

2022

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Business

Accelerators

**The Top 9 Tips, Tricks & Tools Every
Business Owner Needs to Know**



DOWNLOAD

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Business Accelerators

- Keywords
- Business Model
- Strategy
- Copywriting
- Website
- Lead Generation
- Sales Funnel
- Chatbots
- Digital Advertising

Keywords

- Keyword phrases are being used by customers in search
- Competitors have keywords in their content
- Gain market share with content based on popular keyword phrases
- 3.5 Billion Internet Searches per day on Google

Roadblocks

- Your content is based on guessed keyword popularity
- You do not know which businesses are taking your market share
- You do not know all the keyword phrases used from awareness to buy

Keyword Desired Results

- You know the size of your marketplace by keyword search volumes
- You know the questions being asked by your ideal customers
- You know the keywords you are ranking for online now
- You know the keywords your closest competitors are ranking for
- You create a list of keyword phrases you want to rank for



Business Model

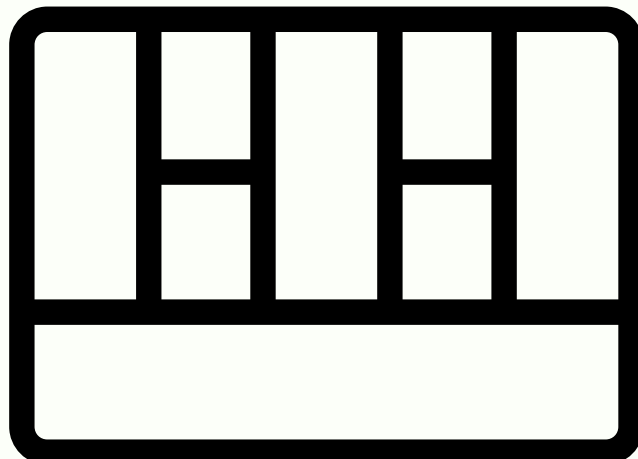
- A Business Model shows business operations on one page
- Stakeholders can see business activity interactions
- Business models can be tested for business sustainability
- A separate business model may be needed for each customer segment

Roadblocks

- You may not have a current business model
- A business model needs business, technology and marketing inputs
- Best practices for your business model may not be known

Business Model Desired Results

- A current business model showing present operations
- A future business model showing the organisation in the ideal state
- Best practices from global progressive organisations are in your model



Strategy

- Strategy can show your business path forward
- Strategy can be used to test if projects align with the vision
- Strategy includes capital, information, people, processes, customers and financials

Roadblocks

- A comprehensive strategy going forward may not be present
- Skills analysis will need to be performed for strategy delivery
- Key Performance Indicators are required to monitor strategy

Strategy Desired Results

- Strategy strengths and weaknesses are known & being managed
- Business Performance Management KPIs are being tracked
- Organisational capabilities are being managed to deliver the strategy



Copywriting

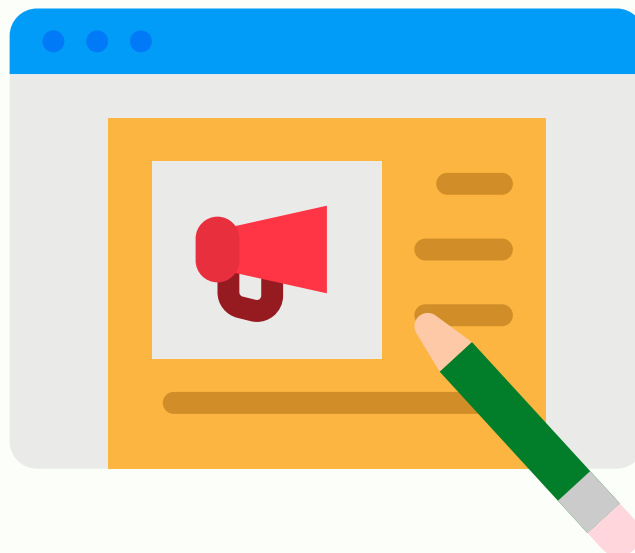
- Copywriting is used from prospect awareness to customer sale
- Copywriting can earn empathy, trust and respect
- Copywriting is used to make the sale

Roadblocks

- The Customer Journey needs multiple pieces of Copywriting
- Copywriting should include popular customer keyword phrases
- New content requires some form of promotion

