

Navigating your marketing efforts in the digital age

Creating a digital marketing strategy

Tuesday, 19 November 2019

Table of Contents



A brief history of digital marketing

SECTION 1



The current digital landscape

SECTION 2



Types of digital marketing

SECTION 4



Defining your purpose & audiences

SECTION 5



Messaging & setting goals

SECTION 6



The tools to get your message out

SECTION 7



Let's get started

SECTION 8



What is Digital Marketing?

Wikipedia Definition: Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium

A brief history of digital marketing



1990

1993

1994

1998

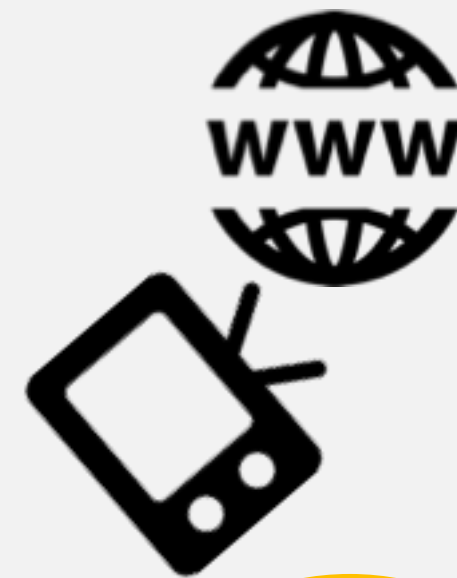
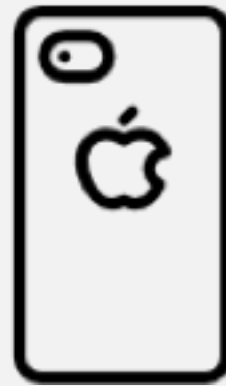
2000

2002

Cookies

DotCom
Bubble bursts

A brief history of digital marketing



2003

2005

2007

2010

2014

Today

Streaming video

Web 2.0 & Social Media is born -->

Types of Digital Marketing



SEO

How to get your brand to rank high on search engines



SEM

Paid search results



PPC

Pay per click advertising across website and social media campaigns



Affiliate

People buy your products through an affiliate partner



Content Marketing

Producing quality
content on a
website/blog



Social Media Marketing

Engaging actively with
your target audience



Email Marketing

Communicate directly
with customers

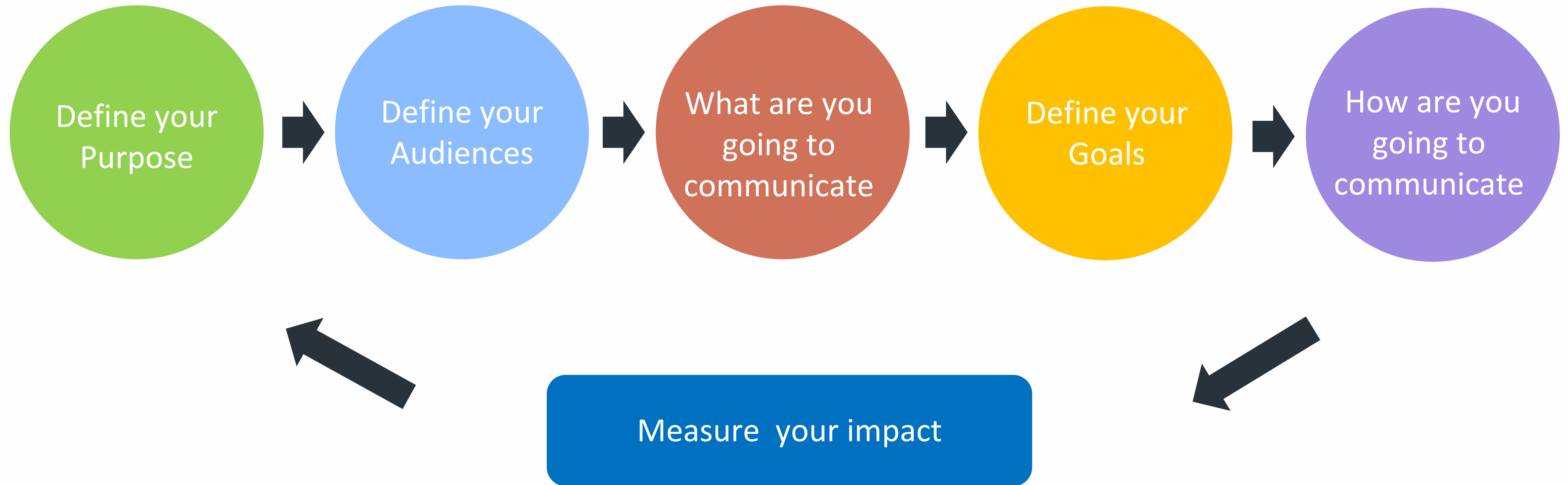


Influencer Marketing

Focus on influential
people who have
influence over potential
buyers

Types of Digital Marketing

Digital Marketing Plan



The Golden Rules of Effective Communications

- Have a single clear purpose
- Be audience-centric, always
- Keep it short and simple
- Think it through (plan)

Purpose

Audience

Messaging

Goals

How

“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe”

-Simon Sinek

Most brands know *what* they do; some know *how* they do it, and fewer still know **why**. This is precisely the wrong order and the reason why most brands make a superficial, if any, impression at all.

