

# The Three Digital Marketing Pillars for B2B Business Owners

Walter Lim

Founder and Chief Content Strategist of Cooler Insights

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# COOLER INSIGHTS









# Conversion — How to Build a Highly Converting Website

# What is Conversion Rate Optimization (CRO)?

**Conversion Rate:** *Percentage of your visitors who hit a certain goal after going through piece of content on your channel.*

From this, we can define **Conversion Rate Optimization** as follows:

*Conversion Rate Optimization: The art and science of using a variety of techniques and tools to improve the conversion rate of a website, email, social media page, or other marketing channel.*

# Why CRO Works

- Converts more of visitors into customers.
- Increases conversion rate to improve profits more than growing your topline revenue
- Improve traffic to your website
- Few companies use CRO techniques—hence you'll enjoy a first-mover advantage!

***Visitors x Conversion Rate x Customer Lifetime Value = Revenue***



# DiPS: A Three-Step CRO Technique

**DiPS =**  
**Diagnose →**  
**Problem →**  
**Solution**



## Diagnose

- Use online tools to analyse web problems
- Conduct User Studies



## Problem

- Identify the problem areas (blockages)
- Narrow down into types eg design, content, and pages



## Solution

- Apply the best practice to improve problem areas
- Test and evaluate with previous results



# How to Analyse Your Website Problems

1. Web Analytics
2. Click Maps/ Heat Maps
3. Session Recording Tools
4. Form-analytics Software
5. Conduct Survey
6. Method Marketing
7. Do a User Test
8. Study Competitors





# 1. Web Analytics

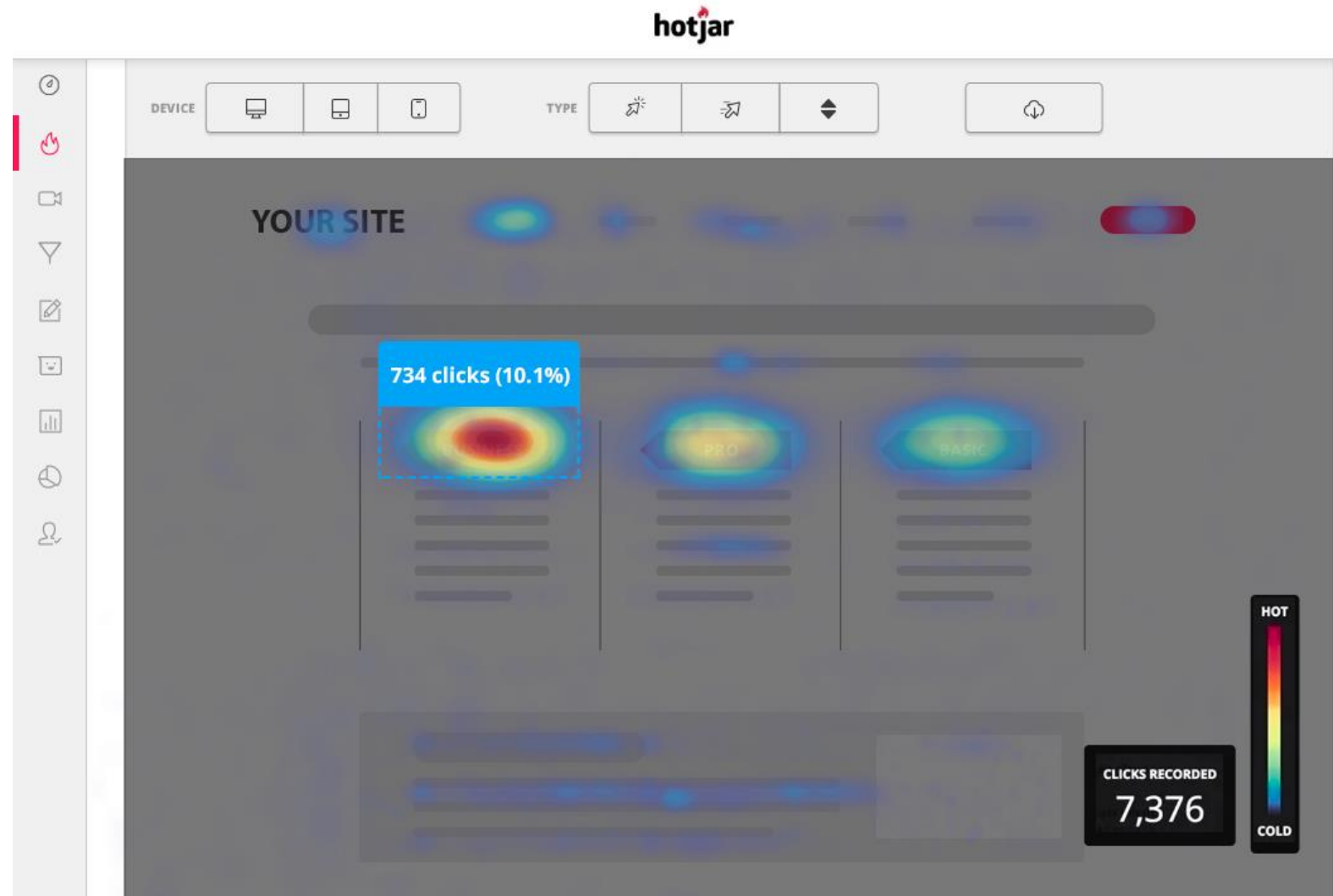
Acquisition			Behavior			Conversions		
Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
2,195 % of Total: 100.00% (2,195)	2,120 % of Total: 100.05% (2,119)	2,586 % of Total: 100.00% (2,586)	78.81% Avg for View: 78.81% (0.00%)	1.66 Avg for View: 1.66 (0.00%)	00:01:20 Avg for View: 00:01:20 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1,738 (78.39%)	1,680 (79.25%)	1,969 (76.14%)	82.28%	1.52	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
293 (13.22%)	288 (13.58%)	345 (13.34%)	79.13%	1.52	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
92 (4.15%)	79 (3.73%)	116 (4.49%)	37.93%	3.88	00:04:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
76 (3.43%)	60 (2.83%)	120 (4.64%)	74.17%	1.64	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
17 (0.77%)	13 (0.61%)	35 (1.35%)	34.29%	3.66	00:05:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
1 (0.05%)	0 (0.00%)	1 (0.04%)	0.00%	4.00	00:10:34	0.00%	0 (0.00%)	\$0.00 (0.00%)

[Google Analytics](#) is the key tool here, but you can also use others like Adobe Analytics, Webtrends, Quantcast Measure, Kissmetrics and more.

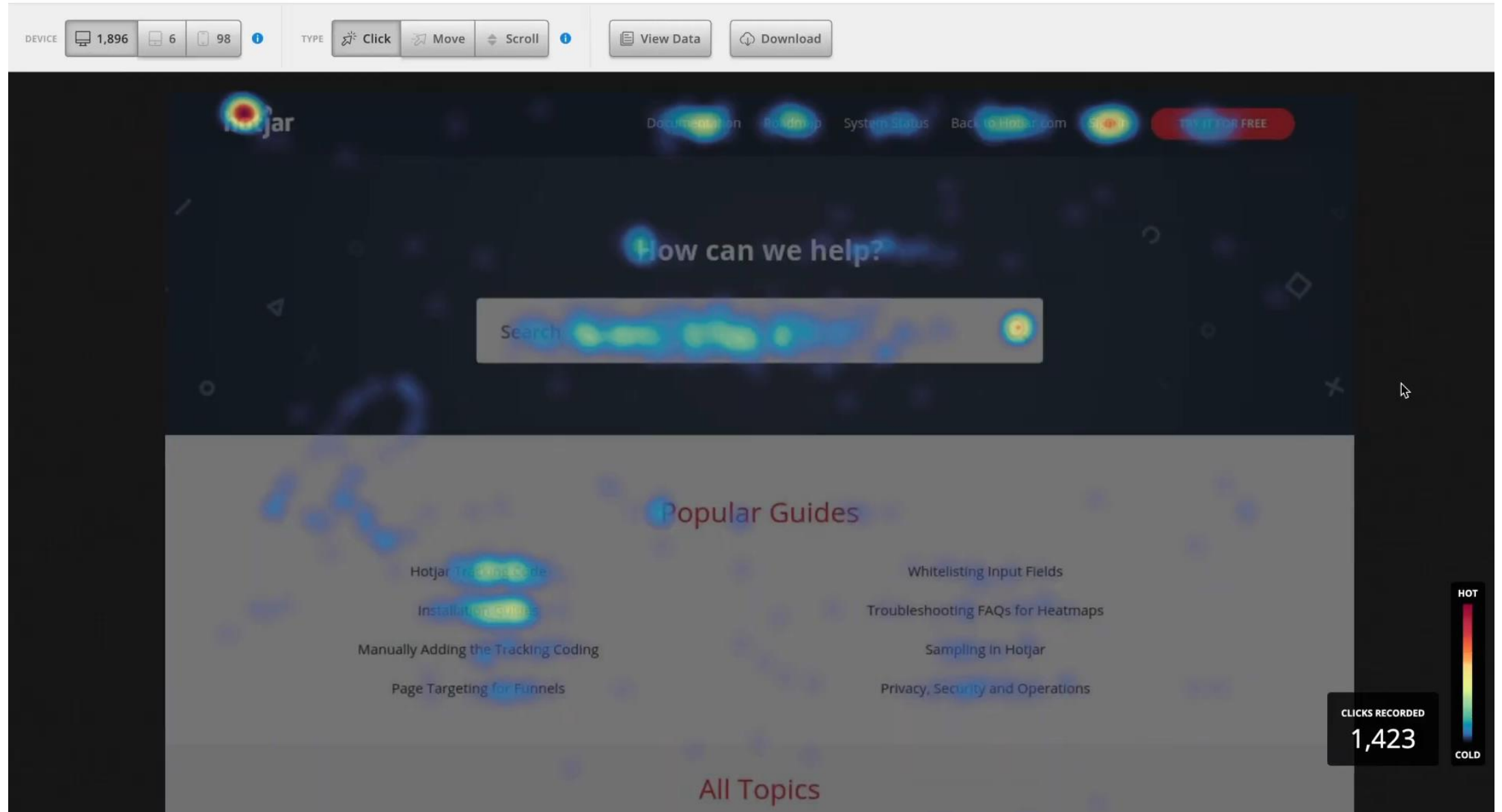
- Sources of traffic
- Online behaviours – users, sessions, bounce rate, pages/ session, duration
- Completion of goals (eg fill up form, add to cart, purchase)

## 2. Click Maps/ Heat Maps

- These can reveal where visitors are clicking on your website, how far they scroll down each page, and other useful data using what's called a **heat map**.
- Tools here include Crazy Egg, Hotjar, Clicktale, and others.



# Example of Hotjar Heat Map Session



### 3. Session Recording Tools

These can track how users move between pages. They can also capture visitor's keystrokes and mouse movements.

Tools here include Clicktale, Hotjar, SessionCam, Mouseflow and others.

