

How to Transform Your Humble Digital Presence Into An Authoritative Figure!

7 Quick & Simple Strategies Revealed.



7 Simple Yet Effective Marketing Strategies

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Jonathan Seet

Founder, Simply Professional Pte. Ltd.

PROFILE

Jonathan started out his career as a financial planner before entering the world of internet marketing as a platform to boost his own sales.

He attended many different workshops and trainings to hone his skills before specialising in the field of direct response copywriting.

He has conducted training programs and worked with entrepreneurs, internet marketers and businesses to craft their marketing materials, sales funnels and other advertising content.

He has completed a series of copywriting training programs with American Writers & Artists Inc. (AWAI) and is a member of the

Professional Writers' Alliance (PWA).

Add in his experience with search engine marketing and you have a direct response writer and marketer to help your business achieve the results you need.

PROFESSIONAL SKILLS

Copywriting

Search Engine Optimization (SEO)

Google Adwords

Neurolinguistic Programming (NLP)

Wordpress

Email Automation

Guest Blogging

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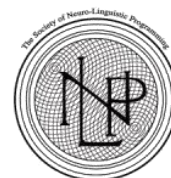
Company Website:

<http://simplyprofessional.com.sg>

PROFESSIONAL CERTIFICATIONS



SEO Certification



NLP Practitioner



Google Adwords



Guest Blogging



SEO Copywriting



Professional Writers'

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Starting A Professional Digital Presence

Before we venture into the exciting world of building a professional online presence, let me start by sharing with you a short story about a fresh graduate, John Tan.

John here has just graduated from university and has a strong entrepreneur drive to go out into the world and make a name for him.



Having had some experience doing freelance design work while studying, he approaches several business owners to offer his services.

“Who are You?”

“Is there some information I can read up before deciding?”

These were some of the common questions the business owners were asking him. And he realized that he needed a way to deliver his marketing messages in an effective manner.

Which brings us back to the key reason for this guidebook; building an effective online presence that will help your business, sales or marketing efforts.

How Can Your Online Presence Help You?

We've all probably heard that sales is a numbers game where for every 10 person you call, 3 will agree to an appointment and 1 will actually show up.

Without going into the online marketing and other prospecting methods, you'll discover that for this process to work well, there are **2 critical areas** at work here.

The first is the 1 person who does show up, how can we increase the value of our interaction and lead to either a sale or an opportunity for potential business?

The second is at the point of the conversation where we're convincing the person on the other end of the line to come down for the appointment.

Based on my own experience, many a times over the phone, the other party has a number of questions on their mind. And not surprisingly, these questions are similar to the questions which John had to answer as well.

Whichever way the appointment went, with an effective online presence, you're offering your customers and prospect a digital touch point they can continue to interact with you.