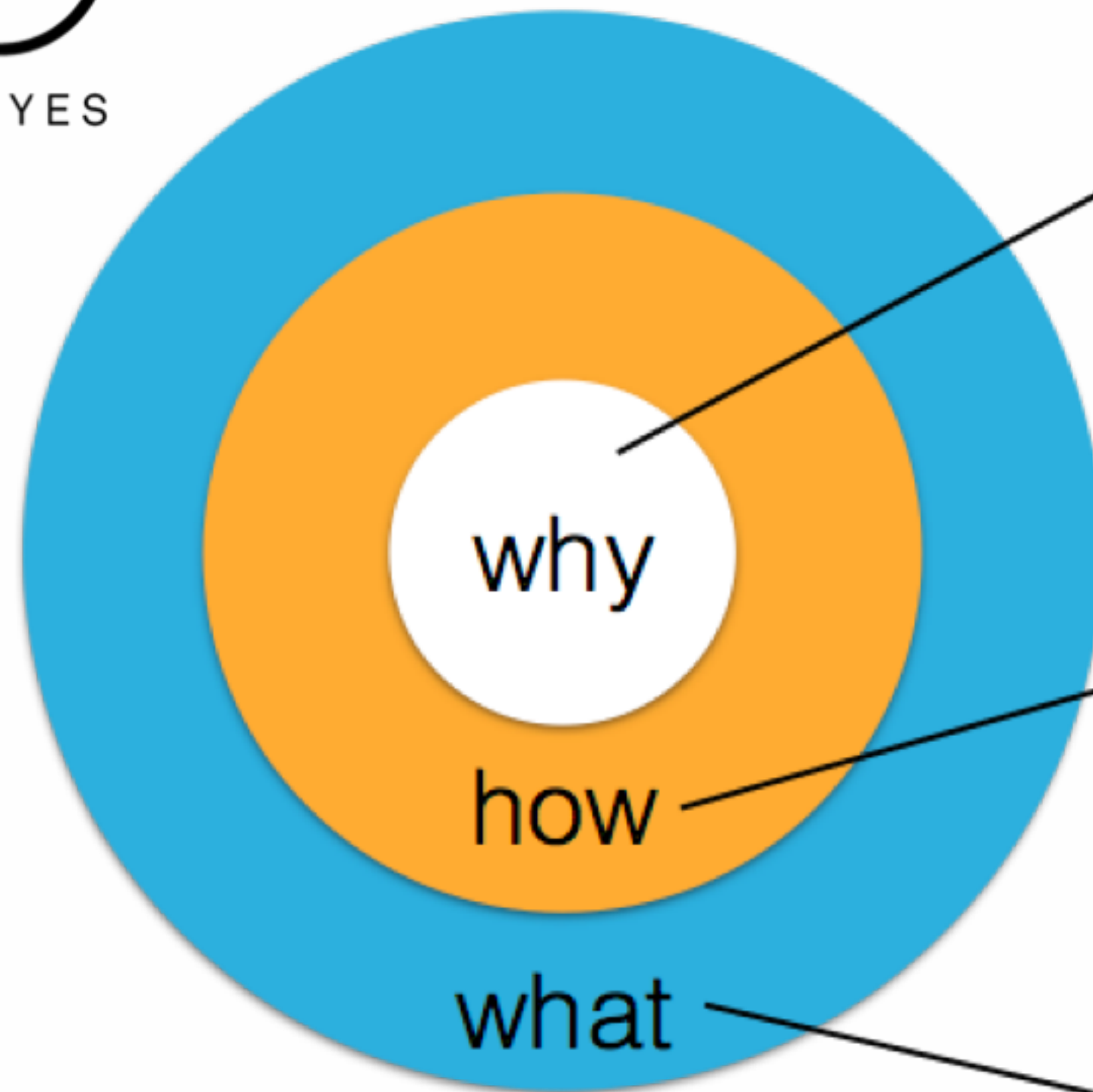
Why speaks to true motivations and deeply held convictions.

Who are you?
Where does your passion lie?
What do you do?
Why do you do what you do?
What's your vision?
What is your ultimate purpose?



What is your purpose beyond selling a particular product, service or cause?

State your purpose in 15 words or less....

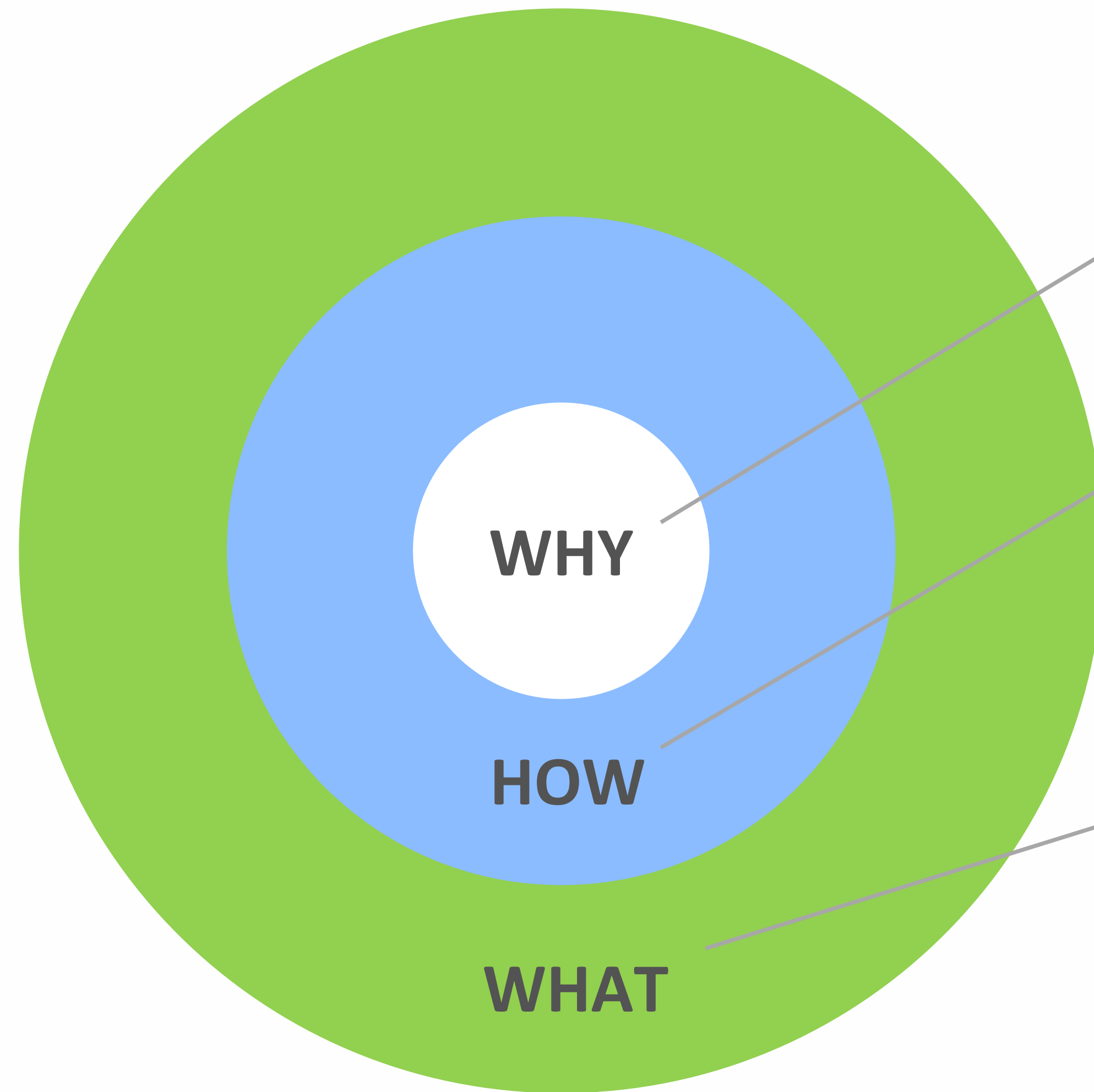


we believe everyone should have
access to clear vision

so they can develop their talents to the fullest
to be able to serve the community,
themselves, the whole world

by providing good eyesight to millions,
we unleash that enormous potential
for positive change

an elegant solution for delivering
affordable quality glasses that can be
assembled and **adjusted** anywhere in
the world in under 10 minutes...



