LIVE ●

6 FIGURE

ANALYTICS SECRETS

DIGITAL MARKETING

11

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DIGITAL MARKETING
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FORWARD BY TUNJI S. AYENI
#1 Red Flag
The One Non-Negotiable Red Flag When it Comes to Choosing a Romantic Partner
LOLA & OLA
LOLA & OLA/TUX ABITOGUN

SMART REAL ESTATE WHOLESALING
The 3 Pillars of a Real Estate Wholesaling Empire in the Modern Age
OLA TUX ABITOGUN

get my MARRIAGE back
How to save & fix your broken marriage all by yourself even when there is infidelity or you feel it is completely over.
LOLA & OLA
OLA TUX & DAMILOLA ABITOGUN

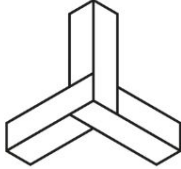**REAL ESTATE MONEY SECRETS**
OLA TUX ABITOGUN

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

Customer Service

The 3 Pillars of Digital Marketing

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).

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

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.

The 3 Pillar Digital Business System

1ST PILLAR	2ND PILLAR	3RD PILLAR
VALUE 14:09	SYSTEM 39:17	PEOPLE 17:58

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

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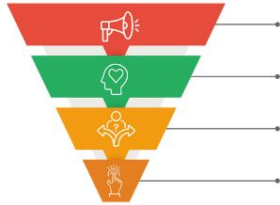Deciding content format (text, video, visual and/or audio) and presenting content in a clear and engaging way.

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

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
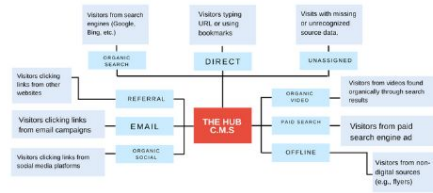Software that monitors website health & visibility in search engines.

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

Pillar #3 People

Visitors from search engines (Google, Bing, etc.) — ORGANIC SEARCH

Visitors typing URL or using bookmarks — DIRECT

Visits with missing or unrecognized source data. — UNASSIGNED

Visitors clicking links from other websites — REFERRAL

Visitors clicking links from email campaigns — EMAIL

Visitors clicking links from social media platforms — ORGANIC SOCIAL

THE HUB C.M.S

ORGANIC VIDEO — Visitors from videos found organically through search results

PAID SEARCH — Visitors from paid search engine ad

OFFLINE — Visitors from non-digital sources (e.g., flyers)

Why Analytics Matters

- Understand your audience better.

- Measure campaign effectiveness.

- Optimize your marketing efforts.

- Make data-driven decisions.

Knowing Your Audience

- Who are your ideal customers?
- What are their demographics and interests?
- What problems do they face?

Customer Journey Mapping

- Identify touch points across the customer journey.
- Understand how customers interact with your brand.
- Tailor content and messaging to each stage.

Customer Journey

Bonding

Advocacy
Social Media
Contests
Referral Programs
Loyalty Promotions

Buying
Audience Segmentation
Loyalty Incentives
Customer Relationship

Evaluation
White papers
Product Demos
Trial Offers
Email newsletters

Discovery
Social Media
SEO
Content Marketing

Content Marketing Strategy
- Create valuable content that resonates with your audience.
- Use data to identify high-performing content types.
- Focus on content that drives conversions.

Developing a System
Setting SMART Goals

- **<u>Specific</u>**: Clearly define your goals.
- **<u>Measurable</u>**: Track progress using key performance indicators (KPIs).
- **<u>Achievable</u>**: Set realistic targets for sustainable growth.
- **<u>Relevant</u>**: Align goals with your overall strategy.
- **<u>Time-bound</u>**: Define a timeframe for achieving your goals.

Website Analytics

- Track website traffic and user behavior.
- Analyze visitor data to identify areas for improvement.
- Optimize website design and content for better conversions.

Marketing Automation

- Automate repetitive tasks to save time and resources.
- Personalize email marketing campaigns based on user data.
- Track and measure the effectiveness of your automated campaigns.
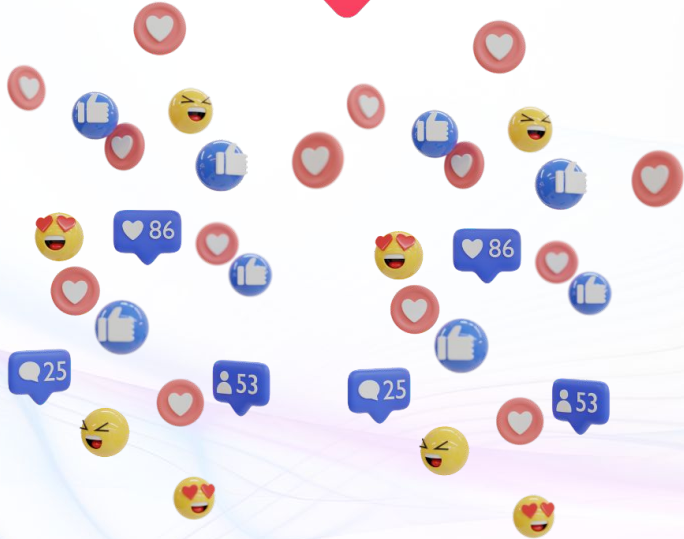
Social Media Analytics

- Track follower demographics and engagement on social media.

- Identify your best-performing social media platforms.

- Tailor content and interaction to each social media audience.

