

# DIGITAL MARKETING FOR CREATIVE SMALL BUSINESSES

How Small Businesses Can Supercharge Growth Through Personalized Marketing in the Digital Era

INDUSTRY REPORT BY CONTENT BRANDING SOLUTIONS



Personalized Content ▪ Brand Imagineering ▪ Graphics ▪ Marketing ▪ Multimedia Design



# Table of Contents

---

<b>The State of Digital Marketing for Small Businesses .....</b>	<b>3</b>
The Answer:.....	3
<b>What's Covered in this Report?: .....</b>	<b>5</b>
<b>#1 Define Your Targeted Audience.....</b>	<b>6</b>
<b>#2 Digital Internet Presence.....</b>	<b>8</b>
Strategies to Stay Top-Of-Mind with Clients .....	9
<b>#3 CONTENT MARKETING .....</b>	<b>10</b>
Content Marketing Drives Results .....	11
CONTENT BRANDING SOLUTIONS                      WEBSITE'S CASE STUDY .....	12
Four Simple Principles                      To Create ROI from your Content Marketing .....	13
<b>#4 Social Media.....</b>	<b>14</b>
The Best 5 Ways To Create Your Digital Experiences on Social Media .....	15
<b>#5 Automation + Personalization Can Skyrocket Results.....</b>	<b>16</b>
<b>Key Takeaways .....</b>	<b>17</b>
Five Key Findings: .....	18
Content Branding Solutions.....	19
<b>Discover Content Branding Solutions.....</b>	<b>20</b>

Copyright © 2023 by Cheri Lucking and Peter Lucking. All Rights Reserved

No portion of this article may be reproduced in any form without permission from the publisher and or author except as permitted by U.S. copyright law. For permissions, contact: Peter or Cheri Lucking at [ContentBrandingSolutions.Com](mailto:ContentBrandingSolutions.Com)



[Content Branding Solutions](http://ContentBrandingSolutions.Com)



# The State of Digital Marketing for Small Businesses

---

**It's no secret that the worldwide pandemic had significant impacts across many industries. For the Small Business sector and countless others, the adoption of technology – mainly digital – experienced massive acceleration.**

The pandemic changed everything. Markets fluctuated, creating uncertainty for our futures economically, financially, and personally, causing emotional stress that forced consumers to turn online to search for services with a new purpose and an extreme sense of urgency. Consequently, Small businesses also experienced further limitations as face-to-face interactions were brought to a standstill as humanity turned to the internet.

Having a website and digital presence is no longer “nice to have” but is now quintessential for all investment portfolio firms. In fact, with **70% of consumers indicating that a website alone drives their purchasing decisions**,<sup>1</sup> your prospects expect to engage with your business online.

*Is simply being online enough to cut through a sea of clutter?*

**The short answer is... NO.**

With this fundamental shift, thousands of business firms are working to strengthen their online presence, bringing new and more prevalent challenges to the competitive landscape.

So how do you cut through the clutter, stand out in a saturated market, and make a great first impression online when your prospects and clients are presented with abundant online choices?

## The Answer:

### Provide Your Target Audience with Personalized Digital Experiences

To successfully grow your business online, it's critical to lead with purpose and intent by delivering personalized digital experiences to your target audience.

**Stop Shouting in the Wind.** Don't fall into the trap of “marketing just for the sake of marketing.” Stop missing the mark, wasting time and resources with little to no outcome. Start connecting with meaning.

Today's tech-savvy consumers have heightened expectations of brands, making personalized digital experiences critical to a successful marketing strategy.

Here's why:



**95%** of companies that saw 3x ROI from their personalization efforts increased profitability the following year.<sup>2</sup>



**87%** of companies implementing web personalization have seen an increase in return on key metrics. Nearly half saw a 20%+ uplift.<sup>3</sup>



**63%** of consumers expect personalization as a standard of service.<sup>4</sup>



**80%** of consumers are more likely to purchase when brands offer personalized experiences.<sup>5</sup>

To uncover just how essential personalized digital experiences are, we surveyed our most successful customers and combined them with recent, compelling industry trends. **According to our latest, we found:**

**There are Five Critical Areas of Digital Marketing that Personalization has Impacted.**

## What are **Personalized Digital Experiences**, and why should I care?

Personalized digital experiences mean delivering relevant and targeted content to the appropriate audience. Financial advisors can achieve this through targeted website messaging, blog articles, videos, email newsletters, or social media interactions that you know resonate with your audience.

Creating personalized digital experiences ensures that every touchpoint they make with your business speaks directly to their unique needs and addresses their pain points.

In today's increasingly competitive marketplace, delivering contextual and relevant customer experiences is critical to capture attention and meet consumers' expectations.

When your prospects can easily and quickly see that you're the solution to their problem or need, your efficiency and bottom-line skyrocket.

Personalization helps you stand out, build trust, drive engagement, and strengthen relationships.



