

LIVE •

\$10,000/MONTH

DIGITAL MARKETING

AGENCY (STEP-BY-STEP)





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



How to Setup a \$10K+/Month Ai + Digital Marketing Agency





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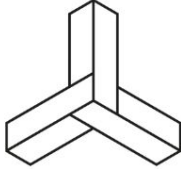
Set Goals and Expectations

- 1-10 Clients Paying \$1k-\$10,000 Monthly Fee in 90 days to 6 months.
- Be realistic about the timeframe for achieving your income goals.

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.

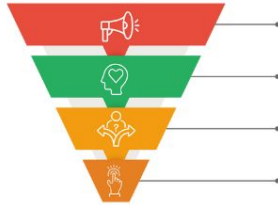
03 Format & Structure
Deciding content format (text, video, visual and/or audio) and presenting content in a clear and engaging way.

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.

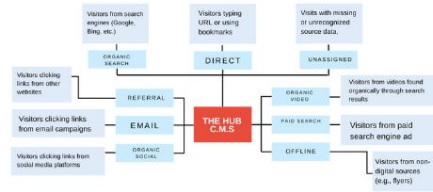
Community & Culture

The 3 Pillar Digital Business System



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

Pillar #3 People





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What You Do...

Help businesses, business owners and professionals get more customers and clients leveraging Ai and Digital Marketing Systems and Expertise.



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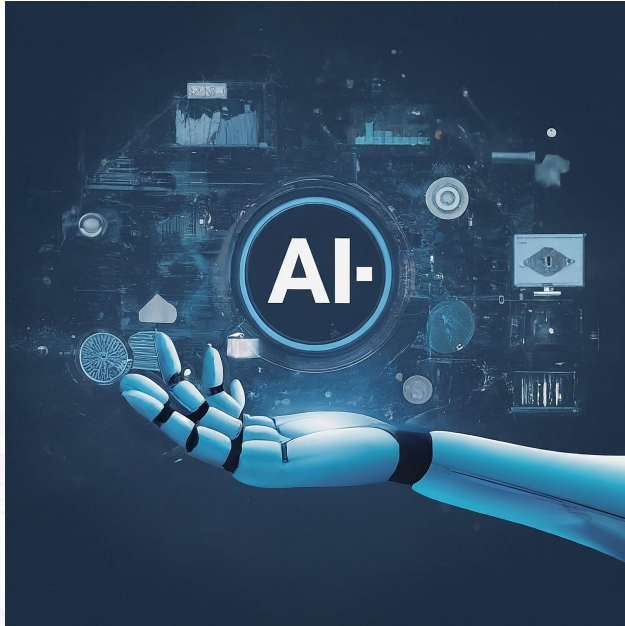
The Tools of the Trade

- CMS (Content Management System)
- myempirepro.com/cms
- CRM (Customer Relationship Management)
- myempirepro.com/crm
- Analytics
- Docusign
- Generative AI





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Techniques & Services

- Auditing
- Web design and development
- Social media marketing
- PPC/paid ads
- SEO (Search Engine Optimization)
- Email marketing
- Business analysis and optimization



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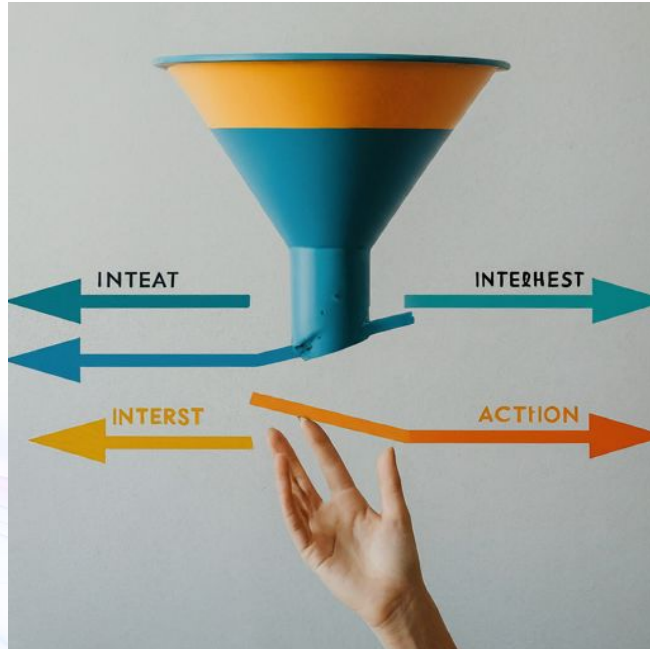
Building Your Expertise