Customer Relationship Management (CRM)

- Track customer interactions across all channels.
- Personalize communication based on customer data.
- Build stronger relationships and brand loyalty.
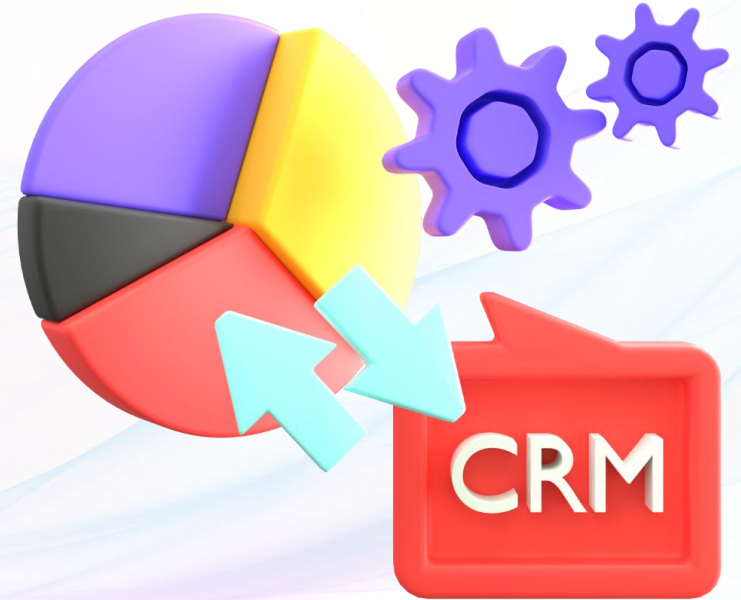
What Next…

- Data is your key to success in digital marketing.
- Leverage analytics to build value, develop a system, and nurture relationships.
- Take action and put your learnings into practice.

Unveiling the Data Arsenal: KPIs, Metrics & Dimensions

- KPIs (Key Performance Indicators): Measure overall marketing success.
- Metrics: Specific data points used to track progress towards KPIs.
- Dimensions: Categories that segment your data for deeper analysis.
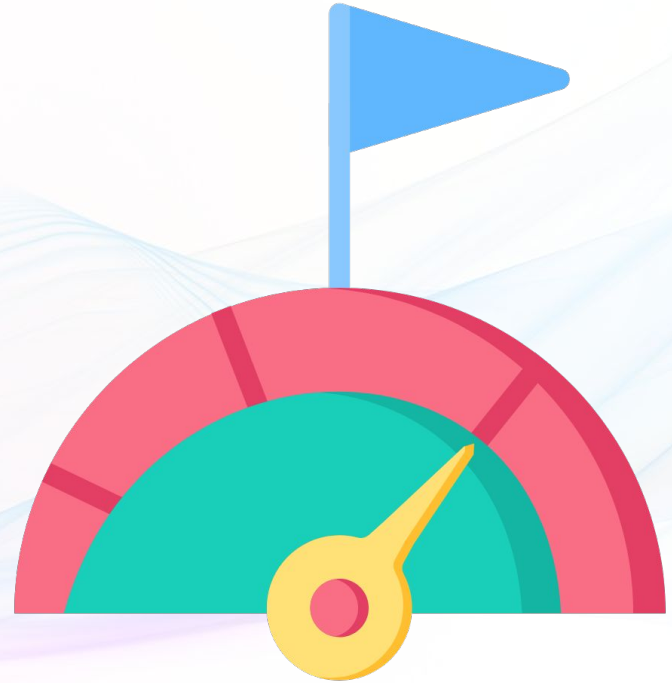
Website Traffic KPIs & Metrics

- **<u>Website Traffic (Sessions)</u>**: Total number of user visits to your website.

- **<u>Unique Visitors</u>**: The number of individual users visiting your site.

- **<u>Pageviews</u>**: The total number of pages viewed during website sessions.

- **<u>Bounce Rate</u>**: Percentage of visitors who leave after viewing only one page.

- **<u>Average Session Duration</u>**: The average amount of time users spend on your website.

User Engagement KPIs & Metrics

- **<u>Social Media Engagement</u>** (Likes, Shares, Comments): Measures audience interaction on your social media posts.
- **<u>Email Open Rate</u>**: The percentage of email recipients who open your email message.
- **<u>Click-Through Rate (CTR)</u>**: The percentage of people who click on a link within your content.
- **<u>Time Spent on Content</u>**: The average amount of time users spend engaged with your content (articles, videos etc.).

Conversion KPIs & Metrics

- **<u>Conversion Rate</u>**: The percentage of visitors who take a desired action (purchase, signup etc.).
- **<u>Lead Generation Rate</u>**: The number of leads generated through your marketing efforts.
- **<u>Customer Acquisition Cost (CAC)</u>**: The cost of acquiring a new customer.
- **<u>Customer Lifetime Value (CLV)</u>**: The total revenue a customer generates over their relationship with your brand.
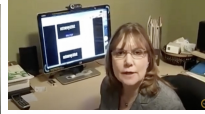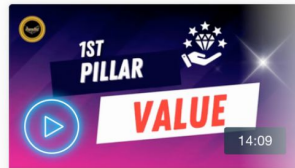
REAL PEOPLE, REAL RESULTS

You   Desmo   Ramona   Ray   You

The 3 Pillar Digital Business System

1ST PILLAR — VALUE — 14:09

2ND PILLAR — SYSTEM — 39:17

3RD PILLAR — PEOPLE — 17:58

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