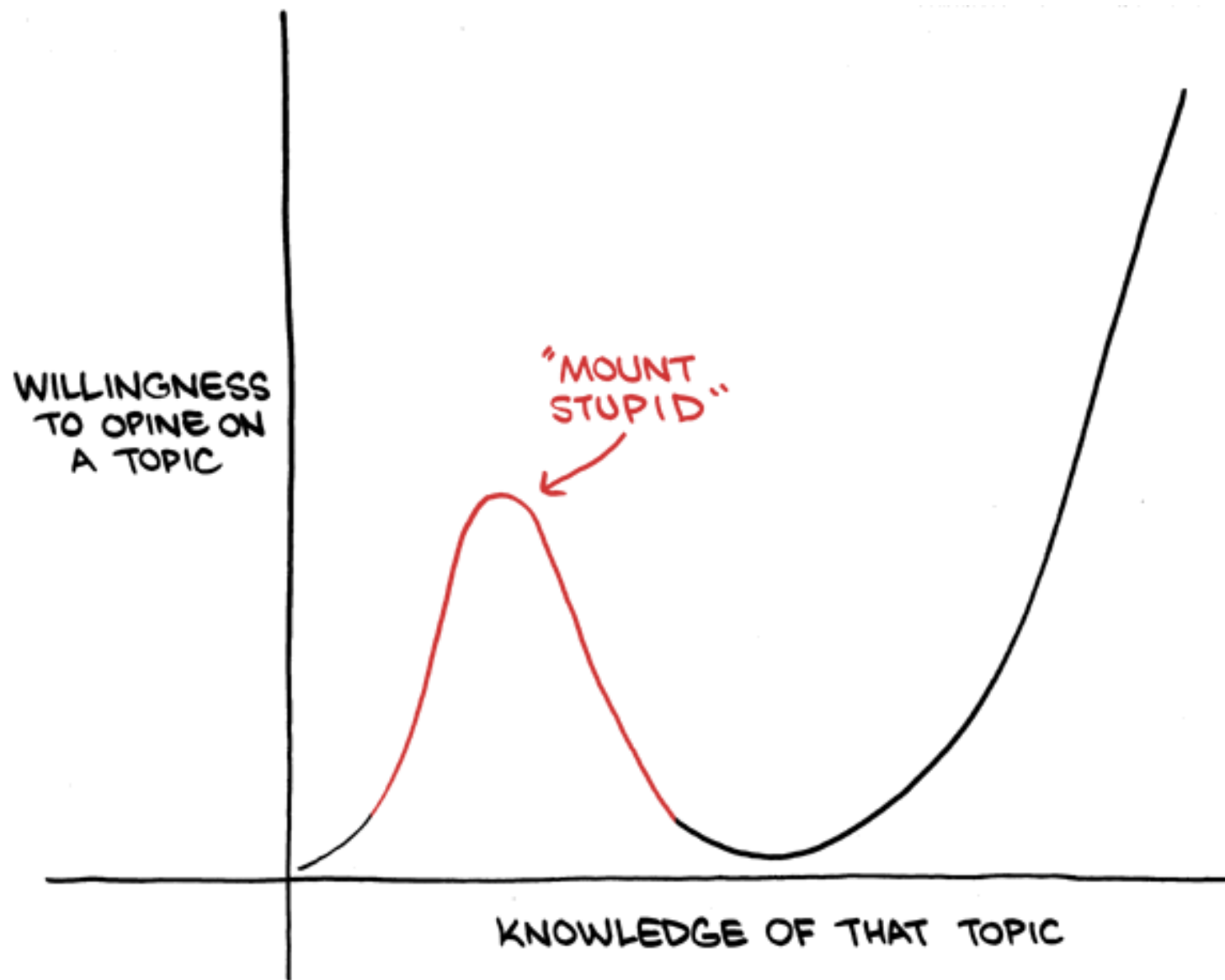


Masterclass

Digital Marketing 101

Prof. Joe O'Mahoney
THE CONSULTANT'S CONSULTANT





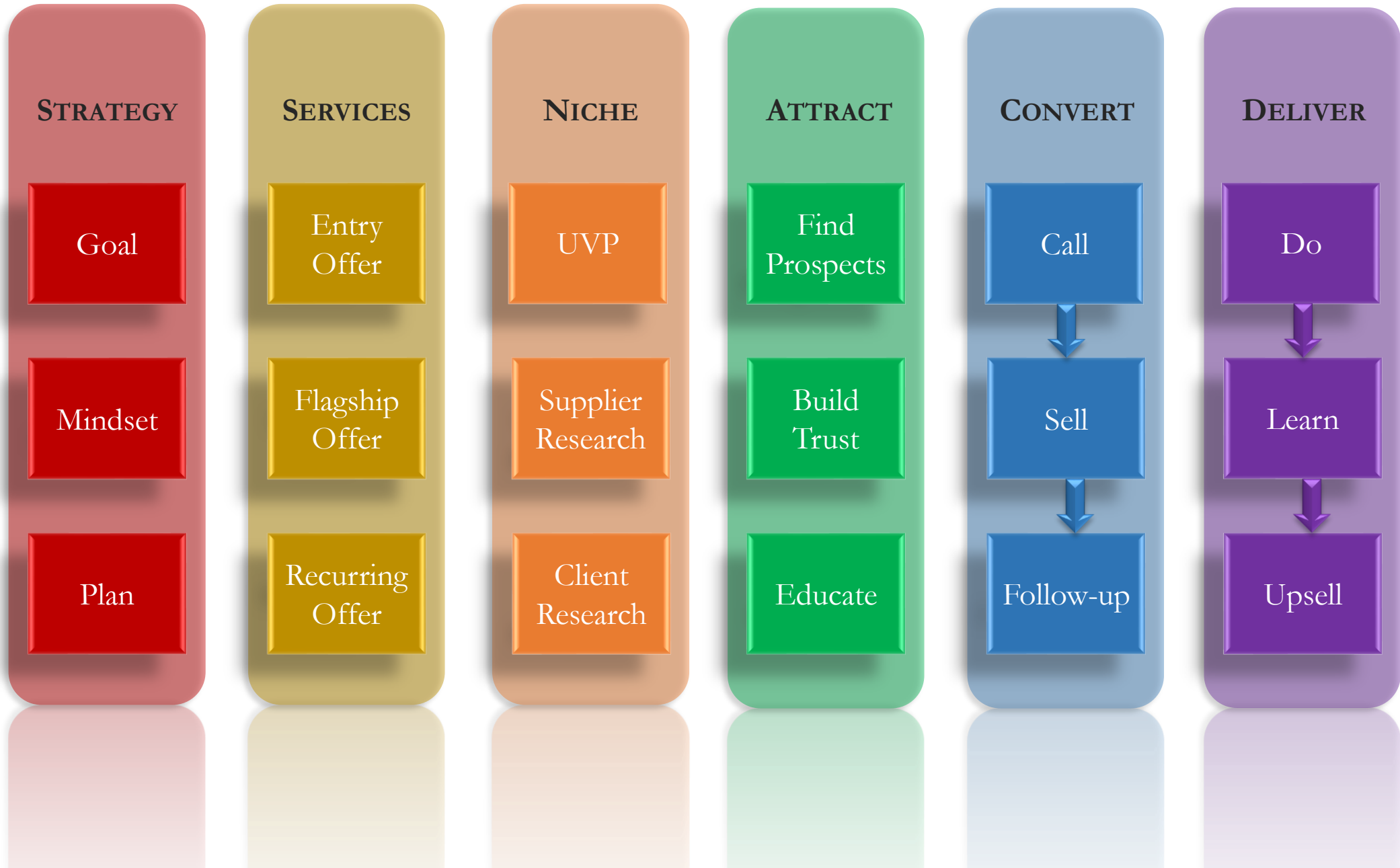
DIGITAL MARKETING 101



Finding Prospects

