MODERN CUSTOMERS

Customers today are more sophisticated and complex than ever. Tactics that used to be quite effective with them are now futile because these savvy buyers have a different set of expectations, they are in control, and they are redefining the rules of how you as a marketer must engage with them. But with so many changes happening with customers, which ones should you be paying attention to? Which changes are temporary and fleeting and which ones are permanent and long-lasting? This course covers 5 big, overarching "evolutions" that customers have made in recent years. These evolutions, listed below, are gamechangers for marketers- creating opportunities for those that recognize them and creating roadblocks for those that choose to ignore them.

- Evolution #1: Customers have a digital voice and are not afraid to use it. Also, they listen to the digital "voices" of others.

- Evolution #2: Customers own several Internet connected devices and use a variety of web channels — often at the same time.

- Evolution #3: Across these channels, customers are in control of WHAT they see, WHEN they see it, and HOW they see it.

- Evolution #4: Customers have an insatiable appetite for information, are sophisticated researchers and, as a result, have different expectations of sales people.

- Evolution #5: Customers are more skeptical than ever of companies and the promises they make.

MODERN MARKETERS

Modern Marketers discusses how smart marketers must adapt as consumers evolve. It discusses the new habits that they must adopt. There are some timeless marketing rules that will never change, but there are some new ones that if ignored can leave you behind.

- Habit #1: Smart marketers know that a marketing strategy is like a symphony.

- Habit #2: Smart marketers don't develop strategies that are perfect from day 1.

- Habit #3: Smart marketers fuel the value exchange.

- Habit #4: Smart marketers data as a gateway for dollars.

- Habit #5: Smart marketers put research in the drivers seat.

- Habit #6: Smart marketers connect with the heart.

- Habit #7: Smart marketers are hyper-targeted with their marketing dollars.

- Habit #8: Smart marketers create multi-dimensional brands.

- Habit #9: Smart marketers focus on how to usher targets down the purchasing path.

- Habit #10: Smart marketers recognize that the purchasing path never ends.

- Habit #11: Smart marketers embrace the fact that they are change agents.

- Habit #12: Smart marketers recognize that "digital marketing" does not exist.

- Habit #13: Smart marketers find tools, technology, and processes to simplify or automate their marketing.Habit #14: Smart marketers get smarter.

MODERN ORGANIZATIONS

Modern organizations need to evolve to support modern marketing initiatives. Potentially, this evolution can include 5 different transformations to ensure that organizations have structures and processes in place to meet the needs of the evolving consumer.

- Transformation #1 Modern Marketing Teams.- Modern organizations need skilled, digital-minded people to support modern marketing needs.

- Transformation #2 Modern Marketing Processes.- Modern organizations need innovative, fluid processes to get modern marketing work done.

- Transformation #3 Modern Marketing Technology.- Modern organizations use modern technology to automate and facilitate modern marketing needs.

- Transformation #4 Modern Marketing Structure.- Modern organizations need to make changes to their organizational structure to support modern marketing needs.

- Transformation #5 Modern Marketing Culture.- Modern organizations need to make cultural shifts to support modern marketing needs.

RESEARCH & ANALYSIS

The first step in the strategy planning process involves understanding the marketing environment that a business operates in. The knowledge that gained here is a critical input into the strategic decision making process.

- **Research & Analysis**- Planning a marketing strategy without research and analysis is like surfing in the dark. You can't see the waves that threaten to engulf you. This mashup explores the role that research and analysis has in shining a light on important elements of your marketing environment so that you can better navigate those waters. Here we will share the basics of marketing research including what to research (cube) where to research, and types of research.

- **Customer or Market Research & Analysis**- Customers are complex- figuring out how to reach them can be even more challenging. This mashup explores how to identify whom your customers are, where they are at, and what are interested in. This will be the foundation for ensuring that all of your marketing activities are customer-centric. We will also delve into deeper topics (like segmentation).

- **Competitor Research & Analysis**- This mashup explores how to conduct competitor research & analysis. In addition to identifying key competitors, you will also evaluate their position in the industry, current and potential capabilities, and any threat they pose to other businesses in the industry. We will also look at factors important to customers and how you can prepare to compete in this areas.

