

How to Best Leverage the Corners of the Internet to Gain New Customers

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1. Download the Slides
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Goal

To simplify online marketing so you can determine where to invest your time, energy, and focus.

About me



- Fiction Marketing Coach
- Homeschool Directive
- Author
 - Rest & Reflect Guided Journal
- Podcaster
 - Simply Sabbath
 - The Business of Christian Fiction
- Wife & 2nd Gen homeschooling Mom of 3

~~Time~~

Leveraging

Not

Pandering

def: Leverage

1. use borrowed capital for (an investment), expecting the profits made to be greater than the interest payable.
2. use (something) to maximum advantage.

XYZ

Statement

The 3 questions about your customer you need to answer in order to crush online marketing.

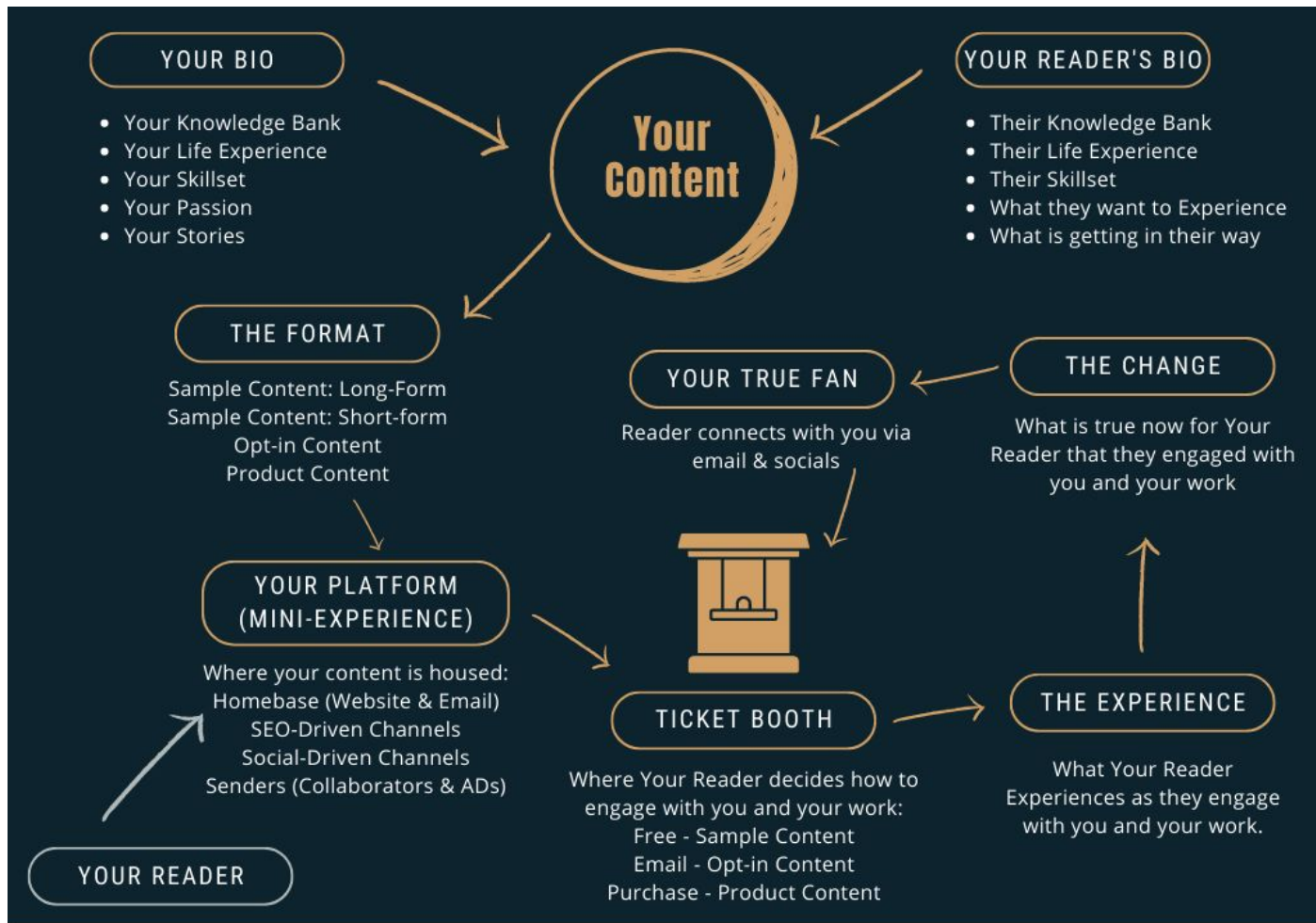
XYZ STATEMENT: I HELP ____ TO DO ____ SO THEY CAN ____.



