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Click to Success:
Digital Marketing Step-by-Step Guide for Beginners

— **Ondrej Svoboda,**
Marketing Manager eWay-CRM

eWay-Book

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Introduction

Digital marketing is the strongest type of promotion nowadays. And for many companies, it is the only way to promote their products in order to sell them. One of the benefits of digital marketing is that it allows companies to precisely measure the results of campaigns. When compared to traditional media, such as billboards, radio, or newspapers, these do not allow you to track its success that easily.

If you decide to go the way of digital marketing without any previous experience, every piece of advice will be highly valued.

Digital marketing offers many options for how to promote your service or product. Of course, not all of them will be suitable for your business. Therefore, before taking the first steps (and hazarding wasting your time as well as money), study the topic properly. Focus on what options digital marketing offers specifically for your business, what strategy you should pick, and in which ways the strategies will be profitable for you.

In this e-book, we will examine marketing from its very basis. You will find useful information about digital marketing tools and the best ways to use them. We will look closely at the importance of building a website, optimization for search engines, activity on social media, CPC, and email marketing. And AI, how could we forget about that... The innovation that has changed our working processes and so many other things in our work life. All step by step.

Step 1: Create Your Marketing Strategy

First, think of your business strategy. Thanks to it, you'll make sure what your vision is. Also, you'll know what your strengths and weaknesses are. After creating a business strategy, you can start working on a marketing strategy. How to create a marketing strategy when you have no or little experience with digital marketing?

Small and medium businesses usually don't have their own Marketing Departments. Their marketing is neither systematic nor well-guided. So, focus on setting the right goals first. You should divide these into two groups: marketing and communication. Why?

Every manager views the situation differently. The Business Director needs a quick sales growth of X %, therefore they recommend putting pressure on sales. The Marketing Director wants to create a better brand image and to invest in creative advertising. The Sales Representative needs to sell immediately. The Project Manager wants to satisfy clients and achieve good commission profitability. Every one of them fights for their outlook. But with no long-term concept being set, this battlefield can ruin all efforts for business growth.

Set Your Marketing Goals

It's quite easy to recognize your marketing goals – you can **count and measure them.** They are represented by a specific number (of products sold, deals, showrooms, Sales Representatives, or customers). Thanks to goals, we can compare ourselves to our competitors. Often, businesses compare their market shares, sales growth, etc.

There are different approaches to goal setting. A lot of companies, for example, want to sell as much as possible. Therefore, their goal is to maximize sales. Often, they achieve this goal by giving discounts. However, if the discounts are too big, there might be profitability issues. What does that mean? They risk their profitability would be zero %. Other companies sell a small number of products and try to maximize the margins. They prefer high processes thanks to which their revenue is higher. Be careful here. And make sure that your earnings are always higher than the expenses.

> **Tip:**
> SMART method can help with setting your marketing goals. The method says that your goals should be specific, measurable, realistic, and they should always have a deadline.

Set Your Communication Objectives

This is very difficult to manage since it's impossible to count the communication objectives. The best strategy is to **build your brand image.** Without a brand image, no customer will have your brand on their wish list. This applies to B2C as well as to B2B. Clients must have reasons for cooperation with companies. If they don't know a brand properly, they won't be interested in cooperation.

The next step is to build your **brand identity.** And it does not consist only of a good-looking logo, vibe-giving corporate colors, and a good-sounding slogan. You need to achieve unity. Unity of the whole visual identity of your company. Professionals do not recommend going low budget here. Why? Because it's incredibly important for a brand to look unique, to BE unique. To be easily distinguishable from its competitors. If you save money on your logo and graphics, you risk your brand drowning in the sea of thousands of other brands in the market. And being eaten by sharks...

When building a brand identity, it's crucial to differentiate between what the company says about itself and what the customers say about it. Sometimes, these two differ – a company views itself differently than how the customers see it. The key is to unify the communication line. That's why storytelling has become so popular in marketing.

> **Tip:**
> Take a look at the article **Three Basic Questions of Your Marketing Strategy** and Simon Sinek's lecture in which he explains why the art of storytelling is one of the success factors for Apple and other companies.

Get to Know Your Target Audience

When pursuing marketing or communication goals, you can trust your customers. They will help you to meet them. However, they can help you only if they're convinced your solution is the best one in the market. The tricky thing is, for each customer, a different solution is perceived as best. And since it's impossible to reach out to each customer and submit individual offers, you must create target groups to meet your marketing efforts.

Divide your customers into target groups based on the following criteria:

- Geographical (city, region, country, continent, etc.)
- Demographic (age, gender, religion, marital status, etc.)
- Socio-economic (income, education, occupation, etc.)
- Psychological (interests, attitudes, values, etc.)
- Consumer behavior (frequency of purchases, customer loyalty, etc.)

Once you divide your customers into target groups, it will be much easier for you to draft an advertisement. And to know how to address your potential customers.

Focus on Marketing Tools

When meeting your marketing goals, it is not only important to know your target group, but also which marketing tool you should choose to catch its attention. Why? Because each marketing tool has a different effect. And each of them works for different types of target groups.

You can pick from the traditional ones which include radio, TV, or print publishing. However, these media are no longer as effective as they used to be in the past. And the ability to measure their success is very limited as well as complicated.

Or you can use digital marketing tools which offer more freedom in measuring their success. In general, they work much better nowadays. They have a bigger impact on the viewers or readers when compared to the traditional media. Also, digital marketing tools offer the possibility to address a different target group in different ways (i.e. in individual stages of the purchasing process, etc.). Digital marketing tools have become the most important advertising tools in the last twenty years. That's why we will focus on them in the next chapter.

How to Create Your Marketing Strategy

Once you know your goals, your target audience, the tools that are suitable for your business, and your budget, you can move on to creating your marketing strategy. Your marketing strategy should be an effective investment of your means and human resources into the long-term goals. Such as gaining and retaining clients, gaining market share, or retaining a competitive advantage.

