

WELCOME



Leveraging Social Media to Attract Consistent Leads in 2022

Thursday, July 14, 2022



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER



Sara Mills

- Sara is the co-founder, Senior Marketing Strategist & CEO of Dashboard Living, a micro marketing agency that specializes in influencer and content marketing.
- Sara specializes in long-term traffic strategies and leveraging the power of influencer marketing through strategic social media marketing.
- Sara is one of DigiPort's Digital Experts, and DigiPort users are welcome to book a complimentary one-on-one appointment with Sara to discuss Search Engine Optimization and Social Media Management: <https://nsdigiport.ca/digital-expert/sara-mills/>
- When she is not wearing her marketing hat, Sara is hiking, traveling and living a deliberately minimalist lifestyle with her partner Brent.

LIVE *Training*

TURNING LIKES INTO LEAD

USING SOCIAL MEDIA TO GENERATE LEADS



HOUSEKEEPING

- **Webinar is being recorded**
- **Slides & recording will be sent out after the webinar**
- **Participants are muted**
- **Type your questions or comments in the chat box (be sure to include your name and the organization you represent)**
- **The Copy Crash Course [Free Mini-Series]**



- **Founder at Dashboard Living Media**
- **Digital Marketing & Strategy Agency**
- **15+ Years in Marketing**
- **Public Speaker & Wordsmith**
- **Fractional CMO**

IS THIS YOU?

- You're struggling with your marketing. You either had something that worked and now it doesn't or you've yet to find success in digital marketing.
- You know you need a strategy that generates consistent leads & sales but you have no idea where to start & what action to take next
- You feel like you're throwing spaghetti at the wall, trying what you see others doing but feeling overwhelmed and exhausted by all the tactics.

BY THE END OF THIS TRAINING...

- You'll have my **5 step social lead gen framework you can implement in your marketing** right now so that you can simplify your audience growth affordably and bring new, consistent leads into your business...without having to spent countless hours creating content!

BY THE END OF THIS TRAINING...

→ How to **leverage your best organic content** into consistent leads and sales/bookings.

Plus, I'll reveal the one **BIG mistake** most business owners make with their social media that attracts people *who don't book*.

A SUCCESSFUL LEAD GEN STRATEGY HAS 3 ELEMENTS

WITHOUT ALL 3 ELEMENTS OPTIMIZED...YOU'RE LEAVING LEADS (AND SALES) ON THE TABLE AND NOT HAVING THESE 3 LAYERS **IS WHY YOUR LEAD GENERATION HASN'T WORKED SO FAR (OR STOPPED WORKING!)**

**THERE ARE 3 MAIN OBJECTIVES IN A LEAD
GENERATION SYSTEM**

1. AUDIENCE GROWTH

2. LEAD CAPTURE

3. NURTURE SEQUENCE

EACH LAYER *BUILDS OFF THE LAST*

SALES ARE DEPENDANT ON LEADS AND YOU WON'T

GENERATE LEADS WITHOUT AN AUDIENCE

SUCCESSFUL MARKETING DOESN'T HAVE TO BE COMPLICATED

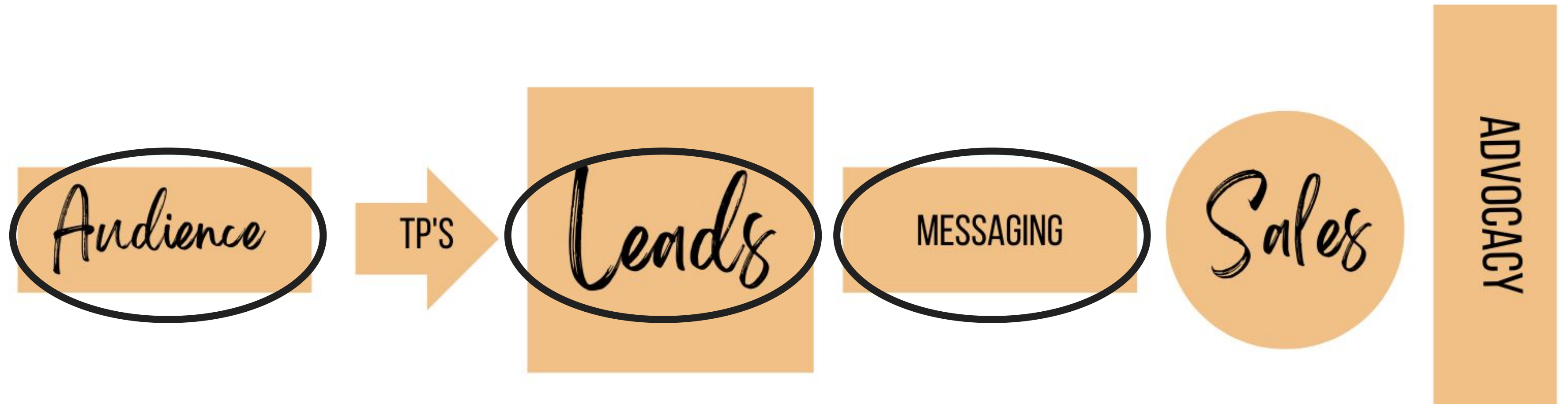
Successful marketing is about following
core foundational marketing principles...

