

Content Marketing to Conversions

Get ready to Learn!! (Print this sheet out so you can take notes)

- Discover how to Convert Potential clients into Paying Customers
- Determine Best Tools to use for the Conversion Process
- Identify three easy-to-implement social media marketing strategies to market one's business and support the conversion goals.

Content Marketing is the act of:

Process of Conversion Marketing:

1. _____
2. _____
3. _____

7 Tools and Systems Needed:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

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What is the Purpose of a Blog:

Why should you use an Email Marketing program?

1. _____
2. _____
3. _____
4. _____
5. _____

A Lead Magnet is:

A Lead Generation Page is where:

5 Key areas to fill in on every Social Media profile:

2. _____
2. _____
3. _____
4. _____
5. _____

Content Marketing to Conversions

7 Places to find or use to create content to use in your marketing:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

KATHY'S SECRET SUCCESS CONTENT FORMULA



An Email Follow-up or Nurture Sequence is:

3 Easy-to-Implement Social Media Marketing Strategies

1. _____
2. _____
3. _____

Free Offer from Kathy for DBC members is found at www.PepperItMarketing.com/_____

Coupon Code to use for a 10% Discount on all Pepper It Services/Programs is: _____