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101 Digital Marketing Tips



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1



Strategy

Create a strategic plan of your digital marketing business by following a SOSTAC planning model: Situation, Objectives, Strategy, Tactics, Action and Control.



2



Strategy

In order to **define your strategy**, answer the seven key strategic questions:

- What are your market segments?
- Which segments do you want to target?
- What is your value proposition and positioning strategy?
- Which of the four generic competitive strategies are you going to use?
- What are your SWOT strategies?
- What are your product / market strategies?
- What is your revenue model strategy?

3



Strategy

Analyze any website by following the 7C model:

- Content (text, pictures, videos, sounds)
- Context (site's layout and visual design)
- Commerce (online transactions)
- Community
- Connection (links)
- Communication
- Customization

4



Strategy

Ten Principles of Online Marketing:

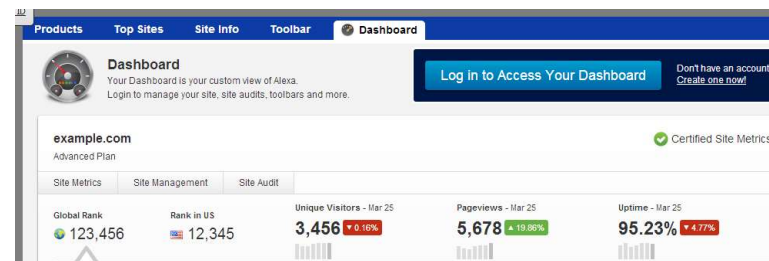
1. Know Your Strategy
2. Inform and Educate
3. Build a Nice and Visually Attractive Website
4. Be Interactive
5. Be User-Friendly
6. Be Search Engine Friendly
7. Bring Traffic
8. Measure and Improve Conversion
9. Be Personal
10. Connect

5



Research

Learn your website's traffic rank among all other websites on the Internet: www.Alexa.com



6



Research

Set up Google alerts and monitor the web for new interesting content: www.google.com/alerts

7



Research

Search more than 435 billion web pages saved over time on www.Archive.org

8



Research

Learn the total number of websites that link to your site: www.linkpopularity.com

9



Research

Learn who is mentioning you in social media:
www.socialmention.com

10



Research

How important is your site according to Google?
Check your Google Page Rank (GPR):

www.checkpagerank.net

Research

Learn how popular different search terms are:
<http://www.google.com/adwords> (open your AdWords account, then go to Tools, then Keyword Planner).

Research

Install Google Analytics to learn how many people visit your website and when they visit, as well as what they do on your site:

<http://analytics.google.com>.

Research

Install Google Webmaster Tools to identify issues with performance and keyword optimization on your site: <http://www.google.com/webmasters/tools/>

Research

Use this free website grader to compare your website to others: <http://website.grader.com/>.

15



Research

Stay on top of search trends by using Google Trends:
www.Google.com/trends

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Research

See competitor advertising strategies at
www.keywordspy.com/

Research

Download Google Chrome apps (such as SEOquake or SEMrush) to learn more diagnostics about any website on the Internet:

<https://chrome.google.com/webstore>

Website Development

Choose an effective domain name for your business at www.godaddy.com.

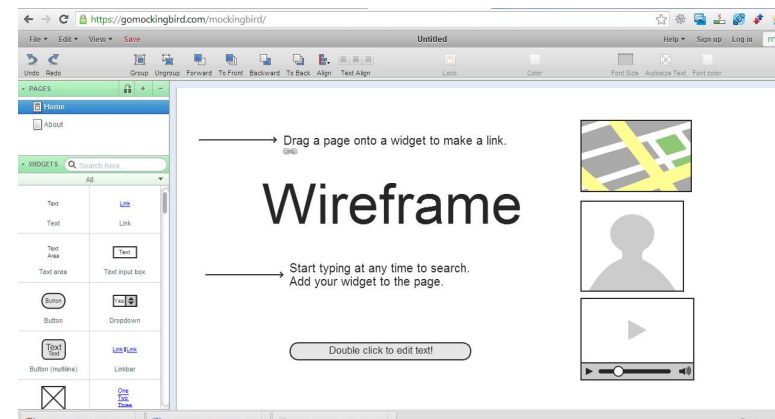
A good domain name should be unique, memorable, and descriptive of your business, brand or product/service.

Website Development

Choose a reliable web host. For great service, check out www.korax.net/. For affordable hosting, try <http://www.hostgator.com>.

