

FOUNDATIONAL MARKETING

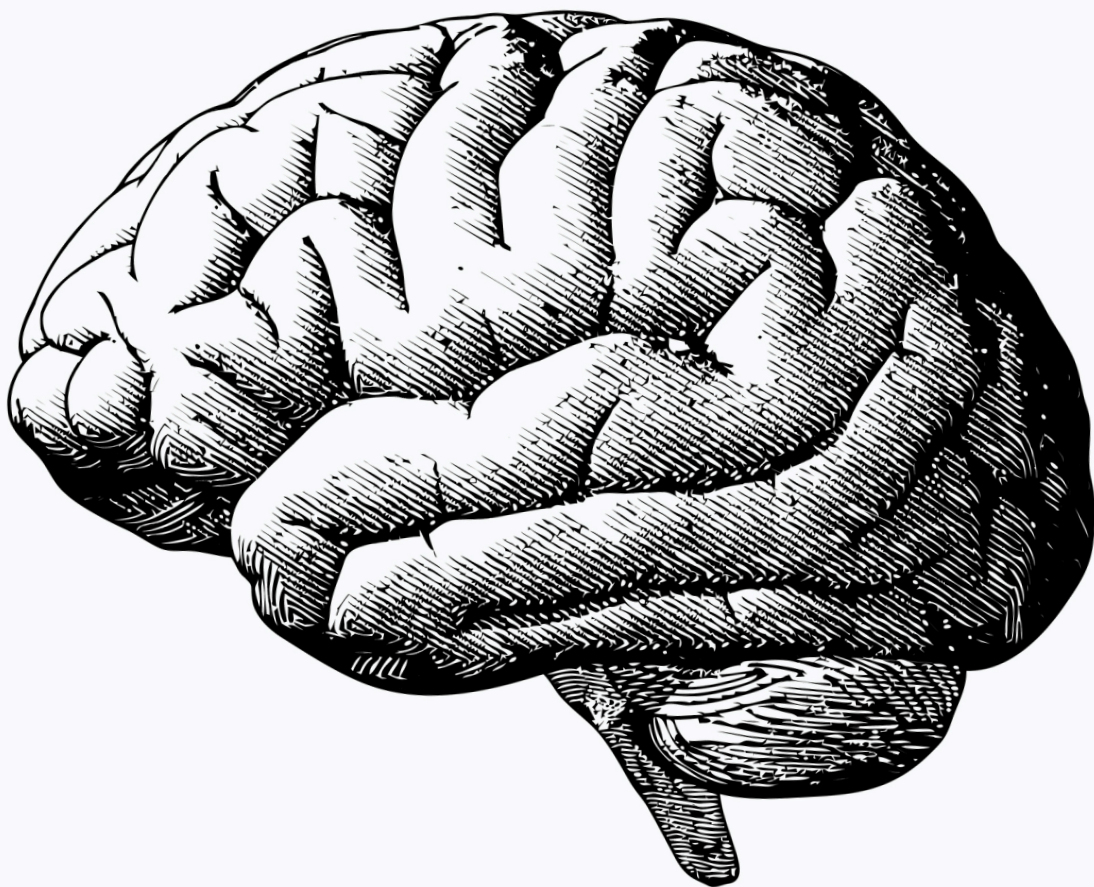
THE PSYCHOLOGY OF

WHY & HOW

-Real Information For Real Businesses-

Entrepreneurs & Companies Large & Small Must Understand The Importance Of
Staying Current & Up To Date With A Strong Marketing Foundation

Written by Darren McDuffie



- ✓ Proper use of a modern website
- ✓ How to properly implement & utilize social media
- ✓ Does your industry need PPC's or can you go without it
- ✓ & Much more!



"My name is Darren McDuffie. Unlike most marketing gurus who only have experience in selling online courses & ebooks, I have worked with actual companies, giving real clients actual results. With that said, *every company must understand the psychology of it all*. Please enjoy this very important & unique information."



TABLE OF CONTENTS

4 INTRODUCTION

5 WHAT IS MARKETING?

8 YOUR WEBSITE

14 SOCIAL MEDIA

50 GOOGLE PPC

58 SALES FUNNELS

59 DATA

61 CONCLUSION



DARREN MCDUFFIE

MARKETING, CONSULTING &
LEADERSHIP EXPERT

THANK YOU FOR READING

For some very odd reason, the marketing world is currently filled with individuals who have never worked with actual clients. There are thousands of these young men and women making a very good living online, teaching others how to grow and market their businesses. You may have heard of the word "Guru" or "marketing Guru" being thrown around from time to time. They are even running ads stating that they are not like the other marketing Gurus, but still doing the same thing as the other marketing Gurus. They are literally calling themselves experts when they have no real experience working with real clients and growing a real business. It's like a barber teaching you how to cut hair, but never really cut hair. Just in theory & online courses. I'll tell you a secret. Take a look at their websites and landing pages. They have tons of "so-called" success stories from people who purchased their online courses or ebooks, but nothing on anything they've actually built. No websites, Facebook campaigns, nothing. If you have all of this experience, you're going to showcase that experience, right? They don't. Simply because a vast majority of them never actually ran a marketing agency. The vast majority are just regurgitating the same information over and over again and making millions off of it.

Unlike the others you often see on YouTube and social media. I have owned a marketing agency for the past several years. I have worked with dozens of companies all over the world. Some companies allow me to showcase them, while others do not. I have not been all over the internet as a result of having actual clients. You can simply visit my site or profile to view a portion of my clients, websites I have built, etc. I am not going to provide my full resume in this read, as I do not intend to fill this book with unnecessary information, as many others often do. All in all, I have experience and a track record you can actually see. Not just a bunch of fake testimonials splattered on these clickbait landing pages, as many of these other. . . Guru's. Please enjoy this read. It's been a very long road in building my business. I really appreciate all of your support!

MARKETING SKILLSET

- Web Design
- PPC
- Social Media Marketing & Management
- Social Media Configuration
- Sales Funnels
- Content Curation
- Business Email Management
- Business Email Configuration
- Script Writing
- Blog Set up & Configuration
- Article/Blog Writing

CONSULTING SKILLSET

- Business Development
- Business Strategy & Tactics
- Competitor Research
- Software Research & Suggestions
- Equipment Research & Suggestions
- Uniform & Color Psychology
- Customer Service Tactics & Training
- Secret Shopper/Customer
- Legacy Training & Tactics (Example: Younger generation of employees, new age society mindsets, political changes etc.)

LEADERSHIP SKILLSET

- CEO Leadership Training & Development
- Management Leadership & Development
- Workplace Moral & Development Drills

MY LEADERSHIP EXPERIENCE

- Two Combat Tours (Iraq)
- Sgt in the United States Air Force
- Sgt in the United States Army
- Lieutenant in the Buffalo Police Department
- Experienced Owner
- Experienced Business Consultant

Proof of credibility: Service & rank can be provided at your request.

50 Fountain Plaza, STE 1434
Buffalo, NY 14202

Serious Inquiries Only
contactus@mcduffiemarketing.com

-Introduction-

Hello, thank you very much for downloading my book. I want to be sure I make this book straight to the point and informative. Unlike others, I am not going to fill this book with a bunch of BS and fluff. I'd like to think of this more like a manual than a traditional read. In that, I am not going to take precious time to send this out to an editor as I would with some of my other works. I am not focused on being proper or 100% grammatically correct in this read. I am not going to fill this read with cool pics and cute designs. Again, I am getting straight to the point with non-sugar-coated knowledge you can actually apply to your current or future businesses. If you are a marketing or business student, please take heed of this information, as you will be ahead of the curve in regards to having a higher understanding of marketing. You'll see that each platform, sales funnel, & business has a psychology to them. Once you have a better understanding of the psychology of "why & how," applying your skillset to actually run marketing campaigns will make much more sense. Consequently, this will help you run more efficient ads to gain more customers for your business or for a client's business. Yes, a vast amount of people are spending money promoting their business or other businesses, and unfortunately, don't have a clue why they are doing what they are doing for that specific platform. I'll get into that in full detail later in this read.

It's important to understand that the main topic of this book is the psychology of marketing. When I say marketing, I am referring to the action. Actions we utilize on social media, PPCs, sales funnels, our websites, digital listings, billboards, television commercials, and much more. In this digital world, we are currently entrenched in, there is a deep psychology to each. If we do not have a grasp of what that psychology is, we can be throwing money down the drain from our marketing budget and/or a client's marketing budget. For my marketing newbies and my college students, please remember that with all the theory, business plans, motivational talks, etc., it's all about one thing: customers. Massive amounts of customers. Without customer acquisition, you have no business. As one of my clients previously stated after I presented him with this beautiful analytics report, "What are you giving that to me for, I don't care about that, just tell me how many customers I received from this marketing thing you're doing." He was the first client I had who ran a multi-million dollar business.

I will eventually release more material and tutorials so that you all can learn and/or improve your skillset in utilizing these many tools and platforms to acquire customers. In that, I will always recommend this book as the first read before taking any courses or learning any marketing skill set. **The information in this read is literally the foundation of it all.** I will also try my best not to make this information dry or boring, as this can be a very dry topic. Please enjoy!



-What is Marketing-

For some odd reason, the business community has taken a very simple word completely out of context. Consequently, a very simple word has been made out to be extremely complex. This causes massive confusion and misunderstanding. The definition of marketing that Google provides is that "marketing is the process of getting potential clients or customers interested in your products and services." Based on my experience, I do not completely agree with this definition. I'll explain.

Marketing is simply an action of psychology. You may have never heard of this explanation ;therefore, let me explain further. What is Google's definition of psychology? "Psychology is the scientific study of the mind and behavior": *mind & behavior*. Who are your potential clients? How do they think? Are they mainly men or women? Are your potential clients mainly young or old? Are your potential clients mainly from the United States or Japan? Let's get serious. Are your potential clients mainly Democrats or Republicans? Black or white? Underclass, middle class, or upper class? Do your potential clients mainly have a new-age school of thought or an old-age school of thought? I can keep on going, but I'll stop there. Let me ask another question. How in the heck do you know who your potential client is? You know as a result of studying the minds & behaviors of other human beings. I can fill up pages with a bunch of nonsense regarding this, as there are many tactics depending on the product or service a company is providing. Therefore, I am going to opt for the common-sense tactic.

If you are a landscaper, plumber, electrician, carpenter, or painter providing services to residential areas, will your clients mainly be homeowners or renters? Common sense will, fortunately, provide us with the answer. The vast majority of customers pulling out their credit cards will simply be homeowners. Will you get some renters? Yes; however, I am not talking about some. I am referring to the majority. Do you think the majority of homeowners are poor, middle-class, or upper-class? Common sense would tell us that the vast majority of homeowners are middle-class and upper-class. Let's put a slight twist on this. We are here for business and not politics; in that, let's all not give a damn and try not to be politically correct with my next question. Do you think the majority of homeowners are black or white? Well, that depends. What City or area are you doing business in? Are you providing these types of services in the city of Atlanta, or are you providing these services in Knoxville, Tennessee? You may simply have more upper-class black homeowners in Atlanta compared to Knoxville, Tennessee. I can keep going, but I am going to stop there. After studying a few of your customers with straight-up common sense, you should be very aware that the majority of your potential customers are middle to upper-class homeowners who are mainly white or black, depending on the city you are providing services in. Gosh, I almost forgot to add age to the mix. I can bet my life that the vast majority of your customers are not under the age of 30 as well. The majority will simply be well over the age of 30. Common sense, right? Let's move forward.

-What is Marketing-

If you are selling T-shirts with a design of a girl with a ski mask on it, who do you think may be your main customer base? I know a young man who sold thousands of these T-shirts. In that, I am going to make this quick. It wasn't a bunch of middle-aged white or black men in suits. It was not a bunch of upper-middle-class homeowners ordering T-shirts of a girl with a ski mask over her face as the design. The vast majority of his customer base was young black men from the inner city and young white men from the suburbs. This is why this clothing category is referred to as "Urban Wear" or "Street Wear." Without selling a single T-shirt, the owner of this company will have a very good idea of who his potential customers will be. Again, I can provide pages of examples; fortunately, I am not trying to write a bunch of fluff so that I can turn this into a college textbook and charge \$199. This is real world; therefore, we are getting right to it.

Remember the definition of psychology? *Mind & behavior*. Lifestyle, social activities, and even net worth can all go into the category of behavior. A Heart Surgeon did not wake up, sign a job application, start working in the hospital, and start getting paid a salary of over 500k per year. The owner of your local accident injury firm did not just wake up inside a mansion with a Ferrari sitting outside. For the most part, this specific group of people executed a behavior of going to college for almost 10 years to get a great career. Now let's put a twist on this. Do you think the Doctor graduated from College and opened up their own doctor's office right away? Do you think the accident injury attorney graduated college and opened up one of the largest firms in the city just like that? Nope. Imagine the mind of a doctor who's already making a great living but decides to take a major risk by opening their own practice. Imagine if that practice does extremely well. Some behaviors of that individual may begin to change. The Mercedes they used to drive may now suddenly turn into a \$300,000 Bentley sitting in the driveway. Consequently, there are some humans who literally think they did it overnight when it actually took over 20 years, if not more. If you understood the mind and behavior of this type of individual, common sense will tell you this doctor & entrepreneur did not obtain all of this success in just a few years. Each customer base/human has a type of *mind and behavior* we must understand as marketing experts. If we do not have a higher understanding of this as owners or marketing experts, we may easily be in that group of people who think a doctor graduated from college and became a multi-millionaire overnight by owning several practices across the State.

Now that you may have an understanding of the potential customer base, what's next? You simply need to make sales. Again, I can fill in pages of fluff regarding the intricacies of marketing, blah blah. However, you simply need your potential customer base to see your product or service, dig into their pockets, and **make a purchase**. If you are running marketing campaigns for a client, what are you trying to do? The Google definition of marketing pretty much says to get attention, to get others interested. Is that why your local dental office is paying your marketing agency \$10,000 per month? To get people interested and looking? Absolutely not.

-What is Marketing-

The owner of that company is hiring your marketing agency to get more customers and/or to keep the customers they currently have by retrieving *data*. Therefore, regarding business and not fluff, why do we need to know the minds and behaviors of humans? So that we can get money from those humans. As a result of studying the minds and behaviors (psychology), we run dozens of ads to millions of those potential clients. What would happen if those millions of people were just stuck being interested? Never making a purchase, but boy oh boy, we really have them interested with tons of video views and clicks. Years and years of getting potential customers interested with no purchases being made. Do we continue to call that marketing? **I call that nothing.**

With that said, if my marketing agency spent years just getting potential clients interested, I'd be out of business. We utilize tools such as social media, search engines, television commercials, and billboards, all to do what? To get more humans digging into their wallets to make a purchase.

Therefore, once you get away from all of the fluff, what is the action we are trying to force once we understand the psychology of the potential customer? We are simply trying to get them to pay us or to pay our clients. For those of you who plan to own or currently own a marketing agency, we must focus on executing both. We are consistently trying to close on clients for our own company, while at the same time trying to make sales for the clients we currently have.

It most certainly seems as if I am saying the same thing over and over again. In that, I will simply bring it all in with this. **Mind & Behavior = Psychology**. In business, we must understand the mind and behavior in order to know what humans to target and how to target them. Then we begin applying the action. Please understand that the action is not fully completed unless a purchase is made. Therefore, doing all of that "stuff" to make a sale means nothing unless the sale is made. If you utilize the many tools to run marketing campaigns without eventually making sales, that is not called marketing. That is called nothing. I say this very seriously as there are many owners and marketing agencies who are addicted to looking at numbers of impressions, likes, shares, clicks & views. I've had campaigns with hundreds of thousands of views, but not one sale made. Believe it or not, there are clients who will sensationalize over the numbers and think the marketing agency is doing a great job. Massive numbers but no sales. Or as I should properly put it, no ROI (Return on investment).

As a result of understanding the psychology, we will be able to properly implement **specific actions**. After a sale is fully completed as a result of a series of these **specific actions**, what is that fully completed action called regarding business? **Marketing**.

In business, marketing is simply the action of psychology.

In my marketing agency, I call my web design services the gateway drug. As a result, I am very reluctant to write a portion of this. I feel as if I am about to give future competitors some kind of top-secret information. Figuratively speaking, of course. Why do I call web design the gateway drug? For those of you who currently own a marketing agency and/or web design company, you are very aware of two things. One: real marketing services require a high level of skill and experience and are very time-consuming. Therefore, with the exception of freelancers, real marketing services are very expensive as a result of the skillset needed and the time it takes to implement. Two: clients are absolutely crazy about their websites. In that, which tactic do you think is easier in closing a new client? Offering web design services starting at \$49 per month, or offering full-on marketing services starting at \$2,500 per month? If you downloaded this book on your own accord, we all have enough common business sense to know that the \$49 per month option is an easier sell.

Since you were so kind to download this book, I am going to drop a serious secret before I move on to what this chapter is really about. These Gurus online are always talking about how they have the secret when it's the same BS over and over again. They rarely provide any secrets at all. With that said, what I am about to share is actually a very serious tactic, or shall I say, "secret" for marketing agencies.

Once you become an experienced marketer, you will be very aware that just having a website means absolutely nothing. You will be very aware that when a potential client says, "I need to grow my business, I am looking to get a new website built." They are really saying, "I need social media marketing, Google PPC, sales funnels, and little bunnies with rainbows shooting out of their A**." Unfortunately, offering a brand-new potential client services for over \$2,000 per month out of the gate can be very difficult and nearly impossible to execute. However, if that same individual becomes a client paying you \$49 per month for web design services, what do you think will happen once they realize they have to open up their budget for some real marketing services? If they are very happy with your customer service and what you provide them, they will contact you to set up a meeting. By this time, you should be on a first-name basis. You should both be able to be a bit more open, as you all should have gotten to know each other. You all can pretty much figure out what happens next. You walk out of that meeting with a \$5,000 per month marketing contract, because that is what they really needed in the first place. A marketing package, not a web design package.

Now that I pretty much gave away one of the biggest secrets to thousands of my possible competitors, I'll finally move forward to what this chapter is really about.

-Your Website-

I previously stated that clients are crazy about their websites. Not just clients. We are all crazy about our websites. Especially those of us who do not run a brick-and-mortar business. Our website is like a proud home. We want it to be pretty, modern, unique, etc. To be more specific, clients want their logos to be gigantic, one hundred thousand photos, two dozen slide shows, and more videos than Facebook & YouTube. It's very important to understand that we are now in a new digital age. It is not the 1990s anymore. For those of you who are old enough to remember, do you recall those old-style websites? They were very similar to social media pages. A home page, a page for photos, videos, bios, all the O's. Years ago, before social media, it was common to have a website with ten pages. Times have certainly changed. In that, the **psychology** of your website changed as well.

