
Interviewer: So, the biggest mistake people make in content marketing, they continually want to blog and make money from it but they won't put in the consistent effort. You're gonna blog, you have to do it regularly. If you can't, your blog's gonna die down and to recover that traffic is really hard.

Intro: Welcoming to *Marketing in the Know*, the premier podcast to help you leap ahead of the marketing curve so you can grow your business. Now get ready, set, and grow with your host and tour guide through the marketing jungle, Buckley Barlow.

Buckley Barlow: Hello, hello, insiders. It's Buckley here, and welcome to *Marketing in the Know*, today. This podcast is here to help you make sense of a very large marketing puzzle so that you can grow your business. And speaking of growing your business, make sure you all check out my blog over at Beintheknow.co for original content on growth.

And today, I'm really excited to chat with my next guest who loves solving really complicated growth puzzles, and he does it very, very well. We're gonna dive in to discuss best content marketing practices today, how he drives just sick traffic to his sites. We're gonna also talk ad blockers and what you need to know about them, and anything else we can squeeze into the show. And in addition, you're gonna want to stick around because at the very end, we have a very cool offer for one lucky insider who will get a chance to have a 15-minute private *Ask Me Anything* with this guest.

So I'm interested to see if you insiders can guess who it is, based on this introduction. He's a digital marketing guru. Before sporting a shaved head, he used to have a thick head of black hair. He was named as a top ten marketing expert by Forbes in 2014. He blogs like there's no tomorrow. He's one of the guys behind KISSmetrics, Crazy Egg, Hello Bar, and Quick Sprout, and he drives millions of visitors to his sites. He speaks all over the world on digital marketing, and above it all, given his success, he's one of the most down to earth guys I know. Neil Patel, I'm pumped to have you on today, my friend.

Neil Patel: Thanks for having me.

Buckley Barlow: I was just asking before, you're not married.

Neil Patel: No, I'm not married.

Buckley Barlow: I was asking how long do you think you're gonna be able to keep up this pace?

Neil Patel: Until I get married.

Buckley Barlow: Exactly. Well, all right. Before we dive in to get our insiders in the know, Neil, would you get us up to speed with those who don't know you, who is Neil Patel? What are you doing now with your time, and what's the role at your various businesses that you run today?

Neil Patel: Yeah. I'm just an Average Joe. I'm a marketer. Most of my roles in the companies are either focusing on sales or marketing, and I focus all my time and energy on Crazy Egg and Hello Bar, and Hello Bar is part of Crazy Egg, so same company. But yeah, that's all I do, is just try to increase traffic and sales.

Buckley Barlow: That's awesome. Great companies, by the way. You have to be proud of what you've been able to build over there.

Neil Patel: Yeah, I'm proud of it, but could always do better.

Buckley Barlow: Well, let's dive in, and let's have a little fun, shall we? I don't know where this is gonna go, but let's have some fun with it. So, where to start? You know, there are few people in the world I think of in content marketing that put out as much solid content as you, Neil. It's actually dizzying. Not only that, you rank for your keywords, which is more impressive. And right now, I'm looking at the amount of traffic you generate via SimilarWeb, and you have 1.3 million visits per month on Neil Patel, 4.7 million on Quick Sprout, and is their analytic tool accurate?

Neil Patel: It's a good tool. My traffic's not that high, but it is high.

Buckley Barlow: So they're a little off, then.

Neil Patel: A little off, but you know what? Their metrics are better than nothing because they give you something, right? A lot of people don't have any data. But SimilarWeb is an awesome tool. I actually use it daily.

Buckley Barlow: So Neil, let's set up a foundation for our listeners for the rest of our discussion. I realize that this first question is a very broad one, but in general, what is the state of content marketing today, and going into next year? Specifically for startups and companies doing, let's say under 5 million a year in business.

Neil Patel: Yeah, content marketing is huge. If you can educate and you can teach people, even if it's not related to your product or service but just help your ideal customers solve their problems, they will try to learn more about what you're doing, your offerings, and sign up for your services. With Crazy Egg, the No. 3 reason people sign up is because of the blog. That's the No. 3. No. 1 is word of mouth. I forgot what No. 2 is.

Buckley Barlow: You don't forget things easily.

Neil Patel: No, not too often. I should know what No. 2 is; I'm not sure why.

Buckley Barlow: Well, let's get a little bit more granular, if we can, Neil. People want to know, what is the best way to reach their audience to ultimately move that needle north, right? How do you go about finding and uncovering the best content marketing channels? Walk us through how you find that perfect medium to target your audience.