We believe in a world where every woman and girl has access to health care, quality education, security and equal rights.

By building and enabling a community of engaged and informed women philanthropists to support organisations, whose missions are to improve the lives of women and girls.

1. **Enabling** – by providing pro-bono consulting services for projects that have shown proof of concept, but have barriers to get to the next stage of growth
2. **Capacity Building** – GW trains its members and provides them with a set of tools to help advance philanthropic and community initiatives dedicated to improving the lives of women and girls.



A large crowd of Minions from the Despicable Me franchise, all wearing goggles and looking excited. They are yellow, pill-shaped creatures with large eyes and blue overalls. The background is a dark, textured surface.

Identify your audiences & key stakeholders

AUDIENCE

Survey Time

Meet with real people and find out:

- Why are they coming to you?
- What information do they need?
- Do different people have different needs?
- What do they want to know first? Second?...
- What social media platforms do they use?
- Can supporters or prospects be grouped?
- What existing knowledge do they have of your organisation/topic/offerings?



Target Audiences

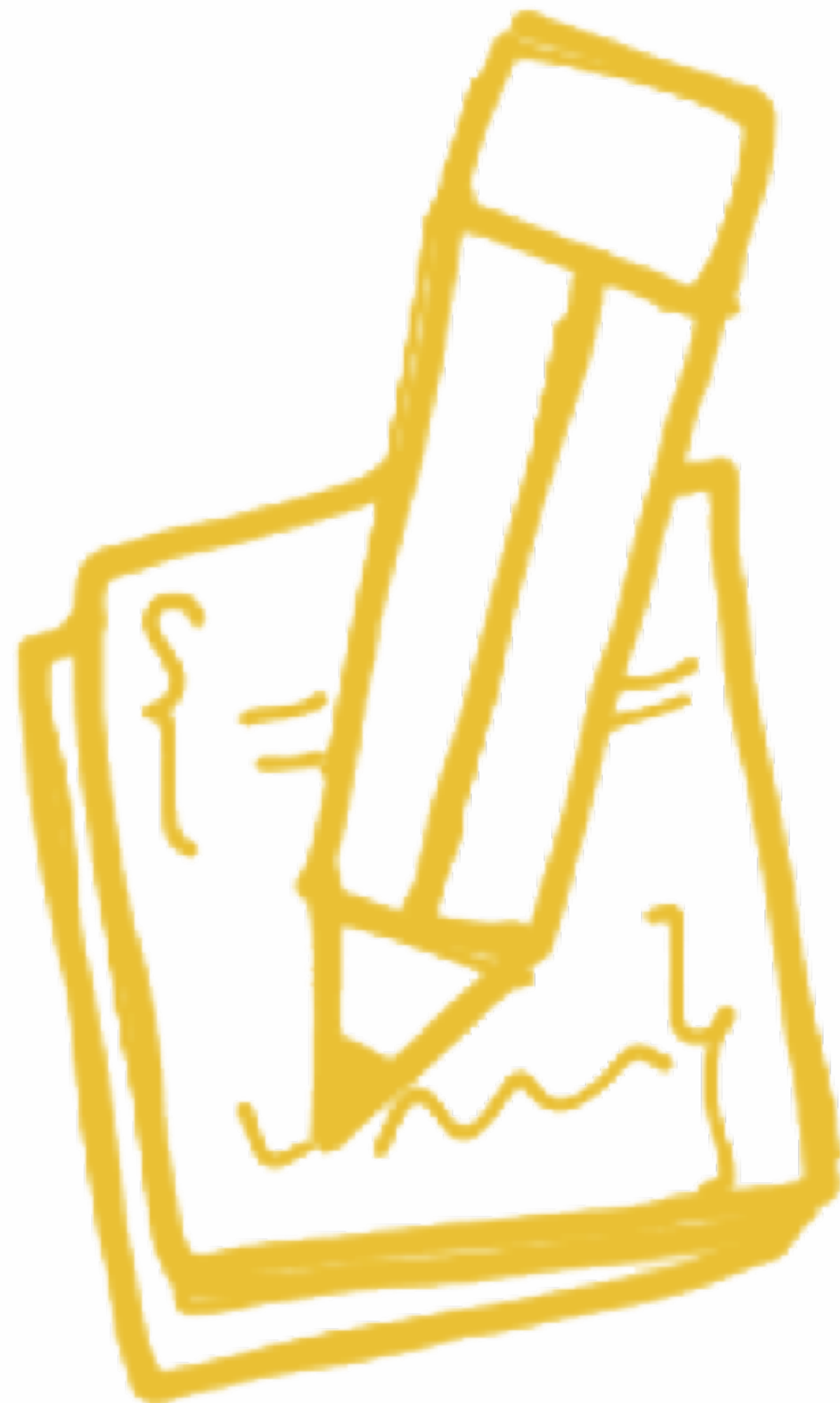
- NGOs & initiatives in the arena of empowering women and girls who need what GW has to offer
- Women in Switzerland (mainly Geneva and Zurich) who wish to learn, collaborate, accompaniment and become involved in philanthropic and community level initiatives
- Women in Switzerland already involved in these types of initiatives either in their jobs or in a volunteer capacity
- Potential collaboration partners in public sector, corporates, IOs and NGOs
- Potential funding partners/sponsors
- Giving Women members
- The media (in all forms, incl. blogs)

For your words and message to have the right impact, the user must be able to 'translate' them correctly.



Knowing your audience will help you focus your words and information on them; what they want to know and how the process information.

*People will trust information that is
well produced, useful and relevant.*



EXERCISE
TIME

Keep your messages clear & simple

SIMPLE. CLEAR. BETTER



Messaging

Having a clear purpose for your messaging

Before you start your message, ask
“Why am I producing this?”

Be clear about the **purpose** of your message.

A clear purpose will help focus your words and content on having the right impact for you and your users.

Be clear about what matters most, and ruthless about eliminating everything else.

Talk about benefits & results

Messaging

In order, people care about:

- What's in it for me?
- What's in it for my team/family/friends?
- What's in it for the company/broader environment?

Don't tell people what you do, but the benefit of what you do *and* what are they left with afterwards (results/'afters').

Storage facility: *"Reclaim your garage!"*

AirBnB: *"Unforgettable trips start with **Airbnb**"*

UberEats: *"the **food** you want, when you want it."*



'Afters'

Don't forget "action!!!"

Messaging

The purpose of any communication is to prompt action.

