

Launching Your Digital Marketing Rocket

Let's build a rocket together.

- We would start by gathering all of **tools** and **supplies**
- We would **assemble** the components and paint the rocket with our favorite colors and decals
- We would **plan** our launch, including getting the necessary **fuel**
- We would countdown to **launch**, watch it fire into the sky and circle the planet
- ... and eventually come back down to earth, hopefully in one piece!

[Digital Marketing](#) is a lot like building a rocket, until you get to the very last step.

Your Digital Marketing Foundation: Tools and Supplies

What tools and supplies do you need to build the foundation for **Digital Marketing Rocket**?

- You need to get your messaging right, including all aspects of your [brand](#). {Link to Blog Post on Building Your Brand}
- Next, you need to clearly communicate the benefits, advantages and features of each of your [products and services](#). {Link to Blog Post on Products and Services}
- We're not done gathering tools and supplies. Now we need to define your [customer segments](#). {Link to Blog Post on Benefits, Advantages and Features}
- There's more! Now you need to define your [customer personas](#). {Link to Blog Post on Customer Personas}.
- Finally, you will need to construct your [marketing funnel](#) {Link to Blog Post on Marketing Funnel} to define how you will pull visitors through process of moving from visitor to prospect to customer or client.

Congratulations! You have now poured the first level of the foundation for your **Digital Marketing Rocket**!

Your Digital Marketing Foundation: Assembly

You did a great job gathering the tools and supplies to launch your **Digital Marketing Rocket**! You know what you will communicate, who you will communicate with and how they want to hear it. Great job!

Now it's time to start the assembly of your rocket. In the digital marketing world, this involves establishing your **web presence**.

- Your first assembly step is conducting effective [keyword research](#). {Link to Blog Post on Keyword Research} **WARNING!** Do not skip this step. If you do, you may find yourself climbing to the very top of your digital marketing ladder, only to discover you are leaning against the wrong wall!
- Next, you need to create the [incentives](#) {Link to Blog Post on Incentives} that will move your visitors through the digital conversion cycle – from awareness to evaluation and conversion.
- Great! Now that you know how you will incentivize your visitors; you must create compelling [calls to action \(CTA's\)](#) {Link to Blog Post on CTA's} that get them to click now on your offers!
- What's the next step in your assembly instructions? Once someone arrives on your website, how will you [nurture](#) {Link to Blog Post on Lead Nurturing} them through the process getting to know you and evaluating if they want to become a customer or client?
- Finally, it's time to create your web presence and the many, many [pages](#) {Link to Blog Post on Landing Pages} that attract, engage and convert! Along the journey, your design will emerge with the right colors, fonts and other vital visual elements that are essential for digital marketing success!

Your Digital Marketing Foundation: Fuel Plan

Can you feel the excitement? You are ready to set the date to launch your **Digital Marketing Rocket!** But first, you better check that you have all the fuel you need for the journey!

- The first place to charge your digital marketing rocket is through [social media](#). {Link to Blog Post on Social Media} You'll need a presence on each platform you choose to use and a game plan to continuously refuel.
- Are you ready to write? Of course, you are! You've already conceptualized your [marketing funnel](#) {Link to Blog Post on Marketing Funnel} and developed your [nurturing](#) {Link to Blog Post on Nurturing} sequence. Now you need to supercharge your **Digital Marketing Rocket** with the endless fuel of [email marketing](#)! {Link to Blog Post on Email Marketing}
- Your countdown to takeoff is just so close. But wait! You'll want to load your **Digital Marketing Rocket** with the fuel of lots of traffic. Where will you get that? With your arsenal of [display ads](#), {Link to Blog Post on Display Ads} of course!
- What happens when someone visits a page somewhere in your web presence and they want to **engage with you now**? What happens if that happens when you are in a meeting or even sleeping? Don't worry! You won't lose them with the right [chatbot](#) {Link to Blog Post on Chatbots} technology!
- Wow! You have come so far with your **Digital Marketing Rocket**. But the one thing you never want to do after you takeoff is run out of fuel. Where will you get that fuel where you are out there deep, deep, deep in Internet space? You'll get that constantly renewable energy of [content marketing](#). {Link to Blog Post on Content Marketing}

Here you go! 10 ... 9 ... 8 ...

Your Digital Marketing Foundation: Launch

... 7 ... 6 ... 5 ... **ABORT!!!**

Thank goodness we stopped that launch!

We almost forget to load your **Digital Marketing Rocket** with vital supplies for the long journey ahead!

- Does your **Digital Marketing Rocket** pass the [usability](#) {Link to Blog Post on Usability} tests to ensure your visitors have a great experience while they take this journey with you?
- Speaking of usability, how effective is your [customer engagement](#)? {Link to Blog Post on Customer Engagement} Does the experience of finding you anywhere on the web lead to engagement and conversion?
- How will you maintain control of all these elements while flying your **Digital Marketing Rocket** around the Internet galaxy? You really won't have to worry if you implement the right [marketing automation](#) {Link to Blog Post on Marketing Automation} tools to take care of things for you.
- We'll be heading back to the launch pad soon, but first, what are your goals? In other words, what are the [key performance indicators \(KPI's\)](#) {Link to Blog Post on KPI's} that will determine if your **Digital Marketing Rocket** is flying at peak efficiency and effectiveness?

**Do you have an existing Website? Take our
FREE Digital Performance Assessment Now!**

- This is it ... the final check point before you launch your **Digital Marketing Rocket**. You'll need to monitor every step of your digital marketing journey with [360° analytics](#)! {Link to Blog Post on 360° Analytics} It's the only way to stay the course and safely return home for your next digital marketing journey!

Your Digital Marketing Journey: It Never Ends!

4 ... 3 ... 2 ... 1 ... **BLASTOFF!**

What's the same and what's the difference between launching a real rocket and launching a **Digital Marketing Rocket**?

- What's the same is you never want either of them to crash!
- What's different is a real rocket hopefully returns home to stay, all in one piece. Conversely, a **Digital Marketing Rocket**, once built and launched, is on a never-ending journey.

If it's time for your business to launch your **Digital Marketing Rocket** on a never-ending journey, Hureka technologies has all of the tools and supplies, assembly instructions, fuel and launch plans to sustain your journey to growth, profitability and scale

**Top-Line Revenue Growth.
Bottom-Line Sustainable Profits.**

**Limited "Clients for Life" Positions
Available at Hureka Technologies**

**Let's Take the Never-Ending Journey
Together in Your Digital Marketing Rocket**

{Link: <https://calendly.com/bill-merrow/digital-marketing>}