

A horizontal bar with a teal-to-orange gradient.

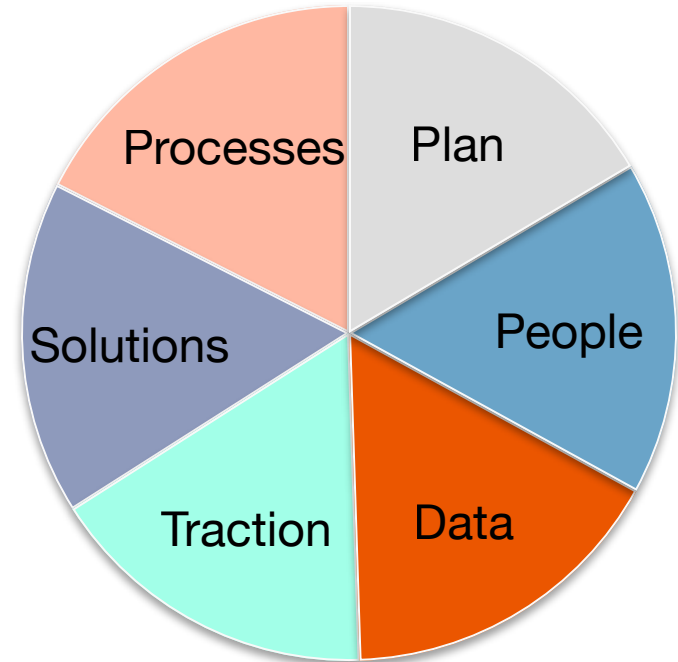
How to develop in-house a world-class digital marketing on a limited budget 🤑

Sergio Gutierrez - Fractional CMO



Who is GamePlan?

- 20+ years of hands-on advisory services assisting leadership teams and their company's with getting consistently better
- We are best at; business process, problem solving, effective marketing, people intelligence and corporate culture transformation
- With us our clients grow an average of 20% per year
- Transparency, accountability, alignment, traction are cornerstones





Who is this guy?

Sergio is a seasoned Digital Marketing Professional with over 18 years of experience in delivering proven solutions. He has cultivated his expertise across Canada, New York, and South America, working in advertising technology, telecommunications, and IT sectors. Sergio excels in bridging the gap between creative ideas, data analytics, and technological requirements, ensuring the delivery of robust, high-quality solutions.

Throughout his career, Sergio has successfully managed production studios and teams for renowned agencies such as Havas Health CX, PublicisSapient, R/GA, and Wunderman. He has led the development of web applications, mobile apps, and social media projects for esteemed clients including AbbVie, Johnson & Johnson, AstraZeneca, Unilever, Coca-Cola, Microsoft, Dell, Siemens PLM, FCA, and Hyundai, among others in the Fortune 500 roster.

Marketing Strategy | Digital Production | Program Management | E-Commerce | CRM | Content Marketing | Social Media Campaigns

<https://www.linkedin.com/in/sergiogutierrez/>

Web: www.GamePlan.ceo e-mail: sgutierrez@gameplan.ceo



The must haves for digital marketing

Agenda

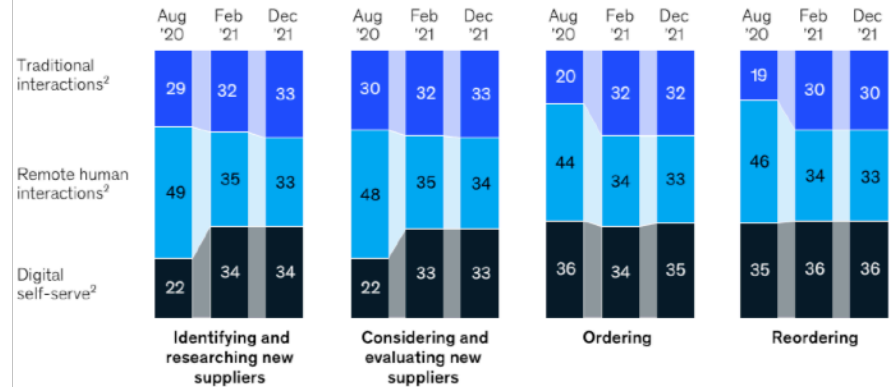
- Website and SEO Strategy
- Boost your social media presence
- Ads and Lead generation (CRM)
- Latest trend in marketing
- “Free” Resources
- Q&A (30 min)



Why Digital is important? - Insight

Current way of interacting with suppliers' sales reps,¹ by stage of process

% of respondents per sales channel type



~2/3

of buyers in 2021 opted for remote human interactions or digital self-service

Source McKinsey

“You can't improve what you can't measure”

SEO Insight

5. It Gives You A Competitive Advantage


Your competitors will likely be investing in SEO, which means you should too. Those who invest heavily in SEO often outrank the competition in search engine results and gain market share. If you consider that results on the first page of a Google search get **over 90%** of traffic, you cannot afford not to be there, especially if your competitors are. Start by identifying your competitors, analyzing their strengths and weaknesses, and creating and managing your online reputation. Then, ensure that your site loads fast and is mobile-friendly, make the best content possible, and focus on providing the best user experience.

