

# DIGITAL MARKETING IN A NUTSHELL

 Gallsymedia



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# ABOUT THE AUTHOR

Paul Connor is a digital marketer with years of experience who has helped many businesses with their digital marketing campaigns. He is the Director of Ballsy Media, a full digital marketing agency, providing website design, SEO, pay per click and social media solutions to help grow businesses.



# DIGITAL MARKETING EXPLAINED

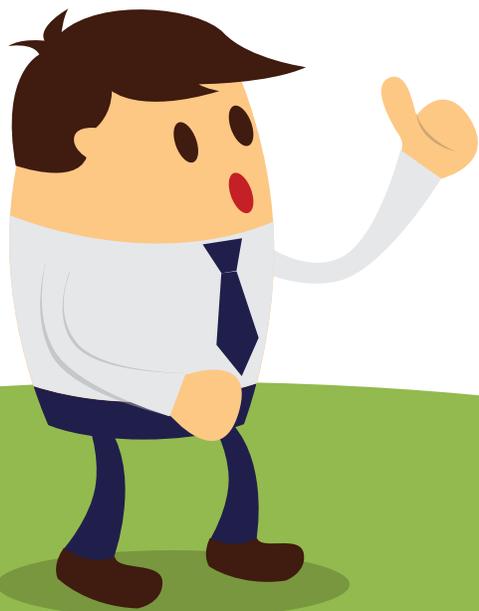
The purpose of Digital marketing is no different from traditional types of marketing in that you make people aware of your business and what you have to offer to build brand awareness, capture leads and create sales. Only with digital marketing you have a different toolbox to use – a digital one!

The internet has made things easier in today's world in so many different ways and marketing is fortunately one of them. Not only this but compared to other forms of marketing, internet marketing can be incredibly cost effective as well as being laser targeted.

In the past marketing has been problematic for many business owners trying to grow their businesses because a lack of being unable to target their suitable customer avatar. Because of this many companies have gone bust or lost a lot of money due to ineffective campaigns. The word gamble springs to mind due to the blunderbuss effect not knowing what will hit and what won't.

With digital marketing, on the other hand, there is an ability to be much more focused on who you target, which can save you a ton of money and get better results for your business. Providing you are offering a good product/service that there is a need for and you have the pricing right, whilst having a trustworthy brand that sets you apart from your competitors, then digital marketing should work for your business if done properly.

What's more is the fact that the internet can easily be harnessed to have your marketing campaigns work around the clock to educate, motivate and stimulate your target audience leading to your business providing more service and being able to grow at a quicker rate. Some of the top fastest growing businesses have been those that have tapped into the power of digital marketing to their advantage.



# DIGITAL MARKETING OVERVIEW

So many people have the wrong idea of what digital marketing is all about and how it works. If you ask most people they will probably tell you it's about how many tweets you post or how many people have liked your business page on Facebook. The chances are if a business owner follows this misconception they will probably end up with pretty poor results leading to a waste of time and dislike for the term digital marketing. If you fall into this group then I have good news for you – digital marketing is not all about how many Facebook page likes you can achieve!

First of all, similar to other types of marketing, you need to work out what you want from your marketing before starting your campaign. Set those goal posts and then you know what you are shooting for. Okay so

getting a few clients through the door might seem good, but you should have a strategy before you start and goals to hit to fully determine your success.

What is important to point out is that because there are a number of different platforms to market on digitally, some may feel inclined to utilise all of them, this is sometimes not wise. Likewise if one part of the digital strategy is used like a Google Adwords Campaign but the traffic is being directed to an unclear website you will lose your potential leads as well as your pay per click money. Once again if the planning is done properly a lot of time and headaches can be saved and more effort can be concentrated on implementing strategies that will build your business.



