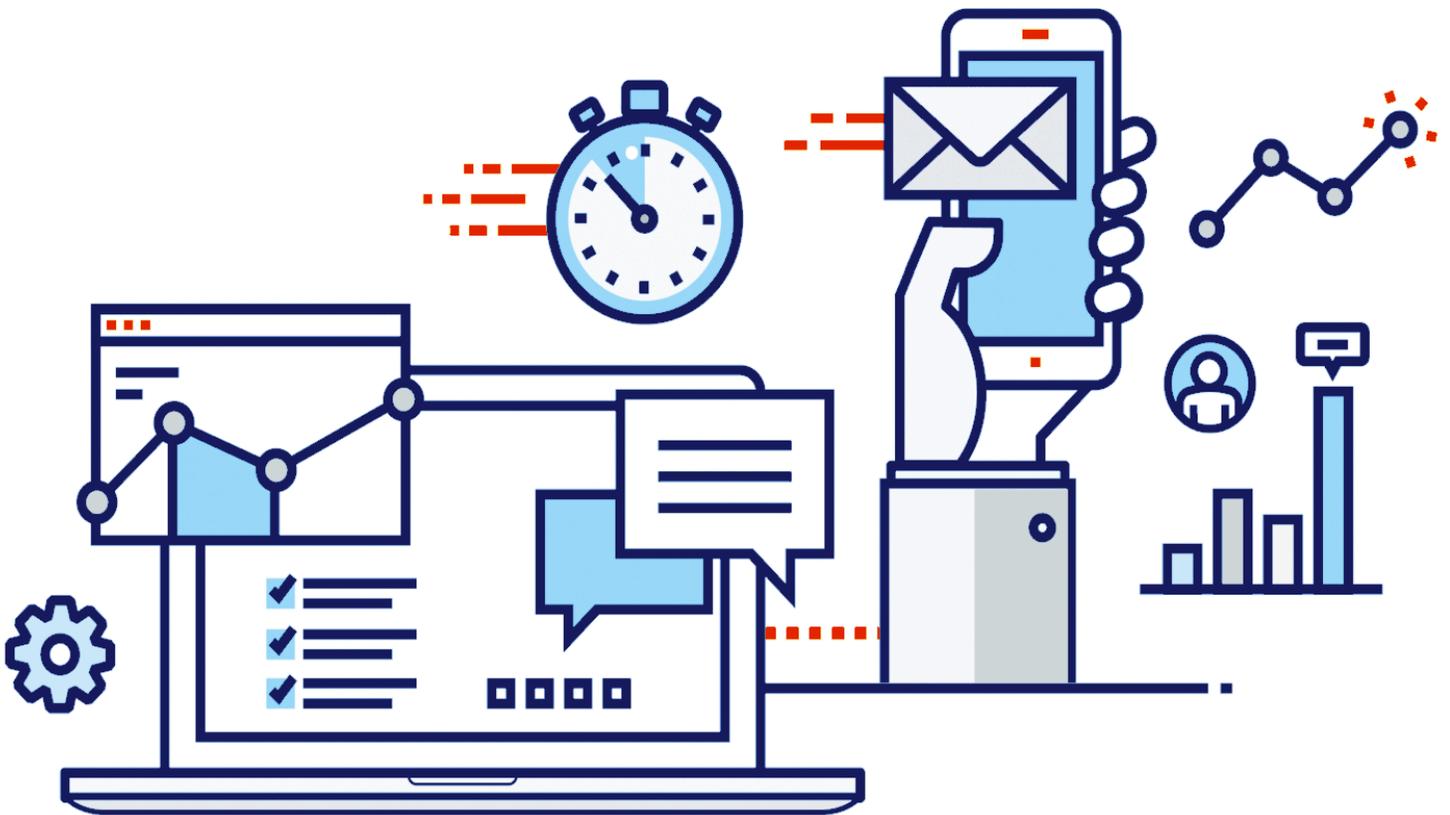


DIGITAL MARKETING STRATEGY PLAYBOOK

The Strategies You Need To Create
Digital Campaigns That Outmaneuver The Competition



DIGITAL MARKETING STRATEGY PLAYBOOK

Thrive in the "digital chaos."

People have become digital nomads. We surf, view, shop and consume content in our own unique ways. In fact, how each person used all the choices around is as unique as our own fingerprints.

To succeed, you need to be comfortable with increasing speed and thrive on change. As legendary racer Mario Andretti said, "If everything seems under control, you're just not going fast enough." This is very true for digital.

