

Foreword

“The New Marketing System That Redefines Trust for Digital Brands”

This book you’re reading here has been many years in the making. How many years? - 8 Years.

Written by 3 or 4 of our authors and writers at the Squirrly Company. The originating ideas came from me, and we’ve had a lot of wins applying these ideas. Both to ourselves in our own marketing, and to our clients, on all their online profiles.

The ideas in this book started as early as the Squirrly Company itself, and to this very day, 11 years later, I’m still as sure as the crystal is clear that we would not have gotten anywhere without this strategy. I will give you a very detailed account in the book to understand why.

Nobody wanted to trust the digital brand we were bringing to life back in 2012. However, once we understood all the reasons behind this weird fact, we knew what we had to do. We turned everything into our favor and every single drawback into our favor, and we won. We’ve been profitable ever since, every single year, we went on to sell over \$3 Million USD worth of products and services that we created ourselves. 29 of them, to be exact.

Everybody who was interested purchased from us without a doubt, due to us carefully crafting our Expectation Marketing Strategy.

So this is not something we only made happen for one product, but for 29 of our products.

And one more thing: this is not something we made happen only for our brands. We’ve applied our Expectation Marketing concepts to our clients as well (those who worked directly with our Content Agency).

Results they had?

- Partnerships with IBM
- Partnerships with FORD
- Booking a whole year of investment work in advance
- Filling all their consultancy slots (our clients then had to massively expand to face the new demand)
- Partnerships with Telenav
- Becoming one of the biggest Talent Agencies in the US

And a lot more.

Trust is the essence. Building trust is the key.

I'm here before you today, as you're reading the next few pages, to help you redefine trust for your digital brand.

Some of the results I've mentioned have worked for very different industries. It will work for you, too. Better yet, in some of the chapters you will find the Expectation Marketing kits that I recommend for some industries. Those are meant to help you get even more extras than everything I'll teach you in each given chapter.

This book has been influenced by brilliant people such as Alexandra Papita (former COO of the Squirrly Company) Ioana Budai (former Training Development manager of the Squirrly Company) and Irina Pogor (head of Marketing at Squirrly).

The chapters you will read are sometimes short, sometimes long. Each chapter is meant to teach you one important thing.

There are many aspects and many subtleties that make up the Expectation Marketing strategy as a whole, and I'm here to show you most of them. Some, you will discover on your own, as you begin to master what I've left behind for you here in this book.

If I were to go back in time, I would start all over again with Expectation Marketing at the core of everything we do, regardless of what product or what service we wanted to offer.

Other than helping us reach \$1 Million Annual Recurring Revenue as a SaaS Company, and a total of over \$3 Million USD in sales, this strategy helped us position ourselves as Market Leaders in a few markets such as: SEO and Website Security.

It helped us reach a prestigious Two-Years-In-a-Row Most Awarded SEO Tool of the Year nomination and countless awards.

It helped us get clients like Microsoft, BBC, SeedCamp, TopGear, CyberGhost, CreativeMarket, Telenav, Kinsta and others big name companies.

We've been praised and had our products used by notable people such as Ann Handley, Neil Patel, Brian Dean, Sarah Arrow, the WP Chick, HubSpot and a lot more.

Big Press has covered our product versions and our launches: Yahoo Finance, Forbes, Wall Street Journal, Market Watch, HubSpot, Search Engine Journal, Search Engine Watch, Kinsta, WP Mayor, ThemeIsle and many more.

We've been called to help mentor many young teams, thanks to our implementations of the Expectation Marketing strategy, we were called to speak at events, and all of these helped us find new partners among the new teams and smart people we began mentoring.

It also helped us secure partnerships for multiple products of ours with Giants in the SaaS and Startup world such as AppSumo, and of course, by gaining notoriety, we received many funding and acquisition offers for our company.

That's why I'm telling you I'd do it all over again.

Expectation Marketing is for people who like to be subtle and who are determined to win. It's for people who want to make sure they build trust and long lasting relationships.

There are many things to work with to help redefine trust for your digital brand, but this system I'm showing you today will prove worth it over time.

I'm confident it will help you find success and open many opportunities for you, that you might never get to experience without having implemented an Expectation Marketing strategy.

While it's not as awesome-sounding and hype-building as other marketing strategies, this is a strategy that is foundational. And it is built to last.

From 2012, 'til now, it has only become increasingly more important that we engage in Expectation Marketing. It has never failed us, and I think it will always prove to be your trusted companion.

Onwards!

Chapter 1: (Not) A Song of Sirens and Myth.

In one of humankind's first stories, the *Odyssey*, Homer depicts Odysseus' trip back home. At one point along the road, Odysseus encounters a dangerous temptation: the irresistible song of the sirens. These mythical creatures possessed an otherworldly ability to lure sailors with their enchanting melodies, causing them to crash their ships upon the treacherous rocks.

This book begins with a story, although it's not a work of fiction. Instead, it delves into the realm of marketing—a world centered on delivering captivating stories. These narratives have the power to make people believe in a product, to forge connections between brands and consumers, and to shape the very fabric of our commercial landscape.

Like Odysseus, the Marketer embarks on a journey fraught with peril. Along the way, countless marketing trends emerge, each promising quick success and overnight fame. It's easy to be tempted by these fleeting trends, but succumbing to their allure can

lead us astray from the true purpose of our business: providing genuine value to our customers.

Rather than chasing after the siren song of marketing trends, we must establish a steady basecamp—a place where we can immerse ourselves in the study of our customers' perpetual needs and desires. It is not enough to simply anticipate these needs; we must also strive to create them. We must understand how our prospects behave within the confines of a search bar, whether it be on Facebook, Google, or anywhere within the vast expanse of the App Store. We must decipher why they search for specific items using specific phrases, why they favor certain services over others, why they rally behind particular ideas, and which websites they trust. We must comprehend the circumstances under which they prioritize packaging over quality and comprehend the decision-making process they undertake and how long it takes for them to arrive at a choice.

In the realm of marketing, the customer wields ultimate power. The art of purchase decision-making is the mechanism that businesses must strive to decrypt. You may argue that you are not a hacker, that decoding such an elusive behavioral mechanism is beyond your capabilities.

Well, why not? Why wouldn't you be able to decipher the inner logic of customer expectations? Let us cast aside the notion that we are mere marketers and instead embrace a new mindset—a mindset that allows us to become hackers, chasers, decoders of the customer's deepest desires. We possess the capacity to unravel the mysteries of their expectations; we simply need to adopt the right perspective.

I am not suggesting that we disregard marketing trends altogether. On the contrary, we should follow those trends that truly matter, but always from the perspective of our customers. We must pay attention only to the trends that hold immense importance to our customers, not to appease our own egos or the desires of our company's CEO. The essence of expectation marketing lies in understanding what our customers want, what they need, and, most importantly, what they expect from us and the experiences we strive to provide.

Expectation marketing encapsulates this entire approach. It represents a philosophy that places customer expectations at the forefront, enabling us to build deeper connections, cultivate lasting loyalty, and drive meaningful business growth. It is a

paradigm shift—a transformative way of thinking that challenges us to transcend our conventional marketing practices and forge a new path that aligns with the evolving desires and expectations of our customers.

If you've made it this far, it means you care. It means you recognize the immense power and potential that lies within the realm of expectation marketing. You have acknowledged that understanding and fulfilling customer expectations is not a luxury but an essential prerequisite for success in today's dynamic marketplace.

In the chapters that follow, we will embark on a journey of discovery. We will delve deeper into the intricacies of expectation marketing, exploring its various facets, uncovering strategies and techniques to better understand our customers, and equipping ourselves with the tools necessary to exceed their expectations at every turn.

So, let us set sail together, guided by the compass of expectation marketing, and chart a course towards building lasting customer relationships and thriving businesses.

Chapter 2: You Can Be the Best, While Also Being the Worst.

In the vast and ever-evolving landscape of innovation, there exists an intriguing dichotomy: the possibility of being the best while also being the worst. Picture this: you have developed groundbreaking technology, a marvel that could potentially reshape industries and improve the lives of millions. Undoubtedly, you are the epitome of excellence in your field.

But here's the catch—despite your remarkable achievements, the world remains oblivious to your existence. Sure, word-of-mouth might have carried snippets of your genius to the ears of a fortunate few. However, this fleeting mention is merely a minuscule fragment of the entire discovery process your potential clients undertake. From the moment they first hear about you, a whirlwind of questions and doubts engulfs their minds, leaving them uncertain and seeking validation.

The modern consumer is a skeptical being, bombarded with choices and cautious of their decisions. As they navigate the vast digital landscape, they seek reassurance, stability, and trust. They yearn for more than just knowledge about your inventions or innovations—they crave certainty in your brand, a sense of dependability, and an unwavering belief in your vision.

So, what goes on in the mind of your customer during this pivotal moment of evaluation? Sometimes, they will ponder these factors consciously, weighing the credibility of your business against the allure of your technology. At other times, these considerations will manifest as fleeting instincts, guiding their decision-making process subtly.

To allay their concerns, you must proactively address the doubts and hesitations that arise. Do you provide clear and visible contact information, allowing potential clients to reach out to you effortlessly? Do you emphasize your commitment to exceptional customer support, assuring them that they will be more than just a number in a vast sea of customers? Is your website designed in a way that engenders trust, showcasing your brand identity unmistakably and protecting visitors from potential phishing attempts?

The effectiveness of your marketing message lies not only in its ability to captivate but also in its capacity to instill confidence. Your clients must find solace in the words they read, trusting that the support you promise will indeed be delivered. They yearn for proof of your unwavering dedication to their success and growth.

Beyond the realm of persuasive copy and engaging visuals, your clients seek tangible evidence of your legitimacy. Can they easily access company information that can be cross-checked against international databases and software programs? Is there transparency in your financial standing, demonstrating the stability of your enterprise? Can they learn more about the founding team and their collective expertise, forming a deeper connection with the human aspect behind your technological prowess?

Moreover, the importance of a physical presence should not be overlooked. Is there a visible address on your website, allowing potential clients to locate your business in the real world? By presenting a tangible location, you reinforce the authenticity of your enterprise and provide an anchor for their trust.

If, upon introspection, your answers to these pivotal questions lean toward the negative, you find yourself in the paradoxical situation of being the best tech CEO with the most groundbreaking technology, while simultaneously being the worst choice for your potential clients. No one wishes to be held responsible for making the worst choice, and your clients are no exception.

In this era of expectation marketing, success lies not only in the brilliance of your innovations but also in your ability to build trust and provide a seamless experience. Strive to become not only the best in your field but also the epitome of dependability and authenticity. By cultivating a transparent and trustworthy brand, you'll transform yourself from a fleeting mention to a lasting impression, capturing the hearts and minds of your clients and forging long-term relationships based on mutual trust and shared success.

Chapter 3: Defining Customer Expectation

Let's cut to the chase. We've all been hammered with the same tenets of marketing: offer 'real value', 'commit', 'empower', and 'enhance' your customer's life. They're not just words. They're like those comfy sweaters we pull out of the closet every winter. Familiar, comforting, and a tad overused.

However, are we genuinely, *truly* living up to these standards? Or are we just throwing words around like confetti, hoping some of it sticks?

Imagine a cake (stay with me). If you're all about the icing but skimp on the ingredients of the actual sponge, then, well, you have a dessert that's pretty to look at but terrible to taste. Similarly, when we strive to "exceed" expectations without first understanding what those expectations are in the first place, we're just piling on the icing on an undercooked cake. Yikes.

See, understanding customer behavior isn't about a surface-level glance. It's like Sherlock Holmes meets your best friend's intuition: you must observe, understand, and preempt. Remember that online, you're literally one click away from oblivion. Every. Single. Tab. Open in your customer's browser? That's your competition.

Imagine strolling on a sunny boulevard. On one side, there's a café with aromatic coffee wafting out, and on the other, there's a bustling store with the latest gadgets. While the real world makes you choose based on effort and distance, the digital universe? All it requires is a flick of the wrist and click of the mouse. Swift, right?

Hence enters: Expectation Marketing.

No, it's not a magic spell, though it might feel like it when done right. It's about being exactly where your customer expects you to be, doing exactly what they expect you to do, even when they don't consciously realize it. Think of it as meeting them at their favorite coffee shop, handing them their preferred brew without them asking, and saying, "I knew you'd like this!"

What's key here is not mindlessly racing to exceed expectations, but slowing down enough to meet them. It's like setting a dinner table; you don't jump straight to the show-stopping dessert. You start with the appetizer. Meeting expectations is the appetizer. It sets the mood, paves the way, and makes everything that follows feel just... *right*.

Sure, they might not be able to pinpoint why they love your site or your page, but they'll get this heartwarming, comforting vibe that says, "This is where I'm supposed to be right now."

Now, here's where things get spicy. Moving your audience smoothly from their favorite social media app to your website and then – if you play your cards right – to your contact page is all about mastering expectation marketing.

And just as an FYI: *feeling* is the new seeing. Customers might not always articulate their expectations, but boy, do they feel them. Miss the mark, and they get that little jolt, like cold water down the back of a shirt, urging them to exit your tab and move on.

Let's not have that. Instead, let's embrace the beauty and the nitty-gritty of 'customer behavior'. Dive deep. Unravel. Understand. And then, create experiences that resonate, connect, and keep them coming back for more.

And with that, let's embark on this intriguing, exciting, and wholly fulfilling journey of discovering, understanding, and meeting those customer expectations. Buckle up, it's going to be a fun ride!

Chapter 4: Enter Expectation Marketing

Imagine you're about to win over a client who's almost ready to click 'buy' but something feels 'off' to them and you lose them.

Enter Expectation Marketing.

Our cutting-edge strategy ensures that your digital brand flawlessly aligns with not just what customers *think* they want, but also with what they subconsciously expect.

Through a comprehensive online audit, we polish your brand to resonate deeply, building an unparalleled trust.

With Expectation Marketing, you're not just selling products; you're nurturing connections and skyrocketing conversions by making every interaction feel 'just right' for the customer.

Elevate your brand with Expectation Marketing - where customer satisfaction meets intuitive precision.

Let's try to define it:

Expectation Marketing: Expectation Marketing is a strategic approach that focuses on understanding and meeting the conscious and unconscious expectations of potential customers when they interact with a digital brand.

This marketing system aims to build trust and credibility by ensuring that a brand's online presence covers all aspects that customers are looking for, both the aspects they are aware of and those they may not consciously realize they need.

By conducting a thorough audit and addressing these expectations, businesses can create a positive impression, facilitate informed decision-making, and increase the likelihood of converting potential clients into loyal customers.

The Unique Value Proposition (UVP) of Expectation Marketing lies in its ability to foster trust and credibility with potential customers by meticulously aligning a brand's digital presence with the customers' explicit and implicit expectations. Specifically, Expectation Marketing's UVP can be broken down into the following components:

Enhanced Customer Trust: By ensuring that all the information a customer seeks is readily available and comprehensive, Expectation Marketing cultivates trust in the brand.

Tailored Online Presence: Expectation Marketing involves auditing and refining a brand's online presence so that it not only meets customers' known expectations but also addresses the subliminal elements that contribute to their perception and decision-making.

Improved Conversion Rates: By satisfying both known and unknown customer expectations, businesses can reduce the risk of losing potential clients to competitors, ultimately leading to higher conversion rates.

Informed Decision-Making for Customers: Providing comprehensive information empowers customers to make informed decisions, which, in turn, can lead to increased customer satisfaction and loyalty.

Competitive Edge: A company adept in Expectation Marketing is more likely to stand out among competitors who may not be as diligent in addressing the in-depth expectations of online customers.

Adaptive Strategy: Expectation Marketing enables businesses to continually adapt their digital presence based on evolving customer expectations and market trends.

In summary, the UVP of Expectation Marketing lies in building a robust and adaptive online presence that fosters trust, facilitates informed decision-making, and aligns with both explicit and implicit customer expectations, giving businesses a competitive edge and boosting conversion rates.

Many businesses fail to connect deeply with customers due to unmet expectations, both conscious and subconscious.

Our Expectation Marketing book empowers brands to identify and fulfill the entire spectrum of customer expectations.

Chapter 5: Tools and Concepts

Mastering Digital Impressions:

The Heart of Expectation Marketing In the digital cosmos, your online persona, isn't merely a representation—it's the lifeline of your brand.

Every swipe, click, and scroll your potential customers make forms a narrative about who you are and what you stand for.

This chapter unveils the art and science of leveraging market research to align your digital brand not just with the tangible desires of your customers but also with their subconscious expectations.

As we delve into the labyrinth of online customer decision-making, the essence of trust in digital brands will unfold, offering a roadmap to transcending common hurdles and aligning your brand with customer expectations seamlessly.

Understanding the Online Purchase Behavior:

Deciphering the code of online purchase behavior is akin to holding the key to a treasure trove. Unlike physical stores where interactions are palpable, the digital realm is veiled with a layer of skepticism. Here, decisions to hit the 'buy' button are significantly influenced by a myriad of factors, some conscious, others lurking in the subconscious.

It's a realm where a fleeting feeling of 'something feels off' can abruptly end a budding customer relationship.

Expectation Marketing: Your Digital Compass

In the midst of this complex decision-making landscape lies the gem of Expectation Marketing, a beacon guiding the way to aligning your brand with both the overt and covert expectations of your customers.

The genesis of Expectation Marketing is rooted in a meticulous understanding and addressing of the conscious and unconscious expectations harbored by potential customers as they interact with your digital brand. This not only sets a fertile ground for trust but paves the way for a flawless alignment with what customers think they want and what they subconsciously expect.

Information Accessibility: The First Milestone

A cardinal rule in the digital domain is ensuring that all the information a customer seeks is readily available and comprehensive. This acts as a linchpin in fostering trust and ensuring that the customers' research journey finds its genesis on your platform.

Transparency in displaying information, linking cross-domain proofs, and presenting clear evidence from your official site lays down a firm foundation of authenticity and trust.

Auditing and Refining Your Online Presence: A Continuous Endeavor

Expectation Marketing demands a continual audit and real-time adaptation of your online presence. This involves a comprehensive examination of your online persona to ensure that it resonates with the known expectations of your customers and addresses the subliminal elements affecting their perception and decision-making.

Showcasing bold markers of credibility like affiliations with big company names, accolades, press mentions, and success stories can significantly bolster your brand's perceived value and trustworthiness.

Displaying Thought Leadership: Beyond the Transactional

Transitioning from a transactional to a relational interaction with your customers requires displaying thought leadership. Engaging in dialogues that matter to your audience, sharing insights on platforms that hold authority, and publishing not merely for ROI or KPIs but to enlighten, inform, and add value propels your brand into a sphere of trust and respect.

Navigating Customer Expectations and Brand Offerings: A Dynamic Dialogue

The terrain of digital marketing is ever-evolving, with a chasm sometimes existing between customer expectations and brand offerings. The key is to engage in a dynamic dialogue with your market, understanding the expectations set by your competitors, and innovatively employing Expectation Marketing to either align with these expectations or set new, enhanced ones that distinguish your brand.

Embracing the Narrative: Hero amidst Villains

In a marketplace where negative expectations may abound due to competitors' inability to maintain relationships, Expectation Marketing empowers you to rewrite the narrative. By addressing the pain points where others falter and portraying your brand as the 'hero' of the story, you not only elevate your brand's position but create a storyline that resonates, attracts, and retains. (Chapter 47)

Expectation Marketing Toolkits: A Holistic Approach

Whether it's the realm of E-commerce or the sphere of personal branding, employing specialized toolkits designed for Expectation Marketing can significantly augment your conversion rates. These toolkits encompass strategies to attract not just customers, but partners, investors, and press, creating a robust and appealing digital brand persona. (you will find such kits at the end of this book)

Shifting Paradigms: The Journey of Expectation Marketing

The journey doesn't end at merely meeting the existing expectations. The zenith of Expectation Marketing lies in its ability to shift paradigms, to create new narratives and

expectations that resonate even deeper with your audience, thus forging a path of not just brand loyalty but brand advocacy.

As we transcend the conventional boundaries of digital marketing and embrace the profound ethos of Expectation Marketing, the horizon expands. Our brand doesn't merely exist in the digital cosmos; it thrives, resonates, and forms enduring relationships with its audience. And as the narrative unfolds, every click, swipe, and interaction morphs from a transaction to a dialogue, from a momentary engagement to a lasting impression.

Who you are online.

You will need to define it. And then you will need to show it. Everywhere, on every single channel. Every single touch point with the client, including your email signature. (more about this in Chapter 6)

Using the market research you make to get customer expectations to work in your favor.

This is a bit harder to understand, but you'll see how we did it at the Squirrly Company and how we've used every single Positive and Negative in our industry to reach success. We even turned bad expectations to our favor. It was one of the first things we ever did, and we couldn't believe just how much it changed everything for us. Conversions simply went through the roof, as clients started trusting us. (Chapter 7)

Knowing how people make decisions to buy from the web.

This is one of the most important things to start considering. The way people buy from the web and their habits are vital to your own success. This was true in 2010. It was true in 2012. It's even more true right now in 2023, because many new businesses have started to create online presences. Clients have more choices to make, which starts making their buying process much more complicated and can start spanning way more days in the calendar. (Chapter 36)

It's hard to trust a digital brand. That's why you need to focus on this!

You'll keep hearing about this all throughout the book. There's a video I made a few years ago, where I showed off the Expectation Marketing Audit to a really large audience of people... in that video I talked about how in real life, in person, it's pretty

hard to walk away from a restaurant after you've picked a table and settled in. At the last minute, you realize you hate the place and don't want to eat there. Sometimes, you'll stay regardless of your feelings, because you may be too hungry, too tired, or too lazy to get out and find another place to eat. Online, it's as easy as clicking an X button in the browser. Very easy for your client to bail on you. You need to make people trust your digital brand and make them want to be there. Otherwise it's way too easy for them to leave you and go to the competitors. (Chapter 9)

Things that feel OFF, will lead to loss of a good sale.

Nothing should feel off. You need to provide all the info and all the right things, to make the client comfortable about the decision to move forward and purchase. You can't leave anything to chance, so make sure nothing feels OFF.

Your digital brand flawlessly aligns with not just what customers *think* they want, but also with what they subconsciously expect.

If you talk to your customers, they won't even be aware of some of the things they did after hearing about your company for the first time, or your youtube channel, or your side project. They don't really remember all they go through. Some of them do, but not all of them. However, they do many things. The only problem is that sometimes they're not even aware of it. Checking for contact info or a quick phone number, trying to read the value proposition on your homepage, but not being able to find it, etc. They subconsciously expect these things and many others. However, if you'd ask them after a day or two, they wouldn't be able to articulate these things.

Understanding and meeting the conscious and unconscious expectations of potential customers when they interact with a digital brand.

Without this, you'll have things that feel OFF, so you'll need to take care of these.

All the information a customer seeks is readily available and comprehensive

If it's not, then clients will (at least subconsciously) ask themselves why you are hiding things from them. Why aren't you showing everything? Are you hiding things? Or are you just unable to show anything interesting because you've never had a certificate for anything, or you've never received any awards or press mentions? Remember Chapter 2 of this book. You don't wanna end up being in that case.

Expectation Marketing involves auditing and refining a brand's online presence so that it not only meets customers' known expectations but also addresses the subliminal elements that contribute to their perception and decision-making.

I will teach you auditing inside this book, because it's vital. Many brands don't do it regularly, which causes them to lose their brand value over time. Why? Because they make many changes to their sites, or emails, or social media profiles, and then they don't think again about all the branding details (like Expectation Marketing) that used to help them build trust with their audiences. They lose sight of what used to work before their re-designs and no longer bring the old (gold) to the new.

Showing BOLD: Big Company Names, Big Influencers, Press, Awards, Success Stories, Case Studies, Conferences, Appearances, Showing Off Influence and Thought Leadership.

If you have any of these already going on for your business or project, let it shine. Don't hide it away.

Displaying thought leadership

We'll talk about this soon.

Informed Decision-Making for Customers

I've told you earlier about starting to take the buying process into account and how it was vital for Expectation Marketing. Well, one of the biggest things you need to take care of is helping your clients in the decision making process. Help them be informed. Help them find everything fast. Appreciate about them the fact that they want to make an informed decision and they'll trust you more.

Making sure customers find all the info for their research on your end.

Goes hand in hand with what I've said earlier. If they don't find it on your end, they might leave your site and forget to come back.

Subconscious needs that can influence a customer's perception and decision-making We'll try to cover all of these inside the book and let you know. There are many such

needs and they're different from one case to another, or specific to an industry or type of business.

Creating a sense of completeness and authenticity.

Having all the right Expectation Marketing elements in all places where you communicate online, will help you achieve this. Especially on your website, which is going to be the central point for your digital brand.

The significance of trust and credibility in the digital age.

I will soon start telling you a story about how things were for us when we created the Squirrly Company.

Then, I will move on and let you know what a huge impact this (building trust and credibility) had for the clients who worked with our Agency.

The gap between customer expectations and brand offerings.

Something you will need to take into account and see how you can adapt.

Increased Conversion Rates and Customer Loyalty.

Once you implement Expectation Marketing, you'll start noticing these great bonuses. Especially if your current score for the Expectation Marketing audit is very low, the increase in conversion rates will show very fast.

Stories of Companies and Personal Brands Which/Who Adopted Expectation Marketing.