Here is a list of some of the online tools we will be covering in this book to create an effective sales funnel to generate and convert leads to paying customers:

- Branding
- Website and Squeeze Pages
- Email Marketing
- Pay Per Click: Facebook Ads, Google Adwords
- Blogging
- Social Media
- SEO

Just like baking a cake the ingredients must be used in the correct order to make your online marketing efforts successful



# WHY STRONG BRANDING IS ESSENTIAL

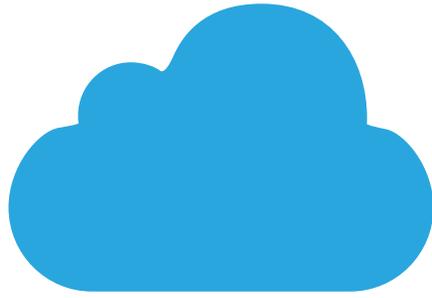
To cut straight to the point, if you are going to be successful online you are going to need a very strong brand.

Online you don't have the ability to personally meet your potential customers and therefore can't dazzle them with your sales skills or Columbian coffee. First impressions are very important and if somebody lands on your website and it has a poor logo, boring name, broken links and poor spelling and grammar then the chances are you will lose that lead.

If you do have a decent logo, interesting and compelling business name, good writing skills and a fully functional website that actually works then chances are you will make an entirely different impression and might gain a new customer. The point is in the online digital world things work differently – you must make your move towards a sale by use of a strong brand, not by wooing with the number of staff you have on your payroll.

Wouldn't it be great if your website did all of your selling and convert leads into buyers like crazy. Well if you get it right with your branding then this is possible. Of course your brand needs to exhibit professionalism on many different fronts from graphic design to the wording used to the colour selection throughout your pages. That said, with the above in place a website can be your top salesman. Imagine answering your phone to a lead that had already been converted into a buyer by your website alone – now that's how digital marketing should work!

Don't forget your branding should be on all of your marketing materials online and offline. Sometimes placement of logo on email newsletters, social media sites and directories can be done incorrectly. Be sure to remember everywhere your brand appears, it needs to look great to build trust and confidence.



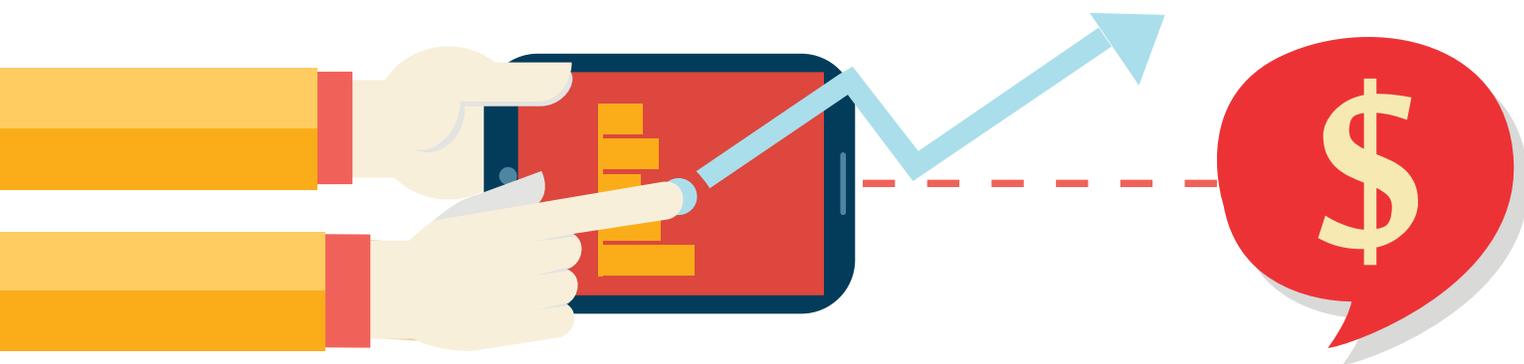
“Don't forget your branding should be on all of your marketing materials online and offline”



# WEBSITES & SQUEEZE PAGES

It's all good having a great looking website that dazzles with all the bells and whistles, but if your website does not convert your traffic into customers then what is the point of that good looking tech you paid a fortune for?