As already mentioned, a marketing strategy is closely related to a company strategy.

Steps in creating a marketing strategy:

Internal analysis

You should first analyze your product and your business as a whole. **Label your strengths and weaknesses** as well as opportunities and potential threats. The SWOT analysis will help you with all of this.

Competitor analysis

Analyze your competitors and brainstorm about how to differentiate yourself from them. What makes you unique? What can you offer your customers that your competitors can't? Get inspired by what works for others when creating a marketing strategy. And adjust it to your specific needs. Monitoring tools can help you with all of this. The most widely used and trusted are Similarweb, SEMRush, or Sprout Social.

Get to know your target audience

Products or services often determine who should be the target audience. They will define your target audience based on the above-mentioned criteria. Always choose the appropriate communication style that will match

your audience's way of communication. Be consistent so the customers can identify with your brand as well as with your product.

Set marketing and communication goals

Set specific marketing goals that will be measurable. Also, set your communication goals. Create a model of the purchasing process to see its individual stages. Marketing goals should reflect the purchasing process. Here, you should focus not only on the number of closed deals but also on lead generation, as well as the loyalty and satisfaction of the regular customers. The following chapter will uncover more regarding this topic. One of the most important things here is to monitor and evaluate your goals on the fly.

Get to know the importance of each of the marketing tools

Finally, choose marketing tools that will be suitable for your business. Here, a business website can help, as well as email marketing. But there are many other options to choose from. Each tool is useful in a slightly different way. Since this might be a bit chaotic, we are going to focus on the marketing tools in detail in one of the following chapters. For now, remember that **marketing mix is a must.**

> 💡 **Tip:**
> See also the articles How to Create Functioning Advertisement for Your Company, How to Create Functioning Advertisement for Your Company: Key Message, and How to Create Functioning Advertisement for Your Company: Written Brief that will help you with advertisement creation.

Step 2: Be Efficient with See Think Do Care Framework

If you want your ads to be effective, you must pay attention to each stage of the purchasing process. See-Think-Do-Care Framework (also called STDC Framework) is a good tool to use when creating a digital marketing strategy. As its name suggests, it reflects each stage of the purchasing process. **Thanks to this framework, you'll be able to recognize the needs of your customers. Also, the See-Think-Do-Care Framework will help you adjust your company's tone of voice.**

Avinash Kaushik, a Digital Marketing Evangelist at Google, came up with the framework. First, he created a concept with three buying phases – See-Think-Do. Later, the care phase was added to the concept.

See — The stage in which you reach out to your potential customers. You present them your brand as well as your product or service. In this stage, pay attention to creating good first impression.

Think — In this stage, customers seek information about your brand and product or service you presented them. Don't let them decide themselves if the product or service are worth considering. Why? Because they don't know them properly. Help your customer a bit. Tell them why it's the best solution to their problem.

Do — In this stage, customers are determined to purchase. Your mission is to convince them that your product is the best one in the market. And it is the best solution to their problem.

Care — As its name suggests, in this stage you should take care of your customer. Show them you're grateful they chose your product. And do your best to turn them into a loyal customer.

Let's have a look at the individual stages of the STDC Framework. And how to approach customers in each of them. When doing so, we will focus on the usage of marketing tools, too. And on possible ways to measure the tools' success.

See Stage

At the beginning of the purchasing process, it's your goal **to catch the attention of all potential customers.**

For example, Red Bull is an expert in **raising brand awareness.** However, their approach might not work for companies with more sophisticated products where the purchasing process has more steps and is more complicated than the one for an energy drink.

Let's have a look at other brands. For example, eToro or National Geographic. As you can see, even a relatively young brand or a printed magazine (which might be perceived as rather old school nowadays) can become successful when well-promoted.

In the See stage, it is important to briefly present your brand to the potential customer. It must be perceived as attractive to them. Be friendly. **Banners, social media posts, or short ads on YouTube** work great when getting in touch with your potential customer for the first time.

Think Stage

In the second stage, the potential customers are **not sure whether they'll purchase the product or not.** They only **start considering the purchase.** Now, your **job is to convince them they need your product.** How to do it? Quite easily. Tell them all about it! Including the positive impact it would have on their lives.

When a customer is interested in one of your products, it's time to **create a post with its description.** Those can be a blog post, video, etc. Traveling agencies are very good at this. To make their customers crave their product, they create videos in which they show the beauty of a particular destination. Plus, they provide their customers with useful travel information, too. The customer imagines himself/herself there, in paradise enjoying their life. And immediately, they feel the need to book the holidays.

Another great example is an online store selling the newest Apple product – iPhone 15. To make their potential customers crave it and feel they need it, they create a useful review where they discuss its new features. This can be in written form, or they can record a video. Then, they post it on their website, social media, or YouTube channel. A customer searching for information about the iPhone 15 will not only find out more about the product itself, but they will also be very close to clicking on "Add to the cart" on this online store.

Do Stage

In this stage, a customer **wants to buy something.** They are **ready to spend their money.** If they aren't yet convinced that your product is the best solution for them, it's the right time to put more pressure on them. Not earlier, only in the Do stage.

The best tools that will help you with convincing your customers are CPC advertising and email campaigns. These are useful, especially for online stores similar to the above-mentioned. In the Do stage, it is also time to focus on the number of closed deals and all the statistics that are relevant to the purchasing process.

Online stores selling electronics might lure customers with free shipping, discounts, or gifts. They can use anything that will help them to beat the offers of their competitors. The Do stage and the steps made in it are crucial for every seller.

It doesn't matter what type of product you sell, do your best to create the best offer on the market. Do stage is the **win or lose stage.** Plus, it is highly recommended to use CAT (call to action) and other supporting techniques in this stage.