We've got lots of stories to tell, and some of the results you'll hear about will be very unexpected. Not something you'd think could be achieved.

Linking Information Cross-Domains and Showing Proof to Clients from Your Official Site.

If you use multiple domains, multiple email addresses, multiple social media accounts,

you need to prove to your clients that all entities belong to you. Otherwise, you will lose sales. Many sales. As easy as that.

Attract Customers

Attract Partners

Attract Investors

Attract Press

Very, very important. These are things you can start to expect after you become great at Expectation Marketing.

Using Generative AI to Craft a Branding Plan You Can Use In Your Expectation Marketing Strategy

I will teach you how even a beauty salon down the street, and the auto repair shop around the corner can craft a branding plan. With generative AI, using prompts for ChatGPT, I will show you how you can create a plan with tons of ideas that will help you keep all your communications consistent. So you can keep showing your clients the most important pieces of information that will help you gain more trust.

Using Generative AI to plan, create and promote all the content needed to execute your Expectation Marketing Strategy.

True End-to-End AI Marketing can now be achieved, and obviously, after reading my foreword from this book, you will know that I'm the one to achieve it. Together with the brilliant Squirrlyans, we've managed to create an AI system that plans the exact content you need to have on your website to convince your audience to trust you. Then, it starts creating that content for you... and then (get this): it even prepares messages for social media and sends them out to your social media profiles; it creates emails and sends them to the inboxes of your clients... and much more.

Check it out on: <https://www.squirrly.co/next-level/>

When we started writing this book in 2015, we had no idea it would come this far. The Expectation Marketing Course we've had has helped us bring many new clients to our Agency (our content creation agency, where human writers crafted and executed

content plans to help digital brands build trust). By the time we finish writing this book, we now have a complete team of AI Specialists (who are AI-based programs, not human beings) who can handle all your Content Marketing for you, just as we used to do when we had our Big agency.

The Ecommerce Expectation Marketing Toolkit for Conversions

There is a certain set of “things” that MUST be available on your web store. Failure to have them will lead to a failure of making many sales. (Chapter 48)

The Personal Brand Marketing Toolkit for Conversions

Same as with Ecommerce, there’s a certain set of “things” which must be available on your site, if you’re a personal brand. I’ll walk you through it all inside this book. (Chapter 49)

Publishing for the sake of Expectation Marketing, instead of ROI and KPIs. Gotta Keep BEING Online, no matter what.

Many marketing teams make the mistake of thinking that the expectation marketing strategies will help with user acquisition. NO! That’s not how it works. It works with boosting conversions and creating a sense of trust and credibility. Plus, fostering long time relationships. For making new user acquisition happen, you must use other strategies. KPIs and ROI are different in Expectation Marketing, then they are for other marketing endeavors.

The Power of Shifting Expectations and Turning Them Into Something Else

You’ll learn the story about how we found out that there were certain expectations about us at the Squirrly Company and how WE decided to create new expectations that completely overwrote the older expectations that clients had about us.

How your market and your competitors create and destroy expectations

If you want to be in a new market, you must find out what are the expectations that the others have set. You may need to become on par with them, or you may innovate with expectation marketing to build differentiation.

Studying where everyone fails and tuning into all the negative expectations, where clients think companies are villains, and make yourself the Hero of the story.

You can actually be lucky that competing companies are really bad at maintaining relationships with their clients. You can use that to make everyone see that you are the golden option. (Chapter 47)

Oh, and one more thing:

Imagine you're about to win over a client who's almost ready to click 'buy' but something feels 'off' to them and you lose them. Enter Expectation Marketing. Our cutting-edge strategy ensures that your digital brand flawlessly aligns with not just what customers *think* they want, but also with what they subconsciously expect. Through a comprehensive online audit, we polish your brand to resonate deeply, building an unparalleled trust. With Expectation Marketing, you're not just selling products; you're nurturing connections and skyrocketing conversions by making every interaction feel 'just right' for the customer. Elevate your brand with Expectation Marketing - where customer satisfaction meets intuitive precision.

Just in case you wanted to have a very condensed version of what you'll be using all the new concepts and tools for.

Excited yet? - I hope you are: the journey continues.

Chapter 6: Who You Are Online

Let's imagine a scene for a moment.

John, a passionate conversationalist with a twinkle in his eye, collides with you at a bustling community event. Between the hum of conversation and the soft clinking of glasses, you share tales of your company's adventures, its growth trajectory, and the unparalleled value it brings to its clientele. John is utterly captivated.

Fast forward, and John is back in his neighborhood, raving to Tim about his fascinating interaction with you. "You've got to check out their website," he says, every word dripping with enthusiasm.

Now, here's where the story takes a twist.

Tim, while warmed by John's passionate referral, is a blank slate. He eagerly types in your website URL, anticipating a digital replication of the captivating tales John recounted. But the tales are absent. No ideals, no enthralling case studies, and no essence of the brand that John had so vividly painted. Even a hopeful dive into your social media reveals nothing but generic posts.

Though disheartened, Tim, giving you the benefit of the doubt, subscribes to your email list, hoping that perhaps, in the quieter, more intimate space of his inbox, he'd discover the brand that John spoke of.

Weeks go by. Tim's inbox is dotted with your emails, but they too fail to reflect the magic.

Here lies the crux: In today's digital-first world, *who you are online* is not just an extension but often the foremost representation of your brand. It's akin to a digital handshake—a first impression that should echo the same warmth, authenticity, and charm that one would experience in a face-to-face interaction.

Ann Handley, a masterful storyteller, often emphasizes that your online content should be like a mirror. It should reflect not just what you do, but who you are. The quirks, the values, the stories, and the ethos—all the elements that make face-to-face interactions memorable should resonate in the digital sphere.

It's surprising, isn't it? Companies with vast clienteles and big-ticket names in their portfolios often play digital hide-and-seek, burying their unique narratives and victories beneath layers of generic content.

Here's your task, and yes, it's non-negotiable:

Map out the elements that make you, well, *you*. What stories have your clients raved about? What unique values anchor your brand? Once you've identified them, infuse these elements across your digital platforms—your website, blog, social media, newsletters, and even that YouTube channel you started.

Remember, in the vast expanse of the internet, it's these narratives and authentic touchpoints that make your brand stand out. It's about making Tim, and countless others like him, feel that same enchantment that John felt during that in-person conversation.

Because at the end of the day, your online space isn't just about business. It's about building connections, nurturing relationships, and ensuring that your digital footprint is as genuine and captivating as you are in the real world.

Chapter 7: A Bad Expectation We Made Work in Our Favor

It was back in 2012, when Squirrly Company was just starting out.

We had a mission and we had an idea about what we wanted to change in the world. However, we had to do a lot of customer interviews and a lot of product validation to get Squirrly SEO (our company's first-ever product) off the ground.

I became an expert at asking questions and talking to potential clients... or to a target audience, or niche.

I had to. At the first startup company I founded, the product and the tech were amazing, but because we didn't understand our clients, we ended up failing. I've spent a lot of time making sure this sort of scenario doesn't happen again.

What most startup founders and entrepreneurs get wrong about interviewing potential clients is that they're asking questions to see if those potential clients would buy the product and at what price.

Which is wrong in so many ways. I talk about the many reasons why this is wrong in my "Tales From 29 Money-Validated Products Masterclass".
(www.florinmuresan.com/master-class)

From an Expectation Marketing standpoint, this is also wrong. If only those two items are on your agenda, **then you're setting yourself up for failure.**

Try instead to learn why they care about that problem, what's their current experience with trying to solve that problem, learn about solutions they are considering and learn how important it is for them to solve that problem.

While we were asking these kinds of questions to different people in the 4 big customer groups we were approaching, we found out that there was a common theme repeating between all 4 groups: "the SEO industry is filled to the brim with scammers and fake companies".

This was 2012.

What they were telling me was exactly the way it was back then.

Anyone could build a website, place it on a web hosting service, give it a name and a logo and pretend they offered products or services that would get you that coveted #1 position in Google search.

The thing is: potential clients from all those groups thought this was true.

They really did. We found that via interviews and other research techniques that we teach you inside this book.

They (the potential clients) hated the idea of having to risk going with a faceless company, without an HQ and office space, where probably nobody worked, and it was just some random dude somewhere, trying to make a few bucks off the internet.

Some of them even had such previous experiences.

Some of them had been scammed in the past by such “companies” and “software”.

That was the BAD expectation we’ve had to work with. What should we have done?
Given up going after the SEO space?

No, squirrlyans don’t give up! We’ve learned more about what people were thinking and what they were feeling. We dugged deeper into their expectations and we came up with the successful strategies I present you in Chapter 9 of this book. We turned everything around and made this BAD expectation work wonders for us and set us apart from all those scammers in the SEO industry. This earned us a lot of appreciation and a lot of success early on.

Chapter 8: A Dance of Expectations and Wants

The Decision Making Process is the most important thing to consider when working on your Expectation Marketing Strategy.

How will your customer buy? **Buying doesn't happen on your checkout page.** It happens from the first interaction to the last... and even after, in some cases.

You need to help the client get through each step, if you want them to tango along with you.

When a client catches wind of a product recommendation from a trusted source, a symphony of thoughts and considerations begins to play in their mind. Should they take the plunge and make the purchase? Let's take a peek into the inner workings of their decision-making process.

The Spark of Curiosity: Picture this: the client's interest is ignited as they hear about the product from someone they hold in high regard. A glimmer of curiosity emerges, and they find themselves yearning to know more.

A Quest for Knowledge: Armed with the seed of intrigue, the client embarks on a quest for information. They dive into the vast ocean of online reviews, scour the product's website, and peruse forums to gather every tidbit of insight available. Knowledge becomes their trusted companion.

Seeking a Perfect Match: In this stage, the client takes a moment to turn the spotlight inward. They introspect, evaluating their own needs and desires. Does the product align with their aspirations? Will it provide the solution they seek? It's a delicate dance between personal longing and product promise.

Trust in the Balance: Trust emerges as a vital thread woven into the fabric of decision-making. The client ponders the reliability of the person who recommended the product. Is their judgment sound? Has their previous guidance led to positive outcomes? Trust holds the power to sway the scales.

The Strength of Social Proof: The client seeks solace in the collective wisdom of others. They search for testimonials and anecdotes that validate the product's merit. Like a chorus of voices harmonizing in unison, these affirmations shape the client's perception and instill confidence.

The Dance of Comparison: A delicate waltz unfolds as the client takes center stage in the grand ballroom of choices. They twirl and spin, comparing the recommended product with its rivals. Price, features, and customer feedback become the partners guiding their dance. Will this product lead them gracefully across the floor, or will another take the spotlight?

Balancing the Ledger: In the client's mind, a ledger materializes, with costs and benefits carefully recorded on opposing sides. The client weighs the scales, evaluating if the promised benefits outweigh the financial investment. The balance must be struck, ensuring that the heart and the wallet find harmony.

An Emotional Pas de Deux: Emotions gracefully glide onto the dance floor, entwined with rational considerations. The client listens to the whispers of excitement, fueled by the anticipation of owning this coveted product. They

acknowledge the FOMO lurking in the shadows, but maintain a steady grip on their emotions. It's a delicate pas de deux where feelings and reason intertwine.

The Final Curtain Call: After an intricate performance of mental acrobatics, the moment of truth arrives. The client steps forward, bathed in the spotlight, and takes a bow. A decision is made, whether to proceed with the purchase, delay it for a later encore, or politely decline the recommendation. The show must go on.

Post-Purchase Reflection: The client's journey doesn't end with the purchase; it merely enters a new act. They reflect on their decision, evaluating whether the product lives up to its promises and meets their expectations. This evaluation shapes their future choices and influences their potential recommendations, completing the cycle of decision-making.

In the intricate dance of the client's mind, each step contributes to the choreography of their ultimate decision. With curiosity as their guide and trust as their partner, they embark on a journey toward finding the perfect product that aligns with their desires and aspirations.

It's important to note that individual decision-making processes can vary, and not all steps may be followed in every situation. Some clients may skip or place more emphasis on certain steps based on their personal preferences, level of trust, prior knowledge, or familiarity with the product category.

Information Gathering: The Quest for Clarity

Ah, the dance of discovery begins. Our potential client, armed with curiosity and a dash of skepticism, embarks on a journey to unveil the secrets of the product that has captured their interest. The stage is set, and the spotlight is cast on the unfolding drama of information gathering.

Act 1: The Digital Trailblazing

With a few keystrokes, the client sets forth on a digital expedition. Their fingertips trace a path through the labyrinthine corridors of search engines, traversing the vast expanse of websites, blogs, and online reviews. Their goal? To uncover every nugget of wisdom about the product that has tantalized their senses.

As they venture deeper, they encounter reviews that are more like soliloquies – detailed narratives spun by fellow explorers who've ventured into the realm of the product before them. Every comma, every ellipsis, carries a world of insight. Skeptical or starry-eyed, these words become breadcrumbs guiding the client toward illumination.

Act 2: The Art of Skepticism

But wait, skepticism arrives as an uninvited guest to the party. The client's mind plays host to a series of questions: Can this information be trusted? Are these reviews genuine, or mere echoes of marketing campaigns? The client dons the attire of an investigator, cross-referencing sources, analyzing language nuances, and discerning between hyperbole and honest experience.

Act 3: Peer-Powered Insights

Aha! Social media enters the scene, turning the client's friends, followers, and connections into an army of advisers. In the virtual town square, they pose the question: "Has anyone tried this?" Responses flow in – a mosaic of opinions, experiences, and anecdotes. The client listens keenly, extracting kernels of truth from the chatter.

Act 4: Into the Rabbit Hole of Features

The product's official website becomes the next destination. The client's eyes dart across the screen, dissecting features, specifications, and use cases. Each feature unfurls like a plot twist in a well-woven narrative. The client envisions themselves in the protagonist's role, the hero whose journey is interwoven with this new acquisition.

Act 5: The Power of Visuals

Ah, the allure of visuals! Images and videos wrap around the client's senses, painting a vivid picture of the product in action. They observe the product's contours, its tactile details, and its seamless operation. Visual storytelling transports them from the realm of curiosity to the brink of conviction.

Act 6: The Tug of War

Yet, a tug of war ensues within the client's mind. The sheer volume of information – both pro and con – creates a cognitive tangle. It's a cacophony of reviews, features, opinions, and images. Amidst this symphony of data, the client yearns for clarity, for a clear path to the truth that will guide their decision.

Act 7: The Decision Mosaic

And then, as if by magic, a mosaic forms. The client steps back and surveys the landscape of their research. A tapestry of insights, experiences, and information coalesces. Patterns emerge, and the picture becomes clearer. Some voices stand out for their consistency, while others fade into the background as mere outliers.

In the labyrinth of information gathering, our potential client evolves from a curious seeker into a discerning investigator. The journey isn't linear; it's a symphony of curiosity, skepticism, discovery, and validation. Armed with insights, they step toward the final act, where the curtain falls on their decision, shaped by the mosaic of information that danced before their eyes.

It's important to note that individual decision-making processes can vary, and not all steps may be followed in every situation. Some clients may skip or place more emphasis on certain steps based on their personal preferences, level of trust, prior knowledge, or familiarity with the product category.

I wanted to stress this again, just to make sure it's heard.

From our vast experience working with Expectation Marketing along so many years, and so many dances with customer expectations, we've learned that even though NOT all of them will undergo such complete processes, there is nobody in the world who really has no expectation at all, and just buys right off the bat.

In this chapter, I wanted to make sure that I arm you with all the information you need to get the whole picture and to help you craft an experience that will satisfy all your potential clients, from the least curious to the most curious.

If you manage to craft many of those touch-points into your own Online Presence, then you will help clients move forward with their decision much faster, and if you create enough trust, they will not go on to third party sources.

In this case, Online Presence will be:

- Website
- Email list
- Social Media Profiles
- Youtube Channel
- Blog

Usually it's a "something feels off" moment for the client if they find out you don't have and actively manage these things. The "no blog" signal is a bad one, but it's also bad if they see the "not an active blog" signal.

Some people will have a certain threshold that they need to get past, in order to trust you. But the entire scale will always be everything I told you in this chapter and also the Elements from Chapter 5.

If you can take care of all these aspects, you will build trust with the people with low thresholds and those with high thresholds.

And remember to always try to show and link research sources on your Online Presence (the collection of digital brand assets I've mentioned above).

Chapter 9: What We Learned Applying Expectation Marketing For the Last 11 Years

Time has a peculiar way of zipping by, especially when you're deeply engrossed in honing a craft, a strategy, a mission. Eleven years ago, before our first product saw the light of day, we were penning the first lines of our Expectation Marketing playbook. We did this not out of novelty, but necessity.

Why, you ask? Well, let me weave you a tale.

Imagine this: We live in a world where digital landscapes, like Semrush, offer invaluable insights, shaping our strategies, aiding product validation, and client interactions. Eleven years ago, we saw this landscape as our oyster.

From Health Tech to Locksmiths, from Coaching to Connected Cars, our Expectation Marketing Strategy gracefully danced across diverse sectors. Big names, like Microsoft, BBC, and Google, became our partners. Why? Because our marketing didn't just meet expectations; it set them.

Then came the influencers—the likes of Neil Patel and Brian Dean. The narrative we'd been crafting drew them in. And when our tale of the World's First Non-Human SEO

Consultant caught the digital wind, HubSpot sat up, did their due diligence, and echoed our story about building the first AI for digital marketing.

Ann Handley often quips about the importance of showing and not just telling in content. Many companies claim, few can substantiate. In the vast universe of the Internet, where everyone is vying for attention, legitimacy is the lighthouse. It directs discerning eyes and ears your way.

Now, at this juncture, allow me to underscore a fundamental truth: our current Expectation Marketing Strategy is the progeny of its predecessors. It's a perpetually evolving entity, refining itself, feeding off its past, aiming for a brighter future.

You see, as we morphed over the years—shifting teams, tweaking goals, altering budgets—one constant remained: our unwavering commitment to Expectation Marketing. It wasn't merely a tactic; it became our company's ethos. It was, and remains, foundational.

In the midst of these intricacies, there's something charmingly simple at the heart of it all: Clients. Our cherished clients, with their ventures they regard as precious offspring. To them, we are not just a solution; we are caretakers, partners. Their expectations from us aren't just about products; they seek assurance, stability, and a vision.

Someone once wrote, "Good content isn't about good storytelling. It's about telling a true story well." And that's precisely what we've aimed to do. By addressing pivotal questions that every client has at the back of their minds:

- Are you genuine?
- Are you still standing tall?
- What's the big dream?

By answering these questions transparently, we allow our clients to shift their focus from authenticity-checks to the sheer value we provide. It becomes easy for Tim (yes, our fictional friend from Chapter 6) to validate John's recommendation and step confidently into a fruitful association with us.

In this ever-evolving dance of Expectation Marketing, the music might change, but the rhythm remains constant: It's always about setting, meeting, and then exceeding

expectations. Because in the end, it's not just about marketing. It's about forging relationships that stand the test of time.

Now, let me give you all the details and let's share all of my thoughts:

Wow.

It's been 11 years.

We started working on our Expectation Marketing Strategy BEFORE we even had our first product ready.

We started working on expectation marketing before we even had our first clients...

Before we even had our first alpha version for the product we were creating.

This is a story that can be applied to many different fields. It's not a tech startup thing.

It can well be applied to an NGO before the first donors even think about donating to your cause.

It can be applied to a finance company, before you even get your first product or service ready.

You can actually start super early with this marketing system.

It's good practice to start building a list of interested people, before you launch officially.

I have a story from a friend of mine who started a painting company, where they painted objects, cars, motorcycles, and parts of motorcycles. They made everything look Chrome.

All he had was a landing page, an address, a phone number and lots of passion for what he was getting into.

He had problems showing people what they were all about, and didn't know how to approach the online presence, for what he was about to start.

Also, because the investment in starting the business and getting the equipment was huge, building a pre-launch list and an online presence were the only available options.

With a minimal model of Expectation Marketing applied for his business, he managed to open the eyes of different online prospects to the possibilities of what he was offering.

By showing proof of their work and how the painting process went on, he made people see that what he was offering was real. The digital visitors could see my friend's small team at work, they could see the machinery, how the painting was done and how amazing the objects looked when they were done painting.

He had a real business, with amazing equipment, and they were super active with showing what they could do.

For his case, that was all he needed. Of course, he also showed transparent contact information, otherwise it would not have worked. (phone number, WhatsApp, email)

He built a really big waiting list and many people were eager to get started once he opened this service up for more people.

Expectation Marketing: the new marketing system that redefines trust for digital brands doesn't have to be fancy.

It doesn't have to be for VC funded tech companies.

I wanted to take this slight detour in our 9th Chapter to show you that any company can start ASAP with applying this framework.

It's about building trust, meeting expectations and even showing potential clients what else they can expect from doing business with the company.

I'll get back to this story later on, because it started with market research and with understanding what his customers were looking for. (Chapter 52 you'll get the whole story)

You want to make sure you'll be the right choice for your audience. Many choices can be made... why would getting into a business relationship with your company be one? Why would it be THE ONE?

That's what you will know how to answer and bring from dreams to reality by the end of this book.

For the time being, let's go back to why we wanted this at Squirrly, before we even had the product ready for the world to see.

We didn't have time to waste. For us, it was vital that we manage to get enough paid clients when we launch our tool, that we won't be forced to ask for a new investment round.

So we had to build a pre-launch list and get people excited about what we were building.

The pre-launch list would ensure we get enough paid clients when we open the doors.

Easier said than done, though.

Also, we needed to expand the pool of people from 4 different customer segments we were trying to validate our product with.

And we needed help from a company that could help us with some of the data that was required for one of our algorithms.

Expectation Marketing helped us achieve all these goals and it was instrumental to the success of our company at that stage. It was a Key component of Squirrly Limited being able to make money at first launch, and then break even in just 9 months.

After this we were profitable and a new period started for us.

Without our strategy, I'm still certain to this very day that we would not have been able to pull it off.

Let's dive in, shall we?

Remember how in Chapter 7 we covered making a bad/negative customer expectation work in our favor?

We needed many people to help us validate what we were building and to get us on track to offering tremendous value to potential clients.

Who would want to join a call or reply to emails sent by some random people on the net? Random people who might not even use their real names?

Calls with a company that might be fictional?

Believe it or not, there are many questions people ask themselves when confronted with making a decision.

We were in the field of Search Engine Optimization, a space that was filled with scammers, as I mentioned in Chapter 7 of this book.

Also, there was another expectation that clients had: companies in the SEO space were from third world countries, and many people from the US, the United Kingdom, Germany and Canada didn't want to have to deal with businesses in third world countries.

The point here is not to debate their views on the world, but to be fair: many SEO offers sounded like scams from the Nigerian prince.

These things exist in the heads of our potential clients and debating them won't change a thing. Addressing these expectations brings huge wins, when done right.

We started showing images with our co-founders.

These weren't just random images. They were images of our co-founders pitching the company at big European stages, in front of audiences of 400 people.

All of a sudden, we weren't just a random, faceless company.

We showed who we were and this gave people confidence that we put our names and our faces out there for all to see. This helped clients see

“these founders are for real and they're confident in what they're building”

“they are passionate about creating this novelty”

“hundreds of people listened to their pitches and presentations”

“investors from the jury at that big event have weighed in with thoughts and ideas about the solution and the problem they are addressing”

We were (and still are) a company registered in London, in the United Kingdom, which was very important for the tech startup scene.

How important?

TechCrunch, the most influential magazine in the tech startup space, covered us along with other startups which caught their eyes.

What did we do about it?

We also made sure we presented that coverage across the collection that made up our Online Presence (site, blog, social media, youtube, email lists)

Oh, and we also showed everywhere that we were an Angel-backed startup, a status that was very important to the people we were approaching and to all the Tims that were learning about us organically through word of mouth.

We saw how important this was to the overall image about our company, so we did a press release where we included all these elements.

The story was covered by Boston.com and they helped us as an external, authoritative party that checked our info.

Companies in SEO, like our competitor in the WordPress SEO plugins space (there was only one big competitor back then), were bad at Customer Service, so people came to expect that dealing with SEO companies would be horrible, because after all the other negatives (negative perceptions in the market), SEO companies also didn't care about clients.

What did we do?

We made an appearance in the Delivering Happiness blog. Back then, many of our potential clients were aware of the story of Zappos and their company culture of providing excellent support. The Delivering Happiness movement was very strong at that time.

During our Beta Launch (so also before our official launch), we made sure we were covered by Delivering Happiness for the care we showed each user who was testing out the app.

We showed the T-shirts and the swag we received from them as recognition from them for joining the global movement. Yes, we didn't miss a single opportunity. That's why I kept mentioning that we were very bullish on Expectation Marketing from the get go.

We also kept showing the story they covered, everywhere across the EOP.

I will keep using EOP throughout this book to refer to the Entire Online Presence, which is the Collection of all things that make up your Online Presence.

You will find more about the EOP in Chapter 11.

We used this heavily to differentiate ourselves and to build the expectation that getting into a relationship with the Squirrly Company would be something amazing, as opposed to what they inherently thought it would be.

WHY?

SEMrush, for example.

We had to sign them up as partners, because in the beginning we needed some of their data for the algorithms we have built. It was during the first two months of our existence as a company, and a long time before we built our Market Intelligence feature.

