

HOW TO SCALE YOUR BUSINESS ONLINE

BY TAYLOR TIMOTHY

THINGS I'M GOING TO COVER WITH YOU GUYS TODAY

- ▶ Who is Taylor Timothy
- ▶ Case Studies That Prove My Process Works
- ▶ 7 Step Process To 2x Your Business Online

MY LIFE

- ▶ Love to travel
- ▶ Love to hike
- ▶ Love hats
- ▶ Love to MTB
- ▶ Love to Golf
- ▶ Love Ice Cream
- ▶ Love online marketing



WHAT SETS ME APART FROM EVERYONE ELSE

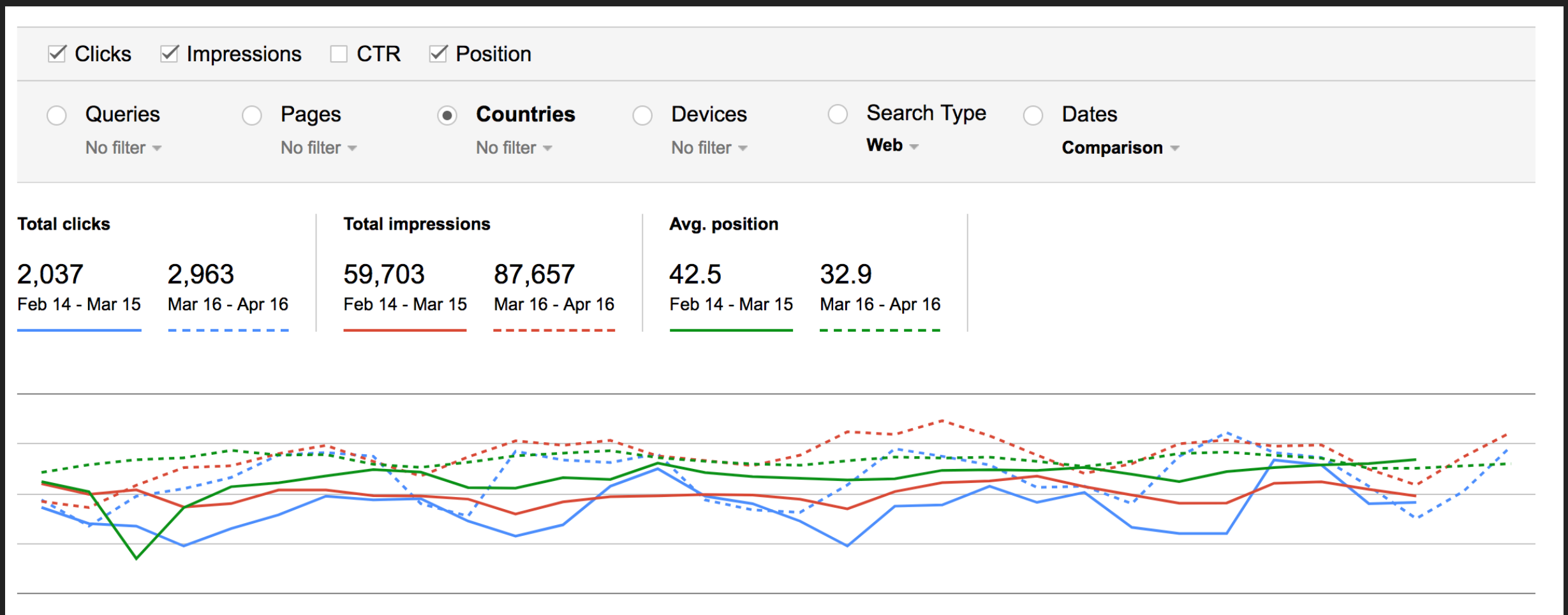
- ▶ I'm mindful of people's budgets
- ▶ I focus on the results
 - ▶ Leads and sales coming into the business
- ▶ I'm honest I just say it how it is
- ▶ I'm always striving to keep up on new things rolling out
- ▶ I have a system that works

THE TRUTH ABOUT ONLINE MARKETING

- ▶ It works
- ▶ It takes time
- ▶ Trial and error
- ▶ It is constantly changing
- ▶ It can help you scale your business
- ▶ Every business is different
 - ▶ All the principles are the same

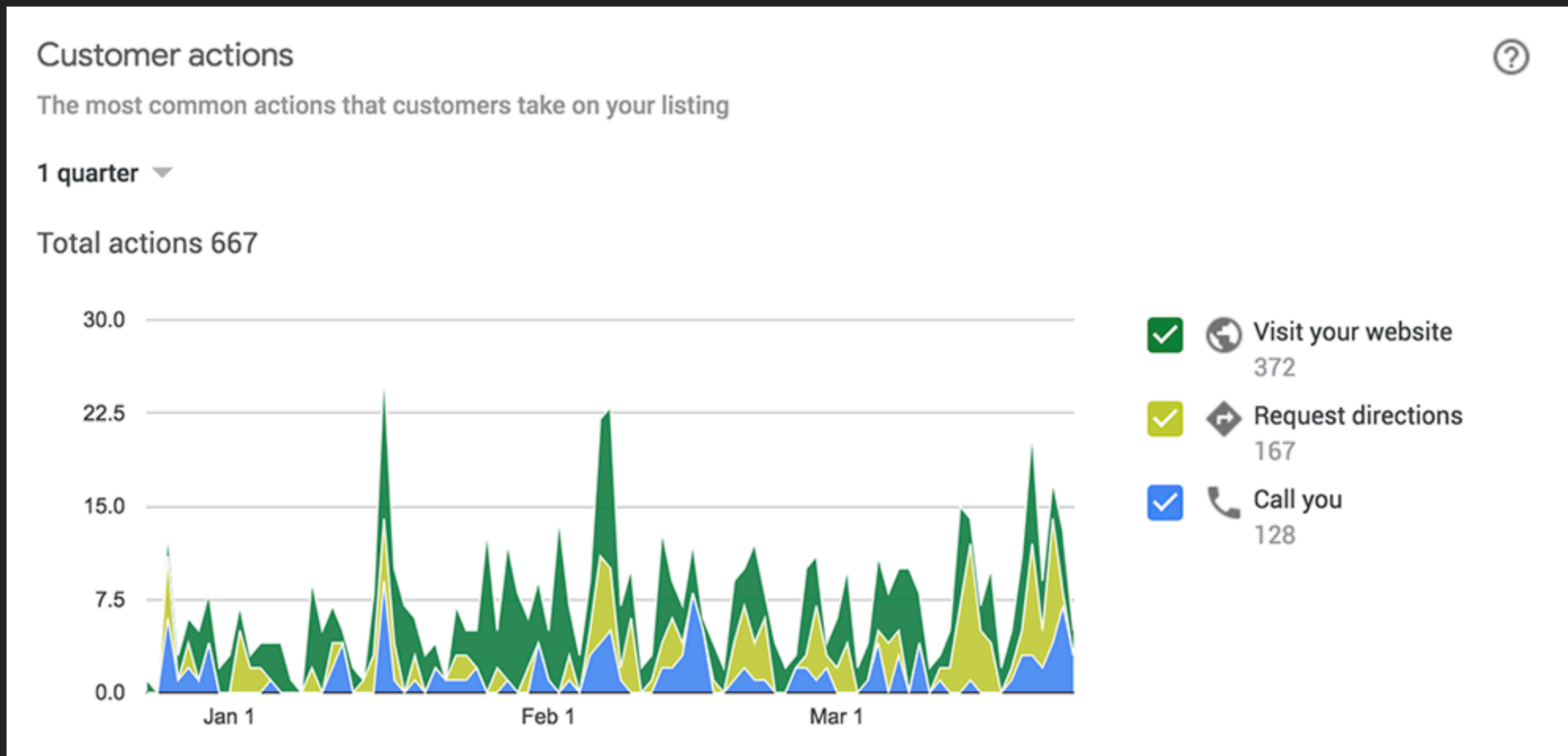
PROOF THAT IT WORKS (WEBSITE)

