



Episode 14: Answers to 10 Common Marketing Questions

E14: ANSWERS TO 10 COMMON MARKETING QUESTIONS

00:01 Ken Franzen: That I didn't just make that stuff up. And I'm like, "Good point, good point." But, the other half of the consumers that are there, might by value. And I'm not saying, do make them up, don't make them up, have genuine customer testimonials. I lean on the side of, yes have customer testimonials, but take it up a level, take it up a notch. The internet is riddled with reviews. Tons and tons of reviews. There's lots of fake reviews. You can go on Fiber.com and pay someone to write 10 awesome reviews for your business, and they're likely to have those up by the time you make breakfast in the morning.

[chuckle]

00:43 Ken Franzen: It's fake things and that's the world that we live in, in the internet that we have at our fingertips. But, to add some validity to the testimonials, and some conviction behind what you're placing or stating your customers to say about you. Take it another step further, in either go with a case study, which is a more specific example of, here's a customer, they approached us with a problem, their problem was XYZ. Our company took that problem and provided the solution, which benefited 'em in these particular ways. Sure, you'd have that testimonial that Neon Goldfish helped our business grow 300% over the last year, blah, blah, blah. All good stuff, but now you have a specific example that a potential site visitor could connect to. They could say, "Hey, I have that same problem that you've now displayed was solved."

01:51 Justin Johnson: What about tying a video into that?

01:53 Ken Franzen: That would be the next step. Tying a video would even be better, and that would be the gold medal of these three options. If just the word testimonial was the bronze, and the case study was the silver, if you could add a video to this mix, or even a video period, that is awesome. Now, the video, hey sure, you can go on and go the full lengths of hiring a video production company and shooting the video and you're gonna have a killer video testimonial. You could also take that same cell phone that you were taking photos of, and I definitely suggest if you're shooting video with your phone, use a tripod because our hands are not as steady as we like to think they are.

[chuckle]

02:43 Ken Franzen: And you could shoot video of customer testimonial and with some simple editing software, have a nice video of one of your clients talking about their experience with your business. Now, that is much more believable. Now, could we also state, "Well maybe it was hired actors." Nobody's gonna go that far and hire talent and everything else of that nature.

03:06 Ken Franzen: I can't say nobody, I'm sure it's been done, but at any rate what you're really trying to do is, you're trying to leverage the good experiences, the customer satisfaction that you displayed, the level of care that you give to your clients and their appreciation through your website in some capacity and I think that just the more time that you spend on it, the better. We get lots of websites we build where we talk to them about using testimonials, and the common response is, "Yeah, go to my Facebook page, grab some nice things that were said there, and drop 'em in."

[overlapping conversation]

03:43 Ken Franzen: It's how much effort we put in, is how much return we're gonna get out of it, and so yeah, that does, "give us a testimonial" but, if we were to take that to the next level, and say "Okay Mr. Customer

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and Mrs. Customer, we can do that. However, Jan here, said she had a great experience. Do you know Jan? Well, Jan's one of our best customers." Alright, great. "Does Jan live in the area? Is she local to wherever we are?" "Yes, she's right around the corner." "Awesome, would Jan be willing to stop by and... " And sure, maybe you provide them an incentive, of "I'll buy you lunch, or give you 10% off your next order because you're taking time out of your day to do this" would Jan be willing to come...

04:28 Justin Johnson: Well worth it.

04:30 Ken Franzen: Sit down. Exactly, it's well worth it. Sit down and do a quick video testimonial. We'll send Jan a couple questions in advance. We'll have her prepared, so we're not catching her blindsided. We also want Jan to be able to put a little bit of thought into what she might say, and record it. And then we place that on the website and it has a little bit more impact. So your original question, should I be using testimonials or case studies? Yes.

04:57 Justin Johnson: Yes.

04:57 Ken Franzen: I think that you should. I think it goes a long way and I think the more effort that you put into that will yield better results from doing so.

05:08 Justin Johnson: Beautiful. Alright, so everyone is on Facebook these days, and so are probably quite a few buyers. Some people are on Facebook too much.

[chuckle]

05:23 Justin Johnson: The next question that we see quite a bit, is should I start using Facebook to run ads to my website?

05:34 Ken Franzen: Yeah. I think we touched on this earlier, and so let's rewind back when Facebook first started. We all created Facebook business pages, and we were able to communicate with anyone that followed our page fairly easily. And, as time progressed, the news feed algorithm changed and suppressed a lot of that once free exposure, and now Facebook, those dirty dogs want us to pay for it.