Website Development

Before starting website development, create a mockup or wireframe of your future website. Use online tools such as Mockingbird (www.gomockingbird.com) or Balsamiq (www.balsamiq.com)



Website Development

Buy images for your website on www.iStockPhoto.com. Or get them for FREE at www.flickr.com under a creative commons license (www.flickr.com/creativecommons).

Website Development

If you are on a guerrilla marketing budget, hire someone to do your logo, YouTube video, e-book cover or audio for only five dollars at www.fiverr.com

Website Development

If you decide to create a website by yourself, try www.WordPress.com, www.Wix.com or other similar content management systems.

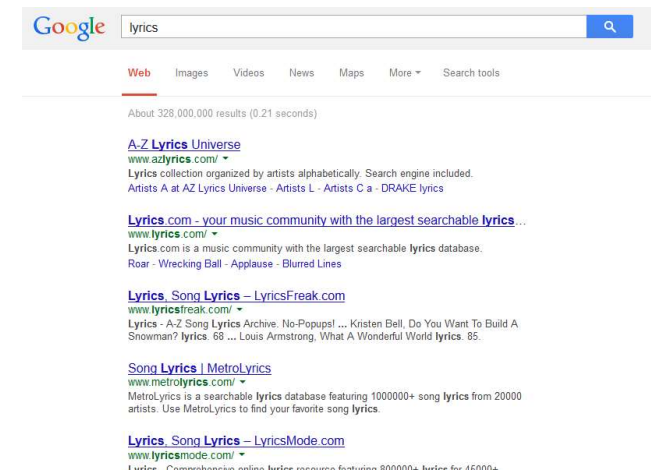
Website Development

Establish a privacy policy. Tell people how their personal information will and will not be used.

To create your policy, use online tools such as:
<http://www.dmaresponsibility.org/PPG/> or
<http://www.freeprivacypolicy.com>.

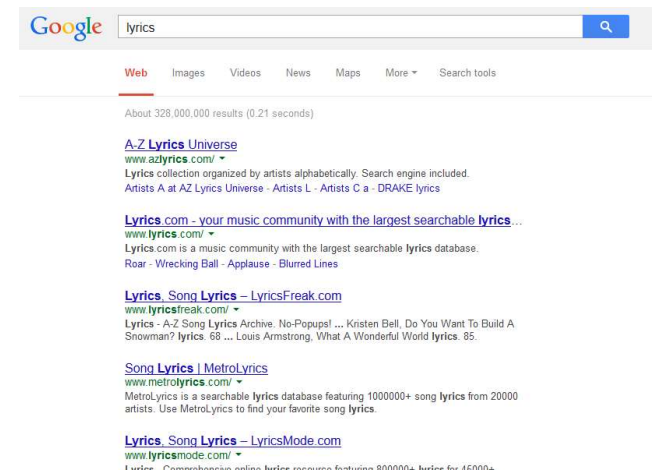
Search Engine Optimization (SEO)

To start with an SEO, conduct a keyword research at www.google.com/adwords. Create a broad list of phrases (e.g. 20-30) that are of particular interest for your online business.



Search Engine Optimization (SEO)

Research your competition. How do they rank for different search terms on Google.com? Do you see any opportunity (low competition for an important phrase)?



Search Engine Optimization (SEO)

After doing your research, analyze your website one page at a time. Decide what phrase you want to focus on each page.

Keep in mind the main principle here:
"One Page = One Phrase".

Search Engine Optimization (SEO)

Make sure that the URL (address) of your web page includes the important keywords.

For example:

www.mywebsite.com/vancouvercitypaintings

Search Engine Optimization (SEO)

Make sure to include different keywords (phrases) in the title (“Title Tag”) of each page page on your site.

Search Engine Optimization (SEO)

Make sure that the text headings and subheadings on your page reflect the same “keyword density” approach: include your keywords in the headings in order to help search engines quickly figure out what your page is all about.

Search Engine Optimization (SEO)

Make sure that the content (copy) of the page includes at least several occurrences of your selected phrase.

Search Engine Optimization (SEO)

Whenever possible, include the selected keyword (phrase) in your image title.

Search Engine Optimization (SEO)

Make sure to include your selected phrase in both your Keyword Meta tag and Description Meta tag.

