

The 6 Lethal Marketing Mistakes 96% Of Online Businesses Make When Trying To Make Their First Digital Dollar

**Plus The No-Brainer Solutions To Turn Every Interaction With
Your Brand Into A Profitable Sale!**



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Your Hotel's Bright Future Is Here. Will You Reach Out & Grab It?

Hello there, friend!

In today's world, your digital presence is what decides whether your business will see a new year, or succumb to the weight of uncertainty, doubt, and failure.

Many successful business owners *praise the value of a strong online presence*, considering it the *lifeblood of their current success* and the key to staying part of the market in this highly competitive digital age.

Now, you should pay close attention to what I'm about to disclose to you.

Being privy to this knowledge will be the deciding factor in **whether you're the first result for every Google search**,

Or **buried on the second page** where only **0.63%** of web surfers even **bother to look**.

The worst part? The very essence of the online world is *constantly shifting*!

So even if you rank first today, whether the digital waters were calm or you fought your way to the surface...

It matters very little because tomorrow's battle is even more ferocious.

But as you read through this eBook, every sentence builds your experience and knowledge of the digital world...

Making your presence well-known to the 5.18 billion online everyday.

And if you can become adaptable to unexpected mishaps, then overcoming the challenges and hurdles of the digital world will become child's play to you.

Which brings us to why you're here today reading this eBook...

Hoping to discover answers that will show you how to actually make money online.

BUT.

Before I show you the techniques to raking in straight stacks of digital cash,

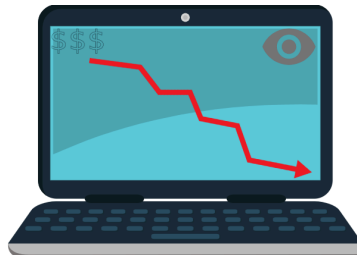
I have to show you the *six digital marketing mistakes that 96% of businesses make when they first try to make money online*.

Fixing these six mistakes will put you on the fast track to digital dollars.

Here are:

The 6 Brand-Breaking Digital Marketing Problems 96% of Online Businesses Make When Trying To Stack Digital Cash

Problem 1: Low Website Visibility and Traffic

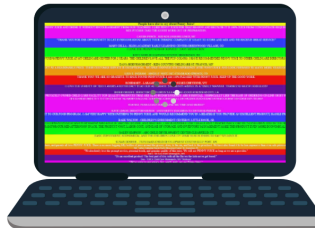


Getting the first ranking search result for as many days as possible is not an uphill battle...

It's a never-ending war thanks to the giant enterprises with infinite funding who can destroy your digital battle preparations faster than you can refresh this page.

They'll exhaust your funding way before they even start this battle, so better play to your strengths.

Problem 2: Poor Website Conversion Rate



If web-surfers come across your website and if it's half-assed compared to the top businesses in your field...

Lacking quality content, lackluster design, low-resolution images, and no direct method of contact to attract and convert potential customers...

These customers will look for other options faster than Usain Bolt winning 8 Olympic Gold Medals.

Problem 3: Boring Social Media Presence

What's the saddest place for business owners online?

It's a deserted social media profile with only their parents, and friends he begged as followers. A presence so weak that even algorithms refuse to promote it.

A boring social media presence conveys negativity and makes your brand feel draining, scammy, and unrewarding.

Problem 4: No Online Reviews Or Reputation Management

Remember what the lifeblood of any business is in today's world? **Digital Presence.**

Having only 3-star reviews *won't get you any online attention...*

And without any 5-star reviews, you're practically wishing for them to *end your run as a business owner.*

Not only will you be walking on thin ice because no one is looking for you...

But you won't be able to recall a single excellent guest experience and that's the exact reason no one is vouching for you.

Problem 5: Inefficient Targeting and Personalization

Your establishment has its unique flavor...

Which means you need to find the people who are interested in the services and products you're offering.

Otherwise, you'll be stranded on a desert island in the middle of the ocean – as off the grid as you can get – without anyone close for tens of thousands of miles.

Don't leave your business hanging dry by selling to the wrong crowds.

Problem 6: Limited Return on Marketing Investment

If you tried marketing on your own and *didn't get any new followers, not a single positive review, and not one new dollar in your pocket...*

Then don't be shocked if all your marketing investment yields ZERO returns and actually compounds your losses.

