

# Get digital marketing right

As a business owner, developing a digital marketing strategy will help you grow your business faster. Digital marketing involves marketing tactics using digital technologies such as websites, content marketing, social media, blogs, email and mobile marketing. You will need a different digital marketing strategy depending on your type of business and how you prefer to interact with your customers. However, most digital marketing plans usually incorporate five key areas in order to be successful.

## 1. Website



A website is the foundation of any digital marketing strategy and the place where you direct web traffic, collect leads and provide useful information about your company to customers.

Your website should be the digital 'hub' for all communication.

Having a good web presence is essential, yet many business owners still have a website that is not mobile or tablet friendly, or has out of date content, broken links or poor functionality.

If this is the case, now is the perfect time to consider developing a new website, which doesn't have to be expensive or take a great deal of time to create or to manage.

Consider these key points about your own website:

- **Represent your brand:** Your website should communicate your brand message consistently with a logo, colors and even the tone of your website copy.
- **Be mobile-friendly:** Your website should be responsive, which means it adjusts to the screen size of different devices such as desktop, tablet, smartphone for a consistent experience.
- **Write a powerful about page:** While the specific pages on your website will vary, a solid 'About' page can do a lot to attract clients. Make sure you take time to make your about page interesting.
- **Start a blog:** Consider adding a business blog to your website to boost traffic and build credibility.
- **Enable social sharing:** Let visitors share web content easily by displaying social sharing buttons.
- **Collect and review metrics:** It will be difficult to improve your website over time if you aren't able to track how your visitors use it. Use an analytics tool like Google Analytics so you can review metrics and make insightful changes that will improve your site performance and visitor numbers.

## 2. Content Marketing



Content marketing is a strategic marketing approach focused on creating and distributing valuable, useful, relevant and consistent content, in order to attract and retain a clearly defined audience and to drive profitable customer action.

Content comes into play in more than one area of digital marketing (blogs, news, social media, email marketing), so it's important to have a thorough content marketing strategy.

Consider incorporating all or some of these elements into your content marketing process:

- **Create a content calendar:** executing a content marketing strategy without a clear plan is likely to waste a great deal of time. Create a monthly calendar that outlines what content you will create and exactly how you will distribute it, using a range of customer channels.
- **Share via social:** Your content will be wasted unless you can get your target audience to view it easily and consistently. Have a plan for how you will share your content on social media platforms.
- **Using your content:** You can use and reuse your content in many different ways in order to get more mileage out of each piece of content you create. For example, a traditional press release can be a website news item, shared on social media, and emailed as part of an eNewsletter story.
- **Consider guest posting:** Working with business partners to create high quality relevant content to establish you as a thought leader in your field. For example sharing blog content between you and your partners is a great way to expand your audience and get more traffic going to your website.

## 3. Social Media



Social media is an excellent marketing tool for many businesses, especially those that are actively using online content to attract the attention of their target audience or new and existing customers.

Not only does posting links to your content on your social media channels increase traffic to your website and blogs, but using social media also gives you a way to communicate directly with your customers and potential customers.

Consider following these suggestions using social media as part of your digital marketing strategy:

- **Choose one to start:** Don't try to create a presence on every social platform at one time. Explore the benefits of each, then choose the best for your business and focus your time there first.
- **Claim your brand on all platforms:** While you don't need to be active on every social platform there is, you should register your brand name on each network in order to prevent someone else from using it. While you're at it, claim your business on Google, who also own YouTube too.

- **Be consistent:** When setting up your social profiles, use the same or as similar as possible profile images, business biographies, banners and colours to strengthen your online brand presence.
- **Focus on conversation and engagement:** social media is about the conversation, not blasting out content and promotions to your audience. Aim to create a thriving community on each social site.
- **Create a social post calendar:** incorporate your social post schedule into the content calendar you have already created, or create a new one that outlines what you will share, where and when.
- **Collect and review metrics:** Use the analytics tools available on the different social platforms to see what types of posts perform best so you can increasingly engage your audience's interest.

## 4. Email Marketing

When you are able to successfully use email marketing, you gain the ability to communicate with each of your customers.

The key is sending messages on a regular basis and consistent schedule that are relevant and interesting for your audience.

It may take some time to build a quality email list of target clients and customers, but it is well worth the time and effort.

Don't forget that all direct email communication now has to comply with European GDPR requirements, so bear these in mind with the type of email you send and messages included.

Make sure any recipient knows why they are receiving your email and given them a clear opportunity to unsubscribe.

Start using email marketing with the action items below:

- **Choose the right platform:** There are many email marketing platforms to choose from. Pick the one that has the best list of features you need at the price point that works for your business.
- **Create a newsletter template:** Most email marketing platforms provide templates that you can easily customise with your logo and company information. However, these can be limited so you may choose to develop your own style and reuse the template every time you send a newsletter.
- **Go beyond newsletters:** While eNewsletters are a good start, there are many other types of email messages you can use to communicate with customers, such as special offers and event invites.
- **Actively encourage sign-ups:** Promote your newsletter in multiple places (email signature, social media and website) in order to grow your email list. You may also want to offer an incentive for signing up to your eNewsletter, like a free download or discount, in order to encourage sign ups.
- **Collect and review metrics:** Use analytics tools in the email marketing platform you chose, as well as Google Analytics, to see how many people opened your message and clicked on a specific link.

## 5. Search Engine Optimisation



Search Engine Optimisation (SEO) plays a big role in digital marketing. If your online content that you have spent time creating isn't optimised, then you will struggle to get the right people to see it online at the right time.

Most businesses have agencies calling saying they can get you to the top of Google rankings, but a lot of this is bluff and relies on you not understanding the ins and outs of SEO. Try it out yourself - the reality is easier than you might think.

If you are new to SEO, you might want to review some SEO basics for your business first.

Use some of the suggestions below to get started with your own Search Engine Optimisation:

- **Do your research:** Get to know how your website and your competitors' websites are performing first, you may learn a lot. Use Google and other search engines to see exactly where you rank.
- **Choose the right keywords:** Based on your research, choose the most appropriate keywords for your website, blogs and all of the other content you create. These can be single or multiple words.
- **Use SEO tools:** There are many free SEO tools available that help you optimise content, including those built into web platforms like WordPress. Pick the tools most relevant for your business.
- **Collect and review metrics:** Use Google Analytics and the other SEO tools you've selected to watch how your optimised content performs, and so that you can improve it over time.

## What next?



You have probably gathered that you can't always be hands-on in every single aspect of your business, and that there are always going to be some specialist areas that warrant expert outside help.

You might decide digital marketing is one of these areas for you.

If you are not experienced in this field, or don't have staff with genuine skills in this area, consider outsourcing some or all of it, to give you the time you need to focus on growing your business.

*Want to know more about any aspect of digital marketing and exactly how it can help your business?*

*Find out how to improve your digital marketing and maximise its potential to reach your target clients.*

**Contact Andrew or Nic at GET Consultants**