

# KARMA jack's Ultimate Guide To Growing Your Business Online





## Who is KARMA jack?

KARMA jack is an award-winning, full-service internet marketing agency with a portfolio of clients with exponential online growth. ([case studies](#))

## Why KARMA jack?

Our agency helps companies like yours see unbelievable online growth.

But don't take our word for it:



“A game-changer for our business!” – Jim, DEXA Plus

“Karma Jack’s expertise in the digital marketing space is the best I have found.” – Marilyn, Trent Creative

“Unbelievable team and results with Karma Jack.” - Tony, FitBody360

“It was the absolute best move we made. . . “ - Joe, Steel Veteran

“The results have been tremendous” – Kristin, Complete Medical Services

“They also take customer service to a higher level.” - Michelle, Mike Staff Productions

“Great growth! Thank you Karma Jack!” - Nancy, Montessori Kids Universe

“5 stars aren’t enough to convey the excellence” - Dr. Feingold

# Why internet marketing?

Whether you are a B2B- or a B2C-focused company, your ideal target audience is sitting there on their phone 47 minutes a day. They are just waiting for your compelling message to pop up on their feed.



# WHAT THIS GUIDE COVERS

1. [Social Proof](#)
2. [Solve Problems](#)
3. [Effective website & landing pages](#)
4. [How your website can win](#)
5. [Easy to find/search \(SEO\)](#)
6. [Google My Business](#)
7. [Social Media Content](#)
8. [Email Marketing](#)
9. [New Traditional Advertising](#)
10. [Display & Search Ads](#)
11. [Conversions](#)
12. [Social Media Ads](#)
13. [YouTube Ads](#)
14. [Hyper-Targeting](#)
15. [Steps to Grow Online](#)

