenes looks. At some point, he was using Tumbler to show his brand's sketchy style, bright color edgy side for the Gen Z population.

## Channel 25. Swag & Ads For the Consideration Level
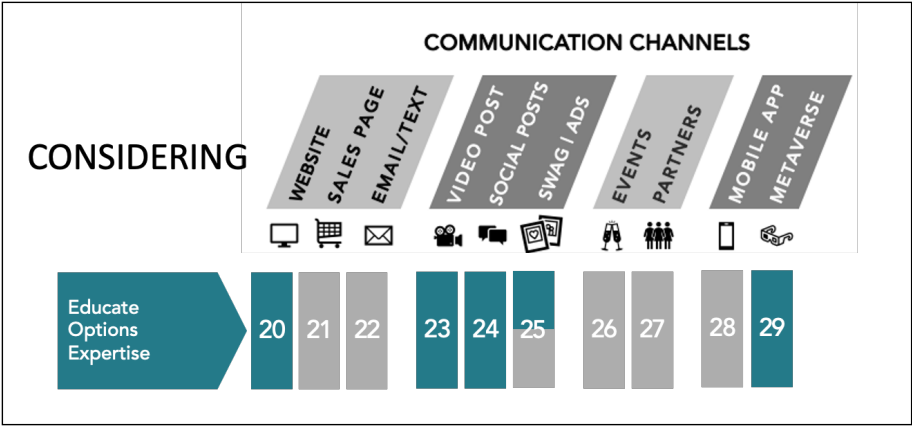
About Channel 25

As mentioned above, if your customer is in the consideration phase, they are aware of their problem and are beginning to look for a solution. They have a desire that they hope to achieve with that solution. And guess what…algorithms know it. Algorithms know what searches and exploration people are doing around the periphery of your or your competitors. This means that when you run an ad, and skillfully select an audience, plus use messaging that addresses their desire to solve a problem, you could have a successful campaign.

Your CONSIDERATION ad and sales page (Channel 31) are the two main components of a "direct response" sales funnel. To deeply understand how to craft a powerful direct response campaign skillfully, I recommend Todd Brown's E5 Method. Todd says that when his team is building a campaign, "We are not trying to get prospects to want a result or an outcome or a transformation…we are leveraging a desire that already exists within them."

To view what ads businesses run, you can visit the Facebook (Meta) Ad Library and the Google Ads Catalog by following the QR Code below.
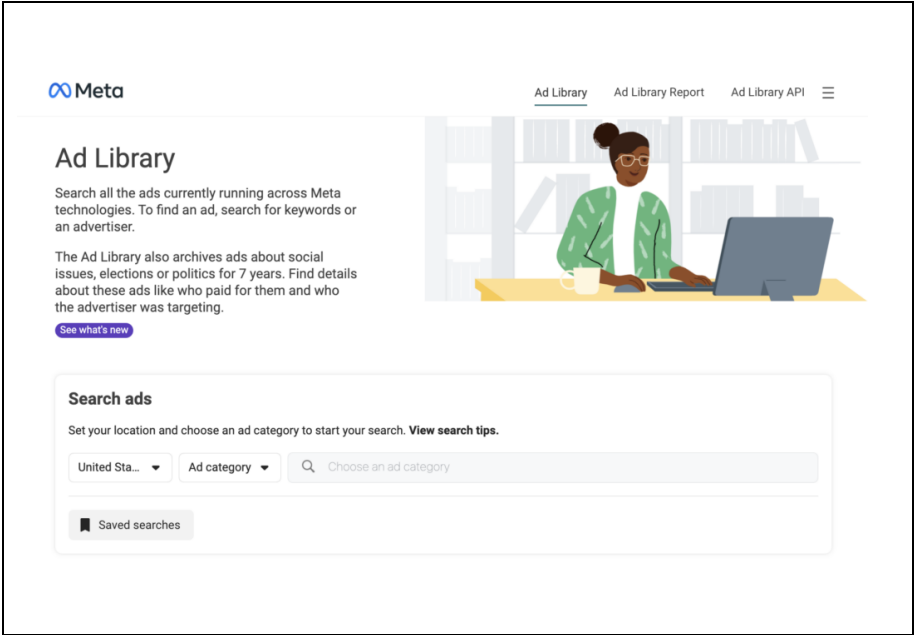
☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 25: Good American

www.goodamerican.com/

Founders: Grede and Khloé Kardashian

Overview: A fully inclusive clothing line for women offering denim, ready-to-wear, swimwear, shoes, and accessories.

Of course, we must get a Kardashian business in! Our goal is to learn from those who have been successful and find those activities that work for us. I mentioned before that running ad for "DISCOVERY" is expensive because the ads will be shown to a broad span of people who may or may not be your target market. When you have carefully curated your brand and identified your target audience, plus created a following on social media channels, your ads can be successful in generating sales.

In addition, as you run ads over time, the algorithms will also become familiar with who and what type of person will be interested in your product or service.

At the writing of this book, Good American has 200+ ads running on the Facebook (Meta) platform, and MOST of them are video ads. The brand has 2.5 million followers on Instagram and growing its following on TikTok. The accumulated engagement on all the different platforms where they have a presence makes it possible to run ads to their community.

Channel 26. Events For the Consideration Level
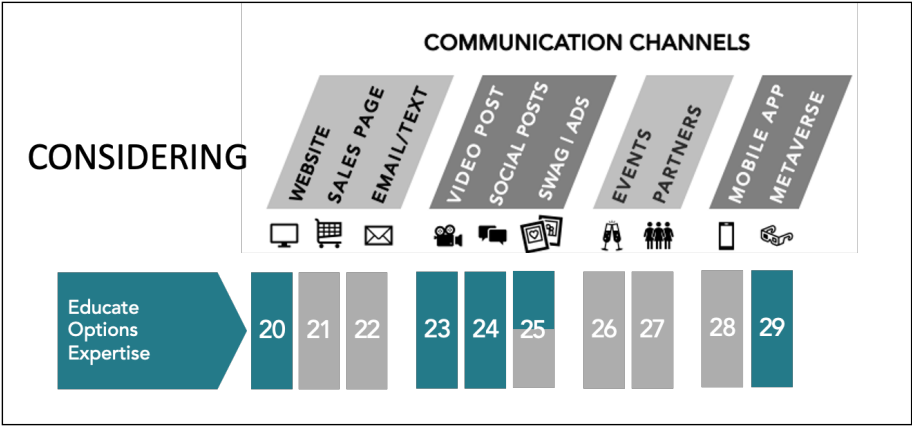
About Channel 26

People in the consideration level of their journey are wanting to be educated, see their options, and are looking for a level of quality that matches their own brand and budget. At a live event you should be ready to speak to anyone on any level of their potential journey with you. Events are good for getting new eyes on your brand, and then getting contact information from potential leads to follow up with later. Attending a prestigious event can elevate your brand. At an event you have the opportunity to personally educate your customer and demonstrate your expertise.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 26: The Fancy Food Show

https://www.specialtyfood.com/

Overview: The Fancy Food Show showcases food brands from around the world.

The Fancy Food Show happens in multiple locations and seasonally. It is an incredible event showcasing a wide range of food products and functional items. However, it is not open to the general public. It is attended exclusively by prequalified industry professionals. Here is what they say on their website.

"The Winter Fancy Food Show is considered a trade-only event, meaning that brands who present will not have to deal with entertaining thousands of people who make up the general public. Rather, the show is only open to qualified buyers and leading industry professionals searching for partnerships with new food brands."

Channel 27. Partners For the Consideration Level
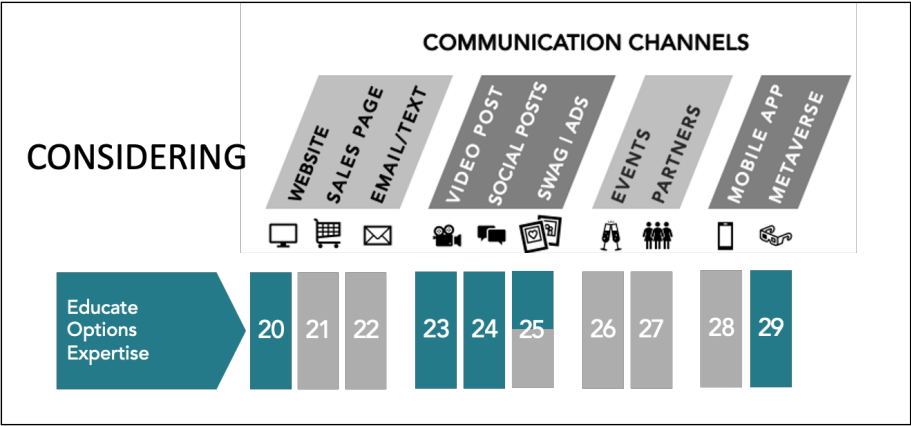
About Channel 27

Partners are important all along the customer journey. The type of referral partner that will be valuable to you in the CONSIDERATION Level will be a partner who is an expert in your industry and will recommend you as a resource. One example is that a flooring installer will be a great referral partner for a patio builder, because a patio is an extension of the interior home. The customer will trust that the flooring specialist has the ability to determine if a patio builder is reliable and has good craftsmanship. Selecting the right referral partners can result in you having an entire salesforce working for you. And you will be their salesforce as well.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 27: Refik Anadol

refikanadol.com

Artist: Refik Anadol

Overview: Refik Anadol is a Turkish-American artist who creates giant visual experiences using artificial intelligence.

In one work, Anadol uploaded the entire Modern Museum of Art collection in New York and then asked his program to show a visual of what it would dream about. The swirling, constantly changing imagery was presented on an enormous screen.

Almost universally, artists rely on partners to help them get seen. Artists may partner with galleries, museums, and venues who will display their art. This is often the case with artisans, who need to spend their time creating. If you have the right partners, they will become your sales force. It is important to carefully select partners not just because you like them but based on their audience. You should carefully consider who is in their community and are your target customers in that collection.

Channel 28. Apps For the Consideration Level
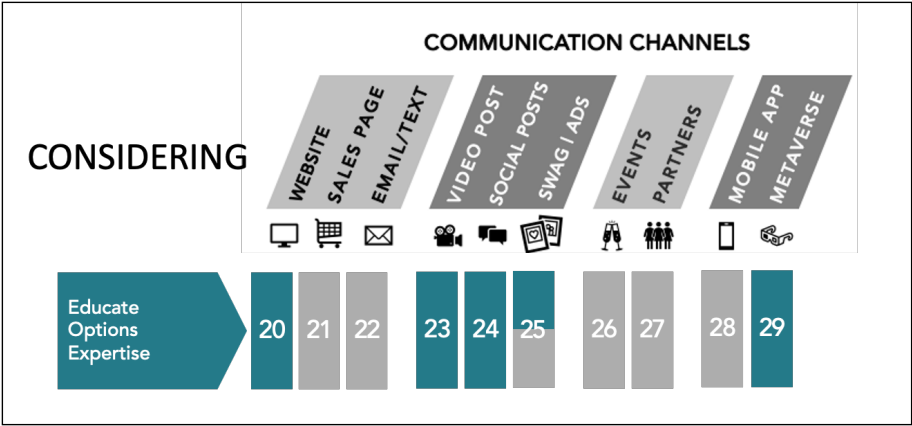
About Channel 28

Numerous brands have started leveraging apps to encourage people to interact with their brand. Often, these apps offer a set of free features, with the option to upgrade for additional functionality. Providing a free trial or even a suite of complimentary features is a potent strategy that allows customers to familiarize themselves with your product before deciding to DECISION or upgrade for enhanced features.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 28: Bumble

bumble.com

Founder: Whitney Wolfe Herd

Overview: Bumble is a dating app for mobile phones that allows people to meet.

As someone who has been single for periods of my life, I am all too familiar with online dating. I did the marriage and kid thing, so what I wanted was someone to fawn over creative restaurant menus with, explore the Marin headlands, filet the fish we catch off the coast of Croatia as we sail down the Adriatic Sea, and hold my hand while we walked down romantic streets in Prague.

Most apps have a basic level of access, with in-app DECISIONS available. Bumble allows you to scroll through would-be suitors and even interact with them for free. But there are features behind the paywall. For example, in the free version, if someone "likes" you, you can't see them unless you also "like" them. However, you can see the list of people who have "liked" you if you pay.

Channel 29. Metaverse For the Consideration Level
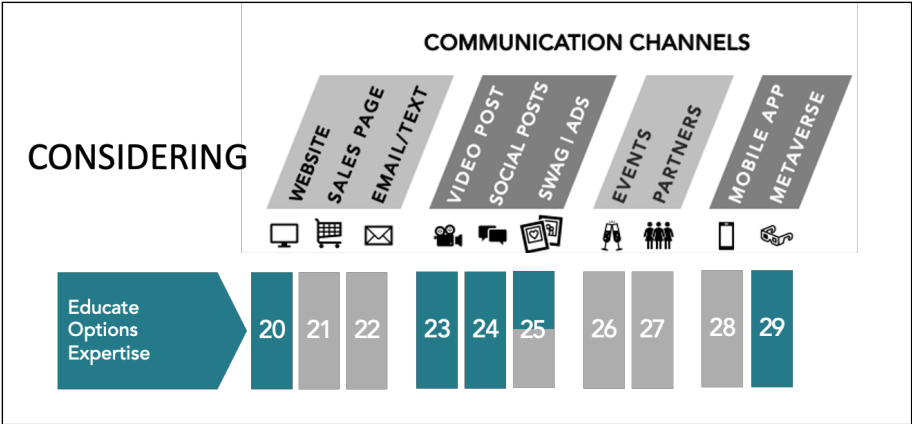
About Channel 29

Maintaining a presence within the Metaverse signifies that your brand is at the forefront of technology, suggesting that innovation and pioneering are integral to your brand story. Providing an interactive platform for potential customers to engage with your brand, products, and services prior to making a DECISION can foster a deeper connection. I'm not referring to the interactive shops linked to many businesses' websites - although those are intriguing to explore. Rather, I'm talking about initiating a campaign within an existing virtual world like The Sandbox or Roblox.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 29: Gucci

https://www.gucci.com

Founder: The Gucci Family.   Now owned by others.

Overview: Gucci is an Italian luxury fashion brand.

Gucci was the first fashion house to create a Metaverse experience. They have created an experience using The Sandbox (an online space for brands and creators to display and sell their digital creations). The experience is hosted on their website.

Gucci also created experiences inside of Roblox, which told the brand's history and were museum-like. They are also now presenting a permanent place to visit within Roblox called Gucci Town.

