



Mastering Digital Marketing Strategy

A Crash Course For Beginners



FOReSiGHT



"Strategy without tactics is the slowest route to victory.

Tactics without strategy is the noise before defeat."

Sun Tzu



"If you don't know
where you're going,
any road will get
you there."

Lewis Carroll

What is digital marketing

The use of digital channels to market products and services in order to reach consumers. (Investopedia)



What is digital marketing strategy

A comprehensive gameplan that outlines how you'll reach your target audience and convert them into paying customers. A blueprint that guides you toward your organization's unique marketing goals. (Adobe)



Digital Marketing Strategy

1

Understand the industry & market

2

Understand your business & the competition

3

Understand the buyers & their journeys

4

Understand the digital channels

5

Understand marketing metrics & goals

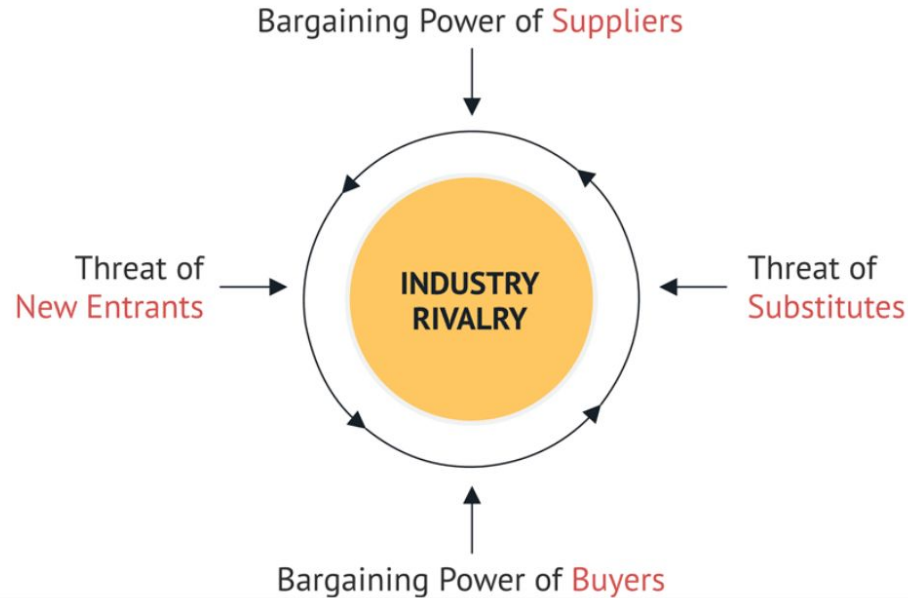


1

Understand the industry
& market

Understand the **industry**

Porter's Five Forces Analysis



First published in the Harvard Business Review in 1979, Michael E. Porter's 5 Forces Analysis serves as a framework to analyse and measure an industry's attractiveness based on the degree of its competitive intensity.

Understand the **industry**

Porter's Five Forces Analysis

Porter defines a total of **five forces** (5-Forces) that company's need to consider:

1. The **existing competition** in an industry (competitive intensity & rivalry)
 - How fierce is your industry's direct competition?
 - What other firms in your industry offer the same product or service that you do in your current location?
 - How much of a direct danger they pose to your market share?
2. The threat of **new entrants**
 - How tough is it to establish a business or introduce a product that might compete with yours?
 - What entrance hurdles (resource-based, financial, or imposed by the government) are there?
3. The threat of **substitutes**
 - What are the alternatives to your product or service?
4. The bargaining **power of suppliers**
 - How much do suppliers influence your company?
5. The bargaining **power of buyers**
 - Are you in a buyer's market or in a seller's market? Buyer power is strong if your product is at the mercy of the newest fad or a coupon cutter looking for a good deal.



Understand the **industry**

Porter's Five Forces Analysis

Analyzing Your Results

Take note of how often categories are labeled as "high" or "low" once you've finished your analysis. It's a positive sign if the lows outnumber the highs, but it's rather rare.

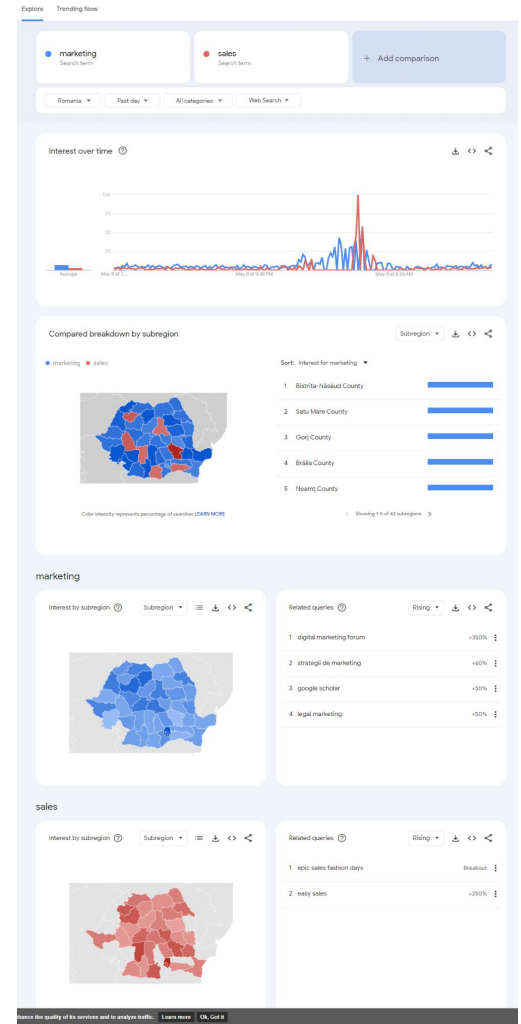
Consider what tangible activities you will need to take to overcome these possible risks and hurdles if your highs surpass your lows.

These dynamics may alter at any moment, whether you're an established company or a startup, so staying on top of industry trends and gaining a high-level view of your market is critical for long-term success.

Understand the market

Study market trends & seasonality with existing tools:

1. [Google Trends](#);
2. Google Keywords Planner;
3. YouTube Trending Topics;
4. Semrush Market Explorer (.Trends);
5. Semrush Traffic Analytics (.Trends);
6. Pinterest Trends;
7. Instagram Trends;
8. Twitter Trending Topics;
9. Research your Brand on Google Search



2

Understand your
business & the
competition

Understand **your business**

The SWOT Analysis

After you've gotten a good understanding of your industry as a whole, do a SWOT analysis to see where you fit in.

A SWOT analysis examines a company's internal strengths and weaknesses, as well as market possibilities and threats.

Completing this research will provide the specific areas of potential that your organization may begin developing or overcoming.



Understand **your business**

The SWOT Analysis

Strengths

1. What is our competitive advantage?
2. What resources do we have?
3. What products are performing well?

A company's strengths are its internal pros. Strengths are usually unique to that company, but can also be generally positive features that might be shared by another company.

Weaknesses

1. Where can we improve?
2. What products are underperforming?
3. Where are we lacking resources?

Weaknesses are the internal faults that are within the company's control. This is not a time to mention the strengths of other industry players, but rather problems internally.

Understand **your business**

The SWOT Analysis

Opportunities

1. What new technology can we use?
2. Can we expand our operations?
3. What new segments can we test?

Analyzing opportunities requires looking at the industry, market, and world as a whole to identify chances for a company to grow the business.

Threats

1. What regulations are changing?
2. What are competitors doing?
3. How are consumer trends changing?

Threats, like opportunities, exist outside of the company, but can be damaging to its success and profitability. This is where we consider government regulation, the influence of other companies, the economy, consumer trends, and more.

Understand **your business**

The SWOT Analysis Examples

SWOT Analysis for Call Center Employee Training Programs



Garret Ecommerce SWOT Analysis



Understand **your business**

The SWOT Analysis Examples

K-FLEX Running: 12 years • CEO: Branson Tieg • Size: 120-180 • Revenue: \$66M-\$83M

STRENGTHS

- Highly established, positive reputation
- Integrates hiring with training programs
- Multiple locations
- A go-to for large corporations

WEAKNESSES

- Highly established, positive reputation
- Integrates hiring with training programs
- Multiple locations
- A go-to for large corporations

THREATS

- Lack a lean operation with higher turnaround times, ability to produce quality hires in shorter times and less costs
- Inaccessible for new businesses without an HR department, or in need of specialized skills/talents

OPPORTUNITIES

- Has all the resources to become a greater online presence, create a mobile app solution and mimic competitors
- Massive budget for advertising on multiple platforms
- Involved in many industry organizations and events



Company SWOT Analysis

S

Strengths



- Same Day Delivery within the city
- Urban core has under 1 hr delivery expectancy
- High-quality foods
- 200+ Drivers
- Trusted and high product sales exposure

W

Weaknesses



- Costly
- No monthly subscription options or scaled payment arrangement
- Inaccessible to a larger consumer audience
- Poorly optimized SEO

O

Opportunities



- Optimize current mobile app for responsiveness and built-in feedback
- Attract a larger, wider target consumer audience
- SEO focus can help drive a great amount of online traffic and improve online product sales ranking / metrics

T

Threats



- Can operate at a loss to drive away competition
- Costly state laws to oversee grocery delivery and accountability under review/evaluation

Understand **your business**

The Unique Selling Proposition

Examples:

The milk chocolate melts in your mouth, not in your hand. (M&M)

Send better email (Mailchimp)

Performance Fabric. Traditional Style (Mizzen and Main)

You know your body. We know your fit (Third Love)

UNIQUE SELLING PROPOSITION



USP- Winning Zone

When your brand makes exactly what your consumers want.

Losing Zone

If your consumer wants something your competitors do much better than you, you've lost.

Risky

Competitive battle, expensive, and you do not have a clear advantage. Find a way to stand out.

Who cares

If your consumer does not want your goods, who cares?

