INCREASE YOUR CONVERSION RATES

W/ ANDREW GOTTLIEB

- ☐ 3 DIGITAL MARKETING MISTAKES THAT DOOM CAMPAIGNS
- ☐ UNDERSTAND HOW IOS 14 CHANGED EVERYTHING
- ☐ MASTER THE "IMPACT AND PROFIT" METHODOLOGY

EPISODE 004

SCALE IT / LAB

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HOW "IMPACT WITH PROFIT" IS REVOLUTIONIZING DIGITAL MARKETING IN THE POST-IOS 14 WORLD

In this Scale It Lab Report, Andrew pulls back the curtain on his revolutionary "impact with profit" methodology - an approach that's transforming how businesses leverage digital marketing to achieve explosive growth in the post-iOS 14 era.

Discover the proven strategies and cutting-edge tactics that have helped countless entrepreneurs and marketers adapt to the ever-changing digital landscape. By combining purpose-driven marketing with data-driven insights, Andrew's methodology empowers businesses to not only survive but thrive in the face of unprecedented challenges.

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3 KEY TAKEAWAYS

Crafting conscious creatives, embracing rapid prototyping, and tying marketing directly to revenue are the keys to scaling successfully

Relying solely on Facebook ads is one of the biggest mistakes businesses make when trying to scale

Before investing in paid advertising, offers should be tested in 3 distinct phases: with your existing email list, through affiliate partnerships, and finally with small-scale ad campaigns

3 PROVEN STRATEGIES

Performing a comprehensive audit of the entire business to pinpoint any bottlenecks or obstacles preventing growth

Completely revamping all creative assets to ensure a seamless, high-converting customer journey

Deploying omni-channel campaigns across the platforms that are most likely to engage your target audience

THE VISIONARY BEHIND NO TYPICAL MOMENTS' LIFE-CHANGING IMPACT

Andrew Gottlieb founded No Typical Moments (NTM) in 2011 with the goal of making a positive impact on humanity and the planet.

NTM has worked with notable clients such as Lisa Nichols, best-selling author and mentor, and Mama Gena's School of Womanly Arts.

NTM successfully executed Mama Gena's Facebook ad campaign for her new book, which became a New York Times bestseller

Today, NTM is a benefit corporation that offers specialized digital marketing solutions to clients.

Services include media buying campaigns across various platforms like Facebook, Instagram, Google, LinkedIn, and YouTube, as well as back-end email marketing solutions.

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IF YOU'RE MAKING THESE 3 CRITICAL DIGITAL MARKETING MISTAKES, YOUR CAMPAIGNS ARE DOOMED FROM THE START

The digital landscape is evolving at a breakneck pace. Tactics that were considered cutting-edge a few years ago are now utterly obsolete.

So, if you're pouring money into campaigns but not seeing the returns you expected, chances are you've fallen victim to one of these three classic mistakes:

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MISTAKE #1:
CLINGING TO
OUTDATED TACTICS

OKAY, BE HONEST...

When was the last time you really looked at your marketing funnel?

We're talking about digging deep, examining every nook and cranny, and asking yourself the tough questions.

Now, here's a doozy for you:

If you hopped in a time machine and zapped back to 2010, would your current funnel still make sense?

If you're nodding your head yes, you might be clinging to some seriously outdated tactics. The kind of tactics that modern consumers take one look at and go, "Uh, no thanks. Next!"

ANDREW DROPS THIS TRUTH BOMB:

"I see so many copywriters, funnel builders who had funnels that were successful in 2010. And they keep on trying to rinse and repeat that 14 years down the line. And that's just not how the world works anymore."

OUCH, RIGHT?

BUT HERE'S THE THING: HE'S 100% CORRECT!

The marketing world has changed drastically in the past decade.

What worked like a charm in 2010 might fall flatter than a pancake in 2024. You must adapt to the times.

That means ditching those dusty old tactics and embracing the new, the fresh, and the downright irresistible.

It means understanding what makes today's consumers tick and crafting experiences that speak directly to their unique wants and needs.

Because let's face it: if you're still using the same playbook from a decade ago, you risk coming across as about as relevant as a flip phone.

AND NOBODY WANTS THAT!

SO, WHAT'S A SAVVY MARKETER TO DO?

First things first: take a long, hard look at your current funnel.

Identify any areas where you might be holding onto outdated tactics for dear life.

Then, get ready to shake things up!

Experiment with new channels, test out emerging technologies, and don't be afraid to get a little creative with your messaging.

The key is to stay agile, stay informed, and stay one step ahead of the curve.

Attend those industry conferences, devour those blog posts, and swap ideas with other marketing mavens.

Because the most successful marketers?

They're the ones who aren't afraid to evolve, to take risks, and to constantly fine-tune their strategies.

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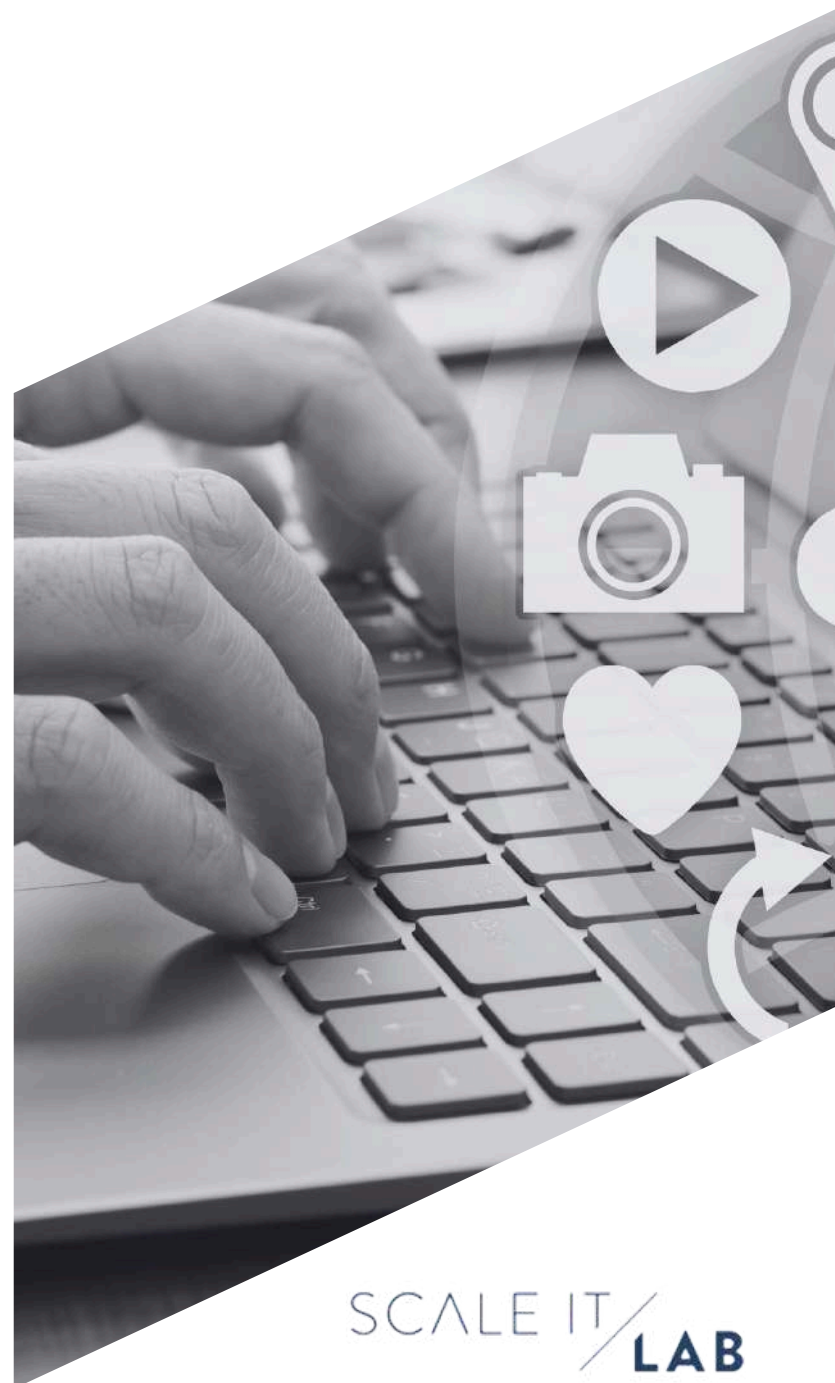
MISTAKE #2: TREATING DIGITAL ADS LIKE OLD-SCHOOL BILLBOARDS

Okay, let's talk about billboards for a sec.

You know the drill: You spend weeks (or even months) agonizing over the perfect design, the snappiest headline, and the most eye-catching visuals.

Then, you send it off to the printer, cross your fingers, and hope for the best.

Once that bad boy is up, well... that's it. You're stuck with it.

No tweaking the copy on the fly. No swapping out the images based on performance. Nada.

It's like a marketing time capsule - frozen in place for all eternity (or at least until your contract runs out).

But here's the thing: **Digital ads? They're a whole different ballgame.**

Platforms like Facebook and Google have changed the game entirely.

They've given us the power to test, tweak, and optimize our campaigns in real-time.

You can swap out headlines, fiddle with CTAs, and even target entirely new audiences with just a few clicks.

IT'S LIKE HAVING A MAGIC WAND FOR YOUR MARKETING.

But here's the kicker: Way too many marketers are still treating their digital ads like they're old-school billboards.

They slap together a few variations, hit "publish," and then sit back and hope for the best.

CUE THE CRICKETS....

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THAT MEANS TREATING YOUR DIGITAL ADS LIKE LIVING, BREATHING ENTITIES.

If you want to scale your business and leave your competitors in the dust, you need to embrace the *power of continuous, rapid-fire testing and optimization.*

It means constantly analyzing your data, making tweaks and adjustments on the fly, and never settling for "good enough."