SEMrush would have never considered sitting down and discussing with us if we hadn't been able to prove any sort of track record, or at least that we had already earned the trust of many others. They also love hearing about the audience which we managed to grow so fast.

Getting more people willing to help us with product validation and client interviews. It was 2012, so a lot more people were excited about the Internet back then, and the brand new possibilities for networking, so one could argue it was easier back then to hop on calls with different people.

However, in some of the later stages of Product Validation that we were doing (as you will learn about in my MasterClass on www.florinmuresan.com/master-class), we invited high profile individuals to join us for interviews and user feedback sessions. Because we managed to build trust and because they could do research about us and find that what we were saying was true, they did give us much of their time... and we even managed to sign up some of our first influencers.

We applied this to clients in:

- Health Tech
- Social Entrepreneurship
- Constructions
- Cleaning Services
- Medical Advice
- Coaching
- Wealth Training
- Photography
- Connected Cars
- Beacon and iBeacon Technologies
- Locksmiths
- Agile Methodologies
- Financial Services
- Legal Services

Partnerships with big companies resulted from us applying our strategies to our clients:

- Microsoft
- BBC
- IBM
- Lenovo
- Ford
- BMW
- AppSumo
- Google

And many others.

Some of our clients managed to convince their very big leads to move forward thanks to the Expectation Marketing that was done for them, by our Agency.

People easily understood that buying content for their EOPs from us was entirely different, because we had a very clear focus. It was weird at first, because they thought the KPIs had to be a huge growth in traffic. However, when they saw the conversions, they knew they had made the right choice.

After all: what's the point of bringing a hundred thousand visitors to your site, if they will only feel that things are "off" about the EOP and leave?

That's why you need conversions, which are the marketer's way of saying: "visitors who actually stick around and perform actions". Like subscribing to an email list, downloading resources, calling you on the phone, placing orders or making purchases on the spot.

You'll never get that if your Digital Brand doesn't manage to build enough trust to make people convert. Remember the thresholds I've mentioned in this book.

So the clients who let us enhance their EOPs with our special Expectation Marketing strategies had received many great results. For some of them, working with us was game changing, after signing contracts bigger than they would have ever expected.

Of course, we weren't the sole reason why those deals closed, but the truth is nobody would have closed a deal with our clients in the first place, if it weren't for the big level of trust we managed to build for the clients.

While we were bringing results for others, results kept coming in for us as well, because even though we weren't investing in ANY ADS (none at all; can you grow a company solely with Expectation Marketing and Content Marketing? \$4 Million USDs later, I would argue that you can), we were still investing in our Expectation Marketing strategies. Our portfolio of products and services kept expanding with changing client needs, and so did the Expectation Marketing we were applying.

We got influencers like Neil Patel and Brian Dean covering our tools, thanks to the way we used Expectation Marketing.

When our story on the World's First Non-Human SEO Consultant broke loose on the Internet, **HubSpot had a look at our details, numbers, clients, credibility, etc. and decided it was legit and also worth covering.**

Many companies make all sorts of claims, but without an actual strategy behind, if BIG Industry Names can't easily pin-point proof and credibility, they'll just stay away, because it's risky to make a mess of things. (Nobody wants to be in Adidas' shoes and endorse someone like Ye, after all)

Today, there are 18,900 clients on all relevant continents (sorry, Antarctica penguins) who paid for products and services from the Squirrly Company, the Store for Entrepreneurs.

For most of our clients, their ventures are like their babies, and they need to know their babies will be in safe hands with us. For that, they expect to see a lot of Green checkmarks on their list that shows them if we are a stable, profitable and proven company. They need to make sure that the story of the Squirrly Company will go on for at least another decade.

I think at this point in the chapter it's still not obvious, so I will stress it out some more: the things we use today in our Expectation Marketing Strategy are things we obtained by using our previous expectation marketing strategies.

It's an on-going process.

We keep auditing our own online presence, and as our brand changes, so do our elements that we use in order to meet our client's expectations.

All the green checkmarks in the list. We want all of them. We want our clients to be confident in making the choice of moving forward with our family of products for entrepreneurs.

Over the years, we've had many changes as a company. Multiple teams, many people involved, different goals and budgets.

We always worked on our expectation marketing, regardless of everything else that was happening.

It's foundational..

Without great clients who can easily make a decision to invest in our solutions to grow their own business, we'd be nowhere.

That's why this has always been a top priority and why we've always been listening to conversations around the Squirrly Company.

Mentioning clients numbers, info regarding revenue and profitability, big names, etc. :: all these things we're doing right now came as a subtle request from potential clients.

And once we've added these changes to our overall strategy, we put their minds to ease and they could focus more on the value they were getting from us, instead of having to wonder "if we were for real".

Are you for real?

Are you active?

Are you still in business?

Do you have a grand plan for the future?

What is your vision?

These are burning questions that clients have. Failing to address them will result in business failure.

And one more thing...

Do you make it easy for potential clients to reach the answers to all those questions, in the online realm?

For us, right now as I'm writing this book, it's very easy for Tim (remember the imaginary Tim from Chapter 6?) to figure out that John was right and it was really worth his time to check us out and start a business relationship with us.

Chapter 10: Expectation Marketing: Deep Dive into Understanding Your Audience

"It's not about speaking to the masses. It's about speaking to one person: the right person." - Probably any great marketer, if they were to sum up this chapter.

I. Psychological Landscape: The Mind's Wild West

Your customer's brain? It's not just a squishy blob in a skull. It's the canvas where perceptions, attitudes, and reactions to marketing campaigns paint their vivid stories. It's where comprehension and assimilation happen faster than your aunt shares cat memes on Facebook. By diving into this arena, you'll not only get a glimpse into how customers subconsciously react to your content, but also master the art of tailoring messages that resonate.

II. Personal Factors: The Unique Spice Mix

Every human is a cocktail mix of their gender, age, profession, cultural background, and so much more. It's like cooking – while everyone enjoys spaghetti, the sauce choice varies from person to person (Bolognese, Marinara, Pesto – you name it!).

Acknowledging and respecting this diversity means you're not just dumping generic pasta on your customer's plate. You're curating a dish that caters to their unique palate.

III. Social Nuances: Riding the Wave

Remember high school? How everyone suddenly wore flared jeans because it was "the trend"? Social factors work similarly for consumers. The income brackets, educational backgrounds, and peer groups your customers belong to often drive their preferences. Get atop this funnel of insights, and you're surfing the trend wave, not wiping out behind it.

Peeling Back the Layers

In the initial stages, your journey into understanding your customers is like an adventurous trek. Tools such as Google Analytics and Market research data are your trail map, leading you through a vast forest of generalized insights.

But here's where the magic sprinkles in: *Go deeper.*

Shift from the broad strokes to the finer details. Like in relationships, there's an intimacy in really getting to know someone. Sure, it's messy at times. There's vulnerability in uncovering what irks your audience or what they've grown desensitized to. But that raw, unfiltered feedback is golden.

Imagine creating content that's not just 'one-size-fits-all,' but tailored, sharp, and relevant. Like a well-fitted suit or the perfect cup of coffee.

The Treasure Hunt: Places to Look

- Q&A Platforms: Ever seen those questions on platforms like Quora? "Why does my cat stare at the wall?" or "How do I fix a leaky faucet?" Behind those questions lies insight. Dive in.
- Keyword Research Tools: What are people looking for? Unearth the terms they search, and you've got a roadmap to their minds.

- Customer Review Pages: Some people sing praises. Others, not so much. But every feedback, good or bad, is a compass pointing to improvement.
- Influencers' Comments Sections: Influencers are like the popular kids in high school. Everyone has an opinion about them. And where opinions flow, insights follow.
- Twitter Insiders & Social Media: Dive into hashtags, trends, and DMs. The digital age's version of an enchanted forest, where every click can lead to a discovery.

Final Thought

In "Expectation Marketing," it's not just about the message. It's about understanding the receiver, about forging a connection, about achieving that seamless synergy. And, as you embark on this journey, channel your inner marketer: be curious, be authentic, and above all, be engaging.

Happy marketing!

Chapter 11: The Alchemy of Trust in Expectation Marketing

Ah, trust. If marketing were a cake, trust would be that ever-so-important ingredient that turns a good cake into an *oh-my-goodness-I-need-another-piece* cake. But getting that trust, that rich flavor, is about as complicated as that chocolate torte recipe your Aunt Gladys keeps guarded with her life.

Let's journey back for a moment. 2017, remember that? Bitcoin. Blockchain. Buzzwords that flew around faster than bees at a summer picnic. Suddenly, everyone wanted a slice of that digital gold. But here's the thing: with its rise came the whispers, the side-glances, and the looming question, "Can I really trust this?" Fast forward, and as of this writing, Bitcoin is doing poorly and the other cryptos just ghastly.

Let's take a quirky sidestep for a moment. Think Uber. When the company's CEO controversies splashed across headlines, a portion of their user base hung up their ride-sharing boots. Just like that, trust, that slippery eel, slipped away.

Yet, the breaches of trust aren't always so dramatic. It could be as simple as a customer stumbling onto your business blog, eager to delve deeper, only to be met

with outdated posts or impenetrable technical speak that feels as cozy as a steel bench in winter.

So, where does that leave us, dear reader?

In the mirror.

Yep, you've got to reflect and ponder: Does my online presence ooze trust? If someone stumbled onto my email or social channel, would they think, "Ah, here's someone I'd like to have coffee with"?

Let's unpack this suitcase of trust a bit further, Expectation Marketing-style.

1. The Glint in Your Digital Eye: Your online presence isn't just about flashing your brand's colors. It's about the stories you tell, the authenticity you convey. Brands that understand this carve out a niche in the vast universe of the internet. Remember, people don't just buy products; they buy stories, visions, and, above all, trust.

2. Your Email - The Digital Handshake: Is your email just another face in the crowd? Or does it sing, dance, and make people want to engage? Remember, it's not just about what you say, but how you say it. Give your readers a reason to anticipate your messages, not just archive them. And if you have great and new trust building elements for your digital brand, make sure you display them inside the inboxes of your trusted followers.

3. Your Social Channels - Your Brand's Living Room: Imagine inviting someone over, only for them to step into an unkempt, outdated room. You wouldn't, right? Your social channels are where your brand chills on a Sunday evening. Make it inviting. Make it comfortable. Make it you.

But don't just take my word for it. Numerous companies have woven trust into their online tapestry.

A Tiny Detour: The Cultural Lens

As we chat about trust, it's crucial to acknowledge the rich tapestry of cultural backgrounds we encounter. Trust doesn't look the same everywhere. It's a dance of

nuances, influenced by histories, stories, and traditions. Your brand's trust journey might be like an elegant waltz in one place and a vivacious samba in another. Know your dance floor, and more importantly, the dances that resonate.

In this whirlwind journey of expectation marketing, remember: you're not just building a brand; you're crafting relationships. Relationships that are as fragile and as powerful as trust itself. So, wear it with pride, nurture it, and above all, cherish it. Because in the world of fleeting trends and changing tides, trust is your anchor.

The Collection of all things that make up your Online Presence.

Your blog, your company blog, your CEO's personal blog, etc.

Have you ever given this any thought? - No, don't answer. I'm just rhetorical in my old age.

I know many business owners, marketers and founders who have no clue as to makes up all of their Online Presence... the EOP. The "Entire Online Presence".

Without always having a clear view of the EOP, it will be easy to miss out some of the most important details I'm writing down for you in this book.

The Alchemy of Trust becomes a poor parlor trick if you and your team keep losing sight of the EOP of your digital brand.

When you gain another brand new trust element, by working as we've worked in Chapter 9 and Chapter 7, or by doing your own work by being bullish on what I've left you in Chapter 5, you need to get that good golden piece and present it everywhere on the EOP.

What's the point in making something work for you, if nobody finds out about it?

Have you closed a new partnership with some really big Big Shots? Announce it everywhere on the EOP, or it didn't happen.

If a tree falls in a forest, but there's nobody around to notice it... did the tree even fall? - Nobody knows.

Make sure you start creating templates and Standard Operating Procedures that will help you never forget to present and update the new info everywhere on the EOP.

So your Entire Online Presence can even be the blog of your CEO.

Or of someone else in your company who is visible. Of course, what counts most of all is if the visitors of your EOP usually check their digital assets as well. But if they do, then you must add them to your EOP and keep it in mind for future updates and announcements.

Examples you can consider:

- Signatures on email
- Signatures on WhatsApp
- Facebook, Pinterest, Instagram, Tik Tok, X (the old Twitter), LinkedIN
- Google Maps
- Youtube Channel
- Medium Blog
- Blog on your website
- Website
- Landing Pages
- Footer
- Other websites you have for your digital brand
- Personal website and/or blog of your CEO, or other high profile people from the company
- Employee advocacy
- Ads (do the ads you make reflect any of the elements from Chapter 5 that help you build trust?)

Chapter 12: Let Your Customers Down... So You Can Lift Them Up

"Content is the reason search began in the first place." - Lee Odden.

Let's begin this chapter with a premise: We often expect too much and end up getting too little. But isn't it delightful when our expectations are met, and even better, surpassed?

Recall for a moment that *you* are not just a marketer, an entrepreneur, or a business leader. At your core, you are a customer, first and foremost. Every time you whip out your credit card or click on that "Buy Now" button, you're setting forth a series of expectations. And isn't it a real downer when they aren't met?

Let's unpack those expectations. When you're on the other side, as a customer, what do you look for in a buying experience?

- Reasonable Loading Speed: In today's fast-paced digital age, who has the time to wait for a page to load? And let's be honest: if a brand can't even ensure its website runs smoothly, how much trust would you place in its actual products or services?
- Easy Navigation: A website shouldn't be akin to a maze. If finding a product feels like locating a needle in a haystack, customers will drop off faster than you can say "lost opportunity."
- Seamless Checkout Process: Ever put items in your cart only to abandon it because the checkout process was as intricate as solving a Rubik's Cube? Yeah, we've all been there.

Beyond these primary expectations, there are countless subtle, perhaps even subconscious, expectations that hover in the backdrop of every buying decision we make.

But here's a twist: Why not let your customers down? Sounds counterintuitive, right? But stay with me.

It's not about intentionally providing subpar experiences. Instead, it's about setting certain expectations to then *deliberately* exceed them.

For instance, imagine a company that candidly admits, "Our site might load a tad slower because we prioritize ultra-high-definition product images. But we promise it's worth the wait!" Now, when a customer experiences a slight delay, not only are they prepared, but they're also anticipating that high-quality image. And when it does load? They're awed, because they were expecting something spectacular—and got it.

This tactic leverages a cognitive phenomenon called the contrast principle. When you encounter two contrasting things in succession, the difference between them feels more pronounced. By managing the expectations and then going a notch above, brands can create a stronger positive reaction than if customers were merely given the better experience upfront.

"The best content gives the user a sense of how to apply the information."

With that spirit in mind, how can you implement this?

Understand Your Customer's Pain Points: Dive deep into the feedback. What irks your customers? What delights them? The gold lies in understanding the nuances of these expectations.

Communicate Openly: If you anticipate a hiccup or a delay, communicate it proactively. It's better to control the narrative than to let your customers craft their own (often less forgiving) story.

Surprise and Delight: Under-promise a touch, then over-deliver in spades. Throw in unexpected bonuses. A handwritten thank-you note. Early access to a sale. Little moments of unexpected joy can forge powerful bonds.

Continuous Improvement: The goal isn't to keep letting customers down, but to keep refining their experiences. Learn from every interaction.

Expectation marketing isn't about playing games with your customers. It's about understanding human psychology, being genuine in your interactions, and fostering a bond based on trust and delightful surprises. It's about treating your customers not as transactions, but as partners in a shared journey.

In the end, the aim is clear: not to be just another company that meets expectations but to be that standout brand that knows how to play with them—and, in doing so, lift everyone higher.

Chapter 13: First, Meet. Then, Exceed.

There's a rhythmic dance we all perform as brands. First, you meet the prospect's expectations. Then, when they're nodding along to your beat, you surpass them.

Expectation Marketing isn't just a fancy new phrase for your marketing jargon list. It's a commitment to deeply understand your consumer, to get in their shoes (or sneakers, or sandals, or boots...). It's about realizing what content they're yearning for, what information they are almost certainly Googling at 2am, and what they're expecting when they click on your brand's digital presence.

Intent vs. Impulse

Imagine for a moment that we're back in our school library. On one side, we have the group that's pulling out books with a clear intention. Maybe they're penning a paper on marine biology. On the other side, we've got the impulse readers. They're drawn to a cover with an intriguing title or a flashy illustration. Neither group is wrong. But for brands, courting the intent-based reader is a smarter move. Because intention shows an underlying motivation to take action.

How does YOUR brand become the trusted option?

Trust doesn't spring overnight. It's a slow brew. To become the trusted option, your brand must consistently deliver. Not just products or services, but content. If your brand was a person, think of it as the friend who always shows up. The one who always listens. Who always has the right words (or memes) to share. Be THAT friend. Make your content resonate with value, authenticity, and relevance.

How does the researching prospect FIND your brand in the first place?

In the digital maze, visibility is the cheese everyone is racing towards. SEO isn't just a buzzword; it's the neon sign that directs traffic to your shop. Optimize for search. Dive into what your potential customers are querying. Use tools, analytics, and perhaps, a little bit of gut instinct.

How can you get your website ready to host the info prospects need?

Your website isn't just a digital business card; it's your brand's home. Make it welcoming. Organize it like you would a delightful bookshelf, where everything's easy to find. Create content silos, invest in user experience (UX), and keep updating. Like the seasons, your content should change and evolve.

The Expectation Marketing Strategy

Just in case you missed it, here's the rundown:

- Low-risk: You're not putting all eggs in the latest marketing trend basket.
- Long-term: Think trees, not mayflies. It's about growth over time.
- Continuous: The river that keeps flowing, irrespective of the weather.
- Stable: No roller coaster rides here. You know what's coming.
- Reliable: If Expectation Marketing was a person, you'd let them babysit your cat.
- Trust-Generating: It's the soft whisper that's louder than any shout.
- Brand-Building: It's carving out your space in the digital landscape.

In the grand tapestry of marketing, Expectation Marketing is that gentle, unwavering thread that keeps everything together. It's not about being the loudest voice, but the most consistent. It's the promise of being there when it counts.

Because remember: after all the glitter and confetti of the latest marketing trends settle, it's the authentic, expectation-meeting brands that stand tall. And if you've ever read anything by Ann Handley, you know the beauty lies in real, genuine connections. Not flashy, fleeting ones.

As you steer your brand's ship, let Expectation Marketing be your compass. The North Star guiding you towards genuine, organic growth. Because it's not just about meeting expectations. It's about soaring above them.

Chapter 14: Expectation Marketing: Navigating Brand Waters with a Compass of Sense and Sensibility

It wasn't a dark and stormy night. But sometimes, in the business world, it sure felt like it. The constant hum of competition, the rapid shifting tides of trends, and an audience that seemed ever-elusive. That was, until we embraced the ethos of Expectation Marketing. Let's take a walk through that journey, shall we?

The Power of Consistency and Perception

We found that our audience didn't just want to hear from us; they wanted to *understand* us. And they wanted this understanding on a regular basis. A casual tweet here, an insightful blog post there, and voila! We had a relationship. Consistency became our best friend, an ever-present pal reminding us to show up, not as salespeople, but as storytellers. Every ping from a social media notification was like a reminder that we were doing something right. Because people weren't just seeing us, they were hearing us.

In the Inbox Lies the Answer

If you're looking for the heart of your business, start with the inbox. It's where confessions happen. It's where needs are laid bare. For us, the inbox wasn't just a communication tool, but a divining rod directing us towards the deep wells of our customers' aspirations and frustrations. And by addressing these with a vigilant customer service approach, we transformed their pain points into possibilities.

Our CEO and CTO haven't missed a single email for over 10 years, even though most of them were directed to the support teams. That's how smart people keep a finger on the pulse.

Feedback: The Gift That Keeps On Giving

Here's a little secret: Once customers feel heard, they start talking. And they don't stop. And in this chatter, we found our roadmap. Some businesses chase after feedback; we were swimming in it. By meeting and then surpassing their expectations, we didn't just earn loyal customers; we earned brand evangelists.

Content and the Art of Diversification

In the grand buffet of Wordpress SEO plugins, we couldn't just serve up the same dish as everyone else. No, our spread had to be tantalizing, diversified, and, above all, useful. This thought birthed channels like our GetGrowth YouTube series. It wasn't a stray venture; it was a direct answer to our users' call for valuable, digestible content.

The Product Evolution Renaissance

From our very ideation stage to our launch plans, our products wore the cloak of our audience's expectations. With each feature, update, or launch, we had a singular mission: Will it meet, if not exceed, their anticipation? This wasn't just innovation—it was innovation with purpose.

Embracing Agility in an Era of Expectations

Remember those games where you'd try to fit a square peg into a round hole? That's what using outdated marketing strategies felt like. But by leaning into expectation

marketing, we found our shape-shifting superpower. We became agile, pivoting not because we had to, but because we *wanted* to meet our audience's needs.

Trust: The Currency of Modern Marketing

Most brands quest for customer loyalty. But loyalty is built on trust, a fragile yet invaluable asset. Our leadership, showcased at the forefront, wasn't just about promoting our product. It was about offering transparency, reliability, and, dare I say, humanity. When potential customers clicked onto our homepage, they didn't just see a product; they saw people who had poured heart, soul, and probably countless cups of coffee into creating something worthwhile.

The Magic Potion: EM

Expectation Marketing isn't some fancy buzzword; it's just smart branding. It's the bridge between your content and the satisfying "cha-ching" of a purchase. And if done right, it's the silent whisper that turns a curious clicker into a lifelong customer.

In essence, Expectation Marketing is less about selling and more about understanding. And if there's one thing Alexandra Papita (and perhaps your grandmother) would tell you, it's that understanding is the first step to truly remarkable relationships. Whether you're in business or just life.

So, dear reader, as you venture forth, remember this: In a world of rapid retweets and fleeting fads, the brands that stand tall are those that listen, learn, and love their audience's expectations. The rest, as they say, is just marketing.

Chapter 15: The Art of the Site Audit

"Details are the difference between good stuff and great stuff." - Stephen Brewster

The web can be a bit like a vast, overflowing pantry. At first glance, everything might look like it's in order. But start pulling out those flour jars, and you might find that half of them are filled with sawdust. The devil, or in our case, the angel, is in the details.

Imagine attempting a culinary masterpiece — a delicious cake. Now, the recipe might say: "A pinch of love, a spoonful of patience, and a dollop of creativity." But wouldn't you like to know *how big* that dollop is?

Your website is that cake. And I promise, no one wants a sawdust-filled bite.

Just like whipping up your best dessert, managing a website requires precision. You can't just throw ingredients (or content) into the mix haphazardly and expect a Michelin-starred outcome. You need the exact recipe. *Enter Expectation Marketing's Site Audit Guide.*

The geniuses at Squirrly once provided an audit form that was the Marie Kondo of website decluttering: it sparked joy (and clarity). Inspired by that, let's go on a guided tour of your website's pantry. (oh yeah, you can find it on the homepage of www.expectationmarketing.com)

1. Core Information on Each Page

Every page on your site should scream *you*. It's not just about your logo or the color scheme, it's about the voice, the message, the quirks, and the value. What story does each page tell? Does it fit within the broader narrative of your brand? Audit each page to ensure that the core information resonates with your brand's essence.

Not doing this will dilute your brand value and it will also make visitors feel like something is "off".

2. Contact Information

In the digital age, this is your open door, your welcome mat. Make it easy for visitors to find and contact you. Regularly check the links, emails, and numbers. Ensure that you offer multiple ways for visitors to reach out, whether it's for business inquiries or simply to share some love.

Contact information has to include phone numbers, Whatsapp numbers, registration numbers, any relevant company numbers that can be used for verification, VAT numbers, etc.

3. Blogging Frequency

We know — "Content is King." But even a king needs consistency. If you're blogging once a month and then suddenly posting every day, your audience might get content whiplash. Find a rhythm, and more importantly, stick to it. Your readers will thank you for it.

This is one thing you need to audit right away and either show your team, or print out, so that you keep reminders for yourself.

Most of our clients (before working with us) had their publishing schedules all over the place, and none of them knew the truth about it. All of them “felt” like they were publishing well enough. They weren’t. And an Expectation Marketing audit will shed an important light.

Trust me. I know, because we have squirrlyans in our team doing this constantly for us and our clients, and this help is required as we keep making changes.

4. Social Media Channels

Oh, the realm of hashtags and retweets! Your social channels are extensions of your website, often the first touchpoint with potential customers. Are your channels active? Are they engaging? But most of all, are they *authentic*? Also, ensure that links from your website to these channels (and vice versa) are seamless.

These are all things you need to audit and write down. You will need to start making a habit of taking notes from your current practices. You can’t improve if you don’t know what’s going on in the first place.

5. Multiple Device Responsivity

It’s 2023, and if your website isn’t friendly with smartphones, tablets, and whatever new gadget is on the market, you’re missing out. Test your website on different devices to ensure that your users have a smooth experience, whether they're on a traditional computer or on the latest tech.