Creating Leads

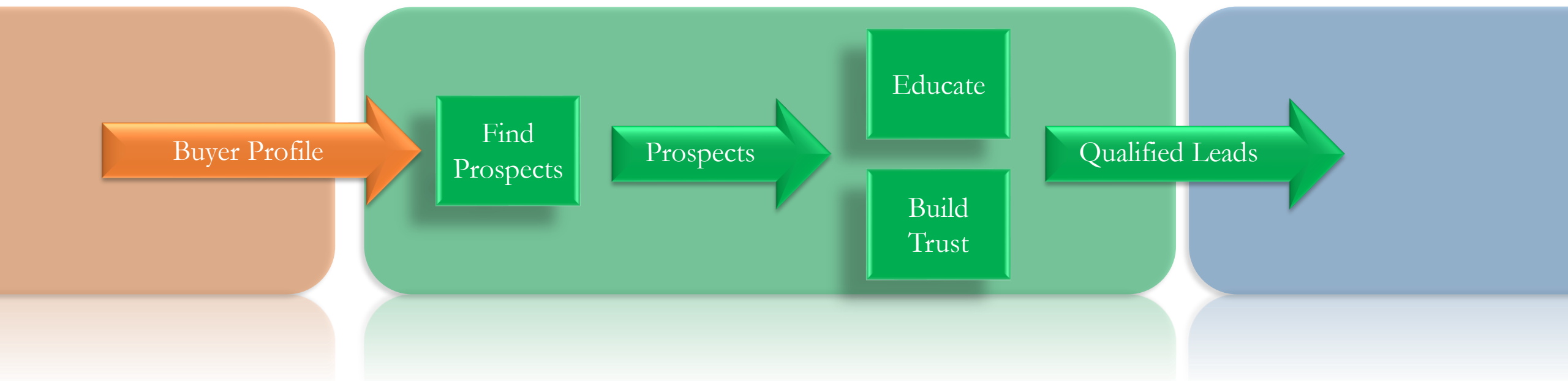
Marketing System



NICHE

ATTRACT

CONVERT



Find Prospects

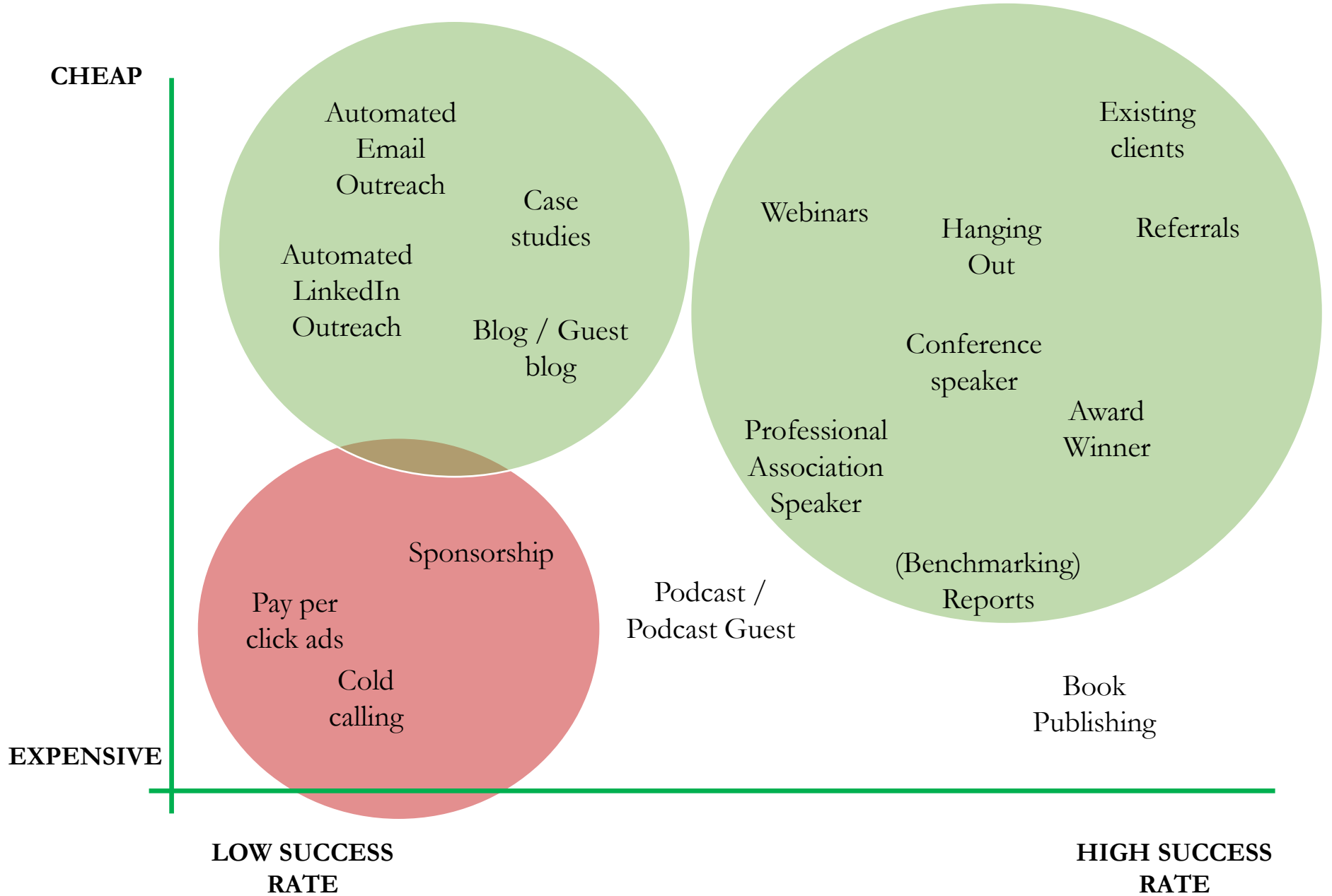


- Ideal client profile
- Best 10 clients & buyers