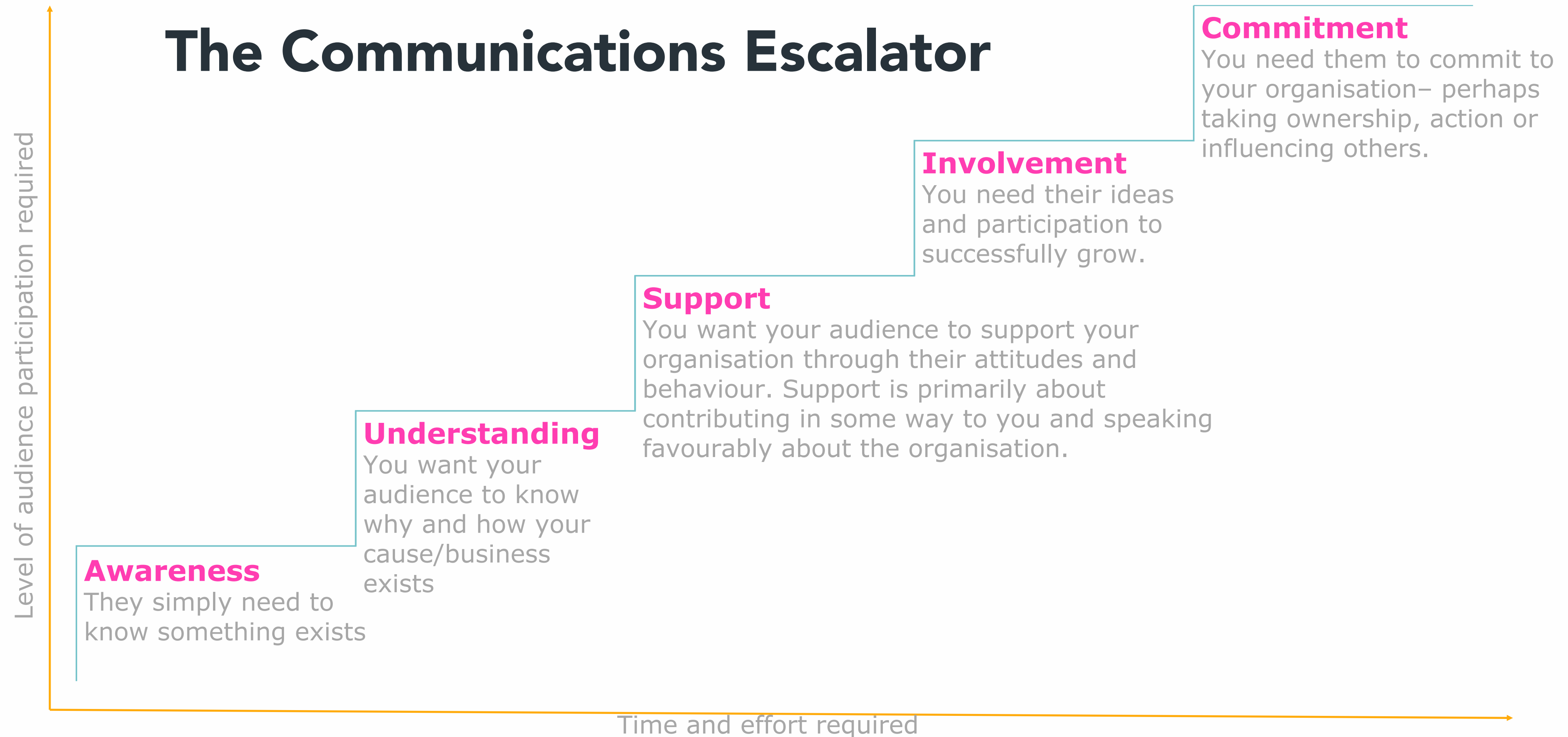
Don't forget to tell the user what this is...

And make it easy to do it!

- Selling a product? – let them buy it!
- Want donations? – let them donate!
- Promoting an event – let them register!
- Want a reply? – say so and give contact details!



The Communications Escalator





Set SMART Goals

Goals

S

Specific

Set real numbers with real deadlines. Don't say, "I want more visitors."

M

Measurable

Make sure that you can track your goal. Don't hide behind buzzwords like "brand engagement" or "social influence."

A

Attainable

Work toward a goal that is challenging but possible. Don't try to take over the world in one night

R

Realistic

Be honest & realistic of what you can accomplish. Don't forget any hurdles you may have to overcome.

T

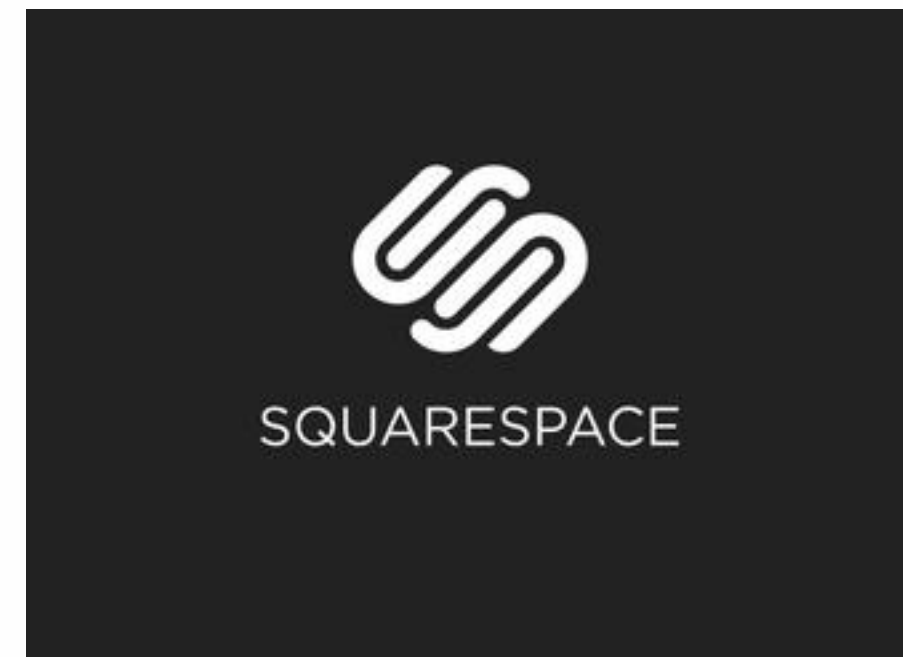
Time Based

Do give yourself a deadline. Don't keep pushing towards a goal you might hit "some day."

