

020 - Your Online Business Marketing Plan on 1 Page with Allan Dib

Allan Dib 0:00

The whole idea of the one page marketing plan is that it's something that's practical, something that you can literally have sitting on your desk or pinned up on your wall or whatever. And you can update it easily at any time when you have better and more information. And so if you visualize a single page split up into nine squares, that's essentially the the one page marketing plan. And so there's three sets of three squares, and I'm sure we can link to to a copy of absolutely the document here, so that people can can see that but visually, if you imagine three, three squares, another three than another three, that's essentially the one page marketing plan. It's split up into before, during, and after phase. So three major phases of the marketing process.

Intro 0:51

welcome to the SEO leverage Podcast, where we talk about search, marketing and conversion.

Gert Mellak 1:00

Hello, welcome , my name is Gert Mellak from Seoleverage.com. This is Episode 20 of our SEO podcast, and today, it's a real honor for me to welcome serial intreprenuer. Coach, best selling author, Allan Dib to the show. Welcome, Allan.

Allan Dib 1:15

Hey good, it's a pleasure to be on, how are you?

Gert Mellak 1:18

Very good. I'm so happy to finally have you on the podcast here as well. We have been working together for quite a while I've been working with your team and SEO. I had the pleasure to meet you in person in Sydney to Franco's event last year, which was great. So I assume many of our listeners are already going to know you and your work for them on one page marketing plan. But for those who don't, could you give us a little bit of a backstory about your background? where you come from? How did you become a specialist on marketing plans and business? And when did this start?

Allan Dib 1:55

Yeah, look, I started my business life just as a dead broke IT geek. I just struggled with marketing and struggled with getting clients in the door. And so I spent about a decade just with trial and error with marketing. I attended every conference, I read every book, and I really struggled. And then I came across direct response marketing, which I learned at a very deep

level. And long story short, I built a couple of successful tech companies, we bought them from zero, and then we we grew them to be national businesses and exited them. I did very well from those. And then I started coaching people on their own marketing. And one of the things that I wanted people to do was to create a marketing plan for their business because it had been something that was instrumental for me and I got a lot of pushback. People were saying too hard, too difficult, need to get a consultant, not sure where to start. And so I created a process called the one page marketing plan, which in about 30 minutes, somebody could put together a very detailed direct response marketing plan for their business. And so it worked very, very well, we had a lot of clients starting to use it. And then a few years ago, I wrote a book because I wanted to get that process out to a much bigger audience. And the book has received a lot of good feedback. A lot of people who never ever had a marketing plan before in their business, now have a detailed direct response marketing plan, which is helping them get new clients new leads and new prospects. So I'm very privileged to help people every single day with their marketing and really get clarity around their marketing.

Gert Mellak 3:37

I think that there's really, really something noteworthy here. And I remember even before we started working together, and we got to know each other a little bit better. I already had read your book, I already was using your marketing plan, essentially, for clients of ours. So we had a local marketing agency, that lead generation for them, etc. And many people were essentially just shooting wherever they could with a little bit of Facebook, a little bit of ads, a little bit of this , no real plan. And the first thing I would put out was a copy of your marketing plan, essentially. And secondly, let's structure things a little bit into the difference squares we're going to talk about afterwards, just to make sure that everything we do goes in line with what we actually need to do to have a strategic growth. So I think, I think one thing something I noticed that you're especially good at is breaking really complex things down into into simple terms. And I think that the book is definitely one of the best examples when when people think about a marketing plan, they probably have like a mental image of a thick binder. That's progress six months to put together and probably gets stored somewhere and never gets opened and opened again. It's like a static thing like a business plan. You have to you have to write if you want to, to request some funds or something that is when you start a business. Yeah, and it's just sits around but this is really an actionable document and I have this on a spreadsheet here on my computer for my own business but I go back to it and read it and extend it once in a while. So it's okay, now let's find a better way of lead nurturing may find it better than a different medium, we just have clubhouse as a new medium that could potentially be added there said, etc. So it's a really dynamic deck document. And I would appreciate if you could walk our listeners a little bit through the overall process. How is it possible that we can do this in 30 minutes? Such a complex project? How is this broken down?