Because here's the thing: Even the smallest changes can make a massive difference in your ad performance.

A tweak to your headline, a new image, or a slightly different target audience can be the difference between a campaign that falls flat and one that blows your mind (and your ROI).

But you'll never know unless you test, test, and test some more.

So, if you're still treating your digital ads like they're set in stone, it's time to shake things up.

EMBRACE THE MAGIC OF REAL-TIME OPTIMIZATION.

Get comfy with the idea of constant testing and tweaking.

And watch as your campaigns (and your profits) soar to new heights.

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MISTAKE #3: CHASING VANITY METRICS WHILE IGNORING THE METRICS THAT ACTUALLY MATTER

Alright, let's get real for a minute.

It's time to talk about the elephant in the room: vanity metrics.

You know the ones I'm talking about.

Those shiny, impressive-looking numbers that make your reports look like a million bucks.

Click-through rates that are through the roof! Impressions that are off the charts!

It's enough to make any marketer feel like a total rock star.

BUT HERE'S THE THING: CLICKS AND IMPRESSIONS DON'T PAY THE BILLS.

They might stroke your ego, but at the end of the day, they don't necessarily translate into cold, hard cash.

And isn't that what we're all after?

Sure, it's nice to see a ton of people engaging with your ads.

But if those people aren't converting into actual, paying customers...

WELL, THEN WHAT'S THE POINT?

It's like throwing a massive party, inviting everyone you know, and then realizing that no one brought any snacks or drinks.

Sure, the room is packed, but everyone's just standing around awkwardly, wondering what to do next.

THAT'S THE PROBLEM WITH VANITY METRICS.

They might make your marketing efforts look good on paper, but they don't tell you anything about the actual impact on your business.

What really matters - the only thing that matters - is whether your campaigns are generating high-quality leads that turn into paying customers.

EVERYTHING ELSE IS JUST NOISE.

DON'T JUST TAKE MY WORD FOR IT.

AS ANDREW PUTS IT:

"Any CEO who you talk to is not going to care about your click-through rate, your impressions... [they care about whether marketing] is actually helping me generate highly qualified leads and are those leads becoming customers."

READ THAT AGAIN, AND LET IT SINK IN.

No one cares about your impressions.

Your investors don't care about your click-through rate.

All they care about is whether your marketing efforts are translating into tangible, measurable results for the business

If you can't confidently answer that question...

If you're not sure whether your campaigns are actually moving the needle... Then it's time to take a long, hard look at the metrics you're focusing on.

It's time to ditch the vanity metrics and start obsessing over the numbers that actually matter.

The number of leads generated.

The conversion rate from lead to customer.

The revenue generated from each campaign.

Those are the metrics that will make or break your business.

Those are the numbers that will have your investors throwing money at you.

So, if you find yourself getting distracted by the shiny allure of vanity metrics...

If you catch yourself patting yourself on the back for a high click-through rate while your sales numbers are in the tank...

It's time for a reality check.

STOP CHASING THE NUMBERS THAT DON'T MATTER, AND START FOCUSING ON THE ONES THAT DO.

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LAB EXERCISE 1 OF 5

When was the last time you thoroughly examined your marketing funnel and questioned whether your tactics are still effective in today's digital landscape? Consider how consumer behavior and preferences have evolved since you first implemented your strategies.

Example: "It's been a couple of years since I last reviewed my marketing funnel in-depth. Given the rapid changes in technology and consumer expectations, it's likely that some of my tactics are now outdated. I should set aside time to audit my funnel, identify areas for improvement, and explore new, innovative approaches that better align with current trends and best practices."

LAB EXERCISE 2 OF 5

How can you leverage the power of real-time optimization and continuous testing to maximize the performance of your digital ad campaigns? Think about the potential impact of making data-driven adjustments to your ads on the fly.

Example: "To take full advantage of real-time optimization, I should establish a regular testing schedule for my digital ads. This could involve creating multiple variations of ad copy, images, and targeting parameters, and then closely monitoring their performance. By continuously analyzing the data and making informed adjustments, I can incrementally improve my campaign results and allocate my budget more effectively."

LAB EXERCISE 3 OF 5

Are you currently focusing on the right metrics to gauge the success of your marketing efforts? Reflect on whether you're placing too much emphasis on vanity metrics and not enough on the numbers that directly impact your bottom line.

Example: "I realize that I've been getting caught up in metrics like click-through rates and impressions, which don't necessarily correlate with revenue growth. Moving forward, I need to prioritize tracking metrics that are more closely tied to business outcomes, such as lead generation, conversion rates, and customer lifetime value. By focusing on these key performance indicators, I can better assess the true impact of my marketing campaigns and make data-driven decisions to optimize my strategies."

LAB EXERCISE 4 OF 5

How can you strike a balance between staying agile and adapting to new trends while also maintaining a consistent, recognizable brand identity? Consider the importance of both innovation and brand stability in scaling your business.

Example: "As I explore new marketing tactics and channels, it's crucial to ensure that my brand messaging and visual identity remain cohesive across all touchpoints. One approach could be to establish clear brand guidelines that outline my core values, tone of voice, and visual elements, while still allowing for flexibility and experimentation within those parameters. By staying true to my brand essence while also embracing change, I can foster a sense of familiarity and trust with my target audience while still staying relevant in a dynamic digital landscape."

LAB EXERCISE 5 OF 5

What steps can you take to cultivate a culture of continuous learning and improvement within your marketing team? Think about how encouraging experimentation, knowledge-sharing, and professional development can help your business stay ahead of the curve.

Example: "To build a culture of continuous learning, I should prioritize regular training and development opportunities for my marketing team. This could include attending industry conferences, participating in online courses, and encouraging cross-functional collaboration. By fostering an environment where experimentation is celebrated and failure is seen as an opportunity for growth, I can empower my team to stay up-to-date with emerging trends, technologies, and best practices. Additionally, establishing a knowledge-sharing system, such as regular lunch and learns or an internal wiki, can help ensure that valuable insights and learnings are disseminated throughout the organization."

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THE DIGITAL MARKETING BLUEPRINT THAT WILL MAKE YOU MONEY

Now that we've covered the three biggest mistakes that are holding businesses back, let's dive into Andrew's antidote: *The "Impact with Profit" methodology.*

At its core, this approach is all about creating campaigns that drive *real, measurable business results.* It's about looking beyond surface-level metrics and understanding how every aspect of your marketing is impacting your bottom line.

TO DO THAT, ANDREW'S TEAM FOCUSES ON THREE KEY ELEMENTS:

CRAFTING CONSCIOUS CREATIVES

EMBRACING RAPID PROTOTYPING

TYING MARKETING DIRECTLY TO REVENUE

LET'S UNPACK EACH OF THESE A BIT FURTHER.

KEY ELEMENT #1: POSITIONING YOUR CUSTOMER AS THE HERO OF THEIR JOURNEY

Alright, let's talk about "creatives" for a sec.

In the wild and wonderful world of digital marketing, creatives is just a fancy way of saying all the stuff your potential customers see and interact with.

We're talking ad copy that makes them stop mid-scroll. Images that practically reach out and grab them by the eyeballs. Videos that have them glued to the screen.

But here's the thing: Not all creatives are created equal.

Andrew's "Impact with Profit" methodology is all about crafting creatives that put the customer front and center. It's about making them the hero of their own epic tale, not just a sidekick in your company's story.

Picture this: Instead of puffing out your chest and bragging about how awesome your company is, you focus on your customer's hopes, dreams, and struggles.

YOU SPEAK TO THEM LIKE A TRUSTED FRIEND, NOT A FACELESS CORPORATION.

You show them that you get them, and that you're here to help them slay their dragons and conquer their quests.

Sounds like a no-brainer, right?

But you'd be surprised how many businesses miss the mark.

They're too busy talking about themselves, using jargon that makes your head spin, and treating their customers like walking, talking wallets.

BUT THE "IMPACT WITH PROFIT" METHODOLOGY? IT FLIPS THE SCRIPT.

It means creating a website that puts the user experience first, not just a digital pat on the back for your company.

It means ditching the cringe-worthy sales tactics and leading with genuine empathy and understanding. And it means speaking to your audience like they're the most important person in the room (because spoiler alert: they are).

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AS ANDREW PUTS IT:

"If your website looks like it was built in 1995, has a thousand low-quality testimonials, and is plastered with obnoxious 'BUY NOW' buttons, that's just not going to fly."

In other words, if your creatives are all about you, you're doing it wrong.

But if you can make your customer the hero of their own journey?

If you can show them that your product or service is the trusty sidekick they've been waiting for?

Well, then you've got yourself a recipe for marketing magic.

So, take a long, hard look at your creatives.

Are they putting your customer in the spotlight, or are they just a glorified pat on the back for your business?

Are they speaking to your audience like a trusted friend, or are they just a bunch of corporate mumbo-jumbo?

It's time to ditch the self-centered approach and start putting your customer first.

KEY ELEMENT #2: TWEAK, TEST, REPEAT

SO, YOU KNOW HOW APPLE THREW A GIANT WRENCH IN THE AD TARGETING AND TRACKING GAME WITH THEIR IOS 14 UPDATE?

Yeah, that was a fun surprise for most businesses.

But here's the thing: You can't just sit around and whine about how the good old days are gone.

Enter rapid prototyping, the marketing equivalent of throwing spaghetti at the wall and seeing what sticks.

Since you can't rely on hyper-targeted audiences to do all the heavy lifting anymore, you've got to test more creative variations than a chef has kitchen knives.

We're talking ad copy that runs the gamut from snarky to sincere. Images that range from eye-catching to eyebrow-raising. Videos that go from "huh, that's neat" to "I need this in my life RIGHT NOW."

