



Digital Marketing
For More Customers

Kevin Fream
Matrixforce[®]

Capture Attention in 7 Seconds

Average attention span is less than a gold fish.



Tell Your Origin Story

Give and Show
Authority

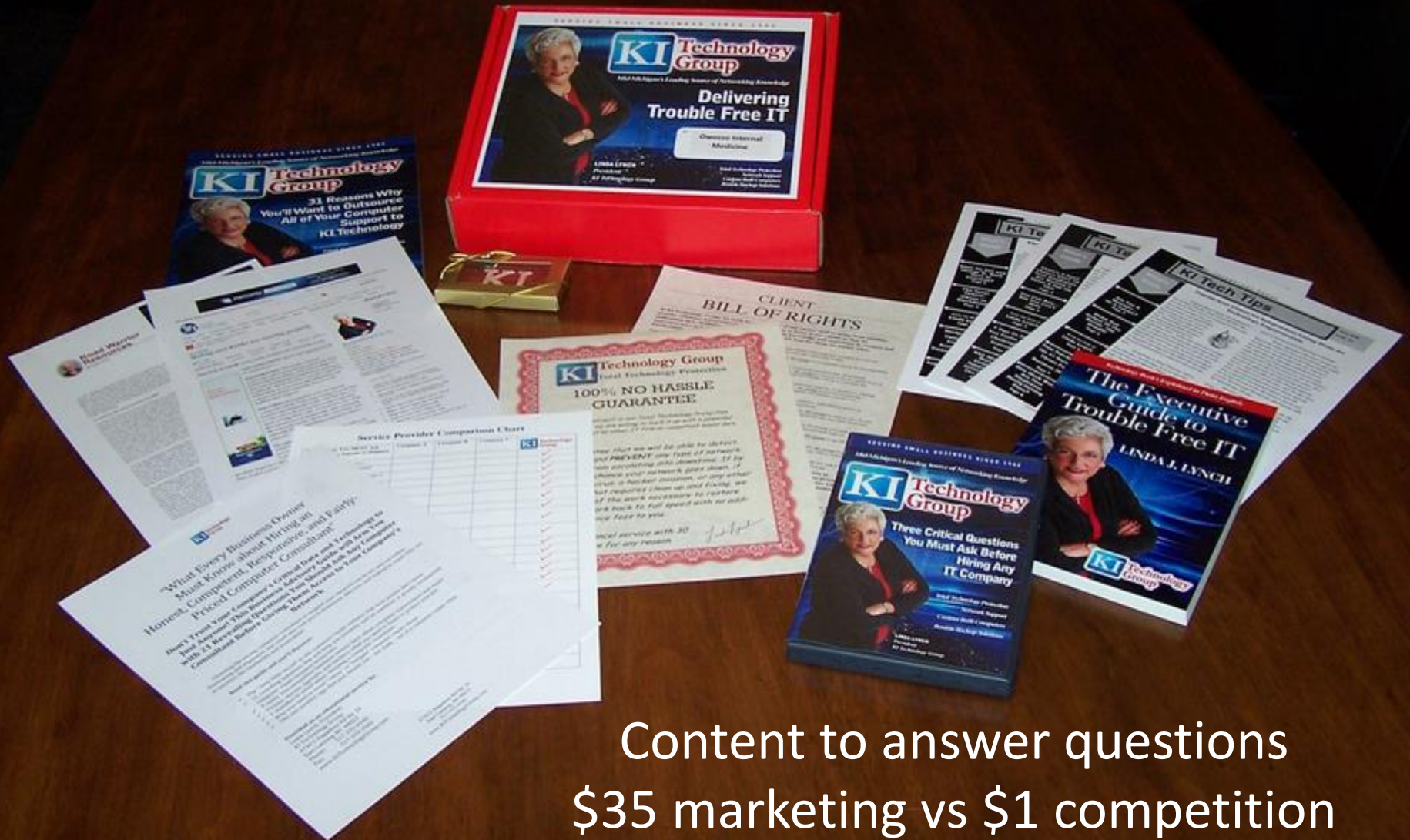


Pumpkin Plan Your Marketing

Immutable laws and what you and your best customers love.



Shock and Awe



Content to answer questions
\$35 marketing vs \$1 competition

Is Your Website Secure?



SSL encryption required for privacy and search ranking

Mobilegeddon

The background image is a dark, atmospheric scene of a ruined city. In the foreground, a dirt path with tire tracks leads from the bottom center towards the middle ground. The city buildings are mostly skeletal remains, with some taller structures still standing but appearing heavily damaged. The sky is filled with dark, heavy clouds, with a bright light source breaking through in the center, creating a dramatic, high-contrast scene. The overall color palette is dominated by dark blues, greys, and blacks, with some lighter tones from the sky and the path.