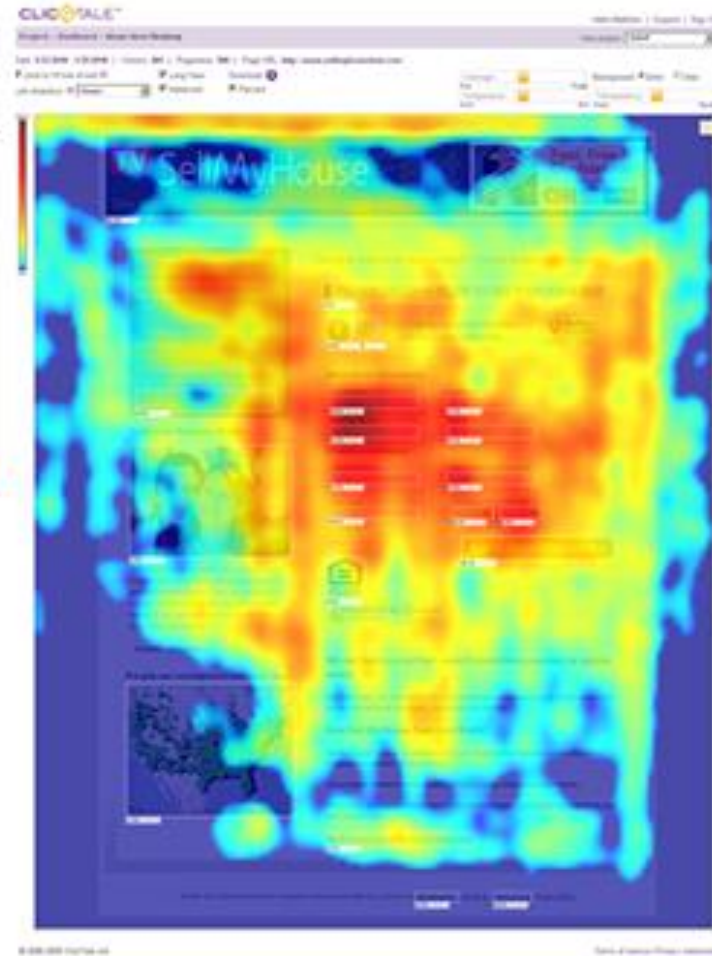
CLIC<sup>®</sup>TALE™

Web Analytics Revolution



Play	Recording Start	Time on Page	Engagement Time™
	Jan 29 1:07 PM	3 min 44 sec	2 min 33 sec
	0.0 sec later	2 min 18 sec	2 min 15 sec
	0.27 sec later	1 min 27 sec	1 min 26 sec

	Page	Load Time
	www.sellmyhousefast.com/	2.0 sec
sefast.com/	www.sellmy...fast.com/step2.php	1.32 sec



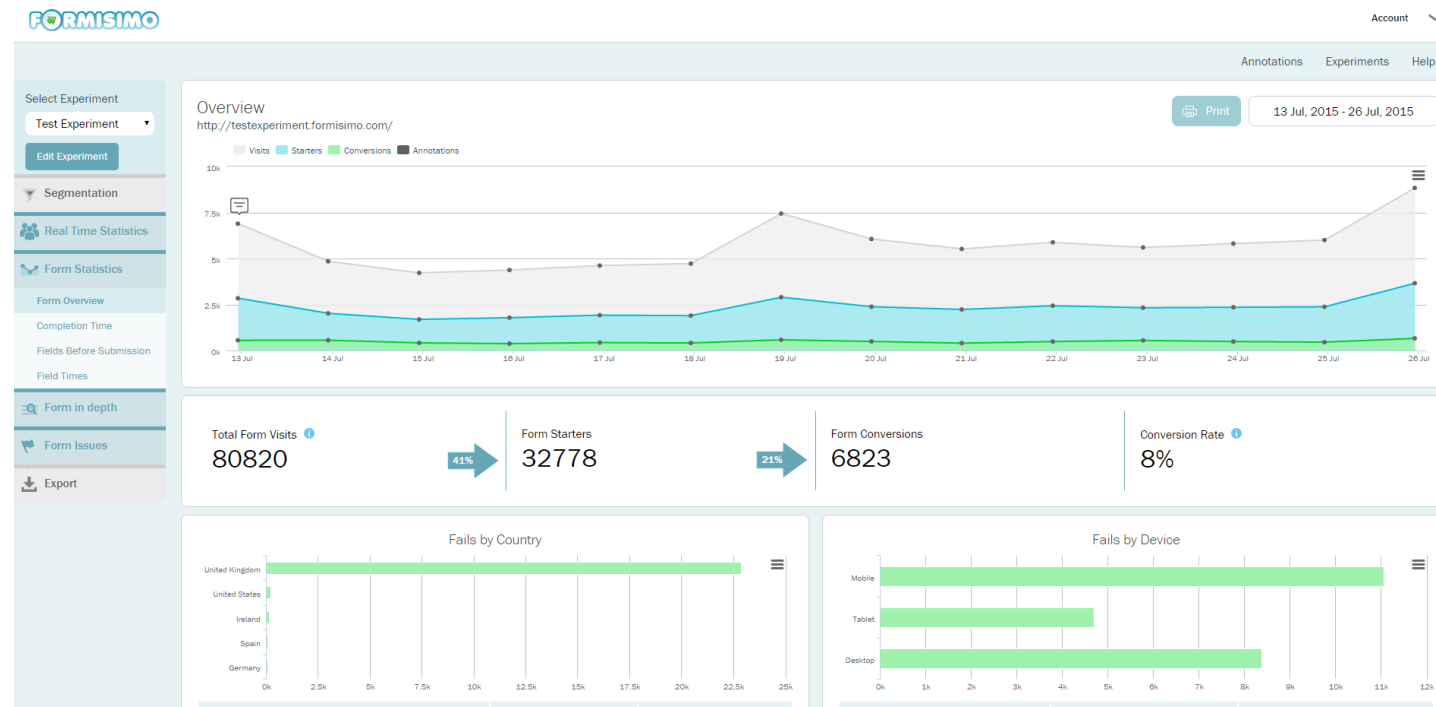


## 4. Form-analytics Software

These track the success of your different forms, like:

- No of visitors which land on each
- Percentage who dropped out with each field
- Time spent on each field
- Fields that are left blank
- Error messages
- Conversion Rates

Tools here include Clicktale, Hotjar, and Formisimo



## 5. Survey

Try the following questions on your website:

- “How likely are you to recommend us to a friend?”
- “If you could have us create something just for you, what would it be?”
- “What other products and services should we offer?”
- “What would persuade you to use us more often?”
- “What nearly stopped you buying from us?”

### We appreciate your feedback!


Thank you for visiting our website. We are always looking for ways to improve your experience. Please take a moment to tell us about your experience.

How likely are you to recommend our website to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

What could we do to improve your experience?

Send Feedback

powered by  QuestionPro

## 6. Method Marketing (Mystery Shopping)

- Become your customer (or your client's customer) for a day!
- Or try to sell your client's products in person.
- Experience first-hand their problems
- Draw up a spreadsheet or **objections** and **counter-objections** (your solution to the objections) to be used in your web redesign

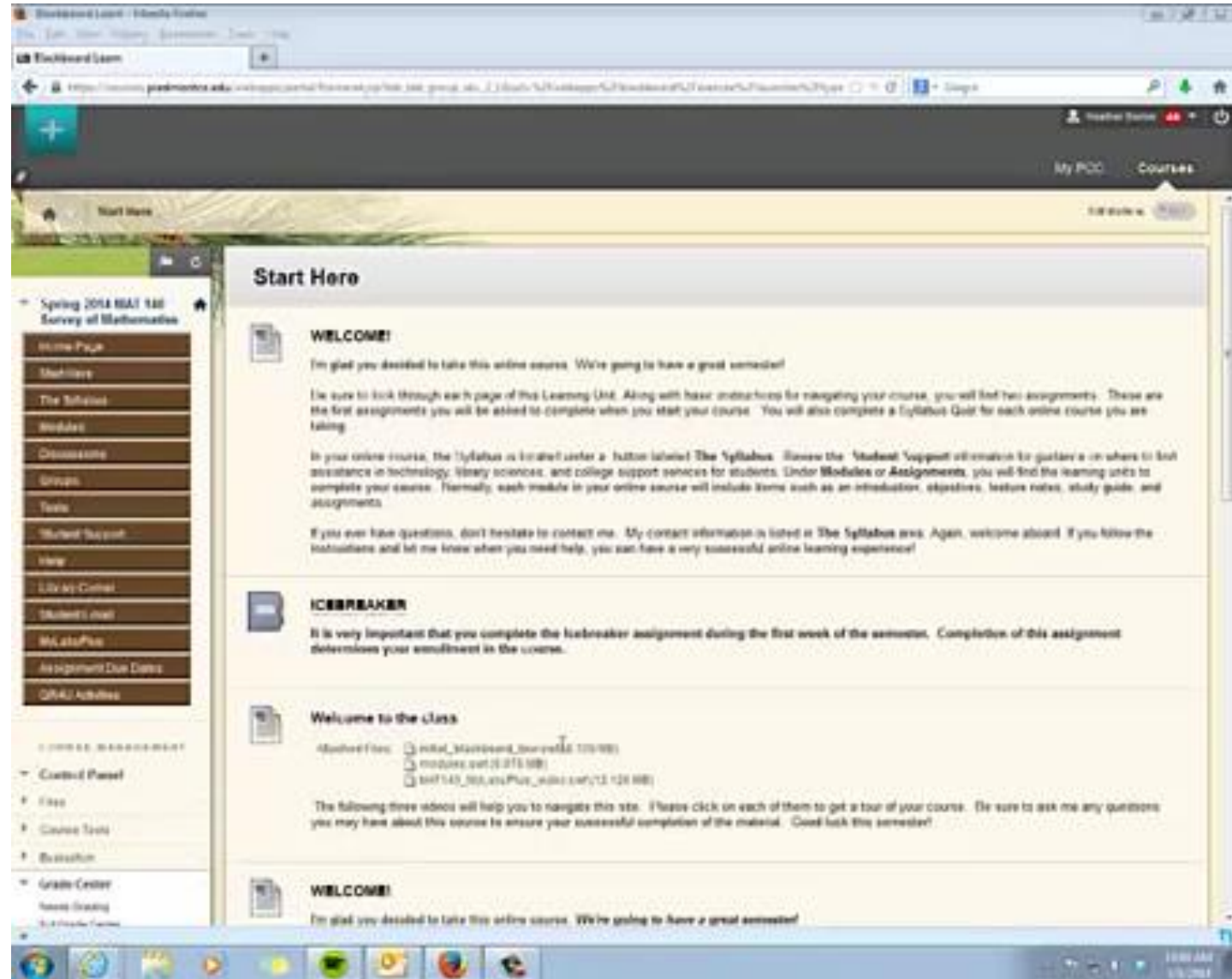


# 7. Do a User Test

- Record user test through a screen recording tool (eg [Cam Studio](#), Camtasia, Jing, UX Recorder)

