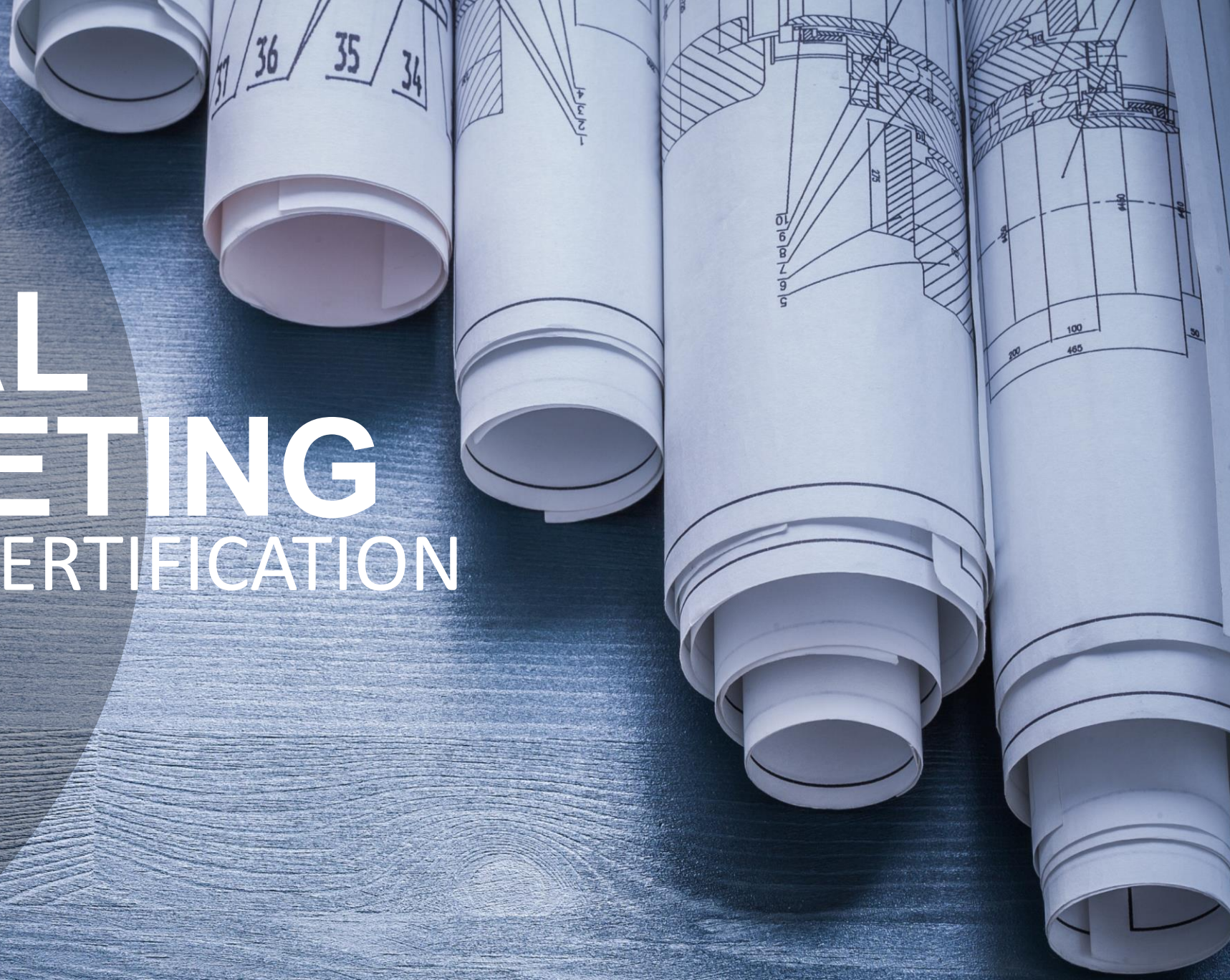


THE ULTIMATE FOOT-IN-THE-DOOR OFFER

the  
**DIGITAL  
MARKETING**  
BLUEPRINT CERTIFICATION





# Digital Blueprint 3 Day Agenda

## Day 1

The Foot in the Door Offer

Why Focus on Vertical Markets?