**FULL CIRCLE CONTENT MARKETING**

## What's Covered in this Report?:

---

This report guides you through the changes in these five key areas of a successful personalized digital marketing strategy for you and your firm.

### 1. – Targeted Audiences

Driving growth, creative businesses are creating a solid foundation for their digital marketing by narrowing their target market and focusing on specific needs.

### 2. – Internet Presence

Instead of generic websites that do little to create value and may even fuel negative experiences, small businesses strategically launch websites that speak directly to their focused target market.

### 3. – Content Marketing

Audiences are flooded with online content daily, making it critical for firms to create branded content that is

targeted, relevant, and geared toward their customers' needs.

### 4. – Social Media

By sharing personalized branded content on their social media accounts, you can extend your reach further and quickly build trust with your audience by humanizing your branding.

### 5. – Automation Improves Your ROI

Once unlocking the secret to success in personalization and targeted attraction marketing, automation gives creative businesses a leg up, boosting results with less financial investment and fewer hours spent for a better ROI.

Founded in 2019, Content Branding Solutions specializes in helping Wealth Managers, and Financial Advisors, like you, stand out and grow their business online with conversion-friendly, personalized websites and targeted digital marketing solutions, all of which follow FINRA and SEC guidelines.

For more information about our personalized approach to digital marketing, visit [www.contentbrandingsolutions.com](http://www.contentbrandingsolutions.com)





## #1 Define Your Targeted Audience

---

**Marketing to a Defined Target Audience Increases ROI by 71% for companies with their target audiences identified and documented.<sup>6</sup>**

With the fast-moving digital practices in recent years, successful creative teams are becoming more strategic with digital marketing, establishing clear and focused target markets to guide their branded content marketing efforts.

**Creative Small Businesses with a clearly defined target market drive increased results by up to 71%.**

First, take the time to understand your target audience's needs and pain points to build a strong foundation for your marketing activities. You want to ensure that your time and resources are well-spent on their most valuable and profitable segments for a better ROI.

Suppose you do not have your target audience clearly defined. In that case, you are missing out on opportunities to grow your business by not focusing on marketing to your core income-generating market.

Teams that don't take the time to identify and understand who to focus their efforts on (the ideal client) make the mistake of casting their marketing net too wide and lowering their chances of converting leads into clients.

The more value your audience sees in your business, the higher the chance of a conversion. Providing valuable, personalized digital experiences is impossible without understanding who you create them for. Additionally, teams with clear and focused messaging on their website are seeing higher ROI since **websites targeted to a specific audience are 2 to 5 times more effective and easier to use by targeted users.<sup>7</sup>**

If your firm currently does not have your target market documented and defined, you are losing market share.

### Focused Target Market: SURVEY DATA:



A Focused Target Market is specific to each Business, offering, and/or firm and reflects your ideal client base.

**89%** of the Teams we surveyed said they understand who their target market and ideal clients are.

**48%** of survey respondents said they know their target market but DO NOT have it documented.

#### **DEFINE YOUR TARGET AUDIENCE TO FOCUS YOUR MARKETING:**

Businesses who do not have their target audience clearly defined are losing growth opportunities by not using laser focused, targeted [attraction marketing copywriting, content, copy and SEO.](#)



## Get the Most out of Your Digital Marketing by Creating a Focused Marketing Strategy

### *Here's How to Get Started:*

To understand your focused target market, use a vision board to create a fictionalized portrait of your ideal customer(s); by painting a life-like picture of who that customer is, you will learn how to attract them to your product.

Consider more than demographics like age, gender, location, income, etc. Instead, consider psychographics, including interests, opinions, emotional needs, behavior, life challenges, lifestyle habits, etc. Each of these should be carefully considered regarding how they relate to your business's solutions and how your specific company services can help them.

#### **THINGS TO CONSIDER:**

- ✓ What attributes do your current clients have in common?
- ✓ Which of your clientele segments are the most profitable?
- ✓ Which of your clients are the most satisfied with your services?
- ✓ How are your clients finding you? Where are they coming from?
- ✓ What other information have you perceived over time that can help identify the qualities of high-value clients?



## The Importance of Targeting Your Efforts

To ensure a successful marketing strategy, it is critical to understand who you're targeting and then to create highly tailored content and messaging that resonates with your intended audience.

What makes a documented focused target market effective is that it provides a more detailed picture of the needs of your target audience as it relates to the financial services you are offering.

It brings a deeper understanding of potential decision-making factors your prospects may be considering, which allows advisors and content writers to provide highly relevant and effective marketing material.

Having a focused target market documented and accessible company-wide makes a large impact on marketing ROI.

