

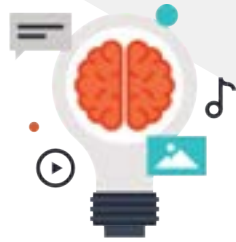


Michael Rapino

**Creative Director & Senior Partner**

**mediastead**

# Web-Centric Marketing Model



Content Marketing



Social Media Marketing



Search Engine Marketing



Your Website



Email Marketing



Search Engine Optimization

# Web-Centric Marketing Model

**Web-centric marketing** revolves around your website as the central hub. **It uses online tools and strategies to attract visitors, convert them into leads and customers, and nurture those relationships – all with your website as the central point of contact and interaction.**

# The Importance of Controlling Your "List"

**Control Your Data:** Own your audience information directly.  
Don't rely on third-party platforms!

**Centralize Your Brand:** Your website is the consistent brand hub.  
This ensures consistency and allowing for personalized interactions.

**Build Direct Relationships:** Nurture leads and convert on your terms.  
Independence from external algorithms or platform changes.

What About

Our Customers?



**BRAND**

**STORY**

# RED OCEAN STRATEGY

# BLUE OCEAN STRATEGY



# Compelling Brand Narrative

If you simply have a big promise and an offer, it's not enough to grab someone's attention, keep them engaged, and convince them to buy.

**This strategy no longer works!**



# The Power of Story

## **Transactional to Relational**

Build connections, not just sales, and create a customer bond.

## **Engage Hearts and Minds**

A compelling narrative captures attention and fosters loyalty.

## **Stand Out from the Noise**

Your unique story is your differentiator in a crowded market.

## **Build Lasting Impact**

Emotional connections create stronger, longer-term relationships.

A line of black dominoes is shown in a chain reaction, falling from left to right on a dark blue, textured surface. The dominoes are arranged in a slightly curved line, with the first domino in the foreground being the most prominent. The background is blurred, showing more dominoes in the distance. The lighting is soft, creating a subtle shadow on the surface.

# The Power of One Domino



**From a tiny 5mm to a massive 3.35 ft (100 lbs)  
the power of one domino!**

# The Impact of a Single, Emotional Connection

Just like the first domino sets off the entire chain, a single, emotionally resonant message can have a profound impact on your audience.

This focused message cuts through the noise and creates a clear and memorable connection.

It's about identifying that core emotional truth of your brand story.

# Your Unique Story in Action

**This focused story can ripple outwards in various ways.**

Express it through your website (e.g., About Us), testimonials, social media, blog content, and even product details.

*With AI making content similar, your unique, emotional story is crucial for differentiation.*

# The Catalyst for Action

To complete the chain reaction, you need a clear and compelling **"no-brainer offer."**

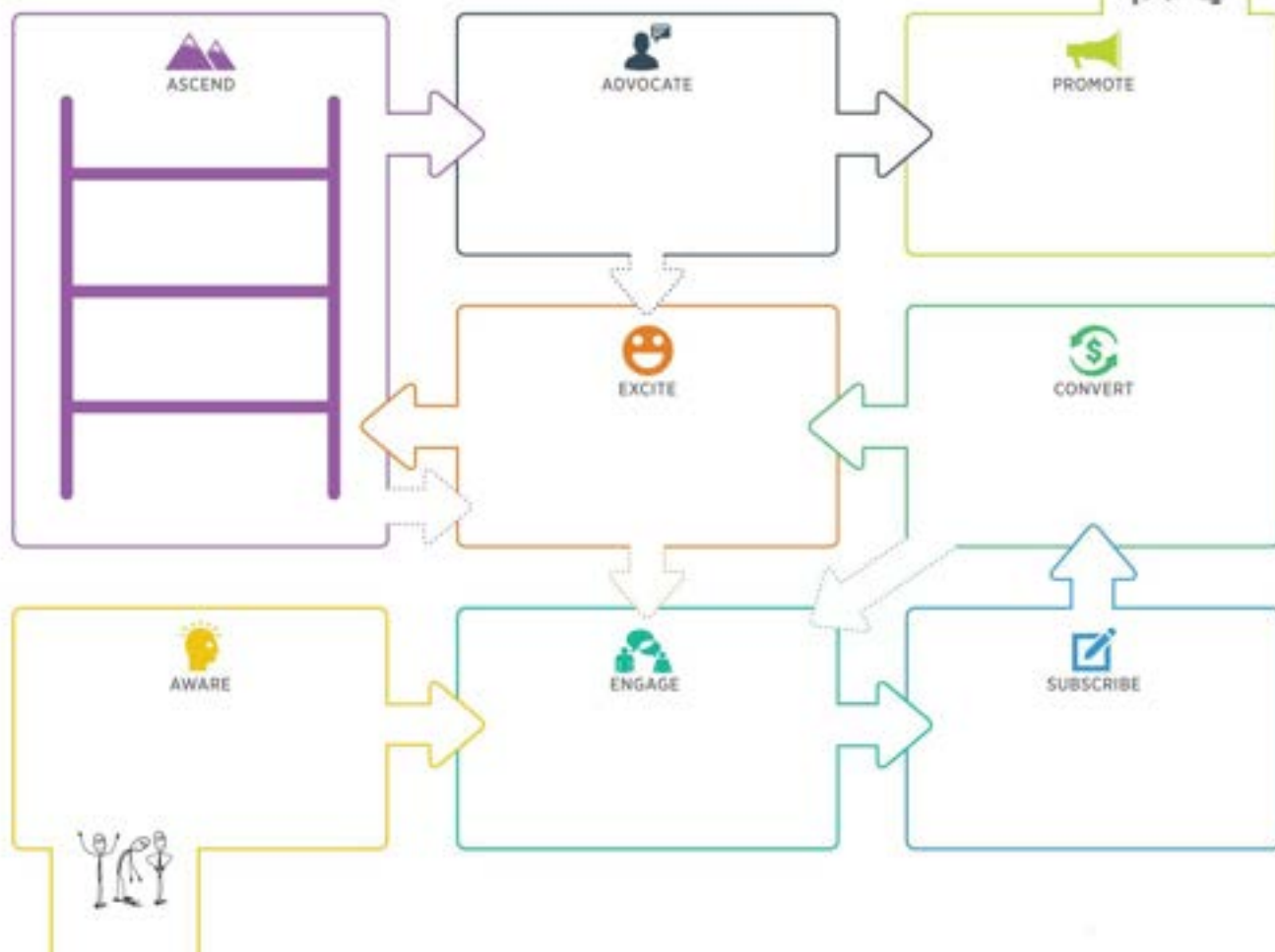
This focused offer, aligned with your emotional story, provides a **clear path for your audience to engage further.**

