

Building online sales through branding & design

HANDMADE
MARKETING 



Barry Hand

Marketing Consultant, @BarryHand

10+ years with e-commerce and online companies

Director at Handmade Marketing

Lecturer in Digital Marketing & Analytics

handmademarketing.ie

lastminute.com

 **GrabOne**



HANDMADE
MARKETING 

HOW I MADE €24,000 ONLINE IN 4 WEEKS



Just finished long consulting project

Feeling a bit drained

Looking for a short term boost before next project began

 **Barry Hand**
@barryhand

Struggling with Google Analytics? I've 1 slot available this month for 1-to-1 help. Is that you?

1-to-1 Google Analytics Masterclass

[Yes, I'm Interested](#)

Share your name and email address with Barry Hand

 **Barry Hand**
@barryhand
ba*****@gm*****.com

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RETWEETS **4** FAVORITE **1**

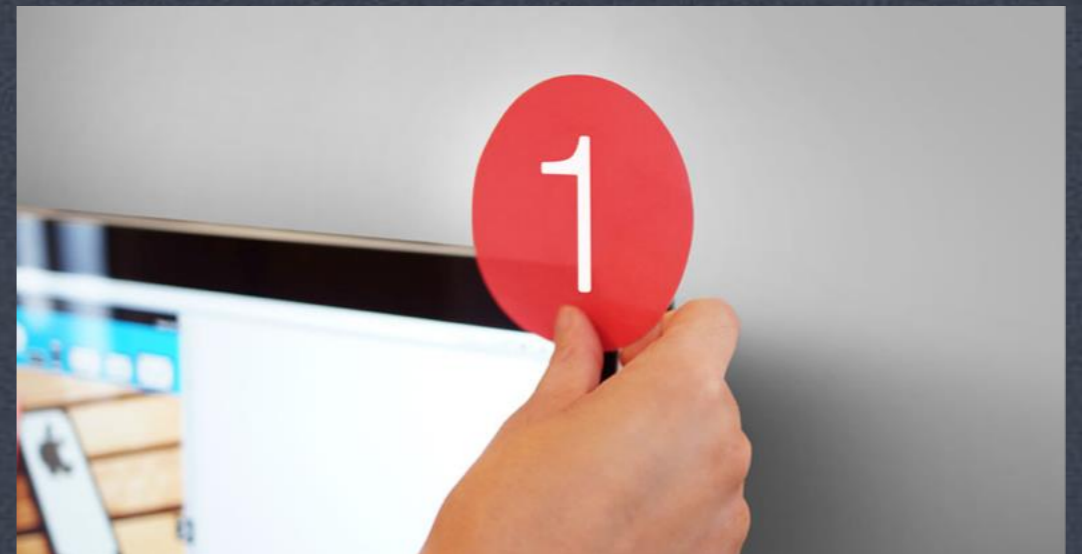


Tweeting + twitter card to collect details

Around 12-15 replies, emails and messages

To fulfil this amount of training would be difficult

In worse position than before!





Validate demand through research

Survey + interviewed with those interested

Used feedback to create proposition for a course

TALK TO
POTENTIAL
CUSTOMERS AND
UNDERSTAND
THEIR NEEDS



Research revealed a niche:

- Small classroom (less than 10)
- Multi-day course & in-depth learning
- Good location and food supplied
- Workshop style learning
- Focused on marketing and marketers

Launched a 'conversion' website

- Web template - €20
- Website domain - €10
- Integrated booking system and payment provider
- Took one day building website and making it buyer ready



analyticstraining.ie

Week 1

12 sales / €9.5k

CREATE A
MINIMAL
BUYABLE
WEBSITE BEFORE
INVESTING
HEAVILY IN
ONLINE



From experience - just promoting the course wasn't going to be enough

Costly and time consuming

Contact prospects directly

Attendee list for marketing event
- 500 contacts

Scanned and outsourced to fill
in blanks

Cost \$75 to get email address,
job title, website, location

The screenshot shows a job listing on the Upwork platform. At the top is the Upwork logo. The job title is "Convert PDF List to XLS + Add Email Addresses". It is categorized as "Web Research" and was posted "3 months ago". The job type is "Hourly Job" with a duration of "Less than 1 month" and an "Entry Level" requirement, meaning the client is looking for freelancers with the lowest rates. The job details section contains the following text: "I have a PDF file of list with contacts in the following format: First Name / Last Name / Company Name. I need this converted into XLS and to add the following: Job Title / Email Address / Location." It also includes a summary: "You will convert a PDF list into XLS that has First Name / Last Name / Company Name and add also Job Title / Email Address / Location." Skills required are "Data Entry", "Lead generation", and "Web scraping". At the bottom, there are sections for "Preferred Qualifications" (Upwork Hours: At least 100 hours) and "Client Activity on this Job" (Last Viewed: 3 months ago, Proposals: 32, Hired: 1, Melanie Balcita).