**71% of companies that exceed revenue and lead goals have documented target audiences.**

Coffey, D. (2018, June 7). Five B2B Marketing Keys To Unlocking Massive Sales Success

## 10 ESSENTIAL THINGS SUCCESSFUL BUSINESSES HAVE IN COMMON. DOES YOURS?

1. Willingness to take chances
2. Unique value
3. Tenacity
4. [Thought Leadership](#) attraction marketing
5. Passionate Thought Leaders
6. Customer-centric approach
7. Strong vision
8. Empowered employees
9. Adaptability
10. Diversity: Inclusive and socially responsibility

"A business that is able to nurture the same passion they have for their offering within their employees is one that will deliver excellence to their clientele at every touchpoint." - Lance Wilkins, founder, Call Outdoors

## #2 Digital Internet Presence



### Generic Websites No Longer Cut It.

**74% of website users feel frustrated when website content is not personalized.<sup>8</sup>**

More than ever, people are turning online for solutions. For example, **80% of prospects do their own research online before choosing their financial advisor,<sup>9</sup>** which means your website is likely the first impression your business makes.

Creative small businesses whose website design and messaging do not address their ideal clients' needs are missing the mark, losing out on qualified traffic and leading to competitors embracing the shift to personalized digital experiences.

With thousands of competing local and national businesses and multiple companies turning up in search results, you can no longer rely on generic website designs and messaging. It's simply not enough to drive results in today's digital world.

### What is SEO?

Search Engine Optimization (SEO) is the process of improving the quality and quantity of your website's traffic from search engines like Google.

Targeted SEO can be complex. Essential elements can be personalized to attract your target market to your website while also conveying to search engines that the content you're sharing is relevant, provides value and that your reputation is something they are comfortable promoting.

Attract your targeted prospects using meta titles and descriptions to describe what customers expect to find on your website. This step will help you attract your targeted prospects. SEO enables you to improve your ranking, so why aren't you using SEO?

### Custom Website Designs see the Most Traffic and User Engagement because they are Highly Personalized to their Audience.

Our top-visited customer sites are highly optimized and personalized to rank in search engines. For example, have a look at [Liframy Earthstone Jewelry](http://Liframy Earthstone Jewelry). Amy is a creative Small business entrepreneur; her site speaks to you as she shares her work.



Sites like this bring in the highest website traffic from new visitors because they attract the right customers during their search. In addition, they use SEO best practices like personalized title tags and meta descriptions that speak to their ideal client to create a higher ROI.

Once on the site, the user experience is tailored to their target audience, leading to lower bounce rates and an overall better user experience.

### Use SEO to Attract Your Targeted Audience



## Strategies to Stay Top-Of-Mind with Clients

CALL 720-979-8555



1. Set up automated text and email campaigns.
2. Send out holiday and birthday cards.
3. Use zero-click content.
4. Recognize their home-buying anniversaries.
5. Keep them in the know.
6. Maintain an active social media presence.
7. Solidify Your Success.

## Targeted Messaging Affects Conversion Rates

You use **SEO to Catch your targeted audience's attention**. And personalized content to help build rapport, retain, and convert them from a prospect to a client.

Your CTA (call-to-action) buttons make a real difference in your ability to convert website traffic into leads. **Targeted CTAs increase conversion rates for online businesses.**<sup>10</sup>

A recent study found that **personalized CTAs perform 202% better than default calls to action.**<sup>11</sup>

From your visitor's perspective, you have approximately 15 seconds to tell them you're a fit. So your homepage messaging needs to get to the point, fast.

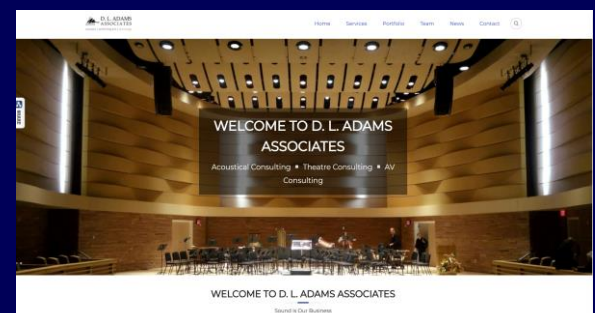
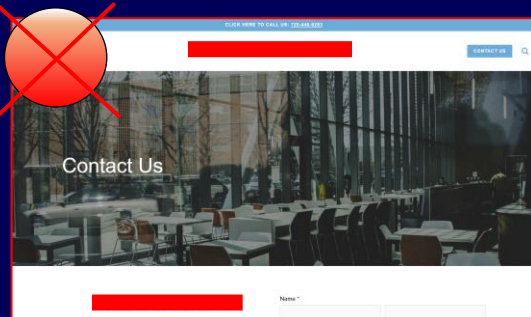
**72% of consumers say they ONLY engage with personalized messaging.**<sup>12</sup>

*Let's cut to the chase -  
generic and templated web  
design does not drive results.*



**Here's a great example:** There are distinct differences in user experience between these two professional websites, and it's make-or-break when it comes to keeping the user engaged.

