

PAG Implementation Notes:

STEP #1 TRAFFIC SOURCES

Traffic

- ✓ Google search ads
- ✓ Facebook ads
- ✓ SEO and organic
- ✓ Referral traffic (other platforms)



- Google Search Ads
- Facebook Ads
- SEO and Organic
- Referral Traffic (other Platforms)

STEP #2 CONTENT SOURCES

Content

- ✓ Blog content
- ✓ Podcasts
- ✓ Videos



STEP #3 SALES

Sales

- ✓ Email follow ups
- ✓ Facebook retargeting
- ✓ GDN (Google retargeting)



STEP #4 GOALS

COLD TRAFFIC GOALS

GOALS - Cold Traffic

Cold Traffic Goal

Fill the bucket /
Segmentation



GOALS - FB Retargeting

Traffic: Facebook Ads

- ✓ We don't focus on cold FB ads
- ✓ It's all about retargeting

GOALS - Google Ads

Traffic: Google Ads

- ✓ Start with a broad keyword
- ✓ Watch closely what people search for
- ✓ Refine your ad targets to only the most popular keywords

Be BROAD or SPECIFIC on KEYWORDS

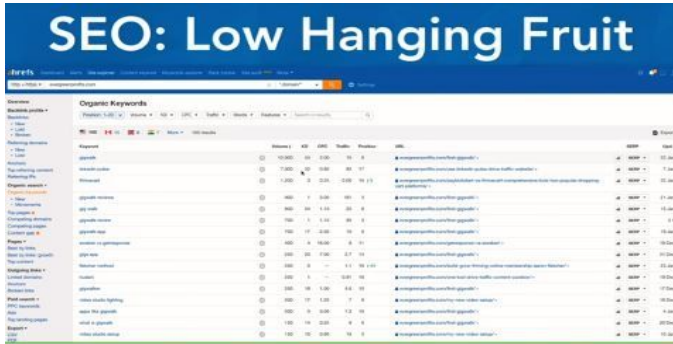
You Decide based on YOUR CONTENT / BLOG

GOALS - SEO YOAST

Traffic: SEO

- ✓ Use Yoast SEO and optimize until the little light turns green
- ✓ Use SEMRush, SerpStat or Ahrefs to look for opportunities & watch progress

GOALS - KEYWORDS LOW HANGING FRUIT

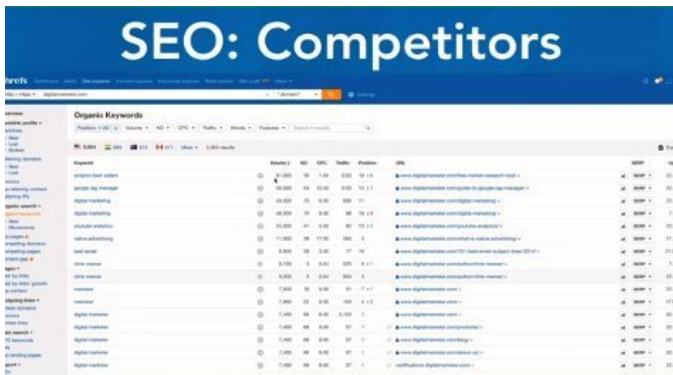


GOALS - BLOG CONTENT

Content: Blog Content

- ✓ **Format types:** written posts, video posts, podcast episodes, case studies, testimonials, interviews
- ✓ **Ideal post word count:** ~1,500 words

GOALS - SEO COMPETITORS



GOALS - LEAD CAPTURE

Content: Lead Capture

- ✓ **Put slide-in opt-ins specific to content or category (we use OptinMonster)**
- ✓ **PDF of blog post works great as freebie**



GOALS - OPPORTUNITIES



- GOALS - Add IMAGES for GOOGLE IMAGES Search +
- PODCAST to Cross-Reference Blog
- GOALS - SALES GOALS (CONVERSIONS)

Sales' Goal

**Close 'em,
clean 'em up,
upsell 'em**



GOALS - 3 PILLARS OF CONTENT

3 Pillars of Content

- ✓ **Segmentation** - Build Facebook pixels based on content they view
- ✓ **Branding / Credibility** - Show you're an expert
- ✓ **Call to action** - Content should lead them to a logical next step



GOALS - SALES > EMAIL FOLLOW-UPS

Sales: Email Follow Ups

- ✓ **Create a follow up sequence of 10 days**
- ✓ **Educate and grow trust**
- ✓ **Each email should answer the top objections**
- ✓ **Tutorials, training, how-to's, case studies**
- ✓ **Clear CTAs**

GOALS - RETARGETING

Sales: Retargeting

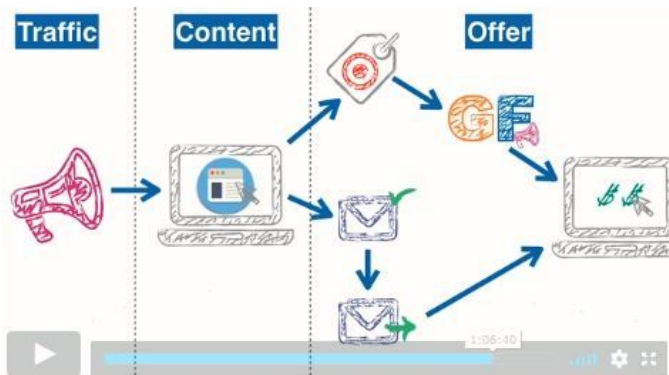
- ✓ Google's GDN:
 - ▶ Push people back to the offer or additional content with CTAs
 - ▶ Send to opt-in page to collect email

