



ATTRACTING CUSTOMERS

Practical Exercises

Exercise 1

Topic: Using MailChimp to send out large volume email campaigns.

Click [here](#) to sign up for your free MailChimp account.

To sign up, you will need to enter a website URL. If you do not have your own website, use your blog, LinkedIn, Twitter or Facebook URL.

Part 1: Create a campaign list

- Click on 'Create a list' on your MailChimp dashboard.
- Create a name for your list, making sure it's appropriate as your subscribers will be able to it. For example, 'Monthly Newsletter'.
- Enter a default name and email address for people to respond to. For example;
- Name: Digital Marketing Institute
- Email: johndoe@digitalmarketinginstitute.com.
- Click on the reminder box to write a short reminder about how the recipient joined your list. For example, "You are receiving this email because you opted in at our website..."
- Select which notifications you wish to receive by clicking on the appropriate options. You can choose to receive a daily summary or instant notifications about who subscribes/unsubscribes.
- Click 'Save' when you are finished.

Part 2: Import your contacts

- Once you have saved your list, you will be taken to the 'Manage subscribers' screen where you will be given the option to 'Import subscribers' or 'Create a signup form'.
- Click on 'Import subscribers'.
- You will have three options here. You can import contacts from a .csv or .txt file, copy and paste contacts from .xls or .xlsx files or use an integrated service to import from services like Google Contacts or a CRM.
- Click the integrated service option and then click on Google Contacts to import your contacts from Google. If you do not have a Google account you can import contacts from your CRM by clicking on the icon for your CRM. (Note: If your CRM or email provider isn't available, click [here](#) for alternative options).
- Import your contacts email addresses, first names and last names.
- If columns are displayed as 'Unmatched', click the 'Edit' button, select the correct option from the dropdown menu and click 'Save'. Once all columns are matched, click 'Next' and then 'Import'.

Part 3: Create a (test) newsletter campaign

- From your dashboard, click 'Create campaign' and select 'Regular campaign'.
- Select the list you created in Part 1 and Part 2.
- Fill in your campaign information and choose to personalize the "to" field by specifying the recipients first name.

- Click on the 'Themes' tab and from the dropdown select 'Newsletters'. Select one of the newsletter themes.
- Preview what it would look like for both desktop and mobile devices by clicking on 'Preview and Test' and selecting 'Enter preview mode'.
- You will learn how to create tailored content in Module 5 so for now, you can skip the edit content step.
- Click 'Save and Exit' (as this is just a test we won't schedule or send for now).

Exercise 2

Topic: Developing customer personas

Before you start any content creation activity, you should be aware of who your target audience is, which channels they use and what topics they're interested in.

To best determine this, you can develop a customer persona. To create the most detailed overview of your customer persona, follow the steps below (remember you can have more than one customer persona, so feel free to be as specific as you wish):

- List your ideal customer's background: What background and personal information best defines them?
- State their job details: What is their role and length of time in that role, what level of decision making authority do they have?
- Define their main sources of information: Which resources do they use when making decision and how influential these resources are? Which digital channels do they prefer?
- List their goals: What do they aim to achieve? Which budget and timeframe do they have for it? What are their motivations?
- Define their key buyer actions: Which steps do they take towards a purchase?
- Name the challenges they face and their pain points: Which issues do they have and are trying to solve? How does it impact their business and what's the benefit of solving them?
- List their objectives: What do they aim to achieve by interacting with you? What information do they need to make a decision?

Answers to these questions will result in a strongly defined profile of your ideal customer, allowing you to create unique solutions for them.

In case you believe there is more than one type of your ideal customer, repeat the above process for each of them.

Exercise 3

Topic: Headline quality analyzer – CoSchedule.

In order to serve the best quality content to your target audience and your ideal customer, you should test the headlines you are using in your content.

You can do this through [CoSchedule Headline Analyzer](#). After opening this link, you can simply type in your desired headline in the field and click 'Analyze Now'. You will get results divided in sections. Follow the steps below:

- Take note of your overall headline score
- Take note of percentage of your common, uncommon, emotional and power words. Then hover your mouse over each category to find out which percentage you should aim and take note of it too.
- Note down your headline type
- Note down your character count and word count
- Take note of your keywords and sentiment

You will now have a good overview of how well your headline should perform. For most of these sections, you will also find a link to CoSchedule's tips for improving that particular area of your headline.

When you analyze all the data and read through the tips, take action for each section and make adjustments to improve your headline. Run the analysis with the new headline and see if there is room for improvement.

Repeat the entire process for 4 more headlines.

Exercise 4

Topic: Content curation methods – Google Alerts

Google Alerts is a great way to stay on top of news in your industry, track what content is being created on a topic of your interest and curate high-quality content.