Within seconds, it is evident which website is more tailored and specific to their target audience. For a potential client comparing these two professional websites, determining who is a better fit for their individual needs is made easy since one uses **targeted content and copy, with clear CTAs** and an overall design is tailored to speak specifically to Architects and Contractors.



## #3 CONTENT MARKETING

---

**Content Drives the Best Results When Personalized.**

**Nearly 80% of consumers say that personalized content increases their purchase intent.<sup>13</sup>**

Content drives traffic to your search engine-friendly (SEF) website and builds authority, trust, loyalty, and credibility with your audience online.

**Content Marketing Builds Brand Awareness, Visibility, and Consumer Trust**

Plus, it keeps them engaged! **But here's the key: branded content drives the best results when personalized and tailored to speak directly to your ideal client.** Therefore, having a documented focused target market is crucial as a guiding light for all your marketing communications.

**Build Your Brand with Attraction marketing; it will get 3x more leads than Paid Search Advertising.**

### What is Content Marketing?

"Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action. Instead of pitching your products or services, you provide relevant and useful content to your prospects and clients to help them solve their issues."

Content Marketing Institute, 2021

**Content Marketing uses Creative Attraction Marketing Copywriting, Content, Copy, Graphics, and SEO that is Distributed to Targeted Multimedia Channels where Your Ideal Client Gathers to attract your clients to You.**

## Case Study

---

**Content Branding Solutions Top Converting Customer Websites are Personalized to their Target Audience Needs**

Our top lead-generating customer websites with conversion rates of 30%+ are those that have mastered a personalized content experience for their focused target market and are customized in design and messaging.

[Wind River Wealth Advisers](#) does a terrific job using personalized visuals and messaging to not only speak to their target audience but also start to build trust, and a branded internet presence address specific pain points. Notice the placement of the message – the target market is mentioned right on the homepage hero banner heading.

**Content marketing generates 3x as many leads as traditional marketing and costs, on average, 62% less.<sup>14</sup>** When content is created with your ideal client in mind, it becomes an incredible tool to generate more leads and grow your bottom line.

### The Best Six (6) Ways to Utilize Content Marketing

1. **Use positioning to show your brand voice and visual identity to build brand equity.**
2. **Get to know your target market.**
3. **Dominate your market with branded content.**
4. **Be the knowledge leader using Attraction marketing.**
5. **Use social media wisely as a Thought Leader.**
6. **Use SEO attraction marketing copywriting, content, and copy.**

# Content Marketing Drives Results



## Personalized Content Marketing Drives Results in Three Key Ways:



### Attracts Your Targeted Audience

Year-over-year growth in unique **site traffic** is **7.8x higher for content marketing**.<sup>15</sup>  
Leaders compared to followers (19.7% vs. 2.5%).



### Builds Trust & Credibility

Nearly **80% of consumers** say that **personalized content** increases their **purchase intent**.<sup>16</sup>



### Converts Visitors into Clients

Conversion rates are nearly **6x higher** for content marketing adopters than non-adopters (**2.9% vs. 0.5%**).<sup>17</sup>



**You Should use Attraction Marketing to Get the results You deserve.**

**[The Top 12 Benefits of Content Marketing](#)**

Content marketing will benefit your business in the ways above if it offers value to your audience, builds trust, and moves them down the funnel.

It would help if you implemented personalization into your content marketing to get a **reported lift of 10% or greater across your marketing goals, with improved conversion rates and customer engagement**.<sup>18</sup>

***Content Must Be Personalized and Tailored to Your Audience's Needs and Pain Points to Provide Value and Generate Results.***

"Consumers have a strong desire to feel seen and heard. This creates a huge marketing opportunity for the Creative business and professionals brave enough to define their ideal client and hyper-personalize their brand and content to serve their ideal customer. Most firms feel constrained by target markets, when in reality teams with the narrowest possible markets having the greatest conversion rates.

Why? Because they are creating personalized content (and I'm not talking about mail-merge personalization here) that says, "I see you, I hear you, and I am here to serve you." This type of digital interaction is how influencers are redefining the prospect and client experience for ultimate success."

**Peter Lucking, co-CEO, Content Branding Solutions**





## CONTENT BRANDING SOLUTIONS

### Personalized Video Content Drives the Most Engagement and Keeps Eyes on Your Brand, Longer.

Small Brands get significant results by posting and sharing videos tailored for a specific audience and their pain points. The target audience is directly called out in the video's title, leaving no doubt about who this is for and what it contains. The results were astounding, with a view-through rate (VTR) of 75%, compared to more general videos, such as "Lessons on Life Insurance," which performed at only 25% VTR.

**When personalized for your target audience, video content increases interest and engagement, builds trust, and helps you stand out.**

### For Example

"An entrepreneurial professional like a Financial Advisor specializing in financial planning for teachers might...

Utilize targeted SEO content marketing messaging addressing the particular needs of that niche client and use a multi-pronged marketing approach. For example, include a targeted niche website, blog posts that address teachers' financial concerns, social media about those same topics, and custom short snippet videos to address teachers' most frequent financial concerns.