As a result of the existence of social media & digital listings, we no longer need to place dozens of photos and videos on our websites. With the exception of certain medical or research-based sites, we no longer need pages and pages of information. With that said, why do we still see websites like this? There are countless companies in my area with websites implementing that same 1990's style, or as I like to say, *psychology*. In this new age, the actions and behaviors of humans are very different. If I've been following your landscaping company on social media, I am not trying to see a bunch of stuff once I finally **get serious** and click on your website. For the most part, the vast majority of serious leads will have landed on your website as a result of PPC ads, and **consistent marketing and retargeting campaigns** on social media. If I am interested in landscaping, my search and watch history will be filled with that specific category. In that, I will eventually be targeted with a series of ads. I may not be ready to hire a landscaper right then and there; however, I will probably follow a few landscapers that caught my eye. At one point in time, I was searching for new gear for my motorcycle. All of a sudden, I was being fed tons of ads from different motorcycle shops. In that, I came across a wonderful online store called Revzilla. I began to follow their page. From there, I saw that they had a large amount of product reviews on YouTube. I really enjoyed this as I was trying to get information on different brands and products. I ended up purchasing two Sena Bluetooth headsets from them. I was also very interested in this limited-edition armored vest they had. It was quite expensive, but I had never seen that specific color combination. My wife purchased it for me as a birthday gift. I can get more detailed regarding this sales funnel I was trapped in; however, I think you all get my point. As a result of my search history, I was targeted, fed ads, and eventually made over \$1,000 of purchases on that specific website. **The very important point I am trying to make here is the actions I took once I visited their website.** Did I visit their website to look up the company's history? Did I visit the website to look at more videos and ads? No, I did not. I damn sure didn't visit their website to stare at their logo. I followed them on social media and went through dozens of photos before I even thought about clicking on the site. I was fed several ads over and over again. I eventually landed on their YouTube page to watch tutorials. From there, I clicked on their website to look for products and pricing.

-Your Website-

Not to go on a tangent, but it is very important to add that once I became serious about making a purchase, I did price match. They had the most competitive prices online. They were also much cheaper compared to the local motorcycle stores in my area. Therefore, with this great combination of ads, social media, tutorials, and great prices, of course, I spent over \$1000 on their site. Again, to make this relevant, **once I visited their website, I was not there to look at more videos and a bunch of stuff**. I was searching for specific products and the pricing of those products. Keep in mind that this is an e-commerce site.

Okay, time to get very specific regarding this.

Multiple pages: As I stated previously, it was very common for the old 1990s style of sites to have 10 pages. A page for photos. A page for videos. Pages with paragraphs and paragraphs of information. Again, this outdated design fits the *old psychology of humans*. As a result of the new age psychology. As a result of this new digital age of social media we are currently in. Users should not have many options once they land on your website. Your site should force users to **take action**. There are three actions you must force users to take. For you, e-commerce folks, you simply want users to make a purchase. If users do not make a purchase, you want to receive their information. A free ebook download. A 25% off coupon code, etc. If you receive the user's data, you can continue to target that user in an attempt to convert the user into a buying customer (I will speak of this in further detail later in this read). Lastly, for my service or subscription-based services, you simply want users to book a call or meeting with you. If you visit my website at mcduffiemarketing.com, you will see "get your free quote, schedule a meeting," etc. For these types of subscription-based services, users rarely make a purchase without meeting multiple times. With all of that said, don't get me wrong. Depending on the service or products you are providing, your site should have some information. Do I have a section where users can see my work? Yes. However, I do not have dozens of YouTube videos on my site. Do I have a section with snapshots of some of the work I completed? Yes. But I do not have dozens of photos of myself at conferences, sitting at my office, etc. I also do not have photos of every single site or campaign I completed. Do I have testimonials on my site? Yes. But I do not have pages of testimonials on my site. I want to make myself very clear so that I am not misunderstood. I am not saying to put nothing on your sites. I am saying to keep your sites minimal and to the point. You now have social media to showcase 99% of what you are doing. You have sites such as YouTube to place dozens of tutorials on. You have your Instagram and Facebook pages to place the dozen photos you took at the local business conference. That amazing photo you grabbed at the conference with Elon Musk, Gary Vaynerchuk, and Jeff Bezos is not for your website. Those photos are for social media. For my e-commerce folks, you will have little to no information compared to service-based companies. If you are selling clothing, candles, jewelry, etc., users should only see products. For the exception of the About Us page, you should not fill your website with additional information as a marketing agency or landscaper would. If you have a

unique process and/or a special way you create your products, then yes, it may be a very good idea to showcase and explain that on a separate page of your site. But for the most part, regarding e-commerce, users should be on your website to do one of two things. To make a purchase or give you their data in exchange for a free download, coupon code, etc. They most certainly should not land on your online store to watch a bunch of videos. Again, that is an old, outdated behavior and mindset.

PPC Side note: I will speak further regarding PPC (pay-per-click) later in this read. It is very important to understand that users visiting your site as a result of your PPC campaigns have a very different mindset. In short, they are more likely to buy. Therefore, you certainly should have a decent amount of information regarding the **service** you provide. If you have a high-quality, professional, short & sweet promo video, throw that video on the first page of your site. Just don't place five videos on the first page of your site. If you want to showcase some of your completed roofing or landscaping jobs, simply make a page with a few outstanding high-quality videos and photos on a specific page of your site. You should not have to place dozens and dozens of this type of content on your site, even for the users landing on your site directly from your Google or Bing PPC campaigns. These users will most likely not see your social media or YouTube page if they find your products or services through a Google PPC ad. Again, the mindset of this group of users is very different. They are more likely to buy. They are not trying to view a Facebook or YouTube page. They want to see some of your work. They want to quickly see that you are a credible business before they either contact you or make a purchase. If you provide them with too much, they will be overwhelmed. Being overwhelmed can cause the **new-age user** to do two things. Simply click off of your site as a result of too much information, or base a negative opinion regarding your service as a result of viewing too much information. If they are not making a purchase, you want users to contact you for that specific information. You don't want to provide that specific information too easily. There is a chance they might not contact you as a result. This may sound counterintuitive; consequently, you want users to have a reason to contact you with further questions. Give it all away with pages and pages of information, that user may not feel the need to contact you. This is why a vast amount of professional services simply do not list their pricing online. They simply want people to call them for pricing. Hiding your pricing is an easy tactic to get humans on the phone.

Logos: If I were paid for how many times a client states, "I want my logo to be bigger," I'd have a separate business plan. I am not going to spend too much time on this. Again, this is the old way of thinking. Studies show that when users visit the first page of your site, they literally spend a fraction of a second at the top of your page. They click on your site, your site loads, then they start scrolling. As I previously stated, we are all crazy about our websites. We are proud of our business logos and want to showcase it. It is very difficult for owners to understand that no one is looking at the logo on their websites.

For the most part, no one is paying that close attention to the logo of your business. Look at some of the world's top multi-billion-dollar industries. Coca-Cola, Amazon, Walmart, Facebook, Canon, Dell, Apple, and so on. I mean, come on, folks, my 12-year-old daughter can make those logos in her sleep. Consequently, I've had dozens of business owners literally hold up entire projects for months waiting to get the perfect logo from Davinci himself. Yes, logos are important, and we should be damn proud of them. Consequently, take a look at how very simple the logos are from some of the world's top companies. That should be a huge indicator. With all of that said, I must get technical as to the real reason why this is not good for a modern website. Other than visitors literally scrolling right past your logo, that large and in charge logo in the header of your site slows it down. A large file, such as your logo, will most likely slow your site down tremendously. In short, when a user clicks on your website for the first time, there is a vast amount of technical "stuff" going on in the background. The "script" is being loaded. As the script is being loaded, the "header" is usually the first "script" being loaded. If you have a large file in the first piece of "script" that has to be loaded, your site will most likely load slower. An extremely slow-loading website will cause users to simply click off your website and move on. Again, take a look at some of the logos posted on some of the largest and most profitable companies in the world. Their logos are usually very small and tucked in the top left corner of the header. Even with that explanation, you will still have clients state that they want the logo to look bigger. It's always a great idea to inform them that this may cause slower speeds on their site. If they continue with the decision, it's always good to have that conversation in an email so that it is time-stamped.

Scroll & Look Society: Let's talk about Pizza Hut. Pizza Hut was in dire need to get innovative so that they could continue to receive more customers. In that dire need, they created a very innovative ordering system through an easy-to-use app. The first attempt failed miserably. But why? In short, they figured out that the app made users wait to go to the next option. Choose this and that, and click on the next page. Then choose this and that, and click to the next page again. Choose a few more things, click order now to go to the purchase page. This did not go over well with the **new-age humans**. So what did Pizza Hut do? They simply placed everything on one page. It worked like a charm. Years ago, I saw a commercial for the app. I thought it was cool. I used it, and I enjoyed it very much. Listen, I am from Upstate NY. The last place we order pizza from is a giant franchise. Needless to say, I was actually on a Pizza Hut craze for over a year because of this app. I couldn't believe the pizza was really good. I saw an article online regarding this. It spoke in great detail of how this simple change in the app increased sales tremendously. The article also explained how keeping things simple and on one page made a huge difference in customer acquisition and ROI. If you can find that article, email it to me. It was a long time ago. I say all that to say this, we are in a scroll and look society. Below is another example of how serious this is, according to research. For some odd reason, this actually freaks some people out.

There are a few sites that utilize *session recording* software for site analytics. Instead of just receiving data through numbers, this session recording software can literally see what users are actually doing on your site. From mouse movements, clicks, taps, and scrolling across multiple pages, the software reconstructs it all so it can be rewatched. One of the sites I recommend is called "Hotjar." With that said, I viewed a vast amount of research on users' actions utilizing websites in real-time. And boy oh boy was it scary. I've seen dozens of users scroll around on the home page, click on a separate page, wait two seconds, and click off the entire site. Apparently, the two seconds were too long a wait. You'll see the vast majority of users scroll up and down on the home page, read a bit, and leave. Every once in a while, users will click around the top menu. However, the vast majority of users did not pay attention to the top menu bar at all. Instead of clicking around the top menu bar, the vast majority who wanted to look further would click on a call to action button, such as: learn more, free download, 35% off, etc. This research proved one major thing. We are in the ***scroll-and-look society and not the click-and-wait society***. If you do not have the information, offer, deal, or promotional video smack dab in front of their face, the vast majority of users will simply click off the site. Please note that I did not say slide show of photos and list of videos: one, maybe two videos, and no more than 2 or 3 high-quality photos. Again, anything more than that on the front page of your site, you're turning it into a Facebook or YouTube page.

I can give a dozen more examples; unfortunately, this book is not a guide to how to build a proper website. Of course, certain rules may not apply to certain businesses; however, the vast majority of the information I stated above is pretty much equal across the board for the majority. If you are an owner or if you own a web design company, please keep in mind that you do not have to bind yourself to one website. Some utilize a tactic called A/B testing. Personally, I just create a main site and a few landing pages I can test. For example: darrenmcduffie.com is my headquarters. But maybe I have one product I want to test or promote. I can simply create a new page, such as: darrenmcduffie.com/marketingbook. In that, when I run marketing campaigns on social media, Google, etc., I can simply use the darrenmcduffie.com/marketingbook link. If I don't want users clicking around the top menu, I design the page so that it does not have a top menu. I can then simply view the data and analytics from that single page alone. For the vast majority of businesses, there is no need to create multiple sites for one brand. If you have multiple brands, then yes, I suggest having multiple websites.

All in all, ***we can have a better understanding of what we need and/or what we have to create when we understand the psychology of it all***. Yes, I did get somewhat technical in this because a portion of this does require technical skill. However, having this information ahead of time will even help you explain what you want a web design company to build for your business. Not the ten-page website with the giant logo, which a large number of clients often ask for.

-Social Media-

Ok, this is going to be a very easy chapter.

- Get on every single platform
- Post every single day
- Get tons of customers
- Make millions of dollars
- The end

Simple right? Not that simple at all. This may just be the longest chapter in the book.

If it were simple, we would all be at the top of our game in our businesses, living that wealthy life. Consequently, there are still thousands of businesses, large and small, paying thousands of dollars to marketing agencies just to post content every single day. I say this to potential clients over and over again. I will not take your money just to post photos and videos. I also have too much integrity to take an individual's hard-earned money just to use artificial intelligence posting software to create generic posts every day. Yes, artificial intelligence software. A vast amount of large companies utilize this software to automatically post on social media. I am not completely against this software, as there is a place and "strategic" use for it. However, if 90% of your content curation is being done by AI software with absolutely no active marketing campaigns, then yes, I am highly against the use of this software and tactic altogether.

As an owner or as a marketing agency, once you understand the psychology and real use of social media, you will have a full understanding that this is light-years beyond just posting pictures and videos. Back in the early 2000s, marketing agencies and freelancers were having a field day making millions of dollars just to post pictures and videos on clients' social media accounts. It was simply a *new thing* that most business owners did not understand. They did not understand it, but knew that they needed it. So what did they do? Dish out tens of thousands of dollars to marketing agencies just to post pictures and videos on their social media accounts. This is highway robbery. Fortunately, the world is starting to become more psychologically advanced regarding this topic; in that, they know to ask more questions regarding the actual service they are paying for. This is also causing marketing agencies to be more honest and upfront as well.

Moving forward, back to the psychology of social media. This may sound extremely generic or cheesy, but what is social media? To be more specific, what is social media regarding business? What is the use of social media regarding customer acquisition? These are very simple but very important questions that the vast majority of owners, marketing agencies, ad and web design companies fail to fully understand. As I stated previously, the lack of understanding can cause us to waste money in our ad budget by doing things wrong and/or something we were not supposed to do in the first place.

Get ready because this is about to be a vast amount of information, especially if you're new to this: I always say that Google is now, and Facebook is later. To make that statement relevant to this chapter, I can easily state that Google is now, and Social Media is later. What does this mean? At multiple points in our lives, the vast majority of us utilized a search engine. While we were on vacation or in a different city and searched "restaurants near me", what were we looking at? Did we stand in the middle of NY, London, or Spain, place restaurants near me in the search just to scroll around and watch videos or look at pictures? Absolutely not. We sat in our hotel or in the back of our Uber, searched restaurants near me, and scrolled around until a specific restaurant caught our eye. We then simply made a reservation at that restaurant or told our Uber to take us there. We were simply ready to take action. We did not search "restaurants near me" to watch tutorials on how to make caviar at home. I will certainly go into more detail regarding the search engines in a separate chapter. Now what about social media? Are we searching around social media to take action? It depends. Unfortunately, social media is not that straightforward. Bear with me, as there are hundreds of examples I can provide regarding this. I'll do my best to keep this shorter by providing just a few of them.

It's Valentine's Day. You are late getting your significant other a gift for many reasons. In addition to that, you have no idea what to get your significant other. Now you're at work, bored, scrolling around on your Instagram. Instagram got boring, so you jump on over to TikTok. You see a cool ass product video of the rose from Beauty and the Beast. You think to yourself, "Oh s**t, this is f***ing cool." You are getting very excited because your significant other just so happens to be a super fan of Beauty and the Beast. You say f**k it and click on that *learn more* button. All of a sudden, you see the product, and you're like oh this is it. You're thinking this has to be at least \$300 or something. You keep scrolling and see that the price is \$49.95. Now you're skeptical. You're like, "No way in hell this is only \$49.95 as it looks like the real thing." So now you begin looking around for the reviews. If you're savvy, you may even poke around on their social media page and look at the reviews people left in the comments. Us savvy folk know that's where the good stuff is at. You see that the company is very responsive, responding to almost every single post. You don't see a ton of negative reviews regarding the product or shipping delays. You think to yourself, "damn, I had no intentions of buying anything today or even ordering anything." You were actually going to make your way to that dinosaur of a place called a mall after work. You're now back on the product site, and you see that good old, "only a few in stock, place your order today" message. You actually saw that message earlier when you first clicked on the site. That is probably why you came back to the site so fast anyway. It's only \$49.95, and Valentine's Day is right around the corner. You then pull out your credit card and place your order. This, my friends, is what the professionals call "**impulse buyers & impulse products**". I will most likely write a separate manual or book on that topic alone, as there is a vast amount of research regarding impulse buyers and impulse products. These types of products are king on social media platforms.

-Social Media-

Special days such as Valentine's Day, Christmas, Birthdays, etc, can all be very profitable when utilizing social media. These products are normally time-sensitive; consequently, forcing the impulse buy. The fashion industry also does pretty well in this, as humans who are entrenched in fashion often have what the psychologists call "shopping addiction." This large specific group of people is more likely to impulse buy. Again, there is a vast amount of research regarding this topic.

Now moving forward. I was being very nice and gave you all the good news first. What is the good news? Those of you who are selling impulse buy products may be able to utilize social media instead of Google. The now instead of later. *The now meaning customer acquisition and direct sales as a result of posting and running ads on social media.* Now time for the disappointing news. The vast majority of us do not sell impulse buy products. Also, the vast majority of successful, long-lasting brands simply do not last as a result of impulse buyers. The vast majority of us are all in the same pot of having to follow the basic rules and psychology of social media. The basic rule starts with branding. In my Valentine's Day example, the human did not have any idea who the company initially was. I can bet that after the human placed the order, said human will not know the name of the company they ordered from. Why? This was an impulse buy, and not a company acquiring a customer through consistency and properly branding themselves. Imagine buying & drinking soda without knowing the name of it. Before I dive into another example, what do I mean by branding? We watch television and see commercials almost every single day. We go to football games and see Coca-Cola's logo plastered all over the place. We ride down our highways and see billboards. We listen to our favorite radio stations and get slapped in the face with a ton of ads. But let me ask you this. Can you recall watching a television commercial, getting up off your couch, grabbing your keys, and going to the store to purchase that great product they are promoting? Better yet, have you ever watched a commercial or seen a billboard and said, "You know what, I am going to switch my car insurance today as soon as I get home?" I mean, those car insurance commercials are great. The billboards are even funny as all hell. So why? Why have you not all of a sudden jumped and made a purchase, or switched your insurance, because of an ad you saw at the football game or on television? Doesn't make any sense. I mean, these giant companies spend hundreds of millions of dollars on this stuff. Let's get real folks. If you owned a giant company, would you spend tens of millions of dollars on television commercials, billboards, stadium ads & radio, when people don't even buy "right away" after they see them? From the sound of it, the vast majority of humans don't buy at all after they see these ads. I mean, who all of a sudden books a vacation because they saw a travel agency promoting itself on a billboard? Therefore, again, if you were the owner of one of these giant companies, why in the heck would you spend tens of millions of dollars on ads that barely seem to acquire customers "on the spot?" Does that make any sense? It actually does. It makes complete sense. This is why the majority of the top companies in the world spend tens of millions of dollars on these types of ads. *Branding.*

Posting and promoting ads on social media is literally a cheap way to have commercials. It's a cheap way for the average human like ourselves to have a ball in the court.

