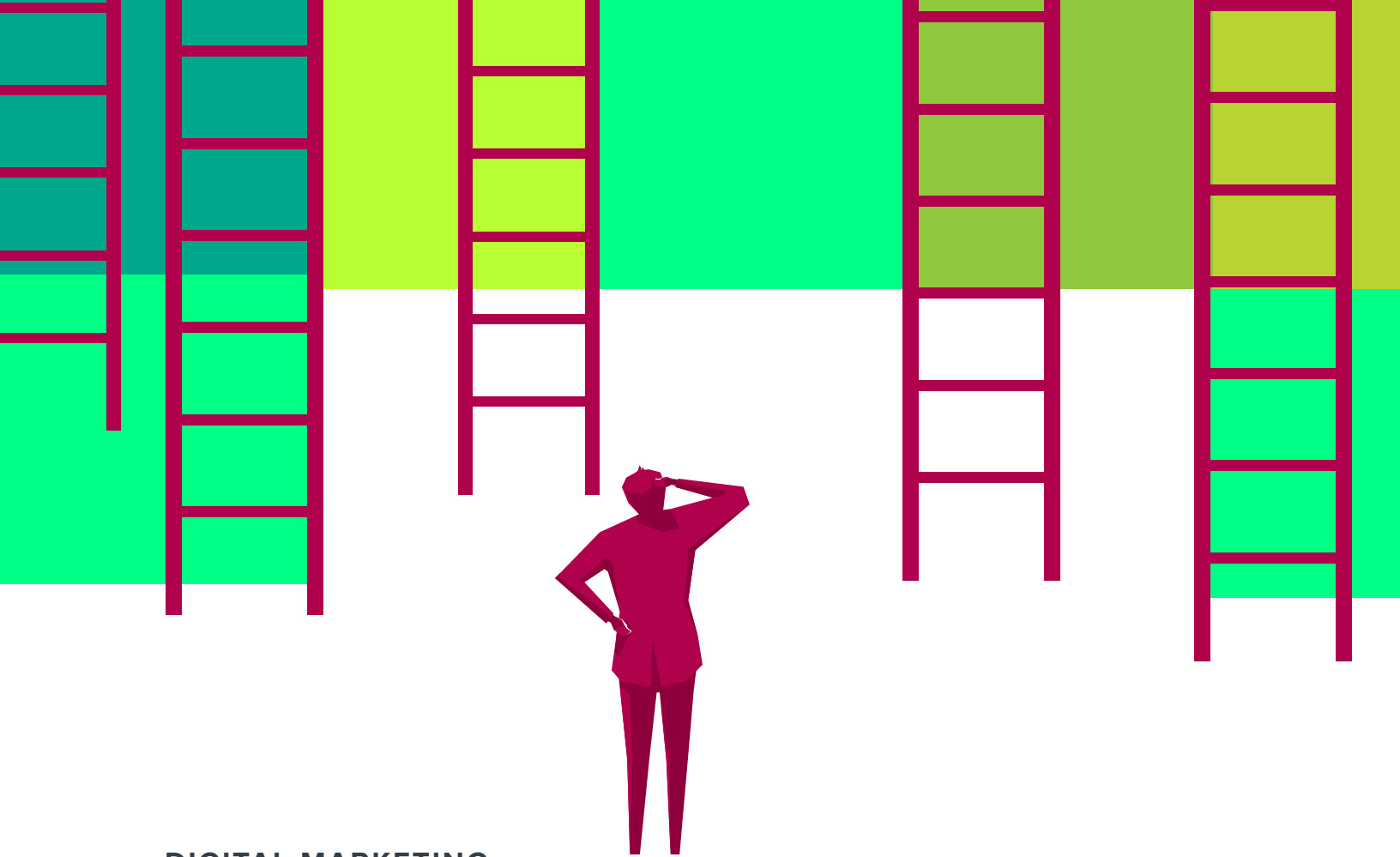


INTRO TO DIGITAL MARKETING

The building blocks of a digital marketing strategy

BOP DESIGN®



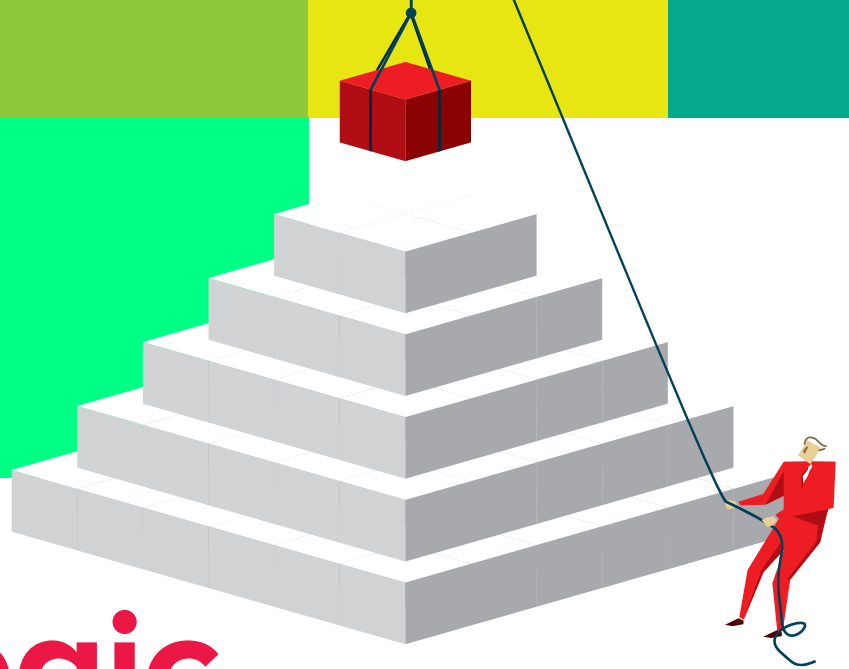


DIGITAL MARKETING:

The Basics

Inbound marketing. Digital marketing. Online advertising. SEO. SEM. PPC. Website conversions. Lead generation. Referral traffic. Retargeting. Email nurturing campaigns. Click-throughs. Organic traffic.

The list of digital marketing terms can go on (and it does!). With all the terminology, jargon and buzzwords out there, even the most seasoned marketing professionals can get dizzy. In this Introduction