With all of this, how can smart brands come out on top? First, you need a playbook. Your strategy can't be based on throwing stuff at the wall and hoping it yields positive results. That's not sustainable, measurable, or necessarily connected to the organization's business objectives.

Enter The Digital Marketing Strategy Playbook

Every brand needs a template to serve as a blueprint to drive success. It must be structured enough to stay on track when things are working to keep improving, yet flexible enough so you can pivot when campaigns flop.

This 10-step playbook isn't complicated and will help most organizations go faster and farther. But know digital is not simple and the simple answer or path is rarely the best/right option. It is very straightforward, and these steps will put you on the right path to outmaneuver the competition.

1. Tell Everyone "Why us?"

Why should customers choose you? It sounds like a simple question, but you must be specific to give potential buyers the answer. In all of this chaos, people won't scroll over your laundry list of features or benefits to pick and choose. Tell them, why us!

Wondering how to do this? Write down the list of questions they ask every day. This simple exercise will give you the secret to delivering, "why us?" Also, it will improve SEO results as these are most likely the things people are searching for (over 70% of all searches are questions).

Digital marketing success requires you to show why you're the right brand, doing the right things, that are worthy of your target market's engagement and endorsement.

That is a very high bar. But, if you want to be "THE Brand" to your target market, not "A" brand among many this is where you have to go. Armed with the questions and answers people need to have answered, you can show how you are distinct and out-position the competition. Exceptional brands do this (think Zappos, Southwest Airlines, Nike, etc.). Also, they know that customers don't buy "what you do, they buy why you do it."

Once you can identify the core "Why?" of your organization, crafting an effective brand story, authentic messages, and engaging content will drive everything else you do. Southwest "connects people" and doesn't just transport them. This mindset drives all their marketing and digital engagement.

2. Show Your Are Distinct With Your Brand Story

Studies have shown that consumers encounter up to 20,000+ brands every day. But, only 12 leave an impression. If you want to be one of those 12, you must have a brand story that excites and inspires. Whether you are for-profit or non-profit, compelling stories, not sales pitches, cut through the noise and chaos.

For example, look at T-Mobile's brand story, "The Un-Carrier." What started as a way to show their difference over other cell providers became a rallying cry to give customers what they wanted. This is why T-Mobile has become the faster-growing carrier and a wild success. Their brand promise is two-sided - their guarantee to create products based on seeing the world the way customers see it and their promise to inspire them to see the brand distinct and decidedly better.

So, what's your organization's brand story? What is the "Why us that shows you are distinct?" This is where you need to understand the "jobs to be done" as people don't simply buy products or services, they 'hire' them to make progress in specific circumstances. Once you understand your customer's true needs/motivations, digital marketing becomes very straightforward and helps create order out of chaos.

3. Define Your SMART Goals

Recently, I was on the phone with the Chief Marketing Officer of a large global nonprofit who was looking into investing in a digital strategy. I asked her, "What are your top three goals?" and she answered, "We only have one goal: to end violence."

Well, that's...admirable. However, goals must be achievable and measurable in the short and long term if you're going to have any idea of if what you did worked. More importantly, this doesn't help answer the question, "why you?" People need to understand why they should engage, buy or support you. Without this, marketing is just a losing guessing game.

Start with one question, "what is going to best help us achieve our goals?" This is your North Star. Do you want to increase online donations by 25%? Do you want to get 10,000 email subscribers? Using SMART goals (Specific, Measurable, Attainable, Relevant, and Time-bound) with this question stops every idea from being equally good and bad. Now, there is one single basis for evaluation to guide your strategy.



4. Develop The Right Personas

If you want to tell a story that resonates, you first must understand who your target market really is or should be. Don't try to just brainstorm or guess at these. An often-ignored method for creating audience personas is to interview your audience. This can include one-on-one interviews and to get a pretty accurate portrait of who you are marketing to and what they actually want from a brand like yours.

You should aim to create 3-4 personas based on the types of people you need to attract and target. A complete persona will contain the person's background, career, values, goals, reservations, and decision-making tendencies. Create your personas. Post them on your wall. Name these fictitious individuals. Talk about them like you know them, as you do.

Most importantly, understand the five or six key questions they need to be answered to engage with your brand. This, again, is your secret sauce for digital. They ask, you answer. This is how you are going to build trust, drive SEO and show you are the right brand, doing the right things that are worthy of evangelism.

5. Identify The Moments That Matter

Once you're clear on your target audience, creating a moments map is the next step in the process. This is different from a journey map. Here, we will look for where, when and how people may interact with the brand and match that up with the content and experience they need at that moment.



