

Digital Marketing 101

By Kevin Wallner

Today's Agenda

1. A digital marketing framework
2. Creating remarkable content
3. Promoting your brand/product like a pro
4. Measuring your success with analytics
5. Questions

My #1 Goal... Inspire you to embrace marketing technology.

Your #1 goal...

FIND PAYING CUSTOMERS

Marketing can be stressful

Feels like you're wasting time and money

Difficult to know whether it's working

Technology is constantly changing

Lots of conflicting opinions

Discouraging when you see others doing it well

Common mistakes

Not doing anything

Doing everything

Getting stuck in marketing tactical hell

Trying out marketing and giving up

Paying “marketing gurus” who guarantee results

Digital Marketing: *The Science of Marketing*

Data + Technology + Creativity

- Affordable
- Measurable
- Optimizable

Inbound vs. Outbound Marketing

Internet technology has created powerful new marketing opportunities for small businesses.

A Digital Marketing Framework

The Marketing Funnel



What is digital marketing?

Anything you do on the Internet to grab attention, drive people to your website, or convince them to take your desired action.

- Social Media
- Search Engines
- Email
- Display Ads
- Content
- Video

The Five Essentials

- 1 - Knowledge about your target customer
- 2 - Professional website or other “digital hub”
- 3 - Content to showcase your brand/product
- 4 - Marketing channels to amplify your message
- 5 - Analytics to track and measure your performance

1 - Know Your Audience

Who is your target customer?

Get inside their head; immerse yourself

Take note of pain points, fears, hopes, dreams, obstacles

Use a variety of sources to research

Be open-minded

Don't target everyone; target those who are **able** and **willing** to pay

2 - Your Digital Hub



Professional design

Mobile-friendly

Easy-to-navigate

Engaging

SEO compatible

Easy-to-manage

3 - Content Marketing

You know it when you see it - devour, bookmark, and share

Good content earns attention > sales > loyalty

Blogs, videos, newsletters, whitepapers, podcasts, etc.

Recipe for remarkable content...

Relevant, Helpful, Organized, Unique, Personal, Engaging, Detailed

4 - Social Media

How do your customers use social media?

Different approaches (ego vs. ROI)

Content + Social = Unstoppable traffic machine

Streamline the process with Hootsuite/Buffer

Choose your social networks wisely

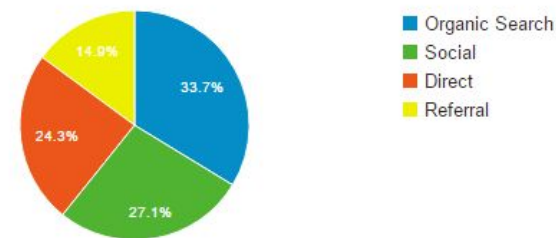
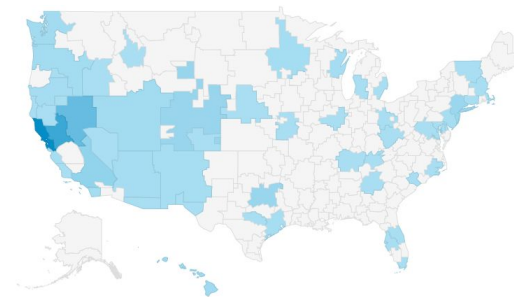
5 - Analytics

Track and measure your success

Google Analytics, Facebook, Yelp

Valuable insights into your business

Good examples...



Advanced Marketing Strategies

Search Engine Optimization

How do search engines work?

SEO starts with “keyword research”

Internal factors (structure, content, links, speed)

External factors (backlinks, directories, forums)

Black Hat vs. White Hat SEO

SEO is an ongoing effort that takes time and patience

Local SEO

Local directories, your website, social media

Accurate and consistent business info is the key

Business name, address, phone, email, website, hours, etc.

Tools: Google My Business, Moz Local

Tip: use relevant keywords in descriptions

Reputation Management

Review sites are search engines too

How to get ratings and reviews

Don't forget to show them off!