It's the final domino that leads to conversion and **a deeper relationship.**

# **Full Slide Deck, Worksheets, Examples, and**



## VALUE JOURNEY WORKSHEET

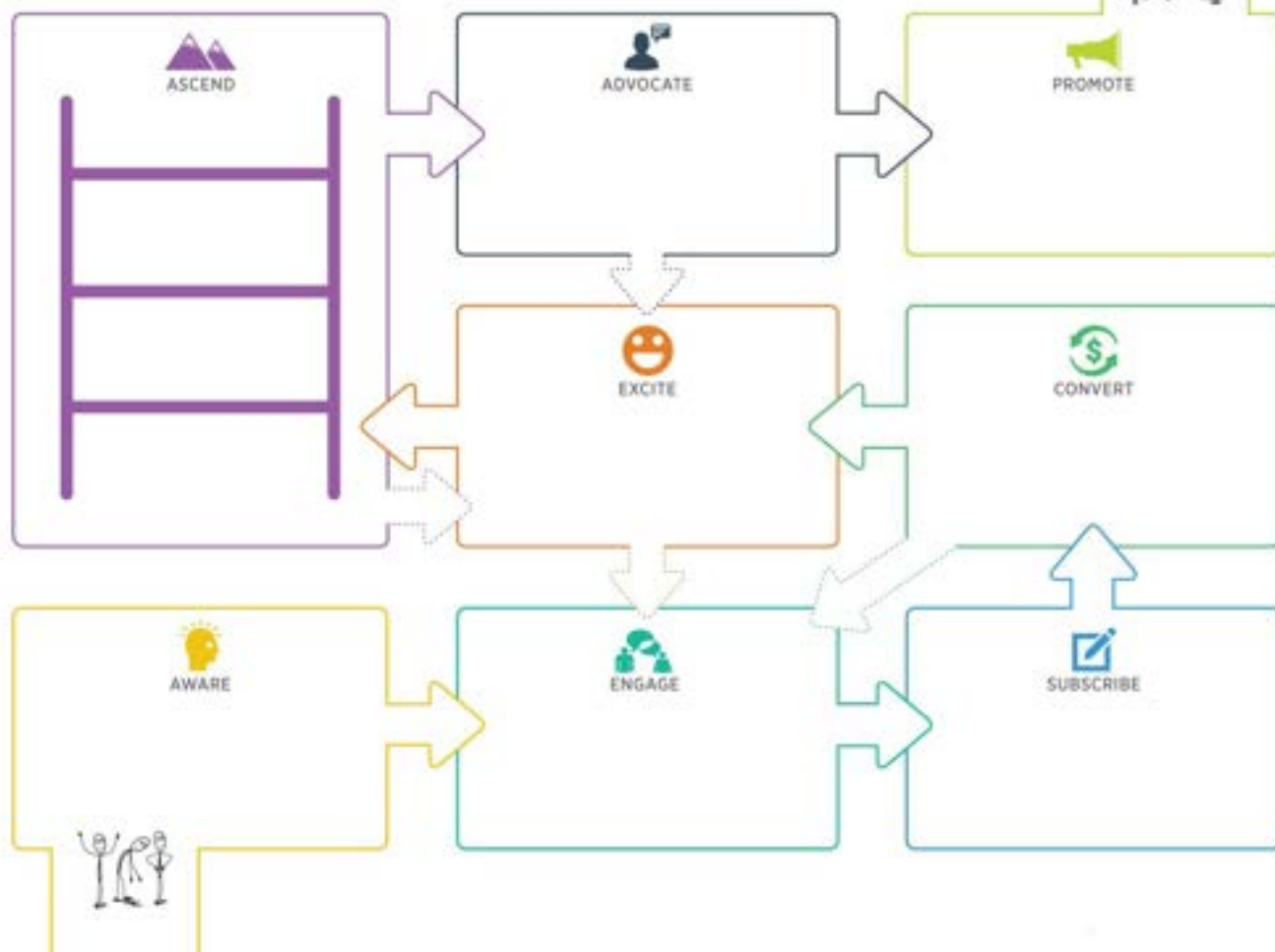




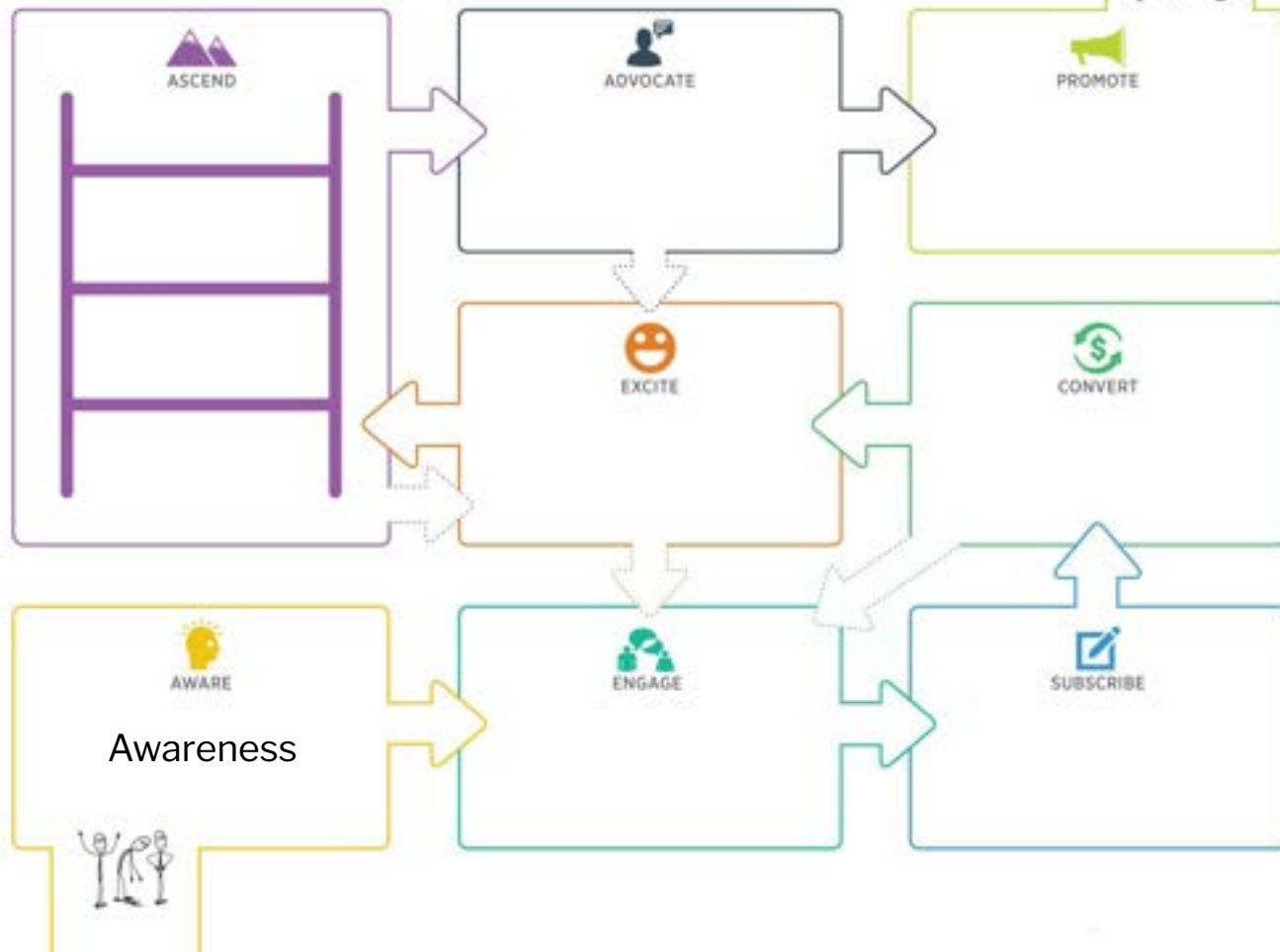
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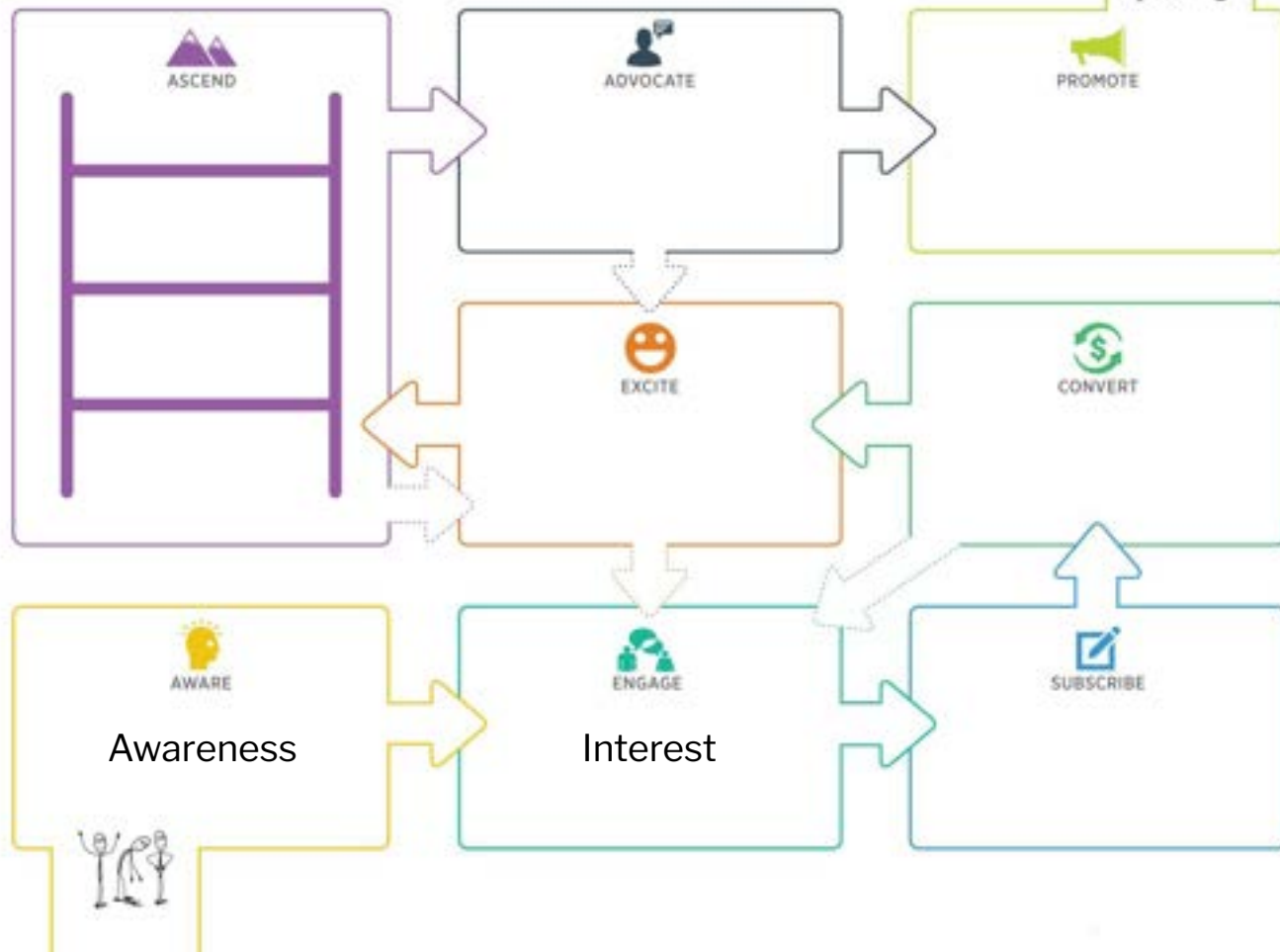