You'll want to start with these questions:

- Where are the key points where customers need information and can encounter your organization online (or offline) move further with us?
- What content or experiences can we provide to show our value/distinction to help a user choose us?
- What makes them leave and what makes them come back?

The better you understand your audience's habits and behaviors, the more you will see the moments that matter to your audience. As you address their needs in these moments, you overwhelmingly show you are the right brand for them. Over time, they will evangelize you over others, supercharging all your marketing.

But you must help and show real value to your market. Remember, the difference between selling and helping is only two letters, but what a difference. People really value teachers and tend to really devalue salespeople. Everyone loves to buy but hates to be sold. Use this to be the brand doing the right things customer care about.

6. Focus On Your Customer's Channels

Here's where we start to get into the nitty-gritty of digital strategy. The number of social and digital channels out there is immense, and new ones pop up every week. This should not be viewed as a battle of platforms. It is a competition for information.

Another key is be great on the platforms that matter most to your audience. Research has shown that the most successful global brands only focus on 2 to 3 social platforms. The worst performers spread themselves across 4 or more. The reason is it is extremely hard to be exceptional without focus, even with their vast resources.

So, do that. Be awesome on the ones that matter and are used most by your customers. Then overlay these engagement channels onto your moments map. It will pretty it up and give you a clear direction on the types of content to create, where and when.

7. Leverage Content To Differentiate

Content is king. But last year there was 6 times more created, yet consumption was flat. This is because the vast majority of content is self-promoting or useless crap.

Don't be part of this problem. Be the solution. Find out what your audience wants and needs, and creatively provide it for them. People share what's good and follow brands that help and answer their questions. Ask yourself, is your content the most valuable it could be, and would you download, share and use it over your competitors? If the answer is no, stop now and fix it, now.

"Create content so valuable, people would be willing to pay for it." Jay Baer, author of the book Youtility

What do they think & feel?

- Keeps them up at night
- Major concerns and aspirations
- Really important to them

Who do they listen to?

- Friends
- Bosses or coworkers
- What people that matter say

What do they say & do?

- Behaviors
- Attitudes
- Appearance



What do they look at?

- Their environment
- Their friends or influencers
- Market trends

Discouraging Factors

- Fears
- Frustrations
- Obstacles

Encouraging Factors

- Desires or needs
- Success Criteria
- Challenges to overcome

DIGITAL MARKETING STRATEGY PLAYBOOK

8. Use A Content Calendar To Cut Through The Chaos

Content calendars provide ordered sanity as strategic goals require strategic tools. Also, they help you keep track and maximize all of your digital channels, content formats, deadlines, and deliverables. It should include benchmarks, events, staff responsibility for creating, approving, and publishing each piece of content. Take the time to draft a thorough calendar that considers events, times of year and moments that truly matter to your targets. This is a continual process to identify the needs of customers and the value your brand can provide.



9. Test, Test, and Test

Digital success starts with experiments, lots of them. Remember, this is digital chaos. To create order and make an impact, learn what works best for each aspect of your digital strategy. Then, put your full weight and effort into only the activities, tactics and that show real results.

Digital is about wins and lessons, not wins and losses

There are no failures within tests. You either succeed and see the path forward, or you learn. If you take this philosophy to heart, you will learn something with every test and build a learning/growth organization. Win/Win.

Also ask:

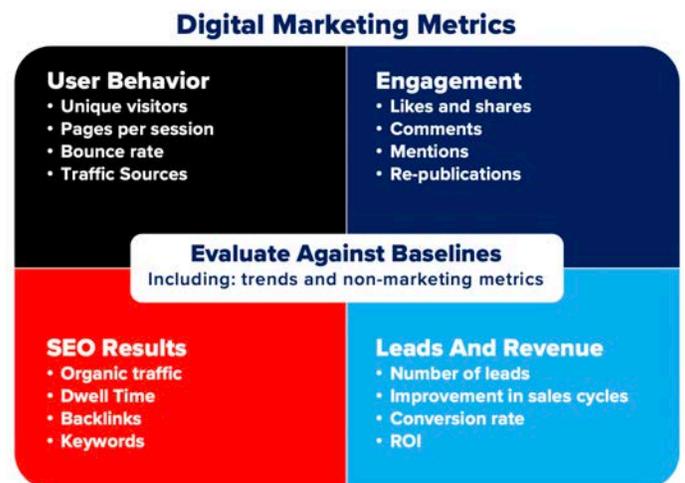
- “What if...?”
- “What comes next?”
- “What would we do if our best options are off the table?”

Without asking these simple questions, you run the risk of creating the next PR nightmare for your brand. The secret is to really pressure test ideas inside your own organization and not just put them out to see the response.

