



BEFORE

HARD WORK

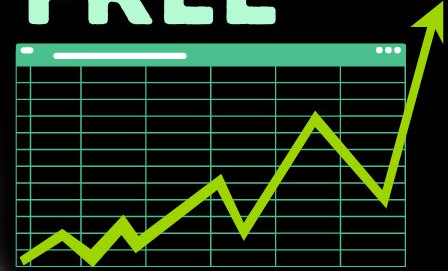
STUCK



AFTER

SMART PLAY

FREE





Now Available on
amazon
audible
an amazon company

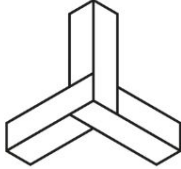


1. Diploma in Database Management from Wokkman Computer College, Akure, Nigeria
2. B.SC Computer Engineering
3. M.SC Engineering Management both from NJIT, Newark, New Jersey
4. Meta Certified Digital Marketing Associate
5. Advanced Google Analytics
6. SAFe® Product Owner/Product Manager (POPM®)
7. Certified Scrum Product Owner (CSPO®), Scrum Alliance
8. Project Management Professional (PMP®)
9. 5-Times Author, Coach & Consultant
10. Creator of myEmpirePRO
11. Host of Man of Prestige on YouTube

The 3 Pillars of Digital Marketing



Pillar #1 - Value
What attracts your audience (content, offers, solution, answers, pleasure, relief, entertainment, education).



Pillar #2 - System
Automation & tools for efficiency and value delivery.



Pillar #3 - People
The ideal target audience and only source of money and revenue.

Pillar #1 Value

What attracts your audience (content, offers, solution, answers, pleasure, relief, entertainment, education).

Market Research
Identify audience needs, size and competitive analysis for others delivering same, directly and indirectly similar value.

01

02 Copywriting
Creates compelling messages that resonate with your audience.

03

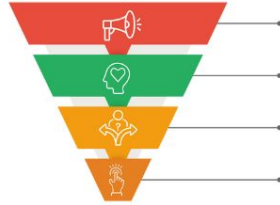
04 Format & Structure
Deciding content format (text, video, visual and/or audio) and presenting content in a clear and engaging way.

Tag & Publish
Associating relevant keywords or metadata with content and making content available to the audience through various channels.



Customer Service

The Sales Funnel



AWARENESS
Aim to make potential customers aware of your brand and its offerings.

INTEREST
Capture attention and influence initial interest by providing valuable content and building trust.

DECISION
Convince them why your product or service is the best choice.

ACTION
Conversions happen. Interested leads take action, such as a purchase or signing up for a service.

Pillar #2 System



Content Management System (CMS)
Software for creating, editing, and managing website content.



Customer Relationship Management (CRM)
Tracks interactions & nurtures relationships with customers.



Search Console
Software that monitors website health & visibility in search engines.



Analytics
Software that analyzes website traffic data to understand user behavior.

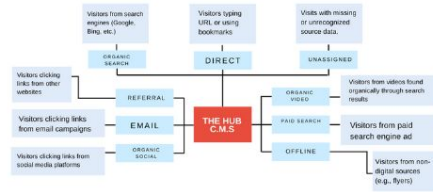
Community & Culture

The 3 Pillar Digital Business System



www.myEmpirePRO.com/3PillarSystem
www.3PillarSystem.com

Pillar #3 People





1. **Freelancing**
 - Be Your Own Boss
 - Flexible Work Schedule
 - Wide Range of Projects





2. Content Creation

- Create Engaging Content
- Target the Right Audience
- Earn from Display Ads



3. Affiliate Marketing

- Promote Other People's Products
- Earn Commissions on Sales
- Leverage AI for Targeted Ads





4. Digital Info Products

- Create Valuable Resources (Ebooks, Courses)
- Passive Income Stream
- Scale Without Limits



5. Membership Sites

- Build a Loyal Community
- Offer Exclusive Content
- Personalize User Experience





6. Ecommerce

- Physical or Digital Products
- Reach a Global Audience
- Personalized Recommendations



7. Coaching

- Share Your Expertise
- One-on-One Guidance
- Empower Clients to Achieve Their Goals
- High-Income Potential
- Automate Tasks
- Building Trust & Rapport
- Active Listening & Powerful Questions
- Goal Setting & Accountability





