

The Millennium Formula

By Justin R Rue

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“Everything should be made as simple as possible, but not simpler.”

– **Albert Einstein**

Message from The Author

My first business was a Bicycle shop. I had never promoted anything online before, and simply made a basic Wix website. We had a stellar product that was in high demand, but the business struggled for years because we did not realize the power of internet marketing. The experiences gained during the pursuit of my dream, came mostly through trial and error. As I learned more over the next decade of my life, I found that many of those hard lessons and failures could have been avoided!

This short guide is a crash course in digital marketing. With an understanding of the related variables, we will learn how to promote products online. A website is the face of your company and must be effective at converting prospects into customers. By covering the basics of digital marketing, you can create a solid plan by following this simple four-stage process. It is my hope that these formulas will help business owners like yourself succeed in a competitive marketplace.

Regards,

Justin R. Rue

Your Marketing Strategy

In the world of digital media, there is a relationship between the elements on a website. Firstly, there is the content on the page, which may be made up of images, videos, or written words. The algorithm that determines what sites will be shown is based on simple principles. It delivers content to the user when they enter keywords into a search query. These keywords makeup your written content.

When a site has enriching message, it gives the owner of that website an advantage over their competition. The more enriching the content, the more likely the site will rank at the top of the page. This is recognized by the search engine as focus keywords. There is an appropriate ratio of keywords when one organizes the content with the intent of getting the search engine to recognize the authority of the site. This keyword ratio defines the basis for content during the web design process.

The second element involved in digital media is aesthetic design. This describes the visual representation of that content. It involves the layout of the page, or where certain elements of content are positioned relative to one another. The goal for the design is to create an experience for the user that is enriching. In other words, the content is useful, and the presentation of design is enjoyable.

There are perhaps many elements involved with aesthetics of design. Content and Form bear a specific relationship with one another when it comes to web design. We could say that content is what we are saying, while form is how we are saying it. Content and form are related to Traffic and Conversion. When making a conversion funnel strategy, the primary goal is to get more visitors to your website. The next step is to get them to click through by interacting with the content.

There are quantifiable statistics called analytics that give us browsing data. When done properly, we can measure and track the number of people that visit a particular site and understand how long those visitors stay on the page. We can measure how many of them subscribe to our email newsletter and eventually buy the product we are selling. In other words, traffic is the number of people who are visiting our site, and conversion is the number of people who take action and interact with the content. Traffic and conversion are related to design and content when a website builds authority with the search engine.

Content is related to traffic, and design is related to conversion. The search engine is looking to provide users with enriching content in response to their query. When a website has quality content, it will give the owner a better ranking in the search engine. When a website is able to rank at the very top of the page it will naturally gain a higher number of visitors and the traffic will increase as a result. As the quality of the content increases, the traffic increases. On the other hand, we have conversion, which describes the actions taken by visitors to a site. When a person enjoys the content, they will stay on the page longer. This can be measured by the performance metric known as bounce rate, or how long it takes for people to leave.

Related Design Variables:

1. Form – Subjective: How
2. Content – Objective: What
3. Traffic – Objective: When
4. Conversion – Subjective: Why

In the relationship between these variables, there are objective quantities that can be measured through data and statistics. Also, there are subjective variables that can explain why users might leave a website early. We are describing the theory that allows us to understand why some users might leave a site before interacting with the content. We are determining how to build a website that will have a high conversion rate and a low bounce rate. Many websites have a large number of visitors that bounce without converting. The subjective aspect involves determining the reason behind this decision. This theory can be determined through the analysis of design. The layout of the page will affect the decision of the user to stay longer on the page and interact with the content rather than navigating away.

Essentially, we want to figure out how to get someone to engage with the content. We need to know what motivates them to take action. We also need to organize the content in a way that assures that our traffic won't bounce. This involves understanding when to give them an option to convert. After we have gone through the data and had a look at potential designs, we can arrange the media in a way that could create a higher conversion rate. We are attempting to organize the content in such a way that people will engage with it by manipulating these variables. Design is related to conversion, and content is related to traffic.

The objective elements are those that we have control over, describing results that are quantifiable. The subjective elements can change depending on the context of the situation and the interpretation of the data we gather. We can form a plausible theory about the responses of the audience based upon what we have observed. Our goal is to increase both the traffic and conversion rates on the website. In order to accomplish this, we can make predictions from the data by forming a hypothesis about changes in the design. When we alter the design and the presentation of content, we have the intention of getting a response from the audience.