10. Measure And Look Beyond Just Simple Measures

There is no shortage of data in digital marketing. All the major platforms have analytics offerings and countless third-party platforms that offer all kinds of data reporting.

But before you dive into those choices, refer to your goals. Then you'll know which insights to focus on and measure. The best measures are not always simple ones. Trends, baselines, and other numbers length of sales cycle and marketing spend can all be used to show your digital efforts are working at a deeper level. Did that post attract new subscribers? Did the email campaign bring in donations?



Make Digital Marketing Greater Than The Sum Of Its Parts

Again, digital is very straightforward. However, the simple answer is rarely the best or even the right answer. Also, don't forget that this is a step-by-step process. You can't excel at later steps before you master earlier ones.

This is where reverse engineering comes into play. In digital, we never start with a blank piece of paper. Why? Digital marketing is a competition. You are competing for customers, loyalty, engagement, keywords, clicks, everything.

Constantly look for the gaps. The best leaders always have a keen eye to try to build a better mousetrap. I look for micro-opportunities, as opposed to life-changing ones. Because it is easier and faster to put a few micro ones together to get a bigger opportunity.

Therefore, you absolutely need to understand where and how your competitors are spending their efforts and what they are doing across the digital landscape. Critically, your goal should be to outsmart and outmaneuver the competition to make you're the envy of the market. When you do this, they stop marketing themselves and start trying to play catch up with you, a losing strategy in every case.

DIGITAL MARKETING STRATEGY PLAYBOOK

A perfect example is how Chick-Fil-A went after Popeye's and created a "chicken sandwich war." Chick-Fil-A owned the market and played into the game of the number 4 competitor in the market. In the process, they grew Popeye's sales, market share and made a competitor's digital marketing more powerful in the process.

This is precisely why you should be a student of the game of digital marketing. Great ideas are everywhere, and your job is not to create the next one out of thin air. Rather, your goal should be to understand best practices and create your brand's own version of awesome from all the ideas others have tried.



Bonus: The 6 Keys To Creating A Winning Digital Mindset

1. Push each other and your thinking before rushing to the same old "answer." Again, if the answer comes too easy, it is probably not the winning one.

2. Don't rely on dashboards & metrics alone — trust your wits and intellectual curiosity. With data and insights coming at us faster and in great quantities, asking questions and challenging what is right in front of us can be a superpower. Remember, what you see, is not all there is in digital or in life.

3. Always look for new insights, moments and never stop learning. The world is changing fast and change is accelerating. That means you need to strive to be one-step ahead always. You can only do that by becoming a lifelong learner.

4. There is no substitute for talking directly to customers and prospects. Digital is great and all brands can do amazing things with it that were unheard of just years ago. However, talking to your customers and using the magic phrase, "Help me understand..." will show you more about how to succeed than any survey or digital tool every will. Armed with this, digital becomes your tool kit to go great things and engage your audience like your competitors wish they could.

5. Fear nothing, fail fast, test everything and constantly ask "what if?" Digital is about constant experimentation. Test, test and test pricing, assumptions and value props, products, everything. But this requires that you fail fast and know that you only lose if you don't learn something from each trial. So do small tests, fail fast and early, then adapt, improvise and overcome.

6. Marketing has never been more challenging, but you are fully prepared to handle it. Yes, there is a lot to digital. But there is a lot more to use, learn and see as well. Today, the best digital marketing insights and ideas can be delivered right to your inbox by brands using all the points we discussed to engage you and drive your evangelism.

It all comes back to this intellectual curiosity. Just keep investigating, reading, and seeing what great brands do is your secret to outmaneuvering the competition. This is how you push your digital thinking and campaigns ahead.

And, that is the absolute beauty of digital marketing. When everyone is trying to be the right brand, doing the right thing to be worthy of our evangelism, we as marketers get a front-row seat to see world-class ideas and execution and use it to create our own version and set a new standard they have to meet.

