

CHRIS CARDELL'S

ULTIMATE MARKETING

10 WEEKS WITH CHRIS CARDELL
that will transform your business, your finances, and your life

Seminar Seven

Advanced Internet Marketing

1. **Email Marketing**
2. **Online Video**
3. **Conversion Rate
Optimisation**

Part 1

Email Marketing

Email Marketing

**Email Marketing is
Still the 'Killer App'
of Internet
Marketing**

Email Marketing

What Can You Do With Email?

- **Drive readers to a sales page**
- **Drive Readers to a Phone call**
- **Drive readers to a blog or content**
- **Drive readers to a Video**

Email Marketing

What Can You Do With Email?

- **Start a conversation – Get Readers to Reply**
- **Drive readers to a Webinar**
- **Build relationships with interesting content**

7 Essential Strategies for Email Success



Keep It Personal

Keep It Personal

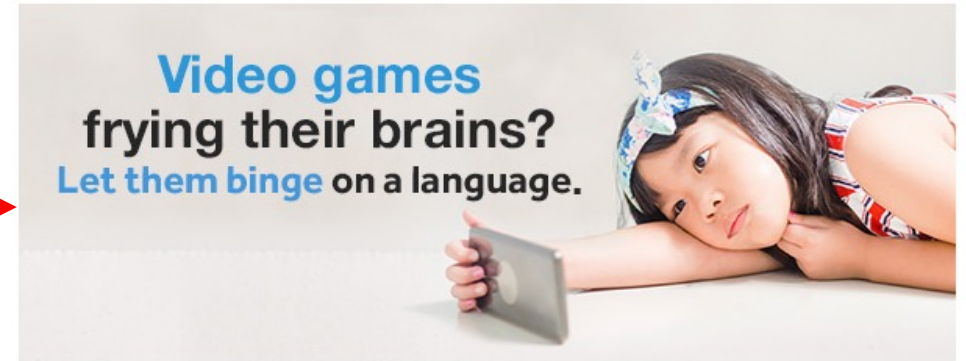
It Should Look and Feel Personal, Not Corporate

- **Open rates are a challenge because most emails we get from businesses are boring**
- **If you produce emails that look like everybody else's, you won't break through that barrier**
- **Emails to your Customers should look exactly like the emails you send to the people you know**

Keep It Personal

THIS DOES NOT WORK!

From: Rosetta Stone <hello@marketing.us.rosettastone.com>
Sent: [REDACTED]
To: [REDACTED]
Subject: Video game overload?



Give them Rosetta Stone for a break from those virtual forts and monsters (plus a little peace and quiet for you...)

BUY NOW

100% Satisfaction

-  Learn content you'll actually use
-  Say it right and be understood
-  Thrive in real world conversations



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Rosetta Stone

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Reserved.

Questions? Call
[1-800-811-2896](tel:1-800-811-2896)

Keep It Personal

The Most
Successful
Internet Marketer
in the world –  →
generated \$1
Billion in revenue



Keep It Personal

Wednesday		
Barack Obama	Hey	Wed 10:09 PM
Tuesday		
David Axelrod	I suppose you can't plan everything	Tue 10:28 AM
Monday		
Obama for America	A video we can't stop watching	Mon 9:26 PM
BAMPAC	Mia Love's in a Fight	Mon 5:57 AM
Sunday		
Barack Obama	I want to win	Sun 11:49 AM
Last Week		
Mitt Romney	Our most critical deadline yet	Sat 9/29
Barack Obama	Your response right now is critical:	Sat 9/29
Michelle Obama	Barack, President Clinton, and Chris - airfare and hotel covered	Fri 9/28
Bill Clinton	Good morning	Fri 9/28
Yohannes Abraham, BarackObama.com	153,140 people named Chris	Wed 9/26
Barack Obama	I'm asking one last time	Tue 9/25
Robert Ringer	A Voice of Sanity - September 24, 2012	Mon 9/24
Barack Obama	A little bittersweet	Mon 9/24

Keep It Personal

chris, Last Chance - Google Replay

From: Chris Cardell <chris@cardellmedia.co.uk> [Add to Contacts](#)

[sent from](#) infusionmail.com

Sent: Fri, Feb 26, [REDACTED]

To: [REDACTED]



Images not displayed.