- Clients at purchase 'trigger'
- Google Alerts, LinkedIn Search



- 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”

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

Linked 

SALES NAVIGATOR

“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

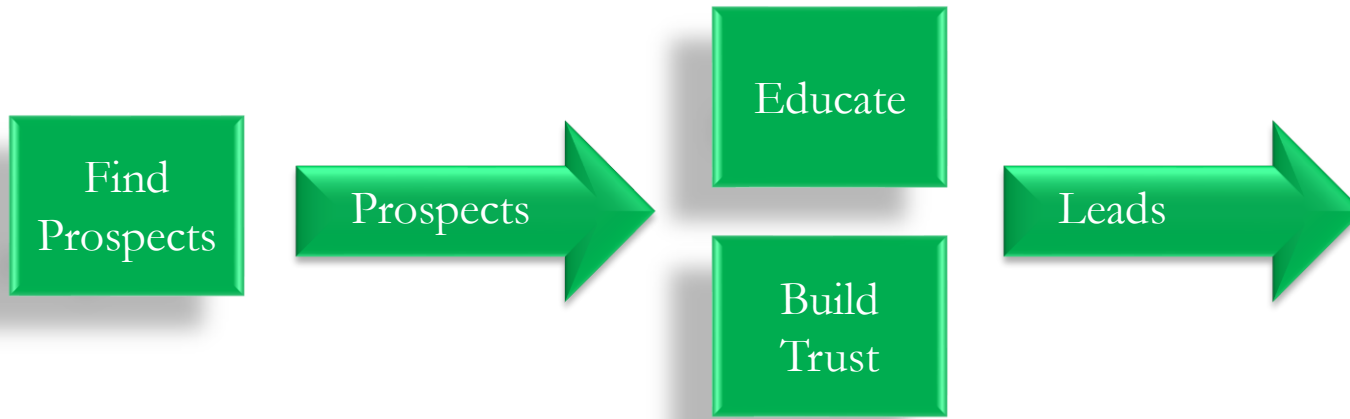
LinkedIn Automation



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

£29/month





Educate

Build
Trust

CONTENT WHICH IS....

