



Digital Marketing Overview

Anton Koekemoer

Agenda

Digital marketing overview

- 1 What is digital marketing?
- 2 Why are people going online?
- 3 Benefits of digital marketing
- 4 What does digital marketing consist of?
- 5 How digital marketing evolved
- 6 Search engine optimization (SEO)
- 7 Pay per click (PPC)
- 8 Social media Marketing (SMM)
- 9 Digital marketing measurement



Digital Marketing Overview

Introduction



What is digital marketing?

“Digital marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.



Plain English: Getting found online

Digital Marketing Overview

Why are people going online?



Digital Marketing Overview

Why are people going online?



- ✓ For information on a new product, service or location
- ✓ If they have a question
- ✓ If they are looking for help
- ✓ If they want more information on certain individuals or organizations
 - ✓ Meeting attendants
 - ✓ Business contacts
 - ✓ General information (maybe about you...)
 - ✓ New employees
 - ✓ Available jobs
 - ✓ Etc.



With the constant growth of the web, and more people getting connected every day, digital marketing has become a necessity for many organizations. This also includes small businesses that want to trade online and make a name for themselves on the web.

The web is crowded with information. If you have a website, can these people reach you that are searching the web for answers?

Digital Marketing Overview

There are many benefits of digital marketing



*Over traditional marketing **

- ✓ Puts the consumer in control
- ✓ Provides convenience
- ✓ Increases satisfaction
- ✓ Drives brand loyalty
- ✓ Reduces the selling cycle
- ✓ Reduces the cost of sales
- ✓ Builds your brand
- ✓ Provides targeted results
- ✓ It is measurable *
- ✓ Cost effective *



Digital Marketing Overview

What does digital marketing consist of?



Key components

- ✓ Website design (user experience)
- ✓ Search engine optimization (SEO) *
- ✓ Pay per click (PPC) *
- ✓ Social media marketing (SMM) *
- ✓ Email marketing
- ✓ Display advertising (banner ads)
- ✓ Affiliate marketing
- ✓ Content marketing
- ✓ Online reputation management (ORM)



Digital Marketing Overview

Digital marketing objectives



One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

- ✓ Reaching the right audience
- ✓ To engage with your audience
- ✓ To motivate your audience to take action
- ✓ Efficient spending on your campaign
- ✓ Return on investment (ROI)

Digital marketing goal

Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.



Digital Marketing Overview

How digital marketing evolved over the years

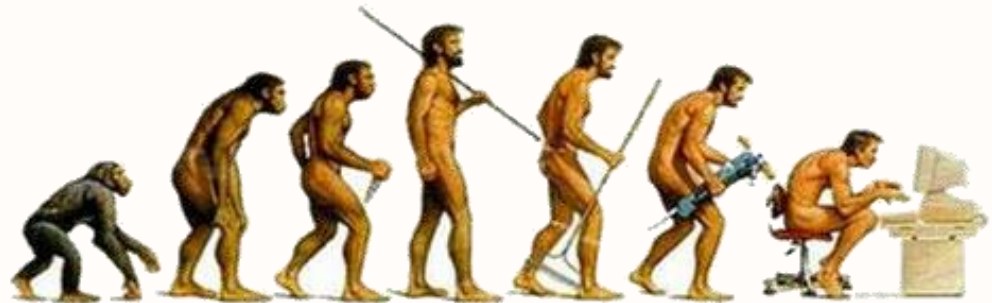


Back in the day, it was all about search engine optimization – (organic search)

- ✓ Build a website
- ✓ Apply the art of on and off page SEO to your website, you build links, you build more links, and you build even more backlinks, focus on the meta-tags, content, etc.
- ✓ You hope it shows up in Google someday
- ✓ You hope it displays on the results with the right keywords (what people are typing in when they search)
- ✓ It was like fishing and hoping you will get a catch.

With SEO, PPC was born – (paid search)

- ✓ Google's Adwords (3 line ads that show up on the right/top of search engine results)
- ✓ Microsoft's Adcenter
- ✓ Yahoo's search marketing (Overture)
- ✓ Build ads around keywords and pay for everyone that clicks the ad and visits your site





search engine optimization

X Search

About 30,800,000 results (0.16 seconds)

Advanced search

Search Optimization

500+ Clients, 2.7 Billion in Rev. 2500% Avg. Increase in Leads/Sales
seop.com/SEO-Management

Search Optimization (77) 467 685
Customers Not Finding Your Site Online? Here's How to Fix It
www.customermagnetism.com/SEO

Search Optimization Pros

Better Rankings - Better Traffic Free Traffic Conversion Plan
www.increasevisibility.com

Search engine optimization - Wikipedia, the free encyclopedia

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...