If a brand wants to be viewed as cutting-edge, it now must have at least some participation in the metaverse.
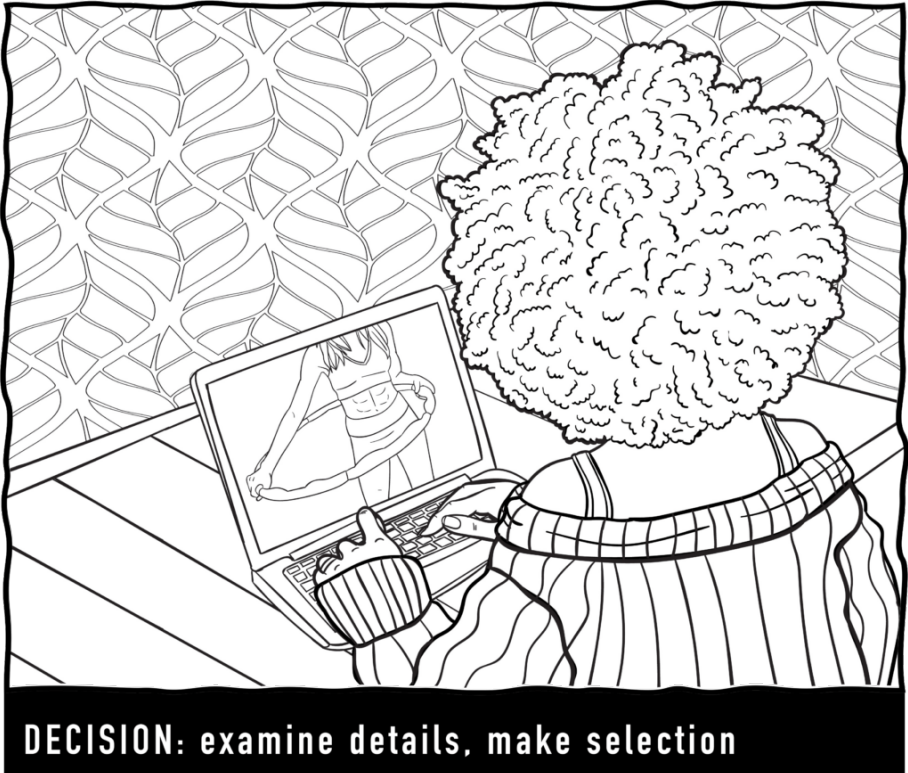
The
DECISION Level

Channels 30-39

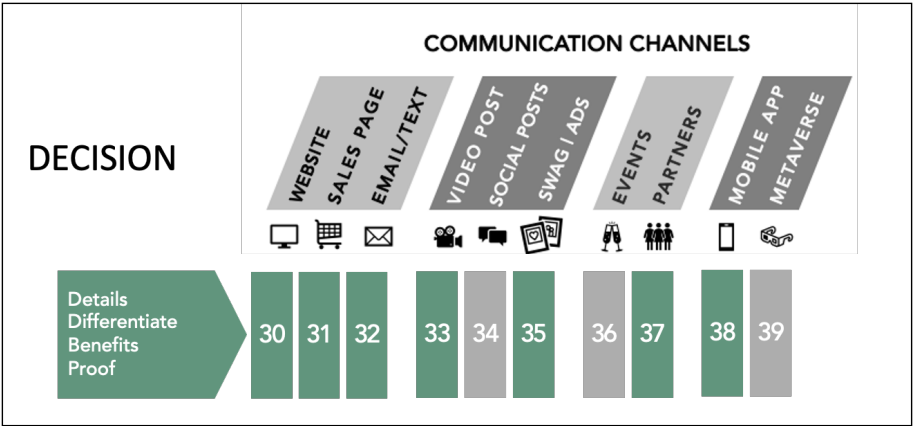# THE DECISION LEVEL CHANNELS 30-37

DECISION Level Overview

DECISION: examine details, make selection

They know about you and your solution. They are looking at the details and for proof that your solution will work for them. They may have questions! Hopefully, they will pick you!

About The DECISION Level:

When you are looking at the BASE3 Chart to see, "hmmm, where are my opportunities?" you will focus on the DECISION level when you are seeing a lot of engagement on your website and/or social profiles, and feel that you are building a community, but aren't yet seeing the resulting sales. You may need to improve your DECISION level content, do A/B testing. The secret to conversions is test, test, test.

People who are ready to make a DECISION are aware of their problem, aware that there are solutions out there, and are ready to make a decision. They will make the decision based on a wide range of factors, some practical, some purely emotional. If they are in YOUR lead funnel, it means that they know about you, and are checking you out. Have content in place that differentiates you from your competitors, provides the details of your product or service, and offers proof that you are the right choice.

Content Examples:

Focus on differentiating yourself from your competitors, providing details about your product or service, outlining the benefits, and proving that you have a good product.

Below are three headline examples you could use for the DECISION level if you were a surfboard shop:

Differentiate: "The First Board Shop on Balmetto Beach"

Details: "Custom Formed Boards for Big Wave Surfers"

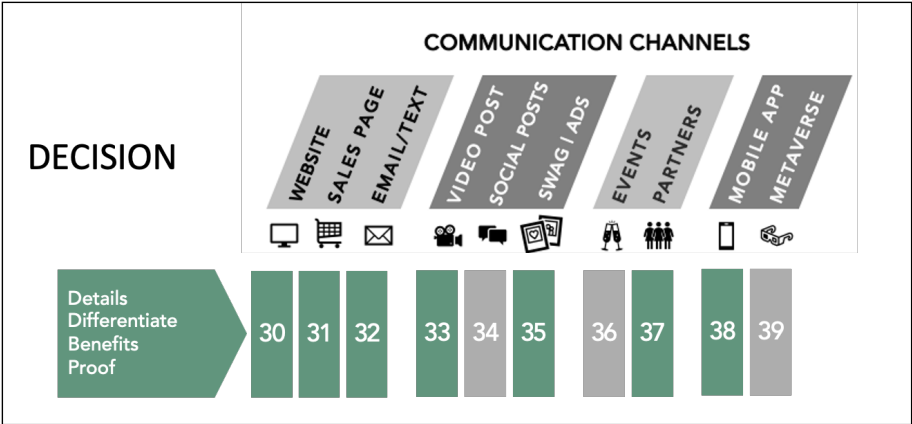Benefits: "Free Annual Maintenance of All Custom Surfboards"

Proof: "We have 200 Five Star Reviews."

Image Examples:

Photos of the original owner surfing big waves. Photos of well-known surfers using their boards. Photos of how the boards are manufactured. Photos of the shop. Images of reviews.
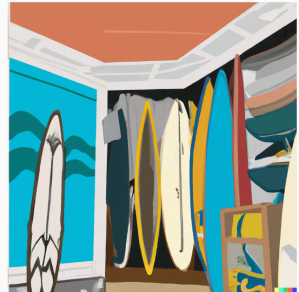
Channel 30. Website: Credibility Content

About Channel 30

Channel 30 includes your "About" content. It is all of the information that will establish your credibility. This could include your portfolio, history, testimonials, case studies, team, and product lists. This is the information that your customer may wish to examine before making a final decision. Channel 30 content establishes confidence in your potential customer that you will provide an excellent service or product. By this point in the customer journey, they have researched and are fairly close to deciding.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

# Channel 30: Expedia

https://www.expedia.com/

Expedia

Expedia is a travel website that allows you to make flight, hotel, and car reservations.

When you search Google for a flight from SFO to Paris, Expedia appears in the results with the flight and prices calculated. Their content is presented on-the-fly based on a person's search. I realize that flight information is not the same as an article but IS content. By Schema Markup or Structured Data, you will prepare your content for the best possible presentation on Google Search. That is not a guarantee, however, that you will!

Channel 31. Sales/Lead Pages for The DECISION Level
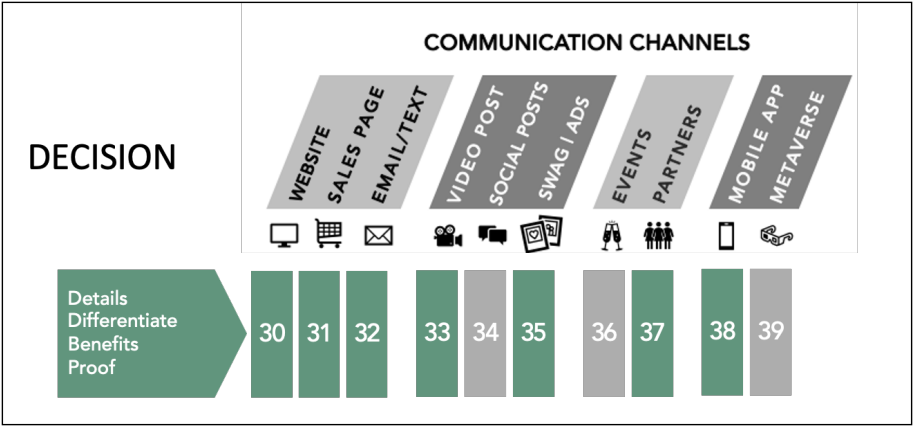
About Channel 31:

One could argue that your sales (lead) page is the single most important page in your entire digital presence. You should be testing and testing and testing to ensure that you have the most effective content possible. You may need separate sales pages for different audiences, or people arriving from different locations.

Sales pages are reached often by ads, but they can also be through shared posts on social media, or through links on your website from articles or pages on your website. When someone arrives at your sales page, you can assume that they know who you are, they know what their problem is, and that you can solve it for them. The main job of your sales page is to establish how it will uniquely solve the customer's problem, provide details, benefits, and present proof in the form of testimonials, and of course, a call-to-action.

A sales page should include, at a minimum, the following:

- Headline
- Descriptive Copy
- Differentiate Yourself
- Details
- Benefits
- Price
- Call To Action
- Social Proof (Testimonials)

The actual words that you use for your sales page need to be golden. A powerfully effective sales page will be the result of going through an intensive copywriting process. You will need to capture your audience and win a customer through skillfully crafted text and imagery. Creating sales pages is an art form. There are many books about copywriting, and I encourage you to read as many as you can. But to truly learn how to build a campaign that gets people to desperately want your product, no one is better at teaching you how to do this than Todd Brown. You can read his E5 Book and take his courses, or you can simply skip to the good part, and hire his team.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 31: Todd Brown

https://toddbrown.me/

Todd Brown, Founder of the E5 Marketing Method

Overview: Todd Brown is a genius marketer and shares his knowledge generously with emerging inbound marketing pros. His E5 method transforms campaigns into "into an intense buying demand for your specific product or service… without any selling."
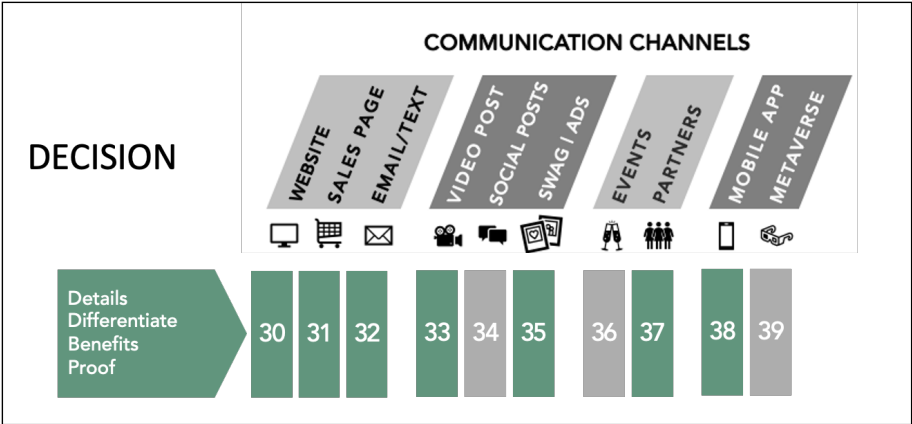
Todd is an "inbound marketing" pro, meaning he and his team run ad campaigns for their clients that lead customers to a sales page that is written and designed to convert (sell). I like Todd because when he talks, he sounds like he truly cares about helping you become the best marketer you can be.

In Todd's E5 Method, he teaches you how to use words that create an intense desire for your product. It isn't about trickery or manipulation; it is about finding your customer's deep inner need and then identifying a "unique mechanism" your product or service has that can fulfill that need.

Everything about Todd's online presence makes you feel like, "OMG, I NEED this!". He makes you hungry.

Channel 32. Email/Text for DECISION Level

About Channel 32

When you have the email address of your potential customer, you can personally invite them to make a DECISION. Having an email drip campaign that is not pushy, but that is helpfully guiding your customer on their journey will establish a dialog and show that you have put thought into helping them come to a decision. It is important to know your audience, so that the language and tone you are using is appropriate. It is also important to have your drip campaign set up so that you don't accidentally send those emails to customers who have made a DECISION. It will backfire!

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

## Channel 32: Touch of Modern

www.touchofmodern.com

Founder: Dennis Liu, Jonathan Wu, Steven Ou, and Jerry Hum

Overview: Touch of Modern is a shopping website showcasing unique gifts for men.

Touch of Modern is a members-only website. You cannot view products on the website until you have provided your email address and logged in with a password. Once you are a member, you can get luxury goods for a reduced price. For example, a Cartier watch that is normally $30,000 can be DECISIONd for $15,000.

Once you have registered, they send you emails containing products you might be interested in. Because the emails have artistic or high-quality products, it feels like you are staying current with style news by viewing them. Even though they sometimes send multiple emails per day, they do not feel like a nuisance. However, I am clearly their target market, as I love seeing beautifully designed things, even if I can't afford to buy them all.

Channel 33. Video For the DECISION Level
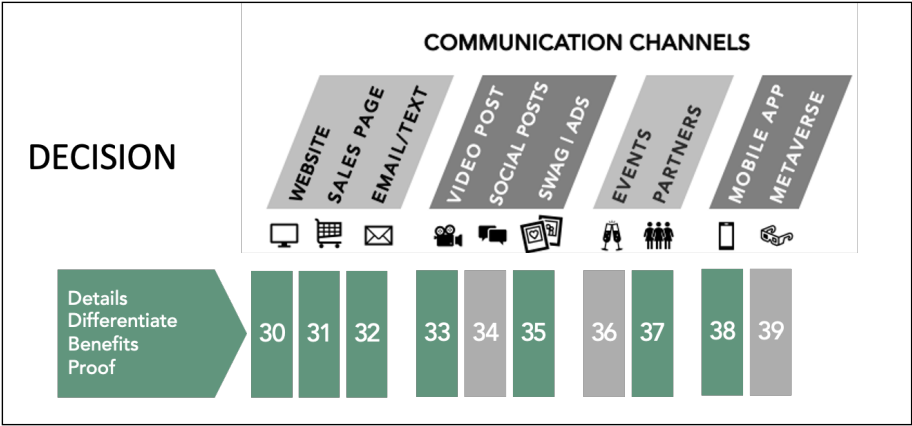
About Channel 33

Utilizing video to show your product's details, benefits, and proof will be valuable, especially if placed on your sales page or used as an ad. Video could show the product in use, before-and-after, and details of the product.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 33: Huda Beauty

hudabeauty.com

Founder: Huda Kattan

Overview: Huda Beauty is a skincare and makeup company.

Huda Kattan has amassed a following of 51 million people on her Instagram account, 8 million on TikTok, 8 million on Facebook, 4 million on Snap Chat, and 4 million on YouTube.

Her business generates hundreds of videos that are often emotional and celebratory around the concept of beauty. She uses the videos for all levels of the customer journey, creating content that celebrates the beauty of all forms, a video that informs and educates, and of course, highlights specific products.

