



Queensland
Government



Creators of
Captivating
Communication

Introduction to Digital Marketing Tactics

WORKSHOP



**Queensland
Government**

This project is proudly supported by the Queensland Government's Advance Queensland initiative in association with Tablelands Regional Council.



INTRO TO DIGITAL MARKETING TACTICS



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WELCOME!

This workshop will cover an introduction for businesses wanting to explore digital marketing options and how to identify the best channels and tactics that meet their business goals and objectives.

1. What is digital marketing?
2. Setting goals & objectives
3. Articulating your offering (USP)
4. Understanding who you are targeting
5. The digital marketing funnel
6. Identifying the best channels
7. Evaluating effectiveness and ROI

INTRO TO DIGITAL MARKETING TACTICS

1. What is digital marketing?

This is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email and their websites to connect with their current and prospective customers.

From your website to your online assets like digital advertising, email marketing, online brochures and beyond, there's a huge spectrum of tactics to consider.



INTRO TO DIGITAL MARKETING TACTICS

1. What is digital marketing?

Digital platforms mean businesses now have more ways, places, and routes to attract people to visit, read or engage and where, we hope, they'll eventually become a customer.

It's a businesses inbound marketing tactics that are at the heart of any digital marketing plan—so always keep in mind that you're optimising for these when considering your digital marketing goals.



2. Setting goals & objectives

As part of developing a digital marketing strategy, it's critical to identify your overarching business goals, so that you can then define a set of marketing goals to support them. Your business goals might include:

- Increasing revenue
- Opening a new store
- Establishing an online store

When setting goals it's critical to be as targeted as possible so you can effectively measure the outcomes against what you set out to achieve.

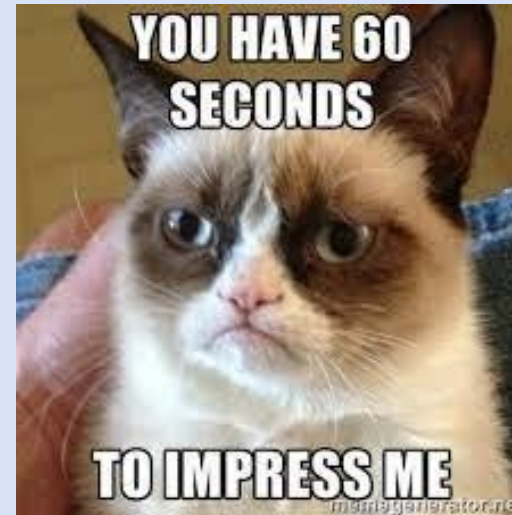
A simple criteria for goal-setting is the SMART method:

- **Specific** — state clearly what you want to achieve
- **Measurable** — set tangible measures so you can measure your results
- **Achievable** — set objectives that are within your capacity and budget
- **Relevant** — set objectives that will help you improve particular aspects of your business
- **Timely** — set objectives you can achieve within the time you need them

The next step is to set marketing goals that align with your business goals. Examples of marketing goals include increased market penetration (selling more existing products to existing customers) or market development (selling existing products to new target markets). Marketing goals will help you define what you want to achieve through your marketing efforts.

3. Articulating your offering

Some of you may have heard of a USP, otherwise known as a **Unique Selling Proposition**. This is essentially why your current customers buy from you, and why new customers should buy from you. Components of your USP will come from your brand personality and essence. In a nutshell your USP is your elevator pitch – a concise overview of your business that you can easily and quickly communicate.



COMPLETE ACTIVITY | IDENTIFYING YOUR USP

4. Understanding who you are targeting

Get to know your target audience. If you don't have a good grasp of who they are, what they want and need, you will fall short when creating content that is relevant to them.

The most straight forward approach to fine-tuning your target audience understanding is to develop customer personas – these are fictionalised general descriptions of key customer groups.

ACTIVITY – CUSTOMER PERSONAS

- Think about who your customers are and group them into 3 or 4 buckets.
- Take each of those and create a character for each.
- Give him or her a name, a photo, a personality, and a few hobbies.

COMPLETE ACTIVITY | BUYER PERSONA

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5. The digital marketing funnel

The various stages of the buyer journey lend themselves to certain types of digital marketing tactics – consideration to these tactics/tools are important as they need to maximise the influence on the customer at each stage, moving them through the funnel, and further along the buyer journey to final conversion.



