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Elements compounds mixtures worksheet answer key

Robert Brill is the CEO of BrillMedia.co, an Inc. 500 advertising agency, and host of the LA Podcast.Digital Marketing is an incredible value to add for anyone who knows how to make the practice work for them, and a big mystery to those who don't have the skills or technical knowledge. So today we will discuss the six key elements that are needed for digital marketing in 2020. This is the framework we use to drive lead, sales, and foot traffic for our customers. StrategyCreativeEmail Marketing MediaSocialsPagats mediaThe pagestrategyAlguns strategists charge thousands of dollars to create more than 50 page marketing strategy documents. These are good, and these people are incredibly valuable to companies that can afford this cost. But without spending that money, here's how a workable strategy develops. A strategy is a navigation plan for your business. Define what you sell to, who you sell to, details about your customers and actions to take to measure both successes and failures. Think of a strategy as a map. If you want to travel from Los Angeles to New York, you have some options and strategy is the framework for crossing the U.S. You can take a train, plane or car. Each option has different costs, time horizons, benefits and disadvantages. Knowing what's right for you depends on what you want to achieve. In marketing, this is your key performance indicator (KPIs). You really want to have a strong point of view of what it is. What is the success for your business? A strategy defines your customers by interests, motivations, consumer media and preferences. The more granularly you know your client, the better you can talk to them. Finally, your strategy will help you understand when you succeeded, when you failed, and how to improve your campaign. Important to establish a good strategy is to really draw a line in the sand. Identify markers based on the time and action that help you determine if you're doing well. Don't worry too much about failing. Instead, it's better to know if you've succeeded or failed so you can use that information and improve in the next round. CreativeNow that you know what you want to achieve and who your customers are, it's time to build creativity. The best advice I have at the moment is to build pictures and written messages that reflect your client. Do not market to all or even much of your customer base. Market to key groups of people. Your client wants to be the hero of your story. To start the process, make your pictures and written messages look and sound like your customer. If your clients are parents, show pictures of your parents. Develop stories in your that allow your product to solve the challenges of your customers. Create messages that reflect narrow-use cases. For example, if you sell popcorn, it shows people at home watching a movie eating your popcorn. Moro. a mom in the grocery store buying her popcorn because her son is asking for it. Email MarketingDepending on who you talk, email marketing is either the most reliable and undervalued tool for marketing success, or completely outdated because no one is reading email marketing messages. The truth is that a connection with the consumer via email or (or other direct contact information such as phone number) is incredibly valuable. There are two big reasons for this. The first is that marketers do not need to spend money on advertising to reach existing prospects by email. Second, if reach on social platforms falls as it did on Facebook in the 2010s, you can still reach these people without paying a fee to an intermediary, which makes email addresses much more valuable than social followers for such use. So while open email rates will range from 10% to 50%, the reality remains that email marketing is a fantastic and economical way to build a relationship with people. The goal for email marketing is to get potential buyers to meet you, your name, and your message. By doing this over time, you build confidence if your content is strong and value-based. Social MediaI probably should have led with social media, because so many people think that simply posting on social media is the way to get new business. And it's for some companies, but they're usually companies with an incredibly differentiated product or a creative ability to produce very entertaining videos that go viral. Like relief, virality is not controllable, and time is fleeting. People who see viral content aren't always the ones who buy. Instead, social media should be used as a forum for potential customers to know their business, similar to email marketing. Posting social media content is an opportunity to provide social evidence, which is a demonstration that other customers are buying their product or service. Post content that speaks to your customers with images and written posts. If you're not sure what to publish, make sure your posts are newer and that they're within your strategy. So as not to get caught up in endless design cycles and maximize your value you get from your time, post it nine times a month, and reuse content across up to two platforms to get started. Certainly experience and do more, but your best return on investment by time and will be the following tactic: paid media. Paid MediaThese is the most accurate tool you have. If you take the audiences you've addressed in your strategy, create a unique message for each of them, and then run ads targeting only that unique audience, that's a winning combination. There are endless ways to organize your means of payment. For example, if you're a location-based business, and users will drive at most five miles to your location, then your ads don't have to target people beyond five miles away. Out. are a variety of ways to make the media pay work. The most direct way is to run ads to drive customers to your website, and then ask them to take the desired business action. Sometimes this doesn't work, and a better trip to the consumer is asking them to like their