Also, because you’ll be sending out emails to communicate with your audiences (and build trust via the Expectation Marketing methods you find out in this book), you will need to keep in mind that most emails are first opened from mobile devices, and only then (if they have sparked interest) from PCs, laptops, Macs.

Your site needs to look good on mobile devices. Imagine sending out an email that gets your audience enticed, only to bring them to a website that doesn’t work or seems to glitch with every scroll.

6. Mailing Lists

A well-crafted email can be a golden ticket to a customer's heart. But if that email doesn't load right, or the links are broken, it's more like a ticket to the trash bin. Ensure that your email templates work across platforms. And while you're at it, make sure they're as charming as the rest of your content.

Deep breath. If that felt like a whirlwind, that's okay. A site audit is thorough by design. It's like spring cleaning, but for your online presence. And just like cleaning, it might be a little exhausting, but oh, the satisfaction at the end is unparalleled.

So, dear reader, tie on that apron, grab your digital whisk, and let's get your website so impeccable that it's, well, almost edible. Cheers to no more sawdust cakes!

Chapter 16: When "Contact Us" Isn't Just a Tab, It's a Promise

Ah, contact information! The underrated rockstar of every website, hanging around silently, waiting for its big moment. Yet, it remains one of the most taken-for-granted details. As Chet Holmes says, being *relentless* in your focus is paramount. Remember that time you relentlessly tried to uncork a wine bottle without a corkscrew? You need to channel that energy into ensuring your contact information shines through on your website, no matter what.

Why Your 'Contact Us' Matters

Think of your contact details as your brand's lifeline, connecting you to the outside world. Those details are not just symbols and numbers; they are promises, assurances, and open arms saying, "Hey! I'm right here. Talk to me."

The Subtlety of Choice

Like with any artisan cheese board, one doesn't just throw together whatever's available. Oh, no. One chooses, and one chooses wisely.

You've got a smorgasbord of options: Office Email, Sales Email, the classic Phone Number, and more. Yet, it's essential not to turn your website into an overcrowded

diner menu, where the customer spends half an hour and still can't decide on the appetizers. Don't do that to them. Really.

- Personal brand? A direct contact email and phone should seal the deal.
- Running a multifaceted business? Diversify, but wisely. Sales? Support? Don't just include it for the sake of it. Make sure someone is at the other end, waiting.

Relentless Visibility (The Non-spammy Way)

To quote my made-up version of an old saying, “What’s the point of having a goldfish if you’re not going to flaunt it?” (Trust me, it’s going to be a thing.)

Having your contact information buried somewhere in the recesses of your website is like having a goldfish, but not showing it off. Your audience doesn't have the time nor the inclination to play treasure hunt with essential details. They're not Indiana Jones, and your site isn't the Temple of Doom.

Here's your game plan:

Every Page is Home: Spread your contact info generously on every page.

Sticky Visuals: Ever had that annoying jingle stuck in your head? That's how your contact should be: memorable but in a good way. Keep it consistent and familiar.

Optimize "Contact Us": A dedicated contact page isn't just a page. It's a statement. Make sure it screams efficiency with updated details and smooth user experience.

Take a leaf out of HubSpot's book. Their header doesn't just offer you contact info. It's a conversation starter. A tap here, a click there, and voila! You know exactly how to get in touch.

Making Expectation Marketing Work

This isn't about a chaotic explosion of information. Nope. It's about refining and polishing what's already there. Think of it like this: You don't need more shoes; you need the right shoes. (Okay, maybe sometimes you need more shoes.)

The same applies to your website's contact info. Don't go wild adding every possible way someone can reach you. Instead, focus on being clear, accessible, and—yes, I'll say it again—relentless in ensuring your audience can reach out (and you make them WANT to reach out) with ease.

Need a nudge in the right direction? Remember the site audit we keep chatting about? It's like a guiding star for your contact channels. So, grab your compass and let's start this journey!

To summarize, channel your inner grit. Be relentless in your pursuits. Your audience expects nothing less. And while you're at it, maybe pour a glass of that wine. You've earned it!

Chapter 17: The Rhythmic Beat of Relevant Content

"Your website is not a monologue. It's a conversation."

When you conjure an image of your ideal customer, what do you see? A solitary figure, silently scrolling? Or a keen enthusiast, eagerly awaiting your next blog post? If it's the former, it's time for a paradigm shift. And if it's the latter, well, kudos, but there's always room for enrichment.

Let's get something straight: Your audience is not a passive entity. Their expectation? To engage. Not with some jargon-laden sales spiel, but with genuine, relevant, and, dare I say, delightful content.

So, how do we master this dance of content curation, where you lead, they follow, but they feel like they're leading?

1. Keeping Time with Posting Frequency

Much like any dance, there's a rhythm to be maintained. If you suddenly stop, you'll lose your partner's interest. Your dance? It's your content. And your rhythm? It's your posting frequency.

Consistency is more than just constancy. It's a declaration of your dedication, a testimony to your reliability. Once or twice a week might sound ambitious, but think about it as a regular check-in with a dear friend. If you care about the relationship, you'll make the time.

And for those who are shy or hesitant? Remember that even in the vast digital expanse, quality is still the queen that demands her due respect. Be frequent, but also be outstanding. The right audience will recognize, appreciate, and reward that diligence.

2. Relevance: The Song You Dance To

To the untrained eye, dancing may just be a series of steps. But to the aficionado, it's a narrative. Every swivel, every twirl, every dip tells a story. Similarly, your content isn't just words on a page—it's a narrative that should resonate with your audience.

And how do you make sure of that resonance? Through relevance.

Discussing the nitty-gritty features of your new product might cater to a niche few. But framing how that product solves a burning problem or fits into a larger cultural or societal narrative? Now, that's a piece everyone would want to read.

Sell a solution, not just a product. Make your content about your reader. Ask yourself: If I were my reader, would this enlighten me, entertain me, or equip me? If the answer is a resounding "yes", you're on the right track.

To Conclude: Dance to the Tune of Expectation

Sure, crafting impeccable, consistent, and resonant content can seem like quite the challenge. And yes, it takes effort, introspection, and a pinch of creative flair. But at the heart of it all is a simple yet profound principle: Meet the expectations of your audience. Anticipate them, even.

If you can make your reader feel seen, heard, and valued, you're not just marketing. You're building a community, fostering trust, and choreographing a delightful dance that your audience will want to join in on, time and time again.

So, tie those dancing shoes, take a deep breath, and lead with confidence. Because, in the world of expectation marketing, it's not just about taking the floor, but about owning the dance.

Chapter 18: Expectation Marketing – Nurturing Relationships through Consistent Engagement

In a world where everyone seems to be playing the waiting game, there's a certain allure in taking the initiative. It's like walking into a dance hall. Why stand still and wait for someone to invite you to dance when you can extend the invite yourself? The same concept applies to expectation marketing. You don't want to twiddle your thumbs, hoping your audience notices you. Instead, make the first move.

1. A Hand Extended Is Always Noticed

When brands proactively engage, they make an unspoken promise: We're here, and we care. It's less about anticipating a specific response and more about being present, consistent, and meaningful.

And you know what? Just like that dance invitation, people notice. They appreciate the gesture, the consistency, and the authenticity.

2. Consistency is More Than Just Showing Up

Posting once or twice a week? That's a decent start. But it's not just about frequency. It's about what you bring to the table every time you show up. Think of it as meeting a friend for coffee. Sure, meeting regularly is lovely, but what if every conversation was just small talk? It gets old, right?

That's where the value of *meaningful communication* comes in. It's not enough to just show up; you have to show up with something that matters.

3. Embrace the Human Aspect

If there's one thing I've observed, it's that brands often forget they're communicating with people. Not numbers, not statistics, but real, breathing individuals. People who want to know why you're unique, what makes you tick, and why they should invest their time in you.

Just put yourself in their shoes. Which brands do you engage with? Whose newsletters do you anticipate? Who do you have a genuine conversation with in the comments? There's your answer. That's expectation marketing in action.

4. The Silent Champions: Search Engine Bots

Remember those little virtual critters: bots, spiders, crawlers? Well, they're the unsung heroes of the internet world. They're constantly on the lookout for high-quality, consistently updated content. It's like they have a sixth sense for expectation marketing. Feed them with quality, and they'll champion your cause on search engine result pages.

5. The Art of Relevance

The term 'relevant' in expectation marketing has layers. On the surface, it's about presenting solutions rather than merely showcasing products. Dive deeper, and it's a call for brands to truly understand their audiences' current needs and pain points.

The crux? It's about crafting content that feels like a personal conversation, addressing specific needs and questions. It's not just selling; it's guiding, informing, and assisting.

6. The Expectation Marketing Site Audit

We'll explore this in more detail later, but here's a teaser: Are you genuinely delivering on your audience's expectations? A site audit based on the principles of expectation marketing can be a game-changer. It's a mirror that reflects your true digital presence.

In the orchestra of marketing, expectation marketing is the subtle, underlying tune that resonates long after the performance is over. It's not the flashy solo or the dramatic crescendo but the consistent, reliable rhythm that holds everything together. It's the heartbeat of authentic brand engagement. And just like any relationship, it thrives on understanding, consistency, and genuine effort. So, dance on and lead the way.

Chapter 19: Social Media: Your Unyielding Tentacle into Today's Digital Ocean

Ah, social media. Our public square, our digital coffeehouse, our global gathering place. An undeniable nexus of connections and chatter.

Remember that statistic that rocked the online world? That one from Global Web Index about people spending 28% of their time online on social networks? Or how about the whopping 95% of Millennials expecting brands to flex their Facebook muscles? Yes, if your business isn't already fluttering its digital eyelashes on social platforms, it's like showing up to a masquerade ball without a mask.

Now, while we're bandying about the big numbers, let's zoom out a touch. The real magic isn't just in having a presence on social media. Nope, that's just the ticket to the game. The wizardry lies in what you do once you're there.

Thinking Like The "Good" Mobsters of Digital Realms

Okay, hang tight. I'm about to make a leap here. Imagine your content strategy as the Don Corleone of the digital age. Yes, you read that right. The mafia (the good kind, I promise). Just like our cinematic crime families:

Rooted Locally, Yet Globally Aware: Your content should be grounded in local realities but also tuned into the global frequency.

Tentacular: Extend your content reach across varied spectrums. Tap into influencers, media moguls, research hotshots, and the like. Don't just shout about your product; amplify voices that matter in your industry.

Loyal: This isn't about blind loyalty, but about commitment to quality. Always. No exceptions.

Fresh and Fierce: Stay updated. Be that brand which, when the digital rooster crows, already has its latest post polished and primed.

Being 'Tentacular' Isn't Just a Cool Word, It's a Strategy

Let's delve a little deeper into this whole 'tentacular' business. Social media isn't just a billboard. It's a dynamic platform that asks – no, demands – engagement. And, honestly, who wants to follow a brand that's just tooting its own horn?

When was the last time you thought, “I wish Brand X would talk more about its features?” Probably never.

Instead, you could be that savvy curator who provides digestible bits of industry news, insights, and updates. The one who saves followers from diving deep into the ocean of information and hands them pearls on a silver platter.

Engage, Enthrall, and Evoke Responses

Once you've got the ball rolling and people are sipping what you're serving, make them a part of the narrative. Encourage responses, opinions, even disagreements. Share think pieces. Pose questions. Stir the pot (responsibly). It's like hosting a dinner party: the best ones are where the conversation flows, not where it's a monologue.

Remember: the goal isn't just a double-tap or a share. It's a genuine connection, a spark of engagement, a moment where they pause their endless scrolling and think, “Huh. Interesting.”

The Grand Finale: Consistency Is Queen

Lastly, a sprinkle of Squirrly wisdom: Consistency. Is. Everything. Whether you're cheeky, charming, or channeling your inner geek, the heartbeat of your brand lies in your posting frequency. It's not about overposting but about being there, reliably and recognizably.

After all, isn't that what all relationships are built on?

Until next time, happy posting!

Chapter 20: More Ideas for You

You've been riding along with me on this Expectation Marketing rollercoaster, and let me tell you: the ride isn't over yet. We've harped on about consistency—yes, yes, and triple yes. Consistency is our marketing jam. But what if I told you there's a sidekick to consistency, a dynamic duo ready to champion your brand?

Meet Targeting. Not just the 'hey, look at my ad' kind of targeting. We're diving deep, finding those ideal social funnels your brand absolutely, positively needs to finesse.

Global Web Index wasn't kidding around when they noted, "consumers are more scattered than that one time I dropped a box of glitter." Okay, they didn't say exactly that, but they did point out that consumers are fragmented across channels, devices, and platforms more than ever.

Let's dissect a few glittering pieces of data to see where your brand can shine the brightest.

Engagement: Who's Taking the Crown?

Smartinsights.com threw some intriguing figures our way. Facebook? Still the prom queen with its huge user base. But here's where the plot thickens:

- Daily Check-ins: Instagram and Facebook are hosting daily parties, with most users logging in every day. Twitter? Not so much, almost feeling like that friend who RSVPs but never shows up—hovering around a 42% daily login rate. Of course, things might have changed since the X takeover, but since advertisers flee it might not be getting better (why would they flee and leave money on the table, if there were any money on the table?).
- The Infrequent Visitors: On the other end of the spectrum, LinkedIn might surprise you. Over half of its users log in less than once a week! Pinterest is close behind at 43%. So, if you're selling HR software, for instance, LinkedIn is still your playground. It might not be a daily hangout spot, but it's a hub for professionals, influencers, and decision-makers. So, time your slide into their feeds with precision!

Interaction: The Visual Feast

In this corner, we have Instagram, the heavyweight champion of interaction. Twitter? Not quite packing the same punch. It's not just about quantity; it's about the nature of content. A picture is worth a thousand tweets (or thereabouts). Visuals, especially the kind Instagram celebrates, are like candy for the eyes. And while you might not have a Kardashian-esque following, even a modest Instagram following can offer more engagement oomph than some other platforms.

The Magic of Follow Buttons

Picture this: Your audience, surfing the vast digital ocean, stumbles upon your island (read: website). Will they be castaways or will they send out an SOS to their world about your treasure trove? This is where Expectation Marketing Audit swoops in, assessing your social life's pulse.

Social buttons might seem like those unassuming little beings, almost like the parsley garnishing your dish. But their strategic placement is crucial. Maybe you opt for the HuffPost style, celebrating each platform with its authentic colors. Or perhaps you're more NY Times, seamlessly integrating them into your brand's aesthetics.

But here's the crux: Those buttons? They're not just décor. They're a promise. When someone clicks on your Instagram icon, they're not looking for an occasional post from two months ago. They expect a world of content—a consistent experience.

In short? Don't bait-and-switch. If you're going to invite people into your social sphere, make sure the party's ongoing.

If they don't find the buttons? - they'll sound like a recipe for disaster. With so many scams online, customers NEED to know there's a transparent place of the web, where they can see what other people might be commenting on your posts. It's not about finding positive comments.

THIS IS GOLD: It's not about finding positive comments.

It's not about seeing tons of engagement on every single post.

What it's really about is: NOT seeing comments from angry customers around aspects like: "you never answer our phone calls", "you didn't deliver our orders", "why don't you deliver on your promise?", and others just like these.

So if you want your website visitors to trust you once they reach you, give them many options that help them delve into more research about you. Show them you have nothing to hide.

Remember: In the world of Expectation Marketing, consistency is king, targeting is queen, and the kingdom? Well, that's your brand, flourishing with an engaged, satisfied audience. So, let's keep building those bridges and exceeding those expectations, shall we?

Chapter 21: The Dance of Social Media and Expectation Marketing

Imagine you're at a grand ball. In this vast, glittering hall, businesses glide from person to person, leaving behind impressions and experiences. Your business isn't just there to show off a few fancy steps; it's there to connect, impress, and make sure everyone leaves humming your tune.

But here's the thing: Simply turning up in a snazzy outfit (or, in our analogy, just *having* social media channels) isn't enough. The magic is in the moves, the interactions, the timely dips and twirls.

The Timely Two-step: Immediate Interactions

Put yourself in a customer's sparkling dance shoes. They've encountered a hiccup with their purchase (maybe they stumbled on their tango). Their next instinct? Find your brand on social media and ask for a helping hand.

A timely response doesn't just lift their spirits; it sweeps them off their feet. It says, "I see you. I'm here for you." It transforms a potential moment of friction into an

opportunity for deeper connection. Being there in their time of need? It's the soul of Expectation Marketing.

The All-inclusive Waltz: The Magic of Aggregate Inbox Interfaces

Like an experienced ballroom dancer who fluidly transitions from the cha-cha to the foxtrot, aggregate inbox interfaces ensure you never miss a step on any social platform. This cross-channel, multi-channel approach means you're ready to catch any partner, on any tune, without missing a beat.

Let's Turn Those Steps into Stories

Now, imagine your customer experience is so delightful that they can't help but share their dance story with the world. A quick twirl around some fascinating stats:

- "39% of U.S. adults have posted on social media about their experiences or sentiment about brands." That's not just idle chatter; that's a full-blown dance-off!
- People engage with brands they're keen on, spending precious minutes absorbed in content that resonates. If two-thirds of consumers take the time, it means they're invested in the dance.
- An even bigger revelation? Most believe that the brands producing this content truly want to build meaningful connections. It's not just about leading and following; it's about dancing *together*.

Why This Dance Matters

Familiarity Breeds Content - Not contempt, in this case! If consumers already have positive touchpoints with you, they're naturally inclined to engage deeper. They've noticed you. They've shared a waltz or two.

An Ongoing Ball - Your digital presence isn't just a one-night affair. Meeting consumer expectations means they'll want to dance again and again, making your brand a constant in their digital lives.

The Snowball Samba - Oh, the beauty of momentum in dance and digital! The more you engage, the more others join in. Before you know it, there's a whirlwind of activity – comments, shares, reviews – all cascading, snowballing, and building upon one another.

So, lovely brands and businesses, lace up those dancing shoes. Get onto that digital dance floor not just to show off, but to truly connect. Let's make every interaction a swirl of trust, a leap of loyalty, and a jive of joy. In the realm of Expectation Marketing, it's not about knowing the steps; it's about feeling the rhythm.

Picturing Your Brand as Everyone's Favorite Coffee Shop? Here's Why You Should.

Ever daydreamed of your brand being the local café everyone raves about? You know, the place where the coffee's so good, customers don't just come back - they bring friends and shout about it from the rooftops (or at least on their Instagram).

Dipping your toes into Expectation Marketing might just turn that daydream into your daily reality. But why? Let's brew over some reasons:

Your Digital Front Porch: Think of the last blog post they read from you or that infographic you tweeted. It's like a cozy lounge chair on your brand's front porch where they felt, "Ah, these folks get me!" A whopping 68% of consumers will curl up and stay a while when the content feels right. (Tip of the hat to The CMA for that stat!)

You've Set the Mood Lighting: Once you've got their vibe and met their online expectations, it's second nature for them to weave you into their digital tapestry. Imagine this: 78% of folks think brands doling out great content are in for the long haul, relationship-wise. (Cheers, TMG Custom Media for that gem!)

The Buzz of the Busy Café: With Expectation Marketing, your digital café's always buzzing. The more chatter, comments, and shares, the more others want in on the action. It's like that ambient coffee shop hum; one conversation sparks another, and another. It's not just about posting - it's about perpetual momentum.

So, envision your brand as that café. The one everyone's talking about, the one they can't help but share. Because in the realm of Expectation Marketing, you're not just serving coffee - you're crafting experiences.

Chapter 22: Expectation Marketing Meets Responsive Web Design

There's an old saying that the best place to open up a new store is right next to a busy one. It's like buying a piece of digital real estate right next to Amazon or Google. In the digital world, we need to position our website where our customers are *going* to be, not where they were yesterday. And, more than just being present, your website needs to perform—swiftly and fluidly. That's where RWD, or Responsive Web Design, becomes a part of our Expectation Marketing playbook.

Whiz, Click, Done: The New Consumer Mantra

Have you ever attempted to toast a piece of bread, and it took so long you forgot about it? By the time you remembered, it was charred and unappetizing. Now, imagine that toast is your website. We're living in an era where a good chunk of folks won't wait for a toaster to pop, let alone a slow website to load.

KissMetrics dropped some staggering numbers on us. Nearly half of us expect a website to load in two seconds or fewer. Two seconds! That's the amount of time it

takes for you to blink twice. And if your website dilly-dallies for more than three seconds? 40% of those users will walk away. Every delay, every glitch, every microsecond shaves off a portion of customer satisfaction.

Navigating the Digital Aisles with RWD

Pete LePage from Google dished out some wisdom: Mobile devices have their limits, particularly when we talk about display size. Translation? Whether someone's viewing your site on a wall-sized monitor or on their 4-inch mobile phone, your content needs to be readable, clickable, and delightful. No pinching, zooming, or squinting allowed.

I know for certain that at least ONE of your developers will say: “no worries, it’s all good. People do know how to pinch the screen to adjust the view”. Don’t listen to them! Your clients will not want to do that, even if they could. Even if they WILL, they will still score some negative points for the brand experience you’ve provided them with.

Big Fish, Big Lessons: Enter BBC

To illustrate how vital this is, let's peek behind the curtain of a website that's as big as they come—the BBC. When every extra second of load time translates to 10% of their users waving goodbye, the stakes are high.

So, how did BBC tackle this Everest of digital dilemmas?

Embracing a CDN: Remember when we used to store all our files and photos on our computers, and then one day, the cloud came into our lives, making everything accessible and efficient? A Content Delivery Network (CDN) does that for websites. It’s like having multiple digital outposts, ensuring that your content gets to your users faster, without overloading any single point.

Leveraging Cloud-based Servers: Think of this as your website having multiple lifelines. When one server is gasping for breath, another can step in, ensuring uninterrupted, zippy service.

Load Testing: It's like a stress test for your website. Just as doctors monitor how a heart responds to exertion, the BBC checks how their website behaves under traffic onslaughts, particularly during breaking news.

Knowing When to Let Go: We all have those little knick-knacks that we don't *really* need. When the going gets tough, the BBC knows what to jettison. The non-essential pop-ups and promo boxes? Gone. But the speed? Non-negotiable.

Bring It Home

In Expectation Marketing, it's not just about meeting expectations—it's about exceeding them. Your website is your storefront, your calling card, your handshake. Responsive Web Design isn't a fancy acronym; it's a commitment to being there for your audience—on their terms and on their devices.

And remember, in the digital age, your site doesn't get a second chance to make a first impression. Aim not just to be present but to be exceptional.

Chapter 23: Being in the Big Leagues of Daily Visitors: The Subtle Nuances

Alright, Superstars. Imagine you've got a stadium full of fans (AKA your website visitors) pouring in. Every. Single. Day. Sounds dreamy? But like with any concert, what if the sound system is faulty? Or worse, the stage collapses due to an unforeseen overload? Now that's a party pooper.

This is your website, trying to handle millions. But what if these fans, I mean, visitors are all tuning in from different devices, with varied screen sizes? Oh boy, you've got a concert that needs to be top-notch everywhere, from that giant IMAX to Aunt Gertrude's old iPhone.

Expectation Marketing Audit: The Grand Checklist

1. **Testing for Multiple Resolutions:** Before you splurge on a warehouse of devices, take a deep breath. And another. Good. Now, just hop onto Chrome's Device Toolbar in the Developer Tools. It's like having a virtual tech wardrobe: try out how your site looks on various devices without actually owning them. But if you want to be the next-level geek (who doesn't?), there are third-party tools that give you an even wider range.

2. Displaying Those Menus Right: Nobody likes to search for the exit in a dark room. Your users shouldn't either. A seamless navigation makes your visitor's journey as smooth as their favorite latte.

3. Loading Times – The Swift Sprinters: Here's the thing. The internet has turned us all into impatient toddlers. We want it, and we want it NOW. So, keep those media files lean. Seek out caching solutions that match your website traffic's pulse. No one has time for the spinning wheel of doom.

4. Image Resolution, With Love To Logos: Ah, your logo! It's like the flag you wave in the digital world. It has to shine brightly and be recognizable, no matter the device. Don't let it turn into a blob of color that looks like yesterday's leftover mashed potatoes.

5. Small-Screen Readability: Your content is the melody everyone's come to hear. Make sure it's legible. Fonts, headings, and subheadings should dance smoothly across different screens. If they don't, maybe it's time to rethink that theme.

6. The Touch & Feel – Interactive Elements: Remember, in the virtual world, a touch is as real as a hand reaching out. Make sure your buttons, forms, links, and CTAs are not playing hide and seek. They should be easy to spot, tap, and should never, ever overlap.

7. Pop-Ups - The Uninvited Guests: Few things are as vexing as an unexpected pop-up. Like that one party guest who just won't get the hint. Not only do users roll their eyes, but search engines might just demote you for being that annoying. So, be mindful.

Electricity, Responsivity, and Expectations

We don't always value the unnoticed. Think about the last power cut at your place. Electricity, much like fast-loading web pages, is something we take for granted. No one's throwing a parade because a site loaded in one second. But oh, wait for the 4-second mark, and watch the pitchforks come out!

Let's wrap this up with some flair: Keep your site powered up and meeting those expectations. Your visitors might not throw confetti every time it works, but they'll

surely notice, and not in a good way, when it doesn't. So, rockstars, don't let your site become that forgotten concert; make it a legendary performance every time.