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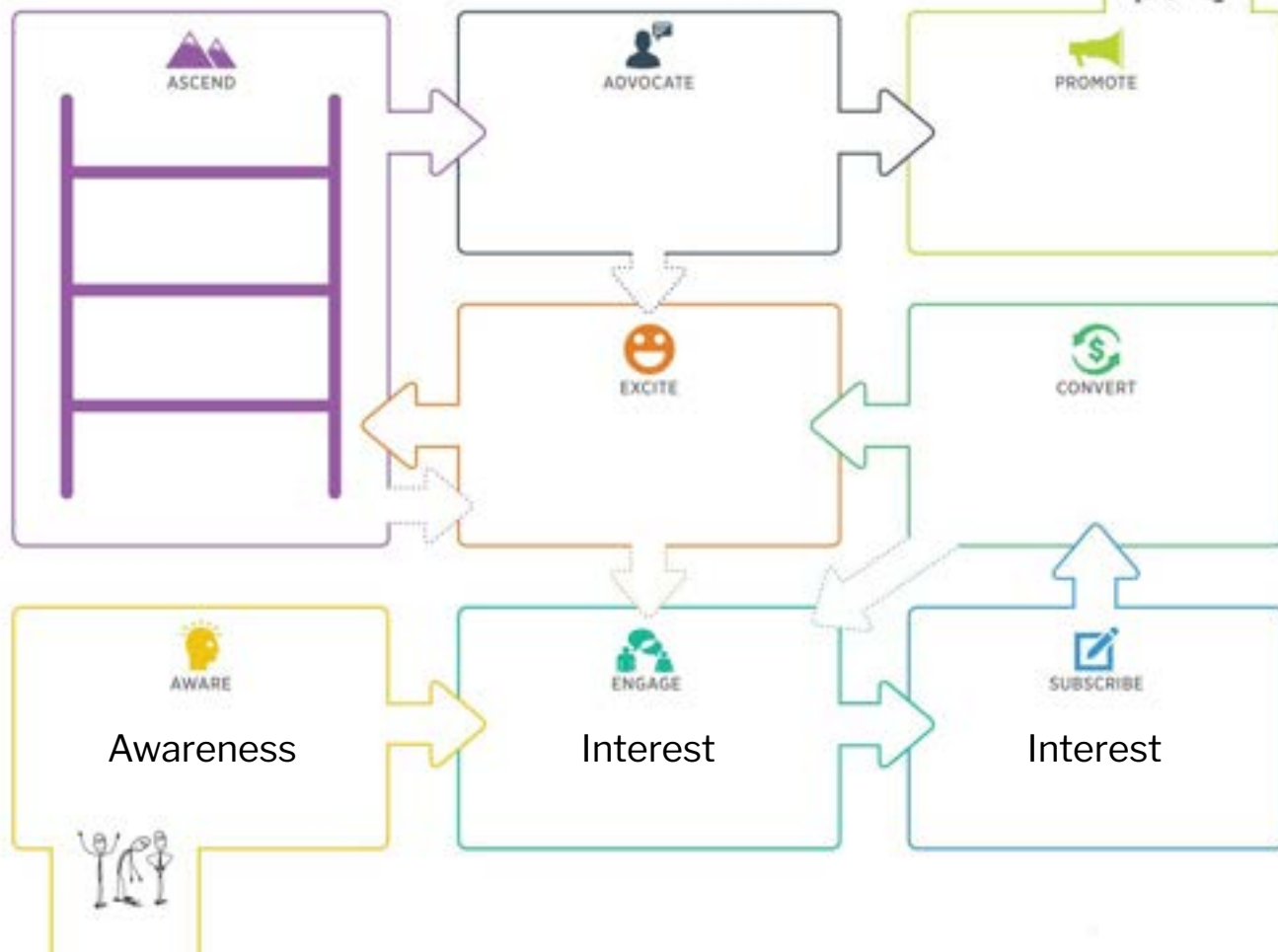
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