to Digital Marketing, we go back to basics and cover the fundamentals of digital marketing. This does not mean this is a book only for beginners, but is a guide intended to discuss, in real terms, what you need to know to effectively create a digital marketing presence for your brand.



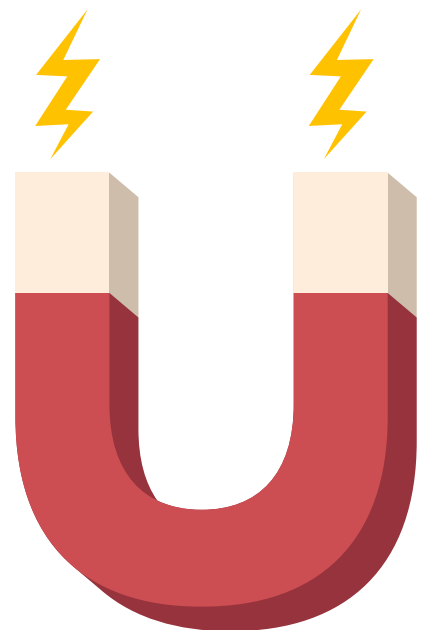
LAY THE FOUNDATION:

A Strategic Approach

Just as every building begins with a blueprint, all successful marketing starts with a plan. Don't just start typing up a blog post, creating profiles on Snapchat and Facebook, or sending weekly emails to your clients. Start with a strategy.