For the giant, massive companies I just mentioned, social media is simply another tool in their tool belt. Along with all of the millions they spend on television, billboards, stadiums, radio ads, etc, social media is simply another addition. Unfortunately, for people like us, social media is merely all we can afford to put our brand in front of millions of people. With that said, please notice that I did previously emphasize "right away" and "on the spot." (I know this is not the proper way to utilize quotes. In that, fortunately, I am not writing this for English class, so we are all good.) So what do I mean by "right away" and "on the spot?" Remember that Google is now, and Social Media is later. The **now** is straight-up customer acquisition. Humans are literally searching Google & Bing for something they **intend** to purchase. The **later** is building a psychologically binding relationship, which turns into a lead, and then converts into a paying customer. For those of you who currently own a marketing agency and have experience with clients, you should have come across owners who use the word branding without really knowing what branding is. They say things like, "I need to do a better job promoting on social media to brand my company and make sales." In their world, they think a few months of paying a good amount of money to a professional ad agency for social media will turn their business around tremendously. In our world, *we are thinking about a dozen other things the company needs in addition to social media in order to start the ball rolling in acquiring customers.*

I feel as if I just gave you all a mouthful; therefore, let me bring this in a bit. Branding is building relationships. When you build relationships, you build trust. When we build a relationship with a human and gain a portion of their trust, it's simply a **psychological connection** created. Some psychological connections are stronger or more effective than others. In my previous chapter, I gave an example of a sales funnel I was trapped in. I was searching around the internet looking for motorcycle products. Specifically, a Bluetooth headset for my helmet. I had never owned anything like this before, and it's not a cheap product. In that, I began watching videos and searching around on the net. I'm going to give you the shorter version, as I previously gave this example. In short, I was targeted as a result. In that targeting, I saw Revzilla. I began watching their videos on social media. I went over to YouTube and saw they had tutorials for most of their products. After following them, subscribing to them, and watching a ton of their videos, I decided to do some poking around on their website. Specifically for the Sena Bluetooth headset. At this point, I was comparing the price to other companies and local vendors. I then made a purchase. I ended up making more purchases down the line. My wife even purchased one of my favorite birthday presents from this site. It was a very cool striker vest. It was very expensive. The point I am trying to make is that my actions did not occur overnight. This company did not just have social media. I mean, gosh, once I landed on their site, I had to be receiving ads for at least 30 days. Almost every single site I visited had a Revzilla ad.

-Social Media-

I was also being retargeted on social media for months. In that, their videos and ads were plastered throughout my newsfeed. This is a very real example of branding. Also, this is a very real example of "consistency." If you watch any of my tutorials or online courses, you will hear me use the word consistency over and over again. **Consistency and branding must be utilized together at all times.** Running an ad for a few weeks and shutting your ads off is not consistent. This is why you see the big dogs run commercials on television over and over again. You hear radio ads from some of the largest companies over and over again. You see that Coca-Cola logo at the stadium over and over again. This is all very expensive. Therefore again, social media is a tool that us small folk can simply afford to consistently target a large group of people. There is no easy way to say this: branding is very expensive. Just think of the situation back in the 1980's and 1990's. If you did not have enough money to consistently put commercials on television, radio ads, and billboards, what did you have? For the most part, the small fish had to literally print out flyers and go door to door. Yes, door-to-door was a thing for a vast amount of new & small businesses. Placing flyers in your local area was a thing as well. For small or medium-sized businesses with a little money to spare, they would purchase ad space in magazines, newspapers, and phone books. Believe it or not, all this was actually much more expensive than promoting on social media. The vast majority of these companies required you to pay for at least six months, the entire year, or even a subscription. You normally had to drop a large amount of money at one time to lock in your spot, get your ad produced, and get physically published. Now that we are in the future, we can spend \$150 this month, \$500 that month, and \$2000 for the next three months. Don't want to pay \$2000 any longer? Click a button and drop it back down to \$500. You also don't have to wait several months for companies to design the ad, print the paper, deliver it to hundreds of locations, and wait for people to buy. Even worse, back in the day, you had no idea how many people actually looked at your ad in that newspaper or magazine. Some companies used *tracking numbers* so they could be aware of how many leads they received from those ads. Again, these were the businesses that had some type of monthly, six-month, or twelve-month budget to pay for all of this. Just imagine Facebook not allowing businesses to promote unless they paid six months in advance. Or imagine every social media platform requiring a one-year contract and a monthly fee to promote on their platforms. That would quickly change things. Well, folks, this is how it was in the old days. Fortunately, we now have many more tools & freedom to utilize in growing our companies.

Now, with all of that said, when you or a client pays for a marketing/social media package, you should understand a few of these things listed below:

- **Consistent** ads on social media are very important. Properly running ads that are being targeted and retargeted correctly is essential (I am not going over this in detail, as this is not a course on how to actually run ads on social media).

-Social Media-

- Be sure that the website is modern and up to par. It must load quickly, or users will click off. The website should also have free downloads, coupons, or easy ways to communicate, such as chat boxes, scheduling systems, and call now buttons. You'll be surprised how many mobile websites do not have a hyperlink to their phone number or a call now button. Approximately 80% of visitors will be using a cell phone to visit your site.
- Various other marketing tools and tactics should be set in place if you or your client can afford it. PPCs, digital listings, and other tools applicable to your company or your client's company.
- Each company should also make an effort to place tutorials on YouTube if the page can be moderated properly. These videos can easily be repurposed for social media.

It sounds like a lot because it is. This is why marketing departments and marketing agencies exist. We all have our level of skill and tricks to the trade. Unfortunately, there are a large amount of scammers making tons of money in this business. Some of which are gigantic companies charging you a few hundred dollars, making you think that the 21-year-old project manager is going to grow your business. I mean, at least you're only paying a couple of hundred dollars, right? At least you have a Facebook page and a website, right? I mean, gosh, you're off to the races in growing your company then. Of course, I am being overly sarcastic. In that, if you look at the reviews people place online from some of these gigantic, generic so-called marketing agencies, I guarantee it will blow your mind. A few bad reviews here and there are ok. But dozens and dozens of bad reviews over and over again, yeah, something is wrong. The bad part is that the client discovers the shenanigans after being tricked into the second-year contract. This is when that nice old lady becomes Iron Mike Tyson over the phone, threatening to get an attorney. The sad part is, this tactic is a very large operation and culture of some businesses. They don't care about the thousands of bad reviews. By the time the client who knows nothing about web design or marketing figures out they should've gone with the medium-sized boutique marketing agency and paid more money, it's too late. The giant scammers already signed up another 900 companies by the time you threatened to hire your little attorney and file your little complaint with the 21-year-old project manager you're on the phone with. I must place a side note here. By no means am I bashing a 21-year-old's lack of knowledge because of their age. My daughter is 14 years old and learning the business at a very high level. By the time my 14-year-old daughter is 21 years old, she will most likely be able to meet and acquire clients on her own. These 21-year-olds I am referring to have no real training or real experience. Even worse, a vast majority of them think they know something because they took a marketing course, or received a marketing degree that taught them nothing about how to run Google PPCs, conversion campaigns on Facebook and Instagram, effective sales funnels, etc. Again, I am not throwing any shade at any younger individual as my 14 year old daughter will be assisting in managing and running this company before

she graduates from college. She will have received years of formal training from an experienced marketing professional named Dad. Big difference between a 21-year-old college student or inexperienced college grad working for these giant companies.

With all of this being said, what does any of this have to do with understanding the psychology of social media? If you are unaware of what you are paying for, you are more likely to get scammed. Even worse, you'll waste precious time by not properly branding and acquiring customers in the process. When I say precious time, I am talking years. As I previously stated, a vast majority of these slick, generic, gigantic marketing agencies lock you into these very slick contracts. At the end of that first year, most people end up getting locked in for another year. They do not care as the owners are nowhere to be seen. You are stuck talking to the young project managers who barely know anything about marketing or owning a company. Before moving forward with my next example, it's only right that I provide a short explanation of what I mean by the "slick" contracts. I will use my own contract, for example. I have yearly contracts, as any marketing agency or web design company should, for many reasons. There's a vast amount of pertinent and private information shared, and a proper contract is essential in keeping both parties safe. The big difference in my contract is that I clearly have multiple ways a client can cancel after the first year or before the next contract renewal. They can simply shoot an email stating they want the contract canceled. Services will simply cancel and not renew for the following year. They can, of course, call or text for their contract to be cancelled as well. For the rare situations where a manager or an owner forgets to cancel the contract and maybe a bit late in canceling, as the owner of my agency, I am not going to force a client who's been with me for a full year to pay me for another year because they were a few weeks or even a month late in canceling their contract for the following year. Now, with all of that said, the vast majority of these contracts from the old, outdated, dinosaur, giant marketing agencies have countless strict rules for canceling the contract. They are not built to protect you. They are built to trick you. Some of these contracts state that you must send an email within a certain amount of time, in addition to talking to a representative. Some also state that you must call and speak to a representative within a certain amount of time before canceling. Imagine sending an email stating that you do not wish to continue services and that you do not want your contract renewed. You think you're golden because you sent the email a few weeks before your contract renewed. I mean, it's time-stamped, so you're good to go, right? Imagine all of a sudden seeing that same monthly fee come out of your bank account. You, of course, then call customer service because this has to be some kind of mistake. I mean, you sent over the email to cancel services for the following year. This is a gigantic, well-known company. There is no way in hell they are not checking their emails, right? Even so, it doesn't matter because you sent that email weeks before your contract renewed. You're finally on the phone with customer service, telling them the story. You tell them you sent

an email to cancel services weeks before the contract renewed. Customer service says, "Oh, I am so sorry, your contract has been renewed because you're required to speak to a sales manager to fully cancel your contract." You're in disbelief and getting pissed, so you demand to talk to a manager. They put you on hold for hours (I've been through this for several clients trying to leave these companies so that they can switch over to my company). You finally get a manager on the phone. They say everything under the sun, but what you want to hear, which is that your contract is canceled. They end the conversation by telling you that "there is nothing they can do but cancel your next contract for the following year." Another common scenario is people being a day or two late in following the proper procedures to cancel their contract. In this scenario, it's the same thing all over again. "I am sorry, but we are only able to cancel your contract for the following year because this contract has been renewed." We can all say things such as: "Oh, it's the owner's fault, they should pay more attention to their deadlines," etc. Listen here, folks. From experience, the vast majority of companies are not counting down the days, twelve months later, waiting for the contract to be canceled. Especially small to medium-sized businesses that do not have entire departments on payroll to monitor this kind of thing. The vast majority of people simply forget the exact date their contract ends. A few days or even a few weeks later, they say, "Oh s**t, this is the month my contract ends." It's a very sleazy game these giant, outdated companies play. They make millions from this strategy.

They have millions of dollars to spend on ranking PPC, television commercials, etc. In that, they are naturally signing up thousands of people from all over the world. They will start off at around \$1,200 for a marketing package, and by the time you get off the phone, they will have you signing a \$200 marketing package. \$200 is a great deal, right? How can you beat that? But how do you tell a business they need \$1,200 per month for a marketing package, and then go all the way down to \$200? I guess they didn't need that much to promote the business in the first place, right? Wrong. They are not trying to start your business with a proper marketing budget. They are just trying to get something before you get off that phone. They know that they will have you for at least two years if you're a newbie to this. This is very important information, folks. It's all about understanding the psychology of it all. If these owners had this kind of information and understanding ahead of time, they would be less likely to become victims of this. If a new accident injury firm located in a medium-sized city reads this before they pay for marketing services, they should have an understanding that \$1000 per month is not even going to scratch the surface for a marketing budget. Those who don't understand this will be paying \$400 per month to these companies, thinking they are getting a great deal when their accident injury firm should've been paying \$10,000 per month.

You must understand the psychology of it all, along with understanding the competitiveness of your own brand.

On the flip side, if you are a marketing agency and do not fully understand this psychology of marketing **for clients**, you are going to waste the budget of a vast amount of your clients. You will also most likely spend their money in places it should not be spent, due to a lack of understanding the psychology of it all.

I had a large maple farm early on, when I was just a freelancer meeting my clients at the local coffee shop. He is a great guy. I always tell him that I have to stop turning my clients into good buddies of mine. In short, I built a great e-commerce website for him and was trying to sell maple syrup online using Facebook ads. We would see a few sales come in from time to time. The vast majority of sales would come from family and friends, especially when we did special deals for the holiday season. Welp, little did he know I was sadly mistaken. He now receives consistent sales from new, organic customers every single month. Can you take a guess at why? Google PPC ads are why. This man has an e-commerce business with maple syrup for sale. Yes, social media is still important for branding purposes. We do receive customers from time to time as a result of social media. However, once social media was combined with PPC and his digital listings, we've had consistent sales come in for years. Some of which were wholesale deals from different countries.

Please understand that early on, ***I simply did not understand the psychology of social media or PPC. I took online courses, watched all the tutorials I could find, and still did not understand that 60% to 80% of the ad budget I was initially spending on Facebook should have been going to Google PPC right away.***

I simply had no business using most of the budget trying to sell maple syrup using Facebook ads. I sure wish I had a book like this to read before I made that terrible mistake.

There are some brands that can get away with spending an ad budget promoting on social media alone. However, there are brands such as the Maple Farm that had no business only paying for social media. PPCs and digital listings are essential for this type of brand. Again, my lack of understanding of the psychology of each platform caused me to utilize the budget of this company incorrectly. Fortunately, this company is currently a long-lasting client of mine.

The realest example of branding you'll ever get: At this point, I believe I gave a mouthful on why Google is now, and Social media is later. I gave a mouthful on building trust, relationships, and having a psychological connection. All to have a fuller understanding of how you actually acquire customers. I mean, that's what this is all about, right? Getting customers and making money. Consequently, for some reason, I still think I need to get down and dirty to really bring in your understanding of branding before closing the deal. I call this the **"Marry Me Business Theory"**. *Side note: If you get offended easily, get angry because I am using the terms man or woman, and/or want to get so-called politically correct, you certainly got the right one. Print this out, burn it, do whatever you'd like, but I'm going to say what I want and how I want it, no matter the consequence.* Ok, now let's move forward.

A guy walks into a bar with his buddies and begins having a few drinks. He looks over at the other side of the bar and notices this smoking hot girl. She's with a group of other smoking hot girls, but for some reason, this one is special to him. He drinks a little bit more liquid courage and finally walks over to her. He then very kindly says, "Hello, my name is Johnny, what's your name?" She was very nice and said, "Hey, my name is Maya." Johnny then gets really excited and says, "Well, listen, I have a really good job, I drive a new BMW, I live in a luxury condo right around the corner from here, I have no children, I'm single, and I have a pretty decent-sized d***, will you marry me?" Maya then laughed hysterically. I mean, she just thought this was the best, most daring pickup line anyone had ever attempted. She is actually interested. In that, she actually tries to have a conversation with Johnny to attempt to get to know him a bit. Johnny then states, "I am really not joking, will you marry me?" Maya then says, "Come on, man, it was funny the first time, you had me interested, now you're just creeping me out." Johnny doesn't understand; therefore, he continues trying to **sell**, I mean, convince Maya. Johnny then says this to Maya. "I am being completely honest and upfront. You're very pretty and seem like a very nice girl. I have a great resume. I am single, no children, have a great job, condo, luxury car, and I'm looking for a wife. I'll be a great husband." Maya is thinking to herself, "Man, this guy is really serious, I gotta get the hell out of here." Maya then says, "Listen, I am sure you will be a great guy to some lucky girl someday, but that is a little much for me." "It was nice talking to you, goodbye." Johnny is sitting there in disbelief. He has a great resume. He's a nice-looking guy. He was upfront and honest. I mean, what the hell went wrong? You may think Johnny sounds a little crazy, right?

Okay, so how crazy do you sound posting a video on social media stating: "Hey, my name is Bob from Bobby's Landscaping LLC. We are one of the top landscaping companies in town. Let us come to your home, in your backyard, and start ripping up your entire lawn. You can trust my company as we have a very, very great track record all over town." Blah Blah, Blah. Hey Bob, we don't know you. I am sitting on my couch, minding my business, and I get this boring ass ad in my newsfeed from some guy named Bob from Bobby's

Landscaping. First of all, the ad is boring as hell, and the last thing I am trying to do on Instagram is be bored. Second of all, this guy is trying to sell me services, and I have no idea who he is. I never heard of him or his company. So I am going to simply swipe through this ad, hoping to never see Bob again. I was scrolling through Instagram to be entertained, not to be fed some boring sales ad by a stranger named Bob. On top of that, I was not searching for landscaping services and do not need landscaping services. I mean, am I being too harsh? Do you think Bob sounds a little crazy trying to sell these expensive services to people who have never heard of him or his company? I mean, Bob kind of sounds just like our boy Johnny at the bar.

Now, let's flip things around just a tad bit for both of these situations. Starting with our man Johnny on the spot of course.

A guy walks into a bar with his buddies and begins having a few drinks. He looks over at the other side of the bar and notices this smoking hot girl. She's with a group of other smoking hot girls, but for some reason, this one is special to him. He drinks a little bit more liquid courage and finally walks over to her. He then very kindly says, "Hello, my name is Johnny, what's your name?" She was very nice and said, "Hey, my name is Maya." Johnny then gets really excited and says, "Well, listen, I have a really good job, I drive a new BMW, I live in a luxury condo right around the corner from here, I have no children, I'm single, and I have a pretty decent-sized d***, will you marry me?" Maya then laughed hysterically. I mean, she just thought this was the best, most daring pickup line anyone had ever attempted. She was sitting at that bar, **bored out of her mind** anyway, and now she is actually interested in this funny guy who seemed to **get her attention**. Little does Johnny know, prior to his sales pitch, it was literally several other guys who walked up to her, offered to buy her a drink in an attempt to be able to get her interested in some d**k, I mean professional services. With the exception of our boy Johnny, **they were all super boring and pretty much said the same things**. As a result, she actually tries to have a conversation with Johnny to attempt to get to know him a bit. Johnny then asked a ton of questions, such as: "Where are you from? What college did you attend? Oh, you work downtown, do you know a guy named Dan?" Maya and Johnny had a great conversation. At the end of this conversation, Johnny stated, "It was a pleasure talking to you, Maya. I know I am some strange guy who only had a conversation with you at the bar, but only when you are bored and free, I'd love to do this again sometime. Of course, in the daytime, around people, because I am super scared of strangers." Maya then laughs hysterically once again, and they both exchange information. About two weeks go by. Maya is at home, sitting on her couch, bored as hell, watching television. It's about 3 p.m. as she receives a text from an unknown number. The message states: "Hey, I really hope I am not contacting you at a bad time. This is that weird guy Johnny from the bar. I was hoping you were super bored later this evening because I'd love to have another great conversation over some food and drinks." Maya is very happy to receive this message from Johnny.