Understand **your competition**

The Growth Share Matrix

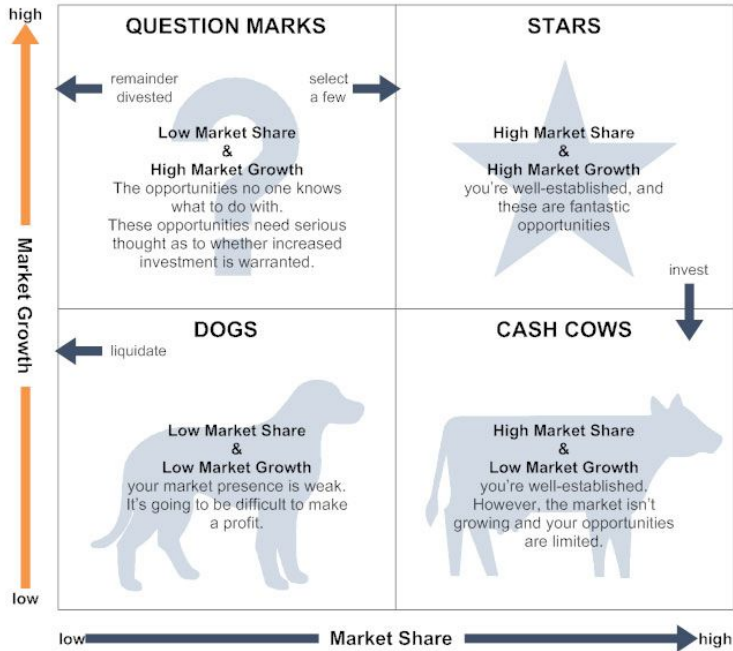
The growth-share matrix classifies your company's products against the competitive landscape. A growth-share matrix is a chart divided up into four quadrants to classify products or business units into:

- **Stars:** products with high growth and high market share. Invest more in these.
- **Question marks:** products (usually new ones) with high growth, but low market share. Decide whether to invest more (if convinced it will become a star) or give up on it.
- **Cash cows:** products with low growth but high market share that are usually used to fund investment in stars.
- **Pets / Dogs:** products with low growth and low market share. Decide whether to reposition or give up on it.

Using this market analysis framework can help determine what's worth giving priority to, what to reposition, and what to ditch.

Understand **your competition**

The Growth Share Matrix (BCG)



Stylised example of a BCG matrix. The products with the same colour belong to the same market. The products with a black outline indicate the products that belong to the own company.



3

Understand the buyers
& their journeys

Understand **the buyers & their journeys**

The Ideal Client Profile

An ideal customer profile (ICP) outlines organizations your company is most interested in doing business with.

To create this profile, consider quantifiable characteristics such as the number of employees, annual revenue, geographic location, and industry type.

Create a hypothetical ICP for new ventures, or base it on a current client type if expanding in a niche you're already familiar with.

Ideal Client Profile (ICP)

Industry



Ecommerce

Size



Startup

Location



Canada

Budget



\$6,000

Pain Points



Inconsistency
Between Channels

Decision Makers



CEO

Business Goals



Develop relevant
target

Understand **the buyers & their journeys**

The Ideal Client Profile

Ideal Client/Customer Profile (ICP)



| | No Fit | Workable Fit | Complete Fit | Score |
|----------------|---|--|--|-------|
| Need | The prospect doesn't acknowledge the problem you solve. 0 | The prospects acknowledge the problem but don't consider a solution a priority. 1 | The problem exists and prospects are searching for a solution. 2 | |
| Time | Success can't be achieved by the prospect's or your deadline. 0 | There is time to deploy your solution but little to no buffer. 1 | There is time to deploy your solution and there is buffer for the unexpected. 2 | |
| Success | The prospect has no direct or related success in this area. 0 | Prospect has no relevant success but knows they're hiring you to learn. 1 | Prospect has relevant experience necessary to assess your performance. 2 | |
| Budget | Client/Customer cannot afford your solution and has no buffer for error. 0 | Client can afford your profitable solution but has little to no buffer for error. 1 | Client can afford your profitable solution and has buffer for the unexpected. 2 | |
| Winners | Can't identify personal wins for Decision Makers and Influencers. 0 | Personal wins are clear but Decision Makers or Influencers lose if you win. 1 | Personal wins identified for all Decision Makers and Influencers. 2 | |

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Total Score

Understand **the buyers & their journeys**

The Buyer Persona

A buyer persona goes a step further by identifying the decision-making executive(s) at that organization and factoring in more personal characteristics such as pain points, goals, personality traits, and demographics.

By doing this exercise, you're grasping the humanized side of the equation that guides your marketing efforts (such as messaging and content creation) and even other vital elements such as call scripts for your sales team.

There may be more than one buyer persona at any given organization. For example, a VP of Marketing and an SEO Manager may both have hiring power but entirely different experiences.

Coupling the quantifiable characteristics of an ideal customer profile with the emotional insights of a buyer persona will steer your company towards the right type of client.

Understand **the buyers & their journeys**

The Buyer Persona

Don't be too broad!
Define Personas in much detail.

All 3 below are Women, between 25 and 35 years, with a good financial status.
Their preferences are NOT the same!

3



Understand the buyers & their journeys

The Buyer Persona

BUYER'S PERSONA PROFILE



JAKE, 40

DEMOGRAPHICS

Male, Age – 40, lives in Toronto, married with kids. His business currently generates revenue of \$25,000 monthly.

GOALS AND MOTIVATION:

Wants to grow his business so he can give his family a decent life and feel like a responsible father and husband. Also wants to save up and invest enough money to retire before turning 60.

PAIN POINTS:

Struggling to attract steady traffic to his website. Ranks poorly on search engine results pages.

COMMON OBJECTION:

Thinks content marketing cannot attract the kind of traffic he wants.

INTERESTS:

Loves to spend time on Facebook catching up with old friends. Enjoys taking his kids out to the park on weekends.

PERSONA PROFILE



STEVE, 47

How he finds us

- He was referred onto by someone he trusts.
- He comes to the website at the beginning of his buying journey.
- He isn't interested in using the information on the site beyond research.

Pain points

- The size of the service team is very important to him.
- There are five other people involved in the buying decision.
- He wants a competitive price with strong experience.

Who is he?

- CEO of large financial company worth € 85 million.

- Has been in this role for ten years.

- He is an innovator and isn't afraid to take risks.

- He likes to communicate via email or face-to-face. He is on LinkedIn and Twitter.

- He reads financial and economic publications and attends financial conferences.

What he wants to know

- Latest projects
- Expertise
- He is looking for a partner-led approach
- Testimonials
- Awards

What he doesn't want

- He doesn't want to pay large fees. Value for money is important.

Why he buys from us?

Price and Expertise

SERVICE TEAMS



Understand **the buyers & their journeys**

Types of Buyers

1. Innovators (2.5% of the population) – people who are willing to experience new ideas and take risks. Are always the first to try new and fashionable things and are “leaders” of innovations in society. They will never become your loyal followers.

2. Early adopters (13.5%) – people tend to accept innovations, but are more cautious than innovators. They start using new things when they see innovators or famous people using them. Early adopters’ opinions toward innovations are more important.

3. The early majority (34%) – people are relatively conservative, and they do not have the leadership role. They start using new products already when a fairly large number of people have mastered them.

4. The late majority (34%) – the novelty has stopped being such and has become a product of mass consumption. The late majority is the mainstream. Such concepts as “famous”, “bestseller” or “fashionable” are important for them.

5. Laggards (16%) – the most conservative part, they are usually elderly people who stubbornly continue to use the products they are used to.

Understand **the buyers & their journeys**

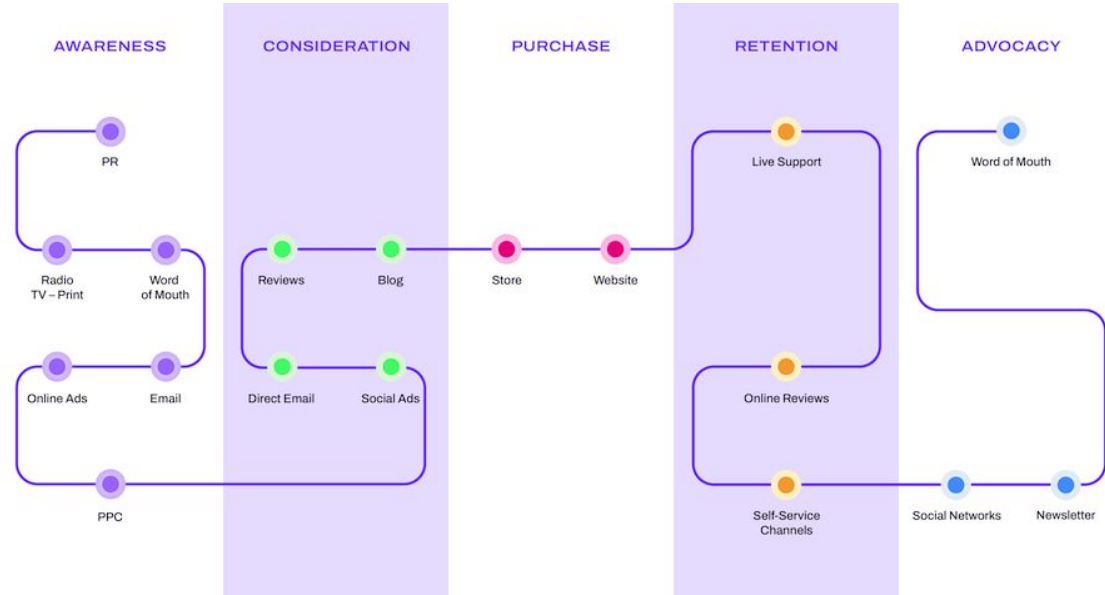
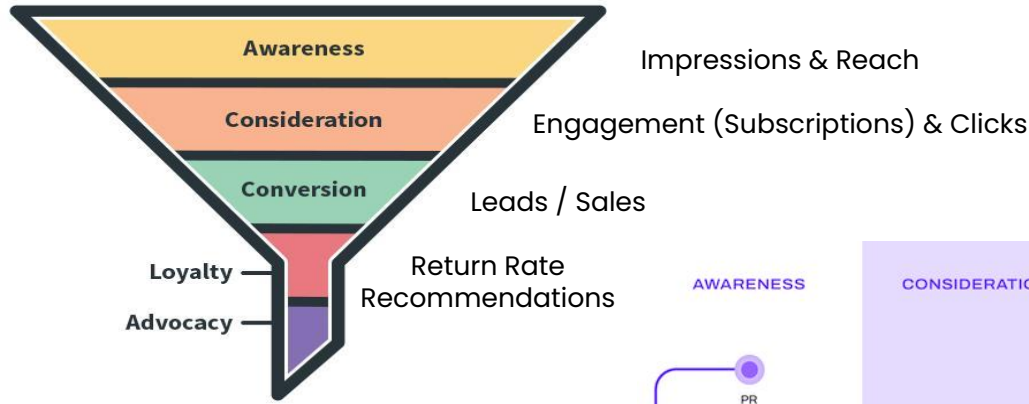
Types of Buyers