Here are a few goals and metrics you can achieve through monitoring social media:

- Leads generated
- Industry trend tracking
- Thought leadership
- Interactions from influencers
- Interactions from detractors
- Competitive intelligence
- Revenue
- Qualified opportunities

- Daily or weekly touchpoints
- Brand mentions
- Sentiment
- Crisis management
- Conversations
- Response rate
- Resolved issues
- Supporter happiness and delight
- Product/service feedback



Importance of having a website

- Window for your target audience to know more about your organization
- To showcase your work
- To build trust and gain credibility
- Encourage support from the Community/Customer
- Build relationship with potential customers, clients, advocates and volunteers

Cost of a website: CHF150 to CHF10,000+

- Good Visual design
- Content is the king- Fresh and engaging
- KISS- Keep it simple and straight
- Clear call to action
- Think mobile
- Search optimized
- Be Social
- eMail Sign-up
- Testimonials page

Search Engine Optimization

Website

Content
strategy

Link strategy

Well coded

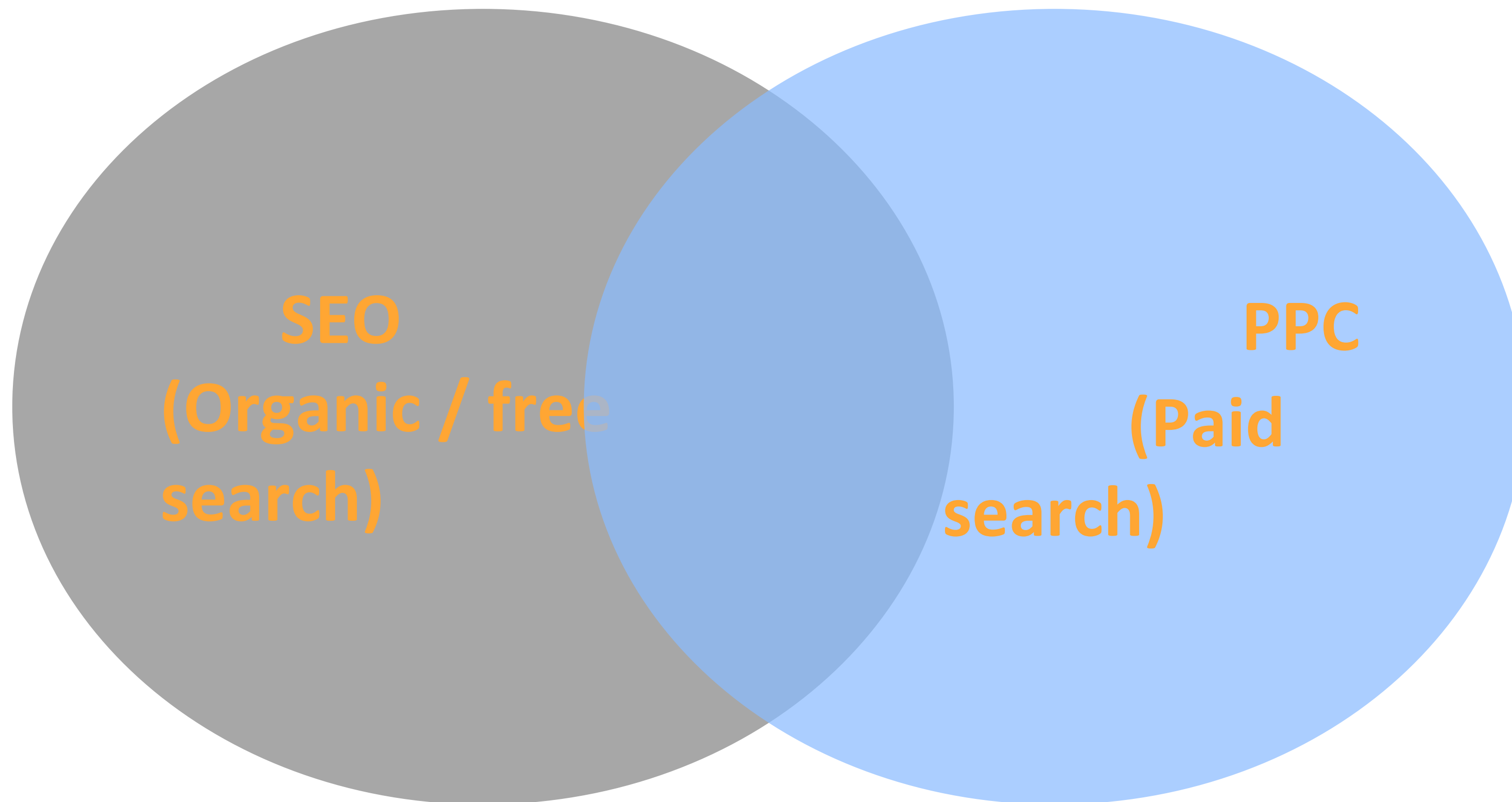
SEO
(Organic / free
search)

PPC
(Paid
search)