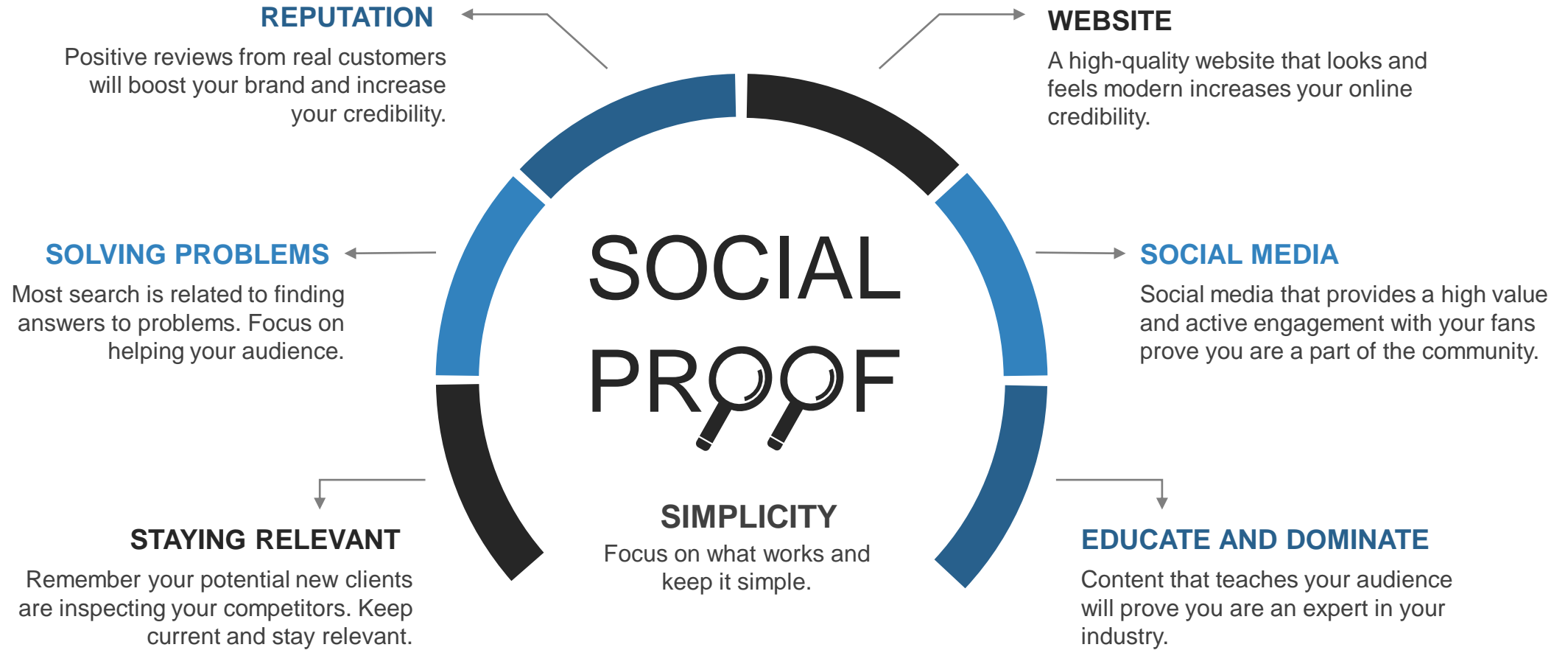
# 1. SOCIAL PROOF



People now make their buying decisions through a series of investigation, education, and collaboration.

Your audience wants to know they can trust your brand, so they inspect your brand.

# SOCIAL PROOF



A man with a beard and glasses, wearing a dark suit and tie, is sitting at a table. He is looking down at a smartphone in his hands. In the foreground, there is a clear glass mug with a spoon. The background is a solid blue color.

## 2. SOLVE PROBLEMS

Focus your efforts on providing value in your community. The traffic will start to flow to your site and social media outlets.

“As one of the primary places potential buyers go when inspecting your company, your website should be clearly focused on solving problems while establishing high levels of credibility. Most businesses try to showcase their features and benefits while drowning their audience in platitudes.”

Joel Sellentine  
Founder of KARMA jack

# 3. WEBSITES & LANDING PAGES

Depending on what you do, your current customers might want to revisit your site to find more solutions to their problems, to learn from your expertise, to log in to their account, or to find your information in order to receive a service.

Your homepage should solve problems while providing a simple way for visitors to explore a path to solutions that best resonate with their needs. Simply, is your website simple or complex? Put yourself in your customer's shoes. Is your site simple for visitors to navigate? Or, have you accidentally created a web of confusion that is certain to quickly frustrate any visitor?

**Keep it super simple.**

- ✓ **Make it simple for people to call you.**
- ✓ **Make it simple to fill out a form.**
- ✓ **Make your menu items point to the most critical pages of your site.**



# 4. HOW YOUR WEBSITE CAN WIN



## How clear is your message?

Nearly every time we onboard a client, we find their current website confusing with unclear messages. Usually, it's a maze trying to find what they do. These problems are often related to well-intentioned business owners trying to share their awesomeness in a clever way, but instead, they end up sounding like everyone else.



## How credible is your website?

Testimonials, awards and badges are necessary to establish trust. However, don't throw them at the top and make the page all about you. Your credibility pieces should be toward the bottom after you have first established how you can help your new potential customers.



## How do I increase leads on my website?

It's likely you need to restructure your page to better help their needs. You are probably trying to be someone to everyone instead of focusing on what you are good at. Your message is likely unclear. You might not have the right types of calls-to-action, and your page might not look credible.



# 5. SEO

Search engine optimization, or SEO, is the process of clearly defining your message with keywords and then driving non-paid traffic to your website.

The attention span for internet users includes only pages 1 or 2 of search terms. That's it.

You won't be found online unless you pay for Google advertising, spend the time and energy on improving SEO, or if someone types in the precise name of your company.

“If you type in what your company does, and your website does not show up, your site needs help with search engine optimization.”