TO CRAFT AN EFFECTIVE STRATEGY, CONSIDER:

- **Your audience. What matters to them?**
- **Your firm's value proposition. What unique offering do you have for clients and prospects?**
- **Your resources. What are you capable of doing?**
- **Your sales team. What will help support them?**
- **Your budget. What is realistic to implement?**
- **Your goals. What do you hope to achieve?**



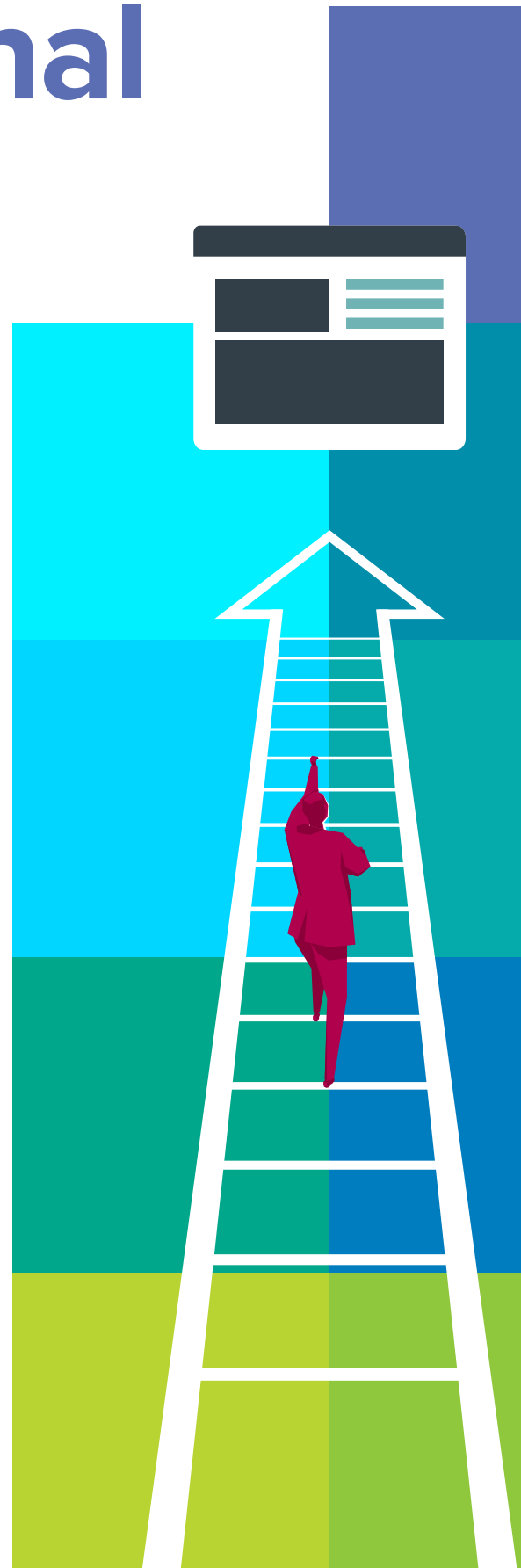
Once you have answered these questions, you can start to build your digital marketing strategy.

THE CORNERSTONE:

A Professional Website

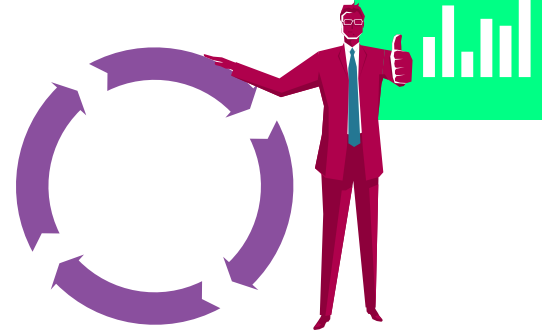
A well-designed, polished website is the cornerstone of any digital marketing strategy. Without it, you can't capture leads, control your brand message, or build your owned list of prospects. It's imperative that you don't rely on social media channels or other platforms that you don't "own" to build your brand's digital presence. Anything you don't "own" can disappear, change, or fall into the hands of a competitor. A professional website is a valuable asset that your company owns and controls.

Social media is a great way to get your existing followers to navigate to your firm's website. After your website launch, announce your new website on all social media channels where your firm maintains an active presence. A website launch is an exciting event that your followers will be interested in and is a great way to get clients and prospects to your website.