page first, which effectively asks the consumer to raise their hand if they are marginally interested in their business. Then you reach these users with tracking ads, usually called remarketing ads. The key to paid media is to focus your time early on finding the right personalized recipe that gets the biggest return for your business. The goal of payment methods is to get them to take this business action, and most of the time it happens on your website's landing page. Landing PageMany business owners think bringing users to your homepage is the right place to generate new users. However, your homepage isn't set up to communicate correctly to these new people. Normally, your homepage is a brochure, a way to give a person a variety of information points about their business. By comparison, your landing page should have a single idea that communicates: it should simply be the action you want the user to take. You may want the user to share their contact information in exchange for a download or a coupon. Or you want them to buy. Make landing page an easy-to-consume information point for these new consumers. Users who do not take the desired business action remain valuable. They will enter the paid media bucket of users who have visited the site, but have not converted. ConclusionRembra, marketing is a practice because we all do it: practice it. In the 17 years, I've been in digital marketing, I can say that three things are consistent: Change happens very fast. The more I learn, the more I realize what I don't know. Mentality is very important to succeed. You can use marketing to grow your business if you adapt quickly and keep your head up. Join Hacker Noon Create your free account to unlock your custom reading experience. If you are presenting in a boardroom or at a conference, a strong presentation can go a long way towards your career. If you project trust and competence, you can participate and impress any audience. But as you might imagine, pulling off a great presentation or conference is not easy. A secure speaker can still be thwarted by a low-quality presentation cover, and similarly, a big fight can't make up for the of preparation. I've had the question of what makes a great presentation in my mind a lot lately. On March 9, I will speak at SXSW for the third year in a row. My talk is called The Visual-First Method: Boost Conversions Now, and will explain how organizations can go on to make visual communication their main means of communication both internally and externally. After nine years directing a agency, it is an issue that I know well. Still, a lot of preparation goes into this and all the conversations I offer, which add up to dozens a year. With all this in mind, I will outline the six elements that each successful presentation needs. What are you trying to accomplish with this presentation? Should your audience walk impressed and informed with what you achieved? Ready to learn more about your business? Are you excited to download your ebook? Define your goals clearly, just outside. The purpose of your presentation will drive everything from your script to your slide cover. No one likes to sit through an hour-long sales field. Nor do they want to hear a talk that doesn't teach them something, or benefit them in some way. So if you think that talking about what your company does for the entirety of your next conference presentation is a good idea, you're very wrong. Each presentation must offer value in a genuine and meaningful way to its audience. This means sharing key strategies that have worked for you; provide clarifying data or statistics; or tell a story they may be able to learn. Just considering the needs of your audience will you gain your trust and confidence. Yes, you have to practice. What you say should not only be clearly said, it should be delivered in an organized way and should be carefully coordinated with what you show on the screen. The practice also helps you project confidence as a speaker, and that, too, will be more compelling to your audience. And even if you've made this presentation a dozen times, essay is essential. After all, each audience is different, so you may need to adjust your presentation each time to the unique needs and interests of your audience. We've all attended one of these presentations where the slide deck had too much text. It is impossible to read more than a few words at a time, while also listening carefully to the speaker. Do not give attendees a read task. It will make the overall experience of your presentation less enjoyable. Your audience is responsible for feeling distracted and even a little stressed out. Instead, focus on viewing the topics you're discussing and supplementing them significantly, with the help of charts, for example. In my conference presentation, I include my company logo and our Twitter handle on every slide. I want to make sure that the public has many opportunities to learn who we are, and to reach out and connect. This is especially useful for conference presentations, and may not be necessary for internal presentations to your workplace. However, don't forget to make sure everyone a way to reach out to you, and remind them of your name and contact information on your last slide. Just as each presentation has a clearly defined goal, it must also have a clear call to action. What do you want your audience to do in the of its presentation? You will need to give them an easy way to move forward in the next few steps. At conferences, I like to leave the audience with a way to learn more about the topic I've been discussing. That's why I'll often share a link to an ebook at the end of my conversations. However, when it comes to calls to action, there are as many options as there are goals. Determine what is right for you. Incorporate these strategies into the following presentation and you'll see more interactions and improved conversions. It will also make for the most satisfied audience no matter where you are presenting. Present.

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