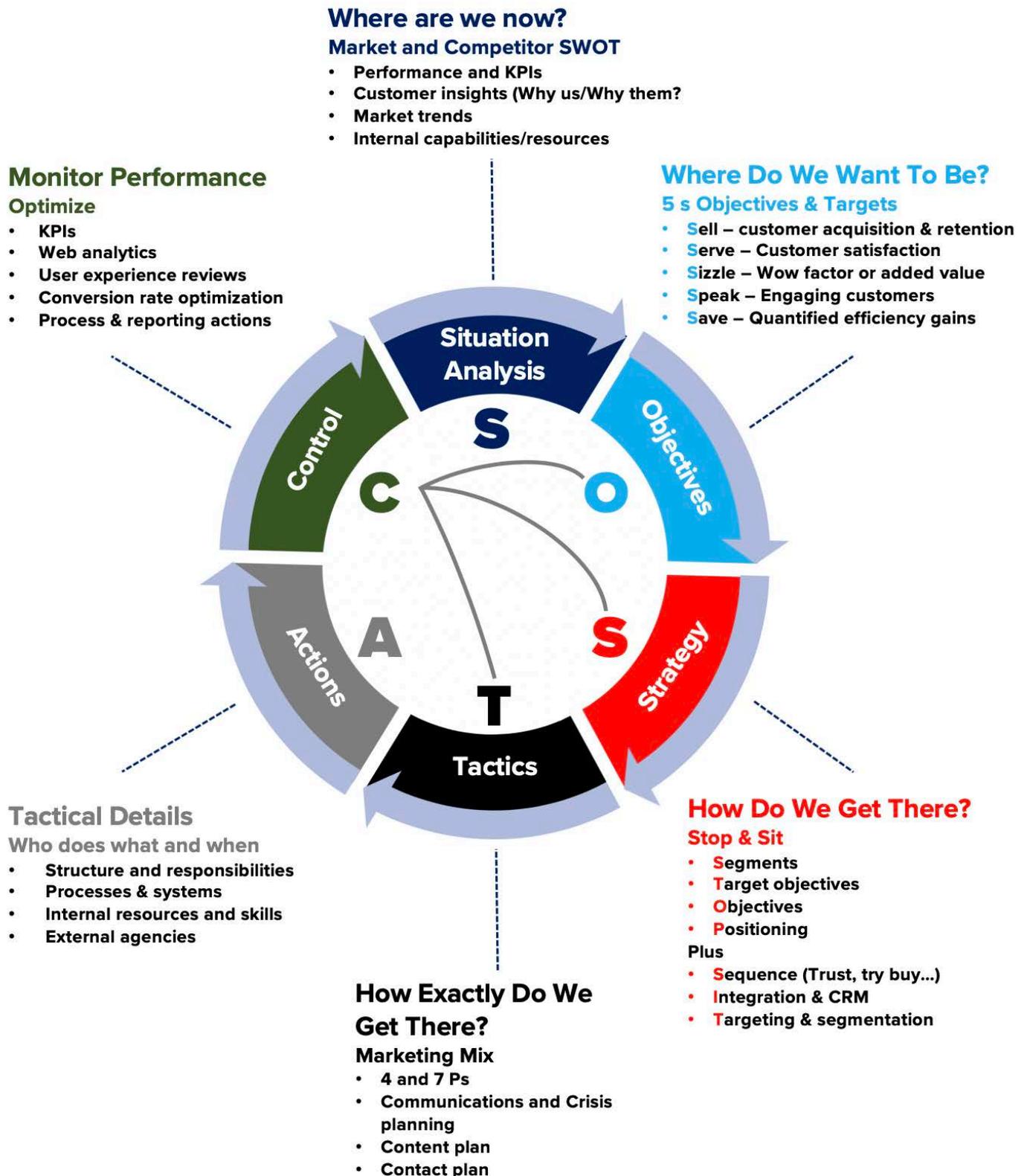
To see more thinking like this as well as templates and inspiration to create your own world-class digital campaigns, [click here](#).

DIGITAL MARKETING PLANNING SYSTEM



DIGITAL MARKETING STRATEGY PLAYBOOK

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DIGITAL MARKETING STRATEGY PLAYBOOK

DIGITAL MARKETING STRATEGY FRAMEWORK

OBJECTIVES

Reach & Brand Awareness

Interest & Engagement

Conversion

Retention & Advocacy

CHANNELS

Organic/Paid Search
Organic/Paid Social
Display
Referral
Direct
Affiliates
Online Public Relations

Organic/Paid Search
Organic/Paid Social
Display
Referral
Direct
Email
Affiliates

Organic/Paid Search
Organic/Paid Social
Display
Referral
Direct
Email
Affiliates

Organic/Paid Search
Organic/Paid Social
Referral
Email

DIGITAL MARKETING FUNNEL



STRATEGIES

- Content Marketing
- SEO/SEM
- Social Media
- Brand Marketing
- Digital & Native Advertising
- Digital Marketing Analytics

- Content Marketing
- SEO/SEM
- Social Media Marketing
- Email Marketing
- Marketing Automation
- Digital & Native Advertising
- Conversion Rate Optimization
- Digital Marketing Analytics