Neil Patel: Oh, I test it out. I usually don't know what it is, whether it's your own blog, or Twitter, or social media, or even **SCL**, right? Because all of these marketing types are all blending together. SCL, social media, content marketing – they're pretty much all becoming one. Now, if you look at it, I could say content marketing does really well, and it does. And I can say social media does really well. And that does as well. I mean, even SCL.

But what works for one business may not work for another, or what may work right now, may not work 10 years from now. Or what may work two years from now isn't what you want because you need results in the next three months, right? So there's a lot of requirements. Like, SCL, if you want results in the next month or two, not gonna happen.

Buckley Barlow: That's right.

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- Neil Patel: But the way I see it is you just gotta test them all out, and whatever works for you, stick with it, double down on it, and once you've capped out, move on to the next one.
- Buckley Barlow: So a lot of people hear that, Neil, and they may wanna know, how do you go about testing it out? Do you use Facebook ads? Do you use AdWords? What's the best thing you do in each channel to make sure that you have an audience there?
- Neil Patel: Yeah, I just throw – I'll try the Facebook ads, AdWords, I'll try a bit of SCL, content marketing, social media. It's like spaghetti for me. I'll do a bit of everything, and whatever seems to be working the best and is the easiest to implement, that's what I start focusing on first.
- Buckley Barlow: And when you look at the best, when you're measuring it across all the channels, is there a level of statistical significance that you need in order to move forward, or is it more of a gut feeling, say, "Hey, I think this channel's gonna do the best," or is it just completely all based on data?
- Neil Patel: It's just based on data. It's not really – it's not really like stabs. It's not like statistical significance like AB testing. It's not gut given. I just look at the numbers. It's like, "Oh, this is driving the most traffic," and, "Oh, people are sticking on the site and we're getting some conversions, so let's focus with that."
- Buckley Barlow: Now, I'm a follower of yours. Are you a Periscope fan?
- Neil Patel: I know what Periscope is, I understand how it works. I don't use it, though.
- Buckley Barlow: Why not?
- Neil Patel: Why?
- Buckley Barlow: Yup.
- Neil Patel: Because time. I'm limited on time, and the one thing I have is money. So what I focus on is just making – or what I focus on is on the channels that work, and once the channels that I know work, I just keep doubling down on them. And let's say Periscope blows up a year or two from now; because I'm focusing on what makes
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me money and I'm strapped for time, I'll go into it late, but when I go into it, I'll spend a lot of cash to make up for it.

Buckley Barlow: Yeah. You know, it's interesting. I see a lot of successful entrepreneurs and marketers; they don't just jump on a fad. They wait to see if it's gonna be a trend that's gonna stick around, and then they jump in, and you pretty much fall in that camp.

Neil Patel: Yup, exactly.

Buckley Barlow: So Neil, what is the biggest content marketing mistake that you're seeing people making today? I'd love to know this.

Neil Patel: So the biggest mistake people are making in content marketing is they continually want to blog and make money from it, but they won't put in the consistent effort. And what I mean by consistent effort is if you're gonna blog, you have to do it regularly. I don't care if you're sick or it's Christmas, you can't stop. So if you can continually just keep pushing forward, you'll do fine. If you can't, and you take breaks every once in a while, your blog's gonna die down. And to recover that traffic is really hard.

Buckley Barlow: It's almost like starting all over again because you've lost all that trust.

Neil Patel: Yes.

Buckley Barlow: How long have you been blogging?

Neil Patel: I don't even know. Like, seven, eight years? Maybe longer.

Buckley Barlow: Yeah, I don't think there's anybody that's been as consistent as you on blogging. That's great advice. Let's talk about your best practices for growth of a new site, especially a new URL, in just a really noisy word. Your numbers are staggering, right? So let's step back a little and bring this home to a new site for someone just getting started. What is Neil's formula for helping someone get their first consistent one to 3000 visitors per month?

Neil Patel: Yeah. My formula is simple. You blog, and when you blog, you naturally link out to other relevant people. When you link to other relevant people every time you publish a blog post, email them. I would just be like, "Hey, John. I just want to let you know I'm a huge fan of yours, so much so that I even linked to you in my latest

blog post. Feel free to check it out, here. P.S., it would make my year,” right? I would do something like, “It wouldn’t just make my year; it would actually just make my decade. Check this out or share it if you like it.” Something like that.

Buckley Barlow: Well, how long does it typically take for a new site with a new URL? What’s the typical numbers people should expect in month 1, 3, 6, 9, 12?

Neil Patel: If you’re trying to get to 3000 visitors a month, you should be able to get there within two months at the latest, if you’re writing at least four blog posts and you’re linking out, and your blog posts are at least 2000 words and you’re linking out at least, like, 20, 30 times.

Buckley Barlow: And what about six months, nine months, 12 months away? What kind of visitors could one expect?

