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Develop an Effective Digital Marketing Strategy

Eddy Webb
CEO

Helping Businesses Flourish since 2005

About InSynch

- Formed in Feb 2005 – **Based across England and Wales** but cover all of the UK and many international clients too
- **Main areas of Business are:**
  - Digital Marketing Agency
    - 80+ Businesses across the UK on monthly retainers
  - Delivering support under government projects
    - Webinars, Training, Mentoring and Consultancy

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Why we are different?

- Total Digital Marketing - We use 1000's of tactics in a co-ordinated way to bring results
- We measure everything that we do
- We work WITH businesses, meshing with their current skills and time
- Monthly packages with short minimum contracts
  - Businesses stay with us because it works
- Entirely results driven

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InSynch in 2022

- **54** in house webinars
- **159** webinars for government projects
- **1297** digital marketing consultancy sessions with businesses
- **8934** hours of digital marketing delivered for businesses

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Contents

- Total Digital Marketing Strategy
- Measuring Performance - Website statistics
- Improving your Website
- Improving conversion rates
- Search engine optimisation basics
- Email Marketing strategy
- Content Marketing

Please Note

- Some sections are basic and some are advanced
- Questions by email after the course as well as now
- Social media covered in Part 2
- Wait until the end, fill out the evaluation form to get a copy of the slides

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Digital Marketing

- Much more than Social Media
- Needs to be part of a much wider plan
- Measure what works
- Do more of what works and less of what doesn't work
- Facebook vs Email Marketing?

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Total Digital™ Marketing

From InSynch

Total Digital™ Marketing

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WEBSITE

Transact
- Book
- Buy
- Order

Contact
- Contact Form
- Phone
- Email

Inform
- Products
- Services
- Terms
- Photos
- Information

Total Digital® Marketing

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- Social Media Followers
- Email Subscribers
- Demographics

