

LEARNING MADE EASY



Digital Marketing

for
dummies
A Wiley Brand



Identify your customers
and how to reach them

Learn the three main types
of digital campaigns

Balance your marketing
calendar

GETTING STARTED SERIES

DUMMIES CUSTOM SOLUTIONS

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Creating Digital Marketing Campaigns

Every business is interested in generating leads, making sales, and retaining the customers they have while selling them more of the company's products or services. Achieving each of these goals requires a different approach; however, those objectives are what should dictate the campaigns you construct and, ultimately, the tactics you employ. Digital marketing offers a variety of outreach options that can be combined into one campaign with a higher potential of reaching your target audience where they live.

Why Digital Marketing?

Digital marketing is a broad term that essentially means the marketing of products or services using digital channels. That can be anything from posting an image of your product on Facebook to crafting an email subject line to optimizing a blog post for search engine traffic. Digital marketing involves many seemingly disconnected forms of outreach or “touches” used together to create a unified experience, the goal being to combine these “touches” to generate the best potential experience possible for your target audience.

With this variety of options, digital marketing is key to effectively engaging with your audience. Most people today use digital devices to find information. Digital marketing allows you to communicate with these people where they are, increasing the likelihood that they will interact with your content. Since a large part of the success of digital marketing relies on you knowing your customers, when getting started, it's best to start there.

Creating a Customer Persona

Before you can start figuring out your marketing strategy, you must first attain clarity on the characteristics of your ideal customers. You want to have a clear picture of their goals, the challenges they face meeting those goals, and where they spend time consuming information and entertainment. Creating a customer persona will give you this clarity. Other terms for a customer persona are *customer avatar*, *buyer persona*, *marketing persona*, and *target audience*.

A *customer persona* is the fictional, generalized representation of your ideal customer. Realistically, unless your product or service fits within a narrow niche, you will have multiple customer personas for each campaign. People are so much more than their age, gender, ethnicity, religious background, profession, and so on. People don't fit neatly into boxes, which is why broad, generic marketing campaigns generally don't convert well; they don't resonate with your audience. It is absolutely crucial that you understand and make your customer persona as specific as possible so that you can craft personalized content, offers, and marketing campaigns that interest members of your audience or help to solve their problems. In fact, the exercise of creating a customer persona impacts virtually every aspect of your marketing, including:

- » **Content marketing:** What blog posts, videos, podcasts, and so on should you create to attract and convert your persona?
- » **Search marketing:** What solutions is your persona searching for on search engines like Google, YouTube (yes, YouTube is a search engine), and Bing?
- » **Social media marketing:** What social media sites is your persona spending time on? What topics does your persona like to discuss?
- » **Email marketing:** Which persona should receive a specific email marketing campaign?
- » **Paid traffic:** Which ad platforms should you buy traffic from and how will you target your persona?

- » **Product creation:** What problems is your persona trying to solve?
- » **Copywriting:** How should you describe offers in your email marketing, ads, and sales letters to compel your persona to buy?

Any part of the marketing and sales process that touches the customer (which is pretty much everything) improves when you are clear on your customer persona. After all, you're aiming toward a real person — one who buys your products and services. It pays to get clear on the characteristics of that person so that you can find and present him or her with a message that moves them to action.

What to include in your customer persona

The customer persona possesses five major components:

- » **Goals and values:** Determine what the persona is trying to achieve. What values does he or she hold dear?
- » **Sources of information:** Figure out what books, magazines, blogs, news stations, and other resources the persona references for information.
- » **Demographics:** Establish the age, gender, marital status, ethnicity, income, employment status, nationality, and political preference of the persona.
- » **Challenges and pain points:** What is holding the persona back from achieving his or her goals?
- » **Objections:** Why would the persona choose not to buy your product or service?

In some cases you need to survey or have conversations with existing customers to accurately flesh out your customer persona. In other cases you may already be intimately familiar with the characteristics of your ideal customer. In any case, move forward. Don't wait for surveys or interviews to be conducted to create your first draft of a persona. Instead, go ahead and make assumptions despite having no data or feedback and put completing your research on your short list of to-do's. In the meantime you can begin benefiting from the persona you've created.



TIP

Giving a customer persona an actual name assists in bringing this fictional character to life. In addition, your team members have a way to refer to each persona among themselves.

Need help building a persona? Click [here](#) for our guide “Building a Customer Persona” that helps you through the process of creating a persona and mapping your customer journey.



