

## Marketing Using Paid Advertising & Organic Traffic

*Basic Tools Needed to build your own Lead Generating Marketing Funnel Online •*

### Overview

To create a community of people who will purchase your products using online platforms such as Facebook, Twitter, Pinterest, Instagram and Youtube

### Objectives

To understand what is needed to create an online presence to sell your product and or services plus show you the tools I use.

### Steps and Links:

Before we do anything online it is important to understand that we MUST build our own piece of real estate (asset) on the internet and to do that there are a few things that we need.

### Step 1 Purchase a Domain:

The first is a name (address) for where our piece of the world wide web will live. The address is called a domain name, for example socialrealitymarketing.com.au is my domain name and is where I put all of the content I create. I own it, it lives there and over the years have built and will build a lead generating site that is backed up by information that show's my credibility. People will buy from us because they have confidence in our ability to fix their problems or solve a need.

*Purchase a Domain from [Name Cheap](#). I have found [Name Cheap](#) to be the cheapest, easiest and quickest way buy buy domain names.*

*Their renewal fees are also less than anywhere else I've seen AND their platform is really easy to use and manage domains if you have more than one.*



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Facebook Group: [Mindset, Marketing & Lead Generation](#)

### Step 2 Host Your Domain:

*Buy some hosting (which is the place your website lives on the internet). It's like paying the rent to the internet gods.*

### SECURITY OF YOUR SITE IS EVERYTHING...

*If you want something that is going to be fast and secure plus a place that you can host now, build your marketing funnel and not have to ever go through the hassle of moving your site and needing to pay someone to move it for you. I highly recommend using [WP Engine](#).*

*I use [WP Engine](#) and have never had a single issue with security or my site going down.*

*I have had many friends have their sites hacked and taken over because they went with hosts that share their servers and security isn't something they sell on. Don't take the risk of losing your site to hackers and having to pay thousands to get it cleaned up and back up again.*

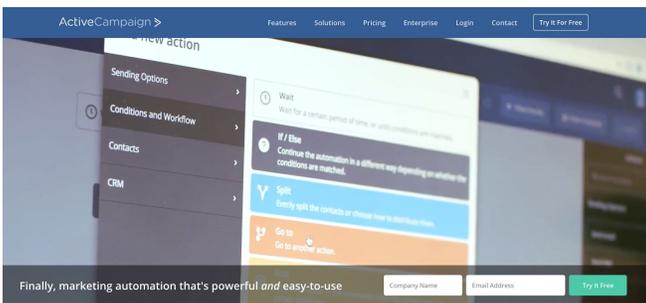


### Step 3 Set up a CRM to Capture your Leads:

Set up a place for your “leads” or “sales enquiries” to be collected you need this before creating your website & landing pages or at least have it ready to plug into the forms on your website and landing pages.

I recommend using Active Campaign as it is inexpensive and you can send out beautiful branded emails to people on your list from templates AND use it as a place to store all of the details about people who opt-in to one of your offers from your Facebook Ads.

With [Active Campaign](#) you can also link it to your website so that anyone who opts-in through your website is automatically added to your database and sent a welcome email or text message.



### Step 4 Build Your Website and add the Plugins you need to make it all work together:

Wordpress is a great free tool for creating websites and the easiest way to build a website on wordpress is by using [Thrive Themes](#).

[Thrive Themes](#) is the easiest way to build a website on wordpress because they have lots of free training tutorials, it is an excellent price and the websites and landing pages with Thrive Themes are like having a fully functional sales person working in your business 24/7.

Just remember that the website also needs to include a kick arse message and offer to make people want what you have.

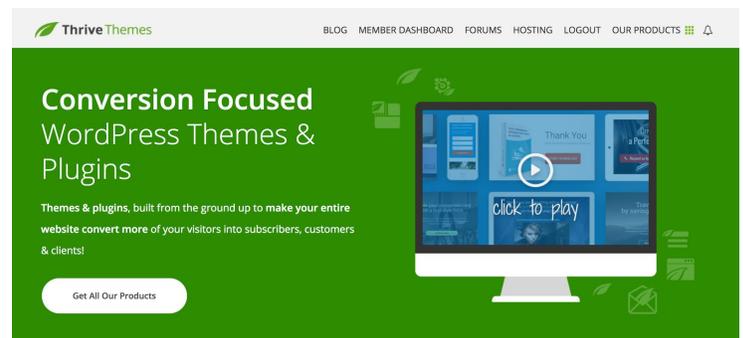
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There are so many plugins that make creating a converting sales and marketing funnel so easy along with an easy way to build out a whole website.