[SHOW IMAGES](#)

| [ALWAYS SHOW IMAGES FROM THIS SENDER](#)

Dear chris,

This is your last chance to catch a replay of our big 'Power of Google' event where I shared the dramatic breakthroughs this year on Google and gave you conclusive proof of how Google is being used to increase sales by hundreds of per cent, despite the Recession.

Please go to this page and select the time of the replay that works for you:

<https://www.Profits16.com>

If you are currently using Google to get customers - or you're not using Google and you want more customers - whatever you do, don't miss this event.

Best wishes,

Chris Cardell

Cardell Media

Leading Edge Information to Grow Your Business and Increase Your Profits

[Unsubscribe](#)

Cardell Media
1 Northumberland Avenue
London WC2N 5BW
United Kingdom
0330 097 2882



**Emails Should Come
From Individuals, Not
Companies**

Emails Should Come From Individuals, Not Companies

- **They should come from the same person**
- **Name in 'From' Line**
- **Include personal and family material**

Emails Should Come From Individuals, Not Companies





**Write to Only
One Person**

Write to Only One Person

- **Mary the radio listener**
- **Use 'You'**
- **Don't use words or phrases you wouldn't write to someone you know**



Send More Emails!

Send More Emails!

- **You are not sending enough emails**
- **Why do I send so many emails?**
- **3 Emails per week does not feel like 3 Emails per week**
- **Train your customers**
- **If in doubt – get permission**

Send More Emails!

- **Mix and Match**
- **Transition if you're not sending any at the moment**
- **Minimum: 2 per week**
- **Maximum: We don't know**
- **Daily Emails**



Keep Your Email List Clean

Keep Your Email List Clean

Best Practice:

- **Only Email 90 or 180 Day Engaged**
- **Remove non Engaged**
- **Remove Hard Bounces**
- **Offer easy Unsubscribe**



**Don't Obsess About
Unsubscribes**

Don't Obsess About Unsubscribes

GOLDEN RULE:

**If you're not getting
unsubscribes, you're not
sending enough Emails.**



Autore responders

Autoresponders

- **You don't want to send manual emails**
- **An autoresponder allows you to send them automatically**

Autoresponders

How They Work:

During this Seminar,
people have been arriving
at my landing pages

- They signed up for Free info
- They were driven to a page with the info

CARDELL MEDIA
The Digital Marketing Agency for SMEs
Serving Growing Businesses for 20 Years

HOME PRIVACY POLICY CONTACT

FREE Book: 77 Ways to Get More Customers - The Essential Guide for Entrepreneurs to Grow Your Business and Increase Your Profits - From Leading Marketing Agency Cardell Media



As a business owner, the biggest problem you face is getting customers. This FREE book from Cardell Media, a leading agency for growing businesses, gives you 77 powerful strategies to help get more customers in your business, including:

- ✓ Comprehensive tips on Online Marketing.
- ✓ How to have a website that attracts the customers you need.
- ✓ Essential Facebook and social tips for getting customers.
- ✓ Strategies to get Customers for Free
- ✓ Vital tips for new and growing businesses
- ✓ How to use pay per click on Google effectively
- ✓ The power of Referrals - How to get customers recommending you for Free
- ✓ Tips for successful Email Marketing
- ✓ How to increase your Prices and charge what you deserve.
- ✓ And much more...

FREE Book. To qualify to receive this book Free, you must be either a business owner or planning to start a business. Click the button to receive your Free book.