For Andrew's agency with a typical campaign ad budget of $3K-$5K monthly, they're whipping up at least 8 different versions of the main copy, along with 8 variations of all the visual goodies.

IT'S LIKE A CREATIVE SMORGASBORD.

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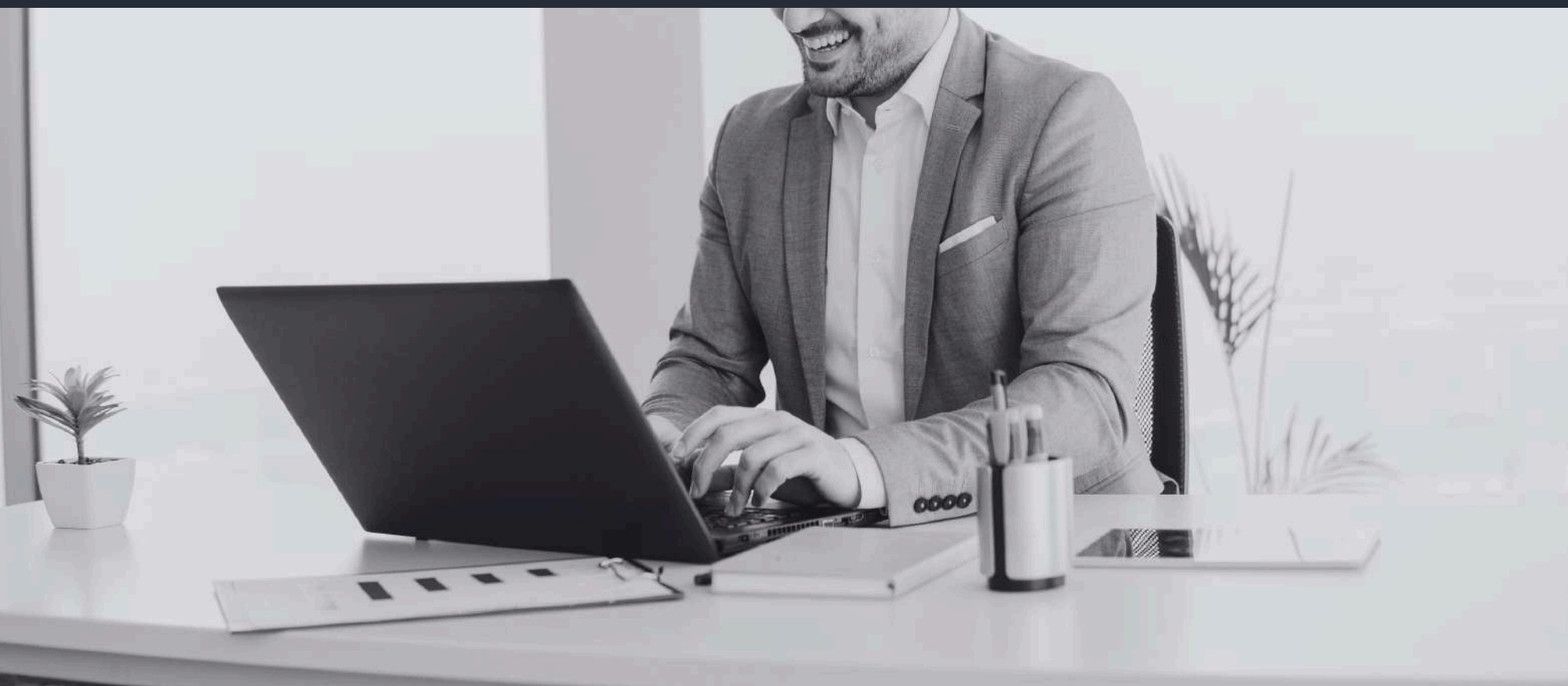
BUT HERE'S THE KICKER: IT'S NOT JUST ABOUT CRANKING OUT A BUNCH OF RANDOM VARIATIONS AND CALLING IT A DAY.

The real magic happens when you start identifying the elements that are falling flat and giving them a makeover.

You tweak, you optimize, you rinse and repeat until you find the secret sauce that makes your audience sit up and take notice.

And as your budget grows, so does the scale of your creative testing.

But here's the thing: This rapid prototyping approach isn't just some fancy buzzword or passing fad.

It's a necessity in the brave new world of digital marketing.

Gone are the days when you could just set up a few ads, kick back, and watch the clicks roll in.

If you want to stay ahead of the curve and keep your campaigns crushing it, you've got to embrace the art of rapid experimentation.

You've got to be willing to try new things, even if they feel a little weird or unconventional at first.

And most importantly, you've got to be ready to pivot on a dime when something's not working.

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KEY ELEMENT #3: DITCH VANITY MERTRICS

MARKETING IS GREAT AND ALL, BUT LET'S BE REAL: IF IT'S NOT PUTTING MONEY IN YOUR POCKET, WHAT'S THE POINT?

That's where this whole "tying marketing directly to revenue" thing comes in.

IT'S NOT ENOUGH TO JUST DRIVE A BUNCH OF TRAFFIC TO YOUR WEBSITE OR GET A TON OF PEOPLE TO CLICK ON YOUR ADS.

Sure, those metrics are nice to look at, but they don't pay the bills.

What really matters is whether your marketing efforts are actually translating into cold, hard cash.

Are those clicks turning into qualified leads?

Are those leads turning into paying customers?

And are those customers sticking around long enough to make your investment worthwhile?

Because here's the thing: if your marketing isn't making you money, it's not really working.

It's just a fancy way to burn through your budget.

BUT WHEN YOU TIE YOUR MARKETING DIRECTLY TO REVENUE? WHEN YOU FOCUS ON DRIVING PROFITABLE GROWTH, NOT JUST FLASHY METRICS?

THAT'S WHEN THE MAGIC HAPPENS.

That's when you start to see a real, measurable impact on your business.

It's about using marketing as a tool to drive sustainable, profitable growth.

It's about looking beyond the surface-level metrics and digging into the numbers that actually matter.

And it's about creating campaigns that don't just get attention, but get results.

So, if you're still focusing on vanity metrics and surface-level KPIs, it's time to take a step back.

It's time to start tying your marketing directly to revenue.

IT'S TIME TO START FOCUSING ON THE METRICS THAT ACTUALLY MOVE THE NEEDLE FOR YOUR BUSINESS.

Because at the end of the day, that's what really matters.

Not clicks, not impressions, not even leads.

But real, tangible, profitable growth.

And that's what the *"impact with profit"* methodology is all about.

LAB EXERCISE 1 OF 5

How can you ensure that your marketing creatives truly resonate with your target audience and position them as the hero of their own journey? Consider the language, visuals, and overall messaging you use in your campaigns.

Example: "To create customer-centric creatives, I should start by developing a deep understanding of my target audience's pain points, aspirations, and values. By conducting market research and engaging with my customers directly, I can gain valuable insights into their needs and preferences. Armed with this knowledge, I can craft messaging that speaks to their unique challenges and positions my product or service as the solution they've been seeking. This could involve using empathetic language, showcasing relatable scenarios, and highlighting the transformative potential of my offering in their lives."

LAB EXERCISE

What processes can you put in place to streamline your rapid prototyping efforts and ensure that you're extracting maximum value from your creative testing? Think about how you can systematize your approach to experimentation and optimization.

Example: "To make the most of rapid prototyping, I should establish a clear framework for ideation, testing, and iteration. This could involve setting up a centralized repository for creative assets, using templated briefs to ensure consistency across variations, and leveraging collaboration tools to facilitate seamless communication between team members. Additionally, I should define clear success metrics and testing protocols upfront, so that I can quickly identify winning elements and double down on what's working. By approaching creative testing in a structured, systematic way, I can accelerate my learning and drive better results over time."

LAB EXERCISE 3 OF 5

How can you leverage data and analytics to gain a deeper understanding of the revenue impact of your marketing campaigns? Consider the key metrics you should be tracking and the tools you can use to connect the dots between marketing and sales.

Example: "To tie my marketing efforts directly to revenue, I need to go beyond surface-level metrics and dig into the data that matters most. This means tracking customer journeys from initial touch point to final conversion, and understanding how different channels and campaigns contribute to the bottom line. By using tools like Google Analytics, CRM software, and marketing attribution platforms, I can gain a more holistic view of my funnel and identify the most effective levers for driving growth. Additionally, by closely collaborating with my sales team and establishing shared KPIs, I can ensure that marketing and sales are working together seamlessly to drive revenue growth."

LAB EXERCISE 4 OF 5

What steps can you take to foster a culture of continuous experimentation and learning within your marketing team? Think about how you can encourage your team to embrace failure as a necessary part of the optimization process.

Example: "To cultivate a culture of experimentation, I should lead by example and make it clear that testing and iteration are core values of our marketing team. This means celebrating successes, but also openly discussing failures and the lessons learned from them. I can establish regular brainstorming sessions where team members are encouraged to share bold, unconventional ideas, and create a safe space for constructive feedback and debate. Additionally, I should allocate dedicated resources and time for experimentation, so that my team feels empowered to take calculated risks and push the boundaries of what's possible. By fostering a growth mindset and a willingness to fail forward, I can unlock new levels of creativity and innovation within my team."

LAB EXERCISE 5 OF 5

How can you balance the need for rapid experimentation with the importance of maintaining a strong, consistent brand identity across all touchpoints? Consider the guardrails you can put in place to ensure that your creative testing aligns with your overall brand strategy.

Example: "While rapid prototyping is essential for optimizing performance, it's equally important to ensure that all creative variations align with my overarching brand identity and values. To strike this balance, I should develop clear brand guidelines that outline my key messaging pillars, visual identity elements, and tone of voice. These guidelines can serve as a north star for all creative development, providing a framework for experimentation without sacrificing brand consistency. Additionally, I can establish a tiered approval process for new creative concepts, ensuring that all ideas are vetted against brand standards before being pushed live. By setting these guardrails upfront, I can give my team the freedom to test and iterate while still maintaining a cohesive, recognizable brand experience across all customer touchpoints."

