

E-books & Irresistible TOFU Offers

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Web & Content Seminar for Search and Social



Who is this Guy?



I'm your worst nightmare...a skateboarder with a job!

Well, sort of. I do race skateboards internationally, but...

- I've been doing web marketing since 1998.
- I ran my own business doing it for 10 years.
- I've worked as a web marketer for billion dollar companies like Dealer.com
- I've run web campaigns for real estate, car dealers, veterinarians, sports betting, elderly housing, banks, retailers, and much more.



I Thought Tofu is Soybean Curd?



Dude, Where's My Leads?

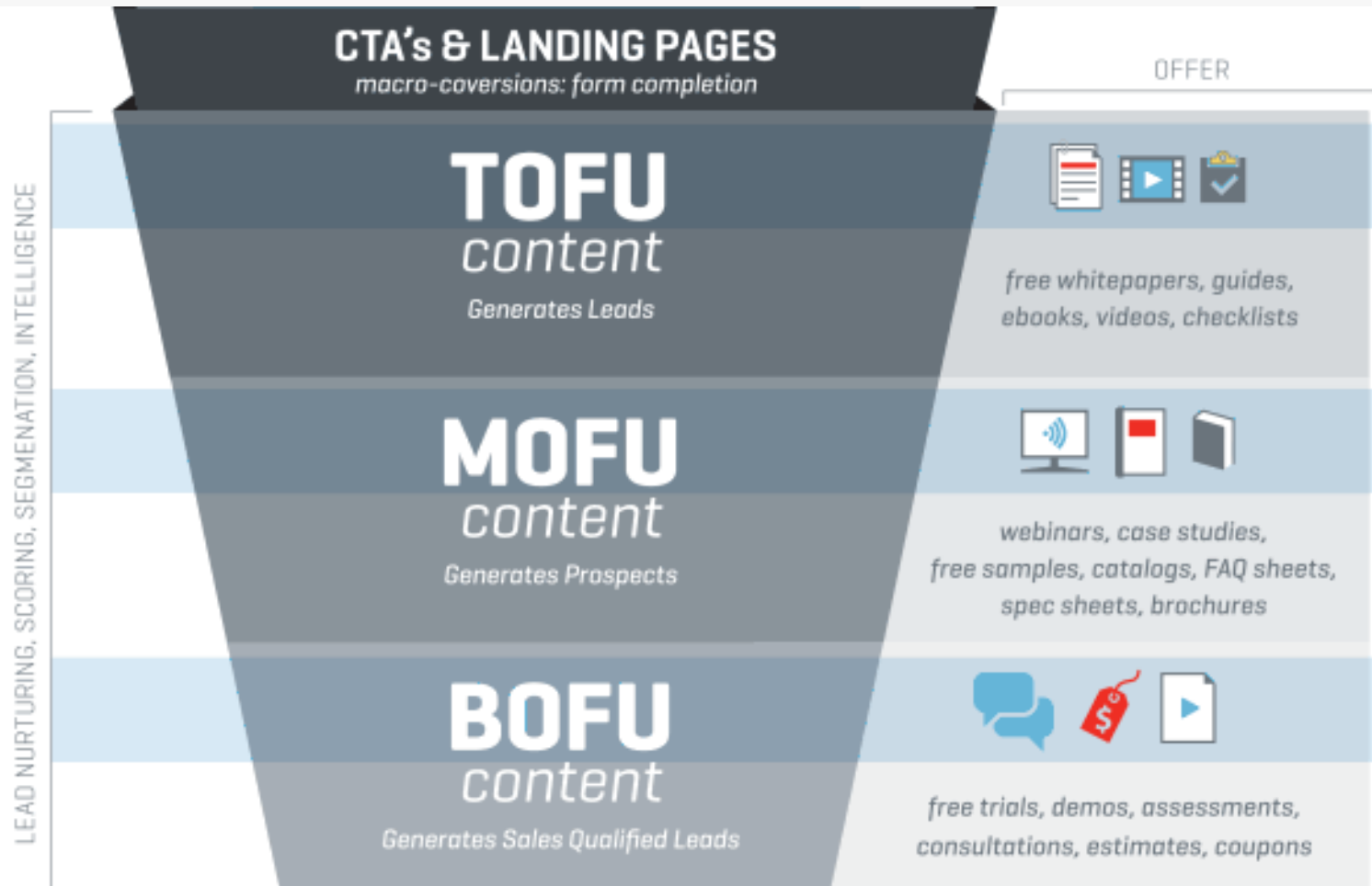


The Web Marketing Sales Funnel

- Top of the Funnel (TOFU)
85% of visitors
- Middle of the Funnel (MOFU)
10% of visitors
- Bottom of the Funnel (BOFU)
5% of visitors



The Web Marketing Sales Funnel



