

Foundations of Digital Marketing

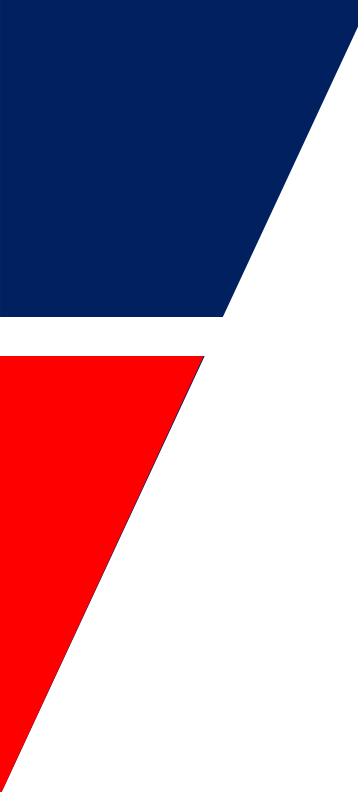
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Course content

- Strategy & planning
- The marketing strategy [top-line]
- Choosing the right channels
- Question time!
- Useful tools
- Additional resources



“Digital marketing is an umbrella term for all of your company's online marketing efforts.”

– *Hubspot*

Strategise & plan

- “Just get started” vs planning your direction
- Marketing strategy – gives focus & direction
- Marketing strategy vs marketing campaign?
 - **Strategy:** high-level, overall strategic plan that is connected to the entire brand, and its organisational objectives.
 - **Campaigns:** short-term initiatives to achieve a specific goal.

The marketing strategy

- **Target audience:** the people you anticipate will purchase your product or service
- **Goals and objectives:** the long-and short term goals you want to achieve
- **Competitors:** understanding the market you're in
- **Content creation:** the content you create to build trust and promote your products and services
- **Measuring:** measure results to know that you're hitting your goals

The marketing strategy: target audience

- Audience research is key – learn about your ideal customer
- Segmentation – helps narrow down your audience
- Creating “Buyer Personas”

The marketing strategy: objectives & goals

SMART Goals:

- **Specific:** what do I want to achieve?
- **Measurable:** how will I know when I've reached my goal?
- **Achievable:** How can I achieve this goal? Is it realistic?
- **Relevant:** Is this goal relevant to my business?
- **Time-bound:** When's the deadline?

The marketing strategy: objectives & goals

EXAMPLES

Create a landing page that is specific to the product or service that you offer and includes 20+ pieces of supporting content: 12x blogs, 6x infographics, 6x videos, 6x guides.

Update a website with new product content that details product features, with the aim to increase website conversion rate in the next 3 weeks by 2%.

Perform 10 calls a day for 2 weeks with the aim to speak to 8 people a day, and get 5 of them to buy my product/service.

The marketing strategy: competitors

- What tricks do they have up their sleeve?
- It's not about copying, it's about understanding
- You want your strategy to be differentiated
- You'll always have some form of competition, even if your product/service is niche

The marketing strategy: content creation

- Sharing knowledge and building trust
- Focus your attention on what you think will work for your audience:
 - Video, reels, vlogging
 - Blog content
 - Infographics
 - Podcast/audio

How do I know?

- Audience research

The marketing strategy: measuring

- Analyse what's working and what's not working
- Do more of what's working, and less of what's not working
- Sounds simple in theory – what does that actually look like?
- KPIs – what to measure? *[suggestions at the end of the workshop]*

Choosing the right marketing channels

- Driving awareness & sales
- Owned vs Earned channels
- Start with channels that you “own”

Marketing channels: your website

- Your business home, shop window etc
- Where all your marketing activities should drive visitors
- The only channel you truly own that's visible to the world

Marketing channels: social media

- Connecting with current consumers and prospects
- Valuable for community building and engagement:
- The best companies on social media plan their content and then engage with their audience
- Have a plan for negative feedback or comments

Marketing channels: content marketing

- The traditional 'hard sell' doesn't cut it anymore
- People know when they are being sold to
- Content marketing: sharing value
- Podcasts, video, infographics, blogs, whitepapers, webinars
- "I'll be here if you need me"

Marketing channels: email (marketing)

- For most companies: a newsletter
- It's not all about product promotion though:
 - Discounts
 - Events
 - Sharing valuable content
 - Onboarding

Marketing channels: SEO

- Search Engine Optimisation
- Optimising your website and content to increase the quality and quantity of the traffic your website receives
- Technical optimisation vs Content optimisation

Marketing channels: paid advertising

- PPC – “pay-per-click”
 - **Display:** rich media – text, imagery, gifs, video
 - **Search:** search engine results
 - **Native Advertising:** ad is embedded amongst content
 - **Social Media:** ads on the social networks
 - **Retargeting:** remarketing based on data collection, like cookies

Marketing channels: “earned” channels

- Powerful channels – but you have to “earn” them
 - Influencers
 - Customers sharing your content or reviews
 - Customers sharing their own content featuring your product or service

Now what?