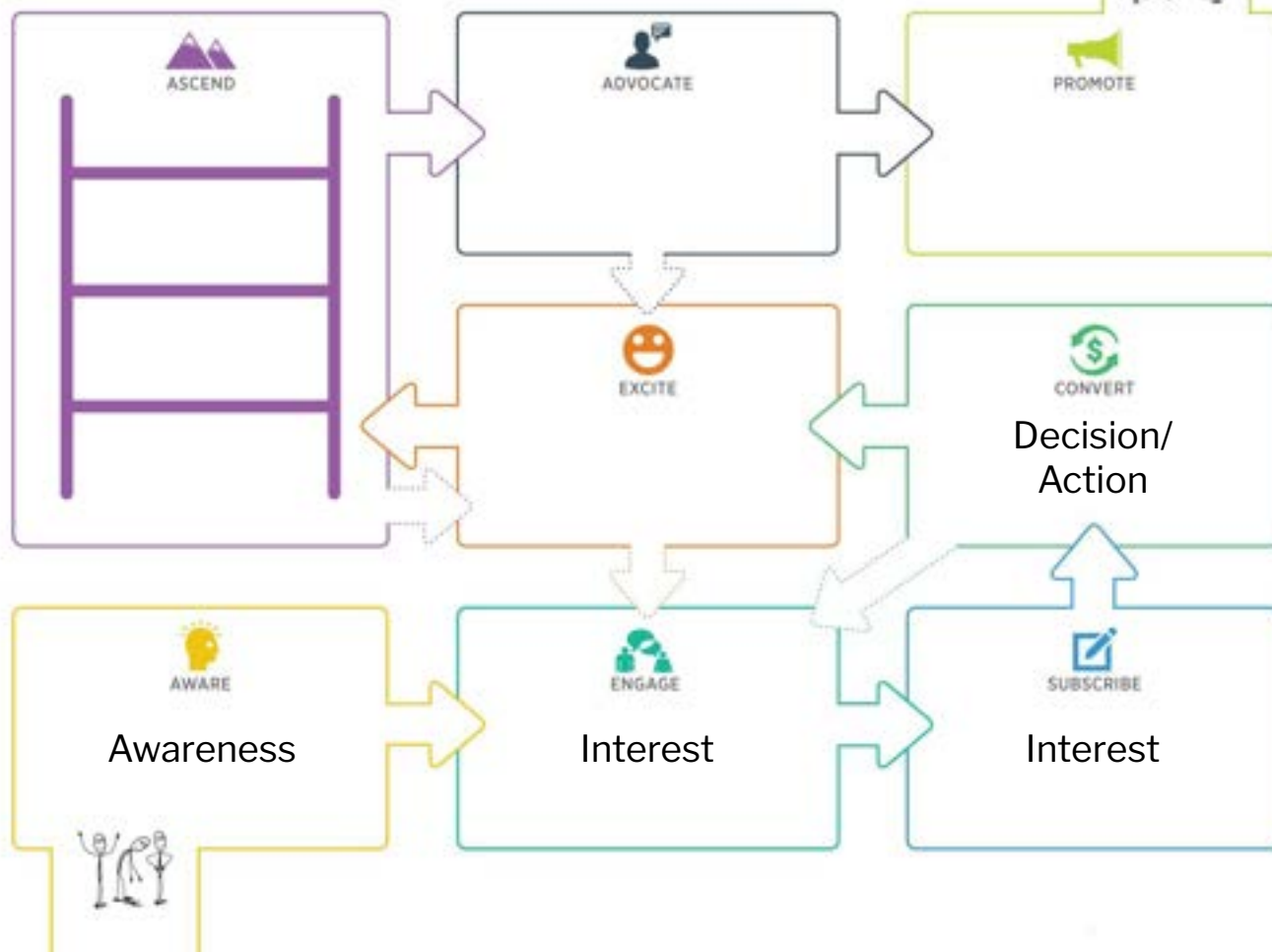
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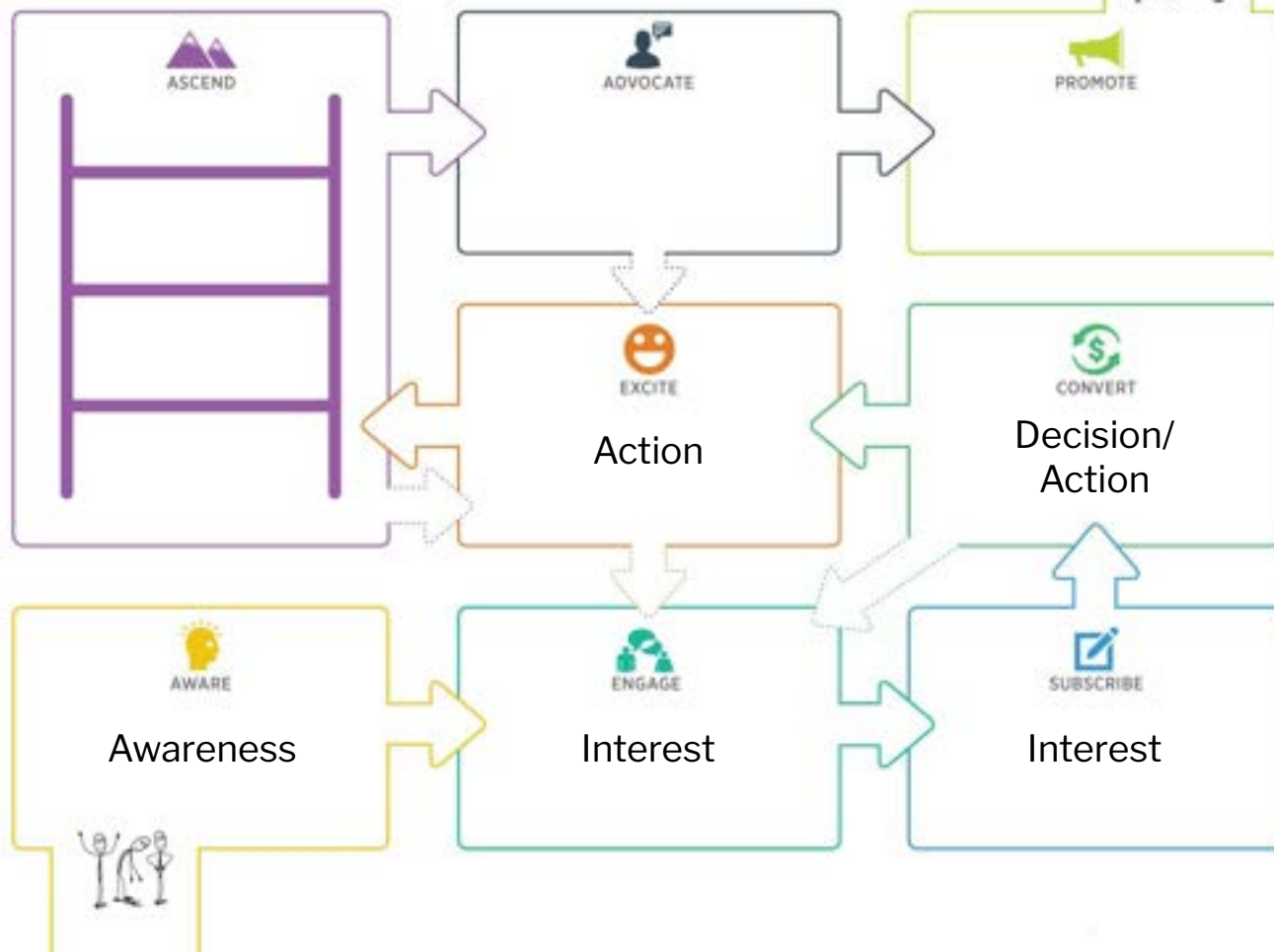
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