Mobile Apps are DEAD.

Responsive Audience



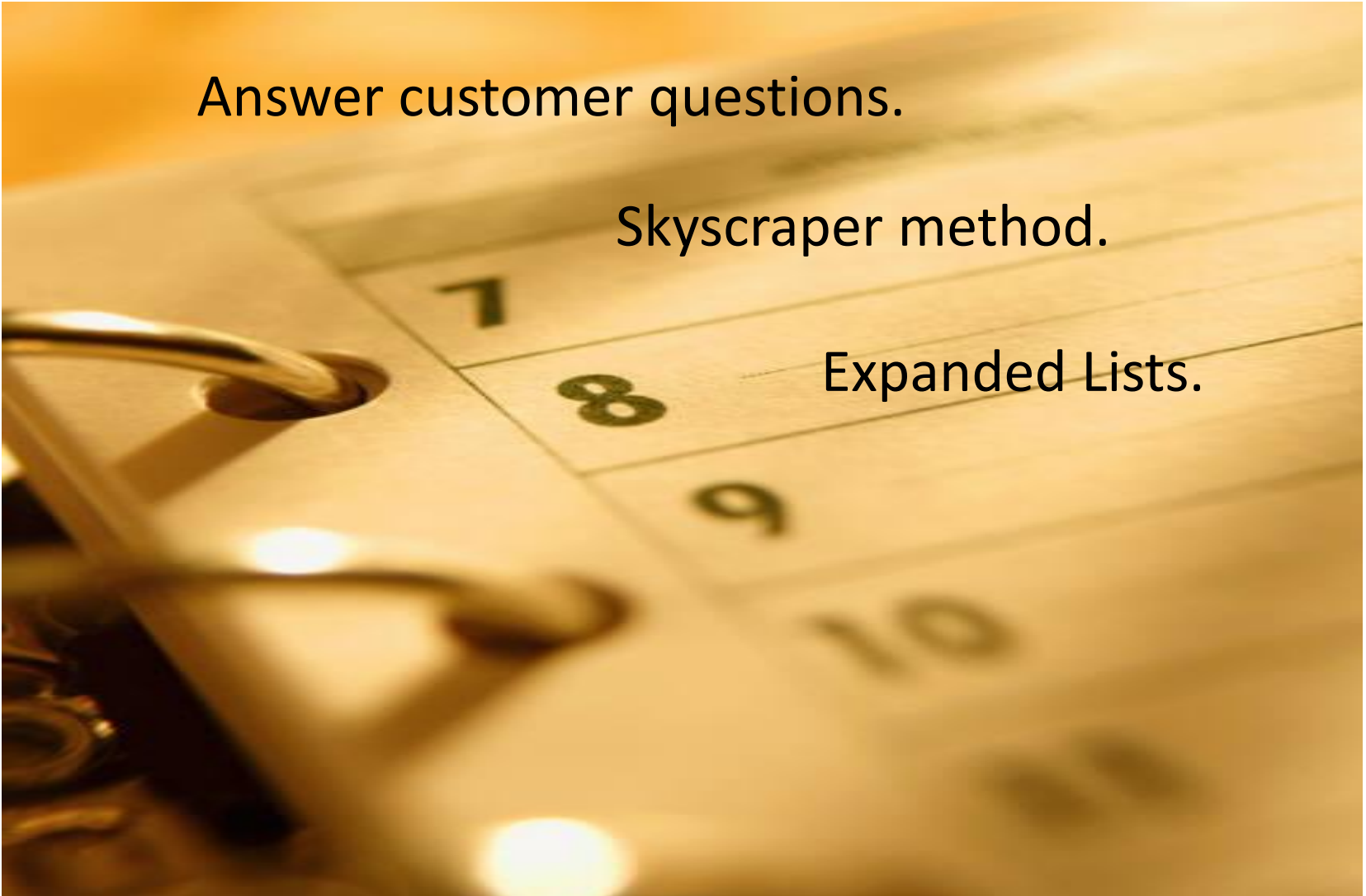
Uniform, fast, and no duplication for best search ranking.

Publish Compelling Content Weekly

Answer customer questions.

Skyscraper method.

Expanded Lists.



Give Away Valuable Info



21 Page Report in exchange for contact information.

Notable Authority – Write a Book



Warming events, giveaways, and search ranking.

Marketing Oil Wells



Multiple on-going campaigns for sales coming to you.

Measure



Conversions – Test & Adapt - Persevere