

「 STABLE WP 」

GROW YOUR BUSINESS

by 300% in 90 days



www.stablewp.com

STABLE WP ©

WHO IS STABLEWP

StableWP is a results-driven Digital Marketing & Web Design agency, specializing in helping businesses accelerate growth and scale online fast through a combination of SEO and PPC.

Our success comes from following scientifically tested and proven systems and strategies for continuously scaling digital marketing campaigns, optimized to reduce customer acquisition costs and significantly increase ROI.

THANKS TO OUR FUNNEL STRATEGY (YOU'RE ABOUT TO LEARN), WE'VE ACHIEVED SOME AMAZING RESULTS FOR OUR CLIENTS IN ONLY 90 DAYS:

356%

Average Growth

498%

Average ROI

17%

Avg. Conversion Rate

49%

Lower Customer Acquisition Costs

TRUSTED BY SOME OF THE BEST COMPANIES IN CANADA



INTRODUCTION

Are you looking for ways to attract more website visitors and turn them into profitable customers? Or how would you like to double your sales in the next few months... while spending the same (if not less) on your marketing?

Then our secret **GROW** funnel strategy is right for you!

In this guide, you'll learn our proven system we follow at StableWP to explode the numbers of leads and sales we generate through digital marketing for our clients.

After spending millions of dollars and generating nearly as many leads and sales for our clients, we've developed the **GROW** funnel strategy to help us consistently deliver high results and keep our clients happy.

This funnel system is intended for aggressive growth, maximum return and fast scaling. Our **GROW** formula relies on a perfect combination of the age-old sales funnel concept and our own scientifically tested and proven strategy.



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4 COMMON CHALLENGES OF GROWING YOUR BUSINESS ONLINE

“ Why am I not getting results from online marketing?

This is a very common question that we hear from clients way too often. Especially those that tried the DIY approach. After running campaigns by themselves for a while, they notice that the number of visitors is stagnating, and the site isn't generating nearly as many leads or sales as expected.

They quickly jump to the conclusion that “digital marketing doesn't work” for their business, or that “Facebook Ads are overrated,” “Google Ads are too expensive,” etc. But they couldn't be farther from the truth.

Digital marketing isn't some magical tool where you just flip the switch and sales come pouring in. You need a system, a strategy...and a clear understanding of the challenges and opportunities.

Let's start with the challenges. Here are the 4 main pitfalls you'll encounter when trying to grow your business online.

1. THE MARKETPLACE HAS BECOME BRUTALLY COMPETITIVE

The effectiveness of digital marketing, especially SEO and paid advertising have drawn in more and more companies to the market.

Every brand, business and small enterprise now has a website and is competing with all it has to win a piece of the online market. That's where the customers are, that's where each and every business should be.

But this does make it brutally competitive, and you need a strong strategy to make it in today's online arena.

2. COST OF ADVERTISING KEEPS GOING UP

With more competition, comes the higher advertising price. Since advertising real-estate on both Facebook and Google is limited, the increase in demand for ads triggers higher advertising costs.

This calls for running lean, efficient and effective marketing to make your online sales and deals profitable.

3. MOST CUSTOMERS WON'T BUY THE FIRST TIME AROUND

Most users aren't going to buy from you after just one ad on Facebook or Google or after just a single blog post.

That's because they're just introduced to your brand for the first time. Unless you're a household brand, most people still don't know you, don't trust you and probably don't care about your product/service yet.

Also, in terms of the buyer's journey, most people are likely not even aware they need your product. That's why you need to guide them from awareness to purchase with a funnel. You need to gradually engage prospects, build trust and encourage action with multiple touchpoints.

4. THE BUYER'S JOURNEY IS BECOMING MORE COMPLEX

The rise of the internet has made some big changes to the buyer's journey. The customers love to research by themselves, they're better informed than ever and they're in full control.

Also, today's purchase journey is not a straight line. Consumers have various touchpoints to learn about products, conduct their research and make the decision to purchase.

