

Joe Apfelbaum

HIGH ENERGY MARKETING

*EVERYTHING YOU NEED TO KNOW TO PROPERLY
GROW YOUR BUSINESS ONLINE*

“This book is a must-read for any CEO, CMO, or Marketing Director that wants to understand the marketing process and get an ROI from their business.”

- Larry Zogby, CEO, RDS Delivery

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Dedication

I want to express my gratitude to all the people who supported us at Ajax Union through our ups and downs. To our clients, vendors, partners, advocates, and friends. Thank you for your support.

Special thanks to our dedicated employees, past and present, who are always committed to making sure we are successful.

Who This Book Is For

People that I meet often ask me how I got into marketing. I tell them I actually studied to be a Rabbi growing up but I was much more interested in technology as a teenager.

The thing is, I had no computer and no formal education, I was worried that I would not be able to make a living so I told my mother that I was very sad because I had no idea how to build a business or use technology.

She told me to get in the car and she drove me to the Brooklyn Public Library and parked outside. She said, “Formal education will make you a living but self-education will make you a fortune. Go into the library, take out any book you want about business, technology, or marketing and you can figure it out yourself.”

I started reading books and I never looked back. Everything I know, I learned from books, courses, mentors, and real life experience.

After building one of the fastest-growing marketing agencies, being featured on the INC 500, and serving over 1,100 clients, I learned that if you want to understand a topic, you need to immerse yourself.

I wrote this book for people who want to understand how marketing works. Including CEOs, Marketing Directors, Sales Leaders, Entrepreneurs, Consultants, and anyone curious about digital marketing.

CEOs must understand how digital marketing operates because digital is how the world goes around now. Marketing can make or break a

business. If you are not informed about what your competitors are doing, that might be the advantage they have to put you out of business. Look what happened to Blockbuster by Netflix or Toys R Us by Amazon. This book will help you understand how marketing online will help you grow your business.

Marketing Directors that are responsible for the marketing at organizations need to have a clear understanding of marketing tactics, funnels, and strategies to help grow the companies they are a part of. This book will give you a full picture of the elements that you need to learn more about to help you be a more effective marketing professional.

Sales directors can benefit from understanding the marketing process because prospects are doing their research online first before trusting sales teams. Sales leaders are getting more and more involved in digital marketing initiatives at companies and understanding how strategies and tactics work together is key.

Entrepreneurs are constantly innovating and creating opportunities. Digital marketing can help you test out products and services before you even go to market. Understanding how a marketing strategy works and doing your research can help you set your business up right from the ground up with the right types of clients. Learning about digital marketing is very helpful for serious entrepreneurs.

Consultants are trusted advisors for their clients and can benefit greatly by understanding marketing strategy, marketing funnels, and the landscape of available tactics. The more you know, the more you can support your clients with valuable advice that can help them improve their business.

Are you thinking about getting into marketing and want to learn an overview of what it takes to be more successful online? This book will give you that overview to make you more knowledgeable.

If you received value from this book, please email me amazing@ajaxunion.com and let me know what you found valuable. Buy this book for someone you think might be interested in digital marketing and they will thank you for it.

Looking forward to hearing from you! Enjoy the journey.

- Joe Apfelbaum

Lead Magnets Your Ideal Clients Actually Want

A lead magnet is a marketing asset that compels a lead to give you their contact information in exchange for value.

Depending on the current problems your lead is going through and the stage they are in within the marketing funnel, you can create lead magnets that correspond to their needs.

We had a client who had a chain of dog training and dog sitting locations, they were sending traffic to their website but the traffic was not converting. Now you know why they had bottom-of-the-funnel messaging going to top-of-the-funnel traffic.

In our strategy workshop, our experts identified that their most lucrative clients were ones that had puppies because they needed the most support and they had the longest life span as dedicated clients.

Our team created a puppy training guide and it was an instant hit. It started converting leads at record low costs and getting people into the marketing funnel. This created the ability for us to convert them into paying clients with a positive ROI.

