



A brief introduction to Digital Marketing

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Definition

The marketing of products or services

using digital channels

to reach consumers

Note...

This document is based on the Google products and services.

Other products and services may differ.

Ways to reach your customer

Internet based

- Website
- Advertisement
- Email
- Social Media
 - Facebook, Twitter, YouTube, etc
- Apps
- Blogs
- SMS/MMS

Non-Internet based

- TV
- Radio
- Print media

Website

- Search Engine Optimization (SEO)
 - Enables your website to appear near the top of a Search Engine Results Page (SERP)
- Considerations
 - How does a search engine work?
 - What are visitors to my website doing?
 - What are customers searching for?

How do Search Engines work?

- 'Crawls' through website pages examining content
- Use algorithms to determine content and apply indexing

How do the algorithms work?

Answer:

No one really knows !

But they give you some guidelines...

Google Webmaster Tools

- <https://support.google.com/webmasters>
- Basic guidelines:
 1. Clear purpose using a meaningful narrative to provide rich information
 2. Think about uniqueness, value, customer engagement
 3. Provide a 'Sitemap' page
 4. Avoid too many pictures and diagrams
 5. Make sure the webpages load quickly
 6. Avoid anything that is intended to 'trick' the search engine into giving a higher ranking

Remember...

- The Search Engines want to give their customers the best possible answers to their query

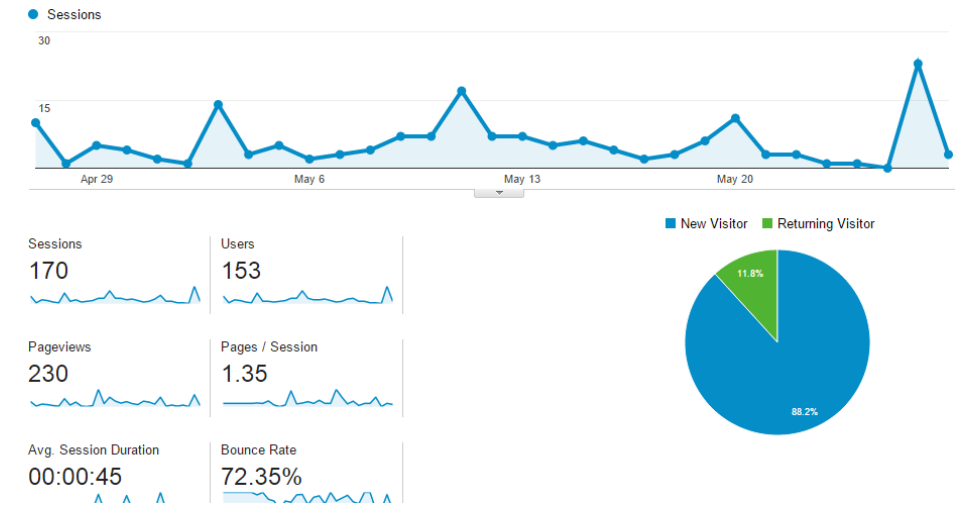
Does your website deserve to be at the top of list?

Be careful...

- The algorithms that Search Engines use are known only to themselves
 - Be cautious of people who can 'put you on page 1' and claim to have 'insider knowledge'
- The algorithms change regularly
- 'Sneaky' attempts to get to top can result in de-ranking

Analytics

- What happens when people visit your site
- <http://www.google.ie/analytics>
- This will monitor:
 - Number of visits by hour, day, week, month
 - Location of visitor
 - Behaviour – what pages the visitors are looking at
 - Bounce rate (people who look at the home page and leave immediately)
 - Demographics (age, gender, etc.)
 - Technology used (mobile, PC, etc.)



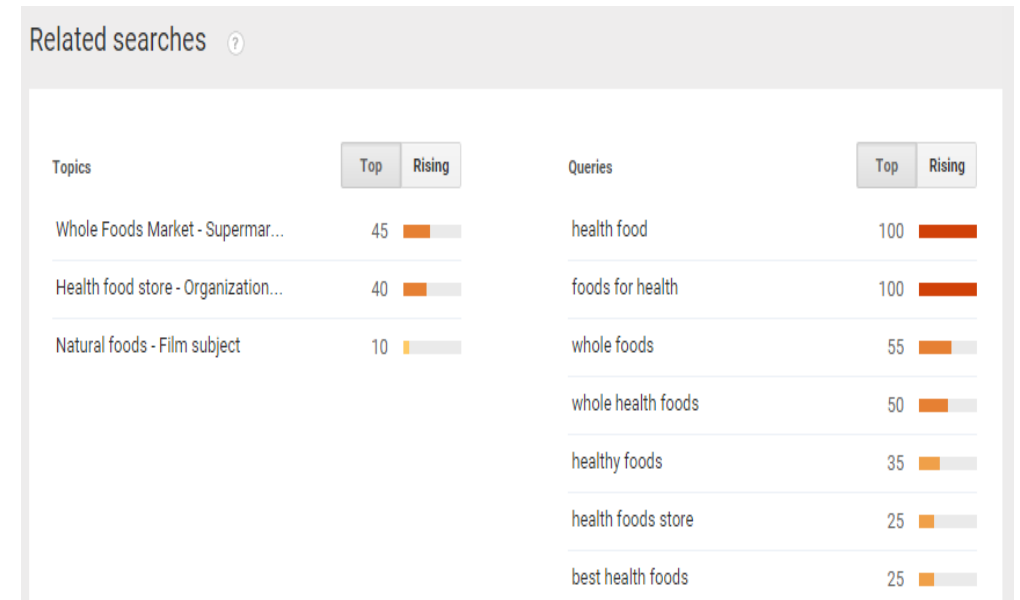
What analytics will give you

- Statistics
 - Number of visits
 - Location of visitors
 - Bounce rate
- Behaviour
 - Lots of visitors, but no sales?
 - Few visitors
 - Certain pages are popular, others are not
- This helps you understand customer engagement on your site and helps you take steps to improve it