Allan Dib 5:30

Yeah, you're 100%, right. In my first business, when I was trying to put together a business plan, I spent months with a consultant and I spent 1000s of dollars putting together a plan. And then it was this big, thick document, which really wasn't practical. And so the whole idea of the one page marketing plan is that it's something that's practical, something that you can literally have

sitting on your desk, or pinned up on your wall, or whatever. And you can update it easily at any time when you have better and more information. And so if you visualize a single page split up into nine squares, that's essentially the one page marketing plan. And so there's three sets of three squares, and I'm sure we can link to a copy of the document here, so that people can see that. But visually, if you imagine three, three squares, another three than another three, that's essentially the one page marketing plan. It's split up into before, during, and after phase. So three major phases of the marketing process. So that's, that's essentially the one page marketing plan. So they're in nine blocks in total. And once you filled in the nine blocks, you're going to have a very comprehensive direct response marketing plan. And so the first block starts with target market. So who do we want to who is ideal prospect, and we can get into each of these, or some of these in a little bit more detail. But first of all, we select our target market, then what message, the second block is, what message are we going to send to that target market. The third block is about what media we're going to use to reach that target market, then we then we go into the 'during phase'. So the 'during phase' is when someone already knows that we exist that put their hand up, the then it's the fourth block is lead capture, then the fifth block is lead nurturing. Finally, the sixth block is sales conversion. And then we go into the 'after phase'. So someone's a client and so then we want to deliver a world class experience. That's the seventh, the eighth block is upselling, and increasing customer lifetime value. And the ninth block is orchestrating and stimulating referrals. So so we go through the entire lifecycle of a customer so going from before they even know that you exist, right through to becoming a raving fan and a client who's referring new business to you on an ongoing basis.

Gert Mellak 8:00

It is a this is such a great overview before during, after this is also something that impacts when we've SEO leverage we do keyword research, for example, for clients, exactly what are the keywords they might be typing into a search engine before they actually become clients? Where they essentially are top of funnel? They just want to inquire, I want to purchase a car it might be next year, it might be the year afterwards. But I'm still already searching but my search

Allan Dib 8:25

Yes.

Gert Mellak 8:25

We basically different from when I'm about to purchase actually or I have been on the mailing list on some car, a retailer already or brand have done yes drive etc do they sent me the lead nurturing sequences and stuff like that. So it's definitely also from SEO, important to structure the approach a little bit and say, okay, we don't want to only cater to one of these phases, obviously everybody wants to rank for the transactional terms where someone is about to purchase. But it's not that easy to decision might process as we see this very often a long one. I remember we have a client in the office refurbishment industry, for example, where where someone might request a quote, without even having purchased the property. But they already want to know what this is going to cost etc. So they're probably two years away or one year away from from actually becoming a client. But this doesn't mean that can start the sequence really when they are already ready to purchase because they need to grab their attention, catch

their attention early enough, right. So you need to cater to all these phases. You can't really skip one, right?

