

**HARDWARE
ACADEMY**

Introduction to Online Marketing and How to Build an Audience

- Marketing = Reach + Trust-building (audience)
- Inbound versus outbound marketing
- Organic versus paid marketing
- Paid marketing feeds into inbound marketing not sales
- In-your-face ads no longer successful online

Lesson 2

Audience Building

- Build an audience who trusts you and your company
- Three ways to get an audience: build, borrow, or buy
- Email 10x more valuable than social media followers
- Focus 90% of your effort on building an email audience

- Website + no content = no traffic!
- Provide helpful content on a consistent basis
- Text or infographics = Highest reach
- Audio or video = Highest trust
- High reach + high trust = Sales!

- Use WordPress on your own domain
- Buy a theme, avoid custom development
- Create home page – Focus on customer not the product
- Add contact info + about page + founder photos
- If non-technical, consider hiring WordPress developer

- Start with a blog unless your topic is highly visual and you are entertaining on camera.
- Text has highest reach so will drive most traffic
- WordPress is ultimately a blogging platform so easy to setup blog

Lesson 6

Create Your Pillar Content

- Create 2-3 pieces of exceptional content that has insane value for your potential customers
- These need to be at least 2k words but 3-4k is ideal
- Include lots of images and data. Must be very thorough
- So good that your readers will share it or refer to it

Lesson 7

Setup Optin + Email Solutions

- Online marketing centers around one thing: email addresses
- Use a dedicated email service like MailChimp.
- Optin forms for collecting emails + backend email system
- OptinMonster + MailChimp
- Create 2-3 high-value “lead magnets” specific to each pillar post. Trade for email address.



- SEO + Google – Slow but steady. Best long-term source.
 - SEO = mostly getting relevant backlinks
 - Initially you need to find backlinks. Later occurs naturally
 - Produce consistent high-quality text content 2k+ words
 - Consistency critical for building trust with current subscribers

- Guest Blogging – Initial traffic + SEO benefits + Online reputation
 - Focus on most relevant websites not broad ones
 - Measure success based on # of email signups
 - Ideally get backlinks in body of article, not the bio.
 - Start with lesser known sites then work your way up.
 - Republish existing content

- Drive traffic through social media
 - Drive traffic to your pillar posts
 - Mostly a distraction so be careful
 - Don't focus on # of followers, get their email!

➤ Paid traffic

- Facebook, Google, Twitter, LinkedIn, Instagram
- Extension of content marketing. Not sales.
- Bring paid visitors to your pillar content, not a sales page.
- Start with organic traffic. Later add paid traffic.

- Consistent communication with audience essential
- You can't ignore them for a few months then just pop back in. Regular communication builds trust.
- Share updates about your product's progress
- Share valuable content – Your content + other sites
- Keep them involved. Ask for feedback.