- Partner with SMEs (Subject Matter Experts)
- Invest in your own learning and development
- Learn by Doing
- Teach others what you learn
- Become a Subject Matter Expert (SME) yourself





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The Client Funnel

1. Lead with a free audit, discovery and/or consultation session
2. Create a 100-piece content library
3. Enroll for services



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Servicing Pricing

- Clients pay for campaign and your \$1k-\$10,000 Monthly Fee
- Consider Offering in packages
- As you grow, you can also use other pricing models such as 10-50% of the revenue generated per client you help them get





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Keep It Super Simple

- Don't solve problems that you don't have yet
- Hire only when you have exhausted your resources
- Upwork.com is a great place to hire virtual assistants



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Focus on Getting Your First Client

- One Client at a Time
- Focus on building strong relationships
- Deliver exceptional results



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ANYONE Can Do This

- You can build a successful AI and digital marketing agency
- Focus on value, systems, and people
- Keep it simple, build expertise, and scale strategically





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Ideal Client Profiles





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Ideal Client Profiles

Fast Growing Startups

Young companies with explosive growth

Budget for high-ticket marketing campaigns

Need help with:

- Influencer marketing
- Performance marketing (PPC)
- Content marketing



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Subscription-Based Businesses (SaaS)

- Customer acquisition cost (CAC) is a key metric
- Invest in high-ticket SEO or content marketing strategies
- Attract a steady stream of qualified leads organically
- Reduce reliance on expensive paid advertising



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E-commerce Businesses with High Average Order Value

- Companies selling premium products or with a large basket size
- Benefit from targeted digital marketing
- Reach high-value customers
- Social media advertising campaigns
- Retargeting strategies





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Educational Institutions (Private Schools, Universities)

- Standing out in a crowded educational landscape
- Strong digital presence
- Attract students through:
- Search engine optimization (SEO)
- Targeted online advertising
- Social media engagement campaigns



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Luxury Real Estate Agents

- High-end realtors
- High-value properties and discerning clientele
- Strong online presence with high-quality visuals
- Targeted marketing campaigns to reach affluent buyers





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Franchises

- Franchise chains with local branches
- Regional digital marketing campaigns
- Centralized marketing strategy with local execution plans



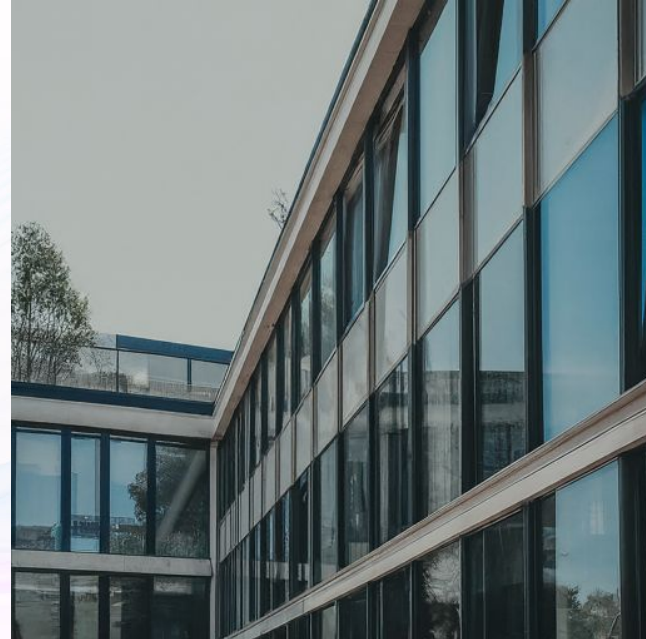
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High-Growth Businesses & Private Practices

