site-seeker
digital marketing solutions

MHEDA eBook

Building Your Digital Marketing Roadmap

Contents

Welcome

Strategizing and building a digital plan is critically important. Moreover, the most powerful, effective programs streamline creative and messaging, and they unite tactics together for greater impact. Establish your objectives, create a relevant strategy, select the right platforms and tactics, and launch your digital marketing plan. Remember, it doesn't stop there! Ongoing measurement and management will help you keep your programs primed and efficient.

Make the most of online tools, technology and touch points to stay connected and relevant.

Matthew Ford
President

Paid Advertising

Paid advertising is a way to get in front of an audience that is actively searching for your product/service or has exhibited signs of being in your target audience, based on their online profiles or activity.

Rebounding from any tough period or just growing your business will need a varied approach. Advertising is one of them. There are many advertising platforms available today. With the right selection, combination, and creative, advertisers can find success in meeting their most important online goals. Set-up, attention to details and updates throughout will maximize performance and generate positive results.

There are a variety of digital ads these days.

- Search ads: keyword-targeted and triggered based on the user's search queries

- Display and video ads: targeted and placed based on audience behaviors, demographics, on specific websites, or in or near certain website content

- Social media ads: featured within banner or side-bar areas of social platforms or natively within news feed content

Digital advertising can be run on almost any budget and should be cost-effective. Using a cost per thousand or cost per click model, you only pay for the results you garner. Plus, if you find out something isn't producing the numbers you were hoping for, you can turn off the ads while you adjust and reframe the strategy. You can also set restrictions based on your budget, by adding bid limits or a maximum monthly spend. It's highly flexible and changes or tweaks are effective in near-real-time.

Paid advertising should also be used as a helpful tool to supplement your other marketing activities. Need to push out information about a quick promotion? Instagram ads. Want to drum up excitement about an upcoming product launch? YouTube ads. Curious what people are searching for as it relates to your business? Google ads. Rather than thinking of paid advertising as just another vehicle to build brand awareness, use it for lead generation, as well. Drive traffic to a custom-built landing page that encourages conversions.

Probably the most important thing for you to remember is that paid advertising shouldn't have a "set it and forget it" mentality. It requires thought and strategy during set-up, and attention and updates throughout to maximize performance and generate positive results.

1

Determine your needs and audience
There are a variety of platforms to perform advertising on. Select the platform that works best for you and your product or service offering. If your company is mostly visual and has a product to sell, display and video ads are ways to highlight your offering. Is it mostly a product or service people are searching for? We might opt for a search-based approach.

2

Set up campaigns
Setting up targeting, creative and budget are the foundation of a campaign. Once these are set and launched, it generally only takes platforms a short time to review the information, and make your ads live to the public. Yes, there is a little waiting period so make sure to plan for that!