Send Me My Free Book

Autoresponders

How They Work:

- They were sent a confirmation email
- I've also had email sequences going out to existing customers and leads

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Autoresponders

How They Work:

- This is all happening on automatic pilot

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Send Me My Free Book

Autoresponders

Autoresponders Let You Personalise Emails

- **Your email will start with 'Dear Jon' or 'Dear Susan'**
- **You can personalise the headline**
- **Unsubscribe option**

Autoresponders

Autoresponder Companies

- **If you use a third-party company, they go through an accreditation process**
- **If you send emails from your own server, you have to get accredited or your emails won't be delivered**
- **Small and medium-sized businesses should use one of the third-party companies**

Autoresponders

Autoresponder Companies

- **Other offsite autoresponder companies:**
- **www.AWeber.com**
- **www.ConstantContact.com**
- **www.mailchimp.com**
- **www.hubspot.com**

Part 2

The Power of Online Video

The Power of Online Video

The addition of video to a page with no video can increase conversions and sales by 50% to 200%+.

- **The unsophisticated marketer thinks in terms of websites.**
- **The sophisticated marketer thinks in terms of media and TV.**

The Power of Online Video

Video Options

- **You**
- **Video Production**

The Power of Online Video

Video Options

The Best Option:

- **Graphics and Video if available**
- **2-3 Minutes**
- **Scripted**
- **Professional Voiceover**

The Power of Online Video

Video Options

The Best Option:

- **Graphics and Video if available**
- **2-3 Minutes**
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The Power of Online Video

The Power of Online Video

Video Success Template:

- **Captivating opening statement**
- **What do you want them to do?**
- **WIIFM: What's in it for me?**
- **Bullet points**
- **Repeated Calls to Action**

Chris' 7 Tips for Profitable Online Video:

Chris' 7 Tips for Profitable Online Video:

- 1. Belief and intent**
- 2. Be yourself**
- 3. A conversation with one person**
- 4. Problem – Solution**
- 5. Unique environment**
- 6. Repeated sale**
- 7. Bonuses**

The Power of Online Video

Where To Use Your Online Video

- **Home Page**
- **Website**
- **Facebook**
- **Instagram**

The Power of Online Video

Where To Use Your Online Video

- **YouTube**
- **YouTube Remarketing and Video Ads**
- **Email**

The Power of Online Video

Video Upsells

- Your 'thank you' page is the only place you ever get to communicate with **ALL** of your customers

Congratulations! Your Order is Confirmed
Please Watch This Special Message From Chris Cardell.