Customizing them...

And executing with **speed & urgency** so
you're never not making progress



WHAT IS LEAD GENERATION?



Lead generation = capturing important contact information from your idea clients or customers

EMAIL MARKETING

4 billion daily email users

4400% ROI - On average, email drives an ROI of \$44 for every dollar spent, higher than any other channel.

40% higher conversion rate (compared to social media)

Average open rate (aka engagement rate) of 18%

5 STEP FRAMEWORK

Grow an *audience of buyers* and turn those likes into leads (then sales) in your tourism business

STEP 1

Use a 4-pillar posting approach to connect to your ideal audience

STEP 2

Garner attention, consistently and prioritize warm audience building.

Create content ***for your audience***...and amplify your best content with visibility ads

GROWING YOUR AUDIENCE DOES NOT MEAN...

- Posting on social media and **hoping to go viral**
- Creating **endless pieces of random content** and spending all day in-app to drive engagement.
- **Succumbing to grey-hat or black-hat tactics** trying to get people to pay attention to your business
- Focusing on vanity metrics thinking that will **equal sales**

GROWING YOUR AUDIENCE STRATEGICALLY MEANS...


- Creating 1-2 pieces of content per month **created specifically for your ideal customer**
- Spending a **small** amount to amplify that content (**visibility ads**)
- Getting **new** potential customers to see your content **daily through alternative marketing strategies**
- Growing your audience and brand awareness with **potential buyers...without having to be on social media at all!**

AUDIENCE STRATEGY

- Understand Your ICA
- Visibility Ads (top content, targeted to ICA)
- Influencer Marketing / Brand Ambassadors

** The key is intentional high-value content created to **specifically attract buyers!****

VISIBILITY ADS

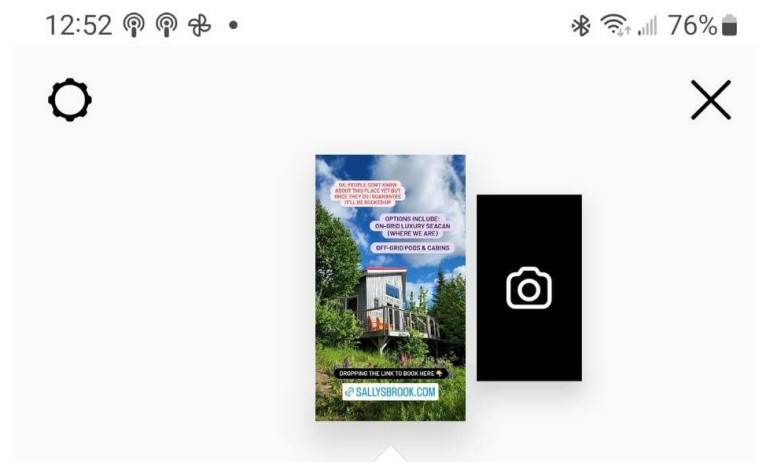
 No matter what your go t...	Boost unavailable	June 16, 2022 at 6:00 AM	132 People reached	--	6 Likes
 No matter what your go t...	Boost post	June 16, 2022 at 6:00 AM	854 People reached	0 Post Engagements	0 Reactions

Organic social media results in ~1-3% visibility in 2022

<input type="checkbox"/>	<input checked="" type="checkbox"/>	VISIBILITY Broad - Instant Experience	309,285 Reach	309,285	434,233	\$0.98 Per 1,000 People Re...	\$303.97
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Paid visibility ads give advertisers control over the targeting + lower cost per result compared to organic (plus, the audience building data from Facebook).

