

Digital Marketing: An Introduction

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About me

- Somerset based web designer, digital marketer and trainer
- 10+ years in marketing and training
- Qualified teacher, running regular workshops

Aims

- Unpick some of the jargon
- Utilise FREE tools
- Understand the basics of SEO
- Where to focus time and effort
- Develop a digital marketing strategy
- Increase revenue

Digital Marketing

Covers all online marketing activities including:

- Website & SEO
- Social Media & Blogs
- Email Marketing
- Advertising / Paid Search

Strategy Strategy Strategy

Why am I doing this?

What am I trying to achieve?

How can I measure my ROI?

What platforms are my customers using?

When should I be doing this?

What is the most effective use of my time?

Back to Basics

- Define your company, products/services
- What benefits do you provide?
- What sets you apart from your competition (USP)?
- SWOT

Define Your Key Phrases

- Describe your business - exclude company name
- Use simple terms (3-8 words)
- Is location a factor?
- How would your customers describe you?

Search Engine Optimisation

- SEO is the process of improving how your website is **ranked** by search engines
- Google has a 90% UK market share
- 2 Types of search: organic (free) and paid e.g. advertising/google adwords

Search Results

- Your aim is to be in **top 3 organic** results
- The more competitive your market, the harder it will be to get to the top
- Look at your competitors

How Google Ranks Your Website

- Google searches the **content** of websites AND the **meta data (code)**
- The more **relevant** the page, the higher up they appear in the results
- Google uses algorithms with 200+ factors to determine the order pages appear in results

Quick SEO Check

- Put yourself in the mind of your customer and search Google for your key phrases.
- Remember people tend to be quite specific when they search, so use 3+ words
- Use location if it's a factor in your business
- Where do you appear in the results?

Develop Key Phrases

- Think about specific **search terms** and match these to your **website content**
- For example *“Wedding Caterers Somerset”, “holiday accommodation Wincanton”, “Long red velvet dress”*
- Check your websites position on google for different search terms

Meta Data

- This is the **title** and **description** used in the **source code**
- Displayed in Google Search results
- Ensure each page on your website has a relevant and **unique** title and description
- Meta keyword tags are not used any more

Example

Organic Blooms | British Flowers - Natural Organic Wedding Flowers (title - 65 characters)

<https://www.organicblooms.co.uk/natural-wedding-and-events-flowers/> (url)

British Cut Flowers | Organic Blooms can supply you with the most fantastic natural flowers on your wedding day | **Natural wedding florist** in ... (description - 165 characters)

SEO: Other Factors

- Inbound links
- Social Media presence
- Frequency of updates/blog
- **Reviews** - Trip Advisor, Facebook, Google Local

Useful Tools

- **Google Search Console** - a service to help make your site more search engine friendly
- **Google Adwords / Adword Planner** – useful for keyword research in terms of popularity and competition
- **Google Trends** – trend statistics

Analytics

- **Google Analytics** measures and reports on how customers find your site, demographics, length of stay and much more
- Use this data to track and improve website performance and sales.
- **Social media analytics**

Social Media

Confession Time

Do what I say and not what I do

Social Media

*“People influence people.
Nothing influences people more than a
recommendation from a trusted
friend. A trusted referral influences
people more than the best broadcast
message.”*

Mark Zuckerberg, Facebook



Social Media: Benefits

- You already use social media
- Use it from your mobile
- Allows you to be the personal face/voice of your business
- Requires little technical knowledge
- Demonstrates you are an expert in your field
- Shows you are confident and happy to share your expert knowledge

Social Media: Advantages

- It's FREE
- Instantly access and react from anywhere
- Easily keep your business information relevant and up to date
- Have a direct relationship with your customer
- Referrals are especially valuable because of their personal nature
- Easily track effectiveness

Social Media: Goals

- Brand awareness
- Promote specific sale, event, product etc
- Create/maintain an online presence
- Interact with customers
- Conduct market research/surveys etc
- Increase website/blog/facebook traffic
- Increase online/offline sales

Do

- Thank people for comments, reviews, feedback, retweets, follows (to a degree) etc
- Reply to negative messages
- Be enthusiastic
- Share and have an opinion on what's going on in your industry

Don't

- Don't complain
- Avoid politics or religion
- Don't swear (too much) or use teen text speak
- Don't bad mouth competitors
- Don't just talk shop - people will follow and like you as much for your taste in music, film, travel, dogs etc as for your product.

Thank You

Any Questions?



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