She was actually thinking about him last week, but did not want to be the first to text. She instantly replies with a yes. Now they are both out for the second time. They both met each other at a bar/restaurant they both agreed on. They are having a great conversation over food and drinks. It's really a great night. Johnny and Maya give each other a big hug before they both part ways.

Over the next few weeks, Johnny and Maya are both texting each other like crazy. They are both learning more about one another. Maya and her best friend both looked through his social media profiles and tried to look up anything negative or weird they could find. Johnny sat at work searching Maya's social media, looking for any possible ex-boyfriends he may personally know or anything sketchy that catches his eye. He finds nothing. The text messages are even getting a little flirtatious. They are really enjoying each other so far. They both plan their next date. It's a dinner and a movie. Instead of meeting each other, Maya gives Johnny her address so that he can pick her up. She then gets into his new BMW. Maya says, "I don't care too much about cars, but I guess you weren't lying about your new BMW; this is really nice." Johnny then jokingly says, "I told you in our first conversation that I am an honest guy, and everything I said was true, everything." Maya begins laughing and says, "Everything, huh, yeah, ok." They had a great night out and even kissed for the first time in Johnny's car. They are both head over heels so far. A few more weeks go by of texting and immense flirting. I mean, they are both flirting their asses off now. Maya even sent Johnny a picture of her standing in the bathroom with her bra and panties on. One Saturday morning, Johnny sends Maya an early text message. He says that he would really like her to come over to his condo so that he can cook her a nice dinner. He says he would really like her to see his place. Maya is super excited and a bit nervous at the same time. She goes over to his place, and everything is absolutely wonderful. They talk, laugh, and they eat. Maya looks over at Johnny and says, "I have a question regarding one of your products you told me about when we first met." Johnny is tipsy as hell and has no idea what Maya is talking about. Maya then stated: "When we first met, you told me you had a new BMW & luxury condo. I did not care what you had, but I did not believe you one bit. Well, I saw the BMW, and I am standing in the luxury condo. I, of course, see that you were not lying after all. But where is this decent-sized d**k you were talking about? I still have not seen that." In short, they have sex. The sex is actually phenomenal. They both wake up next to each other, like, "Oh, we are in some serious trouble."

This thing goes on for months. They start dating each other. Maya eventually moves into Johnny's place. Johnny is loving it. This thing goes on for an even longer time. They both agreed to purchase a home together. They move out of the city into a larger home with a backyard. Maya is pregnant. Johnny is happy. Maya is happy. Johnny finally asks Maya to marry him. Do you think Maya is going to call him a weirdo and say, "Sorry, I gotta go"? Absolutely not. Maya says yes! *The deal is finalized, and the product is sold several times over!*

-Social Media-

Now, let's not forget about good old Bob from Bobby's Landscaping LLC. I am sitting on my couch, minding my business, looking to watch some dumb or political s**t on social media. I came across this video of some guy falling off his lawnmower as his lawnmower crashes into the pond. He is cursing and carrying on. He stands up with mud and leaves all over him, just looking disheveled. I am cracking up, and the video is not even over yet. I am thinking to myself, this poor guy just had to jump off of his lawnmower as it drove into the pond. I feel bad, but it's hilarious. All of a sudden, the guy who fell off the lawnmower quickly turns around and says, "Now that I got your attention, why don't you go ahead and share this video and follow me because I'm your boy Bobby from Bobby's Landscaping LLC, oh, and we don't do ponds." Do you think I am going to scroll past this ad? Some will, but most will not. Do you think I am going to forget about good old Bobby? Listen here, folks. I could be renting a studio apartment in downtown LA with a patch of fake grass on my balcony, and I would still follow this man on social media. ***I guarantee that I will probably never forget his face or the name Bobby's Landscaping LLC.***

Let's put a twist on this. Our lover boy Johnny on the spot, saw Bobby's Landscaping funny video as well. Johnny does not need landscaping services at all because he lives in a luxury condo. Consequently, Johnny thought this video was hilarious as well and started following Bobby's Landscaping LLC on social media. Every once in a while, Johnny gets a video from Bobby in his newsfeed. He saw multiple videos of Bobby doing landscaping jobs. He even saw videos of Bobby taking his family to Disney. Johnny really enjoyed this video, as he has never been to Disney, and he thinks Bobby is one cool guy to take the time from his business to be such a good dad. Plus, Johnny is a Star Wars fan, and Bobby was showing the new Star Wars attraction in his video. Bobby has no idea who Johnny is, but Bobby is spending \$2,500 per month on a professional marketing agency, and his videos are being promoted. So people like Johnny all over the targeted area are seeing videos and photos of Bobby. Remember that Johnny and Maya moved out of the city and purchased a new home with a big backyard? Maya lived in a small apartment, and Johnny lived in a luxury condo. They both equally hate the idea of cutting grass, trimming hedges, etc. Johnny asks Maya her thoughts on the landscaping situation. Maya doesn't want anything to do with it and tells Johnny to handle it. About a week or so goes by, and Johnny is bored at work. He's on his phone searching Google for landscapers in his area. As Johnny is scrolling through several businesses, he notices an ad from Bobby's Landscaping LLC. Johnny then clicks on the ad. He sees Bobby's face and thinks to himself, "This is that guy I've been following on social media, the funny one that drove his lawnmower into the pond and took his kid to Disney." Johnny begins scrolling around on his website to be sure our man Bobby is legit. Johnny likes what he sees. It says, "Give us a call 24/7." The phone number is easily accessible on the site. Johnny then gives Bobby a call. Bobby then answers. Johnny has no knowledge whatsoever regarding landscaping and openly says this to Bobby. Bobby is providing great customer service. He sets up a day and time to come out to Johnny's home, give him some free information, and give him a free estimate.

-Social Media-

Johnny hired Bobby to do a few jobs. Maya and Johnny love the work Bobby and his team does. They love Bobby as an owner, and they **trust Bobby**. They decided to stop paying for individual jobs and signed up for one of Bobby's monthly packages. Bobby now has a key to the shed so that he can easily complete jobs when Johnny and Maya are away on vacation or at work. Eight years go by. Maya and Johnny are still clients of Bobby's Landscaping. This example can easily turn into a conversation about referrals because there is no way in hell Johnny and Maya did not refer Bobby to a ton of friends and family over the years. However, we are going to keep the example simply around branding and social media. Below is a relevant breakdown of my "Marry Me Business Theory":

Average Consumer	Impulse Shopper
<i>They will not marry you when you just met them:</i> They will not purchase a product or service because they saw an ad for the first time. They Don't Know You! They Don't Trust You!	<i>They are spontaneous and willing to do the Vegas wedding the same night you met them:</i> They will see an ad and purchase a product or service the same day.
<i>You exchanged information and went on a date:</i> You promoted an ad, someone clicked on your website and downloaded the free ebook by providing their email address. They Want To Get To Know You But Don't Trust You!	<i>They invited you over to their house on a first date without barely knowing you:</i> They provided their phone number, first & last name, in addition to the email address they provided. These fields were optional, but they filled them out anyway.
<i>They will not have sex with you on the first or second date:</i> They will not be ready to buy a product just because they downloaded your free ebook or online course. They Don't Trust You!	<i>They were highly attracted to you, really needed to have sex or really enjoy sex with new people, so you had sex on the first date:</i> They really needed that product for a holiday, really wanted the product to wear this weekend, or really just enjoy these type of products or services, so they made a purchase without knowing your brand.
<i>They had a few conversations and went on a good number of dates with you. You finally had sex:</i> They saw a few of your ads, downloaded and read your free ebook, started watching some tutorials on YouTube, and finally purchased a product or service. They Trust You!	Same as above
<i>You are dating, you get married and have children:</i> You have sold most of your products or services to them, they are lifelong customers, they will bring you referrals. They Are Faithful To Your Brand/Company!	<i>It was fun while it lasted. You have no idea where they are or what they are doing:</i> They are on to the next product or service and will probably never make another purchase again.

Some argue that they'd rather just stay single and unmarried for the rest of their lives. They try to justify how fun the spontaneous one-night stand lifestyle is. They can all argue until they are blue in the face. But when they are sitting in the house alone at 70 years old, that spontaneous lifestyle is not worth it. The select few that say nonsense, such as it's okay to be single and alone at 70, are such a small percentage that it's no use to even take their minuscule advice into consideration. For the most part, this small group of people is not 70 and single in the first place. They are 40 and single; in that, they are saying nonsense as a result of their own failed relationships and fear of starting new ones. Sort of like what some parents do to their kids when they want to start businesses or do something unique, like gaming (which is a multi-billion dollar industry with great careers). Because of their own fears, failure, and lack of understanding, they discourage the child with nonsense advice. All in all, the end goal is a lifelong dedicated relationship.

There are business owners who say they'd rather deal with the quick impulse shoppers. They don't want to focus on spending unnecessary money for branding purposes. They think branding is a waste of time and money. Some of these owners try to be a little safe by spending the ass end of their budgets on marketing. Or even worse, assign the "younger" employees or family members to run the marketing. There is a very large business in my city that tasked the maintenance man to be fully responsible for the radio ads. When I say large, they are bringing in millions of dollars. An unqualified employee is responsible for a very important marketing tactic. The manager of the company made me aware of this as she recommended my services to the owners. I wondered if he recommended a tracking number to track leads from the radio ads. I wondered if he created a catchy jingle or something unique to help catch the attention of people listening. Probably not. Believe it or not, there are many other large businesses in my city that task family members, employees, and managers to be responsible for the social media and marketing efforts. I know a few of these people personally. One of them became a client of mine. I had to literally hunt down an old employee to properly transfer ownership of the Facebook and IG page. Another one of my buddies from this list had me take a look at their Facebook business page. He saw that his page was promoting other businesses on his page. When I took a look at his page, I saw that he had almost 20 unknown people as full admins on his page. He has a very popular business, and they were promoting their own brands on his page as a result of being such a popular business. Fortunately for him, the page was started from his own personal page, and I was able to delete all of these people. I can provide many more examples. In that, I am painting a very real picture of the type of business owners not dedicated to their marketing efforts. They put marketing on the back burner or pawn it off to a young family member or employee. If you follow me online and watch my content, you will begin to receive many examples of why this is very dangerous. In my experience, this is what these types of owners usually sound like when being approached by marketing agencies: "We've always done it this way. We've been doing well in our business without all this social media and digital stuff."

-Social Media-

We cannot afford \$2,500 a month for marketing, that's way out of our budget." Before I move forward, I must explain the, we cannot afford \$2,500 per month thing. Let me scroll down and make some space for this one.

This is a no-brainer. If a company does not have a budget of \$450, \$997, \$2,500, or over \$10,000 per month for a marketing budget, they should not be contacting a professional marketing agency in the first place. If you cold-called or cold-emailed them, they had no business even taking the meeting. Throwing some common sense into this, I am certainly not referring to the mom-and-pop companies. I am referring to the companies with several employees, office space, equipment, customers, etc. It's like opening a pizza shop, contacting the oven company, setting up a meeting with them, just to tell them you only have \$500 in your budget. Those things are upwards of 5k each. Even my fourteen-year-old daughter can guess that industrial pizza ovens are much more than \$1000. However, these people will literally contact or take a meeting with a professional marketing agency, expecting to be able to pay a couple of hundred dollars for one of the most important departments of their business. You know, the department responsible for acquiring and keeping customers. Check out this crazy psychology. The average minimum wage is \$15 per hour. If an employee works the standard 40 hours per week, that is at least \$600 per week and \$2,400 per month. I mean, this is the standard employee. This is not the employee with a specific skill set or in management. Let's say they are being penny pinchers, and for some reason, they're paying the manager only \$18 per hour to literally run the business. Let's say this business is a decent restaurant in town, and as a result, they are paying the cook \$17 per hour. I mean, I think that's pretty sh**ty to pay the cook minimum wage, as the cook is very important and extremely busy. They need a host, waiter, and cashier. This place is really trying to save money and scale, so they have two young people as the host, waiter, and cashier. They are making minimum wage as well. Let's tally all these full-time employees up. The manager is making around \$2,880 per month. The cook is making around \$2,720 per month. The two waiters/cashiers are making around 2,400 per month each. In that, this owner is paying around 10,400 per month for employees. Oh, but wait. Where is this restaurant? Is this a food truck or do they have a brick-and-mortar location? They, of course, have a brick-and-mortar location. They're located in a decent spot in the city; in that, the owner is paying 4,500 per month for space. Together, the owner is paying around 14,900 per month for employees and rent. They sit down with one of the most important departments of their business, which is responsible for getting customers and keeping them. They tell you, "Sorry, \$2,500 is out of my budget, and \$997 is out of my budget as well." The audacity. Why do I say this? Let me break this crazy part down. \$6 per hour is around \$960 per month. If a client is paying \$960 per month for marketing and social media services, how much of that budget do you plan on using to promote the business? Let's say you plan on using around \$150 - \$200 per month to promote their business. Umm, how much money are you actually making as a marketing agency? That is around \$760 per month, which is less than \$5 per hour.

-Social Media-

This is how important some of these companies think marketing and social media is. They will easily pay over 14k per month, but not want to pay an ad agency minimum wage. On top of that, some will look at you crazy when you quote them \$4k per month for the sheer size and competitiveness of their business. Also, the vast majority of these companies grew their customer base in the early 90s or early 2000s. These companies normally experience extreme declines very quickly. During this decline is when they normally start scrambling and searching around for professional marketing agencies. They normally go to the biggest companies they see. You know those giant, dinosaur, scam companies with the inexperienced 21-year-old project manager. They go through the process of being locked in a contract for at least two years. Their business declined even more. They now hate marketing agencies and think we are all the same. They finally find a real marketing agency they trust. This agency quotes them correctly, and they cannot believe it. They are losing customers at such a fast rate so they pay for it. I had a company just like this. The owner was in his mid-70s. Their company was booming in the 90's. Unfortunately, more competitors started rolling in. However, these competitors started off doing the right thing in social media, PPC, etc. In time, these companies began drowning this old company out. It's a very serious scenario I experienced with a high-paying client. It happens all too often with old companies that were booming in the 90s and early 2000s. We are in different times now. Old businesses that stay in the Stone Age are getting eaten alive by the new guys who are putting hefty budgets into their marketing. With all that said, the impulse shoppers are not dedicated to the product, service, or brand. They will normally be in and out without ever coming back. They will normally pay for services for a short time and then move on to the next. All in all, us owners cannot sustain a proper business with this structure alone. Again, Coca-Cola is not spending tens of millions on ads so customers can drink their s**t for a few months and then start drinking Faygo. Coca-Cola is spending the money to keep people around for their entire lives. Not years, their entire lives. This sounds like a marriage to me. Yes, it's pretty much until death do you part when you're one hundred million dollars in ad spend. They are looking for marriages, not one-night stands. For my current and future agency owners, please do not let this group of business owners discourage you. There are some that will respect your skill set and pay you according to that skill set. However, there are some that will pay 20k per month for bills, employees, and have the audacity to offer you a few hundred dollars a month to pretty much be their marketing department. There are enough freelancers and giant corporate scammers to go around to take their couple of hundred bucks just to lock them in a contract, do absolutely nothing, and give us real ad agencies a bad name. The real ad agencies that actually have enough honor, integrity, and experience to tell an accident injury firm \$2000 per month is too small of a marketing budget, and won't scratch the surface when their Google PPC is damn near \$10 per click. Understand the psychology of these people before taking on several meetings with them, just to get offered below minimum wage to run their social media. I know I may sound mean to those who do not understand. Again, imagine being a vendor responsible for selling industrial kitchen

equipment to restaurants. Now imagine several people scheduling meetings with you every other week, just to tell you that they are in disbelief that industrial ovens are well over \$1000. I mean, how ridiculous does that sound? You are attempting to own a restaurant, or even worse, you own a restaurant and have no idea that this product is nowhere near \$1000. As I stated earlier, my 14-year-old can guess these giant things cost well over \$1000. Try six to ten thousand dollars a piece for the basic models. Is it the vendor's fault or the so-called restaurant owner's fault? We must be more knowledgeable and responsible regarding what we need in our businesses. Again, after the operation is set up, equipment and employees are ready to go, what does a company need? Customers. Lots of them. How does a successful company stay successful and keep its customers around? Consistent branding and customer data (I will talk about data later in this book). Who does that important thing? Professional marketing agencies. How much does this cost? Above minimum wage for medium to large competitive businesses. Marketers, don't be fooled. A vast majority of them are very aware of how much your services cost. Some are just giving you the ass end of their budgets because it's not that important to them. The "one-night stand" budgets. Okay, moving forward.

Having someone say yes to marriage requires hard work and dedication. In that hard work and dedication, you are most likely to get married. When you are married, the marriage will most likely last longer and be much more fulfilling than one-night stands and overnight love affairs. Remember, we are still talking about branding.

Having someone buy a product or service requires much more work than simply posting a photo or video on social media. It requires hard work, experience, and consistency. Consistency on places such as social media, Google PPC, proper website, proper landing pages, digital listings, etc. If it fits in your budget, it also requires things such as: television commercials, billboards, stadium advertisements, along with several other creative places your business can consistently place itself. Even with all of this, it's essential that the people in the ads are up to par, attractive to your audience, and not boring. You don't have to be funny and/or do crazy things. However, if you think you're going to get the girl at the bar by that old, "Hello, my name is" pickup line, you're going to have a very hard time with your ads. They will not convert that well, and your ad spend is not going to be fully optimized to convert well. I always say something is better than nothing. However, try not to just keep it basic. Your ad agency should know to spice it up a bit, especially if you're paying a decent budget for this kind of thing.

