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## THOMAS DEYEN PERFORMANCE-OVERVIEW 2021

This is a first overview of what I can do for your business in online-marketing. Divided in 4 steps, that help you understanding my way of working.

It's simple:

1. Strategy, competitors and budget
2. Prepare the systems to start
3. Choose the Marketing-Channels
4. Evaluate, establish and scale

Happy understanding. :-)

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### ★ STEP 1: THINK AHEAD

Create the basics to go together in the right direction. This is about the company and the business model. If these points are clear before our start, we can avoid misunderstandings and waste of time:

- ★ Corporate aims and objectives
- ★ Strategy to reach objectives
- ★ USP and Benefits (product and emotional)
- ★ Target group definition (Persona)
- ★ Competitors check
- ★ Customer value (How much can we spend to get one new customer?)
- ★ Budget plan (Start and testing)
- ★ performance measurement (KPIs, reportings)



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## ★ STEP 2: PREPAIRING

Prepare everything to be able to use the traffic purposefully. Whether paid-traffic is profitable depends crucially on the preparation of these points:

- ★ Find the best systems and software for our needs
- ★ Customer journey documentation
- ★ Landingpage and sales-funnel
- ★ Tracking implementation
- ★ Create ads in harmony with the CI for A/B-testing (design and text)

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## ★ STEP 3: GETTING STARTED

Step 1 and step 2 are done, so we can start to get the traffic. Which marketing-channels make sense to start, we will discuss before but i will give you a recommendation of course. On the next pages you will find some marketing-channels and my experiences to use them in the most effective way.

The channel "SEO" is an exception, because it's not a paid-traffic-channel. Instead of money you need man-power to create content. For all other channels, I clearly recommend a strategy that includes a budget to spend on ads. The times are over to make money and grow a business without a budget. However, with the necessary know-how and good preparation, you can reliably work profitably and sustainably. Without burning money in the long run.



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## ★ STEP 3: GETTING STARTED

### SEO (search engineering optimization)

(Know-How-Level: 9 years, various brands and markets)

Whether you can achieve anything with SEO with your business, depends hardly on the competitors. If you have a local business or a niche, but not a red sea, than it's perfect! The goal to achieve should be at least page 1 in your search terms in Google (and Bing). If that's realistic, let's start:

- ★ Strategy (long term)
- ★ Keyword research
- ★ Set-up Google Search Console
- ★ Registration (Google Maps, various search pages, listings etc.)
- ★ (Onpage) SEO-optimization with text, images, usability
- ★ (Offpage) Pagespeed, various technical hacks
- ★ Backlink-strategy
- ★ As a professional Copywriter i can create new content also for you



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## ★ STEP 3: GETTING STARTED

### Newsletter

(Know-How-Level: various customer-journeys and sales-funnels with different systems like Klicktipp, Inxmail, Sitecore, Mailchimp)

With weekly or at least 14-day shipping, newsletters are a strong channel. But i would recommend to invest a part of your budget to get more recipients.

- ★ Set-up the system and the APIs to the website
- ★ Concept for the shippings (using Customer Journey)
- ★ Creating content (text, images), find lead-magnets
- ★ Various A/B-testings
- ★ Lead generation (with Facebook-Ads, Instagram, Youtube, Google Ads,...)

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## ★ STEP 3: GETTING STARTED

### E-Mailing

(Know-How-Level: campaigns with 6-digits budget)

For quick results: shipping to foreign, rented addresses. Meaningful tests start at 5,000 euros. I made very good experiences most of the time.



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## ★ STEP 3: GETTING STARTED

### Facebook / Instagram

(Know-how-level: 5-digit monthly budget, various content-strategies)

Basically, Facebook and Instagram are technically similar. Therefore, I summarize this here. Only the users are a little bit different. A strategy should necessarily include a budget. Because today it's nearly impossible to get visibility as a company without spending money on any postings.

- ★ Strategy (long term)
- ★ Profile (Data, text, images)
- ★ Optimization to get SEO traffic (keyword)
- ★ Identifying target groups with behaviors and social interactions
- ★ Content timetable schedule (12 to 28 postings per month)
- ★ Content-Management
- ★ Advertising management (text, image, video)
- ★ Implementation and using Facebook-Pixel (customer audiences)
- ★ A/B-Testing und daily optimisation
- ★ Individual bidding strategy
- ★ Reporting and recommendations



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## ★ STEP 3: GETTING STARTED

### XING and LinkedIn

(Know-how-level: 4-digit monthly budgets. Content-Strategy)

B2B makes fun with these two networks. You can do a lot here - with budget even more. But it's not only B2B. You may find your perfect target-group on these channels, because many users are online after work too. And in addition you can get high-quality SEO traffic by the way.

- ★ Strategy (long term)
- ★ Profile (Data, text, images)
- ★ Optimization to get SEO traffic (keyword)
- ★ Identifying target groups with behaviors and social interactions
- ★ Content-Management
- ★ Group activities to become an expert in your business
- ★ Advertising management (text, image, video)
- ★ A/B-Testing and optimisation
- ★ Reporting



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## ★ STEP 3: GETTING STARTED

### Google Ads

(Know-how-level: 5-digit monthly budgets)

An outstanding channel to burn quite a lot of money pretty quickly. At least if you start without any idea how it works. You need to pay a lot of attention in the first month. And you will pay much money to get the first data you need before you can start optimization - but after this investment Google Ads should work highly profitable, sustainable and reliable.

- ★ Strategy
- ★ Keyword-research (negative and positive)
- ★ Ads focused on customer journey (interest > info > comparison > sale)
- ★ Focused on optimization of the Quality-factor
- ★ Individual bidding-strategy for every single Keyword
- ★ Using extensions and sitelinks
- ★ Automated Java skripts (bidding-adjustment)
- ★ Testing with emotional ads
- ★ Weekly optimization to long search terms



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## ★ STEP 4: ESTABLISH AND SCALE

The last step is pleasant, because we already know which channel works for us now. The tests have been profitable and now we are trying to scale until the maximum to increase our profit and decrease the costs. Also we are looking for smart ways to run the system as much as possible automatically.

And if we are happy with our work, let's go hunting for the next channel to grow your business.

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WELL THEN, LET'S START:



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