1. Write your marketing strategy – 3-5 pages suffice
2. Set up your website + implement data tracking
3. Spend some time on audience research
4. Decide where to start marketing
5. Test and learn



Question time!

Which KPIs to measure?

- Website:
 - Number of visitors
 - Time spent on the website
 - How they interact with your pages
 - Bounce rate (but don't stare blindly on this one!)
 - Conversions – you may need to set this up...

Which KPIs to measure?

- Social media:
 - Number of followers
 - Reach
 - Shares
 - Link clicks

Which KPIs to measure?

- Content:
 - Time spent reading
 - How far people read
 - Actions taken after reading

Which KPIs to measure?

- SEO:
 - Keyword ranking
 - Organic traffic to your website
 - Competition comparisons

Which KPIs to measure?

- Email (campaign specific):
 - Number of subscribers
 - Emails sent
 - Open rate
 - Click rate
 - How subscribers interact with your email

Which KPIs to measure?

- PPC (campaign specific, depends on type of advert):
 - Reach
 - Engagement
 - Click rate
 - Conversion
 - Ad spend

Useful Tools

Email

- [Mailchimp](#)
- [Klaviyo](#)
- [ConvertKit](#)

Social media sharing

- [Buffer](#)
- [Hootsuite](#)
- Each social network

Website [data tracking]

- [Google Analytics](#)
- [Hotjar](#)
- [Tag Manager](#)
- [Search Console](#)

PPC

- Use each network (Google, Facebook, Instagram, Twitter, LinkedIn, Quora, Reddit etc)

Useful Tools

SEO

- [SEMRush](#) [paid tool]
- [SERanking](#) [free & paid tool]
- [Google Search Console](#)
- [Yoast](#) [Wordpress plugin]

Content analytics*

- Google Analytics
- Hotjar

Content creation

- [Canva](#) [social and graphics]
- [Grammarly](#) [grammar check]

** The best Analytics tools for content is going to be Google Analytics and Hotjar. You can sign up to specific content analytics tools, but at the beginning, you'll find that Hotjar and Analytics will give you enough data to assess your content's performance.*

Useful resources

General marketing

- [How to Market Your Startup's Minimum Viable Product](#)
- [Lead Generation: A Beginner's Guide to Generating Business Leads](#)
- [The Ultimate Guide to B2B Marketing in 2021](#)
- [B2C Lead Generation: A Beginner's Guide](#)
- [Beginners guide to eCommerce Marketing](#)

Useful resources

SEO

- [Beginner's Guide to SEO](#)
- [Google's Guide to Search Engine Optimisation](#)

Social Media

- [Getting Started With Social Media Marketing](#)
- [How to Create a Social Media Marketing Plan From Scratch](#)

Useful resources

PPC

- [Getting Started With Social Media Advertising & Paid Social](#)
- [Google Ads: The Ultimate Guide](#)

Email

- [Mailchimp's Guide to Email Marketing](#)
- [Neil Patel's Guide to Creating Successful Email Campaigns](#)

Useful resources

Content Marketing

- [Getting Started With Content Marketing](#)
- [MOZ Beginner's Guide to Content Marketing](#)

Branding

- [Branding for Beginners: 5 Essential Tips for Creating a Brand Identity Yourself](#)
- [Hubspot's Guide to Developing a Unique Brand Identity](#)

Useful resources

Data tracking

- [How to use Google Analytics – the Beginner's Guide](#)
- [Google Analytics for Beginners](#) [Google's own course, it's free]
- [Getting Started With Google Tag Manager: A Beginner's Guide](#)
- [Hotjar Tracking: How To Set It Up And Use It Wisely](#)

GDPR

- [Getting started with data protection – top tips for beginners](#)
- [The Definitive GDPR Checklist for Marketing](#)