What exactly is Digital Marketing, and how do you know you're doing it right?

Ben Saunders
Shire Digital
Shire Digital

Located In Hanover, NH

Our agency focuses on brand building, digital marketing strategies, and optimizing the relationship between marketing & sales.

Our services include:

- WEBSITE DESIGN & DEVELOPMENT
- SEARCH ENGINE OPTIMIZATION (SEO)
- GRAPHIC DESIGN
- CONTENT CREATION
- INBOUND MARKETING
- PAY-PER-CLICK ADVERTISING (PPC)
- SOCIAL MEDIA STRATEGY
- VIDEO/PHOTOGRAPHY SERVICES

“People don’t buy WHAT you do, they buy WHY you do it.”
– Simon Sinek, Author
WHY DO YOU NEED TO CARE ABOUT DIGITAL MARKETING?

YOU GET ONE CHANCE TO MAKE A FIRST IMPRESSION, AND IN TODAY’S WORLD THAT NOW HAPPENS ONLINE.
Let's Set The Table

- As of 2020 there are 3.5 billion searches on Google per day.
- 30% of consumers won't consider a business without a website.
- 97% of people go online to find a local business.
- 93% of online experiences begin with a search engine.

- 63% of consumers primarily use a company's website to find and engage with businesses.
- 55% of people will search online for reviews and recommendations before making a purchase.
- It's estimated that by the year 2040, 95% of purchases will be through eCommerce.
TODAY’S TOPICS

- Search engine optimization (SEO)
- Web design/development
- Content marketing
- Email marketing
- Social media marketing
- Paid Media/Pay-per-click advertising (PPC)
How Digital Marketing Works for Consumers

...Content keeps them updated with industry news, the problems they're facing, and how you solve those problems...

...Social media shares that content and then engages with them as friends and followers...

...Search engine optimization (SEO) optimizes your content, so it will show up when they are searching for the information you've written about...

...Advertising drives them to your website, where people can see your services/products...

...And email marketing follows up with them to be sure they continue to get the solutions they're looking for.
WEBSITE PLATFORMS

From bloggers to fitness coaches to restaurant owners, anyone can make a website today with the right tools.

The key to selecting the right solution is understanding what your top priorities are and how the platform’s capabilities align with those priorities.
3 Foundational Pieces of your Website

**DOMAIN:** A domain name is the physical name of a website. Every web address has a domain name, and it’s completely unique to that site. Domain names can only be accessed and used by the domain name owner — known as the domain name registrant. (Ex. Bluehost, Host Gator, Go Daddy)

**HOST:** Web hosting is how you, or your business, share your website on the internet for people to view and visit. A web hosting service or provider (a.k.a. a web host) allows you to do this. (Ex. WPEngine, Go Daddy, Google Cloud)

**PLATFORM (CMS):** A CMS, short for content management system, is a software application that allows users to build and manage a website without having to code it from scratch, or know how to code at all. (Ex. Wordpress, Shopify, Squarespace)
What Website Platform Is Right For Me?

Nearly half (46%) of web users say a website’s design is their number one criterion for determining a company’s credibility.

3 Main Website Strategies

- **Lead Generation**
  - A lead is any person who indicates interest in a company’s product or service in some way, shape, or form.
  - Platforms: Wordpress

- **Ecommerce**
  - Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.
  - Platforms: Shopify

- **Brand Building**
  - Brand awareness represents how familiar your target audience is with your brand and how well they recognize it.
  - Platforms: Squarespace
Visitors are more impatient than ever.

- 40% of people will leave your page if it takes longer than *three seconds to load*
- 85% of people won’t browse your site if it’s not secure
- 50% of global internet activity is done *on mobile*
WHAT MAKES A GREAT WEBSITE

1. Your website must satisfy user intent and have a clear goal
2. Your website has technical prowess
3. Your website is trustworthy, safe and secure
4. Your website has compelling UI and dialed in UX
   a. User Experience (UX) refers to the user’s journey through an application or process. UX focuses on the overall form and function of your website. User Interface (UI) focuses on how a product's surfaces look and function. UI works with the tangible and visible elements of the process.
5. Your site has awesome, user-centered content
6. Your site is mobile-friendly (or rather, designed mobile-first)

Did You Know?

Text/Copy will always be the foundation of search so making sure the copy around your website's assets is descriptive is key to your site and pages ranking well in Google search.
8 Modern Website Design Elements & Trends

1. Unique & Large Typography
When creating your company's brand, your choice in typography can indicate subtle hints about who you are. Are you fun or serious? Functional or informational?

1. Large & Responsive Hero Images
Large hero images are also often placed in the background with text and other content overlaid on top, large images can help visually tell your story without having to rely on just text.

1. Background Videos
Videos that automatically play in the background can add a lot to a page. They can be used to tell a story and significantly reduce the amount of other content that is needed to explain your business.

