

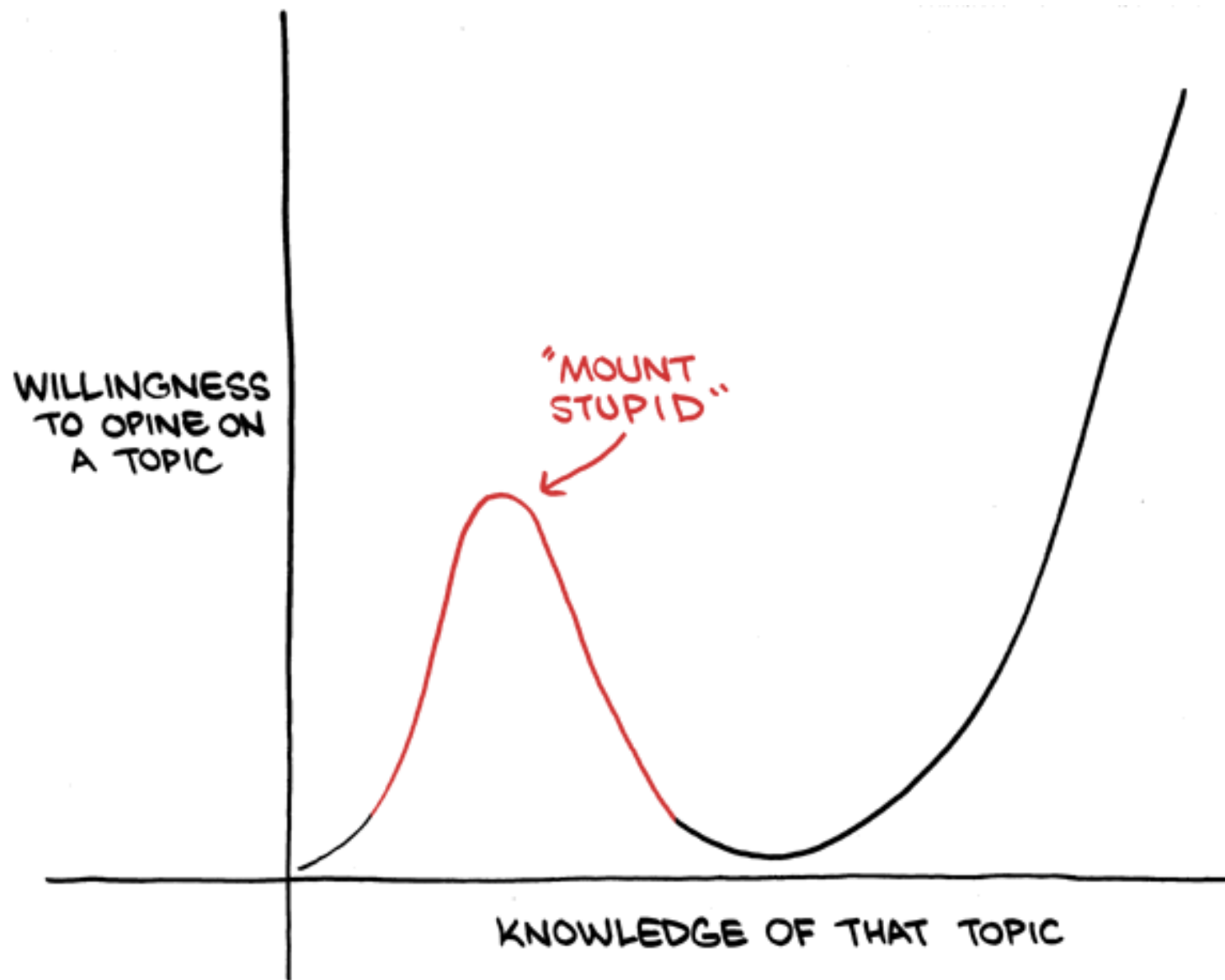
Masterclass

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# Digital Marketing 101

*Prof. Joe O'Mahoney*  
THE CONSULTANT'S CONSULTANT





# DIGITAL MARKETING 101

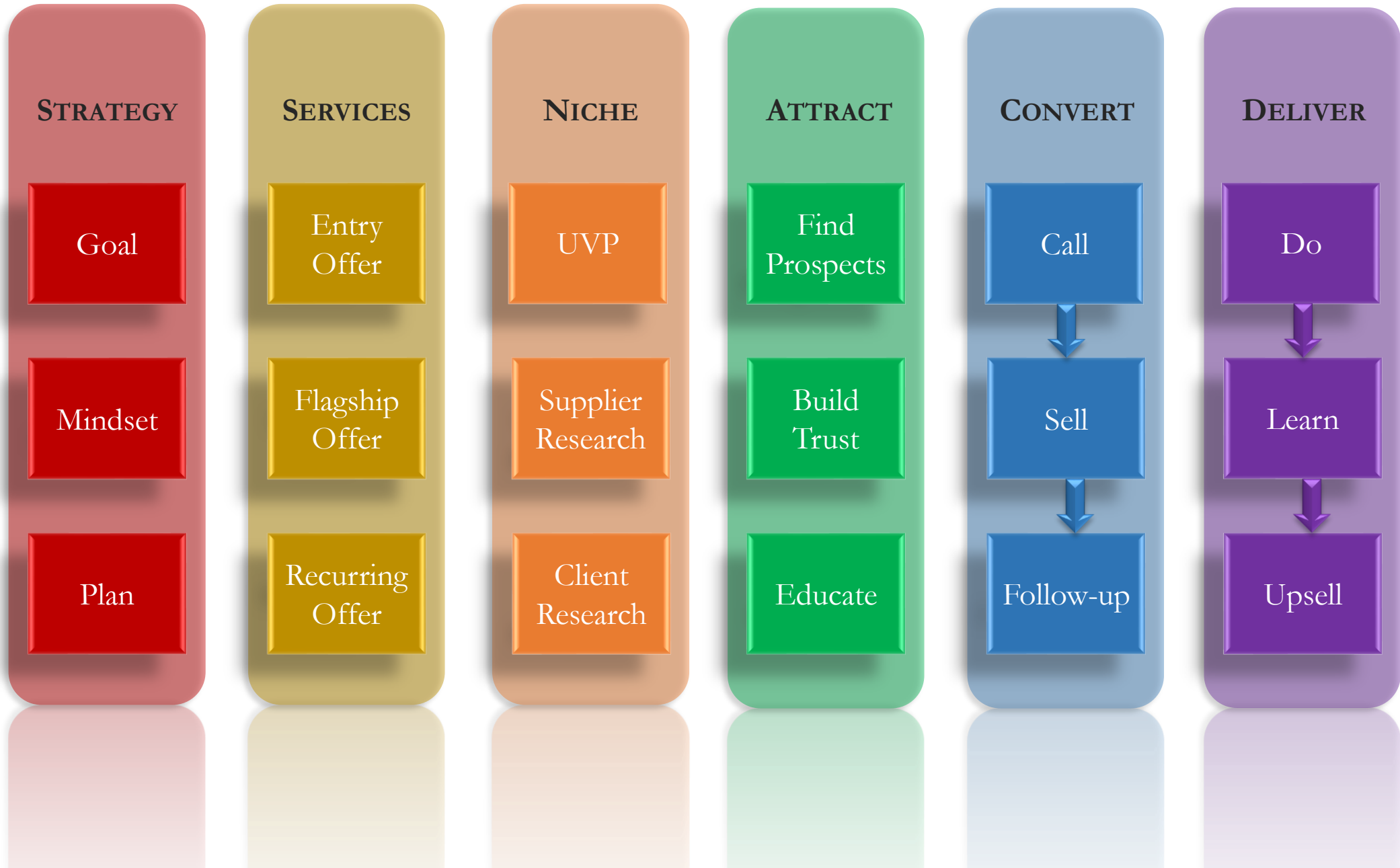


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Finding Prospects

Creating Leads

Marketing System



**STRATEGY**

Goal

Mindset

Plan

**SERVICES**

Entry Offer

Flagship Offer

Recurring Offer

