

# Marketing & Measuring with WordPress



# Overview

- Who I am
- Marketing
  - Targeting
  - Content Strategy
  - Lead Generation
- Metrics
  - Basics
  - Your own conversion goals
  - Google Tag Manager

Do Business. As Only You Can Do.

*"Be willing to be a category of ONE"*

-Seth Godin



# WHO I AM

Kim Doyal, The WordPress Chick





# MAIN FOCUSES

Site make-over

1

**Just Show UP**

Community for entrepreneurs

2

**Podcasting Services**

High ticket 'done for you'

3

**Content Strategy**

Create content that sells

# Content Strategy

**"Content Marketing costs 62% less than traditional marketing and generates 3 times the number of leads compared to traditional marketing."**

- Neil Patel



# Content Strategy

Begin with the end in mind

Who is your Target Market?  
Demographics AND a little more...



Keywords

Check your analytics or use Google keyword research tool



Opportunity

Look for the keywords that have good traffic & low competition



Content

Create valuable content that engages with a call to action











































Marketing

You **HAVE** to promote yourself. Share, promote and distribute your content



# Behavior - Site Content - Content Drilldown

1.  /		<input type="checkbox"/>	<b>Landing Page</b> <small>?</small>	
2.  /visual-editor-plugin-favorite-new-tool-video/				
3.  /podcasts/				
4.  /blog/				
5.  /show-shortcode/	16.  /wp-news-tips-and-ideas/			
6.  /podcast/	17.  /easy-thrive-leads-ninja-trick-increasing-quality-subscribers-video/	<input type="checkbox"/>	1. /	
7.  /coaching-and-consulting/	18.  /my-top-5-picks-plugins-web-apps-posts-more-dec-9-2015/	<input type="checkbox"/>	2. /visual-editor-plugin-favorite-new-tool-video/	
8.  /about-kim-doyal/	19.  /7-people-inspire-you-make-you-smile-teach-you-something-2016/	<input type="checkbox"/>	3. /show-shortcode/	
9.  /just-show-up-webinar/	20.  /thrive-content-builder-update-videos-pdf-download/	<input type="checkbox"/>	4. /just-show-up-webinar/	
10.  /just-show-up/	21.  /growing-business-t-shirts-interview-trey-lewellen-wpcp-035/	<input type="checkbox"/>	5. /genesis-for-podcasting-yep-perfect-for-podcasters-too/	
11.  /resources/	22.  /content-formatting-plugins-will-surprise-delight/	<input type="checkbox"/>	6. /growing-business-t-shirts-interview-trey-lewellen-wpcp-035/	
12.  /breaking-perfectionist-mindset-interview-bob-mcintosh-wpcp-	23.  /the-truth-about-2015-showing-up-in-2016-and-way-more-fun-wpcp-82/	<input type="checkbox"/>	7. /podcast/	
13.  /genesis-for-podcasting-yep-perfect-for-podcasters-too/	24.  /growing-business-switchback-approach-interview-brock-cannon-wpcp-083/	<input type="checkbox"/>	8. /breaking-perfectionist-mindset-interview-bob-mcintosh-wpcp-081/	
14.  /top-5-picks-plugins-web-apps-posts-dec-21-2015/	25.  /new-home-page-thank-beaver-builder-video/	<input type="checkbox"/>	9. /thrive-content-builder-update-videos-pdf-download/	
15.  /just-show-confirmation/	26.  /wordpress-plugins-im-using-update-2015-download/	<input type="checkbox"/>	10. /new-home-page-thank-beaver-builder-video/	
	27.  /training/			
	28.  /call-on-your-courage-market-the-way-you-want-to-market/			
	29.  /contact/			
	30.  /video-tutorial/			



# Content Promotion

Grow Your Business With WordPress | The WordPress Chick Top Posts

All Posts All Time

Views	Post Title	Date	Facebook	Twitter	LinkedIn	Pinterest	Google+
243	The WordPress Plugins I'm Using - An Update for 2015 [DOWNLOAD]	11 months ago   Feb 17, 2015	16	?	2	221	4
117	YOU are the Obstacle in Your Business WPCP: 051	11 months ago   Feb 13, 2015	11	?	5	100	1
109	WordPress Themes - Picking the Right One for Your Business - WPCP: 038	2 years ago   Jun 09, 2014	8	?	1	100	0
106	When It All Comes Together and You Still Feel Doubts WPCP: 069	5 months ago   Aug 23, 2015	4	?	0	102	0
66	Pinterest & WordPress - Plugins, buttons & widgets - Part 1 [VIDEO]	4 years ago   Feb 03, 2012	0	?	0	66	0
64	Free 2014 Planning Resources for Your Blog & Business	2 years ago   Dec 13, 2013	21	?	3	40	0
54	Passion Into Profits, My Interview with Tony Teegarden WPCP: 061	8 months ago   Jun 04, 2015	43	?	7	1	3
52	Add an Author Box to your posts - Free plugin [VIDEO]	2 years ago   Jun 13, 2014	44	?	3	5	0

