

# Digital Marketing Power Hour: Christmas Edition

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# 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



# Overview of session

- Dive into our trademark digital marketing strategy technique
- Understand what digital marketing strategies to utilise to maximise results for Christmas
- Create an email and social media content marketing strategy that engages shoppers
- Refine your PPC ads across multiple platforms





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# The InSynch Strategy - Total Digital Marketing



 Total Digital Marketing™

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## **Transact**

- Book
- Buy
- Order

## **Contact**

- Contact Form
- Phone
- Email

## **Inform**

- Products
- Services
- Terms
- Photos
- Information





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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**

Total Digital Marketing™

# IMPROVE

## Navigation

- Improve Flow/ Intuitive Next Steps
- Calls to Action
- Conversion to Enquiry/Sale

## Performance

- Page Speed
- Bounce Rate
- Engagement Rate
- Usability

## Content

- Functionality
- Content Marketing



# PROMOTE

## Search

- Search Engine Optimisation
- Pay Per Click

## Offline

- Leaflets
- Adverts
- Brochures

## Social

- Social Media
- Social Media Adverts
- Word of Mouth





# ENGAGE

Incentivize  
Email Address  
Contact Details

Capture

Contact

- Phone
- Contact Form
- Email

Tracking

- Facebook Pixel
- Google Ads Cookie



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Total Digital<sup>™</sup>  
Marketing



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

Email

# CULTIVATE

- Content Marketing
- Multiple Platform
- Offline Promotions

Content

- Posts
- Remarketing

Social

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Marketing

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

Analysis

# CONVERT

- Wording
- Images
- Layout

Testing

- Usability
- Trust
- Price

Barriers

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Marketing

# Website priorities from this for Christmas

- How many people are visiting your website currently? Benchmark now ahead of Xmas!
- What don't they like on your website/where are they bouncing? Time to make a change!
- Where are they coming from? Social/email/PPC? Whichever it is will be our driving tactic!



# Data to benchmark from GA4

- Website visitors
- Conversions
- Engagement
- Revenue

All of the above are going to be key data points to review throughout the festive period to establish success.

Benchmark and understand where you are now to allow quick identification of success at Christmas!

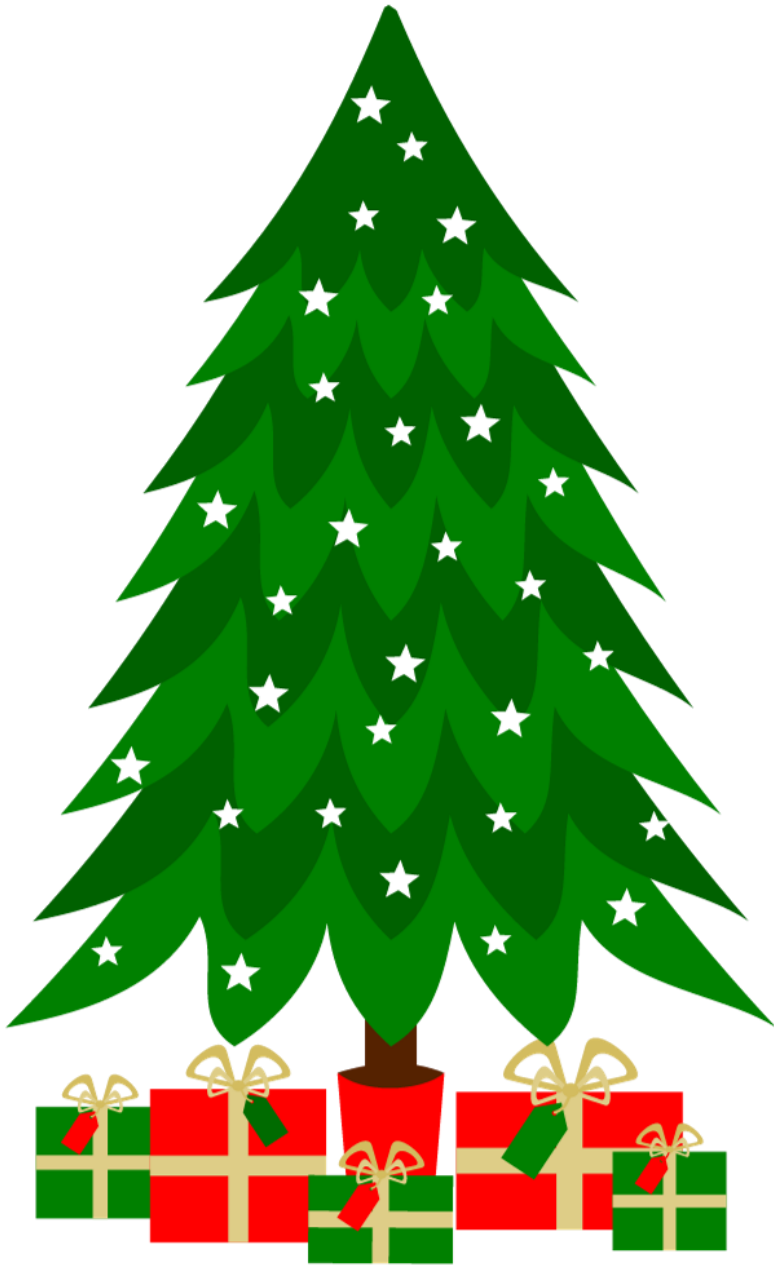


# Quick Win Conversion Improvements

Ultimately, we're more interested in Conversion Rates than website traffic! Here are some quick website changes for festive e-commerce sites:

- **Improve navigation:** More links in text, add call-to-action buttons, and create an easy-to-use hero menu with key locations.
- **Make it easy!** Move important information/offers to key locations.
- **Improve page speed:** Reduce image sizes, and swap out heavy-load videos on the homepage.
- **Cut the fluff!** If you've overdone your content on page, you're making it a bigger commitment for users to read. Leading to bigger bounces!
- **Undertake user testing:** Get a fresh pair of eyes on the site and ask them how they feel the user experience is.
- **Check your forms and checkouts are smooth sailing!**





# Tactics to boost brand awareness this Christmas and drive sales through your site!

We've had a look at the foundations but here's how you can maximise your festive success...