Search Engine Optimization (SEO)

Link your website with other websites. Submit your website link to relevant and related industry websites or directories such as www.dmoz.org or <https://business.yahoo.com/>

Search Engine Optimization (SEO)

Create a sitemap of your site; this will make it easier for search engines to find and index your content.

Pay-Per-Click (PPC) Advertising

Like with the SEO, start planning your PPC campaign with a keyword research at www.google.com/adwords .

This will help you assess the “demand” for various phrases.

Pay-Per-Click (PPC) Advertising

Continue your research by studying your competition. Type in various search phrases on Google to see whose ads are showing up. What phrases (keywords) does your competition use?

This will tell you more about the “supply” or presence of competing products on Google.com.

Is there any gap between “demand” (previous step) and “supply”?

Pay-Per-Click (PPC) Advertising

Now that you have identified the broad list of important phrases, start setting up your PPC advertising campaign on Google at www.Google.com/adwords.

Start with a low cost per click (e.g. \$0.50-\$1.00), and with a small daily budget (e.g. \$10) during the test period. Start locally, then consider expanding.

Pay-Per-Click (PPC) Advertising

Refine your keyword list. Note that the most popular phrases are usually the most expensive. The key rule here is to select more specific and targeted keywords (phrases). If you are, for example, an artist selling paintings, the phrases "paintings" might be too generic, and as a result, too expensive. Try "art paintings", "nature paintings" or "city landscape paintings" instead.

Pay-Per-Click (PPC) Advertising

Organize your AdWords account by “granulating” it into many campaigns and ad groups. Each ad group should be extremely targeted. Using the art business as an example, one ad should be particularly designed for the phrase “city landscape paintings”, the other ad should be designed for “nature paintings”, and so on.

Pay-Per-Click (PPC) Advertising

Put together your Google ads by using the same targeted approach. The key again is to be very focused. For example, if you choose keywords “city landscape paintings”, then the title of your ad should include the same phrase.

Make sure to also include your key sales message or product benefit and call to action in the second and third line of your ad copy.

Pay-Per-Click (PPC) Advertising

Make a special landing page on your website for the most important keywords. The keywords, ads, and landing pages should be well aligned.

Pay-Per-Click (PPC) Advertising

Optimize! Pick an appropriate time frame, every one to two weeks for example, and review your campaigns for optimization.

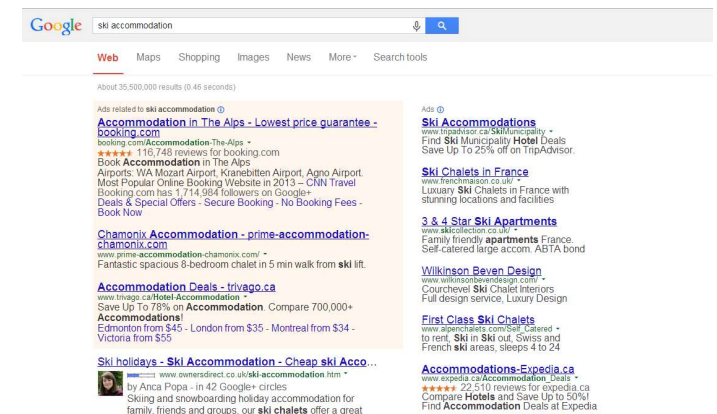
Pay-Per-Click (PPC) Advertising

Split test your ads! Create two versions of your ads or landing pages and compare their effectiveness by using an A/B test at

<http://www.splittestcalculator.com/>

Pay-Per-Click (PPC) Advertising

Don't try to outbid your competition. Instead, start with lower bids, then gradually optimize the alignment of your keywords, ads, and landing pages in order to increase click-through rate (CTR), quality score (QS) and, as a result, lower your cost per click (CPC)!



The screenshot shows a Google search for "ski accommodation". The search results include several organic links and a prominent "Ski Accommodations" ad. The ad text reads: "Ski Accommodations - Lowest price guarantee - booking.com", "116,748 reviews for booking.com", "Book Accommodation in The Alps", "Airports: IVA Mozart Airport, Klausnitten Airport, Agno Airport", "Most Popular Online Booking Website in 2013 - CNN Travel", "Booking.com has 1,714,984 followers on Google+", "Deals & Special Offers - Secure Booking - No Booking Fees - Book Now". Other search results include "Chamonix Accommodation - prime-accommodation-chamonix.com", "Accommodation Deals - trivago.ca", "Ski holidays - Ski Accommodation - Cheap Ski Accommodation", and "Accommodations-Expedia.ca".

