

# WHAT IS

# DIGITAL

# MARKETING?



# *Concepts of Marketing*



# TRADITIONAL MARKETING

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**Print**



**Broadcast**



**Direct Mail**



WHY

# **DIGITAL MARKETING** is BETTER?

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Customers



Targeted



Interactive



Cost-Effective

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# INBOUND versus **OUTBOUND**

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## Interruption

- TV Ads
- Radio Ads
- Print Ads
- Cold Calling
- Social Media Ads
- Email Blasts
- Direct Mail
- Billboards



## Permission

- Blogs, eBooks
- YouTube Videos
- Webinars
- Websites
- Search Engine Optimization
- Keyword Targeting
- Landing Pages
- Email Marketing





# SET GOALS

## USE S.M.A.R.T

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**S**pecific

**M**easurable

**A**chievable

**R**elevant

**T**ime bound

# TARGET AUDIENCE

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## Market Research

Gathering information about consumers' needs and preferences

## Buyer Persona

Semi-fictional representation of your ideal customer

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# MARKETING STAGES



Awareness



Leads



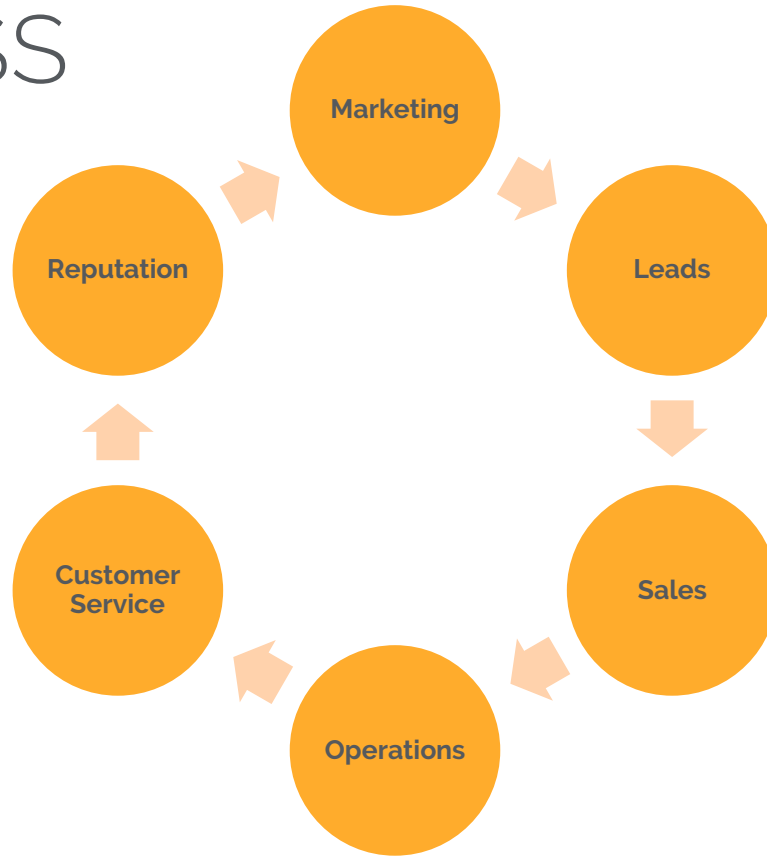
Sales

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# BUSINESS CYCLE

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# ADVERTISING MESSAGE



**Problem**



**Solution**



**Offer**

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*Websites*



# WEBSITE

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## Primary Internet Presence

The primary place on the Internet where you can explain your business and provide information to your potential customers.

## Virtual Salesperson

A website can include forms that potential customers can fill out to receive more information. You can also sell directly from your website.

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# WEBSITE **EXAMPLES**

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## **Website Builder**

Wix, Squarespace or GoDaddy



## **Content Management System**

WordPress



## **Ecommerce**

Shopify



## **Facebook page**

Not the best idea!

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# WEBSITE BENEFITS

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A website is the best way to have an Internet presence. It is a platform you can have complete control over in layout, content and features.



**Virtual  
Salesperson**



**Complete  
Control**



**Look  
Professional**



**Visitor  
Statistics**

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# *Business Listings*



# BUSINESS LISTINGS

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## Search Engines

Search engines like Google try to anticipate the information people want so they show business information like hours and location.

## Mapping Websites

Mapping websites like Google Maps and Bing Maps show businesses on their maps which is very helpful on smartphones.

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# BUSINESS LISTINGS **EXAMPLES**

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## Google My Business

Google search results and Google maps



## Bing Places

Bing search results and Bing maps



## Yelp

Business profile



## Angie's List

Business profile

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# BUSINESS LISTINGS

## BENEFITS

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Business Listings provide an easy way for people to find your business information and be displayed with your competition.



**Easy  
Information**



**Next to  
Competition**



**Social  
Proof**



**Optional  
Advertising**

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# *Paid Advertising*



# PAID ADVERTISING

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## What is It?

Paid Advertising is term for advertising on the Internet. Also referred to as PPC (Pay-Per Click).

## Types

Banner or Display ads. Similar content like a Facebook post or promoted Tweet.