To set them up, go to [Google Alerts](#). You can then type in the topic of your interest (e.g. digital selling) and the alert preview will populate in a few moments.

If you are happy with the results you see, you can then proceed to creating the alert. If you're not logged in to your Google account, you can enter an email address you wish to receive alerts on; if you are logged in, but wish to use a different address, you can edit it under 'Show options'.

Within 'Show options', set up the following filters:

- Do you want alerts when they happen, once a day or once a week?
- Should the alerts be sourced automatically, or from a specific source (e.g. news, video, books)?
- What language setting do you want for the content of your alerts?
- What region do you want to track?
- Do you only want the best results, or all that fit the filters you set up?

You can then click 'Create alert'. Repeat this process for at least 2 more relevant phrases/keywords and make sure to refine the process (keywords, filters) when you see fit.

Exercise 5

Topic: Content mechanics – content calendar.

A content calendar will help you plan your content in advance, keep you on track with content creation and allow you to adjust your upcoming content when necessary, depending on business needs.

Create your content calendar by opening a blank spreadsheet (either in [Google Sheets](#) or Excel) and then add column headings for:

- Date
- Topic/title
- Content type
- Overview of the blog post
- Relevant keywords
- Target persona
- Offer/Call-To-Action

Populate the columns underneath the 'Date' heading with each day of the week and their dates, for the next 2 weeks. You can populate them further afterwards.

Fill in each day with all the details listed above. Don't forget you can always edit this document and share curated content on the days you aren't creating your own.

If you have teammates who contribute to your content strategy, you can share this document and collaborate with them – good ways to do so are [Google Sheets](#) or sharing the spreadsheet via [Dropbox](#).

Exercise 6

Topic: The lead nurturing funnel

For each of the 5 stages of the lead nurturing funnel, write the copy of an email towards a lead/prospect of your company and carefully consider the type of content you are sending with the email:

- The 'Thank' stage – this is the email that thanks them for downloading a free piece of content (eBook, case study).
- The 'Give' stage – this email should contain another piece of useful, educational content.
- The 'Act' stage – this is where you ask your lead if they have any questions; you can also share additional content or FAQ sheet with them in this stage.
- The 'Convert' stage – this email should contain regular content, such as a series of eBooks, blog posts or videos to transform your leads into customers.
- The 'Immerse' stage – you should continue to engage with your customers with regular product offerings and newsletters to subtly encourage repeat purchase through education and information.

Exercise 7

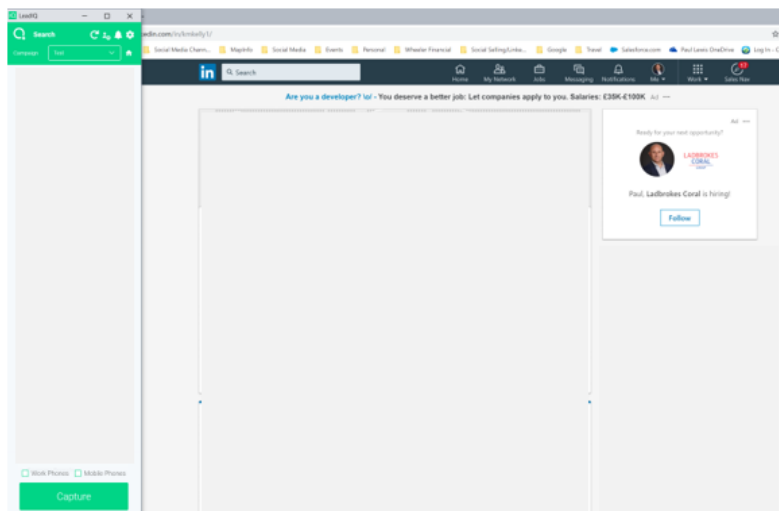
Topic: Using LeadIQ for Sales Prospecting and Lead Generation

LeadIQ is a lead capture tool that enables its users to find prospects, discover emails and contact info of potential customers online.

LeadIQ offers users with an accelerated way to capture leads, discover emails and contact info, and enrich data with company information and social profiles. LeadIQ integrates with a large number of data source and finds the most comprehensive data to enrich profiles so sales teams can prequalify leads and focus on leads that really matter. Less time spent on unqualified leads means more time for closing deals and increasing the bottom line.

Prospecting is the toughest part of sales, first you have find an account to prospect, then the right person to talk to, an email address that won't bounce, social media info, their LinkedIn profile, and a phone number. But that's the just the beginning. Next you have to figure out how you're going to organize the lead data into your company's CRM system and determine whether anyone is already working that account/lead.