Pay-Per-Click (PPC) Advertising

Use the “peel and stick” technique to optimize your PPC performance: peel out the most effective keywords and stick them into a separate ad group.

Social Media Marketing: How to C.O.N.N.E.C.T.

Context

Put social media marketing in a broader business context. Make sure your social media strategy is aligned with your company's vision, mission, strategic goals, and needs and preferences of your target market.



Social Media Marketing: How to C.O.N.N.E.C.T.

Online / Offline

Combine your social media marketing with your offline marketing.



Social Media Marketing: How to C.O.N.N.E.C.T.

Network

Expand your connections through social media. Get involved in a conversation by liking, following, sharing, commenting, asking, responding, thanking, congratulating...



Social Media Marketing: How to C.O.N.N.E.C.T.

Newness

It is essential to create and share new, original, and compelling content.



Social Media Marketing: How to C.O.N.N.E.C.T.

Expand

Expand your visibility beyond your own circle of friends and their friends by advertising on Facebook, Twitter, LinkedIn or YouTube.



Social Media Marketing: How to C.O.N.N.E.C.T.

Convert

Don't forget to ask for orders or at least get new leads! Make sure to include a call to action in some of your posts or tweets.



Social Media Marketing: How to C.O.N.N.E.C.T.

Test!

Use services such as Facebook Insights or www.Optimizely.com to test all aspects of your social media marketing. Test different channels, messages, content, timing, and incentives. Then, fine tune your social media marketing until you get it to work for you!

Social Media: Facebook Marketing

Create your company's page on Facebook. The Facebook page is a promoted page where you can build a fan base. The combination of creating a Facebook page and promoting it on your website will give you yet another tool for interacting with your existing and prospective customers.



Social Media: Facebook Marketing

Enable users to sign up to your website using Facebook. This not only makes it easy for users to log in to your website, it also gives you access to their social graph.



Social Media: Facebook Marketing

Make it easy for users to share the content on your website, and encourage them to do so. By placing a Facebook Like button on appropriate pages, users can share your website or blog post with their friends in a single click.



Social Media: Facebook Marketing

Follow, like, and network with likeminded groups. Use the social networks to be social. Connect with people in your industry or share your interests. Follow and help promote interesting groups and applications.



Social Media: Twitter Marketing

Head straight to Twitter (www.Twitter.com) and create an account. Start by choosing an appropriate username, but don't worry because it can be changed later. Choose a name that is short, memorable, and identifies either yourself or your business.



Social Media: Twitter Marketing

Follow people in your industry or people that share common interests. Twitter is an excellent place to get real-time updates on specific topics and share breaking news with your followers. To find people with similar interests, type relevant keywords on [Twitter Search](#).



Social Media: Twitter Marketing

Do you have a scoop on the latest news? Share it with your followers. They will appreciate being kept up to date, as everybody wants to be the first to know. Keep in mind, however, that news should be consistent with your brand image.



Social Media: Twitter Marketing

Be quick to respond to people's @Replies and direct messages!



Social Media: Twitter Marketing

Monitor your brand or industry keywords. Go to <https://twitter.com/search-home> and start with your brand. This will ensure that anytime someone is talking about you, you'll know. Then, try out some industry specific keywords.



Social Media: Twitter Marketing

Use hashtags (e.g. #digitalmarketingtraining) to promote your tweets. Using a hashtag enables users to conduct a search for any tweet containing that tag.



Social Media: Twitter Marketing

Retweet interesting content when you feel your followers would be interested. People love when their tweets are retweeted.



Social Media: Twitter Marketing

Create lists to help you categorize the people you're following. The lists will also let users know what you're interested in. People will be able to follow your lists (if you make them public).



Social Media: LinkedIn Marketing

In case you have not already done so, head to [LinkedIn](#) and start by creating a profile. Having your own profile will help you brand yourself better, but also connect with existing and prospective clients.



Social Media: LinkedIn Marketing

Create a company page on LinkedIn to promote your brand, list your products and services, and share news.



Social Media: LinkedIn Marketing

Connect with people in your industry on LinkedIn.
Find groups associated with your business and join them.



Social Media: LinkedIn Marketing

If your niche is missing a group, go ahead and create a brand new LinkedIn group. Use the group to gather likeminded people and share your experiences.