► More Traffic




PROOF THAT IT WORKS (GOOGLE LISTING)

- ▶ 128 phone calls to the business



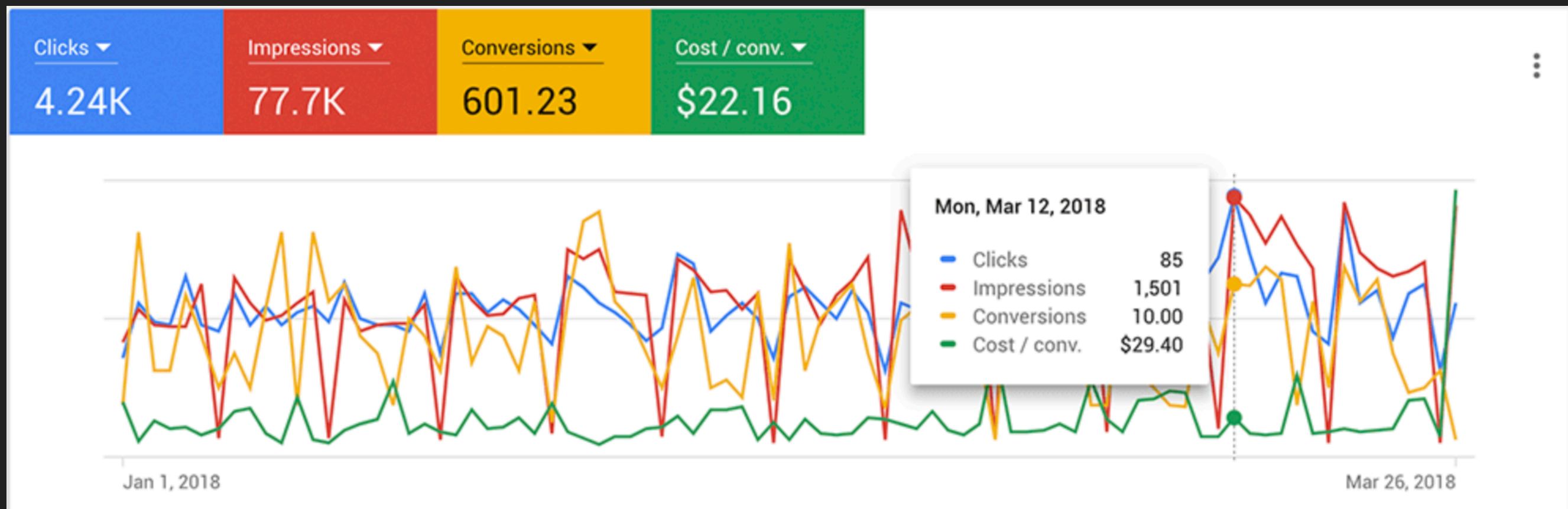
PROOF THAT IT WORKS (FACEBOOK/INSTAGRAM ADS)

- ▶ Company had 0 leads
- ▶ Company grew 200% in a year

151	53,165	1.87	\$7.54	\$5.00	
D2Dcon Vi...			Per D2Dco...	Daily	
30	3,094	3.29	\$4.48	\$5.00	
Free Video ...			Per Free Vi...	Daily	
54	7,502	5.15	\$16.67	\$5.00	
Scale your ...			Per Scale y...	Daily	
92	10,128	5.40	\$11.03	\$5.00	
D2Dcon Pr...			Per D2Dco...	Daily	
49	12,564	1.37	\$8.31	\$15.00	
Free Sampl...			Per Free Sa...	Daily	
58	22,239	1.56	\$7.54	\$15.00	
D2Dcon Vi...			Per D2Dco...	Daily	
27	10,088	1.39	\$10.13	\$7.00	
Closing Mi...			Per Closing...	Daily	

PROOF THAT IT WORKS (GOOGLE PAID ADS)

- ▶ Cost per conversion went from \$80 to \$20
- ▶ Company was growing at 25%



PROOF THAT IT WORKS (EMAIL WORKS)

► Highest converting traffic

	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal Conversion Rate ↓	Goal Completions ↓	Goal Value ↓
	25,329	25,170	35,955	71.74%	1.81	00:01:21	12.92%	4,645	\$13,743.00
1 ■ Social	10,708	<div style="width: 25%;"><div style="width: 25%;"></div></div>		77.37%	<div style="width: 85%;"><div style="width: 85%;"></div></div>		9.50%	<div style="width: 20%;"><div style="width: 20%;"></div></div>	
2 ■ Direct	5,312	<div style="width: 15%;"><div style="width: 15%;"></div></div>		68.56%	<div style="width: 90%;"><div style="width: 90%;"></div></div>		12.99%	<div style="width: 30%;"><div style="width: 30%;"></div></div>	
3 ■ Organic Search	4,085	<div style="width: 10%;"><div style="width: 10%;"></div></div>		65.77%	<div style="width: 80%;"><div style="width: 80%;"></div></div>		6.68%	<div style="width: 10%;"><div style="width: 10%;"></div></div>	
4 ■ Paid Search	2,394	<div style="width: 5%;"><div style="width: 5%;"></div></div>		78.84%	<div style="width: 95%;"><div style="width: 95%;"></div></div>		9.11%	<div style="width: 15%;"><div style="width: 15%;"></div></div>	
5 ■ Referral	1,345	<div style="width: 2%;"><div style="width: 2%;"></div></div>		65.84%	<div style="width: 80%;"><div style="width: 80%;"></div></div>		17.36%	<div style="width: 45%;"><div style="width: 45%;"></div></div>	
6 ■ Email	1,156	<div style="width: 1%;"><div style="width: 1%;"></div></div>		63.96%	<div style="width: 85%;"><div style="width: 85%;"></div></div>		39.71%	<div style="width: 100%;"><div style="width: 100%;"></div></div>	
7 ■ Display	1,002	<div style="width: 1%;"><div style="width: 1%;"></div></div>		71.79%	<div style="width: 90%;"><div style="width: 90%;"></div></div>		20.77%	<div style="width: 60%;"><div style="width: 60%;"></div></div>	
8 ■ (Other)	1	<div style="width: 0%;"><div style="width: 0%;"></div></div>		50.00%	<div style="width: 50%;"><div style="width: 50%;"></div></div>		0.00%	<div style="width: 0%;"><div style="width: 0%;"></div></div>	

