

# WINNING WITH AUTHORITY

## 14 ONLINE MARKETING TIPS FOR SUCCESS

**SUCCESSFUL** digital marketing strategies are made up of many different moving parts. Determining when and how to implement these different tactics in a way that screams authority is no easy task. The 14 tips below are just a taste of what you'll find in the Winning with Authority eBook and at Copyblogger's Authority Rainmaker conference.

Download the eBook  
<http://tprk.us/ar15ebook>

Register Now:  
[AuthorityWins.com](http://AuthorityWins.com)

### DESIGN WITH CUSTOMERS IN MIND

#### The Effect of Design on Customer Actions:

**62%**  
 of companies with mobile friendly sites had increased sales

**40%**  
 of people will abandon web pages after 3 seconds

**65%**  
 of users like image rich emails

~ Econsultancy & HubSpot

#### DESIGN TIPS FROM THE EXPERTS



**Sally Hogshead @SallyHogshead**  
 Speaker, Author, Creative Director at Hogshead Media

"You win by being seen & remembered. Stand out, or don't bother."



**Pamela Wilson @pamelaiwilson**  
 Vice President of Educational Content at Copyblogger Media

"For a profound impact, design your marketing with the customer experience at the forefront."



**Sonia Simone @SoniaSimone**  
 Chief Content Officer at Copyblogger Media

"Ask questions & be curious about everything. See something not awesome? Make it better!"



**Scott Brinker @chiefmartec**  
 Co-founder and CTO of ion interactive

"You MUST have the courage to experiment, the confidence to fail & the determination to win."



### CREATIVE CONTENT MARKETING

#### Top 3 Things That Make Content Marketing Effective:

Audience Relevance  
**58%**

Compelling Storytelling  
**57%**

Triggers Action  
**54%**

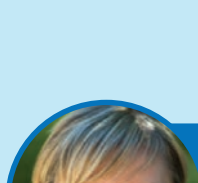
~ EG Innovations

#### CONTENT TIPS FROM THE EXPERTS



**Chris Brogan @chrisbrogan**  
 Bestselling author and CEO of Owner Media Group

"Earn the right to serve your community as a marketer with content, engagement & sales working in harmony."



**Ann Handley @marketingprofs**  
 Chief Content Officer at MarketingProfs

"We need better content, not mediocre. That just won't cut it."



**Bernadette Jiwa @bernadettejiwa**  
 Founder at The Story of Telling

"Speak to one person. Treat your content like a conversation rather than a description or a broadcast."



**Jerod Morris @JerodMorris**  
 Vice President of Rainmaker.FM

"Text is not a real human voice inside of two ears and a head. A podcast is."

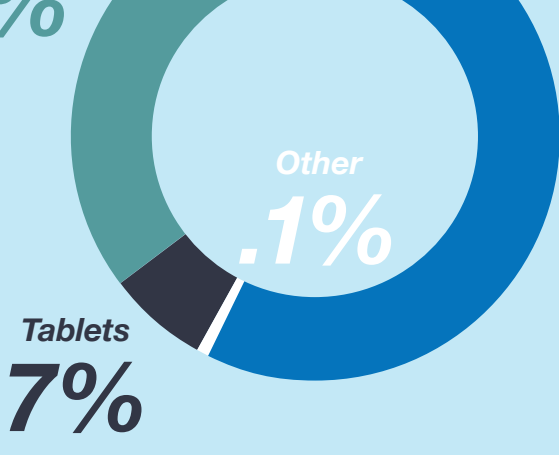


### ATTRACT QUALIFIED TRAFFIC

#### Share of Global Web Traffic by Device

Mobile Phones  
**31%**

Laptops & Desktops  
**62%**



Tablets  
**7%**

Other  
**7%**

~ wearesocial

#### TRAFFIC TIPS FROM THE EXPERTS



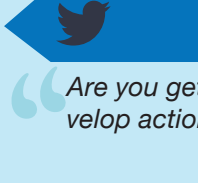
**Joe Pulizzi @JoePulizzi**  
 CEO and Founder of Content Marketing Institute

"To attract the right customers, document who your reader is, what you'll deliver and what you want them to get out of it."



**Danny Sullivan @dannysullivan**  
 Editor-In-Chief of Search Engine Land & Marketing Land

"Understand that mobile visitors have a different mindset and needs than desktop users."



**Mike King @jpullrank**  
 Founder iPullRank

"Are you getting the right traffic? Do a content audit to develop actionable insights about what is and is not working."



### ONLINE MARKETING THAT CONVERTS

#### Average Median Conversion Rates by Industry

Ecommerce  
**1.84%**

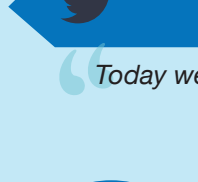
B2B  
**2.23%**

Legal  
**2.07%**

Finance  
**5.01%**

~ Wordstream

#### CONVERSION TIPS FROM THE EXPERTS



**Daniel Pink @DanielPink**  
 Bestselling Author, Producer & TV Host of Crowd Control on the National Geographic Channel

"Today we're in the era of 'servant selling' — where it's vital to serve before you even try to sell."



**Sean D'Souza @seandsouza**  
 Owner Psycho Tactics

"Keep customers happy & price your services appropriately so that you can sell less and make more."



**Brian Clark @BrianClark**  
 Founder & CEO of Copyblogger Media

"Copywriting for conversion means using the 5 P's: Premise, Promise, Picture, Proof and Push to inspire action."



### Get More Marketing Insight!

Join hundreds of marketers that want to learn the same thing you do:  
 How to create a more effective Online Marketing program.

Authority Rainmaker  
 May 13-15, 2015  
 Denver, Colorado

Register Now: [AuthorityWins.com](http://AuthorityWins.com)



Sources: HubSpot - <http://www.hubspot.com/marketing-statistics>  
 Econsultancy - <http://econsultancy.com/blog/11044-more-companies-are-designing-their-sites-for-tablet-and-mobile-stats/>  
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