Give it Away, Give it Away Now...

TOFU Offers

- This is Flea. He gave away his shirt.
- You should give away something too.
- E-books, whitepapers, guides, videos, check lists (top 5/10), apps.



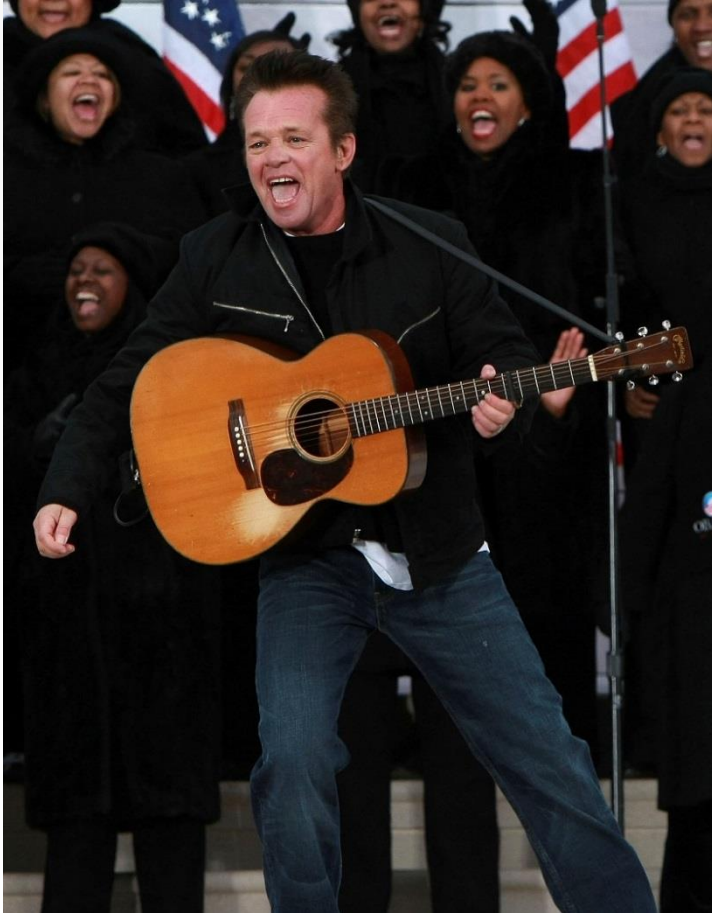
The Google E.A.T. Acronym

- **EXPERTISE**
- **AUTHORITY**
- **TRUST**

Put your e-book on
Amazon.com and now
you are an **AUTHOR!**



Authority Always Wins...



MOFU Offers

- This is John Mellencamp.
- He fought authority, and authority always won.
- So win by being an authority.
- Product demos, seminars (like this one!), webinars, case studies, catalogs, FAQ sheets, spec sheets, brochures.



What Makes a Good E-book?

- An enticing cover design
- Authoritative content
- Strategic placement of the offer on your website
- A great landing page
- A specific email marketing campaign for leads



An enticing cover design...