The most important element when developing a conversion funnel is the content. In terms of what the user is looking for, it involves the particular keywords they enter into the search query. The language that is used on each page of the website is understood by the search engine and delivered to the user based on the query. In the algorithm, there are spiders that crawl a site looking for keywords that might match the query. When we strategically repeat certain target keywords within the body of the text, it increases the likelihood that the content will rank better on the search engine. The increased page rank results in more traffic when the website increases its authority with the search engine algorithm.

The Millennium Formula

How can we predict the reaction of our customers? Can we formulate a reasonable hypothesis based on years of experience and data? Can we create a system that is repeatable and useful? In mathematics, the relationship between independent and dependent variables can be derived from the data. This is always a constant or unchanging variable in the equation. When we write an equation, the constant may be placed in the center between the independent and dependent variables. For example, observe the structure below.

$$\text{Traffic} = \text{Form} \times \text{Content}$$

Content is the cause or input, and traffic is the effect or output. With this structure, we could propose that increasing the number of keywords in the content will result in a better page rank, and more visitors will visit the site. In other words, when we increase the content, we will also observe an increase in traffic. Increasing content is the independent variable and the resulting increase in traffic is the dependent variable. The opposite relationship is also true. In this case as the quality of the content decreases, the traffic will also decrease. Content and Traffic are Directly Proportional. This relationship is the basis of the Millennium Formula.

$$\text{Form} = \text{Traffic} / \text{Content}$$

We can observe algebraically that Content and Form are Inversely Proportional. But in this case, increasing the content on the page will cause it to seem less appealing. The general rule of thumb is to “Keep it Simple”. Our goal is to understand the completed mathematical system and attempt to make predictions. Two independent directly proportional relationships exist. For example, Form can also be the independent variable and is directly proportional to Traffic, the dependent variable.

$$\text{Traffic} = \text{Content} \times \text{Form}$$

In other words, the more beautiful a page is, the more people will want to visit it. Our conversion rate will improve because additional content is minimized. We simply limit the amount of possible decisions someone can make. This formula describes a landing page or “Squeeze Page” with a call to action. These rearrangements are mathematically identical, although the locations of the constant and dependent variables can change.

$$\text{Content} = \text{Traffic} / \text{Form}$$

We can verify algebraically that all of these statements are true at the same time. In order to complete the proof, we have used basic algebra to determine the inversely proportional equations that work together in a partnership with the directly proportional equations. Understanding how form and content are related mathematically helps us to tailor the message for each stage in the process.

Formulas Explained

There is a directly proportional relationship between content and traffic. The structure of the formula shows us that as content increases, Traffic increases. As seen below, there are four relationships between cause and effect described by the formulas. The derived equations help us to observe all of the possible causality relationships at the same time.

$$\text{Traffic} = \text{Form} \times \text{Content}$$

$$\text{Form} = \text{Traffic} / \text{Content}$$

$$\text{Traffic} = \text{Content} \times \text{Form}$$

$$\text{Content} = \text{Traffic} / \text{Form}$$

1. As Content Increases, Traffic Increases, when Form is Constant.
2. As Content increases, Form decreases, when Traffic is constant.
3. As Form Increases, Traffic Increases, when Content is constant.
4. As Form Increases, Content Decreases, when Traffic is Constant.

Knowing these basic mathematical relationships will allow us to design the most optimal conversion funnel for any product. When we apply these formulas, it becomes possible to create a solid marketing plan based on the data that has been gained from years of web analytics. These formulas are the basis for our four-stage conversion process. This four-stage process is the practical application of abstract mathematics. When we are able to observe every possible relationship in one place, we will have the authority to make a solid marketing plan. Lets have a look at how these formulas work together mathematically.

First, we can Solve for Form by dividing both sides of the equation by content.

$$\text{Relationship: Traffic} = \text{Form} \times \text{Content} : \text{Traffic} / \text{Content} = \text{Form}$$

Second, we can multiply by content to get the alternate for the first equation.

$$\text{Relationship: Form} = \text{Traffic} / \text{Content} : \text{Content} \times \text{Form} = \text{Traffic}$$

Third we can divide both sides by form to solve for content.

$$\text{Alternate: Traffic} = \text{Content} \times \text{Form: Traffic} / \text{Form} = \text{Content}$$

The equations may be used to explain how people might react to changes in form and content at different stages during the conversion process. By making predictions with mathematics, we can design a more effective landing page.