Geoffrey Moore's 'Crossing the Chasm' diagram
circa 1991



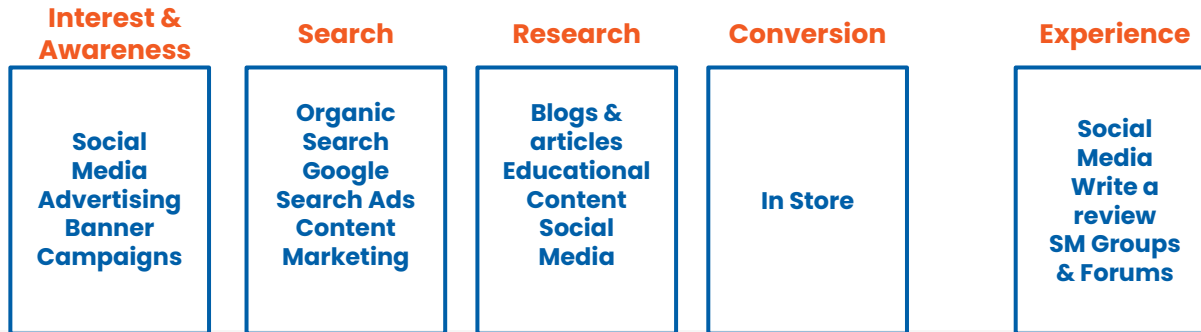
Understand **the buyers & their journeys**

The Conversion Funnel



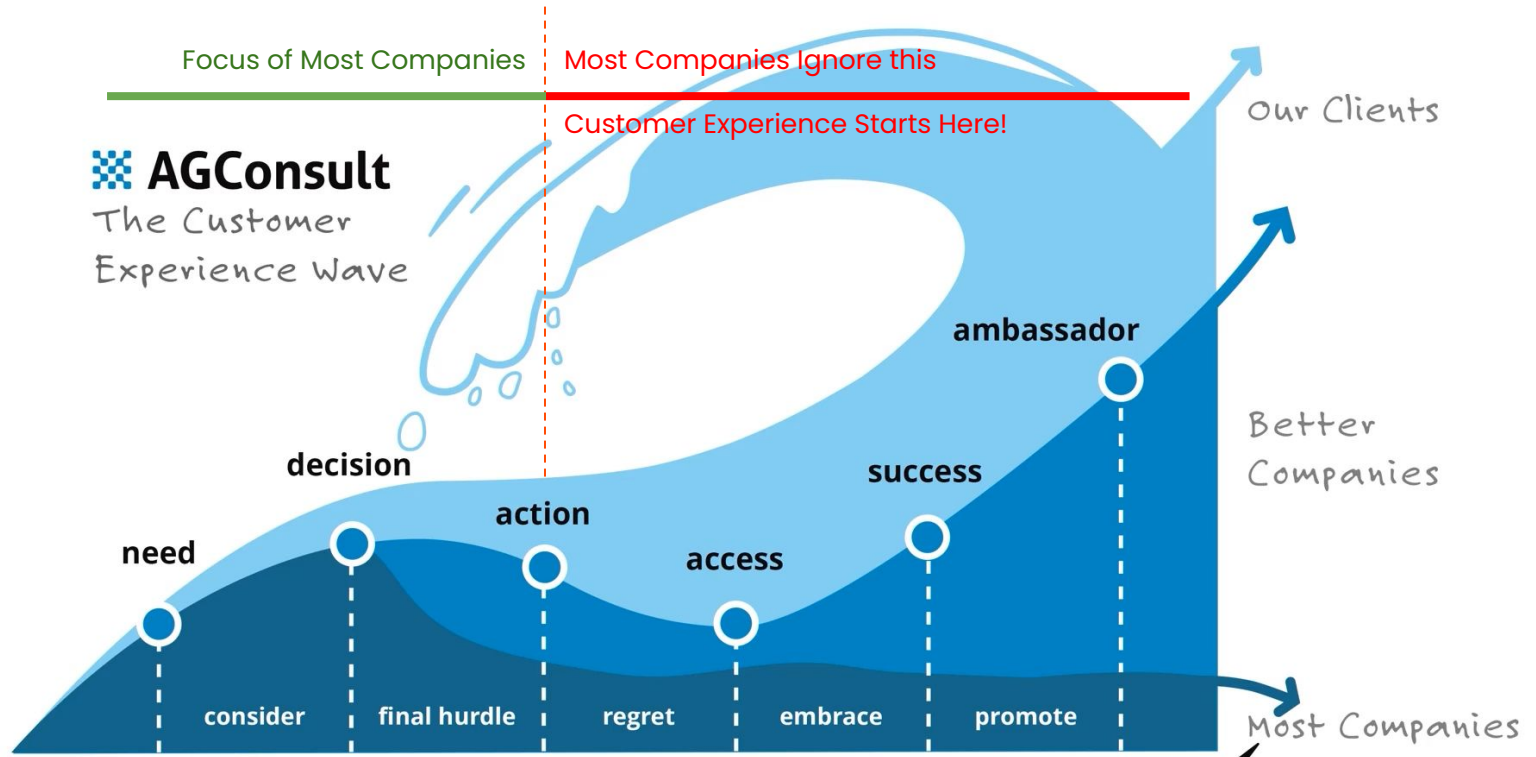
Understand **the buyers & their journeys**

The Customer Journey



Understand **the buyers & their journeys**

The Customer Journey



3

4

Understand the digital
channels

Traditional vs Digital Marketing

4

TRADITIONAL

VS

DIGITAL

TRADITIONAL MARKETING

- **HARDER TO TARGET AUDIENCE**
- **LESS INFORMATION**
- **HIGH PRICE FOR ADVERTISING**
- **LESS AUDIENCE**
- **HARD TO GET INFORMATION FROM**
- **BIASED NEWS OR OPINIONS**
- **TAKE A LONG TIME TO GET FRESH NEWS**

MARKETING

DIGITAL MARKETING

- **WIDER RANGE OF SOURCES**
- **LOW COST**
- **MEASURABLE ONLINE MARKETING**
- **HIGH RATE CUSTOMER ENGAGEMENT**
- **HIGH CONVERSION RATES**
- **VALUABLE BUSINESS AND EDUCATION TOOL**
- **COMMUNICATING WITH MORE PEOPLE**



Traditional VS Digital: Room for Both

- ADVERTISING TV, RADIO
- FLYERS DIRECT MAIL
- NETWORKING
- EXHIBITIONS
- WORD OF MOUTH
- PP PRESENTATIONS SEMINARS

TRADITIONAL CHANNELS

Traditional Marketing

- GOOGLE AD WORDS
- WEBSITE / SEO
- E-MAIL MARKETING
- NEWSLETTERS
- ONLINE CONTENT
- WEBINARS EVENTS

SEM (Search Engine Marketing)
DIGITAL Media CHANNELS

OM (Online Marketing)
DIGITAL Media CHANNELS
Digital Marketing

- SOCIAL MEDIA PROFILE ON PLATFORM
- SOCIAL MEDIA PAGES
- SOCIAL MEDIA ADS INSIDE PLATFORM
- SOCIAL MEDIA GROUPS

SMM (Social Media Marketing)
DIGITAL Media CHANNELS

- MOBILE APPS

MM (Mobile Marketing)
DIGITAL Mobile CHANNELS

- SLIDE SHOW
- BLOG, ARTICLE
- WHITE PAPER
- CASE STUDY
- VIDEOS
- NEWS, PR
- IMAGERS
- TESTIMONIALS

Integration

Conversion



- Conversion System
- Newsletters
- Events
- Check Calls
- Offers

Nurturing

NO CLIENT

NEW CLIENT

- Client Nurturing
- Newsletters
- Magic Moments
- Events
- Cross Sell

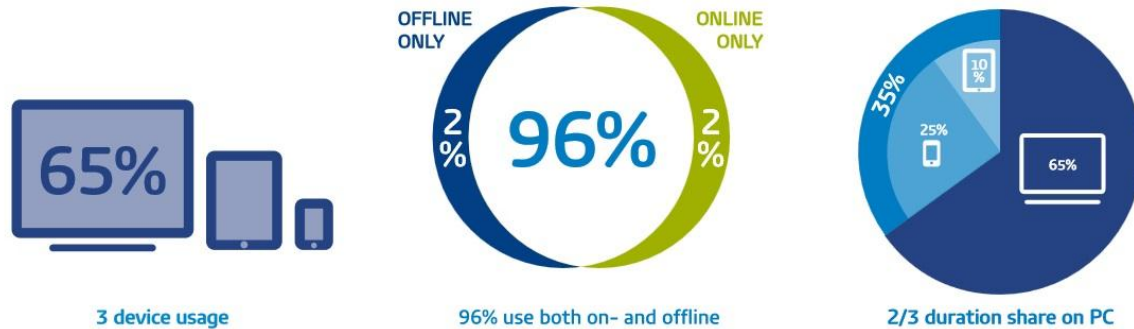


Omni-channel Thinking!

PURCHASE JOURNEY FOR FLIGHT TICKETS IN HONG KONG



Strong multi-device and omni-channel behavior during research process



To establish a successful growth plan, most organizations will need to use a combination of digital channels, based on their clients' activity.



Organic Growth

Organic growth channels provide gradual but steady development, but they are a useful and reliable source, especially when it comes to building a solid lead pipeline.

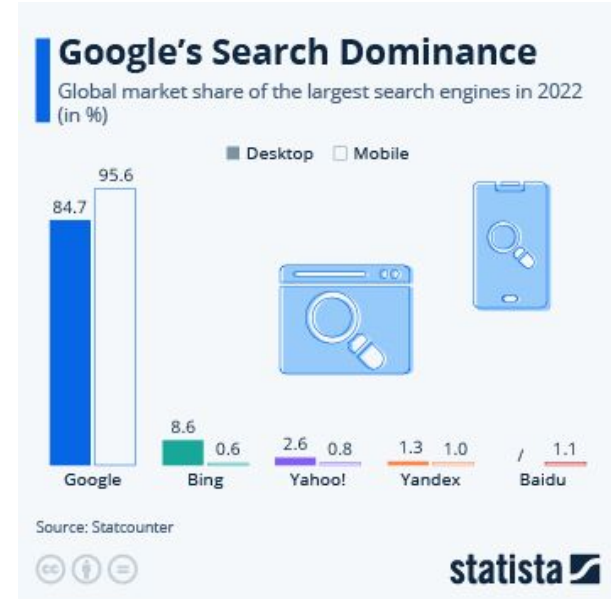
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| Service | What it means | Growth Metrics | Resources Needed |
|------------------------------------|---|--|---|
| On-page Optimization | Making your website & landing pages SEO -friendly & mobile friendly | <ul style="list-style-type: none">• Increase traffic• Decrease Bounce Rate | <ul style="list-style-type: none">• Designer• HTML Developer• SEO Strategist |
| Keyword SEO | Showing up your web pages and landing pages for high volume search keywords on google | <ul style="list-style-type: none">• Increase Traffic• Lead generation | <ul style="list-style-type: none">• SEO Strategist• SEO Team |
| Content Marketing | Creating high quality content for blogs, social posts, emails and ads on your blog | <ul style="list-style-type: none">• Increase Traffic• Increase subscriptions | <ul style="list-style-type: none">• Content Writer• SEO Strategist• Designer |
| Inbound Marketing | Nurturing Leads to conversion to retention via marketing automation, funnel optimization and retargeting | <ul style="list-style-type: none">• Boost ROI• Decrease CPA's• Increase Revenue• Decrease Sales Cycle• Build High Quality Sales Pipeline | <ul style="list-style-type: none">• Inbound Marketing Expert• MarTech Expert• Content Writer• Designer |
| Social Media Marketing | Promote your content via social media platforms by create engaging, inspirational & fun content to build your brand presence and reach new audience group | <ul style="list-style-type: none">• Build Social Proof• Reach New Audience• Build Brand | <ul style="list-style-type: none">• Content Writer• Social Media Manager• Designer |
| Guest Posts & Backlinks | Write for other high DA websites and get backlinks to your website | <ul style="list-style-type: none">• Increase organic presence• Increase DA | <ul style="list-style-type: none">• Content Writer• SEO Strategist |
| Email Marketing | Cold Email Outreach | <ul style="list-style-type: none">• Lead Generation | <ul style="list-style-type: none">• Content Writer• Digital Marketer |

Organic Growth

Search Engine Optimization (SEO)

This is the process of boosting the quantity of organic (or free) traffic to your website by optimizing it to "rank" higher in search engine results pages. Websites, blogs, and infographics are among the mediums that profit from SEO.