Digital Marketing is a serious profession, and it takes years to learn, use, and apply effective winning strategies. But in any case, don't feel hopeless even if one or all of the problems apply to you.

You will uncover the simplified, easily-applied, and fun solutions soon enough.

Within the next few sections, you will discover exactly...

- *The significance behind the 6 problems and how you can identify them for yourself, in advance, so that you never have to suffer an empty customer pipeline to run you out of business.*
- *What the causing factors of each problem are and how they will drag down your business (even if you think the problem does not apply to you).*
- *The quick step-by-step process to overcoming any of the six problems to have your name known across the digital landscape.*

Now, make sure you have a pen and notepad nearby. **(I will check on this).**

I'll be sharing valuable insights on running your establishment online so flawlessly, you won't have to deal with maintenance tasks on a daily basis.

But, before we move on, I have to confess...(and reiterate).

Digital Marketing is an exceptionally difficult field. It takes years for us marketers to learn the ins and outs of our respective industries.

But I realized I'm already part of the online business market.

So naturally, investing countless years learning the same field again is a sacrifice that made no sense.

Luckily, I've also had the chance to partner up and interview fellow online business owners and managers throughout my marketing journey.

And after month-long marathons of compiling and analyzing notes, recordings, and even emails, I was able to write the eBook you are reading now.

Better yet, **I guarantee** that the answers you'll find later in this eBook are all proven to work.

See what my **partners** at Quodless Technologies, PurProfessionalWriting, and Royal Flower Arrangements & Events are saying:

"His market research was outstanding, with impressive skills that provided invaluable insights into our customers. He's also quite professional and enthusiastic. A pleasure to work with" ~ Abdullah, Managing Director at Qoudless Technologies.

"He did a phenomenal job on my site. He asked me great questions and brought up many ideas that I didn't even think about. I wish everyone I work with is just like him!" ~ Chris, CEO of PurProfessionalWriting.

"The website exceeded my expectations, the copywriting is beyond compelling, and the overall design is perfect for my business. Best marketer I've ever worked with!" ~ Khaled, CEO of Royal Flower Arrangements & Events.

I would like to restate the purpose of this eBook in case it's still foggy.

You'll find out exactly how to...

Highlight Your Brand On Every Customer's Rader With An Attractive, Illiuminating Digital Presence.

The greatest structures ever built in human history...

The Taj Mahal, The Egyptian Pyramids, and even The Great Wall of China, all have one thing in common that allows them to stand the test of time.

Their ungodly resilience is all thanks to the great architects that laid the proper, strong, and sturdy foundation. The same thing applies to you now.

In order to grow your digital presence to last decades to come, and in return stay in business for three (or more) generations, you must lay the proper, strudy foundation.

Which is why there is a small pre-cursor that I must address before we explore solving each of the six problems.

I would like to show you the reasons behind why 96% of online business owners face the primary six problems in the first place.

Running a high-end, industry-dominating, and socially flying business is quite simple when you avoid these four common pitfalls. Here we go:

PitFall 1: Poor Online Presence

If your website looks like it was developed by an 8 year-old boy who only learned to design sites one week ago...

The written content is poorly structured, and the words don't even describe your hotel or its unique experience...

Then I'm sorry to say that a 12 year-old scammed you. But, seriously...

Unattractive websites are red-flags for customers...

And to add salt to the wound, if you neglect your online reviews, and the comments under your posts...

Don't wonder why your reputation is still horrible.

PitFall 2: Website Optimization Issues

If your website has no site map, no clear design elements (buttons, sections, the such), and the loading times are slower than driving behind one-eyed veterans...

Then congratulations, you just made your customer's life harder than giving birth.

And lord save your sale conversions if your site doesn't have a bold, clear, and unique Call To Action (CTA) to direct your customers to buy whatever it is you're selling.

PitFall 3: Social Media Challenges

You know what customers hate most? If you're being inconsistent with your work.

Inconsistent social media postings, shooting ads blindly at the wrong customers, or simply not fulfilling orders will leave your pockets emptier than a bag of air.

On a more serious note, inconsistency breeds dislike, fear, and frustration.

If you don't want your morale to be destroyed beyond restoration, then make it a habit to stay on top of your work.

PitFall 4: Targeting and Personalization Shortcomings

Personalized ads allow you to tailor your work to your specific audience and answer their desires for the best experience any business in your field can offer.

