

MEDIA TIP SHEETMARCH XX, 2021***

INTERVIEW OPPORTUNITY

How Can I Pivot My Business or Career to Digital Marketing?

Awaken Your Audience to the Future of Digital Business with Eric Schwartzman, Author of ***The Digital Pivot: Secrets of Online Marketing***

To support the publication of [*The Digital Pivot: Secrets of Online Marketing*](#) – to be released April 14 as a hardcover, audiobook and ebook – author Eric Schwartzman is scheduling interviews with media outlets, podcasters, bloggers and online influencers about how leaders can pivot successfully from the old to the new way of doing business.

Discussion Topics:

What do successful digital marketers do differently?

Something that looks elegant and effortless actually takes an insane amount of technical skill and discipline to perform. Like a ballerina performing a pivot turn or pirouette, successful digital marketers combine owned, shared, earned, and paid media into a single, fluid motion. My book likens the 4 steps of a digital pivot to the 4 steps of a ballet dancer's pivot turn on pointe, where the spin with the flourishing arms is what we marvel at, but there's a lot of preparation that goes on behind the scenes that we don't see leading up to it. When we see someone getting a lot of attention online, there's a lot of preparation and discipline that goes into that as well. First, she finds her balance. Next she pushes off. Then, she finds her axis, and turns on the tip of her toe. And last, she comes down gently, without making a sound. But it's the spin itself which is the thing of beauty. That's what we notice. That's what we're attracted to. But without preparation, she'll fall off axis. And digital marketing is the same. There's a lot of preparation that goes into the process that most people aren't aware of. If you're outside the tech bubble, how would you be? You're just trying to run your business and now you have to deal with all this tech stuff which is always changing. The mistake most people make is lack of preparation. They see the engagement that enterprise and personal brand marketers get on social media and they think that's what they should be focused on. But social media is just one of many channels through which you bring customers into a digital sales funnel. Successful digital marketers build the funnel first., Otherwise, there's no way to earn revenue or generate leads. And you can't build a

funnel on a social network. You need a website for that. Social network are for lead acquisition. Owned media is for lead nurturing and conversion. So owned media, which is:

- your own website
- at a top level domain you own
- with a website you can process transactions on without paying out a sales commission
- and where you control the layout of the page

Is foundational to a digital pivot. I advocate powering your website with WordPress because

(1) it's constantly being updated by an army of engineers, so you don't have to worry about it becoming obsolete, and...

(2) you can extend its functionality with hundreds of thousands of plugins for everything from leads forms, to podcasting, to ecommerce, and...

(3) WordPress is open source, which means the code is in the public domain, so you never have to worry about them getting between you and your customers.

I can remember when Facebook showed you the email addresses of your friends. Once they became dominant, they shut that option off. And they've become increasingly aggressive at locking users into their platform and made it tougher to acquire leads through their social network without buying ads, which aren't cheap. So you need to know your conversion rates, and the lifetime value of a customer to figure out how much you can afford to spend to acquire a lead. That information is learned through experience, rather than projected through forecasts. So for most businesses, paid media comes last, because you need certainty over what works and what doesn't before you add more leads to your funnel.

Successful digital marketers start by building out their owned media presence. They use gated content and special offers to acquire leads. Those leads flow through their website into a customer database that they can nurture. And their customer database is integrated with an email marketing platform that they use to nurture their leads. So they have a stack of interoperable tools behind their website that they use to continuously tweak their funnels and automate lead nurturing.

And lastly, they have hard data on how people use their website, how they get there, what phrases they search, and whether or not they find what they're looking for when they arrive. I'm just giving you an overview of the process here, but it's all covered in much more detail in the book.

But successful digital marketers start with owned media. Then they attacked social, earned media, and paid media after that.

If you sat the digital revolution out, and want to get into the game now, where should you start?

Owned media is the first step of a digital pivot. If you rely on someone else for access to your customers, you're a digital sharecropper. What you want to be, is a landowner. Because you want to be able to tweak your web content and layout continuously until you start converting. On your own website, you control the layout. And whoever controls the layout, controls the payout. Getting balanced and stable before you pivot means getting your owned media presence in order first.

The first 4 chapters of my book *The Digital Pivot* are all about building a balanced and stable owned media foundation.

That starts with making sure you can measure how people find and use your website. Because you can't optimize what you can't measure.

You don't have to be a math geek to have a basic understanding of digital analytics. I'm not. In high school, Algebra 2 was a traumatic experience for me. If I can understand my digital analytics, you can too.

The minimum viable metrics you need are:

- website usage statistics, which you can get from Google Analytics
- search visibility statistics, which you can get from Google search console
- User experience statistics and session replay videos, which you can get from Hotjar
- And website performance statistics, which you can get from Google Pagespeed Insights

I have an entire chapter in the book that explains exactly which reports to pay attention to, how to tweak your digital marketing strategy based on the numbers. People are intimidated by analytics tools because they don't understand how to read them. Guess what. You don't need to be able to read them all. You just need to understand a few basic reports to see what's working and what's not.