OR

- Record how your user reacts navigating your website





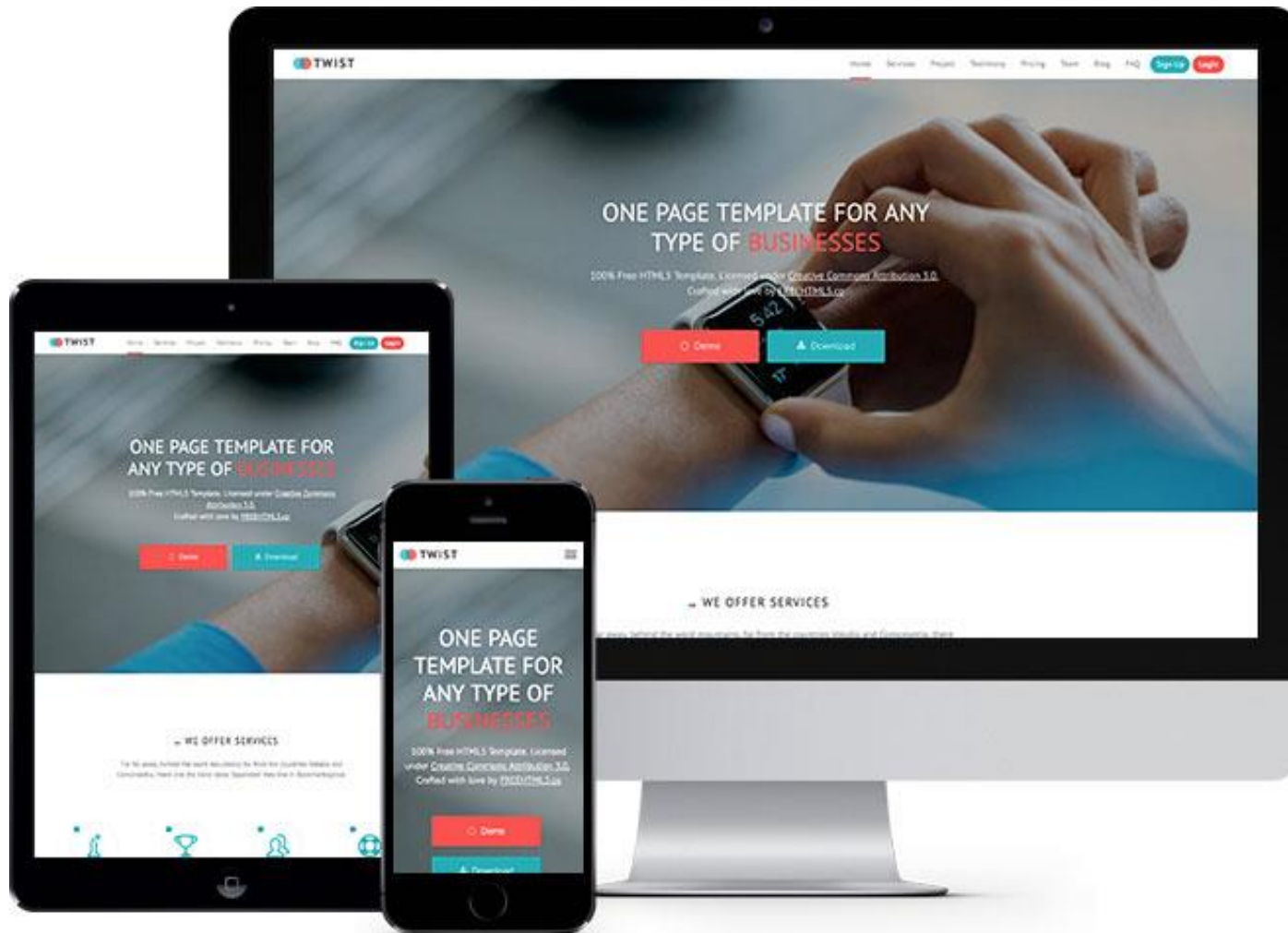
# Example of User Testing on Website

The screenshot displays a web browser window with the URL `www.usertesting.com/my_dashboard/available_tests/460552934/record?id=460552934`. The browser's address bar shows several tabs, including 'UsabilityTestResults.com', 'UserTesting.com | Apply', and 'UserTesting.com | Test'. A sidebar on the left contains various application icons. The main content area is a 'Record Page' for test ID '1209349A'. It features a header with 'Accept Test' and a blue 'Record' button. The page title is 'Record Page'. The instructions are as follows:

- 1. Make sure your microphone is plugged in before you start the screen recorder or you will be forced to quit the test.**
- 2. Start the screen recorder**  
A yellow 'Start Screen Recorder' button is present.  
NOTE: If you experience any trouble launching the screen recorder you may need to install it.  
Buttons for 'Install Screen Recorder for Windows' and 'Install Screen Recorder for Mac' are provided.
- 3. When you are finished with the test, return to your dashboard**  
A grey button labeled '« Back to my dashboard' is shown.

In the top right corner, a 'Step 1 of 12' indicator shows a timer at '00:00' and a green 'Next' button. A small instruction box on the right states: '1 Use Yelp to find a new restaurant near you that you haven't been to yet. Spend no more than 5 minutes looking.' Below this, there are links for 'Previous', 'Remember: Tell us what you're thinking', and 'Help'.

## 8. Study Your Competitors – Be a Prospect!



1. Visit their website and check for their layout and mobile friendliness
2. Sign up for their mailing lists
3. Click on their ads and see how their landing pages are built
4. Use keywords spying tools to see which ones they use
5. Like their Facebook pages and follow them on LinkedIn and Twitter
6. Spy on their Facebook Ads

# 10 Best Practices for Channel Conversions

Consider yourself an online plumber—your role is to diagnose the ‘blockages’ using the tools and techniques above, and then rectify them here.



# 1. Improve Web Writing and Copywriting

- **Readability tests**—write like how they read
- **Write like how you speak**—keep your copy conversational by recording yourself and transcribing it
- **Short and succinct**—keep your sentences short. Minimise distance between start of subject and end of the verb. Omit needless words.
- **Use tools to check language**—popular ones include the Hemingway app (<http://www.hemingwayapp.com/>) and Grammarly (<https://www.grammarly.com/>)



# Use a Web Readability Tool

**WebFX** | Digital Marketing  
That Drives Results®

REVENUE DRIVEN  
FOR OUR CLIENTS

\$1,472,203,656

SEO & REVENUE GENERATION ▾

CONTENT & ANALYTICS ▾

CREATIVE & UX ▾

WHO WE ARE ▾

CONTACT

# READABILITY TEST TOOL

Quick and easy way to test the  
readability of your work.

TEST BY URL

TEST BY DIRECT INPUT

TEST BY REFERER

TOOL FEEDBACK

## Test by URL

Test the readability of a web page:

http://coolerinsights.com

CALCULATE READABILITY

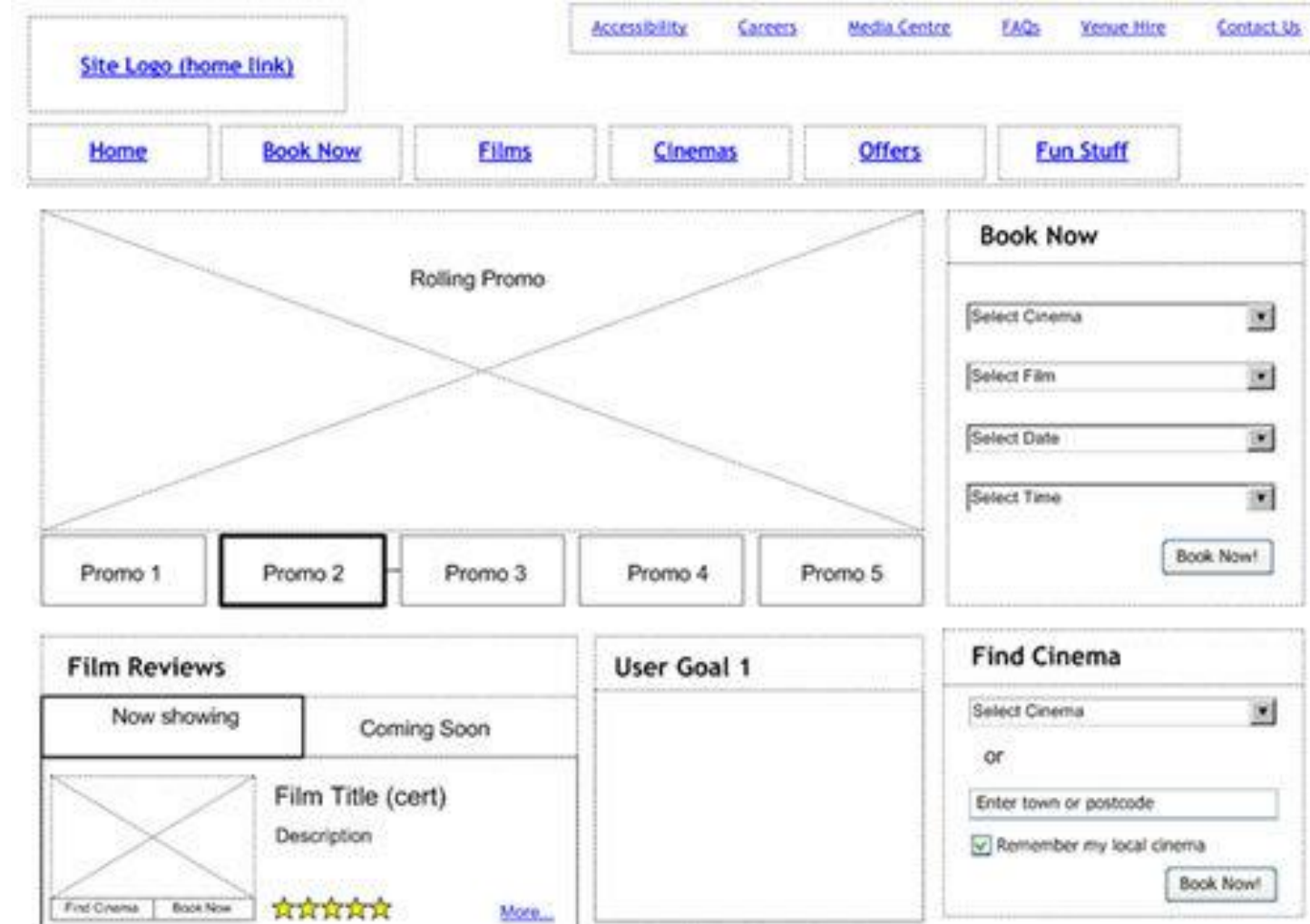
<https://www.webfx.com/tools/read-able/>

## 2. Make Your Website User Friendly

There are numerous ways to design pages that are easy to use, and this include running usability tests and tools for wireframing and prototyping.

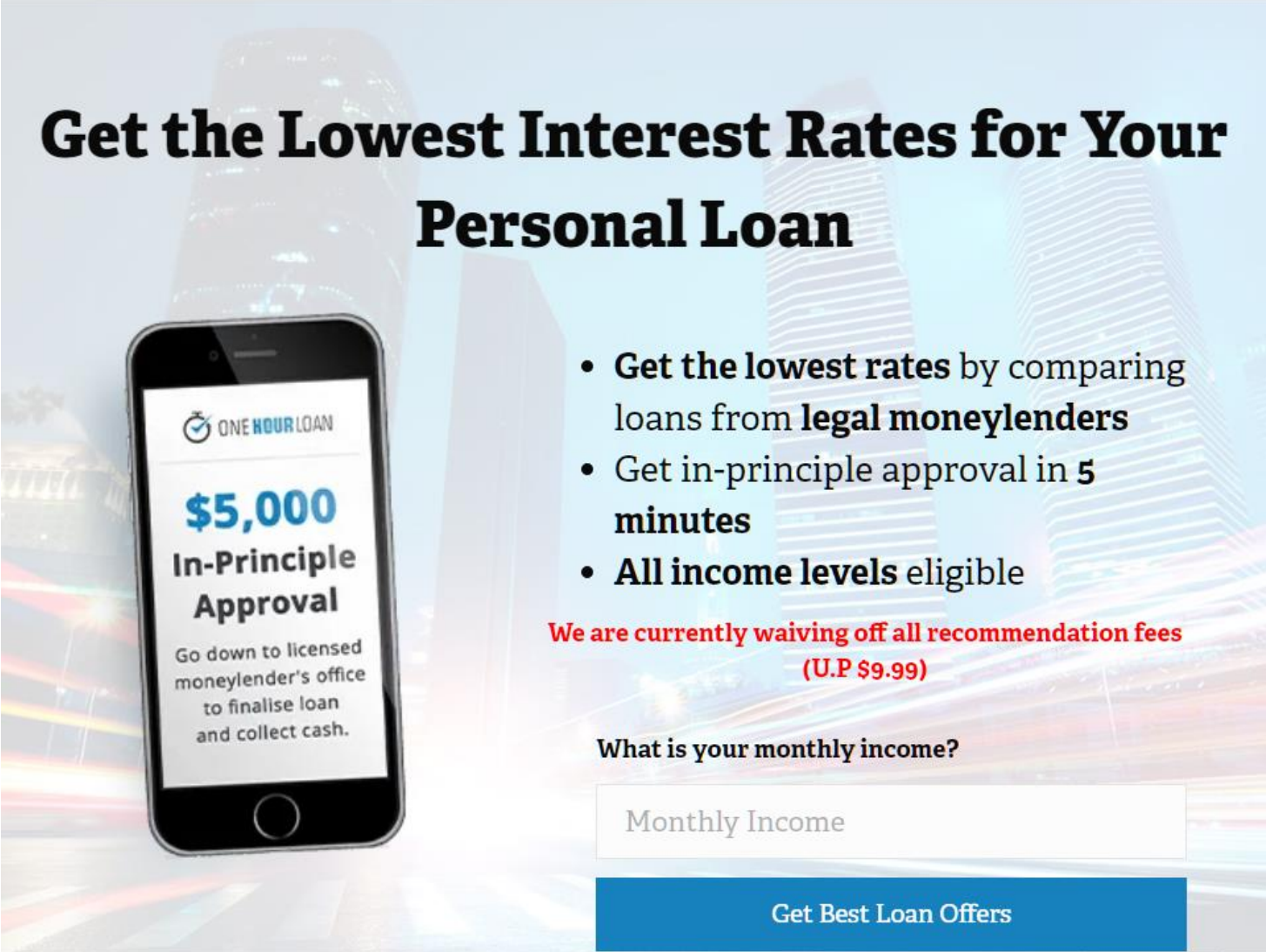
FREE wireframing tools:

- Pencil Project (<https://pencil.evolus.vn/>)
- <https://wireframe.cc/>
- <https://pidoco.com/en>



### 3. Clear Value Proposition

- Craft a buyer-centric value proposition in your product description
- Be as definitive as possible—do not waffle or over-generalize
- List all the elements of value that your visitor will get
- Communicate clearly on your website

A screenshot of the ONE HOUR LOAN website banner. The banner features a smartphone in the foreground displaying a loan offer. The background is a blurred cityscape at night with light trails.