Source Forbes

Website and SEO Strategy

- Build a basic website (less is more)
 - What you do?
 - Why I'm here?
 - How can I engage with you?





Title, H1, H2, H3

*descriptions for all images



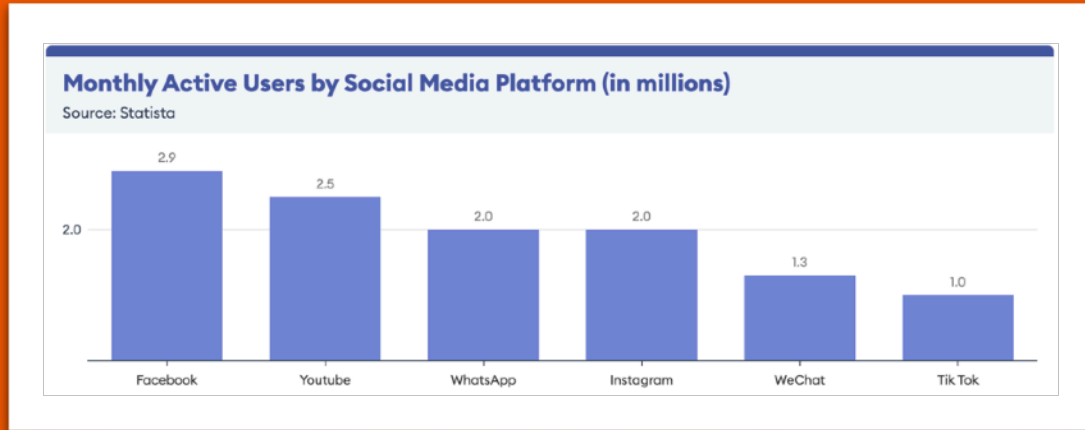
Poll:

Raise your hand 🙋 If you have a business website that you can easily update?



Eyeballs and attention-seeking platforms

Social Media Insight



The average person spends about 145 minutes on social media every day

Time is a precious commodity. So it's significant that the average person globally spends a significant portion of their day—about 145 minutes—on social media. Interestingly, Americans fall slightly below this average, clocking in at 2 hours and 7 minutes daily.^[4]

Source Forbes



6 tips to establish your Social Media Presence

- **Set Clear Goals:** Whether it's increasing **brand awareness**, driving website traffic, generating leads, or boosting sales.
- **Know Your Audience:** Understand your target audience's demographics, **interests**, preferences, and **pain points**.*
- **Choose the Right Platforms:** Focus on the social media platforms **where your target audience is** most active.

76% of social media users have purchased something they saw on social media

While the purchase pathway varies—with 11% buying immediately, 44% deferring online purchases for later and 21% opting to buy in-store—the 76% of users who have bought a product based on a brand's social media post reflects how social media has changed the face of retail.^[10]