Consistent, and....

....useful, or

....educational, or

....evidence-based



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

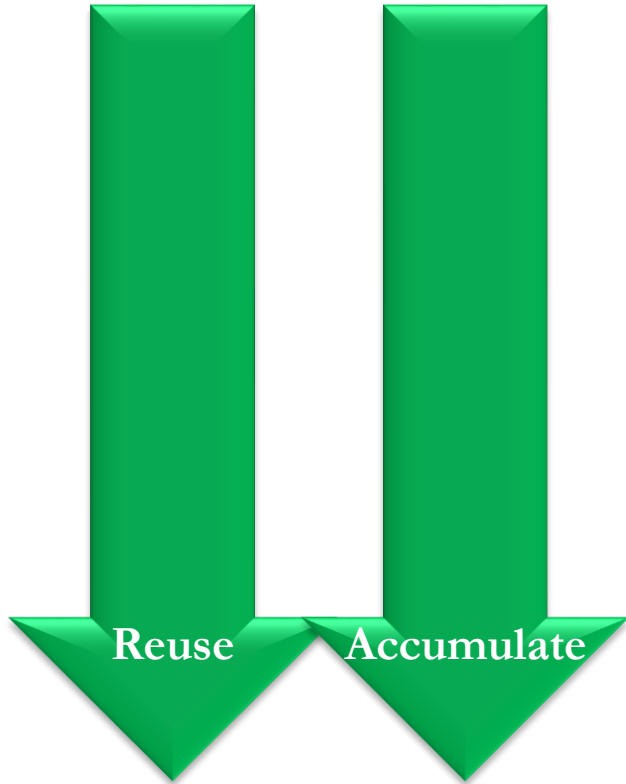


- Tweet
- LinkedIn Status
- Email

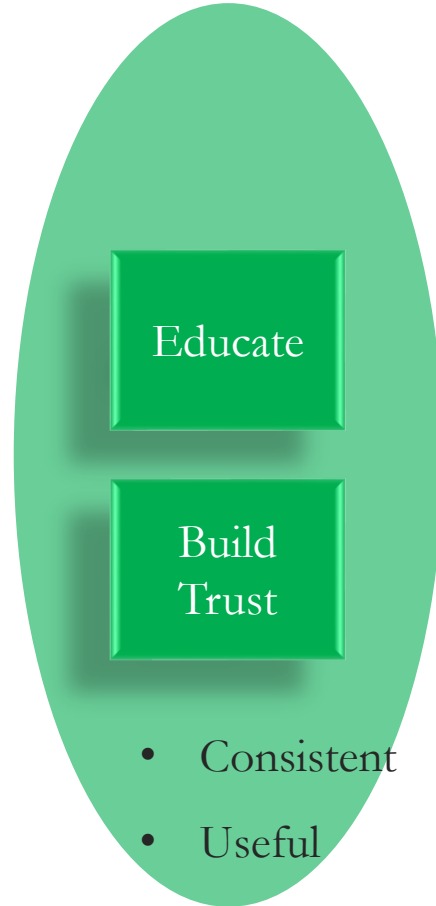
- Blog piece
- Video

