

LIVE •

6 FIGURE WITH

CONTENT MARKETING

STEP-BY-STEP





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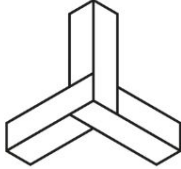
1. Diploma in Database Management from Wokkman Computer College, Akure, Nigeria
2. B.SC Computer Engineering
3. M.SC Engineering Management both from NJIT, Newark, New Jersey
4. Meta Certified Digital Marketing Associate
5. Advanced Google Analytics
6. SAFe® Product Owner/Product Manager (POPM®)
7. Certified 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

Digital Marketer for 15 Years

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).

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

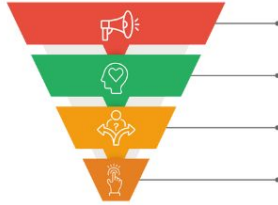
02 Copywriting
Creates compelling messages that resonate with your audience.

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

04 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



Software for creating, editing, and managing website content.

Tracks interactions & nurtures relationships with customers.

Software that monitors website health & visibility in search engines.

Software that analyzes website traffic data to understand user behavior.

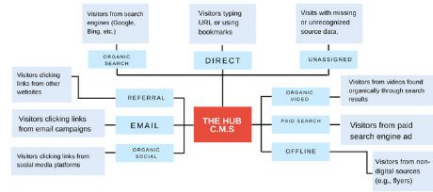
Community & Culture

The 3 Pillar Digital Business System



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

Pillar #3 People

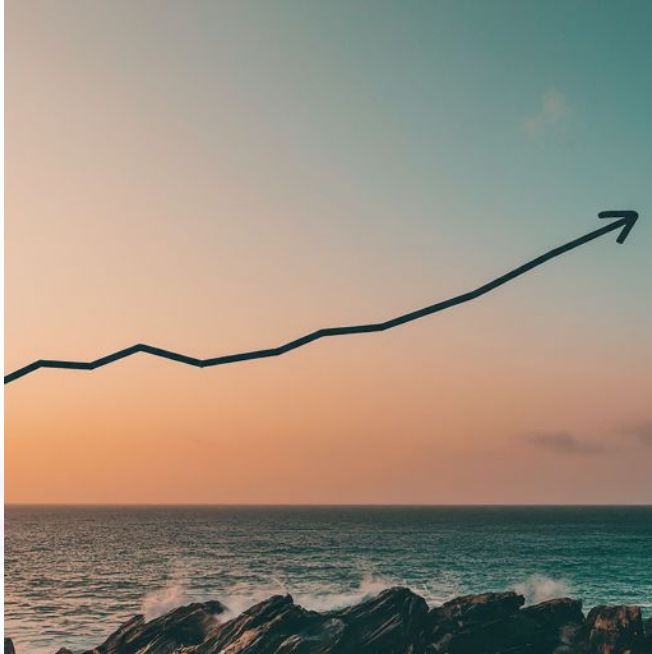




What is Content Marketing?

- A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent information to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action.





Why is Content Marketing Important?

- Builds brand awareness and thought leadership
- Increases website traffic and organic search ranking
- Generates leads and nurtures prospects
- Boosts customer engagement and loyalty
- Drives sales and conversions



Outsmart, Don't Outspend: Content Marketing for Sustainable Growth

- Organic Reach vs. Paid Advertising
- Building Long-Term Value
- Content as a Strategic Advantage
- Attract, Don't Interrupt
- Targeted Content for Ideal Customers
- Search Engine Optimization (SEO) for Visibility
- Content as a Lead Magnet
- Nurturing Leads Through the Buyer's Journey
- Building Brand Loyalty and Advocacy
- Retarget Instead





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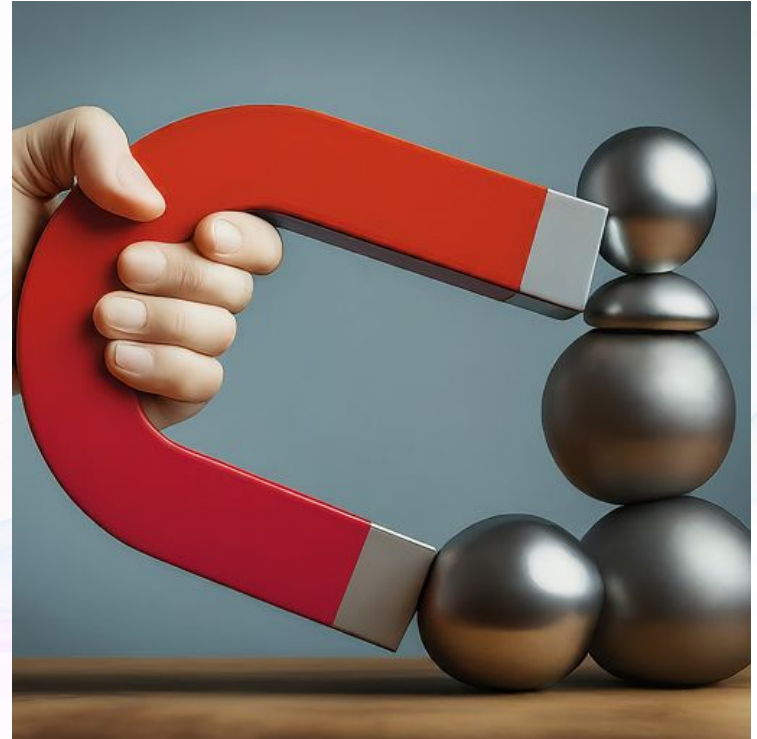
Inbound or Attraction Marketing vs. Hard Prospecting & Hard Selling

Attraction Marketing:

- Creates valuable content to attract leads organically
- Builds trust and credibility with your audience
- Focuses on providing value before asking for a sale

Hard Prospecting & Hard Selling:

- Interruptive and pushy tactics
- Focuses on immediate sales conversions
- Can damage brand reputation





The Power of Attraction Marketing: A Customer Journey

- **Awareness:** Customer stumbles upon your content while researching solutions to their problems.
- **Interest:** They find your content valuable and informative, building trust and interest in your brand.
- **Consideration:** They view you as a potential solution provider and consider your offerings.
- **Decision:** Based on the trust established through valuable content, they choose you over competitors.
- **Loyalty:** They become loyal customers and advocates for your brand.



Content Frequency: Building Momentum and Focus

- **Phase 1 - First 30 Days - Building Momentum**
 - a. Quantity Over Quality
 - b. 80% Creation 20% Promotion
 - c. Daily
- **Phase 2 - Refining & Promotion - Next 11 Months**
 - a. Quality Over Quantity
 - b. 20% Creation 80% Promotion
 - c. Weekly
 - d. Update Evergreen Blog





Introducing the 30-Day Video Content Marketing Challenge

1. **Select a Niche**
2. **Break it out into 30 Topics**
3. Create and Publish one 3-10 minutes video every day for 30 days.
4. Complete the Metadata for the Search Engines
5. Review your YouTube Data



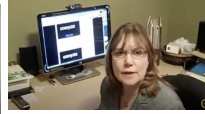
REAL PEOPLE, REAL RESULTS



You



Desmo



Ramona



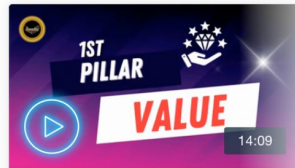
Ray



You



The 3 Pillar Digital Business System



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