- Content Marketing
- SEO/SEM
- Social Media Marketing
- Email Marketing
- Marketing Automation
- Digital & Native Advertising
- Conversion Rate Optimization
- Digital Marketing Analytics

- Content Marketing
- SEO/SEM
- Social Media Marketing
- Loyalty Email Marketing
- Marketing Automation
- Digital & Native Advertising
- Conversion Rate Optimization
- Digital Marketing Analytics

DIGITAL MARKETING PROCESS



DIGITAL MARKETING STRATEGY PLAYBOOK

DIGITAL MARKETING CHEAT SHEET USER EXPERIENCE & OBJECTIVES

USER STAGE	STAGE DESCRIPTION	COMMON PERFORMANCE INDICATORS	USER TOUCHPOINTS	TRACKING DATA
1. AWARENESS	<p>The user's first introduction to your product or ministry. This can come through an active search</p> <p>(inbound marketing) or a promotion (outbound marketing).</p>	<ul style="list-style-type: none"> • Increase amount of clicks on ads • Decrease cost per click 	<ul style="list-style-type: none"> • Paid platforms (paid digital ads) • Earned platforms (advocates who share content for free) • Owned platforms (website & social media) • Leased platforms (third-party platforms to share our content) 	<ul style="list-style-type: none"> • Adobe Analytics • Summary Reports • Platform-specific analytics • Google Analytics
2. ENGAGEMENT	<p>You want your user to complete an action where they are interacting with your product or ministry</p> <p>(ex. clicking on an ad, reading a webpage).</p>	<ul style="list-style-type: none"> • Decrease bounce rate (when people leave immediately after clicking your link) • Increase time people are engaging with content • Decrease amount of people who leave before finishing desired actions 	<ul style="list-style-type: none"> • Your website and products • Soft call to actions (ex. Learn more, read more) • Your social media pages 	<ul style="list-style-type: none"> • Analytics • Summary reports • Platform-specific analytics • Website-specific analytics • Google Analytics
3. CONVERSION	<p>You want people to become users. A user is someone who takes an action that you've defined as valuable to your ministry (ex. download an app, sign up for emails, sign up for event).</p>	<ul style="list-style-type: none"> • Increase actions (sign up, download, donate, etc.) • Decrease the cost per lead (a lead is a person who gave you their information) 	<ul style="list-style-type: none"> • Email signups • Hard call to actions (ex. Signup, download) • Product/content downloads • Survey responses 	<ul style="list-style-type: none"> • Survey Analytics • Campaign specific tracking (this makes sure you can see what ads produced leads)
4. RETENTION	<p>Now you want your user to be a retained user. A retained user is someone who continues to take valuable actions with your ministry.</p>	<ul style="list-style-type: none"> • Increase engagement on content (likes, comments, shares, email opens, email clicks, etc.) • Decrease unsubscribes, unfollows and other opt-outs 	<ul style="list-style-type: none"> • Email campaigns • Product notifications • Social media posts/boosts 	<ul style="list-style-type: none"> • Adobe Campaigns (emails) • Social Media • Blogs/web content
5. ADVOCACY	<p>A retained user should eventually become an advocate. An advocate is a user who passes on positive word-of-mouth (WOM) messages about about your product or ministry to other people.</p>	<ul style="list-style-type: none"> • Improve ratings on owned & earned platforms • Increase content sharing/word of mouth 	<ul style="list-style-type: none"> • Any sharing by an advocate on a platform that is not our own (shared posts, mentions in comments, or third-party sites) 	<ul style="list-style-type: none"> • Analytics • Platform-specific analytics • Google Analytics