Neil Patel: Depends on the niche, but usually within a year time, you can get to 100,000 visitors.

Buckley Barlow: And a lot of people are thinking, “Wow, is that really possible?” And I know you’ve got a challenge going on right now; how is that challenge going for you, getting not only the amount of visitors that you need to generate revenue, but getting to that point where you can actually see serious revenue coming from it?

Neil Patel: Yeah, revenue **zero**; I think last month we hit around 60,000 visitors, so visitor count’s growing, and it’ll continue going up. This month, we’ll release an Amazon product, fish oil, and we’ll start generating some income. So hopefully we can get that up as quick as possible.

Buckley Barlow: Now Neil, as a consumer and as a business builder, you’ve probably noticed this as well; I’ve noticed a big shift over the last two years in how Google returns search, right? They put a huge emphasis on aggregator sites, as they deem them very authoritative. I’m not sure I like it as a consumer for every search result, but it is what it is. So how can a new, smaller site that doesn’t necessarily depend on Yelp listings, for example – so a consultant, a freelancer, an author – how can they leverage their traffic growth by utilizing growth hacks around aggregation?

Neil Patel: Yeah, so a lot of those sites, you can still do localized listings. Like, let's say for a consultant, right? I remember when I was doing consultant services, I claimed the address I was in and I lived in a hotel, so a lot of people would type it in and it was a nice hotel at the time. So it would actually – it would help me find the clientele I was looking for because most of the people that stayed there were business people. But yeah, it's all about getting creative. There is no one answer.

It could be like, you go on, let's say, all these aggregate sites; you may find out that you can't get them to publish you, but you may find that going through those sites, you find a whole slew of potential clients and you email them out, and you tell them like, well, as a consultant, I would say, "Hey, I noticed you were on Yelp. You're doing X, Y, and Z wrong. If you actually fix this stuff, you'd make more money. Too busy to fix it? Let me know. I don't mind helping you out, and we can figure something out." Right? That could be a way that you could generate more income.

Buckley Barlow: Yeah. Well, what about – a lot of people say you own your real estate when it comes to a blog, but how do you feel about publishing on LinkedIn, for example?

Neil Patel: It's good. I do it once a week. It helps your LinkedIn profile get more views, and it should help you generate more connections and potential sales in the long run. It's more of an indirect approach.

Buckley Barlow: Do you use original content on LinkedIn, or do you just use the blog content?

Neil Patel: I use unique content just for LinkedIn.

Buckley Barlow: Do you? And any other platforms or channels like LinkedIn that you would suggest to the listeners?

Neil Patel: LinkedIn, Facebook, keep doing tweets, but yeah, those are the main three channels I'll focus on.

Buckley Barlow: Well, awesome. Let's make a shift in topic. Let's talk ad blockers, shall we? Marketers are starting to shake in their boots a little bit, but why should or shouldn't they be concerned about ad blockers, Neil?

Neil Patel: They've been around for years. They're gonna continue to

develop and adapt. I wouldn't be concerned. You know, Google and people like that, and Facebook, will always show ads. So yes, there will be ad blockers, but it's not even one percent of people that use them.

Buckley Barlow: And how does this movement impact analytic companies like KISSmetrics, for example?

Neil Patel: You get a bit less data, but that's okay, right? Over 90 percent of the people still don't use ad blockers, so you're still collecting data that's accurate on 90-plus percent of the people.

Buckley Barlow: Great advice because I think if you have a content marketing strategy, that strategy should fuel amazing results, regardless of the ads, right? Sure, you're gonna have a little less data in your analytics, but that's why you're so big on content marketing or inbound marketing, right?

Neil Patel: That's correct.

Buckley Barlow: The other day when I had Tim Sykes on, I had learned that he had grown his brand to 15 million a year. I was shocked. I thought it was around seven or eight. And since Tim Sykes is one of a handful of your clients that you still work with today, how do you spend your time over there? What do you do now?

Neil Patel: I actually don't do much for him anymore. He's a friend. I've never really charged him, so I just do his stuff for free. I get him all his people and I help make sure it's done right, but yeah, with Tim, it's just overall strategies. So like, I found someone who can get social media traffic for cheap and can help manage the whole process. So I introduced him to them, and they manage his whole Instagram and Facebook, and Tim still does a lot on his own, too.

And then I found someone who can do his SCL. That's good, so then Tim uses them and he does their SCL, etc., right? But yeah, I just make sure all the stuff that they're doing is good. Tim has a really good business partner as well named Zack, and handles all the sales plus more than that, right? Just a lot of the management of the employees. But I'm a big believe because Tim's a friend, it's like I don't really care to make money off of him. Whenever he needs help, I'll help him.