FROM STRATEGY TO EXECUTION: THE 3 PHASES OF A SUCCESSFUL MARKETING CAMPAIGN

Alright, so we've covered the high-level philosophy behind the "impact with profit" methodology. But how does that actually translate into a real-world campaign?

At Andrew's agency, every engagement follows a proven 3-phase process:

PHASE 1: HIRING THAT ONE CRUCIAL PERSON TO SUCCEED

Alright, buckle up, because we're about to dive deep into the engine of your business.

And no, we're not talking about some surface-level tune-up. We're talking about a full-on, no-stone-unturned, let's-get-our-hands-dirty kind of audit.

This is the phase where we bring in the big guns: a fractional Chief Marketing Officer (CMO).

Think of them as the Sherlock Holmes of your marketing strategy.

They're the ones who can take a step back and look at your entire business with a critical, strategic eye.

They're the ones who can spot the gaps in your funnel and the holes in your messaging from a mile away.

And they're the ones who aren't afraid to have the tough conversations with you about what's working, what's not, and what needs to change.

NOW, YOU MIGHT BE THINKING:

"Why do I need a fractional CMO? Can't a team of rockstar advertisers handle everything?"

Well, sure, advertisers are great at what they do.

They can whip up ad copy that makes people want to throw their money at the screen.

They can target an audience with laser precision.

BUT HERE'S THE THING: THEY'RE NOT ALWAYS EQUIPPED TO THINK ABOUT
YOUR BUSINESS AS A WHOLE.

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THEY MIGHT NOT HAVE THE BIRD'S EYE VIEW THAT A CMO BRINGS TO THE TABLE

And they might not be the best people to sit down with and have a heart-to-heart about why you're missing your revenue targets.

THAT'S WHERE THE FRACTIONAL CMO COMES IN.

They're the ones who can take a step back and analyze your entire marketing funnel, from the very top to the very bottom.

They're looking at everything from your messaging and positioning to your target audience to the competitive landscape you're playing in.

And they're doing it all with one goal in mind: to create a comprehensive go-to-market strategy that sets you up for success.

THEY'RE ASKING THE TOUGH QUESTIONS, LIKE:

What offer is going to make your target audience sit up and take notice?

What channels are going to give you the most bang for your buck?

How can you optimize every step of your funnel to turn leads into loyal customers?

What metrics do you need to be tracking to make sure you're on the right track?

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THIS IS THE PHASE WHERE WE'RE CREATING THE ROADMAP THAT'S GOING TO GUIDE US THROUGH THE REST OF THE JOURNEY.

You're not just throwing tactics at the wall and seeing what sticks. You're being strategic, intentional, and a little bit ruthless.

Because here's the thing: If you don't get the strategy right, nothing else matters.

YOU COULD HAVE THE MOST BEAUTIFUL ADS IN THE WORLD, BUT IF THEY'RE NOT SPEAKING TO THE RIGHT AUDIENCE OR ADDRESSING THE RIGHT PAIN POINTS, THEY'RE NOT GOING TO DO A DANG THING FOR YOUR BOTTOM LINE.

So yes, this phase might not be the sexiest part of the process.

It might not be the part that gets you all jazzed up and ready to start throwing money at Facebook ads.

But it's the most important part.

It's the foundation that everything else is built on.

And when you nail it? When you create a strategy that's aligned with your business goals and primed for success?

That is when the real magic happens.

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PHASE 2: LETTING GO OF CREATIVES THAT SUCK

Alright, so we've got our strategic roadmap in hand.

You know where you're going, and you've got a pretty good idea of how you're going to get there.

Now it's time to roll up your sleeves and start building the tools that are going to help you conquer this journey. And by tools, I mean the creative assets that are going to be the face of your brand.

The ads that are going to stop people in their tracks.

The landing pages that are going to make them want to stick around and explore.

The emails that are going to keep them engaged and excited.

And the sales scripts that are going to turn them from casual browsers into loyal customers.

This is the phase where you take all of that strategic insight you gained in Phase 1 and use it to craft a creative arsenal that's going to blow your audience away.

BECAUSE HERE'S THE THING: IN THE POST-IOS 14 WORLD, YOU CAN'T JUST RELY ON HYPER-TARGETED AUDIENCES AND RELENTLESS RETARGETING TO CARRY YOU TO SUCCESS

Those days are gone. Now, the quality of your creatives is everything.

It's the difference between a prospect scrolling right past your ad and stopping dead in their tracks to learn more.

It's the difference between a website visitor bouncing after 5 seconds and sticking around to explore every page.

It's the difference between an email getting deleted unread and sparking a conversation that leads to a sale.

So yes, we're not just talking about slapping together some pretty pictures and calling it a day.

We're talking about crafting a cohesive, compelling, and downright irresistible experience that guides your prospect from initial awareness to conversion and beyond.

BUT HERE'S THE KEY: NONE OF THIS HAPPENS IN A VACUUM.

Every single asset you create is informed by the deep understanding of your target customer that you gained in Phase 1.

You're not just crafting clever taglines or designing pretty pictures.

You're speaking directly to your prospect's specific needs, wants, and challenges at every stage of their journey.

You're meeting them where they are, and you're guiding them, step-by-step, to where they want to be.

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PHASE 3: FACEBOOK ISN'T ALWAYS THE ANSWER

Alright, we've laid the strategic foundation.

You've built a creative arsenal that's locked, loaded, and ready to rock.

Now it's time to put the pedal to the metal and start driving some serious traffic to your business.

This is the phase where a lot of businesses make the mistake of thinking that Facebook is the be-all, end-all of digital advertising.

They dump all their budget into Facebook ads, cross their fingers, and hope for the best.

BUT HERE'S THE THING: FACEBOOK ISN'T ALWAYS THE RIGHT ANSWER.

In fact, for some businesses, it might not be the answer at all.

The key is to deeply understand your audience and meet them where they are.

If you're a D2C ecommerce brand targeting millennials, then yeah, Facebook and Instagram might be your bread and butter.

But if you're a B2B SaaS company going after enterprise decision-makers? LinkedIn is probably going to be a much better bet.

AND THAT'S JUST THE TIP OF THE ICEBERG.

Depending on your audience and your offer, you might find success with Google search ads, YouTube pre-roll, podcast sponsorships, or even good old-fashioned direct mail.

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THE POINT IS, THE CHANNEL IS SECONDARY TO THE STRATEGY.

It's all about understanding where your ideal customers are hanging out and what kind of messaging is going to resonate with them.

But here's where things get really interesting...

Once you've got those campaigns up and running, the real work begins.

This is where you shift into high gear and start optimizing for results.

We're talking constant A/B testing to refine your targeting, your copy, and your creative.

We're talking granular performance tracking and analysis, so you can see exactly what's working and what's not.

We're talking regular reporting and communication with your client, so they're always in the loop and you can make strategic decisions together.

AND MOST IMPORTANTLY, WE'RE TALKING ABOUT A MINDSET OF CONSTANT IMPROVEMENT.

The algorithms change, the audience evolves, and the competition gets savvier.

The businesses that win are the ones that stay nimble, keep testing, and never stop optimizing.

As Andrew puts it, "what worked six months ago won't necessarily work this month. The businesses that win are the ones that stay nimble and keep testing."

And that's exactly what you need to do.

You're not just going to set up some campaigns and call it a day.

You're going to be in the trenches, day in and day out, making sure that every dollar you spend is working as hard as it possibly can to drive results for your business.

You're about to start driving traffic, generating leads, and blowing your revenue goals out of the water.

But you're not just going to do it once and call it a day.

You're going to do it over and over again, each time getting a little bit better, a little bit smarter, and a little bit more profitable. That's the power of optimization.

LAB EXERCISE 1 OF 5

How can you ensure that you're hiring the right fractional CMO to help you create a comprehensive go-to-market strategy? Consider the key qualities and experience you should be looking for in this crucial role.

Example: "When searching for a fractional CMO, I should focus on finding someone who has a proven track record of developing successful marketing strategies for businesses similar to mine. This person should have a deep understanding of my industry, target audience, and competitive landscape. Additionally, I should look for a CMO who is data-driven, analytically minded, and able to think strategically about my business as a whole. They should be comfortable having tough conversations and challenging my assumptions when necessary. Finally, it's important to find a CMO who is a good cultural fit and can effectively communicate and collaborate with my existing team."

SCALE IT LAB

LAB EXERCISE 2 OF 5

What processes can you put in place to ensure that your creative assets are consistently aligned with your overall marketing strategy? Think about how you can foster collaboration between your CMO, creative team, and other key stakeholders.

Example: "To keep my creative assets aligned with my marketing strategy, I should establish clear lines of communication and collaboration between my CMO, creative team, and other key stakeholders. This could involve setting up regular check-ins and brainstorming sessions where everyone can share ideas and feedback. Additionally, I should create a centralized repository for all strategic documents, buyer personas, and brand guidelines, so that everyone has easy access to the information they need to create effective, on-brand assets. Finally, I should implement a review and approval process that ensures all creative work is vetted against my strategic goals before being launched."

LAB EXERCISE 3 OF 5

How can you determine which advertising channels are most likely to resonate with your target audience and drive meaningful results for your business? Consider the research and testing you can do to validate your channel strategy.

Example: "To identify the best advertising channels for my business, I should start by conducting thorough research into my target audience's media consumption habits and preferences. This could involve analyzing data from my existing customer base, as well as gathering insights from industry reports and competitor analysis. From there, I can develop a hypothesis about which channels are most likely to be effective, and then test that hypothesis through small-scale pilot campaigns. By closely monitoring the performance of these tests and iterating based on the results, I can gradually refine my channel mix and allocate my budget to the tactics that are driving the strongest ROI."