For my small mom and pop businesses, my apologies, you're not able to play with the big dogs until you can either grow your business or simply acquire some funding. Yes, for the small mom and pop businesses, something is better than nothing. Actually, that little something can do pretty well for these types of companies for many reasons. Yes, the small companies do not have the budgets for marketing agencies to pay video crews,

actors, etc. Consequently, having a professional marketing agency post and properly pay for ads in your small target area can work wonders for the small business. Especially when the other small mom and pop businesses in the area are not doing it properly. Once you grow your skills as a professional marketing agency, with a few tricks to the trade, you will be able to easily rank the small businesses over their local competitors. However, again, the big dogs with the Lambo sitting outside will most likely get most of the attention at the bar. In that, they will be able to go on more dates than the small fish. Unfortunately, the same rules apply in the world of marketing. Ok, you think I'm lying? Let's see. You know Geico, Progressive, All-State, and State Farm? Oh, we can't forget, "Liberty, liberty, liberty, liberty". The jingle probably popped up in your head as you were reading it. Quick question, can you name some of the local insurance companies in your area? Can you name five of them real quick? You know, the local insurance companies you probably drive by on the way to work every single day. No? Can't think of any? The reason why you don't know what those companies are is the same reason why the supermodel is walking out of the bar with the NFL quarterback and not the bartender who was super nice to her all night. *Because of social media, you have better chances to play with the big dogs one day as well.* Grow your company and/or get some funding. A proper marketing agency will promote and brand the business at a much faster pace with the proper marketing budget.

I am trying to make this information understandable and entertaining so that it doesn't make your head spin with information overload and pure boredom. With that said, believe it or not, there is another twist to this entire concept. There are some exceptions to some of the rules regarding the "Marry Me Business Theory." I literally just unconsciously gave a quick example of it. Your status, how attractive you are, the setting you are in, gender, age, and a few others. I will probably write a short book on this entire subject; therefore, I am only going to give a few quick examples for the purpose of relevance. In my Lambo, supermodel example, I just gave, what setting were they in? They were at the bar. If that supermodel was walking at the mall with her husband and children, do you think she would've jumped in that Lambo with the NFL quarterback? Not one bit. Do you think that NFL quarterback would've left with that supermodel if he was at the bar with his girlfriend? These are obvious, right? Ok, let's not forget about our boy Johnny and our girl Maya. If Maya was busy at work, do you think Johnny would've been able to have that great first conversation? I mean Johnny is just a regular guy. Why in the hell will Maya stop what she is doing at work, just to talk to the hundredth guy saying she's cute while she's super busy, and pissed off at work? If Johnny had approached Maya while she was busy at work, this happy story of the kids & marriage would probably not exist. At least between the two of them. I mean, look at how happy they were. You mean to tell me just a quick change in setting could've messed up Johnny's happy life with Maya just like that? Yup, it sure would. So, why are you running ads for your clients during the Super Bowl, MLS Cup, NBA finals, Stanley Cup, etc? Why are you spending your client's money on ads during New Year's Eve, Christmas Day, Halloween, Thanksgiving Day, etc?

You want a one-night stand? So why are you trying to flirt with this guy in church? I mean, some of you outstanding, wonderful folks probably can pull this off; however, I am talking about the majority. I mean, this guy is in prayer trying to save his soul from the last one-night stand he had, and here you go trying to get it in after church service. Not a good place to try and seal the deal a few hours later. So, why are you not targeting people between the ages of 35 and 55 years old when running ads for realtors? According to the Zillow Consumer Housing Trends Report, the average age of home buyers is in their mid 30's. You think it's okay to spend realtors ad spend on 21-year-olds looking at ads to buy houses? Here I go, picking on the 21-year-olds again. I am, of course, being sarcastic once again so that you are not bored out of your minds reading this, and for you all to get my point. After running certain marketing campaigns for the maple farm, I saw that 80% women were interacting with the ad and making purchases. So guess what I did? I began moving a larger portion of the budget and targeting only women in certain ads. (*I'm about to drop a serious secret/gem, so pay very close attention to this one. I swear this type of s**t makes me wonder why I wrote this book, because I am giving out major keys to my future competitors*). I saw that the Maple Company's Google PPC was ranking heavily for "Grade B Maple Syrup". I called the owner and asked him why. He then quickly explained that the maple association changed Grade B Maple Syrup to Grade A: Very Dark Color & Strong Taste. For many reasons, Grade B maple syrup is still very popular. In that, no one could find Grade B Maple Syrup on the shelves anymore. Most consumers have no idea that Very Dark Color & Strong Taste is actually Grade B syrup. As a result, what do you think occurred in the United States? An influx of consumers searching and ordering Grade B Maple syrup online. I updated his website, including his online store. I placed Grade B Maple Syrup near the top of the main website. I also arranged the products so that Grade B Maple Syrup is at the top of the E-commerce site. I wrote a blog article regarding Grade B Maple Syrup and promoted that article as an **ad on social media**. What do you all think happened within just a few months? Not only did he start selling a large amount of Grade B Maple Syrup, but he also began receiving orders for many other products as well. Some of which he never received online orders for. As this influx of customers was ordering Grade B Maple Syrup, they were grabbing maple cream, candy, and pancake mix on their way out. I know I jumped way ahead in speaking about Google PPC once again; however, this is a very real example of how it's properly done. We did all of this with a small budget. After receiving more data from social media and PPC, I was aware of the gender to target. After receiving even more data, I was able to update the website to help the SEO algorithm. After receiving more data, I wrote and promoted a blog article on Facebook. These ads were, of course, not being promoted to 18-year-olds. I made sure to target the proper age groups. Okay, now, I have to provide another example for my future YouTubers and future social media influencers. **Attraction and gender**. You can disregard common sense if you want to. You can try to get politically correct and be in denial if you want to. You know my answer to that line of BS. The porn industry brings in billions of dollars for a reason. I never conducted my own

research on the topic; in that, this is straight from the top page of Google. **"In the United States, it generates more revenue than CBS, NBC, and ABC combined and more than all professional football, baseball, and basketball franchises"**. Look it up for yourself if you doubt what I just literally copied and pasted from the top of Google. Now folks, I don't know about you, but men are not the reason porn is worth more than damn near every single industry combined. I may be crazy saying this as well, but I'm sure porn is not making more money than all of these industries combined by having a bunch of unattractive, out-of-shape mom and dad bods on video. 95% of these people are extremely in shape and extremely attractive. So what is my point? What does this have to do with the YouTubers, Influencers, etc? If I see one more tutorial of a girl who damn near looks like a paid model, talking about how to grow your TikTok fast, I am going to blow a gasket. If I see one more girl who looks like she can easily rake in a few ten million in the porn industry, talking about how I easily took my IG page from nothing to 10k followers in 30 days, I am going to blow a gasket. I literally watched dozens of these women give tutorials on how they grew on these platforms. As I sit there looking at photos and videos of them in their bathing suits, and other extremely attractive friends in their bathing suits. If I see one more video of them in their little cute jeans, perfect hair, super white teeth, cleavage hanging out, shopping in Sephora, talking about this is how easy they got 10k followers, I'm just going to pass the hell out. And yes, most of these women do know exactly what they are talking about. Yes, I came across a vast amount of these women who actually own professional marketing agencies. I am not going to say her name, but there is a woman I follow whom I like very much. She provided some of the best information I received on the net. Ironically, for some reason, this girl literally looks like a professional model. She is one of the most attractive YouTubers I've ever seen. Seriously, this woman is extremely professional and extremely attractive. In that, I am not taking anything away from her expertise one bit. However, there's no way in hell the average woman or average man is going to grow as fast as her on TikTok, Instagram, or YouTube. I went over to her IG page, and you'd think she was a celebrity. That's how much interaction she gets when she posts something as simple as a pic of her on the beach, or even waking up in the morning, talking about "I'm getting ready for client work." Again, please listen here folks. I don't give a damn what I know about the algorithms. It doesn't matter how experienced I am. In order for my basic ass to get 10k likes on a damn morning picture, I'll have to spend 5k in ad spend promoting just that picture. I am not exaggerating. This is why I get pissed when these women do not mention this. Here go some 38 year old dad, thinking he can just follow her great advice and get the type of engaged followers a woman like that has on these types of platforms. I s**t you not, there was this young asian girl talking about how easy it is to grow on IG and TikTok. She was going on and on about how she simply dropped a link to her YouTube channel on TikTok, and her YouTube started to blow up. She was actually giving some great information. I then go to her TikTok page, and she's basically stripping and half-naked in every single video. Listen, there is nothing wrong with that. Not one bit. However, if you are doing a tutorial of how you received 10k followers on

your TikTok and IG page in 30 days, it may be a good idea to let people know that your looks, and being half-naked helped out tremendously. And before you all start getting red, talking about oh I can't believe this guy, the men are not off the hook either. Yes, the majority of people I see with 10k likes on a damn bathing suit photo are extremely attractive women. Consequently, I have followed a few men who can easily rival Jason Momoa, Idris Elba, and Chris Hemsworth. Guess what? They are no different from the girls. A vast majority of these guys I follow are extremely successful in fitness. Some of these guys made a transition into marketing as a result. So here I go, listening to some guy talking about how he grew his IG in just 60 days, grew a giant mailing list in just 3 months, and made a ton of money. He even said crazy s**t like, "I did all of this barely having to spend money on ads." Of course, you barely spent money on ads. You look like Jason Momoa, dude. You're super chiseled like a damn statue, and your IG is filled with videos of you working out and standing with your shirt off. Yeah, all you have to do is post a damn video, and the algorithms go nuts. This dad bod and this basic look I currently have simply have to drop some serious money on ads to even get half of that interaction on IG and TikTok. So how can this be relevant knowledge for your business or for your client's business? Depending on the type of ad you're promoting, you may have to pay a model or an actor. ***If your client is 21 years old and has services more suited for an older audience, it may be a very good idea to put an attractive, mature individual in the video. The 21-year-old owner may not convert 55-year-old men or women well.*** Also, depending on what you are promoting, try to make the actor or model look naturally attractive and not fabricated. There is a vast amount of research on this. Unfortunately, I will not be covering that in this book. In short, the model or actors should look somewhat normally attractive in your social media ads, not runway attractive. *Yes, the users want a level of normalcy so that they do not feel like they are being tricked or sold to, but they still don't want to see my dad bod bouncing around on the beach trying to sell swimwear.* The level of attraction and gender matters. You can have your personal biases and political BS all you want. If you get it wrong with the consumer, the consumer will judge in .5 seconds and move the hell on. I once built a website for a company to promote in Japan. The entire site was in Japanese. I posted videos of a Japanese woman conducting tutorials. The videos were provided to me by the company. I am literally not exaggerating. This woman was standing near the side of a table, in front of a white wall. She had on a black blazer with a white buttoned-up shirt underneath. I think her neck was out only a tad, but she barely had any skin showing. She had on black pants, but you could barely see them because the video was mainly shot waist up. It did not look as if she had any makeup on. The only thing she did have on was red lipstick. Listen here folks. The damn Japanese people were pissed off. I met with the owners several times, and they couldn't even figure it out. The owners were not from Japan and were not Japanese. However, we were all staring at this video, scratching our heads, saying what the hell can they possibly be mad at? I mean, the damn video of the Japanese girl was shot in Japan by a Japanese citizen. Unfortunately, we never figured out why some of the citizens did not agree with the video.

-Social Media-

There are, of course, many more exceptions to the rules. If you have access to strategize & utilize these exceptions, they will help you tremendously. You can disagree, but we all know the Lamborghini will make it much easier to take some pretty girls on some dates. You can disagree, but we all know that you being a paid model is the reason why that NFL Football player whipped his eye at you in the first damn place. Oh, I'm lying? Looks have nothing to do with it? Ok, go take a look at the majority of the wives of some top professional athletes. Remember, we are talking about the vast majority, not the select few. Very weird that most of them just so happen to be flawless. Hmm, maybe it's just a coincidence that most of the top NBA basketball player wives are walking around with 13% body fat, looking like they can jump on the front cover of a swimsuit magazine. Some of you have famous friends or family. If Kim Kardashian is your auntie, yeah, your clothing line is going to skip a few steps. You may just be able to jump right to the, f**k me now line, and have 10,000 people agree to f**k in less than 24 hours because your auntie Kim Kardashian is in your video wearing your products. If not, you're going to have to follow the **basic rules of branding just like the rest of us**. It may take a few extra bucks, consistency, and a few very hard years to get some of the trust and attention Auntie Kim can get you. ***If you can utilize the exceptions on social media, you can do more or even unusual things such as:*** have your ad go viral to millions of people, spend less money on ads, skip a few steps to get possible leads to sign up to a free course, increase your followers and subscribers by over 500% in less than 30 days, sell a s**t ton of product overnight. These are all actions you can take when you have access to exceptions of the "Marry Me Business Theory". ***This is why you must not compare yourself to others and must not get discouraged in your business.*** Trust me, I've been there. ***You have no idea who has access to these exceptions.*** Don't compare yourself to some fashion model whose photos in a bathing suit helped grow their following and clothing line. Don't compare yourself to them. Learn from them. Either learn what to do, or what not to do. Stay in your lane. Use the tools available to you. And don't go blabbing your secrets out all over the net. I used many examples of others. I damn sure have some exceptions to the rules that I utilize myself. As you follow me on social media, see if you can figure it out. Maybe you'll discover some sexy pics of me posing in my dad bod, or having my chest hang out while shopping at Sephora. I'm sure to get 10k likes and hundreds of comments with that one. Let's see if you can all figure out some of my exceptions. (Hint: My Uniform)

Very Important: To some of you, it may seem as if I am giving you a mouthful of a bunch of BS. Believe it or not, there are many more scenarios and real situations I can easily write about. I do hope I did a good job in fully painting the picture of branding. The intricacies and strategies of branding. The importance of consistency in branding. Including some examples of breaking the rules and/or utilizing your exceptions to simply get what you want, easier and faster. What is it we want? We want to make sales. We want to scale and grow our business as a result of continuing to make those sales. It's such a simple concept, but not a simple task. I always say, "If it was simple, everyone would be riding

around in three hundred thousand dollar cars, sitting in first class and living in giant mansions." As owners, we tend to either beat ourselves up a bit or be too hard on ourselves. We tend to be unrealistic, stubborn, and scared of innovation. More than half of business owners use words such as branding and really have no idea what branding really is. They just throw the word around as if it's such a simple thing. They use the words social media and really have no idea what social media really is regarding business. In that, the vast examples and information I just provided should have dramatically increased your understanding of both. Us small fish do not have a million dollars in our budget to run national television commercials to millions of people. Remember, branding is a long, expensive process. ***So, what affordable tool do we have to consistently put ourselves in front of a few hundred thousand or even a million people? We have social media.*** Who would've thought social media is such a good opportunity for the small fish like us to brand our products or services. If you did not skip around the reading, at this point, you should know exactly what I mean when I say branding. ***You should instantly think of consistency, long-term, and social media when I say the word branding. It pains me to say this, but for most brands, you should not think "fast sales" when you think of social media.*** Google is now, and social media is later. Sales can and will eventually roll in once the branding is consistent, and the sales funnel psychologically kicks everyone in the ass. Consequently, ***the actions of actively searching for a product or service, then contacting that business for more info, are not the normal course of action within social media.*** Does it happen this way for some businesses? Yes. However, there is a very small amount of brands that obtain the bulk of their clients through social media ads alone. Having a higher understanding of the psychology of social media should assist in having a higher understanding of your own brand. ***The many detailed examples I provided are essential in increasing this understanding of social media's main use: branding.***

Curating content and post schedule: Believe it or not, there is a serious misunderstanding regarding this psychology. In that misunderstanding, content curation and post-schedule are normally out of whack. I just used my words carefully there. I could've flat-out said "wrong" instead of "out of whack." I don't want to use the word "wrong" in this scenario, as every business and brand is very different. A restaurant's posting schedule & strategy are very different from a dental office's posting schedule & strategy. It may be very important for a restaurant to post pictures of breakfast, lunch, and dinner. Posting a 6am photo of Belgium waffles with "Come get breakfast from 7am-11am" as the copy will be extremely beneficial. Posting in the same exact style and copy for lunch and dinner will be extremely beneficial for the restaurant as well. Of course, you will have a different photo for each, along with different copy for lunch and dinner. This will easily equate to three posts per day. Why would a dental office need to create three separate posts in a day? Is someone going to wake up at 6 am in the morning, scroll through their social media, see your morning post, and say, "Gosh golly, I really should stop by this dental office today, it's been a while." Absolutely not. This is a dental office. Most people are not going to see a post from a dental office, then all of a sudden decide to schedule a

dentist appointment. Unfortunately, there are many dental offices paying 10k per month for full marketing packages, and their social media strategy mimics that of a local restaurant. But it's all good because the owners see a ton of clicks and views. Little do they know, those clicks and views are a result of the marketing agency dropping \$1,000 on an ad scheduled to run for just 30 days. No custom articles, no landing page, no sign-ups, nothing. Just clicks and views. What is a quick strategy for a dental office looking to get new customers from social media ads? Let's say the dental office agrees to conduct free informational seminars at their dental office once per month. This is a free, fun event with free food, a few lectures by experienced dentists, and a free dental kit at the end. Of course, the dental office logo and phone number are plastered on almost every single product in that bag. Of course, each pamphlet you hand out is customized for the dental office, with the logo and office information plastered on the front and back. Make the first seminar a spectacle. What do I mean by this? Along with announcing the event to the public, have the owners and employees invite a large amount of their friends and family. Hire a professional videographer and photographer for this one. Make it look grand! Make it look as if a ton of people showed up. Make it look fun and engaging. Get every piece of the spectacle on video. Have the videographer make different versions of the video for each platform. Have the videographer make short versions and long versions of the video. Once you receive all of that great content, you then create a separate landing page just for this monthly event. The landing page should be a one-page site with a quick, engaging video at the top, a few very high-quality photos, and a box to sign up for this event. Do not make this sign-up box "low entry" for this event, as we are trying to get strong leads for this dental office. This is a free, in-person event providing "great value" for those who attend. In that, the dental office needs much more than a name and email address from those attending this outstanding free event. You need first and last name, age (not date of birth, just the age), email address, and phone number. You should also put something slick in the text box at the bottom, such as, "What kind of free dental information are you interested in?" You want to stay away from intrusive language that can psychologically make the human think they are about to be signed up for something. This is why you stay away from asking the specific date of birth and stay away from direct questions such as: "What dental services do you need, or who is your current dental office, etc?" Once this very easy landing page is complete, we are now off to social media. We then create several posts. Feed, stories, reels, custom blog articles, etc. After posting, we then create the ad for those posts with a learn more button at the bottom. Not the signup button, the learn more button. If this event became a well-known, popular event, it would then make sense to place a "sign up" button at the bottom of the ad. This is an unknown event. It's not popular just yet. In that, the "learn more" button is less intrusive and will get more clicks. Where are we sending these wonderful humans? To the landing page. We, of course, are sure to promote this ad in the target area. If you live in New York, you certainly will not be signing up for a free seminar in California. In building the landing page, we of course utilized software such as Mailchimp or Constant Contact to capture and automatically