SEO - Search engine optimization methods - SEO Copywriting - Backlink
en.wikipedia.org/wiki/Search_engine_optimization - Cached - Similar

Search Engine Optimization (SEO) - Webmaster Tools Help

Oct 9, 2010 ... **SEO** is an acronym for "**search engine optimization**" or "search engine optimizer." Deciding to hire an **SEO** is a big decision that can ...

www.google.com/support/webmasters/bin/answer.py?hl... - Cached - Similar

Search Engine Optimization - Webmaster Tools Help

Web.com Search Agency is a leading search engine marketing company providing search engine optimization and SEO link building, PPC management, ...

www.submitawebsite.com/ - Cached - Similar

News for search engine optimization



Impact Media (blog)

Optimize Your Website for Search Engines

2 days ago

The challenge for owners of businesses big and small is to be found in this enormous haystack, and the solution is **search engine optimization**, or **SEO**. ...

BusinessWeek - 84 related articles - Shared by 20+

Critiquing Executive Limousine's Web Site

New York Times (blog) - 2 related articles - Shared by 50+

Spamgrish 2: Return of the ambiguous spam comments!

ZDNet (blog) - 2 related articles - Shared by 20+

Ads

Ads

Search Optimization (SEO)

Boost Traffic By 2000%! Learn More
Free Search Optimization Analysis

www.seo-inc.com

Search Optimization \$325M

Want Top Website Rank? Professional Certified Co. Free Initial Report!
ebrandz.com is rated ★★★★★

Google Checkout

ebrandz.com

Website Optimization

Page One Position. \$199 Per Year
Not Pay Per Click. No Max Keywords
www.sitesolutions.com

Top Rated SEO Firm

1 (877) 707 7538

Expert Search Engine Optimization
Request Your Free Evaluation Today!
fathomseo.com/Free-WIA

Mesa SEO Company

Is Your Site Climbing in Search?
Search Engine Optimization Experts
crexendo.com/Mesa-SEO

Got Search Optimization?

Get Top Rankings and Explode Sales
100% Custom SEO Campaigns
Arizona
www.blueseoo.com

Search Engine Reputation

Negative Online Results Gone Fast!
100% Guaranteed. 800-775-4795
www.positivesearchresults.com

"Paid" Search, AdWords

Organic Search

Digital Marketing Overview

The future of the web is social media (Web 2.0)



Digital Marketing Overview

Search engine optimization (SEO)



Digital Marketing Overview

What is search engine optimization (SEO)?



SEO definition

Search engine optimization (SEO) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines.

All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn't involved, as it is with paid search ads.



Digital Marketing Overview

Advantages of search engine optimization (SEO)



- ✓ Your website will be found
- ✓ Improve your competitive edge
- ✓ Expand your customer base and target audience
- ✓ Cost effective
- ✓ Long term standings
- ✓ Free traffic
- ✓ Targeted traffic
- ✓ Higher sales (ROI)
- ✓ Global reach
- ✓ All the results can be measured
- ✓ Better conversion (sales)
- ✓ Pull marketing
- ✓ Increased visibility
- ✓ Your own 24 hour marketing team and shop front



Digital Marketing Overview

Disadvantages of search engine optimization (SEO)



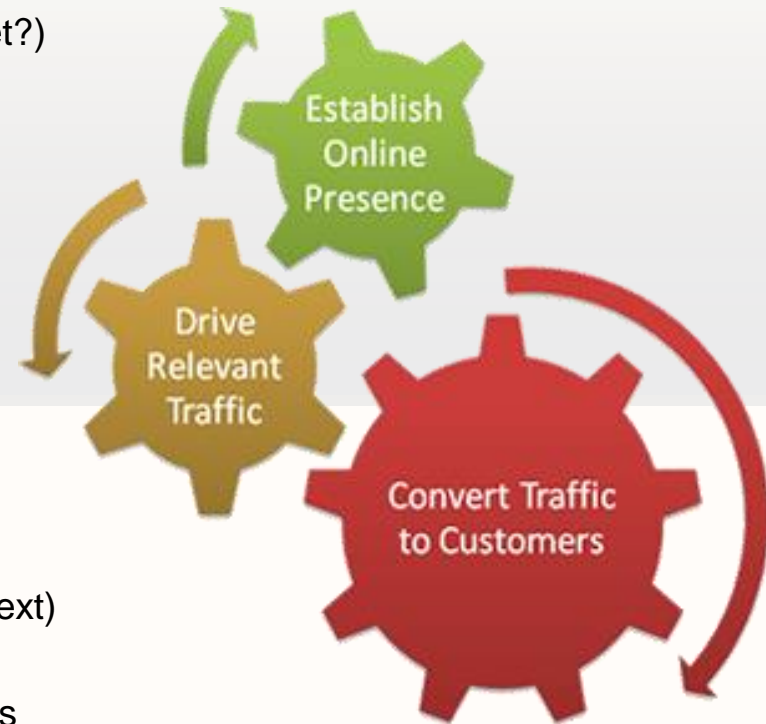
- ✓ Often, websites are never “indexed” by the search engines
- ✓ After sites are indexed, often they are not indexed for specific keyword(s)
- ✓ Website owners have no idea which search terms would really be best to drive traffic
- ✓ Fresh content is very important, but hard to keep up with
- ✓ Domain age plays a role
- ✓ It's hard work and time consuming
- ✓ No one really understands how Google works
- ✓ If your competition is high, it gets more difficult
- ✓ Takes a long time to see the best results
- ✓ Gestation period is long *
- ✓ On going process