A journey can start with a Facebook ad, continue with a Google search, a visit to your website, then again resume on Instagram, then another Google search and finally after a few more loops like that and a special discount offered in a Facebook ad, you reach the golden conversion - sale.

Potential customers can enter your funnel and leave, then enter your funnel again and again. Modern buyers are looping in and out, and it's up to you to re-engage and keep them moving to the next stage.

Let's get to know the modern buyer's journey with a few examples.

3 EXAMPLES OF THE MODERN BUYER'S JOURNEY

TO HELP YOU BETTER UNDERSTAND THE MODERN CUSTOMER JOURNEY AND DRIVE HOME THE NEED FOR A WELL-THOUGHT-OUT STRATEGY, HERE ARE THREE COMMON EXAMPLES FROM REAL-LIFE:



Exhibit #1

Steve needs to fix his car

T1 – Steve’s car is making some strange noise which got him worried. As soon as he gets home, he googles “strange noise from the transmission.” A blog post by Brad the Mechanic comes up first. In the post, Steve immediately recognizes that he’s having the exact same problem.

T2 – Being savvy as he is, Steve checks Google again for “how much does it cost to repair transmission” and finds a pretty detailed pricing chart with ranges for various different car problems, again on Brad the Mechanic’s website.

T3 – After discussing it with his wife, he decides to search for “auto repair shops in my area” and, you guessed it, Brad the Mechanic was once again on top of the search results. Only this time, it was an ad on Google. Among many others, his ad stood out the most because it featured review stars as well as very convincing ad copy. Also, Steve felt like this was the most trustworthy shop since the content from earlier helped him identify the problem. He decides that’s the best choice and schedules a detailed auto inspection at Brad’s shop.



Exhibit #2

Jane buys a beauty box

T1 - While watching her favourite influencer on YouTube, Jane sees a fun video ad for Madame beauty subscription box. She stops to watch the video but doesn't take any action yet.

T2 - Inspired by the ad, Jane browses Google for some more makeup tutorials and finds a nifty blog post by Madame. She's delighted by the guide.

T3 - The next day, she sees another Madame ad on Instagram, featuring her favourite singer promoting the beauty box subscription. Jane clicks on the ad and browses through all available products and subscription boxes. She's still on the fence but is deeply entertained by the idea.

T4 - A few days pass, Jane browses her Facebook newsfeed, when she stumbles on another ad from Madame, now promoting a special 30% discount and free shipping. Jane can't resist anymore; she pulls out her wallet and orders the beauty box.