Chapter 24: The Email Glow-Up: Expectation Marketing's Final Frontier

So here we are. Having maneuvered through the complex alleys of social media and the winding lanes of website strategies, we've now come to the lush pastures of... email lists. And boy, are they lush.

If you've ever spent hours selecting the perfect shade of foundation, you know the drill. The idea is not to cake it on, but to find the blend that enhances without overwhelming. The email list strategy, my dear reader, is pretty much the same.

The Fine Art of Email Cosmetology

Think about the finest professional make-up. It's undetectable, yet transformative. Similarly, your email list shouldn't scream "Here I am!" Rather, it should whisper, "Isn't this precisely what you've been looking for?"

This requires:

Effort and Artistry: This isn't about just throwing in a bunch of email addresses. It's about strategically choosing who to communicate with and when. It's the same way you wouldn't apply blush on your forehead, you wouldn't send a discount offer on baby products to a teenager.

Quality Over Everything: Imagine getting the most luxurious mascara, only to realize it clumps and smudges. Heartbreaking, right? Similarly, what's the point of having an email list if the content isn't top-notch? Think: relevant, insightful, supercalifragilistic... you get the gist.

Only the Best Tools: Remember that one time your eyeliner refused to glide and ended up looking like a kid's scribble? Yeah, using a sub-par email delivery tool can cause the same chaos. It might not poke you in the eye, but it'll certainly poke holes in your strategy.

The goal? Being noticeable without being overtly in-the-face.

Squirrly's Golden Nugget

As an SEO plugin that users were initially getting from the WordPress directory, showing our brand was tough enough.

Remember all the negative connotations with SEO software?

- 1) Build trust as a SEO software, specifically as an SEO plugin.
- 2) Prove it's SaaS + Plugin, as a strong differentiator to all those copy-yoast-SEO-plugins out there
- 3) Demonstrate the Complete SEO Funnel as the true way to win in SEO
- 4) Making users actually use the software they got from us
- 5) Delivery problems
- 6) Making expectations work FOR US, not against us.

Those were the 6 goals.

Pretty hard to pull off, and to be honest some of those goals came as add-ons as we grew as a company and as the market evolved.

That's why I keep saying that Expectation Marketing is an on-going strategy and requires adaptation.

One of the things we've used in the beginning to build trust and to make clients feel safe enough to reply and ask us questions, was the same thing that made other clients reluctant to buy from our company. This is something that many business owners (especially SaaS founders) don't know.

However, we made over \$4 Million USD from 300,000 email addresses in our lists over the years, so that's pretty solid, right?

Ask anyone who's been doing internet marketing since 2009, and they'll let you know that making \$4 out of every single contact is the dream. Well, we scored higher than that, didn't we?

It's great to have legions of subscribers. It's even better to have them eagerly clicking through your emails. High CTRs don't just mean your content is compelling, but that the expectation you've set - through your brand, your promise, and yes, your marketing - is on the mark.

If your email list isn't getting the love it deserves, it's time to introspect:

- Was the target on point, or were you shooting arrows in the dark?
- Did your emails tantalize enough to be opened, to be clicked, to be cherished?

Why All This Hubbub About Email Lists?

It's simple. Acquiring and retaining users is akin to that never-ending quest for the perfect skincare routine. Sometimes you feel you've got it, sometimes you feel you don't.

But with Expectation Marketing, the idea isn't to find a quick fix or the next fad. Instead, it's about cultivating, nurturing, and elevating. It's a long-term dance where understanding your partner (your audience) leads to the most harmonious outcomes.

So, as you dive into the world of emails, remember to apply it like that impeccable, natural make-up. Let it enhance, let it shine, but most importantly, let it be genuine. And watch the magic unfold.

Chapter 25: The Allure of Anticipation - Mastering Behavioral Email Marketing

Let's talk, friend. Grab your favorite mug of something hot and comforting because we're diving deep into the world of Behavioral Email Marketing (BEM). I promise, by the end of this, we'll have unraveled the mystery together.

Breathe. That's right. Now, before you panic and think, "I don't need another complex marketing jargon," bear with me. Behavioral Email Marketing might sound like the name of a seminar where everyone wears crisp white shirts and uses words like "synergy." But it's more like your favorite detective novel, where you're putting pieces of the puzzle together to create a picture of your customer.

A Trip Down Memory Lane

Remember that DMA study from 2015? They highlighted that an eyebrow-raising 77% of ROI came from segmented email campaigns. Yet, as surprising as it seems, only 20% of marketers took the golden ticket and applied behavioral criteria to their email lists.

Wait... What?

You read that right. Just 20%. It's like baking a chocolate cake and forgetting the... well, chocolate. So, if you are among the 80%, don't stress – there's no time like the present.

Peeking Behind the Curtain

To win in the BEM game, we must first understand the audience. We're not talking broad strokes like “women aged 18-35.” We're talking about understanding:

- *Their journey*: At what precise moment did they think, "Yes! I want this!"?
- *Their triggers*: Was it a catchy blog post or a quirky ad that sparked their interest?
- *Their habits*: Do they adore clicking on that bright orange button on your site? And, most importantly, why did they decide to *ghost* you halfway through a sign-up form?

Now, I get it. Creating a distinct email funnel for every Tom, Dick, and Harriet isn't feasible. But what if we could find patterns? What if, like a keen-eyed detective, you could spot behavioral cues and then craft tailor-made messages for those cues?

Crafting The Irresistible Email

Say you've got someone who discovered you on social media, and they've got the 'whatcha got?' look in their eyes. Entice them with a compelling keyword or even a cheeky emoji in your email subject. Not just any keyword, but one that screams value. Let's be real: no one's got time for another bland email. They want a sizzle. They want that extra cheddar.

Missed connections? Oh, those lovely souls who nearly filled out your form but got distracted by a cat video. Reach back with a friendly, laid-back email. "Hey, noticed you left something behind? Let's pick up where we left off."

And for the knowledge-hungry visitors poring over your FAQs and blogs, feed their curiosity. Send them a drip email sequence designed to educate. Make them think, "Wow, these folks really know their stuff."

The Bigger Picture

The essence? Your BEM strategy should be as responsive as your website. Every click,

every pause, every hover on your website gives an insight. An insight into the mind of the person on the other side of the screen.

Think about it – if you know what your audience expects, you're no longer shooting in the dark. You're creating something based on anticipation, on understanding, on *meeting them where they are*.

So, here's the deal. In this world where attention spans are dwindling, understanding your audience's behavior can make all the difference. After all, isn't marketing at its best when it seamlessly meets expectations? Welcome back to the heart of expectation marketing.

Now, go forth and craft emails that resonate, surprise, and delight.

Chapter 26: The Power of Expected Conversations

Ah, expectations. What a funny thing they are. They're like that surprise party everyone pretends they don't know about, but deep down? Oh, they're expecting it. And the worst thing you can do is let them down.

Dive into the world of email marketing, and the same principle applies. The modern user knows the game, understands the rules, and most importantly, knows when they're being played. They know their email ends up in lists, they're aware of the tracking cookies, and if you think you're pulling a fast one on them? Well, they'll unsubscribe faster than you can say "open rate."

But, what if we looked at this with our Ann-glasses on and thought, "Hey, how about embracing those expectations?"

A Heated Insight

Start with the basics: heatmaps. Think of them as the X-ray glasses of the digital world, allowing you to peer deep into the very essence of your website's user behavior. By visualizing the actions and reactions of your audience, you're not playing a guessing game; you're plotting a strategy.

Once you've mapped out the journey, segment those patterns. Like a curator at a museum, you'll sift through, deciding which are the masterpieces worth framing. From there, you craft those perfectly tailored email sequences, becoming the exact message your prospect expects, based on their cozy interaction with your brand.

Honesty, Wrapped in Transparency

Now, here's the delightful twist: don't just send that email. Whisper the secret in their ear, tell them *why* they're getting it. It's like breaking the fourth wall in a play. "Hey, remember when you looked at those green shoes? Thought you might like these matching bags."

And honesty? It's not just the best policy. It's the **ONLY** policy. Today's users? They're savvy. They've seen behind the curtain and they know Oz is just a man. They're seeking genuine interactions, not spam-filled inboxes. So, embrace transparency. It's your ticket to the trust dance.

Let's Chat, Shall We?

Hold up a sec. Before you do hit send, take a look at that email address. If it screams 'noreply@roboticcompany.com', you're just announcing to the world, "I've got automation, and I'm not afraid to use it."

Ouch.

That's not how you woo someone. That's how you push them away. Make it personal. Show them there's a human behind the screen. Use names. Make it authentic. The result? It's like you've just handed them an exclusive, golden-ticket invitation into your world.

And guess what? They'll reciprocate. They'll search for that name, check out the brand's social platforms. It's like digital handshakes all around.

The Ripple Effect

This isn't just an email. It's the beginning of a beautiful relationship. The more you show up where they expect you to, the more they see you as a trustworthy partner, not just a business.

You become familiar, almost a digital friend, if you will. That ripple can spread, turning into waves of engagement, potential collaborations, and maybe even those coveted business contracts.

It's true what they say, "We only do business with the people we like." So, be that brand, be that person, be that expected delight in someone's inbox. It's all about the right conversation, at the right time, with the right person.

Happy emailing! 

Chapter 27: The Art of Expectation in Email Marketing

Good, no... Great news! You've now unlocked the level where your marketing charm operates at full throttle. You've embraced the joy of unabashed honesty and spiced it up with a touch of daredevilry. Now, you're ready to sprinkle some "premium" pixie dust. Let's dive into the fantastic world of expectation marketing.

The Golden Ticket: Premium Content

Imagine Charlie from "Charlie and the Chocolate Factory" (and if you haven't read it, remedy that posthaste!). Remember that radiant joy when he finds the golden ticket? That's precisely the sort of elation you want your recipients to feel when they get their hands on your exclusive content.

Give them a reason to stop everything, to feel the heartbeat of excitement—because what they are about to access is unique. It's not just about offering an inside look at your latest research or letting them into a VIP course. It's about positioning this as something they won't find anywhere else. Exclusive case studies, innovative research from your labs, and niche courses can work wonders here.

But here's the magic potion: the easy accessibility of it all. We're all living in the Netflix and Spotify era. We crave on-demand, we appreciate generosity, and we reciprocate to brands that treat us a tad bit special. Not all the time, though. You have to play it just right. Think of it like this: sometimes, the best parties are the ones you aren't throwing every weekend.

Santa's Not-So-Secret Recipe: The Squirrly Story

Now, let me reel you into a Christmas tale. No, not about Rudolph. Instead, it's about a company named Squirrly. One frosty December, they didn't send discount coupons or sale alerts. They sent joy, in the form of a delightful Advent calendar. The contents? Just simple, relatable, non-salesy Christmas ideas.

The snowball effect? Massive engagement. Flooded comments. And a jingle of brand love!

Yes, the smarty-pants marketer in you might think, "Hey, that's a fantastic list of engaged prospects!" Sure, you could gently pull them into a cozy email nest and serve them more of what they loved. But here's where the plot twist comes in: Squirrly didn't. The aim? To simply humanize their brand, to become that friendly neighbor who's always there when you need a cup of sugar (or Christmas cheer).

Unexpected?!

Or simply playing (and winning) on an expectation?

When my team pitched me that idea, I was like: "Okay, this is definitely new". We'd done many sort of BackStage VIP access passes, where the members received many work-in-progress and behind-the-scenes premium content that we only handed out to select few. This made them expect more marketing greatness from us, turned them into loyal fans and then loyal paid clients. These have always been some of our highest ROI-generating email marketing strategies.

So that made sense.

But when my team pitched me the Advent Calendar idea, that wasn't salesy at all and not tied into any campaign or any sales funnel, I was in disbelief.

Cristina, our Brand Manager, told me that I kept complaining about the low expectations people (you know: real human beings, not numbers in an Excel sheet) had of brands when it came to celebrating Christmas. She was right. During briefings, I told our many teams that people expected brands to only make some lousy campaigns that are either super salesy, or leading (or misleading) to a sale.

So she pitched me on the importance of turning a bad expectation to our favor, once more.

December is an important sales period for our Company, as many business owners, entrepreneurs, people with multiple projects, freelancers, are looking to find some nice deals for tools they can play around with between Christmas and New Year's Eve.

We scratched all that.

We simply did a series of emails, as an Advent Calendar with many wonderful Christmas ideas in each email.

The ROI ? (return on investment)

Not in December that year. In all the months that followed leading into the New Year, because our clients started opening our emails in much higher numbers than usual.

We nearly doubled our open rates for the following months, which led to many more sales, because conversion rates stayed the same.

There are many ways to look at client expectations. Dare to dream. Dare to get out there and address expectations in unexpected ways.

Hubspot's Three Musketeers of Email Marketing

The maestros at Hubspot break down the grand theater of email marketing into three starring roles:

Timely: Like your favorite sitcom that airs every Thursday.

Action-based: Think of a sequence in a rom-com where one gesture leads to another. Your user's action should prompt a specific, meaningful reaction.

Personal: Like receiving a handwritten note in an age of emojis and texts.

And here's a golden nugget: while companies are loving the cha-ching sounds from successful email campaigns, especially in the B2B arena, what's often underrated is the relationship ROI. Sure, there's a tangible ROI. But when done right, there's also an invaluable return on the relationship you nurture.

Let's wrap up this Christmas present... I mean this 27th Chapter:

Expectation marketing, especially in the realm of emails, is about recalibrating your mindset. Don't just look at it as another channel for sales or metrics. Look at it as your personal newsletter to each customer, as your handcrafted note in their bustling inbox. Be timely, action-based, and personal.

And remember, it's not always about the hard sell. Sometimes, it's about the heart sell.

Chapter 28: Long After The Curtains Drop

Written content isn't just a pretty accessory to dress up your website; it's the backbone, the soul, the heartbeat. Just like Ann Handley would put it, "Good content isn't about good storytelling. It's about telling a true story well." The magic isn't just in the story itself but in the telling.

Imagine walking into a stylish, modern boutique. The interior design is impeccable, the music is entrancing, but the shelves? They're empty. That's your website without content. All the aesthetic appeal in the world can't make up for a lack of substance.

1. The Supremacy of Content in SERPs

You might have heard chatter that 'content marketing is dying'. Don't buy into it. In the vast, wild world of the internet, where attention is the primary currency, Google acts as the vigilant gatekeeper, evaluating which sites deserve to be presented to the masses. And what's its primary parameter? Your content.

Those clickable titles on the search engine result pages (SERPs)? They're your storefront, and your content is the attractive display drawing customers in. It's content that tells search engines your site is not just a site, but a resource. It's a beacon for those who are looking for what you offer.

2. Branching Out Your Content Kingdom

While the blog might be the beating heart of your content marketing strategy, there are many other rooms in your content mansion that demand your attention. Think of each as an opportunity:

- About Us/Team Page: This isn't just a CV. It's a window into your brand's ethos, spirit, and most importantly, its people. Let your story shine.
- Product/Service Page: Ever heard of showing and not just telling? Your product page is where the action is. It's where you convince a potential customer that they need your product or service.
- FAQ: Anticipate questions and answer them with flair. Not only does this assist your user, but it also boosts SEO.
- Pricing Page: Nobody wants to squint and search to find out how much something costs. Be upfront, be clear. And infuse your brand's voice even here.

It might sound daunting to maintain consistency across these sections, but Handley suggests "Your tone of voice is your gutsiest, bravest asset." Be bold in maintaining this voice everywhere.

3. Managing the Content Orchestra

You might be thinking, "That's a lot of content to juggle!" And you wouldn't be wrong. But just as a maestro manages a symphony, you can orchestrate your content with finesse.

How?

With a neat, structured editorial calendar. It's your playbook, your strategy guide, your bird's eye view of what's happening, and what's next.

4. Walking the Talk: Our Expectation Marketing Approach to Content

In an earlier chapter, we lauded the virtues of transparency. So, here's a look behind the curtain. The Expectation Marketing model isn't about merely meeting expectations; it's about surpassing them at every turn.

We use the editorial calendar not just as a tool to track content, but as a blueprint to anticipate needs, to pivot when necessary, and to keep pushing our boundaries. We

embrace Ioana's wisdom: "If the label 'content marketing' is no longer right for what we're doing, then let's change our behavior instead of the label." We aren't just creating content; we're crafting experiences.

It's all about the story you're telling. Expectation Marketing doesn't believe in a formulaic approach, but in a genuine, consistent, and persistent strategy. I want to remind you that "the best of the best make us feel something." Make your content count by making it resonate. Embrace this model, and watch your audience grow.

Let's get down to brass tacks: The marketing world is teeming with creativity, innovation, and enough jargon to make a Scrabble champion sigh in defeat. But what's the core of marketing? It's about expectation. And expectation, my dear readers, is one power-packed word. It's anticipation, a mental setup, and a teaser of what's to come. So, how do we fine-tune this art of 'setting the stage'?

First, a confession: I love lists. No, not the dull to-do ones but the kind that can act as a springboard for your ideas. So, get your quills (or tablets) ready; here's a list that can change the course of your "Expectation Marketing" journey.

1. Storyboard Your Marketing Campaigns:

Remember the bedtime stories? The ones with the clear start, the meaty middle, and the climactic end? Weave your marketing campaigns similarly. Be a storyteller, not just a seller. And make sure you know what you're trying to tell, lest you end up with a Napoleon 2023 movie, where no scene makes any sense at all.

2. Anticipate Customer Queries:

Your customers have questions. They're teeming at the edges of their consciousness, nudging for answers. Be there, waiting, with the answers they seek. This isn't just about FAQ sections; it's about weaving the answers seamlessly into your content.

3. Customize Their Experience:

The age of 'one-size-fits-all' is a relic. Today, it's about crafting an individualized experience. But here's the twist: let your customers know you're doing so. Why? Because the expectation of personalization is as satisfying as the act itself.

4. Be Transparent:

Open the curtains. Let the sunlight of transparency pour in. Whether it's about how you

source your materials or how user data is managed, be upfront. When you set a clear expectation of honesty, you cultivate trust.

5. The Power of 'Coming Soon':

Teasers are to marketing what appetizers are to a meal. They whet the appetite, setting the stage for the main course. Don't underestimate the pull of a well-timed "Coming Soon" sign.

6. Feedback is Gold:

When customers voice their opinions, listen. And let them know you're listening. The expectation of being heard is a strong motivator for engagement.

7. The Human Touch:

In a digitized world, personal interactions stand out. Whether it's a handwritten thank-you note or a personal call, these gestures set an expectation of genuine care.

Wrapping this up (because all good things, including this chapter, must come to an end), expectation marketing is about setting the stage, lighting it up, and then performing so well that the applause resonates long after the curtains drop. It's about interweaving the stories you tell with the anticipation you create, in a tapestry that's as vivid as it is valuable.

In the words of someone who sounds a lot like me (because it's me), "Marketing's magic lies in mastering the dance of expectation. Step in rhythm with your audience, and you'll find the performance is oh-so-worth it."

Until the next chapter, dear readers, set expectations, meet them, and then exceed them. Cheers to crafting stories that stick!

Chapter 29: Enter the Overlord

Pause for a second and breathe. And while you're at it, mix a good dollop of patience into your content cocktail. Expectation marketing is a marathon, not a sprint. If you rush it, you might mistake it for another SEO trick from the fad factory. And trust me, we've all seen enough of those to last a lifetime.

But seeing as you've journeyed this far into the book, I have a sneaking suspicion that you're more turtle than hare. Slow, steady, and ridiculously strategic. And that's perfect! Because what we're about to discuss is the keystone in ensuring your content doesn't take any, um, 'unpresidential' turns (read: the wild west that was Trump's Twitter).

Be An Editorial Calendar Overlord

Old school? Sure. But planning is the essential framework of a results-driven strategy. No matter how much glitter you throw on it. When we began our expedition into expectation marketing, we drew up an editorial calendar. This wasn't a doodle on a napkin; it was our north star. A signpost to tell us, and our audience, what to expect next. A regular cadence of content. Not just content, but *purposeful* content.

Peek over here: expectationmarketing.com/editorial . Go ahead, swipe it. Make it yours. Rotate, flip, or turn it diagonally if that floats your boat (or makes your content pop). This is the culmination of years of fine-tuning expectation marketing since 2014 with a parade of diverse companies. (The 2014 here refers strictly to using expectation marketing strategies inside the content marketing strategies of the Squirrly Company and the clients of our Agency; we've been refining the rest of what you're reading here since 2012)

Oh, and if you've tiptoed through our blog on this topic, here's a nostalgic nugget: our very own editorial calendar from back in the day:
expectationmarketing.com/screenshot2

Pro tip: as you add layers—rows, columns, splashes of color—consider breaking out separate sheets for each month. You'll appreciate the cleanliness, trust me.

Notice our first columns? 'Blog Title' and 'Keyword'. We've pinned them front and center with a neat separator. So, even if you find yourself gallivanting over in column Z, those remain in view. In our 'Writer' and 'Status' columns, we're all about efficiency, employing dropdown menus to keep things swift.

Dive into content creation with the Expectation Marketing method:

Topic Choice/Pitch – Your creative squad or content guru should come up with tantalizing pitches for each blog title. The aim? To weave a magnetic title infused with the right keyword and, if you're feeling saucy, a strategic Call to Action. We'll dissect the anatomy of that in a future chapter.

Research – Ah, the scavenger hunt. Dive deep and gather those golden nuggets of info.

Writing – Time to transform those nuggets into a cohesive story. Your story.

QA (Quality Assurance) – Unleash your inner perfectionist. Nitpick away.

Proofreading – Where every comma, every apostrophe, is under the microscope.

Grammar aficionados, it's your time to shine.

Our content creation dance has seen countless iterations, adapting to various business rhythms. But its essence has remained the same. And once your masterpiece clears these stages, it's onto categorizing:

- Done – Fresh out the oven.
- Scheduled – Set to serve.
- Published – Bon appétit, world.

Remember, consistency in content is not just about churning out words. It's about meeting (and setting) expectations, while wrapping everything in your unique brand voice. Keep dancing to your rhythm, and your audience will join in. Happy crafting!

Chapter 30: Crafting Expectation Marketing Through Evergreen Content

Step back for a moment. Imagine you're staring at a blank canvas, armed with an artist's palette swathed in colors, each shade representing a different facet of marketing. But instead of slapping on vibrant, fleeting trends, we're going for something more eternal. We're reaching for those hues that stay vivid and true, regardless of the changing seasons of the marketing landscape. That's what expectation marketing is all about. And for us, it's all in the magic of evergreen content.

1. Setting the Calendar for Creativity

Every masterpiece begins with a plan. And your marketing strategy is no different. Start by framing your canvas: how much time do you have? A tight two-week window or a more languid six-week stretch? For our purposes, let's consider a month. But remember, you're the artist here. Choose the time frame that best suits the rhythm of your business.

2. Curating Topics Like a Museum Director

With your canvas framed, it's time to decide on the subjects of your masterpiece. Rally your team and solicit topic proposals. Aim for diversity and richness – about 25 to be precise. Why so many? It's all about options. Your content strategist is the curator,

selecting pieces that resonate with the broader theme of your gallery (or in this case, your brand).

3. Planning, Pitching, and Putting Things in Motion

Your chosen topics are your artwork, and your writers are the hands that bring them to life. Assign these topics promptly, ensuring each artist understands their subject matter intimately.

Now, here's a pro-tip straight out of Squirrly's playbook: As soon as a topic is chosen, set its status to 'Research'. This isn't just a token gesture; it's a declaration of intent. Because in the world of expectation marketing, research isn't just important—it's the very air we breathe.

4. Going Beyond the Norm with Evergreen Excellence

Research ensures you're not just echoing in the vast chamber of the internet, but truly adding value. But, what value? Let's aim for evergreen.

Why does evergreen content deserve its own spotlight? It's simple. It remains relevant. It solidifies your position as a thought leader. And most importantly, it speaks a universal language – resonating with both your audience and search engines.

Picking Evergreen Topics: The EM Approach

Ask yourself:

- Is this a topic with layers, waiting to be peeled back over time?
- Does our company have a unique perspective or experience that could be showcased here?
- How practical is this topic? Think tutorials or how-tos.
- Can we back our insights with hard data and turn it into a compelling narrative?
- Does this content address the burning questions of our audience?
- Can our expertise be channeled into recommending invaluable tools or resources?

While you're answering these questions, remember: you're not limited to evergreen. But just as every gallery has its showstoppers, these timeless pieces will become the crowning jewels of your content strategy.

In Conclusion: Standing Out in the Marketing Symphony

Marketing, especially in this digital age, is like an orchestra—every brand trying to play louder and clearer than the next. But here's the thing: it's not about playing the loudest. It's about playing what matters. Evergreen content, crafted with care and backed by research, does just that.

If there's one thing to take away from Ioana Budai's wisdom, it's this: prioritizing research and valuing evergreen content isn't just a tactic—it's a testament to the kind of brand you aspire to be. So, pick up that palette and start painting your evergreen masterpiece.

Chapter 31: Thoughts

“What people expect from you and your brand matters more than ever. Not just because of loyalty, but because the world is moving so quickly. If you're not meeting them where they are, they'll move on without you.” - Florin Muresan

Ah, my imaginative friend, you've reached Chapter 31, and what a journey it's been! If marketing were a house, expectation would be its foundation; and if you've learned anything by now, it's the sheer power of expectation. So, while you've gotten the gist of this powerful technique, here are more intriguing thoughts to ensure that you're always two steps ahead in this ever-evolving marketing realm.