1. Semi-Flat Design
Flat design is any element that does not include or give the perception of three dimensions, such as shadows. Not only is flat design easier for users to comprehend, but it can also load more quickly on websites without complicated or overly-technical elements.

Tip
92% of B2B customers watch online video, and 43% of B2B customers watch online video when researching products and services for their business.
8 Modern Website Design Elements & Trends

5. Hamburger Menus
   The pages of your website should have a clear path for the user to take. Removing a busy navigation makes the experience cleaner and distraction free.

6. Giant Product Images
   Larger product images help designers highlight different features of a product in a more efficient and effective way.

7. Card Design
   Card design is becoming more and more popular across B2B and B2C websites because it helps to deliver easily digestible chunks of information for users. Using this design on your site can help highlight multiple products or solutions side-by-side.

8. Short Product or Feature Videos
   Short videos are great at bringing your solution to life, while not overwhelming the visitor with a long experience that they must sit through.
At its core, SEO focuses on nothing else but expanding your company’s visibility in the organic search results. It helps businesses rank more pages higher in SERPs (Search Engine Result Pages). And in turn, drive more visitors to the site, increasing chances for more conversions.
If You Build it, They Will Come...

...If You Have Great SEO

...Otherwise, They Ain’t Comin’
How does Google know how to rank a page?

Search engines have a single goal only. They aim to provide users with the most relevant answers or information.

To deliver the right information to users, search engines analyze two factors:

**Relevancy:** between the search query and the content on a page. Search engines assess it by various factors like topic or keywords.

**Authority:** measured by a website's popularity on the Internet. Google assumes that the more popular a page or resource is, the more valuable is its content to readers.
3 Core Components of a Strong SEO Strategy*

1. Technical Setup
2. Content
3. Links

*There is No Magic Wand
TECHNICAL SETUP

- Website navigation and links
- Simple URL structure
- Page speed
- Dead links or broken redirects
- Sitemap and Robots.txt files
- Duplicate content

Tip
SEO is a LONG TERM STRATEGY. There is no magic wand to get on the first page of Google results.

SEO drives 1000%+ more traffic than organic social media. (BrightEdge, 2019)
Tip

A great place to start is a blog (news, events, articles).

Don't worry about who is reading it, just know **GOOGLE** is reading it, and that can make a huge impact on SEO.

**CONTENT IS KING.**

Websites without a content strategy will always struggle to rank.
JUST START!

BE CONSISTENT

FOCUS ON KEYWORD OPTIMIZATION

UNDERSTAND ON-PAGE OPTIMIZATION

CREATE CONTENT AROUND WHERE YOUR EXPERTISE & CUSTOMERS PROBLEMS/QUESTIONS INTERSECT
LINKS

Google uses quantity and quality of links as a signal of a website’s authority. Its logic behind it is that webmasters would reference a popular and high-quality website more often than a mediocre one. I.e. Wikipedia

FACTS

The top 5 websites with the most backlinks
1. maps.google.com
2. twitter.com
3. facebook.com
4. en.wikipedia.org
5. google.com

Tips to get links:

Industry Partners - Supply Chain
Local Businesses - Promote Local
Non-Profit Support - Charity Causes
Industry Organizations - BBB, Memberships
Local SEO
LOCAL SEO

*Continually Google your business name, you may be surprised what you find.*

Local search results:

➔ They appear only for searches with a local intent (for example, “restaurant near me” or when a person clearly defined the location.)

➔ They contain results specific to a relevant location.

➔ They concentrate on delivering specific information to users that they don’t need to go anywhere else to find.

➔ They target smartphone users primarily as local searches occur more often on mobile devices.

Tip

97% of customers use search engines to find local information. They look for vendor suggestions, and even specific business addresses.
GOOGLE MY BUSINESS

GMB is a free tool that lets you manage how your business appears on Google Search and Maps. That includes adding your business name, location, and hours; monitoring and replying to customer reviews; adding photos; learning where and how people are searching for you, and more.
GOOGLE MAPS

- digital marketing near me

Local Digital Marketing
No reviews · Marketing agency
(850) 629-9342
Open 24 hours

Real Digital Marketing
5.0 ⭐⭐⭐⭐⭐ (2) · Marketing agency
Killington, VT · (802) 417-2684
Open 24 hours

Shire Digital
4.8 ⭐⭐⭐⭐⭐ (9) · Marketing agency
Hanover, NH · (603) 298-5721
Closed · Opens 9AM Wed
FACEBOOK FOR BUSINESSES

As of Q1 2020, there are 2.6 billion monthly active Facebook users.

Roughly two-thirds of U.S. adults report that they are Facebook users.

In 2018, 126.3 million U.S. mobile phone users accessed Facebook Messenger to communicate.