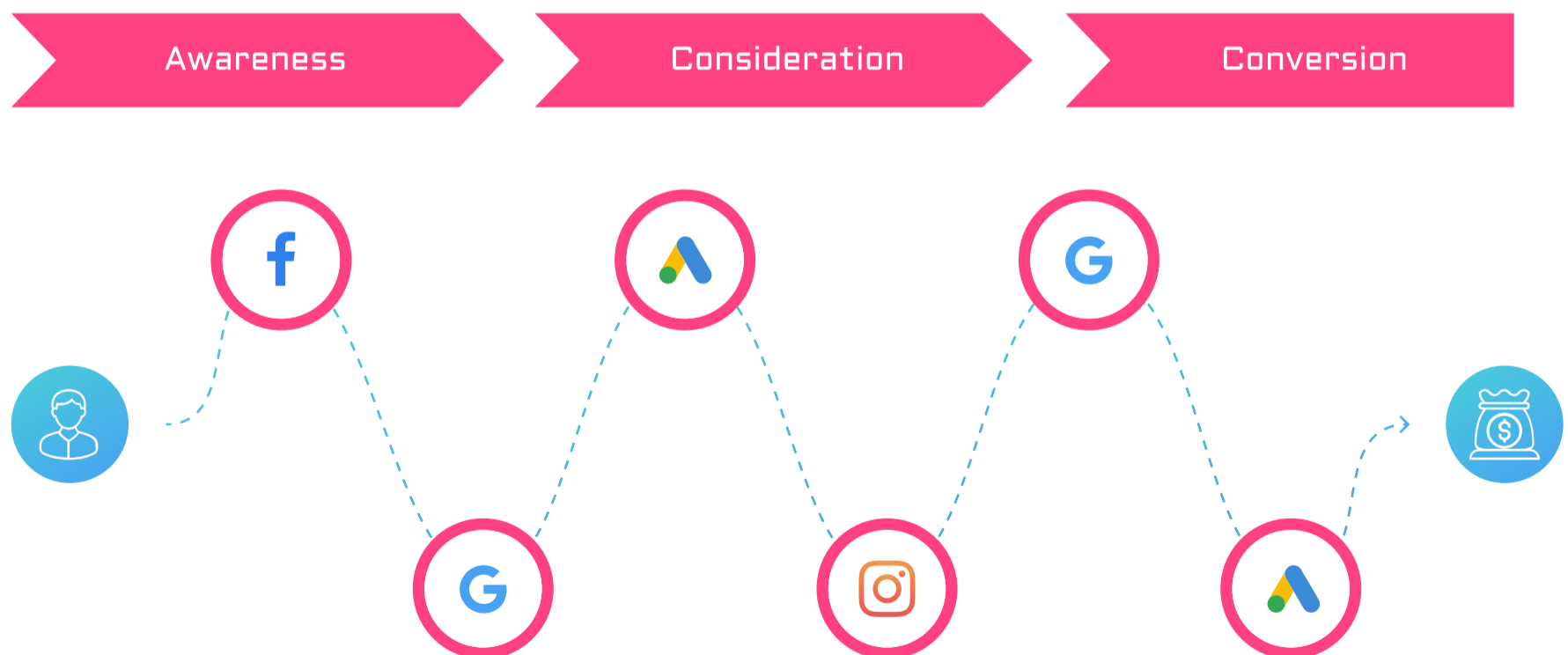




Exhibit #3

Mike is ready to upgrade his project management solution

T1 - Mike, the manager of a large company, sees a very interesting ad on LinkedIn from RocketX promoting an industry report on project management. Mike decides to opt-in and download the free report.

T2 - In the report, Mike finds that many companies from his industry struggle with project management and communication. These insights embed deep into his thoughts, as he knows that that's a big pain-point his company is struggling with as well.

T3 - After a discussion with his colleague, Mike does a Google search on some project management tips and finds a cool how-to guide from RocketX on the top page. The guide is exceptionally well written and extremely insightful. He ponders on how his company could implement some of those tips.

T4 - The next time Mike browses Facebook, he sees another ad from RocketX that promises to make his project management and communication a breeze. The ad offers a downloadable white paper with specific tactics on how to use the RocketX software to improve project management. Mike downloads the free PDF.

T5 - Next Monday, during the weekly meeting with his team, Mike introduces the new project management solution. The team agrees to do some research on RocketX, but also to check if there might be some competing solutions available as well. Mike finds the RocketX website on Google to learn more about its features. He also googles "rocketx competitors," "rocketx reviews," etc., to see what other solutions are available and how they stack up.

T6 - After in-depth research and discussion with his team, Mike gets a green light to schedule a live demo with RocketX. The representative gives a comprehensive tour of the product and invites Mike to sign up for a free trial.

T7 - A few months pass, the team loves the new product, but the free version only has limited features. Just as the trial is about to expire, Mike sees another ad on LinkedIn promoting the full version of the app 50% off. The company finally upgrades to the premium plan.

WHAT DO ALL THESE EXAMPLES HAVE IN COMMON?!

Each one involves multiple touchpoints across multiple marketing channels, including social media ads, blogs, search ads, etc.

These touchpoints are marked with T1, T2, T3..., and show how one potential customer interacts with your business, ads, website and content during various different stages of his journey.

No matter if you're in the B2B or B2C market, you need a strong funnel strategy to guide prospects from strangers to paying customers.