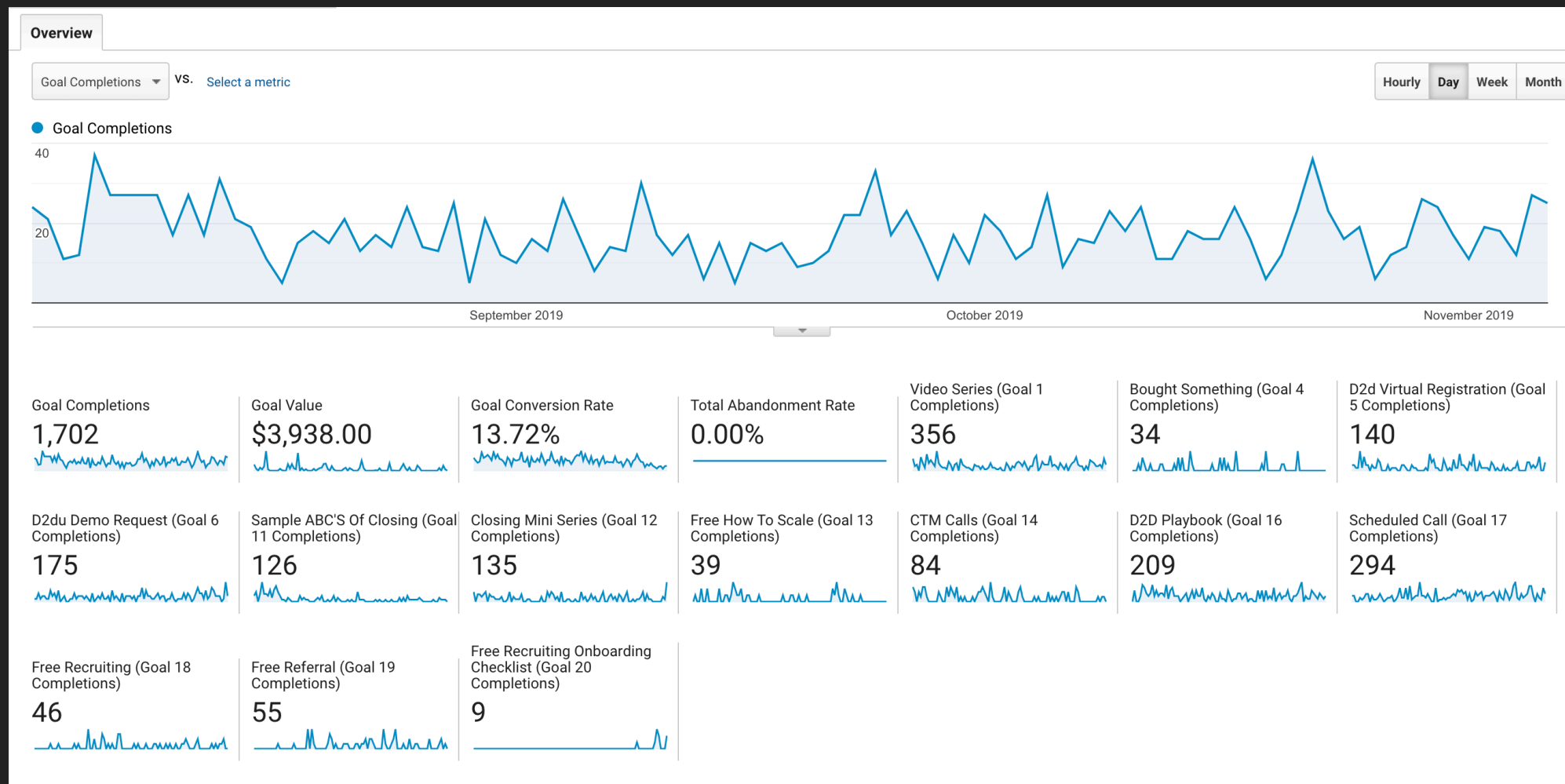
7 STEPS TO SCALE YOUR BUSINESS ONLINE

STEP 1 SETTING UP YOUR WEBSITE

- ▶ Set up the proper tracking
- ▶ Don't custom code
- ▶ Clear Messaging
- ▶ Social Proof
- ▶ Mobile Friendly