Buckley Barlow: Wow, that's great. That's great. How many companies do you

work with today, if any other than the ones that you're working on?

Neil Patel: I just focus on Crazy Egg and Hello Bar. I don't do much consulting. I have two main clients that I personally deal with. They're Google and Amazon, and that's it.

Buckley Barlow: Google, Amazon – I think I've heard of those. Wow, let me ask you this, Neil: there's a big topic revolving around growth teams, and you're a marketer – you're a digital marketer, and you're a technical guy, and there's this rise in Silicon Valley with growth teams. I would love your opinion on growth teams, and what you think of them being outside of the marketing department.

Neil Patel: Yeah. See, the thing I look at growth is for a company to truly grow, it's not marketing, it's not sales. It's everyone, right? For example, someone has a great customer support experience, they may keep paying longer or they may tell their friends, and that can cause a company to grow faster. The whole company has to be behind it.

Can it fit under marketing? Yeah, but you still need design, engineering, sales, and other departments to help, right? A company itself can't grow just from marketing. Even product – without a good product, it doesn't matter how much marketing you throw at it. Eventually, the company will die if the product or service sucks.

Buckley Barlow: That's right, yeah. In terms of growth teams and who you're hiring, or marketing teams, I'd be super curious to know for your brand, what's going on out there. If you were to hire one person today in your growth or marketing department to grow, Neil, Crazy Egg, what kind of person would you hire? What are you looking for in skillsets, and why?

Neil Patel: Yeah, so we usually look for someone who understands product, and who understands marketing and copy. And it's a bit of a tough find because they have to understand all three of those things.

Buckley Barlow: Which one's more important, if any? Are they all just blended together?

Neil Patel: They're blended together. If you're looking for a good growth person, they need to have multiple skillsets and I usually look for

someone who understands copy because you have to write copy, right, for conversions. You have to understand marketing, or else, you know, AB testing, driving traffic, etc. And product, and the reason product's important because you can also leverage the product to make it grow.

Just look at Uber. Uber does a referral system within their app, right? That's a growth strategy. If you don't understand product, you won't understand how to create a referral system within the product.

Buckley Barlow: That's great. Well, last question, Neil. Would you mind leaving us with your best growth or marketing tip, or piece of advice that you've learned along your journey?

Neil Patel: Sure. The best piece of marketing advice that I've learned across my journey is when something works, keep pushing hard. And I know that may sound silly, but it's like, everyone know content marketing's working. How many people are actually leveraging it, right? When you know something works, get on the bandwagon, push, and keep going as hard as possible because eventually, everyone will find out about it and actually implement it. But the main thing that you have is the time people know that it works to when they implement is a huge gap, so that's when you need a strike.

Buckley Barlow: That's fantastic stuff. Now, if you want to learn more about Neil Patel and how to grow a business in today's crazy environment, he has one of the hottest sites out there, Quicksprout.com. He has a fantastic personal blog at Neilpatel.com, and believe me, you don't have to look very far to see something of his pop up.

And also, insiders, if you want a free 15-minute, private, *Ask Me Anything* Skype call with Neil Patel, Neil has been gracious enough to give one lucky insider access to him for some advice, and perhaps maybe even score an investment, who knows? But I've done this before. But here's what we're gonna do. We're gonna send you on a bit of a treasure hunt.

You've actually gotta do something to get something of this amount of value in return, so head on over to the show notes page at Beintheknow.co/podcast, and click on Neil's episode. And from there, you're gonna find a link to submit your name and email address and we will choose one lucky insider who will get a

chance to Skype with Neil for a private *Ask Me Anything* for 15 minutes. I mean, are you serious? This is huge value here. Head on over to Beintheknow.co.

Neil, keep that game on, my friend, and that content coming because it's absolutely awesome. You help a lot of marketers, you help a lot of business owners, and I really appreciate you taking the time to join me on *Marketing in the Know*, today.

Neil Patel: No worries. Thanks for having me.

Buckley Barlow: All right, insiders. That is a wrap. Thank you for joining us on *Marketing in the Know* today, and I hope that you'll subscribe, rate, and review this podcast.

I want to talk to you about the resources section on the website Beintheknow.co. I've put together a huge amount of resources and suggestions to help you grow your business, but here's what I'm gonna ask you. If you find something out there that is not listed on our resources section, please reach out and let me know. I'd be happy to have my team and I get our hands dirty, play around with it, experiment with it, to see if it can add value to our community of insiders. So thanks again for listening, and I'll catch you on the flipside.

Outro: We appreciate you joining us for this episode of *Marketing in the Know*. For show notes and a free version of *Ready, Set, Grow*, visit Beintheknow.co. Thanks again, and we'll see you next Tuesday here on *Marketing in the Know*.

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