GROW FUNNEL FORMULA

Our **GROW** funnel formula is scientifically designed to give you a mathematical advantage by approaching the modern digital marketing funnel in a way that leverages the exact needs, wants and behaviour at each stage of the buyer's journey.

Based on extensive research and testing, we found that there are **3 core components** that contribute to winning new customers online.

GOALS

Set the right goals for each funnel stage to align with the customer journey. Goals will determine what you're optimizing for at each stage and how you measure success.

REACH

Each marketing channel has specific targeting options that work best for a specific funnel stage. Take advantage of the full targeting potential of each marketing channel to reach the right people, those that could become leads and customers.

OFFER

Provide an irresistible offer at the right moment. Customers require a different approach at each step of the customer journey. You need to perfectly match the offer with their needs at each specific funnel stage.

Multiplying these 3 factors, **G x R x O** results in winning new customers
at an exponential rate (**W**).

$$\mathbf{G} \times \mathbf{R} \times \mathbf{O} = \mathbf{W}$$

GOALS REACH OFFER WIN NEW CUSTOMERS

In its essence, our GROW funnel formula is all about setting the right goals for each funnel stage to reach the right people with the right offer at the right moment, to win new customers and close deals.

SEO + PPC APPROACH FOR MAX POTENTIAL

Our GROW funnel system uses an optimal combination of PPC for quick wins and fast scaling, along with SEO for steady growth and lasting ROI. Organic + paid work in tandem, to amplify each other and overcome each other's shortcomings.

If you want to consistently bring customers to the finish line and drive sales, you need to:

Run fast – sprint Run long – marathon

A combination of PPC (sprint) and SEO (marathon) drives the highest-performing digital marketing campaigns. In short, the greater your organic reach, the more it can amplify your paid efforts. And vice versa.

PPC ADVANTAGES

- Delivers instant results
- Faster testing and optimization
- More control over targeting

SEO ADVANTAGES

- Delivers lasting results
- Can bring massive traffic to your funnel
- Helps establish a strong brand

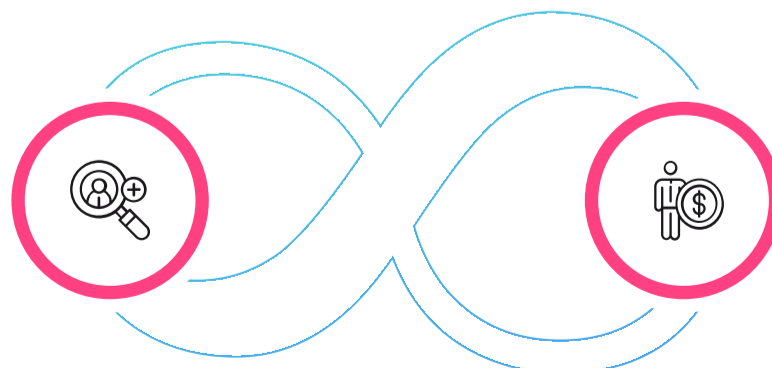
PPC SHORTCOMINGS

- Directly costs you money
- Can get pretty expensive in some markets
- Requires constant investments

SEO SHORTCOMINGS

- Less control over targeting
- Takes time to start seeing results

Organic reach
amplifies paid.



Paid channels
bring instant results.

GROW FUNNEL STRATEGY BREAKDOWN

Our **GROW** strategy applies to the modern 3-stage funnel model. The entire system is designed to attract new prospects, then generate and nurture leads until they become paying customers.

TOP OF THE FUNNEL (TOFU)

Attract strangers and turn them into prospects

MIDDLE OF THE FUNNEL (MOFU)

Convert prospects into leads

BOTTOM OF THE FUNNEL (BOFU)

Close the deal, turn leads into paying customers

As mentioned, we've identified the three core success factors that will drive the high-performance of your digital marketing funnel.

To reiterate, to win new customers (W) you want to set the optimal goals for each stage (G) then reach the right people (R) with the right offer (O) that matches their position in the buyer's journey.