Aaron Helander  
Director at KARMA jack



- improve your marketing|
- improve your marketing **strategy**
  - improve your marketing **skills**
  - improve your marketing
  - improve your marketing **knowledge**
  - improve your marketing **writing**
  - improve your marketing **programs**
  - improve your marketing **and sales**
  - improve your marketing **success**
  - improve your **content** marketing
  - improve your **business** marketing

Google Search

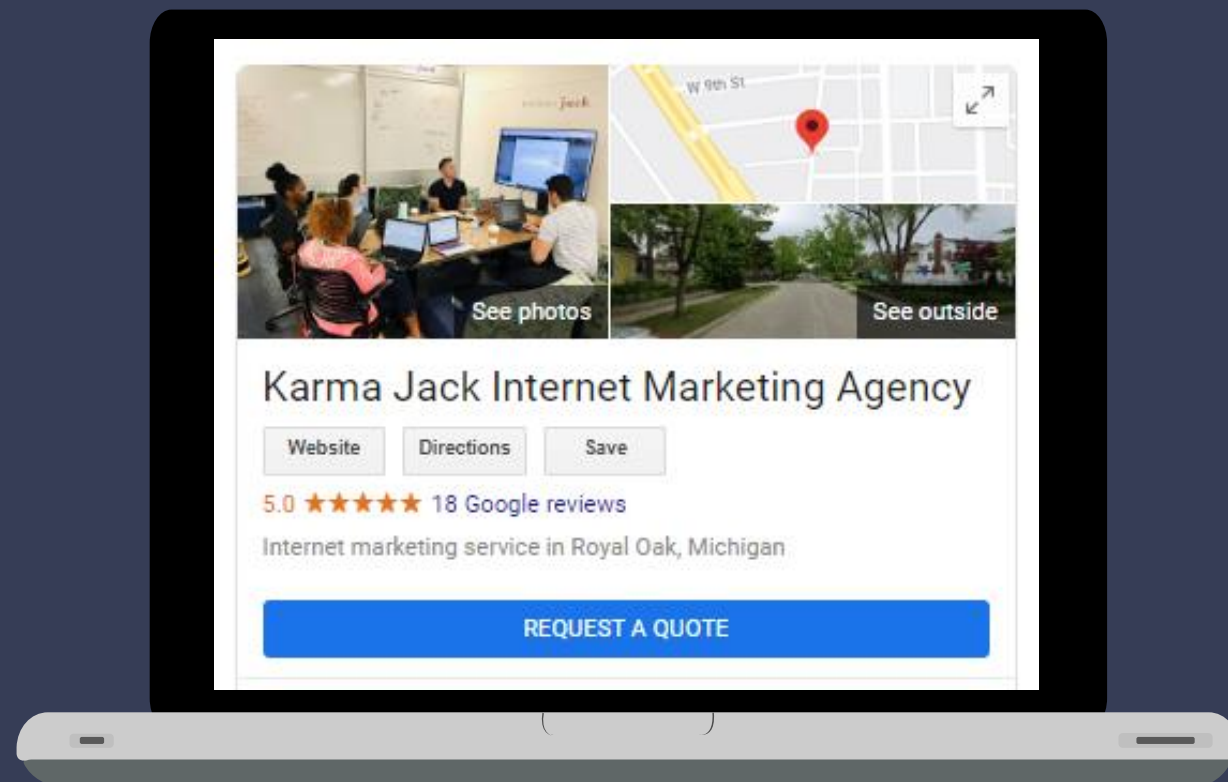
I'm Feeling Lucky

# 6. GOOGLE MY BUSINESS

Google My Business is a must use tool for every business. What most companies don't know is to truly take advantage of this platform, you need to post content weekly. Like your social media, you'll want to post useful content to the community.

## Benefits of Google My Business

- Schedule appointments
- Drive organic traffic to your site
- Request reviews
- Post content
- Get found locally on Google
- Improve Social Proof



