

Inside Aaron Kirman's \$6 Billion Marketing Strategy **CHEAT SHEET**



Reverse Engineered by



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Aaron Kirman's Website Analysis

Having an effective website is essential to grow a business and gain authority in an industry.

[TIP 1] Build a Network of Interconnected Top-Level Websites

- ✓ Build a network of websites that you or your associates own. This increases your exposure, lets you rank for additional keywords, and can target different traffic segments.
- ✓ Link them together to cross-promote your sites and build additional value for visitors across slightly different platforms and topics.

[TIP 2] Design Your Website to Serve a Purpose

- ✓ Determine the main purpose that your website should serve. A good formula is to first educate and then provide additional value once they take an action.
- ✓ Design your website around that purpose and only include elements that assist in that mission.
- ✓ Don't distract your visitors with extra information that may prevent them from doing what you want.

[TIP 3] Promote Your Expertise and Connections

- ✓ You are probably an expert in something you do in your industry. Build trust by doing interviews and sharing ideas in well-known publications. This will help to drive traffic to your website and build your brand as an expert in your field.
- ✓ Put links to that content from your website as a way to showcase your knowledge and boost your credibility.

[TIP 4] Reverse Blog: Share Great Content on Multiple Channels

- ✓ Producing high quality content is essential, but you don't always have to post it directly to your own website.
- ✓ By creating press releases, interviews, articles, and videos for other people's website, you can build authority while increasing traffic to your own site. This can be especially helpful for companies that don't have consistent website traffic yet.

[TIP 5] Give Back to the Community and Promote It

- ✓ If you believe in supporting a good cause, see how you can incorporate it into your business.
- ✓ Create a website or post about it on your blog to help get more organic traffic. Promote it to your existing customers to help grow the charity to give back to the community.

Inside Aaron's Social Media Marketing

Treat your website as the central hub for your business. Make it easy for your visitors to find out more about you and your products. This means linking to your social media profiles, guest posts, interviews, and other related websites.

[TIP 6] Identify the Social Media Platforms that Work Best for You

- ✓ Create profiles on a range of social media platforms to expand your online presence but test each one to find which works best for your company.
- ✓ Focus on that platform first to share your best content and grow your following.
- ✓ Work to create a highly targeted following of people who are interested in your offer so that they convert better than cold traffic.

[TIP 7] Grow Your Audience and Target Your Engagers

- ✓ Grow your overall audience base as much as possible with the knowledge that only a small percentage of them will be your core followers.
- ✓ Target the people who like and comment on your posts first since they are more likely to become your customers.

[TIP 8] Use High-Quality Instagram Photos and Plenty of Hashtags.

- ✓ Use attractive photos that speak to both your audience and your company's product or service. Remember that Instagram is highly visual, so using powerful photos is key.
- ✓ Include a simple description of what you are sharing and include relevant hashtags to help drive traffic.

[TIP 9] Tweet & Post on Different Topics

- ✓ Don't always tweet the same type of information. Change up the format and content so that it is not always a promotion for your blog content.
- ✓ Showcase your successes and media appearances to build your credibility.
- ✓ Give back to your community whenever you can, and people will appreciate the humanity that brings to your business.

[TIP 10] Use Social Proof to Increase Authority

- ✓ When you have been successful in your business, show it off. Create case studies of successful projects and share when you have provided value to an existing customer.
- ✓ Potential customers will see this and be more likely to want to work with you.

[TIP 11] Use Video to Convey a Message and Engage Visitors

- ✓ Use video to help tell your story and engage your visitors across multiple channels.
- ✓ If you're selling high-ticket products or services, make sure the quality of your content matches the quality of what you're selling.
- ✓ One video can be repurposed on different social media platforms to drive more traffic.

Reverse Engineering Aaron Kirman's SEO and Paid Traffic

Besides Aaron's social media strategy, he also benefits from organic traffic from search engines. His team employs strategic paid advertising to make sure he is reaching the people most likely to become clients.

[TIP 12] Build Out the First Page of Search Results for Your Main Keyword

- ✓ Work to optimize your first page rankings for your main keyword, namely your business name.
- ✓ If your website does not rank #1, you could use paid ads to gain traffic.
- ✓ Build out your Google My Business listing to make sure it displays all your relevant information.
- ✓ Share engaging videos on high-authority websites to get them featured.
- ✓ Use social media and niche directories to fill out the first page of search results.

[TIP 13] Rank Valuable SEO Content for Keywords Related to Your Business

- ✓ Find keyword variations related to your business that have consistent search volume and then rank your own website for them.
- ✓ Create SEO content related to those fringe keywords so that you can try to steal some traffic by ranking in search engines.
- ✓ Even if you are not the absolute authority on a specific keyword, you can still create content that adds value.

[TIP 14] Match Landing Pages to Your Paid Ad Copy

- ✓ Paid ads can be effective at driving traffic when done correctly but test to see which traffic channel is best for your company.
- ✓ Ads should be personalized to your offer and location.
- ✓ Always match the landing page to your ad copy to ensure continuity and improve conversions.
- ✓ Don't forget to use tracking pixels to enable retargeting.

Key Takeaways from Aaron's Marketing Strategy

- ✓ Build an *attractive and functional website* for your business that serves as your marketing hub. Grow your digital real estate from there, linking to other websites you own, articles, and social media.
- ✓ *Create compelling content* that educates visitors and increases awareness of your brand. Share this on other websites that already have traffic to reach more people and position yourself as an expert.

- ✓ Pick *one social media platform* that you know works for you and dedicate yourself to growing it. Once you are successful on one platform, look to expand to others.
- ✓ Make *personal connections* with your followers.

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