BUILD & MEASURE:

Implement Analytics



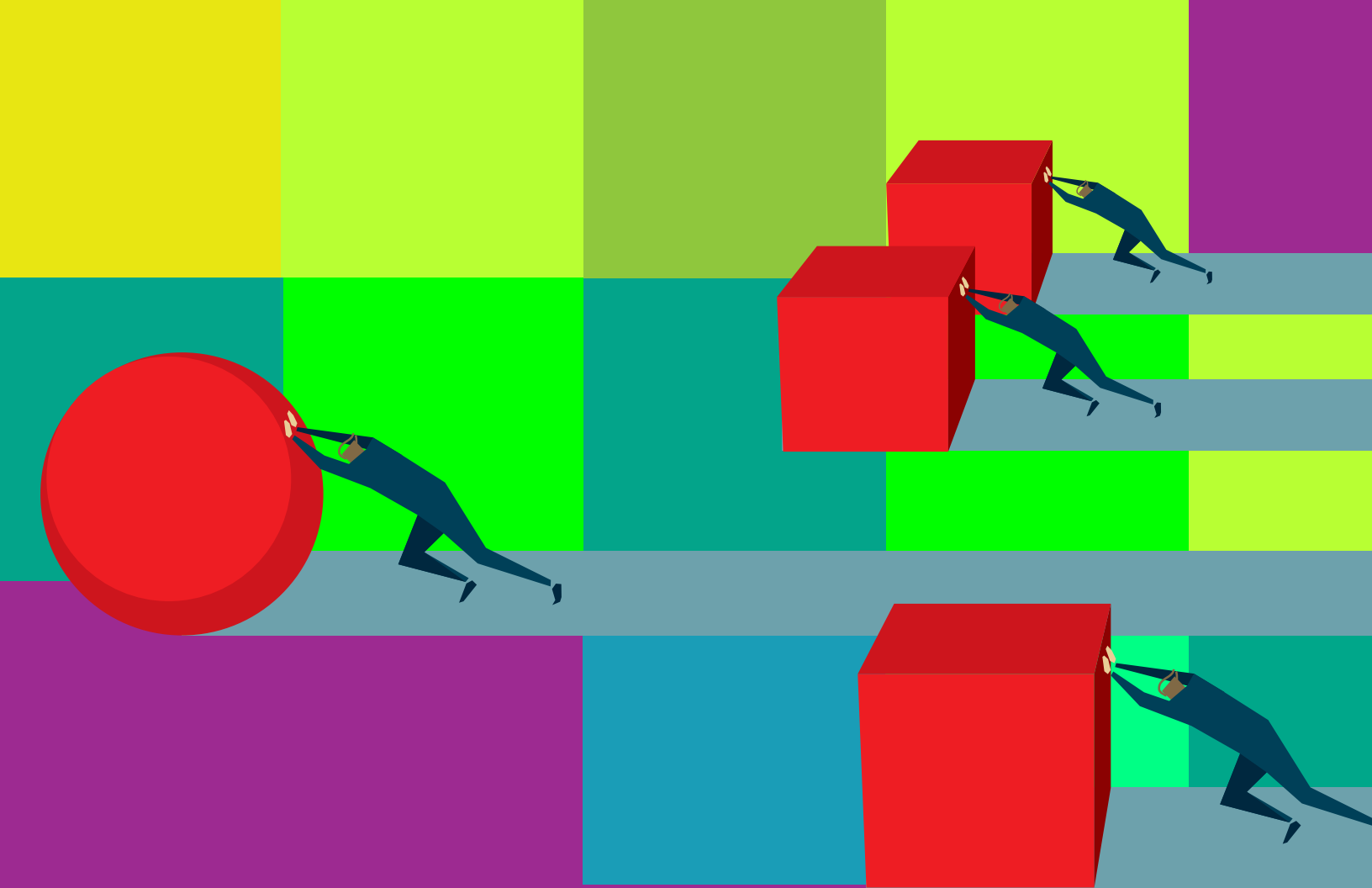
Constant measurement is essential to understand what works, what doesn't work, and what you should do next. Whether you've been running a digital marketing strategy for a while or are thinking about launching a strategy, you must track your efforts.

BASIC: Start with implementing Google Analytics on your website. Even if you plan on building a new website in the next few months, you can start gathering data on your existing website. Also, make sure to add goal tracking in your analytics accounts so you can see what visitors are completing desired actions on your website (such as completing a form or clicking to call your company).