KNOWING THE STAGES OF THE CUSTOMER JOURNEY

If your business has acquired even a single customer, some kind of customer journey is in place. Becoming intentional about the movement of cold prospects, leads, and existing customers through the stages of this journey is the purpose of your marketing. When you've properly charted your ideal customer journey, you quickly find the bottlenecks that are restricting the flow of prospect to lead, lead to customer, and customer to raving fan.

Below are the steps customers should typically go through.

Step 1: Generating awareness

Every repeat customer and raving fan of your business was, at one time, a complete stranger to your company. She had no idea what problem you solve, what products you sell, or what your brand stands for. The first step on her journey from cold prospect to raving fan is awareness.

Step 2: Driving engagement

It's not enough to simply make a cold prospect aware of your business, products, and brand. You must engineer your marketing to capture the attention of your prospect and engage him. For a digital marketer, that engagement almost always takes the form of valuable content made freely available in the form of blog posts, podcasts, and online videos.

Step 3: Building subscribers

The next step in the customer journey is to graduate a prospect from the "merely aware and engaged" stage into the stage of being a subscriber or lead. A subscriber is anyone who has given you permission to have a conversation with him. Savvy digital marketers create lists of subscribers by building social media connections on sites such as Facebook and Twitter, generating subscribers from webinar registrations, or contacting them through email.

Step 4: Increasing conversions

At this stage the goal is to elevate the commitment level of the prospect by asking him or her to give you a small amount of time or money. Low-dollar products or services, webinars, and product demos are all good offers to make during this stage.

Step 5: Building excitement

Your marketing should intentionally encourage your customer to use the offer that your lead or customer accepted in Step 4. The business term for getting your prospect to take advantage of an offer is customer onboarding. Regardless of whether the conversion in Step 4 was a commitment of time or money, the relationship with this customer or prospect has a much greater chance of success if she received value from the transaction.

Step 6: Making the core offer sale and more

At this stage prospects have developed a relationship with your brand. They may have invested a bit of time or money with you. People who develop this rapport with your company are much more likely to buy a more complex, expensive, or risky product or service from you. We call this a jump from passive prospect to buyer ascension.

Step 7: Developing brand advocates

Brand advocates give you testimonials about the fabulous experience they've had with your brand. They are fans of your company and defend your brand on social media channels and, if asked, leave great reviews for your products or services on sites such as Yelp or Amazon.

Step 8: Growing brand promoters

Brand promoters go beyond advocacy and do everything from tattooing your logo across their chest (think Harley Davidson) to dedicating hours of their free time blogging and using social media to spread their love of your brand online. The difference between an advocate (Step 7) and a brand promoter is that the promoter actively spreads the word about your business, whereas the advocate is more passive.

Understanding the Three Major Types of Campaigns

Once you know who you're marketing to, you can begin to discover how you should market to them.

Although you may have many business goals that you want to affect through your digital marketing, you'll find that you can meet most objectives with three broad categories of digital marketing campaign: Acquisition, Monetization, and Engagement.

Each of these types of digital marketing campaign has a very specific role to play in your business, as follows:

- » Acquisition campaigns acquire new prospects and customers.
- » Monetization campaigns generate revenue from existing leads and customers.
- » Engagement campaigns create communities of brand advocates and promoters.

The following sections explain these types of campaigns in much more detail.

Campaigns that generate new leads and customers

If your goal is to raise awareness for the problems you solve or the solutions you provide or if you're just looking to acquire new leads and customers, you need an Acquisition campaign.

The stages of the customer journey that Acquisition campaigns complete are the following:

- » **Make Aware:** To bring in new leads and customers, you need to reach out to what amounts to complete strangers. You should structure Acquisition campaigns to reach prospects who are completely unaware of the problem you solve or the solutions you provide.
- » **Engage:** The movement from Make Aware to Engage is often accomplished by providing value to the prospect, usually in the form of entertainment, inspiration, or educational content, before asking her to buy something or commit a significant amount of time. This is known as *content marketing*, a strategic marketing method focused on creating and distributing valuable, relevant, and consistent material designed to attract, retain, and ultimately drive a customer to a profitable action.

- » **Subscribe:** At this stage the prospect has given you permission to market to him. At the very least he has connected with you on social channels (Facebook, LinkedIn, and others) or, ideally, has become an email subscriber. The Subscribe state is a critical stage to reach in the relationship because you can now continue the conversation with more content and offers.
- » **Convert:** The transformation of a prospect from being merely interested and subscribed to converted is the final stage of an Acquisition campaign. At this point the prospect has placed trust in your organization by giving you either money or a significant amount of her time. Don't forget that your marketing should be gradual and seamless, particularly online, where you must often build trust with someone you've never actually met. If this final stage of your Acquisition campaign involves a sale, it shouldn't be a risky (think expensive or complex) purchase. The goal here is to simply transform the relationship from prospect to customer.