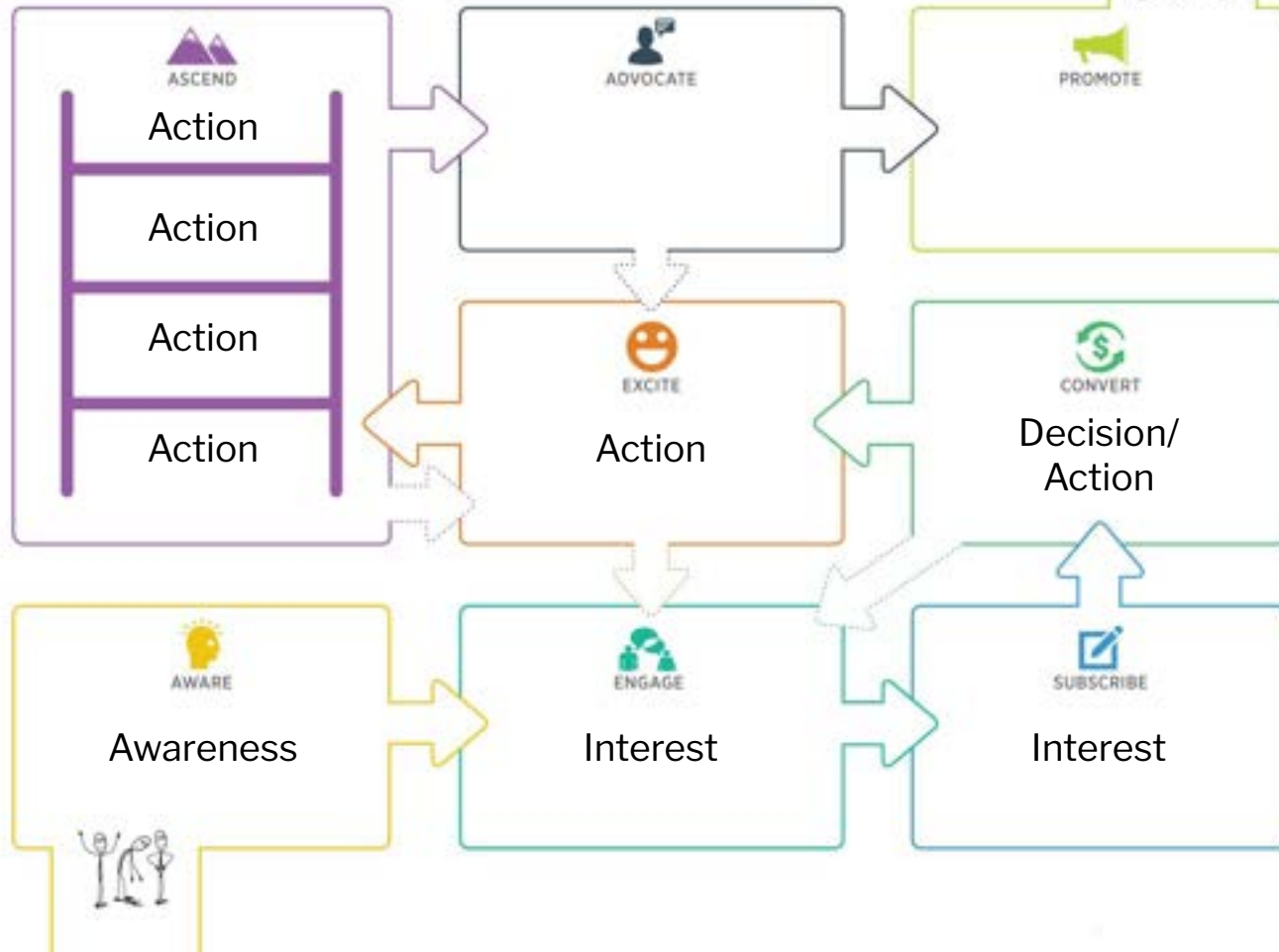
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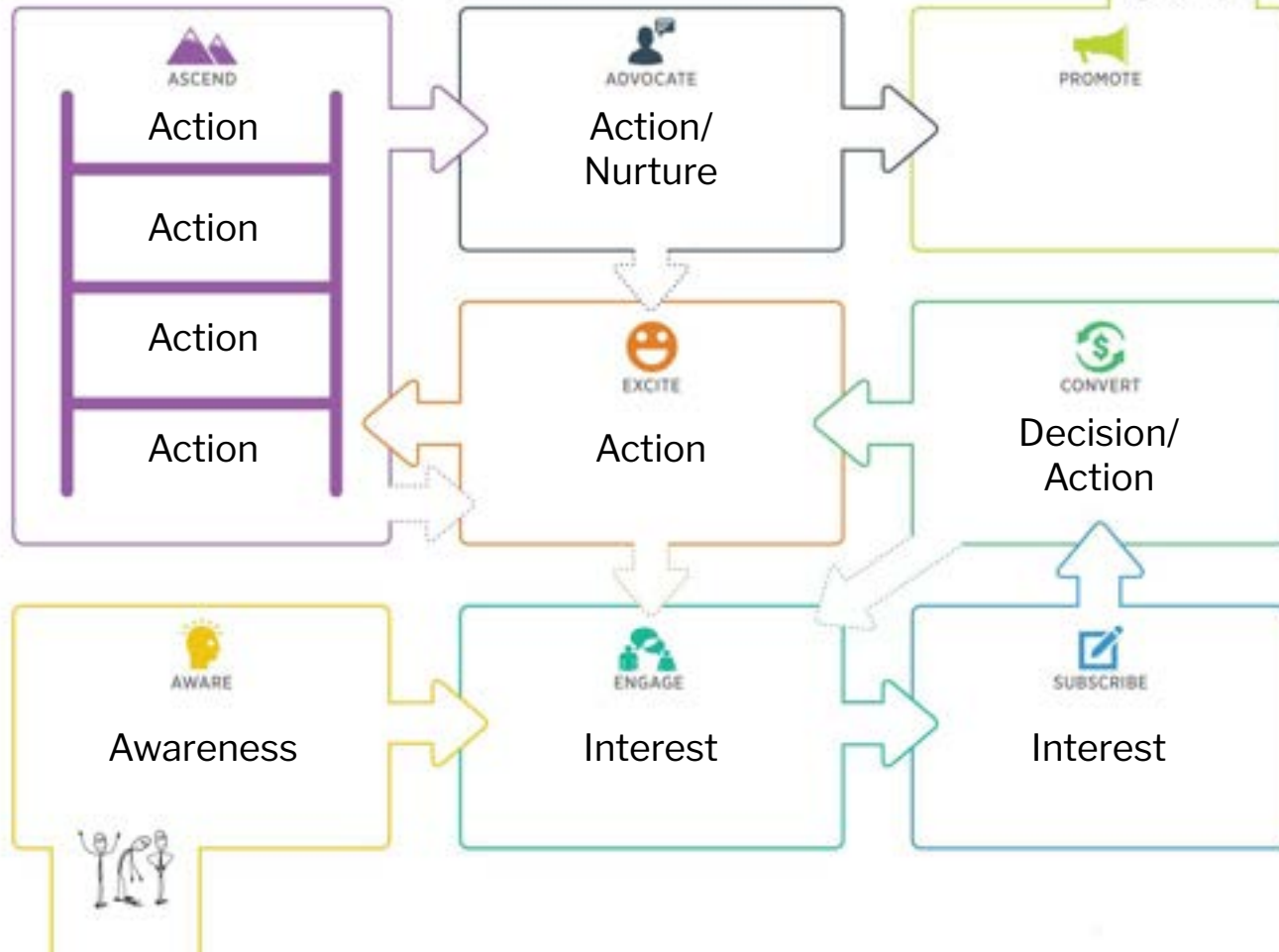