Social Media: LinkedIn Marketing

Get Introduced! Once you have several hundred connections on LinkedIn, you will realize that quite a few of your targeted companies, i.e. potential clients, are the 2nd or 3rd degree connections. This is where you can use the LinkedIn feature “Get Introduced” to get in touch with your prospects.



Social Media: LinkedIn Marketing

Advertise on LinkedIn! Similar to advertising on Google, LinkedIn has a pay-per-click (PPC) advertising program: www.linkedin.com/ads/.

LinkedIn's PPC program is unique as it allows you to advertise to selected types of individuals or businesses only, based on various criteria such as company size, industry, job title, function, or seniority level.

Social Media: LinkedIn Marketing

Use the InMail feature! Now you can send a direct e-mail to any executive in the world who has a LinkedIn profile and meets your criteria (e.g. industry, company size, title). But first, you might need to upgrade your service and get a certain number of InMail credits.



Location Based Marketing

Use Geo-aware advertising to promote a local business. Advertising campaigns can be targeted to specific regions (even languages). Set up your campaign to target your area.

Location Based Marketing

Set up your business locations. Make sure your locations are listed so that they appear on Google Maps. Set up your locations at [Google Places](#). Also, make sure you're listed on [Bing Maps](#).

Location Based Marketing

Use Facebook Places to promote your local business. Facebook can also be used to target specific regions. Users will then be able to check-in to your location to tell their friends where they are.

Location Based Marketing

Emerging location-based social networks such as [Foursquare](#) can be used to promote your local business through coupons and promotions. The check-in will be displayed to the user's network of friends.

E-Mail Marketing

Develop an e-mail marketing strategy. Answer questions such as what your e-mail marketing objectives are, how you will collect e-mail addresses, who you will e-mail to and how often, what type of content/message you are going to send, what technology platform you will use, and who in your organization will be responsible for managing your e-mail marketing campaigns.

E-Mail Marketing

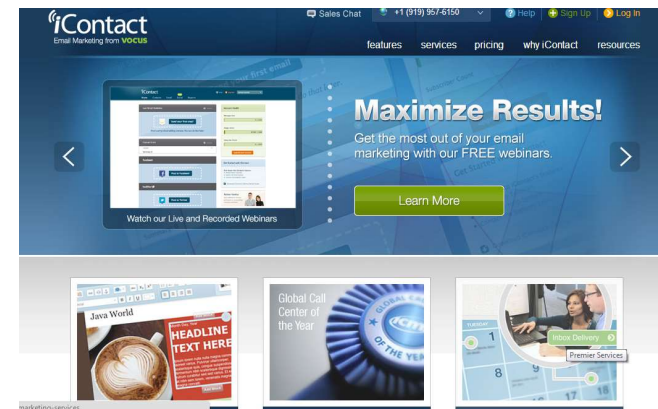
Make sure that you comply with the anti-spam regulations of the countries where you are sending e-mails to. If e-mailing in Canada, check Canadian regulation at www.fightspam.ca. Make sure to consult a legal expert before starting your campaign.

E-Mail Marketing

Create your own e-newsletter. Make it visually appealing. Give it an attractive name. Add value by providing various tips, insights, facts, or news about your products or industry. Educate your customers, build relationships and trust, and yes, always remind them to try your products. Send your e-newsletter on a regular basis!

E-Mail Marketing

Do not forget to make your subject line as informative and appealing as possible: the subject line is considered the most important part of an email message!

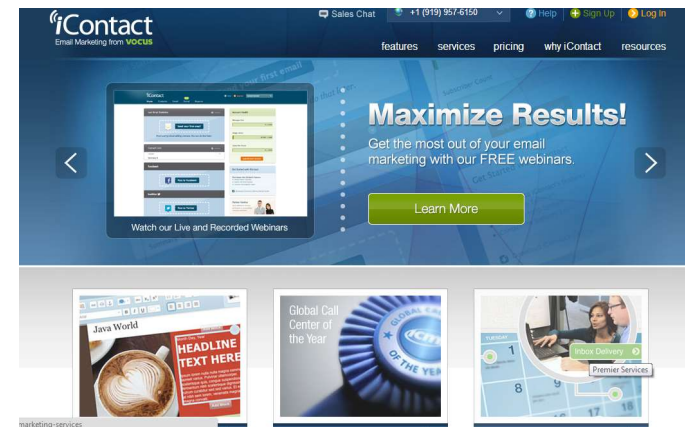


E-Mail Marketing

Consider using webmail services for your e-mailing needs, such as www.ConstantContact.com, www.iContact.com, www.AWeber.com, or www.MailChimp.com. These solutions can help you with creating an e-newsletter template, growing your contact lists, sending hundreds of e-mails, subscribing/unsubscribing, and tracking your e-mail campaigns.