place the sign-ups in a mailing list. Now spending \$1000 to promote this ad for 30 days doesn't sound so bad. This is what I call a **"hyper-targeted marketing campaign"**. As a marketing agency, I may only post two times per week during this type of hyper-targeted campaign. A year's worth of promoting and conducting these types of ads can be game-changing for an up-and-coming dental office or an old dental office that needs a serious presence in its target area. Getting new faces in the door for at least an hour once or twice per month can be game-changing. I must add that the dental office must not allow walk-ins without requiring them to sign up. Once the seminar begins, it's important for someone to be there making sure everyone in attendance is signed up. If not, they must simply have them go to the landing page to have them sign up. After conducting this tactic for at least a year, imagine the newsletters and coupons you'll be able to send out every month to a target group of people who actually stepped foot in that dental office. As I said previously, I need to stop dropping these gems for I be out of a business. At the beginning of this paragraph, I did state that the strategy and posting schedule are different for each brand. I was correct in stating that. Consequently, there is a sort of "standard" we should all be aware of as marketing agencies. The posting every day strategy is unnecessary and can even be frowned upon. The posting every day strategy can do a number of things. First and foremost, posting every day can literally spam your followers and cause them to become "numb" to your posts. Some may even unfollow you as a result of being sold to every single day. Posting every day can also water down your brand. Why is this true? Can you create enough high-quality, engaging content to be posted every single day? As an owner, can you send the marketing agency hundreds of "quality" photos and videos year after year to be edited and posted? The keywords here are quality & engaging. And when I say quality, I am not just referring to how good and professional the videos and photos look. Basically, can you create enough s**t the humans sitting on their couch actually want to see? Or is it going to be the "Hello, this is Bobby from blah, blah, blah, buy, buy, buy?" As a marketing agency, can you create high-quality photos and videos to be posted every single day for this business? Well, it depends. If a company wishes to be extremely aggressive, along with a \$25,000 or \$50,000 per month budget, then yes. You will be able to hire professional teams of photographers and videographers to visit this company every week. They will meet with you multiple times per month to write scripts, create content, edit that content, and send it over to you to be posted and promoted. This will be very expensive, even if you hire mid-level videographers. With that said, this may be impossible to pull off with someone paying you \$2,500 to \$5,000 per month for a full marketing budget. When you add Google PPC, sales funnels, consulting, and all of that other stuff to the list, it'll be very difficult to send a professional videographer and photographer to your client's office and events once per week with a \$5,000 per month budget. Even once per month will be tough with that budget. I cannot say this enough. 95% of brands do not have to post every single day. A restaurant posting photos of breakfast, lunch, and dinner may not be too bad for many reasons. However, a dental office, doctors office, law firm, financial firm, clothing store, marketing agency, barbershop,

hair salon, real estate agent, and so on, do not have to post every single day. What is much more important is having consistent marketing campaigns running in your target areas. These ads will be placed in front of a new human every single day. Another very important task is to be sure you are responding to customers in your inbox and in your comments in a timely fashion. The majority of social media platforms actually apply your response time & frequency to a serious part of their algorithms. Here I go dropping secrets and gems again. You'll be surprised at how many owners are all over the marketing agencies for not posting enough, but then have messages from potential clients sitting in their inbox for days and sometimes weeks. For some clients, I even have to take snapshots and send the message as a text so that they respond to the lead. Some messages I am able to respond to as a marketing agency. However, some of their questions are often too specific; in that, a member of the company must respond to answer the questions and convert that lead. Again, restaurants, entertainers, musicians, and even artists can get away with posting every day. Most of the time, people in those fields are posting interesting, engaging, high-quality content that users want to see anyway. But a car shop and a law firm? *Yeah, your "current followers" are not trying to see your car shop and boring law firm in their news feed every single day.* If you fully understand this psychology as an owner, please stop requiring or expecting the ad agency to put something on your social media every single day. If you are an ad agency, please explain this to your clients so that they do not think you are slacking when they don't see the "buy now" spam post every single day. We are in a different age. People do not like to constantly be sold to in certain environments. People who do not like commercials pay extra so that they do not receive commercials. People who don't mind commercials simply let them play. Fortunately, most do not have this option on social media. In that, you must understand the psychology of the platform you are on. This is another reason why I always suggest that owners put a personal touch on their content as well. It should not be all about business. Remember my example of the landscaper who showed videos of him and his little one at Disney? You'd be surprised how powerful that type of content is when mixed with your professional business content.

Facebook Business Manager vs. The Blue Button of Death: I am not going to spend much time on this one bit, as this book is not a step-by-step course on how to actually run ad campaigns. However, it would not be right if I did not mention this. An old client from California canceled my services as a result of discovering this little blue button that says, "boost post." To make a very long story short, he thought that was what he was paying for. Needless to say, after he realized my agency was using Facebook Business Manager, he apologized in an attempt to renew his services. I unfortunately did not have contracts at this time, early on in my business. As a result, he canceled after about two months and tried to "mirror" what I was doing as he thought I was just using the "boost post" button to do it. To play devil's advocate, when I first launched my marketing agency, guess what I was using to promote businesses? That little blue "boost post" button. Shortly after launching my marketing agency (it wasn't even called McDuffie Marketing at the time),

I stopped using that dreadful button and switched over to Business Manager. It's actually called Facebook Meta now. I was finally on the road to properly running Facebook ads. Side note: When I say Facebook ads, I am talking about Instagram ads as well. They are both promoted with the same tools in Facebook Business Manager (Facebook Meta). I remember, like it was yesterday, how excited I was to finally be able to promote correctly as a marketing professional. My optimism was quickly destroyed when I saw the ad platform. It looked like a gigantic spreadsheet with a bunch of buttons and a lot of stuff. I had no idea what I was doing, and it seemed like it was going to be hell in properly learning how to use it. I quickly realized why marketing agencies were charging hundreds and sometimes thousands of dollars for online courses to learn this. A vast amount of those so-called free tutorials the marketing gurus were placing online were literally just for beginners. You either paid money for the real course or just got fed more BS, as some of the gurus were not experienced in using the platform themselves. A large amount of these so-called Gurus teaching you how to use all of this stuff don't have clients of their own. It's like a mechanic teaching you how to fix your brakes when they only had two real brake jobs themselves. As I previously stated at the beginning of this read, most of them don't have an actual list of clients and jobs they actually completed. They just have long lists of "so-called" testimonials from people praising how successful their course was. Take a look at the testimonials on my site. You can actually look up the website I completed for most of them. Some of them just signed up for web design, and some have full marketing packages with my company. Moving forward. So what is the big difference between these two methods? Utilizing Facebook Manager (Meta) or utilizing the Boost Post button? Again, this is not a course on how to run ads, so I am not going to get overly detailed in this. Anyone who has a Facebook or IG business page can see the Boost Post button. It's very easy to use. It pretty much gives you some of the basic options to promote your post on Facebook and IG. You can choose the age range, location, and target categories to help your ad be delivered to a more targeted audience. You are able to pick how much you wish to pay for the ad as well. That is pretty much it. That's all you need, right? Wrong. Very wrong. If it were that simple, ad agencies literally would not exist. When you're in Facebook Manager (meta), you immediately see dozens of options before you even think about age, location, categories, etc. You can choose brand awareness, reach, traffic, engagement, video views, lead generation, messages, catalog sales, store traffic, and those good old aggravating yet wonderful conversion ads. You don't get these options with the Boost Post button. Consequently, this is not the worst reason you should refrain from using that blue button of death. When you dive into your campaign in Ad Manager, you have a slew of options in addition to the ones I listed above. You will see an option to have Facebook automatically choose where your ad is placed/promoted. You will also see an option to click out of Facebook automatically choosing where your ad is being placed/promoted. It blew my mind when I first saw this. Over a dozen different ad placements. From Facebook wall, IG wall, IG stories, Facebook stories, in-stream, reels, Facebook marketplace, and many others. I had no idea I was able to choose all of these different ad placements.

Why is this very important? Let's say I am paying \$500 to promote an ad. Say this ad is a 2-minute free tutorial on how to stop your water tank from leaking. This is a plumbing company we are promoting, by the way. Not to throw shade at the freelancers, as we all have to start somewhere, but let's take it back to my freelance days. In my lack of knowledge and experience, say I used the Boost Post Button. I see that this ad was shown to about 25,000 people. Now, let's say 15,000 of those people saw the ad in an "in-stream video" placement. This is actually directly from Facebook. *"The in-stream video placement will play video ads that are 15 seconds or less for the full duration of the video. Video ads that are longer than 15 seconds will show the first 15 seconds before giving viewers the option to tap **Continue Watching** to see the remainder of the video."*

What percentage of people do you think is going to stop watching the video they are currently watching, watch 15 seconds of your tutorial, and then click on the link to continue watching the rest of it? It's going to be an extremely small percentage of people. Also, for the most part, in-stream ads are very cheap. What do I mean by cheap? Each ad placement has a certain cost. It can be cost per click, cost per view, or cost per impression. The vast majority of ads have a cost per impression. Us experienced marketers know that cheap is not always good. Only if cheap makes sense, then cheap is good. Remember, I said about 25,000 people viewed the ad. Without getting too detailed in this, that's about how many people the \$500 ad spend generated. According to this example, 15,000 of those impressions were from "in-stream" video ads. In that, over half of the ad budget was spent on this "in-stream" video ad. That is a serious problem. Remember, this is a 2-minute tutorial we are promoting for a plumbing company. In this very small example, the in-stream ad placement is worthless, useless, and doesn't make any sense at all. Over half of an ad budget was drained by impressions from 15,000 people who could care less about a 15-second plumbing video that just interrupted the video they were already watching. If this is true, why did Facebook place the ad there? There are a few reasons.

You don't get an option of where your ad is placed when you promote using the Boost Post button. This is why I call it "the blue button of death". I call it this because it ***will literally drain your ad budget.*** Which brings me to my next reason. ***Facebook is going to automatically place your ad in the cheapest placement they can get. Facebook is not going to dive into your campaign and place your ad where it should go. It's going to place your ad where it can get the most views or impressions.*** As I previously stated, cheap is good only if it makes sense. Placing a boring tutorial for a plumbing company in in-stream ads does not make sense. You pretty much will allow Facebook to drain your ad budget on a sh**y placement. In this example, if you had utilized Facebook Business Manager, you would have been able to choose "video views". You then would have been able to choose Facebook wall and Instagram wall. You may have even chosen an "in article" placement as well, as this is a plumbing tutorial. ***You then simply uncheck all of the other BS ad placements for this ad. All 15 to 20 of them.*** There are, of course, other options I am leaving out. However, this would have certainly optimized the ad

budget of \$500 much more than using that Boost Post button. You simply do not have any options in utilizing this. Facebook will most likely drain your budget if you use this button. Yes, it takes much more time, courses, and real experience to get efficient in Facebook Business Manager. Consequently, in that experience, you will see that using other social media ad platforms will start to become easy. With the exception of Google ads, the vast majority of the other ad platforms are watered-down versions of Facebook's Business Manager (cough, cough, TikTok, cough Snapchat, LinkedIn, Cough).

When do you use that dreadful Boost Post button? If you are a brand-new business with little to no funding, paying \$50 to \$100 per month can get your brand out there a tad bit. If you have a side hustle as a hobby, paying \$50 to \$100 per month can work wonders for your hobby. In regard to marketing, I always say something is better than nothing. In that, yes, in those scenarios, using the Boost Post button would certainly make sense. With that said, you should always have at least a three to six-month run. Even if you are a very small mom-and-pop business with a very small budget, running an ad for just 30 days can be useless. Use that Boost Post button to run ads for at least several months before taking a break. Please do not have that overnight mindset or that rookie optimism. I call those people bright-eyed and bushy-tailed. The type of people who think their lives and business are about to dramatically change just because they are now running ads online. This is another safety net in requiring contracts/agreements in your marketing agency. There are many experienced businesses with very large budgets that possess that same rookie optimism. They get bright-eyed and bushy-tailed, thinking they're going to outperform every competitor in their industry in just a few months because they are now paying a marketing agency 40k per month for a marketing budget. With that kind of budget, I can do some serious damage in just a few months, depending on what industry and what target area we are promoting in. However, even with that outstanding budget, consistency is still king.

Facebook Hijacking: I wrote a very detailed article on my site regarding this very important topic. In that, I am not going to rewrite or recreate a wheel that already works just fine. If you read this article on my website, feel free to skip this section. Once again, some of you may be thinking, "What in the hell does this have to do with the psychology of social media?" Again, we are simply more likely to waste our budgets or a client's budget due to our lack of understanding. In the case of Facebook hijacking, we are more likely to fall victim to another sleazy tactic as a result of not understanding the psychology of it all.

If you're currently a business owner, in the process of starting your business, or thinking about starting a business, you're going to need all the basics regarding marketing at some point. We're talking about web design, logo design, social media, business cards, Google PPCs, giant billboards, an airplane flying your business name around the city, marching band, and little bunnies with your logo imprinted in pink on the ears. You know,

all those great things you need to promote your business. Even if you're somewhat knowledgeable of how to properly set up your social media accounts, you will most likely not have the time to properly run consistent marketing campaigns, produce fresh, engaging content, and moderate your accounts. Consequently, at some point, you will simply need to hire an expert to execute these time-consuming tasks for you. And the hunt begins! The hunt of trying to find an ad agency that is knowledgeable, honest, and has integrity. Remember, I said some marketing agencies are worse than dirty car salesmen. During your process of looking for an ad agency, there are some very important things you should be aware of beforehand to make the process easier and safer. Things that would save you months of your time and thousands of dollars in attorney fees as a result of filing for litigation. Things such as: not allowing ad agencies to steal, hijack, or fully own your Facebook Business Page.

In my experience, there are two main reasons why ad agencies, or the so-called marketing gurus & freelancers, hijack and fully own your Business Pages. One is inexperience, and two is on purpose. I would put carelessness as number 3; however, that can go under inexperience as well.

Facebook Business Page Hijacking is not rocket science; therefore, I am not going to try to make myself sound smarter by riddling you with a bunch of terminology you may not understand. In short, when properly setting up a Facebook Business page, you must start with a personal Facebook account. Years ago, Facebook would allow you to have a personal page with your own username and password and a business page with your own username and password. This has not been the case for a very long time. Once the Facebook business page has been properly created from "your", "the owners" personal Facebook account, the ad agency must then "request admin access" through their Facebook business manager account. After the ad agency sends the request, either you or the ad agency must log in to your personal account and accept the request/permission. Once the ad agency has permission to become admin of your business page, they will no longer have to log in to your personal page and will be able to fully control the business page from their Facebook Business Manager account. As an agency, the easiest way to accomplish this is to receive the login and password to your client(s) personal account(s). Once you're fully complete, advise your client to change the password to their personal account(s) if they wish to do so. This will make the process run smoother and faster for you and your client. But why is this important? Here is a realistic scenario of what can happen when this is done correctly, as stated above. Let's say you want to cancel service for whatever reason. You no longer want to conduct business with this ad agency and no longer want them to have access to your business account. All you must do is go to your business page, go to settings, click on "page roles", scroll down and find the person or ad agency, click on the name, and click remove. It will prompt you to put your password in again to complete the change. Once that is completed, that ad agency or employee of the

ad agency will be removed and no longer have access to your business page. From there, you can continue on your merry way.

So what happens when this is not done correctly? How can ad agencies execute Facebook Business Page Hijacking and own your Facebook business page? Let's provide another realistic scenario!

The individual or ad agency does the complete opposite in setting up your business account. The large scammer agencies normally have a generic personal account they start the business page from. The smaller or freelance marketers will just create your business page from their own personal account. Either way, it's not being created from your personal account. It's being created from someone else's personal account. Let's say you want to cancel service for whatever reason. Your contract is over, and you no longer want to conduct business with this ad agency. You no longer want them to have access to your business account. You then contact the ad agency or freelancer and fully cancel the service. A week or so goes by, you try to access your business account; however, it's no longer visible and/or not allowing you access.

What do you do?

You call the ad agency or freelancer, explaining your situation.

What do they say?

They say you must pay a fee for them to release the business page. Some agencies are so dirty and scammy that they go so far as to charge you a fee just to give you admin access without fully releasing the page.

Another situation that often occurs when an ad agency or freelancer fully owns your page is granting others access to your business page. You will not have access to this option as you must provide access via the business manager account, and/or through your personal account. If your business page is set up through the ad agency's personal account and not your own, how will you grant family or employees access?

Once you go to "page roles" and add the individual you wish to grant access to, Facebook will prompt you to input the password to the personal account. If the business page was not created from your personal account, how will you obtain the password to grant someone access? The ad agency is not going to give you the password to their personal account. The guru or freelancer is not going to provide you with the password to their personal Facebook account. Therefore, how will you grant access without needing permission from another? You should not have to ask permission or have to call someone to get permission to grant someone access to your own business page. You're the owner. Not the ad agency or freelancer. Unfortunately, if they practice Facebook Business Page Hijacking, they will be the owners of your account. A vast amount of my clients enjoy granting access to employees and members of the family who are directly involved in the

business. They enjoy posting and moderating from time to time and should not have to get my permission to do so. They are the sole owners of the account. Not my ad agency. I actually highly suggest owners to add employees or family who will add photos and good content. As long as they do not attempt to boost posts, post too often, create spammy posts, post anything inappropriate, or be disrespectful or argumentative when moderating comments (you'll be surprised).

I experienced these scams firsthand with several clients. A vast majority of my clients simply left their previous ad/marketing agency and were in search of another. Needless to say, some of them simply went through hell in leaving these other companies. From being tricked into renewing another year, having to purchase their own domains after cancellation, and having their Facebook business pages hijacked. At the beginning of my full-service contracts, I often spend countless days and hours on the phone with the previous marketing/ad agency. Being that I am knowledgeable and aware of the tricks, I normally retrieve my client's accounts much faster. Business owners or managers who are not privy to this are easily tricked and get the run-around for months on end. At times, they're even tricked into restarting a contract or paying some kind of fee. This kind of terrible business is really giving ad agencies and marketers a bad name. I've had leads and possible clients who were flat out fed up and done with ad agencies as a result of having such terrible experiences. Normally, the only reason why they were even talking to me was a result of my agency being referred. They would normally tell them to come to me for the help they needed in dealing with the other ad agency. A few years ago, I had the most terrible experience in retrieving a client's Facebook account. This man had filed litigation and won. Just to have paid more money in legal fees than what he was actually awarded. On top of the ad agency charging this man for over a year for doing absolutely nothing, the ad agency put a five-thousand-dollar price tag on his domain name after he finally canceled services. They stated that he had 30 days to purchase before they put the name up for sale publicly. This is what really triggered him to file for litigation in the first place. If you think I am lying and it's not possible, go look up how much your domain is worth. If you have a popular domain, the standard resale cost of that domain can easily be thousands of dollars. I lost a domain I had parked as a result of not renewing it. I tried to purchase the domain again, and it was over \$1,000. I only purchased the domain for about \$30. This is very real. After building a relationship with him, he wanted to give my agency a try and purchase a marketing package. Consequently, he stated that he would only begin services if I could retrieve his Facebook business account from the previous ad agency. The agency he had previously won a lawsuit against. This was by far the craziest, most scammy experience I've ever had with hijacking a social media account. I will keep the process short, being that it's a lot to explain. This is a very important, very real example! If you're a business owner, please beware of such scams regarding getting your social media pages compromised. Especially your Facebook Business page. Get ready for this one!