- **Climate or Industry Research & Analysis-** This mashup explores several external factors impacting all companies in the industry that you company operates in. This analysis uses several common frameworks to collectively paint a picture of the industry climate.

- **Company Research & Analysis**- This mashup takes a honest look at your companies strengths and weaknesses. Help understand how to position against competition, highlight your core advantages (USP), show your best side to targets. Like an archeologist, you will try to digging to unearth the company's history (written and unwritten) through interviews and other methods.

- **Collaborator Research & Analysis**- In this mashup, we will analyze collaborators or suppliers of your raw materials, components, labor, and services (such as expertise) to your company This is important because collaborators are a critical part of your companies story- and can be a source of competitive strength.

- **Developing Industry Outlook**- In this mashup, you will use what you have learned in the previous mashups to predict the future. You will identify trends and anticipate evolution for every area (collaborators, customers, competitors, company, climate) so that we can stay ahead.

- **Developing Listening Dashboard**- Because the environment that surrounds your business is in a constant state of flux, research and analysis should be a motion picture rather than a snapshot. The previous mashups helped you identify what issues are most important for your business to pay attention to. In this mashup, we will use these key

issues to create a listening dashboard which monitors the web and social spaces-automatically notifying you of any new information published.

- **Developing a Research Capture System**- Getting a research and analysis effort off the ground takes a lot of effort and energy. Rather than wait until you have the time or resources to dedicate to research and analysis again (which may never happen), this mashup shows you how to create a system for capturing and documenting new information along the way. You will learn how to build a repository of information that you (any your team) can add to over time. Not only does this create strong competitive advantage, it also helps provides insight to help drive future marketing strategies (and your overall business strategy).

BRANDING & MESSAGING

Branding & Messaging explores who you are, why you do what you do, and how you meet your customers' needs. At the end of the day, it's about connecting the essence of who you are with the essence of who your customers are. Clear branding and messaging is a platform for authentically engaging with your customers. And with modern marketing, this means being willing to co-create your brand with your customers —embracing their collective voice as a part of your brand story.

- **Multi-Dimensional Brand**- Rather than think of the brand as a one-dimensional platform where your company (proudly pounding it's chest) reveals itself to the world, this mashup encourages you to imagine your brand as a snowball that is rolling down hill. It starts with what you say about your company, and then as it hits the snow and rolls, people attach their experiences (both positive and negative) to it.

- **Buyer Personas**- It's important to have a clear idea of who your audience is, what their fears, uncertainties, and desires are, and how they move through their customer journey. Building on the customer analysis research from an earlier mashup, this mashup will show you how to personify your key audience members and their interests using buyer personas.

- **Verbal Story**- This mashup explores the verbal story, which what you say about yourself and your products and services. This is the story (clearly explained and concisely articulated) of who your company is and how it transforms the lives of your customers.

- **Visual Story-** This mashup focuses on your company's visual story, which is the essence of your company's brand promise illustrated through images, colors, and other visual elements. A picture is worth a thousand words and your company's visual story includes there are underlying brand themes that simply cannot be expressed in words.

- **Experiential Story**- Collectively, value and visual stories represent a "snowball" carefully crafted by you. They are your company's brand promises. The experiential story is that promise in action. It's what happens when the snowball hits the hill. The experiential story explores how the prospect feels based on the combination of touchpoints with your brand that happen before, during, and after the sale. This mashup explores how to influence this experiential story, which includes making sure that everything that needs to happen throughout the organization, from customer service to logistics, honors the brand promise.

- **Campfire Story**- This mashup explores the campfire story, which is the collection of stories that that other people are sharing about their experience with your brand around the campfire. These experiences might be positive or negative, true or false, but either way, they can attach themselves to the snowball, influencing targets and customers.

STRATEGY & PLANNING

Strategy & Planning is about transforming the information you've gathered into a clear, actionable plan to attract, engage, convert, and delight your customers. If you've successfully identified how your business can take advantage of its environment, your strategic plan must align with that. Here, you will identify business goals, marketing goals, and measures of success. You will also outline the strategies and tactics that you've selected and explain how they will work together to deliver the right message at the right time on the right channel to the right target.