Digital Marketing Overview

Basic search engine optimization (SEO) strategy



- ✓ Research, research, research, research, etc
- ✓ Keyword research (what keywords are you going to target?)
- ✓ Build a kick ass website (Ryan and co)
- ✓ Make SEO friendly URL's (anton-is-cool instead of anton.php?id=xyz)
- ✓ Unique and relevant titles on every page
- ✓ Write for users
- ✓ Optimize content to include keywords (use selected keywords once every 100 words)
- ✓ Create great unique content (content is king)
- ✓ Use your keywords as anchor text when linking
- ✓ Use alt text + title text in links
- ✓ Name images to what they represent (add alt text + title text)
- ✓ Build links intelligently (link smartly)
- ✓ Create a sitemap (submit to Google and Bing webmasters html+XML)
- ✓ Include website analytics (Google Analytics)



Digital Marketing Overview

Pay per click (PPC)



Digital Marketing Overview

What is pay per click (PPC)?



PPC definition

Pay per click (PPC) is a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad. Hence the title, 'pay per click'.

Advertisers place bids on keywords or phrases that they think their target audience would type in a search field when they are looking for specific goods or services.



Digital Marketing Overview

Advantages of pay per click (PPC)



- ✓ Very fast
 - ✓ Get targeted visitors within hours (sometimes minutes)
- ✓ Provides a path for search engine optimization
- ✓ Can yield highly profitable results
- ✓ Great testing platform and can be highly targeted
 - ✓ Time of day
 - ✓ Geographic area
 - ✓ Keywords and phrases
 - ✓ Content network (Google)
 - ✓ Immediate feedback
 - ✓ No guessimation
- ✓ Easy implementation
- ✓ Flexible



Digital Marketing Overview

Disadvantages of pay per click (PPC)



- ✓ Missing bulk of the traffic (focusing only on selected keywords)
- ✓ No guarantees
- ✓ Heavy competition
- ✓ Less trusted
- ✓ Expensive
- ✓ Complicated
- ✓ Click fraud
- ✓ You pay regardless to any sales
- ✓ Bidding war
- ✓ Competitive keywords demands higher bids
- ✓ Restricted to text and image ads
- ✓ Traffic stops when you stop paying

Digital Marketing Overview

Basic pay per click (PPC) strategy



- ✓ Research, research, research, research, etc
- ✓ Keyword research (what keywords are you going to target?)
- ✓ Choose which demographic you are going to target
- ✓ Location, location, location
- ✓ Make an offer they can't refuse in your PPC ad (SEO Copywriting)
- ✓ You can go mobile
- ✓ Be dynamic
- ✓ Utilize long tail keywords
- ✓ Timing is everything
- ✓ Create dedicated landing pages with CTA's
 - ✓ A home page is not a landing page
- ✓ Research all the keyword generators
- ✓ Review your Google quality score
 - ✓ Has to be 7/10 to be displayed



Digital Marketing Overview

Social media marketing (SMM)



Digital Marketing Overview

What is Social media marketing (SMM)?



Digital Marketing Overview

What is Social media marketing (SMM)?