Right
keywords

Quality
landing page

High google
ranking

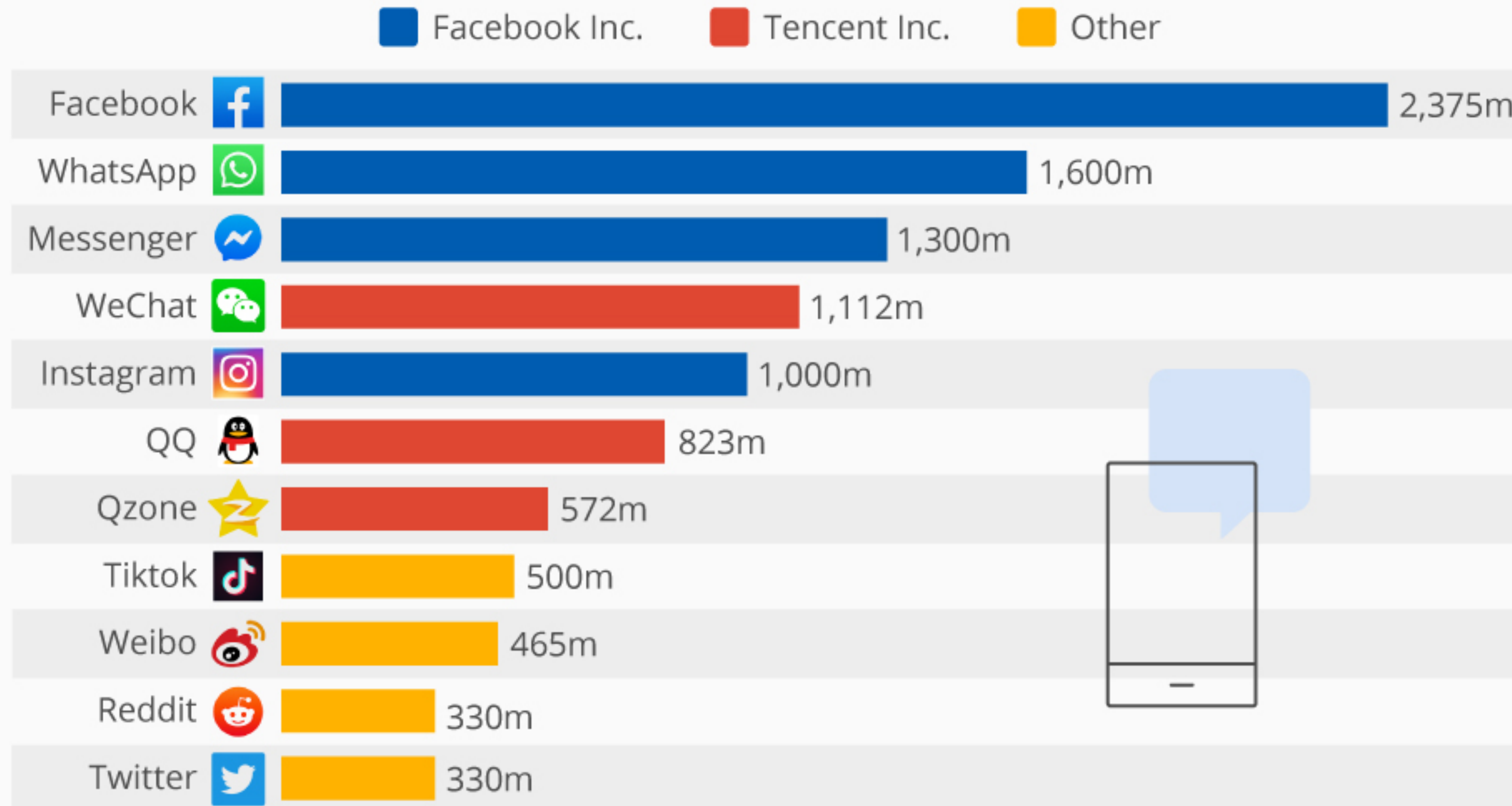




- Your average email open rate should be between **15-25%**.
 - Your average click-through rate should be about **2.5%**.
 - Your average click-to-open rate should be between **20-30%**.
- Email is the **N.1** communication channel. **99%** of consumers check their email every day.
 - **3.8 billion** users on email
 - Some 280 billion emails are sent daily
 - ROI is \$1 -> \$32
 - Opening rate of "Welcome Emails" is **82%**
 - Adding video to your mailings can increase clickthroughs by **300%**
 - **49%** of emails are opened on mobile phones
- Cost: free to \$299 a month

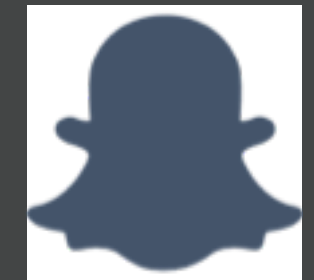
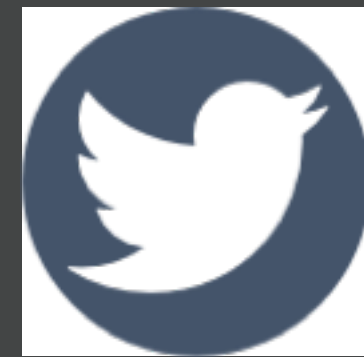
Facebook Inc. Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services worldwide*



Select Social Media Platforms

Plan



Launch:

2004

2010

2006

2003

2005

2012

Active Users:

2 billion +

700million+

328million

500million

1.5 billion

166 million

Other:

Website/App

Mainly App

Website/app

Webiste/App

Website/App

App

Why:

Everyone is there

Owned by FB
Strong integr

Follow & chat
with anyone

Largest prof
network

If you have
video content

24hr
timespan

Different types
of content

Hashtags

Hashtags

Builds
credibility

this is the place

Popular among
teens

Live, Page &
Groups, Events

Stories feature

Great tool for
events

Indiv, group,
page functions

Owned by
Google

Selfie Fun

Tools for paid
advertising

Strong ad tools

Media
outreach

Thought
Leadership

Very helpful for
SEO

Face Filters

Facebook
Insights

Simple
interface

One on one
outreach

Ad features are
improving

So, which ones?

Social Media

Main criteria:

1. Your audience
2. Your resources
3. Your preference & strengths

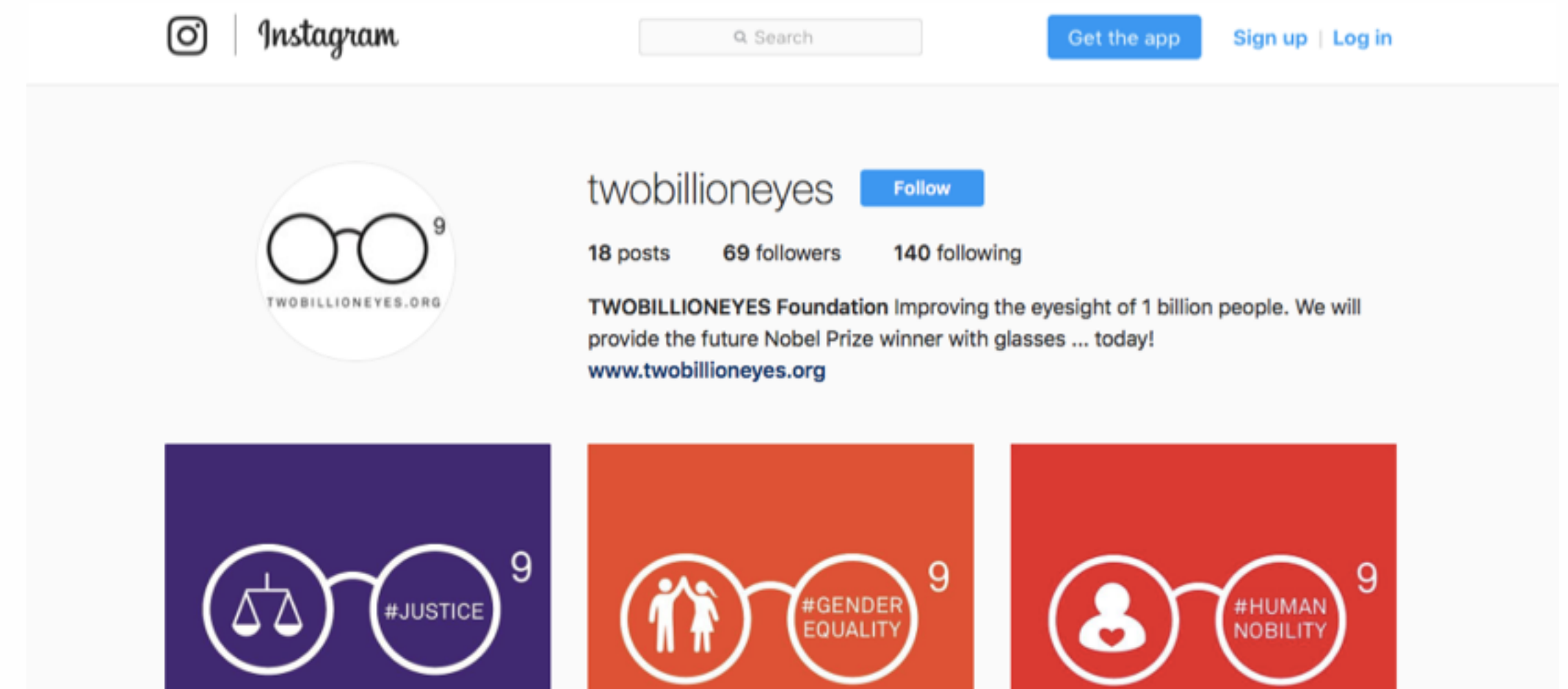
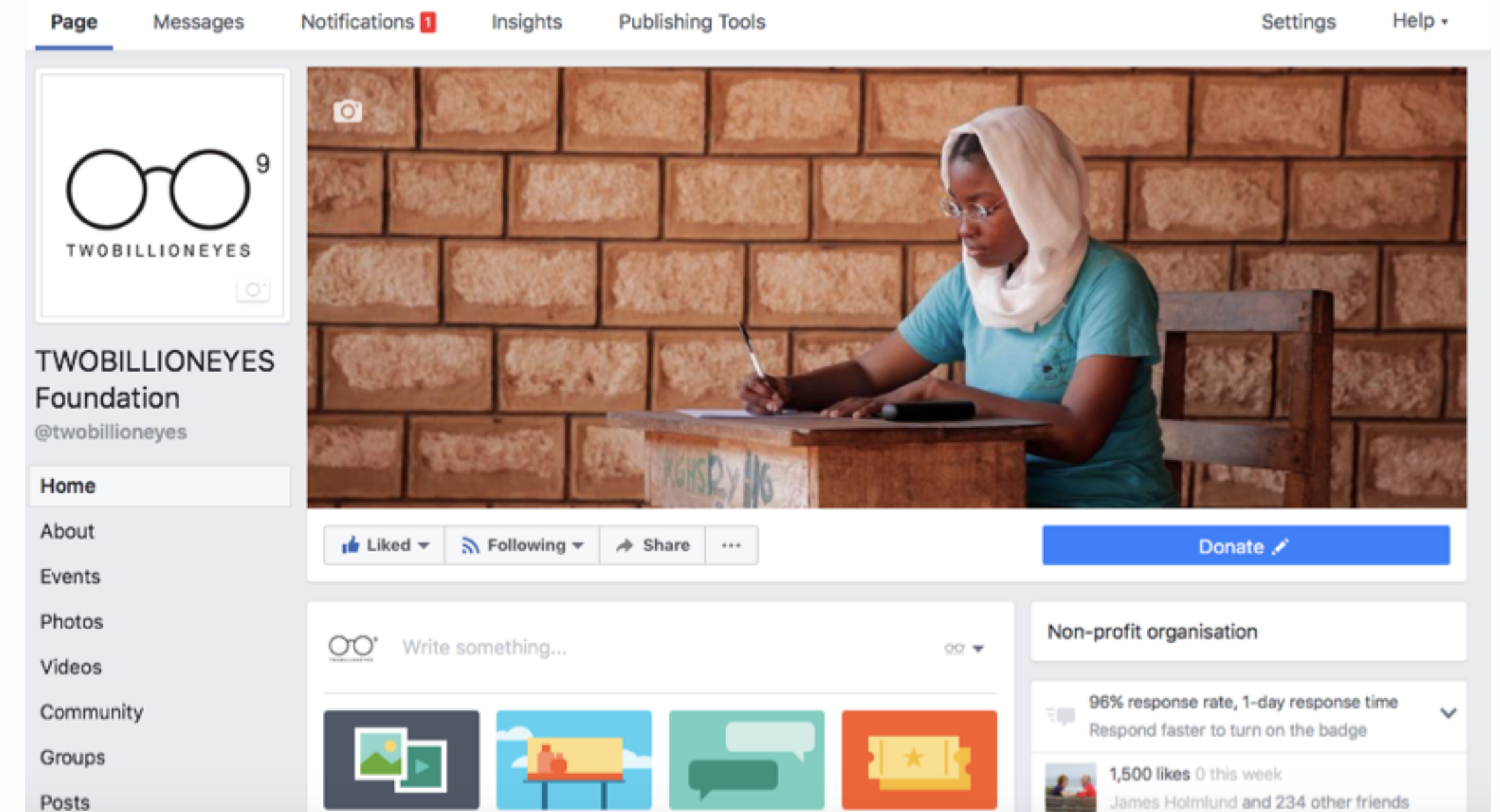


Brand Consistency across platforms

Social Media

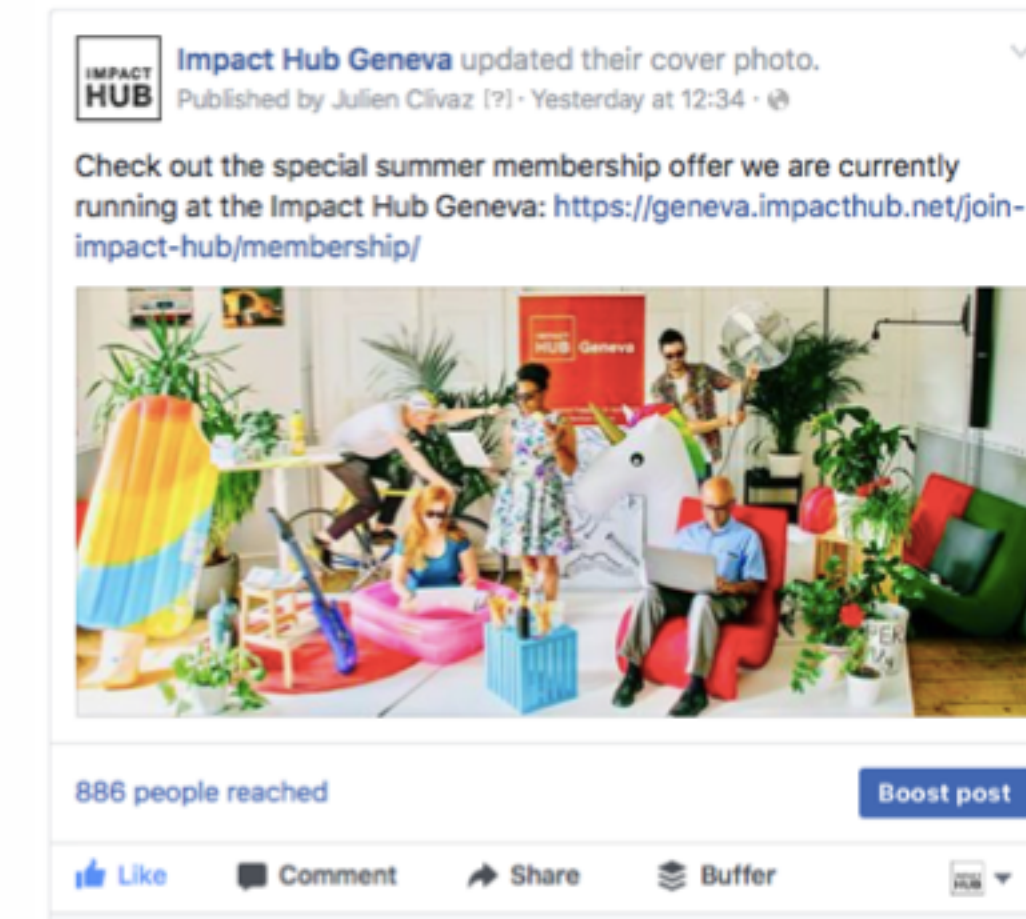


Unleashing the **potential** of millions to make **meaningful contributions** to the betterment of the world