Customers

Website Google Analytics

- Audience
- Acquisition
- Behaviour
- Conversion Rates

- Enquiries
- Sales
- Customer Service

Business

MEASURE

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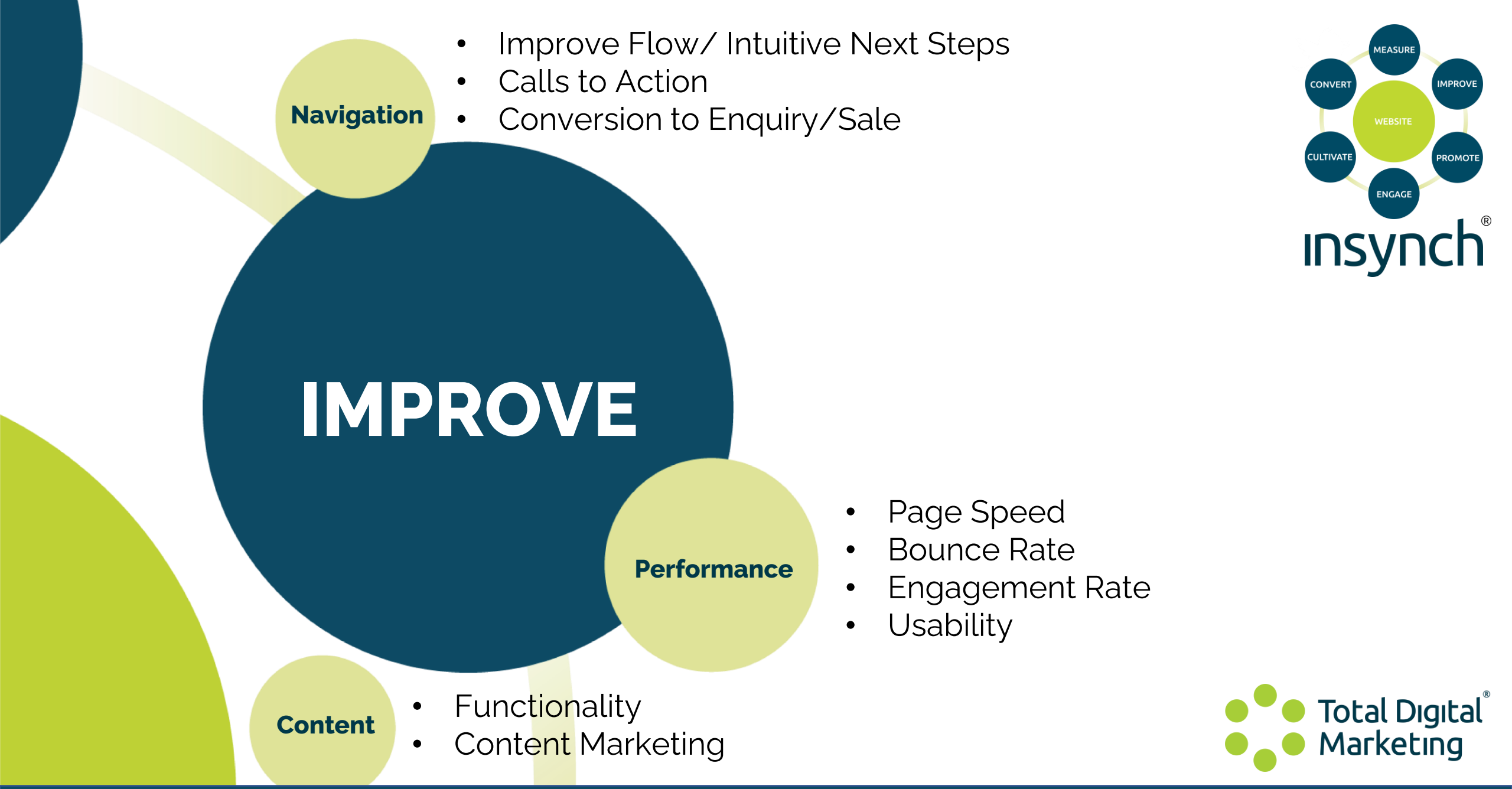

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PROMOTE

Search

- Search Engine Optimisation
- Pay Per Click

Offline

- Leaflets
- Adverts
- Brochures

Social

- Social Media
- Social Media Adverts
- Word of Mouth

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ENGAGE

Capture

- Incentivise
- Email Address
- Contact Details

Contact

- Phone
- Contact Form
- Email

Tracking

- Facebook Pixel
- Google Ads Cookie

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CULTIVATE

Email

- Newsletters
- Drip Feed Emails
- Segmentation
- Email; Automations

Social

- Posts
- Remarketing

Content

- Content Marketing
- Multiple Platform
- Offline Promotions

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CONVERT

Testing
- Wording
- Images
- Layout

Analysis
- Conversion Paths
- Website Usage
- Exit Pages
- Heat Maps

Barriers
- Usability
- Trust
- Price

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Measure Website and Marketing Performance

Before you begin – You need to know where you are now

What are Web site Statistics?

Do you monitor them?

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Measure Website and Marketing Performance

Social Media

Which platform is driving traffic?

Which platform or which post is driving success?

Improvement in search engine positions

Check that More visitors = More enquiries = More bookings/sales

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Why are statistics important?

- How many people are visiting your site
- What they like – and don't
- Which of your online marketing methods are working

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Installing Google Analytics

This slide is for reference only

- Sign up for a Google account
- Verify your email address
- Go to www.google.co.uk/analytics
- Click Access Analytics
- Enter your Website information
- Get the Google Tracking code
- Paste the code immediately before the closing </head> tag at the top of each page
- NB – If you have already set up Google Analytics then get your code from the 'Admin' cog bottom left

- **Quick view of analytics and trends**

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Improving your Website to increase Conversion Rates

- Rather than striving for more traffic, strive for higher conversion rates
- Double your business without increasing traffic
- Your Website URLs please

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The Importance of Conversion Rates

Conversion = Sale, Order, Enquiry etc

1000 visitors – 1% conversion rate = 10 conversions

To increase to 20 conversions

a) Double visitors to 2000

b) increase conversion rate to 2%

A 0.1% change in conversion rate = 10% increase in business….