Allan Dib 9:33

Absolutely. It's absolutely essential because a lot of people feel like you've got to close the sale today, someone's interested today or they're a tire kicker. And here's what we know. We know that a very small percentage about 3% of your, your ideal target market is ready to buy today and everybody's fighting for that 3% that's what the Facebook ads you're running out for. That's what the people are cold calling for, the people who are ready to buy today. And that's fine. We, of course, we want to connect with people who are ready to buy today. But there's a much, much larger audience who are ready to buy sometime in the future. So maybe in 30 days, maybe in 60 days, maybe 90 days, maybe in a year. And you know, your car analogy is exactly right. I mean, if you, if you walk on to a car dealership, they're like, Okay, what can we do to get you in a car today, right. And then if you walk away, it's like, okay, that they feel like the deal is lost or whatever. And I'm in the same situation, as you, I'm waiting for a couple of electric cars to come out before I make my, my decision on my next car. And so I'm following them on Instagram, I'm on the mailing list, I, you know, whenever you know, and I'm looking, looking at this type of electric car, what's the range? What's the speed, all of that sort of stuff. So I'm kind of like, I think what Google calls in market sort of thing, right? So so I'm going to make a purchasing decision not on a car, maybe even two cars in the next nine months or so. So now would be a really, really good time for someone who's selling electric cars to be connecting with me on a regular basis. So I'm not going to buy one today or tomorrow. And very few people wake up in the morning, say, I think I want to buy a new car today, right? And so, so they think about that purchase for some time. And if you sell anything of value, that's probably true as well for you as well. Like, people don't wake up one morning and say, I need business coaching, or I need SEO or something like that. They've been thinking about it, maybe their friend has mentioned that. Maybe they've seen it working well, somewhere. And, and over time, it's it's a slower burn. But if we can engage with those people who we know are going to make a purchasing decision sometime in the future, and that time in the future might be a far time in the future, or might be a shorter time in the future. I had a client who signed up for my high level coaching program, and I asked how long he's been on my mailing list. And he said for two years, right, so if two years ago, I thought, this guy he's not interested or whatever. And that would have been a missed opportunity. And I would say the vast majority of people who buy something from me and I probably who buy from you, too have been thinking about that, for a long time had been thinking, you know, I really need to improve my SEO, I need to get my rank on Google better, or I need to fix my marketing, I need a marketing plan or or something like that. So we want to engage with some of those people before they make a purchasing decision.

Gert Mellak 12:38

And that's so true, I would probably argue the 3% for for SEO at least resist the industry are controlled by more than the coating industry of 3% is high. I think hardly anybody is really ready to buy when they when they search for first time. It's just so trust based. So I wouldn't even expect someone who hasn't been referred by someone else to purchase after they find us because they really need to establish this trust relationship. And I can fully understand this.

There are many, many SEO agencies out there, many have been burned by others that don't really care about their results not really engaged or not transparent about what they're doing, etc. We hear a lot of horror stories out there. So I can relate to people or have empathy for people who don't trust or take action on on or hire another agency right off the bat. This is why which is why we essentially try to leave with as much content on podcasts, on YouTube, on on the blog, etc as possible, just so people are what they essentially buying. We just put up demo videos of our always ERICA consulting, etc. Just really to slowly give them a chance to build this trust relationship. I always think about those people on the mailing list that never, never answer, never engage, etc. This problem is still a reason why they don't don't cancel, right? They can cancel it return on every email, but it's okay, I might not be ready. But I still want to kind of be informed by this guy. And maybe at some point, I'm ready, and I'm going to take action. So the lead nurturing is really extremely important. We one we very often work with affiliates as well. And it's interesting affiliates. At the end. I think this is shifting at least this year and started last year, I think shifting a lot where affiliates were traditionally looking for a website without a brand, just something to get a quick affiliate link as soon as possible, getting Amazon cookie place etc. Not worrying about anything else. And I was just talking the other day to an affiliate and so okay your main goal can be for people to leave your site as early as possible. So because like he had like his affiliate link right at the top, there was no way of missing it as was on from a conversion point of view nice, but I would much rather be the reference site or the reference brand for future searches and bring those people back with remarketing campaign with other queries with, with this after section central, essentially, if your marketing, even if they have found a product through my website and they get my affiliate commission, I still want to have those people back. So what we essentially doing is not even SEO, but we suggest people to really start building their mailing list place their their opt ins, well make sure they convert a conversion is not only an affiliate click, it's also even better, sometimes getting those people on a mailing list and being able to send them more affiliate deals in the future.

Allan Dib 15:27

I think that's very smart. Because, I mean, affiliates, when you think about it, yes, there are people who just want to make a quick win, and, and, and all of that, but I think those days are over, really the affiliates who are doing very well. And if you look at some of the big, big affiliate sites like Wire Cutter, they're really in the business of curation, and creating reviews and all of that sort of thing. So they're adding a lot of value where it's more than just kind of placing your link or your cookie somewhere. So the smart affiliates are building their own audience and building their own influence.