A logistics business that provides overseas shipping support for manufacturing companies needed to get more leads to the top of their funnel, so we created a guide: 7 Things shipping Managers Need to Know to Stop Overpaying for Overseas Shipping. We were able to get

300 targeted shipping managers to download that lead magnet and over 4 months this campaign generated 2 million in revenue. Talk about ROI!

In the middle of the funnel, your leads want to see proof so they can trust you. Creating a valuable case study can help your ideal clients understand HOW you help your best clients. They will want to download case studies and read them, watch them, and engage with them.

We created a case study for a consulting company that creates custom trade show exhibits with examples of the most profitable exhibits. We were able to help them close a 6 million dollar deal with just this one case study we created.

People also love to download infographics, checklists, cheat sheets, templates, dashboards, examples, scripts, process overviews, ebooks, webinars, and presentations.

If you have a book, you can also mail them your book as a lead magnet. We recommend that you make them pay for shipping even if you give the book for free so that they qualify themselves. If you do not have a book, I have seen people use popular books as lead magnets.

“Fill out this form and we will mail you a copy of Think and Grow Rich, just cover shipping & handling.”

I have seen people give away expensive gift cards to get people to fill out surveys in the middle of the funnel as well. The key is to think about what works best for your target audience.

We create special live webinars and exclusive networking events at the bottom of our funnel for people who know us and trust us but do not like us yet.

Remember, people will buy from you if they know you, trust you, and also like you. How can you create valuable information that you can give people to get them to like you?

Think about your target market and identify one problem you can solve for them quickly. In our case, we created a lead cost calculator which solves a problem for our clients. It helps them identify how much they can afford to invest in a marketing campaign.

We then have a link to help them schedule a call with us, and when people use that calculator, they often schedule a call to review the results with us.

What problem can you quickly solve for your target client?

If you need more specific lead magnet ideas, remember that I am an ideator, which means I get energized when I come up with ideas, so please hit me up and I'll be happy to give you lots of ideas that would be helpful for your business.

Background on Joe Apfelbaum & Ajax Union

People often ask me what inspired me to start Ajax Union. What was the fuel behind the hunger to build one of the fastest-growing companies in the US?

As a teenager, watching my mom struggle in her store on the lower east side really touched me deep down.

She wanted to support her 6 children and make sure they always had what they needed to thrive.

The problem was that she was spinning her wheels. She was trying to get lucky and make as much money as possible.

After 10 years of trying to get the company to grow and provide for her family, she went out of business.

I saw the tears in her eye, the sweat and blood she put into the business working 16 hour days and even weekends.

Traveling to far out places to find deals on women's couture and fur coats, going to trade shows in Miami and Paris. I loved being her chaperone and traveling with her as a young teen.

My mom did not have the strategy, the network, or the resources to take her game to the next level. I strongly believe that being a woman running a business did not help in our community, (that was not common at all). 90% of the business owners were men.

When I started Ajax Union, I realized a few things. First of all, luck was not a good strategy so I needed a solid plan. I developed a plan to get to a million dollars in revenue and stayed focused with one offering that seemed to get traction for a full year.

Turns out, having the right strategy was really the key to getting traction.

Also, I needed employees to do the work. My mom did not really trust people because she said that if she hired a salesperson and they were better than her, they would take her business.

I knew that if I wanted consistency, I needed someone reaching out daily to at least 100 people and that helped so much with getting us off the ground. I remember paying our first sales rep before I paid myself.

I also knew that I knew nothing about business and I needed help. Besides getting a partner that had experience with growing a company and understood business, I needed a coach and outside support from mentors.

It took me years to get over my fears and even as we kept doubling our revenue, I realized it was not sustainable unless I grew.

I had to learn about the culture and how to put people before profits at Vistage. Our team needed to optimize our systems and processes to actually generate a profit.

The more we scaled the more we needed to transform to adapt.

We went from serving very small companies and startups to working with midsize companies and even some larger publicly traded companies.

We dedicated ourselves to doing great work, understanding business, and getting things done.

Being part of EO (Entrepreneurs Organization) was a real game-changer for me personally. They say that you are the average of the 5 people you spend the most time with. I got to spend many hours with CEOs that were not just founders of successful companies, but were fulfilled and living their best life as well.