Organic Growth

Search Engine Optimization (SEO)

On-page SEO: All “on page” content optimization. You may answer queries for readers and rank better on the search engine results pages (SERPs) by studying keywords for their search volume and intent (or meaning).

Off-page SEO: Everything that happens “off the page.” Inbound links (backlinks), are the answer. How highly you rank for the keywords you care about is influenced by the number of publishers who link to you and their respective “authority.” Network with other publications, produce guest articles and creating external attention.

Technical SEO: The backend of your website and the coding of your pages. Technical SEO techniques such as image compression, structured data, and CSS file optimization may all help your website load faster, which is a key ranking factor for search engines.

On-The-Page Factors

These elements are in the direct control of the publisher

Content

| | | |
|-----------|----------|---|
| Cq | QUALITY | Are pages well written & have substantial quality content? |
| Cr | RESEARCH | Have you researched the keywords people may use to find your content? |
| Cw | WORDS | Do pages use words & phrases you hope they'll be found for? |
| Cf | FRESH | Are pages fresh & about "hot" topics? |
| Cv | VERTICAL | Do you have image, local, news, video or other vertical content? |
| Ca | ANSWERS | Is your content turned into direct answers within search results? |

Vt

Is content "thin" or "shallow" & lacking substance?

Architecture

| | | |
|-----------|-----------|--|
| Ac | CRAWL | Can search engines easily "crawl" pages on site? |
| Am | MOBILE | Does your site work well for mobile devices? |
| Ad | DUPLICATE | Does site manage duplicate content issues well? |
| As | SPEED | Does site load quickly? |
| Au | URLS | Do URLs contain meaningful keywords to page topics? |
| Ah | HTTPS | Does site use HTTPS to provide secure connection for visitors? |
| Vc | CLOAKING | Do you show search engines different pages than humans? |

HTML

| | | |
|-----------|-------------|---|
| Ht | TITLES | Do HTML title tags contain keywords relevant to page topics? |
| Hd | DESCRIPTION | Do meta description tags describe what pages are about? |
| Hs | STRUCTURE | Do pages use structured data to enhance listings? |
| Hh | HEADERS | Do headlines & subheads use header tags with relevant keywords? |
| Vs | STUFFING | Do you excessively use words you want pages to be found for? |
| Vh | HIDDEN | Do colors or design "hides" words you want pages to be found for? |

The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

On-The-Page SEO

| Content | Architecture | HTML | Trust | Links | Personal | Social |
|-------------------------------------|--------------------------------------|--|--------------------------------------|------------------------------------|-------------------------------------|---------------------------------------|
| Cq ⁺³ Quality | Ac ⁺³ Crawl | Ht ⁺³ Titles | Ta ⁺³ Authority | Lq ⁺³ Quality | Pc ⁺³ Country | Sr ⁺² Reputation |
| Cr ⁺³ Research | Am ⁺³ Mobile | Hd ⁺² Description | Te ⁺² Engage | Lt ⁺² Text | Pl ⁺³ Locality | Ss ⁺¹ Shares |
| Cw ⁺² Words | Ad ⁺² Duplicate | Hs ⁺² Structure | Th ⁺¹ History | Ln ⁺¹ Numbers | Ph ⁺² History | |
| Cf ⁺² Fresh | As ⁺² Speed | Hh ⁺¹ Headers | Vd ⁻¹ Piracy | Vp ⁻³ Paid | | |
| Cv ⁺² Vertical | Au ⁺¹ URLs | Vs ⁻² Stuffing | Va ⁻¹ Ads | VI ⁻³ Spam | | |
| Ca ⁺² Answers | Ah ⁺¹ HTTPS | Vh ⁻¹ Hidden | | | | |
| Vt ⁻² Thin | Vc ⁻³ Cloaking | | | | | |

Off-The-Page SEO

Off-The-Page Factors

Elements influenced by readers, visitors & other publishers

Trust

| | | |
|-----------|-----------|--|
| Ta | AUTHORITY | Do links, shares & other factors make pages trusted authorities? |
| Te | ENGAGE | Do visitors spend time reading or "bounce" away quickly? |
| Th | HISTORY | Has site or its domain been around a long time, operating in same way? |
| Vd | PIRACY | Has site been flagged for hosting pirated content? |
| Va | ADS | Is content ad-heavy? Do you make use of intrusive interstitials? |

Links

| | | |
|-----------|---------|---|
| Lq | QUALITY | Are links from trusted, quality or respected web sites? |
| Lt | TEXT | Do links pointing at pages use words you hope they'll be found for? |
| Ln | NUMBER | Do many links point at your web pages? |
| Vp | PAID | Have you purchased links in hopes of better rankings? |
| VI | SPAM | Have you created links by spamming blogs, forums or other places? |

Personal

| | | |
|-----------|----------|--|
| Pc | COUNTRY | What country is someone located in? |
| Pl | LOCALITY | What city or local area is someone located in? |
| Ph | HISTORY | Has someone regularly visited your site? |

Social

| | | |
|-----------|------------|---|
| Sr | REPUTATION | Do those respected on social networks share your content? |
| Ss | SHARES | Do many share your content on social networks? |

Factors Work Together

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.



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LEARN MORE: <http://selind.com/seatable>

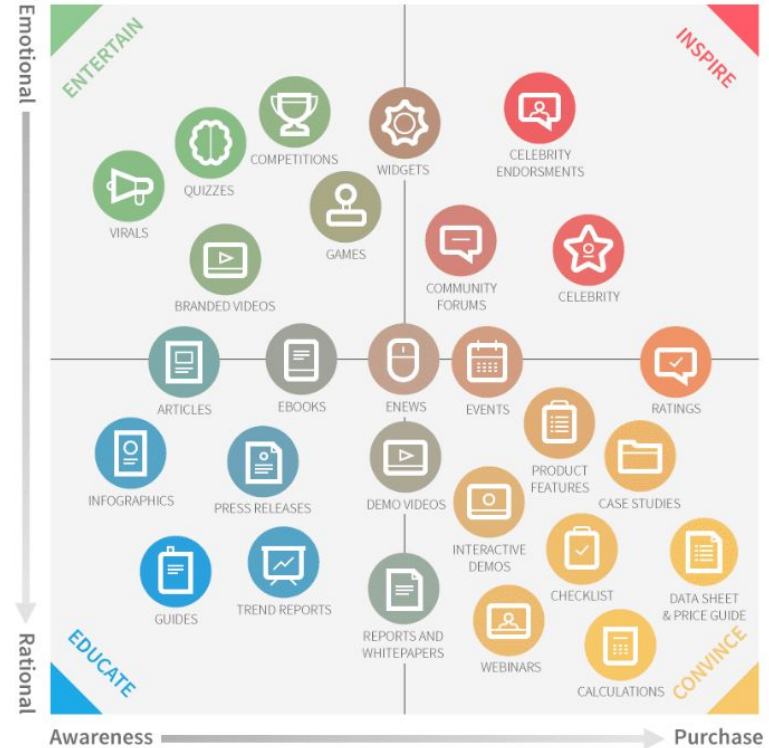
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Organic Growth

The production and marketing of content assets in order to increase brand exposure, traffic, lead generation, and customer acquisition.



Content Marketing



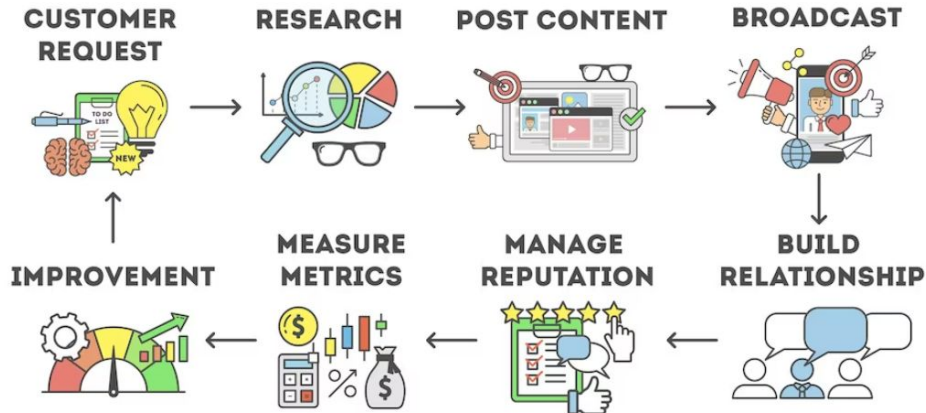
Content Marketing Ideas:

- **Blog Articles:** Writing and publishing articles on a company blog helps you exhibit your industry expertise while also driving organic search traffic to your website. As a result, you'll have more chances to convert website visitors into sales leads for your sales staff.
- **Ebooks and whitepapers:** Ebooks, whitepapers, and other long-form information can help website visitors learn more. It also lets you to trade content for a reader's contact information, creating leads and guiding individuals through the buyer's journey for your business.
- **Infographics:** Readers want to be shown rather than told. Infographics are a type of visual material that aids website visitors in visualizing an idea you'd like them to understand

Organic Growth

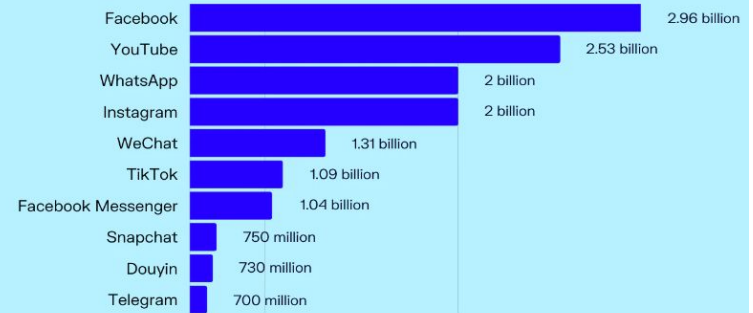
Use social media to promote your brand and content in order to raise brand recognition, drive traffic, and create leads for your company. Select the channels relevant to your audience.

