



BEGINNERS

DIGITAL MARKETING GUIDE

TO GENERATE
MEASURABLE
RESULTS



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Beginners Digital Marketing Guide to Generate Measurable Results

In today's world, when you become a small business owner, you also must become a digital marketer. I know it sounds kind of scary, but it doesn't have to be. In fact, once you get a few key tools in place, you'll likely become captivated by the insights digital marketing provides.

The key to successful digital marketing is generating measurable results, but you don't have to be an expert to make this so. Let us show you how!

Set up an email delivery system

Yes, email. I promise as a marketing tool for business, email is not dead. Now, there is a right way and a wrong way to use email as an effective digital marketing tool and we'll get to that a little later on. The first step is to set up an email delivery system. Here are some of the best ranging from no-cost to bigger and beefier systems that require investment.

- ✓ [Constant Contact](#)
- ✓ [Mailchimp](#)
- ✓ [Aweber](#)
- ✓ [ConvertKit](#)
- ✓ [InfusionSoft](#)
- ✓ [iContact](#)
- ✓ [Ontraport](#)



Establish and Maintain an Email Opt-in Process

Now it's time to capture email addresses, but you can't add email addresses without people's permission. That's a big no-no. Take a peek at the [CAN-SPAM ACT](#).

So, what to do? Create an opt-in process through your new email delivery system.

What does it mean to "opt-in?"

Well, like I just mentioned, in order to collect a customer's name, email, or other contact information to market to them, you must first receive permission. This "opting-in" or permission marketing is commonly accomplished through an online signup form.

You create a message of interest that gets your targeted audience to say – "sure" I want that or would like to know more so I'll go ahead and enter my name and email into your form. And there you have it! You've started to build your highly valuable email marketing list. Whoo hoo! It's priceless in the world of digital marketing.

Here are a few places where your opt-in strategy can be incorporated.

- ✓ On your website homepage. A clear and well-positioned sign-up form on your website's homepage may make your customers feel more comfortable about giving out their contact information.
- ✓ Within your company blog. A company blog is a good way to establish your company as an industry expert. Giving readers the opportunity to sign-up for emails within your mobile-friendly blog posts is another great strategy.
- ✓ On social media. A strong social media (i.e. Facebook, Twitter, LinkedIn, Instagram, etc.) presence keeps users engaged with your brand.





Maintain Consistent Email Marketing Outreach

Once you have someone who has raised their hand and expressed interest in what you do, the services you provide, or the products you sell, you must nurture the relationship.

This is where so many businesses fall short. They work so hard to get people to opt-in and then they don't nurture and build the relationship through a consistent e-mail marketing outreach plan.

Now, frequency differs based on your business objectives but at least 1-2 times a month send a content rich, inspiring or motivational email. No constant pitching! Build the relationship. You worked hard to get the opt-in and they can end it with a click. You don't want to be deleted.



Develop and Distribute Content-Rich Information

Through written stories or even better videos, tell the stories of those who have benefited from the services and products you offer and then post them on your website, blog and distribute through social media and email. This is a powerful way to leverage your digital marketing efforts and broaden your reach through the use of multiple platforms.

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Invest in Digital Advertising

Once you start to build content and have a way of connecting with your target audience, it's time to drive more traffic into your digital marketing funnel. Digital advertising is incredibly powerful and the best part is getting started is easy for every budget.

Here are a few options:

- ✓ YouTube ads (average \$.10 – \$.30. per-view)
- ✓ Facebook promoted posts (as low as \$5 a day)
- ✓ Facebook Ads (anywhere from \$0.16 to \$1 or more per click)
- ✓ Digital ads in your local newspaper (depends on the newspaper's reach, but is typically more expensive)
- ✓ Google AdWords (average cost per click is \$1-\$2)
- ✓ Bing Ads and Google AdWords (the cost of most expensive keywords can go up to \$50 or more)

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Go Beyond Facebook Promoted Posts

Promoting Facebook posts is a common digital marketing strategy utilized by many small businesses and nonprofits today. However, it isn't as strong a strategy as you think. You can easily step up your digital marketing efforts and increase your reach with [Facebook Ads](#).

Some [advantages](#) to advertising on Facebook include:

- ✓ Users are able to see if their friends have engaged with your company
- ✓ Your business name will always show prominently
- ✓ You have the option of using a customizable call-to-action button
- ✓ Allows you to use images and videos to engage your target audience

Nº 7 Measure Results

Best part is, digital marketing and advertising provide insights and information that not only allow you to monitor results, but enable you to shift and change quickly if what you are doing is not working.

Metrics vary based on what is being used, so be sure to define your objective and be aware of the tools that can help you measure results.

How many clicked on your ad, how many actually opted in, how many contributed, what percentage of people on your list opened your email.....the list goes on. The important thing to know is that any investment in digital marketing can be measured. Take the time to do so. It is what allows you to make your digital marketing stronger and better. When you do that, better results will follow. Isn't that what you're looking for?

Marketing has evolved over the years and the Internet has changed everything. Your digital marketing plan should engage your users across multiple platforms. Measuring and leveraging your digital marketing results is key to the success of your digital strategy. Go for it!

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