Today, I am committed to serving 1,000 hungry entrepreneurs to go from frustration to Mojovation.

“How can I add value to your life?” became the burning question that I ask each person that I meet.

My goal is to make 1,000 introductions each year, which is 3 each day on average. This helps me be a conduit for blessings to the people in my network.

The several books that I have written inspire people to live a better life, to get higher levels of energy, and be more fulfilled.

I am proud of all my accomplishments but what I am most proud of is my 5 beautiful children, Chuma, Esther, Ari, Peretz, and Rosie.

They are why I do what I do, why I jump out of my bed every morning and go for a run, why I am so hungry and want to keep adding value.

Ajax Union would not exist if not for my employees, my clients, and my partners. I am so proud of the journey we have been through and I look forward to many more years of success and fulfillment.

What are the next steps? Reach out to me, amazing@ajaxunion.com, and let me know that you read this book, let's set up a quick strategy call to discuss your business. I usually have about 5 of these sessions every day and they give me so much energy to be able to educate, inspire and connect.

At Ajax Union, our vision is Amazing Clients, Amazing Employees, and Amazing Synergy.

Our ideal clients are B2B companies that are over 10 million dollars in sales annually or are on the path to getting there. They have a marketing or sales director in-house and want to grow.

We have experts that start with building the right strategy, setting up your assets, technology and reporting, and driving traffic to your marketing funnel strategically so you get results.

We use SEO, PPC, social media, and email to drive traffic. We develop strategies like account-based marketing, direct marketing, and smart branding to help you get to your goals quickly and effectively.

If you want to learn more about what we are doing, make sure to visit our website at www.ajaxunion.com and download a case study for one of our latest projects.

Joe Apfelbaum Resources

Want to learn more about Joe? Follow Joe on LinkedIn www.linkedin.com/in/joeapfelbaum reach out and let Joe know that you read this book.

Need a speaker for your next event? Joe Apfelbaum is available for speaking engagements, he is a member of the NSA (National Speakers Association) and speaks regularly for entrepreneurs, CEOs, sales directors, and marketing professionals.

Both for in-person events and virtual events, Joe is passionate, enthusiastic, and extremely engaging.

Joe has trained over 10,000 business owners on behalf of Google as a certified Google trainer and has experience working with as little as 10 people to as many as 5000 at larger conferences.

Joe Apfelbaum has written several books including his most recent book *High Energy Purpose, How to Be All in on Your Life, and Live Your Truth*. The book is about awareness and how to find your internal and external purpose.

You can find Joe's books by searching his name on [Amazon](https://www.amazon.com).

Joe is also featured on dozens of podcasts every year and he is a great guest. If you know of a podcast that might benefit from his expertise in business, sales, marketing, or networking, please connect with Joe at joe@joeapfelbaum.com

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**Marketing your business does not need to be black magic.
Learn the process every successful marketing campaign
goes through online.**



About Joe Apfelbaum:

Joe is the CEO of Ajax Union, a full service digital marketing agency he founded in 2008. He is also the creator of the Evyrgreen Networking System at Evyrgreen, a company dedicated to educating entrepreneurs, consultants and coaches about how to leverage LinkedIn, even if you only have 15 minutes a day. As a Certified Google trainer

and professional speaker, Joe enjoys talking about business & marketing strategy, professional networking tactics and personal development.

Joe is a longtime member of the Executives Association of New York City and is very involved in the CEO communities of Vistage, EO, YPO, YJP, YEC, NSA and the INC 5000. Joe is a connector who is dedicated to making 3 introductions each day to the relationships in his network. He has taken over 1000 selfies with his LinkedIn connections and loves to be a giver. When Joe is not on stage inspiring, educating and entertaining audiences he enjoys writing, running, rapping and building relationships with his connections and followers. Joe splits his time between Brooklyn, NY where children live and Hollywood Florida with his parents and siblings. Joe is proud of all his accomplishments but what he is most proud of is that he is an amazing single dad to his 5 incredible children.

**Learn more at
www.joeapfelbaum.com**