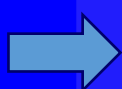
The result? Many new clients in one month! Teachers nationwide found this firm online with a simple, straightforward Google search on '*financial planning for teachers.*' That's how easy your targeted SEO content marketing can become when you orient all your messaging to solve the specific problems a very niche group of people faces."

Peter Lucking, Co-CEO, Content Branding Solutions

## WEBSITE'S CASE STUDY

*44% of our most successful customers told us they utilize personalized content for their target audience to generate new business online.*

**Jump Start Your marketing Strategy**  
Call 720-979-8555 Now or...



Drop Us a Line - Get the Competitive Advantage

## Four Simple Principles Marketing

*Website visitors are  
5x more likely  
to convert  
when presented with  
personalized content!*

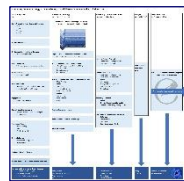
## To Create ROI from Your Content



### 1. Don't Use Generic Content

Creating content not targeted to your ideal client puts you at risk of being drowned out by thousands of other Small Businesses online. [Be a Thought Leader](#)

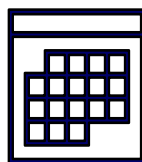
Zero in on tailored content that addresses your ideal client's needs and speaks their language.



### 2. Create a Content Marketing Plan

A successful marketing plan defines your content marketing messaging roadmap, strategy, and tactics to deliver success.

[7 Steps You Can DO To Develop a Marketing Plan](#)



### 3. Stay Top of Mind with a Consistent Content Schedule

Produce content consistently to keep your business top-of-mind and leverage the proper distribution channels like email and social media to get your content in front of the right eyeballs.



### 4. Use Personalized Content to Gather Feedback

If you do not see results, you must dig deeper into what makes your clients stay up at night.

Get creative with a vision board and Get to know your customers better!

**CALL 720-979-8555 NOW**

## #4 Social Media

**Small Businesses Are Creating Personal Connections on Social Media to Stay Top-of-Mind.**

**57% of consumers will follow a brand to learn about new products or services.<sup>19</sup>**

Personalized targeted content marketing is effective if you can get it in front of your target audience! Your social platforms offer an opportunity for content distribution, lead generation, and brand humanization. By distributing your content through social media channels, your audience reach expands and functions as a natural referral when your audience reposts or shares your personalized content.



*Creating connection through brand humanization builds trust and encourages engagement.*

Using social media to engage with your audience more authentically and humanly will help you build stronger connections and drive engagement. With it, your brand becomes more memorable since your audience can connect personally and humanly; they begin to see you as more than just a logo.

Social media also provides an opportunity to gauge the accuracy of your targeted messaging since it can allow for one-to-one communication. You can receive direct feedback and start conversations with your audience, which accurately indicates your prospects' interest in the content you've shared.

### Why Should You 'humanize' Your brand?

**Trust** is one of the key components of converting your audience online into new clients.



**Engagement and Rapport.** Humanizing your brand, such as sharing the faces and personalities behind your business, helps prospects connect to your business and relate on a more personal level.

### The Top 6 Benefits of Content Personalization



**Organizations that personalize content and tailor it for targeted audiences...**

- ✓ Increase visitor engagement (55%)
- ✓ Improve customer experience (55%)
- ✓ Improve brand perception (39%)
- ✓ Increase conversion rates (51%)
- ✓ Increase lead generation and customer acquisition (46%).

☆ ✓ Be the Top-Of-Mind Brand ✓ ☆



# The Best 5 Ways To Create Your Digital Experiences on Social Media

---

## 1. Sharing Personalized Content and Resources

Share various targeted branded curated content.

## 2. Videos Tailored to Your Audience

Create short, personalized video clips (as easy as recording them on your smartphone) that address common questions, or pain points your target audience frequently asks.

## 3. Personalized Questionnaires

Encourage active engagement from your audience by creating personalized questionnaires. More accessible than ever since most social platforms offer in-app surveys.

## 4. Start a Direct Conversation

Don't shy away from 1:1 communication! The best way to encourage engagement from your audience is to engage directly with them by actively commenting on posts or direct messaging prospects.

## 5. Build relationships and Bonds

Share Your Interests, activities, and Hobbies to build trust and rapport; after all, people buy from people they know, like, and trust.

## Interests, Activities and Hobbies

"Many creative small businesses, and professionals are missing out on one of the most important ways to find new clients. Using social media to build relationships where the client and the professional genuinely have something in common—interests, activities, and hobbies, they share ideas they'll talk about, and places they like to visit.

Social media can create a bridge that builds bonds over time, because it is still a two-way interaction that connects people to people."

Peter Lucking, co-CEO, Content Branding Solutions

## Survey Data

86% said they found Facebook, LinkedIn, and Alignable to be the most effective social media channel in communicating with clients and prospects. Seek out the gathering places of your core income-generation clients and join them.