Visit the [Google Analytics Help Center](#) to get all the information you need.

INTERMEDIATE: Next, make sure to install any tracking codes from social media platforms, advertising platforms, Google AdWords or Bing Ads, or any other digital marketing software you are using (Marketo, HubSpot, Act-On, AdRoll, etc.) on your website. Many platforms and software providers have their own analytics platforms that enable you to continue tracking visitors once they get to your website and after they leave.

ADVANCED: If you've already completed the two previous steps and are looking to expand your tracking ability, start adding custom campaign parameters to URLs for custom tracking. You can build your own UTM codes (Urchin Tracking Module codes) that track the source, medium, campaign, term, and content. These are typically created to track traffic from emails, ads, and websites.



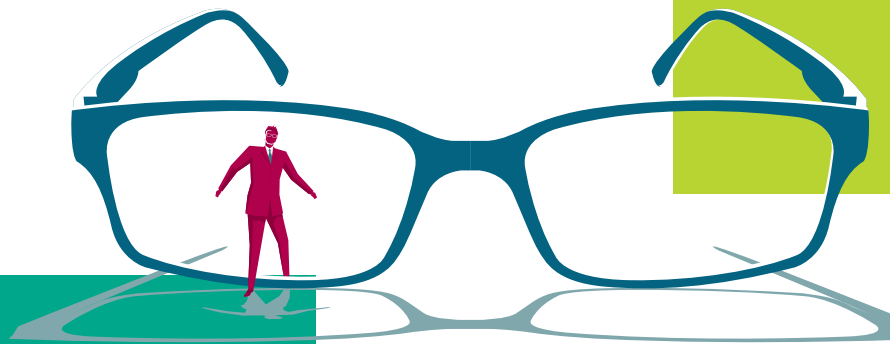
The main focus of analytics should always be accurate tracking and continuous review of the data. You can't know what is working in your digital marketing strategy if you aren't looking at the tracking data.

CHECK STRATEGY INTEGRITY:

Attribution ABC's

Similar to traditional marketing techniques, you need to know your best digital lead sources and be able to evaluate the return on your investment. Attribution enables you to understand how you acquired website visitors and how they behaved once they were on your website.

HERE IS A QUICK DEFINITION
OF THE MAIN DIGITAL LEAD SOURCES
ON A WEBSITE.



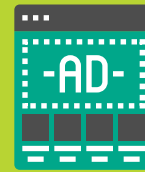
Organic – Visitors who arrive on the website after performing a search on a search engine like Google, Yahoo, or Bing.

Paid – Visitors who arrived from a paid channel, such as Google Adwords or Bing Ads.



Direct – This type of traffic includes all visitors who type in a website's URL into a browser's search bar.

Display – Visitors who clicked on a display ad to get to the website.

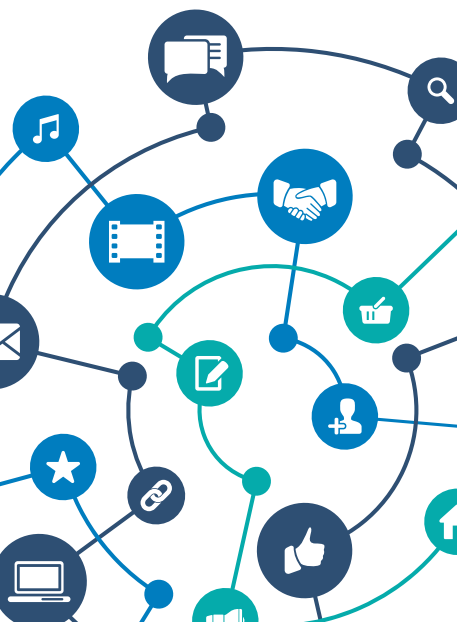


Referral – Traffic sent from other websites. This includes news publications, vendors, distributors, and review websites.

Social – This includes all visitors from social platforms, including Facebook, LinkedIn, Twitter, Pinterest, etc.



Email – This includes traffic from email campaigns that include specific tracking urls. Email platforms like Marketo and MailChimp automatically create tracking urls when campaigns are built.