[overlapping conversation]

06:08 Justin Johnson: No! I can't talk to my 20,000 likes. My 20,000 people that, my fans anymore?

06:17 Ken Franzen: Well you can, it's just it takes a little bit more engagement from them for your message to be seen. So if you want your message to organically be seen by more, the more shares you have the more likes you have obviously that brings up the viewership. But this question's more geared towards how can we use Facebook to get in front of eyeballs that we aren't in front of right now? And that's where Facebook's gotten pretty sweet. Because they've been gathering all this data on everything we do, ultimate to case of Big Brother watching us, and they know what we like and what we dislike, our demographics. So to leverage that data that's available in the Facebook platform, you can create some pretty targeted campaigns which is nice. Because if you think about the strategy of really focusing in on your target buyer personas, knowing that information is half the battle and then the other half is just finding ways to get in front of those specific people. Not to go back to bash on anything traditional media wise but one of the biggest challenges that we

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face today when we look at a billboard or a radio campaign, is the rates you pay is for the total listening audience, or the total number of cars that drive past that billboard.

07:54 Justin Johnson: How many of those cars are actually interested in what you have to say, right?

07:58 Ken Franzen: That's exactly right. How many of those impressions, those listeners are actually your target market? And the answer likely is a very small percentage. But there's no way to really segment that out, so you have to pay for the entire market. So here you got the opportunity to really niche down and say, "I don't wanna pay for the people that have a high likelihood becoming my customer. I wanna easily determine..." And to set up one of these campaigns is not challenging at all. Facebook's done a great job of giving us the tools to go through and step by step build one of these ad campaigns and get in front of those. The nice thing about it right now, I'm saying this right now because I don't think this is going to be forever. Right now the price point is just awesome.

08:48 Justin Johnson: Dirt Cheap.

08:50 Ken Franzen: It is very, very, very inexpensive. The amount of exposure you can get, the number of eyeballs you can get in front for the actual cost is staggeringly inexpensive. So I love... And I think that if you were to ask me this question maybe even a year and a half ago, I probably wouldn't be so bullish on Facebook ads, but...

09:17 Justin Johnson: The targeting is a lot different than it was.

09:20 Ken Franzen: It is, it is a lot different and we've seen some really good success in some of the campaigns we've ran as well and so that alone has made me a lot more pro Facebook ads than maybe I would have been 18 months ago.

09:40 Justin Johnson: Sure. Good stuff. Now that I am doing my Facebook ads, I should probably consider doing some type of email outreach to touch all those precious contacts that I've generated. So I'm thinking about doing some outreach emails to people. What are the techniques that work best?

10:07 Ken Franzen: When you're talking outreach emails, you're really referencing... Just to lay a little foundation here. You're referencing using email directly, and probably more manually to go after either a cold or potentially warm target?

10:27 Justin Johnson: Yes.

10:29 Ken Franzen: Okay, yeah. So with that, my first staple is to identify, do some research on who exactly your target is to make sure that you're sending out to the right people. You wanna obviously convey a message that is going to connect with their interest, their challenges if... We can say something that's going to best scratch an itch they have, you're gonna get their attention and ultimately get them to open the email message rather than if we're too general or we're not doing the upfront research. Let's say we just buy a list of anyone, all females from the ages of 35-45 who like the color green and we're trying to sell them green socks, that might be a start but we could further define and try to get a more pointed list to go after if we're gonna go the route of purchasing a list, or even the case of... We do this here in Neon Goldfish. We do a lot of email outreach and we vet our targets pretty thoroughly. We look at who we're gonna after depending on

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the niche. And with that we identify which titles, which job positions, what type of organizations we research, I mean call it stalking, whatever you wanna call it but...

[chuckle]

12:05 Justin Johnson: Kinda stalking.

12:05 Ken Franzen: We are trying to find out as much... It's kinda is but you want to try to find out as much information, if you're selling a higher ticket item, and you have a high profile individual...

12:13 Justin Johnson: That you've spent time on.

12:15 Ken Franzen: Who you're trying to gain their attention. Well, think about this, they're likely getting more than just your email that day. Think about how many emails at your inbox, each day. From somebody you don't know, there better be something really compelling there. And if you can connect with something that is particular, perhaps they just won an award. Or perhaps they... That'd be awesome if you could find some type of news related item about that particular person, congratulate them on that and then try to make the introduction.

12:41 Justin Johnson: Kinda open their eyes.