DIGITAL MARKETING STRATEGY PLAYBOOK

DIGITAL MARKETING CHEAT SHEET PAID MEDIA PERFORMANCE

CHANNEL	MARKETING GOALS	STEPS TO IMPLEMENT	TIPS TO GET THE BEST RESULTS
DISPLAY ADVERTISING Image or video advertisements that display on third party sites	<ul style="list-style-type: none"> Decrease the cost of each ad click Increase the amount of people that click on your ad 	<ol style="list-style-type: none"> Build your audience (age, demographic, interests, keywords etc.) in your advertising platform. Determine your budget and how long you want the ad to run. Create your ad & test it for mobile and desktop. Launch your ad. Check in on it after the first few days to see how it's performing. Adjust the ad if needed. After the ad has run, create a report summarizing the results & lessons learned from the ad. 	<ul style="list-style-type: none"> Once you have the emails of a clearly defined audience, you can also create a lookalike audience to reach more users. When designing your ad, be sure to optimize for a mobile experience first. Create A/B tests based on one variant (image, text, etc.) If you click rate is low, check that everything is working technically first then look into what you can optimize. If needed, you can also setup ad caps so your spend is controlled.
NATIVE ADVERTISING Advertisements that display as content on third party sites	<ul style="list-style-type: none"> Decrease the cost of each lead gained Increase the amount of people that click on your ad 	<ol style="list-style-type: none"> Build your audience (age, demographic, interests, keywords etc.) in your advertising platform. Determine your budget and how long you want the ad to run (if needed, you can also setup ad caps so your spend isn't too high). Create your ad & test it. Launch your ad. Check in on it after the first few days to see how it's performing. Adjust the ad if needed. After the ad has run, create a report summarizing the results & lessons learned from the ad. 	<ul style="list-style-type: none"> Once you have the emails of a clearly defined audience, you can also create a lookalike audience to reach more users. When designing your ad, be sure to optimize for a mobile experience first. Use analytics to identify where users are dropping off. Look at different user analytics (browser, device, etc.) to make sure that your don't have any technical issues. Try to decrease the number of steps to conversion. However, be sure to keep your focus on the content and not the conversion in the landing page design. When advertising a series, it's better to make native ads specific (an article) rather than general (the whole series). A/B test different conversion offers to see which resonates with your users.
SEARCH ENGINE MARKETING Advertisements that display as options in a search engine	<ul style="list-style-type: none"> Decrease the cost of each ad click Increase the amount of people that click on your ad 	<ol style="list-style-type: none"> Research relevant keywords & interest for the audience you want to target. Create your ad & test it. Launch your ad. Check in on it after the first few days to see how it's performing. Adjust the ad if needed. Create a report summarizing the results & lessons learned from the ad to be distributed on a regular basis (weekly, monthly) to key stakeholders. 	<ul style="list-style-type: none"> A/B test different images (if applicable) & messaging to see which resonates with your users. Start with a mix of different keywords and then move funds to the keywords that are most successful. It's better to have a more specific page for advertising (an article) than something that is more general (a series).
OFFLINE MEDIA Any non-digital advertisements (print, TV, Radio)	<ul style="list-style-type: none"> Improve site traffic Increase product-specific conversions 	<ol style="list-style-type: none"> Research the best third-party platform for sharing offline ads. Make sure they reach a very specific audience. When building ads, use an offline ad specific call to action (ex. phone number, QR code, unique landing page link) to accurately track the source of your users. Once ads are released, create "How did you hear about us?" options on website and other contact forms. After the ad has run, create a report summarizing the results & lessons learned from the ad. 	<ul style="list-style-type: none"> A/B test different images & messaging to see which resonates. Negotiate with third parties to reduce pricing and increase reach. Offline ads don't have as much tracking as digital ads. You can get good estimates based on analytics location and source of site traffic.