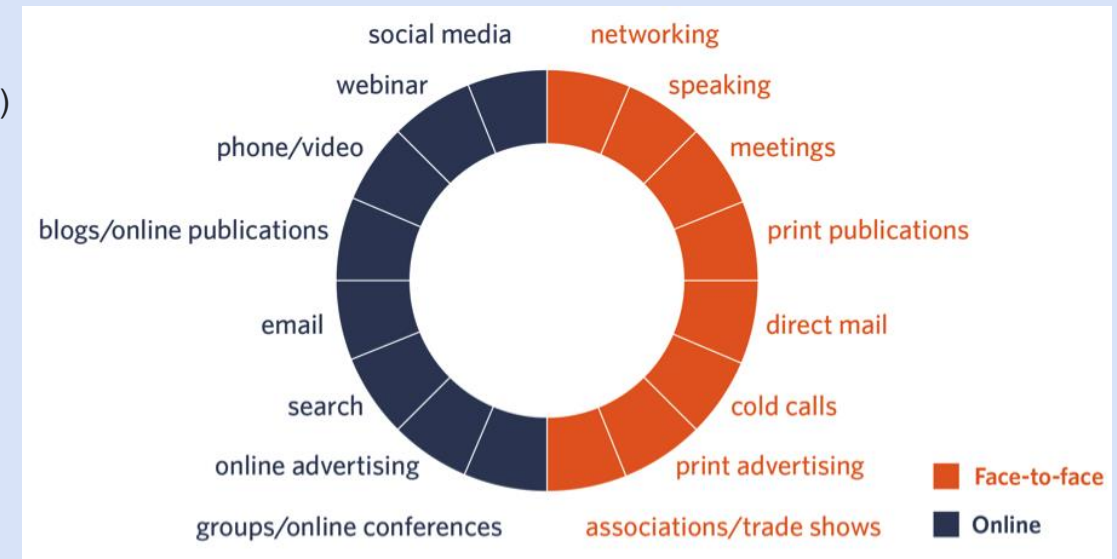
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6. Identifying the best channels

A businesses marketing plan ideally takes on an integrated approach to promoting their business and includes a combination of tactics and channels. By doing this a business ensures they have every opportunity to influence the buyer journey and ensure they have multiple touchpoints along the way.

For example:

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Marketing.
- Webinar Production.
- Content Marketing (Blogging & Article Writing)
- Downloadable Content Offerings
- Email Marketing.
- Social Media Marketing.
- Video Production.



6. Identifying the best channels

Marketing channel selection can seem daunting, but remember you have already developed your buyer personas, so you know where your audience seeks their information from, and what they like and how they like to receive it. With that in mind, focus your efforts. Small businesses in particular can benefit from a really strong social media strategy, rather than trying to spread their budget across a range of channels. One of the main benefits of social media is that you can access insights with the click of a button to see how many people your marketing has reached. Many small businesses find this channel the most cost effective. That is not to say the many other channels are not. Take a look at a few other channels that are considered to be effective for most businesses:

- SEO
- Social Media
- Digital Advertising (SEM)
- Email marketing
- Television/Radio/Print Advertising
- Public Relations
- Point of Sale Displays
- SMS Marketing
- Print catalogues, brochures, postcards
- Websites
- Landing pages (let's discuss these in a little more detail)

HOW DOES GOOGLE ADS WORK?

6. Identifying the best channels

How does Google figure out who's at the top?

SEM

Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (or [SERPs](#)). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.

BIGGEST STRENGTH: the opportunity to get your ad in front of eyeballs who are motivated and ready to purchase at that precise moment.



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HOW DOES GOOGLE DETERMINE WHICH AD IS SHOWN WHERE?

Once you are entered into the auction, Google looks at two key factors to determine where your ad ranks: your **maximum bid** and your **quality score**.

$$\text{AD RANK} = \text{CPC BID} \times \text{QUALITY SCORE}$$

The best combined
CPC Bid x Quality Score
gets the best position:



This is the maximum bid you specify for your keyword.



This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.

WHAT ARE POST CLICK LANDING PAGES?