- **The Adaptive Strategy**- Strategies today should look different than those of the past. Rather than have rigid strategies planned from the top down that rarely change, your strategy should be adaptive and fluid. This mashup will show you how and why.

- **Business & Marketing Goals** - This mashup will help quantify your business and marketing goals and KPIs to serve as a guiding light for your efforts.. These goals, which could easily span multiple years, will be used to select the right strategies and tactics.

- **Strategy and Planning**- This mashup is about crafting a plan of action to reach stated goals. This plan of action is based on knowledge of where you're going, the business environment, and understanding of your constraints. In the mash-up, we will cover how 4 different areas of strategy converge to reach targets with messages and drive desired behavior. These areas are content strategy, promotional strategy, channel strategy, conversion strategy- the implementation of which will be covered extensively in the next Stage.

- **Tactical Planning**- This mashup is about taking the strategic plan that we developed in the previous section and breaking into smaller tactical plans. Because each marketing activity has a different set of rules (and possible different goals), it needs it's own unique strategy and plan, which provides specific instructions. This way, execution teams can ensures that the strategic vision gets translated into tactics.

- **Measurement and Alignment** – This mashup ensures that all planned activities align with the bigger strategy, which aligns with business and marketing goals. Also, identifies how to measure each tactic- at a high-level.

ORGANIZATIONAL READINESS

Organizational Readiness helps ensure your organization is better placed to implement modern marketing initiatives. Not every organization is ready to meet the evolving needs of its market. Many will require significant changes. As a modern marketer, you are a double agent. Not only do you have to connect with customers, but you also have to run internal marketing campaigns- getting leadership teams and other departments on board. This building block involves preparing your organization so its people, processes, technology, structure, and culture are capable of implementing smart marketing plans is necessary to meet your strategic objectives.

- **Impact of Organizational Constraints**- Just like aquariums can limit the size of a gold fish, so to can organizations limit the size of marketing efforts. This mashup explores some mistakes that companies make that can hold their marketing initiatives (and their big results) back.

- **Gap Analysis**- In this mashup, we will uncover any gaps that exist within an organization that would prevent the implementation of the Strategy & Plan outlined in the previous building block. Specifically, you will expose any people, process, technology, technology, and culture requirements to reach your goals. Before moving on to the next mashup, you will decide whether you can address these gaps immediately so that you can implement your desired strategy. If you can't you'll need to adjust your strategy to accommodate your constraints.

- **Stakeholder Analysis**- If changes are needed and you have decided to bridge these gaps, the next step is to conduct stakeholder analysis. This is an optional step which involves identifying who is involved with these organizational changes, who is impacted, and what they will be required to change.

- **Change Plans**- If changes are to be made, this mashup will help you develop tactical plans to identify the steps that need to be taken. In addition to an Action Plan, you may also want to create Communication Plan and a Learning Plan depending on how big the plan is and who it will impact. In either case, these plans can become an addendum to strategic plans developed in previous building block.

CONTENT STRATEGY

The Content Strategy building block looks at how your company will use content to engage (and convert) targets across ALL of the channels your in. Without great content, you will find it difficult to engage customers, and keep them coming back.

- **The Basics of Content Marketing**- Among other things, this mashup describes why content is critical to the success of your entire marketing strategy, describes the types of content you must have, and provides a framework for ensuring that your content is "good".

- **Selecting the Right Content**- There are many types of content that can be used to share your message with the world. In this lesson, I'll share different formats that you could use to create your content and tips to help you select the right one. Also, examples of content in action will be provided. Note: This section is also referenced in the Strategy and Planning mashup to help guide your selections.

- **Content Strategy Development**- You should develop a solid content strategy to be certain that the content you create simultaneously serves your business goals and audience needs. This mashup walks you through the process of creating a content strategy, which includes content audits, gap analysis, content segmentation, and content selection.

- **Content Workflow**- Content strategy is about consistently producing high-quality content, but doing so in a sustainable way that considers your constraints. This mashup covers tips on how to setup a team and process to efficiently produce and distribute content.