8. Consulting

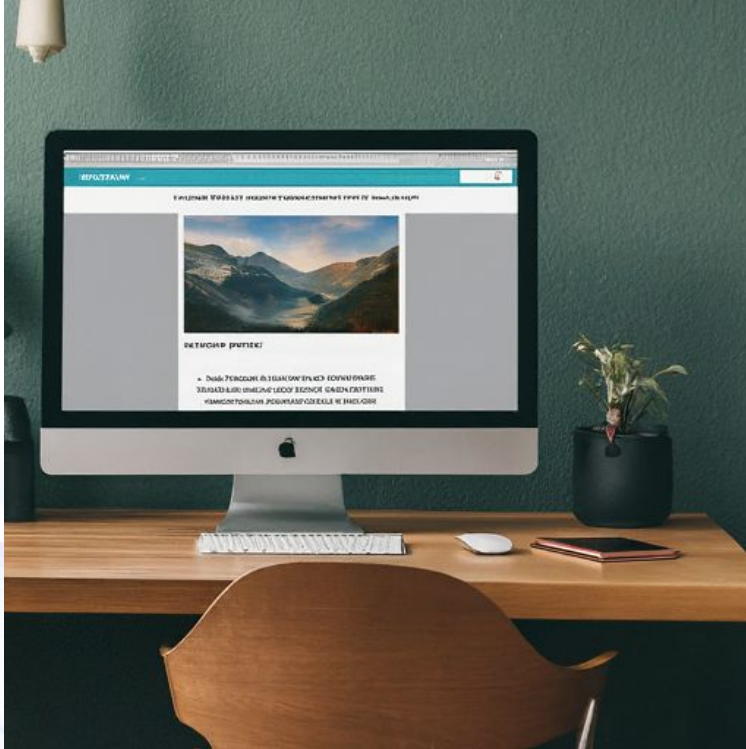
- Deep Industry Knowledge
- Expert Solutions
- Tangible Results for Businesses
- Deep Industry Knowledge
- Data Driven
- Project Management





9. Paid Ads Management

- Reach Your Ideal Audience
- Campaign Performance
- Track and Analyze Results
- Search Engine Ads
- Social Media Ads
- Display Ads
- Native Advertising



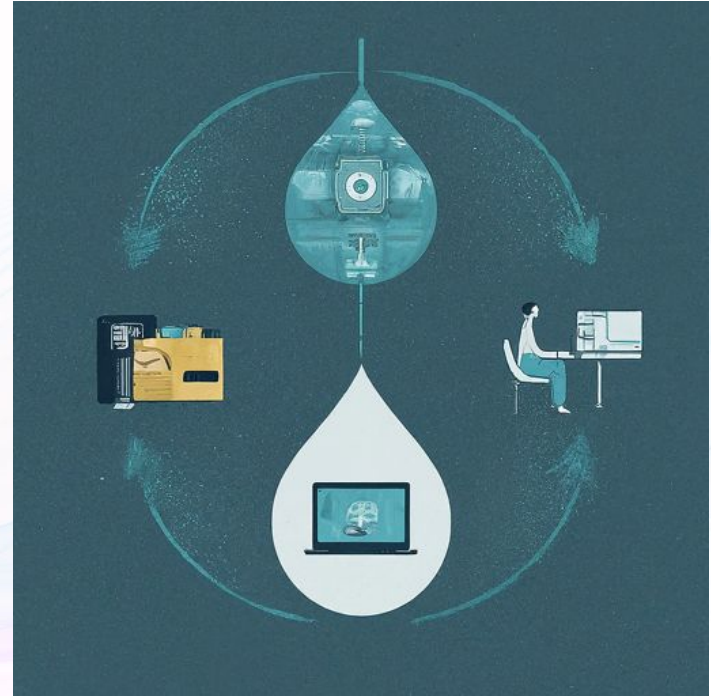
10. Email Marketing

- Personalized Communication at Scale
- Boost Engagement & Conversions
- Automate Repetitive Tasks



11. AI Drop Servicing

- Digital Services
- Leverage
- High Quality Delivery
- High & Competitive Rates
- Quality Control Measures





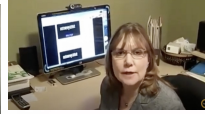
REAL PEOPLE, REAL RESULTS



You



Desmo



Ramona



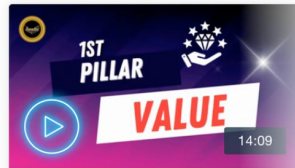
Ray



You



The 3 Pillar Digital Business System



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