12:42 Ken Franzen: That's just it. What can you do? And this goes back to the trade off of effort to reward or return. The more effort you put into researching, vetting, these individuals you're going to do outreach, the better results that you're going to get. Buying a list is easy. Anybody with a checkbook can do that. But the overall return, the open rate, the click through, that you're gonna receive on that is suspect. So let's just talk about a little bit about the message itself. The subject line. The most important component. Because that's what they're gonna first determine if it's something worth opening or not. And so you definitely want to get a subject line that... And start tracking the effectiveness of subject lines, see which ones perform well and which ones don't. Look at the message itself. Include visuals. Something that's gonna grab their attention right away. Include a headline that has some impact, that speaks to what matters to them most.

14:00 Justin Johnson: Should we do two emails that go out at the same time with different messages or anything along those lines?

14:09 Ken Franzen: If you wanted to... You're speaking of trying to do some split testing to evaluate maybe what worked best?

14:18 Justin Johnson: Yeah, just maybe one headline might work better then the other one and so that we can adjust. And maybe one email works better with photos than one that doesn't.

14:29 Ken Franzen: No, yeah. That's a great suggestion there. I mean the idea here would be testing. Whether you're doing split testing or even some individual straight-line testing is to see what does resonate and what doesn't. 'Cause once you find... And that's the quickest way to identify what is going to work and what's not going to work and it's kind of being like dipping your toe in the water to see what the temperature is. You'll be able to gauge and what you can adjust. And then once find that subject line in that message, that length of the email. Is it a six paragraph email or is it a two paragraph email? Does it include that photo you

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mentioned or does it not? Does it have a downloadable link that they can click on or is it a bottom of funnel, call me now? What is the overall message that we're trying to, or the conversion that we are trying to get? And then once you do figure out what works best, then obviously that becomes your winner. Now you might have a sequence of emails where they may not open the first one.

15:43 Justin Johnson: Yeah.

15:45 Ken Franzen: And it might take a couple attempts to actually get an open from them, but it doesn't mean that they don't know who you are. The old cliché, the squeaky wheel gets the grease, applies here right? How many... You do a lot of email outreach for Neon Goldfish, Justin. How many times have you found it sometimes takes to send an email before you might get an open or, before you get some type of recognition? Some type of "Oh yeah, it's Justin..." or you follow that with a phone call and they'd be like "Yeah, I got all your emails, I just haven't had a chance to get to 'em."

16:27 Justin Johnson: I'll tell you what. We do do a lot of outreach and most of the outreach we have set up is based around 10 to 12 touches. So maybe that's an email going out followed up by a phone call. But maybe you don't hear anything from 'em for... You send out three emails, you don't hear anything. You follow up with those phone calls and then you finally connect with that individual and they do, they say "Hey, yeah I've been getting those messages that you been sending me." But typically what we see is around that four to five email mark is when they actually start opening up some of those messages. You've called and you've left them a voicemail or something along those lines and you'll start seeing that, 'hey, they're remembering you', and then you can actually probably go back and track if they opened up any of your first emails after the fourth or fifth contact. So it's very effective but generally you don't see it until later on down that email sequence line. Maybe it's even when you decide to break up with 'em that... "Hey we feel that the information they've been sending me is valuable. I don't want 'em to stop." So at that point you can also get a lot of response and "Hey I am checking out the information that you're sending me. Please continue to do so", or reach out at that point.

17:57 Ken Franzen: No. That's interesting points that you bring up because I would gather that e-mail outreach attempts by most, don't make it to the four to five.

18:11 Justin Johnson: No.

18:11 Ken Franzen: Fourth or fifth attempt. I mean we read somewhere, I can't even remember this. You shared the article with me that was just fascinating that showed some types of sales cycles and again this depends on the product you're selling and the consumer you're selling to, but it could take up to 10, 15 attempts...

18:36 Justin Johnson: Oh yeah, Easily.

18:38 Ken Franzen: Before you actually connect with the customer.

18:40 Justin Johnson: Well, especially if it's cold.

18:44 Ken Franzen: Exactly. There's a lot of passive rapport building you're trying to do there. And you're trying desperately to get in front of... We wanna get them on a call to try to close that down but if it's cold



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like you said, there has to be some trust established and built up. So to go back to the beginning of this... Knowing your target, spending time crafting your message, your subject line that's geared towards what matters most to that target, and then building some frequency, with a message that's been tested to be effective is the winning formula there.

19:29 Justin Johnson: Absolutely. All good points on doing some e-mail outreach. The next question that comes up is kind of funny. My daughter, she's been... This is related to this, so my daughter has been playing with my wife's cell phone quite a bit lately, and she'll come over and show me this crazy puppy face on her phone and I don't know if your kids are doing this yet but Snapchat, it's a big one. And we get quite a few businesses that are asking us if they should be taking Snapchat seriously for their business.