- 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

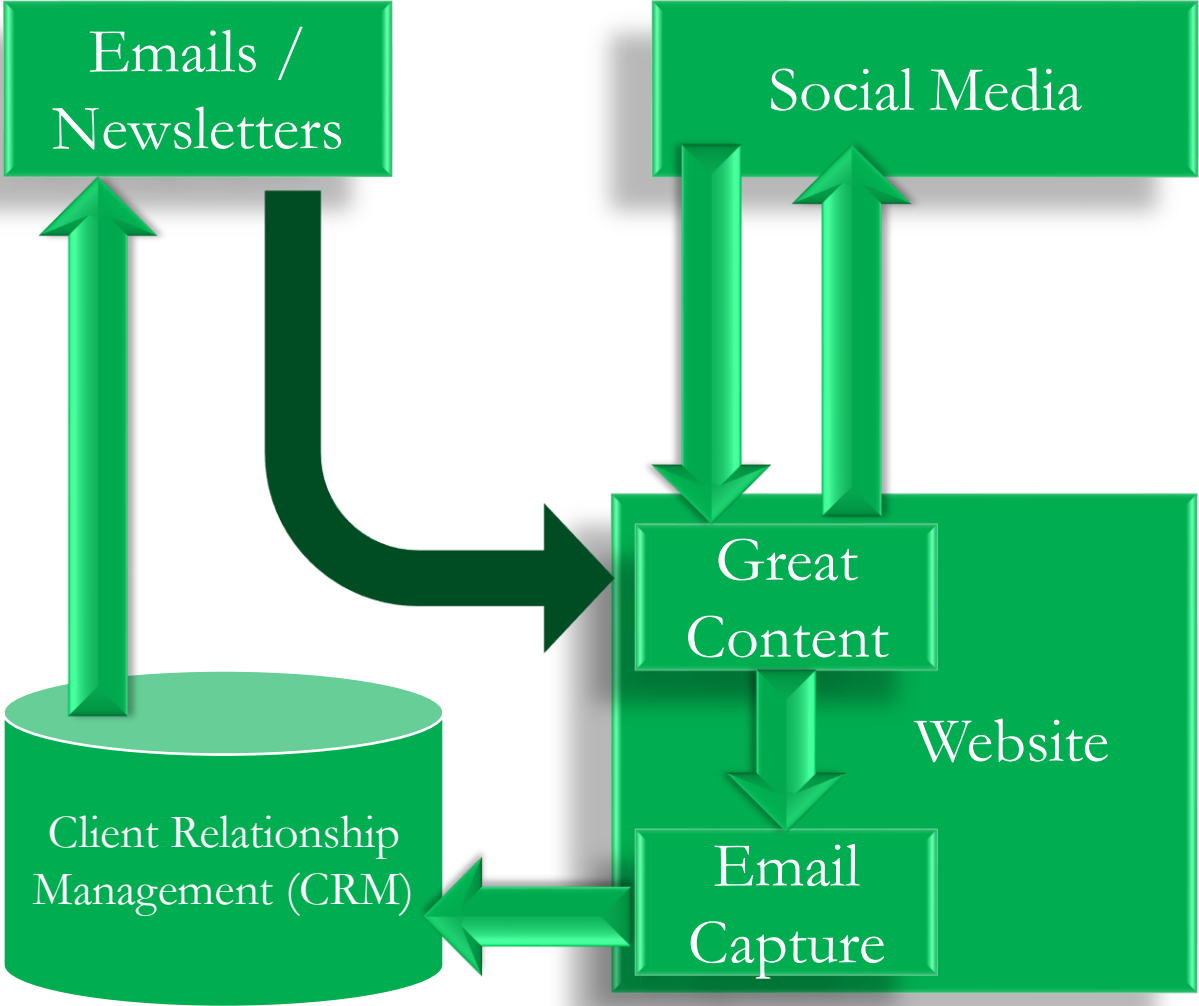
Social Media

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



Prof. Joe O'Mahoney
THE CONSULTANT'S CONSULTANT

www.consultingmastered.com/the-mini-mba-in-consulting/