**ONE HOUR LOAN**

About | How It Works | Things to Note | Customer Questions | Contact

## Get the Lowest Interest Rates for Your Personal Loan

- **Get the lowest rates** by comparing loans from **legal moneylenders**
- Get in-principle approval in **5 minutes**
- **All income levels** eligible

**We are currently waiving off all recommendation fees (U.P \$9.99)**

What is your monthly income?

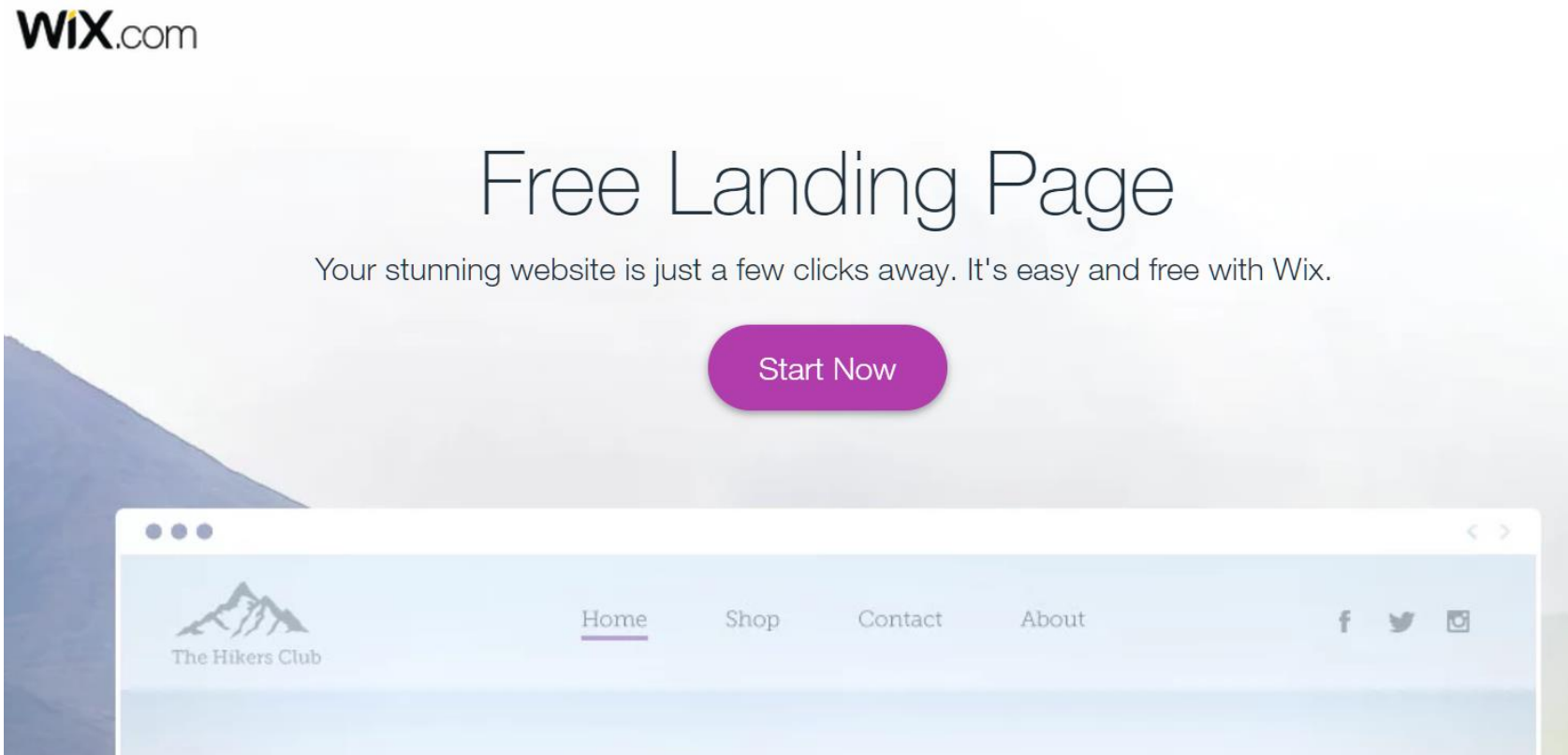
**Get Best Loan Offers**

**\$5,000 In-Principle Approval**

Go down to licensed moneylender's office to finalise loan and collect cash.

## 4. Amazing and Unbeatable Offers

Great websites have offers that visitors cannot resist from acting on. Depending on your product or service, they can be through an initial free trial, a discount, a sample, premiums, an ongoing monthly fee, or other combinations.





## 5. Build Trust

- Include **reviews and testimonials** — especially from authorities and experts
- Supply **data and statistics** to back your claims
- Use **demonstrations** to show how your product works
- **Social proof** through using the names of your clients or the numbers of them
- Associate your brand with a **celebrity** (this can be expensive though)



## 6. Remove Risk through Guarantees

- Incorporate risk reducing mechanisms on your website. This can be through guarantees and warranties.
- To make it work, ensure that your guarantee gives customers the benefit they desire, offsets their risks (often financial), have a name, has a long claim period, is easy to invoke, and has no strings attached.



DOLLAR SHAVE CLUB

GET STARTED



TAKE THE QUIZ

SHOP STARTER SETS



Free  
Shipping



30-day  
Money Back  
Guarantee



Cancel  
Anytime

? Help

# 7. Simplify Complex Processes

**Give someone a reason to smile**



Foam Boards →



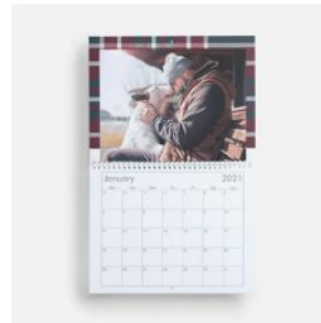
Canvas Prints →



Cushions →



Personalised Mugs →



Wall Calendars →

- Use as much or as little copy as you need
- Make it clear where one module ends and the next begins
- Match user's language and lingo
- Label your modules clearly and describe with a simple language that they can understand
- Use “progressive disclosure” to move your visitors forward (and prevent abandonment)
- Include a fallback option like a search bar

# 7. Simplify Complex Processes

“Separation of concerns” — break up each detail so that visitors do not get lost. IRAS website is a good example here.

The screenshot displays the IRAS (Inland Revenue Authority of Singapore) website. The 'Businesses' menu item is highlighted with a red circle. The website layout is organized into three main columns under the 'Businesses' section: 'Companies', 'Self-employed / Sole-proprietors / Partners', and 'Employers'. Each column contains a list of links to various tax-related services and information. At the bottom, there is a 'Due Dates' section with a table of upcoming deadlines. A chatbot interface 'Ask Jamie @ IRAS' is visible in the bottom right corner.

**INLAND REVENUE AUTHORITY OF SINGAPORE**

WHO WE ARE CAREERS NEWS & EVENTS PUBLICATIONS USEFUL LINKS

Individuals **Businesses** GST Property Other Taxes Schemes e-Services LOGIN

**Companies**

- Filing Estimated Chargeable Income (ECI) and Paying Estimated Taxes
- Applying for Certificate of Residence or Tax Reclaim Form
- Does My New Company Need to File Form C-S/ C This Year?
- Companies Applying for Strike-Off or To Cease Registration
- How Do I Complete and File Form C-S/C?
- Checking Form C-S/ C Submission and Assessment Status
- More...

**Self-employed / Sole-proprietors / Partners**

- Tax Season 2019– All You Need To Know
- Tax Season 2019 - About Your Tax Bill
- Deductions for Self-Employed (Reliefs, Expenses, Donations)
- What is Taxable, What is Not
- Am I an Employee or a Self-Employed
- Calculating and Reporting Business Income
- More...

**Employers**

- Reporting employee earnings (IR8A, Appendix 8A, Appendix 8B, IR8S)
- Tax Clearance for Foreign & SPR Employees (IR21)
- Information to share with employees
- Tax Treatment of Employee Remuneration
- Auto-Inclusion Scheme (AIS) for Employment Income
- More...

**Due Dates**

View all dates

Due Date	Due Date	Due Date	Due Date
10/11	10/11	10/11	10/11
e-Submission of Donation	e-Submission of Employment Income	e-Submission of Commission	e-Submission of Certificate of Residence (COR) for

**Ask Jamie @ IRAS**

Type your question here. Please do not key in your personal information.

Tax Se Your T Locals



# 7. Simplify Complex Processes

Manage your  
visitor's  
objections  
with your  
counter-  
objections

QuickBooks Cloud Accounting

Overview

QuickBooks Features

Pricing

Testimonials

Try It Free

## QuickBooks is a game-changer for any small business.



### Manage your business on the go

Access your account, manage your business, and stay organized on your computer, mobile phone, or tablet.



### Track your expenses

Record expenses for tax time. You can even photograph and save receipts with the QuickBooks Online mobile app.



### Create and send business forms

Create custom, professional invoices, sales receipts and estimates that you can send in minutes.



### Know where your business stands

Instantly see how your business is performing with customizable reports and dashboards.




### Take control of your cash flow

Enter bills from vendors, and pay them only when they are due. Schedule recurring payments to save time.