20:16 Ken Franzen: Yeah, well, to answer your question, my kids have not... The two younger ones haven't. Claire the oldest, she's been playing with Snapchat a little bit, and I don't dare show the little ones. I call them my minions. They're... Gosh, they're the minions because that would be the end of... If Jack could put a puppy face on L then it is all over. [chuckle] But you're taking... This platform is perceived for play and goofing around, and the question is, can it be used seriously for your business? And the answer is, yes, if your audience is Snapchat users...

21:01 Justin Johnson: Yeah,

21:04 Ken Franzen: Yeah, there's a great opportunity. I think one of the best parts about is everyone knows about Facebook. Everyone's starting to flock towards Facebook. Everyone's comfortable with using Facebook. But if you look at Snapchat... What is there, like over a 100 million daily users on Snapchat?

21:24 Justin Johnson: It's more than that. I think it's like 150. It's ridiculous.

21:30 Ken Franzen: And so think about that 150 million daily active users. They can't all be making puppy faces.

21:38 Justin Johnson: [laughter] I hope not.

21:41 Ken Franzen: But I've been on there I went and...

21:45 Justin Johnson: Come on, have you made a puppy face?

21:47 Ken Franzen: No, I haven't, no, I have not. And I actually can say that with a straight face that I have not done the puppy face yet.

21:54 Justin Johnson: I think you should do one and post it in the show notes. [chuckle]

21:56 Ken Franzen: That would be kind of funny. I think it would be hilarious. But what I have done is I've went in... Some of the influencers that I follow, Gary V, Gary Vaynerchuk he is...

22:09 Justin Johnson: He's a big Snap-chatter.

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22:11 Ken Franzen: He's a big Snap-chatter, and I love that it's another platform he's reaching another audience. And what is it? It's video. And so if you think about anyone out there that's producing video, and they want to communicate with an audience. So if you think about... Let's figure out what the target Snapchat user is like and if that fits your buyer persona. I'd guess that we have a lot of millennials on there that are using... I know my niece and nephew are Snapchat junkies. But just the numbers alone and the people that you can connect to, if it aligns with your target market, go for it. And the biggest opportunity is the lack of marketers that are using this platform. Because most aren't. Most are dismissing that...

23:07 Ken Franzen: It's virtually untapped right now.

23:09 Ken Franzen: A platform like Snapchat... Exactly. So if you think about that, it's a pond with few fish swimming around in it. And you have an opportunity here to either go, let's say to Google and compete with all the fish, some of the biggest fish out there. Go to Facebook where the pond is getting larger and the fish are getting bigger, or you can adopt and dominate a platform that is... It's growing every day. More and more people are going to flock to it. The competition is only getting thicker but I think that if it lined... If it's in alignment with your goals and your strategies capitalize on it. I don't see a reason not to.

23:48 Justin Johnson: Good stuff. So go make yourself a puppy face and get that ready to be posted for all of our lovely listeners. Alright next up, responsive web design buzzword from, I don't know, when did that pop up about...

24:06 Ken Franzen: Couple years ago.

24:06 Justin Johnson: Couple years ago. But then Google came out with some information that said, "If your website was not responsive that you're gonna get penalized and all this crazy stuff was gonna happen to you." Does it matter if my website is mobile ready or not?

24:25 Ken Franzen: Yes. This is actually an interesting question. It was a big topic a couple of years ago, and then not too long ago, I'd have to pull the date and we'll add that to the show notes as well. Pull the date of the notice where Google said that they were going to start prioritizing websites that were mobile responsive. And everyone thought...

24:43 Justin Johnson: How many phone calls did you get?

[chuckle]

24:45 Justin Johnson: I mean it was crazy.

24:48 Ken Franzen: There was quite a bit. 'cause I think there was this mass e-mail that went out to every Google user on the planet.

24:54 Justin Johnson: What's gonna happen to my website, is it gone tomorrow?

24:56 Ken Franzen: Right. And that was a common question. And the nice thing was, we had already been building websites to be mobile ready for a long, long time at that point. So, the majority of our clients that had had their site re-done were already geared up for this change. And to save anyone from freakin' out right

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now, if your website's not mobile responsive right now at this very moment, and I'll explain what that means, it doesn't mean it disappeared from Google. It just means that Google's giving preference to those that have mobile responsive websites over those that aren't. It's a search signal now. And the reason why, we are a society that now uses mobile devices more than desktops. And so, we have that darn cell phone that we're usin' to use shoot photos and videos of our testimonials, but we're also usin' it for searching for everything from A to Z. And so, when we start to see in the Google analytics or in any of your website metrics the trend of, out of this number of site visitors, more coming from mobile than desktop, that's just proof in the pudding that it's already happened. And it happened a lot quicker than I anticipated... That taken down.

