

DIGITAL MARKETING 101

How to Create a Simple Digital Campaign



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1.0 Introduction

The main objective of this document is to demonstrate how you can formulate a basic digital strategy to get the best out of your marketing dollars.

Building a website won't work on its own; you will still need to get sufficient traffic. A digital marketing strategy's main objective is to get the right audience to the right landing page, product or service on your website.

Before we plan your marketing campaigns, there are two critical elements to your business that will need to define your business. They are:



1.1 Value Proposition

Ask yourself what your value proposition is? Or what will set you apart from your competition and why should your consumers choose you over your competitors?

Understanding this will help you better sell your products or services. If you can't see any clear-cut value proposition, find out precisely how your products or services add value to your customers, and this essentially is your value proposition.

For example:

Henry is an Accountant who wants to start his Accounting Business. He lists some of the values his business brings to his customers, which are:

- ➔ **Industry experience:**
He has been working for over 20 years in the industry and considered an authority in the field of accounting.
- ➔ **Specialisation:**
He specialises in a niche which is Tax accounting.
- ➔ **Honest:**
Trustworthy accounting services is something Henry prides himself and his business.

Those three clearly defined value propositions will help Henry sell his business to his customers and later help him formulate effective marketing campaigns. Henry decides to run a single marketing campaign every month.



1.2 Your Target Audience

Clearly define who your audience is. This will help you deploy the correct type of digital strategy.

Spend some time doing some simple research by determining the type of clients you think you should be selling to, perhaps from the existing clients you currently have. Often, a market or industry trend might indicate the next big bubble that you can capitalise on.

In Defining your audience, you are trying to identify a section of the market that your product or services are in high demand. Catering to a current need/demand is likely the easiest and quickest way for you to get started with some immediate sales.



Try to define the following metrics for your digital campaign:

- Age
- Gender
- Location
- Interests
- Occupation

Once you have a good definition of your viewers, consumers or website visitors, this will aid you in developing graphic design, website design, SEO Campaigns, and other digital advertising.

Now that we have some crucial data that will come in handy in our advertising campaign let us see why it is essential to plan your advertising in stages.

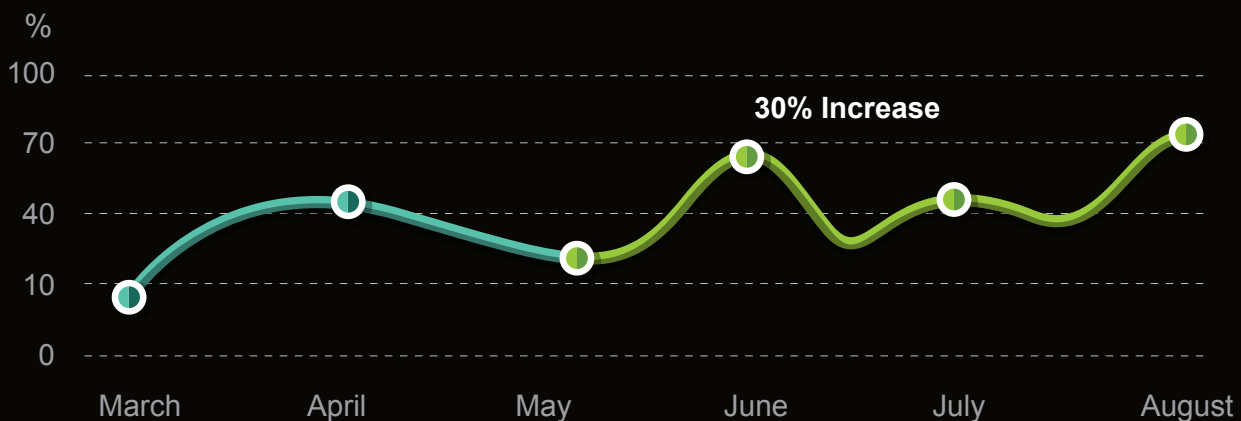


Plan Your Advertising in Stages

If you're selling several products and services, running a single campaign to promote a single product or service is best. Specialised campaigns will give your campaign a higher chance of succeeding and boosting your overall sales over some time.

It is important to note that your very first campaign is bound to have abysmal results. However, the metrics and data you collect from your first campaign can help develop successful campaigns in the future. Start slow with minimal spending before running more extensive campaigns.

Growth in sales over time



● ● Different Advertising Campaign's

Chart the dynamics of a campaign and measure your ROI (Return on Investment) if possible, see what works for your business and empower it.