3

Monitor campaigns
One of the perks of digital advertising is the ability to review data and make changes quickly, to keep adapting and continuously optimizing your campaigns for better results. Measure, monitor and adjust to get the most out of your budget.
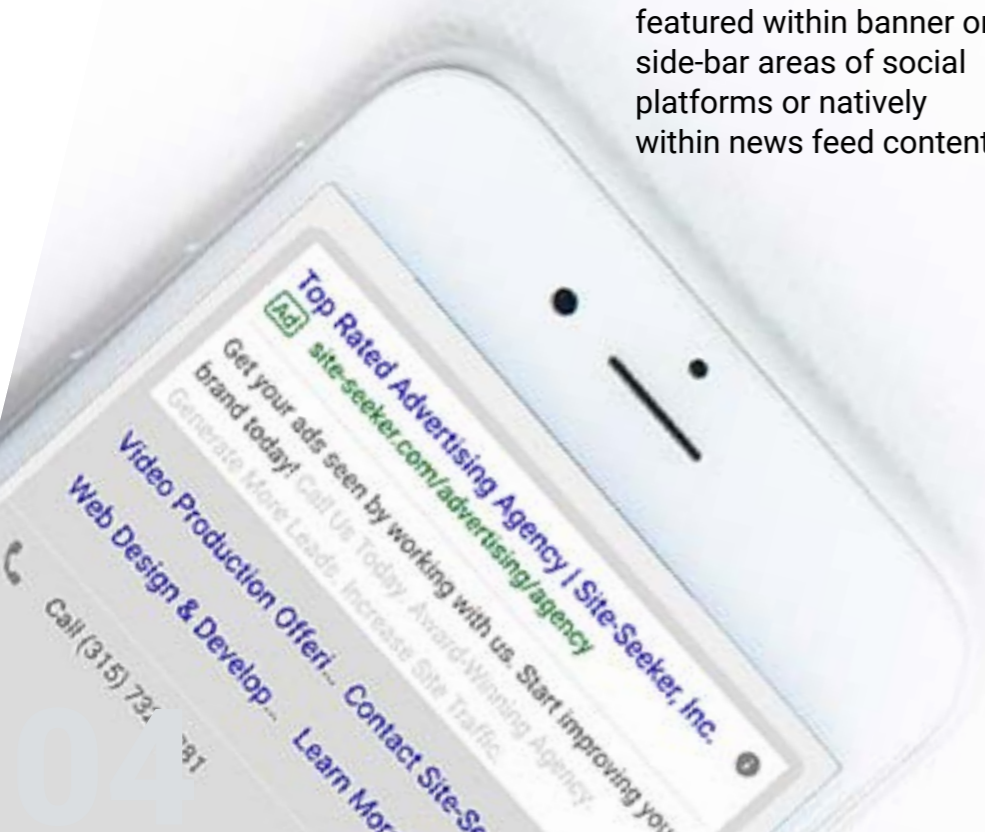
Landing Page

Improving Conversion Rate Optimization

70% of a prospect's buying process is done through visits to your website before you know these prospects are even on your site. That's a big problem! Optimizing your site is important. You need to provide website visitors the ability to convert, easily!

A landing page optimized explicitly for lead generation is a crucial piece of your digital marketing strategy. When a prospect hits your landing page, they have already shown an interest in your product or service by engaging with an ad, post, or email. Your landing page needs to provide the information necessary to convert that customer into a qualified sales lead.

A landing page is a web page that's meant to receive website visitors from a particular campaign or source. It's very specific around a product, service, or offering, and its key goal is to drive visitors towards some sort of action. In most cases, that action is a conversion - like a transaction, form fill, phone call, or email. Effective landing pages cut out the clutter and are built with the user in mind. More importantly, they follow a specific formula that helps to increase the likelihood of conversion opportunities.

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There are a number of best practices when it comes to building a well-constructed landing page that takes conversion rate optimization (CRO) into consideration.

Above The Fold
Whenever a prospect engages with your ad, post, email, etc., they will be brought to a landing page. The space above the fold, before they have to scroll, will always be seen. It's the most important part of your page. This is where you want to present the information they need to know. We recommend putting contact information or a form above the fold, too, so they know how to act.

Video
People process information from videos faster than they do reading text; the retention for video is 95% compared to text at only 10%. That's why B2B and B2C marketers are using video in their efforts. Video is a much more immersive and effective way to tell your story. For those that need to read and digest, there's support text on-page too. Using both helps to more accurately and more thoroughly tell your story and encourage visitors to begin talking with you.

About Your Offering
What are you selling? Why should a visitor care? Here's the meat and potatoes of your landing page. It should be compelling information about your brand's offering and focus heavily on the points of differentiation. The goal is to not only educate, but to prompt users to move forward with connecting and getting started.

FAQs
You have your prospect's attention, don't lose it. Your landing page should have a brief FAQ section or be very educational to give people added information without needing to navigate away from the page.

Form
Forms are a great method for starting sales conversations since you can gather all important pieces of contact information for a prospect in one shot. The structure of your form is crucial in obtaining the best leads possible. Syncing forms with a customer relationship management (CRM) software or database is important to make sure that you are tying marketing leads to sales efforts.

Social Proof
Social proof provides great influence. You know you have a great product, but now you have to let your customers speak on your behalf. Links to your review sites and social channels carry weight.

