

Munzy's

5 Secret Steps to achieve big results in Digital Marketing



My success always stems from the most important document in the building – the client brief.

This is where I interrogate your business problem, uncover real customer tension points, and then utilize them to guide the messaging and communications strategy.


The Jim's Cleaning campaign to recruit new franchisees across NZ addressed the false belief that Jim's – like the competitors - charges a monthly fee which is a percentage of income.

However, Jim's charges a fixed fee regardless of how much a franchisee earns.

We incorporated this tension into the four video interviews, ensuring the truth was always emphasized, and then extracted those key elements into video ads and written Google Ads.



1. Videos Leveraging Customer Tension Points Win.



2. A quick landing page always outperforms a slow library

Before I write copy, prep design, or even get started on building a new landing page, I always reflect on an important lesson I learned while working on the Vodafone account.

If someone was online looking for a Samsung handset, they were never directed to the deep library of options and choices available from Vodafone. Instead, they were simply directed to a page solely focused on that product.

A focused landing page can feature tailored messaging, compelling visuals, a clear call to action, and is easy to run A/B headline and content tests on.

I conducted an A/B headline test for McLeod Law – Immigration consultants on the Residents Visa Landing page I created for them.

The two variations were:

(A) “We have a 99% success rate.”

(B) “We have a 99% visa success rate.”

Version (B) outperformed (A) and resulted in increased lead delivery and client conversion into paying clients

3. Your Google Ads are dead without intrigue

A wise man named Sabri Suby once wrote, 'the job of the Google Ad is not to sell the product, it's to sell the click.'

What does this mean?

Well, Google is a busy highway of Searchers seeking options, and Providers showing their stores.

So, the priority as a Provider is to stand out and get noticed.

And I do that for my clients by being bold and brave, leveraging the often-neglected persuasion techniques around herding, scarcity, and curiosity.





4. Powerful messaging to a bullseye audience

The Meta platform has around 2.8 billion monthly active users worldwide and a market cap of almost \$1.3 trillion.

From my perspective, no matter the product, if you're going to advertise on digital media, you need to be using Meta, whether it's cold or for retargeting.

In terms of functionality, their ad platform fluctuates, sometimes introducing more features and user control, then shortly after, offering fewer features and less control. It's not the easiest platform to understand, but I've used it long enough to know exactly how it works.

Meta provides remarkably detailed targeting capabilities and cost-effective clicks, which are beautifully complemented with compelling headlines, videos, and images.

5. Results are nothing without reporting.

At the core of my service is a commitment to providing clients with easily digestible campaign reports. I recognize the importance of clarity and transparency when evaluating the success of a digital marketing campaign.

Key metrics such as engagement rates, click-through rates, conversion rates, and return on investment are prominently displayed, enabling clients to quickly grasp their campaign's performance.

The value of my reports was evident when working for Geneva Capital. While the team on the shop floor understood the significance of new leads and the resulting client revenue, convincing the Executive Leadership Team (ELT) of the effectiveness of advertising became crucial to sustaining the service.

Fortunately, I capture and share campaign data daily. This allows both myself and internal teams to track the influx of new leads, expenditure, and projected revenue over a typical 12-month period.

It's fair to say the ball hit the back of the net at Geneva Capital!

