DIGITAL MARKETING BASICS

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earlybird digital marketing™
Digital Marketing Basics Agenda

- What is digital marketing?
- Mobile-friendly website
- Types of Digital Marketing
  - Online Business Directories/Citations
  - Search Engine Optimization (SEO)
- Social Media
- Content Marketing
- Reputation Marketing
- Search Engine Marketing (SEM)/Paid Ads
- Video Marketing
- Email Marketing
What Is Digital Marketing and Why Should You Care?

Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses.

- Digital Marketing Institute

Digital Marketing can be through a variety of Internet channels like Websites, Social Media, Content Marketing, E-mails, Videos, Ads, etc.

Many companies use a combination of traditional and digital marketing channels; however, digital marketing is becoming more popular with marketers as it allows them to track their Return on Investment (ROI) more accurately compared to other traditional marketing channels.
Use Digital Marketing to Help Build a Following, Get Leads, Acquire More Customers and Increase Revenue!
Websites
WITH A MOBILE-FRIENDLY WEBSITE!

Small business owners who want to build a website have lots of options that make it easier than ever:

- WordPress
- Hire a web designer
- Wix.com
- SquareSpace.com
- Weebly.com

- If you do it yourself: It's cheap. It's easy to do. And it can take less than 20 minutes to set up. **Yet more than half of all small businesses still don't have a website.**

- Entrepreneurs that have jumped to the digital side say their websites have boosted sales, cut down on time-consuming phone calls and brought more people into their stores.

If Your Business Already Has a Website, Make Sure It’s Mobile Friendly….

Most small- and medium-sized businesses do not have a mobile-optimized website. Only 6% of SMBs have a mobile site. Source: Hibu

• Half of the entire population of the US is checking their smartphones up to 150 times a day. (ExactTarget 2014 Mobile Behavior Support)

• Consumers choose search as their No. 1 in-store resource for helping them make purchase decisions. (ThriveAnalytics, April 2014)

• 78% of local-mobile searches result in offline purchases in a business. (comScore, Neustar Localeze, 15 miles, Local Search Study, April 2014)
Google WANTS You to Have a Mobile-Friendly Website

Check to see if your site is mobile-friendly:
search.google.com/search-console/mobile-friendly

https://www.google.com/webmasters/tools/mobile-friendly

Is your web page mobile-friendly?

Enter a URL to test
Awesome! This page is mobile-friendly.
Online Business Directories/Citations
Online Directory Results Show Up In Search Engine Results

1. Best Haircut for men in Iowa City, IA - Yelp
   www.yelp.com/search...
   Reviews on Haircut for men in Iowa City, IA - Buzz Salon, Hairport, Michael Tschantz Salon, G Spot Hair Design, Stan's Barber Stylists, Cynthia ... Hair Salons.

2. Best Hair cut in Iowa City, IA - Yelp
   www.yelp.com/search...
   Reviews on Hair cut in Iowa City, IA - Buzz Salon, Hair Art, HABA Salon, G Spot Hair Design, Michael Tschantz Salon, Salon La Da, Cynthia ... Hair Salons.

3. The Best 10 Hair Salons in Iowa City, IA - Yelp
   www.yelp.com/search...
   Top Hair Salons in Iowa City, IA - HABA Salon, Buzz Salon, Thompson & Co Salon Parlor, Hair Art, Michael Tschantz Salon, G Spot Hair Design, Cynthia Raw's ... Hair Salons.

4. The 10 Best Men's Haircuts near Iowa City, IA - Locality
   https://locality.com/ia/haircut-iowa-city
   Best Men's Haircuts near Iowa City, IA. Price Range: $15.00 - $45.00. Hours: open until 8:00pm. Compare 24 Places Nearby: HABA Salon, Transformations ...
Some of the Top Online Business Directories
The company’s name, address & phone number (NAP) should be exactly the same on *as many directories as possible*

**Examples:**

Blairsferry Rd. vs. Blairsferry Road

1st Street vs. First St.
Google and Bing Give You a Listing for FREE!
Does Your Business Have a Google My Business Page?

www.GYBO.com/business
What About Bing Places for Business?
www.bingplaces.com
Google My Business Results
Search Engine Optimization (SEO)
SEO Helps Sites Rank Higher

- Content Counts – 1,500 words on home page; 1,000+ words on other pages
- Use keywords people are searching for
- Code placed on the site that only search engines see
- Images must have “Alt” tags
- Title & Description Meta Data
- Special markup code (schema) that helps search engines understand what’s on the page
- Quality and frequent content (i.e. Blogs, new pages, update pages, etc.)
Title and Description Tags

**Title:** Approx. 70 characters

**Descriptions:** Approx. 100 characters
Social Media
GETTIN’’ SOCIAL

Not Every Social Media Channel Is Right for Every Business
Pick the Social Media Channels that are right for your business and make them **ROCK**!