-Social Media-

I called the ad agency. Provided all the required information. They tried to bully me and provided a vast amount of false information. I told them that this conversation is being recorded and that I am not getting off the phone until my client has access and full control over "his" account. They were shocked that I understood all the terminology and so-called lingo. After countless minutes of back and forth, I was then transferred to a so-called supervisor (so the scam begins). The so-called supervisor took me through the same questioning as the initial representative. He then started to go through a series of questions about why my client cancelled services, etc. I cut him off. He then stated, "These questions are required by the company." I stated again: "This conversation is being recorded, and my client has already filed for litigation and won. If this agency does not allow my client to retrieve and fully own his Facebook business account today, we will be filing for litigation again." It was, of course, a lot more said back and forth, but that's the gist of it.

Oh, but it gets better!

He then gives me a speech, followed by a bunch of apologies. After about 45 minutes on the phone with him, he says, "I have to transfer you to this department to actually provide access and fully retrieve your account." So, I wait, and I wait. A lady picks up. Introduces herself and asks, "Sir, how may I help you?" By this time, I'd been on the phone for over an hour. I went from talking with two people from the United States to being transferred to a call center in India. Now, before I move forward, there is nothing wrong with India or call centers overseas. I have nothing against any country or its employees. However, I am very aware that "some" of these call centers are underpaid and not as skilled. This is why this very large US-based ad agency has a call center at this location. In regard to this specific company, this is how they further their scammy practices and tactics. Needless to say, this lady did not know what I was talking about. She was very nice. She was trying to get me taken care of. However, she did not have a clue, no matter how much I explained it. She actually offered for me to speak with her supervisor.

And yes, you guessed it!

I had to explain myself all over again!

He was very nice and very knowledgeable. After much back and forth, I finally retrieved the page for my client. From what I can remember, I was on the phone for over 2 hours!

But oh, that's not it. It gets better once again!

This man, of course, became a very loyal client of mine. Everything is going well. I cleaned up and rearranged his Facebook business page. Took about 30 days to create personalized content for his page, along with several other services, including a new website. I also

-Social Media-

scheduled the content to be posted. This business was a restaurant; therefore, I had multiple posts for breakfast, lunch, and dinner. I checked the account, and guess what the hell I saw? All the posts, going into one post!

Let me quickly explain. Say three photos were posted. One at 9 a.m. Another at noon and another at 4 pm. For some odd reason, all three posts were automatically being placed into one Facebook post/folder. They were supposed to be three separate posts, but kept being bundled into one post after they were posted. At the time, I had a few dozen clients and had never seen this before. After contacting Facebook several times. After speaking with Facebook over the phone several times. Facebook said that they could not help me and that it must be some kind of internal issue that occurred when the business page was initially created. Facebook customer service suggested deleting the page and starting over again from scratch. Well, what I failed to mention above is that we had already considered doing that. However, this page had been up for so long, the business had a vast amount of followers, check-ins, and most importantly, reviews! Years and years of great reviews! Years and years of customers posting photos of food, commenting on how good their experience was, etc. Those are more precious than diamonds and gold! This guy had years of outstanding reviews. Don't want to lose that. At one point, I even asked my client, "Do you want to delete the page and start over, or do you want to create one post every few days"? He, of course, took the second option.

From filing litigation.

To hijacking the Facebook business page.

To causing some type of internal problem with the business page unsolvable by the actual company, Facebook.

All of this could have been avoided if my client had read a book such as this before hiring an ad agency. There is a lot more you can do to protect yourself by having some knowledge ahead of time. A few bad apples are causing our industry to have a very bad name.

With all of that said, do I have clients with business accounts I created from my own personal account? Yes, I do. Consequently, this is only by request of the owner. On occasion, the owner may not have a personal account. I always suggest and offer to start a personal account just for them. Most of the time, they say no and request that I just move forward and create the business page. On rare occasions, I have owners who are completely separate from any marketing efforts. In this situation, I am normally in contact with some type of manager or employee who has some type of understanding of it all. Usually, in this scenario, the business would've had a previous contract with some of these old, giant, dinosaur scam agencies. As a result, the company would not have access to the business page. Instead of going on a month-long witch hunt, I normally begin a new

business page for this type of client. Normally, the old business page would have little to no activity and an extremely low following. In both of these scenarios, I'll simply start the business page from my own personal account. As a marketing agency, it's all about convenience as well. For some of these owners, they are actually paying for convenience for something they want nothing to do with, but is a necessity to their businesses. In some cases, these are actually the best clients. They put their trust in the agency and let us do what we do until it's something they need to worry about. The key to this type of client is to do your job with integrity, have extremely fast customer service when they do contact you, and try not to mess anything up. Lastly, please keep in mind that this can occur on other social media platforms and not just Facebook. With that said, please remember not to follow the hype. Facebook and Instagram are still the number one social media platforms to run ads promoting your business. People say things such as the younger crowd is not on Facebook anymore, TikTok is taking over, all the teens are on Snapchat. I roll my eyes and laugh inside my head at those comments. **If there is an older crowd on Facebook, who do you think has the money? Boom!** Also, if you try to compare the user base of these other social media sites to Facebook and IG, it's laughable. Facebook & IG are still the #1 social media platforms. As I previously stated, once you become an expert using the Facebook Business Manager (Meta), most of the other ad platforms on social media are going to be child's play for you. A vast majority of them are literally watered-down versions of Facebook. Just please remember not to let anyone compromise your accounts. Always invite them to be an admin or a moderator. Don't let them invite you.

This chapter on social media was very long. I do hope this information was not too overwhelming. Out of all the marketing tactics we spend money on, social media is probably the least understood and misused as a result. In that, social media is the tactic most of us waste ad spend on. Throwing it right down the drain for all the reasons I mentioned above. Don't get me wrong, we all go through the "rookie tax." Some marketers call it the "dummy tax," but I call it the rookie tax (I try my best to get away from using the words dumb or stupid). We all experience wasting an ad budget here and there at some point. We all experience "runaway ads" at some point. Once we actually find out what a "runaway ad" is. I feel extremely proud writing this chapter for the simple fact that I feel as if I am helping owners tremendously. I feel as if every entrepreneur or business owner who reads this will save years of headache and money down the drain. We, of course, are not going to get every choice right. We are still going to make mistakes. I mean, if we did not love that process of learning, making mistakes, and learning again, we would not be in this world of business because that is what it is all about.

If you made it this far, it should be downhill from here. The next few chapters are very important as well; however, should certainly not be nearly as taxing as the chapter on social media. In the next chapter, I will be talking about the wonderful, glorious Google PPC.

Good ol' Google PPC. I gave away a vast amount of information in my previous chapters, referring to Google PPC. I always say Google is now, and social media is later. Google PPC seems very simple and straightforward to explain; however, it is not simple and straightforward to run Google ads. Fortunately, this read is not a tutorial on how to actually run specific ads. In that, explaining Google PPC should be sweet and to the point. If I own a maple syrup business, or if I am being paid to promote a maple syrup business, where do I place most of the ad spend? Social media or Google PPC? In my own experience with this type of company, social media only generated a very small amount of sales. Mainly from friends and family. When we ran certain promotions and discounts, we would receive a small bit of sales, but not anything worth going crazy over. Why is this? I can write page after page of research and psychological information regarding why. If you read this far, you should have a very good understanding of why. Especially after reading the chapter on social media. The vast majority of people are not going on social media to purchase a gallon of maple syrup. The vast majority of people are not going on social media to purchase pancake mix, maple butter, maple candy, etc. For the most part, the vast majority of humans pick these types of products up at their local grocery store while grocery shopping. Now, with all of that said, out of all the billions of humans that go shopping, you can bet your ass there are tens of millions that prefer doing a large portion of their grocery shopping online. You can also bet your ass that the vast majority of this group of online grocery shoppers are not going on social media to shop for groceries. In that, where do you think the vast majority of these online grocery shoppers are going to find their groceries? They are simply going to Amazon, Google search, and/or Bing search. So riddle me this? Early on in my business, why in the hell was I only promoting a maple syrup company on social media? Even worse, why in the hell was I wasting ad spend on social media alone with this type of brand? **I simply did not understand the psychology of why & how.** As a result, I did not fully understand the difference between social media or Pay Per Click. Hence, the wasted ad spend. Once I became more experienced, I simply began running Google PPC campaigns for this maple syrup company. I am proud to say organic sales are steadily coming in years later. By organic, I mean sales from complete strangers who simply searched for what they were looking for, clicked on the website, shopped around, and made a purchase.

As humans, when we click on that Google or Bing app to search for a product or service, the vast majority of us are not searching to watch videos, look at photos, and press a like button on social media. We are searching for "roofing services near me," because our roof needs to get fixed asap, and we need to find a company to fix it. We are searching "restaurants near me," because we need to find a place to eat while on vacation or simply to find a new place we've never been to before. Web design, Landscaping, Dental offices, Realtors, and the list goes on. When we are in that search engine searching for a product or service, it's serious business. The vast majority of humans are not sitting on their couch, scrolling through Google for entertainment. It's serious business on Google & Bing.

Now I am about to drop some serious gems/secrets once again. Take this information lightly, and you'll be paying even more of the rookie tax than I did.

Your Copy: What do I mean by your copy? The copy is simply what you are writing in the title and/or description of your ads. Copy is extremely overlooked on Google ads and social media ads. In most cases, the copy is the first thing humans will see and/or read. Let me give you an example. If you search for landscaping services near me, which ad sounds better? (I said sound because humans are reading the ad aloud in their minds)

McDuffie Landscaping

We are the #1 Landscaping company in NY. The best service. Contact us today.

or

McDuffie Landscaping

100% Free Consultation. Give us a call today to schedule your free lawn consultation. We are here for you.

The second certainly has the best copy. But why? In short, the strongest part of this copy is offering a free consultation. Landscaping can be a very expensive service. Placing "free lawn consultation" smack dab in the human's face is very appealing. The other company is making it about them. I don't really care about the company calling itself the #1 landscaping company in NY. I care more about getting someone to my house to look at this ugly lawn for free. I can go further, but I am going to keep it at that. Once the human view your ad/copy, click on your site, and make the call to schedule, it's all up to your customer service and many other things to close that sale. A great way to get great examples of your copy or of a client's copy is to simply type the proper keywords into the search engine and spy on the top companies. Especially if your business is offering recurring or high-ticket products and services. Use my marketing agency, for example. My web design service is a low-ticket item but a recurring service. My marketing services are high-ticket and recurring. In short, what does this mean? Recurring services are extremely difficult to sell for many reasons. One reason is that the customer has a commitment. It's not a one-and-done situation. There are some clients who'd rather pay a one-time fee of \$2000 for a website rather than a \$49.95 per month contract. You combine that commitment with a high-ticket recurring service of over \$2000 per month, you're talking about a pretty serious marriage. It's simply harder to get the lead, and even harder to make the sale. With all of that said, the competition is more fierce as well. Are T-shirt companies offering free consultations? Absolutely not. However, when I did a Google search of "marketing services near me," almost all of the very large companies were offering free business reviews. Another thing I noticed was that the vast majority of them were telling people to call. The vast majority of my competitors had 1-800 numbers.

What did this mean? When humans conduct a search for "marketing services near me," having them call you is fast and immediate. Email and texts can take too long. Of course, you will always have email as an option. However, when a human makes a call to talk to you about their problem, you're simply more likely to make the sale as a result of the call. There are many more examples I can provide regarding your copy. The copy for each brand, product, or service will be different but very similar. All in all, do not create ads for your business or a client's business, spend ad revenue, and completely disregard the "copy." This goes for social media as well; however, it is especially important for PPC ads.

Your Website (keep the search engines & humans happy): If you're running ads on Bing, Google, or both, you must keep those search engines & humans happy. If your website is not up to par, you will piss off those machines, and your ads will simply not perform as they should. Even worse, you will piss off the humans clicking on your website as a result of very slow load times, not having an SSL certificate, and/or your site simply not functioning properly. It's up to you or your web designer to be very aware of these things. Through the years, people often ask why I have a web design service because of how cheap the service is. There are many reasons I offer web design services at a low price; consequently, what I just stated above is one of the reasons. Let's say an accident injury firm is paying my agency 10k per month for a full marketing package. I take a look at the data versus what I am spending on Google ads. In short, things do not match up. How do I assess this situation? I cannot fully assess the situation if I do not have full access and control over the website. The website can be redirecting, which is one of the ultimate enemies of search engines. I may see that the website is loading extremely slow. How can I dive in to resize and smush photos and/or have content lazy load so that the site can load faster? How do I fix JavaScript parsing? Browser caching? The list goes on. I simply cannot dive in, assess, and fix these issues if I did not create the site. If I have access to a site someone else created, I will have to rip apart someone else's creation and find the problem. I'd rather not do that. Lastly, who do you think the accident injury firm will blame if their Google ads are not performing at a high level? They will certainly not blame the web designer. *(Hint for you marketers looking for big contracts. It's more than just running ads)*

Next up, **"esthetics"**! Once your website is up to par on the technical side of things, the look and flow of your site is very important as well. Making sure the content is extremely high quality and having a modern, streamlined design is very important as well. Think of your website as your brick and mortar. Do you want your brick-and-mortar to look like an old, broken-down '90s store, or the modern, sleek Apple store? Esthetics is a very important part of marketing and how complete strangers will initially view your brand. You can be a great person and offer a great service, but get a small amount of leads because your website looks like an old 90's sitcom. On the flip side, you can have a shitty service and be a shitty person, but get a ton of leads because your website looks really modern, sleek, and updated.

I used to be a member of a business group called BNI. I had an amazing chapter, filled with amazing people. I was certainly one of the youngest owners in the group. As a result, I learned a great deal from owners who simply spent more time being owners. I landed a client in my group who had a landscaping company. During one of our meetings, he had a testimonial regarding the website I had built for his company. He said a possible lead contacted his company. He went out to the lady's house and conducted a free consultation. In short, he landed the contract. The landscaping contract he landed was \$16,000. He eventually asked the lady how she found his business. According to him, she said she found it online. She then stated that after shopping around and looking at the other landscaping companies, **he had the best-looking website**. This is a very real testimonial I received from one of my clients during a BNI meeting. She **"searched"** for landscapers online. She **"shopped around"** and eventually contacted the company with the **best looking "website"**. I didn't say the site with the most stuff. The best looking.

Now, I am going to throw more psychological data into what this lady most likely experienced. This is a book and not some short-form video on social media, so it's great that I can get really specific. I can pretty much guarantee that the vast majority of the other landscaping sites she landed on were not fully optimized for mobile devices. My client's site was not only optimized for mobile devices, it was also modern, sleek, and not filled with a bunch of BS. Remember my chapter describing your website? When viewing your PPC analytics, over time, you'll see that over 70% of your unique visitors will be from mobile devices. As creators and owners, we tend to view that nice, pretty website on our laptops and desktops. Needless to say, the vast majority of the world will simply view our nice, pretty sites on their little, tiny mobile devices. If it's not fully optimized, that pretty website will simply not be so pretty once a human is viewing it on their mobile device.

Keep the search engines and humans happy, so that you can further optimize those ads and get what you are paying for. Again, if your site is slow and/or not functioning properly, half of those people would not have landed on your site anyway.

Your ad budget: This is very important, and will be short and sweet all at the same time. For those of you who are unaware, when you set up a pay-per-click ad, you will essentially have a set monthly budget. Every time that ad receives a click, it simply takes the amount from your daily ad budget. In that, about every month, your ad budget renews.

Now that we've got that out of the way, how much are you going to spend on your business? Better yet, what contract are you going to accept from a possible client? Are you going to allow an Accident Injury Firm to pay \$1000 per month for PPC? Are you going to allow a Dental office to pay just \$500 per month for PPC? In fact, are you going to just throw in a couple hundred dollars per month as an ad budget for your marketing agency or web design company? Believe it or not, things such as the industry you are in, the

competitiveness of your industry, the size of the city you are in, and your average cost per click have everything to do with your budget or a client's budget. Check out some quick examples I have below.

Average Cost Per Click

Accident Injury Attorneys - \$10, \$20 to over \$50 per click

Marketing & Web Design Firms - \$2 to \$5 per click

Dental Office - \$5, \$10 to over \$20 per click

Maple Farm - \$.66 - \$.88 per click

All of this depends on your geographical area, your keyword strategy, industry, etc. Now, let's use the Accident Injury Firm as an example. Please keep in mind that, according to research and massive data, 2% - 5% conversion rate for a sale is pretty much a standard. Also, a 20% conversion rate is standard for "leads" online. In that, say the average cost per click for this firm is \$20. It should take you around 20 clicks to get a "lead", and around 5 leads to sign a client. With this estimation, you can calculate your expected cost per client:

$\$20/\text{click} \times 20 \text{ clicks} = \400 per lead

$5 \text{ leads per signed client} = \$2000 \text{ cost per client}$

Therefore, with this small amount of real data, how in the hell can that Accident Injury Firm pay \$1000 per month as a marketing budget for PPC ads? You'd be surprised by how many companies will attempt to pay pennies for PPC ads when, in reality, \$2000 per month will land them around one client here and there every few months. Even worse, there are ad agencies that are fully aware and completely ignore all of this. Remember some of those old, dinosaur, scam companies I ranted about in my previous chapter? They are notorious for this. Consequently, there are a vast amount of modern marketing agencies notorious for this as well. But notorious for what exactly? If the ad agency completely understands that \$1500 per month will not scratch the surface for an Accident Injury Firm located in a large city, what will they do? If they have no integrity, they will lock them in a one-year contract, spend around \$500 per month on their ad budget, and pocket the \$1000 every month. If the company pays attention, it will probably cancel the contract. However, if the company has a complete lack of understanding and thinks the agency is doing their job, they will completely ignore it and continue paying the \$1500 for years. A similar situation occurred with my agency early on when I did not have any real experience in this field. I literally charged a client \$250 per month for a social media package, not realizing that it was a multi-million dollar industry with extremely aggressive competitors. What do I mean by aggressive competitors? The vast majority of the competition was paying well over 2k per month for PPC ad budgets alone. This was the first and last time I had to meet with a client and apologize for accepting their contract. Fortunately, my client and his manager understood and a \$250 per month contract turned

into a \$1,950 per month contract. There was an extreme situation going on in his company, which caused me to utilize other companies and services as well to boost his marketing very quickly. Therefore, he was spending an additional \$1,800 per month for other tools and services I recommended. In short, he was ranking on Google above his competitors in less than a year.