INFLUENCER MARKETING



Story interactions 1

Shares 1

Replies 0

Link Clicks 76

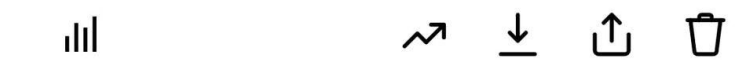
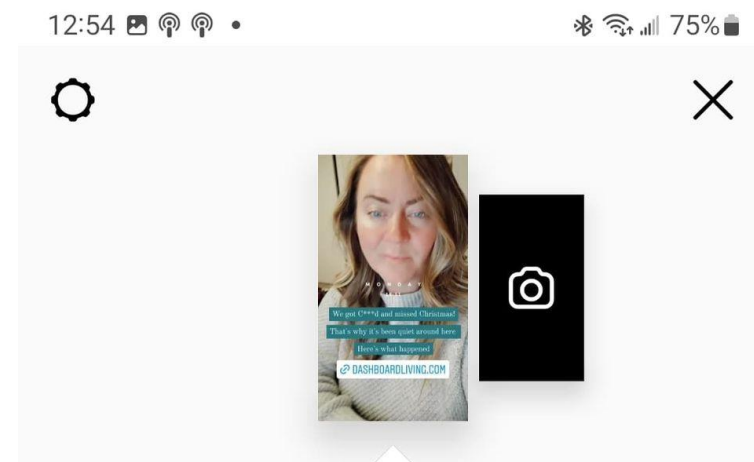
Navigation 536

Forward 468

Exited 48

Back 13

Next story 7



Story interactions 30

Replies 25

Shares 5

Link Clicks 409

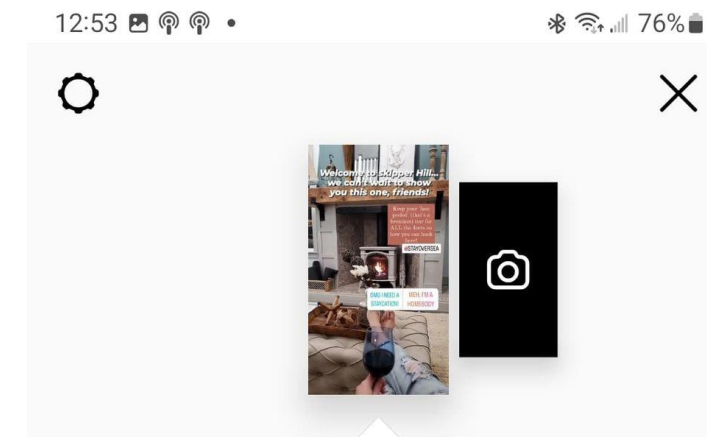
Navigation 1,635

Forward 1,178

Exited 270

Next story 109

Back 78



Sticker taps 115

@stayoversea 115

Navigation 956

Forward 741

Exited 115

Next story 79

Back 21

Profile activity 4

Profile Visits 4



STEP 3

Build deliberate relationships

Feed the algorithm...

And gather data to create more meaningful content for your ideal customers.

STEP 4

Write better copy...and share better content!

Use the **ABC's of copywriting**

5 Q's to turn product features into benefits...

5 Q'S TO TURNING FEATURES INTO BENNYYS

- Why is this feature **notable**?
- What **problem** does it solve for my ICA?
- **What core pain point** does it address?
- When does this **matter the most** to my ICA?
- **Why** does my ICA need this?

EXAMPLE

Luxury Cabins

Feature: Off-Grid

- | | | |
|---------------|---|------------------------------|
| 1. Notable | → | More sustainable travel |
| 2. Problem | → | Accommodation needs |
| 3. Pain Point | → | Over-scheduled & overwhelmed |
| 4. When | → | Vacation planning |
| 5. Why | → | Rest & responsible travel |

STEP 5

(4 step lead gen process)

Turn likes into leads and grow your email list every day, week, month...

Then nurture those leads with strategic email marketing.

...and retarget them with conversion ads!

GENERATING LEADS STRATEGICALLY MEANS...

- Choosing a lead generation strategy that is **exactly right for your audience**
- Solving a **core problem** your ideal customer has so they flock to sign up for your free offer
- Learning how to **sell & position** your lead generation offer just like you do your paid offer!
- Running strategic paid ads to both **retarget** your warm audience and **target** new ideal customers **every single day!**

GENERATING LEADS *DOES NOT MEAN...*

- Copying a random strategy that you saw another business do (*spaghetti at the wall*)
- Posting about your lead magnet or lead generation tool and **hoping people sign up** for it with no amplification strategy
- **Assuming** people will sign up for your lead generation offer **just because it's free**
- Creating a way to generate leads that is **disconnected from your ideal customer** and therefore **doesn't result in sales**

STRATEGIC LEAD GENERATION

Step One:

What is **one** SPECIFIC micro problem your ideal customer is having **right now**?