[Download Your FREE LinkedIn Profile Optimization Guide](#)

## #5 Automation + Personalization Can Skyrocket Results

---

### Personalization increases the efficiency of your marketing spend by up to 30%.<sup>20</sup>

The shift to technology across the marketplace caused by the pandemic has created an opportunity to leverage marketing tools to boost lead generation. Although automation is the benefit of this shift to digital marketing, many professionals realized they were underutilizing the tools available; consequently, this has led to its overuse in social media. The digital marketing practices listed within this report go hand-in-hand with automation and personalization. **The key benefit to leveraging intelligent automation is efficiency without spamming.**

Historically, professionals' marketing activities centered around in-person networking events between advising clients. We highly suggest you up your game now that the pandemic is fading. **It is time to return to shaking hands and go where your clients gather. Be the [thought leader in your business](#) and share your knowledge and interests at those events to build relationships and attract prospects. Create a digital presentation as your firsthand shake.**

**Leverage technology and personalized marketing to facilitate rapid, sustainable business growth with measurable ROI.**

Top creative businesses are using automation tools combined with full-circle content marketing solutions to give them a leg up on the competition. When used with personalized beneficial content, automation helps create conversions and thus boost ROI on your marketing. **Personalization can reduce acquisition costs by as much as 50%, lift revenues by 5% to 15%, and increase the efficiency of marketing spending by 10% to 30%.<sup>21</sup>**

For smaller businesses lacking an in-house marketing department, automation combined with a professional outsourced [personalized monthly marketing plan](#) has been the solution for easier branded asset creation and content distribution. Remember, customized content helps attract, retain, convert, and build trust with prospects. However, marketing isn't practical if you cannot get it in front of your target audience. **Automation and face-to-face events can ensure your branded content is effective.**

**For example, of those who've hired wealth advisors, 47% said they are open to receiving personalized communications<sup>22</sup>** related to helping them achieve their financial goals. Use digital content distribution to help them track their progress toward their goals and interests. Personalized automated content distribution and online events combined with live one-on-ones can help to streamline your efforts and put a face to your brand. This combination will save you time and money while enabling you to continually engage your audience, promote your services and grow your business.

**Personalize your content and messaging and use the right channels to target your ideal client.**

## Engage with Branded Personalized Content

"If you receive content about a goal or interest you have, it doesn't feel like 'marketing,' and you are more likely to engage and read it."

Automation + personalization empowers you to engage, and personalization at scale can drive significant growth for professionals - why? Because humans crave building relationships with industry thought leaders."

**Cheri Lucking, co-CEO, Content Branding Solutions**

## Key Takeaways

---

### Personalized Digital Experiences Drive Better Results.

**95% of companies that saw 3x ROI from their personalization efforts increased profitability the following year.<sup>23</sup>**

Creative small business marketing has shifted to digital practices, and the pandemic has catalyzed this change. Unfortunately, advisors who had not already adopted digital tools were forced to do so quickly, causing many to fall behind without the agility and resources to make these adjustments fast enough.

Because of this, **having a website and a robust digital presence is the new standard for all firms**, leading to mass adoption from your competitors around the world, turning online to market and grow their business. Unfortunately, this industry-wide adoption has led to a crowded space, saturated and cluttered with noise, challenging you to stand out from the crowd to differentiate and attract the right targeted audience.

**The solution is to provide personalized digital experiences to your focused target market.** A common mistake small businesses make in this digital world is rushing to fit in to keep pace. Unfortunately, doing so means they're missing the mark on reaching the right audiences, seeing positive ROI, and ultimately wasting marketing efforts and resources.

Thought Leaders that create personalized experiences for prospects during the five critical touchpoints of their digital marketing produce far better results than those who do not so much, so **95% of companies saw 3x ROI from their personalization efforts and increased profitability in the following year.**

## Cut Through the Clutter

"In today's digital era, cutting through the clutter and standing out from the crowd isn't easy, but it is critical for your success. It requires knowing your target market (core income generating client), and tailoring content to address their unique needs. In fact, more than half of companies that incorporate personalization into their content and websites report a lift of 10 percent or greater across their marketing goals, resulting in both improved conversion rates and customer engagement.

**But where do you begin?**

This report offers insights into why branded personalized content that connects is key, in addition it provides key steps for creating and executing a successful strategy. With proven attraction marketing approaches and in-depth research, this report equips professional with the tools and resources they need to better target the right audience, allowing them to focus more on what they do best – serving the needs of their customers.

**Peter Lucking, co-CEO, Content Branding Solutions**



## Five Key Findings:

---

### After Surveying our most Successful Customers and Gathering the most Current and Compelling Stats and Industry Benchmarks, we Uncovered

#### 1. Define your market

---

Create a solid foundation for your digital marketing by narrowing down your target market and strategizing to drive growth with a [digital marketing plan](#). As a result, the most successful teams are growing their businesses faster by focusing on their target audience and taking the time to understand their unique needs and pains.

