



# The Digital Utopia Methodology

How to create a digital experience that accelerates growth.

## THE BLUEPRINT

# The Digital Utopia Methodology

How to create a digital experience that accelerates growth.

Congratulations — You're one "experience" away from having a reliable system for accelerating growth!

This blueprint is one of the key tools of The Digital Utopia Methodology — follow these steps to design each digital experience:

## 1. Buyer Persona

Describe your focus Buyer Persona by completing the categories of information requested. Get specific, understanding that not all contacts will be the exact age identified, for example. Of particular importance, spend time honing their Pain Point (the biggest Pain Point that you help solve) and the Statement of Value (how you "change their life" as it relates to the Pain Point).

## 2. Monthly Objectives

Starting with your monthly customer goal for this Buyer Persona, work backwards to, ultimately, come up with a specific number for Visitors. This basic math is critical to understand how much engagement you need to drive on a monthly basis.

## 3. ROI

Enter in key business metrics to understand your acceptable cost of customer acquisition (COCA). To ensure a profitable elevator, you must know the maximum you can spend to acquire a customer. One COCA has been calculated, you'll have budgets identified for the Growth Investment and Maximum Paid Media CPCs.

## 4. Content & Offers

Define the content and offers that make-up the heart of your ecosystem. Stay focused on the Buyer Persona's Pain Point. Remember to provide "value in advance" and take "baby steps" that naturally lead from one relationship level to the next.

## 5. Email Marketing

At a high level, define the content that you will use to nurture this Buyer Persona around their Pain Point. Be sure to leverage third-party content here — you don't have to create all of the content yourself!

## 6. Advertising

Define the channels you'll use to generate initial awareness with and visits from your Buyer Persona.

## 7. Retargeting

Define the channels you'll use to maintain awareness with and visits from your Buyer Persona.

## 8. Social Media

At a high level, define the channels and content for Social Media engagement.

## 9. SEO

Define the general Topic for which you want to rank — this will be your topical "content cluster" for your SEO efforts.



**EXAMPLE**

# The Digital Utopia Methodology

Buyer Persona and “Business Math”

## BUYER PERSONA



**Name:** President Pete

**Description:** President of a \$5m B2B technology firm

**Age:** 42

**Gender:** Male

**Income:** \$175,000

**Location:** Phoenix, AZ

**Education:** B.S. from ASU

### Watering Holes

- Social: LinkedIn, Facebook
- Print: Wired, Inc, Forbes
- Online: Mashable, TechCrunch, Engadget, Gizmodo
- Events: Creative Tech Conference, SXSW, IoT Summit
- Memberships: EO, Tech Execs Forum

### Influencers

- Gary Vaynerchuk
- Cameron Herold
- Verne Harnish

### Goals

- Increase revenue
- Increase profitability
- Drive marketplace awareness and positioning

### Challenges

- Never enough time, people, budget — initiatives are always back-burnered
- Increasing competition creates lots of “noise” in the marketplace
- Technology moves faster and faster = disruption = CHAOS

### Top 3 Questions

- How long does it take to see results?
- How much time is needed from me and my team?
- Who will I work with on your team?

### Top 3 Objections

- I don't want a long-term contract
- Your pricing is more than I wanted to spend
- We have to get our new website launched first

### Focus Pain Point

Pete has tried lots of things when it comes to marketing, but he is frustrated that he hasn't found the formula for consistent, high performance marketing. He has serious growth goals and knows he has to crack the marketing code.

### Statement of Value

The Elevator Formula approach to digital marketing enables President Pete to go from a frustrated executive that can never seem to get his sales goals off of his mind and even questions his ability to scale the company to a confident, rock star entrepreneur that drives strategies that create marketplace differentiation and produce consistent marketing and sales performance.

## MONTHLY OBJECTIVES

Level	Quantity	Conversion
Customers	10	25.0%
Opportunities	40	25.0%
Qualifieds	160	25.0%
Leads	640	5.0%
Visitors	12,800	

## ROI

### MAXIMUM COCA ANALYSIS

	LTR	of	\$120,000
x	GM	of	50%
=	LTV	of	\$60,000
x	COCA %	of	5%
=	COCA \$	of	\$3,000