Call-To-Action
The success of a landing page can, in many cases, be linked to its call-to-actions (CTA). CTAs should be eye-catching, contrasting colors, and provide direct and persuasive instruction as to what you want prospects to do. This is typically "Call Us" or "Get Started", type of prompts and is often associated with forms, phone calls, scheduling a meeting or other lead capture methods.

The Value of CRO
Conversion Rate Optimization
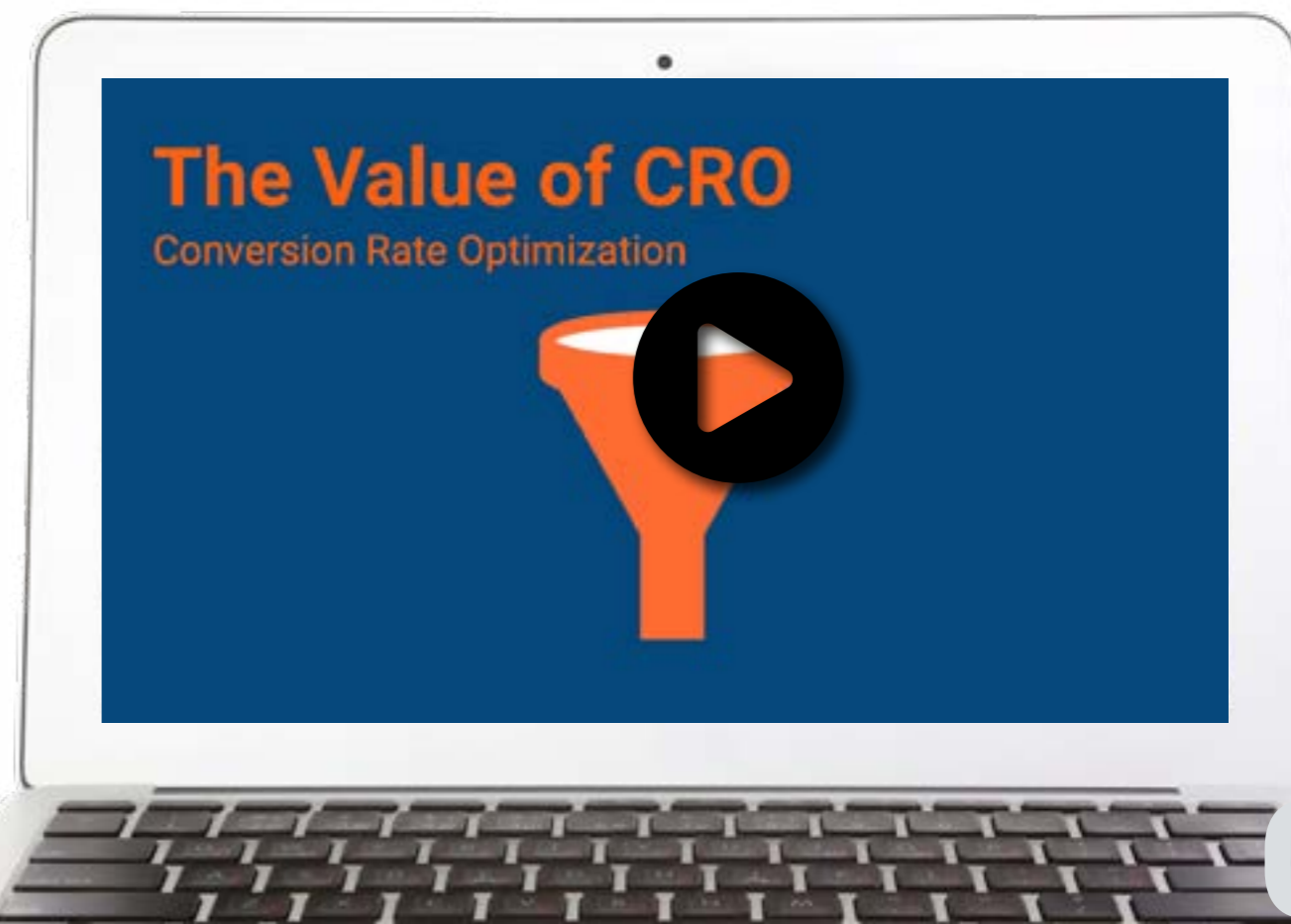
Email Marketing

Email is one of the best tools you can use to generate leads and sales. It may seem like an outdated or traditional method, but still today, it remains one of the most effective outbound channels.