#### 2. Create Personalized Digital Experiences

---

Generic websites don't produce results. Instead, successful **professionals strategically personalize their websites to speak directly to their focused target market**, using their time and resources wisely to impact conversion rates positively.

#### 3. Personalized Content Attracts Results

---

Targeted content/attribution marketing drives the best results when it's personalized. Audiences are overloaded with digital content, and unless **you create content that's**

**targeted and relevant to their needs**, prospects will likely overlook their business altogether.

#### 4. Social media

---

**Top marketers are using social media to drive more website traffic and conversions.** By distributing personalized content on your social media accounts, marketers extend your reach further than ever, quickly building trust with your audience by humanizing your brand.

#### 5. Marketing Automation + Personalization

---

Successful marketers leverage marketing automation and personalized digital marketing to produce beneficial results. Once you have unlocked the secret to success in personalization and targeted marketing, **automation will give you a leg up, boosting results and giving you a better ROI than ever before.**



It's time to make things personal and fuel growth with personalized targeted marketing to skyrocket Your results...

**Call us Now 720-979-8555**



Communication is Our Business

Content Branding Solutions

# Content Branding Solutions

---

## Your Solution for Personalized Websites and Digital Marketing Industry-Wide!

Creative small businesses attract, retain, convert, and delight visitors online with personalized websites and digital marketing solutions for professionals, built with your target audience in mind to help your conversions skyrocket and grow your bottom line.

We offer the most direct and relevant digital marketing, personalized, targeted content, and tools you need to stand out and grow your business online. We help you create a tailored, targeted content library, automated social media sharing, blog scheduling, targeted automated email marketing, and more - all of which follow your Brand guidelines. Our team of experts in the trenches 'gets it.' As a result, we make growing your business a breeze, helping you attract your ideal client and convert more leads into customers.

Our Imagineering strategist team connects all the divergent pieces to create a comprehensive digital marketing plan to give you the competitive edge to skyrocket results.

For more information about how our personalized approach to digital marketing can take your business to the next level,

**[Book a FREE 1-1 DEMO with Cheri and Peter Lucking.](#)**

### Cheri and Peter Lucking

---

Co-CEOs of Content Branding Solutions

Content Branding Solutions is a creative digital content marketing company. Our team specializes in personalized attraction marketing content, graphics, website design, and associated consulting services in the U.S.A.

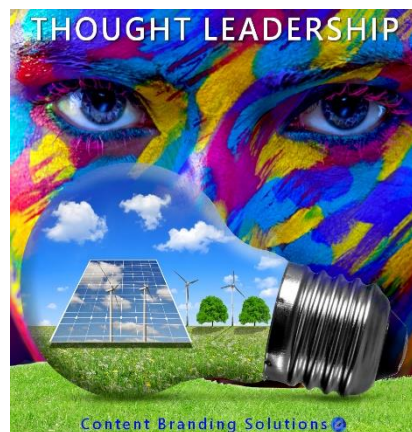
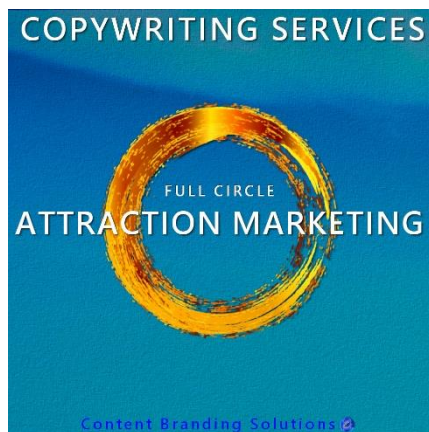
We Communicate in Words, Images, and Actions for all your Content Marketing Needs



## Discover Content Branding Solutions

As a Digital Creative Agency, we Imagineer Brands by repositioning You to give You the Competitive Advantage. We utilize Personalized Branded Content, Images, and Graphics to tell Your Story and Vision.

We are Experienced Content Writers. We have published content for multiple genres, including TV, Radio, and Multimedia. We write Blogs, eBooks, White papers, Custom Case Studies, and Emails with creative, eye-catching graphics. We share our love of Persuasive Words and Graphics to Empower Your Clients to Act.