Copywriting Desired Results

- Content for awareness, interest, consideration, evaluation & purchase present
- Content includes Call To Action for the next stage
- Content uses customer keyword phrases and addresses their intent



Website

- There are 3.5 Billion Google searches per day
- Google Organic Search traffic and business is FREE
- The search engines need to know your website and index it

Roadblocks

- The website content should include popular keywords phrases for traffic
- Web page best practices are needed for the search engines to index it
- Some promotion of content is needed for backlinks and authority online

Website Desired Results

- The website is free of critical technical faults
- Content is present to attract your ideal customer including keywords
- Backlinks are present to the website for authority and traffic



Lead Generation

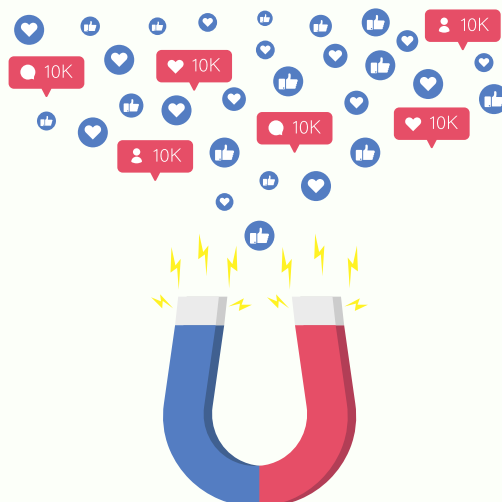
- This includes a Landing Page with Opt-in to collect email, Lead Magnet to exchange for email and an email nurturing sequence.
- Collect prospect email addresses 24/7
- 4.6 Billion Internet users have an email

Roadblocks

- Email List provider need to be setup
- Lead Magnet needs to be made. e.g. PDF, videos, mini-course...
- Landing Page and on boarding email sequence needs to be created

Lead Generation Desired Results

- A 24/7 prospect and customer list collection system
- Value provided in Lead Magnet and emails for trust and authority
- Broadcast and offer emails can be sent to your email list at any time



Sales Funnel

- Create a single web page for a low, medium, high ticket sale
- Includes a Video Sales letter or Long form Sales letter
- Can include upsells along a product value ladder

Roadblocks

- Sales Funnel Software parts required
- Email Hosting Required
- Payment Gateway setup required

Sales Funnel Desired Results

- Build as many sales funnels as required
- Collect emails of buyers
- Targeted selling 24/7 - \$1 to \$1000's.



Chatbots

- Chatbots can answer customer questions in real time on your website
- Chatbots can answer Facebook questions in real time
- Chatbot Flows can perform Lead Generation & Sales

Roadblocks

- ManyChat service needs to be setup
- Message Flows need to be built
- Chatbot is suited to Facebook and Instagram users with Messenger

Chatbot Desired Results

- Chatbots help with customer support in real time
- Chatbots help with social media interaction in real time
- Chatbots can collect emails / phone numbers & make sales



Digital Marketing

- Reach your audience via Google, Facebook, Instagram, LinkedIn...
- Ads can be for awareness, consideration or conversion
- Audience targeting can be done by location, interests, age, gender, language, behaviours, education, job title, keywords, follower of X...

Roadblocks

- Copywriting is needed for ad copy
- Graphics is need for some ads
- Website tags / pixels are needed to follow ad user actions

Digital Marketing Desired Results

- Control your business acceleration
- Bring prospects and customers back with retargeting ads
- Profit from ad made sales can be reinvested for more business growth



Conclusion

Which Business Accelerator is Right for You?

1. **Keywords**
2. **Business Model**
3. **Strategy**
4. **Copywriting**
5. **Website**
6. **Lead Generation**
7. **Sales Funnel**
8. **Chatbots**
9. **Digital Advertising**

YES! I'm Ready To Gain Business Acceleration



Time to Implement Your Business Accelerator

I make it possible for business owners of all sizes to gain business technology leverage automation with coaching and consulting so they can get business accelerators operational.

1

Confirm your Business Baselines

2

Know Your Keywords and Competitors

3

Build Your Business Accelerator

4

Use Copywriting for Higher Sales Conversions

YES! I'm Ready To Gain Business Acceleration

<https://www.consultancydd.com/#contact>

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