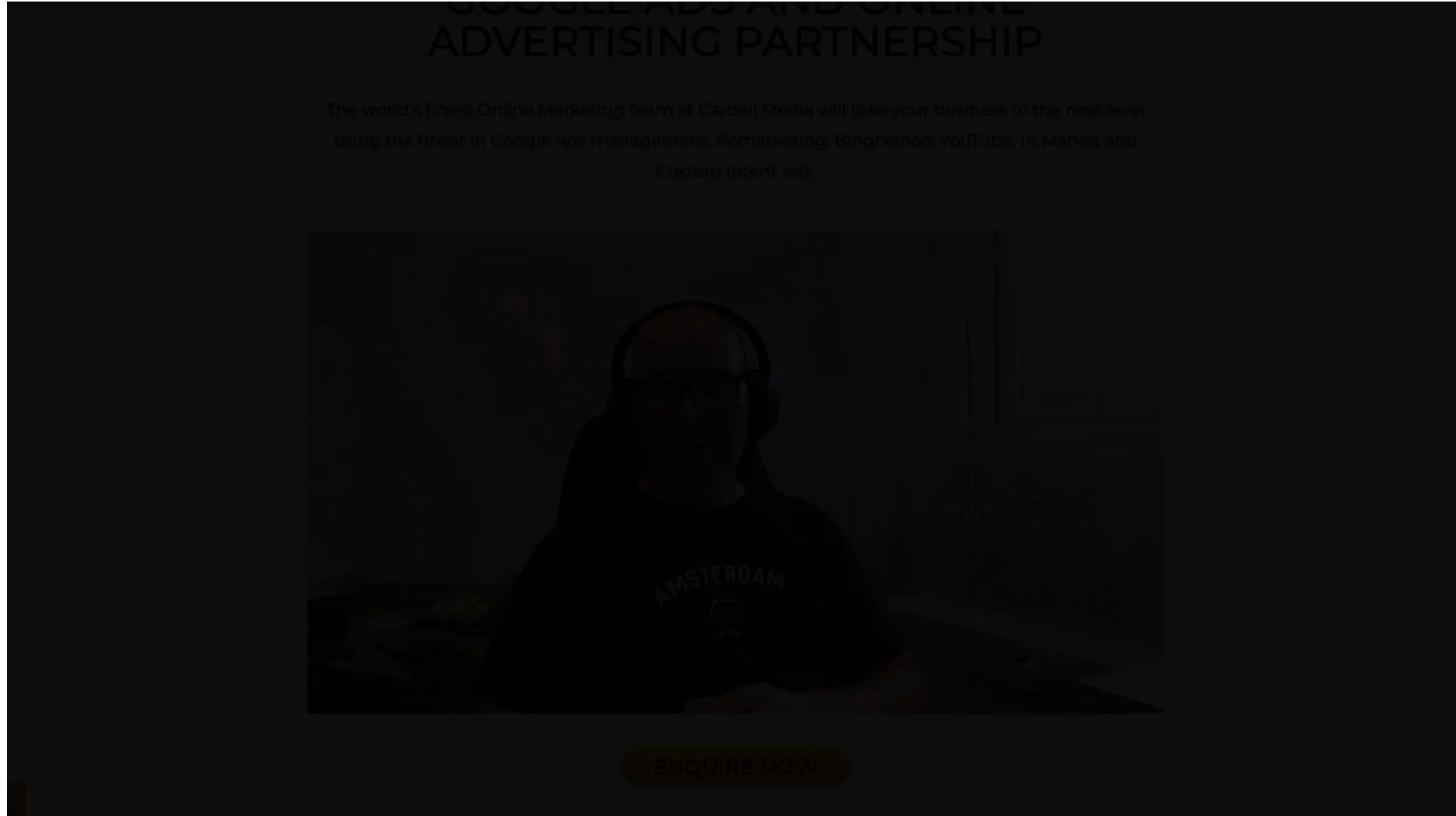
YES, I want 30 Days to Facebook Profits
For Just Three Easy Monthly Payments of £97

Checkout with PayPal

NO Thank You
Skip >>

The Power of Online Video

Testimonials



The Power of Online Video

Software for Creating Slides and Editing Video:

PC:

- **PowerPoint - for presentations**
- **Camtasia - for recording your screen and editing**
- **Adobe After Effects - for professional editing (expensive, steep learning curve)**

The Power of Online Video

Software for Creating Slides and Editing Video:

Mac:

- **Keynote - for presentations**
- **ScreenFlow - for recording your screen and editing**
- **Adobe After Effects - for professional editing (expensive, steep learning curve)**

The Power of Online Video

Support:

- **www.Fiverr.com - cheap designers, voiceovers**
- **www.upwork.com - designers**
- **www.peopleperhour.com - designers**

The Power of Online Video

Mics, Cameras, Tripods and Lighting:

Basic Setup:

- **Camera: iPhone, iPad or any Smartphone**
- **Mic: Wired lapel: Rode Smartlav+ Microphone for Smartphone**
- **Desktop Mic: Yeti Blue Microphone**
- **Desktop Tripod: Joby GripTight GorillaPod Stand for Smartphones**

The Power of Online Video

Mics, Cameras, Tripods and Lighting:

Professional Setup:

- **Camera: iPhone or iPad or Canon 600D SLR**
- **Backdrop: White 8x16**
- **Lighting: 2 x Continuous Lighting SoftBox lamps**
- **Mic: Wireless Sennheiser Lapel mic**

The Power of Online Video

Mics, Cameras, Tripods and Lighting:

Professional Setup:

- **Tripods**
 - **For iPhone/Smartphones: Joby GripTight GorillaPod Stand for Smartphones**
 - **For Canon 600D: Invero Professional Heavy Duty Tripod**

The Power of Online Video

Captions:

- **Put Captions On Your Videos.**
- **We use www.rev.com**

Part 3

Conversion Rate Optimisation

Conversion Rate Optimisation

HOW?

TESTING

Conversion Rate Optimisation

Two Types of Test:

1. Global Test

2. Detail Test

Conversion Rate Optimisation

Global Test



Need Help? Call **0330 097 2882** or email: support@cardellmedia.com

THE CARDELL MEDIA WEBSITE AND ONLINE MARKETING PARTNERSHIP


YES I want to partner with Chris Cardell and the team at Cardell Media to produce a stunning new website and run my online marketing. I understand that the Cardell Media Website and Online Marketing partnership is £995 per month for 24 months and includes the 21 components of Chris Cardell's system, including: a brand new profit driven website, a mobile optimised site built on the Cardell Media mobile platform, a brand new home page video, my video personally voiced by Chris Cardell, three new videos per year, the Cardell Media autoresponder, a new Facebook Business page, a new Twitter Business page, a new LinkedIn Business page, two years of website updates and new pages created as needed, two years of weekly Facebook posts, two years of weekly twitter posts, two years of weekly LinkedIn posts – plus my own personal dedicated Account Manager. I understand that only 7 new client places are being offered today.


~~£2500 + VAT Setup Fee~~ Setup Fee Waived

BILLING INFORMATION

First Name
Last Name
Email
Company
Street Address

PAYMENT INFO



 Credit Card Number	Month ▼	Year ▼	CVC
ORDER SUMMARY			
THE CARDELL MEDIA WEBSITE AND ONLINE MARKETING PARTNERSHIP			£995.00
Subtotal			£995.00

VS

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CARDELL MEDIA



THE CARDELL MEDIA

WEBSITE AND ONLINE MARKETING PARTNERSHIP

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I understand that the Cardell Media Website and Online Marketing partnership is £995 per month for 24 months and includes the 21 components of Chris Cardell's system, including: a brand new profit driven website, a mobile optimised site built on the Cardell Media mobile platform, a brand new home page video, my video personally voiced by Chris Cardell, three new videos per year, the Cardell Media autoresponder, a new Facebook Business page, a new Instagram Business page, a new LinkedIn Business page, two years of website updates and new pages created as needed, two years of weekly Facebook posts, two years of weekly Instagram posts, two years of weekly LinkedIn posts – plus my own personal dedicated Account Manager. I understand that only 7 new client places are being offered today.

~~£5000 + VAT Setup Fee~~
£2500+VAT Setup Fee

BILLING INFORMATION

First Name
Last Name
Email
Company

PAYMENT INFO



 Credit Card Number	Month ▼	Year ▼	CVC
ORDER SUMMARY			
THE CARDELL MEDIA WEBSITE AND ONLINE MARKETING PARTNERSHIP			£995.00
Subtotal			£995.00

Conversion Rate Optimisation

Detail Test



- ✓ Essential Facebook and social tips for getting customers.
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Send Me My Free Book

You can also [buy this book for £20 on Amazon \(UK\)](#)

VS



- ✓ Essential Facebook and social tips for getting customers.
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Conversion Rate Optimisation

Two Ways To Split Test

1) Ongoing Test

- **Measure Current Results/Conversion Rate**
- **Change to new page**
- **Run the new page until you've had 50 to 100 conversions and see which worked best**