26:22 Ken Franzen: So let's back up. Let's talk about what it means for a website to be responsive. So, when cell phones first started coming out, we went from our dumb phones to our smart phones, that whole transition. We identified that the websites looked like garbage on that small screen because they got all smooshed down. So, back then we created a mobile version of a website and that was a separate web entity, a different web property, that would recognize if the search was coming from mobile device it would display a different appearing website. Which worked great until all the cell phone manufacturers started makin' all these different sized cell phones. And then tablets hit the market and now we have another screen size. And so...

27:13 Justin Johnson: It's like building for 25 devices all at the same time.

27:16 Ken Franzen: It was fun. And also I think what was more of a headache back then was, you made an update to the full version or the desktop version of a website, you then had to go and make that same addition or update to the mobile version of the website. So, we began the idea of a responsive design came to light and what a responsive website design does is rather than being a fixed website with fixed proportions and things all this, it actually expands to the width of the screen upon which the website's being viewed. And what that means basically is the letters, you know your fonts don't shrink down to be teeny tiny, your navigation will re-arrange, so if you're lookin' at it in a mobile device likely the navigation will collapse into the very common three line toggle menu button that you see at the top of a lot of mobile versions of websites.

28:19 Ken Franzen: And, you know an easy way to see if a website's responsive, if you want to check real quick and see if your website's responsive one of the easiest ways is open up your website in a browser window on your desktop, and grab the corner of your browser window and just slide it left or right, and see if the elements of your webpage re-arrange or if you get a horizontal sliding menu... Or excuse me, a horizontal scroll bar. That's one of the easiest ways. A lot of websites are mobile responsive these days. It's been somethin' that's been around for awhile. But the thing that we see still quite a bit is there's still a lot that aren't. And so...

29:02 Justin Johnson: Yeah.

29:04 Ken Franzen: We've touched on you know Google gives preference to those that are mobile ready or mobile responsive. We've also touched on, you know, another reason being that it's easier to update if you have a mobile responsive website than if maybe... If you have one of those mobile versions of a website, you definitely want to make that change. But I think the biggest item that should be considered is, the users, the visitors to your website, and the experience they have. If their pulling it up on the phone and you're serving up a shrunken version of your website that they have to, you can't really visualize this through the podcast,



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but you gotta to do the pinchy finger thing, right? You gotta to expand the page. Find the button you want on the navigation. You click on that button and then the new page reloads. And then you gotta make the text area bigger 'cause it's too small for anyone except for someone with a microscope to read. So, these are all reasons why you really should make the switch, if your website is not mobile responsive. And even if you don't care about where you show up in Google, do it for your users. Do it for the consumers, man.

30:20 Justin Johnson: Do it for the consumers. I mean, 50% of our visitors are mobile, so...

30:27 Ken Franzen: In most websites, it's more than that. It's amazing when you're pulling the analytics reports up and just jump in your analytics reports and just look, I would be willing to bet that 80% of the websites that we manage have more mobile views, more mobile visitors...

30:48 Justin Johnson: Probably.

30:48 Ken Franzen: Than they do desktop visitors, without a doubt. I've never really went through and tallied it all up, but, I know that with the exception of a few that I can think of right now, all of 'em, all except for a few, are for sure getting more mobile, mobile visitors. So, do it, people.

31:07 Justin Johnson: Good, good stuff. Do it for the consumers, people. Do it for the consumers.

[chuckle]

31:13 Justin Johnson: All right. So next up is focused on content, which we've talked quite a bit about in a few of our recent podcasts. Everybody is always talking about content is king and you need to make sure you're creating new content and all that good stuff. Why is content marketing so important?

31:38 Ken Franzen: Well, content marketing does a lot of things for you in your marketing efforts. For starts, and I think my favorite, is it positions you as the expert or as an expert in your industry. When you're having, creating conversations... So for content marketing, we're talking anything from blogposts to infographics, to explainer videos, or any video for that argument.

32:04 Justin Johnson: Educational things, right?