LAB EXERCISE 4 OF 5

What systems and tools can you implement to streamline your campaign optimization process and ensure that you're making data-driven decisions? Think about how you can leverage automation and real-time insights to stay agile and responsive.

Example: "To optimize my campaigns effectively, I need to have robust systems and tools in place for tracking, analyzing, and acting on performance data. This could include setting up a comprehensive analytics suite that allows me to monitor key metrics across all my advertising channels in real-time. Additionally, I should invest in tools that enable me to automate certain aspects of my optimization process, such as bid adjustments and audience segmentation. By leveraging machine learning and AI-powered insights, I can make faster, more informed decisions about how to allocate my budget and fine-tune my targeting. Finally, I should establish a regular cadence of reporting and communication with my team and stakeholders, so that everyone is aligned on our optimization strategy and can contribute ideas for improvement."

LAB EXERCISE 5 OF 5

How can you cultivate a culture of continuous testing and improvement within your marketing team? Consider the processes and incentives you can put in place to encourage experimentation and learning.

Example: "To build a culture of continuous optimization, I need to make it clear that testing and learning are core values of my marketing team. This means setting explicit goals and KPIs around experimentation, and rewarding team members who contribute innovative ideas and drive meaningful improvements. I should also ensure that my team has the resources and support they need to run effective tests, including access to the right tools, budget for ad variations, and dedicated time for analysis and iteration. Additionally, I can foster a sense of psychological safety by celebrating both successes and failures, and emphasizing the importance of learning from every experiment. By making optimization a key part of my team's DNA, I can ensure that we're always striving to stay ahead of the curve and drive better results."

SCALING SECRETS: THE PROVEN WAY TO DO DIGITAL MARKETING FOR A GUARANTEED INCOME STREAM

Feeling inspired to take your marketing to the next level? Before you dive headfirst into an engagement with an agency or consultant, Andrew recommends taking
these 4 preparatory steps:

STEP #1: KNOW IF YOUR AUDIENCE RESONATES WITH YOUR PRODUCT

Before you invest a single dollar in paid acquisition, you need to make sure your offer is rock-solid. The best way to do that? Put it in front of your existing audience and see how they respond.

If you have an email list, send a dedicated campaign promoting your offer. If you have a solid organic social following, post about it and gauge the reaction. If you have partnerships with other businesses or influencers in your space, see if they'd be willing to promote it to their audiences.

The goal is to get your offer in front of people who already know, like, and trust your brand. If they aren't biting, that's a huge red flag that you need to refine your messaging or product before investing in paid scale.

BECAUSE HERE'S THE THING: IF YOUR OFFER FALLS FLAT WITH YOUR WARMEST LEADS, IT'S NOT GOING TO MAGICALLY START CONVERTING WHEN YOU PUT IT IN FRONT OF COLD TRAFFIC.

This validation phase is crucial for working out the kinks and ensuring that your offer is primed for success before you start scaling.

And if your offer does resonate with your existing audience? That's a great sign that you've got something special on your hands. It means you can start ramping up your paid efforts with confidence, knowing that you've got an offer that's proven to convert.

BUT DON'T JUST STOP AT VALIDATION. PAY CLOSE ATTENTION TO THE FEEDBACK YOU'RE GETTING FROM YOUR AUDIENCE DURING THIS PHASE.

- What questions are they asking?
- What hesitations do they have?
- What parts of your offer are they most excited about?

Use those insights to further refine your messaging and positioning. The more you can tailor your offer to your audience's specific needs and desires, the better it's going to perform when you start scaling.

And one more thing: Don't be afraid to iterate based on the feedback you're getting. If you notice a certain objection coming up again and again, address it head-on in your messaging. If you see a particular feature really resonating, double down on that in your ads and landing pages.

The validation phase isn't just about getting a thumbs up or thumbs down on your offer. It's about gathering intel that you can use to make your offer even stronger before you start investing serious money in paid acquisition.

So don't rush this step. Take the time to really listen to your audience and use their feedback to craft an offer that's truly irresistible.

SCALE IT LAB

STEP #2: GET YOUR DATA DUCKS IN A ROW

ONE OF THE BIGGEST THINGS HOLDING BUSINESSES BACK FROM SUCCESSFUL MARKETING CAMPAIGNS? BAD DATA.

Andrew sees it all the time. A client comes to his agency, all fired up and ready to scale to the moon. But when he starts digging into their analytics, it's like a scene out of a horror movie.

Leads are scattered across a dozen different tools like some kind of digital version of the walking dead. Conversion tracking is nonexistent, like it got wiped out in some kind of zombie apocalypse. And key data points? They're either incomplete or about as accurate as a storm trooper trying to shoot a moving target.

And sure, you might be able to get away with that kind of data disarray if you're just dipping your toe in the water with a small test campaign.

But if you want to scale efficiently and effectively? If you want to squeeze every last drop of ROI out of your marketing budget? You need clean, reliable data. Period.

So, before you even think about engaging a marketing partner, Andrew recommends getting your data house in order.

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FIRST UP: AUDIT YOUR CURRENT ANALYTICS SETUP. LOOK FOR GAPS, INCONSISTENCIES, AND ANYTHING THAT MAKES YOU GO "HUH?"

MAKE A LIST OF EVERYTHING THAT NEEDS TO BE FIXED, AND THEN GET TO WORK.

Next, choose a single 'source of truth' for tracking and reporting. Andrew's a big fan of Google Analytics, but the specific tool isn't as important as making sure everyone is on the same page and looking at the same numbers.

Once you've got your single source of truth set up, it's time to implement accurate conversion tracking for all your key events. Form submissions, purchases, email signups - if it matters to your business, you need to be tracking it.

And finally, make sure you're using UTM parameters to effectively track your traffic sources and campaigns. When you're trying to figure out which ad set is driving the most conversions, you'll be thanking your lucky stars for those UTM codes.

This all sounds about as exciting as watching paint dry. But here's the thing: without a solid data foundation, you're basically flying blind.

You're making decisions based on gut instinct and wishful thinking, instead of cold, hard facts. And in the world of marketing, that's a recipe for disaster.

But when you've got your data ducks in a row? When you can trust your analytics to give you the full, accurate picture of what's working and what's not?

That's when you can start making smart, data-driven optimization decisions that take your campaigns to the next level.

And that's when you start seeing the kind of ROI that makes your CFO do a happy dance.

SO, BEFORE YOU START THROWING MONEY AT FACEBOOK ADS OR GOOGLE KEYWORDS, TAKE A STEP BACK AND MAKE SURE YOUR DATA GAME IS ON POINT.

SCALE IT / LAB

STEP #3: DON'T SPLURGE WHEN TESTING

WHEN YOU HEAR THE WORDS "HIGH-PERFORMING MARKETING CREATIVE," WHAT COMES TO MIND?

A Super Bowl ad with all the bells and whistles? A slick, glossy explainer video that looks like it cost more than your first car?

WELL, NOT REALLY.

Some of the most effective ads and assets out there? They're about as far from a Hollywood production as you can get.

In fact, Andrew has seen it time and time again: A scrappy little iPhone video, shot in someone's living room, absolutely crushing it in terms of engagement and conversions.

Meanwhile, the big-budget, professionally-produced video that cost more than a small island nation's GDP? Crickets...

So, before you start writing checks for a fancy video shoot or a team of graphic designers, Andrew has a recommendation: Start small and scrappy.

Grab your phone and record a few quick videos. Nothing fancy, just you talking directly to the camera about your offer.

Open up a Google Doc and start brainstorming some ad copy variations. Don't worry about making it perfect, just get your ideas down on (virtual) paper.

Fire up Canva and whip up some simple images or graphics. You don't need to be a design pro, just focus on getting your message across in a clear, visually-appealing way.

Conduct a series of small-scale tests to gauge audience resonance. Evaluate the results to identify successful strategies.

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THROW A FEW BUCKS BEHIND EACH VARIATION AND SEE WHICH ONES GET THE MOST ENGAGEMENT, THE MOST CLICKS, THE MOST CONVERSIONS.

ONCE YOU'VE IDENTIFIED A FEW WINNERS, THEN YOU CAN START THINKING ABOUT INVESTING IN HIGHER-QUALITY PRODUCTION.

But the key here is to focus on substance over style.

Your audience? They don't care about fancy transitions or Hollywood-level special effects. What they care about is the message. The offer. The way your product or service is going to make their lives better.

So don't be afraid to get a little scrappy with your creative. Don't be afraid to test, to iterate, to see what works and what doesn't.

Because at the end of the day, it's not about how much money you spend on your ads. It's about how well you connect with your audience.