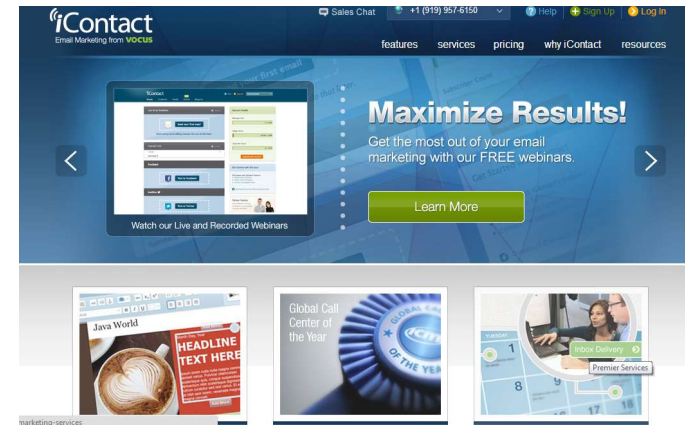
E-Mail Marketing

Personalize your e-mail campaigns. Make sure to offer a personal greeting and to customize your e-mails to various customer groups.



E-Mail Marketing

Provide a call to action in each e-mail campaign.



Mobile Marketing

Stay true to your brand. Make sure your mobile messaging is consistent with your overall brand image.



Mobile Marketing

Combine different mobile marketing tactics to achieve maximum results: mobile friendly websites and e-mails, text (SMS) messages, mobile apps with push notifications, and QR codes.



Mobile Marketing

Use <http://quirktools.com/screenfly/> and <http://www.browserstack.com/screenshots/> to test if your website looks well on various devices and browsers.



Mobile Marketing

Use QR codes or barcodes to prompt customers to take action while on the go.

Create a message, share your contact info, or send people to any page of your site with a QR code.

Generate your own QR code at <http://www.qrstuff.com/>

Mobile Marketing

Honour permission. Don't send unsolicited messages.



Mobile Marketing

Gain trust through a clear opt-in process. Let your consumers know when and what they'll be receiving.



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Mobile Marketing

Keep it simple and short. Less is more for mobile marketing.

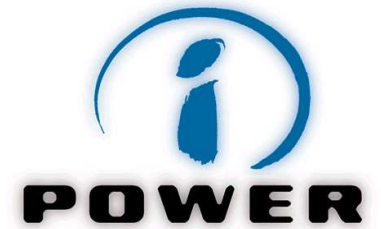


Mobile Marketing

Respond quickly! Consumers expect immediate responses with mobile.



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Mobile Marketing

Keep your focus on one call to action at a time.



Mobile Marketing

Context is key. Be smart about when you send communication, in order to stay relevant.



Mobile Marketing

Pair SMS and e-mail campaigns together to increase effectiveness. Use e-mail and social media channels to promote SMS and push messaging.



Mobile Marketing

Make opt-out from your text messages easy. Tell users how to opt out of your messages. For example – Text STOP to 58552



Mobile Marketing

Before launching an SMS campaign, review the Consumer Best Practices developed by the Mobile Marketing Association.



Mobile Marketing

Avoid over-sending! Honour the expectations of your audience. Remember that customers pay for text messaging, so don't send more than three to five messages a month.



Mobile Marketing

Consider using text messaging providers such as www.eztexting.com or www.trumpia.com to help you with the implementation of your texting campaigns.



Mobile Marketing

Link your mobile messages to a mobile website to facilitate additional interaction.



Mobile Marketing

Start your message with action words such as buy, sell, save, rush, and purchase, to grab their attention.



101



Mobile Marketing

Before sending any message, ask yourself “What would I do if I received this message?”





101 Digital Marketing Tips

Stay in touch!

Twitter: www.twitter.com/whereispuck

LinkedIn: <https://www.linkedin.com/in/ivansurjanovic>

Ivan' strategy and business technology column in
"Business in Vancouver":

<https://biv.com/author/ivan-surjanovic>



101 Digital Marketing Tips

Thank You!



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