- **Content Governance**- As your content efforts grow, your workflow process may be more complex as you introduce more channels, more content formats, and expand the content creation team. This mashup describes the types of governance you may need to put into place to create approval processes, ensure quality, and ensure brand consistency across all materials. We'll also discuss editorial guidelines and brand guidelines.

- **Copywriting**- Copywriting is one of the most essential elements of effective online marketing. The art and science of direct-response copywriting involves strategically delivering words (whether written or spoken) that get people to take some form of action.

PROMOTIONAL STRATEGY

In this building block, we further detail the mix of tactics that you have selected to attract people to their website or storefront. This often involves a combination of traditional and digital tactics: a blend of push and pull marketing, as well as a mixture of paid, earned, and owned tactics.

- **Selecting the Right Promotional Tactics-** There are many creative ways to promote your business. In this lesson, I'll share ideas for promotional activities and tips on selecting the right mix. Also, examples of promotional tactics in action will be provided. Note: This section is also referenced in the Strategy and Planning mashup to help guide your selections.

- **Search Engine Optimization**- Search engine optimization (SEO) is a core promotional tactic that deserves it's own section. Used effectively, searxch engine marketing ensures that searchers find you in organic listings on the search engine. In this lesson, we discuss the basics of search engine optimization and how you can improve your site right now.

- **Search Engine Marketing**- Search Engine Marketing (also called SEM or Paid Search) ensures that searchers find you in paid listings within search engine results and via text ads throughout the internet. In this lesson, we'll explore the possibilities of search engine marketing and how it can be used to enhance SEO efforts.

- **Email Marketing**- Email marketing is one core promotional tactic that deserves it's own section. This lesson describes how to use email marketing effectively to continuously engage targets and keep your name in front of them.[best practices and opportunities; Email testing checklist]

- **Social Media** - Continuously engaging your audience on social media networks is an exciting way to amplify your message and generate a buzz. This lesson talks about the basics of social media and outlines a formula for success, no matter the network.

- **Display Advertising** - Banner ads strategically placed on websites that targets are on can be an effective traffic driver. This lesson gives a run-down of banner ad basics and outlines practical tips for integrating them into your marketing strategy.

CHANNEL STRATEGY

The Channel Strategy building block focuses on the owned channels that you use to engage your targets. While this is focused heavily on channels like your website or blog, you should also consider engagement within your physical channels (like your storefront or office). The channels described here are destinations for your promotional strategy- they represent the places where you are driving traffic to learn more about you.

- **Characteristics of Modern Websites**- The 1990s are calling and they want their website back! Your website is one of the most important tools you have in your marketing arsenal, yet many businesses don't have websites that meet the needs of the modern marketer. This mashup outlines the key characteristics of a modern website.

- **Website Audit**- Using the 9 characteristics of a modern website, this audit allows you to self-check your own website to find areas of improvement. Fixing simple mistakes can have a massive impact on your ability to convert more visitors into sales.

- **Website Strategy**- Your website is like a 24/7 sales representative; advocating your company, communicating how and why you can help the customer, and (potentially) single-handedly converting customers to sales. This mashup covers the basics of building a website strategy. From selecting the right platform, to prototyping website and page designs, to developing page-specific strategies, this mashup is a comprehensive look at the website strategy development process. Note: This section is also referenced in the Strategy and Planning mashup to help guide your selections.

- **WordPress for Business-** For many businesses, WordPress is a great option to power their business website. This mashup not only provides details about WordPress and it's popularity, but it also explores how your business can use to create a enterprise-class website on a small scale budget.

- **UX/UI Basics-** This mashup covers key concepts of interface design and user experience. This is important to ensure that you have a website that looks good, is structured well (so customers can find what they're looking for), supports your content strategy, and importantly, converts leads to sales.

- **Mobile Considerations**- The UX/UI section discusses mobile considerations within your main website, however, mobile is such an important topic that it deserves it's own mashup. Here, you will find information that will help you evaluate all of your mobile options including mobile apps, mobile websites, and responsive sites.

- **Blogging Basics**- Blogging can be a great way to humanize your website and allow user to get to know the "humans" that drive your company. This mashup is a collection of tips about setting up, organizing, and starting a blog that works with your overall marketing strategy.