1. Post relevant content, show your expertise, minimize sales promotion.
2. Engage with your audience.
3. Listen to your audience.
4. Develop a contest and giveaway strategy.
5. Promote your events.
6. Use Facebook Ads.
Tips for Your Facebook Business Page

- Create a business page (not a personal profile).
- Add a great cover photo. (remember to rotate this)
- Add a recognizable, correctly formatted profile picture. (logo)
- Optimize your "About" section - especially the preview.
- Earn the "Very responsive to messages" badge.
- Add Facebook social media buttons to your blog, website and email signature.
- Create custom page tabs.
- Post at the best times for your audience.
- Post & Promote your best content.
Email Strategy

An email marketing strategy is the overarching plan for your campaign. It should include not only your methods, objectives, and analysis, but also what you’re aiming for, why you’re aiming for it, and how you will measure success.
1. There are **3.9 billion daily email users**—and this number is expected to hit 4.3 billion by 2023.
2. Shoppers spend **138% more when marketed to through email** compared to those who don’t receive email offers.
3. Conversion rates are at least **3X higher on email** than on social media.
4. Businesses with average order values of $100 to $500 **recover 4-5% of their abandoned carts** on average with email.
5. Email marketing has an average return on investment (ROI) of **122%**.
Email Strategy Step 1: Build Your List

Before you can start sending out emails, you need people to send emails to.

So, how do you get started building your list? Start by adding a banner or form to your website simply asking people to subscribe.
<table>
<thead>
<tr>
<th>No.</th>
<th>Tip</th>
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<tbody>
<tr>
<td>1.</td>
<td>Use a paper sign-up sheet</td>
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<tr>
<td>2.</td>
<td>Put a sign-up form on your website</td>
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<tr>
<td>3.</td>
<td>Collect email addresses when people sign up for an event</td>
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<tr>
<td>4.</td>
<td>Collect email addresses at industry trade shows</td>
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<tr>
<td>5.</td>
<td>Look to your existing database (friends, family, colleagues, partners)</td>
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<tr>
<td>6.</td>
<td>Offer a downloadable whitepaper</td>
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<tr>
<td>7.</td>
<td>Let people sign up with their phone</td>
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<tr>
<td>8.</td>
<td>Add a sign-up option to your membership forms, checkout, invoices etc.</td>
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<tr>
<td>9.</td>
<td>Utilize paid media</td>
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<tr>
<td>10.</td>
<td>Run a contest</td>
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Email Strategy Step 2: Provide Great Content

➔ Send Out An Introduction Email
➔ Don’t Pitch Right Away - Be a resource/expert in your field
➔ Write a Great Email Newsletter - Blog once a week/month (SEO) and utilize that content in your newsletter
➔ Find Your Voice/Style/Brand - Feature industry advice, unique updates, offers, news and announcements.
➔ Imagery/Graphics - Utilize tools like Canva to help create compelling imagery. Invest in custom templates. EXAMPLE
Email Strategy Step 3: Analytics and Segmentation

The three most important pieces of email analytics are open rate, click-through rate, and unsubscribes.

Email segmentation is the practice of splitting up your email list into more targeted groups. Dividing your list gives you the ability to send more targeted communications. Here's a few ways to segment a larger list:

➔ customer list (in comparison to people who haven't bought)
➔ newsletter subscribers
➔ daily email list (in comparison to weekly, bi-weekly, monthly, etc)
➔ demographics, such as age, location, or job title
➔ interests, such as marketing or sales topics
A good content strategy is often the foundation of your attract and delight stages in a buyer's' journey. Along with attracting new prospects to your brand, you might also use a content strategy for sales and overall customer satisfaction.
Types of Content Marketing

These are the eight most popular types of content marketing you can create for your readers and customers.

1. Blog posts
2. Ebooks
3. Case studies
4. Infographics
5. Videos
6. Podcasts
7. Social media
Social media

The content you post on social media has the power to turn your brand into a household name and turn your followers into fans. This kind of impact only comes from having a solid social media content strategy. **It's not enough to show up on every platform and sporadically update your audience when you have the time.**

The way to stand out on social media is to identify specific goals, create valuable posts that align with those goals, and distribute content on the right platforms.
SOCIAL MEDIA CONTENT STRATEGY

There are 4 key components of a Social Content Strategy:

- Research and analysis of current content and strategy
- Identify your target audience on each platform (LinkedIn vs IG)
- Create a list of content-specific goals and objectives
- *Have a plan for the distribution of your content - Pay to Play*
Paid media refers to external marketing efforts that involve a paid placement, including pay-per-click advertising, branded content, and display ads.

The best paid media campaigns include a hybrid of all of those things.
Pay Per Click (PPC)

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it’s a way of buying visits to your site, rather than attempting to “earn” those visits organically.
Facebook vs Google Ads

Facebook - Target Audiences

Google
- Search - Targeting Keywords
- Display - Targeting Audiences
Sponsored Content

Content in an online publication which resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product.

Sponsor Content

The Modern Guide to Running

All the expert skills, tips, training advice, and inspiration you need to take your running to the next level.
Thank You!

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