Next, you need an owned media presence you can use to:

1. attract visitors
2. build an email subscriber list
3. nurture subscribers
4. convert them to customers

And that requires more than just a website. A website runs on a content management system. That's just a way to publish web pages.

You also need a collection of tools that integrate with each other so you can automate the lead acquisition and conversion process.

At a bare minimum, you need a way to publish content and see how people get to your website, add registration forms so you can collect email addresses, and a way to conduct email marketing campaigns

That would be the bare minimum. But depending on your strategy for attracting and acquiring email addresses, you might want a way to:

- Ecommerce
- Live chat
- Lead scoring
- Sales pipeline management
- Popups
- Registration forms
- Email marketing
- Podcasting
- Security
- Backup

Believe it or not, content management systems don't do any of these things themselves. If you're on a content management system like Wix, Square Space, or some niche platform that caters to your specific industry -- there are content management systems for dentists, lawyers, country clubs, everything you can think of -- it's going to be much tougher to build a digital stack of tools that can do all this than it is if you're on WordPress, because there are literally tens of thousands of third party applications that integrate with WordPress right off the shelf which minimizes your development costs.

I have a website. But it doesn't generate new business for me. What am I doing wrong?

Like a building facade on the backlot of a movie studio, a website is just the presentation layer of your digital business. Without an integrated CRM and email marketing platform at a bare minimum, you've got a digital facade, not a digital business. To accommodate visitors, you need a tech stack, analytics, automation, and funnels.

How can small businesses with limited resources compete with giants like Amazon and Yelp?

The tools and specialists you need to deploy a tech stack have never been more affordable. As long as you understand the sequencing, you can draw on a global pool of gig economy consultants to oversee your digital pivot. But you need to be able to quarterback the pivot yourself. The book explains how.

Will the effects of the global pandemic be enduring to small businesses, and if so, how?

The lockdown not only accelerated the imminent shift to digital. The physical restrictions imposed brought teleconferencing and remote working into the mainstream. The \$27B acquisition of Slack by Salesforce in Q1 of this year was a huge endorsement for the growth of remote workforce management. Expect *outside insourcing*, which is a novel staffing model I cover in the book, and outsourcing to highly skilled digital marketing specialists to grow significantly, which is an opportunity for digital marketing specialists. I'd expect to see a lot of in-house digital marketing specialists who aren't employed by elite brands to start going freelance, so they can make more and work less.

How important is social media to an effective digital marketing program?

It is entirely possible to have legions of social media followers and fail at digital marketing. There's no shopping cart in an Instagram post. In the digital pivot, web pages precede posts because there is a direction relationship between the proximity of your content and your ability to drive transactions. The further your conversion opportunity is from where you engage people, the less likely you are to convert. The social networks are ad supported so they're looking to drive session time on their platforms. They keep making it tougher to leave. And embraced a sort of enrage to engage business model that enables fear mongering, conspiracy theories, lies, white supremacy, hate crimes, misogyny and just the worst of the worst of mankind.

That doesn't mean you should be there. But it does mean that you shouldn't be there only.

How important is search engine optimization to effective digital marketing programs?

Roughly speaking, companies that are successful with digital marketing get around a third of their traffic from Google organic search. A third. That's a very big number. Search engine optimization is foundational to a digital marketing pivot, because keyword research guides everything from the structural hierarchy of your website to the words you embrace in your key messages to your content marketing strategy. If you don't know what people are searching for when they look for answers to problems you solve, you can't optimize your website to get found when they search.

If you're nervous because you're a language person and you think search engine optimization is too technical and hard to understand, that's just not the case. There is a discipline of search engine optimization known as technical SEO. You don't need to know that. You just need to be able to do basic keyword research, or use a tool like MarketMuse, so you know what you should be talking about to be on message for your target customers.

What's the real opportunity of digital content marketing?

The big opportunity of digital content marketing is becoming Google's preferred brand when people search for answers to questions and problems that you can answer and solve.

What is demand generation and how do you do it?

Demand generation is the first part of the popular saying, “You can lead a horse to water, but you can’t make them drink.” In B2B digital marketing, assuming you *can* make them drink, lead generation is the second part of that statement.

What is growth marketing and how does it work?

Growth marketing involves putting customer acquisition before all other objectives, even at the expense of profitability. Growth marketing is used by companies in winner-takes-all markets where the network effect is critical to their success or failure.

What is digital revenue operations?

Digital revenue operations, or RevOps, is the concept of aligning marketing, sales, and customer service against common objectives and optimizing the performance of a tech stack where those 3 disciplines can collaborate cross-functionally in a digital environment.

What common mistakes do you see people make when they pivot to digital marketing?

The most common mistake I see is putting social before owned media marketing. Social media is a way to demonstrate community endorsement. But unless the path to purchase on your website is ready to go, what’s the point inviting people over?

What’s the alternative to pivoting to digital marketing?

We ignore messages from brands we don’t want to receive. Outbound marketing channels like telemarketing, unsolicited email will continue to deliver diminishing returns. The digital pivot is about reallocating resources from outbound to inbound marketing. You still have to sell, it’s the prospecting that gets automated.

INTERVIEW BOOKING:

<https://calendly.com/ericschwartzman/30-minute-meeting>

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