CONVERSION STRATEGY

The Conversion Strategy building block ensures that your organization has a system for converting disinterested targets into customers. Here, you will learn how to build an automated conversion system that creates a series of interactions with customers to pull them through your sales cycle, cultivating trust along the way. Your focus will initially be on creating a cornerstone system, centered on the best, most relevant offer you can give them. Later, however, you may also choose to create multiple conversion systems for different audiences, products, or topics- all of which feed into your big marketing strategy.

- **Basic Elements of a Conversion Strategy**- Overview of elements included within a conversion system and how they work together. Also discusses the psychology behind a conversion system. Note: This section is also referenced in the Strategy and Planning mashup to help guide your selections.

- **Special Offer** - A key element of a conversion system is a special offer, which is provided to targets in exchange for their email address. This mashup explores multiple types of special offers that you could create, but zeros in on the creation of a PDF document or ebook since it is easiest. You'll learn how to design one that is appealing to targets (and gets targets more excited about you).

- **Calls-To-Action**- To get people interested in your special offer, you should create and strategically place calls-to-action anywhere your targets are- both online and offline. This could be on your website, within your blog posts, in your banner ad on other website. This mashup provides you with ideas and best practices how to develop and place calls-to-action that generate excitement and get people to your landing page.

- **Landing Pages**- Your landing page serves as a destination for your call to action. It provides additional details about the special offer and clearly communicate why targets need it. This mashups explores the basics of landing page structure, design, and copy so that you can develop compelling landing pages that convince targets to take the desired action.

- **Lead Capture Forms**- Metaphorically, lead capture forms allow your target to raise their hand and tell you that they are interested. More practically, they capture your target's email address and other information, allowing you follow-up with them in the future via targeted email communications and other methods. This mashup walks you through how to design your form, select appropriate fields, and outline the post-submission experience.

- **Thank you page** - Upon form submission, targets are redirected to a thank you page. This mashup details how to create an engaging thank you page which provides targets with the special offer (or details about how to get it), refers them to other pages within your web experience or social network, and/or invites them to share via their networks.

- **Auto-Responders** - Auto responders-after someone submits their form and ops into a list, email auto responders are sent automatically. They can include the delivery of your special offer and other important information. This mashup explores how to set them up and what types of information to share within them.

- **Email Nurturing** - This mashup explores how to set up follow-up trigger emails and eNewsletters. Once targets are on your list, you need to deliver high-value, personalized, targeted email communications and personal interactions to keep them coming back to the website and moving closer to a sale. These communications can be targeted based on form data or their behavior. Note: This area is focused on the strategy of email marketing to your owned email list. It should be used in conjunction with the email marketing mashup within the Promotional Strategy building block, which addresses broader email marketing best practices including design, copy, and layouts.

- **Lead Scoring** - This mashup discusses how you can develop a model for scoring targets based on their profile data and behavior on a website. Not every lead is equal, some are more valuable than others because their sales ready or closer to a sale. Lead scoring can trigger the leads integration with a sales tool when they ourselves ready. It can also determine the type of target communications they will receive.

- **Direct Sales**- This mashup explores the use of your direct, face-to-face off-line sales channel to follow up with and nurture targets. Typically, this direct sales channel already exists, this just involves determining how to feed leads generated online into pre-existing direct sales and relationship building processes and tools (like CRM). This step is important because building relationships based on brand affinity and loyalty often relies on personal contact.

As a note: This six step conversion processes detailed extensively in my book, however this updated version includes more recent technologies and tools to streamline and automate the process.

OPTIMIZATION STRATEGY

This building block looks at your entire strategy (from a macro and micro perspective) and identifies where improvements need to be made. By optimizing all strategic elements of your plan, you receive the best marketing ROI.
Refining Objectives- This mashup identifies what you're measuring and why you're measuring it. It uses business goals objectives and KPI's established in the Strategy and Planning building block to do this. Here we will lean heavily on a well-known measurement model developed by web analytics authority Avinash Kaushik to help you further refine and quantify the objectives and frame your KPIs.