93% of

B2B marketers use email as their top distribution channel for sharing content. Email allows you to reach a wide audience while keeping costs relatively low. It also allows you to easily educate your prospects, send offers, and communicate in a direct 1:1 manner with them. Email marketing gives you the ability to drive users to your site to learn more.

Email is worth your time; it can drive more traffic to your website and increase your revenue. In fact, it's often cited as the best marketing strategy, based purely on return on investment (ROI). Email generates $36 for every $1 spent, an astounding 3,600% return. Talented marketers who use segmented campaigns note massive increases in revenue numbers. Carrying out email marketing is easy. But doing it in a way that respects your audiences' needs (and inboxes), and drives action takes both skill and strategy.

Email is the #1 Social Platform
Now You're Being Forced to Use It Better

10 Steps to Email Marketing

Effective email marketing requires planning. Here's how to approach it:

Step 1
Gather lists. These can be owned or purchased. They can be from past trade shows, business card stacks, promotional gates, etc. List segmentation is also a process you need to go through to make sure you are reaching the right people with the right messages. You don't want to send someone information on buying a new forklift if they just purchased one. In addition, list segmentation is an effective marketing strategy that could increase your email open rates by as much as 203%.

We highly recommend running lists through verification tools such as Neverbouce.com to validate emails and reduce bounce rates (which helps keep you from getting blacklisted).

Step 2
Decide on an email marketing platform and create an account. Some inexpensive platforms that we suggest include Constant Contact or MailChimp. Some higher grade software include ActiveCampaign, Hubspot, or Pardot. Make sure to update your avatar (profile picture) and signature line details. You'll also need to set up email preference pages with unsubscribe options as mandated by CAN-SPAM laws. You should remember to purge your emails often and never try to send emails to those that have unsubscribed.

Step 3
Assess what media and visual assets you have as part of your brand, product, or service. Remember, this could be pdfs, images, animated gifs and links to videos. Upload these assets into your email marketing database or add them to a document so they are readily available. It is important you have valuable material to use in your emails. Now that you know what assets you have, start to design your email template. It doesn't need to be a finished email just yet (you'll still need to add content), but having pre-built templates make it easier to flesh out campaigns in the future.

Step 4
Decide on subjects/angles for your campaign(s) by asking these questions:

- Do you have a new product?

- Do you have a promotion or special pricing?

- Do you have a packaged deal or another compelling angle?

- What is your value proposition? What makes your offering different?

- What might be valuable to communicate with my prospects at this moment in time?

Step 5
Establish a 3-5 email campaign based on your offering. Plan dates for when each email will go out with appropriate spacing in between each (recommend 5-7 days). If you have multiple campaigns, make sure to space out each campaign (2-4 weeks in between) so as to not barrage your audience.

Step 6
Map the structure and layout of your first email remembering to make your message personable, conversational and educational. Now, draft your email by focusing on these elements:

A standout subject line that ensures your email will be opened and not deleted.

Body text (2-4 sentences). Personalize the content and add a human touch (don't sound robotic or templated).

A compelling and attention grabbing statement that helps the customer understand what your product/service can do for them.

Validation that it has worked for others and can work for them.

An image or video to help explain your product/service. Make sure your images are not too large. If your images are too large, this could prevent the email from being delivered. Videos need to be converted to clickable images that will take users to the actual video. Consider animated gifs to provide motion within your emails.

Add call-to-action buttons to take them to the landing page where you can track visitors. You can have multiple CTAs in a single email, but make sure they all have the same focus and go to the same destination.

Signature, personal image, and contact info should be added in the footer area. Remember to add office and cell phone numbers as well as a link to your calendar if that is something you use.

Step 7
Draft your first email (based on the above criteria) and send a test to yourself or an internal recipient to make sure it's being delivered properly. Adjust formatting as needed based on what you see. Test across devices and email clients, too (desktop, mobile, tablet, Chrome, Safari, Outlook, Gmail, etc) to ensure your ability to respond in a timely manner.