At the writing of this book, there are not yet platforms that allow you to go straight from a video to DECISION unless it is an ad. But you can publish videos on all your platforms and provide the same information in the video that you do on a sales page, and then provide a link that takes them to the product page where they can add it to their shopping cart.

Channel 34. Social Posts for The DECISION Level
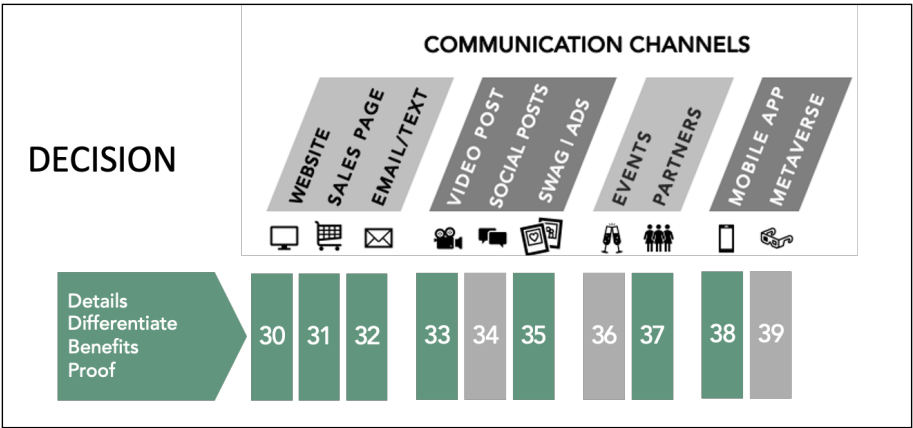
About Channel 34

Did you know that you can sell directly on many social media platforms? Two examples are Facebook (Meta) and YouTube. You can also list your products in Google for Retail, so your products appear individually at the top of search results. As platforms begin to incorporate shops, it will be valuable to determine whether this type of shop is right for you.

If not, then the next best thing is encouraging your potential customers to follow you on social, so you can post content that will automatically appear in their feed that continues to educate them about your product, offers proof of happy customers, and shows the details of your product such as gorgeous tables set up for a wedding.

Reviews are also an important social feature that should be on display. Whether it is Google, Yelp, Facebook, Square, Amazon, or other reviews, displaying them will give you credibility and help your potential customer decide.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

## Channel 34: Trickster Company

https://trickstercompany.com/

Founders: Rico and Crystal Worl

Overview: Trickster Company is an indigenous-owned (Tlingit/Athabacan Tribes) home and personal goods design business from the Pacific Northwest Coast of North America.

Their website is built on the Shopify platform, and they have integrated the Loox app add-on, which collects and displays reviews by actual buyers of the product. The app allows buyers to take photos or unbox videos and then post them. The reviews then appear on the site and can be accessed via a tab that shows all the reviews.

Channel 35: Swag & Ads for The DECISION Level
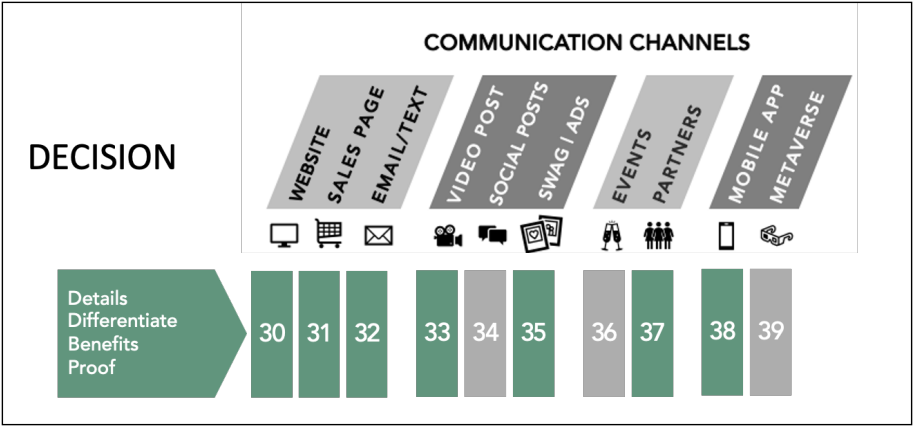
About Channel 35

Swag. The BNI International motto that "Givers Gain" definitely applies when it comes to giving cool or useful **swag** to potential customers who are starting to seriously look at your offering. Having swag that resonates with your customers can be very effective, and distributing it generously to people at this level shows that you are invested in creating a relationship with them.

Digital Ads. When it comes to digital ads, if you are set up properly, by the time a potential customer is ready to make a decision, they probably will have engaged with you at some point, whether on a social profile, your website, or via a form or email. Three types of ads are valuable at this level, which you can use to send people to your sales or product page.

The first is an ad shown to people that the algorithm has deemed ready to buy.

The second is an ad that is shown to all people who have engaged with you on whatever platform is hosting the ad.

The third is a "Retargeting" ad, shown to people who have visited your website.

Retargeting ads have the highest ROI and are a good opportunity to reach your audience across other platforms where they have not engaged with you. Minimizing the creepiness of ads following your customer around is important, and you can do this using an inviting and welcoming message.

Retargeting ads are made possible by tags or pixels installed on the backend of your website, which track the users who have visited your site. As discussed in the earlier chapter, "How Algorithms Know Where You Are on The Journey", numerous platforms each have their own pixel. To ensure these pixels are installed, you can collaborate with your website developer. This includes platforms such as Google Analytics, LinkedIn, Facebook (Meta), HubSpot, among others.
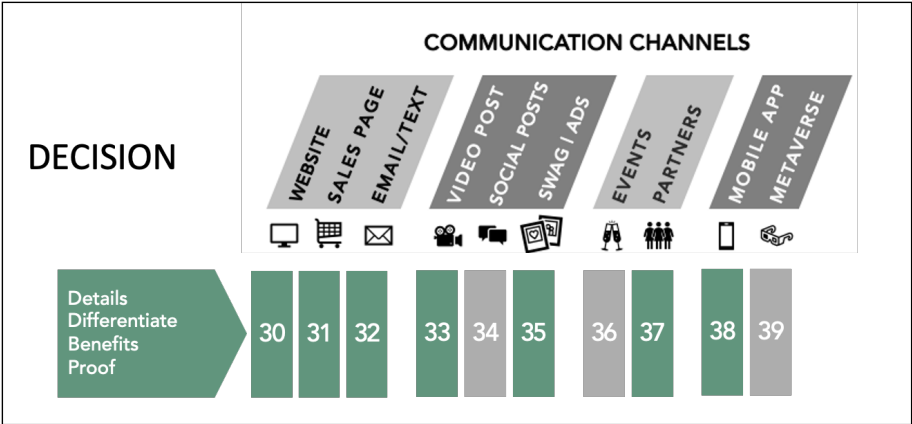

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

CHANNEL 35: ADOUTREACH.COM

adoutreach.com

Founder: Aleric Heck

Overview: Ad Outreach is a consulting service that creates retargeting ad campaigns for its clients.Founder & retargeting ad superstar is Aleric Heck, the adorable founder of AdOutreach.com. He has mastered the art of retargeting. If you have seen him once, you will see him everywhere. Go ahead and visit his site! You can experience what I am talking about. He has installed all the above pixels that I mentioned on his site and is running retargeting ads on all those platforms.

Channel 36. Events For the DECISION Level

About Channel 36

Many businesses generate a significant portion of their sales at events. Whether you run a food truck, are a tie-dye artist, manage a winter festival, or operate an events management company, you might discover that participating in or hosting events constitutes your primary source of income.

If selling your product in real-time is not an option, you can still participate and try to bring each person you meet one step closer to working with you. Be sure to collect contact information to begin an inviting, friendly email drip campaign. You may think of events as in-person or via Zoom, but there is an enormous world of online gaming events. The events can be attended live, or often gaming creators will record the event and publish it on their YouTube account.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 36: Technoblade, RIP

technoblade.com

Founder: Alexander (last name withheld)

Overview: A Minecraft Hypixel Live Event Player & YouTuber

I will never forget the sadness in my 12-year-old son's voice when he came to me on June 30, 2022, and told me that Technoblade had died after losing his battle with cancer. Technoblade's father had released a gut-wrenching video that was a message to all of his son's fans. I want to include Technoblade on this list because he represents all that is good about the online gaming community and was such an important figure to so many young people and to the evolution of the online gaming world.

I asked my son to write something. Here is what he wrote.

"Alexander, also known as Technoblade on YouTube, was a beloved Minecraft content creator who gained popularity through his exceptionally dry and self-aware humor. He greatly influenced many kids' childhood, as everyone looked up to him so much.

But a year ago, he made a video on his channel explaining that over the past few months, he had been diagnosed with cancer. He continued to post content on YouTube until 9 months later; a video was made on his channel by Alexander's father saying that he had died. The whole Minecraft community and even people outside of it were devastated by the news. The video's revenue was used to help cancer patients, and the story made national news." ~written by my teenage son, Oliver Nag

Technoblade was loved because he was funny. He amassed fifteen million subscribers on YouTube, and his videos have had over a billion views.

How Technoblade used events to sell products

Just as with live sporting events, virtual events have their superstars and fans, along with merchandise and sponsors. For instance, Technoblade utilized his YouTube channel to raise funds for cancer research. Merchandise available on his website continues to sell, with proceeds now going towards an organization committed to finding a cure for cancer.

Below are two links in case you would like to learn more.

https://youtube.fandom.com/wiki/Technoblade#StudioLore_and_Derp_Squad

https://socialblade.com/youtube/user/technothepig

Channel 37: Partners for The DECISION Level
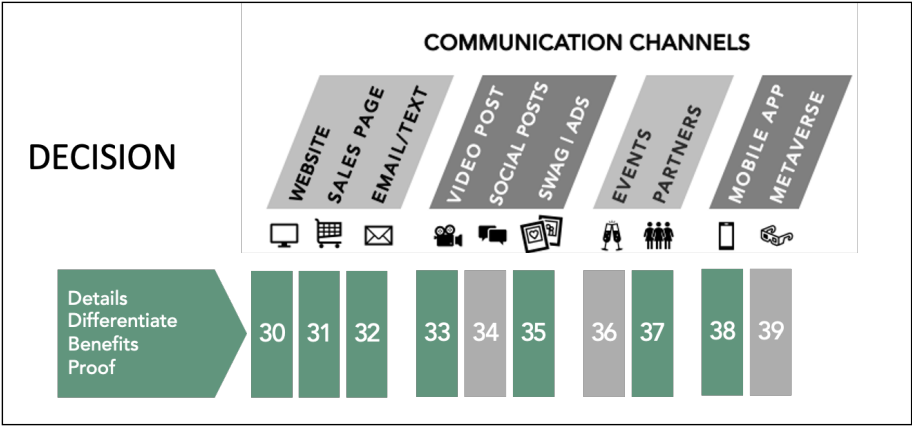
About Channel 37

If a trusted source recommends you, often the customer will have made their decision before even meeting you or landing on your website. Selecting your partners carefully, and maintaining a strong relationship is important. Make it easy for them to refer you, and to collect a reward, whether that just be building their own credibility by helping their client, or an actual monetary benefit.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 37: Kirrin Finch Clothiers

www.kirrinfinch.com

Founder: Laura Moffat

Overview: Kirrin Finch is an inclusive clothing company focusing on menswear-inspired apparel for women.

I began wearing men's clothing at a young age, wanting to cast off the gender expectations of attire. I wore ties, starched work shirts, men's belts and pants, overcoats, and bulky shoes.

When I began working in the office, I wore pants suits. However, there were no suits that I felt truly shed the extreme feminine at the time.

Clothing in the men's section will not hang or fit nicely on a figure with curves.

The emergence of designers and brands catering to people who want a tailored masculine style has changed the fashion landscape.
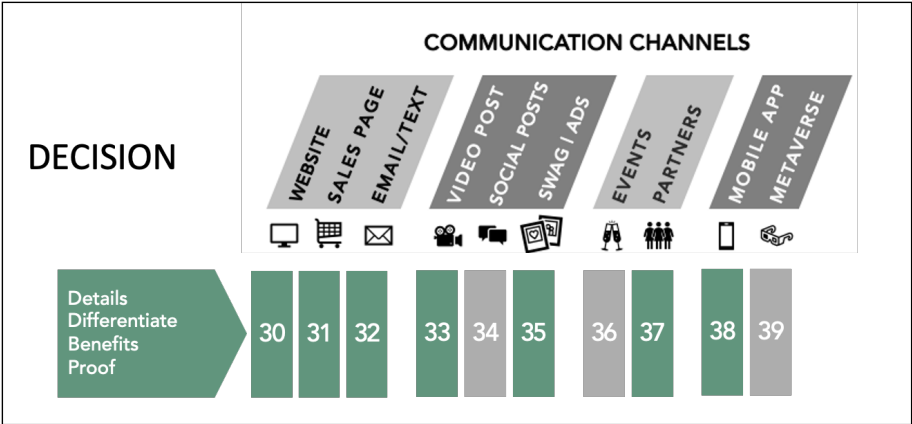
They have made it possible for gender-nonconforming people to dress comfortably in gorgeous, fitted clothing that gives them the desired look.

One such company is Kirrin Finch. In addition to being active on social media, they are using partners to help expand knowledge about their brand. This is done in the form of featuring "Dapper Scouts." They select public figures or influencers who have an

audience and create a feature article about them that is published on the Kirrin Finch website. There is an exchange of publicity in that Kirrin Finch publishes links to the Scout's social media, and the Scout does the same, sharing the article with their audience. Kirrin Finch has 40,000+ followers on Instagram, but the combined reach of all the Scouts they highlighted is three times that number.

Channel 38. Apps For the DECISION Level

About Channel 38

I have been asked many times about whether or not a business should have an app in addition to their website. A website can be used on mobile phones and is accessible to anyone who has an internet connection. A website also integrates with all kinds of tools. An app on the other hand, is only accessible with a mobile device, and must be downloaded. The decision to build an app should be based on two things in my opinion: 1. Do you have enough resources to manage both a website and an app, and 2. Is your potential community large enough to justify the cost of development and maintenance of an app. If both of those are true, then I encourage you to take advantage of the incredible possibilities available with an app.

Note: Some businesses are JUST an app, so their website is easy to manage, being mainly a lead collection container and a place to encourage downloading the app. If you want to sell your products on your website and an app, you will manage two digital stores. You want to be certain that

the partner you are working with to build your app does a good job connecting the two.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 38: Amazon

Amazon.com

Founder: Jeff Bezos

Overview: An online marketplace where businesses can sell their products

Especially since the COVID pandemic, most people are familiar with Amazon. The business started as an online store for books and grew into what it is today, one of the world's largest online marketplaces.

The experience of moving between website and app is seamless. If you are browsing the internet and click on an Amazon link, you will be prompted to go to the app rather than the website.

Like other apps, you can go to the Amazon store with one tap on their mobile app icon. Their location-based functionality is powerful. I will never forget when I went to Target to look at robot floor sweepers, and later that day started to see ads for robot sweepers for sale on Amazon. The app knew I stood in front of the robots in the aisle long enough to indicate that I wanted to DECISION one.