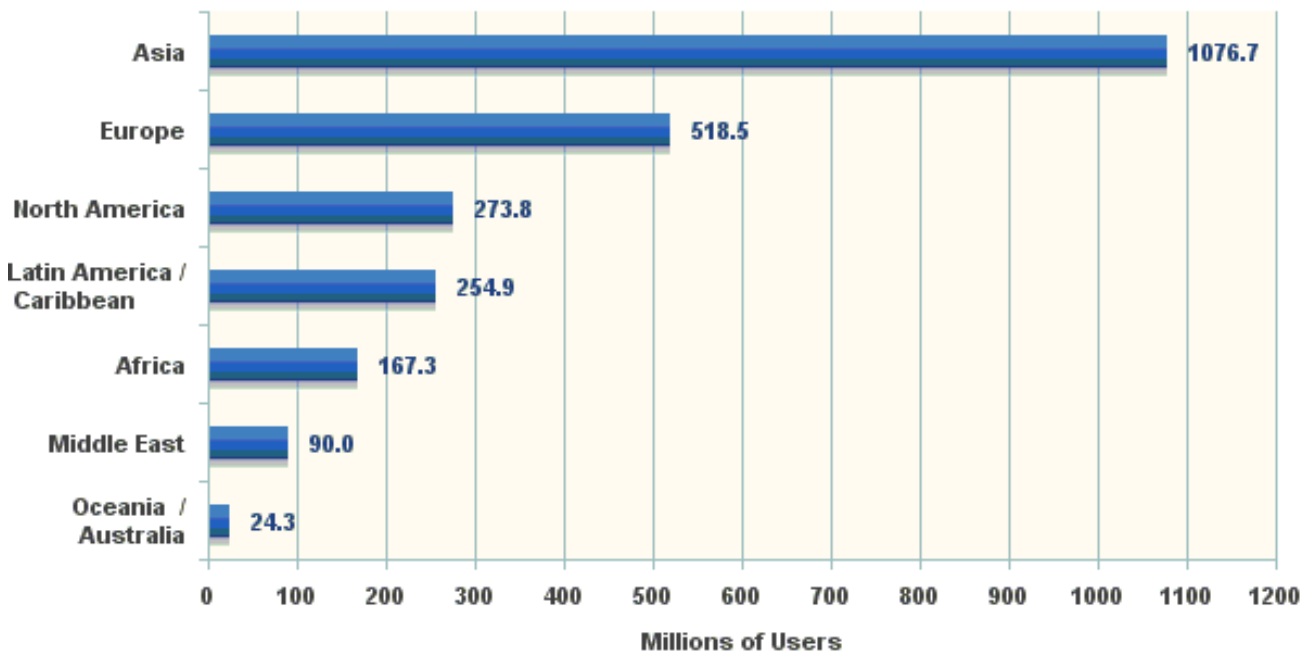
And for your prospect, a professional website will allow them to **learn more about yourself** and your services, giving them time to decide to engage your services. Naturally with some level of carefully crafted copy, we can encourage them to take action even faster, but more on that in a separate book.



Why Aren't More People Going Online?

Here's the thing, a statistic taken in June 2012, revealed that there are currently over 2.405 Billion internet users and over 1 Billion of them are in Asia.

Internet Users in the World by Geographic Regions - 2012 Q2



Source: Internet World Stats - www.internetworldstats.com/stats.htm

2,405,518,376 Internet users estimated for June 30, 2012

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Unfortunately, many businesses are stopping themselves for a number of reasons which includes:

1. Cost of Investment
2. Lack Time for Planning
3. No Idea how to get Started

While these are valid reasons to stop yourself, in a moment, I'm going to show you how you can overcome these tiresome obstacles and build a digital presence fast.

A common misunderstanding professionals and business owners have is that you need a website with multiple functions for an effective online presence. Sure these are good to have, but are they really necessary?

Remember that your prospect has 2 key questions at this point of time, who are you and what are you offering me?

And that's really just it.

We need to answer these questions to help them decide on engaging our services. Naturally as our digital presence gets more robust, we can explore different ways to increase conversion, build even more credibility and much more.

But at this juncture, if you're wondering whether there's a simple way people use to transform their online presence into a sales system...

Read on as I'm about to share with you the Internet Sales Masterplan.

THE INTERNET SALES MASTERPLAN: P.O.T FORMULA

You see, marketing or selling a product or service isn't really difficult online when you have an internet marketing recipe to follow. Not when you have a masterplan and the necessary resources you need to start selling anything over the internet.

And more importantly, I'll also share with you a quick way to ensure your sales messages get received warmly by your audience and prospects.

First let's take an overview look of the Internet Sales Masterplan.



As you will notice, there are only 3 key ingredients you need to launch a successful internet marketing campaign.

Platform

You need a platform to promote whatever you're selling. You could rely on free platforms out there or use some of the more premium solutions available. Most important is that you have a way for customers to buy or contact you easily.

Offer

You could have the best product in the market but if you don't have a good offer... no one is going to buy. Most beginners make the mistake of thinking that pricing low is the best offer to get started, there are countless other ways to make your offer irresistible and attractive.