- **The Data Menu** –The types of metrics that you can collect will vary based on the tactic or activity. For instance, metrics for banner ads are different than those for a website or email. In this mashup, you will explore common activities and the types of data you can collect from them (called dimensions and measures). It's important to note that these metrics are not just specific to marketing tactics, but also include financial data like costs and sales to help tie marketing and financial metrics together more tightly.

- **Establish Data Requirements** – In this new marketing world, you will collect a LOT of data. But not all data is relevant, useful, or actionable. In this mashup, you will identify what of the menu of data is most important to your campaign based on the objectives that you have established. This becomes the lens through which you see the data, allowing you to separate the meaningful from the meaningless.

- **Benchmarks and Baselines-** The mashup explores how to predict the success of your campaign and establish targets using previous historical data or industry benchmarks. This is important because it allows you to have a point of reference for identifying whether or not your results were successful.

TRACKING & MEASUREMENT

In this building block you will ensure that all strategic assets across all channels are being tracked in measured properly. This way, you can understand where your customers are coming from, how engage they are, and whether or not they converted.

- **Tracking Tools** - There are many different types of analytics tools that are used across different channels for varied purposes. In this mashup, you will learn what tools are available and what they are used for. For instance, Google Analytics will be used to capture website traffic data and on page behaviors, among other things. Tools like Crazy Egg can be used to conduct split tests.

- **Implementing Tools** - This mashup walks you through the process of setting up and configuring tracking tools. Additionally, details are provided about how to tag assets, setup UTMs, setup event tags, setup goals, and setup segments.

- **Testing Analytics**- This mashup explores how to test analytics tools that have been implemented to ensure that all elements are tracking properly.

REPORTING & ANALYSIS

Reporting & Analysis of your marketing on a regular basis is essential. This building block helps you to capture your marketing metrics simply and effectively — so you can report on results and make recommendations on your strategy. Whether or not you are required to share your performance results with stakeholders, the activity of tracking, measuring and monitoring the strategic elements of your campaigns will provide invaluable feedback, and move you towards your marketing goals.

- **Data Collection (Promotional Tactics)-** In a previous mashup, you identified which information is important to collect for your promotional activities. In this mashup will walk you through the process of actually collecting the data, putting it in structured format, and and analyzing it.

- **Data Collection (Website)-** In a previous mashup, you identified which information is important to assess website performance. In this mashup will walk you through the process of actually collecting the data, putting it in structured format, and and analyzing it.

- **Data Collection (Lead)-** In a previous mashup, you identified which information is important to lead generation and nurturing activities. In this mashup will walk you through the process of actually collecting the data, putting it in structured format, and and analyzing it.

- **Segmentation Analysis-** The previous three mashups explores looking at data in aggregate, delivering insights about targets as a whole. It is also useful to break data into segments, analyzing how specific groups within your audience behaved.

- **Conversion Analysis-** This mashup zeros in on the most important KPI and slices and dices all data related to it. Conversion analysis is a special type of segmentation analysis. Rather than focus on promotional, website, and lead behavior as a whole, you zero in on the behavior of targets that took your desired action.

- **Closed Loop Analysis-** This mashup takes conversion analysis one step further, layering in actual data about sales. This way, you will know which activities drove the most sales.

- **ROI Analysis-** As you can see, collecting data, analyzing data, and bringing in sales data gives you a deeper understanding of success. But there is just one piece of the story missing: cost. To truly measure success of your strategic elements, data about marketing costs will help you evaluate return on investment (ROI) from your marketing activities.

- **Analyzing the Total Story** - Each of the previous mashups, looked at your website data from varying perspectives for different purposes. This mashup involves looking at all of the data that you obtained holistically. As objectively as possible, you will evaluate how targets moved through your entire funnel and whether or not you reached the business and marketing goals you set. You'll also make observations, develop insights, and generate high-level ideas about things to improve.

- **Preparing Reports & Presentations**- Communicating mounds of data and insights can be challenging, especially when not everyone speaks your language and understands your world. This mashup gives you the tools and knowledge you need to package your most relevant findings about marketing success (or failure) in to an easy to understand report and presentation.