Care Stage

The Care stage is the finish line (but not really). According to Avinash Kaushik, only those customers who made two or three purchases belong to this stage. After a customer buys your product, it's a victory for you. But your job is far from finished here. **You must take care of them.** Why? Simply put, **if a customer is satisfied with your product and something more you offer** (educational material related to the product's usage, etc.), **they are going to order more in the future.** They are going to become **loyal customers.** And as you know, more orders equal higher profit.

To offer "something more", you can create a blog with posts about how to use your product. Or any type of content that would be relevant and useful for people already holding what you sold them in their hands. Also, it will help you to keep in touch with your customers. Email campaigns are also great for this purpose.

Remember that loyal customers are always grateful for friendly and helpful customer service. Customer service is what will make your company stand out. For example, Amazon is very popular for its greatly managed customer service. When it comes to this, smaller businesses cannot be equal opponents to Amazon. But paying attention to customers' reviews and answering every question that appears in your mailbox is always worth it.

Ask yourself whether you really offer the best customer service. Whether it is helpful and friendly enough. Also, think about whether you pay enough attention to your potential customers. If you have any doubts, even small ones, regarding these two, consider creating a digital marketing strategy using the See-Think-Do-Care Framework.

> **Tip:**
> Use AI tools to be effective when communicating with your customers. Try **ChatGPT**. It is quite universal. It will help you with various tasks. When creating a text suitable for your target audience, you can count on **Jasper**. And when needing updated information about a certain issue, ask **Copilot**.

Step 3: Create Your Business Website

A business website is a must for all entrepreneurs. It is a **cornerstone of online promotion.** Fortunately, to build a business website you don't need to be a website designer. Nowadays, you can build a website yourself being a complete beginner. CMS (Content Management System) will be your savior here.

The only thing you yourself always have to make is a time plan. Why? Because it takes quite a lot of time to create a website.

To sum it up, when building a website as a layman, you need two things: **CMS and a time plan.**

Interestingly enough, the demand for programming knowledge keeps decreasing. However, the demand for knowledge of marketing or graphic design has been continually increasing over the years. Therefore, if you want to create a user-friendly, attractive, and popular website, rather than a web developer, you should be a great manager.

So, how do you build a website?

Guide How to Create a Business Website

Systematic work always brings better results. And it applies to website building, too. Thanks to it, you'll be able to finish your website much faster than when improvising. Plan each step. Cooperate with your team. And delegate (to graphic designers, SEO specialists, programmers, etc.).

If you want to see the progress and organize the whole project properly, use **Viktor Janouch's chart**.

Defining your website goals

At the very beginning, you should define the website goals.

Be clear about **the website's purpose.** As obvious as it may seem, this step is very important.

Ask yourself:

"Is its purpose to show my products?"
"Do I want to present my brand with it?"
"Am I going to sell my products here?"

After answering these questions, it will be much easier for you to create the website content. Also, remember that you should pick one or two reasons for your website's existence to make it useful for the visitor.

Activity	Description	Start	Follows on ID	End	Worker responsible for the task	Worker who does quality check
1. Website goals	The website aims to collect customers' opinions on the quality of a service provided by contractual vendors.					
2. Who is the visitor?						
3. What is the visitor expected to do?						
4. Main topics of the website						
5. Keyword analysis						
6. Competitor analysis						
7. Definition of the website structure						
8. Design of the website						
9. Website content						
10. On-page SEO						
11. Website testing						
12. Website publishing						
13. Off-page SEO						
14. Website functionalities testing						
15. Monitoring of visitors						
16. Visitor analysis						
17. SEO analysis						
18. Additional edits						

Who is the visitor to your website

A website is a marketing tool. And, as with any other marketing tool, you need to know who's your target audience. Only then will you be able to deliver well-fitting content.

You need to know what's the prototype of your customer. Each user group is different and has different needs.

What do you expect from the visitor

If you already know who you're creating the website for, put yourself in the user's shoes. What are you looking for on the website?

When knowing the visitor's experience with your website, you will better understand their needs. And you will be able to make everything **as intuitive as possible.** If you think they will reach you via phone, put your phone number on the home page. If you think they will contact you via email, put your email address on the home page. If you expect your customer to send you inquiries, create an **inquiry form.** Again, preferably on the home page.

Website's main topics

Often, you get all the answers from the customers naturally. How? They reach out to you asking some questions or commenting on your social media posts. Work with such information smartly. For example, you can place them on the website menu, so they are easy to find.

In practice, your menu might include sections such as Products, Services, Price List, Contacts, etc.

You can create many different sections based on what you want your visitors to know about your company. For example, if you're still searching for employees, create a section called Career. If your company has an interesting history, create a section called About Us. Those who cooperate with the press could create a section called Press. Be creative!

Keyword analysis

There are several ways to attract potential customers to your site. Often, they find you thanks to keywords.

Keywords are words or phrases they type in the search bar on Google or Bing. If they fit with the keywords you have on your website, your web pops up in the search results.

Here you can see how important keywords are. To find out what keywords you should use, it is crucial to do a proper keyword analysis.

Competitor analysis

As they say, "The grass is always greener on the other side of the fence." And this applies to digital marketing, too. Why not look at your competitor's grass and get inspired by what they have?

Now, let's put ourselves in this situation. Imagine you offer printing services. And both your contact information and prices are on your website. Most companies, however, don't order right after checking a product or service. Usually, they send a request first. If they do not see an inquiry form on the website, they usually leave.

This means you should have an inquiry form on your website.

A question arises: **What does a perfect inquiry form look like?** To get inspiration, you can check the website of your competitor (this is the part when you look over the fence).

In addition to the name, email address, and phone number, they usually have fields dedicated to dimensions and the number of pages in the form. This makes the user experience much more pleasant. It helps you to look more professional and makes communication with a customer easier and faster.

Website structure definition

Once you have identified individual parts of your website, it's time to start putting them together.