Many business owners forget about the main purpose of their website with all the cutting edge graphics and animations. Okay so such novelties can help conversion rates and help towards building your shop front and brand which will increase the number of leads that actually pick up the phone and call you; however, the main focus of your website should provide your prospect with the information they wanted to receive before they made a decision to click through to your site, which in turn can be used to funnel visitors into taking specific action



## What is a Squeeze Page/Landing Page?

Squeeze pages are single page websites designed to capture contact details (usually an email address) of people interested in what you are offering. Once you have their contact details you then have the ability to follow up with an email sequence or work your telephone sales magic in order to make them buy from you.

Once a visitor has left their details you have valuable information that tells you this person is somehow interested in your product/service and you most importantly have follow up contact details. Believe it or not some of the most successful lead generating websites have only been one page sites which generate constant leads.

## What Makes a Successful Lead Generating Website?

The first most important thing to understand is why a person is viewing your website; what they are interested in and what they are looking for. Understanding this psychology should be at the centre of your thinking.

The next step is being able to provide that person with targeted information to hold their attention, but not too much as you might fulfil their need before asking for what you are looking for – their contact details or a sale!

Being able to grab your visitor's attention (A) keeping their interest (I) and tapping into their desire (D) will help you achieve your desired result and get them to take action (A) – AIDA. If you are unfamiliar with this term it's used in marketing to describe the series of events a customer goes through when making a buying decision.

Creating an effective squeeze page is best done by concentrating on that one particular interest you know your visitor has by presenting all of the features and benefits, giving testimonials, answering questions and having a strong call to action to make it as easy as possible for people to take that much needed action of contacting you or leaving their details for you to chase them up. This can be summed up as your digital sales pitch.

A well designed squeeze page will have little distractions or exit routes for somebody to leave your page, hence why squeeze pages are normally only one page and have the menu bar removed.

One of the key ways to make a successful landing page is having a no-brainer offer. If a targeted visitor is interested in an offer where they only need to exchange an email address for something they perceive as valuable then the chances are you are going to receive a new person's email address to sell to. There are a number of offers that work very well, here are a few:

- Ebook
- Emails containing valuable information
- Documents and templates
- Postage items i.e. DVDs, books and gifts

It must be remembered that squeeze pages will have different success rates depending on the type of business, the pricing, the offer, the customer's level of need, the branding, the quality of your product/service and obviously the quality of your landing page.

The above highlights the importance of having all the different parts being in sync and being top quality in order to have high lead generation success rates.

# EMAIL MARKETING

Email marketing is a great way to take a message about your business from a cold type to a more personal, warm type by moving your conversation with your lead to their inbox. This method has proven to be by far one of the most effective types of marketing having a high success rate of turning cold leads to warm leads and eventually to customers.

So why does 'good' email marketing work? Firstly it's important to point out what does not work. We all get frustrated on a daily basis deleting and unsubscribing from weak content email campaigns, emails trying to sell us stuff without providing any reason why we should buy from that company and for most of us just pure SPAM being sent out on autopilot probably targeting the rest of the population to win at the so called 'numbers game'!

On the other hand what works with email marketing is being very targeted to who you are sending mail to and providing amazing information which you know will be valued by your prospect. Remember your prospect will have to sift through many emails every day

and will essentially be exchanging their time to read your content you send them.

To get your email opened you will need to create compelling headlines, next your content must resonate with your reader and a call to action will need to be utilised to capitalise on the time when they are ready to find out more or buy from you.

Email marketing helps develop a trusted relationship between you and your lead, as you provide knowledge on your subject making you a thought leader in your field. It should also prove your consistency, which additionally helps the potential buyer see that you have a lot to offer and can be trusted.

When you initially receive a prospects email address they might not be ready to buy from you at that moment in time. It usually takes a while for somebody to make a buying decision, so sending quality email to your lead on a consistent basis gives you the best chance of being at the forefront of their mind as well as being positioned to make a sale when the time is right.



## CONTENT

As mentioned above creating quality content for your email campaigns is a must. This means not just sending your list news about your company's recent achievements, but instead providing something of real value that your audience might even consider paying for. Such articles are usually in the form of how-to's. For instance how to build more muscle, how to change your diet to lose x amount of weight, how to save money on your next shop, how to create sales copy that converts and so on.