**NICHE**

UVP

Supplier Research

Client Research

**ATTRACT**

Find Prospects

Build Trust

Educate

**CONVERT**

Call

Sell

Follow-up

**DELIVER**

Do

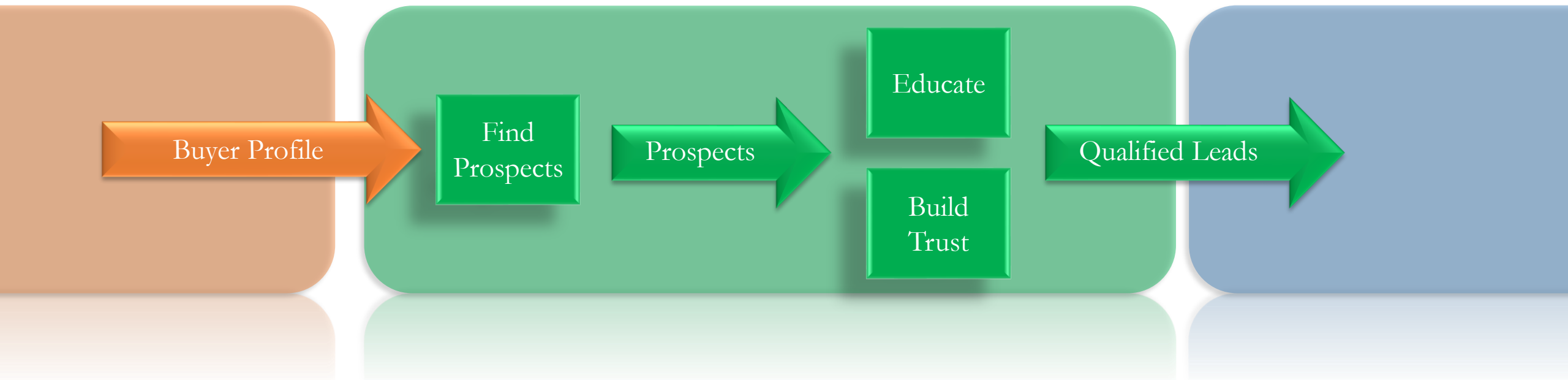
Learn

Upsell

# NICHE

# ATTRACT

# CONVERT



## Find Prospects

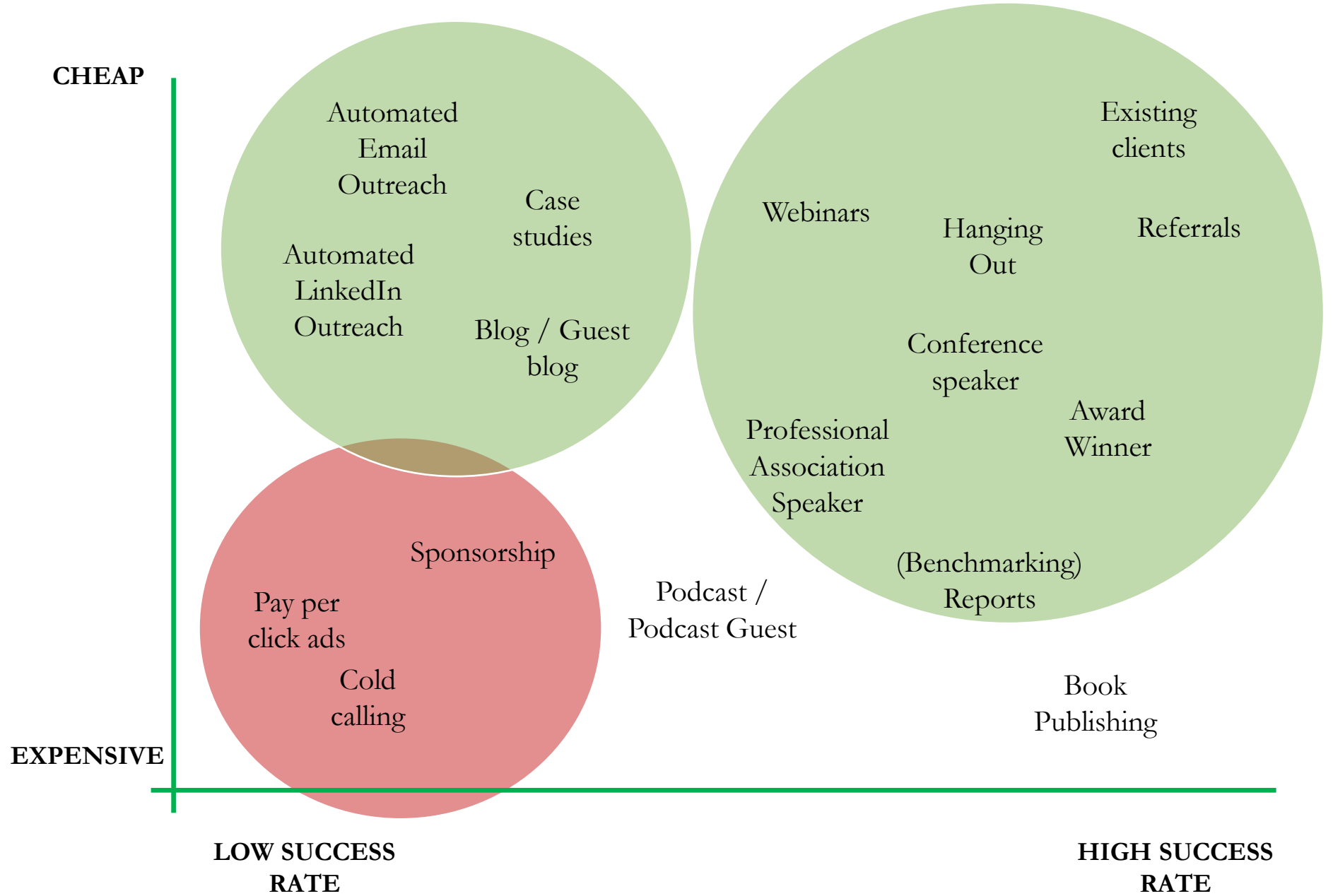


- Ideal client profile
- Best 10 clients & buyers
- Clients at purchase 'trigger'
- Google Alerts, LinkedIn Search



- Automated newsletter
- Automated LinkedIn outreach