Imagine your campaign to be a finishing net that you will develop to catch new leads for your business literally. The more connections you have between your different elements of your campaign, the more customers your net is able to catch.

Let us look at the essential components you should consider when planning your digital campaign.

Move Slow & Collect Data at the Start!



Your Advertising Strategy Chart



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Having a multi array strategy is going to cast a better net to capture your intended audience

A strategy that harmonises across multiple types of marketing will be far more effective that focusing on a single vector.

Let Us Look at An Example

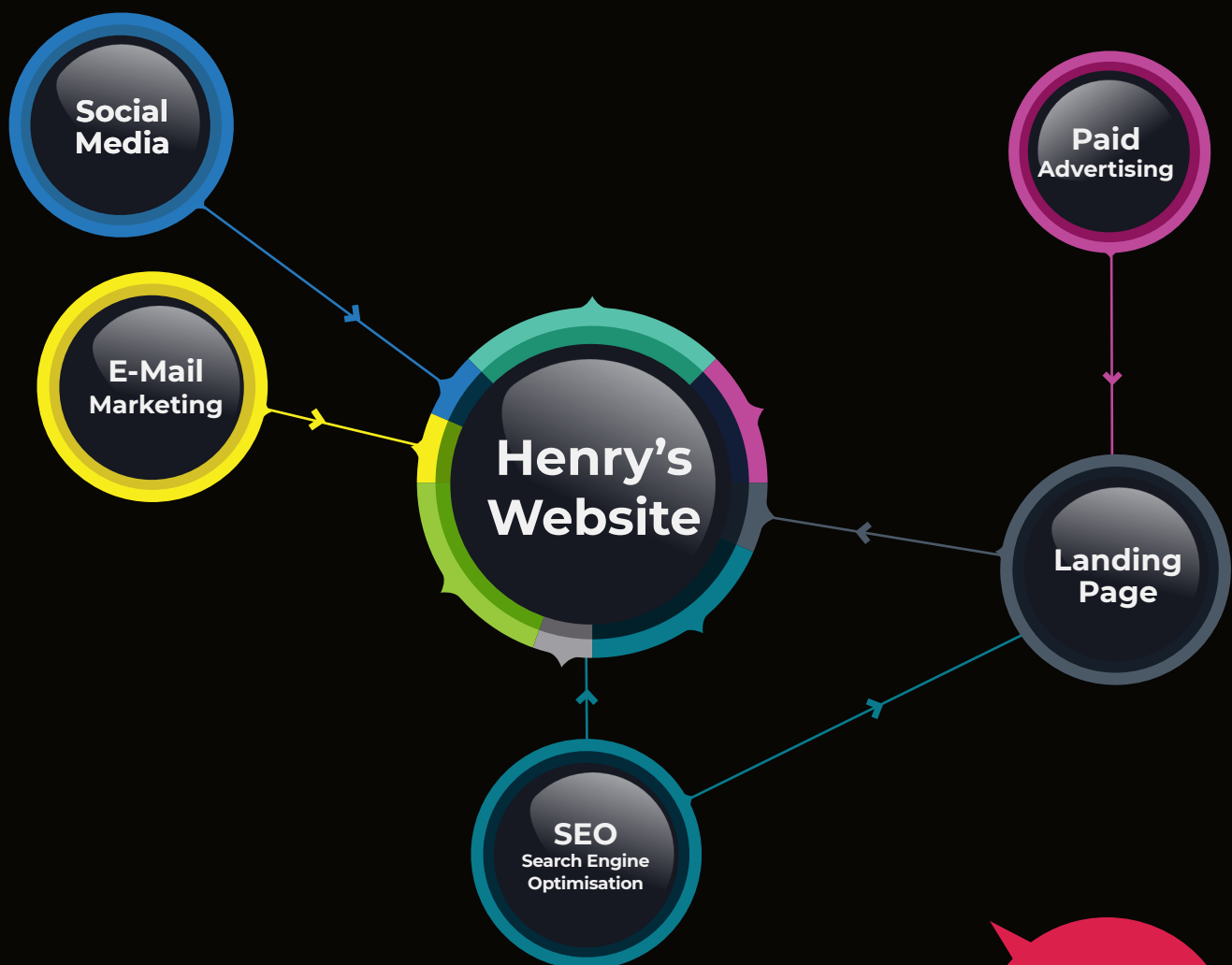
Henry's Accounting business has a limited budget, but he wants to get the word out there about his accounting services to attract businesses and people who want to get their end of year tax accounting done.