Unexpected Delights: If you've been a fan of Ann Handley's work, you know that delightful surprises are the cornerstone of customer enchantment. So, let's redefine expectations: go above and beyond. Offering a service? Why not throw in a mini-course or a pocket guide? Selling a product? Can you add a handwritten thank-you note? It's the small touches that often speak volumes.

Peek Behind the Curtains: Brands are no longer distant entities. Consumers yearn for authenticity and vulnerability. Why not share stories of your challenges, your team's fun days, or the missteps that taught you a valuable lesson? Creating an emotional connection deepens loyalty and surpasses superficial expectations.

The Pivot of Utility: Every piece of content or marketing effort should answer one question: "How does this benefit my audience?" If you can't find a concrete answer, it's time to rethink, rework, or even shelve that idea.

Collaborate with Your Community: Remember, it's not just about setting expectations but also about listening to them. Engage with your customers, ask them what they'd love to see, what problems they face, and then co-create solutions. Your consumers are an invaluable treasure trove of insights.

Embrace the Slow-Cook Approach: In a world addicted to speed, sometimes the best results come from letting ideas simmer. While it's great to jump on trends, there's something uniquely appealing about brands that offer evergreen value. So, nurture your strategies, be patient, and let the deep flavors of your brand seep in.

Humanize Data: Numbers are great. They provide quantifiable evidence of success. But, in the world of expectation marketing, emotions reign supreme. So, instead of just presenting statistics, paint a story. How did your product impact someone's life? How did your service transform a business? Narratives, not numbers, create relatability.

Less is More: The cluttered world is craving simplicity. Instead of bombarding your audience with information, focus on delivering crisp, clear, and concise messages. A well-articulated point often surpasses a barrage of mediocre content.

Wrapping up, it's evident that the world of marketing isn't just about setting and meeting expectations—it's about constantly evolving, understanding, and, more than anything, connecting. Let your brand's humanity shine through every piece of content, every product, every service, and remember, as someone rather Tom-esque would say, "The best marketing doesn't feel like marketing at all."

Now, go forth and enchant! Because the world doesn't just need more content; it needs more meaningful, expectation-surpassing stories that resonate.

Chapter 32: Mastering the Dance of Expectation Marketing

Expectation: a heavy word, right? One that can instill dread or inspiration. Let's aim for the latter.

You've probably been told time and again: “Under-promise and over-deliver.” But what if you didn't just over-deliver, but consistently hit the mark of what your audience expects? In the marketing universe, giants like Content Marketing Institute, Search Engine Journal, Moz, Coschedule, and BuzzSumo have set these powerful expectations. I *expect* greatness from them. Why? Because they've raised the bar for themselves and meet it, over and over.

What's Their Secret Sauce?

They don't just create content. They craft it. Every email, article, or tweet they send out isn't just ticking a box in an editorial calendar. It's a promise of value. And they're not afraid to zag when everyone else is zigging. When you unwrap the layers of their genius, you'll find authenticity, an uncanny knack for forecasting trends, and a twist on familiar themes that makes you think, “Why didn't I think of that?”

You too can become someone's trusted source. But first, you need a process that makes your team efficient, so they can focus on delivering that value.

The Editorial Calendar - An Ounce of Prevention

What's more heart-pounding than a treadmill session? Maybe it's trying to locate an article draft from a sea of emails, or worse, amidst a flurry of Slack messages. Editorial calendars to the rescue! But wait – not just *any* calendar. Let's craft this like an artisanal latte: simple, but perfected.

Picture this. A column where links to drafts aren't buried beneath tasks, reminders, or emojis. A column that speaks in the hushed tones of a librarian: "Here's your link. No fuss, no muss." The Temporary Link column.

The difference between a smooth day and a hairy one often boils down to how many times you have to answer, "Hey, where's that piece you were writing?"

It's not just about minimizing steps. It's about respecting everyone's time. If your team can access what they need in a split second instead of chasing it down in a 10-minute game of digital hide and seek, you've already won half the battle.

QA and the Dance of "Oh, My Stars!"

Ah, QA. This is where content's mettle is tested. Suddenly, it's not just words on a screen. It's a message, a brand voice, soon to echo in front of thousands. Gulp. Breathe. Remember, this is not just about catching typos. It's about ensuring alignment with those high expectations you've set.

When QA is approached not as a mere gatekeeping step but as an opportunity to finesse, to elevate, to sprinkle a little stardust – that's when the magic happens. And that's when your audience, like me with the marketing giants, begins to expect not just content, but *value* from you.

In sum, setting expectations isn't about promising the moon. It's about reaching for it, day in and day out. With the right tools, a streamlined process, and a pinch of audacity, your brand too can rise to the pantheon of marketing legends. Onward and upward! 🚀

In a bustling online marketplace, where the distance between consumer and brand seems increasingly virtual, how do you ensure that your brand stands out? Well, I've got some insights for you, and they're all derived from a certain 'rhythm' we'll discuss in just a moment. Let's start, as always, by anchoring our strategy with some numbers.

A Note on Posting Frequency

HubSpot, that old stalwart of digital marketing benchmarks, provides an enlightening report about posting frequencies across industries. But here's the thing: while numbers and statistics are necessary and provide guidance, they aren't the be-all-end-all. What works for a fast-fashion brand might not chime with a B2B tech firm. The key? *Know your audience*. And then set your frequency accordingly.

The Inside Scoop: Embrace Transparency

Ah, transparency. A word often thrown around boardrooms without much understanding. But here's a *pro tip* from our journey in the digital world: Sharing inside information isn't always a disaster in the making. Sure, competition can be as fierce as a caffeine-deprived Monday morning, but remember this: the magic recipe that worked for you might not yield the same results for your competitors. What's more? Genuine insights from your brand's journey can be that special sauce that endears you to your audience. Whether it's the story of your Product Hunt launch, the nitty-gritty of your latest SEO campaign with Seoplugin.xyz, or those often-hilarious missteps that lead to profound lessons, *embrace your narrative*.

When we shared our insights and exact methods of how we successfully made our first Product Hunt launch, our audience was going crazy over our content. Everyone wanted to know.

When we made the BetterMarketer giveaway, where even Neil Patel, Ann Handley, Pat Flynn, Jay Baer and more (<https://www.squirrly.co/better-marketer/>) engaged with us and with our participants, what did we do?

We gave away ALL our recipes for making that giveaway a huge success!

The initial plan, our notes from brainstorming, our sets of KPIs, our editorial calendar, the whole structure and everything! All the before and all the afters.

We still have it today for Premium Pass members of our Education Cloud PLUS by Squirrly online learning platform. So you can still access it.

And seopugin.xyz was one of our biggest Trust builders and community enhancers. Sure, it gave Yoast and RankMath (some of the competitors to one of our products) lots of ideas and they even managed to launch some of our features before we did, but overall we won many hearts and minds who would never go to our competitors.

The Perfect Blend: Automation Meets Authenticity

There's no harm in automation; in fact, in today's fast-paced digital world, it's a bit of a necessity. But relying solely on automation is like sending a robot to a human party. The result? A mechanical, emotionless conversation that makes people yawn. When a relevant event shakes the world, your audience expects to hear a genuine voice from your brand, not an automated one. So, balance it out. Post manually when you have something authentic to share, and let the tools handle the routine.

Consistency: The Heartbeat of Expectation Marketing

Ah, we've reached the heart of the matter: consistency. In the world of Expectation Marketing (EM, if we're going all acronymy), consistency isn't just about posting regularly. It's about maintaining a tone, a style, and a promise. Sometimes the metrics might not reflect immediate success, but that's no reason to abandon ship. The commitment to relentless content delivery is a marathon, not a sprint.

But, if you're panting just thinking about this, don't sweat it! Reach out to us. We've got a roadmap and some nifty hydration tips to keep you on track.

Accessibility: Keep It Simple and Straightforward

If you're hoping your prospects will embark on an "Indiana Jones"-esque quest just to locate your contact information, think again. The modern website visitor has the patience of a goldfish with a caffeine addiction. Your contact details should be clear, obvious, and ideally, present within a universally-accessible menu bar. And hey, if you can jazz it up with contrasting colors that pop, you're golden!

Remember, it's about effort. The less effort your prospect needs to make, the better your conversion chances. And speaking of effort, make sure your brand, name, and tagline are out there. Clear as day. No one wants to play guessing games.

To Sum It Up...

To truly excel at Expectation Marketing, one must understand the delicate dance between automation and authenticity, between transparency and strategy. Be genuine, be consistent, and above all, be patient. Your audience is listening; all you need to do is keep the rhythm.

Until next time, keep those expectations high and your content even higher! 🚀

- Inspired by the squirrlyans who helped us grow world knowledge

Chapter 33: Playing Up Expectations without Peacocking

In the wild world of brand marketing, there are the constants—the North Stars—that guide our every strategy. Brand name, tagline, and logo come to mind. And then there are the innovative tweaks, the subtle shifts, that can dramatically influence outcomes. That's where Expectation Marketing (or what I like to call, "Marketing with a Mission") comes into play.

Let's dive into an idea that's gaining traction.

Your Brand Isn't Just for Footers Anymore

Traditionally, brands neatly tuck their logo and tagline at the bottom of the page. "Out of the way, yet still there!" as many would say. But why not flip the script and bring that brand love to the top? A brave agency client of ours did just that. They not only placed their brand up top but proudly showcased their sales numbers alongside it, all beneath a dynamic photo.

And the results? Remarkable sales outcomes. It turns out when you lead with pride (sans the peacock's flamboyance), people stand up and take notice.

Clarity is King

Now, here's a tip you can pull from our agency's playbook: K.I.S.S. (Keep It Simple, Smarty; YES, Smarty, because if you've made it this far in the book you're clearly the

smart and curious type). In the fast-scrolling world of the internet, clear, crisp messaging is a breath of fresh air. Be transparent about your services and set expectations right off the bat.

For our client, they used the word 'unique'—one simple yet effective descriptor. It's like inviting someone into your home, making them comfortable, and letting them know just where the cookies are.

But—and this is a big but—avoid the urge to over-decorate your messaging space. Overhyped language, though tempting, often reads like a braggart at a dinner party. It's just... too much. So, keep your brand's virtual suit tailored, not bedazzled.

Social Media & Chatbots: The New Front Door

Every brand has a social media presence (or at least they should). Highlight channels you're active on, and if you're offering support there, make it crystal clear. It's like planting a flag and saying, "Here we are! Ready to assist!"

Speaking of assistance, if you've got the means, integrate a chatbot into your homepage or product pages. It's an open invitation for a chat over virtual coffee. An experiment by CONVRG found that a coupon giveaway campaign via chatbot tripled its response rate compared to email. Talk about conversation starters!

Source: [The State of Chatbot Commerce in 2017](#)

To wrap up, think of Expectation Marketing as a lovely blend of traditional practices with a twist of innovation. Aim for clarity, show off a bit (but don't go full peacock), and welcome your customers with open arms, or in this digital age, open chatboxes.

Every bit of marketing you're doing right now, can be changed by expectation marketing. If you learn how to play with these expectations and become a master at learning all the expectations that clients have, you can begin to innovate everything.

Onwards and upwards, marketer!

Chapter 34: Shouldn't This Be The Norm for E-commerces?

Ponder this: why do e-commerce platforms exist? At their very core, they're a conduit, a bridge between businesses and consumers. With the shimmering aisles of the digital marketplace beckoning customers every minute, shouldn't it be easy for retailers to simply open shop and watch customers flood in? Yet, the reality isn't that simple, is it?

Expectation marketing is like that tiny signboard outside a quaint shop that says, "Come on in, we know exactly what you want." But instead of resting on that small signboard, we're talking a huge neon sign that says, "We GET you. Come and see."

First Things First: The Elusive Google Search

Every online retailer's dream? To be perched atop that gleaming throne known as the first page of Google search results. But alas! Not everyone gets the crown. Many, in their desperation, resort to quick fixes. Enter Pay-Per-Click advertising, a glittering siren that promises visibility. And while there's nothing wrong with PPC in moderation, too many e-commerces treat it like the end-all-be-all.

Imagine for a moment that you're throwing a party. PPC is like sending out expensive, glittery invites. Sure, it gets attention. But what if, when guests arrive, there's no music, the snacks are subpar, and the atmosphere is dull? They won't stick around. Similarly,

while PPC might get clicks, if your website doesn't deliver on user expectations, those clicks are just wasted pennies.

Mapping It Right with Expectation Marketing

In the world of e-commerce, getting your website on the proverbial map is tantamount to winning half the battle. If you own an eCommerce platform, you might be nodding right now. Those nods are what led to the unveiling of the expectation marketing strategy. Because we've seen the gaps, and they're wider than the Grand Canyon.

The map here isn't just about visibility. It's about carving a pathway straight into the heart of customer expectations. It's about anticipating needs before they even realize they have them.

Customer Behavior: The North Star We Often Ignore

Perhaps what's most astounding in the digital age is that, while we have more data at our fingertips than ever before, we sometimes miss the forest for the trees. And the most significant tree in that forest? Customer behavior.

It's not just about selling products anymore. It's about selling experiences. Remember the last time you landed on an e-commerce website and everything just felt...right? The products, the recommendations, the flow, the ease. That's the magic of aligning with customer behavior.

Yet, shockingly, few e-commerces harness the dual power of consistent publishing and a phenomenal user experience. It's like having the ingredients for a gourmet meal but choosing to serve fast food.

Do yourself a favor and go to

<https://chiefcontent.com/how-to-create-a-successful-online-store-with-wordpress/>

It doesn't matter that it says WordPress. The part I want you to read applies for any kind of e-commerce site you could build on any platform.

Do a ctrl+F (or command+F) and search for "The Complex Mode". Read those ideas, to hear the story of how one ecommerce site managed to beat Steam at its own game in

the world of PC Games, just by simply delivering a better experience, based on understanding the expectations of their customers.

Wrapping It Up

Someone once said, “Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time.” And that’s the essence of expectation marketing. It’s recognizing that behind every click, every search, every purchase, there’s a human being with hopes, desires, and expectations. And the e-commerces that grasp this? They don’t just sell products. They sell memories.

As we pivot towards a world where customers are increasingly discerning and demand value at every touchpoint, the clarion call is clear: Adopt expectation marketing. After all, shouldn't this indeed be the norm for e-commerces?

Chapter 35: The Dual Universe of Modern Marketing

In today's digital age, the customer experience stretches across two distinct realms: the virtual tapestry of online spaces and the tactile world offline. While our online presence often grabs the limelight (thanks to our ever-burgeoning obsession with screens), it's paramount to understand that our audience exists beyond pixels and apps. They shop in brick-and-mortar stores, chat with friends at local cafes, and pass by billboards while driving home. Thus, every brand has a dual obligation—to offer both the possibility and the information that their customer anticipates. In other words, we must craft a two-pronged approach that envelops and delights our audience.

Expectation Marketing: Crafting the Expected Narrative

What does a customer expect when they walk into your digital or physical space?

Expectation marketing is not just about meeting these expectations, but also about understanding and anticipating them in the first place. It's akin to hosting a dinner party and being mindful of what your guests would love on the menu. It's thoughtful, tailored, and remarkably straightforward.

- **Content Mastery:** It's about creating not just the right content but also the right *amount* of content. Oversaturate, and your message drowns in noise. Underdeliver, and your audience leaves hungry. It's a delicate balance.

- Low-Risk Strategy: By aligning with audience expectations, we steer clear of marketing gimmicks that might backfire. We build trust through consistency and reliability.
- Efficiency and Productivity: Time not spent guessing what your customers want is time saved. Plus, delivering what's expected means fewer adjustments later.
- Answering the Questions: Before they're even asked! Every brand has a list of frequently asked questions. But expectation marketing answers them before the customer raises an eyebrow in query.

Our Squirrly Affair: An Expectation Success Story

At Squirrly, we didn't just stumble upon expectation marketing. We embraced it wholeheartedly, weaving it into the fabric of our brand narrative.

How?

Well, the transformation began with a simple realization: when people heard of our brand, they expected a certain flavor, a certain essence. Instead of disrupting that narrative, we opted to enrich it.

Our primary focus remained developing top-tier products and services. Yet, in the backdrop, we orchestrated special events—giveaways, quizzes, product launches—to spice things up. Think of it as adding an unexpected dessert to a predictably delicious meal.

Moreover, we didn't keep this strategy close to our chest. Our experts, who (between us, might have been working on this fascinating book), have adapted this for diverse clientele across various sectors.

And the cherry on top? Constant feedback. Keeping an ear to the ground, actively seeking feedback, and being accessible for queries, allowed us to fine-tune our approach in real-time.

Expectation marketing is not about playing it safe; it's about playing it smart. It's about acknowledging the power of a familiar tune while occasionally sprinkling in an unexpected note. So, as you carve out your marketing strategies, remember: sometimes, giving people what they want can be the most revolutionary thing you do.

Chapter 36: The Research Journey of the Modern Customer

In the age of information, buying decisions aren't solely influenced by advertisements or marketing campaigns. Before making any purchasing decision, today's consumer embarks on a comprehensive research journey. Expectation Marketing is built on understanding this journey and catering to the evolving needs of your customer. Here's a closer look at the types of research customers undertake before making a purchase decision.

1. Product Reviews and Testimonials

The voice of the crowd holds immense power. Potential buyers often turn to product reviews and testimonials to get a feel for how others have experienced a product or service. These can be on the company's website, third-party review platforms like Yelp or TripAdvisor, or even on social media.

2. Product Specifications and Details

The modern consumer craves detail. Whether it's the battery life of a smartphone, the materials of a jacket, or the active ingredients in a supplement, detailed product information helps consumers understand if a product meets their specific needs.

3. Comparison Shopping

Customers frequently use comparison websites and tools to evaluate products side by side. They're not just comparing prices; they're examining features, benefits, warranties, and more. Sites like Google Shopping, PriceGrabber, or Shopzilla are just a few examples.

4. Unboxing and Demonstration Videos

Visual content provides a clear sense of what to expect. Customers often turn to platforms like YouTube to watch unboxing videos, product demonstrations, or tutorials, providing insights into the real-world application and feel of a product.

5. Brand Reputation and Ethical Stance

More consumers today are aligning their buying habits with their values. They research a company's reputation, ethical stances, sustainability initiatives, and any controversies they might be involved in.

6. Question and Answer (Q&A) Sections

Many websites now have a Q&A section where potential buyers can ask previous purchasers or the company questions about the product. This direct interaction offers invaluable insights and can often sway a purchasing decision.

There are clients now who spend more time in the Q&A sections of a page, than they do reading the shop's or manufacturer's descriptions.

Take our advice: enable such things on your end. The way you reply to questions can help you:

- Gain more love
- Shine a light on lesser known facts or success stories surrounding your brand

7. Industry Blogs and Magazines

Third-party sources like industry blogs, magazines, or influencers can hold significant sway in a buyer's decision-making process. An endorsement or a critical review from a trusted source can either enhance or diminish the appeal of a product or service.

8. Social Media

Customers explore platforms like Instagram, Facebook, or Twitter to see how products are discussed and portrayed. User-generated content, like posts or stories featuring a product, can serve as indirect endorsements.

Especially groups, and here we can start mentioning Twitter (X) Communities, Facebook Groups and LinkedIn Groups.

9. Warranties, Guarantees, and Return Policies

The perceived risk of purchasing is often mitigated by warranties, money-back guarantees, or flexible return policies. A customer will feel more confident knowing there's a safety net should the product not meet their expectations.

Consider it a big failure if you have these things in place AND they are great AND you do NOT show them clearly to your customers.

Do another audit of purchase experiences on your end, to see if your digital brand showcases all these risk mitigators, during important moments.

10. Customer Service and Support

How a company deals with inquiries, complaints, or after-sales support can be a significant deciding factor. Customers may check ratings for customer service or even contact a company directly to gauge their responsiveness and helpfulness.

The digital age has empowered consumers to be more discerning and informed than ever before. Understanding the depth and breadth of this research journey is vital for any brand aiming to effectively market their offerings. Tailoring your content, ensuring transparency, and being present at multiple touchpoints will put you in a favorable position when customers are in their research phase. Expectation Marketing is all

about being in tune with these evolving expectations and delivering at every step of the way.

The time a customer takes to research before reaching a purchasing decision can vary widely based on several factors:

1. Complexity of the Product or Service

For simple or impulse purchases, like everyday commodities or low-cost items, the research process might be swift or even skipped altogether. However, for complex or high-ticket items (e.g., cars, electronics, property, or holidays), the research might span days, weeks, or even months.

2. Urgency of the Need

If a customer urgently needs a product or service—perhaps a last-minute gift or a replacement for a broken item—the research phase might be expedited. On the other hand, if it's a discretionary purchase, they might take longer to mull over their options.

3. Customer's Prior Knowledge

If a customer is already familiar with a product category or has bought similar items in the past, their research might be shorter. Conversely, if they're entering a new domain, they might need more time to understand and evaluate their choices.

4. Availability of Information

The ease with which customers can find relevant information will influence the research time. A product with abundant clear, concise, and easily accessible information might hasten the decision-making process compared to one with sparse or confusing details.

5. Individual Decision-making Styles

Some people are decisive and have a natural inclination to make swift choices, while others are more deliberative and like to ponder over every detail.

6. Social Influences

Friends, family, or influencers can expedite or prolong the decision-making process. If a trusted source vouches for a product, the research might be cut short. In contrast, mixed opinions might extend the research phase.

7. Emotional Factors

Sometimes, emotions like excitement, fear, or even peer pressure can speed up or slow down the decision-making process. For instance, the thrill of a sale might prompt a faster decision, while the fear of committing to a significant expense might delay it.

Estimates:

Low-cost, Impulse Purchases: Almost immediate to a few hours.

Moderate Purchases (like clothing, mid-range electronics): Several hours to a few days.

High-ticket or Complex Purchases (like cars, homes, luxury items): Days to several months.

Conclusion:

The customer's research journey is multifaceted, with its duration determined by a combination of personal, social, emotional, and informational factors. For businesses, understanding the typical duration for their product category can help tailor marketing strategies and support mechanisms to guide the customer efficiently through their decision-making process.

Chapter 37: The Power and Promise of Expectation Marketing

“Meet them where they are. And then exceed where they expect.” - The unspoken motto of Expectation Marketing

Why Expectation Marketing Matters

Consistency: In a world that's chock-full of choices, and where your audience is constantly bombarded with information, consistency is like the comforting cup of tea on a cold day. It tells your customers that you are there for them, today, tomorrow, and every day. Consistency creates familiarity, and with familiarity comes trust.

Stability: Remember the old saying, "A business that's predictable is a business that's bankable?" Okay, maybe that's not an old saying, but it should be. Stability in your marketing speaks of a grounded business, one that's here to stay.

Image and Brand: Consistency and stability form the bedrock of your brand image. How you're perceived in the public eye isn't just about flashy logos or catchy slogans. It's about meeting expectations and then exceeding them. It's about promising and over-delivering, every single time.

Effortless Conversion: The beauty of expectation marketing is that it subtly nudges the fence-sitters into your camp. Picture this: A potential customer hears about your product from a friend, finds an insightful blog post you've written addressing their exact concern, and then sees your prompt customer support in action on X (formerly Twitter). Before they know it, they've moved from "considering" to "buying."

Easy Access and Presence: The modern consumer loves to research. Before making a purchase or entering into a partnership, they dive deep. They want to know who you are, what you stand for, and most importantly, if you're active and approachable. Offering clear, accessible information and being active in the places they frequent forms the crux of sound expectation marketing.

The Anatomy of Expectation Marketing

1. An Informative Website: Your website isn't just a digital address; it's your storefront, your spokesperson, and your first impression. Ensure it's stocked with clear and crucial information - from phone numbers and email addresses to a detailed description and a logo that conveys your ethos at a glance.

2. An Engaged Blog: Let's face it. Anyone can write a blog post. But not everyone can write a blog post that answers the burning questions of their audience. Aim to be that beacon. Write consistently – say, once a week – and address the issues, concerns, and curiosities of your audience. Your blog isn't just about selling; it's about conversing.

3. Active Social Media: Gone are the days when social media was optional. Today, it's the pulse. But mere presence isn't enough. You've got to be active, engaged, and genuinely invested in your field. Share useful information. Engage with followers. Offer support that feels human, not automated. Because guess what? No one likes talking to a bot.

If one of our previous authors helping us out with this book, were to sum up expectation marketing, she might say, "It's about recognizing that your customers aren't just stats on a spreadsheet. They're real people with real expectations. And

every time you meet those expectations, you're not just marketing. You're building a relationship. One expectation at a time."

Dive deep into the world of expectation marketing, and you'll realize it's not about extravagant gestures. It's about the little things, the consistent efforts, and the genuine connections. And as with most things, it's the little things that make all the difference.

Chapter 38: Expectation Auditing: The Not-So-Secret Sauce of Spectacular Marketing

In our journey of understanding *Expectation Marketing*, let's embrace our inner Ioana. Picture this: A marketer with snazzy shoes, a penchant for storytelling, and a notepad filled with expectation notes. Sounds fun? I thought so.