ATTRACT AT THE TOP OF THE FUNNEL (TOFU)

“ Users at the top of the funnel are ice cold. They don't know about your brand and probably they don't even know that they need your product/service yet.

GOAL

Attract quality prospects

REACH

Google Display Ads

Facebook (Instagram) & LinkedIn Ads Prospecting

Lookalike Audiences

SEO (Informational Intent Keywords)

OFFER

- Blog posts
- Checklists
- How-to guides
- Free templates
- Infographics
- Cheat sheets
- Podcasts
- Industry stats
- Reports
- E-books



From the user's perspective, this stage is also known as the Awareness stage. People are just becoming aware of their need and start researching potential solutions.

That's why trying to sell or push people to a call with high-pressure sales reps won't work. It's way too early for that. Your job is to gain more exposure and attract those cold prospects into your funnel and let it work its magic.

At the Top of the Funnel, your goal is to attract quality prospects – those that match your ideal target customers.

Reach a huge number of people with very broad targeting. However, remember that these are very cold audiences that don't know you and have a very low buying intent. Use display ads to expose your business to a massive audience that doesn't know about you yet.

Target specific people based on their interests, life events, connections, company, job position, etc. These users aren't actively searching for you, so they have a low buying intent. With a perfect mix of targeting, engaging ads, offer and messaging you can get them interested quickly.

In addition to broad prospecting, use Lookalike audiences to target users that are similar to your existing customers and leads. This is a powerful way to reach new people who are likely to be interested in your business because they have the same characteristics as your best existing customers.

At the BOFU stage, your prospects are looking for information and researching a challenge they're experiencing. Get discovered on Google and other search engines by using SEO. Answer user question like "how to..." or offer step-by-step guides. Your content can be an initial touchpoint that builds awareness, trust and pulls the user into your funnel.

CONVERT AT THE MIDDLE OF THE FUNNEL (MOFU)

“ At this stage the temperature of your audience increases. Users are becoming warm as they’ve either already interacted with your business in the previous step or they’ve defined the problem and are actively looking for the best solution.

GOAL

Turn prospects into leads

REACH

Google Ads Remarketing (Based on site visitors)

Facebook (Instagram) & LinkedIn Retargeting (Based on visitors and engagement)

Google Search Ads (Generic keywords)

SEO (Commercial Intent Keywords)

OFFER

- Reports
- Case Studies
- Quiz or Survey
- Video Demos
- Webinars
- Free trials
- White Papers
- Product samples



This stage is known as the Consideration, where prospects are learning more about potential solutions, weighing their options and comparing before they make the final decision. Your job is to build even more interest and desire in your specific products or services. Show how it works, prove its worth and gradually they'll be ready to take some action and become a hot lead.

At the Middle of the Funnel stage, your goal is to turn prospects into leads by driving conversions on your lead magnet offers.

Re-engage users that visited key pages on your website. This signals that they may be interested in your products so you can continue pulling them deeper into your funnel.

Retarget not only website visitors but also based on user interaction with your Facebook ads and content. LinkedIn also has very powerful retargeting options that bring users closer to the sale.

Users in this stage may be researching some generic product/service-related keywords. That's why Google search ads work great for the MOFU stage. Prospects are actively searching for a product, however, they're not yet sure what they need. As the buying intent is moderate, your bidding strategy should be moderate as well.

Prospects in the consideration stage are still researching and comparing solutions. They're likely checking out things like comparisons, reviews, pricing, calculators and other things that can help make the final decision. Use SEO to attract visitors in the Consideration stage and pull them deeper into your funnel.

CLOSE AT THE BOTTOM OF THE FUNNEL (BOFU)

“ Only the hottest leads arrive at the bottom of your funnel. This is the money-making stage.