- Email lists
- Website & SEO
- Blogs & SEO

Find Prospects



Find  
Prospects

“Find me all Oxford-educated CEOs whose companies have shrunk over the last year and who live in London”



SALES NAVIGATOR

“Find me all Deloitte alumni who are Directors and have an interest in leadership development”

“Find me CMOs in French medium-sized manufacturing firms that have been in their role for less than six months and who have a team of between 10-100 people”



# Find Prospects

## FAME Database



- Complete UK database
- Size, sector, growth,
- News reports

£5k-£1m

## Email Lists



- 100 emails
- Role, Size, Sector

£20

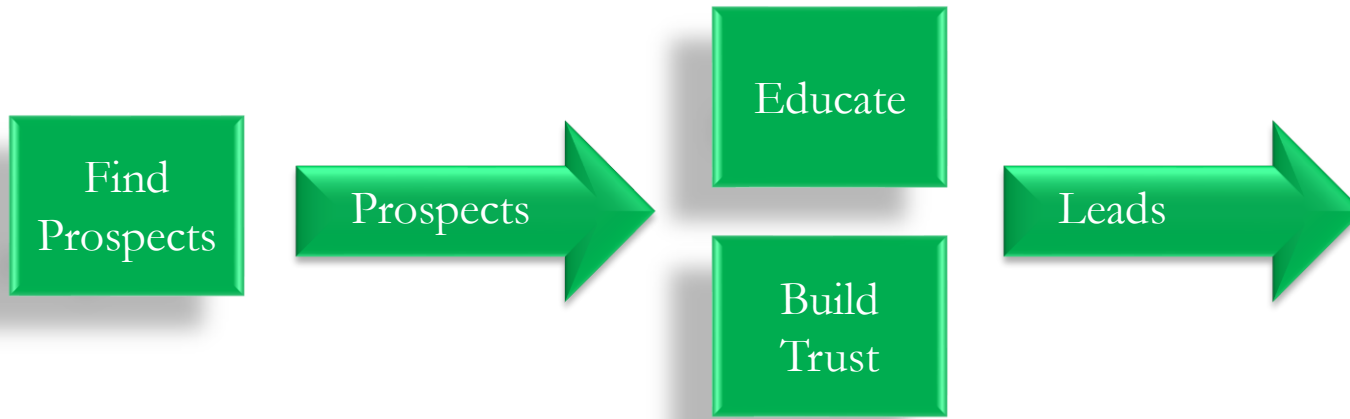
## LinkedIn Automation



- 100 connections a week
- Role, Size, Sector
- Personalised introduction

£29/month







Educate

Build  
Trust

Daily

Weekly

Monthly

Yearly

Major Client Challenges

Your Unique Value Proposition

3-5 Key Themes (Pain & Gain)