Expectation Marketing isn't just about setting and meeting customer expectations—it's about exceeding them. But how can you exceed expectations if you're not even sure where you stand? That's where our trusty audit comes into play.

The Glance-and-Go Test

Start with the basics. Your website, the virtual doorstep of your business, should immediately answer three pivotal questions:

Who are you? (Hint: That's your company name!)

Got a logo? Good. Make it visible. Make it memorable.

What on Earth do you do? (No, seriously. Can your grandmother explain it after a single glance?)

Here's an Easy-to-Adopt Table

Must-Haves	Got It?	Easy to Find & Understand?
Company Name	<input type="checkbox"/>	<input type="checkbox"/>
Company Logo	<input type="checkbox"/>	<input type="checkbox"/>
What Does the Company Do?	<input type="checkbox"/>	<input type="checkbox"/>

Communication is a Two-Way Street

Emails and phone numbers are the business world's peanut butter and jelly. Old school, but rock solid. Your customers should have an avenue to reach out for whatever they need, whether it's a question, compliment, complaint, or even if they just want to chat about last night's 'Dancing with the Stars' episode (okay, maybe not that last one).

Contact Details	Got It?	Accessible & Clear?
Email Support	<input type="checkbox"/>	<input type="checkbox"/>

Email Sales	<input type="checkbox"/>	<input type="checkbox"/>
Office Number	<input type="checkbox"/>	<input type="checkbox"/>
Support Number	<input type="checkbox"/>	<input type="checkbox"/>
Sales Number	<input type="checkbox"/>	<input type="checkbox"/>

Diversify and Multiply

Remember, not everyone wants to pick up a phone. Some might prefer emails, while others lean into chatbots or social media channels. Make sure you're there, wherever "there" is for your audience.

Stay Social, My Friends

Ah, social media—the town square of the digital age. But it's not enough to just be *on* social media. What are you doing there? Are you posting frequently, engaging in chit-chat, and sharing your website's brilliance?

Mobile-Friendly = Customer Friendly

Here's a newsflash: Almost everyone has a smartphone. Your website shouldn't just be mobile-friendly, it should woo mobile users with its seamless design and intuitive interface.

Searchability: Be the Needle AND the Haystack

It's simple. When someone searches for your company's name, they should find you. If they can't, you're virtually invisible.

Emails: The Digital Handshake

Your email list is gold. But are you treating it that way? From the initial greeting to the monthly newsletters, your emails should resonate, relate, and reverberate value.

This audit isn't just a checklist—it's an opportunity. Each box you tick is another step towards becoming the brand your customers didn't know they were waiting for. So grab that notepad and snazzy pair of shoes. Let's exceed some expectations!

Chapter 39: The Art of Mastering Expectation Marketing

“Content is fire; social media is gasoline.” - Jay Baer

The above quote doesn't just articulate the importance of content; it also, in many ways, hints at the need to manage expectations. In the realm of marketing, expectation is what primes your audience. It's the silent drumroll before the grand reveal. Now, how do you truly get a grip on Expectation Marketing? Here are some pathways:

Option 1: Dive Deep into this Book

First and foremost, if you're reading this, you've already taken a step in the right direction! There's a treasure trove of insights, strategies, and anecdotes nestled within these pages.

Remember, to truly understand Expectation Marketing, you shouldn't just skim; you should immerse. Understand the principles, the nuances, and the subtleties. Then, apply them.

Ann Handley often says, *“Good content isn't about good storytelling. It's about telling a true story well.”* So, approach each chapter as a story. Understand the truth it's trying to convey, and then adapt that truth to your unique brand narrative.

Option 2: Do It Yourself (DIY) - The Long Game

Going the DIY route requires patience, grit, and determination. It's the long game but can be exceptionally rewarding.

Start by consuming content. Read what others in your industry are saying. Watch videos, attend webinars, listen to podcasts. Then, create. Put out your content, learn from the feedback, iterate, and put out some more. As Ann would say, *"Make the customer the hero of your story."* With every piece of content you craft, focus on aligning your message with the expectations of your audience.

Yes, it's a long strategy, but in marketing, sometimes the tortoise does beat the hare. The consistent, incremental progress you make will compound over time. Before you know it, you'll have mastered the art and science of setting, managing, and exceeding expectations.

Option 3: Let the Experts Take the Wheel - Hire Us!

The beautiful thing about being in a world so connected is that you don't have to do it all alone. If you feel you need a nudge, or perhaps a full-blown push in the right direction, we're here for you. Hiring experts can not only expedite your journey but can also add layers of insights and strategies you might have overlooked.

We've been down this road, navigated its turns, and have a map that's tried and tested. Together, we can harness the power of expectation, ensuring your brand not only resonates but also remains memorable.

In conclusion, the pathway you choose depends on where you see yourself, your resources, and your aspirations. Whether you're poring over this book, creating content, or considering getting expert help, remember this gem: *"Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time."*

Keep that human at the forefront, manage their expectations, and you'll be on your way to mastering Expectation Marketing.

Chapter 40: The Benefits of Good Expectation Marketing Content

In the midst of the noisy marketplace that is the digital age, expectation marketing is your compass, your north star, your lighthouse—whatever metaphor tickles your fancy. It's the breadcrumb trail that leads customers to your door and invites them in for tea. And what is the crux of expectation marketing? It's the content. Content that's smart, engaging, and most importantly, anticipated.

Let's dive into the numerous benefits of doing expectation marketing content right:

1. It's Like Your Business Has Its Own Broadcasting Channel When you're regularly publishing valuable content, your audience notices. Imagine your brand's content like a television show with episodes releasing on schedule. Your audience waits for it. It's a tangible sign of your brand's commitment and vibrancy. It assures them that you're not just there for the sales pitch, but you're there, consistently, with new insights, updates, or offers. It's the equivalent of waving from your digital storefront, reminding everyone, "We're open and bustling!"
2. The Trusty Guidebook for Decision-Making In the days not so long gone, before a big purchase, you'd often consult a buying guide or maybe the knowledgeable elderly neighbor next door. Today, that guide is your content. Your audience seeks information

to make decisions—from what products to buy, to how to use them, or even how to troubleshoot them. By creating content that addresses these needs, you're positioning your brand as the trusted neighbor, the go-to source, the authority.

3. The Not-So-Subtle Nudge: Remember that school friend who'd occasionally pop into your life with a hello? That's what your content does for your leads. Even if they aren't ready to buy right now, your consistent content serves as a gentle reminder. It's the nudge, the poke, the wink from across the room that says, "Hey, remember us?" Without being overbearing or pushy, you're softly nudging your leads down the sales funnel, building up momentum for when they are ready to take the plunge.

4. The Swift Onboarding Ramp For newcomers, a company without content is like entering a party where everyone knows each other, and you're the odd one out. Good content can be the friend that introduces you around, offering context and insight into what the brand is all about. New audience members or potential leads can get up to speed quickly, understanding your value proposition, brand personality, and how you can address their needs.

If there's one thing to remember, it's that expectation marketing isn't a one-off trick. It's a commitment. The benefits are manifold, from increasing visibility to building trust, from keeping your brand top-of-mind to easing the learning curve for newcomers.

The next time you're pondering your content strategy, remember these benefits. Let them be the guiding light as you craft content that isn't just expected, but eagerly anticipated. Because in this digital age, that's how you create a connection that lasts.

Chapter 41: Bonus Lesson: Pinpointing the Subjects Your Audience Expects You to Tackle

In the sprawling world of marketing, it's often easy to fall into the trap of following trends blindly or creating content based on what *you think* your audience needs. But what if I told you that the richest source of insights and content ideas isn't necessarily in the hottest marketing books or the latest trends? Instead, it's in the conversations, whispers, and sometimes even the roars from your very own audience.

Who's more acquainted with the truths of your brand than your audience? Let's tap into their collective wisdom.

1. Eavesdrop on Social Media

Now, I don't mean this in a creepy, lurking-in-the-shadows way. It's about tuning into comments, retweets, shares, and all those little digital exchanges on platforms like Twitter, Instagram, or LinkedIn. These are unfiltered feedback. Real people, real opinions, real time. Would a good marketer simply skim these? No, she'd dive deep, highlight, and take notes.

2. Listen, Then Answer the Audience

In your audience's queries and comments, there's an implied expectation. If multiple people are asking the same question or voicing a similar concern, there's a gap in the content or a misunderstanding that you need to address. Turn their questions into your headlines, their doubts into your subheadings. Answer them through your content, addressing every nuance.

3. Untangle Support Emails and Conversations

Here, you'll find problems that your users are facing, and maybe even some they didn't know they had. As Lexy would probably muse, "It's not just about fixing problems. It's about understanding their root and weaving a narrative that offers a solution." So, don't just address the issue—explore it, discuss it, and position yourself as the guiding light.

4. Sales Emails and Conversations: The Goldmine

Your sales team is on the frontlines, gathering intelligence without even realizing it. Every conversation, objection, or query they face is a potential topic to explore in your content. Regularly chat with them, buy them coffee if you must, but tap into their wealth of frontline knowledge.

5. User-Generated Content: The Good, The Bad, The Ugly

Most brands are excited about the glowing 5-star reviews, the shining testimonials. But there's so much to glean from the 1-star, 2-star, or 'it's complicated' reviews. These are pain points, areas where you fell short of expectations. As a great mentor would advise, "Embrace the imperfections; they show you where to grow." Use this feedback as a compass, guiding your content towards addressing these gaps.

6. Survey Says...

You don't always need to be a detective; sometimes, it's okay to just ask! Survey your audience, whether on your site, through emails, or on social media. Our style isn't about guessing; it's about understanding. And what better way to understand than to ask direct questions? Frame them well, keep them open-ended, and let your audience fill in the blanks.

In wrapping up, remember that Expectation Marketing isn't about shooting in the dark or relying solely on trending keywords. It's about understanding your audience's needs, expectations, and aspirations. If you don't genuinely understand and care about your audience, all the strategy and storytelling in the world can't save you.

So, listen closely, tell their true stories well, and you'll never fall short of content ideas.

For the next few chapters, 42, 43, 44, 45 and 46, I will simply include the notes made by Ioana Budai for this book, as she observed the Expectation Marketing Audit that I made for my personal brand a long time ago.

She will mention the video that you can watch and a few more meta details about the whole thing.

I included her thoughts in multiple chapters, instead of just one, to make it easier to read in one sitting.

I imagine most of you by now, have started reading one chapter a day. With this in mind, I have structured Ioana's notes in such way that each chapter will present a few aspects that were brought to light during the audit.

Remember: as you're reading this book, the point is to write down notes. Take out many elements and checklists that you can start using for your own online projects and digital brands.

The purpose is not to simply follow along, but to actually craft your own plans as you're learning from our collective experience.

Chapter 42: Expectation Marketing: The Ultimate Audit

"Your brand isn't what you say it is. It's what Google says it is." – Ann Handley

Digital marketing's hallmark has always been the fast-paced, dynamic interplay of expectation and reality. If digital marketers can be equated to artists, then the canvas they paint on is perpetually shifting, morphing, and evolving. And that's thrilling. But just as an artist must occasionally step back to scrutinize their masterpiece, we marketers must, too. That's where our "Expectation Marketing Audit" comes in.

Step 1: Your Digital Business Card

Imagine visiting a store, and the salesperson doesn't wear a nametag, or worse, the store itself lacks signage. Your website is essentially the same. Every page should answer the question: "Who are you?"

- Brand name, logo, motto/tagline: These aren't just decorative. They are foundational pillars, transmitting your essence in mere seconds. If these aren't visible, you're essentially walking around with spinach in your teeth and no one's telling you.
- Contact Information: Would you trust a shop if you couldn't ask the seller any questions? Availability induces trust. Ensure your contact information is omnipresent, like a comforting background tune.

Step 2: The Welcome Mat – Your Home Page

Your homepage is your front porch. A brief scan should give a visitor a cozy feeling of understanding.

- **Descriptive clarity:** First impressions are crucial. An effective short description isn't just about what you offer, but how it solves the visitor's problem. As one of our favorite writers often says, "It's not about storytelling, but story *showing*."

Step 3: Are You Accessible?

Ah, accessibility. It's the digital version of having open ears and a ready smile.

- **Variety of Contact Options:** The more avenues you offer, the more you appear open to dialogue. It's the difference between saying "Talk to me!" and "Please, talk to me about *anything*!"
- **Visibility of Contact Options:** A buried email address or phone number is as useful as a lighthouse in a closet. Make them prominent. Make them inviting.

Step 4: Your Blogging Habits

Your blog showcases your expertise, your voice, and your commitment.

- **Frequency:** Regular posting shows you're active and involved in your industry. It's the difference between being a spectator and being a player.
- **Relevance:** Answering your audience's needs is the blogging equivalent of having a meaningful, two-way conversation.

Step 5: Key Website Pages

Your website's structure telegraphs how you think and what you deem essential.

- **Regular Updates:** Fresh content suggests you're evolving and that your information is current. Stagnancy, on the other hand, implies disinterest.

Step 6: The Social Network

Social media is today's word-of-mouth – turbocharged.

- Presence Across Platforms: Being on multiple platforms broadcasts your brand's versatility.
- Consistency in Content Sharing: If you're only sharing your content, you're that person at the party who only talks about themselves. Branch out. Be a listener, a sharer, a community member.
- Engagement: Interacting with your audience shifts you from monologue to dialogue. It's the digital handshake, the nod of acknowledgment.

Step 7: Mobile Optimization

Today, not being mobile-optimized is akin to running a store that's only accessible by ladder.

Step 8: Google - Your Unofficial PR Manager

If you're not on Google, you're digitally invisible. It's your brand's reputation manager, your silent partner in the ether.

Step 9: The Power of Emails

The email list is your VIP club.

- Drip Email Sequences: They nurture, they inform, they guide. An effective drip is a gentle hand leading a customer through a dark room.

In the grand swirl of digital marketing, expectation is both a compass and a map. Your customers, knowingly or unknowingly, lean heavily on these expectations to interact with your brand. The questions posed in this audit aren't just queries; they are mirror reflections of what your customers seek, consciously or subconsciously.

"If you don't dictate your brand story, someone else will." – an old saying

Our audit doesn't just measure up to this wisdom; it exemplifies it. When you walk through these elements, you're doing more than a routine check. You're aligning with

the pulse of the digital world, understanding its expectations, and crafting a brand story that resonates, enlightens, and delights.

In Expectation Marketing, it's all about dancing to the ever-changing tune while ensuring your brand's melody shines through. And with this audit, dear marketers, consider yourselves well-armed to choreograph that dance beautifully.

Marrying SEO and the Human Experience

It's bright and early on a Tuesday morning. You boot up your laptop and with coffee in hand, you open up your favorite search engine, ready to delve deep into the world of SEO. But wait – isn't SEO all about algorithms, backlinks, and meta tags? And yet here we are, about to embark on a human-centric journey through the world of digital optimization.

We've all been fed the notion that SEO is about pleasing the search engine gods, but there's a revolution in the air. Welcome to the world of Expectation Marketing.

The Rise of the Humans

Imagine a scenario where humans, with all their complex emotions, erratic behavior, and undying love for cat videos, stood at the heart of SEO. Well, guess what? They do.

Google, for all its codes and algorithms, has always been about the humans. The search engine's primary goal has been to serve people the most relevant content for their queries. So while we dress up our websites in fancy keywords, our ultimate aim is, and always should be, optimizing for the people. (as you can learn for free in: <https://www.squirrly.co/seo/>)

At the core of expectation marketing lies a simple yet profound principle: meet your audience's expectations wherever they are in their journey with you.

The Digital Handshake

Just as you wouldn't greet a first-time visitor to your home with a sales pitch, your website shouldn't smack new visitors in the face with pop-up banners and aggressive CTAs. Instead, think of it as a digital handshake, warm and inviting, ready to guide your visitors through an experience tailored just for them.

What do they expect when they first land on your site? Information? Trust signals? A bit of entertainment, perhaps? When you cater to these expectations, you're not just selling a product or a service. You're forging a connection, nurturing a relationship, and building a brand they'll want to come back to.

Feeding the Expectation Funnel

Now, you might think, “Well, Florin, this is all lovely, but how do we *know* what our customers expect?”

Great question, hypothetical reader!

It's a mix of data-driven insights and good old human intuition. And yes, a sprinkle of creativity.

Listen Actively: Use social listening tools, feedback forms, and direct customer interactions to understand what your audience is saying.

Analyze Intent: Not all visitors have the same intent. Segment your audience and offer them content that matches where they are in their buyer's journey.

Be Authentic: Authenticity is the bridge to trust. The more genuine your interactions, the more likely your audience will resonate with your message.

The Expectation Audit

So, how do you know if you're on the right track?

Enter the Expectation Marketing Audit. This isn't just another checklist. It's an introspective journey into how well you're resonating with your audience. It evaluates how effectively you're meeting their expectations at every touchpoint, from your website to your social media channels.

In the digital age, attention is currency. And to capture that attention, you have to give your audience what they're looking for, when they're looking for it. It's not just about attracting eyeballs—it's about holding them, engaging them, and leading them gently by the hand to a mutually beneficial end.

By doing all these, you'll also be raising the EEAT scores that Google craves these days, which will bring you even more visibility.

So, the next time you're optimizing your site, remember: you're not just catering to algorithms. You're speaking to humans. And what do humans crave? Connection, understanding, and a sprinkling of magic. In the world of Expectation Marketing, SEO doesn't stand for Search Engine Optimization. It's truly about Soulful Engagement Optimization.

Raise your coffee mugs, fellow marketers. It's time to expect more from our digital experiences. Cheers to the humans! 🍷

Chapter 43: Dancing to Your Customer's Tune

Expectations: we all have them. When you flick a switch, you expect the lights to go on. When you place an order at your favorite cafe, you expect the barista to get your coffee-to-syrup ratio just right (for me, it's 2:1, in case we ever meet at a cafe). But did you realize that our websites, social media platforms, and online personas are also held up against an extensive checklist of expectations by our prospective customers? Quite the revelation, isn't it?

Consider Google. If you're aiming for those sweet, sweet top spots on search results, you'll have to play by its rules: proper meta information, sprinklings of JSON, LD, just the right amount of OpenGraph, and a dash of Twitter cards. Google's quite the discerning gourmet when it comes to content consumption. But here's the twist: so are your customers.

Now, I'm about to introduce you to something spicy: Expectation Marketing Audit. Think of it as a health check-up, but for your brand's online presence. The goal? To see if you're harmonizing to the melody of your audience's expectations or, perhaps, clanging a few cymbals off-beat.

Engage in the Audit Tango

Picture this: you're sipping on that 2:1 coffee ratio (or your drink of choice), all set to audit your website. A virtual assistant named... oh, let's say 'Florin Muresan', greets you. The process begins with basics: the website name, a bit of back-and-forth, almost like a dance.

As you waltz through the audit, you'll face prompts that'll have you circling back to your website to verify if certain elements are present. Brand name, check. Contact info, check. A nostalgic photo from that time you went skydiving and swore to never do it again, maybe not.

The realization will strike you – these elements are what your audience, consciously or subconsciously, is seeking. And if they don't find it? Well, in the online realm, the alternative is but a click away. No need to trek across streets (which, let's face it, sometimes feels like a mountainous expedition). One missing piece, one absent element, and your prospect might just waltz away to a competitor.

Getting a Beat on Your Score

Once you've tangoed through the audit, it's recap time. How did you fare? Was your website hitting all the notes or were there some glaring missteps? It's important to remember: this isn't about perfection. It's about ensuring that the music – your online presence – is in tune with what your audience expects to hear.

So, in the playful words of our hypothetical audit assistant Florin, "Okay, that's cool." But always keep in mind that your customers are continually evolving their tastes and expectations. Stay nimble, and make sure you adjust your steps to match the ever-evolving rhythm of their needs.

Remember: Meeting your audience's expectations isn't just about checking boxes. It's about creating a symphony of experiences that keeps them coming back for an encore.

Wrapping up our Dance

The expectation marketing audit is more than just a diagnostic tool. It's a mirror, reflecting how well you're attuned to your audience's needs, and how gracefully you're dancing to their rhythm. It's an ongoing process, so never shy away from the dance floor.

And always, always keep your ears open to the melody of your audience. Because in the digital realm, it's all about keeping pace, one step at a time.

Chapter 44: How Consistency Drives Your Brand

“Tell a consistent story, and be unabashedly yourself, while you’re at it.”

It's like walking into a bookstore expecting to find a well-arranged collection of novels, only to find out every section is marked “miscellaneous.” Your brand, much like that bookstore, tells a story, and it's paramount for that narrative to be consistent. You may have a mesmerizing tale, but if the chapters don't align, the magic dissipates.

1. The Star Stories and the Slight Shifts

Every brand has its own star marketing stories. These are the tales that shape your brand's perception. Florin Muresan, for instance, draws attention to great startup marketing stories. But there’s a twist - there's inconsistency, a little here and a lot there.

You know that jarring moment when you're fully engrossed in a book and stumble across a typo? That's the feeling a different logo on a favicon or a tagline missing from the homepage gives your audience. It disrupts the story.

You can see how Florin used the audit from expectationmarketing.com right here:

<https://www.youtube.com/watch?v=-ROeW7XQCI4>

Our boss was auditing his own <https://florinmuresan.com/> and they way it looked at the time that video was made.

2. The Evernote Chronicles

Had we been jotting notes in our Evernote, we'd underline the importance of keeping branding elements consistent. Your logo is a symbol, much like a character in a narrative. If that character suddenly changes names in Chapter 7, the readers (your audience) get confused.

3. Navigating the Communication Labyrinth

Imagine you're reading a gripping novel, and you can't find the next chapter. Frustrating, right? The same holds when visitors can't locate how to contact you easily. While Florin's Twitter is a hotspot, hiding crucial contact information like email behind a media kit download isn't ideal. After all, as Ann would say, "Your customers aren't all on the same journey. Make it easy for them, wherever they are."

4. The Tale of the Homepage vs. The Rest

Landing pages might be the glamorous intro to your story, but the rest of the site should be like the subsequent chapters — flowing smoothly and carrying the narrative forward. When one deviates from the set design or omits essential elements like contact details, the reader's journey is disrupted.

5. Keep Your Readers in Mind

Ask yourself: For a first-time visitor, does your site offer a clear picture? A website about Florin should reflect precisely that. But diving deeper, it should detail the nuances of Florin — the entrepreneur, the marketer. Be transparent in your storytelling. If there's ambiguity, it's a cue to realign your narrative.

6. The Social Media Dialogue

While we all have our favorite platforms — Florin's cool Twitter persona, for example — we must recognize the diversity of our audience. Not all readers prefer the same platform, so ensure you're reachable across the spectrum.

In the eloquent words of Ann Handley, "Empathy is the heart of the story." And so, in your brand's saga, each page, each design element, and each contact point should echo a consistent, empathetic, and engaging tale. Make it count.

Takeaway: Your brand story, woven with consistency, will not only draw readers in but will also keep them turning the pages.

Chapter 45: Expectation Marketing - Serving the Audience in the Age of Personal Brands

Let's embark on a little thought experiment: Imagine your most fervent reader or customer clicking on your blog, searching for some piece of wisdom or, let's be honest, a brief diversion from their over-packed day. They're engaging, or at least trying to. Now, ask yourself: How accessible are you? Can they easily find what they're looking for? Can they interact with you? The challenge isn't just in what you share, but in how you make that shared content accessible and relevant to your audience.

Florin Muresan's candid realization (as he was doing the audit in the video I mentioned earlier) highlights an important concept: the pivot towards expectation marketing. But what, dear reader, is *expectation marketing*?

Simply put, it's about living up to (or surpassing) the expectations of your audience across all platforms.

1. Accessibility is Gold

A blog is wonderful; it's an unadulterated showcase of your thoughts. But if your reader wants to continue the conversation, can they? Think of your Twitter, LinkedIn, Facebook as virtual coffee shops where dialogues can brew. Make sure you have open doors (and in this metaphor, that means clickable icons) to these places on your blog.

2. Content is King, but Context is Queen

Having a blog is splendid. However, the frequency and quality of your posts matter. The content should not just resonate with your brand but also with the audience's need. As a smart marketer would say, "Your customers don't care about you. They care about themselves." So, talk about those smart marketing moves, share stories, and answer needs.

3. Personal Branding is More than a Fancy Logo

Your about page, services, and brand presentation give depth to who you are and what you do. But here's the catch: they should evolve. Regular updates resonate authenticity. And remember, branding isn't about plastering a logo everywhere, but ensuring it mirrors your ethos and your message.

4. Social Media is Not Just for Self-Promotion

Activeness on multiple social platforms is great. But expectation marketing demands more. It's about nurturing a two-way conversation. Engage with your audience, answer comments, share diverse content. As Lexy would urge, be a "relentless giver" and not just a "taker."

5. Mobile Responsiveness Isn't Optional

It's 2023, and if your site isn't mobile-friendly, you're basically sending out engraved invitations to your audience to head elsewhere. And trust me, they will RSVP to that!

6. Searchability Builds Credibility

Search your brand. What comes up? Your brand name, logo, and site should be clearly visible. It's about building a credible online presence, making it easy for your audience to find you.