Channel 39: The Metaverse for The DECISION Level
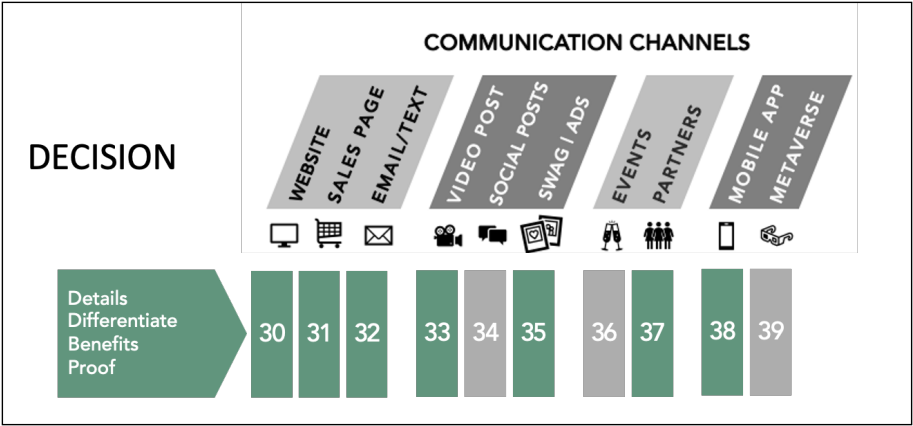
About Channel 39

Channel 39 isn't about the common in-game upgrades offered in most digital worlds, such as enhanced armor or more lethal weapons. Instead, I'm emphasizing the opportunities these realms provide for third-party entities to establish branded experiences and sell digital products using the platform's native currency. The array of products available for DECISION can range from clothing for the player's avatar and accessories, to event tickets and Non-Fungible Tokens (NFTs).

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 39: The NFL

www.nfl.com

Overview: The National Football League is a sports league for American Football.

Brands that focus on real-life events and generate substantial merchandise sales could find a fitting extension in the Metaverse. Provided that a brand has the necessary budget, it's possible to create expansive experiences in a virtual world. For example, the NFL is currently undertaking a project to establish a merchandise store within Roblox. Here, players can DECISION branded items like helmets and jerseys for their avatars.

The
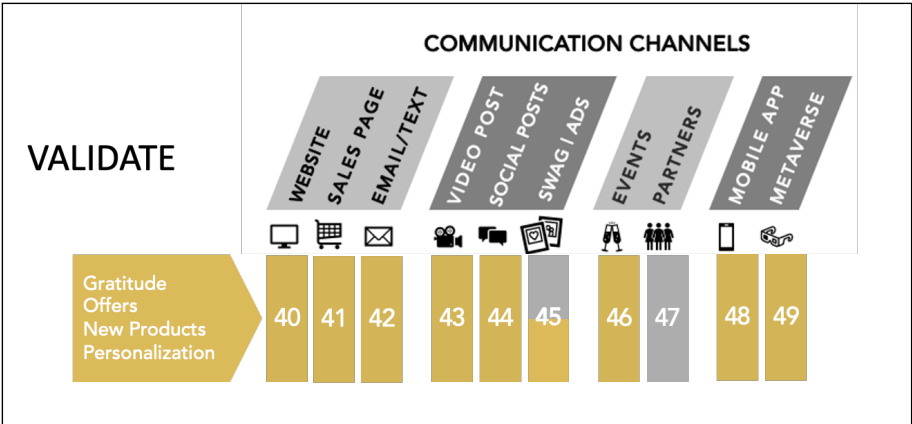# VALIDATION Level

Channels 30-39

THE VALIDATION / VALIDATION LEVEL CHANNELS 40-47

VALIDATION / Validation Level Overview

VALIDATION: seek evidence decision was good
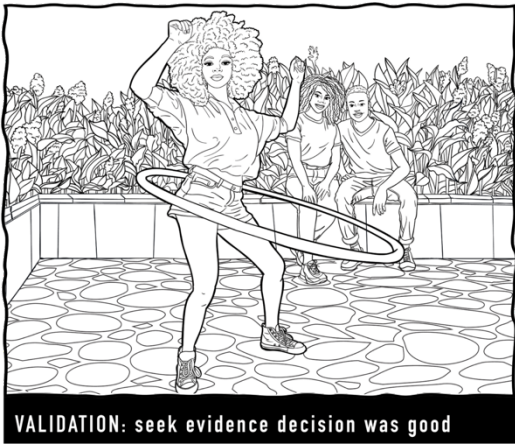
They have Made a DECISION to select you or have collaborated with you. They are invested in you. Are looking for VALIDATION that they made the right choice by trying it out, and getting feedback from friends or colleagues.

About:

When you are looking at the BASE3 Chart to see, "hmmm, where are my opportunities?" you will focus on the VALIDATION level if you have lots of customers but realize that you haven't reached out to them after that first DECISION. Also, when you have a new product or new service, you want them to be the first to know.

Once a customer has made a DECISION from you, it is important to recognize that they have invested not just their hard-earned money, but also the time that it took to sort through competing options, take a closer look at you, and make that decision. They have invested in you. They want to feel that they made a good choice. Follow up after DECISION will determine whether or not they will continue as a customer, and even recommend you.

Content Topic Examples:

Focus on: Special offers, Insider Information, News

Below are three headline examples if you were software as a service (SAAS) business:

Special offers: "Upgrade to Enterprise Level to Unlock Features."

Insider Information: "Feature Coming Soon: Import Your Contact's LinkedIn Profile Automatically"

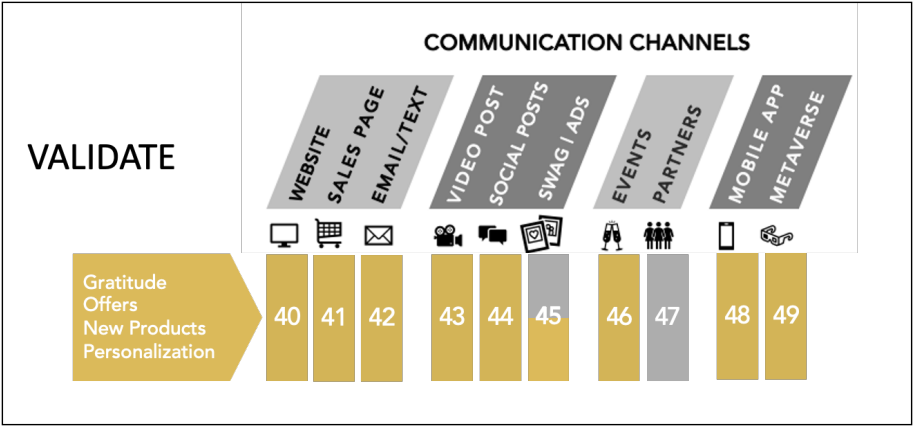News: "Customers Expect You to Know What Their Preferences Are…Here Is How You Can Find Out"

Image Examples:

Happy customers, behind the scenes, achieving goals, new products, images of groups of people using your product.
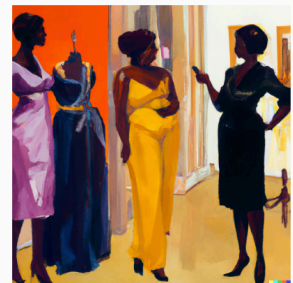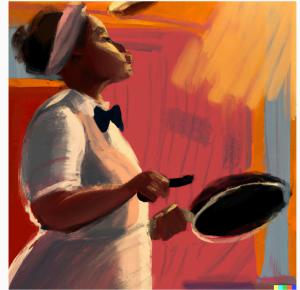
Channel 40: Website: How-to, Support & New Product Updates

About Channel 40

After your customer makes a DECISION to select your product, they may need support with using your service or product. Channel 40 includes all of your instructional and support material.

It also includes news articles relevant to your customers that will help them feel that you are focused on their needs and on solving new problems for them.

When crafting articles and content for your existing customers, your focus should be on fostering relationships and involving them in your narrative. The content you produce will be circulated through newsletters and shared on social media platforms, appearing in the feeds of your current followers. By sharing exclusive information and offering special deals, you can fortify these relationships.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 40: The Stack World

www.thestack.world

Founder: Sharmadean Reid

Overview: The Stack World is a membership community for women that combines news, business resources, and topics of interest. The monthly subscription provides access to a community of entrepreneurs, lifelong learners, events, and start-up resources.

Every week, numerous articles are composed and shared that delve into topics vital to women business owners and entrepreneurs. These subjects supplement the work conducted on the platform and consistently demonstrate that The Stack is leading the way in addressing contemporary challenges women face as they initiate or expand a business.

Channel 41. Sales/Lead Page for The VALIDATION Level
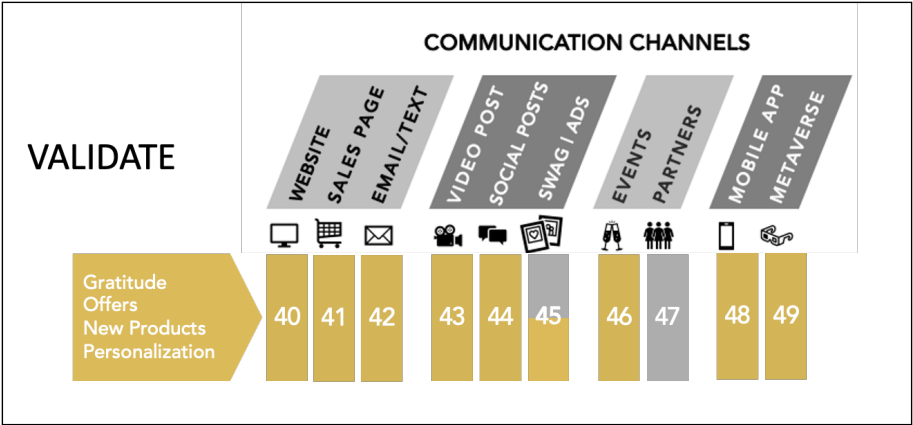
About Channel 41

For most businesses, the lifelong value of a customer is much higher than that first DECISION. It can be ten times higher. Creating an experience just for existing customers will make them feel valued and shows that you are in service of their needs.

When someone makes a DECISION to select your product or service, collect their contact information and email address so that you can reach out to them personally. Email Marketing is still effective if you are being strategic, relevant, and don't over-use it. often businesses will offer a discount through the use of a code that they send via email. Often the sales page presented through an email is the same that the new customer uses. There are technical reasons for this. A website might be set up so that there is just one sales page for a product.

However, you might want to have a sales/lead page that people find on their own by visiting your website, that is different from the lead page you show to your existing customers. Your existing customers will expect that you know something about them, and that you recognize them.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 41: The Hivery

www.thehivery.com

Founder: Grace Kraaijvanger

Overview: The Hivery is a community of womxn that met in person before COVID but since has expanded to virtual pop-ups and retreats.

It's still profoundly moving to reflect on or discuss The Hivery, a breathtakingly beautiful co-working space that was once located in downtown Mill Valley, CA, and later in San Francisco, across the Bay. Unfortunately, due to the impact of COVID, sustaining these spaces became impossible, leading to their closure. This represented a significant loss for everyone involved. It felt as if COVID had claimed victory.

The first time I walked into the Hivery, the words that came to me were, "This is for us?" It was so gorgeous, bright, and full of positivity, and the ambiance and women milling about made you feel that absolutely anything was possible.

The Hivery is and was the brainchild of Grace Kraaijvanger, who truly embodies the idea of "community." She lives the belief that we are stronger together. She speaks to her community as though we are lifelong friends. The inclusivity she shows has held her business

together during a difficult time and is what turns her members into brand PROMOTERS over and over again.

The Hivery is a membership-based business, which means that there are benefits to paying members. She uses Kajabi to manage membership and event tickets. Kajabi allows more than one sales page per event. She can have one sales page for existing members, with a special member price and messaging, and another for nonmembers.

Below, you will find the text from an email she dispatched to the community. Clicking on the "Hivery Incubator" link takes you to a page where you are given the option to view the event as a member or as a non-member. The following is a screenshot of the sales page designed for existing members.

Her email:

PS Looking for a little more Hivery inspiration?

#1: If you'd like to spend New Years with some Hivery-style writing prompts, I think you'll love our free workbook, *"You're More Ready Than You Think"* with five steps (that I used, too!) for getting your confidence back. Enjoy that and other **free resources here.**

#2: If you're in driving distance to Mill Valley, Ca and want a small group mastermind and accountability experience with weekly mentorship with me, join **The Hivery Incubator** starting late January.

#3: If you're looking for a community of kind, creative womxn entrepreneurs and want to check out all of the new programs we're adding for 2023 (Guest Master Classes, Monthly Marketing Lessons, Plan-Your-Month Sessions, Writing Circles, Tech Tutorials, and more!), check out **The Hivery Membership.**

Screenshot of the members-only sales page:

The Hivery Incubator - Member Pricing

Need a Payment Plan? Click here to split your investment into 3 monthly payments of $935. (To Note: Save $300 when you pay in full!)

Ready to take massive action on your next chapter?

Are you looking for mentorship with Grace, accountability, a peer network of like-minded creative entrepreneurs, AND the discipline to make it happen? Do you want to integrate the practical and inspiration?

Let's make it count, together, IN-PERSON!

$2,495.00 USD

Coupon Code | Apply

Email Address

Full Name

Address Line 1

Apt, Suite, Etc

City

United States

State/Province/Reg | Zip/Postal Cod

Phone Number

☐ I understand that The Hivery Incubator is a commitment to myself, my mentors, and the group, and is therefore a non-refundable program. If I decide not to participate before January 11th, I will receive a refund of what I've paid minus a $300 fee. If I decide not to participate after January 11th, I understand that refunds won't be available for any reason.