- Social Media
- Email
- Search

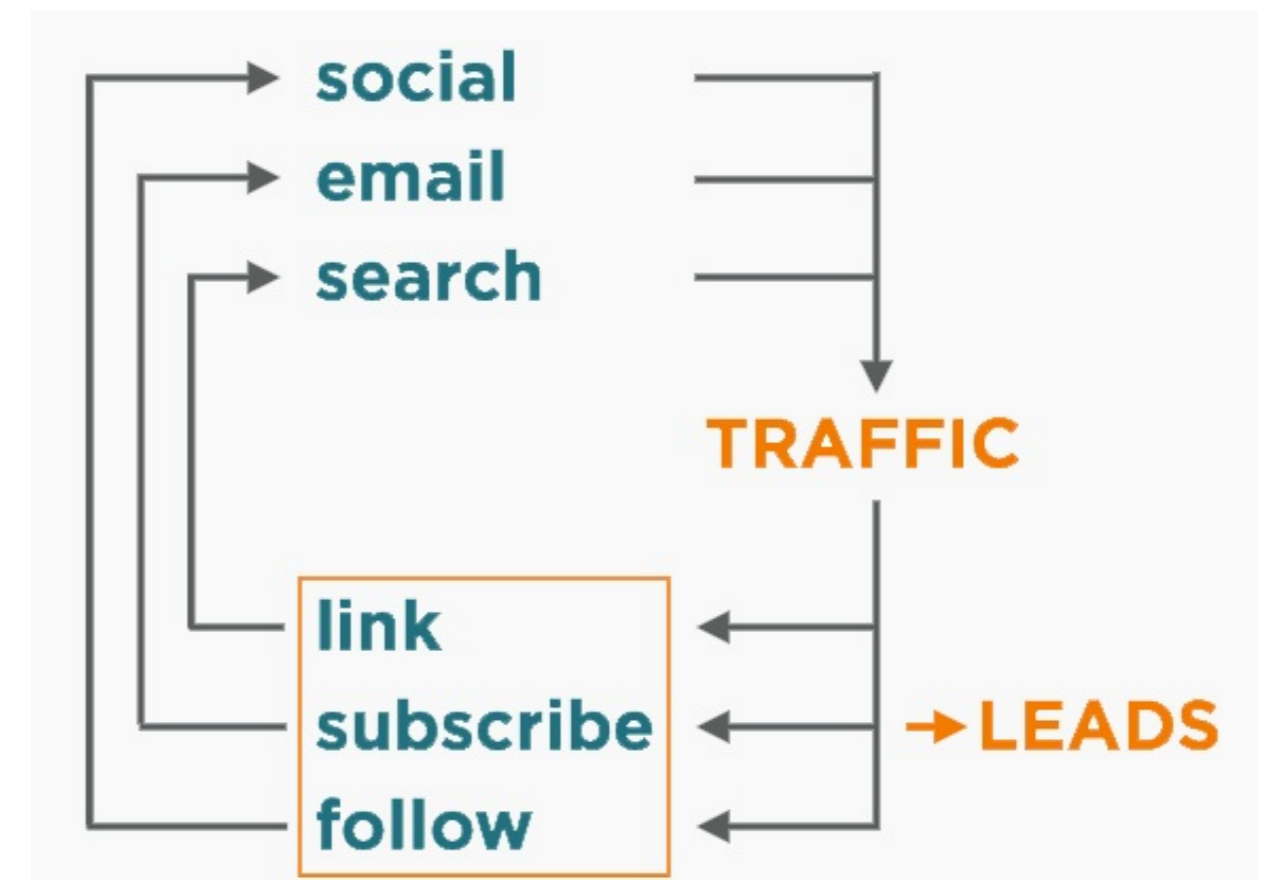
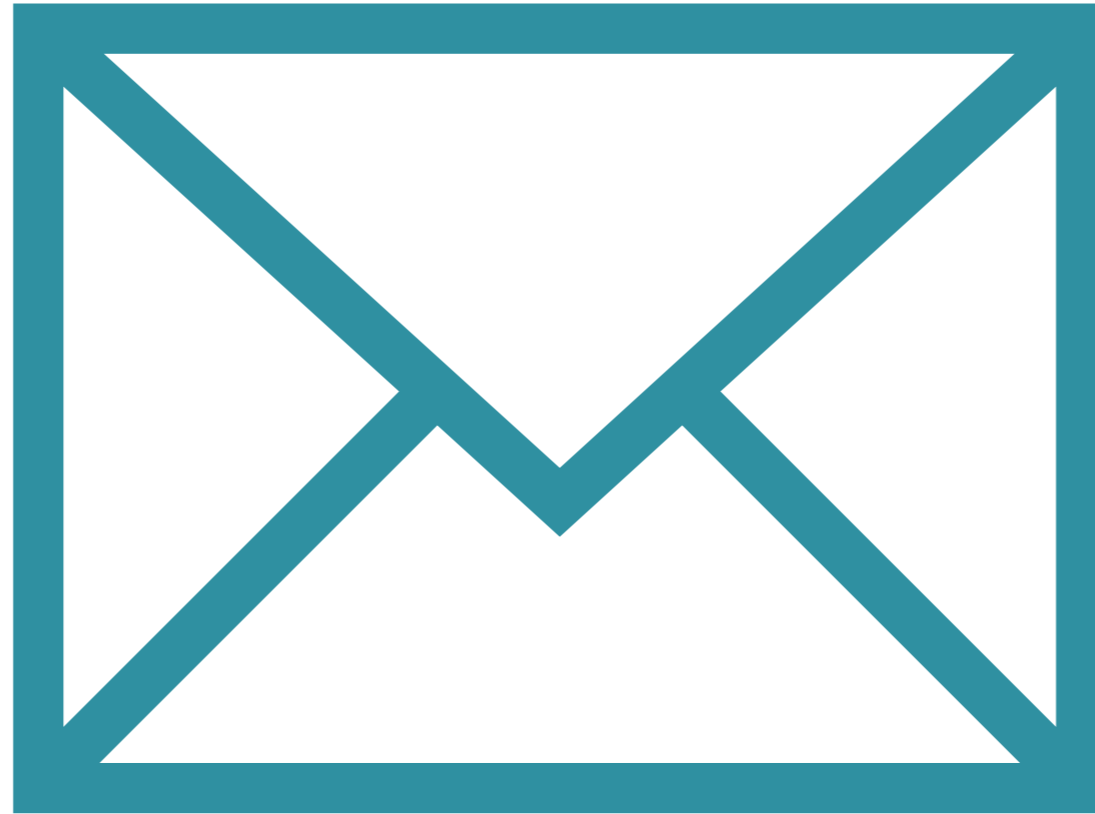