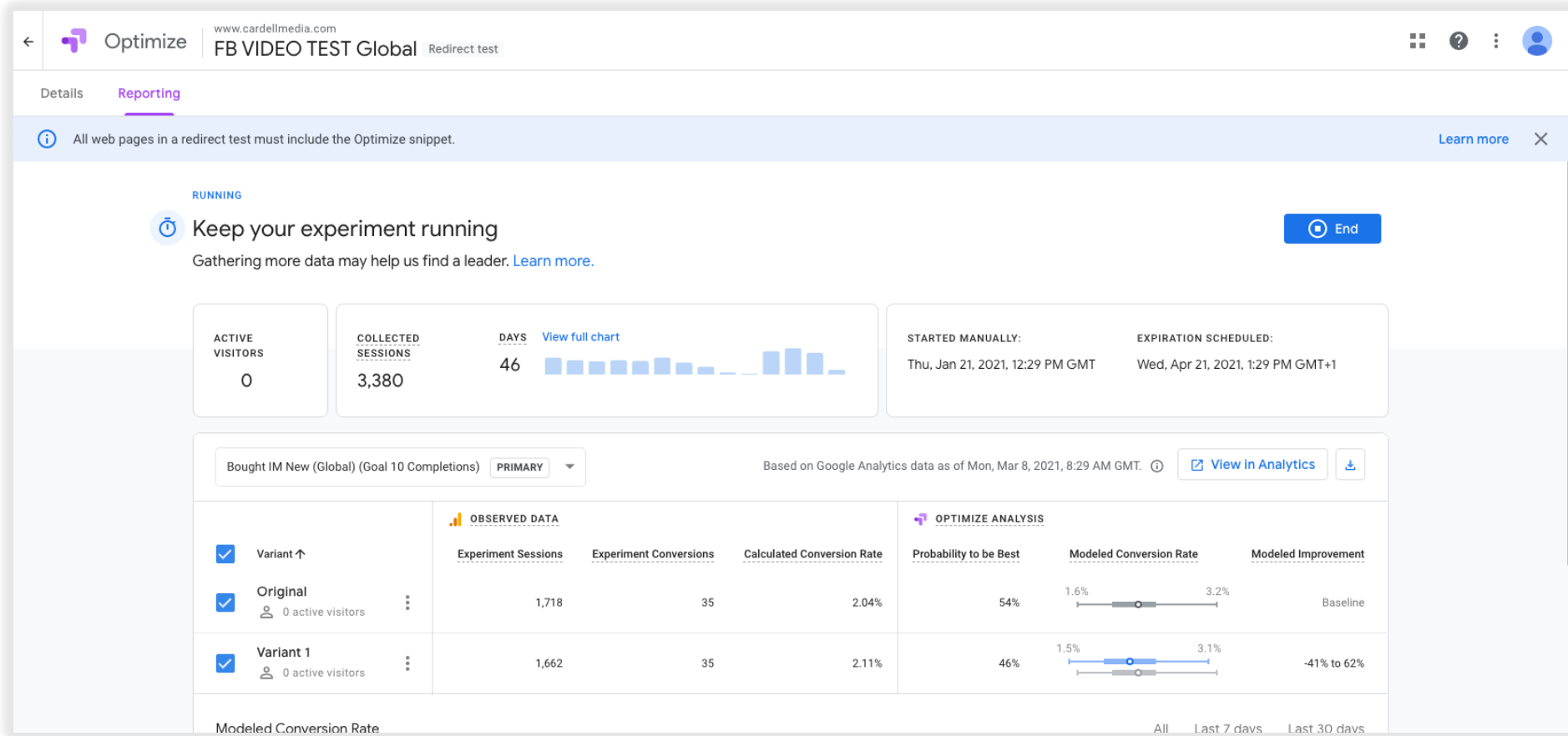
Conversion Rate Optimisation

Two Ways To Split Test

2) A/B Split Test

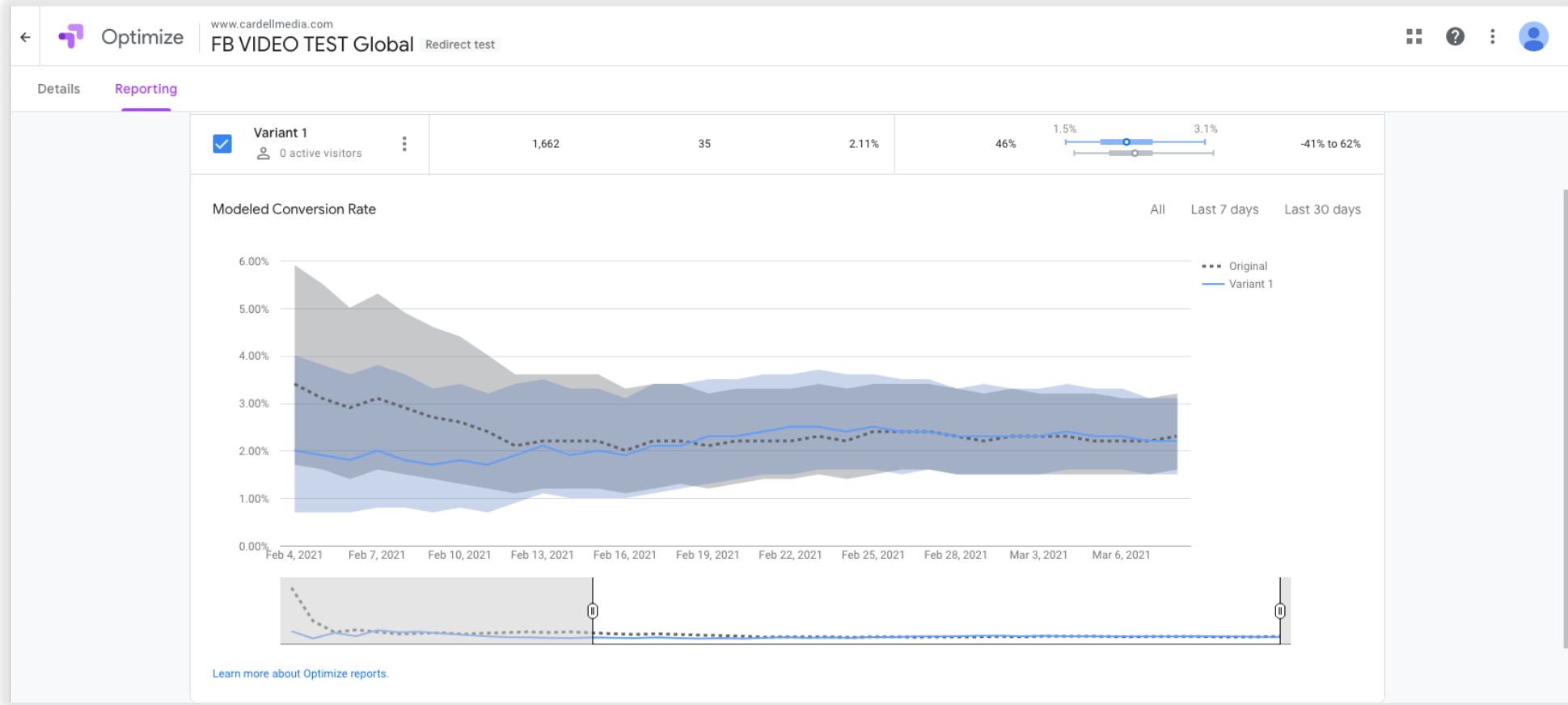
- **Put both pages into Google Optimize**
- **The system alternates which page is served**
- **It measures the results of both pages and chooses the winner**

Conversion Rate Optimisation – A/B Split Test



Google Optimise Test Screen, showing current performance of the variants

Conversion Rate Optimisation – A/B Split Test



Google Optimize Test Screen, showing the winner of the test

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