# PAID ADVERTISING **EXAMPLES**

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## Google Search

Top 3 or 4 results after a Google search



## Facebook Ads

Ads that show in the Facebook feed



## Google Display

Banner ads or responsive ads on other websites, apps and YouTube



## Other Platforms

Social media, Yelp, Angie's List

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# PAID ADVERTISING BENEFITS

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Paid advertising can make money by having your ad appear in a more prominent placement on the platform you are advertising.



**Direct to  
Customers**



**Targeted**



**First in  
Search**



**Flexible  
Budget**

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# *Conversion Rate Optimization*



# CONVERSION RATE OPTIMIZATION

## What is **It**?

The process to look at different conversions in your business and find ways to optimize them.





# CONVERSION RATE OPTIMIZATION

## EXAMPLES

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### Leads

How many marketing efforts convert to leads?



### Sales

How many leads convert to sales?



### Website Forms

Forms on website to capture customer information



### Telephone

Call Tracking system

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# CONVERSION RATE OPTIMIZATION BENEFITS

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Conversion Rate Optimization can make money  
by optimizing your conversions.



**No  
Involvement**



**Provide  
Data**



**Customer  
Education**



**Customer  
Information**

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# *Email Marketing*



# What is It?

# Automation

Use instead of phone calls. Create multi-step campaigns depending on actions.



# EMAIL MARKETING **EXAMPLES**

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## **Newsletters**

Regular communication with  
customers



## **Confirmations**

Invoices, receipts, surveys



## **Opt-In**

Give something in exchange for email  
address



## **Nurturing**

Series of emails to move a lead  
through a sales process

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# EMAIL MARKETING BENEFITS

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Email is a very cost-effective communication method.



**Stay in  
Contact**



**Inexpensive**



**Instead of  
Phone Calls**



**Automated**

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# *Reputation Management*



# REPUTATION MANAGEMENT

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## What is It?

How your company looks on the Internet based on reviews.

## Reviews

Reviews are the new word-of-mouth.





# REPUTATION MANAGEMENT **EXAMPLES**

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**Yelp**

Website dedicated to reviews



**Homes Services  
Websites**

Angie's List, HomeAdvisor



**Google**

Part of Google My Business profile



**Facebook**

Reviews on business Facebook Page

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# REPUTATION MANAGEMENT **BENEFITS**

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Opportunity to demonstrate to your potential customers that you have excellent customer service.



**Interact &  
Engage**



**Customer  
Service**



**Trust  
Factor**



**Company  
Information**

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# *Social Media*



# SOCIAL MEDIA

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## What is It?

Communities of people sharing.

## Communication

New way to communicate with your customers  
and humanize your business.



# SOCIAL MEDIA **EXAMPLES**

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**Facebook**

Largest social network



**Instagram**

Image and videos



**Twitter**

Short messages with images and  
videos



**LinkedIn**

Business communication and job  
seekers

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# SOCIAL MEDIA BENEFITS

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A new way for your company to interact with  
potential customers.



**Embrace  
New Way**



**Brand  
Awareness**



**Humanize**



**Increase  
Website Traffic**

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# *Search Engine Optimization*



# SEARCH ENGINE OPTIMIZATION

The process to provide relevant content on your website that ranks higher in a search engine results.

## The position of your website compared to other results.



# SEO **EXAMPLES**

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## Google

Most people search Google



## Bing

Second largest search engine



## Local

Google Local "Snack Pack"



## PPC

Paid results shown above organic results

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# SEO BENEFITS

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Search engine optimization can make more money by ranking higher in the search engine results.



**Higher  
Rank**



**Rank Above  
Competition**



**More  
Relevant**



**No Costs**

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# *Content Marketing*



# CONTENT **MARKETING**

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## What is **It**?

Content marketing is creating content that is targeted at a specific audience.

## Formats

Text, Images, Audio, Video



# CONTENT MARKETING **EXAMPLES**

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## **Text**

Website, Tweets, Blog



## **Images**

Graphics, photography, GIFs



## **Audio**

Podcasts



## **Videos**

YouTube, Training, Live

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# CONTENT MARKETING BENEFITS

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The content is targeting specifically at what people are looking for.



**Content  
Looking For**



**Authority &  
Credibility**



**Generate  
More Traffic**



**Buying  
Process**

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# *Analytics*







# ANALYTICS **EXAMPLES**

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## **Marketing**

Website, Advertising, Listings



## **Leads**

Potential customers



## **Sales**

Customers



## **Operations**

Business processes

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# ANALYTICS BENEFITS

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With the data and its relationships, you can see patterns.



Record



Reports



Relationships



Decisions

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# *Related IT Systems*



# EMAIL HOSTING

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## Professional Appearance

It costs a few dollars a month to setup an email service through Google (Gmail) or Microsoft (Office 365). But, having an email address of [name@company.com](#) makes you look more professional than [name@gmail.com](#) or [name@outlook.com](#).



# CUSTOMER **RELATIONSHIP** **MANAGEMENT (CRM)**

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## Who are your **Customers?**

A CRM can be used store contacts and companies that are leads for your business. These leads could be moved through your sales process. Without a system to capture this information and process, you lose insight into your sales process.



# LINE-OF-BUSINESS **SOLUTION**

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## Technology to run your **Business**

A Line-of-Business solution allows you to store your business process like work orders, invoices and payments. A solution could also handle appointments and customer data. Without a system, you have no way to see and measure all the data about your business.

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