Image: InboundRocket

# Lead Generation



# Lead Generation



**PODCASTING FOR LEADS,  
Not Just Listeners**

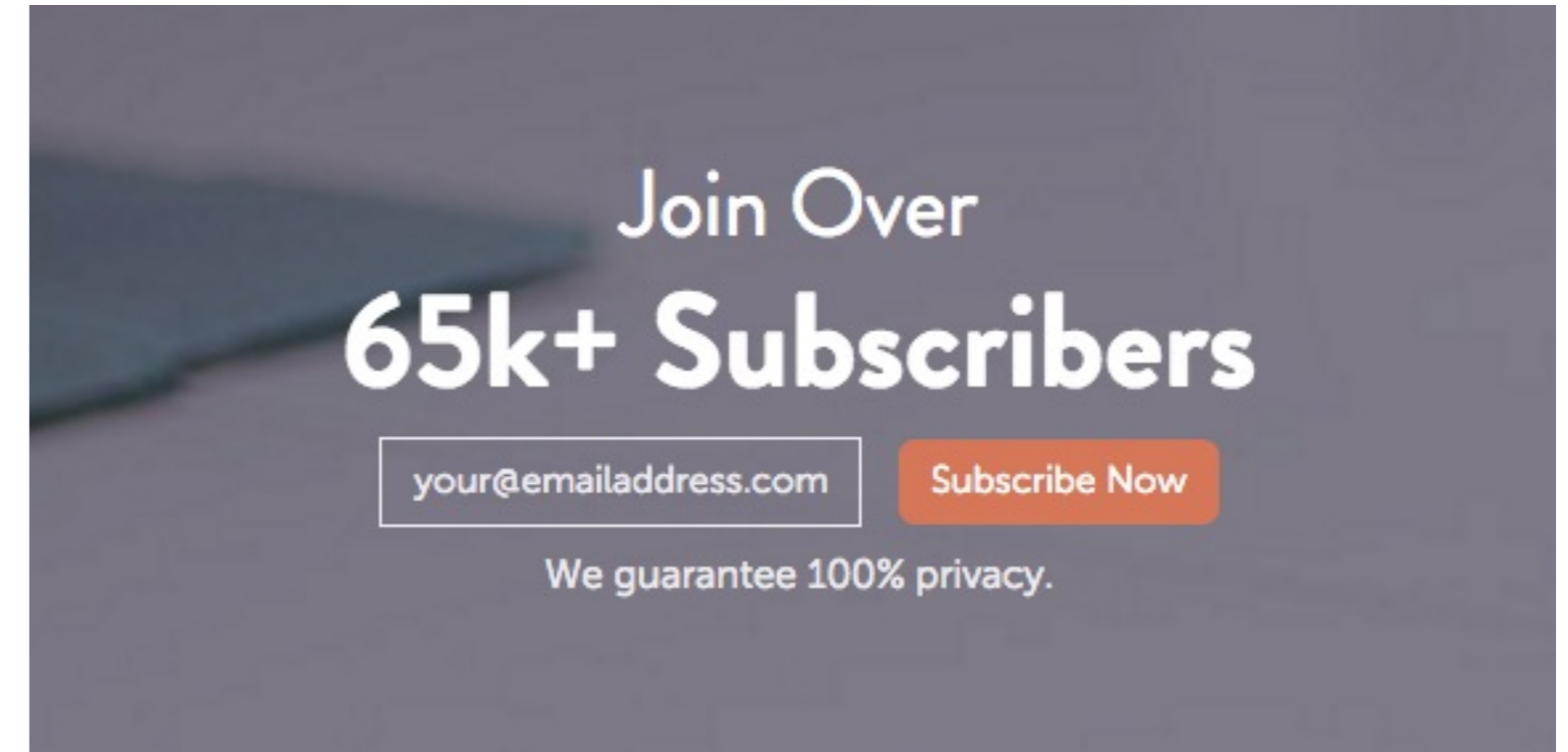
By Kim Doyal  
www.thewpchick.com

PODCASTING FOR LEADS,  
Not Just Listeners

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LOREM IPSUM IS SIMPLY DUMMY TEXT OF THE PRINTING AND typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more