CONVERSION OPTIMIZATION

After tracking your marketing activity, pulling together a report and analyzing the results, you must decide what to do next. This building block involves adjusting your marketing activities based on the metrics that you have seen- shifting budget and energy into those efforts that where most effective. Usually, the focus of conversion optimization is mostly on landing pages and websites. In this building block, I am widening that lens and I explore multiple areas that you may want to optimize.

- **Testing & Experimentation Mindset**- Before we discuss specifics of conversion optimization, this mashup starts with the most important thing of all - the mindset of a successful optimizer. Unlike marketing of the past, once assets have been launched they can continuously be adjusted and assumptions about what works should be challenged.

- **Content Optimization**- This mashup explores how to evaluate the success of content including content, topics, and format among other things. Additionally, creative and messaging within content are considerations here.

- **Display Optimization**- This mashup explores how to optimize banner ads. Whether served through Facebook, Google, or other ad networks, we'll walk through how to evaluate variables like targeting, creative, messaging, copy, themes, bids, and exclusions.

- **Paid Search Optimization**- This mashup explores how to optimize paid search campaigns. This includes ad groups, keywords, headlines, ad copy, bids, and exclusions.

- **Organic Search Optimization**- This mashup explores how to optimize your organic search listings. It show you how to use Google Analytics to identify which keywords are delivering the most conversions and identify ways to restructure your page to drive higher-quality traffic.

- **Website Optimization**- This mashup explores how to optimize your website, including navigation/ organization, popular pages, on-page changes, copy, and design tweaks.

- **Landing Page Optimization**- This mashup explores how to optimize landing pages. It will cover ideas about how to tweak copy, design, layout, creative, CTAs, and forms.

- **Email Optimization**- This mashup explores how to optimize emails. It will cover ideas about how to tweak design, layout, subject lines, links/ CTAs, copy, and creative.

- **eCommerce Optimization**- This mashup explores how to optimize eCommerce platforms. It will cover ideas about how to tweak product pages, checkout, and navigation.

BONUS RESOURCES

- **Concepts, Terms, and Frameworks**- Marketing is full of unfamiliar terms. Even in this resource, there are many concepts that may seem foreign. This mashup breaks modern marketing terms down explains the concepts that you need to know. Additionally, we will break down mini-framework here.

- **Start Seeing Brands**- This mashup explores the brands that we "see" every day, but don't actually "see" them. Think of it like a "diary" of brands that I encounter and my observations. Where it makes sense, I've woven some of them throughout the research to illustrate concepts.

- **Marketing Plan**- Your marketing plan (and the rational behind your plan) may be clear to you, but in order to get your team and other stakeholders and decision makers to rally around it you need to document and explain your plans. This mashup covers how to do this, focusing on the components and structure of the plan and giving you tips on how to visualize the strategy to make it more understandable.

- **Modern Marketing Assessment-** Is your company ready for the world of modern marketing? Are you? Based on the factors listed in the modern marketing section, this assessment will allow you to check yourself to see where you stand.

- **Websites and Blogs** - This mashup is a collection of useful websites and blogs that are talking about issues relevant to modern marketers.

- Books - I wrote a book in 2012. Much of the content is integrated in to this resource. However, I have through the process researched 100+ books. And I'm sharing a list of my favorites in this section. I hope you enjoy them as much as I do.

- Articles - This is a collection of my favorite articles related to modern marketers. Again I use many of them throughout this resource.

- **People** - This mashup includes a collection of people in the field of marketing or related fields that inspire me and can also help you on your journey.

- **Tools & Software** - This mashup includes a list of tools that are fundamental to helping you build your marketing stack and get work done faster. I've tried to include not just the tool itself but also the purpose of it uses of the tool and how I've used in the past.

- **Design Templates**- This is a collection of design templates in Temple providers that produce high-quality marketing assets predesigned. I've learned to use templates as a foundation to my efforts, and quickly customize them. This way I don't create the wheel re-create the wheel and I spent time where it matters.

- **Planning Templates** - This is a collection of planning templates and worksheets that I used to get from point a to point Z quickly rapidly with high degree of speed.

- **Homeless Content** - This page includes a hodgepodge of information that is useful, however did not make it into the resource itself.