In wrapping up, expectation marketing is not just about the content but the entire experience. It's about understanding, empathizing, and meeting the latent needs of your audience at every touchpoint. As you audit and tweak, remember the following: "Empathy for the customer experience should be at the root of all your content."

To the relentless givers, here's to creating content that's bigger, bolder, and braver.

Chapter 46: Crafting Authentic Brand Experiences in a Digital World

In today's rapidly changing digital landscape, businesses face constant pressure to maintain and evolve their online presence. But how do you know if you're doing enough? How can you tell if your marketing strategy is meeting your audience's expectations? Enter: Expectation Marketing.

Setting the Expectation Bar

Florin, a bright and ambitious brand enthusiast, recently performed an audit for his personal brand using the Squirrly Company's metrics. His results? A meager 41. By Squirrly standards, anything below 80 is considered "underperforming." To put it mildly, Florin was taken aback. In the realm of Expectation Marketing, Florin had missed the mark.

But what exactly does "Expectation Marketing" mean?

Defining Expectation Marketing

Simply put, Expectation Marketing is about aligning your brand promise with what your audience expects to see. It's not about flashy designs or the perfect SEO keyword

stuffing. Instead, it zeroes in on a more profound connection between your brand and its audience, valuing authentic engagement over digital showmanship.

"The best marketing doesn't feel like marketing." If your audience feels a disconnect – as Florian did with his non-existent Romanian content appearing on Google Romania – there's a problem. Your brand message should resonate across every platform, every device, and every location.

Why It Matters

Your digital footprint says a lot about your brand, much like a digital handshake. Think of it as the first impression you'd make at a conference or dinner party. If you've promised English content and someone accesses your site from Romania, what does that say about the attention to detail? Or the focus on your intended audience?

From Audit to Action

Realizing there's a gap is only the first step. As Florin discovered, understanding where your brand falls short provides a blueprint for improvement. Websites like expectationmarketing.com offer actionable steps after auditing, ensuring you don't merely identify problems but also rectify them.

The Digital Journey

Every interaction online – whether it's through emails, website visits, or social media engagements – should be a continuation of the brand story. Every link clicked and every article read should be an additive experience, building trust and forging deeper connections.

Someone in our team wrote:, "Empathy and understanding are the underpinnings of effective content." As brands, the goal is to create content and digital touchpoints that reflect the audience's needs and wants – not just what the brand thinks is cool.

Next Steps: Meeting and Exceeding Expectations

Audit Regularly: Make it a habit. Know where you stand, identify the gaps, and then act on them.

Content Consistency: Your content should resonate with the brand voice, tone, and promise everywhere it appears.

Engage Authentically: Foster genuine engagements. Respond, interact, and listen to your audience. It's a two-way street.

Iterative Improvements: The digital landscape isn't static. Keep optimizing based on feedback and performance metrics.

In conclusion, Expectation Marketing reminds brands that in the digital age, where everything is just a click away, consistent and authentic brand experiences are paramount. Just as Florin discovered, understanding our shortcomings can be a revelation, opening doors to higher engagement, trust, and eventually, brand loyalty.

Remember, in the wise words of Ann Handley, "If your stories are all about your products and services, that's not storytelling. It's a brochure." Aim to exceed expectations, not just meet them. Your audience will thank you.

Following, we will give the mic back to Florin Muresan so he can introduce you to the final chapters of this book.

Chapter 47: Of Heroes and Villains

Studying where everyone fails and tuning into all the negative expectations, where clients think companies are villains, and making yourself the Hero of the story.

You can actually be lucky that competing companies are really bad at maintaining relationships with their clients. You can use that to make everyone see that you are the golden option.

How we've devised a very long-term strategy where being the loved-ones inside different communities on the web was the key to success.

All the LTD holders and SaaS enthusiasts and early adopters had to deal with many villains and there were some horrible expectations. If we hadn't spent time to learn what these expectations were, we would have failed.

But we didn't just meet the expectations. We focused on exceeding them and really managed to become the darlings of these communities.

Why? Because we were among the few heroes, among the few companies that actually cared and treated them with respect as partners.

Chapter 48: The Ecommerce Expectation Marketing Toolkit for Conversions

Building trust is essential for any eCommerce website to encourage visitors to make purchases. Here are key elements that contribute to building trust and should be visible or easily accessible on an eCommerce site:

Professional Design and User Experience:

- A clean, professional, and user-friendly design is the first step toward gaining trust.
- Ensure your website is easy to navigate and free of bugs or errors.

HTTPS and SSL Certificates:

- Having a secure connection is crucial for protecting customer data.
- Displaying SSL certificates or secure checkout badges can help build trust.

Clear Contact Information:

- Include a contact page with a physical address, phone number, and email address.
- Providing multiple channels for customer support (like chat support) can also be reassuring.

Transparent Business Practices:

- Clearly state your business practices including return policies, shipping information, and pricing.
- Have a FAQ page where customers can easily find answers to common questions.

Product Descriptions and Images:

- Detailed product descriptions and high-quality images help customers know exactly what they are purchasing.
- You should also aim to include unboxing videos or anything of the like (for PC Games, you can include streams made by other people)

Customer Reviews and Testimonials:

- Real reviews and testimonials provide social proof and can significantly influence purchasing decisions.
- Allow customers to leave reviews on product pages.

Trust Seals and Badges:

- Display trust seals from recognized entities like the Better Business Bureau or Trusted Shops.
- Badges from payment gateways or security companies can also help.

Payment Options:

- Offer multiple, well-known payment options.
- Clearly display logos of accepted payment methods.

Privacy Policy and Terms of Service:

- Make sure your privacy policy and terms of service are easily accessible.
- Be transparent about how customer data is used.

Loading Speed:

- A fast-loading website provides a better user experience and appears more professional.

Social Media Presence:

- Active social media profiles with positive engagement can help build trust.
- Link to your social media profiles from your website.

Educational Content:

- Providing helpful, educational content related to your products/services can establish your brand as an authority in the field.

Live Chat and Customer Support:

- Offering immediate assistance through live chat or having a readily available customer support team can instill trust.

Transparency with Inventory Levels:

- Displaying inventory levels can be helpful in managing customer expectations regarding product availability and shipping times.

Responsive Design:

- Ensure your website is mobile-friendly to cater to users on various devices.

Implementing and displaying these elements can go a long way in fostering trust, reducing purchase hesitations, and ultimately driving sales on your eCommerce platform.

Please note that something else entirely is true:

NOT having even one of these elements might trigger that dreaded “feels off” signal in your visitors’ heads, as I kept mentioning throughout this book.

Here are some additional ideas on how you can enhance trust on your eCommerce website:

Display Industry Certifications and Awards:

- If your business has received any industry certifications, awards, or recognitions, display them prominently on your site.

Use Real Photos:

- Use real photos of your products, team, and operations instead of stock photos to foster a genuine connection with your visitors.

Create an 'About Us' Page:

- Share the story of your company, your values, and introduce team members on a well-crafted 'About Us' page.
- Try to make this memorable. Try to craft a good story that sets you apart from the other stores in that industry.

Offer a Money-Back Guarantee:

- Offering a money-back guarantee can help alleviate purchasing anxieties, showing that you stand behind your products.

Offer Free Shipping and Easy Returns:

- If feasible, offer free shipping and easy returns to lower the barriers to making a purchase.

Content Quality:

- Ensure that the content on your site is error-free, well-written, and professionally presented.
- At least make sure it's not copy+pasted from amazon.com or aliexpress

Engage in Community Outreach or Charitable Activities:

- Showcase any community service or charitable activities your company is involved in.

Display Memberships:

- If you are part of reputable industry associations or chambers of commerce, display their logos.

Engage with Customers Post-Purchase:

- Send follow-up emails to collect reviews, offer assistance, and keep customers informed about their orders.

Publish Case Studies:

- If applicable, publish case studies showing how your products have benefitted previous customers.

Showcase Press Mentions:

- If your business has been featured in reputable publications, showcasing these mentions can boost credibility.

Provide Educational Resources:

- Offer educational resources, guides, and tutorials related to your products.

GDPR Compliance:

- Ensure your website is compliant with data protection laws and regulations such as GDPR.

Offer Price Match Guarantee:

- A price match guarantee can help ensure customers they are getting the best deal, building trust in your pricing.

Regular Blogging:

- Regular, insightful blog posts can help establish your brand as a leader in your field.
- As it always is the case with Expectation Marketing, if you don't blog regularly, people will think you ran out of business, or that you are currently in a decline.

Display a Physical Store (if applicable):

- If you have a physical store, display its location and invite online visitors to visit.

By implementing some or all of these strategies, you can further establish trust with your audience, which in turn can lead to increased sales and customer loyalty.

Chapter 49: The Personal Brand Marketing Toolkit for Conversions

Creating a trustworthy online presence is crucial for building a personal brand that attracts clients, partnerships, and speaking invitations. Here are several elements and steps that can help foster trust through a personal brand's website:

Professional Design and User Experience:

- Ensure your website has a clean, professional design.
- The site should be easy to navigate, with a clear menu and intuitive layout.
- Keep your site updated and free of errors like broken links or outdated information.

Authenticity and Transparency:

- Share your journey, values, and mission statement.
- Showcase genuine testimonials and reviews from previous clients or colleagues.
- Provide clear information about your services, products, or speaking topics.

High-Quality Content:

- Publish informative and valuable content that demonstrates your expertise and insights in your field.
- Utilize a blog, podcast, or video series to share your knowledge and experiences.
- Keep your content fresh, relevant, and engaging.

Consistent Branding:

- Ensure that your branding is consistent across your website and other online platforms. The Expectation Marketing Audit will help you get this right!
- Use professional photography and a cohesive color scheme and typography.

Contact Information:

- Make it easy for visitors to contact you by providing a contact form, email address, and phone number.
- Consider including a live chat feature, or a WhatsApp number.

Social Proof:

- Showcase logos of companies you've worked with or been featured in.
- Display endorsements, certifications, or memberships in professional organizations.
- Show your social media followers count if it's substantial.

Portfolio or Case Studies:

- Share detailed case studies or a portfolio of your past work.
- Include the challenges, processes, and results of your projects.

Customer Testimonials and Reviews:

- Include reviews and testimonials from satisfied customers.
- If possible, use video testimonials for a more personal touch.

Credentials and Certifications:

- Display any relevant certifications, degrees, or continuing education.
- Share any awards or recognitions you have received in your field.

Press and Media Mentions:

- Create a press page where you can show any media coverage or mentions.

- Include links to interviews, guest posts, or publications you've contributed to.

Call to Action:

- Have clear calls to action that guide visitors on what to do next, whether it's to fill out a contact form, download a resource, or view your services.

Trust Seals and Security Measures:

- Ensure that your website is secure (e.g., HTTPS).
- Display trust seals from recognized industry organizations or security companies.

Privacy Policy and Terms of Service:

- Clearly display your privacy policy and terms of service to assure visitors that their information will be handled securely and professionally.

Engagement:

- Engage with your audience through comments, emails, or social media to build a community around your brand.
- Being responsive and interactive builds trust and shows that you care about your audience.

Building trust is an ongoing process, and it may require tweaking and updating your site over time based on feedback and changing circumstances.

Remember the chapter that Ioana wrote, where she detailed everything about my video and my Audit? - constant change is required.

These ideas above are things which are required if you want to position yourself as a personal brand and start building trust, digitally. I will now continue to provide with some other helpful ideas you can try out:

Additional ideas to help enhance trust and engagement on your personal brand website:

Interactive Tools and Resources:

- Offer free tools, calculators, or resources that can help visitors solve a problem or answer a question. These tools can showcase your expertise and provide immediate value.

Webinars and Workshops:

- Host live webinars or workshops that showcase your expertise and provide valuable insights to your audience. It also gives them a chance to interact with you directly.

Frequently Asked Questions (FAQ):

- Include a comprehensive FAQ section to address common queries and concerns. It provides clarity and shows that you understand your audience's needs.

Email Newsletter:

- Offer a newsletter sign-up to keep visitors informed about your latest content, offerings, and events. It also helps in building a community around your brand.

Community Building:

- Create a forum or community space where your audience can interact with each other and with you. It demonstrates a long-term commitment to providing value and support.

Performance Metrics:

- If possible, share performance metrics or results from your previous work. Visual representations like graphs or charts can be particularly impactful.

Online Course Offerings:

- Offering courses or workshops demonstrates your expertise and provides value. Providing a preview or free mini-course can also help build trust.

Regular Updates:

- Regularly update your website with new content, and consider having a "What's New" section where visitors can see the latest updates at a glance.

Accessibility:

- Ensure your website is accessible to people with disabilities, showcasing inclusivity and professionalism.

Booking System:

- Have a clear and straightforward booking system for consultations or speaking engagements. It should be easy for potential clients or partners to understand how to engage with you.

Online Store:

- If you sell products, ensure your online store is professionally designed and has clear policies for shipping, returns, and customer service.

External Recommendations:

- Encourage satisfied clients to leave reviews on external platforms like Google My Business or industry-specific review sites.

Behind-the-scenes Content:

- Share behind-the-scenes glimpses of your work process, projects, or daily life to create a personal connection and build trust with your audience.

Vlogging:

- Regular vlogging about your industry experiences, challenges, and successes can create a more personal connection with your audience, helping to build trust over time.

Collaborations:

- Collaborate with other respected individuals or brands in your field and showcase these collaborations on your site.

The more you can humanize your brand and demonstrate your willingness to provide value and engage with your audience, the more trust you'll build over time.

Chapter 50: The Services Company Toolkit to Help Build Trust

Creating trust online is crucial for service companies. Consumers want to feel secure in choosing a reliable and professional provider for their needs. Below are some elements and practices that can help establish trust on a service company's website:

Clear Contact Information:

- Provide a physical address, phone number, and email address.
- Having a local address and phone number can help to establish trust, especially for local services.

Professional Website Design:

- An updated, professional-looking website reflects a reputable business.
- Ensure that your site is easy to navigate and mobile-friendly.

Licenses and Certifications:

- Display all relevant licenses, certifications, and accreditations.
- Provide a brief explanation of each, informing customers of their importance.

Insurance and Bonding Information:

- Detail your insurance and bonding information to assure clients you're a legitimate and responsible service provider.

Customer Reviews and Testimonials:

- Feature real customer reviews and testimonials prominently.
- Consider incorporating a third-party review platform, such as Google Reviews or Yelp.

Portfolio of Past Work:

- Include before and after photos, case studies, or descriptions of past projects.
- This allows potential customers to gauge the quality of your work.

Service Descriptions:

- Provide detailed descriptions of the services you offer.
- Make sure to explain how you stand out from competitors.

Transparent Pricing:

- If possible, provide pricing information or at least a pricing structure.
- This transparency can reduce hesitation and encourage contact.

Response Time:

- Mention your average response time to inquiries.
- Quick responses demonstrate professionalism and respect for customers' time.

Live Chat Feature:

- Implementing a live chat feature provides immediate answers to visitors' questions, which can create a favorable impression.

Blog and Educational Content:

- Regularly update a blog with helpful and educational content relevant to your services.
- This can establish your company as an authority in your field.

Social Proof:

- Display logos of reputable clients, partners, or memberships in professional organizations.

Privacy Policy and Secure Website:

- Ensure your website is secure (HTTPS).
- Display a clear privacy policy explaining how customer data is handled.

Clear Calls to Action (CTAs):

- Make it easy for visitors to know how to take the next step, whether that's getting a quote, making a call, or scheduling an appointment.

FAQ Section:

- Address common concerns and questions in a FAQ section to provide valuable information upfront.

Customer Guarantees or Warranties:

- If you offer guarantees or warranties on your work, make this information easy to find.

Incorporating these elements can significantly improve the level of trust visitors have in a service company when visiting its website, which in turn can lead to increased conversions and business growth.

Chapter 51: Learning from a Keyword Research

How I did a keyword research that showed me what people were Expecting to find from companies and professionals listed on Google Search.

Accepting medicaid for mental health services.

Offering mental health services for Black communities.

Offering help to seniors.

I will tell you this story.

It started with Keyword Research that I was preparing for a Business Event in 2023, where I was the Guest Speaker on the Subject of Search Engine Optimization.

The whole event was around the idea of teaching:

- Coaches
- Therapists

How to create their own marketing strategies. Most of these professionals only use Ads on Google Ads and Facebook Ads to make themselves known. So they miss out on content marketing, SEO, Social Media, Email Marketing, which is a shame, because

they end up being almost un-profitable due to the high costs associated with running ads in their industry.

So, I was charged with helping them understand how content marketing works these days and how they can begin to make their practices known to everyone who were searching on the Google Search Engine.

Back then, I didn't have my AI helper from Next Level Marketing AI :

<https://www.squirrly.co/next-level/>

So I had to spend more than 8 hours doing keyword research. I think it took almost two working days, which for me as CEO of the Squirrly Company is a bit too much time to spend on this.

I've started doing SEO in 2009. NOT 2019. 2009. People around the world know me as an SEO Expert. One of the SEO tools I created ended up being a Two-Years-In-A-Row Most Awarded SEO Tool in the World, outmatching Ahrefs and SEMrush in this aspect.

And it still took me a lot of time to learn what coaches and therapists were trying to do online. And also: what their clients were trying to find online. READ: "expecting" to find online.

Almost two days. After a few months, when we began working on Next Level, I couldn't believe that I obtained the same results with our new tool in a few minutes. I hope this is good news for you, as you won't have to spend weeks on end doing keyword research.

If it took me that much time, just imagine how much it would take you.

But back to expectations.

My presentation was a very big success because the therapists had no idea that their potential clients were searching for those things online. They had no idea!

What's more: many of those attending the event already provided those services, they just didn't mention it anywhere on their websites. So there was a big mismatch

between what their clients expected to find online, and what they could find if they ever ended up on the website of one of these therapists. The clients felt like they landed on the wrong site, clicked X and moved on to see other websites.

The attendees could have easily served that particular information on their websites, but they didn't know it was needed.

By not understanding expectations, they couldn't meet expectations. Because their clients were gone faster than a speeding bullet, they never got the chance to exceed the expectations.

So if you're going to try to build your digital brand, make sure you get the digital pulse on everything surrounding your brand, your products, your services, your clients and the needs they have.

My audience at the event was super surprised. They had no prior knowledge of anything I was showing them.

What were clients expecting to find online? What did they need to see to be convinced to make bookings, place orders, and convert?

“Therapists Near Me”:

- In person
- For adults / for teenagers / for kids / for elderly, seniors
- That take insurance
- That accept medicaid / medicare
- For women / for men
- For depressions / anxiety / relationship

“Speech therapist for kids near me”

“Black lgbtq therapist near me”

“Certifications, courses, books, etc.”

Other types of therapy

For many types of depression, including thought of suicide

Christian therapists

“Black Christian Marriage Counseling Near Me”

“Family Christian Counseling”

I wrote above some of the things people search for. There were hundreds of keywords that I have uncovered.

However, the ones I selected for you are extremely helpful for expectation marketing. If you were a therapist, you would now know exactly what people expect to find related to your practice.

Many websites will provide just some generic content, without addressing any of these expectations that clients have. Make a website with great navigation that addresses these topics that clients expect to find on your website. Help them out. And help them understand all of these areas that your business might be addressing.

If you do in-person therapy, it's a shame not to present that on your website, especially since people are looking for that in our post-Covid era.

That's how a keyword research can help you craft compelling content, build trust, display authority in your industry and convert the traffic coming your way. Think of all my attendees who have been losing many clients by not catering to the expectations of their audiences. They had traffic coming their way via Ads, but then they didn't convert anything because they didn't meet expectations!!

Chapter 52: My Friend, Zoli.

I think it was easier for Kara Danvers to tell her friends that she is Supergirl, than it was for me to explain to my friends what our SEO product is and what we do.

"so you're manually placing businesses on the first page of Google? Is that what you do?" - No... it's not. Telling that for the millionth time does get a bit exhausting.

One of my friends (guiltiest of asking me all sorts of crazy things while trying to figure out exactly what SEO was), is Zoli. (comes from Zoltán, a Hungarian name).

He just couldn't really understand. And that kept going for a while, even as we became better friends.

However, everything changed once he started thinking about a business he was willing to start. He'd gotten tired of the boring daily grind at the old job and saw an interesting opportunity. Some special type of paint job that ALMOST nobody in the world was doing.

He came to one of our offices and I sat down with him, happy that he'll finally understand how SEO can get him customers.

Gave him an hour's worth of explanations and ideas, after he explained more about the business model and what he was after.

That one hour (just one hour) of explanations ... to a guy who literally knew nothing about landing pages, CRO, CTR, SEO, Ranking Factors, etc. - it changed his life.

And it changed something for me as well: finally one of my friends really understood what the thing was with this SEO.

He didn't really get ALL of the crazy explanations I'd given him back then during that one hour. Maybe it was even two hours, or something.

None of this mattered, because he learned about Direct 1, Direct 2, Direct 3 and Direct 4 keywords from me.

It was enough to help him get a site that had content (very few pages) targeted at those keywords.

I told him it would take him somewhere about 4 months to rank, because I knew he wouldn't do a lot of SEO work, since all he knows is basically from the short conversation we've had.

Zoli said it was all fine, since it'll take him 3 months to get the business ready and to receive all the equipment he needed to get started if orders were to come in.

Surprise, surprise. Orders started coming in after 1 month. And he wasn't even ready to serve them yet. They (his clients... people who had found his site online) were ready to pay. He didn't have things ready yet. Zoli didn't expect that.

When he told me, I was happy. I wasn't actually surprised, because I'd spent TEN years now (back when I first wrote this story. At the moment of publishing Expectation Marketing that number went up to Fifteen Years) helping small businesses get off the ground. Most of the products I've ever created were to help people like Zoli make a living online, change their lives and work on things that they're passionate about.

That's why you see so many educational elements in the platform and via emails once you download Squirrly SEO, Starbox, or other products made by us.

Because education can make a huge difference.

Most of the things I told Zoli during our conversation can be seen if you take the 14 Days Journey to Better Rankings. There's a lot more information there than Zoli had to get started. (<https://www.squirrly.co/seo/journey/>)

Since 2009, I've been fascinated by the way information could be easily accessed by anyone and used to build solid businesses. I've had lots of mentors and advisers myself "growing up" in the business world.

It's 2023. I'm super excited to pay it forward.

To help others succeed online.

I've already helped so many people in over 100 countries become SuperStars in digital marketing.

Some of them I didn't publish, because they were too personal to the people we've helped, but those stories (and yours) make everything that we do amazing for us. It's an incredible life to live, knowing that you can give people tools and knowledge and they end up building their own dreams and making the world an incredible place.

Never back down. Keep learning. Keep ranking,
Florin Muresan
CEO, Squirrly

PS: learning from me about how keyword research should be done with respect to level 1, 2, 3 and 4 for keywords, Zoli found out that even though there were very few in the world offering the service, there was huge demand from people who were searching online for what he had to offer. He found his market. Actually, 3 big types (categories) of customers.

Some of the stuff he and his co-workers do (yup, he started hiring people now):
expectationmarketing.com/zoli

They take ugly looking things and turn them into beautiful shiny objects. There's also a picture from someone who had parts of his motorcycle painted by them.

That was the story, with some minor notes, because I initially made it public back in 2019.

What can you learn from it?

Well, for starters you can learn that SEO is awesome.

Then, you might understand why I love bringing my own Digital Magic into the world. You can take someone who kinda hates his day job and help him turn his life around and go chasing after a dream.

Everything in life is touched by Digital Magic. I brought Digital Magic Into The World Through 29 Products I've Built and Sold World-Wide.

I want to bring it to you, too, through the Expectation Marketing book. Understanding what clients expect can lead you to many new frontiers. My team and I have given you tons of ideas in this book. Use it as your magical tome. Your portal into the Digital World, where you can build trust and be noticed.

By learning about those research strategies from me, Zoli actually found what his potential clients would search for online. More than that: he learned about many of their desired use cases.

Back when we were doing Expectation Marketing as an Agency for our clients, we always started the process with keyword research. You've seen that the Editorial Calendars we've shown you in the book were also based on keywords.

By tuning into what clients are searching for you get to understand what they expect to find. You need to know that.

Zoli has created 3 types of buyer personas based on the keyword researches he was making with Squirly SEO. The pages on the site were crafted to provide answers for each of them and for each of their needs. He even went on (after a while) to segment his visitors and email lists (remember that I told you how important it is?). He knew exactly what to speak to each client.

Even when you speak to all, you need to be able to still speak to just one.
And the keyword research helped him uncover everything he needed to know to get started with building Digital Trust.

I hope that by now I've managed to redefine trust for your own digital brand(s). It's now up to you to use all this knowledge I made available to you.

You can continue your journey on: <https://expectationmarketing.com/>

Chapter 53: Using Generative AI to Craft a Branding Plan

Using Generative AI to Craft a Branding Plan You Can Use In Your Expectation Marketing Strategy

I will teach you how even a beauty salon down the street, and the auto repair shop around the corner can craft a branding plan. With generative AI, using prompts for ChatGPT, I will show you how you can create a plan with tons of ideas that will help you keep all your communications consistent. So you can keep showing your clients the most important pieces of information that will help you gain more trust.

Free access to the premium course, for lifetime, because you have purchased this book. Also, because this course will be very important for the Expectation Marketing strategy you will craft.

<https://expectationmarketing.com/brand-building-ai>