When creating your email campaigns and writing your newsletters you should only provide a section of your article with a link to your website to continue reading. This will traffic people to your website showing you a deeper interest they have in your subject. Once on the website you will need to have a system in place to convert that lead. The system utilised will usually be a contact form for a call back (for service businesses) or a link to make a purchase (for a product selling business).

With email marketing it's crucial to track click through rates to see what works and what doesn't. Also what is vitally important is to target those leads who have clicked through to your website on many occasions as you know they are showing keen interest in your business and might be coming up to making a purchasing decision.

# PAY PER CLICK ADS

Ever wondered how Google and Facebook make billions year after year? Well it's because of the advertising platform they have in place. Simply put they sell advertising space where your ad becomes visible to a highly targeted market. In Google's case your ad will appear at the top of search results when people search for particular terms related to your business niche. Whilst Facebook can put your ad in front of people using the massive social network site who match your client avatar i.e. live in particular areas, are a certain age and have similar interests to what you are selling.

Therefore as a business owner you can display your ads in front of a highly targeted audience for a cost. The cost differs depending on the platform you are using and the broader the terms you opt for i.e. Google Adwords would charge you an arm and a leg to advertise for the search terms: insurance, mortgage and loans. However, picking something less searched for and more niche specific would give you a lower cost per click.

Now although this seems like an expensive process to engage in it may be your road to success. It all boils down to ROI (return on investment) meaning if you are not getting more back than you are putting in then you will ultimately lose. Taking the time to properly target your market and create high quality ads will guarantee you the best return on investment before taking the PPC plunge.