Okay, now hit schedule! Keep in mind that Monday and Thursday are the best days to send emails. Mornings between 9 and 11AM and afternoons between 3 and 5 PM tend to be most effective.

Step 8
Repeat the process above for all of your segments. Watch your emails for any direct responses but also be ready for form fills from your landing page. Respond appropriately and in a timely manner.

Step 9
Explore your analytics on your first emails. Assess the delivery rate to make sure your emails are not being caught up by spam filters. Look at open rates to make sure your subject was enticing enough. Look at click-through rates to determine if your messaging was compelling. Look at landing page conversion rates to make sure that your message was appealing. Keep an eye on unsubscribes too! Purge any hard bounces.

Step 10
Map out and write/design the next sets of emails based on the above processes. Continue to improve each one based on your data and findings. Always be monitoring those direct email responses and form fill leads and follow up promptly. Pull your leads into your CRM or other sales tracking database with a lead source denotation so you can look back and quantify how many leads came from email vs. other lead sources.

10

LinkedIn

The largest professional networking site, LinkedIn is much more than a "virtual resume." It's a business playground for connecting with peers and prospects. The average cost to attend a tradeshow: $10,000. The average cost of LinkedIn Sales Navigator: $100/mo. Invest in this powerful communication and messaging tool that you have at your fingertips. Mine through thousands of potential contacts with ease and keep your prospect list organized. Through the LinkedIn Sales Navigator tool, you can conduct strategic and effective prospecting and outreach efforts, helping to find, nurture and sell to appropriate connections - all digitally.

LinkedIn Sales Navigator helps you decide on who to go after by helping you choose companies and people that matter to you and lets you narrow down a targeted prospect list based on geography, industry, size of company, functional role, seniority level, and more. You can establish a connection or send a direct InMail message for an introduction. Through the CRM-like features built within, you can track if your leads engage with your content, changes jobs or companies, and other significant events.

Your messaging is critical and a good content marketing and communication strategy is essential to building your network and making connections. Make a point to be a thought-leader and regularly create content that showcases your knowledge around your industry, product or service. Post this content to your LinkedIn feed for connections (and others) to see and engage upon, and also use this in your direct outreach efforts to prospects. When ready, carry those leads into your CRM system (if using Salesforce, you can integrate the two) and continue to conduct your sales activity.
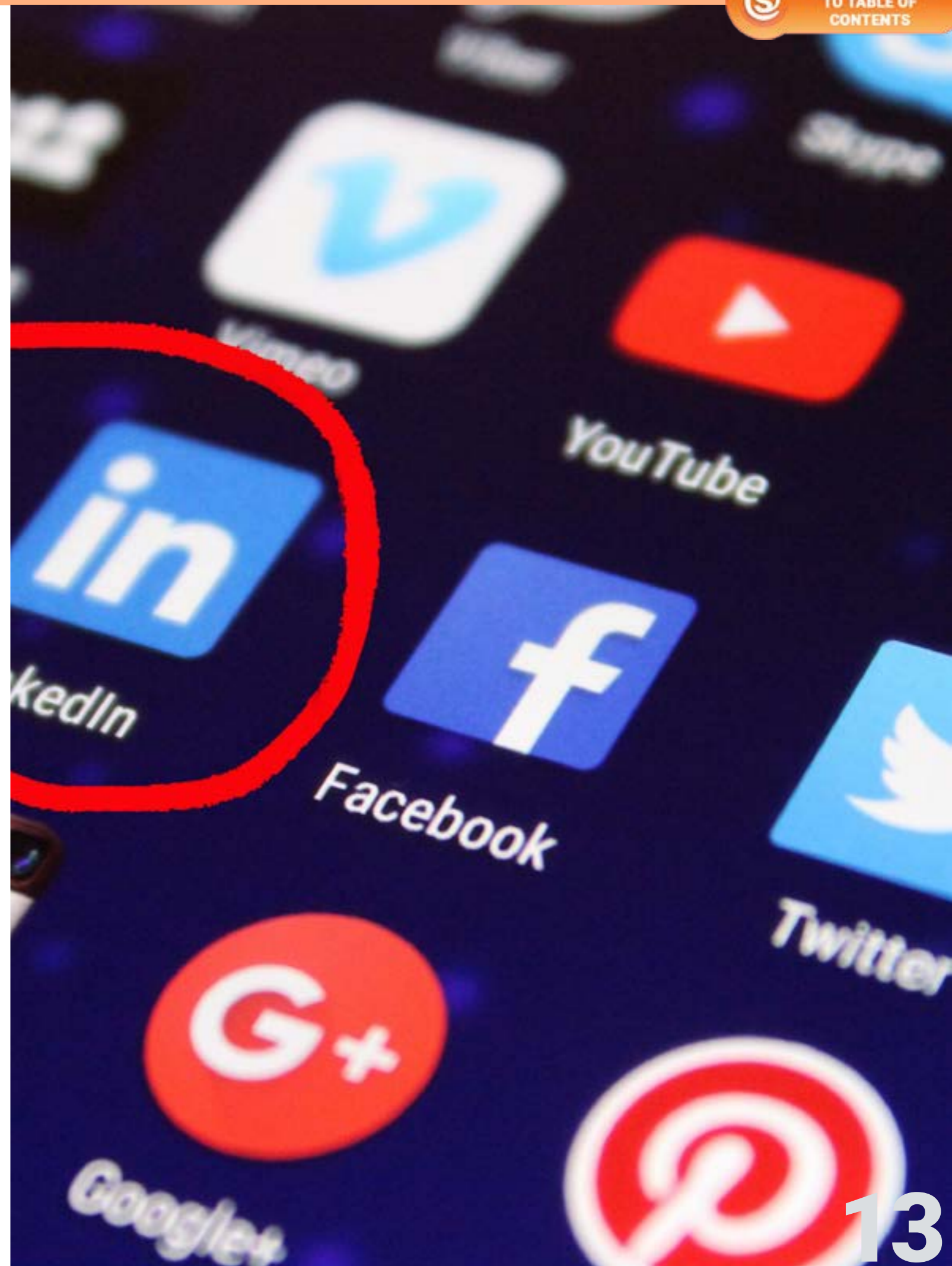
Video Production