Note that Acquisition campaigns are not about profit. Although you might be making sales at the Convert stage, the goal of those sales is not return on investment (ROI) but to acquire leads and buyers. This idea can seem counterintuitive, but keep in mind that customer and lead acquisition is different from monetization. These two campaign types have different goals, tactics, and metrics.

Campaigns that monetize existing leads and customers

If your business objective is to sell more to the customers you already have or to sell high-dollar, more complex products and services and profit maximizers, you need a Monetization campaign. In short, the goal of a Monetization campaign is to make profitable sales offers to the leads and customers you acquired with your Acquisition campaigns.



REMEMBER

Don't build a Monetization campaign first if your business has no leads, subscribers, or existing customers. Monetization campaigns are meant to sell more, or more often, to those who already know, like, and trust your business.

The stages of the customer journey completed by Monetization campaigns are the following:

- » **Excite:** You target Monetization campaigns at customers who have already spent time learning something from you or who have already purchased something from your business. Savvy digital marketers build campaigns that encourage prospects or customers to get value from the interactions they've already had with your business.
- » **Cause customers to ascend:** For every group of people who purchase something, some percentage of them would have bought more, or more often, if given the chance. Your Monetization campaigns should capitalize on this concept by making offers that increase the value of your existing leads and customers.

Campaigns that build engagement

If your business objective is to successfully get new customers on board and move new leads and customers from being prospects to fans of your brand or to build a community around your company, brand, or offers, you need an Engagement campaign. The most beloved companies create online opportunities for customers and prospects to interact with each other and with the brand. Companies that build engagement into their marketing strategy enjoy the benefits of customer interactions that go beyond the simple transaction of buying goods and services.

The stages of the customer journey completed by Engagement campaigns are the following:

- » **Advocate:** You can create marketing campaigns to give your best customers the ability to recommend your business through testimonials and customer stories. These advocates defend your brand on social media and recommend your products and services to their friends and family when prompted.
- » **Promote:** Customers who actively seek to promote your business are worth their weight in gold. These are the customers who create blogs and YouTube videos about your products and services. They tell the story of your brand and their success with it on social channels and do everything they can to spread the good word about the value you provide. These people are your brand advocates.

When done right, Acquisition, Monetization, and Engagement campaigns seamlessly move people through the customer journey. These three strategies help people go from their “Before” state in which they have a problem to their desired “After” state of having gained a positive outcome through your product or service.

Balancing Your Marketing Campaign Calendar

You may be thinking, “Which campaign should I be using in my business?” This is the wrong question, however. The right question is, “Which campaign should I be using in my business right now?” Every business should deploy each campaign type at different times to different people. So consider a few questions:

- » Do you want more leads and customers for your business?
- » Do you want to sell more to the customers you have or activate customers and leads who haven't purchased in a while?
- » Do you want to turn customers into raving fans willing to buy anything you offer and give you testimonials and referrals?

The answer, of course, is yes on all accounts.

But this point is critical to understand: One campaign can't replace or do the job of another. An Acquisition campaign can't do the job of a Monetization campaign. Likewise, a Monetization campaign can't do the job of an Engagement campaign. Each campaign excels at meeting one particular goal. To maintain a healthy, sustainable business, you need to allocate time on your calendar for all three major campaign types.

If you run nothing but Acquisition campaigns, you'll never be profitable. If you run nothing but Monetization campaigns, you'll never add new leads and customers, and as a result, you won't grow. If you run nothing but Engagement campaigns, you'll have a loyal audience, but you'll never convert your audience into customers.

Most entrepreneurs and marketers who are frustrated by digital marketing don't see the big picture. They don't understand, for example, that blogging is an outstanding tactic for growing awareness but utterly useless for monetization. They don't realize that posting and communicating with customers on a business Facebook page can create an engaged community, but better, more effective ways to generate leads and customers are available.



TIP

If you simply don't know where to start, begin by building an Acquisition campaign because every business needs to understand how to acquire fresh leads and convert new buyers.

From this point forward, plan your digital marketing strategy and tactics by aligning them with the goals of the three major types of campaigns: Acquisition, Monetization, and Engagement. By rounding out your marketing strategy and including each of these campaign types, you help to ensure your business can generate new leads, promote purchasing, and build a strong community, all of which are needed for a successful, sustainable business.

To get more tips on how you can expand your marketing efforts, visit dummies.com/custom-solutions and check out our ***Getting Started marketing series***. This series includes ebooks highlighting the basics behind several popular marketing methods and a guide to help you bring these tactics together into an integrated marketing campaign.

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