Henry wants to build a business website, and he would like to draw more traffic to it and increase his sales leads for his new campaign.

He asks his web design/media company to put together a small plan for him that will help get the word out there.

Henry's Accounting Business

Campaign 1: June , "End of financial year special"



Document Tip:
Components are explained in further detail on the next page

Campaign Components Explained



Social Media

Henry's Accounting business is set up with a Facebook, Twitter and Google+ page and invites all his existing friends to join his business website. His web design company posts messages every week reminding people that their tax is due and that his business is providing a discount of 20% for all new customers who sign up with his accounting services



E-Mail Marketing

Henry has a list of businesses and professional contacts who he knows personally and would like to approach more professionally. So he has an E-Mail template made up for him that can work with an E-Mail template system called "MailChimp". Henry sends out his promotional email and decides to constantly grow his email list as this will become a valuable part of his advertising strategy from month to month.



Landing Page

Henry has heard some great things about Google so he decides to first ask his web designer to set up a landing page for his website that has a hero message about the special he is running with a well designed picture. It also has a form that allows people to get in touch with him directly from the landing page. This landing page is shared on Social Media and E-Mail marketing.



SEO (Search engine optimisation)

Henry also decides to boost his organic Google ranking by employing a digital agency like Toffy Co to optimise onsite and use offsite SEO strategies to organically get higher ranking for certain keywords.

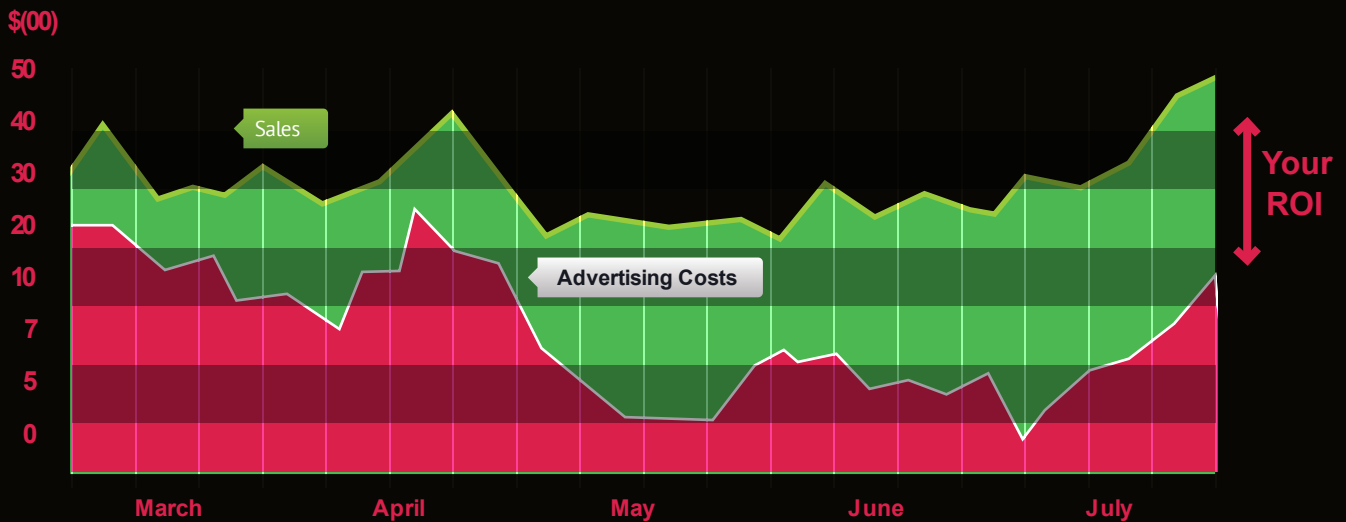
Henry understands that an SEO strategy might take a 1 to 6 months to take effect so he also runs small paid advertising on LinkedIn to boost his site traffic.

Henry runs a very successful campaign and he is able to recover his initial advertising Expenditure by acquiring just a few clients.

Document Tip:
A more detailed and complete map can be found on page 5.

Chart your ROI (Return on Investment)

Comparison of sales vs advertising costs



It is definitely a good idea to chart your sales and expenditure to measure your ROI. This is the best way to estimate if your current advertising strategy is working. Strategies will need constant tweaking as consumers evolve so should your advertising.



We hope this has helped you get a basic understanding of how to plan a Digital Marketing Campaign.

This document was written by:

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