Personalization is so powerful that even a couple of misplaced words in captions will shatter your customer's expectations, and in return your expected returns.

But with Ad Managers, you can narrow down your market as much as you want to get the best, paying customer for each of your products.

Of course this is assuming your targeting aim is on point...

Otherwise, you might as well get a circus conductor to run your ad account.

Now.

How's your notepad looking?

How many of the common pitfalls are you falling in? 1, 2, or maybe all 4?

If you're feeling down because this all feels overwhelming...

Then you should know that you won't be feeling this way for long.

I was once in your shoes, right where you are right now, with no idea of how to actually convert an online sale to a single dollar.

There's six problems you have to fix, add four more to avoid to the pile, to finally leave you with ten issues in total.

These odds can scare anyone away from running an online business, but...

I do not want you to lose hope, my friend.

The great news is that all six problems are solvable and all four common mistakes are easy to dodge.

But first, It's essential for the next step to have a clear understanding of what digital problems you're facing.

Make sure you've taken notes of what you need to fix because what comes right now is...

Committing to fixing your mistakes.

Which brings us to the next level...

The Simplest, Market-Tested Guide for Setting Profit-Boosting Marketing Objectives and Reaping Thousands of 5-Star Reviews.

The online landscape is a fast-paced environment where industry Goliaths compete daily, and the only way to make sure you're not left behind is by getting ahead of the pack.

At this point, you should have identified what needs fixing.

The next natural step is to start fixing whatever is broken, but to do that properly (and quickly) we must first set the right kind of goal. (One that gets us paid).

Setting goals for any digital marketing campaign begins with the following 5 key digital marketing strategies:

Strategy 1: Clear and Specific Goals

Define a specific, measurable, and achievable objective that aligns with what you envision for your business.

Whether it's increased direct sales, enhancing your brand's visibility, or even getting hundreds of 5-star reviews...

Having clear goals lets you track your progress and evaluate what's stopping you,

Or what's propelling you forward to managing a 6-figure business.

Strategy 2: In-Depth Market Research

Conducting extensive market research is how you understand what your guests need so that you can come in and give it to them. (They'll pay for this, obviously).

You'll even get insights on what your competition is doing right now to strip away any potential customer choosing you..

By identifying your customers' habits, preferences, and demographics,

You'll be able to tailor your brand's unique charm to not only exceed their expectations, but also overcome any of the competition standing in your way.

Strategy 3: Comprehensive Marketing Strategy

Develop a robust marketing strategy that includes all forms of digital channels – website optimization, social media engagement, content marketing, and online advertising.

You can even further strengthen your strategy and increase the chances of its success simply by personalizing your work to match your market's unique characteristics.

Highlighting your brand's unique selling point addresses and solves all of your customers problems.

Strategy 4: Effective Guest Engagement Techniques

Whenever you engage with your customers online, make sure to keep it friendly, conversational, and you can even keep your tone, but don't forget that you also must maintain your professionalism.

You can't go looking like a creep and scaring away your customers, can you now?

Speak to them and foster a stronger bond through email marketing campaigns, social media interactions, and loyalty programs.

Your customers will have no other option but to trust you with their needs (and they won't ever leave).

Strategy 5: Performance Monitoring and Adjustments

Track the results of your digital marketing efforts using key performance indicators (KPIs).

Regularly check your ad data, assess the effectiveness of your marketing strategies, and optimize your campaigns for maximum returns.

Doing this correctly will

The purpose of each strategy is clear, direct, and simple.

They're designed to help you set the right measurable goals that you can use to:

- Optimize your online presence for social media platforms and search engines (Google, Bing) with boosted levels of online visibility, traffic, and engagement.
- <REDO Fascination>
- <REDO Fascination>

Now that you have laid the foundation for digital marketing, identified the six fatal digital marketing challenges businesses face today, and even the four common pitfalls to avoid before fixing the first six...

You are officially done with the hard part.

All that's left is finding the answers to each of the Six Deadly Digital Marketing Challenges.

Let us begin with problem 1.

Problem 1: Your Brand's Low Digital Visibility is Crippling Your Sales

Do you want to know how to *skyrocket your online presence* all across the seven continents, even to the most isolated places on Earth? (Assuming they have WiFi... They gotta have WiFi...)