Source Forbes



6 tips to establish your Social Media Presence

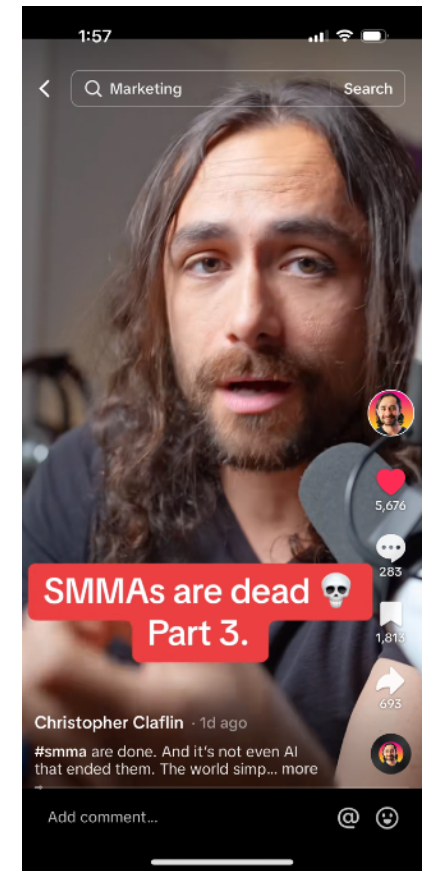
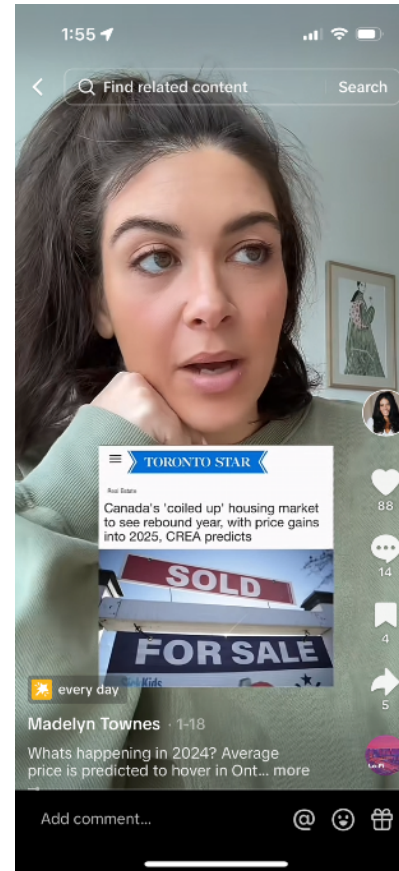
- **Create Compelling Content:** Develop a content strategy that aligns with your brand identity and resonates with your audience. Ensure your content **provides value**, educates, entertains, or inspires your audience.
- **Consistency is Key:** Create a **content calendar** to plan and schedule your posts in advance.
- **Engage with Your Audience:** Encourage conversations, ask questions, and run polls to foster interaction. Show appreciation for your followers and **acknowledge their feedback***.

The minimum average cost of an Instagram post with 1 million followers is \$1,200

Influencers on Instagram with over a million followers saw their star power translate into posts that fetched an average minimum price of \$1,200 in 2021. Macro-influencers (with followers ranging from 100,000 to a million), meanwhile, settled for a lower average minimum cost of \$185 per post, with potential to escalate to an average maximum cost of \$2,500.^[3]

Source Forbes

Examples of great personal branding and how to build your social media channel




Poll:

Raise your hand 🙋 If you have
a social media channel?
(Business or Personal)

Centralize your customer data and e-mail marketing in one place

CRM, Ads & Lead generation





CRM - Marketing automation phases



Crawl phase

Understand your Business

- Define your customer
- Workshop you customer journeys
- List your current Mar-tech and Digital Channels



Walk phase

Work smarter

- \$20/daily ad Investment
- CRM (Leads tracking) and segmentation
- Measurement and KPIs
- Start publishing content



Run phase

Unleash and automate

- Ads Return of Investment
- Keep your customers engaged with automation
- Start focusing on your branding content

Crawl phase - Know your customer



Dwayne Braddix

Academic Program Director

Age	35
Location	Chicago, IL
Education	Bachelors of Education, Ball State University
Income	80k
Status	Married, 2 children

About Dwayne

As an Academic Program Director at a university, Dwayne is responsible for managing and improving specific academic programs. He oversees curriculum development, faculty, student advising, program assessment, and administrative tasks related to them. His goal is to ensure the program's quality and effectiveness.

"I want to motivate the students by providing interesting curriculum"

Tasks & Responsibilities

- Develop and refine academic programs
- Manage faculty effectively to enhance their roles.
- Manage students and implement strategies for improved success and retention.
- Oversee program budget
- Ensure compliance with accreditation standards and relevant laws
- Regularly update program policies and procedures

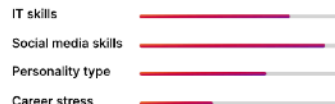
Pain points

- Student lack of interest
- Budget overruns
- Non-compliance with accreditation standards
- Poor student outcomes
- Faculty issues disrupting the program

Fears

- Risk of program failure
- Unmet program objectives
- Penalties or loss of accreditation
- Financial difficulties for the department / institution.
- Damage to the program and institution's reputation.