Default Channel Grouping	Acquisition			Behavior		
	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	1,034 <small>% of Total: 100.00% (1,034)</small>	78.53% <small>Avg for View: 78.53% (0.00%)</small>	812 <small>% of Total: 100.00% (812)</small>	44.87% <small>Avg for View: 44.87% (0.00%)</small>	3.70 <small>Avg for View: 3.70 (0.00%)</small>	00:02:27 <small>Avg for View: 00:02:27 (0.00%)</small>
<input type="checkbox"/> 1. Organic Search	344 (33.27%)	80.23%	276 (33.99%)	37.21%	4.24	00:02:47
<input type="checkbox"/> 2. Paid Search	339 (32.79%)	82.30%	279 (34.36%)	45.13%	3.08	00:01:37
<input type="checkbox"/> 3. Direct	187 (18.09%)	83.96%	157 (19.33%)	49.73%	4.51	00:03:24
<input type="checkbox"/> 4. Referral	52 (5.03%)	55.77%	29 (3.57%)	51.92%	2.92	00:03:06
<input type="checkbox"/> 5. Social	39 (3.77%)	87.18%	34 (4.19%)	56.41%	2.41	00:01:14
<input type="checkbox"/> 6. Display	28 (2.71%)	25.00%	7 (0.86%)	64.29%	3.00	00:02:26
<input type="checkbox"/> 7. Email	24 (2.32%)	58.33%	14 (1.72%)	58.33%	1.96	00:01:26
<input type="checkbox"/> 8. (Other)	21 (2.03%)	76.19%	16 (1.97%)	42.86%	4.90	00:03:45

EXPAND YOUR REACH:

Avenues & Tactics

An effective digital marketing strategy includes owned, borrowed, earned, and paid channels for driving traffic and reaching a broader audience.

MEDIA AVENUES:

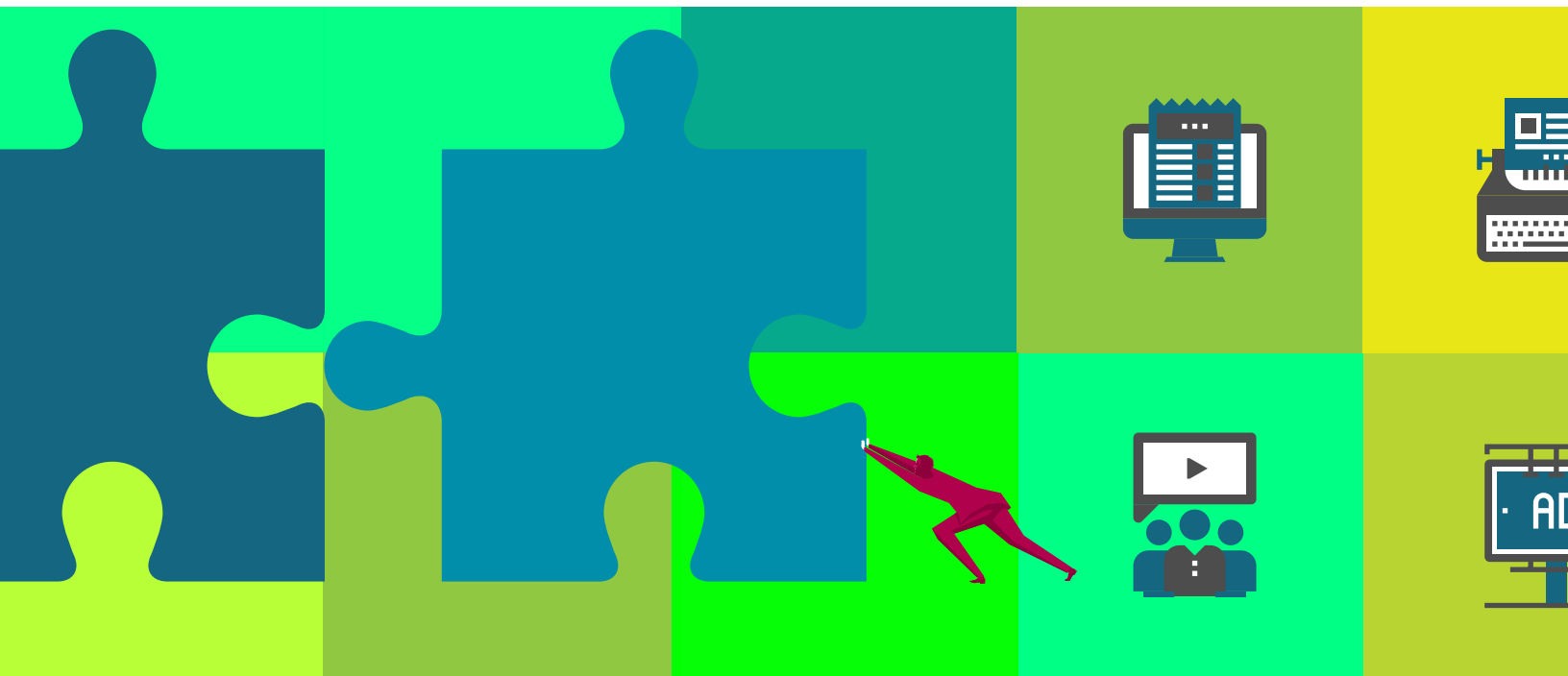
OWNED MEDIA includes your website and any other digital assets under your control.