And sometimes, the best way to do that is with a simple, scrappy, authentic piece of creative that comes straight from the heart.
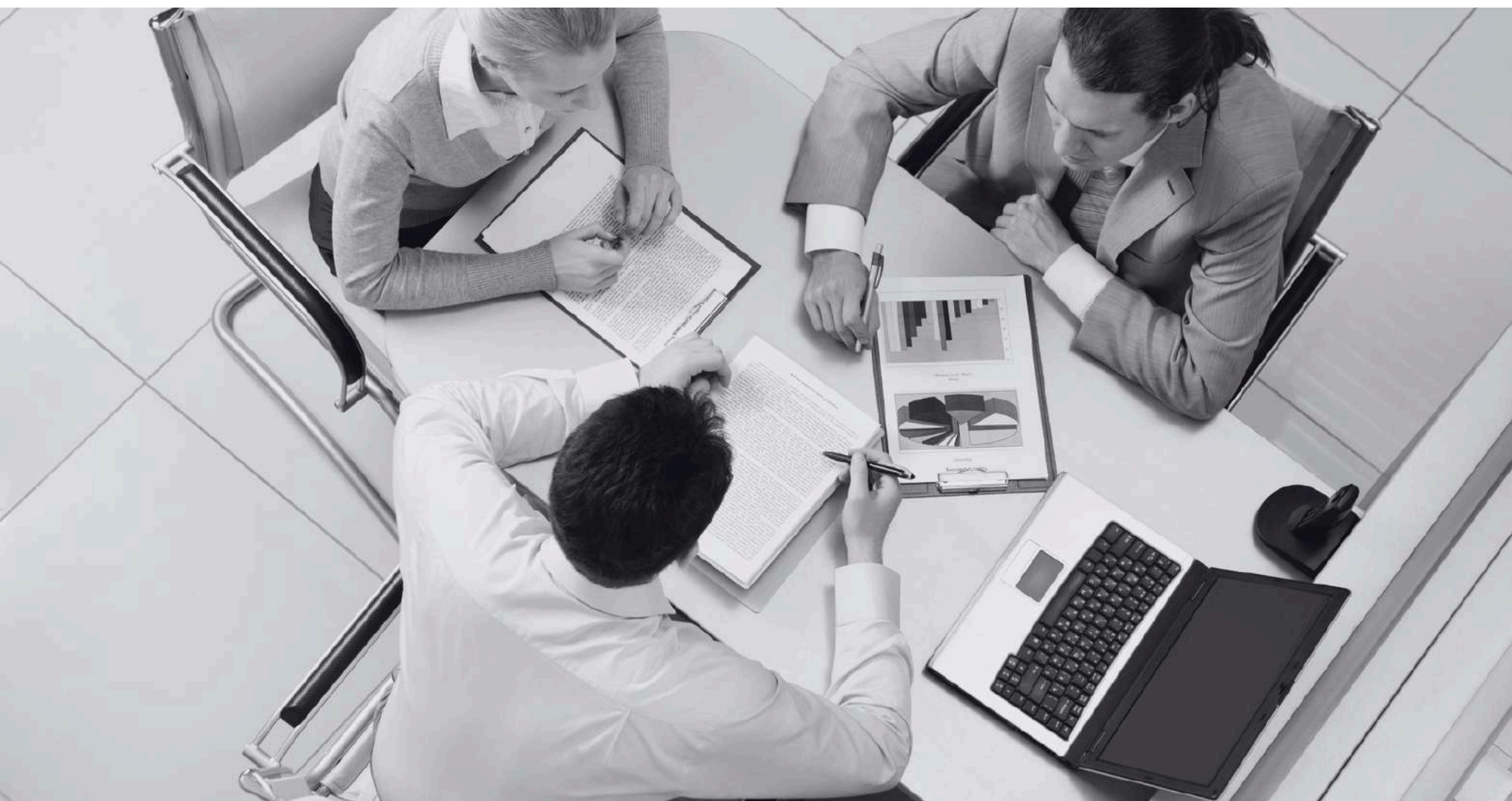
STEP #4: AVOID HAVING YOUR WIRES CROSSED

NOW, LET'S TALK ABOUT SOMETHING THAT MIGHT SEEM LIKE MARKETING 101, BUT FOR SOME, IT'S A TRAP THAT EVEN THE SAVVIEST BUSINESSES FALL INTO ALL THE TIME.

I'M TALKING ABOUT MISALIGNED EXPECTATIONS.

Picture this: you've got your marketing team cranking away on a new campaign. They're feeling good, the creative is on point, the early results are promising. They're practically high-fiving each other in meetings

THEN, THEY SIT DOWN WITH THE CEO TO GIVE AN UPDATE AND SHOW OFF THEIR HARD WORK.

And the CEO? He nearly blows a gasket.

Turns out, his idea of success was about as far from what the team was working towards as you can get. He was expecting a 10x return on ad spend, while they were celebrating a 2x lift in click-through rates.

It's like they were playing two completely different sports, and now everyone's frustrated, confused, and more than a little bit angry.

But here's the thing: this nightmare scenario? It's completely avoidable.

All it takes is a little bit of upfront alignment and communication.

SCALE IT / **LAB**

THAT'S WHY ANDREW ALWAYS RECOMMENDS AN INDEPTH ALIGNMENT SESSION WITH ALL THE KEY STAKEHOLDERS BEFORE ANYONE EVEN THINKS ABOUT LAUNCHING A NEW CAMPAIGN.

AND WHEN HE SAYS "IN-DEPTH," HE MEANS IT.

We're talking about agreeing on specific, measurable KPIs and targets. None of this "I'll know it when I see it" nonsense. You want hard numbers that everyone can point to and say "yep, that's what we're aiming for."

But it's not enough to just pull those numbers out of thin air. They need to be grounded in historical data and industry benchmarks. If your CEO is expecting a 10x return on ad spend but the industry average is 2x, you're setting yourself up for disappointment.

And speaking of the CEO, this is where explicit buy-in from leadership is non-negotiable. You need to get everyone on board with the proposed strategy and timeline, from the top down. No exceptions.

Because here's the thing: When everyone is rowing in the same direction from day one, magic happens.

Suddenly, you're not wasting time and energy on misaligned expectations or competing priorities. You're all working towards the same goal, with the same definition of success.

THAT'S HOW YOU ACHIEVE REAL, SUSTAINABLE RESULTS.

It's how you take your marketing efforts from "meh" to "heck yeah!"

So, before you launch that next big campaign, take a step back and make sure everyone is on the same page.

Sit down with your stakeholders, hammer out those KPIs and targets, and get everyone aligned and excited about what's to come.

LAB EXERCISE 1 OF 5

How can you leverage your existing audience to validate your offer before investing in paid acquisition? Consider the specific tactics you can use to get your offer in front of your warmest leads and gather valuable feedback.

Example: "To validate my offer with my existing audience, I can start by segmenting my email list based on engagement and purchasing history. Then, I can craft a targeted campaign that speaks directly to each segment's specific needs and interests, highlighting how my offer addresses their pain points. I can also leverage my organic social media presence by creating posts that tease the key benefits of my offer and encourage followers to share their thoughts and questions in the comments. Finally, I can reach out to key influencers and partners in my network and offer them an exclusive first look at my offer in exchange for their honest feedback and insights. By gathering a diverse range of perspectives from my existing audience, I can refine my messaging and positioning before investing in paid scale."

LAB EXERCISE 2 OF 5

What steps can you take to audit your current analytics setup and identify areas for improvement? Think about the specific metrics and data points that are most critical for making informed marketing decisions.

Example: "To get my data ducks in a row, I should start by conducting a comprehensive audit of my current analytics setup. This means mapping out all the different tools and platforms I'm using to track key metrics like website traffic, lead generation, and customer acquisition. I should look for any gaps or inconsistencies in how data is being collected and reported across these different sources. From there, I can prioritize the most critical metrics for my business, such as conversion rates, customer lifetime value, and return on ad spend. I can then work to ensure that these metrics are being accurately tracked and reported in a centralized location, such as Google Analytics. By establishing a single source of truth for my marketing data, I can make more confident, data-driven decisions about where to invest my resources for maximum impact."

LAB EXERCISE 3 OF 5

How can you adopt a scrappy, iterative approach to creative testing that allows you to quickly identify winning messages and visuals? Consider the tools and processes you can use to streamline your testing efforts.

Example: "To embrace a scrappy, iterative approach to creative testing, I can start by identifying the key messages and visuals that I want to test, based on my understanding of my target audience and my unique value proposition. From there, I can use simple, low-cost tools like my smartphone camera and basic editing software to quickly produce a range of ad variations. I can then use platforms like Facebook Ads Manager or Google Ads to set up small-scale tests of these variations, with clear success metrics and a defined budget for each. By closely monitoring the performance of these tests and rapidly iterating based on the results, I can quickly zero in on the creative elements that are resonating with my audience. Over time, I can use these insights to produce higher-quality assets that are grounded in data-driven best practices."

What processes can you put in place to ensure that all stakeholders are aligned on campaign goals, KPIs, and expectations before launch? Think about how you can foster open communication and collaboration between different teams and departments.

Example: "To avoid misaligned expectations and ensure that everyone is rowing in the same direction, I should establish a clear process for campaign goal-setting and alignment. This can start with an initial kickoff meeting that brings together key stakeholders from marketing, sales, product, and leadership. In this meeting, we can review historical data and industry benchmarks to define realistic, achievable targets for the campaign. We can also discuss the specific strategies and tactics that will be used to achieve these goals, and identify any potential roadblocks or dependencies that need to be addressed. From there, I can work with each stakeholder to define their specific roles and responsibilities in supporting the campaign, and establish regular check-ins to review progress and make any necessary adjustments. By fostering open communication and collaboration throughout the campaign lifecycle, I can ensure that everyone stays aligned and accountable to our shared goals."

LAB EXERCISE 1 OF 3

How can you balance the need for data-driven decision making with the importance of creative experimentation and risk-taking? Consider the mindset and culture you need to cultivate within your marketing team to achieve this balance.

Example: "To strike the right balance between data-driven decision making and creative experimentation, I need to cultivate a culture of calculated risk-taking within my marketing team. This means encouraging my team members to bring bold, unconventional ideas to the table, while also ensuring that these ideas are grounded in a clear understanding of our target audience and business goals. I can foster this mindset by setting aside dedicated time and resources for creative brainstorming and experimentation, and by celebrating both successes and failures as valuable learning opportunities. At the same time, I need to ensure that all of our creative ideas are rigorously tested and validated using data-driven methods, such as A/B testing and customer feedback surveys. By marrying creativity with analytical rigor, we can unlock new levels of marketing performance while also staying aligned with our core business objectives. Ultimately, the key is to create an environment where data and creativity are seen as two sides of the same coin, working together to drive meaningful results."