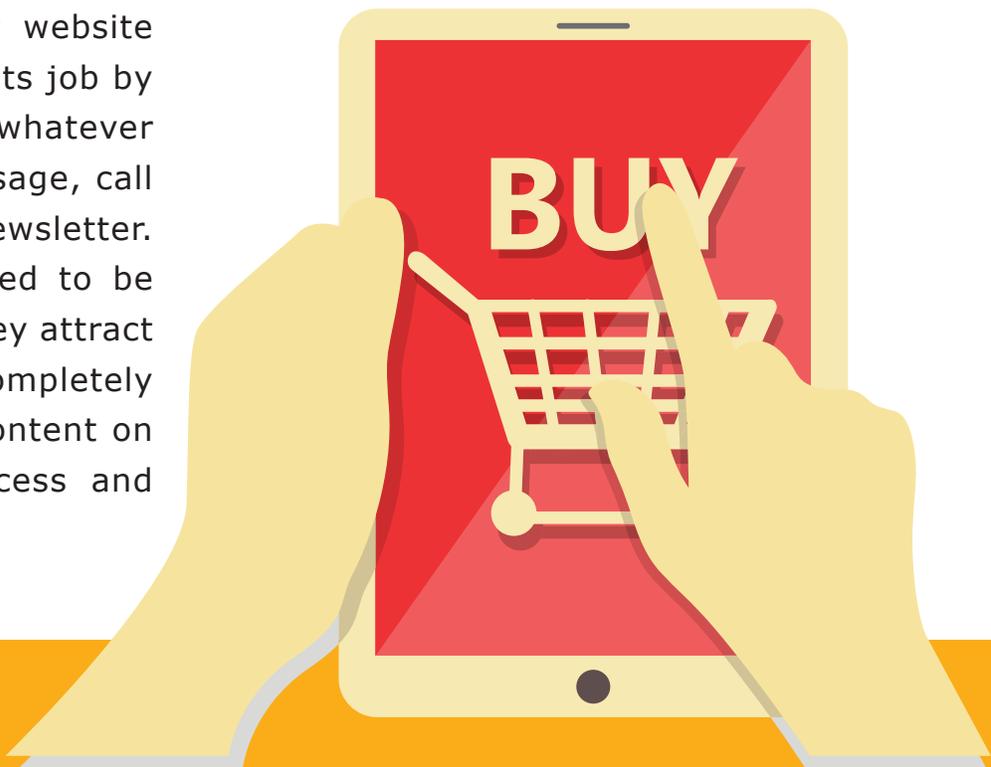
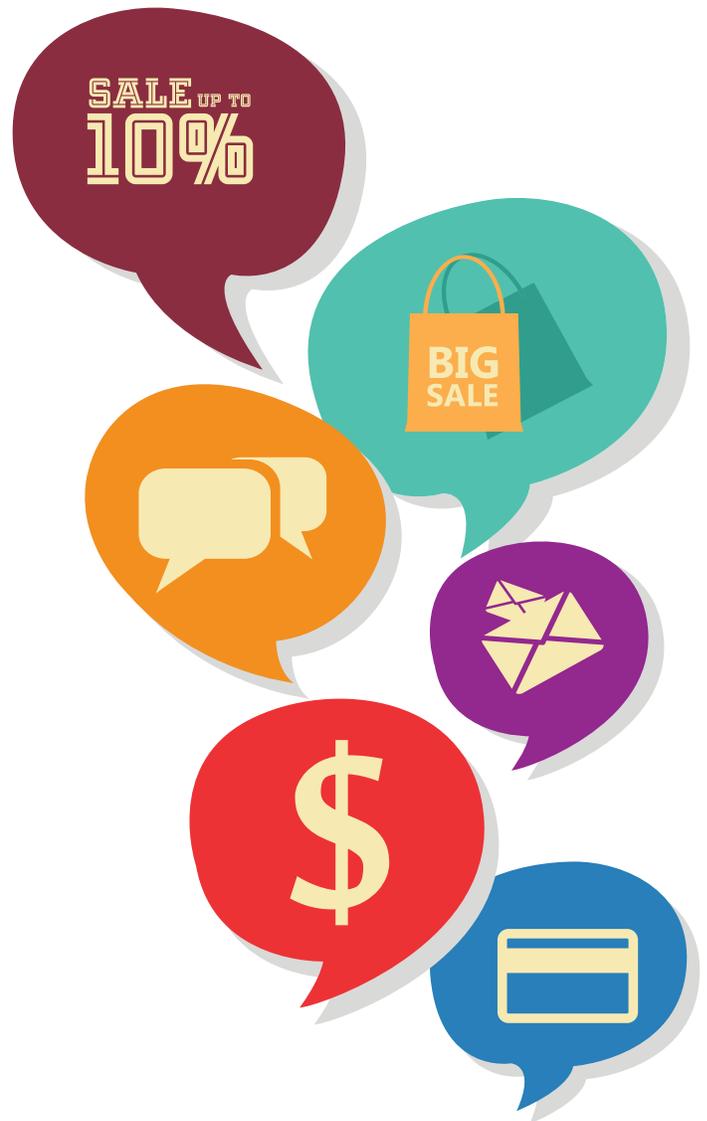
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What is also appealing about PPC is the fact that you can rank for a search term on Google straight away. Just take a second to imagine what it would be like if the ability to use this advertising platform was taken away and to rank for your search terms you must rely on SEO (search engine optimisation). It might take years to be found by your online market. For some terms you just wouldn't be able to rank due to such strong competition. Is pay per click looking any more appealing?

In comparison, especially when looking at Facebook, online pay per click advertising is incredibly cheap

compared to other forms of advertising. If you look at the expense of advertising on TV you are talking many thousands of pounds even millions. If you are a company trying to grow and need some form of mass advertising then an unsuccessful TV campaign can bury you. Now if you were to use Facebook ads to target your precise market and you invest a few hundred pounds to run a test and find that you are receiving a return on your investment, then you now have the option of investing heavily in that campaign with much less risk.

Don't forget that PPC ads are only one part of your whole digital marketing strategy. Just getting a click through to your website will not give you any return on investment. Once somebody has clicked through to your website you need your website to do its job by making your lead take action whatever that may be i.e. leave a message, call you or sign up for your e-newsletter. For this reason your ads need to be perfectly written, meaning they attract attention whilst being completely honest and relevant to the content on your site for maximum success and ROI.