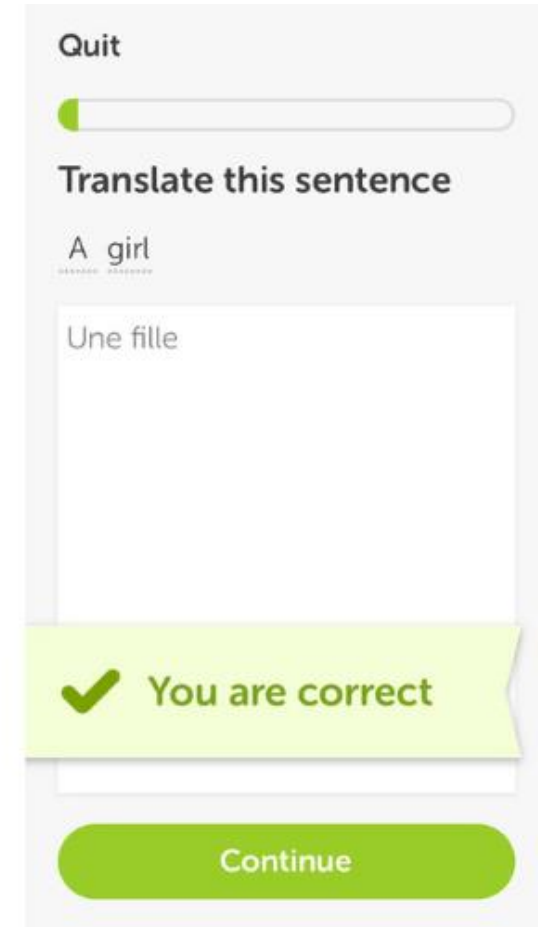
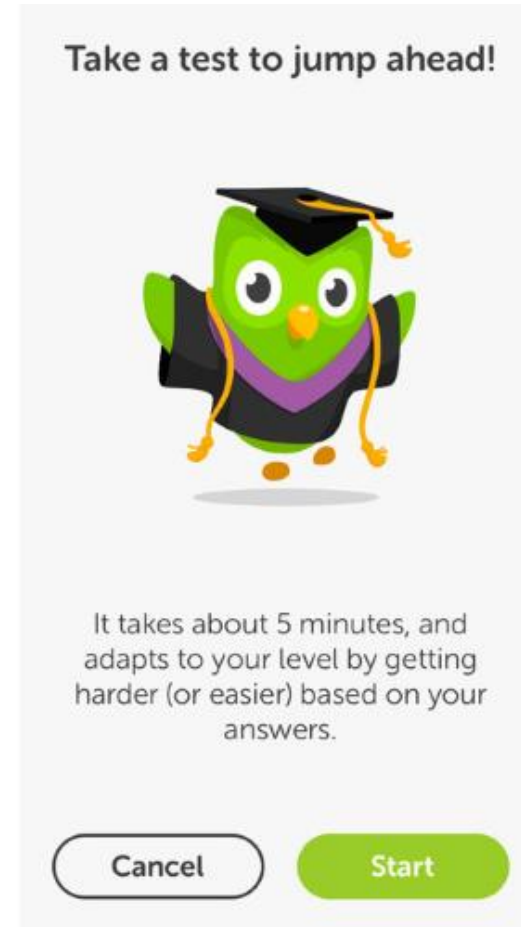
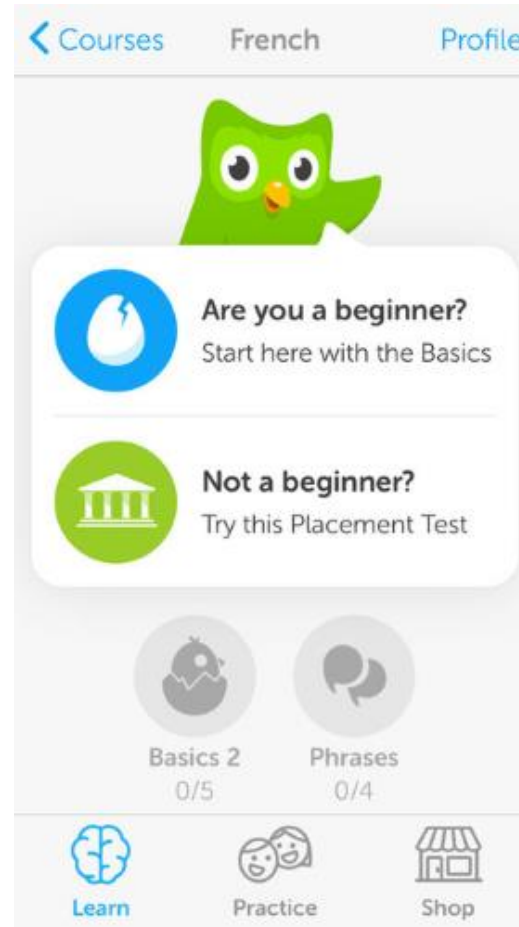
### Free unlimited support

If you need help, support is available with answers to your questions and information on running your business.

 Chat live now

## 7. Simplify Complex Processes

Use “progressive disclosure” to move your visitors forward (and prevent abandonment)

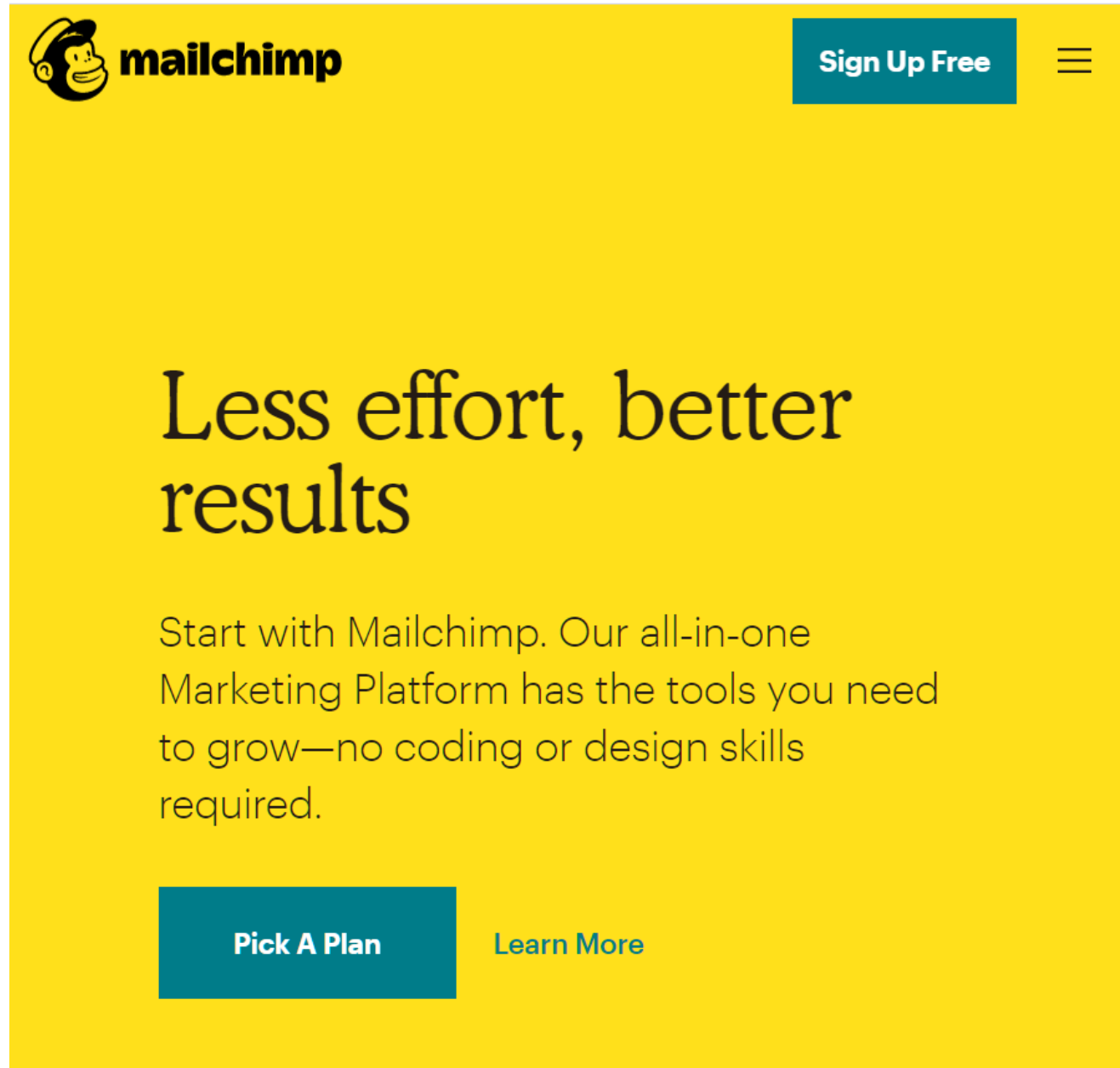



## 8. Choose Right Niches

- **Provide a subset of features that some customers love.** This could be a restricted range within a broader category (like printing of large-format posters).
- **Target a particular group of customers,** for example, start-ups or small businesses who need a specific service (eg restaurateurs and café owners, with a specific package).
- Look for **opportunities that you can seize without a struggle,** and that your competitors won't be looking at.

## 9. Keep Their Attention

- **Memorable Name:** Good examples include SurveyMonkey and perhaps Cooler Insights?
- **Entertaining Message:** Dollar Shave Club is a great example here.
- **Offer no-brainer deals:** Get your visitors to subscribe to your email list, or follow you on social media

The image shows the top portion of the Mailchimp website. The header is yellow with the Mailchimp logo (a monkey wearing headphones) and the word "mailchimp" in black on the left. On the right, there is a teal button that says "Sign Up Free" and a teal hamburger menu icon. The main content area is also yellow. It features the headline "Less effort, better results" in a large, black, serif font. Below this, in a smaller, black, sans-serif font, is the text: "Start with Mailchimp. Our all-in-one Marketing Platform has the tools you need to grow—no coding or design skills required." At the bottom of this section, there are two teal buttons: "Pick A Plan" and "Learn More".

 mailchimp

[Sign Up Free](#)

# Less effort, better results

Start with Mailchimp. Our all-in-one Marketing Platform has the tools you need to grow—no coding or design skills required.

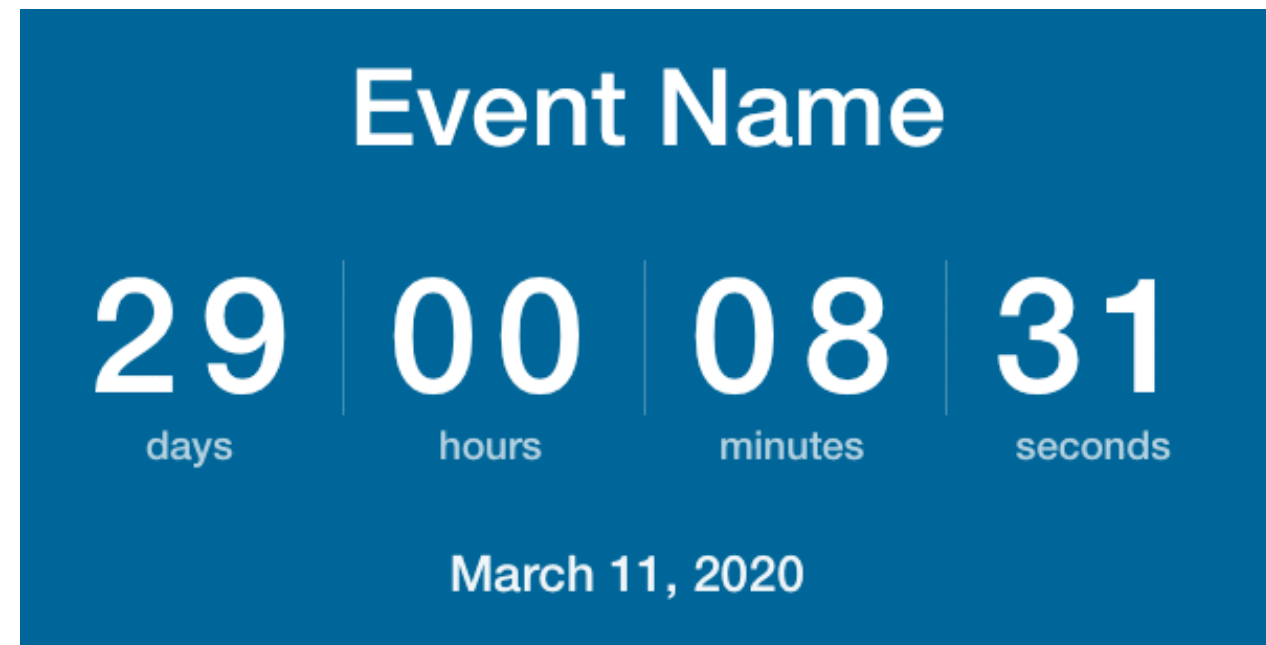
[Pick A Plan](#) [Learn More](#)