Video production has been, and continues to be, one of the hottest trends in digital marketing. Because it works. In fact, video is so hot that 1.1 million minutes of video cross the internet per second! It's visual, interactive, and engaging. Video isn't new, but it's becoming much more common for marketing and sales folks across all industries to use this type of content within their marketing mixes.

Are you aware that 97% of marketers say video has helped users gain a better understanding of their products and services and 72% of customers prefer

Introduce yourself and provide a captivating story. :15 seconds is short, so keep the video short and if possible, to the point.

Make sure to have it set to 1080p, if possible, shoot in landscape mode.

learning about a product or service through video. Not only that, but regardless of technology, people have always and will continue to do business with other people. Building relationships is just as important as ever. Video allows for a visual approach to selling and allows prospects to put a face to the name. It's much more impactful than text-based copy and it can be leveraged across a variety of media.

Videos to consider include:

- Product Videos
- Testimonials
- Branding Videos

Be sure your videos tell your story. Make them personal, engaging videos that are specifically crafted for a product, offering or branding purposes. More importantly, make sure your videos are specifically crafted for an intended audience. Keep in mind that people do business with businesses they know, like and trust. Talk to the camera as if you were talking to the person, in person, and use words like 'you' and 'your'.

Tools you can consider to start your first video:

- Cell phone
- Gopro
- Powerpoint
- Canva
- Ripl
- Boomerang
- Adobe Creative Suite
- Outsource video production

Once your videos are created, post them on your website, social media, YouTube channel, email marketing and point of purchase. Keep in mind that the first 48 hours are the most crucial. The more views your video gets within the first 48 hours and the more people you have that watch the entire video, the more your video will be served up in organic listings.

VIDEO TIPS

- Wear a solid color that contrasts nicely against your background. Patterns are discouraged.
- Natural light should be pointing towards your face and not behind you.
- Your phone camera is better than most webcams. Make sure your phone settings are set to capture video in 1080p/4k.

315.525.4139

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