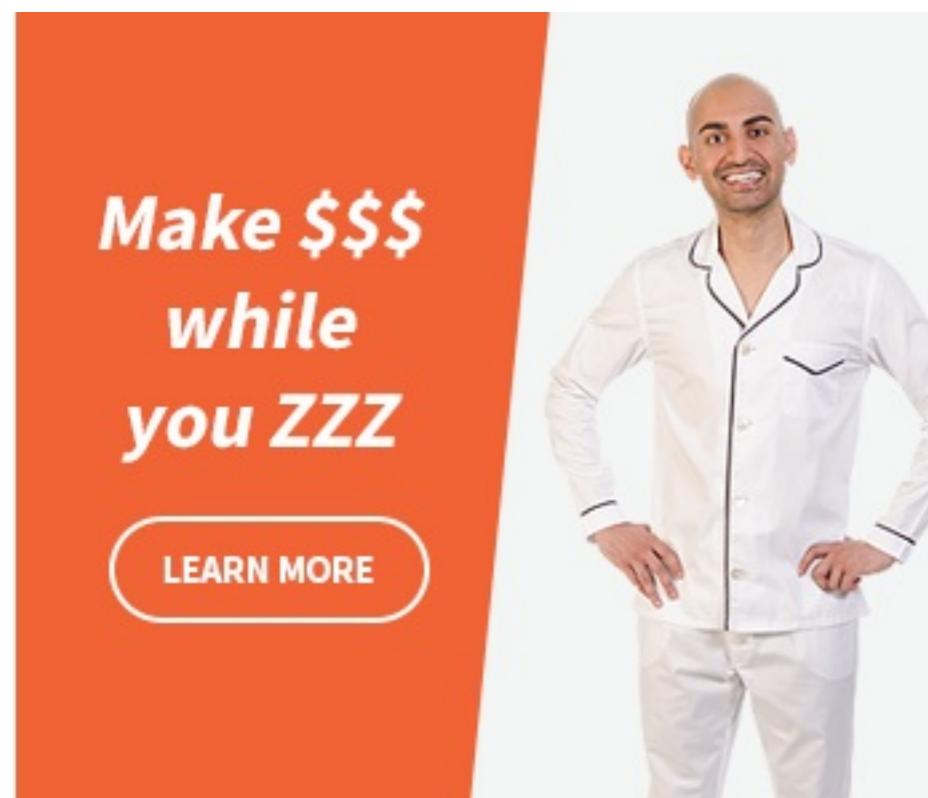
**GET STARTED**



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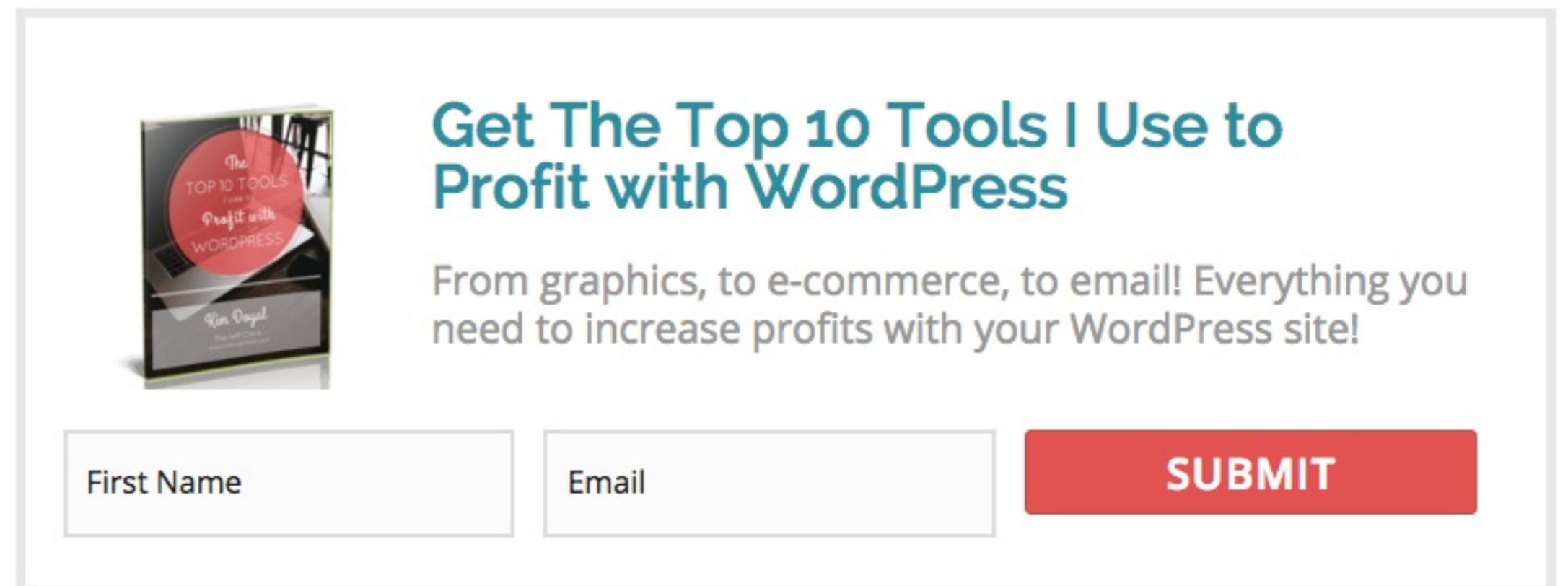

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# Basics



**Google**



**Social**



**Leads / Sales**

# Google Tag Manager

www.thewpchick.com GTM-WZTNQ4

Now Editing Version: 7

Unpublished Changes: 0

Publish

Search

Overview

Tags

Triggers

Variables

Folders

## New Tag

Choose from over 20 tag types.



Add a new tag

## Add a Note

You can add a note to capture certain information about your container.

Add note

## Now Editing

Version 7

Last updated 2 days ago  
by kimdoyal@gmail.com

Unpublished Changes

0

Tags

0

Triggers

0

Variables

View all versions

## Last Published

Version 6

Published 2 days ago  
by kimdoyal@gmail.com

9

Tags

2

Triggers

3

Variables

View published version

# Links & Resources

Neil Patel: <http://neilpatel.com>

Quick Sprout: <http://quicksprout.com>

Grow and Convert: <http://growandconvert.com>

Grow and Convert interview (pre-published): <http://thewpchick.com/meetup>

CoSchedule: <http://coschedule.com>

CoSchedule blog: <http://coschedule.com/blog>

CoSchedule headline analyzer: <http://coschedule.com/headline-analyzer>

Books:

Content Machine by Dan Norris

Content Inc. by Joe Pulizzi

Epic Content Marketing by Joe Pulizzi