## 10. Make It Urgent

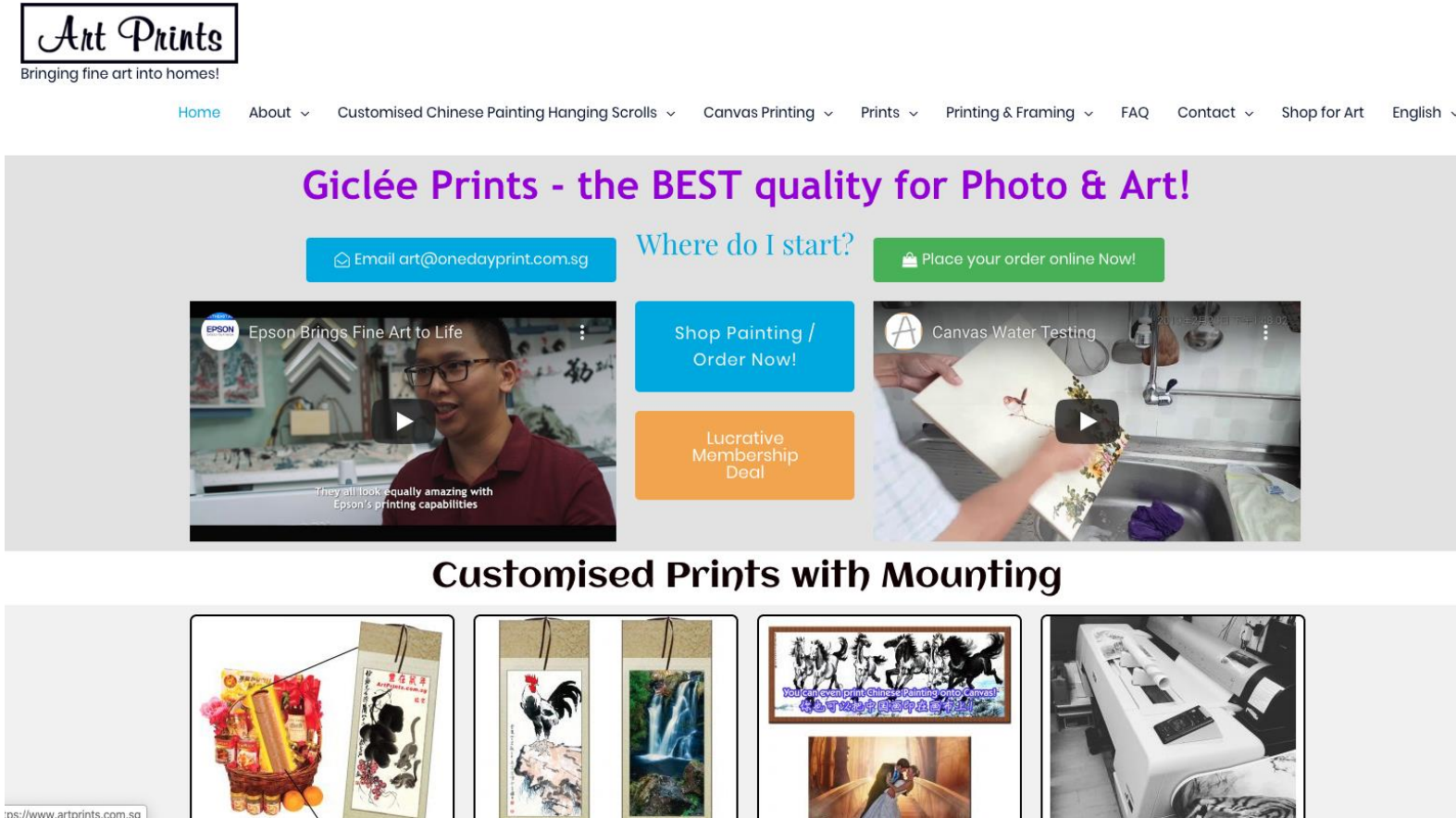
There are some ways to build scarcity into your offers:

- Have a **deadline**
- Provide an **early bird** special for early responders
- **Limited places or stocks**
- **Time-limited** offers (with countdown clock)



NOW IT'S  
YOUR TURN.

# EXERCISE 5



- Give this homepage a makeover
- Incorporate at least 4 out of the 10 best practices in online conversions which you've have learned

30 mins.



QUIZ 5 TIME!



<https://bit.ly/Psychoquiz5>





# Build Brand Trust Through Valuable Content

# Identify SEO Keywords

- Keyword research is a must to understand your audience's needs
- Decide on a blend of head and long-tail keywords
- Tools here include SEMRush, Ahrefs, Ubersuggest and KeywordTool.io

**NEILPATEL** | EN ▼ Blog Pricing Training Tools Consulting Contact Sign in

## Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.  
Just type in a domain or a keyword to get started.

🇺🇸 English / United States ▼ SEARCH

### Domain Overview

Imagine being able to reverse engineer your competitors' SEO, content marketing, and social media marketing strategy.

Ubersuggest allows you to get insight into the strategies that are working for others in your market so you can adopt them, improve them, and gain an edge.

**ORGANIC KEYWORDS**  
**12,100**  
+45 OVER LAST 30 DAYS

**PAID KEYWORDS**  
**45**  
-12 OVER LAST 30 DAYS

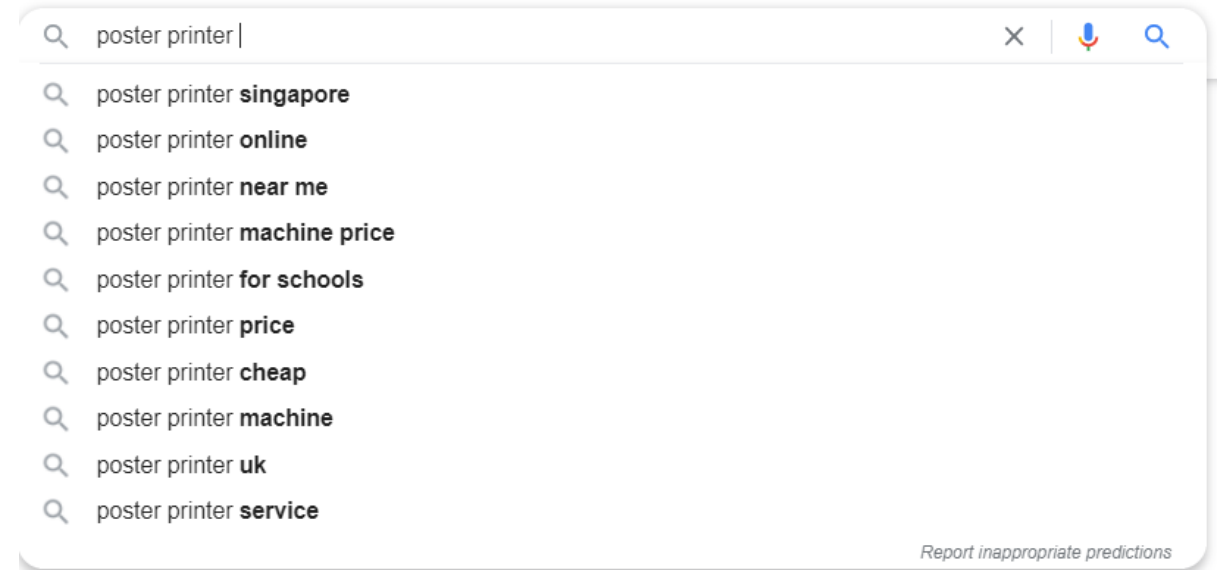
**TOTAL TRAFFIC**  
**12,3M**  
85% ORGANIC

**PAID AD COST**  
**\$12,123**  
OVER LAST 30 DAYS

Month	Organic Traffic	Paid Traffic
JUNE	380	220
JULY	400	250
AUG	450	280
SEPT	400	200
OCT	420	220
NOV	380	200
DEC	350	220

# Create a Content Pillar

- Aim to be the most comprehensive resource for your target client
- Use the SEO Keywords and questions as topics/ sections for your content pillar
- Target at least 2,000 words or longer, with illustrations, infographics, and videos



## People also ask

How much does it cost to print a poster? ▼

How much does it cost to print posters in Singapore? ▼

How much does it cost to print a 24x36 poster? ▼

How do I print poster size at home? ▼

# They Ask, You Answer

- What topics do your customers researching the most?
- Big 5 in Content Marketing:
  - ✓ Pricing and Costs
  - ✓ Problems
  - ✓ Versus and Comparisons
  - ✓ Reviews
  - ✓ Best in Class





# 1. Pricing and Costs

- Did you know: A single article “How Much Does a Fiberglass Pool Cost?” contributed over US\$3 million in sales for River Pools and Spas!
- Most businesses shy away from talking about costs, but River Pools dived head-first into the topic; they
  - ✓ Explained the factors that keep the costs down or up
  - ✓ Educated readers on the factors contributing to costs within the industry
- By addressing costs headon, they won the trust of their customers

## How much does a fiberglass pool cost?

The average price of a fiberglass pool (including patio and accessories) is \$45,000–\$85,000. For comparison, liner pools cost \$35,000–\$65,000, and concrete pools run \$50,000–\$100,000. But over 10 years you spend only \$3,760 in maintenance, rather than \$11,500 for vinyl-liner or \$27,400 for concrete.

10 Year Pool Cost Projection			
	Fiberglass	Vinyl Liner	Concrete
Acid wash the pool shell (every 3-5 years)	—	—	\$900 (2 x \$450)
Pool cleaning service (\$500/season)	—	—	\$5,000 (10 x \$500)
Replaster/tile the pool interior (every 10-15 years)	—	—	\$10,000
Replace the pool liner (every 5-9 years)	—	\$4,500	—
Chemical usage	\$1,750 (10 x \$175)	\$4,000 (10 x \$400)	\$7,500 (10 x \$750)
Electricity usage	\$2,000 (10 x \$200)	\$3,000 (10 x \$300)	\$4,000 (10 x \$400)
	\$3,760	\$11,500	\$27,400

**River Pools**  
CATCH THE WAVE

## 2. Problems

- Being honest and open about your limitations helps build trust; the key is to offer solutions
- Consider the following:
  - ✓ What does the competition say is negative about what we sell?
  - ✓ What do consumers and buyers see as the negatives of our products and services? (Is it that you're the most expensive? Or that your product only fits certain applications?)
  - ✓ How can we address them honestly on our website and turn it into an advantage?

### Problem #1: Repairs on Colored Fiberglass Pools

**Colored** fiberglass pools have become the norm.

Virtually all manufacturers now offer a **variety of colors** beyond the standard white and baby blue marine gelcoat.

The problem simply stated is this: if you need to repair a pool, it can be **difficult to match some colored finishes** with the factory finish.

The reality is that **the vast majority of fiberglass pools do not need repairs within the first 20 to 40 years.**

However, sometimes issues arise that merit repair work. It could be something small, like a rock flying up and hitting the pool during shipping, or a structural crack. Granted, these instances are very, very rare, but they do happen.



#### What's the solution?

Well, we can't change the fact that some fiberglass pools are going to need repairs for one reason or another. But to lower the risk of having a sub-standard repair, you should look for two things: a **solid surface finish** and a **well-trained repair technician**.

#### Solid Surface Gelcoat Finishes

Some colored finishes are applied in **multiple layers** (solid color, metallic flake, and clear coat, for example). These layers overlap each other to achieve the desired look.

However, when someone attempts a field repair with these multi-layered finishes, matching the factory look is difficult, because it's **impossible to duplicate the manufacturing process**.

In contrast, a solid surface finish is applied **only once**, which makes field repairs to fiberglass pool gelcoat a lot less daunting. Typically, these repairs are a **closer match to the factory finish**.

**Example: River Pools and Spas**

<https://www.riverpoolsandspas.com/blog/top-fiberglass-pool-problems-and-solutions>

### 3. Versus and Comparisons

- Positions your brand as a teacher
- Key is to sound objective and unbiased:
  - ✓ State first that your company sells a specific product/ service
  - ✓ Admit immediately that it isn't necessarily the best choice for everyone
  - ✓ State how the other competing option might, at times, be the better option
  - ✓ Explain how the article (or video) takes an honest look at the pros and cons
  - ✓ Allow the reader (or viewer) to make the best choice for themselves

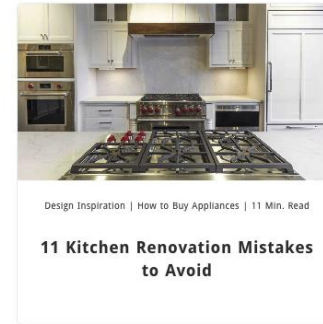


Example: River Pools and Spas



## 4. Reviews/Best in Class

- Nobody buys without reading a review!
- We want to know how brands stack up against each other
- Consider the following:
  - ✓ Brainstorm top competitors and companies in your space
  - ✓ Write an article about the best companies in your field
  - ✓ Consider other “best in class” types of content you can produce for your industry. Eg “The Best Outdoor Posters for 2021”
  - ✓ Stick to facts and stay away from opinions
  - ✓ Exclude your company or product from the reviews.