32:07 Ken Franzen: Educational things, a podcast. I mean, this podcast we're doing right now is a component of content marketing. These are all different channels of which we are sending out, distributing our thoughts, our expertise, our weigh-ins on anything related to our particular industry in different modes that can be consumed in different ways. So with the creation of these, it positions you as an industry expert. You're actually having a conversation or writing an article about something that relates to your industry that you hope will help consumers that are interested in the topic that you're talking about. And so that alone I think is the most important component of content marketing. Now with that, what are some of the other benefits that make it even more important? I just explained a bunch of different avenues that people can find you now. So, if you're creating video, you place that video on YouTube or Snapchat, or if you're creating a podcast, you have it on iTunes and Google Play. Your blogpost is on your blog, but you're trying to promote that to maybe other influencers and all those are avenues to attract visitors to your website and to promote your brand and build that credibility.

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33:48 Ken Franzen: So I think that this is... They're all just different ways and all of our consumers, all of our target buyer personas, we can't... We don't have the time or the energy or even the desire to participate in all of these different content marketing mediums. Which should we spend our time on? And the answer would really just boil down to; Which medium, which mode of content consumption does your buyer persona care about most? What do they like to... How do they like to take in their content? And go with that route. If they're a route that likes to read, then blog your heart away. If they're not readers and they like to watch video, then get the camera going and start recording some video. But the other bi-standard to doing all this... It doesn't happen without effort, but the more content you produce, the more you'll be found. But also, if your content is... Well, let's just assume that it's good content. If it's great content, it's likely going to be referenced or linked to by others that are in your industry. So let's just say you created a how to guide on... How to guide on creating your own golf cart mats.

[laughter]

35:22 Justin Johnson: We're back to golf cart mats...

35:24 Ken Franzen: There we go, we're back to golf cart mats.

[laughter]

35:27 Justin Johnson: Now we're gonna be able to find us.

35:28 Ken Franzen: And it was a step by step. We're gonna find... I'm gonna find a picture of a golf cart mat before it's all over.

35:34 Justin Johnson: You're gonna build golf cart or something. You just haven't told us about it.

35:39 Ken Franzen: No, although, I would love to, I'm not. And so, let's say you created this how-to guide, and it is just kickass. It covers all the steps start to finish. It includes a video and a step by step text explanation because you wanna cover both angles of your listening audience or your target audience and you have a company that does build golf carts who's like, "This is awesome." And they read a blog post, and they're like, "You know what? If you were interested in building golf cart mats, go check out the link to Justin and Ken's golf cart mat company. They've got it. These guys nailed it." And you get a link to your website which builds your credibility in the search engine and boosts...

36:22 Justin Johnson: [36:22] ____ Crushin' it.

36:24 Ken Franzen: Exactly. So that would be another bi-standard for making... For content or an indirect benefit for content marketing participation. So, again, to recap, I love the credibility aspect. You position yourself as a thought leader but it's gonna get you more traffic to your website and it's gonna help you get some of those inbound links that are so precious when it comes to organic searches.

36:49 Justin Johnson: Sweet. Everybody go out there and get yourself some golf cart mats or at least learn how, here with Justin and Ken. Alright, so good stuff. We all have a good understanding of why content marketing is so important for our businesses. Does the frequency of putting up content matter? Just how often should I blog? What should I be blogging about?

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37:18 Ken Franzen: That's a very good question because when we're having this conversation about content marketing, a lot of times there isn't a strategy in place and there's no activity being done and the idea behind... The blog is the easiest one, really. Most websites have a blog component of some sort. You open up, you start jammin' away at the keyboard, piecing together something that connects well with and has thorough and... Explaining a particular item about your business. Let's just talk about the blogs. Everyone's first question is, "Okay, I'll blog. How many times a year do I need to blog?" Or, "How many times a week do I need to blog? Do I need to blog every day? Do I need to blog several times a day?" The answer is consistently and frequently. But it really is based on how much time you have available to devote really to that activity. I always say... It's kinda like we're here into the beginning of the new year and lots of people started new health regimens and sometimes you go in to a... They get a new gym membership and I'm gonna go every day. And they go the first...

38:35 Justin Johnson: Four days.

38:37 Ken Franzen: Four days. And then they're like, "Well, not every day. Every other day." Because they go in too hard, too hot, too heavy. It's too much of a shock on their schedule. Or they're sore or whatever it might be.

38:50 Justin Johnson: Ease in.