SETUP PROPER TRACKING

▶ If you don't track you are just shooting in the dark

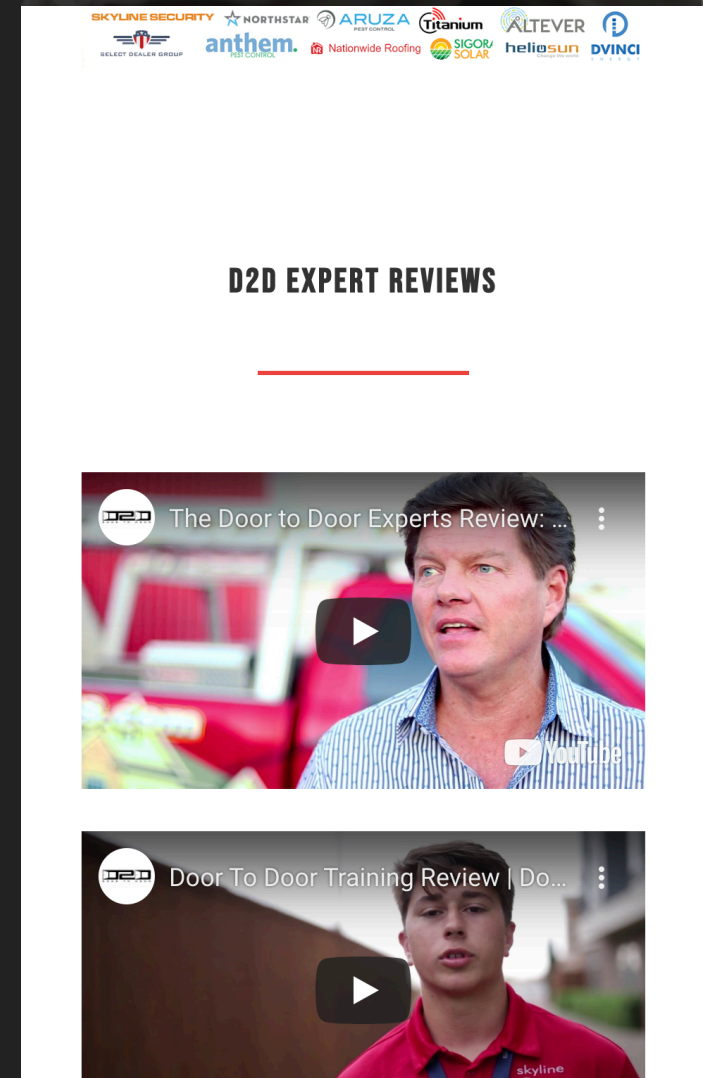
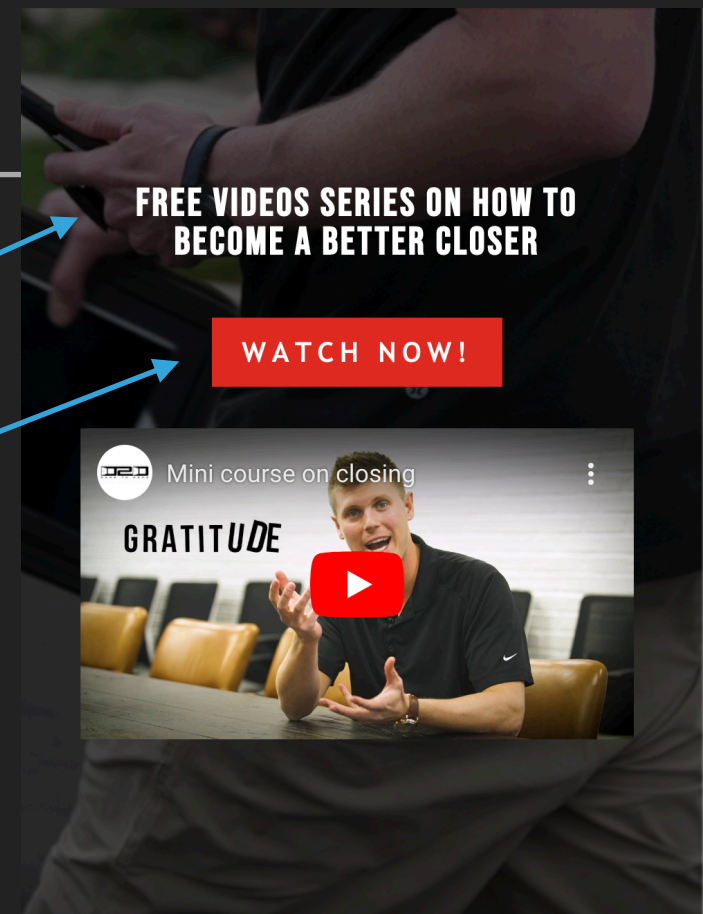


DON'T CUSTOM CODE

- ▶ Costs too much
- ▶ It breaks often
- ▶ Tons of maintenance
- ▶ Locks you in

CLEAR MESSAGING

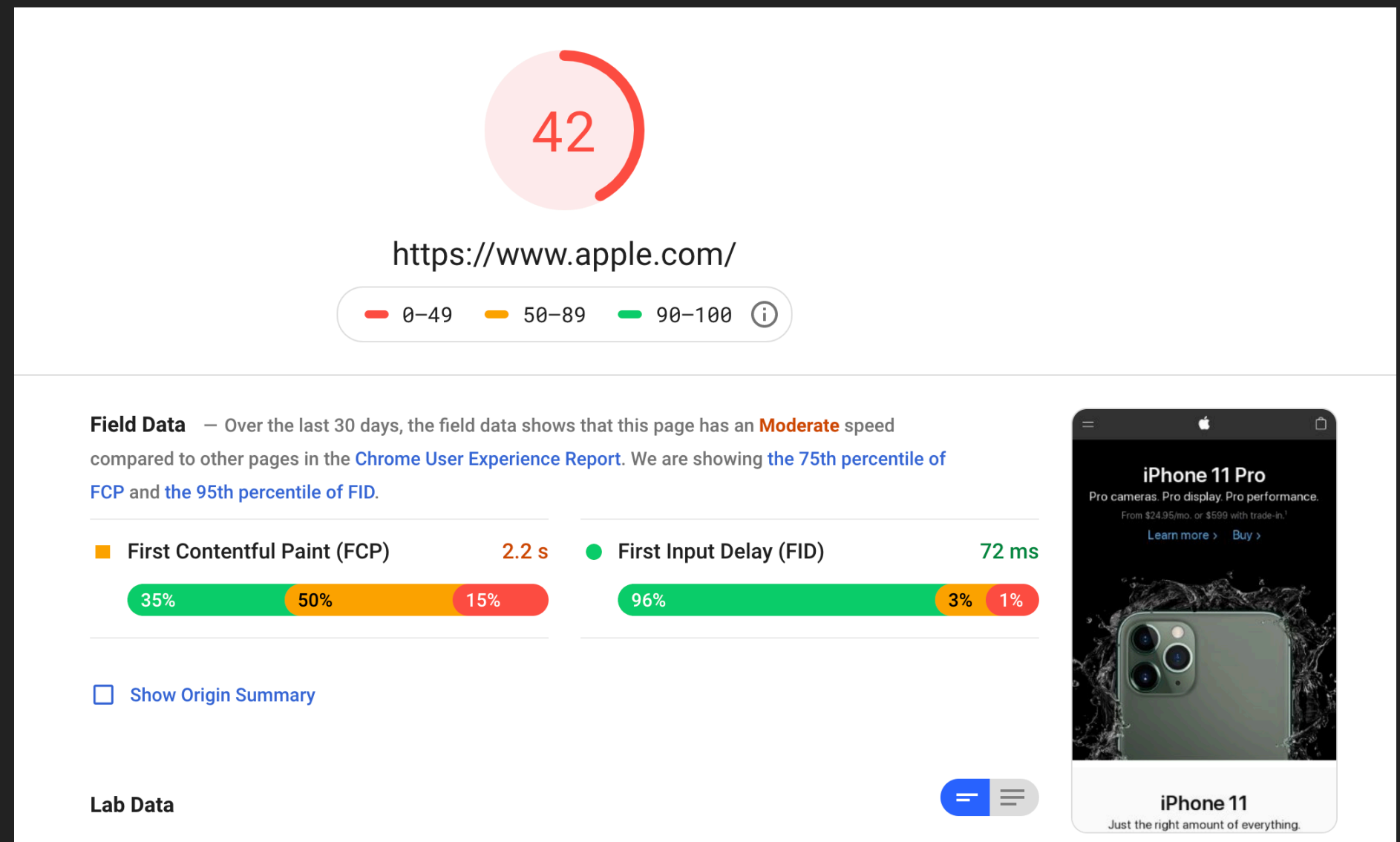
- ▶ Clear Headline
- ▶ Clear CTA
- ▶ CTA Above the fold
- ▶ Needs to pass the 5 second test
- ▶ Consistent feel 5 colors max
- ▶ The simple things