GOALS - RETARGETING

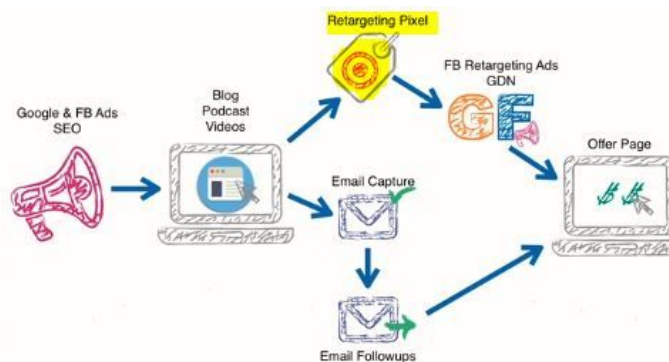
Sales: Chatbots

- ✓ Pair these up with your FB retargeting ads
- ✓ Use ManyChat (free account is good to start)
- ✓ Create automated follow ups and close deals in live chat
- ✓ Support / sales person can manage

GOALS - EGP WORKFLOW



GOALS - EGP **RETARGETING SECRET SAUCE**



The DETAILS: (next page)>

Once Up and Running

(NAIL IT) then you SCALE IT!

Getting this DONE:

Why do it yourself when you can OUTSOURCE IT?

<https://advisory.evergreenprofits.com/forums/topic/video-how-to-use-genm-to-get-interns-for-50-per-month/>

GenM

[Download The Slides](#)

Resources Mentioned:

- [Yoast SEO plugin](#) (the free version is fine)
- [Ahrefs](#) (what we use)
- [SerpStat](#)
- [SEM Rush](#)
- [UberSuggest](#) (A free SEO tool from Neil Patel)*
- Thrive Leads (we have)
- [ConvertBox](#) (we have)
- [ManyChat - Support EMAIL+DUPE Optin](#)

Helpful Threads:

- [How to hire someone to do it for you \(\\$50/month\)](#)
- [How to do SEO if you're not using WordPress](#)

STEP-BY-STEP IMPLEMENTATION DETAILS:

(for GenM Outsource or Other)

1. BLOG POSTS:

KEY 14 + PILLAR

2. BLOG POSTS: (ALL)

Blog Posts, Videos, E-Books, Podcasts (anchor +stitcher),

MARTECH | AFFILIATE | COMPARE & REVIEW

3. SEO - YOAST SEO - SETUP PERFECT + ALL PAGES SHOULD HAVE GREEN LIGHTS

Use Yoast Post Process + ALL TOOLS

4. CONTENTSTUDIO + PROMOREPUBLIC SETUP - GenM

5. Setup FB Pixels (all) Setup Google Ads Account AdEspress + Google 360 Platform + Dasheroo

6. PLUGINS: Yoast SEO Premium, Pixel Caffience, FB Pixel, Google Analytics, Analytify

7. Connect ALL Accounts properly

8. ADD Tracking Codes to Thrive, GR, AC, ThriveCart, Membership Sites, Other

9. Do Competitive SEO Analysis per PAG Course Video - SpyFu, SemRush FREE, AHRefs other

10. Setup Google Adwords (Ads) for Blog Post Traffic (insure Post is Keyworded properly for organic also + CTA + FB Retargeting pixel)

11. Double Check POSTS for Credibility Authority (VSL) + (E-Books) + Optins, SEGMENTATION, BRANDING (Authority), CALL-TO-ACTION

12. COLD & DIRECT REFERRAL TRAFFIC (TFM)

Fill the Bucket & Segmentation (Use Thrive Quiz)

13. Facebook Posts, Boosted + Ads (Low Cost)

14. Setup FB Page with GetResponse & use LEAD AD FORMS for Supplementary Campaigns.



Have KICK ASS LEAD MAGNET

On Opt-In have Authority Amplifier as URL Redirect

15. 5P Email Sequences for ALL OFFERS

- Have MAIN AR - then 5P (Short Copy with CLICKS & EMBEDDED ADS)
- Stack / Link FUNNELS smarly
- LEAD SCORE > CLICKS & HISTORY
- HIGHEST SCORE - SEARCH FB + MESSAGE

16. EMAIL POINTS (use 5 Day vs. 10)

Sales: Email Follow Ups

- ✓ Create a follow up sequence of 10 days
- ✓ Educate and grow trust
- ✓ Each email should answer the top objections
- ✓ Tutorials, training, how-to's, case studies
- ✓ Clear CTAs

17. HAVE 1 MAIN CORE OFFER ON HOMEPAGE LUCKY 13 - TRIP WIRE SITE

Use Wordpress Development as Primary Client Engagement then move to ENHANCED SERVICES

18. FunnelsandTraffic.com - AFFILIATE MARTECH PLAY with Funnel Templates, Stack & D.I.Y. Training

19. Marketing Automation Training - \$597 - 8+Hours, Skype & Email Support + L2 Access

20. Google GDN Banner Ads for Retargeting:
Push Prospects back to OFFER or + Enhanced
Content (More than they saw 1st Pass)
Send to OPT-IN PAGE for Lead Magnet Bonus +
Sign up & Lead Nurturing

Sales: Retargeting

- ✓ Google's GDN:
 - ▶ Push people back to the offer or additional content with CTAs
 - ▶ Send to opt-in page to collect email

21. CHATBOTS ENGAGEMENT PLANS

22. SHARED SERVICES

23. COACHES CONSORTIUM