In practice, you prepare a wireframe for developers. **A successful website should be easy to access. And should navigate any type of user easily** (younger, older, everyday users, and even those who browse the internet once in a blue moon).

Simply put, it should be based on the principles of the UX design.

One valuable piece of advice – always put the most important information on the top of the page. The deeper (lower in this case) the information is on the website, the less likely the user will reach it. For example, the menu should be always at the top.

When it comes to other elements of websites such as blocks of text or buttons, their best position depends on your industry. You can, again, look over the fence to get inspiration.

For example, if a rental car company puts their number right under the menu, clients will be more interested in their service. They can call the office right after they come to the website and book a car within minutes. So, think about your product. And the easiest ways your customers can order it. Then you'll be able to decide what is the best place to put your information on the web.

Website design

Do you have an empty draft of your website or wireframe in front of you? Let's fill it!

- **Design concept:** Pick the style of your web: modern, minimalistic, classic, etc.

- **Color schemes:** Pick a color scheme that will reflect who you are. Stick to those colors and use them for the background of the website, content, links, and other components.

- **Typography:** Use styles that will look good. Be careful here, and always make sure that the content on the website is not only visually pleasing but also readable.

- **Graphics:** Use graphics that will be in harmony with your website design. The graphics include logos, images, photos, etc.
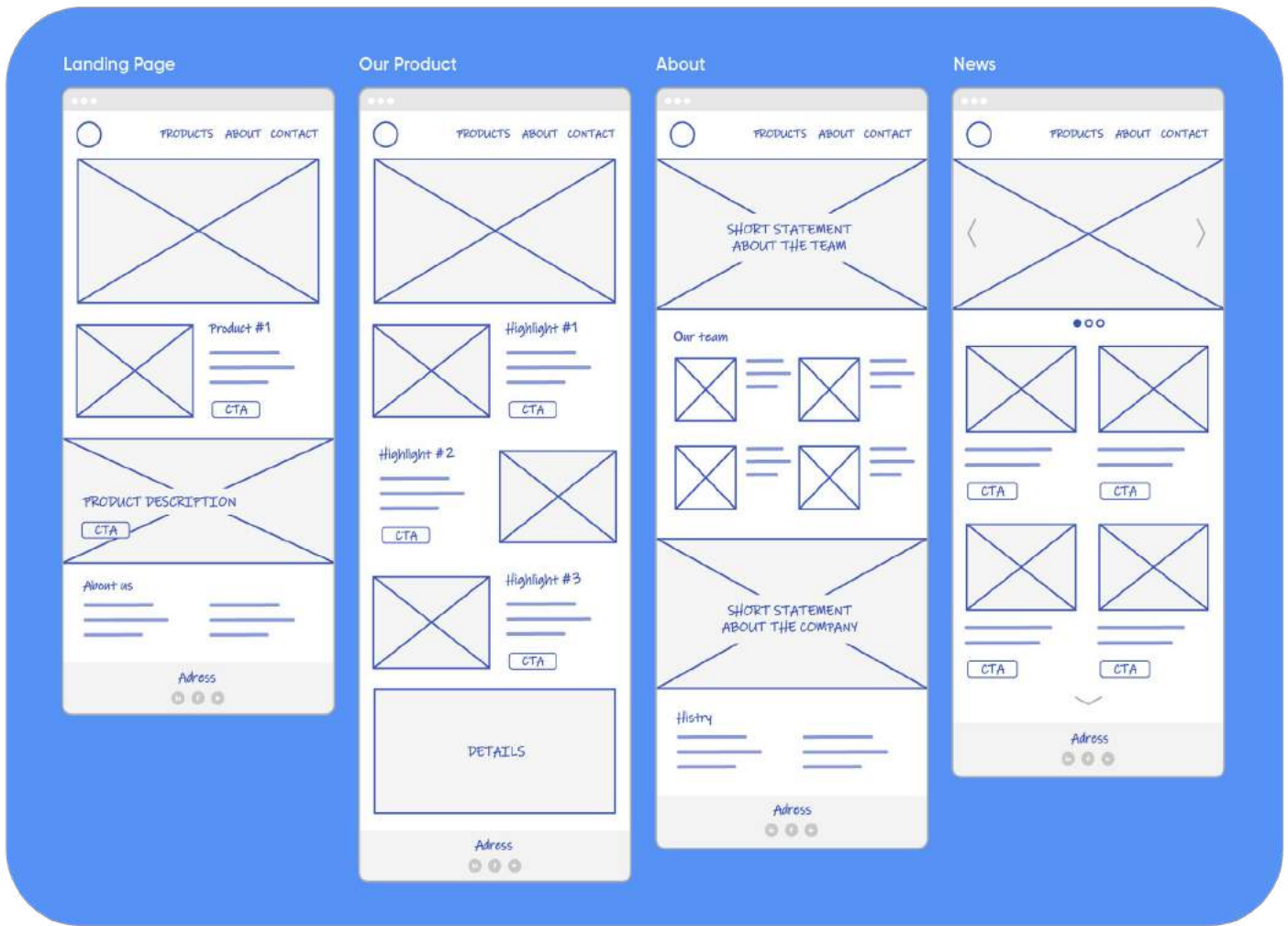
> 💡 **Tip:**
> Searching for high-resolution images can be quite time-consuming. Try these **stock photo sites** and take your design to the next level.

Website content

The content of your website is probably the first thing you think of when deciding to build one. Think it through. And after being sure about all the above mentioned, dive into content creation (forms, buttons, text, etc.).

Now, you can review your website. And if you're not entirely happy with it, go back to the previous chapters to make changes.

On-page SEO

Keyword analysis is the basis of optimization. However, it is not the only thing you have to do to fully optimize your website.

If the customers are to stream to your site via browsers, you need to focus mainly on your website content. And especially on its **on-page SEO factors**. These include headlines, individual page names, alternative names of the images, and others.

It's crucial to use words and phrases on your website that are identical to those your customers type into the search bars.