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Reduce download times

- Online population are impatient!
- 1 second delay in your download speed could result in:
  - 7% fewer conversions
  - 11% fewer page views
  - 16% decrease in customer satisfaction
- Use 'Image Editing' software to optimise images
- Save as JPEG or GIF at 72dpi

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Reduce download times

- Use thumbnails where possible (think small!)
- Avoid large graphic backgrounds
- Try https://developers.google.com/speed/pagespeed/ or https://gtmetrix.com/
- www.tinypng.com can be useful
- https://www.iloveimg.com/resize-image

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Content

- Keep it fresh and up to date
- Search Engines like changing sites
  - Customer Comments
- Sticky content
  - Improve Bounce rates
- Keyword rich, unique text

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Functionality

- Contact form – Does it work?
- Fewer fields the better
- Is the Website intuitive to use
- Does your marketing ‘fluff’ get in the way?
- Don’t assume everyone will read what you write

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Improving Conversion Rates

Ask yourself

What would you consider a successful visit on your Website to be?

Then take a fresh look at your website and make it as easy and obvious as possible for people to take that action

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Converting Website visitors into customers

- Improve navigation and make it obvious
  - Add text links within main body text
  - Add graphic buttons to take the user where you want them to go
  - Create a Hero / “Where do you want to go today?” Menu
- Move important links to key locations
- Undertake user testing

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Search Engine Optimisation

What is it?

Is it still a valid digital marketing method?

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Keyword and phrase selection

Google keyword planner (Part of Google Adwords)

Start a campaign briefly in order to get accurate results

- http://adwords.google.com/keywordplanner
- Note that 25% of all searches on Google are location related
- Get a list of searched for phrases
- Take it further - Use Quote Marks and search for the phrase in Google to ascertain competition

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Where to put your phrases

- **Create an 6 – 8 word phrase in order of search volume and importance – 70 characters**
- **Meta Tags**
  - Page title (most important)
  - Page description
  - Keywords (unimportant)
- **Page Content**
  - Headings
  - Body text
  - Hyperlinks
  - Domain name (less important these days
  - Alt Tags

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Build inbound links

- More links the better? – NOT anymore! Quality links where possible
- The more relevant the better
- Check the number of links you have using https://smallseotools.com/backlink-checker/ or other similar tools
- **https://ahrefs.com/website-authority-checker**
- Always link to a new page or tab using a new window Your link

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eMail Marketing

- eMail is one of the most important on-line marketing tools for SMEs
- 40 times more effective than Social Media at converting customers – (Source McKinsey & Company)
- Cost effective
- Mailchimp free for less than 2000 subscribers

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Tips for composing emails

- Write Powerful Subject Lines – 6 words maximum
- Time your emails well
  - Use www.google.co.uk/trends
- Make sure you have a call to action
- Get your message across quickly
- **Drive people to your Website**
- Use a question mark in the subject line
- **Resend 24 hours later to those who did not open**

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What is Content Marketing?

Your potential customers don't care about you, your products, or your services. They have needs that they want met.

Information, Entertainment, Help, Products/Services

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What is Content Marketing?

At least 99% of the time, your potential customers' need is NOT to buy your product or service.