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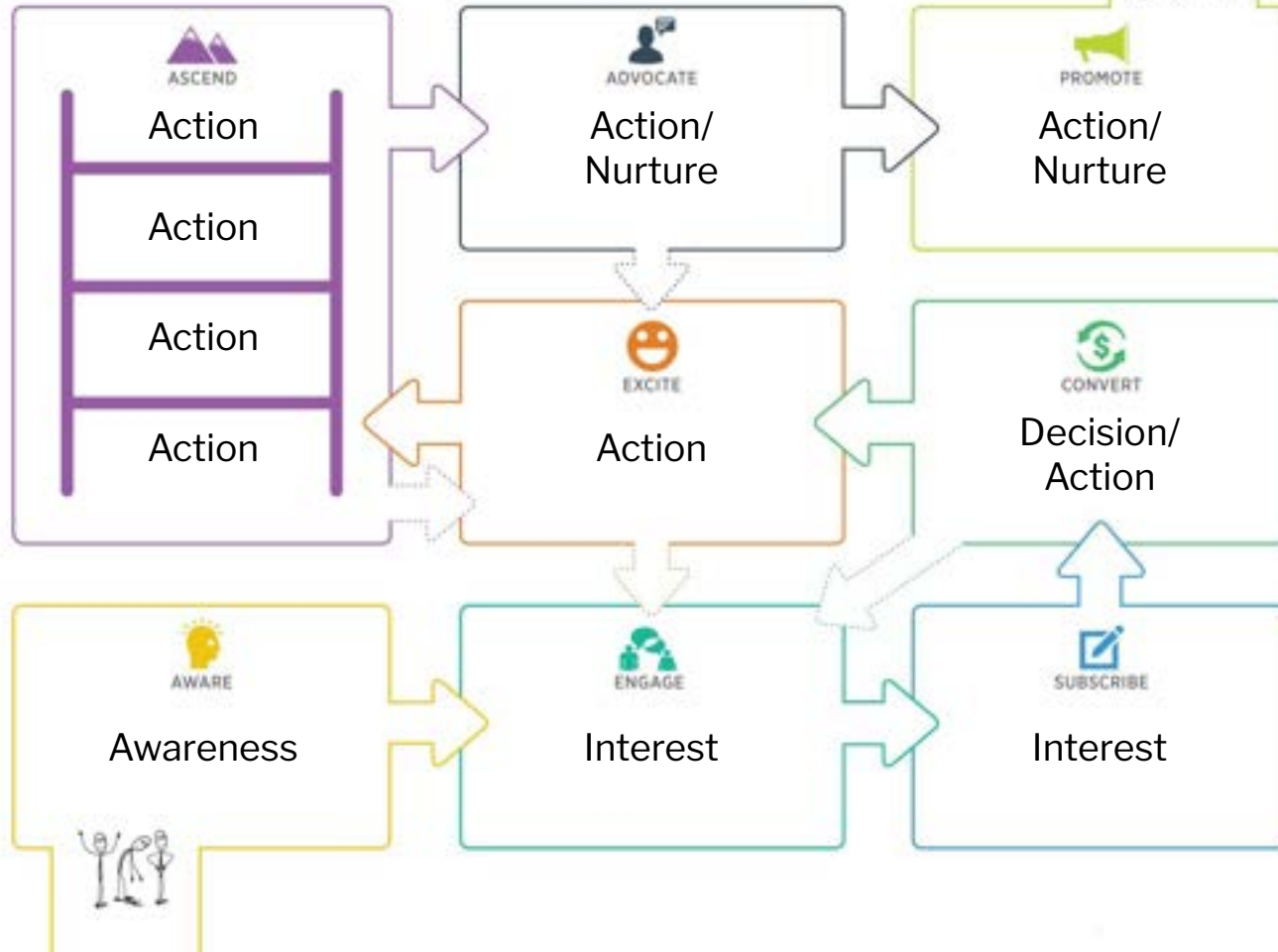