Choosing A Vertical Market

Marketing to a Vertical Market

## Day 2

Demo: Client Presentation

The Tools of the Trade

Step-By Step Creation

## Day 3

Pricing & Selling

Bonus Material

Open Mic Session

**OK to Ask  
Questions**





If I had it to do  
over again....



why you need a **foot in the door** offer

---

## It offers a low-cost point of entry

*A Foot in the Door offer is just the bottom rung on your offer ladder. You'll find you actually make more money when you start small and have your clients stairstep their way up.*



why you need a **foot in the door** offer

---

## It's the courtship before the marriage

*A Foot in the Door offer is a great way to get to know each other. You can build your authority and gain more trust, as well as get a glimpse of client's work style.*



why you need a **foot in the door** offer

---

It helps determine what the client really wants

*What the client thinks they need and what they actually need are often two completely different things. You need to discover, and justify what they really need.*



why you need a **foot in the door** offer

---

## It pre-qualifies your prospects

*Think about it this way. If you have a prospect who balks at spending a nominal amount for a paid discovery, how do you think a full-scale project proposal will play out?*



why you need a **foot in the door** offer

---

## It speeds up the sales cycle

*When you have a lower price point of entry it's much easier for your prospects to make the decision to work with you. Once a client buys from you they are much more likely to buy again.*

## Why the **Blueprint** is a good foot in the door offer

- It's valuable enough to pay for
- It shows your capabilities & expertise
- It acclimates the client to working with you
- It stands on its own
- It's a natural progression to your full services.



## Poll Question #1

Do you currently have a  
**PAID** foot in the door offer?