The Ticket Booth Moment

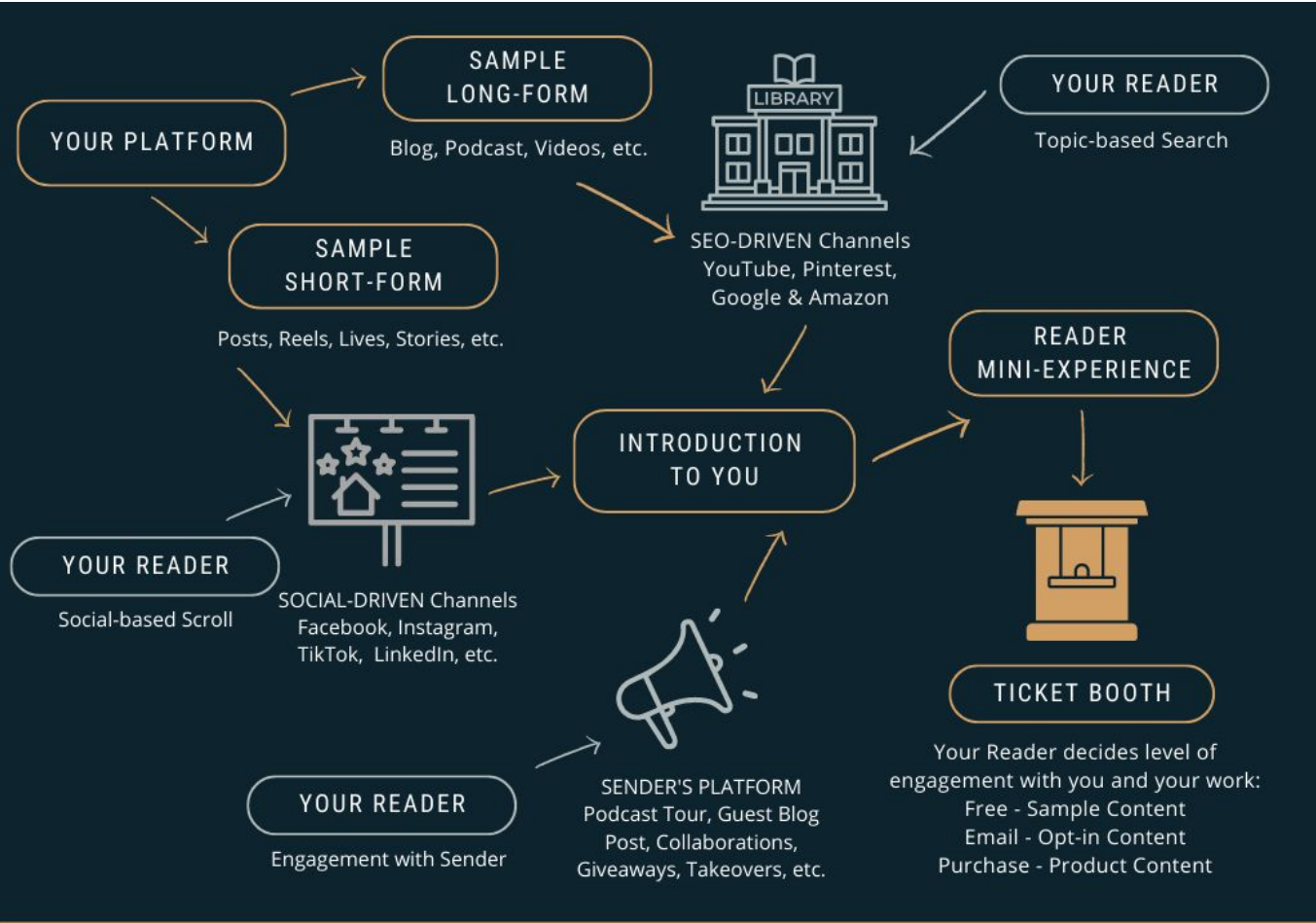
3 Choices:

- Stick with the Free Content
- Exchange email for Opt-in Content
- Purchase Content



Only 3
Discovery
Methods

Social
SEO
Senders



How to best
leverage the
internet?