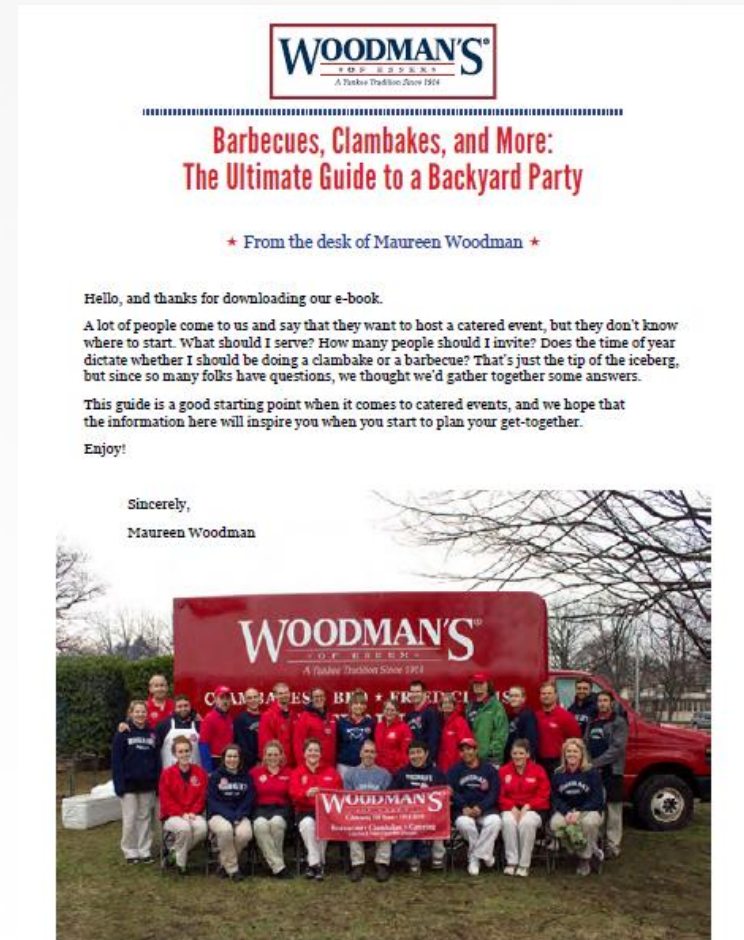


A Guide to Planning Your Wedding



Authoritative content...

- Hire a professional writer if needed
- Podcast transcripts make great e-book content
- Makes sure you speak to the TOFU audience...no selling, just good expert advice
- Dress it up a bit ---->



E-book Offer Placement...

Home **Weddings** Special Events Pricing Accommodations Photo Galleries About Contact

THE ESSEX ROOM *Classic New England Weddings*



Weddings

Simple yet classic, with a large splash of fun

Are you looking for a venue that offers affordability, private gardens, marsh views, a retro bar, homemade cuisine, a large dance floor, and an after-party pub? Look no further. Mark your place in history and give your guests something to talk about.

The Essex Room has hosted weddings of every size, scope, and level of complexity, so rest assured there's nothing you can throw at us that we can't handle. In fact, we encourage you to throw us a curve ball. We're certainly up to the challenge!

From start to finish, napkins to nuptials, music to menus, consultation to congratulations, we handle every aspect of your wedding with professionalism, respect, and pride.

Contact us today and see why The Essex Room is the ideal choice for the wedding of your dreams!

Free Wedding Planning E-book!

Free E-book
A Guide to Planning Your Wedding
[Download](#)



Helpful Links

- On-Site Weddings



Effective E-book Landing Pages...



Free Ebook: 101 Examples of Effective Calls-to-Action

Read 121

Enhancing the look and feel of your calls-to-action is a great start to optimized lead generation. Yet, reading about best practices isn't the same as **seeing** them. That's why we want to introduce you to a lot of call-to-action examples that will show you how top marketing tips are actually put into practice.

Grab our "101 Examples of Effective Calls-to-Action" to find out what works and how you can incorporate successful practices in your marketing. These examples will inspire you, foster your creativity and prepare you to create some stellar calls-to-action.

In this ebook you will see examples of calls-to-action that:

- ✓ Make good use of text and video
- ✓ Facilitate segmentation of buyer personas
- ✓ Reduce visitors' anxiety and offer incentives for conversion
- ✓ Incorporate smart design decisions

and more...after all, there are 101 of them!