# BLOGGING

The word blog is bandied around like crazy nowadays without any thought behind what a blog really is; the hard work it takes to maintain a blog and how a blog fits into a marketing strategy. If blogging is the in thing then shouldn't you have one?

The truth is a blog can be an excellent part of a marketing strategy, which can help you become a thought leader in your industry, drive traffic to your website, build real trust and generate more customers. Unfortunately there are too many blogs that get started with high hopes, but lead to being discontinued after a very short period of time.

There are many ways to make a blog successful, but the main two are as follows:

1. Provide Amazing Content – this cannot be emphasised enough, you must create compelling interesting and helpful content that your target audience will not only enjoy reading but content that they will appreciate and won't forget. Most blogs come in the form of written articles or how to's which work great, although there has been an influx of podcasts and video blogs appearing over the past few years that have done incredibly well. No matter the format you decide to create your blog in, just remember to be providing relevant, top quality content to knock the socks off your readers.

2. Consistency – it goes without saying the importance of being present to your audience on regular basis. As mentioned earlier a buyer may not be in the right frame of mind to buy from you when you posted your earlier articles. A blog is an amazing way to position yourself as that guru you need to be in your niche and nothing backs this up by consistent top quality content. That said it does take motivation and commitment to post a great article on a regular basis, so be sure to create a blogging strategy and stick to it no matter what to ensure you are posting content on a regular basis. Some find it easier to write all of their content in a short period of time and then schedule dates to post the content throughout 6 months or a full year.



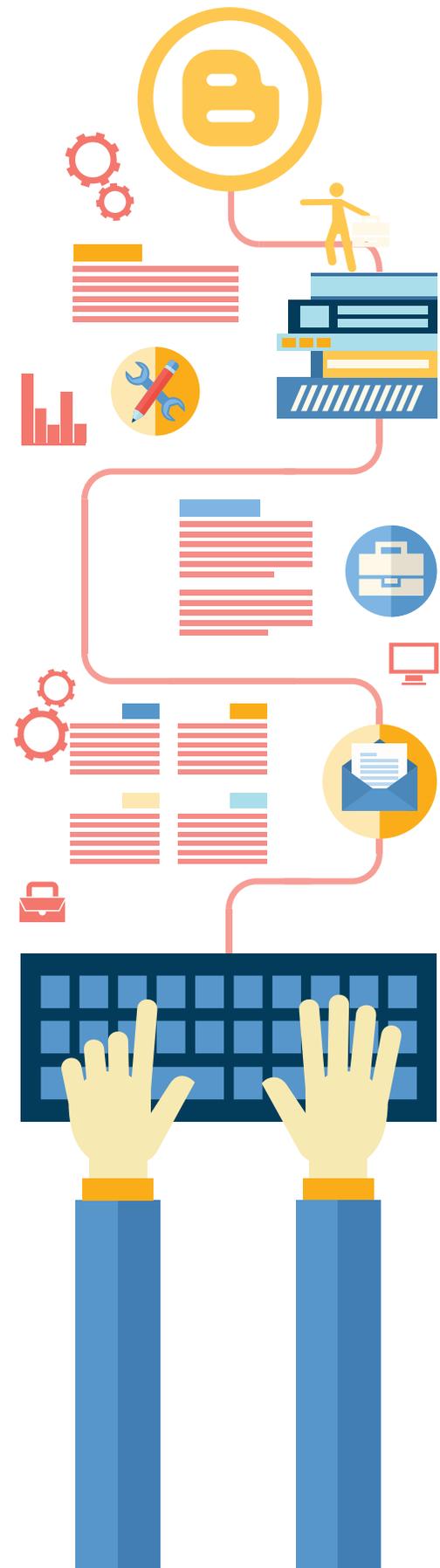
Whilst the two above points are critical to your blogging success there are other ways a blog can help with your brand promotion. One excellent way a blog works for businesses is it gives a customer or potential customer a glimpse at the people behind the company. This personal touch is sometimes what a potential customer needs to make a purchase.