Well, you read this far, so I'm sure you do.

But first, I must show you what it means for you to have an online business but be *absolutely invisible to every single person surfing the internet...*

Think of it as being stranded on no-WiFi places.

Not even the people who scroll all the way to the last Google page will find you (and those guys can find anything online).

Which brings me to a very small, but **IMMENSELY CRUCIAL** factor deciding the strength, reach, and likability of your digital presence.

Did you know that...

Search Rankings are the Judge, Jury, and Executioner Deciding Your Online Fate.

Let's say that you, my friend, are the *best of the best* when it comes to your field. You literally tower over all the competition when it comes to industry expertise, beneficial products, and phenomenal prices.

You can easily come into any market, any location, and dominate the opposition while remaining profitable.

BUT...

There's one caveat.... Nobody...

Not your family,

Nor your relatives,

Or even your friends,

Care, know, or talk about your business. Why?

Your business does not show up online...

When people search for your profession and can't find you, or if you have a bad online reputation, or even if your website is not optimized for mobile devices...

I can sit here all day listing reasons as to why you don't show up so I won't boggle you down, but instead I'll show you *how to never face them again or overcome them today*.

You're probably expecting me to lay it all out right now...

How you could boost your search rankings to land in the top results, or even, the very first result consistently.

But first, you have to see exactly what's causing your low online visibility, and in return your slow traffic, plus weak sales. You're going to see it's worth the wait.

Once you figure out where you're going wrong...

You'll drive more people searching for services or products from competition to your business even if those customers have been tenured in for a decade.

Simply because you will optimize your digital presence to match exactly what customers are searching for.

Now, to do this, there are three tested and proven strategies that have revolutionized the marketing efforts of industry giants by elevating their search rankings to consistent first results.

Google will even redirect customers to their sites all because their presence is that great. (And in extension, their business).

Imagine you're hunting for a budget-friendly, cozy, and convenient boutique hotel in Manchester.

Google Search brings up options dying for your attention, either by earning top spots or paying for a result bump.

Their goal? Get you to book your stay with them **exclusively**.

This chapter will show you how to use those same three techniques to enhance your online visibility effortlessly, which are:

- *The Magic-Like Power of Search Engine Optimization (SEO) That Props You as The Top Search Result Shown For Every Related Query. (And Keeps You First.)*
- *How To Use Pay-Per-Click (PPC) Advertising To Cast A Wide Net For New Customers From All Over The Internet.*
- *The Correct Techniques To Create High-Quality, High-Engagement, and Highly-Profitable Content That Does All The Heavy Search-Promo For You.*

We'll get to the nitty-gritty of each method in a bit, because for **right this second**, you must really understand that...

Your online presence is the lifeblood of your business simply because it's the deciding factor for your customers.

So, the only way to capture the attention of online shoppers who will one day become loyal, returning, and paying customers...

Is to establish a digital presence so widespread, appealing, and embracing that it overshadows even the most impressive New Year's Eve fireworks display!

As I mentioned earlier, boosting your search rankings to the *highest pedigree* requires an understanding of *what needs improving first*.

I will start by addressing the **biggest component to boosting your online presence** and that's your website.

Creating, designing, and building a website for your business can be a hassle.

It's even more tedious because you have to make sure everything on your website matches the words your customers use to search for products similar to yours.

On top of that, your website needs to match the feel, vibe, or preferences your customers have towards products or services like yours to convince them to buy.

In the perfect world where you have a well-designed, well-written, and well-structured business website that sells your customers...

Not only will you **enhance your digital presence to land the top search results**, but also...

- *Optimize your online visibility for maximum engagement from current and future customers.*
- *Drive more people to your website so they can directly purchase your products.*
- *And ultimately attract an increasing number of potential customers to your business every year.*

Okay, now you know why a website is important for your digital presence.

Next, I will let you in on the four tiresome website problems so make sure you take notes. (You will use your notes to check if you're making these mistakes later on).

Which is why I have to say this...

You must examine each issue with care. If your analysis is weak, don't go asking sleepy Joe Biden to do it for you. Get Professional Help.

Now, here are:

The 4 Unseen Challenges Holding Your Website Back From Converting Unimpressed Customers To Addicted Buyers

1. Is Your Website Optimization Holding You Back?

Poor website optimization significantly impacts your sale conversions. If your site faces issues like:

- Loading times slower than 8 am lectures.
- Turning away visitors with a unresponsive design.
- Leaving your customers stranded because of poor navigation.
- Making it hard on 58% of consumers thanks to no mobile optimization.