- Tweet
- LinkedIn Status
- Email

- Blog piece
- Video

- Chapter
- Webinar
- Podcast

- Book / eBook
- Report
- Online Course

Educate

Build  
Trust

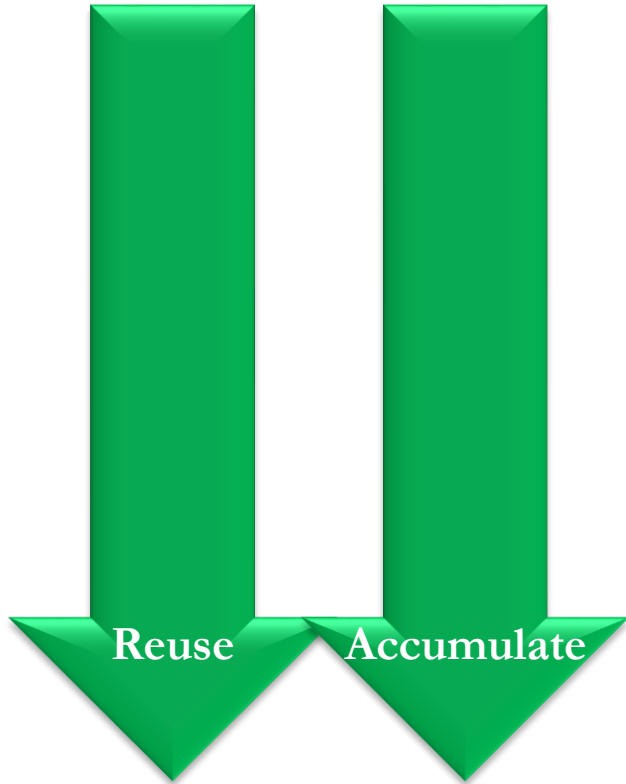


- Tweet
- LinkedIn Status
- Email

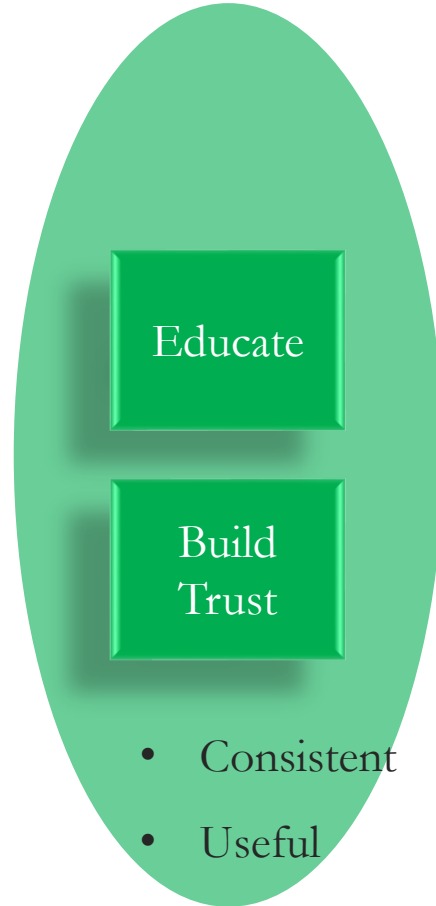
- Blog piece
- Video

- Chapter
- Webinar
- Podcast

- Book / eBook
- Report
- Online Course



Find  
Prospects



- Existing Clients
- Referrals
- Speaking Engagements
- Hanging Out
- LinkedIn Sales Navigator
- MeetAlfred
- Fame Database

- Consistent
- Useful
- Educational
- Evidence-based
- Re-used
- Accumulative

Systems

Find  
Prospects

Prospects

Educate

Build  
Trust

Leads



Client Relationship  
Management (CRM)