Use all 3

Socials

Facebook, Instagram, TikTok, BeReal, SnapChat, etc.

Purpose:

Social Media is like a party you've been invited to. It gives you an opportunity to hang out with both people you know and those you don't.

You are a guest. Your job is to show up authentically you, dressed your best, and with a contribution to the party.

Socials

Facebook, Instagram, TikTok, BeReal, SnapChat, etc.

- Word of mouth marketing
- It gets people talking about you

Socials

Facebook, Instagram, TikTok, BeReal, SnapChat, etc.

- Content must be:
 - Sample of your XYZ
 - Short-form
 - Entertaining
 - Encouraging
 - Enlightening
- Sound bites
 - Have 3-5 sound bites that get repeated in your short-form, social content
 - Wh Statements

Socials

Facebook, Instagram, TikTok, BeReal, SnapChat, etc.

- CTAs & Monetization are more difficult because people are in a passive mode

SEO

Google, Pinterest, YouTube

Purpose:

SEO platforms are your party.

You are the host. Your job is to prep for the party, send out invitations, show up authentically you, dressed your best, and serve your guests while they are there.

SEO

Google, Pinterest, YouTube

- Search-based (keywords)
- It gives people a small win

SEO

Google, Pinterest, YouTube

- Content must be:
 - Sample of your XYZ
 - Long-form
 - Entertaining
 - Encouraging
 - Enlightening
- Expand your sound bites
 - What -> Deeper info
 - Why -> Explanation
 - How -> tutorials
 - Who -> Longer stories & Testimonials

SEO

Google, Pinterest, YouTube

- CTA
 - Stay on platform and learn more
 - Go off platform and make progress
- Monetization is more likely because people are in hunter-gather mode

Senders

Other individuals who graciously use their platform to promote you and your work.

Purpose:

You've been asked to **co-host** a party. Same best-practices as SEO, shared responsibility, new guests.

Senders

Other individuals who graciously use their platform to promote you and your work.

- Long-form
- Sample of your XYZ
- Collaborative
- Should give you a chance to include a CTA (opt-in or product mention)

Senders

Other individuals who graciously use their platform to promote you and your work.

- Podcast Tours
- Guest Blog Posts
- Summits
- Giveaways
- Social Media Takeovers
- Articles
- Advertising
- Freelance Gigs

Your Leverage Plan

Your Leverage Plan

1. Pick your Social Platform

Socials

Let's simplify it:

Content Format	Utilize...
Text	Facebook Post LinkedIn Post
Photo/Graphic	Facebook Post Instagram Post Instagram Carousel Post LinkedIn Post
Vertical Video	Facebook or Instagram Reels YouTube Shorts Pinterest Idea Pins TikTok Post
Sharing Thoughts/Tip/Topic	Instagram Stories Facebook or Instagram Live TikTok Live YouTube Live

Your Leverage Plan

1. Pick your Social Platform
2. Pick your SEO Platform

SEO

If...	Utilize...
Blog	Pinterest Google
Podcast (Audio Only)	Pinterest Google
Video (channel or video podcast)	YouTube Pinterest Google

Your Leverage Plan

1. Pick your Social Platform
2. Pick your SEO Platform
3. Pick your Senders for Collaboration

Senders

Aim for in 1 Year:

- 4 Collaborative Events (giveaways, summits, speaking, etc.)
- 4 Audience Swaps (blog posts, IG takeover, FB Lives, podcast, groups) interviews, etc.)
- 20 Podcast Interviews

Also consider:

- Advertisement
- Freelance Gigs

Your Leverage Plan

1. Pick your Social Platform
2. Pick your SEO Platform
3. Pick your Senders for Collaboration
4. Decide frequency for Social content
 - a. Good starting place is 3x/wk
5. Decide frequency for SEO content
 - a. Good starting place is 1x/wk
6. Set aside an hour a week to reach out to potential collaborators

Your Leverage Plan

1. Pick your Social Platform
2. Pick your SEO Platform
3. Pick your Senders for Collaboration
4. Decide frequency for Social content
 - a. Good starting place is 3x/wk
5. Decide frequency for SEO content
 - a. Good starting place is 1x/wk
6. Set aside an hour a week to reach out to potential collaborators
7. Determine your CTAs
8. Create content
9. Post & Promote content

10. Stick with it

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