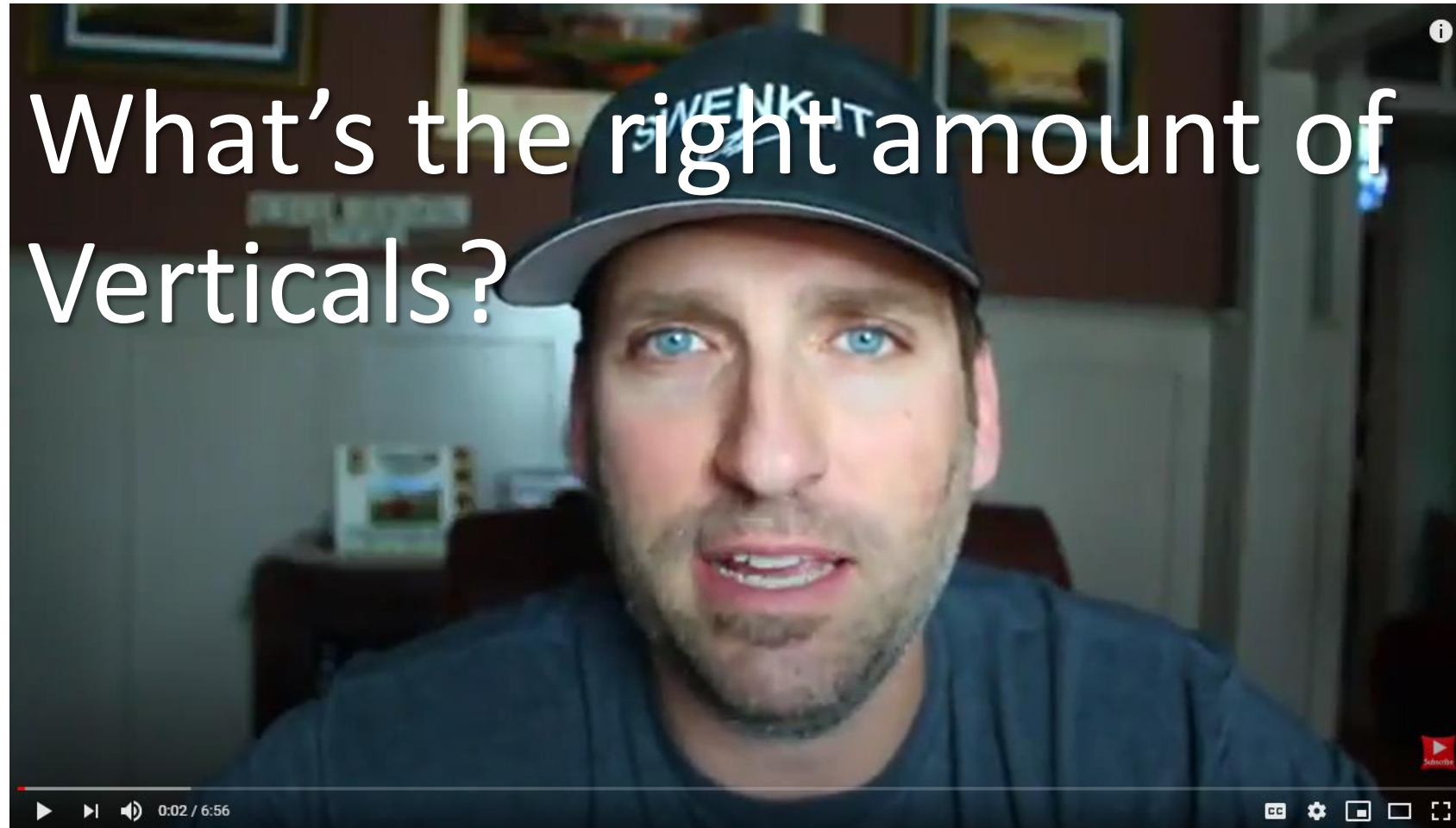
**Vertical Market Orientation**





<https://bit.ly/3ck1aiU>

(Start at 1:58)



<https://bit.ly/2Ba67ho>



# Marketing to a Vertical

**Make a Commitment...***without diminishing yourself in other industries*

**Targeted LinkedIn Conversations**

**Build Industry credibility**

**Create a video**

**Add to Email Signature**

**Create a separate website/domain name for it**

**Paid Advertising (Facebook / LinkedIn)**

Splashtacular Difference - Serving up epic waterparks one slide at a time – get to know us. Ad ...



Marketing Nerd



**Chuck Bankoff** • 1st

Charter & Private School Marketing Specialist ▶ Digital Enrollment Strategies ▶ Search, Social & Marketing Automation

Orange County, California Area

Message

More...

- Kreative Webworks, Inc.
- Keller Graduate School of Mgt.
- See contact info
- See connections (500+)

Is your School, or Business struggling to keep the pipeline full of perspective new customers or students? Not enough leads? Not converting enough leads into actual business?

Sometimes it just takes an objective look at what you are doing, and a tweak here and there. Sometimes it takes a more aggressive approach.

I direct a team of creative and technical professionals to develop creative & strategically designed websites, search engine traffic, and the social "footprint" to manage our client's on-line brand.

I've trained other Internet Consultants in the UK, Australia, South Africa, Spain, Amsterdam, South America, Canada, and the US in vast array of Digital Marketing concepts and techniques. I've spoken at

Promoted



**Splashtacular Difference**  
Serving up epic waterparks one slide at a time – get to know us.



**Get certified!**  
Constant Contact partners get exclusive presentation material and more.



**Calling Hiring Managers!**  
Survey: Share your thoughts & experiences on the state of talent sourcing.

People Also Viewed



**Autumn Bennett** • 3rd  
Student Conduct Board Chair at Mary Baldwin University



**Joel Singley**  
Graduate Student, Environmental Researcher and Educator



**Damarcus White**  
CEO at PocketChange Ent.



**Jerusha O'Dell** • 2nd  
Digital Communications Specialist at Congressional School



**Greg Self**  
Associate Head of School at Madison-Ridgeland Academy



**Sean Copeland** • 3rd  
Just a young man working

Messaging







[SEE OUR REVIEWS](#)



Schools & Education

The Glass Industries

Small Businesses

Lead Nurturing

# A Professional Digital Marketing Agency

Driven by Data, Kreative by Nature

Close x



Sheldon

Welcome to Kreative Webworks!  
How can I help?