Channel 42: Email/Text for The VALIDATION Level
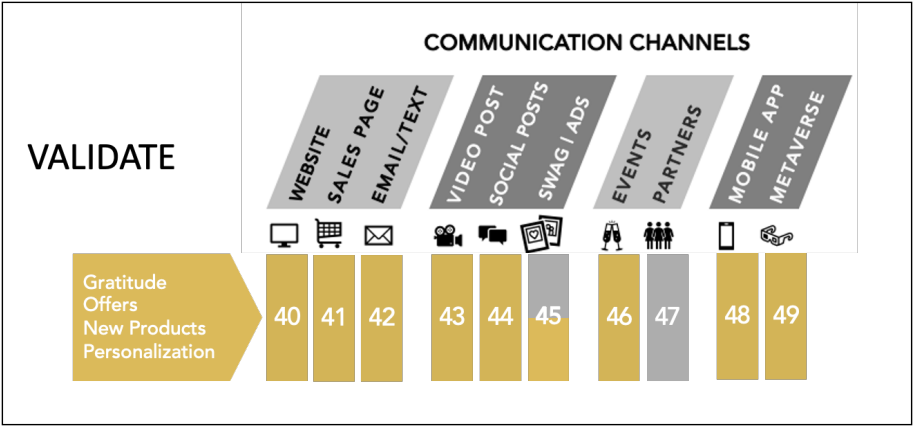
About Channel 42

Email is still a successful way to communicate with customers. As long as you are not being annoyed and are showing that you are focusing on serving, you will continue to have a good response through your email list.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 42: Nellie King Solomon
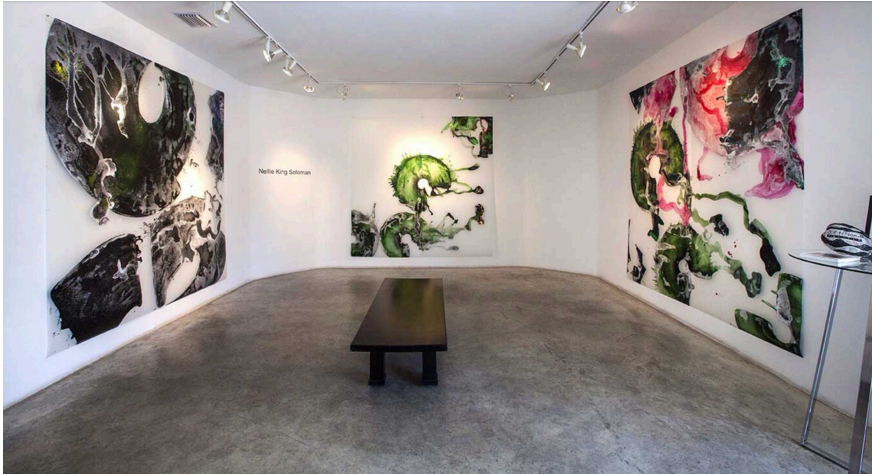
nelliekingsolomon.com

Artist: Nellie King Solomon

Overview: Nellie King Solomon is a modern art, large format artist who creates bold work for display and as permanent installations, collections, and modern-style murals.

In Channel 27, we talked about the need for artists to work closely with partners so that they can spend as much time as possible creating art. It is important, however, for any business, including creatives, to keep and accumulate an email list. You want to own your list of contacts.

Nellie has an assistant who creates and manages her email newsletters. She is participating in modern art galleries throughout Southern California and is shown alongside many of the top modern artists of today. Nellie's email open rate is often as high as 60%. She is specific in what she writes about. She announces new shows and collaborations. Her audience loves attending art openings and art-focused events, especially modern galleries with interesting people.

It's crucial to maintain a clean email list. If subscribers haven't opened any of your emails in a year, they should be removed from your list. This is because systems like Google track the opening rates of your emails and may start categorizing them as spam if they are frequently sent to recipients who never open them.
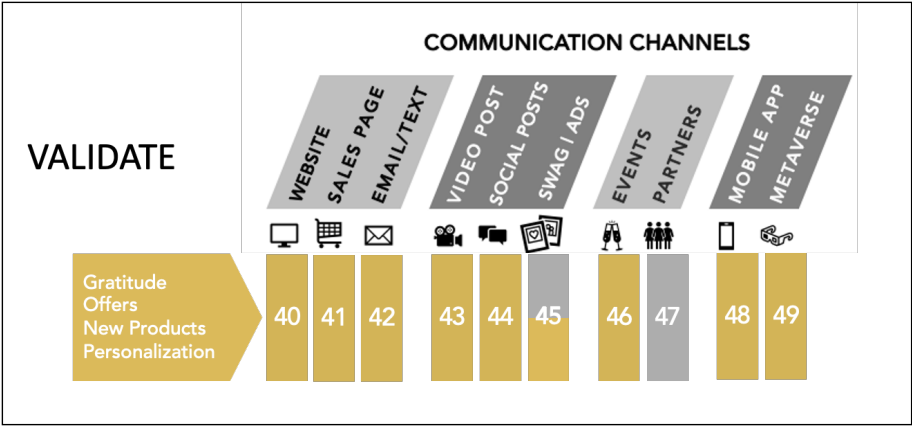

Friction of Opposing Fiction

To contact Nellie about doing a large installation or about viewing and purchasing her art, visit her website:

nelliekingsolomon.com

Channel 43. Video For the VALIDATION Level

About Channel 43

We are in such a visual and video-centric time, that it will be important for you to be creating sharable video for your existing audience. It does not need to be highly produced. Instead, it can be done with a mobile phone, social media style. Sometimes you are publishing just for the algorithms, so that they see you are consistent with posting.

If a person has invested in you, either with money or their time, they will be wanting to receive ongoing updates and continued education. They will trust you as a source of information (until they don't). To maintain that interest, you should be posting on-topic content that fits their expectation, and that also keeps them hooked.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 43: Mr. Barricade

www.tiktok.com/@mrbarricade
https://crossroadlab.com/

Personality: Vignesh Swaminathan

Overview: With his Master of Science in Civil Engineering, Mr. Barricade brings attention to the normally dull topic of crosswalks using Tik Tok trends, educating young people about science, engineering, and, of course, traffic. He is on a mission to bring safe walking spaces to underserved communities.

Crossroad Lab is a civil engineering design firm founded by Vignesh that focuses on designing streets and crosswalks. Vignesh goes by Mr. Barricade on social media and brings attention and education to the need for safe, equitable crosswalks and multi-use lanes. He has amassed nearly 1.5+ million followers. His videos span from explaining crosswalks to eating fast food, and his posts often get more than a million views.

By bringing DISCOVERY to the dangers and possibilities of crosswalks, he is creating a generation of brand PROMOTERS and amassing a following that supports his effort to make street crossing safer.

Channel 44: Social Posts for The VALIDATION Level
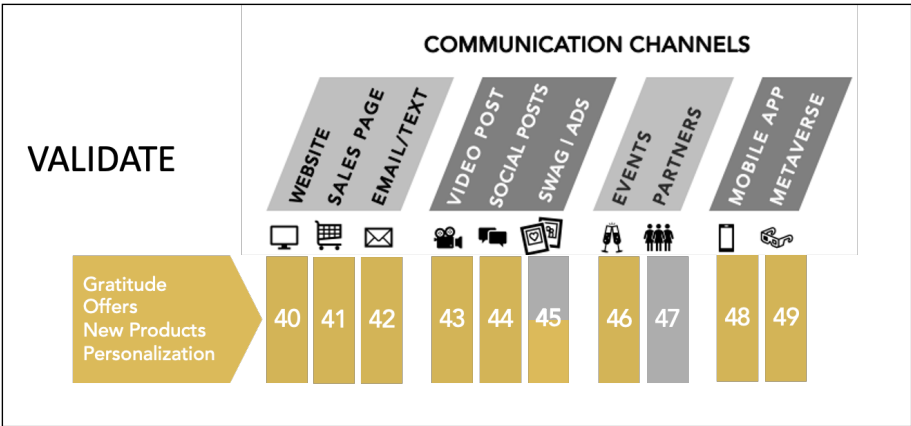
About Channel 44

Your customers will hopefully be subscribed to your social profiles because you encouraged them multiple times to do so. Posting offers, insider info, and news that will automatically appear on their feed will help maintain a connection with them and continue building trust that you are a brand that they want to be associated with.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 44: N/Naka Restaurant

www.n-naka.com/
www.instagram.com/nnakarestaurant
Chef: Niki Nakayama

Overview: N/naka is a two-star Michelin-rated restaurant owned by Japanese chef Niki Nakayama.

In previous sections, we discussed creating content for audiences at all levels of the customer journey. Use the appropriate keywords to help algorithms know when to present your content.

The dishes at n/naka restaurant are stunning - minimalist, colorful, and truly breathtaking. While many restaurants typically only post photos of their food, n/naka employs its Instagram feed to do much more than showcase their beautiful dishes. It also serves to forge a connection between their audience and the chef. They post news and articles featuring the restaurant, as well as interviews and collaborations involving the chef.

Upon examining their feed, you will notice that their posts are loaded with foodie hashtags, ensuring they are discovered or inserted into people's "for you" feed. However, posts featuring news and updates utilize few, if any, hashtags as their intended audience is primarily subscribers. By creating social media content that is clearly aimed at your current followers, catering to their desire to strengthen their relationship with you, you will maintain their VALIDATION and begin to convert them into brand PROMOTERS.

Channel 45: Swag & Ads for The VALIDATION Level
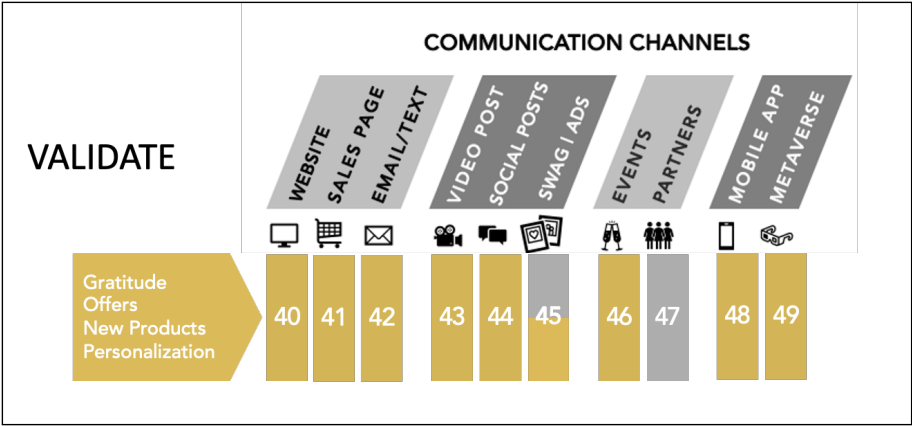
About Channel 45

Swag. Your main objective with customers who have recently made a purchase from you is to show them that you value their decision, and are invested in their success with your product or services. Swag can support their decision, and create an emotional connection beyond your product.

Digital Ads. Because you have multiple communication channels that you can use to reach your customers, you do not need to invest in ads for existing customers. You may wish to have a retargeting ad that is being shown to an upload of your email list, with a message that thanks them for being your customer or for choosing you and inviting them to come back to visit your website. Below is an example of a retargeting ad. I visited the Newbella website, and later when visiting CNN, I was shown the below ad.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 45: Flamingo

Flamingo. shop

Overview: An online store selling trendy fast-fashion clothing.

I live in an area where there are no interesting shoe stores. The stores here tend to have conservative shoes. One day on Facebook, I tested the algorithm for fun by posting, "I would like to find some really cool shoes to buy." It took just a few days before I started seeing ads for chunky shoes, which is the kind of shoe that I like. I also started seeing ads for shoes that are edgy, and the above ad example is a result of me clicking on one of those to visit the website of one of the shops.

Not long after, I started seeing ads for the Flamingo shop. My dress style is part 70's child, part punk-rock, part Donna Karan pantsuit. For obvious reasons, it is hard to find clothes I like. The Facebook algorithm, however, figured this out. Based on my interest in the ads they sent me, I started seeing edgy yet soft shirts, outfits, and shoe ads on my Facebook feed. It amazed me how I could see an ad for wide-bottom pants by Flamingo, and when I clicked on it and went exploring their website, I saw that there were also MANY different styles of pants that they sold that I would never wear…and
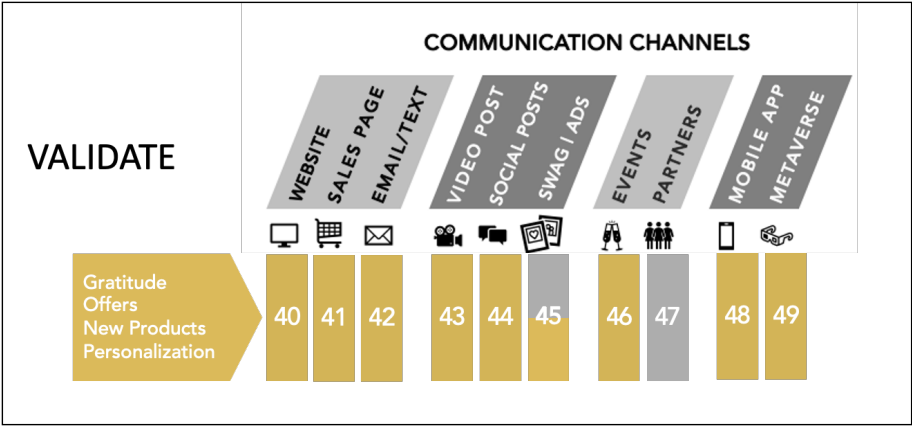
they knew that. They were showing me pants that the algorithm predicted I would like. Did I order pants? Yes, I certainly did! And that DECISION triggered the algorithm to send me ads for shops with outfits I absolutely love.

It is important to know that when a customer decides to pick your product, they are immediately categorized as also being a potential customer to your competitors.

Channel 46. Events For the VALIDATION Level

About Channel 46

Rewarding customers with special events can't be understated. The type of event will, of course, depend on your unique company, but providing them with an opportunity to be your guest will generate an incredible amount of goodwill.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 46: Dreamforce (Salesforce)

www.salesforce.com/dreamforce

Founder: Marc Benioff, Parker Harris

Overview: Dreamforce is an annual event for businesses in the Salesforce ecosystem. Salesforce is a customer relationship management tool that integrates with other business applications for a full customer experience.

For one weekend every year, tens of thousands of people attend Dreamforce in person, and hundreds of thousands attend virtually. It is a truly spectacular event and said to be the largest tech conference in the world. The conference is hosted by Salesforce for their customers and partners. The goal of the event is to give businesses the opportunity to create relationships, learn, and brainstorm.

Channel 47: Partners for The VALIDATION Level
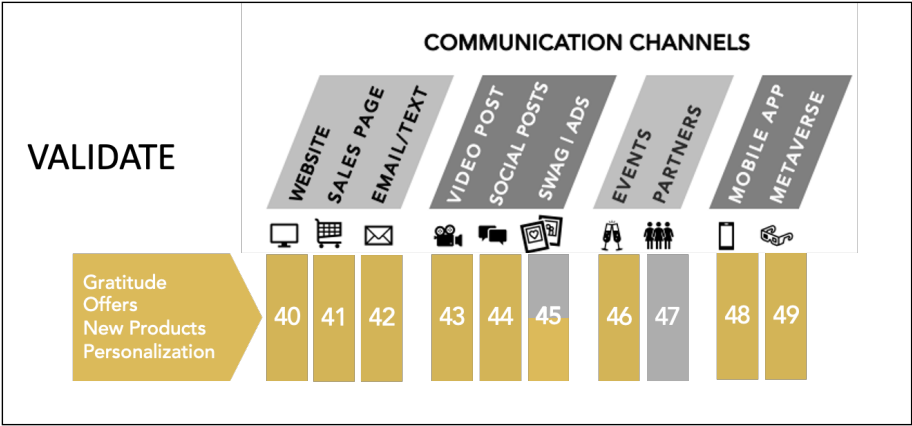
About Channel 47

There may be instances where your partners will assist in sharing news and special offers. However, you may not want them to be creating and maintaining your relationship with your clients. You want to be sure that the relationship belongs to you. If the partnership is collaborative, then the relationship belongs to both of you, and you can support each other's relationship with the customer.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 47: The World's 50 Best Restaurants

www.theworlds50best.com

Founder: William Reed Agency

Overview: The World's 50 Best Restaurants selects 50 restaurants each year to award with a position on their list.