MOBILE FRIENDLY

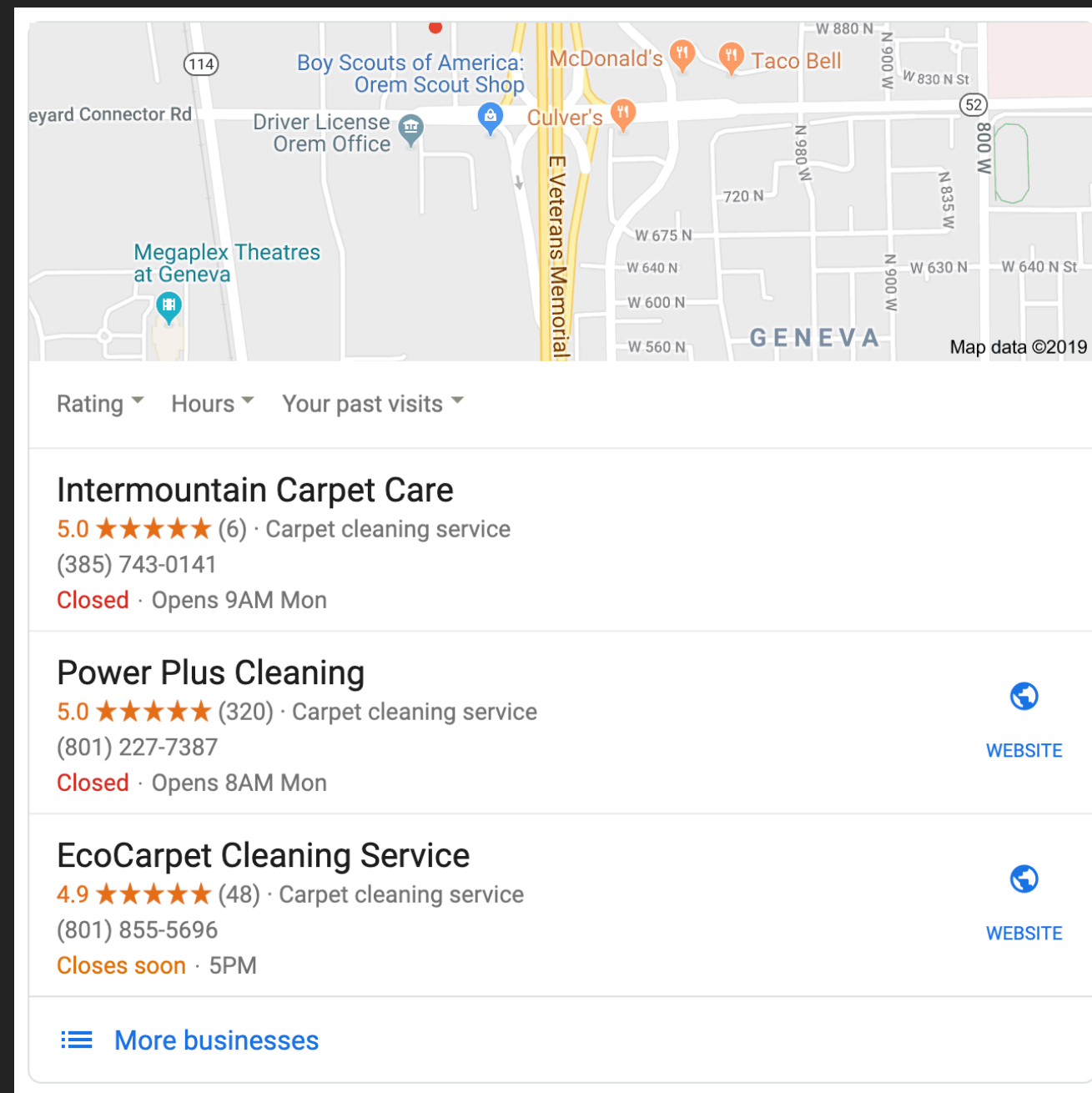
▶ <https://developers.google.com/speed/pagespeed/insights/>