### GROWTH INVESTMENT

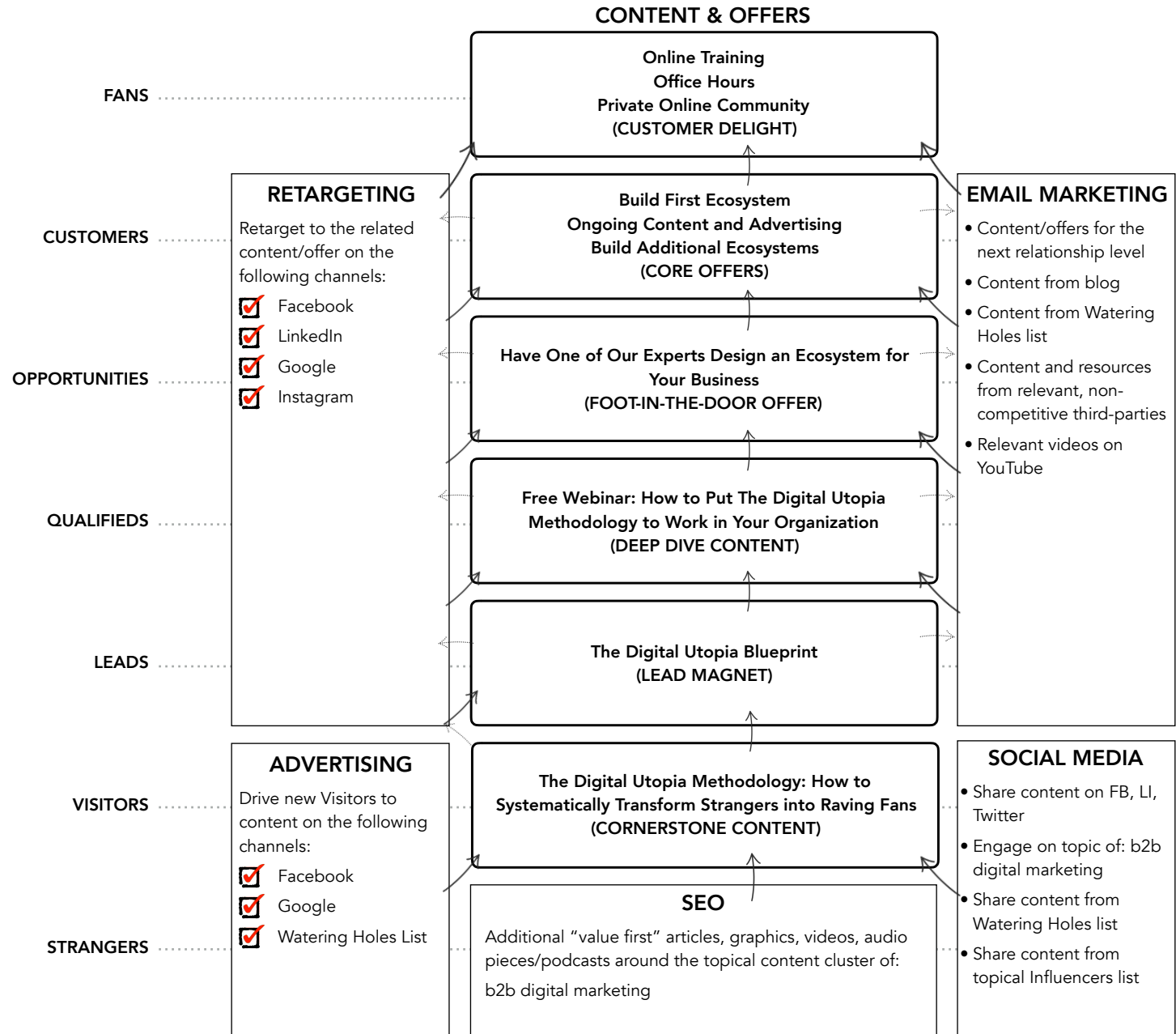
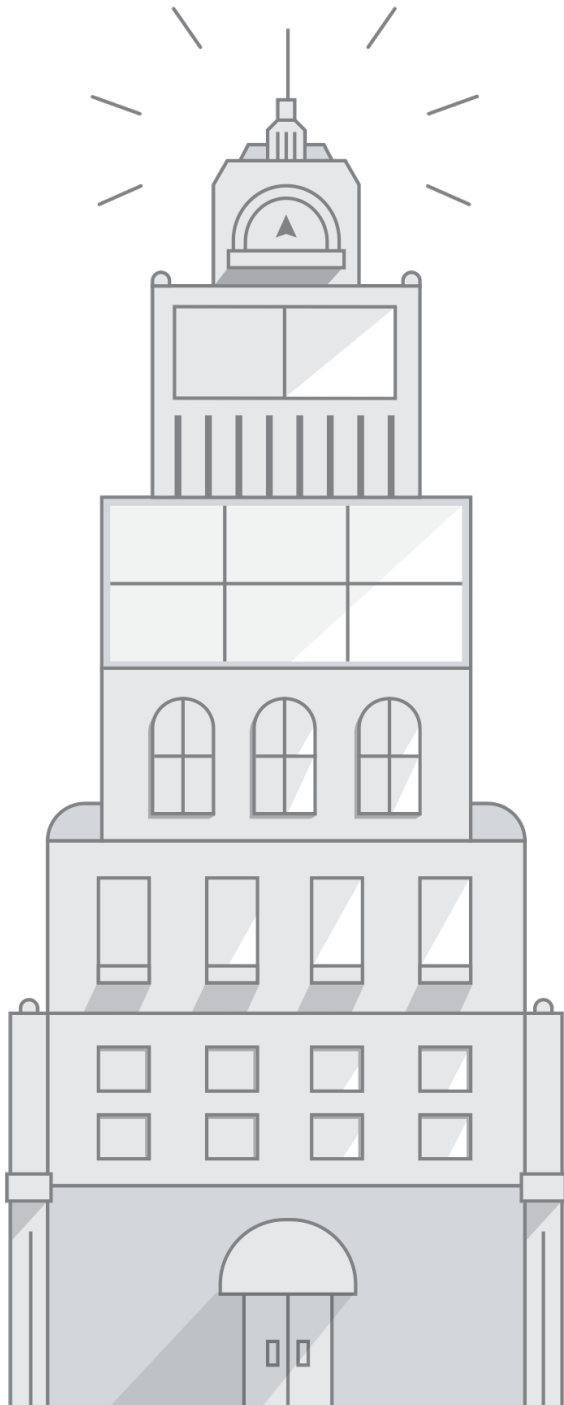
To acquire 10 customers per month, the “all in” marketing budget should be in the neighborhood of, but not exceed, \$30,000/mo. (COCA\$ x Customers).