Examples:

‘I don’t know how to pair wine/beer with food’

‘I don’t know how to set-up visibility ads’

‘I don’t know what I need for my first backpacking trip’



STRATEGIC LEAD GENERATION

Step Two:

Solve that problem with a simple opt-on [download, checklist, workshop, tutorial, or tool]



STRATEGIC LEAD GENERATION

Step Three

How will you **SELL** your free offer so that it's focused on the **BENEFITS & OUTCOMES** vs. 'The What'?

STRATEGIC LEAD GENERATION RECAP

Step One

Specific Micro Problem: 'I don't know what to pack for my first backpacking trip'

Step Two:

Solve That Problem: Beginners Backpacking Packing Guide

Step Three:

SELL that offer: Packing guide to give first-time backpackers the confidence and knowledge to have a safe, enjoyable backpacking trip without the stress of forgetting crucial gear.

Step Four:

Specific ads to download the guide spending a % of monthly budget on **lead generation ads** to NEW traffic AND my audience from my content ads



STRATEGIC LEAD GENERATION

Step Four

Choose **Lead Ads** that run directly to your lead generation offer targeting **BOTH new audiences** and retargeting your **audiences from level one!**



LEAD AD EXAMPLE

Greeting • Recommended

Let people know why they should complete your form and any relevant details.