Examples: Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pinterest, etc.



Social Media

Most Popular Social Media Platforms in 2023



Source: DataReportal



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



89% USE PINTEREST FOR PURCHASE INSPIRATION

431 MILLION MONTHLY ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS

THERE ARE OVER 77 MILLION TWITTER USERS



6,000 TWEETS ON AVERAGE HAPPEN EVERY SECOND



353 MILLION MONTHLY ACTIVE USERS



FACEBOOK

THE LARGEST SOCIAL MEDIA PLATFORM AROUND THE WORLD



26% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34

USERS SPEND 19.6+ HOURS A MONTH ON AVERAGE ON FACEBOOK

2.91 BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING APP ALL AROUND PICTURES STORIES AND LIVE VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS AND POSTING

PICTURES AND VIDEOS CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

1.4 BILLION MONTHLY ACTIVE USERS



TIKTOK

APP FOR MAKING AND WATCHING SHORT FORM VIDEOS

1+ MILLION VIDEO VIEWS DAILY AND

1+ BILLION SOUND USES DAILY

MOST USED SOCIAL PLATFORM AMONG USERS AGES 10-29

1+ BILLION MONTHLY ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



77%+ USERS ARE OUTSIDE THE U.S.

250 MILLION MONTHLY ACTIVE USERS

Organic Growth

There are 2 types of email marketing activities:

- Transactional Emails - automated emails and flows that you set-up on auto-pilot
- Promotional Emails - either individual initiatives or specific campaigns

4

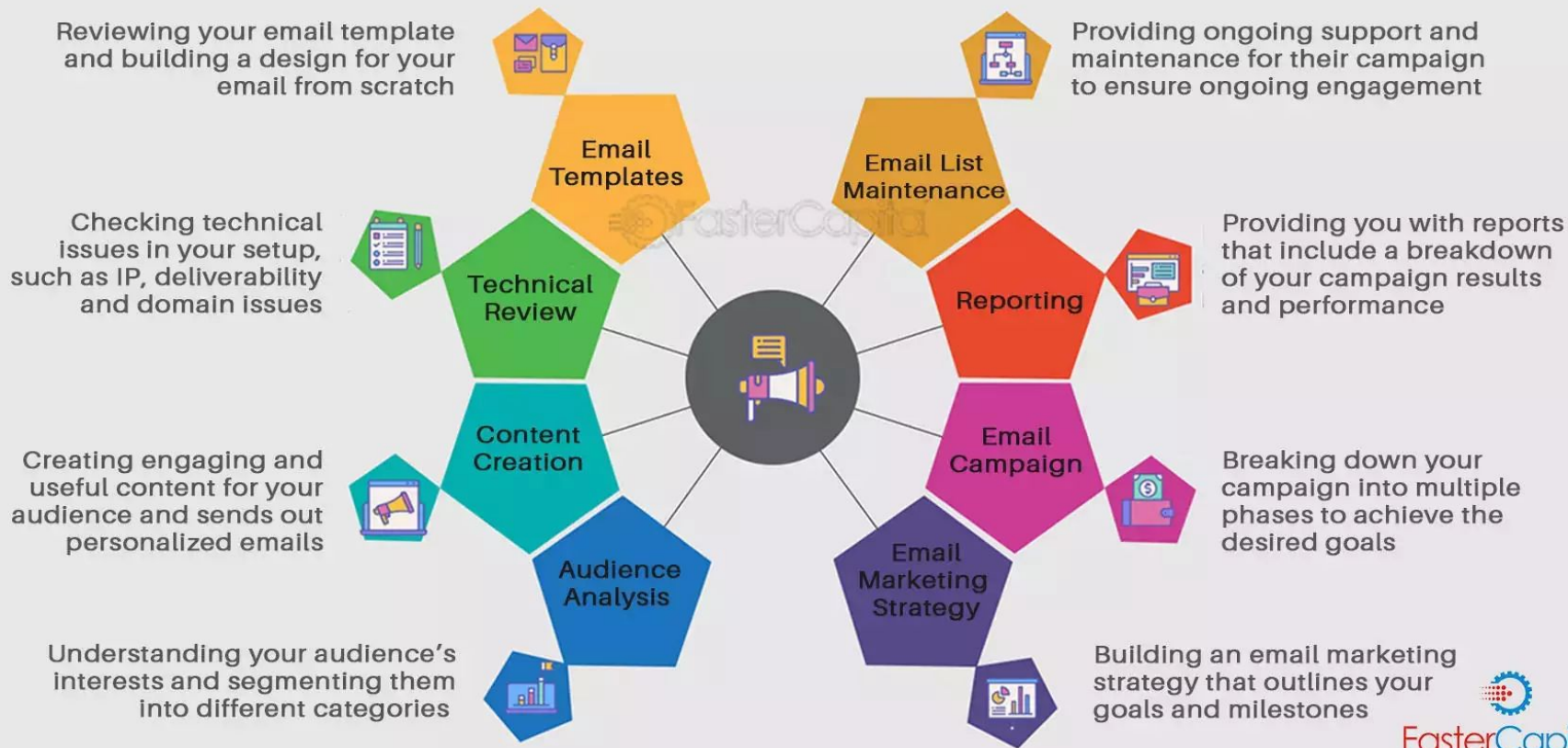
THE EMAIL MARKETING • PROCESS



Email Marketing



Business Email Marketing

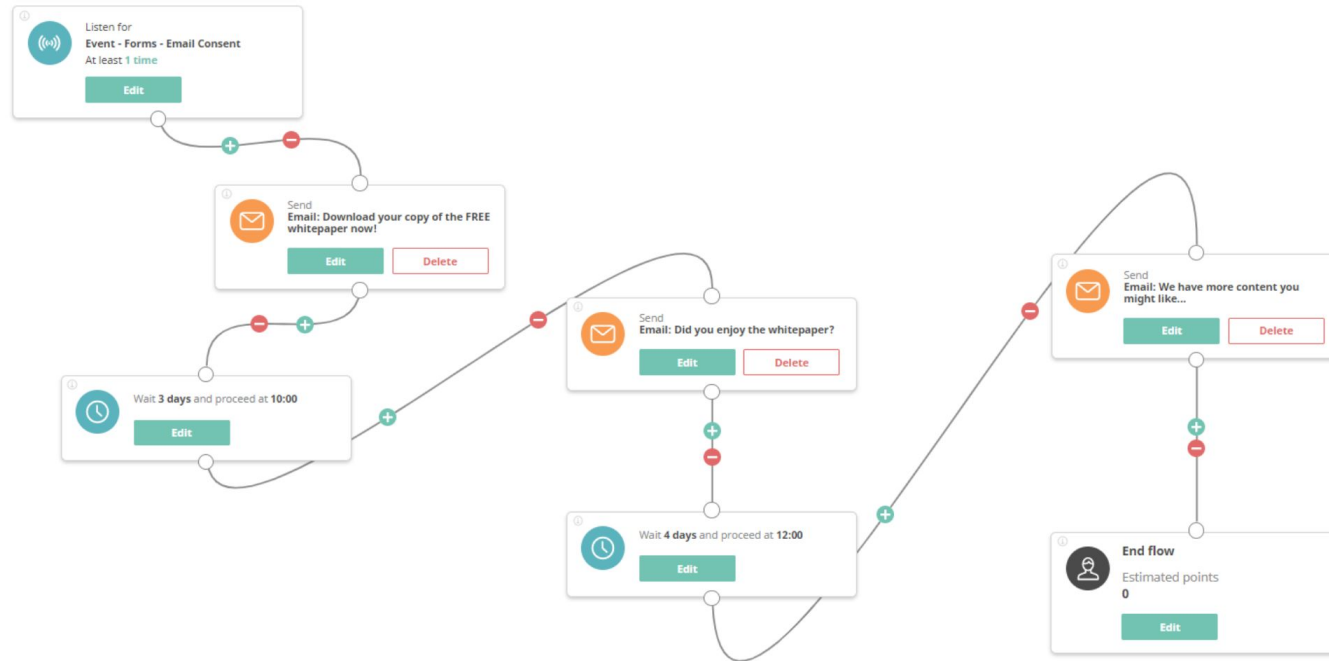


Organic Growth

Email Marketing

Automation is your friend! Use email flows to simplify your work

4



Paid Growth

This is the quickest way to generate leads and close sales for any company. All businesses need to start generating revenue growth in order to expand.

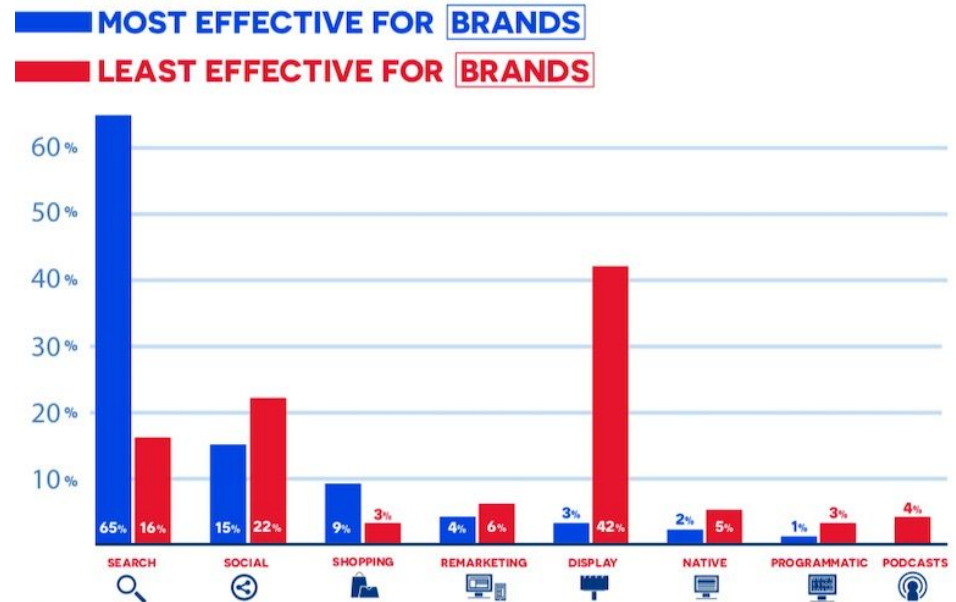
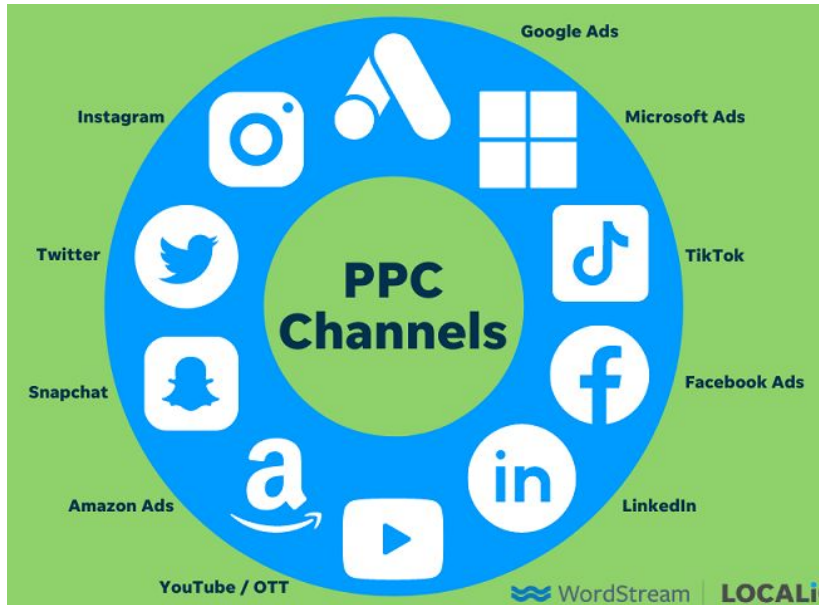
4