Contact records & storage

- Automated emails & newsletters
- Tracks interactions

Systems

Social Media



Website



Systems

Emails /  
Newsletters

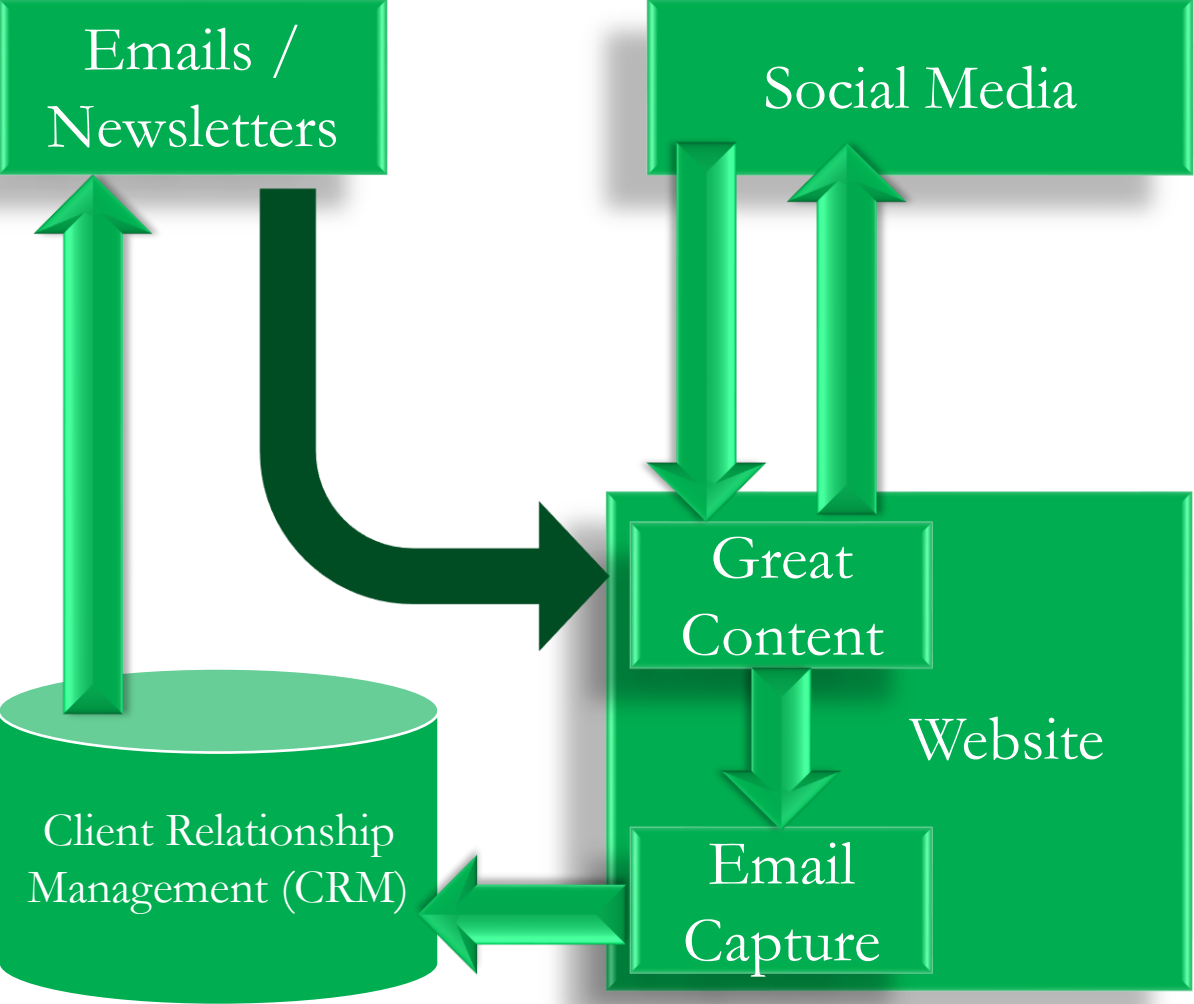
Social Media

Client Relationship  
Management (CRM)

Great  
Content

Website

Email  
Capture



# To do.....

## **Content Strategy**

- What are your client challenges?
- What is your UVP?
- What are your 3-5 content themes?

## **Content Execution**

- What is your content plan (reuse & accumulate)?
- What is your high-value 'lead magnet' content?
- What is your subscription offer?

## **Content System**

- Get a cheap CRM & input your emails
- Capture emails on your website
- Plan a 12 month subscription sequence



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[www.consultingmastered.com/the-mini-mba-in-consulting/](http://www.consultingmastered.com/the-mini-mba-in-consulting/)