Gert Mellak 16:01

Absolutely. We were seeing this as well, I think Google is doing a very good job right now filtering out the low quality affiliates. We have seen two really strong updates that make core update in Google to December core update in Google, we really, like anonymous affiliates, essentially lost a lot of traction. And if they were really honest, checking out their site, they didn't really deserve the traffic they got. So yeah, I've even had a had one client come to me, he just purchased an affiliate site. And I was like you you're I was telling him, you're in a really risky position. And essentially, a week afterwards, he lost 85% of his traffic, because Google hit an

update and you could see that the site didn't deserve what they got. And this was one of the last loopholes Google had open for those people. Right now, if you want to have been successful affiliate, you need to focus on branding, as least from an SEO point of view, you need to focus on branding, you need to say who you are, you need to so who is behind this side, you need to provide ways to contact you ask questions, get in touch with you really provide value as much as as much as possible, be up to date, etc. Google closed a lot of loopholes. And I think the field game is going to change a lot this year and has changed already drastically.

Allan Dib 17:21

Yeah, it makes a lot of sense because I mean, Google really care about people having a really good experience. And if you're, if you're continually clicking on links that are that are crappy or full of spam, or whatever, it's not going to be long before you look at other search engines. And so Google is very aware that there's a very low, in fact, almost no cost of switching for their main product that generates almost all of their revenue. So they're very, very invested in making sure that people get a great experience online. So they're going to prioritize people who are building their brand, building their audience, adding a lot of value, rather than people who are just after the the quick win, or the cookie or the affiliate link or whatever.

Gert Mellak 18:10

Absolutely. Absolutely. 100%, I want to talk a little bit more about this during phase, we talked about getting people to the email list, we talked about lead capturing, we want to capture those leads those email addresses, we want to nurture them, how can you get someone from a nurturing sequence to becoming a sales conversion?

Allan Dib 18:28

So really, what we want to do in the nurturing phase is two major things. So we want to educate our client or our prospect, and we want to demonstrate trust and authority. So why do we want a better educated client? Because in almost anything that you offer, a better educated prospect is a better prospect. So you know, if a prospect asks no questions, then they're probably not a good prospect, and they're probably not not going to buy from you. So we want our prospects to be better educated. And if we're the ones who are providing education, and if you think about it, who do we normally take education from? We take education, from teachers, from doctors, so people who are trusted in our lives. And so if you can be someone who is taking people through the buying journey through the buying cycle through education, and it's not just about, Hey, I'm awesome, and buy my stuff and all of that sort of thing. It's It's about taking them through a journey and helping them. So the best way to, you know, a lot of people are trying to convince people, other people that they can help them but I think the best way to convince someone that you can help them is to actually help them right. So, so demonstrate that you can help them by actually helping them first. So help them get some kind of small results. So if I'm, if I'm comparing, if I'm in the market for electric cars, which I am, I'm looking at a whole different bunch of factors. I'm looking at speed, I'm looking at build quality, I'm looking at acceleration, I'm looking at range and all this sort of thing. So if you can create a guide where you can guide me through some of that buying process and teach me some of the things that I don't even know, like, the thing that scares me when I buy something expensive is like, I think to myself, What

don't I know? What questions am I not asking? Or I because, you know, the things, you know, okay, you can you can compare speed, you can compare all of this, but what are the things that I actually don't really know? And that I'm going to find out after the purchase? And, and might be a bad surprise, right? So if you can guide me through that process and helped me understand things at a deeper level, and I'm going to be a much better prospect. The only time that you don't want a better educated prospect is if you're really selling something that's bad for the for the customer. And you know, then you don't want them to know more about it. But I would suggest you don't want to be in business like that. Right?

Gert Mellak 20:54

Probably we ignore those businesses for now. At least. Yeah,

Allan Dib 20:57

Yes.