Optimize Your Profile
- Google+ is a social platform EVERY business should be on. (It’s Google after all.)
- Facebook is good for almost ANY business. Should be the first social media channel your business sets up.
  - Mid 30’s and up
- LinkedIn is perfect for B2B companies
  - Every age
  - Lots of people in different job positions
  - LinkedIn Groups
- Twitter is second most popular. Good for businesses that have quick news or info to send out.
  - Every age
- Pinterest is good for any visual business (crafts, cars, homes, architecture, baby products, etc.)
  - Every age --Lots of women
- Instagram is good for anything visual – only downside is you have to make ALL of your Instagram posts on your smartphone or tablet
  - Younger audience
• Created when you claim your Google My Business Page
• Complete your profile
• Great photos and videos
• Engaging content
• Google “Circles”
• Follow others and get followers, too
Complete your profile
Great photos and videos (Anyone like Pie?)
Engaging content
Not all “Likes” are the same
Follow others and get followers, too
Facebook users turn to their friends and family for product and service recommendations.
Facebook rolls out recommendation feature that lets your friends tell you what to do
It all starts with a SOLID profile
Make sure your bio is well thought out
Must connect your business account to your personal account
Build an All-Star Profile

Join Groups and Be Active In Those Groups

Write Posts/Articles
• Be a thought leader
• Follow others & promote other’s info/products
• Give credit to others
• Connect with and listen to your customers and prospects
• Use the email associated with your Twitter account to set up your Pinterest profile
• Interesting photos
• Ask fans to pin pictures of themselves with their favorite product of yours and tag you
INSTAGRAM

- Shoot SQUARE Photos
- Great for photos and videos
- Plan your posts in advance
- Need to use editing apps
- Use Instagram’s Explore feature to find posts related to trending hashtags
There are a lot of social media management software that makes it easier to manage your social media channels.
Manage all your social media marketing in one place

From finding prospects to serving customers, Hootsuite helps you do more with your social media marketing.

Compare All Business Plans OR Get Started—Free
Save time managing your social media

Schedule, publish and analyze all your posts in one place

Sign up for Free
Powerful Social Media Software
Social Media Management Made Easy

START YOUR FREE TRIAL
No credit card required, no software to install.

Small Business
Our powerful tool lets you manage your social engagement, publishing and analytics.

Agency
Manage all clients in one platform and show measurable results that deepen relationships.

Enterprise
Empower teams to communicate, collaborate and provide exceptional customer experiences.
Content Marketing
CONTENT COUNTS…

Search Engines Are Looking for Content

- New and regular content on your website
- Ebooks, White Papers, Articles
- Blog posts
- Contribute to LinkedIn Groups
- Write posts on LinkedIn
- Social Media “Signals” – Contribute to the conversation
- Get in on discussions on industry websites
- And More!
• Identify your audience/customer and write for that person
• Create Google Alerts to see what your audience is interested in
• Let your audience know about new content on your site (i.e. via email, social media or “push” notifications)
• Repurpose content
Reputation Marketing
YOUR REPUTATION IS YOUR #1 ASSET – PROTECT IT!
7 out of 10 people will leave a review if asked by a business - BrightLocal

84% of people trust reviews as much as a personal recommendation

Our friend Google Even Shows Reviews in Search Engine Results.

You must stand out...

Thrasher Service Corporation
www.thrasherservicecorpdeminois.com
4.1 ★★★★★ 13 Google reviews - Google+ page

Kriens Plumbing and Mechanical Cor...
www.desmoinesplumbingcompany.org
Google+ page

Golden Rule
www.goldenrulephc.com
4.6 ★★★★★ 14 Google reviews

Wayne Rhiner Plumbing & Repair
plus.google.com
4 Google reviews

Richardson Plumbing Co Inc
plus.google.com
4.7 ★★★★★ 16 Google reviews - Google+ page
97% OF CONSUMERS AGED 18-34 READ ONLINE REVIEWS TO JUDGE A LOCAL BUSINESS

SOURCE: 2015 LOCAL CONSUMER REVIEW SURVEY.
92% of consumers now read online reviews for local businesses!

Source: 2015 Local Consumer Review Survey
REPUTATION MARKETING & REFERRALS

Q After Being Referred A Business, What Do You Do Next?

100%

- Search Online To Find The Company Info: 87%
- Dialed Information To Find Company Info: 4%
- Use A Phone Book To Find Company Info: 6%
- Other: 2%

Figure 1, highlights the majority (87%) of respondents searched online to find information on a company after they were referred to it by a friend or family member.
REPUTATION MARKETING & REFERRALS

Q: After Being Referred A Business, What Do You Do Next?

Among the respondents who searched online
52% of them said they looked for Reviews/Ratings
35% stated that they looked for website & Contact information of the company.
ASK FOR A REVIEW!