Traffic

The third and final ingredient to make your internet campaign a success is traffic. Having a good platform and a good offer but having no one to see it is pointless. You still need to drive traffic, quality traffic to your offer. With internet marketing growing, there are now many different ways to drive traffic.

Let's dive a little deeper into each one of them shall we?

PLATFORM

When it comes to online sales platforms, there are a number of things to take note of. First, you want a platform that loads fast. If it takes your customers more than 10 seconds to load your page, that is going to chase them away.

Next the user interface has to be simple and easy to use. Don't put 10 buttons when you only need 1 "buy now" button. Finally, the platform should represent you. If you're a business, it should reflect your business branding.

With that out of the way, here are some online platform resources for you to sell your product or service.

Free Resources

[Blogger](#)

A free blog service by Google. There are many easy to use functions and templates

[Drupal](#)

Open source CMS with a strong user base and developer community.

[Tumblr](#)

Popular blogging platform with many young bloggers. Completely hosted so you don't have to maintain any software.

[Weebly](#)

A completely hosted online site builder that lets you create your own website with pre-designed templates.

[Wix](#)

Free for small personal and business websites along with a drag-and-drop page builder.

[Wordpress](#)

The favourite of many internet marketers as it is easy to use and versatile for different types of businesses.

Paid Resources

[Clickfunnels](#)

A premium solution but backed and supported by many international internet marketers.

[Instapage](#)

A drag-and-drop landing page creator tool. For an affordable price, it is simple and easy to use

[Leadpages](#)

Plenty of templates and designs to choose from when it comes to running marketing campaigns.

[Shopify](#)

Great for building an online store as it has the tools to create an ecommerce shop with payment features

[Squarespace](#)

Completely hosted solution with ready-to-use templates you can customize.

Five Critical Pages You Need to Get Started

If you venture on the internet long term, you should consider getting a permanent address for your prospects to find you.

That's where a corporate website comes into the picture.

It doesn't have to be overly complicated at the start. In fact, many businesses start their first website with free solutions. Some even use the landing page creator softwares to build entire sites.

Now if you're thinking of growing a brand, I wouldn't recommend starting off in this manner as it becomes more difficult to organise further down the line.

That being said, many entrepreneurs choose this path as it will help them to get started faster and move closer to their goals.

Instead of being tasked with having to choose between either of these 2 options, I'm going to share with you just 5 critical webpages you should consider building first.

All you need are these 5 pages and you'll have a well functioning marketing website for your business. And they also help in your overall conversion as you'll soon see.

While a large website with thousands of pages is good for any digital marketing efforts, the **fundamental thing** that we need first is an online presence.

And getting started doesn't require us to have fantastic effects or design, rather a focus on our marketing efforts. After all we want to use our online presence to grow our business don't we?

So the fact of the matter is that we need to have these **5 key pages** and we are all set to go.

1. Home Page
2. About Page
3. Services (Offer) Page
4. Contact Page
5. Landing Page

And there you have it. Five critical pages that will help you get started, where you're confident to tell your customers and friends to log on and take a look. After all it can become a **powerful tool** for your business.

But what exactly is the purpose of each of these pages?

Let's take a closer look at each one of them.

HOME PAGE

Unlike a common misunderstanding that this page should contain every information about your business, the key function of the homepage is to act like a navigation map. Think about the maps you find in your local park that tells you where to find your destination.

Because that is the key function of your home page. To provide directions to the main pages of your website. Especially when your website has grown to over 200 pages.



ABOUT PAGE

Naturally as some readers learn about your services, they'll want to find out more about you or your company. And that's where the about page comes in handy to have those information ready.

Let your readers know more about you and why you're the best person for the job. And if you've got all those great portfolio or testimonials ready, this is a good place to tell them about it and guide them in finding out even more.



SERVICES PAGE

Naturally the key purpose of us creating an online presence is to provide our services or offer so that anyone who is interested will engage us.

Your services page will be a brief overview of the range of things you can do for your prospect. Give them an overview and help them to locate the pages where they can find out even more about each service you offer and any of your promotions.



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