Your Conversion Strategy

By understanding the Millennium Formula, we can compare data from customers who have purchased similar items in the past. The goal is to identify the priorities of the buyer and give them information at the appropriate time. We want them to make the decision to buy without triggering an impulse reaction to resist spending money. Achieving this will require us to look at the relationships between form and content in the design process. Our goal is to create the perfect balance between the beauty of the design and the content that is strategically presented.

Consumer behavior during web browsing can be monitored by statistical analysis. From careful consideration of the data, we can formulate a mathematical model that helps us predict the response of our target customer. In the world of web design this is called analytics. There are specific tools which help the designer organize the layout of a website and design the page to maximize the conversion rate.

We can monitor and track the behavior of visitors, by mapping how long they spend on the site, what links they click on and which areas of the site receive the most attention of the user. The data helps us use digital media to keep web traffic from clicking away from the webpage. By using statistics, we can arrange a website with the intention of captivating the audience in a way that motivates them to interact with the content. The information helps us understand what layouts to use when designing the elements of the page.

For example, when we put a lot of technical information on a page regarding a doctor's medical training, and include a form asking specific personal information from a patient. The page in this circumstance must appear very similar to a form one might fill out in a hospital waiting room. If the form had a lot of graphics on it and appeared entertaining, there would be a psychological resistance on the part of the user to interact with the content. The reaction occurs on the sub conscious level due to past experiences.

If we were to design the medical page in an entertaining way, like we would for a video game or a film, the user might sub consciously reject a form asking for their personal information. They would not be able to trust the authority as credible due to the psychological conditioning of the other experiences they have had in a doctor's office. This may be described as market context. The laws which govern form and content during web design must take into consideration the context of the interaction and use analytics to get the user to click through on the landing page.

During the design process, it is useful to observe the data and recognize relationships between the variables involved in the process. When examining behavioral psychology there is a relationship between Form and Content and the click through rate on the website. From the perspective of the user, there is an intellectual response to the content, and an emotional response to the form.

Four Stage Process

Understanding the relationship between form and content helps us to get the conversion process started. The following stages are outlined by the Acrostic B.I.K.E. Analogous to gears being shifted on a bicycle, the stages get the client rolling as the process continues to build up speed.

B - Stage: BASIC PRODUCT (Free)

To get the pedals turning, our primary goal is enticing users to interact with your social media. When they are presented with the Basic Product, they are rewarded with a FREE gift by clicking through to your landing page. Your goal is to monitor and track new prospects by getting them to fill out a contact form on your website.

I - Stage: INCENTIVE PRODUCT (\$10 or less)

Turning a prospect into a customer, this first step gets the conversion process rolling. Your product should have a high-perceived value. It should be useful but incomplete, and relatively inexpensive compared with other similar products. The buy-cycle starts off in low gear by creating enthusiasm and building excitement.

K - Stage: KEYSTONE PRODUCT (\$50-\$500)

This core product should be the bread and butter of your business and the driving force behind your entire content marketing plan. Variations can be bundled into groups. Each bundle adds additional features as pricing increases correspond with enhancements. Their buy-cycle speeds up as they begin changing gears.

E - Stage: ENHANCEMENT PRODUCT (\$100-\$1000)

This is your opportunity to sell accessories that complete the Central Product, including upgrades that enhance the experience of the consumer. When the Keystone Product is incomplete, you are positioned to offer accessories that enhance brand value. In many cases, the psychological desire to save money and get a better deal is irresistible. Now your buy-cycle kicks into high gear.

Four Business Goals

During the following quick start guide, you will learn how to make a digital media campaign by addressing each stage in the B.I.K.E. process. We will address the relationships between Traffic and Conversion as well as Content and Form.

1. Identify your Keystone products and find a niche market.
2. Research your competition and target your ideal customer.
3. Determine pricing based on supply and demand.
4. Use the Buy-Cycle or B.I.K.E. to make a digital media plan.

Overcoming Objections

This four-stage process overcomes the prospects instinctual response to disregard our advertised products. We can now use clever design to appeal to emotion and overcome the fight or flight response. By stating the variables in terms proportionality, we position the independent variable as the cause and the dependent variable as the effect, while the constant is the unchanging variable. This formula allows us to anticipate the response of the audience.

During this process, content is the constant and gives us the most power. By avoiding the negative response, we are able to design a digital campaign to overcome it. This diffuses the reaction and enables an appeal to reason. An effective means of decreasing the product involves building an emotional connection. Most reactionary responses are defense mechanisms. The reaction is triggered by a very old center of the brain called the medulla oblongata and is described as the fight or flight response. Building trust reduces the impulse to click away from the website.