Profile

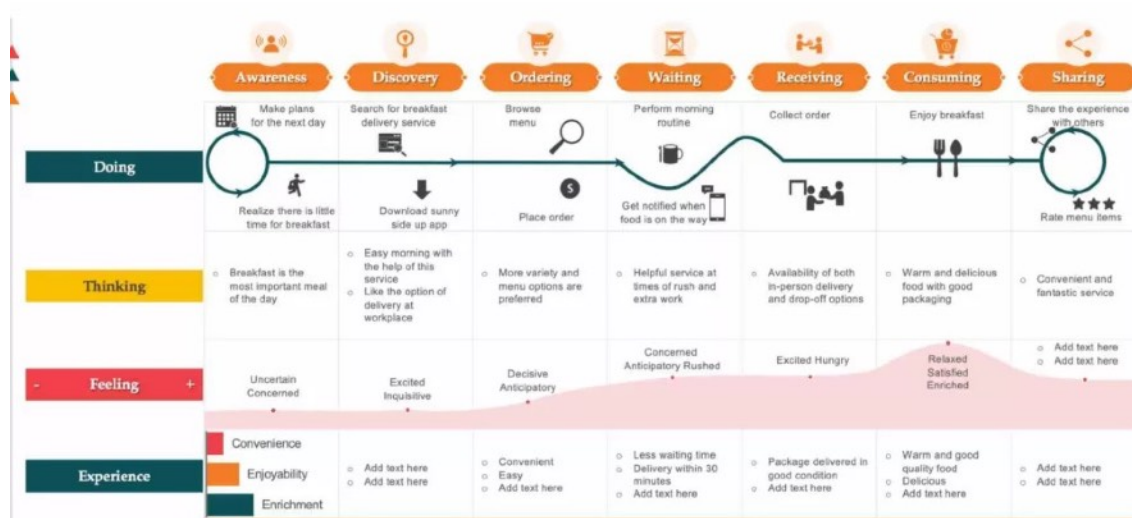


Informed by

- Professional networking
- Higher education journals and online
- Consulting services in program management and enhancement
- Guidelines and resources for program operation and maintaining accreditation