upworkTM

Convert PDF List to XLS + Add Email Addresses

Web Research Posted 3 months ago

Hourly Job
Hours to be determined
Less than 1 month

Entry Level
I am looking for freelancers with the lowest rates

Details

I have a PDF file of list with contacts in the following format

First Name / Last Name / Company Name

I need this converted into XLS and to add the following

Job Title / Email Address / Location

- In summary

You will convert a PDF list into XLS that has First Name / Last Name / Company Name and add also Job Title / Email Address / Location

Skills Required: Data Entry Lead generation Web scraping

You will be asked to answer the following questions when submitting a proposal:

1. What method and tools do you propose to achieve this project successfully?
2. How long will this take to complete?

Preferred Qualifications

Upwork Hours: At least 100 hours

Client Activity on this Job

Last Viewed: 3 months ago

Proposals: 32

Hired: 1

Melanie Balcita

SHORT-CUT
TIME
CONSUMING
TASKS WHERE
POSSIBLE



Removed same company contacts and duplicates

- Not based in Ireland
- Don't use Google Analytics
- Type of business
- Email hard to find

Filtered down to 200 prospects

Reviewed manually to 80 'Good fits'

Bulk sent cold emails in drip campaign

Simple questions

Focused on yes or no answer

Keep following up!



Hi [REDACTED]

My name is Barry Hand and I run Analytics Training, I help people become better marketers by mastering Google Analytics.

Not sure if you're the person I should be speaking to, but I wanted to see if you could help connect me to the right person at [REDACTED] [REDACTED] to discuss Google Analytics?

Please let me know either way, I would sincerely appreciate your assistance.

Barry,
Analytics Training

Cold email

Short and to the point

Hi [REDACTED]

My name is Barry Hand and I run Analytics Training, I help people become better marketers by mastering Google Analytics.

Not sure if you're the person I should be speaking to, but I wanted to see if you could help connect me to the right person at [REDACTED] to discuss Google Analytics?

Asking for help
Asking for referral

Please let me know either way, I would sincerely appreciate your assistance.

Barry,
Analytics Training

Either way = Yes/No
Asking for help

Cold email

Hi Barry,

You've emailed the right person.

The biggest problem I have in Google Analytics at the moment is our bounce rate has gone up. I think that is mainly due to our one page site. I've added extra pages onto the site. I looked it up and I can implement a tracking method in 'events'?

Let me know the details of your course.



Warm reply

IDENTIFY
POTENTIAL
CUSTOMERS
AND GO GET
'EM

Week 2

80 prospects / 60%
response rate

12 more sales / €19k total





Collected post course feedback

Used this insight to improve course

Asked for referrals

Contacted leads with feedback and endorsement



Barry has a great understanding of the industry and conveys it very well and patiently to novices.

— *Nigel Alexander, Phonovation*



It was great to be in a class with an array of different working backgrounds and learn from their experiences also.

— *Sharon Gray, Entertainment.ie*



I am much more knowledgeable about Google Analytics and discovered lots of interesting features with practical tasks.

— *Anna Pospieszynska, Webfactory*



What I loved most is that a lot of the efficacy of Analytics depends on asking the right questions.

— *Teresa Murray, Sightsavers Ireland*

Week 3

6 more sales / €24k total

BUILD
AUTOMATED
FLOWS TO
CREATE
MOMENTUM

Week 4

30 sales / €24k online sales

92 people interested in future
courses

5 warm consulting leads



@BarryHand

handmademarketing.ie

5 TAKEAWAYS:

1. TALK TO POTENTIAL CUSTOMERS AND UNDERSTAND THEIR NEEDS

2. CREATE A MINIMAL BUYABLE WEBSITE BEFORE INVESTING HEAVILY IN ONLINE

3. SHORT-CUT TIME CONSUMING TASKS WHERE POSSIBLE

4. IDENTIFY POTENTIAL CUSTOMERS AND GO GET 'EM

5. BUILD AUTOMATED FLOWS TO CREATE MOMENTUM