> 💡 **Tip:**
> To better understand optimization, check out ours **series of articles about SEO**.

Website testing

Testing your website before publishing it is incredibly important. Why? Because there might be errors. A website with issues harms a company's reputation. And reputation is arduous to repair. So be careful and dedicate some time to testing and improvements.

The most common errors on websites are:

- **Issues with functionality:** Test all the elements on your website. Open it on various types of devices as well as in various browsers. Check if all the features work properly. Also, make sure all the links on the website lead to the content you intended it to. Don't forget about forms. Try to fill them out and check if they work as they should.
- **Speed:** Check the speed of your website. For this, you can use special tools. One of the best is **PageSpeed Insights** by Google.
- **Security:** Make sure your website is secured against threats and cyber-attacks. Keep updating the system and plug-ins and make regular data backups.
- **Content:** Check all the content on your website. Including images and videos. Make sure they are up to date, appear correctly on all devices, and are error-free.
- **SEO:** Check that your website is optimized for search engines (SEO). Also, make sure that Google indexes your site.
- **Back-ups:** Create a backup for your website and database.
- **Protection and privacy policy:** Make sure your website follows the protection regulations applicable to your state or area (CCPA, etc.). Also, check if you set the privacy policy properly.

Publishing

The day when you publish your website isn't all about celebration (even though you will celebrate for sure). You must think of how to let your customers know about it. You can use social media for this. Or send them emails. Be inventive and fun.

Off-page SEO

After publishing, you must put the focus not only on the on-page SEO factors but also on **off-page factors.**

One of the most important here is link building. How to do it? For example, you can publish your blog posts on third parties' websites or register your business and website to the online catalogs.

Regular checking of website and SEO

Checking the functionality and indexing on Google should become your routine. It often happens that companies' websites don't appear on Google (beware, this often happens when renaming pages or switching to new hosting). Or other features stop working, e.g. it's not possible to add products to the cart. That's why it's so important to check the web regularly. And repair everything as soon as you find out about it.

The frequency of inspections depends on profit-generating. An online store with dozens of orders a day is affected by possible blackouts much more than, for example, a hairdresser online store in a small town in Alaska.

> **Tip:**
> Google Search Console will help you with the SEO checking.

Visitor tracking

For visitor tracking, you'll probably use the Google Analytics tool. Google Analytics is able to measure and analyze traffic, user data, visitor behavior, sales, and others. Before using it, make sure the tool is **set up correctly**.

Visitor analysis

Visitor analysis is a complex thing. Besides tracking the number of visitors, you can also track which pages your customers spend the most time browsing. Thanks to this data, you can deduce your website's strong and weak spots.

SEO analysis

You can measure the success of your SEO strategy based on the keywords. Thanks to them you'll see how high you rank in search engines.

Some key phrases, such as "pizza LA" will require patience. Don't worry if you don't get to the first page of Google in the first six months. Drag optimization of your web to perfection. If you use on your website "pizza Queen LA" then people will have to search specifically for this key phrase. Try to write the whole phrase in the search bar and you'll see your website on the first page.

Website edits

As with many other projects, the individual steps of website creation are interconnected. They alternate and repeat, especially after you publish the website. The harder you work from the very beginning, the greater the chance you will not have to pay attention to the big (and often negative) changes on your web during heavy traffic. This will save you a lot of time as well as energy. Keep that in mind.

What Website Builder Should You Pick?

The creation of a website seems to require a wide range of knowledge. Fortunately, the most difficult one you don't need anymore – programming.

The current standard is the previously mentioned CMS. This solution includes a user-friendly administration environment even for people with no experience with web building.

Are you wondering, how is it possible that even a small business or a freelancer without any knowledge of programming can build a website themselves?

CMS and its functionalities

CMS and other platforms offer functionalities and add-ons that make the whole process of building a website simple and quick:

- **Templates:** A predefined look of the web page. Can be customized (often including intuitive editors, which allow the user to easily add, remove, move, or edit individual sections of the page using drag-and-drop).

- **Plugins/modules:** Additional features that are easily installed in the administration environment. Such as forms, SEO, security plugins, analytical tools, live chat, and many more.

- **Widgets:** Pre-prepared elements that work with templates and plugins. Often these are of third parties. They include Google Analytics, web forms integrated with email or a CRM system, etc.

How to pick CMS

There are many CMSs to pick from. Let's have a look at the most popular ones:

1. **WordPress:** WordPress is the leader of the pack. It is the most widely used CMS system, offering an extensive library of plugins and templates. It is known for being user-friendly, and free, and has a wide range of plugins.

2. **Wix:** Wix is not a traditional CMS system. But it belongs among the top platforms for website creation. It's an intuitive tool that practically anyone can learn to use. It's a paid service with customer support and comprehensive website maintenance. A disadvantage is that advanced features may come at an extra cost, so monthly expenses can add up if you need more than basic features.

3. **Squarespace:** The difference between Wix and Squarespace is minimal, both in terms of features and pricing. Squarespace might deter some people because it lacks phone support and requires manual website backups. However, it offers a robust e-commerce solution. In summary, if you're seeking a paid service with associated support, Squarespace is a viable alternative to Wix.

4. **Joomla:** Resembles WordPress in many ways but may not be that user-friendly. Also, it doesn't offer as many options as WP. For instance, WordPress boasts around 50,000 available plugins, while Joomla lags with just 8,000. Nonetheless, some companies prefer Joomla when developing a website.

5. **Drupal:** Drupal is designed primarily for large companies that create complex, comprehensive websites. It offers freedom. However, for smaller businesses, Joomla and WordPress are much better choices.

Creating a website without in-depth coding knowledge is within reach for small businesses. Entrepreneurs can take on the role of website creators. You just need to master the basics of SEO and learn to work with a CMS and Photoshop.

The website creation process presented in this article is valid whether you decide to enlist the help of a developer or not. It's a comprehensive project that extends beyond the website's initial publishing date.