Social media marketing definition

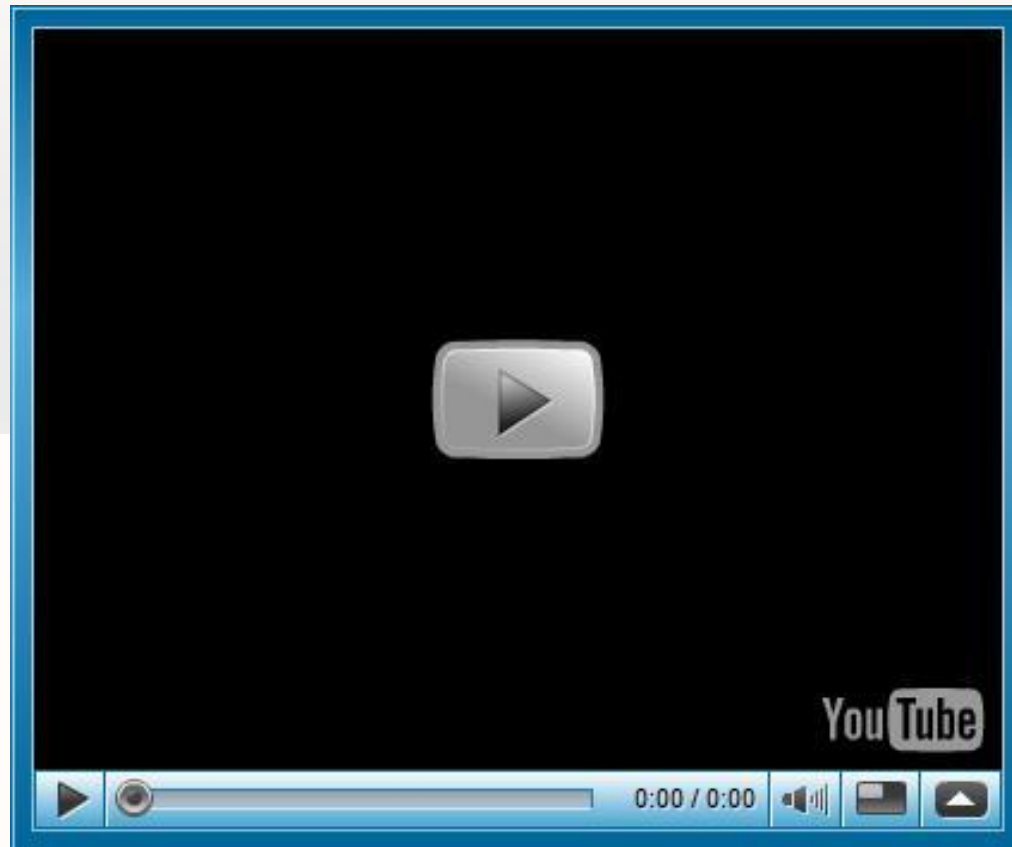
Social media is a medium and the medium is only a vehicle that amplifies social behaviour.

The medium is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication.



Digital Marketing Overview

What is Social media marketing (SMM)?



Digital Marketing Overview

Advantages of social media marketing (SMM)



- ✓ Better targeting
- ✓ High return on investment (ROI)
- ✓ Does not require specialization or vast technical skills
- ✓ Increased visibility
- ✓ Targeted traffic
- ✓ Content promotion
- ✓ Helps with PR
- ✓ Fun way to do business
- ✓ Ability to go viral
- ✓ Expedites online brand development
- ✓ Cost effective (only time and effort)
- ✓ Market research (what are your customers talking about?)
- ✓ Create relationships with your customers
- ✓ Campaigns has the ability to drive huge amounts of traffic
- ✓ Supports traditional and other digital marketing campaigns



Digital Marketing Overview

Disadvantages of social media marketing (SMM)



- ✓ Wrong strategy can hurt your reputation
- ✓ More time consuming than SEO and PPC
- ✓ Interaction is needed at each location point
- ✓ No short term ROI
 - ✓ No clear definition of social media ROI
- ✓ Risk of negative comments
 - ✓ ORM processes are needed for big social media marketing campaigns.
- ✓ Negative influence on worker productivity
- ✓ Everything is public
- ✓ Commit resources
- ✓ Ineffective use = brand credibility loss

Digital Marketing Overview

Basic social media marketing (SMM) strategy



Social media (Web 2.0) technologies (Twitter, Facebook, YouTube, Pinterest, LinkedIn) consistently changes all the time and your SMM strategy should NEVER start with the technology part of it. The POST method is an excellent starting point for any SMM campaign.

The POST method stands for “People, Objectives, Strategy, Technology”, and this method helps to address the burning question of “should my company have a social media marketing strategy?”

POST Method

- ✓ **People:** Do you know who your target audience is? What are their demographics and interests?
- ✓ **Objectives:** What do you want to accomplish with your social media marketing campaign?
- ✓ **Strategy:** How will things be different after you launch your social media marketing campaign?
- ✓ **Technology:** What social media channels are you going to use?



Digital Marketing Overview

Digital marketing measurement



Digital Marketing Overview

Digital marketing measurement



Calculation

- ✓ ROI (return on investment) = $[(\text{Payback} - \text{Investment}) / \text{Investment}] * 100$

Many tools and systems are available to calculate your ROI and to measure the effectiveness of your digital marketing campaign.

ROI tools

- ✓ Google analytics
- ✓ Google webmasters tools
- ✓ Basic google search
- ✓ Google adwords
- ✓ Social media monitoring tools
- ✓ Sentiment analysis tools



THANK YOU!

Twitter: @AntonRSA

Blog: <http://www.antonkoekemoer.com>