Now what about the maple farm? The cost per click is between \$.66 and \$.88. If the company does not have a very large budget, do you think \$250 or \$300 per month will help get this company sales? Sounds like a pretty good budget when the cost per click is only \$.66, right? Okay, let's add a slight twist to this. If you own a marketing agency and charge the maple syrup company \$250 for PPC ads, how much money are you going to make as a company? Are you going to do all of that work for \$50 per month? You might as well be doing it for free then. Now, if you're charging \$500 per month for this company, you can profit at least \$250 per month as an ad agency.

Remember, we are talking about the psychology of why and how. In that, for those of you who do not own an ad agency, are currently owners, or aspire to be owners, let me put a thought in your head. Now that you've read this far. *If a so-called ad agency is allowing you to pay \$100 to \$200 per month for a full-on PPC marketing package, do you think they are an experienced company? Do you think they are a trustworthy company?* They can easily be one of those giant, old, slimy dinosaur companies with over 5k clients worldwide. They can easily be a rookie or a freelancer with a very low skill set. It's up to you to decide. I'll give you this. I normally do not charge under \$2,500 per month if PPC is added to the equation. If the company is competitive in a medium to large-sized city, I normally do not go under \$5k to \$10k per month, depending on the "estimated average cost per click" of that company. Yes, I used to live the freelancer life. Meeting customers in coffee shops and restaurants as a result of not having enough clients to pay for a real office. As a result of living that freelancer life, I made a ton of mistakes because I was simply a rookie. Some of these mistakes were on client accounts. With all of that said, I was not charging \$2,500 per month for full marketing packages either. I was the guy accepting just about anything to close a deal to make an extra buck and get more experience. I now have a window office, 14th floor, in the heart of downtown financial district. I now have a 1-800 number, a conference room to comfortably hold large meetings, subscriptions to multiple popular video software for clients out of state and overseas, and the list goes on. I also have experience working with very large and small companies. I am a veteran marketing agency with a track record. It's a reason why I was charging \$200 per month in the beginning versus \$2,500 per month now. Please keep that in mind when looking for ad agencies.

I hate to say it, but at the end of the day, you pay for what you get in this industry. As you can see in my very real examples of PPC ads. It is such a thing as not paying enough in PPC ads. There's also such a thing as paying too much in PPC ads if you do not have the proper

sales team to handle the volume of calls, emails, etc. That, my friends, is a CRM issue that growing companies have. I am not going to dive into "customer relationship management" in this read, as it is not relevant. However, there are people with very large budgets who prematurely throw tens of thousands of dollars into PPC ads. Unless you have a team of trained employees ready to talk and make the sale, you'll have another set of very serious problems on your hands.

I'll have to stop here, as I will continue to go down the rabbit hole with many examples and research regarding PPC budgets. Key takeaways from this are to stay away from Google PPC ads unless you have a decent enough budget for your industry and geographical area. Also, stay away from Google ads if you do not know what you are doing. If you're an ad agency, pay for tutorials and grow your skillset by landing real clients as we all did. If you're an owner or aspiring entrepreneur, do what you have to do to simply grow your business and eventually get a budget to pay a professional marketing agency. Other than that, my friends, leave it alone unless you're ready to throw thousands of dollars down the drain just to learn PPC ads. Oh, and if you think allowing Google to automatically do everything for you will be some kind of cheat code, think again. Yes, as soon as you log in to your Google AdWords account, Google will have the automatic "let Google do it for you" option front and center. You actually have to opt out and click an option to set your ads up manually. Please remember that each of these platforms are for profit businesses. If you think it's Google's responsibility to set your ads up correctly and spend months optimizing your ads and ad budget, you are sadly mistaken. *The better you are at setting up and optimizing your ads, the less money you have to pay Google for leads.* Again, for my owners and future entrepreneurs, please get a budget and pay a professional ad agency. Stop trying to learn all of this on your own. Even worse, stop putting the most important part of your business (customer acquisition) in the hands of any young person you can find. Don't think they understand all of this as a result of knowing how to post on social media and being a so-called "techie." When something goes wrong with your car, who do you take it to? A mechanic. But your uncle loves fiddling and fixing cars. He's actually completed some pretty good jobs in that old Garage in his backyard. No way in hell you're letting uncle touch your brand new BMW, and no way in hell are you going to try to learn to fix that brand new BMW yourself. Please stop doing this in your business, especially when it comes to Google PPC ads. I'll admit, you can kind of wing social media ads a bit if you're doing it at a very small level. However, you can literally throw all of your dollars down the drain by messing around with PPC ads. I must be honest. Look at some of the many grammatical mistakes I made in this book so far. If I simply paid a professional editor, I guarantee the vast majority of grammatical errors would be fixed. Consequently, I'd rather use that \$1000 to \$2000 to run ads. This is a book for current owners, entrepreneurs, and aspiring owners of ad agencies. If grammar is more important than receiving this information, they are certainly worried about the wrong things. We're not English majors. We're owners. And owners do not spend months

on end, worried about things that do not matter. Owners learn, then apply what they've learned to their business as fast as possible. If I write a novel, I'd happily pay \$1,000 for a professional editor. For my marketing and business majors who wish to opt out of working for someone else, do all the **fluff** very well in class so that you can quickly finish your degree and get the hell out of school. Consequently, if you're growing your ad agency while you are in your dorm room, get away from the fluff while out of class, learn, and start applying it immediately. Then you'll be able to make "real-world mistakes." **Those real-world mistakes will eventually turn you into an expert!** Follow this tactic, and by the time you graduate college, you will most likely be grossing more money than your college professor and most of your classmates after they finally land a job.

Please keep in mind that PPC ads take time to work. Have I seen results rolling in in just 30 days or so? Yes, I have. However, that is very uncommon. **On average, it can take up to 3 months to gain enough data to see results in your PPC ads.** Again, this is not a tutorial on how to run ads. However, if you think you're going to hit the ground running in just a few weeks with PPC ads, you don't understand the **psychology** behind this ad platform one bit. Gain data in the first few months. Then adjust. If done correctly, you should start seeing leads roll in. How fast you respond to those leads is up to you. How your business prides itself on customer service is up to you. The price of your products or services is up to you. **Once humans begin calling and emailing your business, it's up to you how you want to play ball in converting that lead into a paying customer.**

-Sales Funnels-

The next two chapters do not deal with the psychology of social media platforms, search engines, or web design. Consequently, these next two topics are very important, and having a full understanding of these is just as essential as understanding the previous topics.

I inadvertently gave many examples of sales funnels throughout this read. In that, this is going to be very short. Do you remember the example I gave regarding the guy meeting the woman at the bar? The "Marry Me Business Theory." In one example, the man walked up to the woman and asked her to marry him in a serious manner. In the other example, the man joked around and just had a basic conversation. That conversation, in turn, led to a small amount of information being passed over. From that small amount of information being passed, they ended up married with children. That very long, drawn-out example I provided is probably the realest explanation you will receive regarding a sales funnel. You must not ask people to marry you when you first meet them. Unless you are joking and trying to *get their attention*. In most cases, you must not ask people to marry you on the second date. This may sound very simple and may sound as if it's common sense.

Consequently, business owners are continuing to run ads offering something for sale to a group of people who have never even seen their brands. People are still promoting boring ass ads to a cold audience, talking about, "Hello, my name is blah blah." I gave a very detailed example of this, referring to Bobby's Landscaping LLC in my previous chapters. Yes, in my previous chapters, these examples were very long rants regarding branding. However, these same exact examples easily go for sales funnels as well. There are hundreds of different tactics regarding sales funnels. From the most basic, such as creating opt-ins to grab email addresses and send newsletters. To very advanced tactics like creating a quiz for people to get a free webinar. With all of these creative tactics and tricks to the trade, it is extremely important to fully understand that **social media is nothing but a big ass sales funnel**. You are creating engaging content to **funnel** the humans to places such as a landing page, opt-in page, YouTube channel, free product, contest/sweepstakes, etc. If the humans get to know you online, they will be more likely to click on something. Once those humans start clicking off of social media and onto your "stuff," the funnel begins. As I mentioned previously, depending on the product or service, there is a certain amount of "impulse buyers" online. These people will be more likely to purchase something right on the spot without a sales funnel. Again, think of this group of people as the one-night stands. It may be good for a short while; however, they will not last. In that, it can be very unpredictable and stressful to build a business structure solely with impulse buyers. If you want customers to last, you need them to marry you.

Entertain on social media, but don't make it look as if you are overdoing it. Have a place for the humans to go off of social media. Once you get them off social media, have a "low entry" opt-in by providing something of value. Don't go "high entry" by asking for their first, last name, phone number, and address. Once they provide the low-entry information, such as an email address, you then have them caught in your sales funnel!

-Data-

If you read this far, you should begin to see how all of this meshes together. Branding, social media, sales funnels, etc. With the exception of impulse buyers, before we can consistently make sales, what is it we need? We need data! This game is a game of data. This is what separates the giant industries from the mom-and-pop industries. This is what separates the businesses that survive from the businesses that go under. In my experience, for some odd reason, a large amount of medium to small businesses do not pay any attention to data. They either think they are too small and/or think it's some type of advanced technology they do not have access to. Once again, the psychology of this topic is highly misunderstood.

Let's say there are two pizza shops located right around the corner from one another. One pizza shop has been around for over 20 years. The other pizza shop has only been around for a year. What should be the biggest difference between these two companies? Data! Why should the new pizza shop not be able to compete with the pizza shop that's been around for 20 years? Data! Let me quickly explain. Say the old pizza shop was offering a way customers could receive 20% off coupons, free delivery vouchers, sweepstakes, etc. In doing so, the old pizza shop has an iPad with an opt-in screen sitting right on the front counter near the register. Being that this opt-in is mainly for paying customers, the pizza shop can certainly have a high entry opt-in asking for more detailed information. Information such as: first and last name, email address, phone number, 18 and over checkbox, or under 18 checkbox. The old pizza shop has services such as Mailchimp linked to the opt-in so that all the information automatically gets uploaded into a database. The old pizza shop even uses a mass text messaging system, such as EZ Texting. Being that the data is being uploaded into Mailchimp, all they have to do is download the new contacts as a CSV file and place the CSV file into the text messaging system. From there, the old pizza shop will be able to send out mass text messages to its customers. Imagine having to manually input hundreds of email addresses and phone numbers into these systems each day. Yeah, not an effective technique at all. But this old pizza shop hired a marketing agency; in that, all of this is being completed without them even having to think about it. Now, with all of that said, the new pizza shop is in town. They have social media, Google PPCs, TV commercials, Billboards, all the bells and whistles. Their pizza shop is even super modern and nice-looking. They are super excited and planning for a spectacular grand opening. On the day of the grand opening, the new pizza shop is in complete shock as they had a very low turnout. How is this possible? They did everything perfectly for the launch of their new pizza shop. They even offered 20% off and free breadsticks. Well, what they did not know is that the old pizza shop has an email and text message list of over 20 thousand people. And these are not regular people. This is not the new trim at the bar. No, no, buddy. These people are married to this old pizza shop as a result of already being customers. This old pizza shop has a list of over 20 thousand people who already made a purchase and feel comfortable with this old pizza shop. So what did the old pizza shop do the day before the grand opening of the new pizza shop?

They sent a 50% off coupon to their entire mailing list. Not just email, but through text as well. And because they are outstanding and aggressive business owners, they sweetened the deal by conducting a giveaway every Friday and Saturday for the entire month. I can go down the rabbit hole and get very detailed in this with many examples. If you've read my book this far, you should know exactly where I am going with this. In this scenario, as a result of the old pizza shop utilizing a marketing agency to properly collect data for over 20 years, the new pizza shop doesn't stand a chance against the old pizza shop. Now, on the flip side of things, if the old pizza shop did not properly collect data, did not properly grow a social media presence, did not consistently run PPC ads, the new pizza shop actually has a chance to **compete with a 20-year-old company**.

Look what occurred in the restaurant industry during COVID. Many restaurants began offering curbside. Some restaurants had social distance seating. Some restaurants even had seating inside plastic globes outside and on rooftops. Some of these restaurants were able to send their customer base these updated changes and information at the click of a button. Some restaurants simply could not. The businesses with a proper list of data and proper social media presence were able to maneuver and stay profitable. The businesses that failed in this tried to play catch-up. *Some even tried to hire marketing agencies with the grant money they received, thinking that all of a sudden, being online properly is going to change their business overnight during a pandemic.* Again, I can write pages and pages of real examples of this. However, this read is based on the psychology of why and how. In that, I do believe the examples I provided regarding "data" can be easily understood. One important tactic I did leave out regarding the old pizza shop example. Having an iPad or some type of kiosk with an opt-in screen is no different than having a poster up on the wall. You must have a script for your employees, and make it a requirement for them to ask every customer to sign up for coupons, free gift cards, etc. Look at some of the largest, most profitable industries in the world. **You can barely walk out of the store without multiple employees asking you to sign up for something.** You probably have that little tag on your key ring to the grocery store you shop at. If you don't have the tag, I guarantee you punch your number in at the cash register before you complete the purchase. I also guarantee you receive a coupon book or some type of information in the mail from your grocery store as well. You gave up your full name, phone number, email, and home address just to get 50 cents off of a \$100 purchase. It's no secret why the vast majority of these companies are multibillion-dollar industries. They have millions of humans data!

Data is king. In understanding the psychology of this topic, you should now fully understand that you do not have to be a big industry to start collecting data. You should now have a full understanding that data collection should start the first day the business opens its doors. There are many tactics for data collection. There are also many tools and software to email mass newsletters and send mass text messages to your leads and/or customer base. You want to be a millionaire? Collect the data and utilize the data properly.

-Conclusion-

Once again, I feel as if I gave away too much information in this read. It literally took me years to reach this level of understanding and enlightenment regarding all of these topics. It even took me years to get out of my comfort zone. The fear of my co-workers or even complete strangers making fun of how I write or how I speak. The fear of how others may view my personality as unprofessional or too outspoken. I remember when I first launched my agency. It was not called McDuffie Marketing LLC. It was called something else. The name was quite ridiculous and extremely unprofessional. I even had someone else's photo representing my company. In this read, I spoke about understanding the psychology of all the technical "stuff." **However, the psychological barriers we often have within ourselves can be the reason we are not growing and becoming what we are working so hard to become.** Believe it or not, I completed the cover of this book a few years ago. I wrote a few pages and deleted them. Just imagine what could've happened if I had not let my fear take over. Imagine if thousands of people read this book by then. Almost two years ago, I purchased a DSLR camera, a microphone, and tripod. I purchased a \$3,500 whiteboard as well. All this to start filming professional tutorials and online courses to actually show people how to properly use Facebook business, build websites, run Google PPC campaigns, etc. How many courses do you think I completed? Zero. This expensive whiteboard is sitting in my office collecting dust. I took my DSLR camera to Disney, and the microphone I purchased is still sitting in the box unopened. I was supposed to have a photoshoot a few years ago in my new office. I kept stating that I had to lose weight, whiten my teeth, and get my back tooth fixed. I just completed my office photo shoot a few months ago. It should have been done two years ago.

Yes, throughout this read, I spoke about the so-called Gurus online selling information regarding this industry without having a track record of having real clients. How could they make millions just selling online courses when people such as myself are extremely more knowledgeable and experienced? Simply put, they were able to overcome the psychological barriers of being seen. They did not create a ridiculous name for their brand. They used their real name. They did not hide and hunker down in fear. They created hundreds of video content and made it their business to be seen, every single day, for years on end. Every day, I am trying my best to tackle my psychological barriers. In that, I want you all to do your best in tackling your psychological barriers as well. Comfort is the enemy of progression, and fear is the cousin of comfort. As business owners and entrepreneurs, our entire existence is based on progression. We must innovate, we must be seen, and we must be heard. If this does not occur, we will simply not be as successful in our businesses. Don't worry about your weight, your teeth, or how you think you speak or sound. Don't delay your book trying to find an editor. Write it and put it out there. It's an ebook; you can always get it updated or changed later. Don't wait until you have the budget to get an office. Clean out your closet, make it look really nice, and record there. When you make your first million, you can then tell people that you were in a closet. Believe me, they will appreciate it. Do not wait and delay your greatness as I did. We must

-Conclusion-

practice this psychology at least once every week by actually "doing." Stop watching the motivational videos. Stop watching the how-to videos. Start actually doing. A vast majority of us experience "paralysis by overanalysis." I used to argue with people about calling myself a perfectionist. "This is why I didn't do this and do that because it must be perfect," blah, blah, blah. Sorry to break the news to all of you, but we are not perfectionists. We are scared. I am going to say it again. We are not perfectionists; we are scared. We must stop being scared, pick up that cell phone, and start recording. Just be sure you put it in 4k before you do lol.

I cannot thank you enough for reading this. I did not send this to an editor for many reasons; in that, if you are big on proper grammar, I do apologize. I must practice what I preach and get this information out there. I can always change it or update it down the line if need be. I do not expect any of you to know how to properly run Google ads or Facebook ads after reading this. However, as a result of reading this, I do expect you all to know you should not be trying to sell maple syrup with Facebook ads. I expect you all to know you should not be running ads on social media to a new/cold audience, asking them to marry you (make a purchase). I expect you all to know that "boring will put you out of business" on social media, as it's a place where people are going to get entertained. A vehicle is a vehicle, but each vehicle is used for different things. And just because you know how to drive these vehicles, doesn't mean that you understand them. Imagine someone purchasing a pickup truck to go race a Mustang. Imagine someone trying to use a Mustang as if it's a pickup truck. Pretty laughable, right? Unfortunately, there are thousands of people not receiving this information ahead of time. They are simply getting a sports car, pick-up truck, and family car confused. They are wasting thousands of dollars of their budget and/or their clients' budget due to a lack of understanding.

I truly hope this information was unique and extremely valuable to you. Most importantly, I hope this information helps save you a vast amount of money in your marketing budgets and marketing efforts. As I continue striving to get out of my comfort zone, there will be more to come, such as online courses, free video tutorials, and much more. It's been a very long journey. Therefore, one thousand thank yous for supporting my family business!