[Business Marketing](#)

[School Marketing](#)

[Book a Consultation](#)



**Inbound Marketing Strategies**

No one size fits all strategies.



**Website Design & Maintenance**

Growth driven design to scale



**Search Engine Optimization**

No promises... just results.





## Digital Marketing Trends



### How do I start my Digital Marketing Plan?

5 Mar

Chasing buzz-words and shiny objects tends to lead you right back where you started...but with less resources to try it again. School Marketing is an investment in time and money, and you MUST get a return on that investment. [Read More...](#)



### 5 Signs Your School Needs a Website Update

20 Feb

Your school paid good money for that website...back when fax machines were relevant. And damn it, the longer you keep it, the better that decision was! Problem is, there's a point of diminishing returns, and missed opportunities. So how do you know when it's time to pull the plug? Glad you asked. [Read More...](#)



### Keyword Reports are for Fools and Insomniacs

14 Feb

The fact is, search engines are getting smarter and they are no longer fixated on individual keywords. They're focused on user intent... and so should you. [Read More...](#)



### Charter School Marketing Tips

5 Feb

Does your charter school, private school or college rely on phone calls to keep your enrollments up? Are you answering every call? Here's a tip...Answer the phone! [Read More...](#)



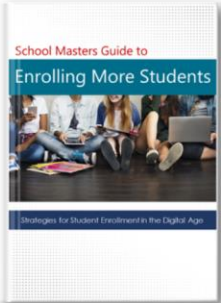
### Marketing Automation Example for Schools

30 Jan

I was just looking for a way to simplify our **Marketing Automation** strategy to a new school that we're working with, and it accidentally turned into this blog post. That was easy. [Read More...](#)



Enrollment Strategies & Support for Schools & Businesses



The Schoolmasters Guide to Enrolling more Students



Welcome to Kreative Webworks! How can I help?

- Business Marketing
- School Marketing
- Book a Consultation





## Poll Question #2

Do you currently have a  
chosen vertical market?





A cluster of white puzzle pieces is arranged on the left side of the image, set against a solid red background. The pieces are interlocking and have a slight 3D effect with shadows.

[KreativeWebworks.com/wsi-blueprint](http://KreativeWebworks.com/wsi-blueprint)

# Day 2

Demo: Client Presentation  
The Tools of the Trade  
Step-By-Step Creation

## Poll Question #3

Did you routinely do  
Virtual Presentations  
before COVID?



Twice the Language.

# Twice the Opportunity.

Leer en Español



# CLIENT PRESENTATION

## Dual Language Charter School

### Target Market:

Parents of Spanish speaking students Grades k-5 who want children to learn English without losing their culture.  
Parents of English speaking students Grades k-5 who want their children to learn Spanish.

## Poll Question #4

Do you subscribe to the  
WSI Tech Bundle?



## FREE

- Google Trends
- Facebook: (calculate Reach – Free)
- ReachLocal or Google (Calculate PPC Budget)
- MozLocal (or Substitute)
- PowerPoint (Any screen capture tool will do)

## WSI BUNDLE

- Silktide: Prospect
- Silktide: Insites
- Fen-Gui
- SEM Rush (Optional)
- Proposify



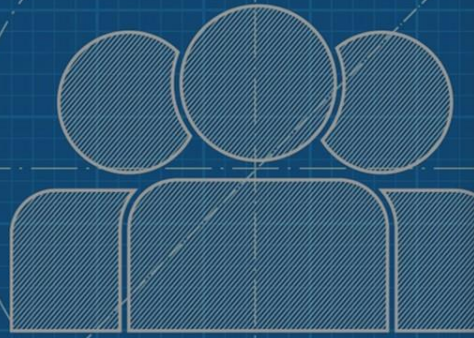




Industry-centric Cover  
Personal Intro letter  
Situational Analysis  
Website Analysis  
Digital Marketing Strategy  
Library  
How we can assist  
Customer Reviews  
Key Personnel