| Service | What it means | Growth Metrics | Resources Needed |
|-----------------------------|---|--|---|
| Paid Social | Running ads on facebook, instagram, pinterest, quora, linkedin | <ul style="list-style-type: none">• Increase traffic• Lead generation | <ul style="list-style-type: none">• Designer• HTML Developer• PPC Strategist |
| Display Advertising | Banner ads on high DA websites via google or platforms like taboola | <ul style="list-style-type: none">• Increase Traffic• Lead generation | <ul style="list-style-type: none">• Designer• HTML Developer• PPC Strategist |
| Search Advertising | Keyword search on google and bing | <ul style="list-style-type: none">• Increase Traffic• Lead generation | <ul style="list-style-type: none">• Designer• HTML Developer• PPC Strategist |
| Remarketing | Retargeting leads via email, push and social ads to get them to convert | <ul style="list-style-type: none">• Boost ROI• Decrease CPA's• Build High Quality Sales Pipeline | <ul style="list-style-type: none">• Inbound Marketing Expert• MarTech Expert• Content Writer• Designer |
| Paid links & PR | Promote your content via paid sources and media | <ul style="list-style-type: none">• Build Social Proof• Increase Traffic | <ul style="list-style-type: none">• Content Writer• Social Media Manager |
| Influencer Marketing | Product endorsement by industry influencers | <ul style="list-style-type: none">• Build Brand• Build Social Proof• Lead generation | <ul style="list-style-type: none">• Content Writer• Social Media Manager |

Paid Growth

Pay-per-click Advertising

PPC is a strategy of increasing website traffic by paying a publisher each time your ad is clicked. Google Ads is one of the most prevalent forms of PPC. It allows you to pay for top spots on Google's search engine results pages by paying "per click" for the links you put.



Paid Growth

Google ads is the online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos.

Using the platform, you can set up:

- Search Ads
- Display Ads
- Video ads (on Youtube and more)
- Shopping Ads

Google Advertising



Social Media Ads:

- **Facebook/Instagram ads** is the advertising platform of Facebook/Instagram that aims to promote products and services through publications or ads of text, image or video. It is a marketing channel widely used by companies due to its large audience (about 2,200 million people) and its great possibilities of segmentation..
- **LinkedIn Ads:** refer to display ads displayed on, and targeted to users of, the LinkedIn platform. LinkedIn ads allow advertisers to target people based on a number of professional factors, including: Demographics, employment history, key skills, job title, location.
- **Twitter Ads:** allows advertisers to **target** content and promotions to Twitter users, through promoted tweets, promoted accounts and promoted trends. Targeting criteria: demographics, devices, interests, behavior.
- **TikTok Ads:** offers advertisers the use of unique formats and targeting options. Ads and sponsored content appear between organic, user-generated content (UGC).

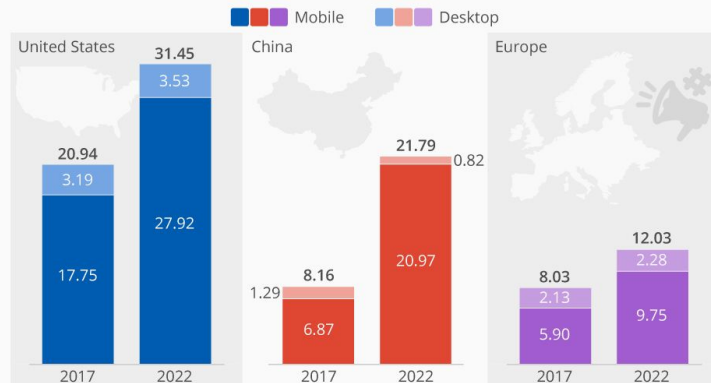
SOCIAL MEDIA MARKETING PLATFORMS

| | PEOPLE | CONTENT | STRATEGIES | CONS |
|--|--|---|--|--|
| | <ul style="list-style-type: none"> 25-34 Boomers | <ul style="list-style-type: none"> Photos & links Information Live video | <ul style="list-style-type: none"> Local mktg Advertising Relationships | <ul style="list-style-type: none"> Weak organic reach |
| | <ul style="list-style-type: none"> 18-25 26-35 | <ul style="list-style-type: none"> How-tos Webinars Explainers | <ul style="list-style-type: none"> Organic SEO Advertising | <ul style="list-style-type: none"> Video is resource-heavy |
| | <ul style="list-style-type: none"> 18-24, 25-34 Millennials | <ul style="list-style-type: none"> Inspiration & adventure Questions/polls | <ul style="list-style-type: none"> Ecommerce Organic Influencer | <ul style="list-style-type: none"> High ad costs |
| | <ul style="list-style-type: none"> 25-34, 35-49 Educated/wealthy | <ul style="list-style-type: none"> News Discussion Humor | <ul style="list-style-type: none"> Customer service Ads for males | <ul style="list-style-type: none"> Small ad audience |
| | <ul style="list-style-type: none"> 46-55 Professionals | <ul style="list-style-type: none"> Long-form content Core values | <ul style="list-style-type: none"> B2B Organic International | <ul style="list-style-type: none"> Ad reporting & custom audience |
| | <ul style="list-style-type: none"> 10-19 Female (60%) | <ul style="list-style-type: none"> Entertainment Humor Challenges | <ul style="list-style-type: none"> Influencer marketing Series content | <ul style="list-style-type: none"> Relationship building |
| | <ul style="list-style-type: none"> 13-17, 25-34 Teens | <ul style="list-style-type: none"> Silly Feel-good Trends | <ul style="list-style-type: none"> Video ads Location-based mktg App mktg | <ul style="list-style-type: none"> Relationship building |

WordStream
by LOCALIQ

The Potential of Social Media Advertising

Revenue of social media ads in 2017 and 2022 (in billion U.S. dollars)



@StatistaCharts Source: Statista Digital Advertising Report 2017

statista

70-20-10 RULE

YOUR POSTS SHOULD BE:

70% Informational

Education, advice, how-tos, important updates (e.g., hours changes), industry news and insights.

20% Emotional

Company culture, core values, milestones; fun, funny, inspirational.

10% Promotional
Directly promote your products or services

LOCALIQ
MARKETING LAB

Paid Growth

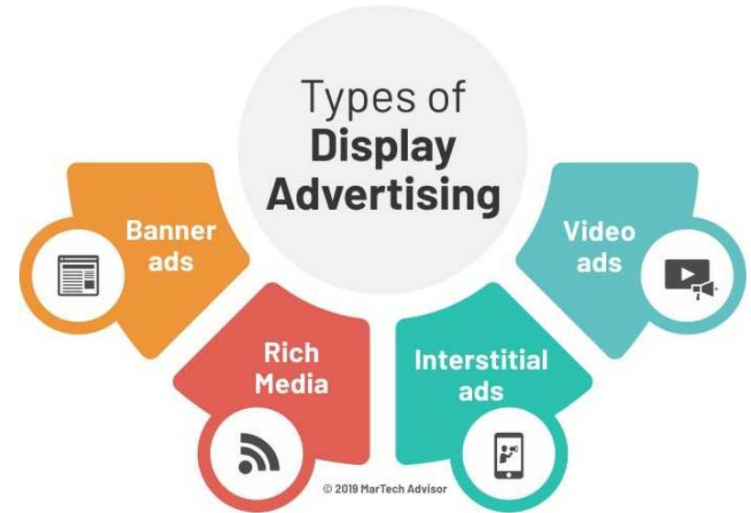
4

Display ads are images, videos, or gifs shown to users on websites or apps. Most display advertising uses square, landscape, or skyscraper formats with images, copy, and a strong (CTA) to entice users to click. Display ads resemble ads you might see in a newspaper or magazine, but they appear on the web.

You can use:

- “Normal” ads - reach audiences for the first time
- Remarketing / retargeting ads - reach audiences that have already been on your website / social media page.