6. Identifying the best channels

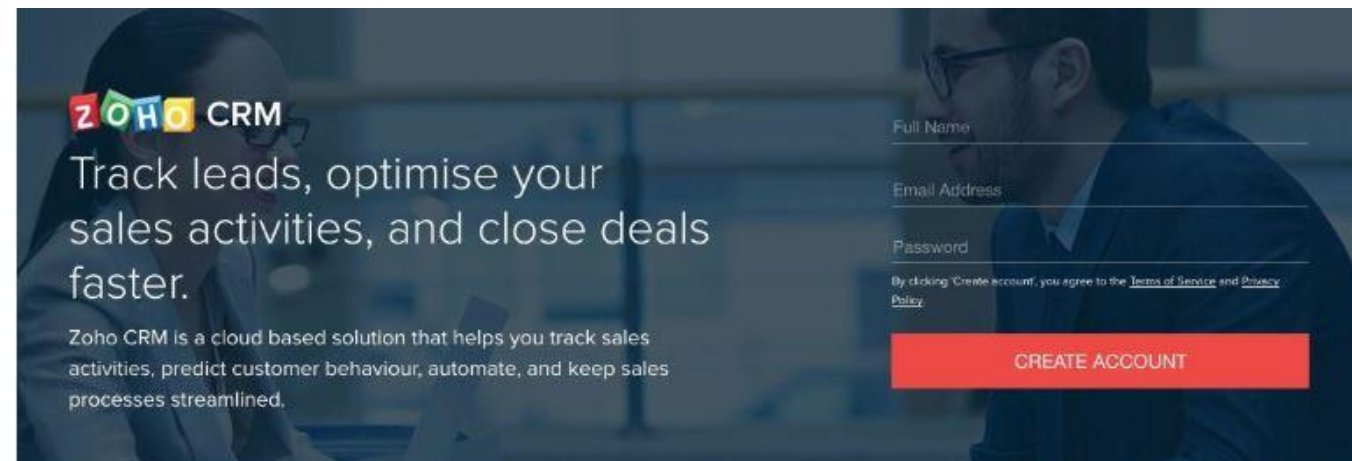
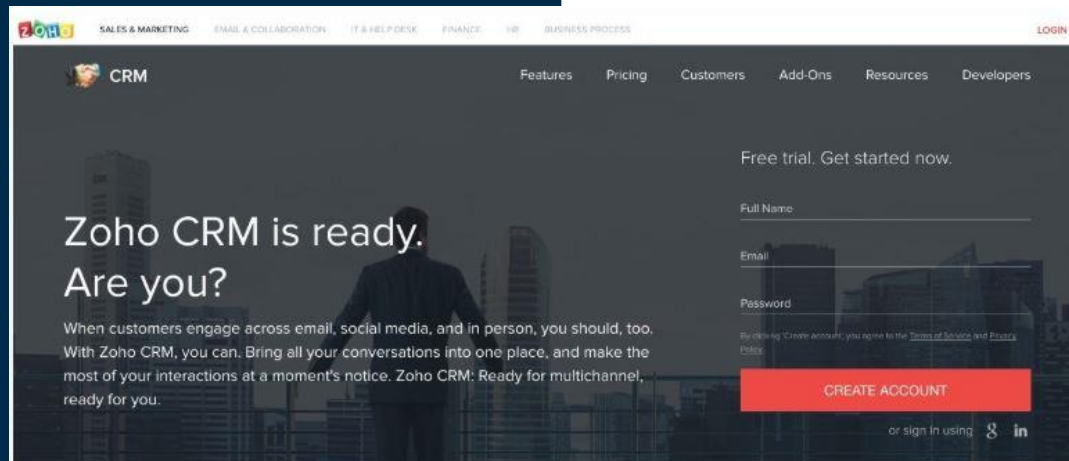