# VALUE JOURNEY WORKSHEET



# VALUE JOURNEY WORKSHEET



# Putting It Together



# Mapping Tools & Strategies to Customer Value Journey

**Aware:** This stage focuses on how potential customers become aware of your brand and its value proposition.

- **Tools & Strategies:** Social media, advertising (Google Ads, social media ads, display ads), content marketing (blog posts, videos, infographics), SEO, PR & media coverage, influencer marketing.

**Engage:** Here, potential customers learn more about your brand and start interacting with you.

- **Tools & Strategies:** Social media engagement (comments, likes, shares), interactive content (e.g., quizzes, polls), webinars, email marketing (welcome emails, drip campaigns), website analytics (e.g., Google Analytics).

# Mapping Tools & Strategies to Customer Value Journey

**Subscribe:** This stage encourages potential customers to provide their contact information and enter your sales funnel.

- **Tools & Strategies:** Lead magnets (ebooks, white papers, checklists), email marketing (subscription forms, newsletters), landing pages, webinar registrations.

**Convert:** This stage focuses on the conversion process, where potential customers become paying customers.

- **Tools & Strategies:** Remarketing campaigns, sales funnels, email marketing (promotional emails, special offers), content marketing (case studies, testimonials, product demos), free trials/demos, easy checkout processes, secure payment gateways.

# Mapping Tools & Strategies to Customer Value Journey

**Excite:** Here, the focus is on exceeding customer expectations and creating a positive experience.

- **Tools & Strategies:** Onboarding emails (welcome series, how-to guides), content marketing (tutorials, user guides, FAQs), responsive customer support, product updates (new features notifications), loyalty programs (initial purchase rewards).

**Ascend:** This stage encourages customers to increase their investment in your products or services.

- **Tools & Strategies:** Upselling/cross-selling (related product recommendations), personalized email marketing offers, loyalty programs (points systems, exclusive offers), content marketing (advanced tips, success stories), advanced training webinars.

# Mapping Tools & Strategies to Customer Value Journey

**Advocate:** Satisfied customers become brand advocates, promoting your offerings to others.

- **Tools & Strategies:** Customer feedback surveys and reviews, community building (online forums, social media groups), referral programs (incentives for referrals), email marketing (feedback requests), events (user conferences, meetups).

**Promote:** This stage focuses on empowering advocates to become vocal promoters of your brand.

- **Tools & Strategies:** Referral programs with ongoing rewards, social media engagement with user-generated content, influencer marketing (partner with existing advocates), content marketing featuring customer success stories amplified through advocates, email marketing highlighting referral benefits and exclusive promoter perks.





# DIY Toolkit



# Free Tools to Get You Started

- **Social Media Management:**
  - a. Hootsuite
  - b. Buffer (limited free plan)
- **Content Marketing:**
  - a. Canva (for creating visuals)
  - b. Unsplash (free stock photos)
  - c. Pexels (free stock photos)
  - d. Hemingway Editor (improves writing clarity)
  - e. Grammarly (improves writing)
- **Interactive Content:**
  - a. Typeform (surveys and quizzes)
  - b. Tripetto (Surveys)
  - c. Google Forms
- **Email Marketing:**
  - a. Mailchimp (limited free plan)
  - b. MailerLite (limited free plan)
- **Webinars:**
  - a. Zoom (limited free plan)
- **Customer Support:**
  - a. Zendesk Chat (limited free plan)
- **Project Management:**
  - a. Trello (basic boards)
  - b. Asana (limited free plan)
- **AI Writing:**
  - a. Jasper (limited free trial)
  - b. ChatGPT, Gemini

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The logo for Mediastead, featuring the word "mediastead" in a lowercase, rounded, sans-serif font. The letters are a dark teal color. The "m" and "d" are slightly larger and more prominent than the other letters.

**Mediastead.com**