Display Advertising



Types of Display Advertising

Paid Growth

Display Advertising

Examples of Romanian Publishing Houses:

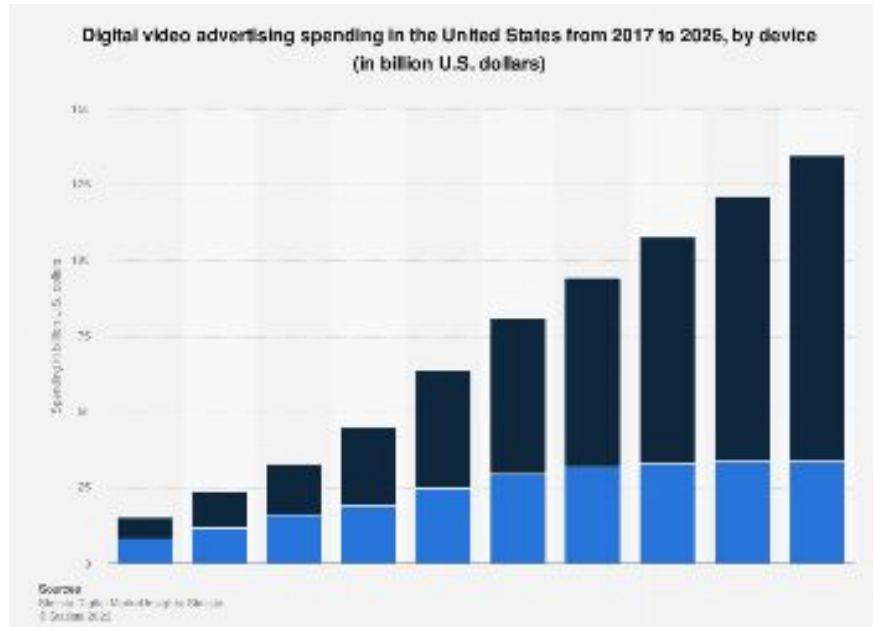
- Pro TV
- Internet Corp
- Antena Group
- eAd.ro Interactive
- ThinkDigital
- Ringier Romania
- OLX Online Services
- ARBOMedia
- Realitatea Media SA
- Others



Paid Growth

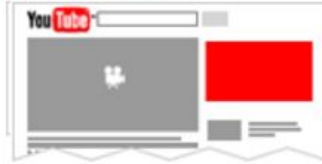
Video Advertising

Video advertising is promotional content that plays before, during, or after streaming content. However, some marketing professionals expand the video advertising definition to include display ads with video content, social media video ads, and native video ads promoted on websites, such as news sites, entertainment sites, or e-commerce sites.

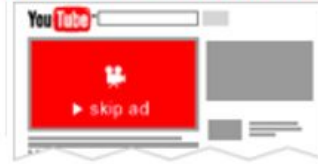


YouTube advertising formats

In Display Ads



In Stream – Skippable Ads



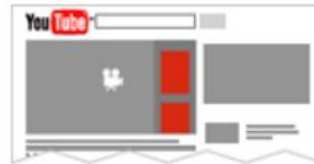
In Stream – Non Skippable Ads



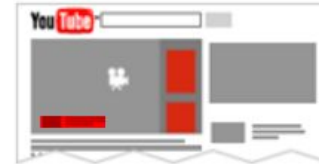
Overlay Ads




Sponsored Cards



Shoppable Ads




AWARENESS STAGE



EXPLAINER VIDEO

Provide a high-level overview of what problems you solve for customers.


| Production Quality | |
|-----------------------|-------|
| High | ★★★★★ |
| Optimal Time | |
| 2 Minutes | |
| Distribution Channels | |
| Website | |



PROMO CAMPAIGNS

Promote product, services and events.


| Production Quality | |
|----------------------------|----------|
| High | ★★★★★ |
| Optimal Time | |
| 1 Minute | |
| Distribution Channels | |
| Website Email Social | |



VIDEO TUTORIALS

Attract viewership on YouTube and drive conversions to your website.

| Production Quality | |
|----------------------------|----------|
| High | ★★★★★ |
| Optimal Time | |
| 1 Minute | |
| Distribution Channels | |
| Website Email Social | |



VLOGS


Share video-based blog content for content marketing and SEO.

| Production Quality | |
|-----------------------|-------|
| Medium | ☆★★★★ |
| Optimal Time | |
| 10 Minutes | |
| Distribution Channels | |
| Website Blog | |

CONSIDERATION STAGE

WEBINARS


Educate buyers and establish thought leadership via live and on-demand webinars.



| |
|-----------------------|
| Production Quality |
| Low ★★☆☆☆ |
| Optimal Time |
| 30 Minutes ⌚ |
| Distribution Channels |
| Website Email 📧 |

PRODUCT DEMOS


Show buyers product features and functionality.



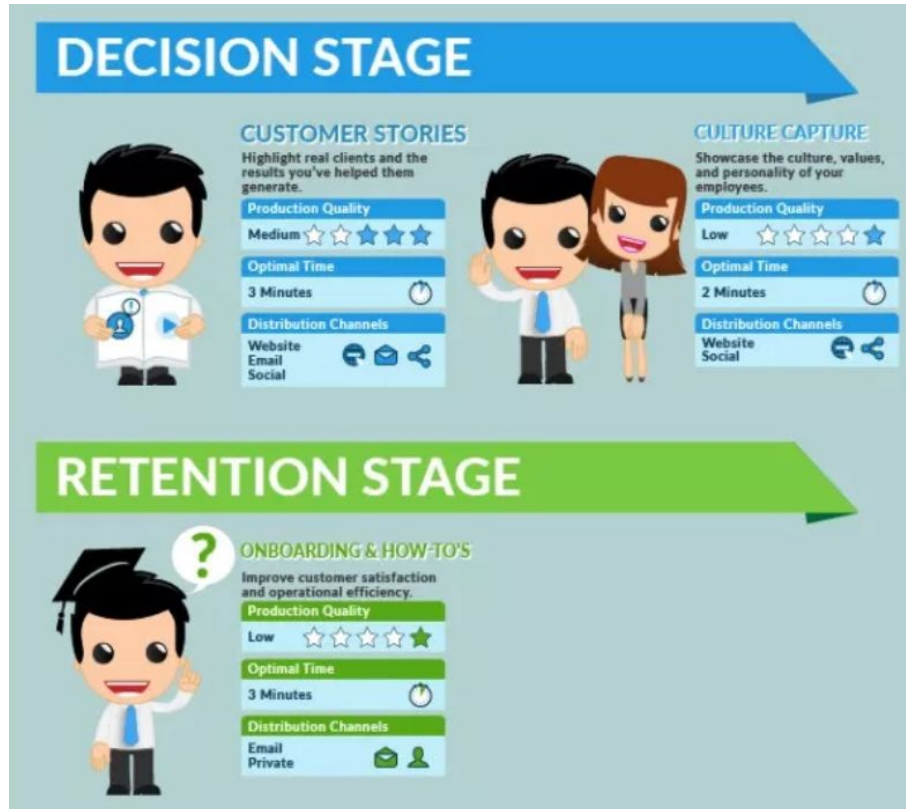
| |
|-----------------------|
| Production Quality |
| Medium ★★☆☆☆ |
| Optimal Time |
| 3 Minutes ⌚ |
| Distribution Channels |
| Website 📧 |

WHITEBOARD ANIMATION

Offer buyers expert advice on very specific topics.



| |
|----------------------------|
| Production Quality |
| Low ★★☆☆☆ |
| Optimal Time |
| 3 Minutes ⌚ |
| Distribution Channels |
| Website Email Social 📧 📧 📧 |



Paid Growth

Native Advertising

Native advertising is marketing integrated in the content, in order to blend in with the information around it, making it less noticeable as advertising, and therefore more appealing to audiences. It should be marked with labels like "sponsored" or "promoted."

Format examples:

- News feed ads
- Paid search units
- Recommendation widgets
- Promoted listings

4

The screenshot shows the Entrepreneur website interface. At the top, there's a navigation bar with 'Entrepreneur' logo, 'VIDEO', 'PODCASTS', 'START A BUSINESS', 'SUBSCRIBE', and 'SHOP'. On the right, there's a 'FREE WEBINAR SCALING YOUR BUSINESS' banner with a 'REGISTER NOW' button. The main content area features several articles and ads:

- News Feed Ad:** A large article titled 'How Mark Zuckerberg and Tim Cook and More Are Reacting to Separation of Children and Parents At U.S. Border' by Entrepreneur Staff, 3 min read. It includes a photo of Mark Zuckerberg and a 'Share + Add to' button.
- Paid Search Unit:** A Dell advertisement for 'SMALL BUSINESS' with the text 'CALL TODAY 877-BUY-DELL' and a 'LEARN MORE' button. It features a photo of a woman and a Dell laptop.
- Sponsored Content:** A red-bordered box highlights a sponsored article titled '10 Tips for Writing Emails That Will Get You Tangible Results' by Susan Gunelius, 6 min read. The article is sponsored by PayPal for Business. It includes a photo of a woman working at a desk.
- Transparency:** An article titled 'If No One Is Engaging With Your Marketing, You Should Do This' by Luis Congdon, 6 min read. It includes a photo of a woman working at a desk.
- On the Rise:** A section titled 'ON THE RISE' listing several articles with author photos and names: '39 Successful Entrepreneurs Reveal the Books That Changed Their Lives' by Nina Zepkin, '12 Science-Backed Ways to Make Yourself Smarter' by Rose Ledem, 'New Research Shows Bitcoin's Meteoric Rise Was a Scam' by Peter Page, and 'A Day in the Life of Jen Gotch, the Female Badass Behind the Multimillion-Dollar Company Band.do' by Rose Ledem.

Affiliate marketing is performance-based advertising, in which you get compensated for promoting the products or services of others on your website. It operates on a revenue-sharing basis. If you're an affiliate, you'll get paid every time someone buys the product you're promoting. You pay the affiliate for every sale they assist you to make if you're the merchant.



5

Understand marketing
metrics & goals

Understand marketing metrics & goals

Metrics

KPIs, or Key Performance Indicators, in digital marketing are measurable goals that help you track and assess your progress. KPIs are a great tool for business owners to monitor how their digital marketing strategies are doing.

| Marketing Metrics | Sales Metrics |
|---------------------------------------|---|
| Traffic | Conversion rate from leads to opportunities |
| ROI | Conversion rate from Qualified leads to sales |
| Conversion By Source, Medium, Channel | Deal win rate |
| ROI reporting | Leads |
| Cost Per Acquisition | Average days to close |
| Customer Lifetime Value | Monthly recurring Revenue |
| Followers, Likes, Shares, Comments | Profit Percentage |

Understand marketing metrics & goals

Goals

All digital marketing efforts must meet certain marketing objectives, which are usually drawn from business objectives.

| Marketing Goals | Business Goals |
|------------------------------------|----------------------------|
| Reduce CPA | Increase Revenue |
| Improve ROI | Increase Profit Percentage |
| Followers, Likes, Shares, Comments | New Customers |
| Increase Organic Traffic | Build Brand |
| Lead Score | High Quality Pipeline |
| Customer lifetime Value | Repeat Business |