A website is a marketing tool that should genuinely represent your brand and engage with your target audience. Remember, that it is vital to continually enhance its design, content, and SEO.

Step 4: Rank High in Search Engines

Thanks to SEO optimization, your website can reach higher rungs on Google. Thanks to that, more people will visit it and purchase your products. So, what do you need to do to be loved by Google?

Your goal is to create a structure and content that meets Google's criteria. Remember that robotic adherence to all SEO optimization recommendations is not always desirable. The content on the web should sound natural and should be attractive to readers (contain useful information, trends, etc.). After all, Google algorithms are becoming more and more sophisticated. And even nowadays, Google can distinguish between valuable content and such that was only adjusted to be perceived as suitable for Internet users.

To better understand SEO, let's divide it into so-called **on-page** and off-page SEO factors.

Technical

- Indexation
- Crawl budget
- Site speed
- Site architecture
- Redirects
- UX
- Accessibility
- Structured markup

On-Page

- Keyword optimization
- Intent match
- Title tags
- Image optimization
- Content quality
- Accuracy
- Authority, Expertise, Trust

Off-Page

- Inbound links
- PR
- Reputation
- Brand equity
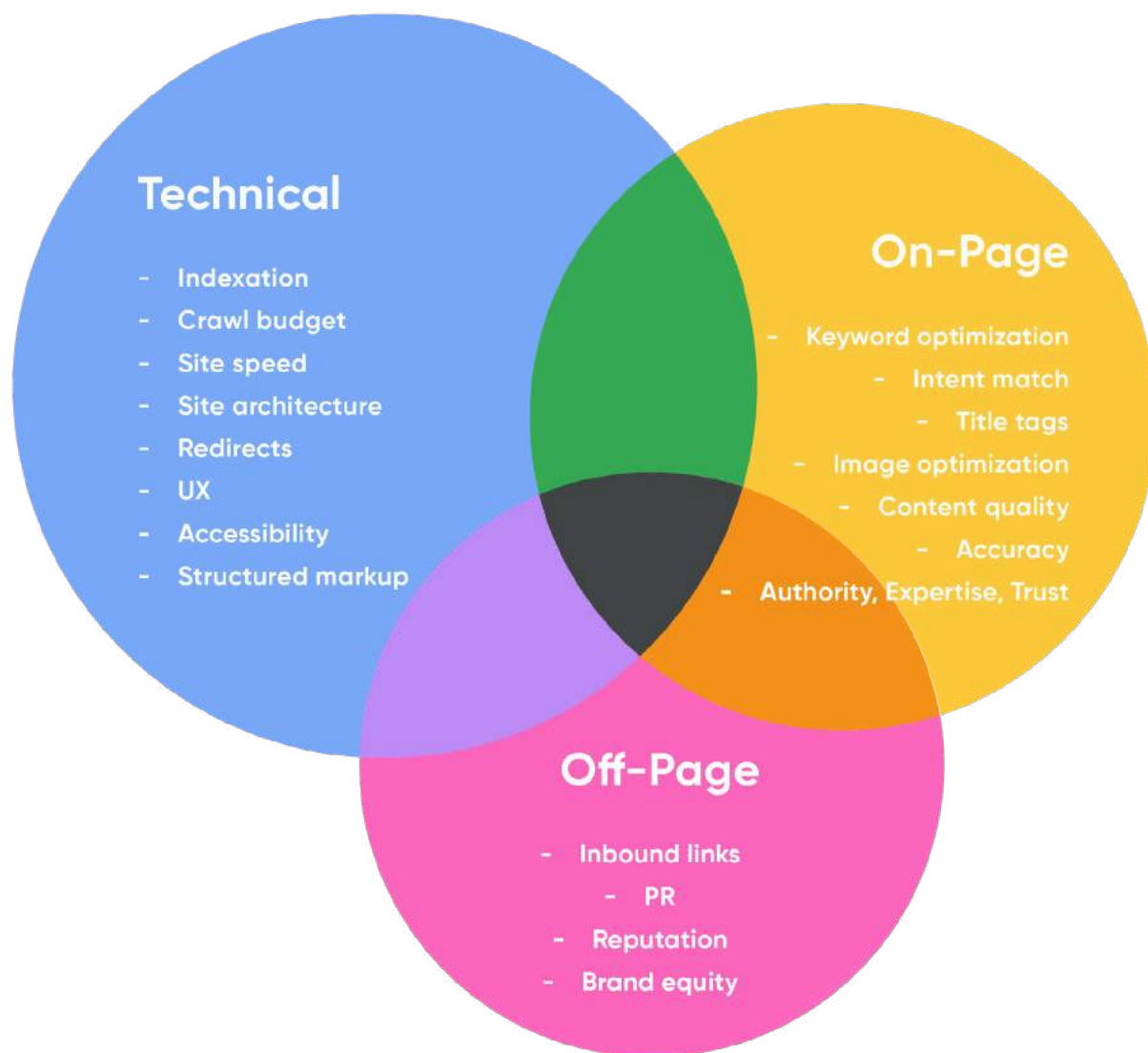
Can you see how the circles overlap? Once you start working on optimization, keep in mind that this is how you need to think about SEO. Don't follow a series of recommendations blindly. Everything is interconnected. To better imagine how the circles in the picture work, here is an example: keyword analysis is related to indexing and website structure.

Technical SEO

Technical SEO can be a vicious circle. You can learn how to create and manage a website, but you'll probably have to leave some work to developers. And since not all developers know about marketing and SEO, you'll have to create detailed instructions for them.

That's why you should learn at least the basics of technical SEO yourself. Here are the things you will most probably focus on:

Indexation

The website must be accessible to bots that search through it and include your website in search results. They do this regularly. That's why the functioning indexation of the website is the alpha and omega for SEO optimization.