# 7. WHY SOCIAL MEDIA?

## Most Adults Use Daily

Most adult Americans use Facebook & Instagram daily\*

## Decisions Start Online

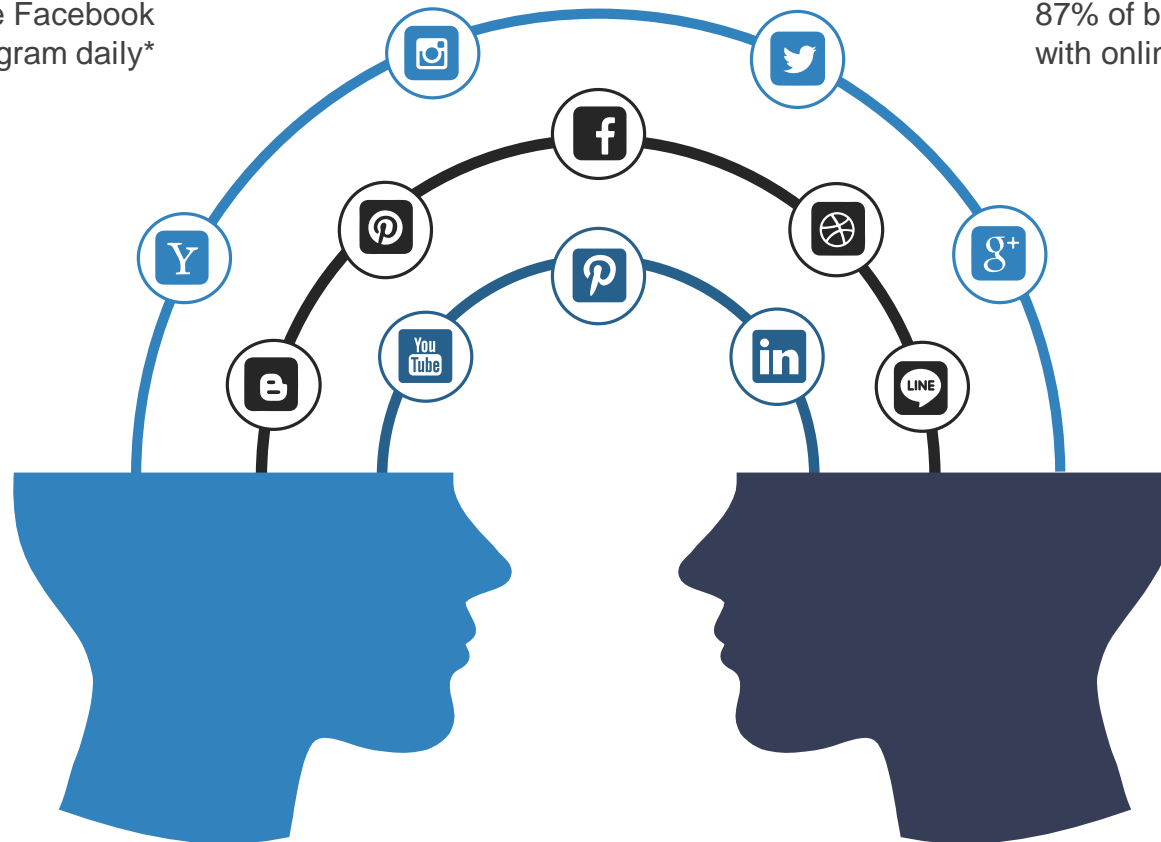
87% of buying decisions are started with online research\*\*

## Content

Provides your company an avenue for articles to be shared, thus increasing your web traffic, giving your website more credibility in relation to SEO

## High Level of Social Proof

Provides a high level of powerful social influence, which is a critical element in today's buying decisions