*Click an Image To Explore Our Skills*

**Discover why We are the Proven Team that will Get Results for You  
As Together We Imagineer Your Brand.**





## References

---

- 1 Gomes, E. (2019). [Infographic] Why Creating A Personal Online Experience Is Critical. Retrieved from Adobe: <https://blog.marketo.com/2016/05/infographic-why-creating-a-personal-online-experience-is-critical.html>
- 2 Morgan, B. (2020, February 18). 50 Stats Showing The Power Of Personalization. Retrieved from Forbes: <https://www.forbes.com/sites/blakemorgan/2020/02/18/50-stats-showing-the-power-of-personalization/>
- 3 Gomes, E. (2019). [Infographic] Why Creating A Personal Online Experience Is Critical. Retrieved from Adobe: <https://blog.marketo.com/2016/05/infographic-why-creating-a-personal-online-experience-is-critical.html>
- 4 Redtail Customer Experience. v(2019, April 8). Consumers expect personalization, reveals report. Retrieved from Redtail Customer Experience: <https://www.retailcustomerexperience.com/news/consumers-expect-personalization-reveals-report/>.
- 5 Bump, P. (2021, March 12). 24 Data-Backed Reasons to Personalize Your Marketing. Retrieved from Hubspot: <https://blog.hubspot.com/marketing/data-personalize-marketing-li>
- 6 Coffey, D. (2018, June 7). Five B2B Marketing Keys To Unlocking Massive Sales Success. Retrieved from Forbes: <https://www.forbes.com/sites/forbesagencycouncil/2018/06/07/five-b2b-marketing-keys-to-unlocking-massive-sales-success/>.
- 7 Cox, L. K. (2014, December 3). The Science of Building Better Buyer Personas [Infographic]. Retrieved from Hubspot: <https://blog.hubspot.com/marketing/build-buyer-personas>
- 8 Morgan, B. (2020, February 18). 50 Stats Showing The Power Of Personalization. Retrieved from Forbes: <https://www.forbes.com/sites/blakemorgan/2020/02/18/50-stats-showing-the-power-of-personalization/>
- 9 Gomes, E. (2019). [Infographic] Why Creating A Personal Online Experience Is Critical. Retrieved from Adobe: <https://blog.marketo.com/2016/05/infographic-why-creating-a-personal-online-experience-is-critical.html>
- 10 Johnson, B. (2021). Personalization statistics: 25 things every marketer should know. Retrieved from Proof: <https://blog.useproof.com/personalization-statistics>
- 11 Vocell, J. (2018, June 28). Personalized Calls to Action Perform 202% Better Than Basic CTAs [New Data]. Retrieved from Hubspot: <https://blog.hubspot.com/marketing/personalized-calls-to-action-convert-better-data>
- 12 Morgan, B. (2020, February 18). 50 Stats Showing The Power Of Personalization. Retrieved from Forbes: <https://www.forbes.com/sites/blakemorgan/2020/02/18/50-stats-showing-the-power-of-personalization/>
- 13 Wave Video. (2019). A Thorough Guide to Personalization in Social Media Marketing. Retrieved from Wave. Video: <https://wave.video/blog/personalization-in-social-media-marketing/>
- 14 Demand Metric. (n.d.). Content Marketing Infographic. Retrieved from Demand Metric: <https://www.demandmetric.com/content/content-marketing-infographic>.
- 15 Neil Patel. (2021). 38 Content Marketing Stats That Every Marketer Needs to Know. Retrieved from Neil Patel: <https://neilpatel.com/blog/38-content-marketing-stats-that-everymarketer-needs-to-know/>
- 16 Wave Video. (2019). A Thorough Guide to Personalization in Social Media Marketing. Retrieved from Wave Video: <https://wave.video/blog/personalization-in-social-media-marketing/>
- 17 Neil Patel. (2021). 38 Content Marketing Stats That Every Marketer Needs to Know. Retrieved from Neil Patel: <https://neilpatel.com/blog/38-content-marketing-stats-that-everymarketer-needs-to-know/>
- 18 Wave. Video. (2019). A Thorough Guide to Personalization in Social Media Marketing. Retrieved from Wave Video: <https://wave.video/blog/personalization-in-social-media-marketing/>
- 19 Chen, J. (2021, February 3). 36 Essential social media marketing statistics to know for 2021. Retrieved from Sprout Social: <https://sproutsocial.com/insights/social-media-statistics/>
- 20 Gregg, B., Kalaoui, H., Maynes, J., & Schuler, G. (2016, November 18). Marketing's Holy Grail: Digital personalization at scale. Retrieved from McKinsey: <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/marketing-holy-grail-digital-personalization-at-scale>.
- 21 Gregg, B., Kalaoui, H., Maynes, J., & Schuler, G. (2016, November 18). Marketing's Holy Grail: Digital personalization at scale. Retrieved from McKinsey: <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/marketing-holy-grail-digital-personalization-at-scale>.
- 22 Newman, D. (2018, June 20). Why Marketing Automation is a Wealth Manager's Biggest Asset. Retrieved from Salesforce: <https://www.pardot.com/blog/why-marketing-automation-is-a-wealth-managers-biggest-asset/>.
- 23 Morgan, B. (2020, February 18). 50 Stats Showing The Power Of Personalization. Retrieved from Forbes: <https://www.forbes.com/sites/blakemorgan/2020/02/18/50-stats-showing-the-power-of-personalization/>