The easiest way to verify that your website is indexed is to search for it on the internet. In our case, we type in the Google search bar "www.eway-crm.com". The result will show you all the pages where your website is indexed.

However, a more precise and professional approach is to use **Google Search Console.** Thanks to it **you'll be able to see which of your pages are not indexed.** And, therefore, which ones need your attention.

One of the reasons a page isn't indexed is because there have been changes in its URL. That's why it's so important to use the so-called **301 redirections** when making any URL edits.

Other reasons might be deleting a page or making a mistake in the URL when typing it in the search bar. You should prepare a 404-error page for such cases. When a user enters the 404 page on your website, it is not only good to explain the error to them but to also include a button that will lead them to the home page. You can use humor here, if it is in harmony with your company's way of communication.

> **Tip:**
> If you want to know how often users search for nonexistent pages, check the search results in **Google Analytics**.

If you are setting up a brand-new website, the first step you should take is to set up a robots.txt file. In it, you'll be able to enable or disable bots (including Googlebot).

The second step should be the creation of so-called sitemaps. These make it easier for bots to index your site. They also help you with getting better search results. Make sure that your sitemap contains only the most important pages and that it's structured correctly.

Page speed

Google pays huge attention to page speed. The reason is simple, it knows how angry users can get when the page loads slowly.

If you want to know how exactly Google evaluates the loading speed of your website, use **Google PageSpeed Insights**. Besides providing details, this tool will also give you recommendations on how you can optimize it.

For example, optimizing images on your website is very important. By reducing its resolution, the data size of the image gets smaller and the page loads faster. The CMS should be able to do this automatically. If not, use compression. You can discuss this with your developer, or do the work yourself with a suitable plug-in.

UX

A good user experience is essential for your customers and is, therefore, important for Google ratings. For example, your website's responsiveness to mobile devices is a necessity nowadays.

Another necessary parameter of your website is an HTTPS security certificate. Google focuses on the safety of its users and sidelines all the websites that don't have this certificate.

Finally, you should think of how the users navigate through your website. The experience should be intuitive and convenient. Here, a very effective, albeit relatively demanding method, is the monitoring of the so-called **heatmaps**. There, you can see what the visitors search for on your website. And how long it takes them to find it.

At the very start of website building, it is enough if you get inspiration from your competitor. And introduce the most common functionalities on your page. For example, if you incorporate the button for automatic scrolling, correct menu layout, FAQ, contact details, etc.

Website structure

The structure of a website is closely related to user experience. It helps bots to search your web. If the structure of your website is too complicated or chaotic, it will deter robots and, of course, potential customers. The architecture of your website shouldn't be too "deep". And the customer should be able to find what they're looking for at a maximum of 4 clicks from the homepage.

Besides a well-crafted site hierarchy, use internal links to make it easier for users and bots to go through your web. Internal links serve as alternative content distributors.

PAGES SHOULD BE NO MORE THAN 4 CLICKS FROM HOMEPAGE
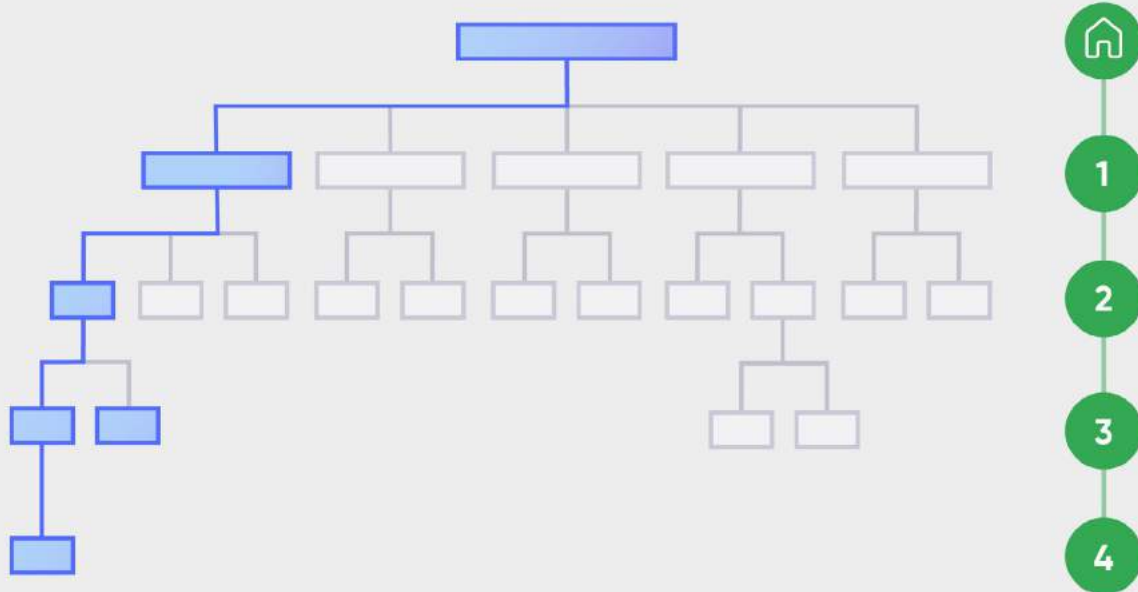
On-page Factors

The second set of factors that affect your website's SEO rating are the so-called **on-page factors**. As its name suggests, these factors are part of the web content.

Keyword analysis

You must know what your potential customers search for on Google. At the beginning of SEO optimization, you must analyze keywords. The Keyword Planner in Google Ads will help you with this. Or you can try more sophisticated tools similar to the Keyword Planner, such as **Semrush** or **Ahrefs**.

Keyword analysis will help you with the creation of a website structure.

Imagine you run a shoe shop. And your potential customer enters only the word "shoes" in the Google search bar. It is difficult for them to find a particular product because random shoes pop up in the search results. Therefore, it is needed to divide it into categories. In this case into men's and women's, by brand, shoe

purpose, or by season. When the customer searches for "women's shoes (brand)", the exact product will show on Google. They click on it, check it, and order it.