73 589 412 +339

Get Access to All Examples:

First Name *

Last Name *

Company Name *

Company Email ([privacy policy](#)) *

Phone *

Your Website's URL *

Role at Company *

- Please Select -

Number of Employees *

- Please Select -

My Business Primarily Sells to Other Businesses (B2B) or Consumers (B2C) *

- Please Select -



E-Mail Marketing & TOFU Leads

- Specific TOFU email campaign
 - Include MOFU offers
 - Don't over-do it
 - Personalize your emails



More TOFU Offers

- White Papers
- Guides & How-tos
 - Checklists
 - Free Apps

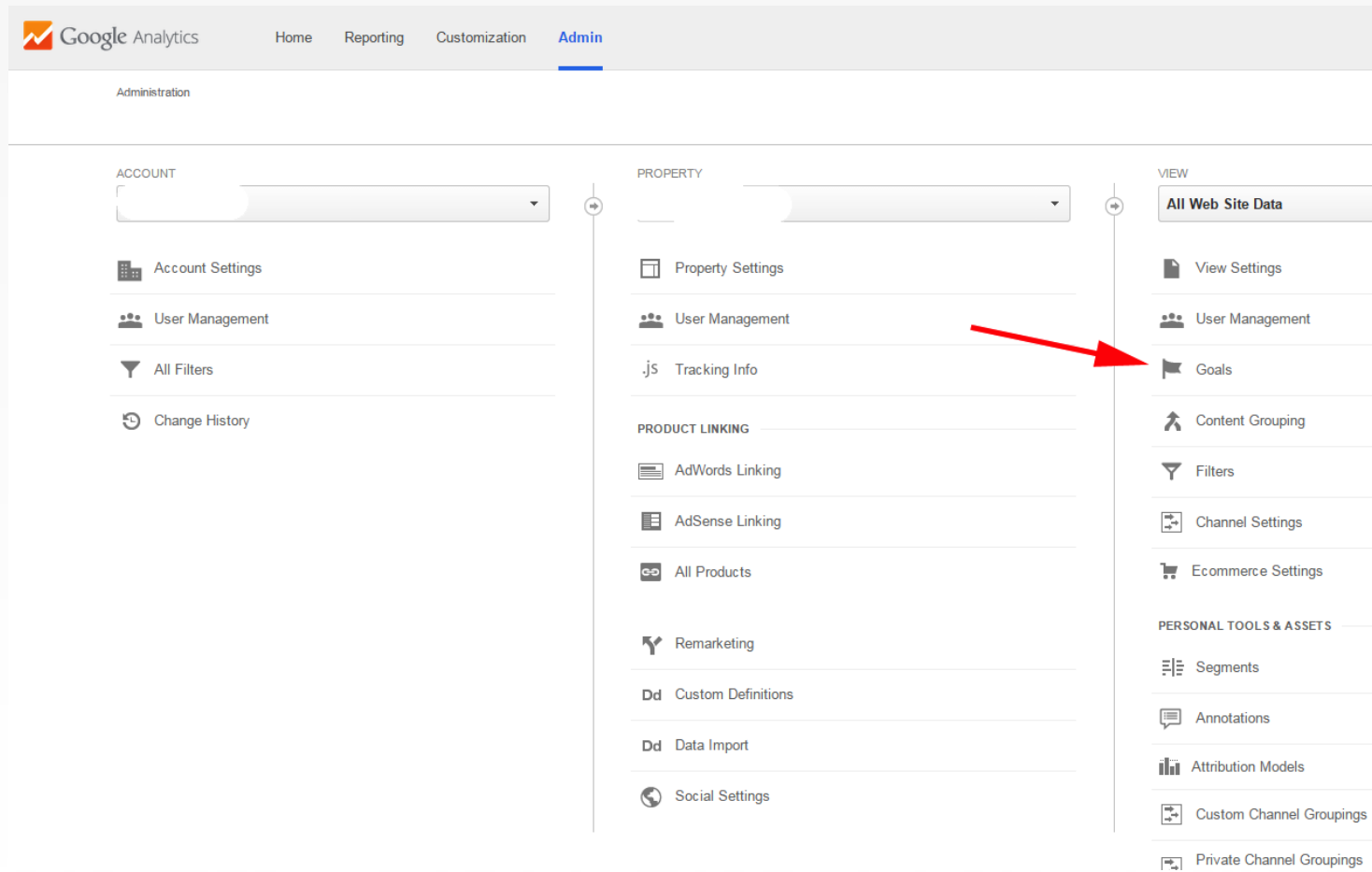


Measuring TOFU Success

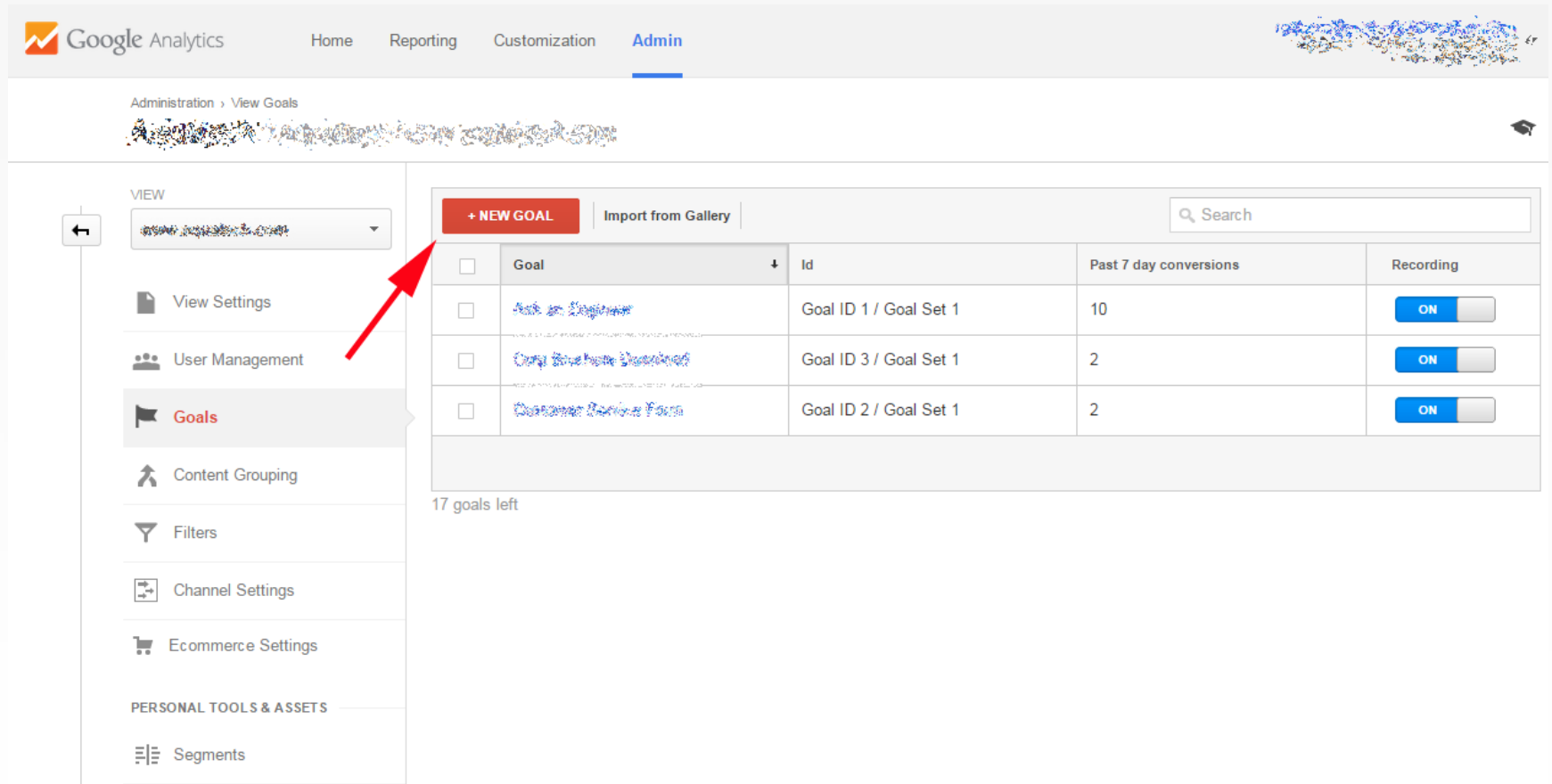
- Set up Google Analytics Goals and Funnels
 - A/B test your offers
 - CRM tracking