# Search Engine Optimisation

**Optimise your Christmas products, website content and images with keywords users are going to be searching for!**

By definition SEO is the practice of getting targeted traffic to a website from a search engine, like Google, through their organic search result rankings.

**Use Google's Keyword Planner to identify relevant keywords your business can use on your website to help drive traffic to your site.**

*Please note that Christmas is very competitive, so you'll need to be clever with your selections and act quickly!*





# Where to put your keywords

## Meta Data:

- Title – 65 characters
- Description – 155 character
- Alt tags – A simple sentence describing the image, weaving in 1 keyword!

## Page Content:

- Headings
- Body Text
- Product Descriptions
- Body Links
- Call to actions

Look to target 5 keywords per page to allow for more effective targeting. Watch out for keyword stuffing, be clever with how you use them!

# Content Marketing

**Once you have your keywords consider blog content and 'sprucing' up your on-page content!**

Google loves keyword-rich blog content. To drive more festive traffic try writing some Christmas blogs to promote your offering but also target search engine traffic. **Utilise answer the public for this.**

Do you have some brand-new products for Christmas? Get their listings optimized and on the site as soon as possible! The longer you give Google to index your keywords, the more likely they are to rank.

It's important to keep the marketing fluff to a minimum! Get to the point and tell the users WHY they need your product/service.



# Pop-Ups

**Offering a killer Christmas discount code? Got a festive feast recipe download? Get a pop-up on your website!**

Always think long-term with your chosen digital marketing tactics – how can I turn festive customers into return customers?

Use pop-ups and inline forms to capture email addresses.

It's a win-win, the customer gets their free download/discount code and you get their email address to drip feed content beyond the Christmas period.

There are hundreds of software choices for pop-ups including Optinmonster, Optinmonk or your email marketing platform.



# Email Marketing

Email Marketing is one of the most powerful and important tools for SME's. **It's 40 times more effective than social media at converting customers.**

Utilise platforms such as Mailchimp, Constant Contact or Hubspot as your centralised system.

Take advantage of the busy festive season and grow your mailing list!

**Pop-ups, subscription options at checkout and competitions are quick wins for achieving this.**



# Types of email to utilise

This festive season you should be sending the following:

- **Regular newsletter content (weekly or fortnightly)** – Give an insight into new products, offers and behind-the-scenes.
- **Welcome automation** – Nurture those leads!
- **Abandoned cart automation** – Link your store and send customers friendly reminders to complete their purchase. Use a discount code to seal the deal!
- **Customer feedback automation** – A few weeks after purchase have an automated series running which gathers reviews on Google/Trustpilot etc.



# Tips for composing an email to convert

- Write powerful subject lines – 6 words maximum
- Time your emails well, use [www.google.co.uk/trends](https://www.google.co.uk/trends) and social media to tap into trending topics.
- Make sure you have a call to action
- Get your message across quickly
- Drive people to your website
- Resend 24 hours later to those who did not open

# Pay Per Click Advertising

PPC advertising is very competitive and requires a higher budget in Q4 each year thanks to the festive period.

Be aware that you'll need bigger budgets to achieve results this Christmas.

Here are our tips for building your festive campaigns:



# Pay Per Click Advertising

## Meta Advertising tips:

- Utilise sales and traffic objectives in your campaigns to drive the right kind of action.
- Target users based on their behaviour on-site using the Conversions API key and pixel. *For example, 'Add to cart, no purchase' and 'Abandoned cart'.*
- Utilise boosted posts to reach new audiences you aren't reaching organically.
- Always use the tracking URL builder to ensure accurate data in GA4



# Pay Per Click Advertising

## Google Advertising tips:

- Performance max campaigns is the ad type which Google is encouraging recently, allowing you to have placements across the Search and Display networks. Utilising keywords, graphics and shopping.
- PMax is an expensive campaign to run and works off the current data you have built in your account. Always run a Search or Shopping campaign initially to drive data.
- Target festive keywords in your industry but look out for the least competitive to allow your budget to go further.



# Social Media

Across all platforms, competition is going to be fierce for placements on the main feed. Here are some quick tips to get seen on social this Christmas.

## Instagram

- Reels come first! Your easiest way to get seen on Instagram.
- Use trending sounds ALWAYS
- Keyword-driven algorithm, get your captions optimised.
- Add up to 5 links to your website in the bio.
- 3-4 posts a week.

# Social Media

## Facebook

- Post 2-3 times a week
- No links in captions!
- Keyword algorithm, much like Instagram
- Utilise Facebook Groups

## TikTok

- Get on TikTok Shop!
- Use TikTok Creative Centre to find trending songs, topics and hashtags.
- Post 4-6 times a week.
- Go live!

# Content ideas

**Not all posts should be sales-y or else you will disengage your audience! Here are some content ideas to tap into:**

- Behind the scenes – social media users are nosey, give them what they want!
- Order packing – the easiest way to show off products without the heavy sales push.
- Aspirational content – show them why they need your product.
- Christmas Lives
- Host festive competitions
- Christmas recipes/sharing ideas
- Gift guides

# Contact Details

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