# DIGITAL MARKETING PROPOSAL



Presented by:  
Kreative Webworks  
949-276-6062  
kreativewebworks.com  
5/1/18  
for: Physician Life Care Planner

Physician Life Care Planner

Presented by:  
Kreative Webworks, Inc.  
949-276-6062 | chuck@kreativewebworks.com

May

kreative

# DIGITAL MARKETING BLUEPRINT

Presented by:  
kreative webworks  
949-276-6062  
kreativewebworks.com  
8/14/18  
for: Congressional School

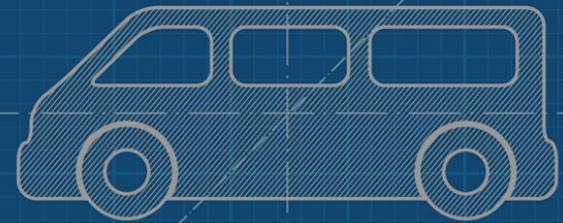
Congressional School

Presented by:  
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August

kreative

# DIGITAL MARKETING BLUEPRINT



Presented by:  
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kreativewebworks.com  
5/30/18  
for: Best Coast Tours

Best Coast Tours

Presented by:  
Kreative Webworks, Inc.  
949-276-6062 | chuck@kreativewebworks.com

May 31, 2018

kreativewebworks inc.



February 21, 2019

LEEP Dual Language Academy

Michael and Roberto, thank you for entrusting us with your Digital Marketing planning. We've completed the analysis, developed the personas, prepared the strategy, and have gone over it

Michael and Roberto, thank you for entrusting us with your Digital Marketing planning. We've completed the analysis, developed the personas, prepared the strategy, and have gone over it with you step-by-step.

I believe I've put together a pretty solid plan that covers all the major components of Digital Marketing for the school. I structured this report into chronologically organized sections:

- Research & Analysis
- Tactical Roll-ups
- Tactical Details
- Lead Nurturing & Marketing Automation Details
- Library of downloadable Resources we used
- About Kreative Webworks

Although your school as a dual language school is somewhat unique, many of the tactics that we are suggesting are the same ones that we have successfully used with other schools that we assist.

The purpose of this Blueprint is to analyze your current situation, explain the significance, and make suggestions. It is not to train you on how to go about it. We are aware that you may not have all the resources or expertise to execute some or all of these strategies, so should you need our assistance or advice, we will customize a program for you. We won't leave you hanging.

There's a lot of information in this report, but don't get overwhelmed. Should you ever have a question, just get hold of me and I will be happy to review with you.

vers all the major components of Digital  
) chronologically organized sections:

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get overwhelmed. Should you ever have a  
review with you.





**Meet Madre Mexicana Belen:**

- Gender: Female
- Age: 35
- Income: \$75,000
- Education: Bachelor's degree
- Location: Cobble, Brooklyn, NY

## Belen's Background

**Roles:** Wife, Mother of 3 kids, Self-employed Media Consultant

**Goals:** Belen wants to find a school for her children that will help them maintain their Spanish language and culture. She wants her children's school to prepare them for college and a good career. High quality academics is important to her. Ideally, she would like to find a school that is tuition free and close to home for an easy commute.

**Challenges & Pain Points:** Belen has two main concerns: 1) Her children will lose their culture and language. 2) The overcrowding in traditional public schools in New York. Her oldest child has been in a traditional public school for 2 years, and she's not happy with it.

**Story:** Belen and her husband, Heriberto, are the parents of three children (7-year-old Ana, 5-year-old Juan, and 2-year-old Eduardo). Belen and Heriberto are active in their social circles and prefer to live in high style. Their oldest child is currently in a traditional public school, but they aren't happy with the experience. It's overcrowded and Ana doesn't receive the attention they want. They are also noticing that their daughter is losing touch with her Mexican culture.