Set up Google Analytics Goals – Step 1



Set up Google Analytics Goals – Step 2



The screenshot shows the Google Analytics Admin interface. At the top, there are navigation tabs: Home, Reporting, Customization, and Admin. Below the navigation, the breadcrumb path is 'Administration > View Goals'. The main content area is divided into a left sidebar and a main table.

The left sidebar contains a 'VIEW' dropdown menu and a list of navigation options: View Settings, User Management, Goals (highlighted), Content Grouping, Filters, Channel Settings, Ecommerce Settings, and Segments.

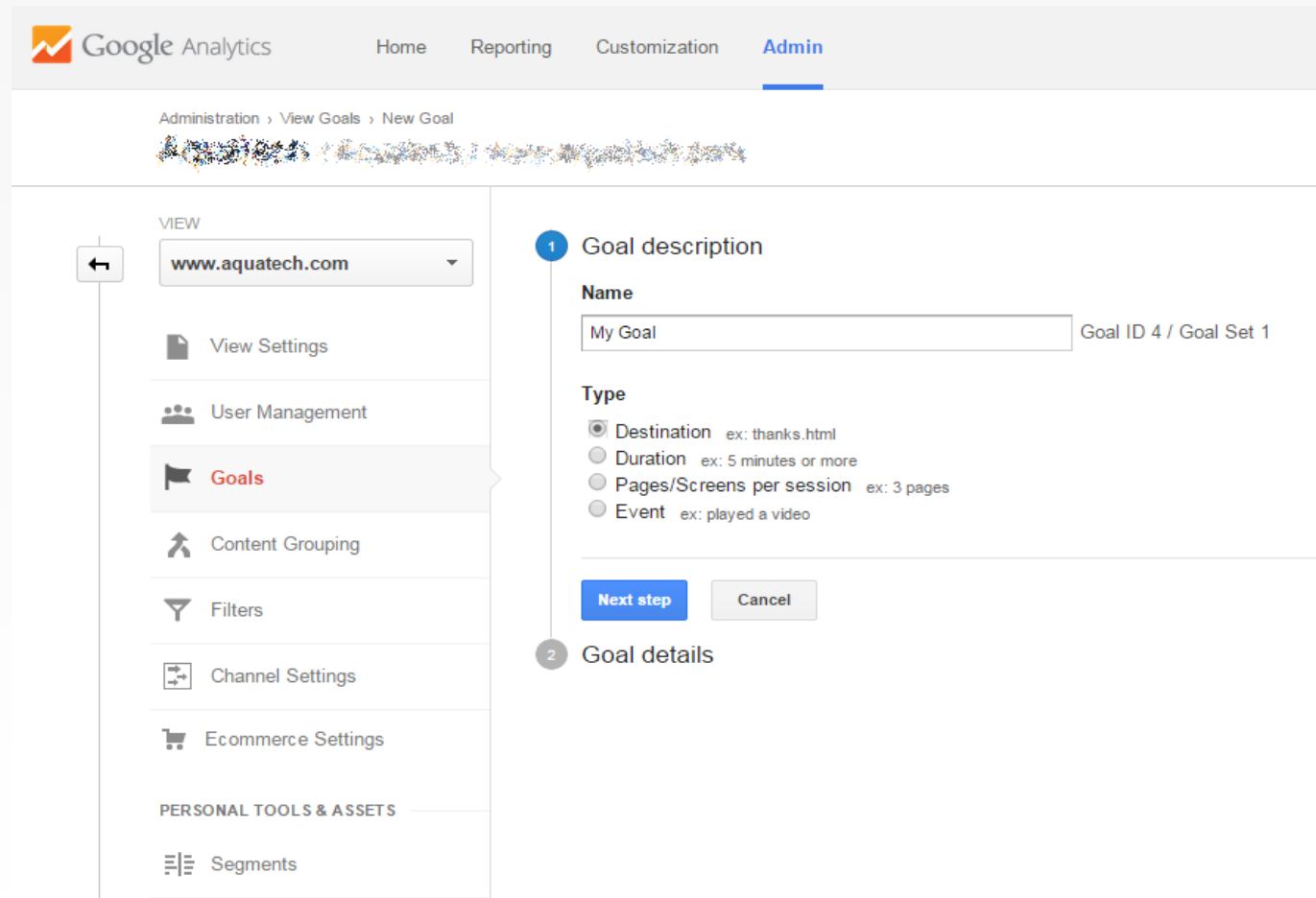
The main content area features a '+ NEW GOAL' button (highlighted with a red arrow) and an 'Import from Gallery' link. Below these is a search bar. The main table displays a list of goals with the following columns: Goal, Id, Past 7 day conversions, and Recording. The table contains three rows of goal data.