Another benefit of having an updated blog on your website is that it helps to get your website to rank in Google. Google has disclosed that fresh content on a website will be seen by its search engine as a ranking factor, so even for this reason alone blogging is a must.

One big mistake people tend to make with blogging is that they write the article, publish it on their site and do not promote it. Unfortunately masses of people don't usually automatically visit your website when a new article is written; instead you have to put your posts out to the world. There are many ways to get eyes on your content, here's a few:

- Send out in your email marketing campaigns
- Post on social media sites with a link back to your blog
- Post on article directories
- Include your blog URL on your direct mail materials

Once again if you choose to drive traffic to your website to read your blog always have a call to action in place.



# SOCIAL MEDIA

Social media marketing can be used as part of your overall marketing strategy to have an impact on business growth, credibility and brand awareness. Some people describe social media as the modern day word of mouth. Here's a few ways social media can help your business:

- Create Brand Awareness – get the word out about your business. Show people who you are and what you provide.
- Provide a New Level of Customer Service – with so many people on social networks it makes it an ideal place to connect with your customers, learn from them and make crucial changes to your business.
- Driving Traffic to Your Website and Making Sales – you have the ability to post discounts and offers on your social media sites. Have happy customers share your offer and you can receive many new leads.
- Generate Repeat Business – just like email marketing you can develop deeper relationships over a period of time to not only make new sales from new leads, but continue to generate sales from past customers.

Statistics show the importance of using social media for your business:

- 8 out of 10 people who use the internet are reached by social media sites and blogs.
- 87% of small businesses say that social media has somehow helped their business.
- People using social media to drive traffic to their website saw an increase of 74% in traffic after investing 6 hours per week in social media.

With the benefits highlighted above it's important to go about using the correct social platforms in order to get your desired results. Not only selecting the right platforms to market on, but also going about using social media in the correct way can save you much invested time.

“using social media in the correct way can save you much invested time”



# facebook

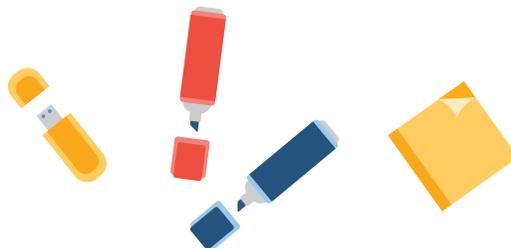
Statistically there are 93% of online users who have a Facebook account. In the UK there are a whopping 51% of all adults who have Facebook accounts. As the numbers suggest Facebook is massively popular with it having an unspeakable amount of users.

On the whole Facebook is used to catch up with friends, family and to keep up to date with the latest news. So what does this mean for business owners?

From a business perspective Facebook is good, as you can set up a business page free to share blog posts and content, updates, events and contests. Facebook business pages get a massive 4.5 billion likes everyday!

Here are some helpful tips when using Facebook for your business:

- Include images and videos in your posts. Posts with some sort of visual component have been proven to be much more engaging than standard text posts.
- Most engagement takes place towards the end of a working week, usually in between Wednesday and Friday.
- If you post questions over standard non question posts you will receive 100% more comments.
- If you are looking for business page likes, then one of the best ways to receive them is by giving a discount or offer in return.
- A high percentage of Facebook users engage in quizzes and contests. Use these to engage users in your page.





Twitter is the 140 character status update site used by over 600 million registered users. It can work wonders for businesses to build their audience, connect with other companies and for driving traffic to a website.

With being a micro blog site it's brilliant for thought leaders to post their expertise on a regular basis. This technique works for bringing leads to a squeeze page or an article page with a call to action positioned prominently on the page.



Here are some tips for using Twitter:

- Make your tweets relevant and compelling.
- Add an element of your personality to your tweets.
- Use [justunfollow.com](http://justunfollow.com) to delete those you are following, but are not following you in return.
- Similar to Facebook post images for more interaction.
- Include links in your tweets to drive traffic to your website and squeeze pages.
- Most Twitter users access the site on their mobile phone. If you are directing traffic to a website make sure its mobile friendly.
- Use the hash tag to reach a larger audience and to build your followers.