Gert Mellak 20:57

I think it's really funny because this is just something we we, I might have been influenced really subconsciously by your book, maybe there is something I was always trying on on, I don't I don't really call prospect calls, sales calls or anything, it's just really fun and information, information call, people want to get to know me want to talk to me, see if I can help. And they always pull up a couple of tools. When I before I go on to a call and find one or two things I can tell those people. So, when,

Allan Dib 21:25

Yeah

Gert Mellak 21:26

I can ensure in controlling, 'Look, this is a weak point from your own your competitor side, you could leverage and you could just tomorrow create an optimized article targeting this keyword, they are not really exploring really well, for example, is a really quick wins'. And I can automatically see how our conversation shifts from from someone who is not really sure, if I'm just another SEO agency, and a SEO consultant, they can really trust, front to a way where they say, okay, this guy really knows how to help me in particular, they are not just using automated software, but they really take a look at my competitors, they really have an idea what I'm trying to achieve. This completely changes the game. Had just a conversation with someone from the golf industry, for example, where we just went on the call through a few keywords a competitor was ranking for. And I was like, yeah, here and there on these five keywords, they're not doing a very good job. And this is something you want to sell Yes, this is something you want to sell. So let's, let's go after those keywords first, let's put a strategy around trying to target for these keywords and related keywords. So this was on this call even before they purchased. And this is something that really turns a conversation around. So whatever value you can give whatever you can, you can show that you can really help them and actually helping them even before they take action has definitely been been a secret for us, it's working really well and turning conversations completely around,

Allan Dib 22:53

it really makes a huge difference. And I've seen and most of the time, someone will see what you're doing and see that there's a lot of depth to it. And they'll say, Okay, look, just do it for me. So I saw this done really well with one of the landing page software they were, they kept releasing preview videos of the best converting landing pages. And they would say this, this landing page converts really well because of this got a double opt in or whatever this color or whatever. And then I would say okay, to create this landing page, use this HTML, then upload it to your web host and all of this and like it's a lot of technical and a lot of work. And then they would say, or sign up for our landing page software. And in two clicks, you can create this landing page instantly. And so of course, most people will see that there's value that they'll say, Well, I want a high converting landing page like this. But I don't want to go through all of this difficult technical work that I don't really understand. For \$47 a month, I can do it with two clicks, and so they created a huge business just from that strategy.

Gert Mellak 23:54

Yeah, but it goes exactly back to what you said before where you say you educate the prospect prospect educating the prospect. And I think this is a misconception or something many people get wrong, and especially in my industry where they think you can't talk about SEO, because you're giving anything something away. Yes, reading a prospect and then offering them an easier way to achieve these things. So they now fully understand what is involved. But they can then decide to hand this over to you we have very often it happens where we on our ERICA Consulting, we essentially we make sure our clients know exactly what are the steps, what are the what is the stages, what are the next steps we recommend? Why do we recommend focus on these steps? So we kind of do some hand holding and walk everybody through the our thought process and our reasoning, but very often, then a client at the end of the conversation might say yeah, I know I can now build those 10 articles but can you build them for me? Can you build them for me with upgraded in an updated version and can you have them published on our on our website and send via links? Right?

Allan Dib 24:56

That's exactly right.

Gert Mellak 24:57

And additional service. They are happy to do they can outsource the service, they are happy because they are educated and can hand this task now over because they know what it involves and know they want don't want to do this or don't have time to do this or don't have the capabilities, but they know exactly what they are purchasing. So, so back to back to your car, they know the questions, or they know what they didn't know. And and can then make an informed decision. Right.

Allan Dib 25:21

Exactly. Exactly. 100%. Right.

Gert Mellak 25:23

Awesome. Definitely, definitely our experience and has been working really, really well. And I think it is for both sides. It's a conversation where it's okay, my prospect doesn't really have an idea. They're still purchasing, and you walk away from our conversations if, yeah, we're going to provide the service, but they don't really know what we're really doing. Be the head for some whatever reason they purchase, or you may walk away from a conversation and say, okay, they exactly understood what is the situation, why this is important, why they need to invest there, what this is going to do for them make an educated decision, and then everybody's had the other conversation.