SEO

PERIODIC TABLE OF B2B DIGITAL MARKETING METRICS

FREE TRIALS & FUNNEL

| | | | | | | | | | | | | | |
|-----------------------------------|------------------------------|----------------------------------|-----------------------------------|-----------------------------------|---|---|--|---|------------------------------------|--|------------------------------|-------------------------------------|------------------------------|
| 44% | | | | | | | | | | 17% | 18% | | |
| CTR, 1st Result: Organic Search | SEM | | | | | WEBSITE | | | | SaaS Firms with Freemium Model | SaaS Firms with 14 Day Trial | | |
| 20% | 6-7% | | | | | | | | | | 41% | 41% | |
| CTR, 2nd Result: Organic Search | CTR - Google Adwords | EMAIL MARKETING | | | | | SOCIAL | | | | Traffic From Organic Search | Traffic From Paid Search & Referral | SaaS Firms with 30 Day Trial |
| 8% | 0.1-0.2% | 24% | 10-15% | 20-25% | 65% vs 25% | 0.21% | 0.9-1.3% | .025-.04% | 50% | 10% | | | |
| CTR, 3rd Result: Organic Search | CTR - Google Display Network | Gross Open Rate - Prospect Lists | Unique Open Rate - Prospect Lists | Unique Open Rate - Customer Lists | 1st vs. 3rd Email Open Rate - Drip Campaign | Facebook CTR | B2B Promoted Tweets Eng. Rate | LinkedIn CTR | Drop-Off Rate | Website Visitor to Free Trial Conv. Rate | | | |
| 7-9% | 0.9-1.0% | 0.9% | 2% | 20-40% | 8% | \$5 | \$0.55-1.00 | \$1.70 vs. \$4.89 | 3-4 | 25% | | | |
| Organic Search to RL Conv. Rate | CTR - Mobile Banner Ads | Bounce Rate - Prospect Lists | CTR - Prospect Lists | CTR - Customer Lists | CTR - Drip Campaigns | Facebook CPM | B2B Promoted Tweets CPE | Promoted Tweet Cost per Follower UK vs. USA | Page Views Per Visit | Free Trial to Subscription Conv. Rate | | | |
| #Backlinks | \$4-13 | 13% | 21% | 7% | 2-3 | \$4 | 0.02% | 0.16-0.23% | 2-3 | 26% | | | |
| Largest Non-Social Driver of Rank | CPC - Paid Search | CTOR - Prospect Lists | Desktop CTOR - Prospect Lists | Mobile CTOR - Prospect Lists | Touches per Month - Drip Campaigns | Facebook CPC | Facebook Like Rate | Promoted Tweets Follow Rate | Minutes Spent on Website Per Visit | Overall MQL to SQL Conv. Rate | | | |
| 22-27% | 2-4% | 18-23% | 7-9% | 9% | 5% | 0.7% | 2.2% | 0.8% | 24 Mo. | 41% | | | |
| Form Submits from Organic Search | Paid Search to SL Conv. Rate | Form Submits from Organic Search | Name to MQL Conv. Rate | Form Submits From Email | Form Submits From Social Media | Facebook RL Conv. Rate (Organic & Paid) | Twitter RL Conv. Rate (Organic & Paid) | LinkedIn RL Conv. Rate (Organic & Paid) | Website Complete Refresh Cycle | Pipeline Sourced by Marketing | | | |

Legend:

- Conv. Rate** - Conversion Rate
- CPC** - Cost per click
- CPE** - Cost per engagement
- CPM** - Cost per thousand impressions
- CTR** - Click-to-open rate (unique clicks as a % of unique opens)
- Eng. Rate** - Engagement rate
- DMP** - Digital marketing program budget
- RL** - Raw Lead
- MQL** - Marketing-qualified lead
- SQL** - Sales-qualified lead

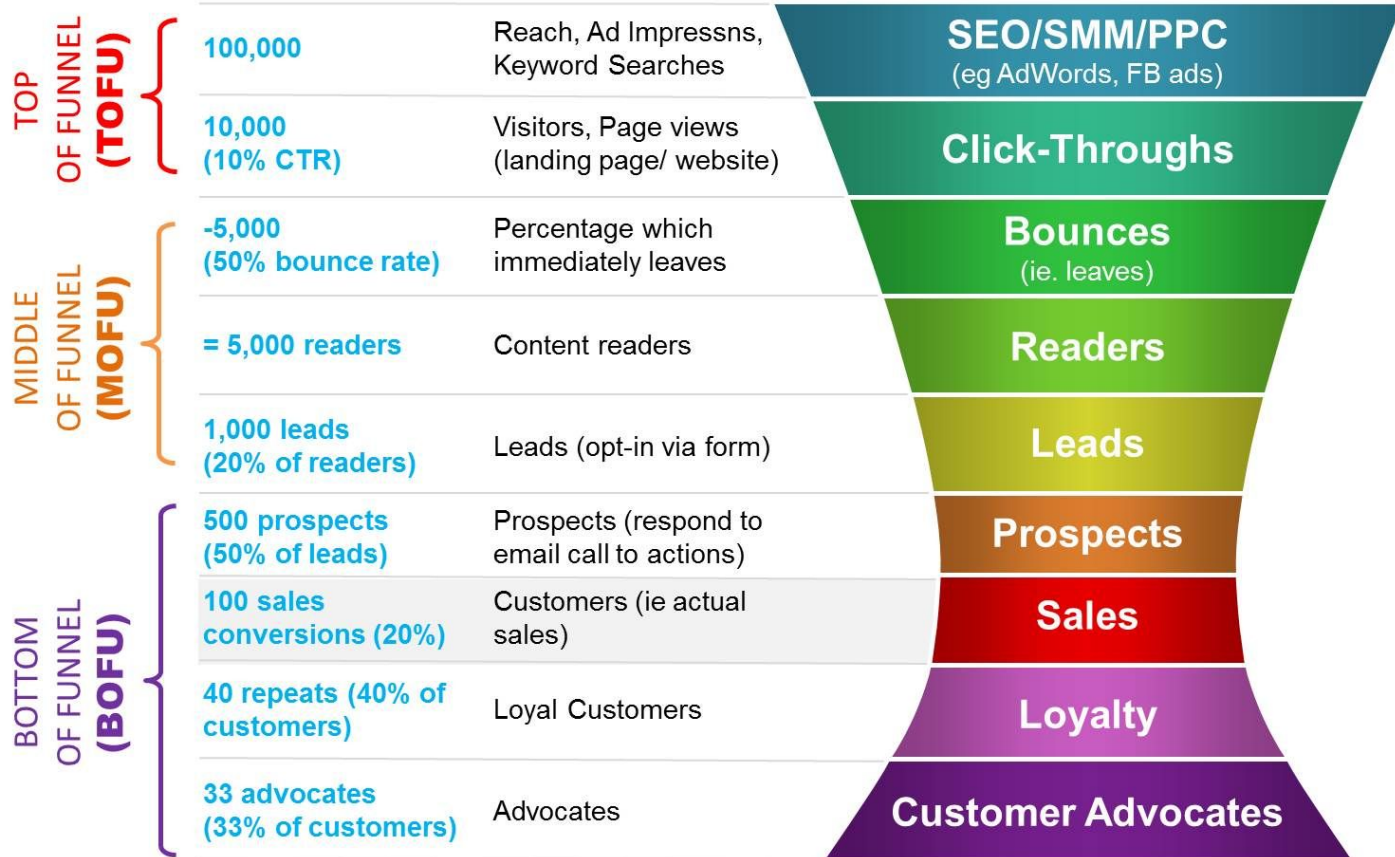
| | | | | | | | |
|-------------------------------------|--|--|--|------------------------------|--------------------------|-----------------------------------|---|
| 34% | 40-50% | 20% | 34% | 4% | 20% | 6% | 13% |
| Companies Using Content Syndication | Webinar Attendance as a % of Registrants | Program Budget Spent on Content Marketing | Program Budget Spent On Digital Marketing | DPM Spent on SEO | DPM Spent on Search Ads | DPM Spent on Social Marketing | DPM Spent on Website |
| 10-15% | 20-30% | 44% | 7-10% | 13% | 22% | 14% | 8% |
| White Paper Conv. Rate | Webinar Conv. rate | Firms Partially Outsourcing Content Creation | Program Budget Spent on New Lead Gen Tactics | DPM Spent on Email Marketing | DPM Spent on Display Ads | DPM Spent on Marketing Automation | Other DMP Spend (SMS, Digital Events, Mobile Ads) |

CONTENT MARKETING

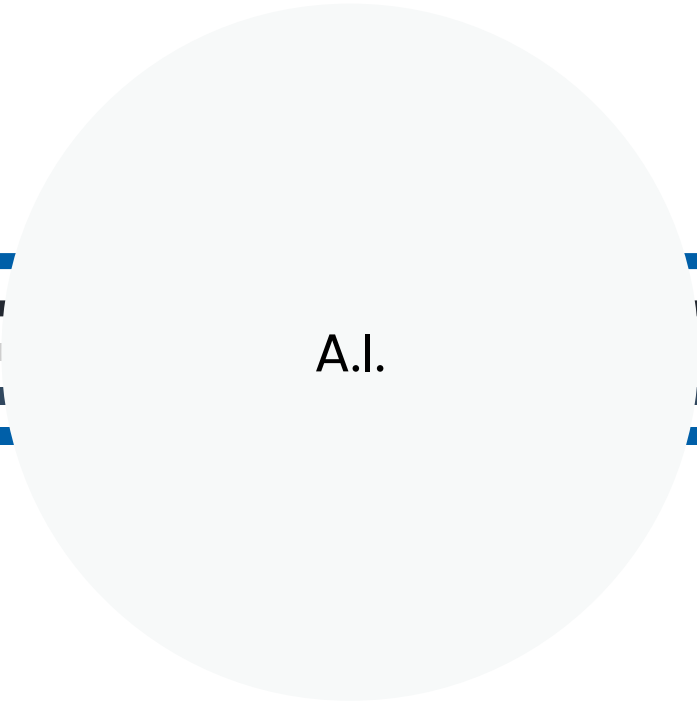
BUDGET

<https://fres hsparks.com/digital-marketing-success/>

Digital Marketing Funnel (Analytics)



<https://colorinsights.com/2016/09/how-to-optimize-your-digital-marketing-funnel/>



A.I.



A.I.

Is here to stay

How to use AI

Research

- Save hours of work when it comes to finding trending topics & headlines.

Captions

- Add dynamic captions to videos.

Summarizing & Repurposing

- Scan content to quickly pull out the juiciest nuggets.

Customer Support

- Send out free resources and links to community members via DMs.

How to NOT use AI

Content Creation

- We never use anything A.I. generates word for word. We always add our own flare and angle.

Human Replacement

- A.I. can save you time, but it can't replace the creativity, empathy, or high-level strategy a human brings to the table. Every single A.I. tool we use is used in tandem with a team member who makes the real magic happen.

A.I. is NOT a shortcut to building a brand people trust.



Take this home

Things to **take home**

- **Understand your industry and the market, using available methodologies (such as Porter's Five Forces Analysis) and tools (such as Google Trends)**
- **Study & understand your business (using SWOT analysis or other tools) and your competition (the Growth Share Matrix and other tools)**
- **Study & understand your buyers (the Ideal Client profile and the Buyer Persona) and their customer journeys**
- **Understand the differences between traditional and online marketing**
- **Choose the marketing mix and channels most appropriate for your business and clients.**
- **Use A.I. smartly, to simplify your work**



Thanks!

roxana.david@zitec.com



FOReSiGHT