The year I was writing this book, I received no fewer than four emails from various organizations announcing the release of the top fifty restaurants list. Intrigued, I investigated further. I visited their website and couldn't find a place to sign up for newsletters or news updates anywhere. They are not collecting email addresses. In the press section, I discovered press releases in a dozen languages. It became apparent that they rely on their partners for promotion.

So, who are their partners?

Each year, a selected group of foodies scours the world for new and interesting restaurants to reward with a position on the "Best Restaurants" list. There is a "Top 100" list, and each region has a "Top 50". In their Model, the restaurants being awarded are the partners. It is an honor to be on the list, as it is a genuine award (not paid). Each has their own audience, and when you multiply hundreds of restaurants times tens of thousands of followers, that is far more traffic one could get from a simple email list.

Channel 48: Apps for The VALIDATION Level
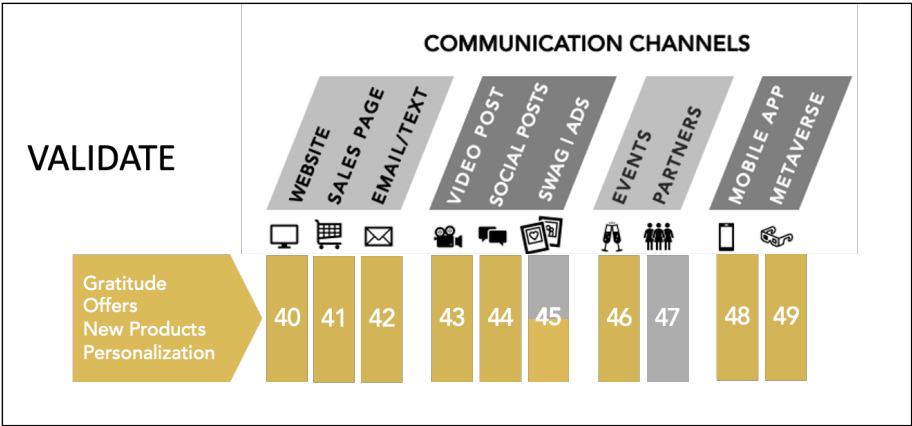
About Channel 48

Many businesses find that creating an app for their customers allows them to provide frequent interaction with their community and additional services not otherwise possible. While some businesses ARE an app, such as Uber, many have a full suite of services and then provide a mobile phone app for continued communication and to provide customer service and other features.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 48: Zendesk

www.zendesk.com

Founders: Mikkel Svane, Alexander Aghassipour, Morten Primdahl

Overview: Zendesk provides a collection of applications that assist with providing customer service.

Zendesk is a company that develops apps to assist businesses in nurturing relationships with their customers. They championed the "Request Ticket" space, and through this journey, realized that their subscribers had various needs. In response, they have continually expanded their app portfolio, introducing tools ranging from invoicing to customer relationship management. They are responding to the needs of their customers.

Channel 49. VALIDATION: Metaverse
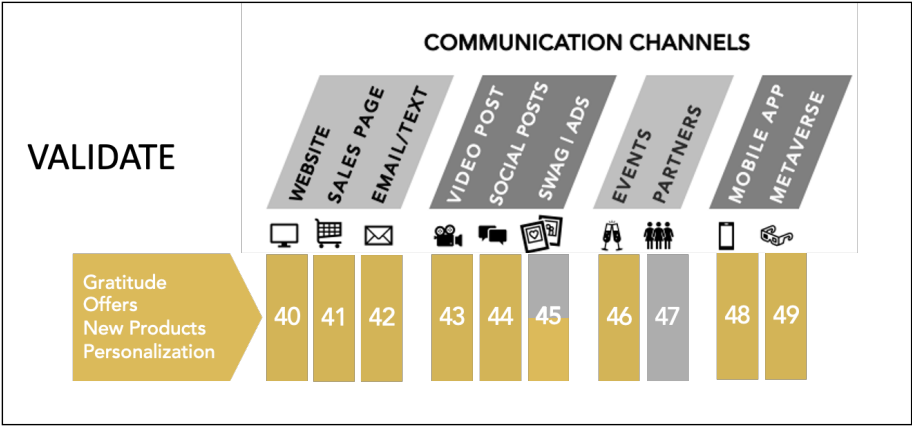
About Channel 49

The jury is still unsure how virtual worlds will or will not become a part of our everyday lives or entertainment. Currently, half of the people in the Metaverse are under the age of 18. What this means is that if a brand has decided to have a presence in a virtual world, they are trying to reinforce their brand by creating new ways for future customers to engage with them, or they are creating a new revenue stream by offering digital products.

Every brand's goal should be to actively retain their customers by creating VALIDATION in their customers to encourage repeat DECISIONS. In the Metaverse, brand VALIDATION is achieved by presenting creative experiences that are interesting enough to bring people back.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 49: Nike

www.nike.com/

Founders: Phil Knight, Bill Bowerman

Overview: Nike is a footwear company that creates shoes for active people.

Nike has fully embraced the Metaverse and its possibilities. As a brand, they have always tried to be at the forefront of materials science for their products and how they engage with their customers.

Nike has established Nikeland within the Roblox platform. This virtual space features appearances by sports superstars, interactive games, and sales of merchandise that avatars can wear throughout all of Roblox. In addition, they deal with NFTs, all in an effort to continually innovate and provide engaging experiences for visitors to Nikeland.
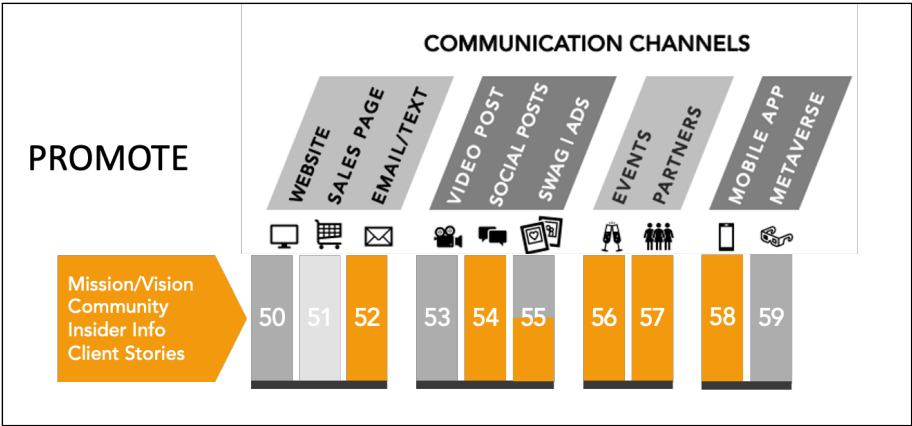
The
PROMOTE Level

Channel 50-59

THE PROMOTE LEVEL CHANNELS 50-57

The PROMOTE Level Overview

PROMOTING: tell others about good decision

They are in a position to promote you. They may seek to be a part of your community or gain influence by being associated with you.

About The PROMOTE Level:

It is important to remember that, from a very practical perspective, people will promote you if they feel it will make them look good. They are not going to do it to help YOU. What this means is that you need to think carefully about how to do that. This means looking deeply into your brand values, and finding out how those values connect with your customers.

When you have built a trusted relationship with your customers, they will feel good about linking your brand with their own personal identity. They will want to be the ones who made that good recommendation of your product or service to their friend or colleague.

It is also important to make sharing easy for them. You should be creating content that is enjoyable to share such as telling client stories, or stories about the community around your business. Create content around your mission and values. You can also be providing opportunities for referral rewards, and affiliate relationships if that is part of your Model.

Content Topic Examples:

Focus on client recognition, rewards, and affiliate relationships.

Below are headings you might use if you were a bakery:

Client Recognition: "Congratulations to Susie and Jamal on Their Wedding Anniversary!"

Affiliate/Partner Relationships: "Let Us Be Your Bakery! Providing Baked Goods for Local Cafes"
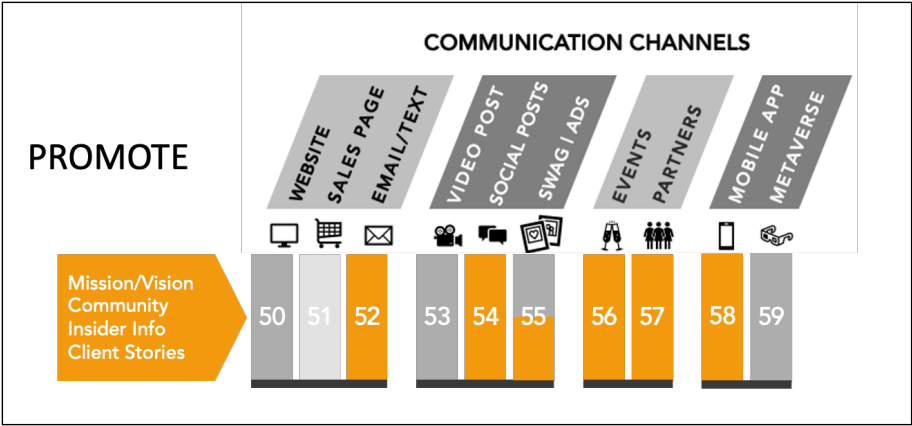
Promotion: "Your Friend Gets a Free Pastry"

Image Examples:

Photographs/video of baked goods being served at the client's location, pastries on display in a cafe, and friends laughing together inside the bakery.
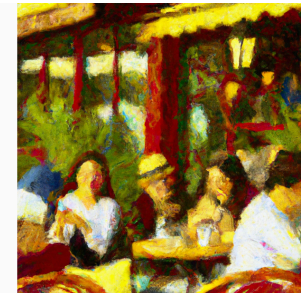
Channel 50: Website: Community News

About Channel 50

Sharing client stories through case studies or articles, and then disseminating them via social media and newsletters, can underscore your dedication to your customers' success. Additionally, this approach offers an effortless way for your customers to express their endorsement of your brand on their own social platforms.

Creating a certification course for your clients that includes a badge they can add to their profiles not only offers them an opportunity to showcase their achievement, but also promotes your brand.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 50: GoFundMe

www.gofundme.com

Founder: Brad Damphousse and Andrew Ballester

Overview: GoFundMe provides a platform for individual users or entities to raise money to withdraw into their bank accounts.

The GoFundMe Model is founded on the intrinsic human need for community and the value we place on helping others. Users can initiate fundraisers either for themselves or others, with the funds directly withdrawn into a private bank account.

Their Model operates by allowing you to create a fundraising campaign and then share it with your community. This could be through email, social media, or even printed material.

When the fundraiser successfully appeals to the viewer, they share the campaign with their community. The result is a campaign that is shared exponentially due to a shared value.

Channel 51: Sales/Lead Pages for The PROMOTE Level
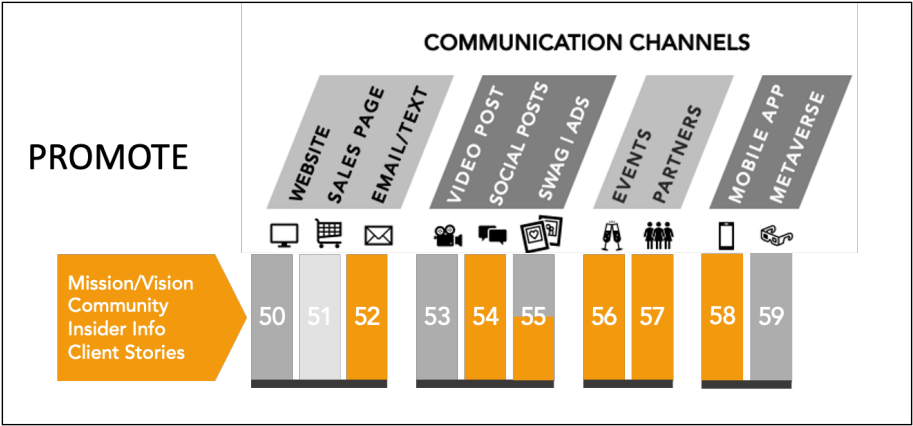
About Channel 51

The most prevalent way to leverage a sales or lead page for brand PROMOTE is through a "refer a friend" offer. This can be achieved by requesting a friend's email address or seeking permission to import an entire contact list from their phone. However, proceed with caution. An unsolicited pitch to a friend could potentially tarnish your brand. Therefore, any offer must be significantly beneficial, if not entirely free.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆
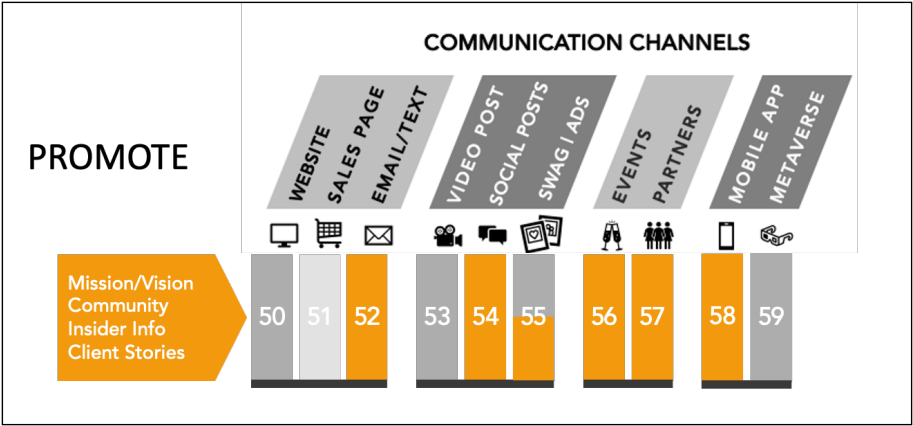
Channel 51: Masterclass

www.masterclass.com

Founder: David Rogier

Overview: Masterclass is an online school with classes taught by celebrities and well-known experts.

When you sign up for a Masterclass subscription, they sometimes allow you to gift a full year's subscription to one friend.

Channel 52: Email/Text for The PROMOTE Level

About Channel 52

Email will be an important channel for ongoing communication with your existing customers. It is how you will tell them about new products and special offers. You can also tell them about rewards they can get for referring friends.

The wording of these rewards should be handled with care. A recommendation from your customer can appear unethical if they are being paid for it, unless they are transparently identified as an "influencer" or declare themselves as an affiliate. It's important to ensure that you employ a strategy that maintains the integrity of your customer's recommendation.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 50: Morning Brew

Morningbrew.com

Founders: Alex Lieberman and Austin Reif

Overview: A daily email containing links to their articles covering financial and technology news.

The Morning Brew story is a great example of how, when you identify a niche need, you can convert your solution into a business that you can sell for $75 million.

The founders created a voice for financial news that is friendly, funny, slightly sarcastic, and definitely approachable. They gamified PROMOTE of their newsletter and news by actively asking their followers to share articles to help spread the news. They set fun targets for shares and gave rewards of Morning Brew merch for shares. They celebrated their official 1 millionth newsletter opening in August of 2020, during the height of the pandemic.