They want to find a high quality school that all their kids could attend over time. Ideally, they would like to find a school that would help their children learn about authentic Spanish-language literature and art. It's important to them that their children maintain their language and culture. In addition, they would like the school to have small class sizes and teachers who will give their children the care and attention they deserve. Belen is focused on the long term and is thinking about college and their future careers, so she wants to find a school that will give her children lifelong skills and opportunities for a professional career in the future.



**Meet Progressive Mom Tiffany:**

- Gender: Female
- Age: 28
- Income: \$100,000
- Education: Masters degree
- Location: Park Slope, Brooklyn, NY

## Tiffany's Background

**Roles:** Wife, Mother of 1 kid, Works at a Private Equity Firm

**Goals:** Tiffany wants to find a rigorous, high-performing academic school that also offers competitive sports. She also wants her daughter's school to focus on character formation. Tiffany wants to give her daughter a competitive advantage in the workforce later in life, so she likes the idea of her daughter becoming bilingual. Ideally, she would like for her to learn another language for free versus sending her to a private school.

**Challenges & Pain Points:** Tiffany has two concerns about the traditional public schools in her area: 1) They are underachieving and don't offer high quality academic programs. 2) They are overcrowded.



**Story:** Tiffany and her husband, Jack, are the parents of one child, 4-year-old Molly. Tiffany and Jack both work in a private equity firm in Manhattan. They are looking for the perfect school for their daughter that focuses on high-performing academics and character building. When they aren't busy at work, Tiffany and Jack are active in their community and love international travel.

Tiffany is an outgoing and enthusiastic mother who wants her daughter to have every competitive advantage in life. She values a school with diversity and multiculturalism but worries that her daughter would be a minority. She considers herself a "public-school" person but thinks she might have to send her daughter to a private school in order to give her the rigor and opportunities she wants. Tiffany and Jack want their daughter to go to a school where the students are upwardly mobile. Finding a school where her daughter will gain lifelong skills and will give her opportunities for better jobs in her future would be ideal.

Tiffany has heard about charter schools, but she is concerned about sending her daughter to a first-year charter and has reached out on Facebook parenting groups she's a part of. She hasn't heard great things about charter schools either – mostly that they are regimented and not welcoming. She doesn't want anything to take away from Molly's education, so she's uneasy about charter schools.



### Meet Mama Nueva Erika:

-  **Gender:** Female
-  **Age:** 26
-  **Income:** \$30,000
-  **Education:** High school degree
-  **Location:** Sunset Park, Brooklyn, NY

## Erika's Background

**Roles:** Wife, Mother of 1 kid, Works at a Home Cleaning Service

**Goals:** Erika wants to find a school with teachers that understand her family's language and culture. Most importantly, she is looking for a safe school where her son will learn English. Because Erika is a determined working mother, she wants to find a school that will prepare her son to work and find a good job. She would love her son to attend the same school as his cousins