Content Marketing is about meeting the needs of your potential customers with engaging information that they are passionate about, so that they pay attention to you.

www.answerthepublic.com

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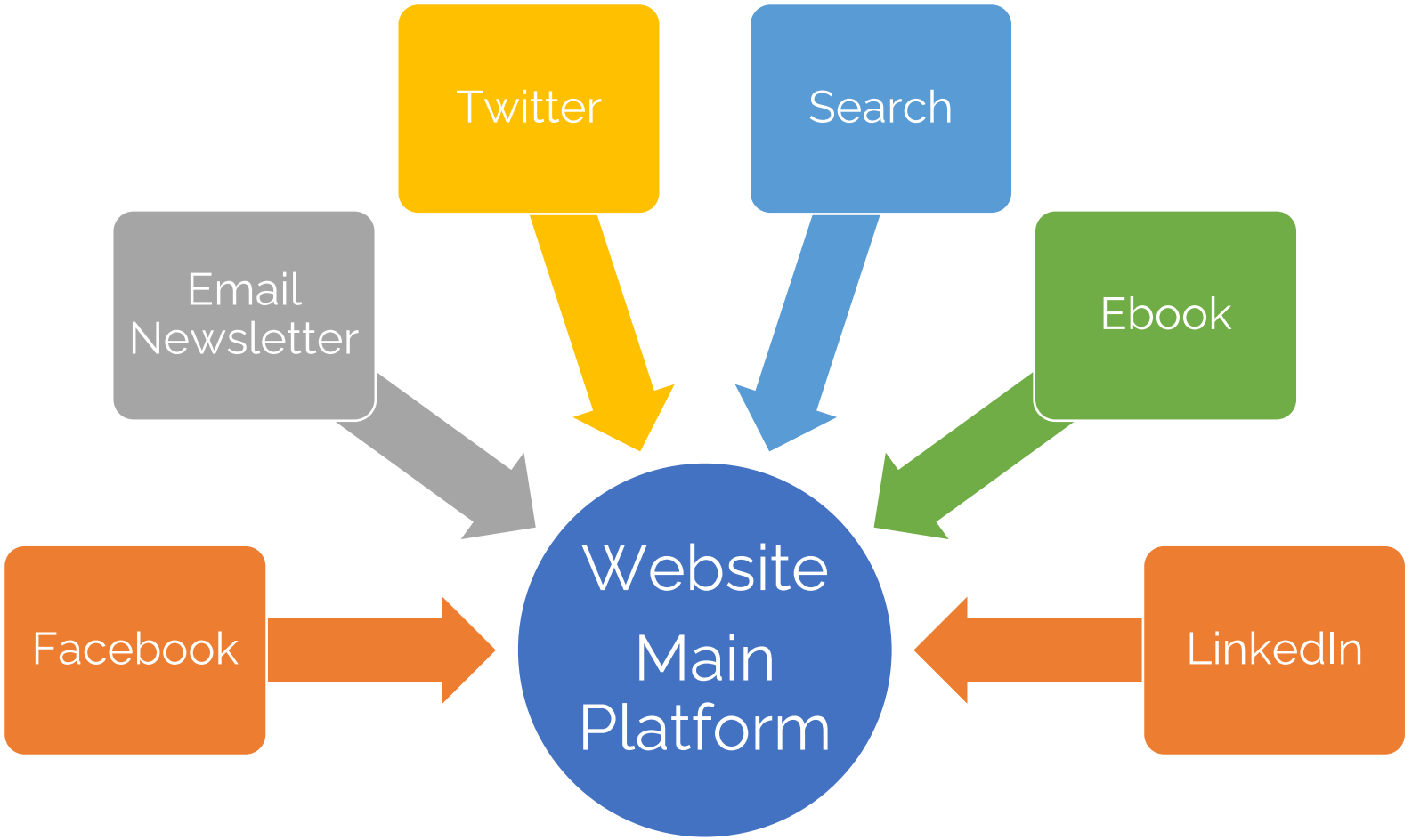
The Hub and Spoke Model



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End of Part 1

Next Steps

Request a Free 121 session with us

Enter details on evaluation form at the end

Download copy of the presentation

Link at the end of Part 2 – or complete an evaluation form

Book on our next webinar

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The End - Next Steps

- Enter details on evaluation form at the end
- Download copy of the presentation
- **Request a Free 121 session with us**
- Book on our next webinar
- Talk to us about how we can work with you

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