“We’d appreciate your feedback. Please visit facebook.com/earlybirddigitalmarketing to leave a review. Thanks!”
Reputation Marketing Software

Reputation Marketing Software or Hire a Digital Marketing Agency to Help Manage Your Reputation

YOUR REPUTATION IS YOUR #1 ASSET
Let Us Know How We Did... Leave Us A Review

Full Name
First and Last Name

Email
My@mail.com

We'd love for you to tell us how we did. Please leave us a review...

Leave Us a Review

Please Rate Your Experience:

Please Leave Us A Review:
Please describe your experience.

Go To Next Step

- I am authorizing you to post my testimonial anywhere online.
- I verify that I have done business with this company and that my testimonial is accurate and true.
- I verify that I was not paid to leave this review or testimonial.
- I verify that I have read and agree to the terms of service.
- By clicking submit I agree to these terms of services.
Search Engine Marketing (SEM)
SEM is Paid Rankings

Aveda Chakras - Discover The Beauty of a Balanced Life
4.6 ★★★★★ rating for aveda.com
Shop Our Chakra Collection!
Free samples • Free ship • Rewards program
Brands: Invati, Be Curly, Smoothing Infusion, Shampure
Salon Color Offer • Free Shipping + Samples
Store Locator • Pure Privilege Rewards

Chakra > Collections > Aveda
www.aveda.com/products/5226/Collections/Chakra1M/index.tmpl
pure-fume. Meet Mr. Chakra. Discover the beauty of a balanced life. For more info, click here.™
Chakra™ 1 Balancing Body Mist - 4.5 oz - 5 Chakra™ 1 Balancing Body Mist - 4.5 oz - 5

Aveda Chakra: Health & Beauty | eBay
www.ebay.com/bhp/aveda-chakra | eBay | Find great deals on eBay for Aveda Chakra in Women Fragrances. ... PURESUME ABSOLUTE CHAKRA GIANT-SIZED VIAL VERY RARE BUY IT NOW! ... bottle of AVEDA'S Motivation Pure-fume Split Spray, part of their original Chakra line.
Pay-Per-Click or PPC
What Are Digital Display Ads?

The Ads You See When You Go Online...

PPC Pay Per Click VS. Digital Display Ads

PPC Marketing Is Based On Someone Searching Online And Google Displaying Ads Based On The Intent Of The Search Term.

You Only Pay For Clicks And They Can Range From $20.00 - $80.00 For 1 Click

No Branding Or Ability To Follow Up With People That Click On Your Ad

Display Ad Marketing Is The Ability To Place Ads On An Unlimited Amount Websites Based On The Content That Your Target Market Is Interested In.

You Usually Pay Based On Cost Of Impressions Not Clicks. Range From $20 - $30 Per 1k Impressions [CPM]

Long Term Branding AND The Ability To Follow Up With Visitors Based On Their Engagement Level
Two Types Of Display Ad Marketing

**RETARGETING AD TRAFFIC**
- Someone Visits Your Website
- Capture 100% Visitors Drop A Browser Pixel
- Market Only Your Website Visitors On Any Other Site
- Follow Them 1-6 Months Until They Are Ready To Buy

**COLD AD TRAFFIC**
- Place Ads On Sites That Interest Your Target Market
- Market To Everyone That Visits Those Site Or Only Those From A City That Visits
- Market Your Offers, Reputation, & Brands
US Digital Display Ad Spending to Surpass Search Ad Spending in 2016

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<td>$32.17</td>
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Within the display umbrella, advertisers will invest the most on “banners and other,” a category that includes many types of native ads and ads on popular social sites like Facebook and Twitter.

Specifically, Facebook’s U.S. digital display ad revenues will reach $6.82 billion in 2015, accounting for ONLY 25.2 percent of the overall market.
Digital Ad Spend Continues to Grow Rapidly

In 2016
Digital advertising will surpass TV advertising

Digital Ad Spend (Billions USD)

12.1% growth

*Internet advertising: Key insights at a glance,* PAIC, 2015
Here’s the **HUGE Problem** ...

100’s of different ad networks that represent different sites to place ads

And there are millions of websites, apps & software

And they all use different size ads

Every business needs 15 – 20 different sizes ads for each design set

And that can be expensive costing $600 - $800 per ad set
Video Marketing
Email Marketing
72% of consumers say email is their preferred method of communication.

Email marketing has 3x the conversion rate of social media.
Many people think that email marketing is “dead” – it’s not! Email is STILL one of the best ways to stay in touch.

SCORE has partnered with Constant Contact which offers an affordable and robust and easy-to-use email marketing platform.
What can Constant Contact do for you?
FREE 60 DAY TRIAL

Constant Contact®
YOU CAN’T BURY YOUR HEAD IN THE SAND ANY MORE!

Resistance [to Digital Marketing] is Futile!
QUESTIONS