BACK TO THE BLUEPRINT









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# Day 3

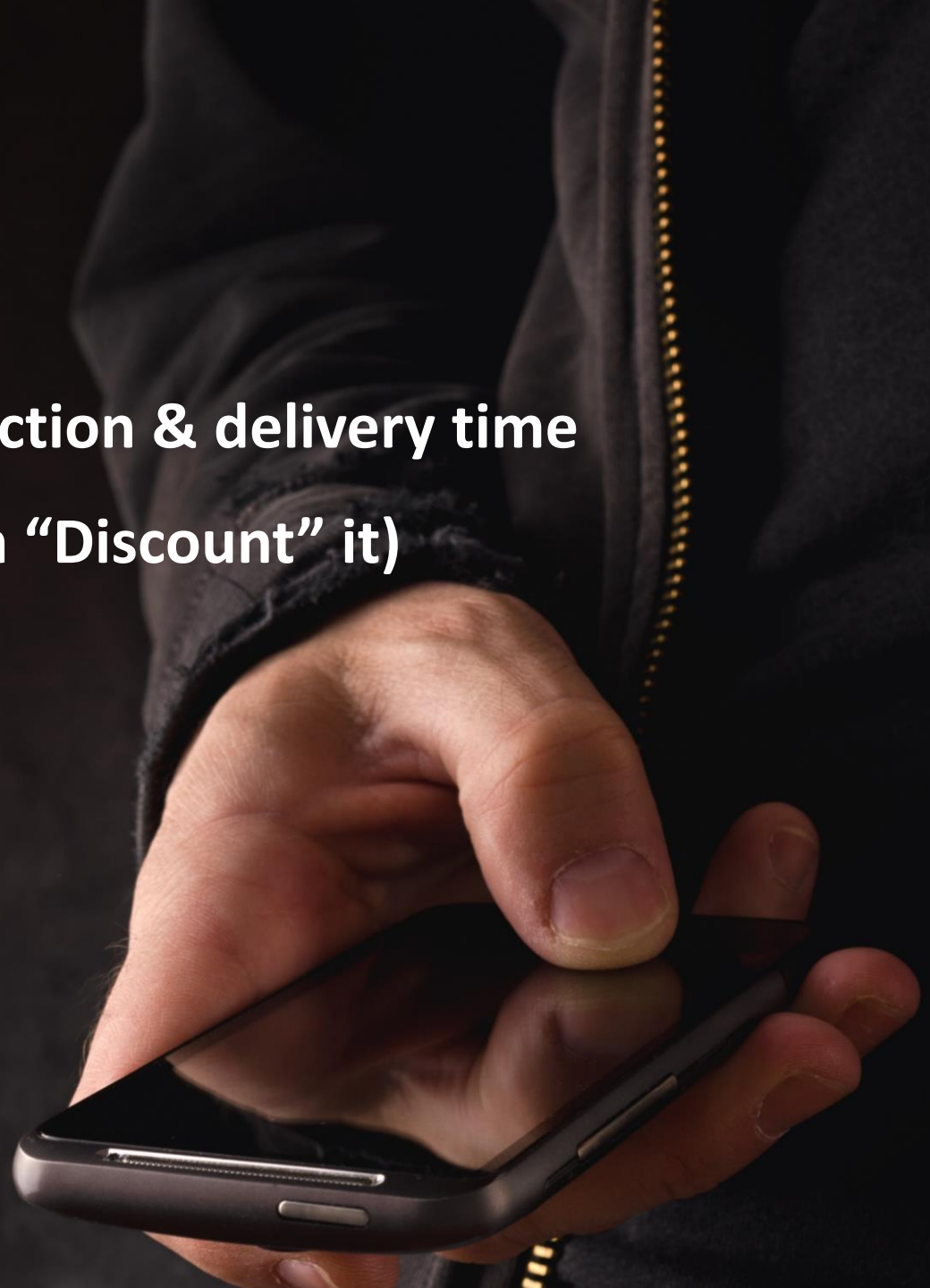
Pricing & Selling  
Bonu\$ Material  
Open Mic Session

**Consider actual research, production & delivery time**

**Don't Give it away! (but you can "Discount" it)**

**Include a Guarantee**

**Roll it over into your services**





## Poll Question #6

Going Froward...