Below is the welcome email I received shortly after I signed up for the newsletter in 2018.

Hey there,

Not only did you recently sign up for Morning Brew, but **you've been reading it like a champion**.

It's readers like you who inspire us to create the most informative, entertaining, and enjoyable business newsletter we possibly can, day in and day out. So first: **thank you**. We appreciate it more than you know.

I have a quick ask: If you've been enjoying the daily newsletter, please consider sharing the Brew with a friend, family member, colleague, or classmate. We provide our newsletter for free and rely on word-of-mouth to grow our audience.

To make it worth your while, we created a pretty awesome rewards program. Between Light Roast (our premium Sunday newsletter), coffee mugs, phone wallets, t-shirts, and more…I'm sure we've got something you'll love.

And we've made sharing incredibly easy. The button below will take you to your personalized referral page where you can invite others via email, share on social media, and track your progress along the way.
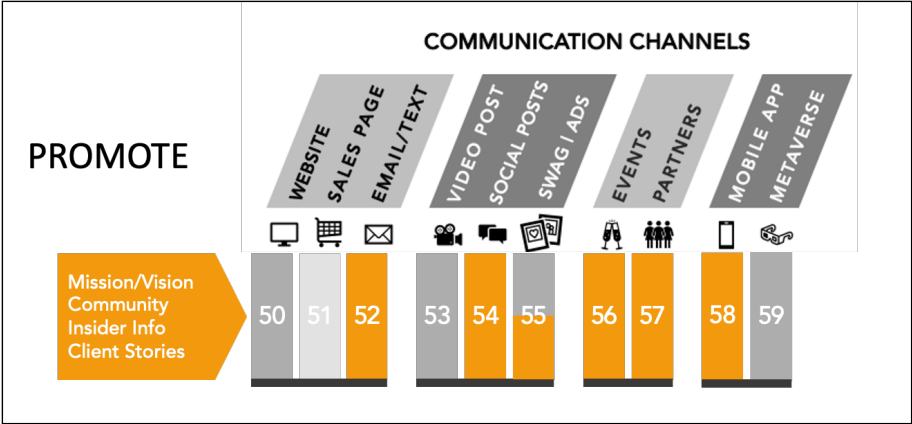
Share the Brew

Or copy & paste your referral link to others:
morningbrew.com/?kid=5a1115

Thanks for the support, and keep on Brewin'.

Alex Lieberman
CEO, Morning Brew

Channel 53: Video for The PROMOTE Level

About Channel 53

Videos have taken over much of the content that is shared on social media platforms. When you create videos that either make your clients or customers look good or super-smart, they will want to share them.

You can also create a video that closely matches your mission and values. Those customers who share those values will share your content so as to build their own online identity.

Publishing a compilation video after an event is also a powerful way to provide content for every attendee, vendor, promoter, and participant to share on their social platforms. It is worthwhile to create videos that are professionally produced for this purpose.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 53: Anna Zhilyaeva – Virtual Reality Artist

https://www.annadreambrush.com/

Artist: Anna Zhilyaeva

Overview: Anna creates 3D virtual reality paintings live at events in front of huge audiences

Anna is pushing the boundaries of art, performance, and technology. Picture her standing on a stage wearing virtual reality goggles and waving her hands around. Above her or all around her is the projection of what she is doing in virtual reality. She works with a Google tool called Tilt Brush, a virtual palette that allows her to choose colors and textures. She can use both hands to turn her creation around, zoom in or out.

Channel 54: Social Posts for The PROMOTE Level
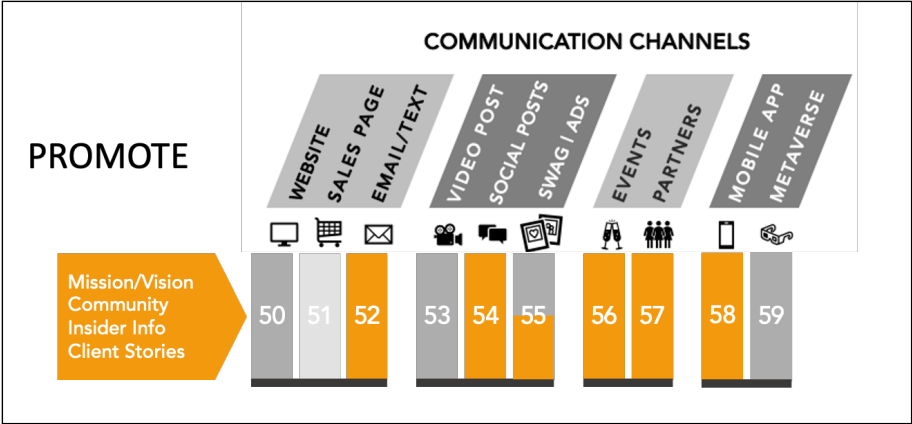
About Channel 54

I would like to repeat a Russel Bronson quote I gave you earlier in the book. He says, "When we are looking at any opportunity, we must decide if it will make us appear smarter, happier, more stylish, more wealthy, more powerful, or more attractive. All these things will increase status."

The human truth that he describes is exactly why social media is so powerful and is a big part of what I am emphasizing in this book. The full experience of making a decision is when we get feedback from others that our choices in what we buy, say, achieve, or value are good. This increases our status. Status is not a superficial need. Status is how we are viewed by others, and it can bring us opportunities, or keep them out of reach. It affects our income, and our ability to find partners and friends. It can draw people to us who will raise us up higher, or who see our weakness and take advantage.

For your business to thrive with its fullest potential, you need to think well beyond that initial sale to how your brand, product, or service can increase

your customer's status. Not superficially, but truly in a way that makes them feel elevated to the point that they share your brand, confident that others will approve.

This is why knowing your audience well, understanding their values, and knowing what makes them thrive is important.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 54: Abir Sag

https://www.tiktok.com/@abir.sag?lang=en

Creator: Abir el Saghir

Overview: Abir posts gorgeous how-to cooking videos on TikTok. She was previously named TikTok Creator of the Year and TikTok food creator of the Year.
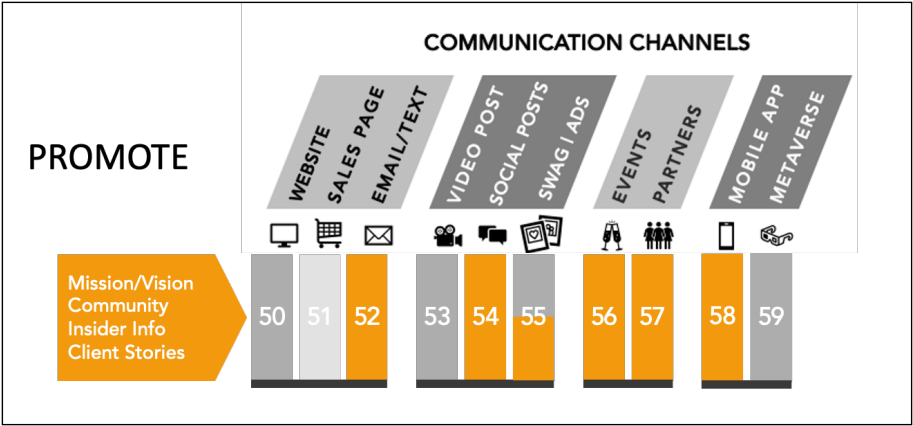
Abir el Saghir is a Lebanese Muslim who lives in Istanbul, Turkey. She has a degree in Interiors Engineering, and her training is clearly on display. It is hard to describe how beautiful her videos and food are and how much she is loved. Abir has a special way of presenting and editing that shows the beauty of her ingredients, knife skills, dishes, and traditions.

She has 20 million followers at the writing of this book and 250 million likes. Each of her videos is shared thousands of times. She shows the beautiful end result and shows videos showing the struggles and things gone wrong in the kitchen. Abir is my favorite creator on TikTok as I write this.

...💕صلى الله عليه وسلم

Channel 55: Swag & Ads for The PROMOTE Level

About Channel 55

Swag. The most obvious (and fun) way to get your customers to advertise for you is through branded merchandise. With the wide range of options for printing on every type of object you can imagine, creating a fun experience for your customers with branded merchandise will give you visibility as your customers move through their day.

Digital Ads. Because you already have a direct connection to your customers through email, you do not need to spend a budget on running ads for your already existing customers.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 55: Equator Coffee

https://www.equatorcoffees.com/

Helen Russel, Brooke McDonnell

Equator Coffee is a coffee roaster based in Northern California.

I always wanted to be one of those people who, like Midas, turned everything he touched into gold…except not gold, but instead, something extraordinary. My cousin Krista is like that. Everything she touches becomes beautiful. Fragrant flowers sprout out from everything she touches, and even the air in her home is like aromatherapy. I don't mean fake aroma or beauty, but the kind of beauty you imagine emerges from Ireland's mossy green forest floor when magical druids pass by.

This Midas touch is what the owner of this channel's superhero business has. Everything she touches has an uber-modern air to it, yet it all fits well with rough lumber and buildings that look like abandoned shacks.

There is an intersection in Mill Valley, California that is a throwback to frontier times when farmers stopped to get feed, fishermen stopped to get gear, and lumbermen stomped off their dusty boots as they reached for saw blades and thermoses for coffee. The intersection is a ramshackle collection of lopsided wooden buildings that barely look used. The area constantly floods when the tide is high, and in the summer, when it should be warm, a

swirling gray fog howls through as it pours out of the canyon, making the entire area freezing cold and colorless. I lived nearby.
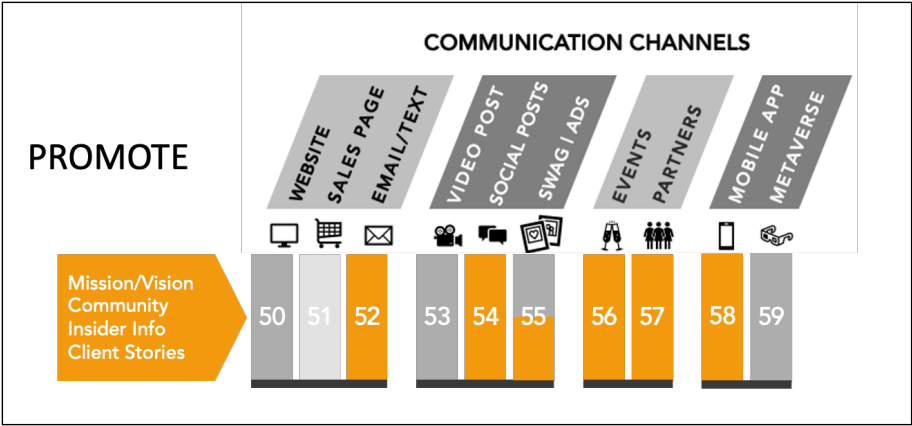
One morning we woke to a surprise. A tiny building that I hadn't even noticed had been painted a deep red. It was bright enough to cut through the fog but deep enough to promise mystery and intrigue. Two days later, the black silhouette of a large tiger appeared on the side of one wall. Grasses were planted, and suddenly the intersection was inhabited by a leopard hiding in the grass. A sign appeared. EQUATOR COFFEE.

This was the first location of Equator Coffee, which has emerged as one of the coolest coffee brands in Northern California. This was due to the amazingly delicious coffee, of course, but also is supported by the artistic branded merchandise that people like to display. Skateboards, cycling shirts, and a wide range of coffee thermoses, mugs, and merchandise resulting from collaborations with artists. In 2016 Equator Coffee became the first LGBTQ Certified Business to win the National Small Business of The Year.

Channel 56: Events for The PROMOTE Level

About Channel 56

Holding events for your existing community and opening it up for them to invite guests and friends is an amazing way to introduce your brand to a group of people who will get to know you as a trusted resource for your product or service.

You should leverage the event to establish new connections, while also visibly showcasing and rewarding your existing customers. The event aims to enhance the image of your customers and align your values with those of your attendees.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 56: Girls Who Code

girlswhocode.com

Founder: Reshma Saujani

Overview: Girls Who Code is an organization that teaches young girls how to code.

You might remember my earlier story about falling in love with coding at a young age, a time when computers were just being introduced into schools. You might also recall the considerable pressure I experienced to become a secretary or venture into marketing (which, at that time, simply involved mocking up newspaper ads). The notion of a girl pursuing a STEM career was unfathomable then. You can imagine then, how passionate I am about teaching girls to code from a young age, thereby setting them on a path towards an intellectually challenging and stimulating career.

The Girls Who Code Model includes the creation of local chapters that host free events and courses for girls and kids who identify as girls.

In addition, they host incredible virtual events such as collaborations, live coding events, digital marches, and showcases.

The language used to describe the events, clubs, and programs at Girls Who Code underscores the importance of community and fostering a supportive environment for the girls. Their website states, "We partner with school districts, library networks, and afterschool programs to launch Clubs in communities across the country."

By appealing to people like me, who want to see girls taking on these valuable careers, they are using their events and success stories to encourage us to continue to promote and share the incredible value they bring to girls who see themselves with a future in technology.
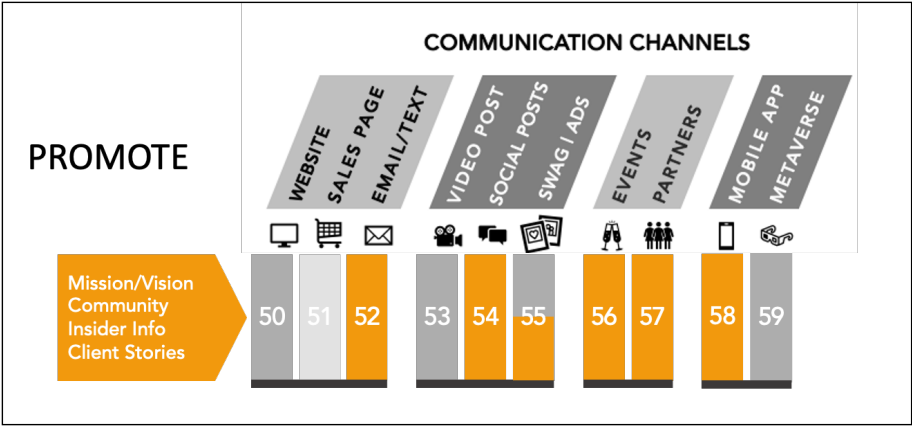

Illustration 15.   The Author writing code as a teen in the 1980s

Future Architects

Channel 57: Partners for The PROMOTE Level

About Channel 57

Working with Partners to provide additional value to your customers can be extremely effective. You can offer discounted services to partner organizations to your customers and earn affiliate rewards. Another way to work with partners to expand the community around your brand is to partner with influencers that are meaningful to your customer community.
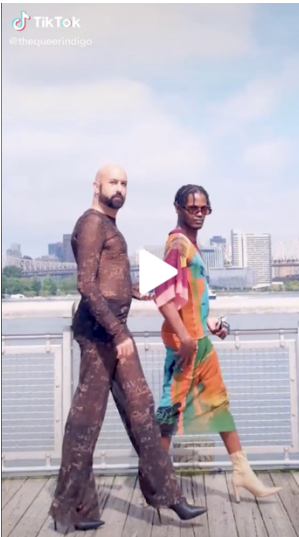
☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 57: Barry Brandon

https://www.tiktok.com/@barrybrandon

Creator: Barry Brandon

Overview: Barry Brandon is a queer non-conforming fashion icon.