DIGITAL MARKETING STRATEGY PLAYBOOK

DIGITAL MARKETING CHEAT SHEET OWNED & EARNED MEDIA PERFORMANCE

CHANNEL	MARKETING GOALS	STEPS TO IMPLEMENT	TIPS TO GET THE BEST RESULTS
WEBSITE Advertisements that display on your website or other owned spaces	<ul style="list-style-type: none"> increase the amount of people that click your ad increase the amount of leads generated from your ad 	<ol style="list-style-type: none"> Determine how long you want the ad to run. Create your ad & test it. Launch your ad. Check in on it after the first few days to see how it's performing. Adjust the ad if needed. Create a report summarizing the results & lessons learned from the ad to be distributed on a regular basis (weekly, monthly) to key stakeholders. 	<ul style="list-style-type: none"> Use analytics to identify where users are dropping off. Look at different user analytics (browser, device, etc.). Try to decrease the number of steps to conversion. A/B test different conversion offers to see which resonates with your users. Make your website ads relevant to the behavior and interests of your site visitors.
INBOUND/CONTENT MARKETING Content and other resources that offers users value. Users will find you when researching things they desire.	<ul style="list-style-type: none"> improve acquisitions on call to actions lower bounce rates on resources 	<ol style="list-style-type: none"> Build your targeted audience (age, demographic, interests, keywords etc.) and budget. Research what your audience values and optimize your content based on audience values. Research search engine keywords and topics to make sure users can find your content easily. Launch on platforms such as blogs, social media posts, email campaigns, downloadable resources, video engagement, & more. Create a report summarizing the results & lessons learned from the campaigns to be distributed on a regular basis (weekly, monthly) to key stakeholders. 	<ul style="list-style-type: none"> Use analytics to identify engagement and conversion. Try to decrease the number of steps to conversion. However, be sure to keep your focus on the content and not the conversion in the landing page design. A/B test different conversion offers to see which resonates with your users. Keep up to date on emerging trends for your audience to connect your content to it. Conduct SEO Research to make sure that your content is getting a high traffic volume. Make sure your content is both engaging & optimized for conversion. After your users give their email, be sure to send them content they are interested in to encourage retention. This can be done using personalization and automation.
LOYALTY EMAILS Emails to your current users to encourage retention and advocacy	<ul style="list-style-type: none"> increase click rate on emailed content increase user sharing of content/resources 	<ol style="list-style-type: none"> Build monthly email template (mobile friendly) to subscribed users. Make this automated based on new content produced. After some tracking, automate content to your users personalized interests and send behavior-based trigger emails. Create a report summarizing the results & lessons learned from emails to be distributed on a regular basis (weekly, monthly) to key stakeholders. 	<ul style="list-style-type: none"> Emails should be mobile friendly and legible when images won't load. Keep call to actions minimal to prevent information overload. A/B test different offers to see which resonates with your users. Keep up to date on emerging trends for your audience to connect your content to it. Build calendars to prevent over-saturation of your subscribed users. Give users opt-out personalization to decrease total unsubscribes. Collect customer feedback on your emails regularly.
WORD OF MOUTH/SOCIAL MEDIA when customers or third parties share your content	<ul style="list-style-type: none"> Increase user distribution of content Increase users through social media efforts Increase company/user communication 	<ol style="list-style-type: none"> Research what your audience values (SEO, keywords, interests) and optimize your content/resource calendar based on audience values. Launch content and resources through your owned platforms to encourage engagement. Provide ways for users to share content and create value for sharing content (contests, giveaways, etc.). Provide ways for current & potential users to come back to your site for conversion. 	<ul style="list-style-type: none"> While contests & giveaways can drive word of mouth, asking for a user's opinion can also accomplish this. You can do testimonials/surveys to make the user feel noticed and valued. If able, collaborate with influencers on content to increase shareability. These influencers should be well known to your target demographic. Consistency is key. Make sure to produce and share content on a regular basis (daily, weekly, monthly). If possible, invest in interactive media such as video to increase shareability.

THE DEFINITIVE GUIDE TO DIGITAL MARKETING STRATEGY PLAYBOOK

DIGITAL MARKETING RESOURCES

[The Big Book of Digital Marketing](#)

The perfect resource for beginner to advanced digital marketers looking to learn new skills or hone existing ones.

[How to Model Your Customer's Mind](#)

60 Pages of Essential Tools & Concepts

[Know Your Customer's Jobs To Be Done](#)

Understand the "Jobs" framework and how it can transform your marketing and approach to your customers

[6 Steps to Put The Jobs- to-be-Done Theory into Practice](#)

The practice steps to take to become a "jobs" marketer and change what is possible for your brand

[How To Master Personalization](#)

A guide to engaging an infinite audience of one

[Marketing Psychology](#)

How to leverage and use digital and psychology together to transform engagement

[5 Ways Leading Brands Are Mastering Digital Behavior](#)

Learn digital best practices from the experts

[The Digital Marketing Guide For Small Business](#)

Being smaller doesn't mean you can't do huge things with digital

[How To Build An Inbound Marketing Strategy in 24 Hours](#)

In one day, you can start driving more customers to you

[Digital Growth Hacking](#)

100 hacks, strategies & techniques digital masters use to win

[Digital Marketing Tips, Tools and Examples](#)

Excerpts and work samples to inspire your own marketing, digital and strategic thinking

[The Ultimate Guide To SEO](#)

To help you achieve better ranking for your website, blog, brand, product or service in organic search results.

[The Ultimate Guide to Video Marketing](#)

Master the art of video marketing with these videos, templates, tips, and resources

[The Definitive Guide To Digital Advertising](#)

Where Mad Men and digital come together to drive real resulting online

[The Ultimate Guide to Content Marketing Strategy](#)

How to produce content so valuable your customers would pay you for it.

[The Inbound Marketing Book](#)

How to get found on Google, blogs and social

[The Content Marketing Checklist](#)

25 tips to improve your content marketing and engagement

[The Complete Guide To Reputation Management](#)

Manage your digital brand and how people view it

[How to Perform a Website Content Audit](#)

Tips and tricks digital masters use to guide their content marketing strategies

[The All-in-One Social Media Strategy eBook](#)

The tools, networks, and tactics you need to succeed with social

[How to Conduct a Digital Marketing Audit](#)

Tips and tricks that will improve your results exponentially

[How to Ace Your Positioning](#)

Guide and framework to build a rock-solid brand story and positioning