- Businesses and private practices with net annual profit **exceeding \$200,000**
- Seeking high-ticket marketing solutions to achieve significant growth

Examples:

- Medical practices (dentists, orthodontists, surgeons)
- Law firms (specializing in corporate law, intellectual property, etc.)
- Financial services firms (wealth management, investment banking)
- Architecture & engineering firms
- Consulting firms (specializing in niche areas)





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The Power of Specialization Example: Luxury Real Estate Marketing

- Deep Industry Knowledge
- Targeted Marketing Strategies
- Proven Results in Luxury Market





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**Tailored Mission Statement:
Empowering Luxury Real Estate
Agents**

What do you do? *“I leverage the power of AI and data-driven marketing to elevate the online presence of luxury real estate agents and connect them with high-net-worth buyers seeking their dream properties.”*





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Lead Generation Strategies for Your AI & Digital Marketing Agency





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Pay-Per-Click (PPC) Advertising

Target high-intent keywords: Focus on keywords related to your services (e.g., "AI marketing for enterprise," "high-ticket SEO services").

Compelling ad copy: Craft clear and concise messaging that highlights your unique value proposition (UVP).

Optimized landing pages: Ensure a seamless user experience with clear calls to action (CTAs).

Retargeting campaigns: Stay top-of-mind with website visitors who have shown initial interest.



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Cold Email Outreach

Targeted email lists: Build lists using industry directories, event registrations, and social media connections.

Personalized emails: Avoid generic messages; tailor content to address recipient's specific pain points.

Offer valuable content: Provide an e-book, white paper, or free consultation to demonstrate expertise.

Concise and action-oriented: Keep emails short with a clear call to action (CTA).





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Reach key decision-makers: Ideal for high-value clients who might not be easily accessible via email.

- **Concise and compelling script:** Highlight your agency's unique value proposition (UVP).
- **Build rapport and identify needs:** Ask questions to understand their specific marketing challenges.
- **Offer valuable resources:** Provide resources or a free consultation to nurture the relationship.



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Leveraging LinkedIn

- **Build a strong profile:** Showcase your expertise and agency's capabilities.
- **Engage in industry groups:** Participate in discussions and establish yourself as a thought leader.
- **Publish valuable content:** Share articles, posts, and videos to demonstrate your knowledge.
- **Connect with potential clients:** Personalize your connection requests and target decision-makers.





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- Multi-channel lead generation approach
- Build a robust pipeline of qualified leads
- Attract high-value clients



- 3 Pillar Digital Business System | **Value: \$3,500**
- 4 Weeks Coaching & Certification | **Value: \$7,450**

3 Additional Bonuses

1. Digital Marketing Intensive | 15 Modules - a **\$3,000 value!**
2. Licensing & Partnership - a **\$10,000 value!**
3. Lifetime & Community Support - a **\$1,000 value!**



Sub-Total Value: \$24,950

Enrollment Fee: \$47

Go All-In \$2,045 (\$1,000+ Commissions)

www.myEmpirePRO.com/3PillarSystem



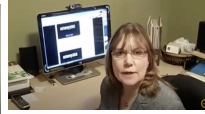
REAL PEOPLE, REAL RESULTS



You



Desmo



Ramona



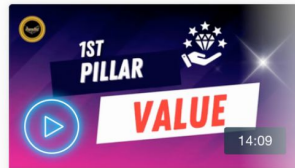
Ray



You



The 3 Pillar Digital Business System



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