Allan Dib 25:57

And I think it's, it's, it's, it's, it's just a much easier way to sell, like trying to convince someone to take a risk on you is much harder than just showing them or helping them in advance. You know, a lot of times, just showing them or doing something for them ahead of time, is just quicker and easier than trying to convince them that you're really awesome at what you do. Right.

Gert Mellak 26:22

I've had absolutely a conversation this morning, which the other party thought it was a sales call. For me, it was just a conversation to connect, the reader couldn't like, connect with other business owners and and see what they were up to. And at the end of the conversation, they literally said to me look at, I really appreciate this wasn't you didn't pitch us, but we're going to get your services. But no, in no moment did I ask them to buy from me, did I tell them what I think they should be doing etc. We just had a conversation. I told him what other clients might be doing in the situation, how, how we work with other teams, etc. And it was a normal conversation. So it would be I would be very surprised if they wouldn't jump on our offer because they were really appreciating the education to that. We had an hour and a half long call, which was scheduled originally for 30 minutes, I think. But we had a great time, got to connect to and to to business owners in a marketing niche, which was great. And I'm definitely sure we're going to do business together at some point, might be today might be in two months, but we have really established a really good long term relationship. So this was definitely, definitely worthwhile, and I think should be the focus on most almost conversations. Really.

Allan Dib 27:38

That's it? Yeah. So just taking the long view in in mind, a lot of business owners just take the short term view. And I think that does just doesn't work as well as it used to. So yes, you can create buying pressure. And yes, sometimes that might work. But it's going to create a lower quality client, it's going to create buying remorse. So you really want people who are going to have a great experience because if you've got people who maybe you've pressured into the clothes, or buy or whatever, or tricked them or whatever. Now, it's very difficult to get away with that, because you're going to get bad reviews, you're going to get refund requests, all sorts of things. So, you know, selling ethically is is not just something that you should do. But it's it's good business. It's a you know, because people come back people refer, you know, I can't tell you how many times that people have referred another colleague, and then that colleagues

referred somebody else. So one client is worth more than one client to me, because of the way I do business. And one client is worth maybe three clients, five clients to me. So it's a much better way of doing business.

Gert Mellak 28:48

Absolutely. And it certainly helped if if you don't need the sale, right? If you're in a position and I'm having I'm having a working business, I could grow I don't have to grow right now I could grow maybe two months, you don't have to do, to say you have to get a sale. It's just a much, much more relaxed position. And if you have this long term view, which is probably something that should be like an a business owner, entrepreneur, one on one, one on one, you can't you cannot do business if you can't think long term. I think this would be have been really helpful for me 10 years ago, took away her word my head around this, I think there's definitely going to be much better. I want to be conscious of your time. I just want to ask one more question before we wrap this up. When it comes to the after phase, you talk about how to how to deliver a world class experience. I think this is something I'm constantly working on. We constantly fine tune the ERICA consulting, we created an application we created a dashboard for our clients where we essentially see what is what is happening with SEO they have all the tasks land, communicate, etc. So we do a lot of product development we really tried to your are improving the service or try everything to make it better react to every single feedback we received. Because this might be something other clients might be thinking as well. How do you? Do you have a process? How How can people refine their products? How can people make sure they deliver better and better experience?

Allan Dib 30:11

Yeah, so there's a few things. So first of all, it comes back to your target market, who are you going to be targeting, so being very, very specific, so who are going to be my people. So thinking of yourself, as the person who's curating knowledge and education and services for your people. A lot of people do this backwards, they think, I've got this stuff, I sell this. And now I need to find people for my stuff, I prefer a different approach where we, we, we find out who our people are, and then give them the stuff that they actually want. So, so from that perspective, having your target market is so important. That's why it's the foundation, it's one of the first steps in the in the one page marketing plan. The next thing is being a voice of value to your tribe. So so people will tolerate a lot of things, but they won't tolerate being bored. So even if you do something serious and SEO's serious and and what I do from a marketing perspective is serious in people's businesses. But if you can do it in a way that's entertaining, that's going to connect with them. So like, I get newsletters from my lawyer, and it's the most boring thing I you could ever see that the subject line is always something like March 21 2021 newsletter. And then it's like he talks about legal jargon and everything. And even though I like this guy, I just can't read this stuff. It's just so boring. And so but if he presented something that was an interesting, a bit of a story, maybe a case study or something like that, I would be much more engaged. So if we can engage with our audience as a voice of value, some someone who gives them, I like to think of it as infotainment. So yes, we want to inform them, but and entertain them at the same time. I think that's, that's very, very valuable. I like thinking about that velvet rope experience. So what's that VIP experience that we can give them that they really go Wow. So when someone