SAMPLE AD CREATIVES FROM ANDREW'S VAULT

TAKE A LOOK AT THE DIFFERENT CREATIVE VARIATIONS ANDREW'S TEAM HAS CREATED FOR ONE OF THEIR CLIENTS.

NOTICE ANYTHING? A/B TESTING ON STEROIDS.
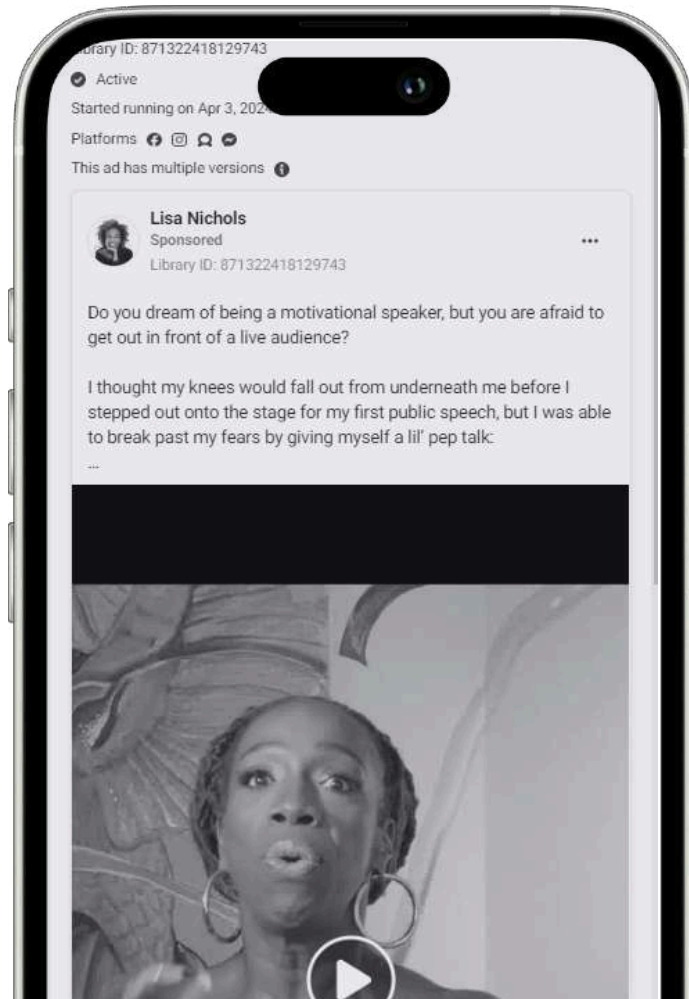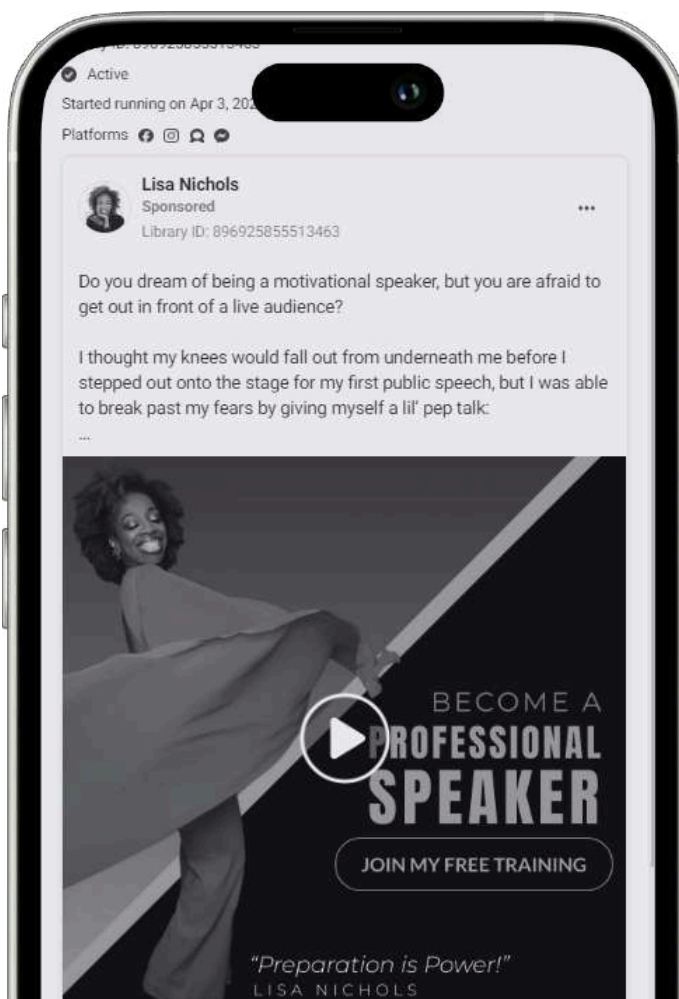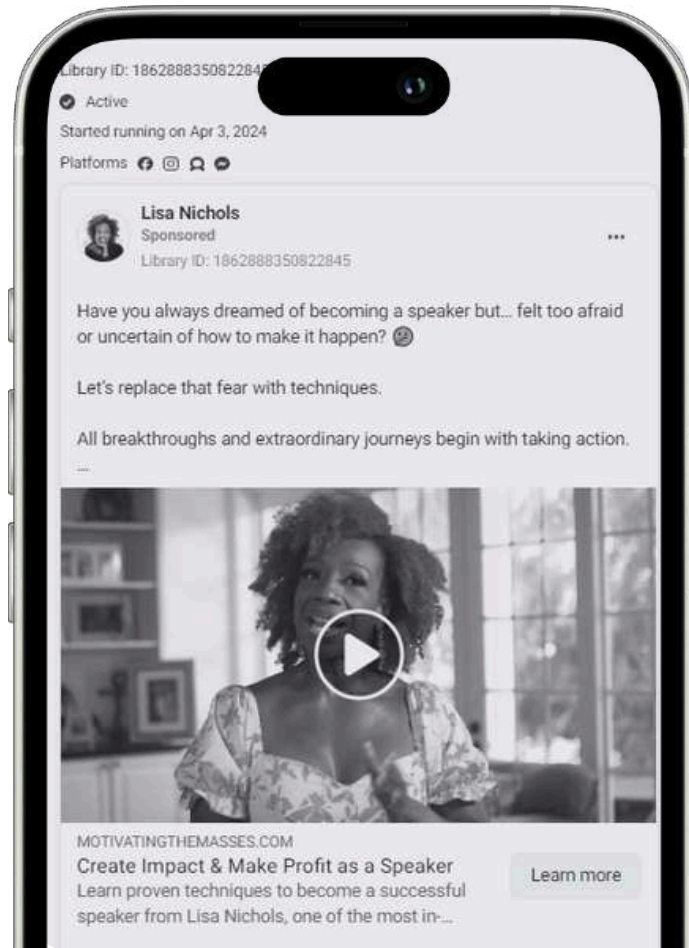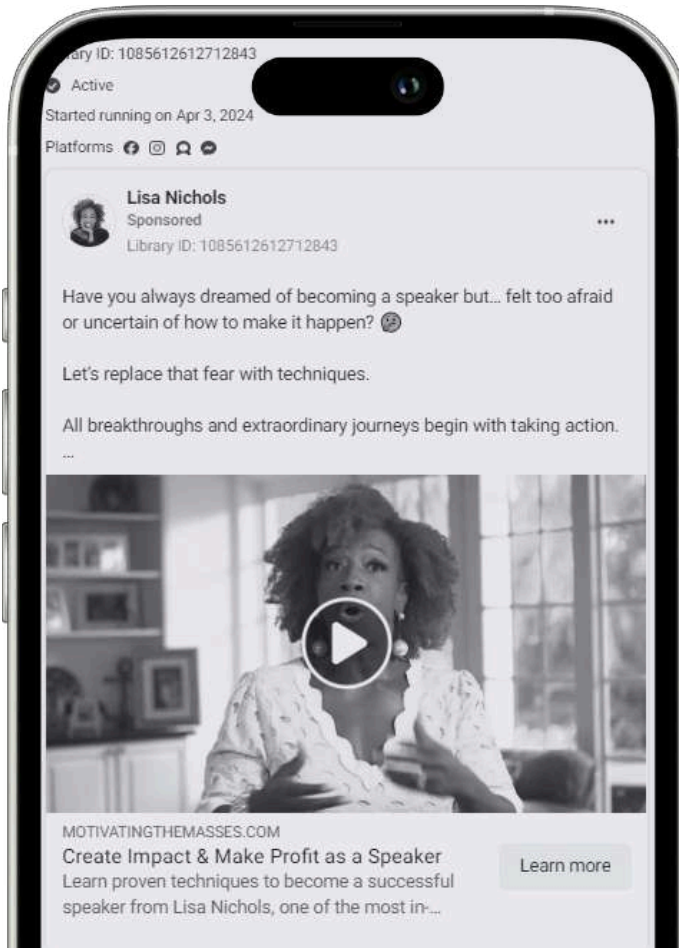
THE ONE THING EVERY BUSINESS SHOULD DO TO SCALE (AND THE ONE MISTAKE TO AVOID AT ALL COSTS)

WE ASKED ANDREW TO DISTILL HIS ADVICE DOWN INTO TWO KEY POINTS - ONE THING EVERY BUSINESS SHOULD EMBRACE TO SCALE SUCCESSFULLY, AND ONE THING TO AVOID LIKE THE PLAGUE.

We said, *"Andrew, if you had to boil down all your sage marketing wisdom into just two key points - one thing every business should do to scale like a pro, and one thing they should avoid like a moldy sandwich - what would they be?"*

His answers? Lean into video as much as possible, and steer clear of unrealistic expectations.

First up: video.

According to Andrew, if you're not leaning into video with everything you've got, you're doing it wrong.

Why? Because video is like the Swiss Army knife of marketing. It does it all.