▶ 60-80



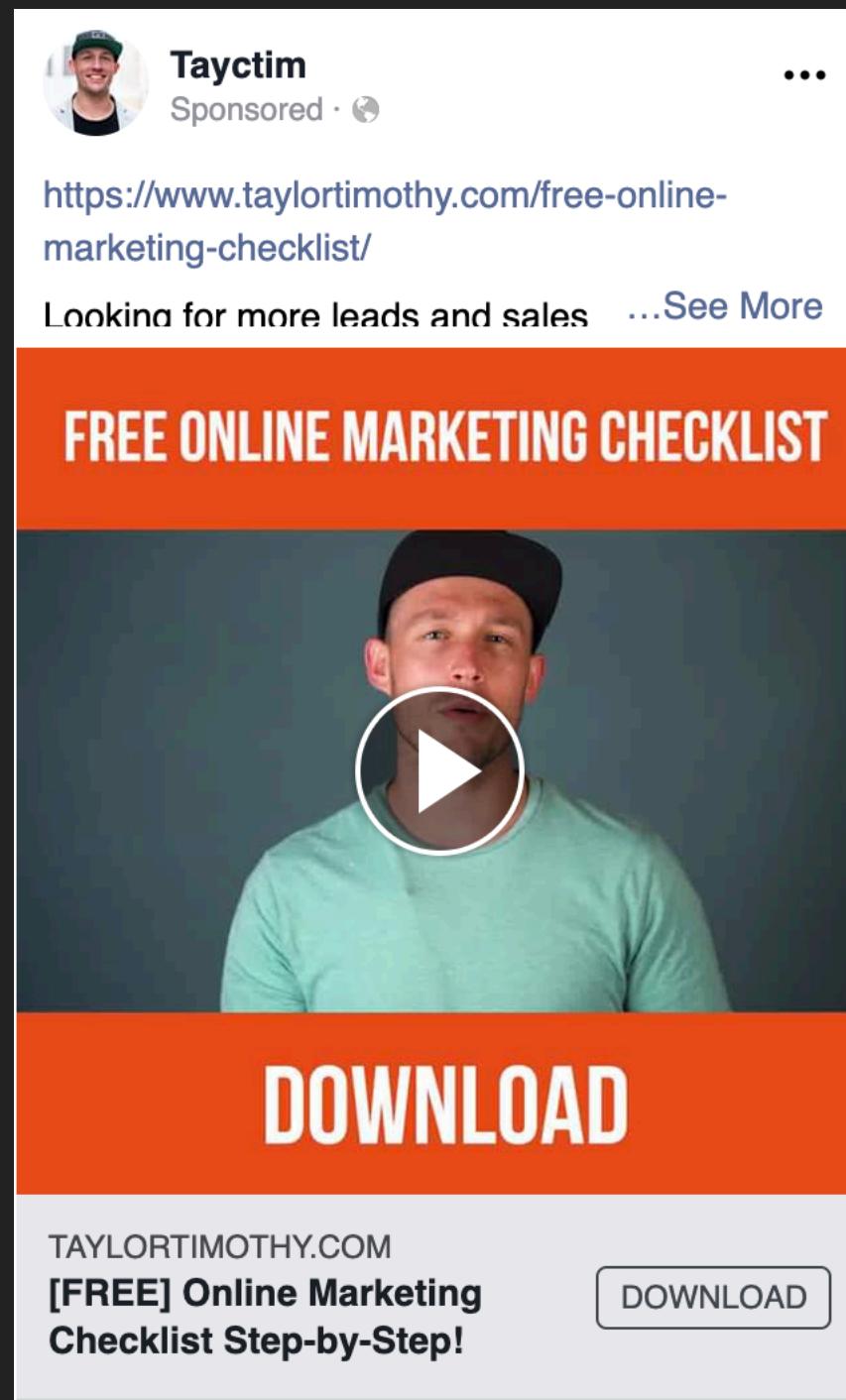
STEP 2 GOOGLE LISTING

- ▶ Fill out all the info
- ▶ Upload photos/videos
- ▶ Link to your site
- ▶ Get reviews

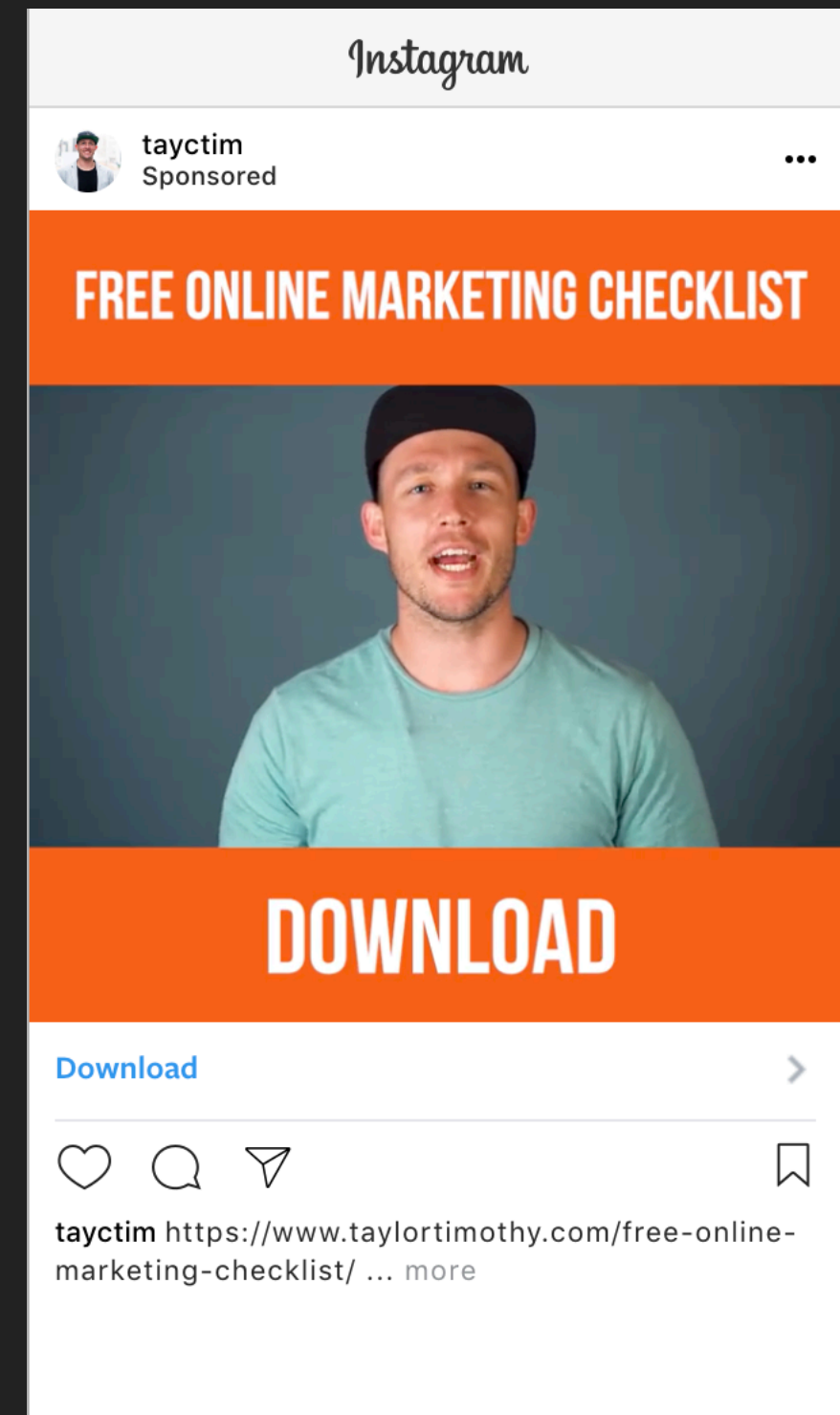


STEP 3 FACEBOOK/ INSTAGRAM ADS

- ▶ Create Offers
- ▶ 1080x1080 ads
- ▶ Re-marketing
- ▶ Social Proof Ads



A Facebook advertisement for Tayctim. At the top, it shows the profile picture and name 'Tayctim' with 'Sponsored' and a globe icon. Below is a URL: <https://www.taylortimothy.com/free-online-marketing-checklist/>. The text says 'Looking for more leads and sales ...See More'. The main visual is a video player showing a man in a teal shirt and black cap, with a play button overlay. Above the video is an orange banner with 'FREE ONLINE MARKETING CHECKLIST'. Below the video is another orange banner with 'DOWNLOAD'. At the bottom, it says 'TAYLORTIMOTHY.COM [FREE] Online Marketing Checklist Step-by-Step!' and has a 'DOWNLOAD' button.



An Instagram advertisement for Tayctim. At the top, it says 'Instagram' and shows the profile picture and name 'tayctim' with 'Sponsored'. Below is a large orange banner with 'FREE ONLINE MARKETING CHECKLIST'. The main visual is a video player showing the same man in a teal shirt and black cap. Below the video is another orange banner with 'DOWNLOAD'. At the bottom, it says 'Download' with a right arrow, and icons for heart, comment, share, and bookmark. Below the icons is the text 'tayctim https://www.taylortimothy.com/free-online-marketing-checklist/ ... more'.