*Example: Yale Appliance*

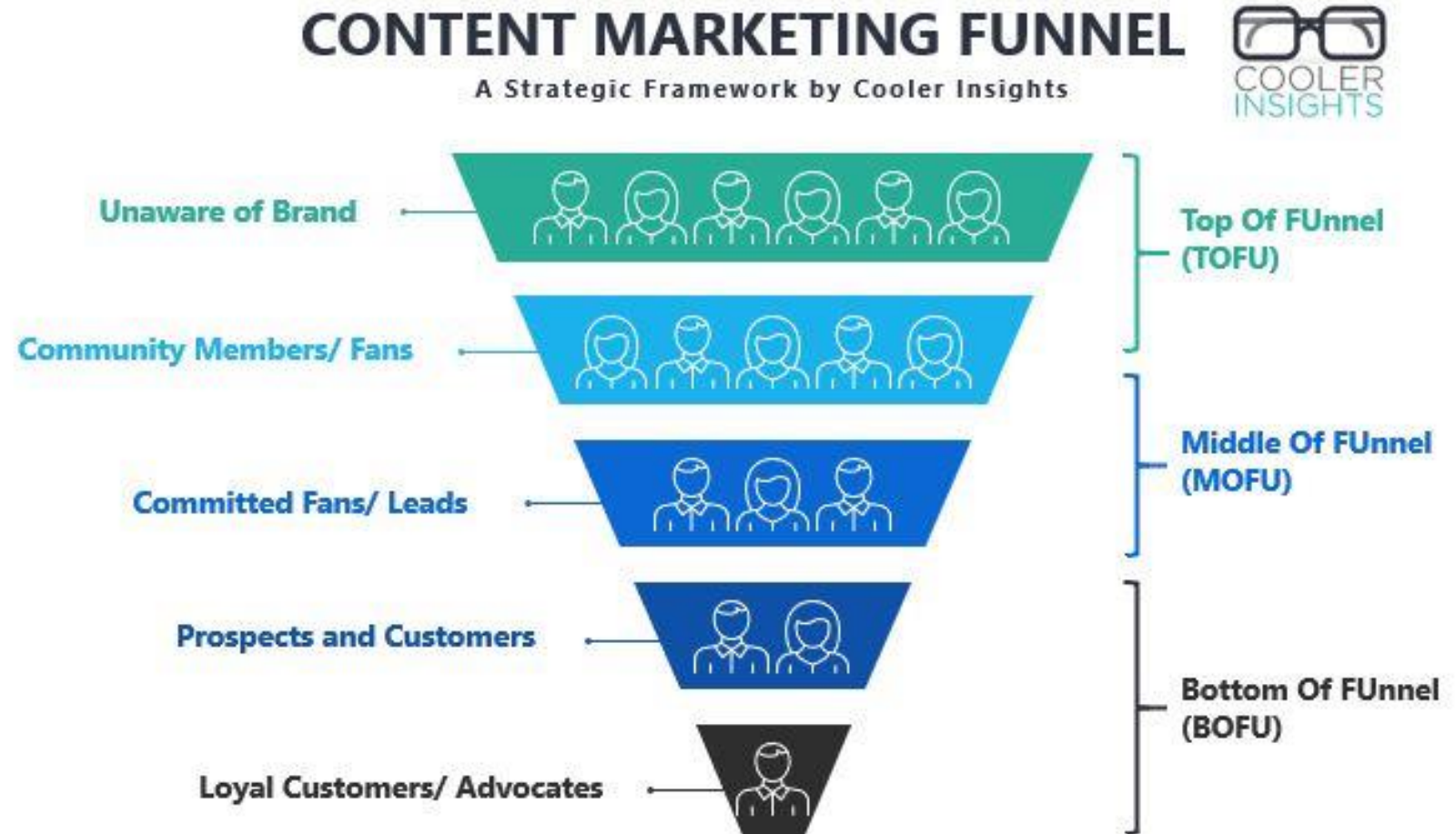


# Build A Content Marketing Funnel Around Your Customer Journey



# What's a Content Marketing Funnel

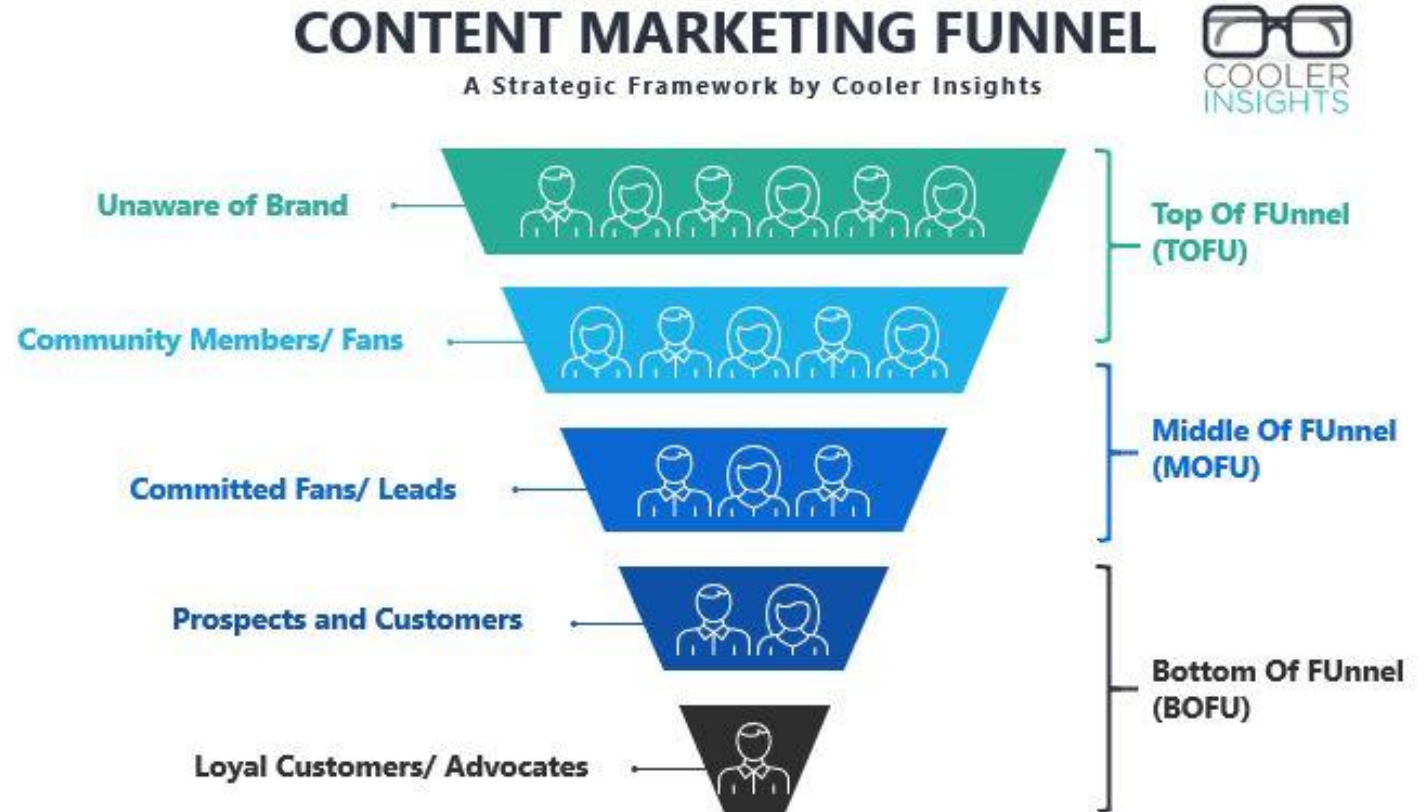
A systematic process describing the different phases, content strategies and tactics needed to flow your target audiences towards becoming a paid customer and brand advocate.



# Funnel Components

Two main parts of the funnel:

- Customer types - different audiences require different content strategies to bring them down the funnel
- TOFU, MOFU, BOFU:
  - ✓ **TOFU** - reaches out to those new to your brand
  - ✓ **MOFU** - aim to deepen engagement and education
  - ✓ **BOFU** - targeted at conversion and building loyalty



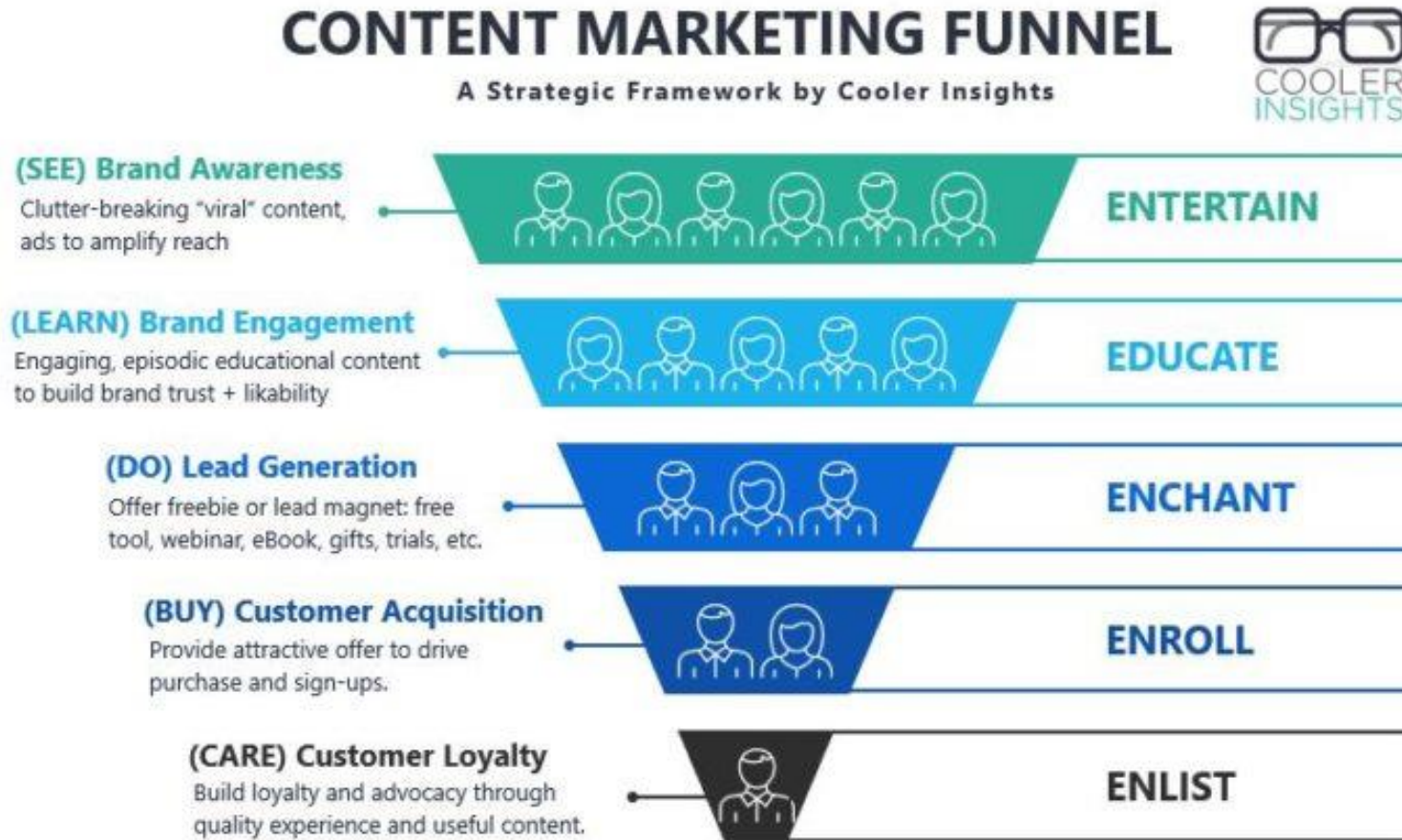
# Map Out Buying Journey

## CUSTOMER'S BUYING JOURNEY





# Align Funnel To Buying Journey



- Trigger brand awareness
- Engage and educate
- Generate leads through valuable content (e.g. eBooks, catalogue, checklists)
- Acquire customers through attractive offers
- Make them part of your community