74%

US adults on Facebook daily\*

## SOCIAL MEDIA

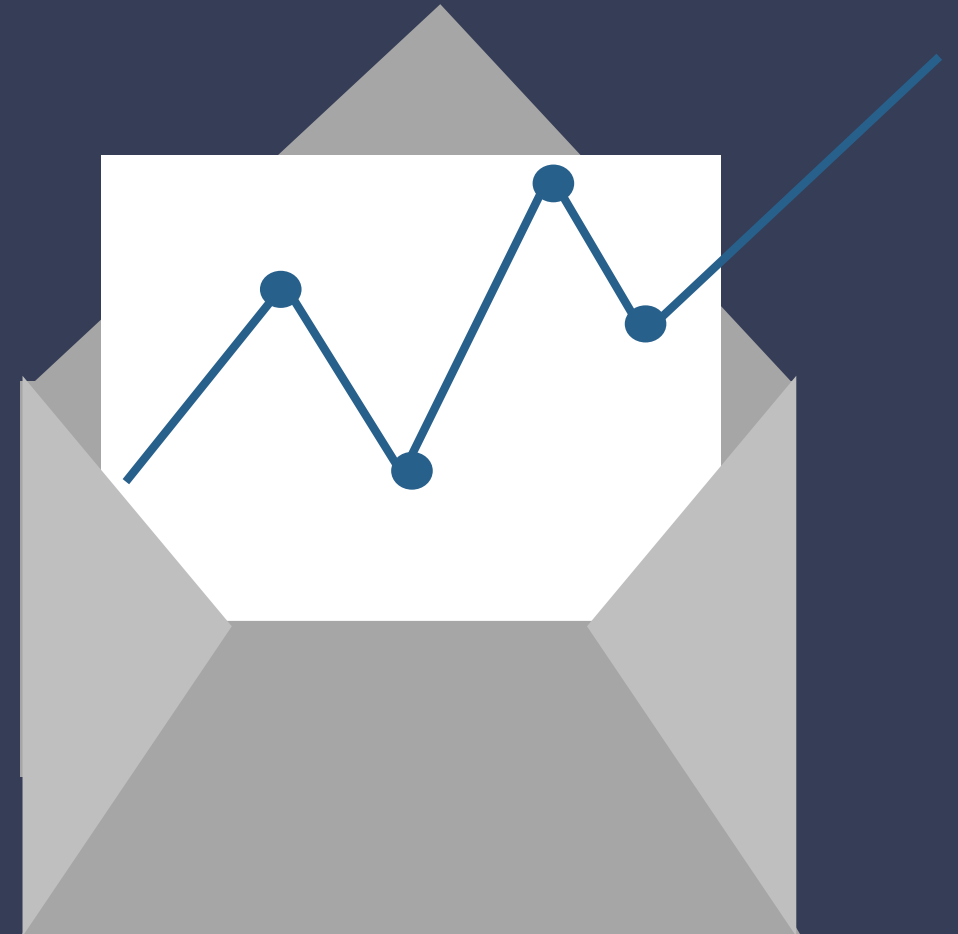
Tried and true, the ideal social media platforms to hack into exponential growth are Facebook and Instagram.

- ✓ 74% of US adults are on Facebook daily\*
- ✓ 60% of US adults are on Instagram daily\*
- ✓ Google My Business: successful hybrid platform
- ✓ 44% of US adults have a LinkedIn account\*
- ✓ Snapchat is trending up for teens & early 20's
- ✓ TikTok is trending up for tweens and teens
- ✓ Twitter is trending down
- ✓ Google+ was terminated

# 8. EMAIL MARKETING

## Educate and Dominate

- 1 Emails that contain quality content that helps your customers solve problems are opened and read.
- 2 Emails that provide quality value create goodwill with your brand, thus creating a level of trust in your industry.
- 3 61% of consumers prefer to be contacted by brands through email\*.



# 9. NEW TRADITIONAL ADVERTISING



## Search & Display

Proven to increase traffic to websites by 300 percent\*

**300%**



## Social Media

Users spend on average 47-60 minutes per day on Facebook and Instagram\*

**60**<sub>min</sub>



## Video

8 out of 10 18-49 year-olds are on YouTube\*

**80%**


\*Sources: [Visually](#), [Vox](#), [Brand Watch](#), [Adobe](#)

# NEW TRADITIONAL ADVERTISING

New traditional advertising is a way to directly advertise to your ideal audience in the medium they use most.

It can be highly effective and affordable because you are able to have pinpoint accuracy on your ideal target audience.

This means new traditional advertising can serve up ads to your ideal customer at the perfect time.