### MAXIMUM PAID MEDIA CPCs

Based on a max COCA of \$3,000, average Cost per Clicks (CPCs) should not exceed: \$2.34

# The Digital Utopia Methodology

Experience Worksheet





# STARTER TEMPLATE

# The Digital Utopia Methodology

Buyer Persona and “Business Math”

## BUYER PERSONA

### Influencers

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### Goals

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### Challenges

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Name:

Description:

Age:

Gender:

Income:

Location:

Education:

Watering Holes

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### Top 3 Questions

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### Top 3 Objections

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### Focus Pain Point

### Statement of Value

## MONTHLY OBJECTIVES

Level	Quantity	Conversion
Customers		
Opportunities		
Qualifieds		
Leads		
Visitors		

## ROI

### MAXIMUM COCA ANALYSIS

	LTR	of	
x	GM	of	
=	LTV	of	
x	COCA %	of	
=	COCA \$	of	

### GROWTH INVESTMENT

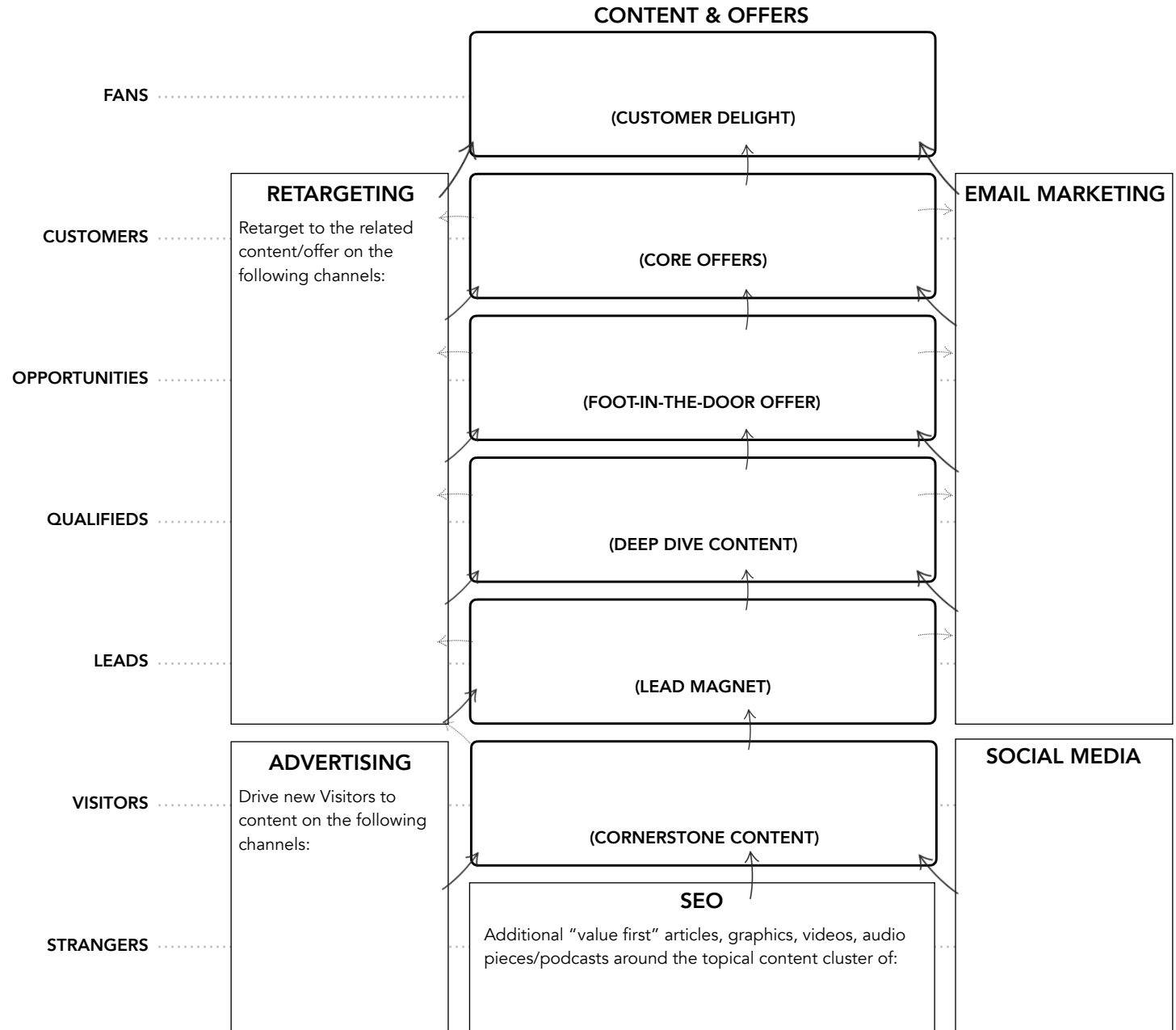
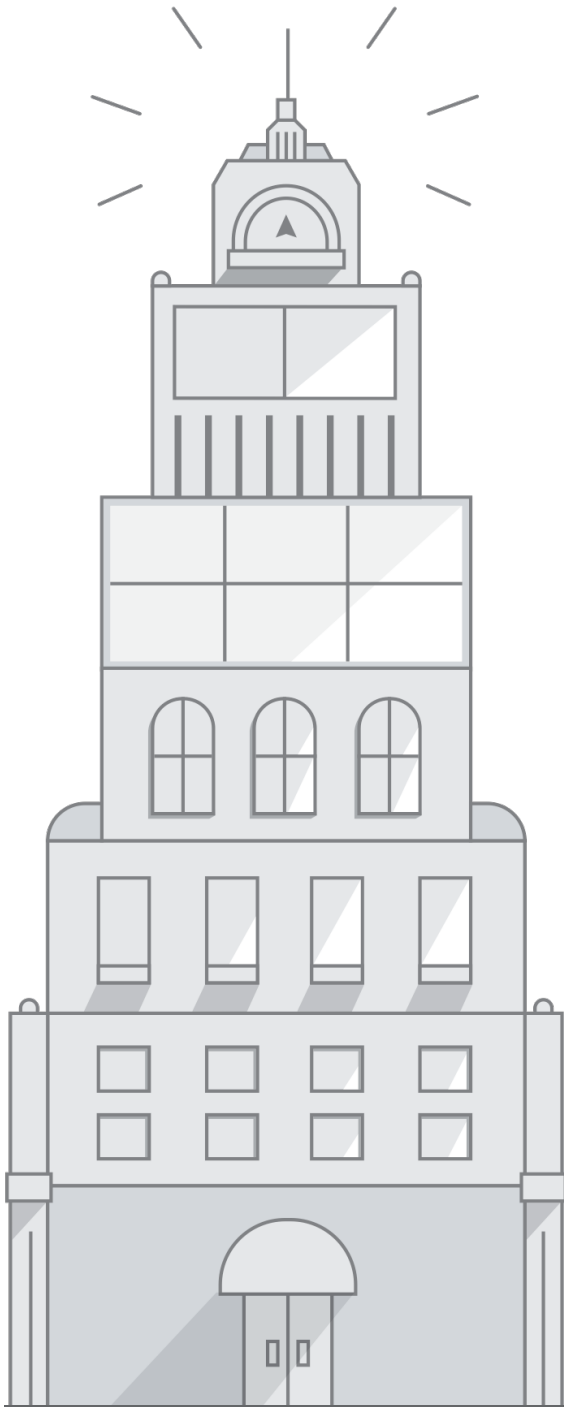
To acquire \_\_\_\_\_ customers per month, the “all in” marketing budget should be in the neighborhood of, but not exceed, \$ \_\_\_\_\_ /mo. (COCA\$ x Customers).

### MAXIMUM PAID MEDIA CPCs

Based on a max COCA of \$ \_\_\_\_\_, average Cost per Clicks (CPCs) should not exceed: \$ \_\_\_\_\_ ( COCA/(Visitors/Customers) )

# The Digital Utopia Methodology

Experience Worksheet







# Ready to take things to the next level?

Find additional resources and help at [www.digitopia.agency](http://www.digitopia.agency)