It builds instant credibility and trust, because suddenly your audience can put a face to the name

It conveys emotion and nuance in a way that text and images just can't.

And it helps your audience feel like they know the real you - like they're getting a behind-the-scenes peek at the humans behind the brand.

AND THE BEST PART? IT DOESN'T HAVE TO BE SOME BIG, FANCY PRODUCTION. SOME OF THE MOST IMPACTFUL VIDEOS ANDREW HAS SEEN ARE JUST SIMPLE, DOWN-TO-EARTH IPHONE CLIPS.

Imagine this: *you're gearing up for a big product launch. And instead of just firing off another generic email blast, you kick things off with a candid, behind-the-scenes video from the founder. Suddenly, your audience is hooked. They're invested. They feel like they're part of the journey.*

Or maybe you're nurturing a lead through a long sales cycle. Why not sprinkle in some bite-sized video tips along the way? Give them a little something extra, a little personality, a little human connection.

And don't even get me started on customer testimonials. Featuring real, live, talking customers on your most important pages? That's the stuff marketing dreams are made of.

The point is, video is no longer a nice-to-have. It's a must-have. And if you're not aboard the video train yet, it's time to hop on before it leaves the station.

But what about the flip side? What's the one mistake Andrew sees businesses making over and over again?

SETTING UNREALISTIC GOALS BASED ON NOTHING BUT A WING AND A PRAYER.

You know the type. The ones who say things like, "We're going to 10x our revenue this quarter!" or "We're going to go from zero to a million email subscribers in 30 days!"

AND LOOK, IT'S GREAT TO BE AMBITIOUS. IT'S GREAT TO HAVE BIG, HAIRY, AUDACIOUS GOALS.

But if those goals aren't grounded in reality? If they're not based on data, on past performance, on a clear-eyed assessment of your current resources and capabilities?

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YOU'RE SETTING YOURSELF UP FOR DISAPPOINTMENT AT BEST, AND A FULL-BLOWN MARKETING DISASTER AT WORST.

Andrew shared a story of a client who came to him last week, dead-set on going from zero to 40 sales calls booked per week. And he had to sit them down and have a come-to-Jesus moment.

"It's great that you're thinking big," he told them. Andrew said that they needed to be realistic about what's possible given their current situation.

And that's really the key. Setting incremental milestones that gradually build toward your larger vision. Focusing on steady, sustainable progress instead of overnight miracles.

So, play the long game. Set goals that stretch you, but that are still firmly rooted in reality.
And then? Get to work.

Lean into video. Avoid those pie-in-the-sky fantasies. And watch as your business starts to scale in a way that's not just impressive, but sustainable.

BRINGING IT ALL TOGETHER: YOUR BLUEPRINT TO SCALING WITH DIGITAL MARKETING

We've covered a lot of ground in this lab report - from the seismic shifts transforming digital marketing as we know it, to the specific strategies and tactics needed to drive real, bottom-line results.

It's a lot to digest, but don't get overwhelmed. Because when you zoom out, scaling your business with digital marketing really comes down to just three core principles:

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OBSESS OVER YOUR CUSTOMER

EVERY ASPECT OF YOUR MARKETING - FROM YOUR ADS, TO YOUR EMAILS TO YOUR LANDING PAGES - MUST BE LASER-FOCUSED ON YOUR IDEAL CUSTOMER.

What are their deepest desires and pain points? What's holding them back from achieving their goals? How can you uniquely help them overcome those obstacles?

Truly put yourself in their shoes. Craft every message, every offer, every creative asset through the lens of serving them. Position your brand not as the hero swooping in to save the day, but as the trusted guide helping them become the hero of their own story.

EXAMPLES:

Conduct in-depth customer interviews to unearth their core motivations and challenges

Build out detailed customer personas to inform every aspect of your campaigns

Map out your complete customer journey to spot opportunities to better serve them at each touchpoint

ADOPT AN 'ALWAYS BE TESTING' MINDSET

In the post-iOS 14 world, the old playbook of 'set it and forget it' campaigns is dead. The name of the game today is 'rapid experimentation and continuous optimization'.

YOU SHOULD CONSTANTLY BE TESTING NEW:

Ad creative angles and formats

Audience targeting and segmentation strategies

Landing page designs and copy

Email subject lines and sequences

Offers and promotions

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EVEN THE MOST EXPERIENCED MARKETERS CAN'T PREDICT WITH 100% CERTAINTY WHAT WILL RESONATE. THE ONLY WAY TO KNOW IS TO TEST, MEASURE, AND ITERATE BASED ON REAL DATA.

The brands that will scale are the ones that stay nimble. The ones that aren't afraid to fail fast and pivot when something isn't working. The ones that view every 'losing' test as an opportunity to learn and optimize.

RESOURCES:

A/B testing tools like Google Optimize and VWO to easily test different variations of your assets

Analytics platforms like Mixpanel and Amplitude to measure results and spot optimization opportunities

Experimentation frameworks like ICE (Impact, Confidence, Ease) to prioritize your testing roadmap

LIVE AND DIE BY YOUR NUMBERS

Fluffy vanity metrics like impressions and click-through rates aren't going to cut it. If you want to scale, you need to be relentlessly focused on the metrics that actually move the needle for your business.

THAT MEANS DEFINING CLEAR, MEASURABLE KPIS UPFRONT FOR EVERY SINGLE CAMPAIGN, LIKE:

- Marketing Qualified Leads (MQLs): A Marketing Qualified Lead is a lead who has indicated interest in what a brand has to offer based on marketing efforts or is otherwise more likely to become a customer than other leads.

- Sales Qualified Leads (SQLs): A Sales Qualified Lead is a prospective customer that has been researched and vetted, first by an organization's marketing department and then by its sales team and is deemed ready for the next stage in the sales process.

- Customer Acquisition Cost (CAC): Customer Acquisition Cost measures how much an organization spends to acquire new customers.

- Lifetime Value (LTV): Lifetime Value is a measurement of how valuable a customer is to your company, not just on a purchase-by-purchase basis but across entire customer relationships.

- Return on Ad Spend (ROAS): Return on Ad Spend is a marketing metric that measures revenue earned for each dollar you spend on advertising.

THEN, YOU NEED TO DILIGENTLY TRACK AND REPORT ON THOSE METRICS. NOT JUST TO IMPRESS YOUR BOSS OR CLIENT, BUT TO RAPIDLY SPOT WHAT'S WORKING AND DOUBLE DOWN, OR WHAT'S NOT WORKING AND ADJUST.

If something isn't directly contributing to driving high-quality leads and customers, it's not worth your time and effort. Period.

HELPFUL TIPS:

Set up custom dashboards in tools like Databox or Cyfe to monitor your core KPIs in real-time

Establish a regular cadence of reporting and analysis (weekly is usually a good starting point)

Don't be afraid to quickly kill underperforming campaigns - every dollar counts!

FROM STRATEGY TO ACTION: SCALING YOUR BUSINESS WITH THE RIGHT MARKETING PARTNER

Understanding these core principles is one thing - actually executing on them day in and day out is another challenge entirely.

THAT'S WHERE HAVING THE RIGHT TEAM MAKES ALL THE DIFFERENCE.

If you have the resources (and the patience) to build an in-house marketing dream team from the ground up, more power to you. But for most businesses - especially those looking to scale quickly - partnering with an agency or collective of freelance experts is a much more efficient path.

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WHEN VETTING POTENTIAL PARTNERS, LOOK FOR:

Deep expertise across the full marketing funnel - not just top-of-funnel awareness but all the way through to conversion and retention

Relevant experience in your specific industry or niche

A holistic, cross-channel approach (not just siloed specialists)

Proven case studies and testimonials from businesses similar to yours

A genuine commitment to driving real business results, not just flashy metrics

Most importantly, look for partners who focus on strategy first, tactics second. Anyone can set up a Facebook ad campaign or write a few blog posts. But the best marketers are the ones who take the time to deeply understand your business, your market, and your goals - and develop a comprehensive, data-driven plan to get you there.

Pro Tip: Don't be afraid to ask the tough questions upfront. A great marketing partner will welcome the opportunity to be held accountable to measurable results. If they shy away from setting concrete KPIs and milestones, that's a big red flag.

YOUR NEXT STEPS: PUTTING THESE INSIGHTS INTO ACTION

Whether you decide to engage an outside partner or take the reins yourself, the key is to get started. Like, today.

Digital marketing success is a game of incremental gains - tiny, continuous improvements that compound into massive results over time. The longer you wait, the more ground you cede to competitors.

SO, WHAT SHOULD YOU DO RIGHT NOW?

Audit your current marketing efforts against the three core principles. Where are you falling short?

Identify one 'quick win' test you can run this week, even if it's something small. An email subject line, an ad creative variation, a new landing page headline. Build the habit of testing, and the big wins will follow.

Document your key marketing metrics and put a system in place to track and report on them regularly.

THEN, KEEP OPTIMIZING. KEEP PUSHING. 1% BETTER EVERY DAY.

LAB REPORT WRAP UP

No matter how sophisticated marketing tactics and technology become, never lose sight of what matters most: serving your customer.

Because in the end, that's what separates the businesses that scale from the ones that stagnate. It's not about having the biggest budget or the flashiest tech stack. It's about having the diligence and discipline to keep pushing, keep testing, keep striving for better.

That's the real secret to scaling with digital marketing. Not some shiny new tactic or channel, but a fundamental commitment to creating real value for your customers and your business.

The digital landscape may be changing rapidly, but one thing remains constant: the businesses that win are the ones that focus relentlessly on driving real results.

Keep that simple truth at the center of everything you do, and there's no limit to how far you can scale.

SCALE IT/LAB

IF YOU WANT TO LEARN MORE, YOU CAN REACH OUT TO ANDREW VIA HIS WEBSITE AND SOCIAL MEDIA ACCOUNTS:

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