Often the digital campaign is immediately perceived as a threat. In order to avoid this we must design the form and content in such a manner that it appeals to emotion. Offering free knowledge functions to build trust during the start of the conversion cycle. The free offer is the first stage of building the relationship. Clever web page design gives us the ability to do this in a way that is not threatening. We don't want the audience to become suspicious and leave the page.

The digital media must be cleverly designed to appear as a trusted resource. People have begun to simply ignore advertisements. When they encounter a sales pitch, they respond with a fight or flight defense mechanism. This occurs even when they want the product and there is a legitimate need. When the digital campaign has the wrong content for the context of the situation, the target audience will disregard it. When improperly designed, the user can become psychologically resistant to something they both want and need.

The balance between form and content helps us overcome the instinctual response in the target audience. Trust is gained by offering help solving a specific problem with a free product. The offer must be useful, and it should not have strings attached or the person will become suspicious. When the form and content are in balance, the emotional response to the digital campaign happens on a sub conscious level. Getting a basic product for Free, starts the Buy-Cycle with the B.I.K.E process.

Reason is used by the conscious mind later to analyze the information by deliberate contemplation. It is not a defense mechanism or an instinctual response but should not be used as the initial method because instincts are more powerful. The best way to earn someone's trust is to show that you care about him or her as a person. By giving your Basic Product away for free it helps them feel you are trustworthy. The emotional bond begins a process that will eventually lead to a client relationship. Using the four-stage B.I.K.E process will increase your traffic and conversion ratio.

Native Advertising

An organization can avoid the expenses of marketing a product that will eventually become market saturated, but without clever digital media they will not be able to communicate with potential buyers. Understanding the differences in these relationships allows us to make predictions based upon data. When we are able to understand the trends in conversion rates, we will be able to anticipate the responses of our potential customers. We can engineer a digital campaign for a product that will provide the highest possible return on investment.

It is not possible to change someone's basic psychology with a digital media interaction. The best practice is understanding how our customers communicate and process information. With this knowledge we can custom tailor the digital content to their specific concerns. It takes a lot of time and energy to manage a digital marketing campaign. When you make the initial analysis correctly it assures your efforts will not be wasted and you will see a higher return on your investment.

A lot of marketing firms are using the Internet as a medium for their classical marketing tactics. Classical marketing does not work as well on the Internet! There is a completely different process when people use mobile devices for web browsing. The new approach for digital media surrounds the concept of Native Advertising through interactive social media. This means creating media content that people will consume for the sake of its intrinsic value. In other words, the product is initially peripheral to the subject you are addressing with the digital media posts. Social media will not contain a product pitch, but rather will be entertaining on its own.

Early marketing companies referred to this as "Product Placement". The modern tactic known as "Native Advertising" follows the same concept. Soda companies are famous for using this tactic in music videos. You may recall the video for "Dancing in the Street" featuring Mick Jagger and David Bowie. Ridiculous and absurd even for that time period. It is hilarious watching them bounce around the screen in and out of doors and windows while making funny facial expressions. After the first minute of the video, Mick takes a drink of a soda in the middle of the dance sequence. There was no mention of Coke or any other product placement. The use of products in music videos was the first example of Native Advertising. It involves using culture to motivate people like certain products. Product placement really works!

In the modern era, the native advertising strategy is the most effective way to promote products on the Internet with social media. The public has become immune to marketing. People Hate Ads and they won't watch your videos or follow your social media feed if they feel they are being sold something. We should not consider social media as an accessory to the main website, rather it should be the focus of digital marketing. The goal is to design a content marketing plan that appeals to different buyer psychologies through a specific process. Quality digital content gives any campaign a huge advantage over the competition. We have the potential to use Native Advertising effectively by creating a cultural following behind the products.

Your Ideal Customer

This process has been designed to push prospects further along. As they progress through each stage, we encourage customers to start spending money slowly. In the early stages of planning a website, there are many factors to consider. Writing your digital media plan may seem overwhelming at first. As long as you follow through with each stage in the process, you are on the path to success.

Promoting an organization requires researching your competition. This market analysis helps you to determine the demand for a particular product or service in your area. If there are a lot of other organizations in the same region providing similar products or services, the competition may require you to identify a unique niche in your marketplace. You can examine the priorities of potential customers.