says something is remarkable, they literally remark on it. So and they'll remark on it to people, to other people. So that's really what I'm what I want people to do to think about how can I create those remarkable wow experiences. And you can only really do that if you're serving a specific audience. If you set doing everything for everybody, it's very hard to create that wow experience, because everybody wants something different. So you need to know who your audience really is.

Gert Mellak 32:34

Absolutely great point. Yeah. Good point, I'm going to revise our sequences we send out after this call. Yeah, I think Thank you. Thank you so much. I think we've learned a lot I want to summarize, we have this before, during and after phase, we want to make sure we know who our target market is. We want to know what the message how we can communicate this message. We want to know what happens when they're already on our mailing list. But how do we get them on the mailing list? How can we nurture them? How can we set what can we send to them, that's, as you were just saying engaging, whether that is creating trust via education, essentially. So at some point when they are ready, we don't want to push it when they are ready, they can make a purchase decision. And obviously it doesn't stop there. We have this after phase after the purchase. One client is not one client, as you were saying thing is going to be on our show notes here. Every client and this is also based on on my own experience in the last 20 years of SEO, there's probably a few key people that have been referring us. Other people that have been referred us other people etc. Just because they got great results. So the better the results are you can get for someone, the happier they are with the way you do business with them do more business, they're going to bring in afterwards, more your referrals, you're going to get to this after phase, and especially when it comes to affiliates, for example, they also probably would be advisable to really think about this phase after they click what happens after this person left my page because they headed over to Amazon to purchase this product. And because they got information on our page, how can we get them back? Can we do a remarketing campaign? Can we do get them on a mailing list? Can we create really a brand that's going to bring them back again and again. So we become essentially their their reference for this product segment or this industry be represented as an affiliate, because we just have much better product information than amazon for example. We have better reviews, we have all the unboxing videos, they're searching for selected, curated, prepared, etc. So I think there's a lot of a lot of value for all kinds of businesses to apply this one page marketing plan to their business. If someone wants to learn more about this, I know your book is available on Amazon just purchased another versions I have it on my Kindle. So to remember it well. How can they get in touch with you?

Allan Dib 34:57

The best way is on my website Successwise.com, we have, you can download a free copy of the one page marketing plan canvas. The book is also available on Audible. A lot of people it's very, very popular on audio and obviously people are listening right now. So it's on audible.com. Yeah, I'd love to enter the conversation and have had people who've maybe never considered doing a marketing plan before to do one because like I said, you can do it literally in one page, 30 minutes, you can get it done. And you're going to have a solid, one page marketing plan for

your business. And then when you work with someone like you for SEO, you know you who your target market is, you know what your message is. And so you can do that at a much higher level.

Gert Mellak 35:43

Absolutely necessary. I thank you so much. I really appreciate you taking the time for this recording, Allan Dib from Successwise.com. Thank you so much for being on the show.

Allan Dib 35:52

Thank you, Gary. It was a pleasure to be on.

Gert Mellak 35:54

Thank you for listening to this. This is Episode 20. Head over to Seo leverage.com forward slash podcast find episode number 20. We're going to link to success wasters calm and one page marketing plan Canvas where you can get it downloaded, fill it in in 30 minutes. I've done this myself multiple times for my own businesses, our profit centers and clients as well. This really works and the type structure and ideas structuring the marketing plan and it can structure your SEO approach, your target plan, essentially content map, whatever it is. If you want advice and help from an SEO perspective, get in touch with me on SEOleverage.com thank you so much for listening to this episode. Thank you