Just remember that the website also needs to include a kick arse message and offer to make people want what you have.



### Wordpress Plugins once you have your site hosted:

**AddFunc Header & Footer Code:** OMG, this amazing little plug in makes it soooooo easy to add your tracking pixels from Facebook. Now you don't need to pay an expert to put it on there for you.

### Other Free Tools I use in created my Funnels and Campaigns:

Canva: <https://www.canva.com/> a great picture making tool

PicMonkey: <http://www.picmonkey.com/> a great photo editing tool

Fiverr: <https://www.fiverr.com/> is a site that put's you in direct contact with people who will do all sorts of things for \$5!

Upwork: <https://www.upwork.com> is a market place full of experts in everything you could ever imagine that you need to outsource any of your work. Don't get me wrong, just like hiring at home, there are some duds BUT if you take your time and interview people properly there is some amazing talent there.

You need to also secure all the vanity URL's for each social media platform you can read more about this in my digital marketing checklist available for download from my website.

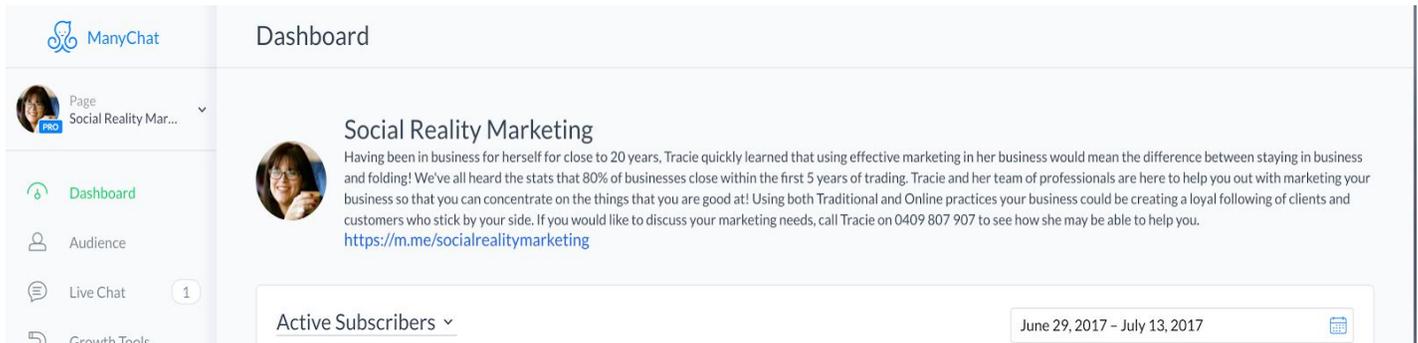
#### Step 4 Automated Messaging (Artificial Intelligence Messaging) [MANY CHAT:](#)

This is brand new technology and if you start using it RIGHT NOW! You will be wayyyyyy ahead of ALL OF YOUR COMPETITION. Get in quick on this stuff though because it won't be long before this technology becomes mainstream.

At the moment it's mostly Marketers who are using this technology as it isn't mainstream

A word of WARNING. It can be difficult to set up and use but once you get the hang of it, this tool is worth it's weight in Gold.

In fact, you may have found this resource kit through an automation I set up using [ManyChat](#).



Remember, at the end of the day, these are just tools and unless we have amazing copy that inspires people to take action the tools won't work.

We'd love you to join our [Facebook Community](#) where you can ask questions about any of the tools. I'm lucky enough to be able to call many world class marketers my friends and if ever I don't know the answer, I'll always be able to get it for you or introduce you to someone who can help.

The community is a safe place to ask questions, even the one's that you think you should already know the answers to... We don't let any bully's in there, I'm pretty darn good at "Deleting, Blocking & Banning" rude people :)

Besides I'm like a protective mumma bear for my gang and will protect you from all the cranky people who are in many groups and have forgotten what it's like to not know stuff.

ANYHOOO, Come and join us....

**Facebook Group: [Mindset, Marketing & Lead Generation](#)**

See you in there...

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