Respond strategically

Make sure your info is up-to-date

Advertising opportunities

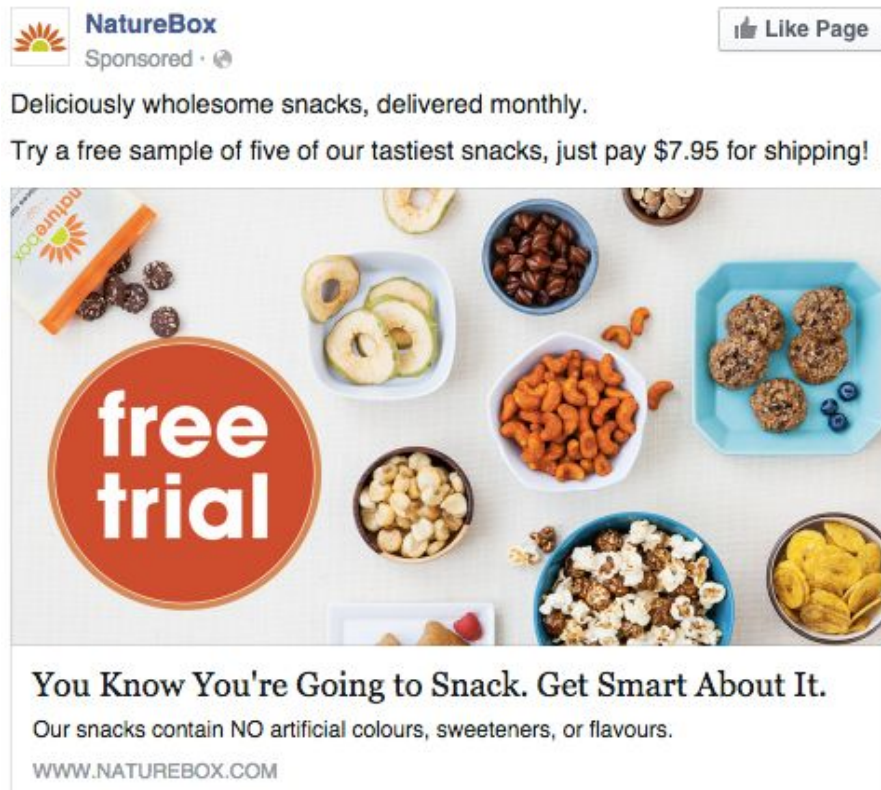
Paid Advertisements

Where should you advertise?

Elements of effective ads:

- Visual
- Relevant
- Value proposition
- Clear call-to-action

Test > Optimize > Repeat



NatureBox
Sponsored · 🌐

👍 Like Page

Deliciously wholesome snacks, delivered monthly.
Try a free sample of five of our tastiest snacks, just pay \$7.95 for shipping!

free trial

You Know You're Going to Snack. Get Smart About It.
Our snacks contain NO artificial colours, sweeteners, or flavours.
WWW.NATUREBOX.COM

The advertisement features a top-down view of various healthy snacks including nuts, dried fruit, popcorn, and granola, arranged around a central red circle with the text 'free trial'. The background is a light, neutral color.

More Digital Marketing Strategies

Email Marketing

Retargeting

Relationship Marketing

Video Marketing

Geotargeting

Conclusion

7 Simple Things You Can Do Right Now

1. Survey your customers
2. Check your online listings
3. Take some new photos and share them
4. Write a blog post and promote it
5. Promote an existing piece of content
6. Boost an important Facebook post
7. Install Google Analytics on your website

How I can help...

Analysis // website reviews, SEO audits, strategic planning

Websites // WordPress, Squarespace, etc.

Services // managed marketing services

Support // coaching & consulting

Education // corporate training & public workshops

Connect With Me

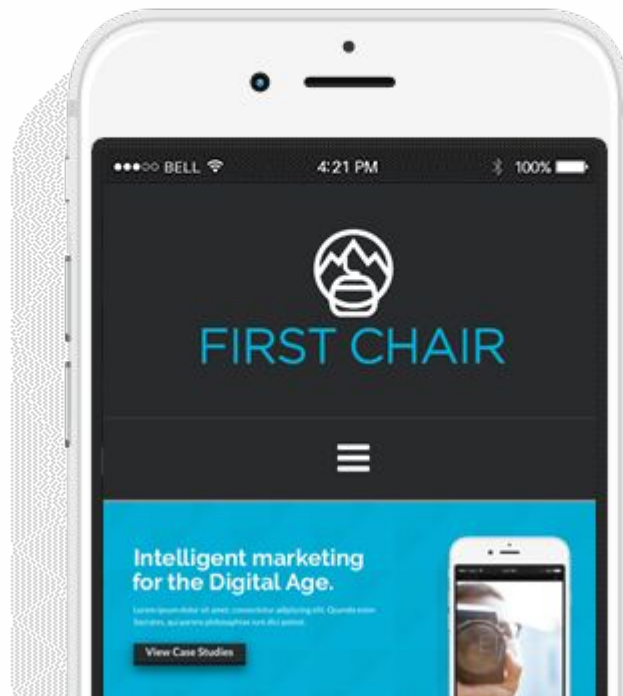
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Questions?