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Landing Pages vs Website

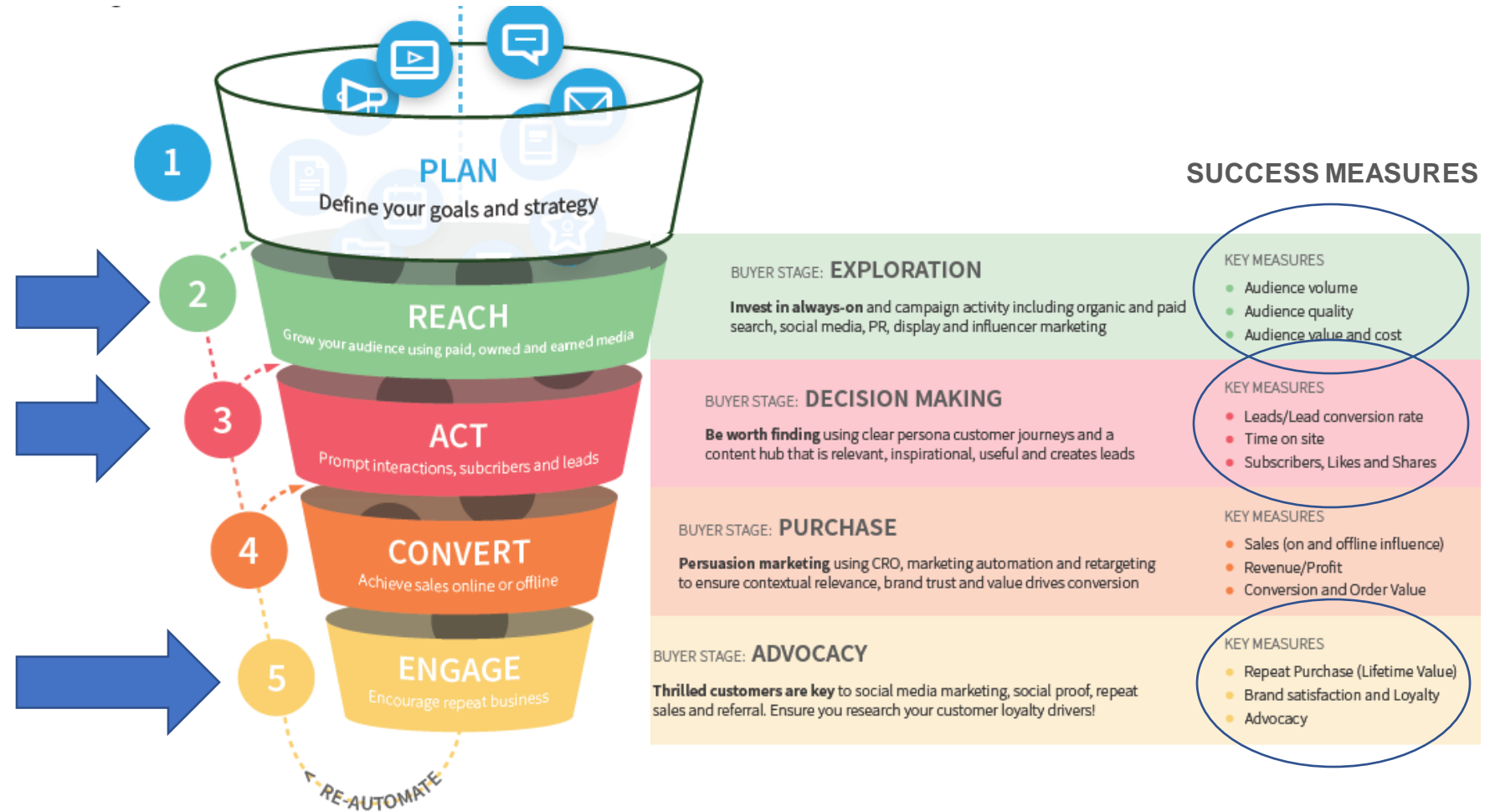
Homepages include navigation bars and multiple outbound links that offer visitors easy access to any content they might want. (LEFT)

In comparison Post-click landing pages have only one goal: to convert a visitor on an offer. When users navigate to your post-click landing page from a promotional link, it's because they're considering claiming the offer you advertised. (RIGHT)



6. Identifying the best channels

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NOTE: Social Media has the maximum influence at the REACH, ACT and ENGAGE areas of the RACE Planning Model. It is critical to meet the needs and expectations of these **EXPLORATION, DECISION MAKING & ADVOCACY** stages of the buyer journey to help assist them through the pathway to conversion and maximise repeat sales.

6. Identifying the best channels

This is not an exhaustive list by any means, it barely scratches the surface, but with so many options available it is easy to get overwhelmed. You want to ensure you are spending your time, efforts and money on the most impactful channels and tactics so always keep your audience front of mind when selecting channels. Ask yourself questions about whether your audience would use that channel before you investigate it. Seek information from the channels themselves around their demographic data, geographical target locations.

COMPLETE ACTIVITY | EXISTING & NEW CHANNELS

7. Evaluating effectiveness and ROI

Now that you have considered your goals, SMART principles and looked at relevant channels, it's important to break them down into specific actions, time frames and associated budgets to help you achieve them. It's important to review your goals as you progress, as you might find that you need to refine them based on performance and ROI.

When setting marketing budgets, the general rule is to allocate between 3 – 5% of your annual turnover. At the end of the day you have to spend money to build a profile and your marketing budget may need to include website development, hosting and maintenance, digital and traditional advertising, branded promotional materials or even sponsorships.

You should leverage reporting and insights across all digital platforms to measure your results and refine your efforts.