STEP 4 GOOGLE PAID ADS

- ▶ Call only ads
- ▶ Specific in your keywords
- ▶ Use all the extensions
- ▶ Use all of the characters
- ▶ Select video you want to run ads on

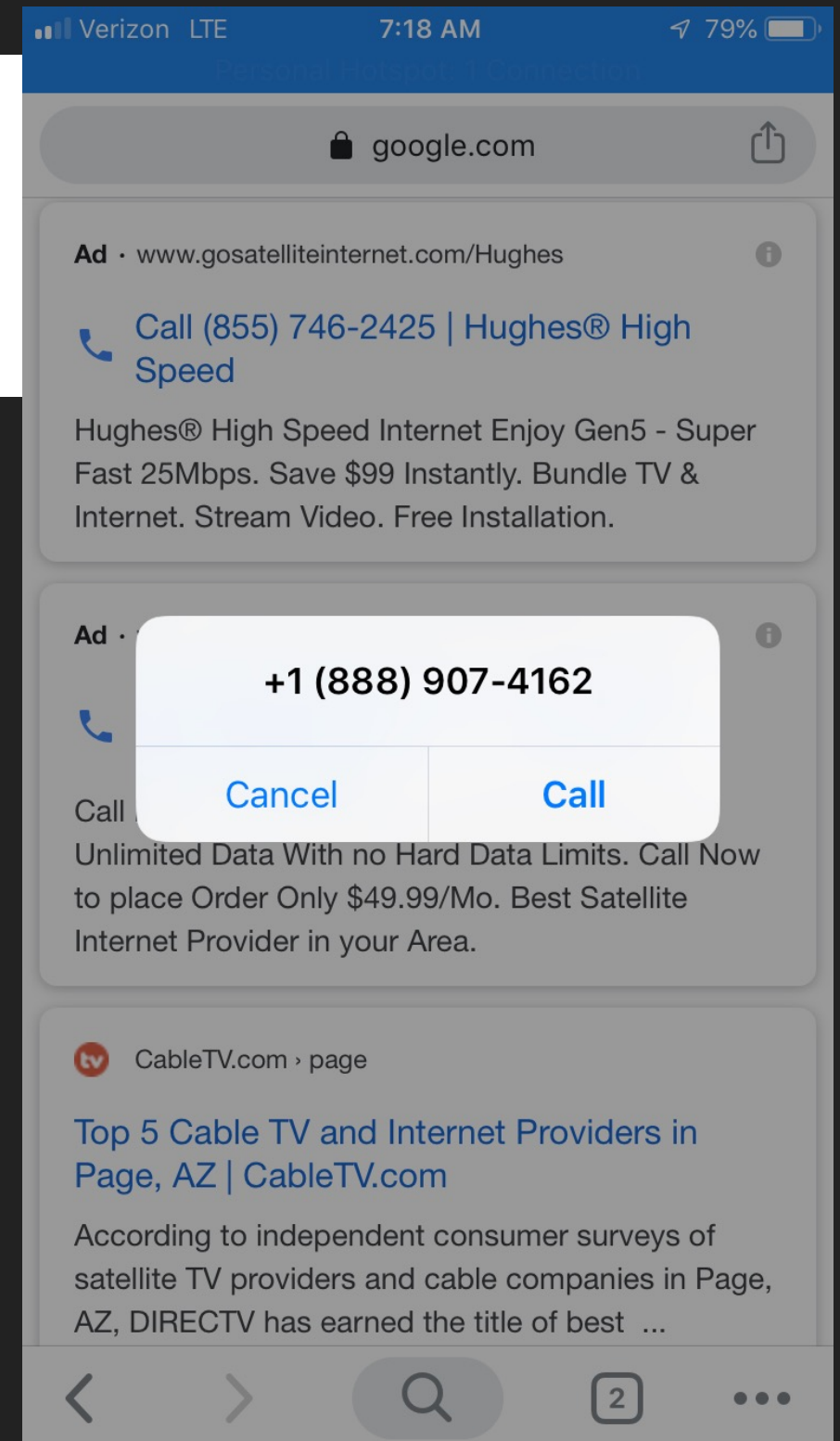
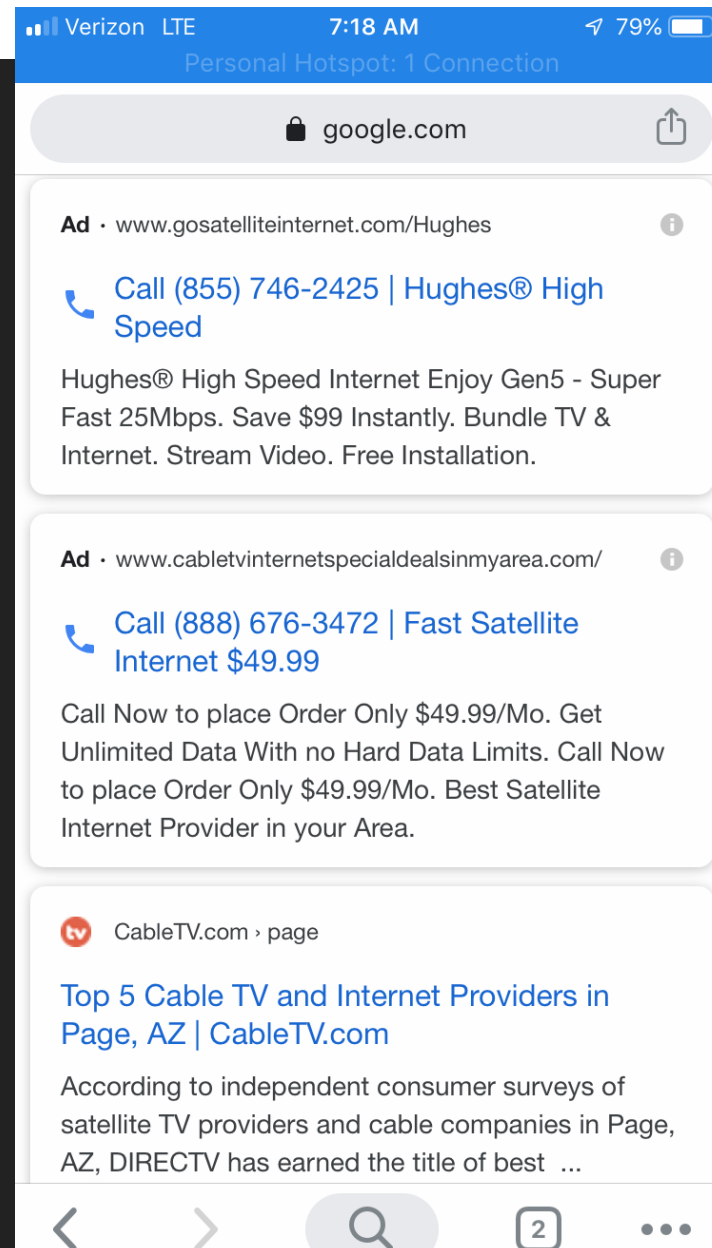
HOW IT LOOKS FOR GOOGLE PAID ADS