38:50 Ken Franzen: And then they go every other day, "I'm just kiddin'. I'm done." And so what happens is, you need to be realistic in your goals and how much time you have to devote to an activity like blogging. It does take time. There's the step in figuring out what your topic is going to be and then researching that particular topic, actually writing a blog post itself, and then the last component, which is super important, is outreach to try to promote your content and to get in front of as many eyeballs as possible. If you can do that every day then you're gonna be further ahead than the person that can only do it once a month. But be realistic in the goals that you set for yourself. And, you have to put that time on the calendar. If you don't write it down and you don't make the time to say, "Wednesday mornings from 9:00 until noon, every week, I'm doing blogging activity." Or maybe your calendar is jam packed between 7:00 AM and 5:00 PM, and you're like Justin, and I and you've got kids to run to sports and dinner to throw at 'em and clean up and bedtime and stories and baths and all that fun stuff...

40:06 Justin Johnson: It has to be scheduled.

40:09 Ken Franzen: Or maybe it's at 10 o'clock where you're like, "Okay, everybody's to bed. I'm kinda mellowed out here." I find early in the mornings when I'm most creative, I got a good night's sleep, my brain's kinda charged a little bit more and it's not drained at the end of the day. So, early in the morning is when I find myself to be most creative, but as you just reiterated there, putting it on a calendar is super important. To step back, though, the other part of your question... The frequency depends on your schedule, but commit to something and stick to it. It's a long play. It's not something you're gonna see immediate benefits to. You're gonna have to say, "Alright. I'm gonna blog and I'm gonna continue to blog."

40:51 Ken Franzen: I would say if you have the choice between frequency, quantity or quality? Go with quality all day long. If you say, "Alright. I have four hours to devote. In four hours' time I could crank out one really good blog post or I could crank out four glorified tweets." Then, go for the one really good... A really

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good blog post minus the outreach could conceivably be done in four hours. Definitely go for the quality. The more thorough you cover a topic, the more value that you can present and bring to the person reading that blog post, the more value it's gonna bring to... The more return you're gonna see on it for your business. Now with topics. Topics are the one thing that, "Alright. What do I write about? Do I write about awards that I won? Do I write about new jobs that maybe my company was presented?" Sure. Company news is awesome. Industry news, things that are going on within your industry.

41:58 Ken Franzen: Maybe you have a trade publication or a magazine that you subscribe to and they are talkin' about a particular article that you read and you're like, "You know, I've read this and digested it and I have some things that I'd like to say about it." Perfect, that's a great blog topic. It's relevant. I like evergreen content that's going to be meaningful today and couple years down the road so we can continue to get traffic from it. It's gotta be a question and that's my biggest topic generator's common questions. The common questions, that we're covering in this podcast right now are all great blog topics. And there are gonna be questions that are relevant today. And there are gonna be questions that are for the most part are gonna be relevant six months from now or two years from now. Maybe there's gonna be some twist that Facebook Ad thing will be different, responsive web design won't be quite as hot-a-topic. But there'll be something there to will replace that.

42:55 Justin Johnson: But they'll still be looking for it, though.

43:00 Ken Franzen: Very true. Very true. So topic ideas, common questions, industry news, company news, tutorials, how to make your own golf cart mats?

43:08 Justin Johnson: Golf cart mats.

43:09 Ken Franzen: Exactly. Exactly. Or educational pieces. We talked about really... It kinda ties with the 'how-to' guides but maybe it's to learn really the ins and outs of features benefits of somethin' that's brand new that you don't know anything about. So those are some and if you can't come up with... I mean, try not to come up with 50 to a 100 topic ideas, just off of common questions you're asked. And don't go so broad as, 'What's the most common type of widget out there?' Now, get into the nitty-gritty down to the very specific questions because if you've heard that question asked to you individually, there's likely thousands of people out there in the world that are askin' that very question. And we all use Google as a... Kind of more of a... Ask Jeeves was on to somethin' before Google really figured it out, but we all ask Google now questions more than, I think anything. I type in questions in to Google all the time.

44:19 Justin Johnson: They've even got that cool new speaker out that you can set right on your desk and ask it questions and it responds.

44:28 Ken Franzen: Oh yeah, the... You're talking about the speaker where the dad's reading his daughter the book and he's askin' what the sound that the whale makes?

44:36 Justin Johnson: Yes.

44:39 Ken Franzen: Oh man. That is...

[overlapping conversation]

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44:42 Justin Johnson: It's awesome. Tell you what...

[overlapping conversation]

44:43 Ken Franzen: We're gonna be so lazy.

44:43 Justin Johnson: Sits on your desk, you can ask it any question and get the answer right there. How easy is that?

44:51 Ken Franzen: My first thought when I saw that commercial was, "Google, can you babysit my kid for me? Google, can you make me a pizza?" Because, how lazy are we that we... No, it's convenience of technology that was advancing but I'm just, you gotta chuckle.

45:05 Justin Johnson: That's funny.