A connection exists between the type of product you are selling and the type of person who is likely to purchase from you. These questions help us identify how to speak with the different types of buyers. When you know there is a demand for something, and you know how to communicate with the people who are looking for that item, chances for success greatly increase. Here are some final questions to consider regarding your digital marketing strategy.

- What are your ideal customer's priorities?
- What is their income level?
- What is the driving force behind their decisions?
- How will they find out about what you are offering?
- What is the socio-economic background of your customer?
- Are they well educated?
- Do they make informed decisions primarily based on knowledge?
- Do they function out of a state of need or impulse reaction?
- Are they looking for a luxury item or status symbol?
- What is the price point for your particular product?
- Are you selling an inexpensive product to a lot of people?
- Do you sell an expensive item that will appeal to a small number of people?

The Chair Maker's Strategy

Long ago, the King of Giants commissioned a throne to be built. He had been searching for a craftsman capable of making one that will not collapse beneath his tremendous weight. No one was able to fulfill this request and several craftsmen were put in prison for their failure to deliver the promised result. A humble chair maker heard of the difficulty and got to work on an invention that would solve this problem. He has an idea for a throne that could support the King's weight, but he had to prove the value of his work. Knowing that he could not focus on the failures of others, the chair maker decided to make a public demonstration. He hosted an event at the Royal Circus and brought in an elephant while the King was attending.

To the audience members, his new chair appeared as a common object encountered every day. It had four legs, a back, and was useful for sitting on. People saw common chairs so often that his invention seemed like "just another chair" to them. It required no further examination since they have seen thousands of chairs before. There was simply no reason to look closer or to be curious about its makeup. In their minds, it looked like every other chair they had encountered.

When the circus show began, no one could take their eyes off of the elephant standing on his new chair. He balanced a beach ball on his trunk while standing on one leg in the center of the ring. After the show, the King calmly walked over and examined the chair closely. The differences were so subtle and could not be recognized at first glance. Upon examination, the king observed that the joints in the wood were unique. They were fitted together in a new fashion in order to render the chair extremely strong. Although made of the same materials and having a similar appearance, there were cross members made of many triangles on the corners of each joint acting to reinforce the right angles. These changes in appearance were so subtle that an untrained eye cannot even recognize the difference.

Although the chair maker's design was far superior, it appeared quite similar to common chairs without close examination. The strength of the chair was only seen when an Elephant stood upon it. The King knew that common chairs would have crumbled beneath the elephant's weight. By his subtle demonstration, the chair maker had made the King aware of his talent, although not seen by others. No one recognized his skill because they had seen common chairs so many times. However, the King had a unique perspective and appreciated the level of craftsmanship.

Most onlookers classified this new chair based upon their previous experiences. When attention was not paid to the details of the carving, someone could not recognize its superior strength. They had already decided in their minds that it was only a common chair. But the Giant knew better since he had experienced chairs from a different perspective. When an Elephant did not crush the chair, only the King was able to recognize the superior craftsmanship. But the humble chair maker had to create a spectacle in order to get the kings attention.

Final Thoughts

Thank you for reviewing this digital media plan. Feel free to consider the process as outlined above and place your products on the B.I.K.E structure. As you revise the plan based on website analytics, I believe you will achieve a serious competitive advantage. At present there are no tutorials that explain the whole process of digital marketing using mathematics. These descriptions of the conversion process and the marketing plan can sell your vision to anyone! You now have a solid plan for revealing your quality products to the world.

Your company has a unique product that takes full advantage of the market strategy. The above plan has the potential to attract a lot more clients by selling them on your vision. The Millennium Formulas supercharge your existing plan and provide a long-term strategy for guaranteed results. People will buy your product for its own merits as they enter the next stage in your conversion funnel. The formulas give you the ability to attract a lot of customers and build the respect of others in the industry in order to continue being on the forefront of your industry.

Keep in mind that this is only a strategic outline. You can revise and perfect it as you consider your core product and your customer demographic. I am excited to be able to help you build your business with this unique marketing strategy. If you should need assistance developing your brand, I look forward to helping you create high quality content for your digital media campaign. Feel free to contact me with any questions for a free digital media consultation.

I look forward to hearing from you to discuss a very profitable future for your organization. The key for success is setting realistic and achievable goals and implementing a solid strategy. There is no limit to the growth we can achieve with a little effort. Thank you again for your willingness to review my ideas for developing the digital content that will ensure your continued prosperity.

Many Thanks,

Justin R. Rue

Author,

Millennium Formula