BORROWED MEDIA includes channels that you have control of but ultimately belong to another entity, like Facebook, Google, or Twitter.

EARNED MEDIA includes news articles, published interviews, and online reviews – anything that is unpaid and published by a third party.

PAID MEDIA is anything your company pays for, including paid ads, press releases, and paid article placements.

Within and across these avenues, are a variety of digital marketing tactics that can be incorporated into an overall strategy.



Website – As your main owned media, it's essential to have a comprehensive, professional website that is an effective landing spot for all other tactics and campaigns.

Ancillary platforms – This category includes both borrowed, earned, and sometimes paid. These platforms all extend out from your website to create a complete digital presence for your brand. A company should have a presence on relevant social media platforms with branding that is consistent with the website. General and industry-specific directories are a great way to establish third-party credibility for your company and drive traffic to your website. Directories can be both paid and unpaid. Guest blog placements are another way to establish trust and build your brand's authority in your industry.

Outreach – Email marketing is not a new marketing method, but how it is executed has changed over the past few years. It's an essential part of driving website traffic and staying in front of current clients. It also extends the reach of blog posts by putting the content in front of an owned audience (email list).

Paid channels – PPC, retargeting, other ad tech platforms are excellent methods for capturing new leads and getting a brand in front of a new audience. Search pay-per-click (PPC) campaigns enable you to put your brand in front of a person who is searching for the products or services you offer. Retargeting ads enable your firm to continue to put ads in front of website visitors who have left the website to continue browsing the website. Other ad technology platforms, like account-based-marketing (ABM) or programmatic software platforms, harness data and software to show your ads or content to either a target list or a specific demographic of users.





REINFORCE YOUR STRATEGY:

Integrate

Once you have built your foundation, measured your efforts, checked the integrity of the structure, and expanded your efforts, it's time to reinforce your digital marketing efforts. The best way to do this is to integrate it with your traditional marketing efforts. A cohesive overall marketing strategy that brings traditional and digital marketing under one roof presents a consistent client experience and shows a unified brand.

BELOW ARE A FEW EXAMPLES OF EASY WAYS TO INTEGRATE YOUR TRADITIONAL AND DIGITAL MARKETING EFFORTS:

- **Send an email campaign alerting attendees at an upcoming trade show.**
- **Run digital ads during a conference for a specific product or service.**
- **Target your top priority accounts with custom ads or content.**
- **Drive offline visitors to your website by listing your website on brochures, mailers, business cards, and including a clear call-to-action.**

You Are the Expert

When it comes to your brand and your business, you are the expert. You know your customer base, your value proposition, your competition, and your industry. Regardless of your business model or traditional customer relationship, there are opportunities for growth using digital marketing for your brand. Digital marketing is not a replacement for traditional marketing. It is, however, a great way to support traditional sales methods and expand your existing marketing strategy to attract a wider range of visitors.



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