50% Off Install & Free Quote | Salt Lake Roof Replacement

Ad www.hansons.com/ (888) 212-9918

No Interest and No Payments Until Summer 2020 or Payments as low as \$99 per month

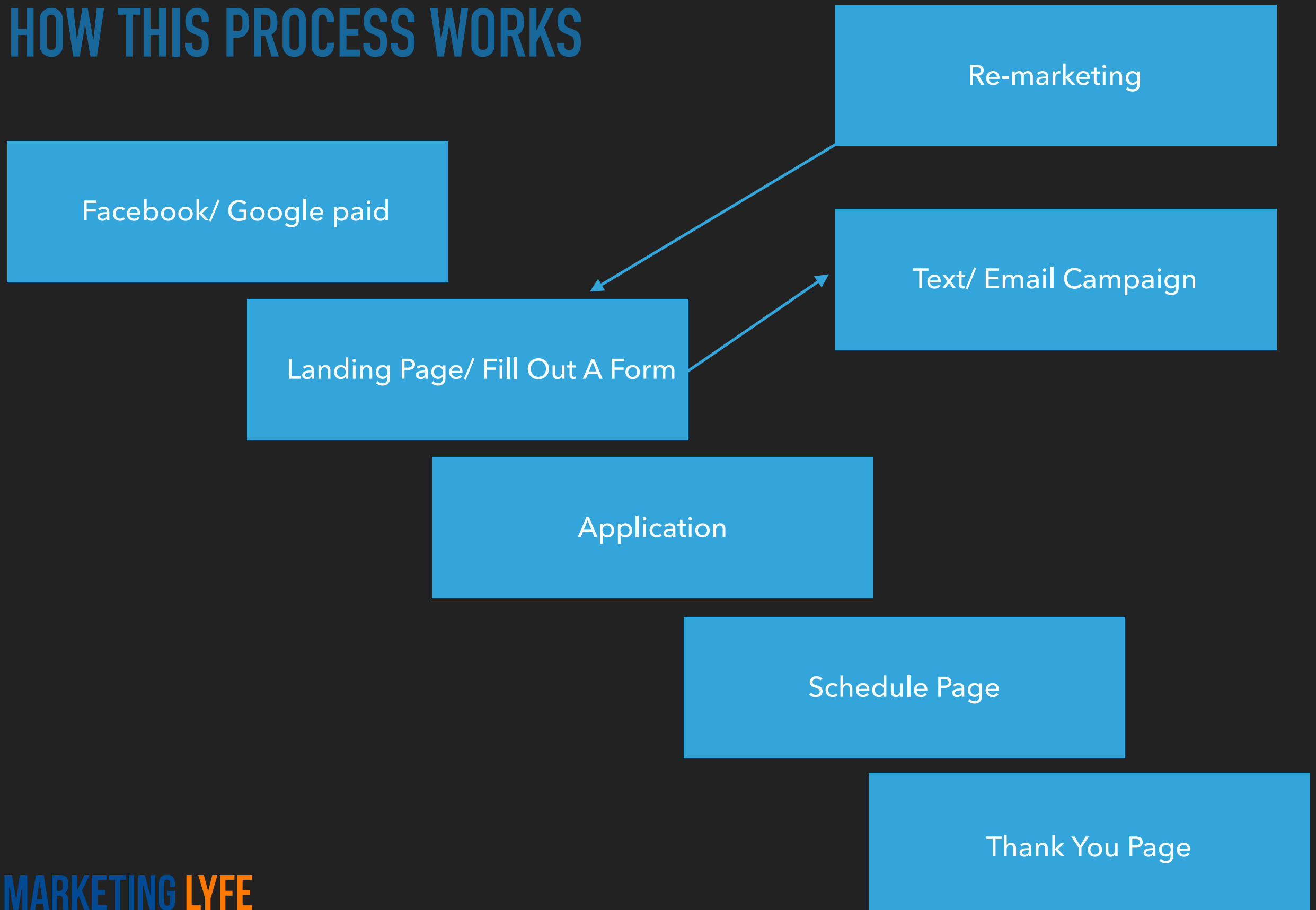
Vinyl Siding · 1800-Hansons · Roofing · Windows · Free Estimate · Home Insulation



STEP 5 NUTURE YOUR AUDIENCE

- ▶ Set up a follow up sequence
- ▶ Email them at least bi-weekly
- ▶ Text them monthly

HOW THIS PROCESS WORKS



GOOGLE PAID (CALL ONLY) AD STRATEGY

Ad

Phone Call

STEP 6 CONTENT CREATION

- ▶ Ideas for content creation
- ▶ How to capture leads with your content
- ▶ How to leverage your content
- ▶ Common questions

IDEAS FOR CONTENT CREATION

- ▶ What current events are happening around you/ in your business?
- ▶ What problems are you currently facing in your business?
- ▶ Top 10 list of things in your business?
- ▶ Myths and Facts of things in your business?
- ▶ Google is your friend!

HOW TO CAPTURE LEADS WITH CONTENT

- ▶ Give something away for FREE!
 - ▶ Guides
 - ▶ Video series
 - ▶ Webinars
 - ▶ Checklist
- ▶ Get a Name, Email, Phone Number

HOW TO LEVERAGE THE CONTENT

- ▶ Post To Social Media
- ▶ Send it to your email list
 - ▶ Text
 - ▶ Email
- ▶ Run Paid Traffic
 - ▶ New potential audiences

COMMON QUESTIONS

- ▶ How often should I post?
- ▶ How much should I spend a day?
- ▶ What if I don't have a website?
- ▶ What platform is the best?
- ▶ What if I don't have a nice camera?

STEP 7 TRY AGAIN

- ▶ It is trial and error
- ▶ You have to be vulnerable
- ▶ You have to be authentic
- ▶ You have to make adjustments
- ▶ A/b test
- ▶

THE STEPS

- ▶ Website
- ▶ Google Listing
- ▶ Facebook Ads
- ▶ Google Paid Ads
- ▶ Nurture Them
- ▶ Content Creation
- ▶ Try Try Again

WANT TO LEARN MORE?

- ▶ Subscribe to my
 - ▶ Podcast "MARKETING LYFE"
 - ▶ YouTube Channel "Tayctim"
 - ▶ Facebook "Tayctim"
 - ▶ Instagram "Tayctim"