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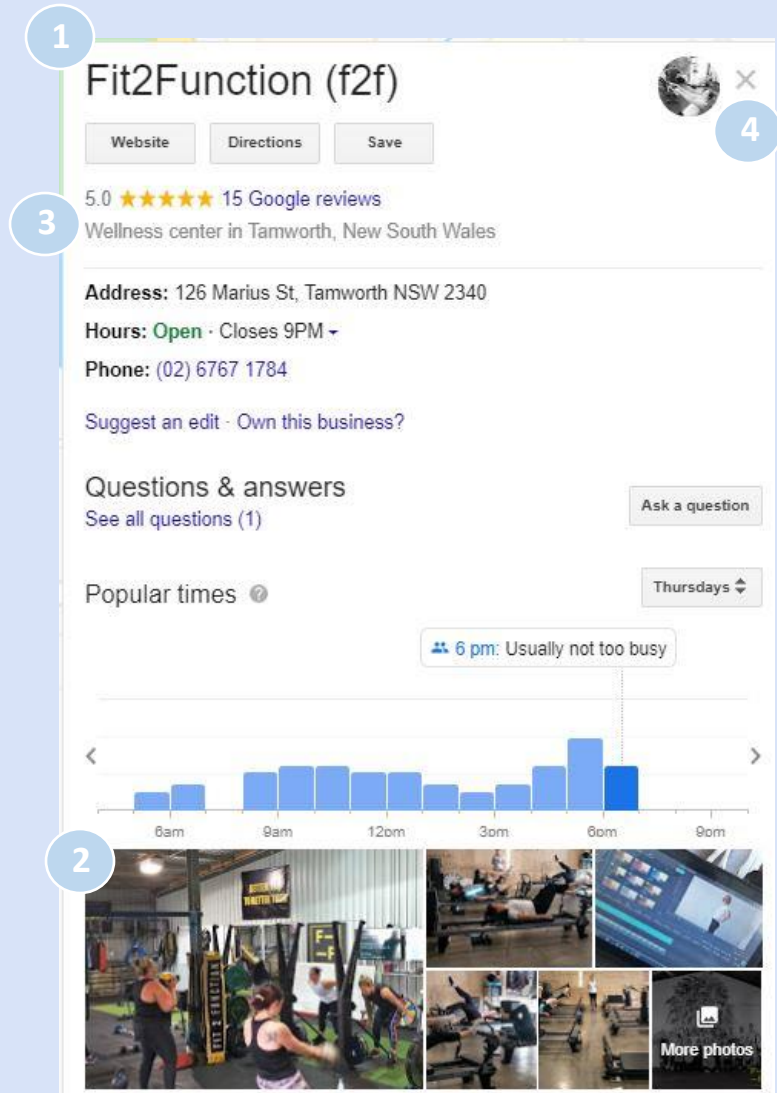
7. Evaluating effectiveness and ROI

Platform	Monitoring tools
Website	<p>Set aside a regular time each week to analyse and generate reports assessing how your website is performing. There are many options to help you monitor traffic to your website, such as Google Analytics (google.com/analytics) - this is free and very easy to set up. Below are some of the statistics you should analyse on a regular basis:</p> <ul style="list-style-type: none"> • volume of traffic to your website and if users are new or returning • how long users stay on your site (bounce rate) • which pages are the most popular • if users visit at specific times or days • source of traffic, including search engines and social media • the routes users take to reach your site and the devices they use • your customer conversion rates (sales, downloads, blog reads etc.) • entry pages (the pages people are entering your site on) • exit pages (the pages people are leaving your site from) • which browsers are being used to access your website
Social media and online marketing	<p>There are many options to monitor on social media results. Tools are available to help determine your most popular posts, how often people interact with you, the demographics of your audience, the number of people who subscribe and the number of links clicked in e-newsletters. The key is to set up regular monitoring systems and act on the results. There is no point continuing to do something if it is not effective. Some common online marketing monitoring tools include:</p> <ul style="list-style-type: none"> • Facebook Insights • You Tube Analytics • Pinterest Analytics • Google Adwords

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Just a note on Google My Business Listings

1. Ensure your Google My Business listing has been claimed and is current and up to date
2. Has imagery that relates to each campaign
3. Ensure your business information is consistent with your website
4. Ensure Avatar image with your logo for brand consistency



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Remember digital efforts are not a set-and-forget activity – the fact that you can continuously optimise, test, measure, analyse and deploy is one of digital marketing’s strongest assets your business can leverage!