LeadIQ takes away many of the most time consuming parts of prospecting, and gives you the fastest data-finding, CRM syncing, prospecting platform out there. Capture lead data individually via browsing prospects' LinkedIn or AngelList profiles, or build an amazing prospecting list via batch capturing LinkedIn search results, one page a time.



Sign up for a LeadIQ account and then install the Google Chrome extension:

<https://chrome.google.com/webstore/detail/leadiq-lead-capture/befngoipppmpmobkpkdoblkmofpjihnk>

- Look up a ten prospects and capture their lead details
- Add the individual to a LeadIQ campaign
- Export the data as a csv file
- Upload the data to your CRM, Sales Automation or Sales Engagement system (Salesforce, SalesLoft, Gmail, Google Drive, HubSpot).

Exercise 8

Topic: Using Sales Navigator for Gmail

Sales Navigator for Gmail allows you to view rich LinkedIn profile data for your contacts, leads, and prospective leads directly in Gmail. You can leverage that knowledge when you reach out, as well as save leads to Sales Navigator without leaving your inbox.

Once you have Sales Navigator for Gmail installed, the extension will appear on the right side of your Gmail account. When you click into an email message, you'll see the following information about the person you're corresponding with:

- Public LinkedIn profile details such as name, photo, current location, place of employment, and degree of connection
- If you're connected, you can quickly view their phone number or website (if available)
- Access public social contact details, including their email address, Twitter handle, and LinkedIn URL (if available)

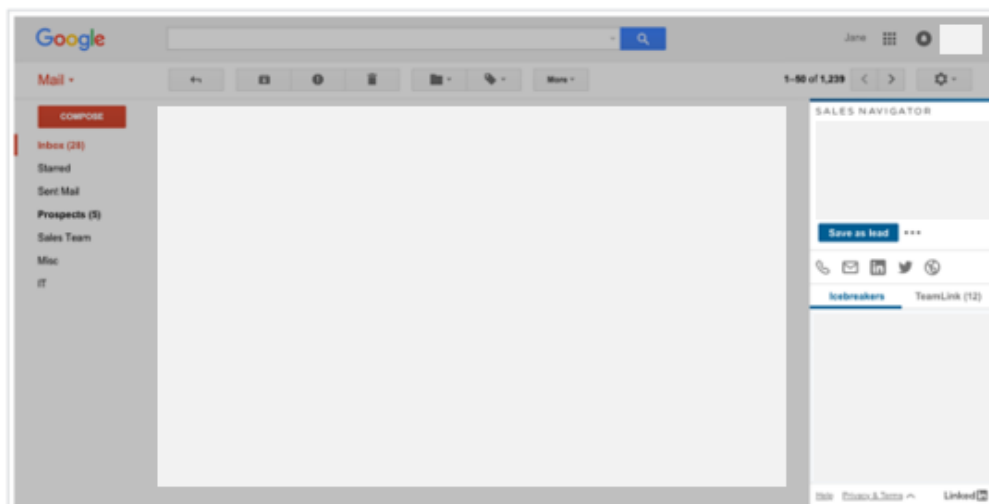
If you have a Sales Navigator subscription, the extension will unlock these additional Premium features:

- Save contacts as leads in your Sales Navigator account
- Use TeamLink to see if prospects are connected to your colleagues and get a warm introduction

You can download the Sales Navigator Gmail extension from the Google Chrome Web Store: <https://chrome.google.com/webstore/detail/linkedin-sales-navigator/hihakjfhbmlmjdnhegiciffjplmdhin>

Once you've installed the extension...

- View a contact...
- What profile data can you see on them
- What contact information is available



Exercise 9

Topic: Choosing content for digital channels.

Complete each of the following tasks, basing each one on the company you work for and the real-life audience(s) you intend to target:

- Define the type of your target audience: B2B or B2C.
- Decide which social channels are most suitable and appropriate to your target audience
 - To do this, keep in mind: type of your audience (B2B or B2C), their interests, habits and demographic features.
- Define the types of content applicable to these channels
 - These may include: white papers, articles, blog, infographics, status updates, reports, images, videos, presentations, industry updates, instructional content and how-to guides, client stories, company announcements, webinars.
- Using the table you created in practical exercise 4 for module 2, research which content types your top 3 competitors are using and have the most engagement on the social channels most appropriate to your target audience.
- Take note of these content types on the table you have created, curate one content type for each social channel and share it across your network.

Exercise 10

Topic: Content based on stage of the customer funnel.

Keeping your clearly defined audience in mind, think about the funnel that potential customers of your company need to go through.

Come up headlines for your content that will be used for each stage of the customer funnel listed below:

- ↗ TOFU headline highlighting common issues customers face
- ↗ MOFU headline giving examples of how you can solve their problem
- ↗ BOFU headline incentivizing customers to purchase