Do you know what your customer does after you test their patience?

NO SALE, CLOSE SITE, AND NEVER RETURN.

2. Are Your Keywords Irrelevant?

Keywords are specific phrases that Google will use to decide if your website (and in turn, your business) is relevant to what a customer is searching for.

Think of keywords as cookies you feed to search engines in order to bring your site to the VIP section of all related customer search requests.

If your website lacks relevant keywords or fails to use them strategically in page titles, headings, content, and meta tags... *It won't show up on any search query.*

You're basically left with...

IRRELEVANCY, NO SITE VISITS, AND NO CASH FLOW.

3. Neglecting Your Social Media?

Social media platforms offer immense potential for boosting visibility and driving people to visit your site). It's basically free advertising.

Of course, we're assuming your *social media presence is not weak or inconsistent, you don't fail to respond when people reach out, or you don't engage with your followers.*

(You'll see how to fix your social media in problem 4 regardless).

Failing to avoid these mistakes will cost you for using these free tools. Then all you're left with is...

LESS MONEY, NO SALES, AND EVEN LESSER MONEY.

4. Are Your Online Advertising Strategies Weak?

Online advertising, primarily pay-per-click (PPC) campaigns, will help you *put your website in front of people interested in what you have to offer*.

However, if your online advertising strategies are ineffective or poorly executed, they will miss their mark, leaving your pockets emptier than deserted islands.

Your pockets are void simply because you could have issues like inaccurate customer targeting, improper ad placements, or irrelevant messaging.

Then you're just wasting more money than you're making, and as a result...

NO EYES LOOKINGS AT YOU, NO WEBSITE CLICKS, SO NO PROFIT.

You might be wondering now...

"But, what are the solutions I can use to improve my online visibility while also avoiding these mistakes!?"

Well, my friend, I have good news for you because you're FINALLY about to uncover what I told you will be worth the wait!

I'm only talking about...

The 3 Promised Solutions To Catapult Your Online Visibility From Behind The Curtains To Consistently Ranking As The 1st Google Result.

1. Search Engine Optimization (SEO)

SEO is basically the process of optimizing your website's popularity so that your pages become *easily findable, more relevant, and popular* toward your guests' search queries.

This is basically done using the keywords you explored earlier. It's just writing the words that will talk to your customers, address their pains, and deliver their dreams.

But just so you're aware...

SEO is very technical, so definitely consider professional help.

It must be done correctly in order for your site to rank higher on search engines and drive customers to look, find, and buy directly from you...

And only you.

2. Pay-Per-Click (PPC) Advertising Campaigns

PPC is a type of internet marketing that involves you, an advertiser, paying a small fee each time one of your ads is clicked. Think of PPC as a workaround SEO techniques. (Your keywords still need to be relevant, this is a given now).

You basically pay Google to advertise your business for you by putting your site in front of customers search for words similar to your keywords. Kind of like pay to win.

With PPC, you're essentially raising your business's awareness, attraction, and sales as quick as Formula F1 racecars speed down their tracks.(230 mph for those interested).

Although, you must mind how much you spend on PPC and how much you make back. (We will explore this later on in Problem 6).

Put your digital presence on steroids and enjoy the ride.

3. Content Marketing

Creating valuable, engaging, and relevant content, such as *blog pieces, eBooks, podcasts, emails, webinars, and social media posts* is how you *drive the growth of your online presence through the stratosphere.*

Your customers are actively looking for information, content, and solutions to problems that you most definitely can solve. With proper wording (written and spoken) you will experience...

Enhanced search engine ranking and visibility so that every potential customer will find you,

Stronger, more fortified bonds with customers because they now know you're a credible and trustworthy figure, all building up to...

What it feels like to have your own dedicated following, all nurtured with loyalty, spreading your word through to every pair of ears they know.

Expanding your reach to people will always be the same, and that is...

By using the most suitable, fitting, and relatable words.



(The Stratosphere)

Now, you probably didn't take many notes as you're reading, so you can circle back later on because right now...

You just discovered how to stop the massacre on sales because of weak digital visibility.

I personally don't delay things, so let's dive into problem two right ahead.