Brand Consistency across platforms

Social Media



Create a Publishing Schedule

Plan

DAY	DATE	TIME	UPDATE COPY	LINK
WEDNESDAY				
			 <p>Insert Tweet Here!</p>	
THURSDAY				
	 <p>Insert Time Here!</p>			
FRIDAY				

- Seasonal element
- Significant National Holidays
- Significant International Days
- Significant dates for your organisation
- Significant dates for your audiences
- Various campaigns
- Upcoming event (yours or relevant ones by others)
- Fun holidays

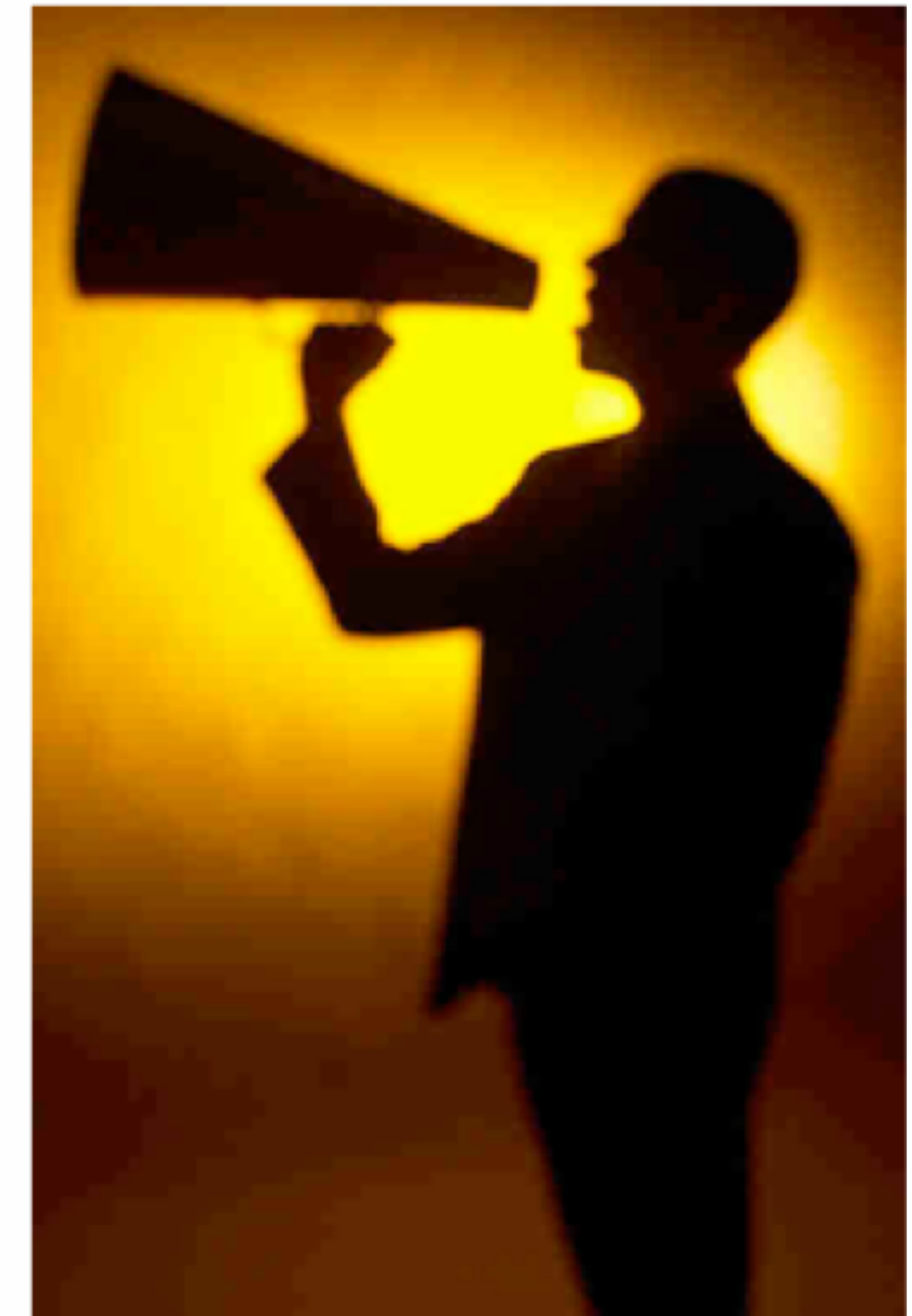


The go-to types of content are:

- List Posts
- Infographics
- How To Articles
- Ultimate Guides
- Why This Happened (Opinion)
- Case Studies (Client/supplier stories)
- Checklist's
- News/Trends
- Research

Select delivery methods

Plan





Gauge your audiences:

Expected behaviour change

Knowledge gained

Decisions made, and/or action taken as a result



Analytics

KEY KPI's

- Bounce rate
- Conversion rate (Goal rate)
- Average time on site
- Donation amount
- Donor growth
- Number of applications
- Number of registrations
- Unique visitors per day/week/month
- Source of traffic

TOOLS

Google Analytics (free)
ChartBeat (\$10/month)

KEY KPI's

- **Engagement:** clicks, likes, comments, shares, tags, mentions
- **Reach:** followers, impressions, traffic data
- **Leads**
- **Customers**

TOOLS

Google Analytics (free)
Facebook Insights
Other social platforms insights
3rd Party measurement tools

What do you need more help with?

Next

Websites

Email
Marketing

Facebook
LinkedIn

Instagram

Video

SEO



Feel free to connect with me on



www.canva.com - terrific for designing social media posts, brochures, etc

[Pixelmator](#) – inexpensive photo editing software

[Elance](#) / [Fivver.com](#) / www.peopleperhour.com - cheap design sources

www.pixabay.com / www.unsplash.com - stock images

[Camtasia](#) – inexpensive video editing software

When to get a pro

If you don't have a design, copywriting or web design background

When building your initial brand and reputation – 1st impressions count

[Tweetdeck](#)

Piece of desktop software that lets you monitor various Twitter streams and also allows you to tweet and schedule tweets. Donation based.

[BufferApp](#)

A browser and mobile app that lets you publish articles, stories you read online on to LinkedIn, Twitter, Facebook. It also allows you to buffer tweets out over selected times. Free for one account. Some additional costs.

[HootSuite](#)

A social media publishing suite that allows you to do what TweetDeck and BufferApp offer. Basic account is free, but additional costs creep in as you select new features

Use [Feedly](#) as your news reader to follow favourite online journals, magazines, blogs, etc.