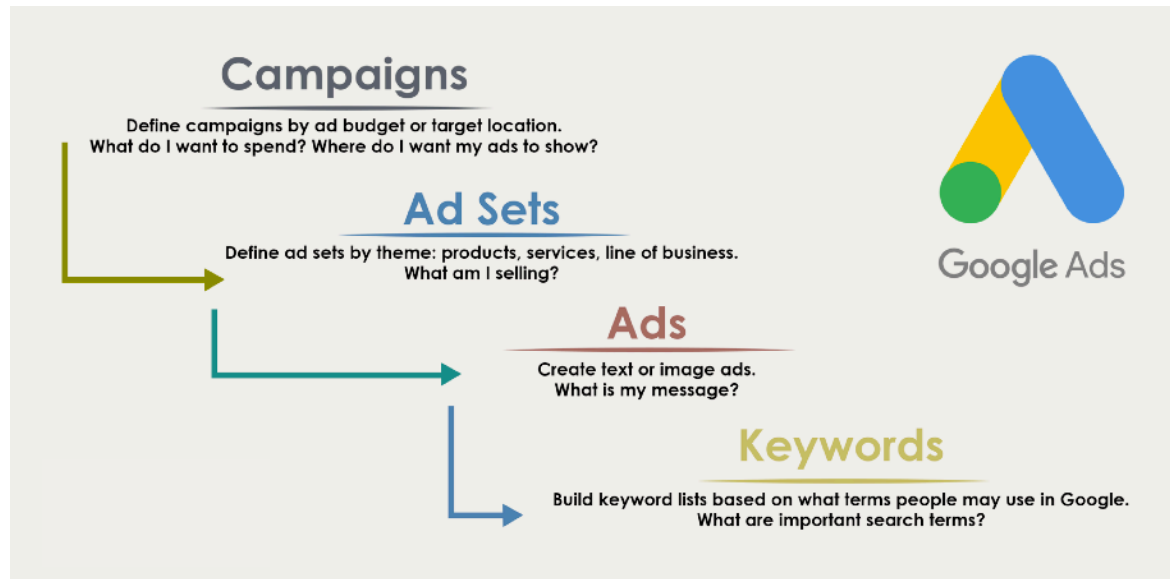


Crawl phase - Know your customer



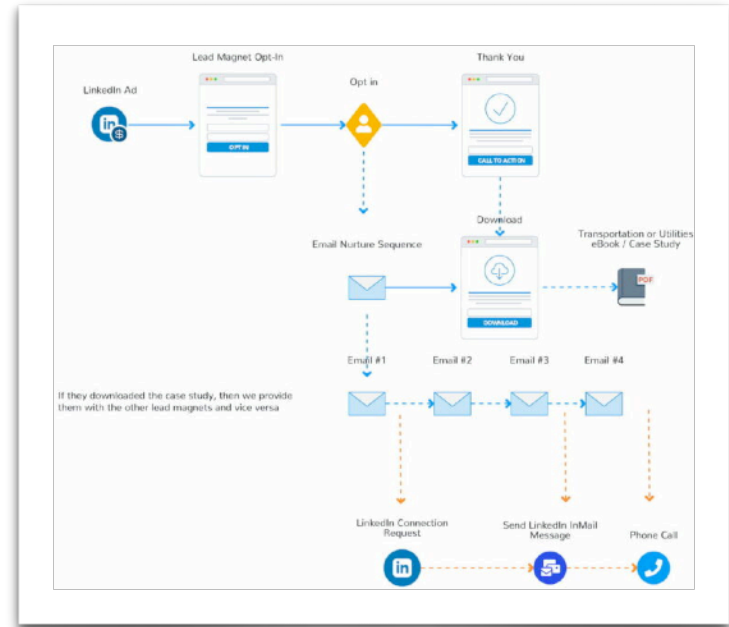
Walk phase - Why Google Ads works for small businesses?

- Easily measure performance
- Scale and modify campaigns
- Quickly generate data
- Customize your messaging
- Precision targeting



Walk phase - Budget friendly Lead Generation campaign

- Starting from Organic search or an Ad
- Offer Relevant/value information in exchange for the lead's data
- Followup while there is a buying intention



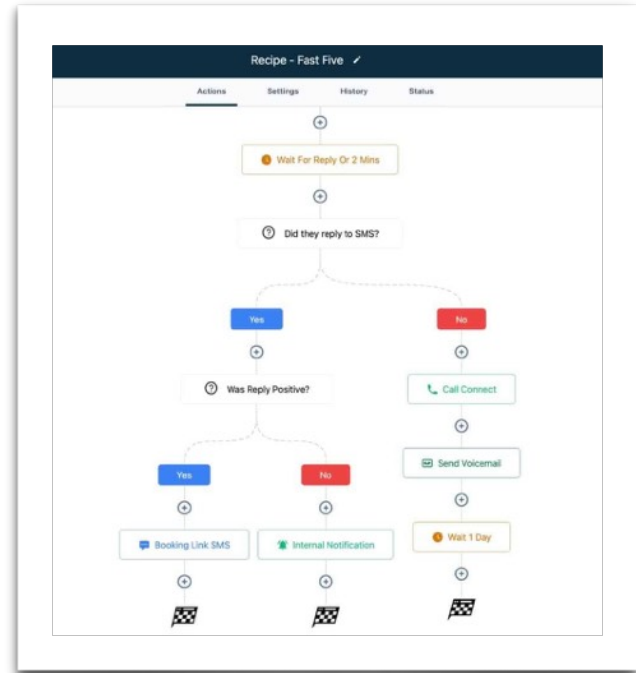
B2B buying intention Insight



After 5 minutes pass, the odds of connecting and qualifying with the lead drop **80%**
Source GoHighLevel CRM

Run phase - Automate your CRM to respond faster

- Answer your customers the way same way they contacted you (SMS, Whatsapp)
- Book appointments and send confirmations and reminders
- Ask about their customer satisfaction and link it to your Google reviews (for SEO)



3rd place

- As shown in a McKinsey study, Brand is in 3rd place on the purchase decision factor



Understanding the market

Start with what you already have - Insight

The probability of selling to an **existing customer** is **60-70%**, while the probability of selling to a new prospect is only **5% to 20%**. - *Source: Forbes*

Client Implications:

Your company already has the list of existing customers that it needs to initiate the journey for up-selling and increase your revenue.



Poll:

Raise your hand 🙋 If you have
CRM?



Resources

Website builders	https://www.godaddy.com/en-ca https://www.wix.com/ https://webflow.com/ https://www.squarespace.com/
CRM + Marketing tools	www.odoo.com www.zoho.com https://www.hubspot.com/
Utility B2B bundles (e-mail client, Video Conference, Office tools, Cloud storage)	https://workspace.google.com/ https://www.microsoft.com/en-ca/microsoft-365/business/
SEO Test tools	https://pagespeed.web.dev/
Social Media publishing tools and Calendar building	https://buffer.com/ https://app.clickup.com/
Persona and Customer journey mapping (tool) and videos	https://youtu.be/DvV7ZcRVQ4g?si=0duOrOmC1FC38Clo https://youtu.be/2W13ext26kQ?si=hS9pSLCKxSeVqkj8 https://miro.com/
Ads and more	https://marketingplatform.google.com/about/small-business/ https://business.linkedin.com/sales-solutions/sales-navigator https://www.facebook.com/business/tools/ads-manager/



Thank you!