81%   
US adults are online daily\*



# 10. SEARCH & DISPLAY ADS



**Search:** When potential customers search for products and services on Google or other search engines.

**Display:** When your ad shows up to highly targeted potential customers or past visitors of your website.

- ❖ Google Ads results receive 65% of the clicks that started with buying keywords\*
- ❖ Businesses make an average of \$2 in income for every \$1 they spend in AdWords\*\*
- ❖ On average, 41% of clicks go to the top 3 paid ads on the search results page\*\*\*
- ❖ Search ads can increase brand awareness by 80%\*\*

**75%** Of people who find local, helpful information in search results are likely to visit the physical stores\*\*

49%

Click on  
text ads\*\*

31%

Click on  
shopping ads\*\*

16%

Click on  
video ads\*\*



# 11. CONVERSIONS

## What is a conversion?

A conversion is considered a purchase, a form that is filled out, a click to call, a click to email, a chat, or an event such as playing a key video. You must first clearly define your goals and their values. These goals should be set up in Google Analytics so you can accurately determine the success of your website.

## What's a good conversion rate?

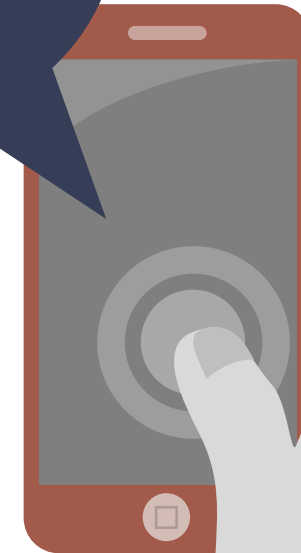
A good conversion rate is considered to range around 3-6%. If your landing pages have a low conversion rate (1% or below), you're doing something wrong. A conversion rate above 6% is considered very strong.

**3-6%**  
**Considered**  
**Good**



**KARMA jack averages around 10%**

Some of our clients have experienced conversion rates as high as 25%. This means 1 out of ever 4 people who land on the page fill out a lead form.



# 12. SOCIAL MEDIA ADS

Facebook & Instagram cover most of the purchasing population in the US with daily users.



# 13. ONLINE VIDEO ADS

- ❖ 8 out of 10 18-49 year-olds are on YouTube\*
- ❖ 73% of US adults are on YouTube\*\*
- ❖ Viewers who are exposed to ads are 10 times more likely follow the call to action\*



# 14. HYPER-TARGETING

Advertising that directly connects to the ideal customer based on location, demographics, interests, behavior, and trends when they are engaged on social media.

The ideal social advertising method is utilizing the agency version of “Unpublished Posts”.

Unpublished Posts are advertisements that are served up to a highly targeted group of people with a call to action and a purpose.

For a company to advertise this way, one must download and create ads within the Facebook Business platform.



- ✓ Interests
- ✓ Shopping habits
- ✓ Behavior
- ✓ Location targeting
- ✓ Time of day targeting
- ✓ Education
- ✓ Trends
- ✓ Friends
- ✓ Family
- ✓ Financial situation
- ✓ Type of job
- ✓ And much more

# 15. STEPS TO GROW ONLINE

## 1. Purpose

Define your company's online objective. Determine your message and how you want your customers to perceive your brand.

## 2. Goals

Create goals that include the understanding of Social Proof. Define several goals including expected leads or sales, brand identity, and reputation.

## 3. Strategy

Work with experts on developing a strategy and tactics to meet your goals. You'll want a multi-level approach to successful online marketing.

## 4. Commit and Repeat

Online marketing should provide a return on investment and be considered a long-term part of your overall growth strategy.





## FREE MARKETING REVIEW

Contact KARMA jack  
today for a free review of  
your internet marketing.

(248) 376-4316

[social@karmajack.com](mailto:social@karmajack.com)

[karmajack.com](http://karmajack.com)

## HOW KARMA jack™ CAN HELP YOU GROW

To effectively manage online marketing, you'll want a team of experts in each category. For less than the cost of one staff member, you can get our team of experts.

- ✓ Experts in Business Growth
- ✓ Experts in Social Media Advertising
- ✓ Experts in Social Media Content
- ✓ Experts in SEO Strategy
- ✓ Experts in Google Ads
- ✓ Experts in YouTube Ads
- ✓ Experts in Web Design
- ✓ Experts in Website Development
- ✓ Experts in Conversions