# Plan Content Calendar

Consider these:

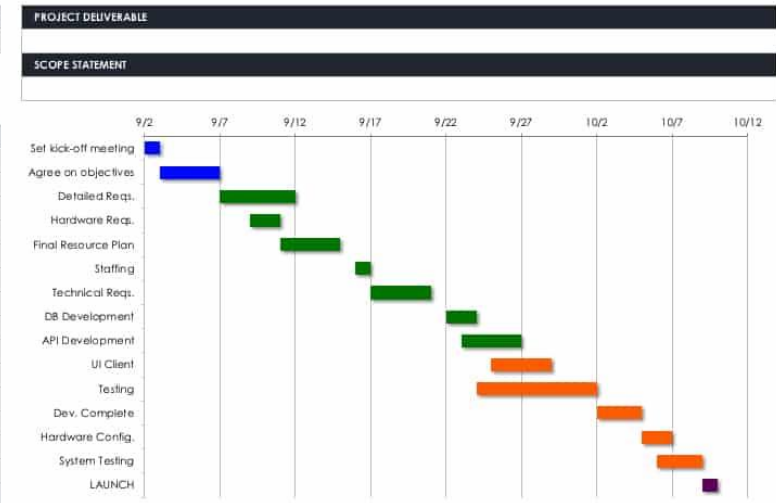
- At least two to three content offers per quarter
- Organise according to buyer journey/ marketing funnel stage
- Include any other company-wide content needs (eg material on product launches, trade shows, events, etc)

PROJECT PLAN AND GANTT CHART TEMPLATE

PROJECT NAME	PROJECT MANAGER	START DATE	END DATE	OVERALL PROGRESS
Product Release	Alex B.	2-Sep	10-Oct	20%

TASKS	RESPONSIBLE	START	END	DAYS	STATUS
Set kick-off meeting	Alex B.	9/2	9/3	1	Complete
Agree on objectives	Frank C.	9/3	9/7	4	Complete
Detailed Reqs.	Jacob S.	9/7	9/12	5	Complete
Hardware Reqs.	Jacob S.	9/9	9/11	2	Overdue
Final Resource Plan	Jacob S.	9/11	9/15	4	In progress
Staffing	Alex B.	9/16	9/17	1	In progress
Technical Reqs.	Frank C.	9/17	9/21	4	Not started
DB Development	Shari W.	9/22	9/24	2	Not started
API Development	Shari W.	9/23	9/27	4	Not started
UI Client	Alex B.	9/25	9/29	4	Not started
Testing	Kennedy K.	9/24	10/2	8	Not started
Dev. Complete	Jacob S.	10/2	10/5	3	Not started
Hardware Config.	Alex B.	10/5	10/7	2	Not started
System Testing	Kennedy K.	10/6	10/9	3	Not started
LAUNCH		10/9	10/10	1	



STAKEHOLDER LIST

NAME	POSITION	ROLE IN PROJECT	EMAIL ADDRESS	REQUIREMENTS	EXPECTATIONS
John Smith	VP of Product	Final approval of milestones	john@123.com	Downtime of no longer than 20 minutes	QA to take less than 1 week; marketing to promote new features in newsletter

COST BASELINE

ITEM / TASK	% COMPLETE	BASE COST	COST	ACTUAL COST	% BUDGET SPENT
Extra devices for QA testing	50%	\$2,800	\$3,500	\$3,600	15%

COMMUNICATION PLAN

COMMUNICATION TYPE	DELIVERABLE	DESCRIPTION	DELIVERY METHOD	FREQUENCY	OWNER	AUDIENCE
Presentation	15-minute PowerPoint presentation	Presentation to marketing team about new features	In-person	One time	Alex B.	Marketing team
Meetings	Standup meetings	Check in about status	In-person	2x a week	John S.	Project team



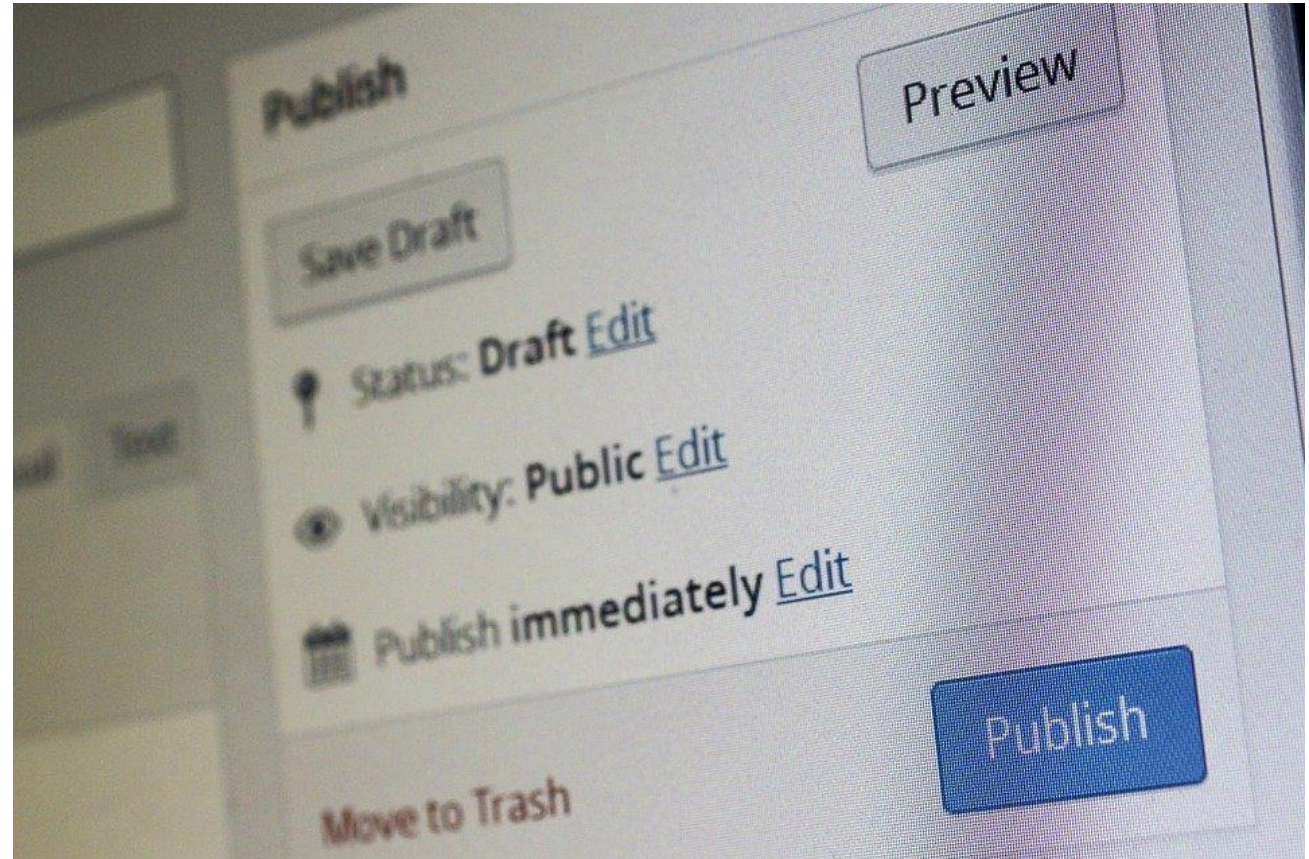
# Publish and Promote Content

## **Publish** your content:

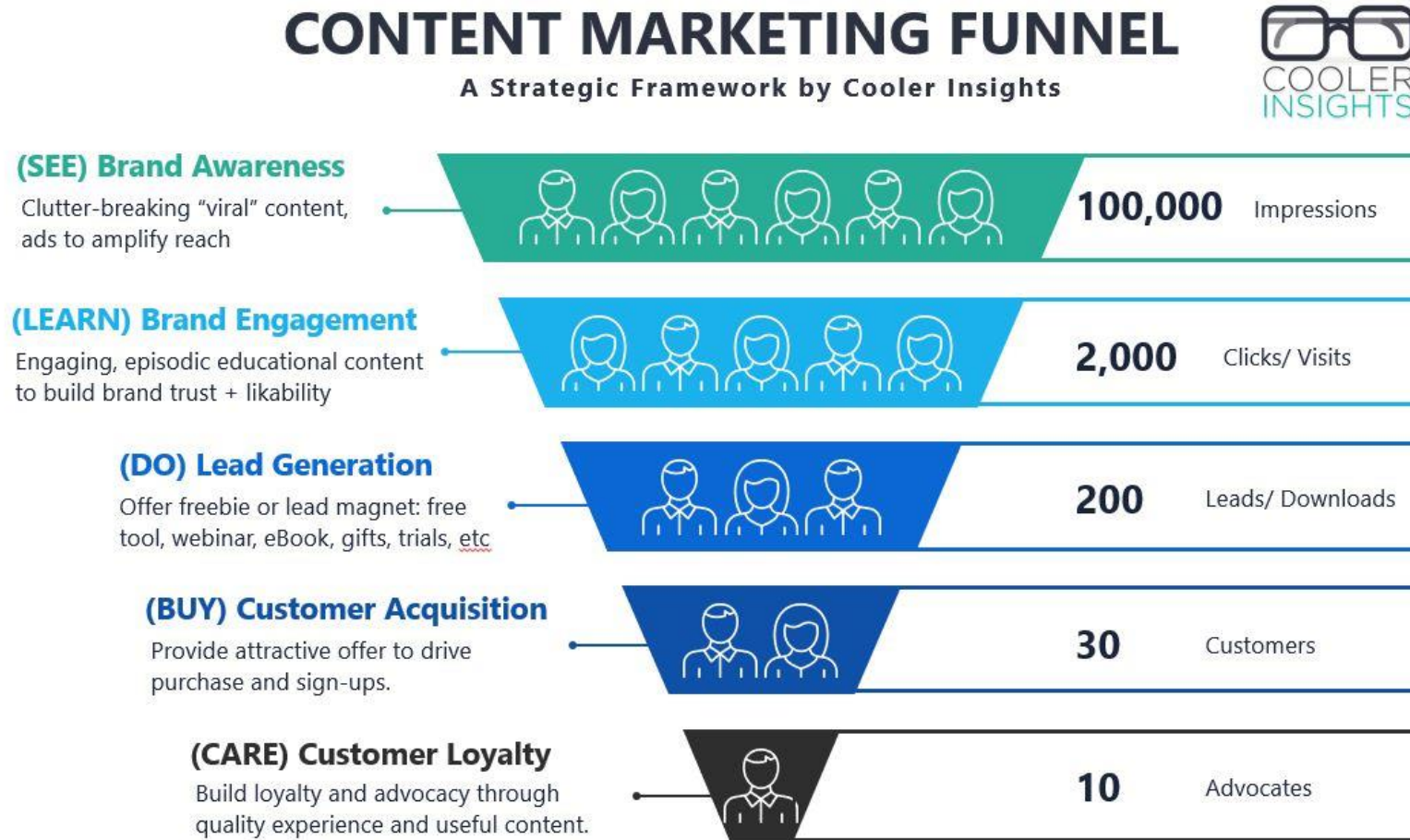
- Day, week, and time for the content to be published
- Sustainable frequency (weekly, monthly?)
- Customer persona that your content is targeted at

## **Promote** your content:

- Use various channels — organic (SEO), social media, ads, emails, as well as offline platforms



# Track Your Content KPIs



- Use tools like Google Analytics, social media analytics (eg Facebook, LinkedIn, Twitter, Pinterest), and email analytics
- Track your results across the funnel
- Work out your marketing ROI (eg cost per customer, Return On Ad Spend)

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