Headline


Top 10 Nova Scotia Hikes

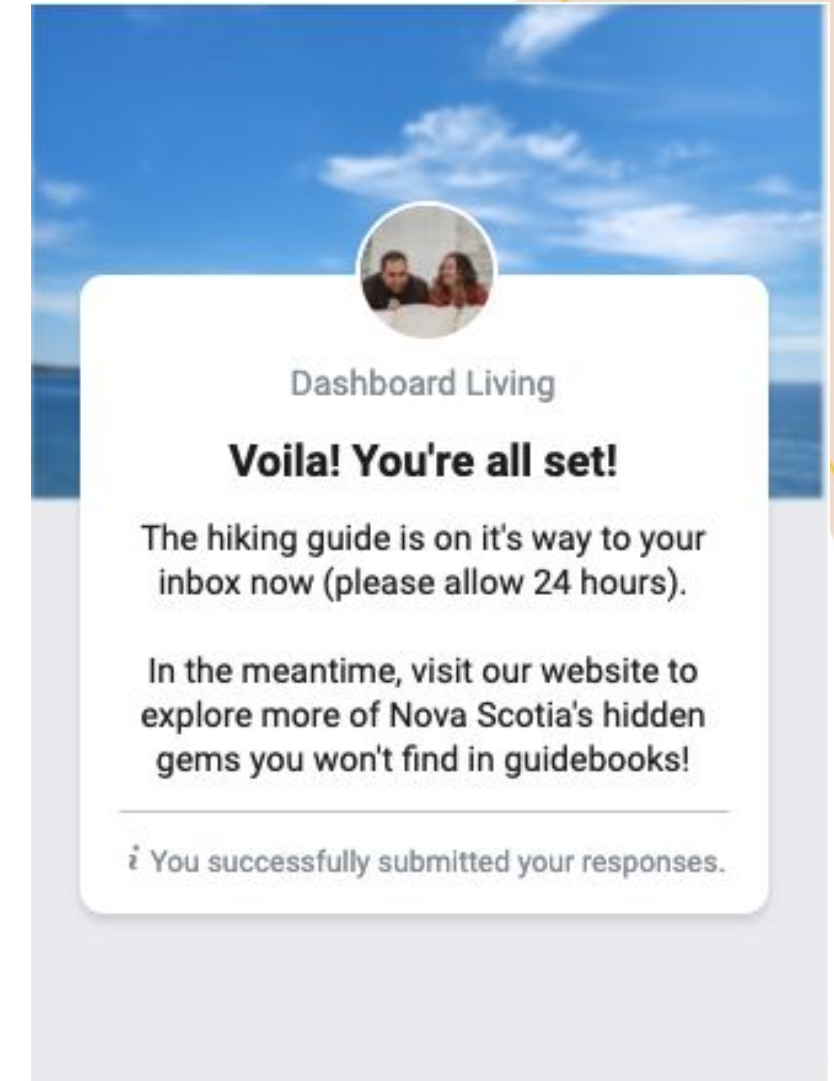
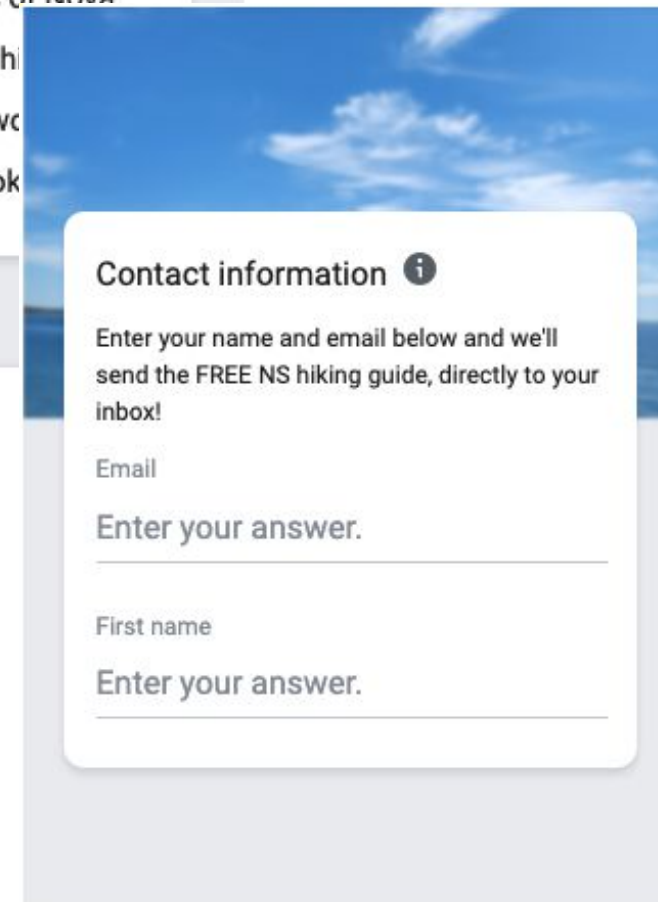
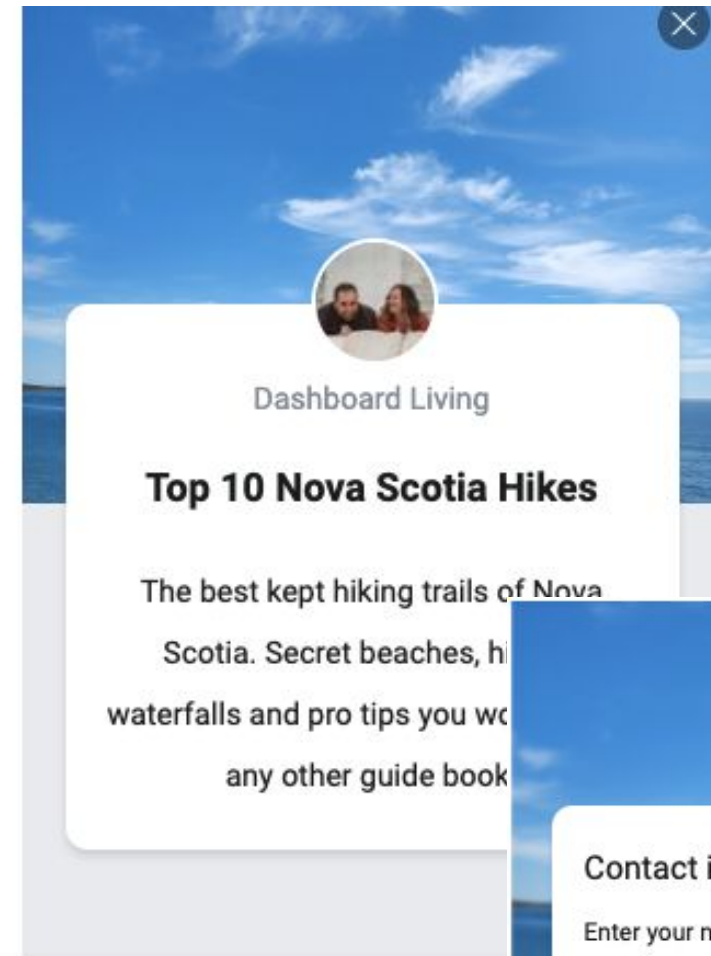
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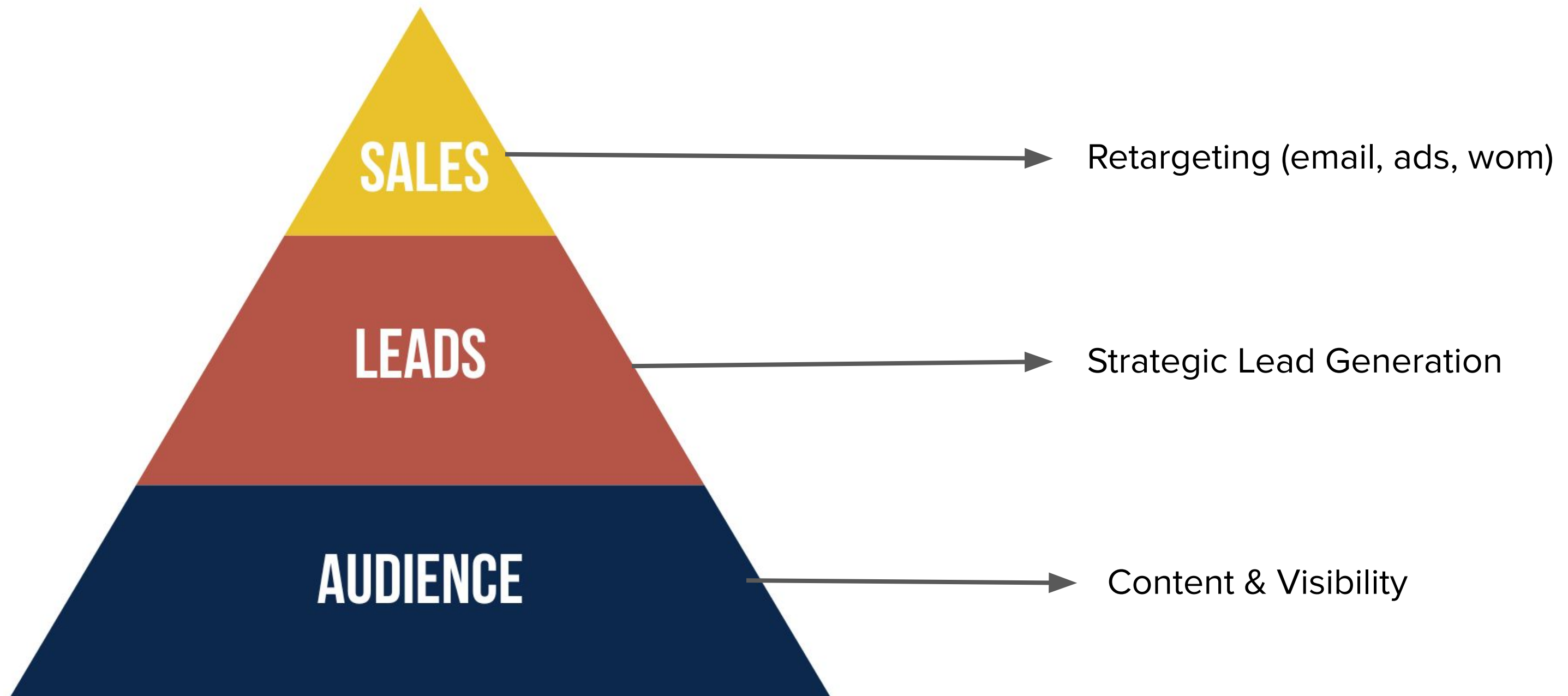
Paragraph List

The best kept hiking trails of Nova Scotia. Secret beaches, hidden waterfalls and pro tips you won't find in any other guide book!

 Remove greeting



THE 3 MARKETING LEVELS TO A **SUCCESSFUL** MARKETING STRATEGY



A SUCCESSFULLY EXECUTED MARKETING STRATEGY WILL...

- **Attract potential clients & customers** to your business DAILY
- Create a system that allows you to **be everywhere** without actually being on social media
- Generate **NEW quality leads** onto your list every single day
- Create **consistency & predictability** in your business and sales



**EXECUTING THIS SYSTEM WILL BE THE
DIFFERENCE BETWEEN FAILURE & SUCCESS IN A
MARKETING PLAN**

Q&A TIME!

STEP ONE: Email: sara@dashboardliving.com

STEP TWO: Subject Line: Monthly Marketing Plan

STEP THREE: We'll send you a FREE copy of the Monthly Minimalist Marketing Plan



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