GOAL

Close deals and make sales

REACH

Google Ads Remarketing (Based on past converters)

Facebook (Instagram) & LinkedIn Retargeting (Based on past converters)

SEO (Transactional intent keywords)

Google Search Ads (High buying intent keywords)

OFFER

- Free trials
- Live demos
- Consultations
- Training videos
- Quotes and Estimates
- Testimonials
- Case studies & success stories
- Coupons
- Discounts
- Plan upgrades



At the Bottom of the Funnel stage, your goal is to close deals and make sales.

Be sure to clear up any objections, provide social proof and an irresistible offer that triggers immediate action. Transform leads into customers by driving conversions on your core business offer.

For lead generation websites, the main goal is to nudge hot leads to a call with your sales team to close the deal. In the case of e-commerce websites, the aim is to drive direct sales on your online store.

Google Ads allows you to show relevant ads across their network of trusted websites to visitors that converted on your offer from the previous step. These would be very warm audiences that need a small push towards the final decision.

Facebook and LinkedIn also allow you to target users that converted on your offer from the previous stage. You can show ads highlighting the BOFU offers that drive a direct and immediate response.





Besides paying for ads, you can also organically rank high on Google by optimizing your commercial web pages for BOFU keywords (those related to your product or service).

Finally, at this stage, you can use Google search ads and bid very aggressively on keywords with high buying intent (those that include words like buy, order online, etc.). They fall into the following three groups: exact product/service names, branded keywords and competitor brand names.





LAUNCH CHECKLIST

KEYS TO SUCCESS

SEO SUCCESS CHECKLIST

-  **Keyword research** – Discover keywords with the highest traffic potential and prioritize them based on buying intent.
-  **Content** – Create content like commercial pages and blog posts around your target keywords.
-  **On-Page SEO** – Perform On-Page optimizations to make the page relevant to selected target keywords.
-  **Link building** – Build links to your website and pages to increase the strength of your website and rank high on Google.

PPC SUCCESS CHECKLIST

-  **Targeting** – Set your keyword or audience targeting to reach the right users with the highest buying potential.
-  **Campaign structure** – Configure your campaigns with an optimal setup that puts each ad group/set, bidding strategy and ad creative in a logical, themed structure.
-  **Ad creative/messaging** – Match your ads to the funnel stage to deliver the right message at the right moment for maximum impact.
-  **Landing page** – Optimize your page for high conversion rates with tried and true tactics.

OUR DARTS FRAMEWORK

An essential key to success is to always follow a process and system for continuous growth and improvement. At StableWP, our framework is built around the five pillars of growth, we like to call **DARTS** framework:



DISCOVER – Do your research early to learn everything there is to know about your potential customers, competitors, current performance, perform keyword research, create a content calendar, etc.

Map out the buyer's journey and how you're going to approach prospects at each stage. Thorough research beforehand and meticulous preparation will set you up for success down the line.

AUTOMATE – Make your SEO and PPC campaigns work for you by automatically reaching the right prospects and moving them from one stage to the next.

Set up tags and pixels to track visitors. Configure targeting, remarketing audiences, and audience exclusions. Build out advertising campaigns, ad groups, and optimal structure. Design ad creatives, lead magnets and landing pages. Create and SEO optimize content for every funnel stage.

RUN – Launch your campaigns, start generating leads and sales. If you follow all the steps so far, your campaigns should attract targeted traffic to your website and landing pages and start driving conversions.

Collect data, measure performance and analyze results to find new opportunities and identify underperformers.

TWEAK – Let your data inform you. That’s what being data-driven is all about! Come up with a strong hypothesis and test, test, test.

Create and run experiments to find the best possible mix of goal (G), reach (R) and offer (O) to maximize the number of customers and sales you win (W). Make adjustments, tweak and optimize to achieve even greater performance.

SCALE – Once you reach peak performance with your current setup, it’s time to scale. Increase your budgets, expand to more keywords, reach new audiences, try new platforms and more.

Don’t forget to keep optimizing your existing campaigns to keep the same level of performance (and even higher).



Next steps

Need help growing your business?!

Get a free strategy call now!

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