Trends

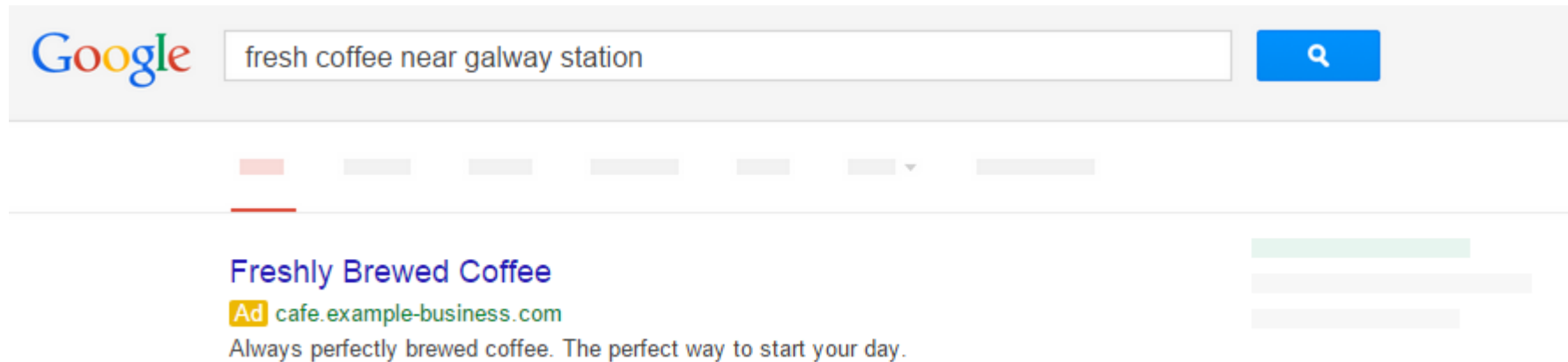
- What are customers searching for?
- <http://www.google.ie/trends>
- Look at the 'related searches' to understand what people are searching for
- This will help you improve the narrative on your website

“Health Foods”



Adwords

- Paying to get to the top of the list
- <http://www.google.ie/trends>



Banner Ads (part 1)

- Your business appears on the top of other websites
- You pay when visitors 'click through' to your site



Banner Ads (part 2)

- Appearing on the top of your website
- <http://www.google.ie/adsense>
- You get paid if visitors click on the banner ad



Email

- 3 Steps:
 1. Build a database of contacts/subscribers
 2. Develop a campaign
 3. Analysis impact
- Developing a database
 - Build a database of potential customers
 - Build a 'subscriber database' from existing customers
- Consider using an Email marketing system such as Mailchimp
- 'Attract and Retain' by making the message interesting

Email

- Key metrics:
 - Open rate % that opened the email
 - Click-through rate % that clicked on a link to your website
 - Unsubscribe rate % that unsubscribed
 - Bounce rate % that did not reach the recipient
- Rates vary by sector, but you can expect the following
 - Open rate 20% to 25%
 - Click-through rate 2% to 3%

Facebook

- <http://www.facebook.com/business/overview>
- Process:
 1. Set up your page
 - Make it discoverable and get followers
 - Connect with your customers
 2. Identify the audience
 - Invite friends and business contacts
 - Share your page
 3. Create meaningful content
 - Make it authentic and interesting
 - Make it dynamic with postings and responses to comments

Facebook (contd.)

4. Advertise

- Create interesting adverts
- Identify and target your audience

5. Measure and adjust

- Look at the activity on your page
- Experiment with text, images, etc.

Twitter

- <http://business.twitter.com/basics>
- Guidelines
 1. Build a good bio and brand
 2. Tweet regularly and with interesting content
 3. Start with colleagues, customers, and build your followers
 4. Follow relevant trends and hashtags
 5. Link from website, Facebook, etc.
 6. Monitor activity

YouTube

- Remember that YouTube is basically a search engine
- Guidelines:
 1. Make the content interesting
 2. Understand what works on YouTube: “*Funny, Weird, Useful*”
 3. Useful videos should be of good quality
 4. Get the viewer to go to your website with valuable content – don’t oversell
 5. Invite people to follow you on a blog or twitter,
 6. Invite people to ‘like’ the video
 7. Monitor activity and read the comments !

Blogs

- A blog is a series of short publications on a website
- Typically provide useful information to the reader/follower
- Guidelines:
 - Pass on useful information about your products
 - Answer questions
 - Talk about new products and what benefits they will have
 - Share reviews
 - Offer promotional discounts

Apps

- Must provide a meaningful service to your customer
- Can't be perceived as just a platform to 'push sales'
- Typical value-add for a customer
 - Special offers and discounts
 - Important information about products
 - Useful information: If you sell flour, give the customer a recipe

SMS/MMS

- Delivers messages in text form to mobile phones
- Becoming less important as customers use smart phones with email
- Can often be used as a reminder to something important
 - “Reminder: Our live webinar starts this evening at 8.00pm”
- Use carefully and for appropriate types of messages