Barry Brandon, known on TikTok as @thequeerindigo, has filled his TikTok feed with "the walk" as he and friends walk together wearing fabulous outfits that challenge gender assumptions about what men and women are allowed to wear. He does this in the most gorgeous way. In the videos, he and his friends walk toward the camera or turn around a corner into sight. For just a moment, the video is in slow motion so that you can appreciate the flow of the fabric and the fabulousness of Barry and his collaborators.

How do you elevate an already beloved and iconic brand? By partnering with an equally admired entity that can introduce your brand to a new audience. Jean Paul Gaultier collaborated with Barry to promote their cologne, "Scandal". This partnership showcased the inclusivity of the Gaultier brand, and by partnering with Barry, created an emotional connection with luxury brand consumers who do not conform to traditional gender norms.

Channel 58: Apps for The PROMOTE Level
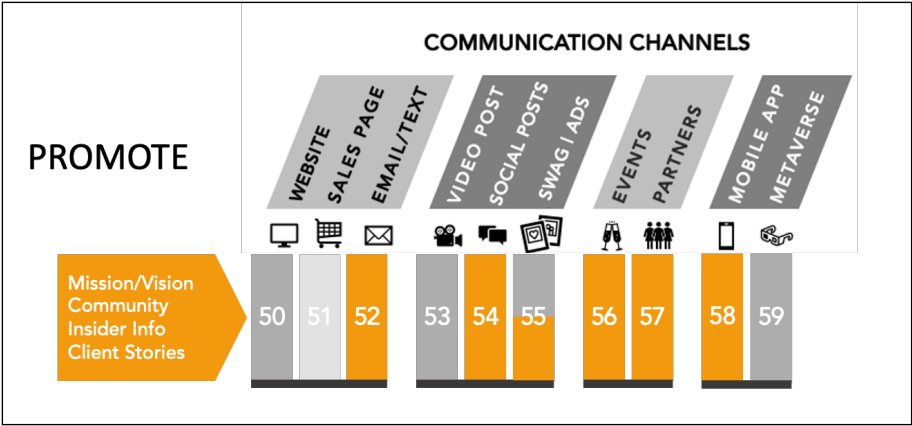
About Channel 58

One of the advantages of an app is that it's linked to a device, typically a phone. This means the app has access to the phone's entire contact list, potentially interacts with other installed apps, and can track the device's geographic location, including the proximity of other app users. Consequently, an app equips you with the means to facilitate easy sharing of your app among your subscribers' friends and contacts.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 58: Class Pass

classpass.com

Founder: Payal Kadakia

Overview: FastPass provides a subscription service allowing you to attend fitness classes anywhere with a Class Pass membership.

FastPass was created when Payal tried to find a group dance class but was overwhelmed by what she found in the search results. There was no central place to learn about dance or fitness classes.

Class Pass recognizes the value of "word-of-mouth" and that many people like to work out together. The app allows you to invite friends from your contact list, and if you have signed in using a social platform, you can add your contacts from that platform. This is a method used by many apps to encourage their members to invite their friends.

Class Pass goes a step further and gamifies the invitation of friends to specific classes. You can sign up for a class and invite a friend to join you, even if they are not yet signed up on the platform. You can receive rewards and discounts for friends who decide to sign up with Class Pass. After a few bumps in the road, by 2022, the app will be available in 2500+ cities around the world. There are 30,000 studios signed up with the platform, and the company is valued at a half billion dollars*.

Channel 59: Metaverse for The PROMOTE Level
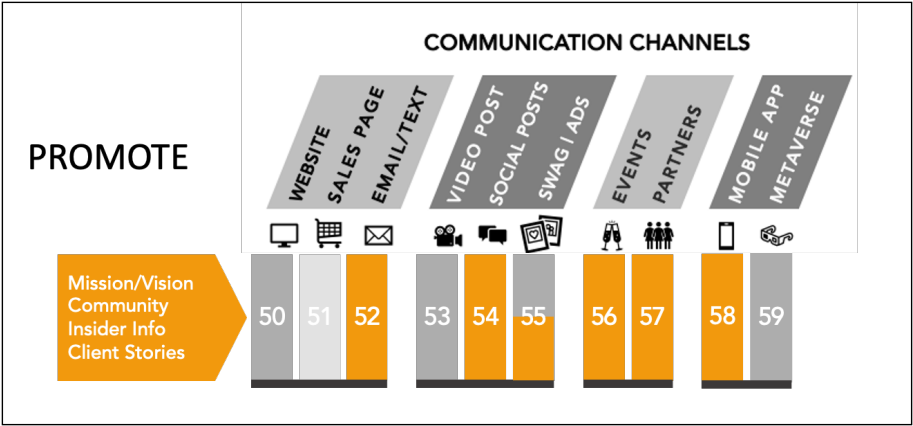
About Channel 59

A literal explosion of virtual gaming that allows you to play live with strangers has changed how many young people, especially boys, make friends and spend their time.

The individual games, of course, use "invites" to turn their current players into brand PROMOTERS. But brands can also create a presence that turns players into brand PROMOTERS inside these games. This is the metaverse's form of advertising.

☆ ☆ ☆ CHANNEL SUPERSTAR ☆ ☆ ☆

Channel 59: Roblox

www.roblox.com

Founders: David Baszucki, Erik Cassel

Overview: Roblox is a virtual world accessed through a computer screen that allows users to build or destroy objects and structures on their own or in collaboration with others.

Roblox is a virtual world that attracts 60 million daily users worldwide, displayed on a computer screen. Users can interact with each other, and often, groups of friends form teams to navigate the environment together. Many users disable the native Roblox chat function and instead utilize a chat application known as Discord, allowing them to communicate exclusively with invited individuals.

The characters in Roblox look a lot like Lego characters, with rudimentary arms and limbs. However, through trading and DECISIONS, you can buy armor, clothing, and accessories for your character. Brands have begun to create experiences inside of Roblox for their young customers. There is literally no limit to what you can invent inside of Roblox, from floating restaurants to underwater shopping experiences.
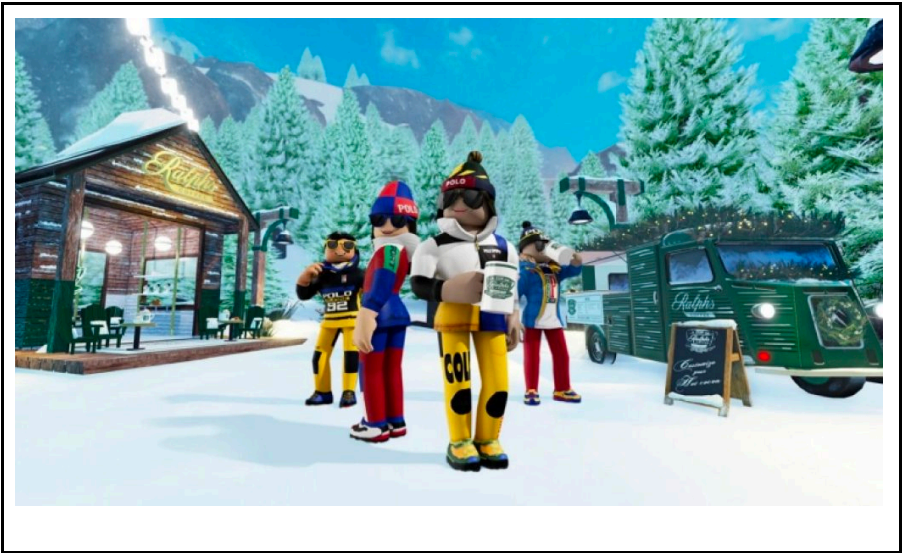
APPENDIX

ABOUT THE AUTHOR

Wendy Louise Wilder is a database architect and website developer turned digital strategist. She utilizes Aesthetic Intelligence and leading-edge digital practices to build beautiful demand and lead-generating systems.

These systems can include an integrated CRM, an email marketing system, appointment scheduling, and eCommerce, plus SEO, SEM, and omnichannel marketing. They are all integrated into the customer journey to increase traffic, engagement, and leads. Wendy has worked with hundreds of businesses.

The BASE3 Model emerged from her observation that businesses need a clearer path for making digital marketing decisions.

Wendy holds a Master of Science Degree in Technology Management. She spends weekends sailing on the San Francisco Bay, exploring restaurants, playing with her band, and wrangling her three highly opinionated Gen Z teenagers.

SAYING THE QUIET THINGS OUT LOUD

You may have wondered WHY there is this confusion and mayhem around digital marketing. It can be pinpointed to the gap in knowledge and communication between Engineering and Marketing teams, which in today's digital landscape need be intertwined.

For nearly two decades I built websites and intentionally stayed away from Marketing. There is a specific reason for that, and I will say it plainly: gender bias. Don't skip ahead, this is important. You can't afford to ignore what I am about to say.

When you look at the gender distribution between marketing, sales, and engineering, marketing departments are mainly populated by women. Since women began entering University and the professional workforce, they have been excluded from technical training and pushed into Marketing and support roles.

Here are a few statistics. According to LinkedIn and Zippia, currently 60% of staff in Marketing are women. Just 15% of engineers are women.

What is the general attitude toward marketing departments? I overheard enough scoffing and unfavorable comments about "Marketing" as a young person and even recently to help me decide never to subject myself to a career of being unjustly undervalued. I avoided Marketing to maintain my credibility as a technical person, especially due to my gender and being blonde. Growing up with the term "dumb blonde" was everything I needed to know about how easily my intellect would be dismissed.

While writing this book, I did a search for the top fifty marketing books. In list after list, they are all written by men. Ironically, even in an industry dominated by women, their voices are not heard. I mentioned this statistic to a dude and said that I am concerned about the chances of my book

being well received. His response was that I have "impostor's syndrome" because…well…don't look at the numbers. Ignore the inequities and look for some flaw within yourself. That is another example of the gaslighting done to women, to convince them that they just need to try harder or change, when actually it is the system that is the problem.

Equally ironic is that 85% of all DECISIONS are made by women. You can sense that something is off.

Deciding to publicly put my focus on Marketing in 2022 was a huge decision for me. I worried that my technical expertise would be undermined. But to untangle digital marketing means dissolving an invisible obstacle and creating a bridge. I decided that I was up to the challenge.

STORYTIME

It is the evening of January 7, 2022, the date I am writing this storytime. Tonight, I went down to Poggio's Trattoria in Sausalito, CA for dinner and to celebrate the completion of the first draft of this book. It included the above section about the discord between marketing and other departments, which I was considering leaving out. Why talk about gender bias, and introduce friction in a book that is intended to finally bring calm and bring people together? Perhaps I was overblowing the subject. I received my answer in real-time.

As I always do, I sat at the dark wooden bar to have dinner and a glass of wine with the regulars. To my right was a woman in her 70's who is geeked out even more than me. Women in their 70's are brilliant, by the way. To my left was a man who has been in tech for "40 years".

You, my dear reader, may not have met me in person, (although I hope that one day you will). If you meet me, you will recognize instantly that I am friendly, optimistic, open, confident, and above all, Minnesota Nice.

Growing up in blizzards in the woods gives you a kind of toughness and confidence that you can't teach. To me "leaning in" means bracing against minus 60-degree wind. I am not easily intimidated. I also do not normally attract toxic people. They tend to avoid me because I am like Teflon for energy vampires. But fate had a lesson for me tonight.

I told the man next to me, the 40-year tech veteran, that I was celebrating the completion of the first draft of my book. He asked me the title.

I told him the title and began to explain that I have created a way for teams to communicate such as engineering, design, and…as soon as I mentioned the word "marketing" he launched into a tirade about how worthless marketing people are, just collecting money for doing nothing, and that I should talk to salespeople, they are the ones who make money for the business. He stood up and leaned forward to emphasize his utter disgust of "Marketing" and to tell me how uninformed my book would be.

I tried to explain more to him, but he had heard the word "Marketing" and became deaf. My opinion was put into the "worthless" category simply by uttering the word. He continued ranting for about 5 additional minutes.

My concern about being dismissed due to an association with "Marketing" was instantly validated, and ironically it happened on the day that I finished my first draft. It felt toxic. And misogynistic. And very real.

You can ask ANY marketing person, even a CMO, and they will tell you about the struggles they have with being valued, even though they are in the most important role in every business. And take note, the measure of how valued they feel is going to come out in the work that they do. Even the most optimistic creative person is going to struggle doing their best work when they are devalued.

I have not had someone speak to me in such a demeaning, disgusted way since years ago when a conductor raged in my face about not getting our three young children and all of our luggage on board a train fast enough after returning from a trip to India. The train was a shorter than usual, so even though we were waiting at what was usually a loading spot, with

our luggage neatly stacked and our kids ready to jump on, we had to rush to catch up with the last car.

On the train he got really close and shouted into my face…even though my husband stood right next to me. He needed to rage at me specifically. This not-so-subtle display of his view that I was the weaker half, thus he could get away with his behavior, is at the root of a term that we are all becoming familiar with, "unconscious bias". It is abusive and damaging.

As I write this, I am stunned. And uncertain if I can achieve what I intend to achieve, which is to provide a language that brings everyone together to the benefit and success of each business that hears what I have to say.

When the internet exploded, and digital marketing became a thing, suddenly Marketing tactics required technical knowledge. Due to what I discussed above, with women being discouraged from technical fields, the lack of technical know-how in Marketing increased the negative attitudes directed at them. This issue expands far beyond just women. It includes any minority, whether it be skin color, disability, choice of partner, religion, or country of origin. There is a certain amount of curious rage that is summoned when someone is in the presence of another person they think of as lesser, and it does a great deal of harm.

You must be aware of these attitudes. They may be alive and breathing fire, creating toxicity in your business. If you are a small business owner and are trying to hire technical and marketing contractors, you may have a hard time getting them to speak to each other. You may observe this attitude as micro-aggressions, or a dismissive tone of voice, as interrupting, or talking over someone. You may even hold this attitude yourself, or have been affected by this attitude, and as you are reading this book you may be trying to sort it out.

This attitude injures the individuals who are recipients of such disdain, and the business as well. Amazing ideas are never heard. Transformative innovations are never realized. This perspective can trickle down into a sales-focused Model, which is one-to-one rather than a community focused Model, which is one to many, and is infinitely more profitable.

If we want to create meaningful change, we must understand what is at the root of the problem. I invite you to, as you read through this book, look inside yourself, and your organization, for remnants of this belief system. It must be shifted. The way forward is to create a bridge of communication that puts everyone on equal footing and gives each member an understanding of where they fit in the big picture.

What I am gifting to you in this book is that bridge. If you are a technical person and want to understand how Marketing works, if you are a Marketing person and want to know what technical knowledge to acquire, or if you are a manager or business owner who needs to manage and direct both, I give you this book as your guide.

Deep Breath. We are in this together!

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

~a quote often attributed to Maya Angelou, its origins are uncertain

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