Welcome :)

Making Your Content Super Addictive

Twitter: @CanadianImpro
It’s a sad fact that the **50% of content created goes unread**. You don’t want to get lost in so much content which is generated on a daily basis. There are app. 1440 minutes in a given day:

- 5.8 billion daily Google Searches in 2017.
- 1,209,600 new social media users each day are added.
- 659 million tweets per day are posted.
- More than 4 million hours of content uploaded to Youtube every day, with users watching 5.97 billion hours of Youtube videos each day.
- 68,305,600 Instagram posts uploaded each day.
- 4.4 billion Facebook messages posted daily!
- 23 billion texts sent every day.

EECU formula makes your content addictive = More traffic = Search engines love your content.
In the 1800s, Charles Darwin made an extraordinary discovery in the Galapagos Islands.

He uncovered 14 species of finches, where each of their beaks evolved over time in order to properly consume the food available on its island. This discovery ultimately led Darwin to the *Theory of Evolution* (or what’s also referred to as “Adapt or Die”), one of greatest revolutions of human history.
He noticed that each finch species had a different type of beak, depending on the food available on its island. The finches that ate large nuts had strong beaks for breaking the nuts open.

Finches that ate small nuts and seeds had beaks for cracking nuts and seeds. Darwin noticed that fruit-eating finches had parrot-like beaks, and that finches that ate insects had narrow, prying beaks.
The above example, clearly illustrates how Digital Darwinism works- fail to adopt to the new trends, and you are on a path to failure.

Of course, there are many other examples of companies that have lost out to competition, because they failed to adopt technologies. Think about Kodak – the company that commercialized the camera, but failed to see the rise of digital photography. Because of their failure to adopt new technology, Kodak – the company that once led the photography market, is now following it (and barely keeping up the pace!).
Many small companies have successfully picked on Digital Darwinism, adapted and subsequently secured themselves a spot on the market.
“Search engines, blogging and other Internet trends have fundamentally transformed the way people and businesses purchase products, but most small businesses still use outdated and inefficient marketing methods.” states HubSpot CEO Brian Halligan.
Cost of not doing it right!!

It’s like going to gym for 6 months and not seeing results or following a diet plan but not seeing results. Sometimes we keep doing things and don’t improve or make adjustments over time.

It’s like doing content...but not getting desired results.
What Is Your Goal?....Yesterday’s Example!!

- Leads
- Sales
- Subscribers etc…

End goal is not more views, hits and traffic!!
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Here is how we went from 10k to around 30k in monthly traffic within 4-5 months and now plan to hit 100k a month by December 2019.
While you may be busy running your business, you should not miss out on marketing and attracting more customers.

Want to Grow Your **Physical Therapy Clinic**?

**Book a FREE 45 minute consultation**

We will show you strategies and techniques we use to generate 150,000 leads for professional service providers worldwide.

Name

Email

Phone Number

**I want to grow my clinic!**

Once you fill the form, our strategist will be in touch with you in next 24 hours to book your consultation.
CONTENT COMES IN MANY FORMS

WRITTEN
- ARTICLES
- BLOGS
- E-BOOKS
- POSTS
- REVIEWS
- PODCASTS
- GUIDES

VISUAL
- INFOGRAPHICS
- GIFS
- SLIDESHOW

INTERACTIVE
- QUIZZES/TESTS
- CALCULATORS
- MICROPAGES

VIDEO
- LIVE STREAMING
- ONLINE COURSES
- TUTORIALS
- CASE STUDIES
- VR/AR
- VIDEOS
- EPHEMERAL
What most businesses do wrong?

- All of your marketing is targeting either 23% or 2% who are ready to take action.
- You are positioning your brand/company wrong.
- Process is not followed.
- If one channel is not working others won’t work either.

Diagram:
- Website Visitors
  - NO RISK OFFER (no registration required)
    - 75% are looking for INFORMATION
    - Blog Articles
    - YouTube Videos
    - Podcasts
    - Interviews
    - Audio Files
  - LOW RISK OFFER (register with email)
    - E-Books
    - Templates
    - Reports
    - Whitepapers
    - Guides
    - Resources
  - 23% are COMPARING
    - Social Media
    - About Us
    - Testimonials
    - FAQs
    - Guarantees
  - 2% are ready to take ACTION
    - Contact Us
    - Enquire
    - Buy Now
- Customers
Craft offers for every stage of your customer journey

- To attract them
- To interact with them
- To convert them
- To retain them

15-20 minutes to craft offer for every phase & share it with everyone
Wrong Positioning Can Kill a Good Product
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Why your positioning is so critical

If you don’t get this right, you will keep attracting the wrong customers.

Are you a KIA, Toyota, Lexus, Ford, Porsche

- Story of Lawdepot
- Story of Airbnb
What is Positioning?

Positioning is the mental space that we want to occupy in the customer’s mind about the brand. It’s how we want our customers to picture the brand, and it’s the first thing that we want people to think about when they hear the brand name.

Positioning is essentially the emotion we want our customers to feel about our brand. It’s how we want our brand “positioned” in their minds.

68% of your customers have no idea why they should choose you!
To make your content super addictive you need to apply EECU formula:

- Entertainment value / Enjoyable
- Educational value
- Curiosity value / Boredom kills copy. Addictive articles use ‘seeds of curiosity.’
- Ultra-practical / actionable / not confusing
Want to know the secret of content creation....

How the Task Accomplishment path works

1. **Expression of Need**: A user types a search query into Google.
2. **Underlying Goals**: Google ascertains what the underlying motivation is (yes, Google can do that).
3. **Evaluation of Results**: Google determines which content produces the answers that meet the underlying goals.
4. **Selection**: The searcher chooses results by scanning titles and descriptions.
5. **Evaluation of Task Completion**: The searcher scans the content. Google tracks the time spent on page, links clicked from the page, etc.
6. **Discovery of Additional Needs**: Searcher will either quit the search or go to search again. Google takes note.
Questions?

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Step #2 Leave us a review or goto:

www.rapidboostmarketing.com/googlereview