There are many other social media platforms that businesses should consider using such as Youtube, Google + and of course Linkedin, but for this introduction we will keep things simple and encourage readers to consider using the two main platforms discussed above Facebook and Twitter.

# SEO

SEO (search engine optimisation) is the process of making your website perform at its best to rank for certain searched keywords in the search engines. By ranking on the main search engines Google, Bing and Yahoo you can get organic (free) traffic to your website.

To have any real success on search engines it has been proven that you must land on the first page of Google for your keywords. The higher up the page the more traffic you will receive and if you can make it to number one, providing your keyword is searched multiple times, you will reap the biggest benefits.

Here's a breakdown of the percentage of traffic you are likely to receive being positioned on page one of Google for your keywords:

Rank on Page One of Google	Average Traffic Share
1	32.5%
2	17.6%
3	11.4%
4	8.1%
5	6.1%
6	4.4%
7	3.5%
8	3.1%
9	2.6%
10	2.4%

To show the percentage of traffic the top ten pages in Google receive see the below table:

Page Number	Percentage of Google Traffic
1	91.5%
2	4.8%
3	1.1%
4	0.4%
5	0.2%
6	0.2%
7	0.1%
8	0.1%
9	0.1%
10	0.1%

As you can see from the statistics above all of the benefits of receiving organic traffic come from being positioned on page one of Google, but to receive a huge cut of all the traffic for your search terms you must be positioned at the very top of page one, preferably position one or two.

## Optimising Your Website

There are essentially two types of optimisation you must use to position yourself to receive organic traffic and these are on-page SEO and off-page SEO. Both types of SEO need attention if you wish to conquer the search engines to gain a flowing stream of free traffic. As the names suggest on-page SEO focuses on what can be done on the website itself such as: optimising page headers, page titles, ALT tags and internal link structure, whilst off-page SEO focuses on everything away from your website such as link building and optimising anchor text.

It's important to mention that on-page SEO is nowhere near as effective as it used to be. It's certainly still a must, but it needs to be used in conjunction with a very strong off-page SEO campaign if you want to see good results.

As you can see ranking for your targeted keywords without paying Google for pay per click ads sounds very nice. However, there are other factors to consider before starting an SEO campaign.

These factors include:

- Competition – some broad keywords are just impossible to rank for especially on a low budget. If you tried to rank for the keyword ipad for example you would have very little luck even with a large budget.
- Commercial Viability – say you do successfully rank for your chosen keyword what are the chances that somebody searching for that term will complete the action you need them to take in order to make your campaign successful i.e. if you are selling a product and somebody just needs information on the topic you will not achieve your desired goal.

Before implementing any SEO practices you must be clear about what keywords your target market are searching for and if you are able to rank for these keywords. Without proper keyword research there is little point at wasting your time on SEO, as your valuable time will be wasted

# WHAT'S NEXT?

After reading this introduction into the world of digital marketing you have hopefully learned a bit about taking your marketing digitally and ways in which to do it. No doubt you will have questions and want to know how to bring all this information together to implement a strategy in your own business.

Well if this is your situation then please get in touch so we can have a chat to discuss where you currently are now and where you want to go with your digital marketing. We can discuss digital marketing in more detail and how to implement these practices in your own business.

If you decide you want help with all of this, we can handle all of the process for you by setting up your website, creating your email campaigns and auto responder, managing your pay per click campaigns as well as managing SEO and content creation.

Call us on 07885421007 to have a quick chat about your digital marketing strategy and how we can help. Alternatively you can email us at [paul@ballsymedia.com](mailto:paul@ballsymedia.com) for a cyber chat instead.

GET IN TOUCH TO TAKE YOUR BUSINESS TO THE NEXT LEVEL

07885421007

[PAUL@BALLSYMEDIA.COM](mailto:paul@ballsymedia.com)





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