<input type="checkbox"/>	Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/>	Ask an Engineer	Goal ID 1 / Goal Set 1	10	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Copy Blue Note Download	Goal ID 3 / Goal Set 1	2	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Customer Review Form	Goal ID 2 / Goal Set 1	2	<input checked="" type="checkbox"/>

17 goals left



Set up Google Analytics Goals – Step 3



The screenshot shows the Google Analytics Admin interface for creating a new goal. The breadcrumb trail is 'Administration > View Goals > New Goal'. The left sidebar shows the 'Goals' menu item selected. The main content area is titled '1 Goal description' and contains the following fields and options:

- VIEW:** A dropdown menu showing 'www.aquatech.com'.
- Name:** A text input field containing 'My Goal' and a 'Goal ID 4 / Goal Set 1' label.
- Type:** A section with four radio button options:
 - Destination ex: thanks.html
 - Duration ex: 5 minutes or more
 - Pages/Screens per session ex: 3 pages
 - Event ex: played a video
- Buttons:** 'Next step' (blue) and 'Cancel' (grey).

Below the 'Goal description' section, the heading '2 Goal details' is visible, indicating the next step in the process.



Set up Google Analytics Goals – Step 4

The screenshot shows the Google Analytics interface for creating a new goal. The breadcrumb trail is Administration > View Goals > New Goal. The left sidebar shows the 'Goals' menu item selected. The main content area is titled 'Goal description' and 'Goal details'. The 'Destination' is set to '/tofu-offer/thank-you'. The 'Value' is set to 'Off'. The 'Funnel' is set to 'On'. A table shows one step in the funnel: 'Tofu Offer Form' with the screen/page '/tofu-offer/' and 'Required?' set to 'Yes'. The 'Create Goal' button is highlighted in blue.

Google Analytics Administration > View Goals > New Goal

VIEW: **www.aquatech.com**

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings
- Private Channel Groupings BETA

Goal description [Edit](#)

Name: *My Goal*
Goal type: *Destination*

Goal details

Destination

Equals to: Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value OPTIONAL

Off On Assign a monetary value to the conversion.

Funnel OPTIONAL

Off On

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Tofu Offer Form	/tofu-offer/	<input checked="" type="checkbox"/> Yes