45:06 Ken Franzen: It makes you think back to that movie WALL-E where all the humans are just layin' on those floating couches, whatever they are and we're just gettin' fat. We can't even get up. We don't even function anymore because everything's so automated. It's scary but it's so true.

45:23 Justin Johnson: That's the times we're in. Alright, so we do all this cool new content marketing and blogging and all that good stuff. I want to start promoting some of that content somehow. However, maybe I have a smaller budget. So next stop would be, 'What is the best route to go for paid search on a limited budget for either Google AdWords or any type of social platform, PPC platform?'

46:03 Ken Franzen: A lot of times that we're lookin' at the strategy we want to implement in the budget is a common... It's a main dictator of what we can and can't do. And so this is often times. Do we have to choose if or... Either Google... Let's say, AdWords or let's just for the sake of what we've been talking about this entire time, that we targeted boostin' ads on Facebook. Which route do we go? I've think that whenever this could be a cop out. Whatever aligns with your goals the best. And really, you gotta think about the differences between the two platforms. There is a difference between the users there. With Google, we go to Google with questions. We're going to seek informations.

47:04 Justin Johnson: Right.

47:05 Ken Franzen: So we wanna know what sound the whale makes, right? So we ask Google. Or we want to know a recipe for, I need a crock-pot recipe for pork loin because I got a swim meet tomorrow night. I need to get somethin' that's gonna be ready for me when I get home. I can chow down and head to the swim meet. Or we want to know the best strategy for comin' up with a campaign for our church event, fundraising event. Whatever that might be, we often times gravitate towards Google for that. Rarely, do we go to Facebook for that. We don't go to Facebook and ask what sound a whale makes 'cause that would be really weird. We go to Facebook for social enjoyment. We go to Facebook to kinda see what's going on for entertainment, for killing time in the car, waiting for an appointment, at the doctor's office. Whatever it might be. We're on Facebook, but it's... We're being served up ads there in more of a creative way. Similar to that billboard that's on the side of the road. With the exception that we can position now our billboard only in front of relevant items.

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48:26 Justin Johnson: Yeah.

48:29 Ken Franzen: So the two main differences I see, between Google AdWords and Facebook Ads is the consumer that the intent of the person being on that platform. Are they there seeking information or they're there as an active seeking information or as a passive ads that we're positioning in front of 'em? Both work, both are great. And the other is the cost. You're not always going to but you're likely gonna pay more on Google AdWords for a click than you would on Facebook.

49:05 Justin Johnson: Yeah.

49:07 Ken Franzen: And so, to go back to what you may have mentioned that once before, like does it make sense to test? I love testing. Because we don't have to commit to either one with a giant budget. Let's say we have a budget of \$500. You know, let's dip our toe in each bucket a little bit and see which one. Because where you might get... Lets say that you pay \$500, let's say you split it up to \$250, \$250. And you run a one week campaign on each platform. Lets say that you only get 15 leads, 15 clicks, that turn into leads off Google, you might... You don't pay for the lead, you're paying for the clicks there. You might get 100 clicks on Facebook, spend that same \$250 but only get five leads.

49:53 Justin Johnson: Yeah, true.

49:55 Ken Franzen: At the end of the day, where did your \$250 go and get you further? And so that is some testing that you gotta play with and do and obviously I think both platforms are really viable. But running those test campaigns and seeing what works best. And then do yourself a favor, whatever platform, and do your test definitely run it with this, create a landing page. In the landing page, use verbiage and photos, with a call to action, whatever the conversion you want them to do. If you want them to fill out a form to get a free consultation. If you want them to download your ebook. If you want them to like your page, I guess that would be definitely towards Facebook, but whatever it is that you want them to do, drive it to a landing page, and not to the home page of your website. We see this too, too, too, too, too many times and they're deluding your... It's kind of like you're signing on...

50:54 Justin Johnson: One, you're gonna pay for 'em and two, you're gonna send them to a page that's relevant as opposed to not.

51:01 Ken Franzen: Exactly. Exactly. I mean, you're basically saying, I want you to guide people, I wanna pay for you to be my guide. But once you deliver them, are you going to say, here's the exact room in my house you were looking for, or...

51:14 Justin Johnson: Good Luck.

51:14 Ken Franzen: Here's the front door, good luck finding the room. Send them to the damn room they're looking for.

51:20 Justin Johnson: Good stuff. All right, so all very, very, very good stuff on the 10 common marketing questions that we get. We are running a little bit longer than an hour today, so I think that we're gonna wrap it up for today. We wanna thank you guys again for listening to our Q&A conversation. Be sure to check out

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