# Bonus!

## MATERIAL

Establishing Your Vertical Market





Systematize everything  
from prospecting to proposals

Clone everything  
from proposals to websites



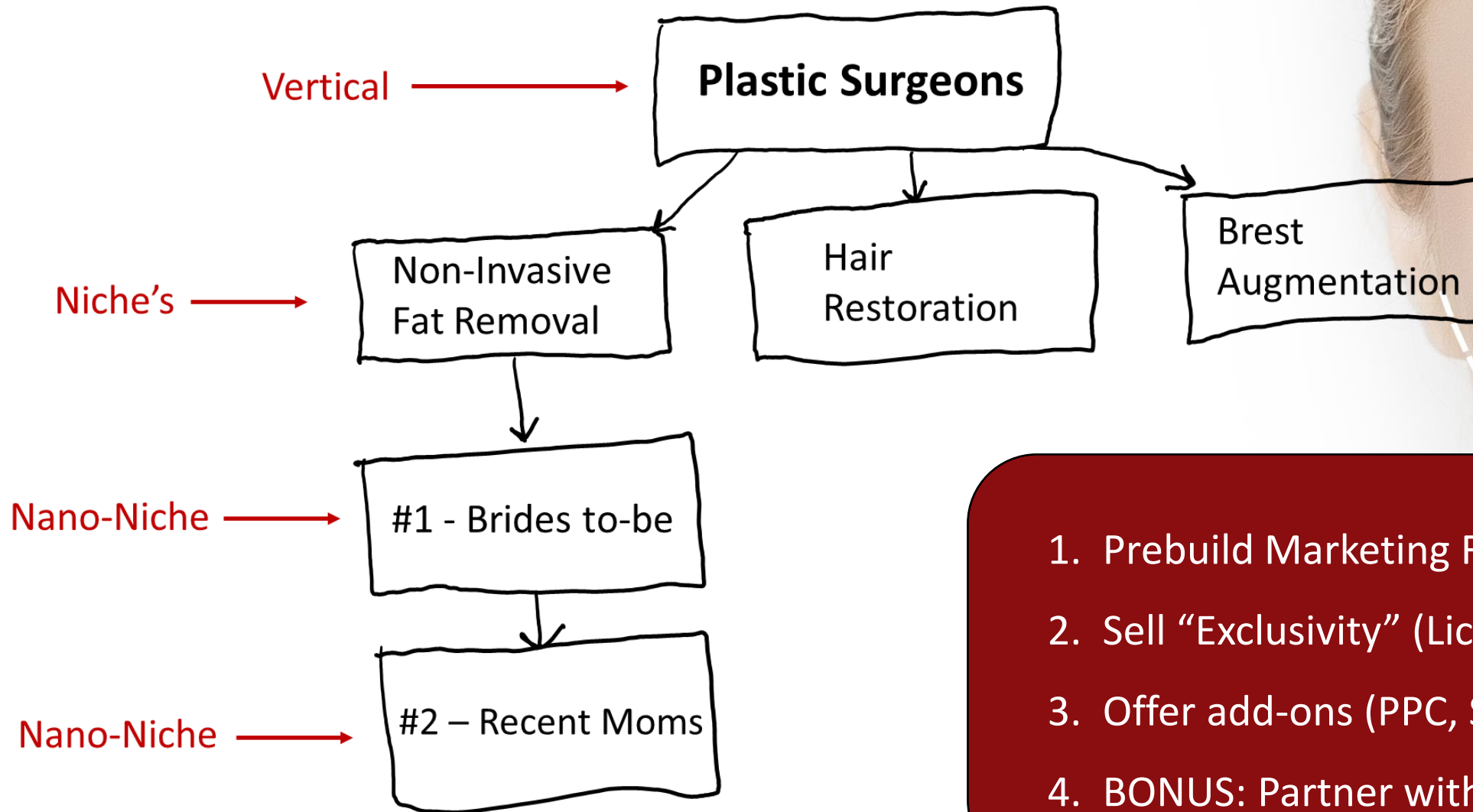
# Micro Verticals & Licensing strategy

# Licensing Models

- Vertical Driven
- Recurring Revenue
- Packaging & Productized Services
- Nano-Niches
- Referrals & Partnerships







1. Prebuild Marketing Funnels
2. Sell "Exclusivity" (Licensing) per Niche
3. Offer add-ons (PPC, SEO, etc.)
4. BONUS: Partner with OEM



# Stuff I'm Working On

Spotify Advertising

Facebook messenger marketing



# Stuff I'm Working On

## Repurposing Proposify

- Assignment selling (how to get the most out of working with us)
- Development sign-offs
- Account set-up worksheet
- Credit card authorization forms (Stripe)



# Stuff I'm Working On

Survey strategy for prospecting & accurate content and offers.