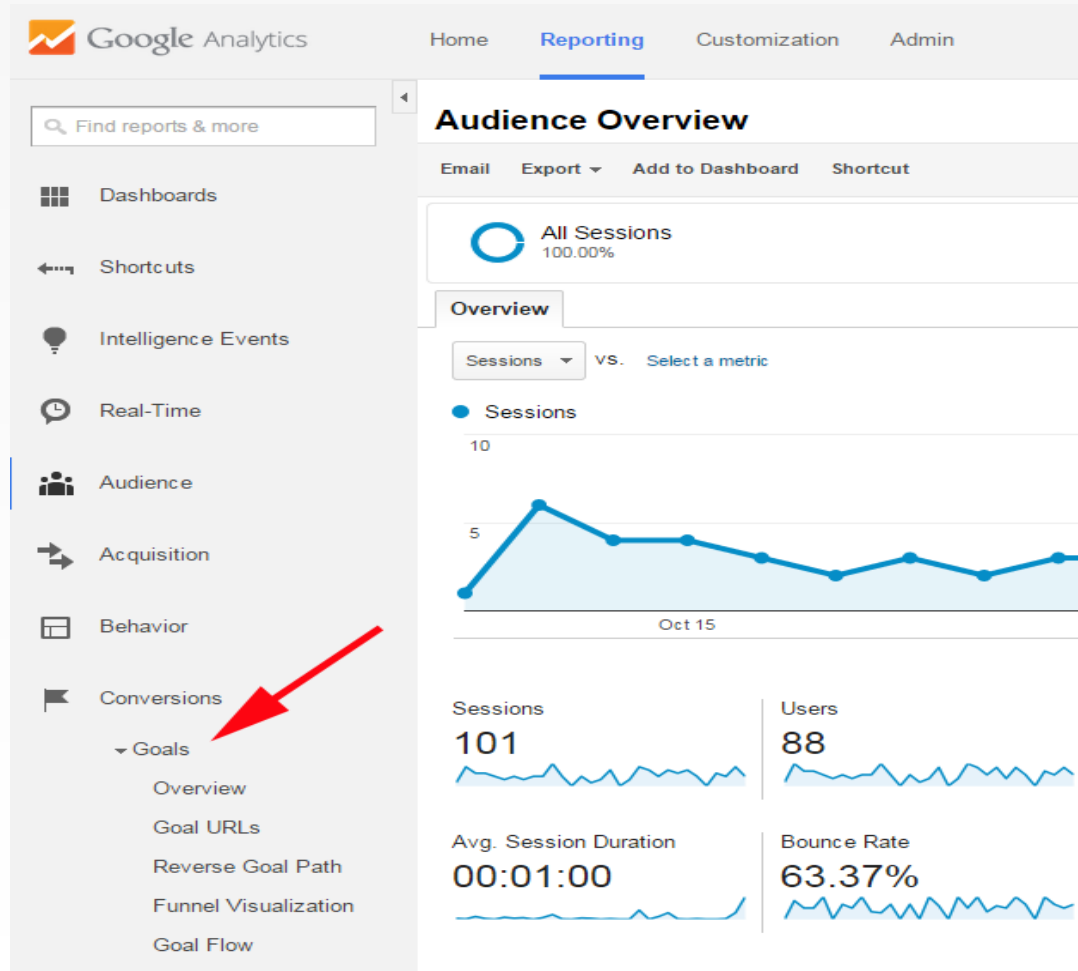
[+ Add another Step](#)

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

[Create Goal](#) [Cancel](#)



Google Analytics Goal Reporting



Takeaways

- You MUST have all three types of offers on your website, but since ~85% of visitors to your site are not current customers, TOFU is the most important!
- Remember the Google Rater's E.A.T. acronym: Expertise, Authority, Trust.
- E-books are far less effective without: an attractive design, good website placement & an effective landing page (determined with A/B testing), a related email marketing campaign, and meaningful analytics.



Resources

Online

- Occam's Razor – Kaushik.net
<http://www.kaushik.net/avinash/paid-search-analytics-measuring-upper-funnel-keywords/>
 - MOZ.com
<http://moz.com/blog/content-marketing-think-campaigns-not-just-links-your-guide-to-tofu>
 - Hubspot.com Blog
<http://blog.hubspot.com/insiders/inbound-marketing-funnel>

Books

- Web Marketing on All Cylinders
by John McDougall
- Landing Page Optimization
by Tim Ash
 - Inbound Marketing
by Brian Halligan and Dharmesh Shah



Thank you!

We will now have a short Q&A session, so fire away!

Contact info:
rf@mcdia.com