When searching for suitable keywords, pay attention to the so-called long tails. These are long and specific search queries. Search for as many specific queries as possible. If there are enough search queries, create a custom category, subcategory, label, or custom page accordingly. For example, "Adidas winter women's shoes" are already quite deep in the hierarchy of your website, but there are many customers who will be searching for such shoes on Google.
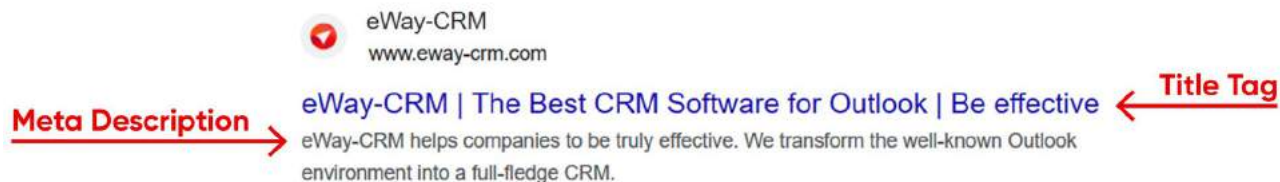
Meta tags

Once you're done analyzing the keywords, you can start focusing on the content. The basic and most important factors include meta tags, descriptions, and titles.

The title of your website should include the main keywords. Plus, it should sound and look attractive to readers. Simply put, it should lure them to click on it.

Google keeps changing the maximum number of characters in titles and descriptions. Therefore, we recommend installing a module in the administration of your website that will take care of this automatically. Why is this dangerous? Well, if the text exceeds the maximum number of characters, the search engine will use a random portion of the page's text instead of the whole description. That might be confusing for your potential customers. And leads to not showing the right results.

Image optimization

Don't underestimate the importance of images.

Pick them wisely. And optimize so the search engines include them in the results. Also, use alternative texts. They will help search engines and people with visual impairment to understand your images.

Another technique you can use is so-called **lazy loading.** That helps your website to load smoothly. How does it work? The images load during the scrolling – they don't appear until the visitor is close to them.

Another tip is to use responsive images. Thanks to these you'll make sure they appear in the right size no

matter the device's screen dimensions.

Parts of URL

Keywords should be part of the URLs of individual pages, too. The URL should reflect the structure of your website. Don't forget about the names of categories and subcategories here. And try to keep the URL as short as possible.

Does it sound complicated? Don't worry, every cloud has a silver lining.

Maybe an example will help you: shoes.com/womens/Adidas/winter.
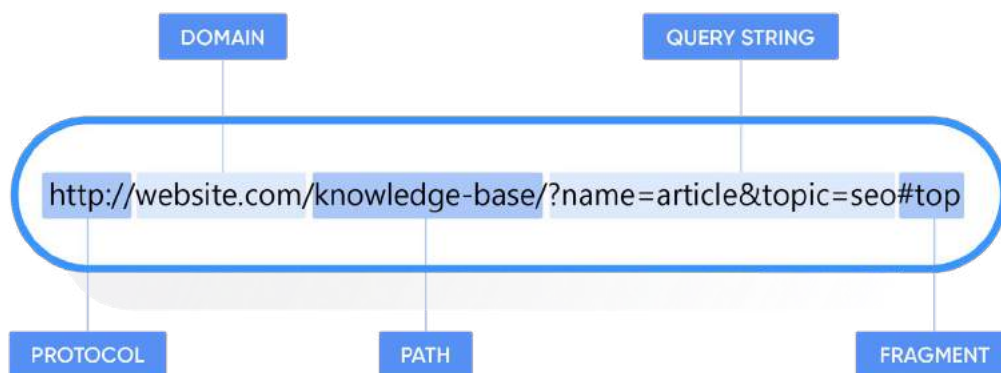
Content quality

During the creation of content, keep in mind that Google prefers longer, unique, and original texts. Those must be optimized of course.

Never copy and paste text from other websites. That's the road to hell. Create original texts that are concise and include all the important information. Also, be careful when working with AI tools. Robots use sophisticated techniques nowadays. And can distinguish between the original piece of text and the one that was AI-generated.

Write well-structured texts that will be easy to grasp (use bullet points, titles, subtitles, numbers, bold text, etc.). Again, when creating content, it's important to use keywords. Use them wisely though. And spread them in the text so it looks natural. Some sources recommend that the text should consist of a maximum of 1,5-3% of keywords.

> **Tip:**
> If you want to create a copy that sells, get to know the **copywriting frameworks**. Even the most successful companies in the world such as **Apple, McDonald's,** or **Nike** use them. Also, check our article about the **E-E-A-T concept** which will help you with SEO optimization. To create grammatically correct and well-sounding text, use **Grammarly**. This free tool will correct the mistakes in your texts. And suggest what changes should be made in order for it to match your tone of voice.

Off-page Factors

The last set of factors influencing SEO is the so-called off-page factors. These are not part of your website. But that doesn't mean you shouldn't control them.

Link building
Link building is an effective tool for your website SEO. For the best results, you should use links from reliable sources. The text used for a link must make sense. The purpose of backlinks is to build trust. And help your visitors with their issues.

What strategies should you use for successful link building?

- **Guest posts:** Ask websites with high domain authority for the opportunity to write posts for them. It's not that difficult to find these. They're available on the Internet.

- **Content recycling:** Syndicate your content to other platforms (social media, websites, blogs, etc.). This will help you to utilize your good quality content to the maximum + you'll get backlinks.

- **Work with influencers:** Cooperate with influencers from your field. You can ask them to include links to your website in their posts or videos. Or you can work with them on a brand-new project. Be creative! Thanks to this, you'll get more fans which equals more customers.

- **Non-functioning links:** Check links from your field that lead to non-existing websites. You can use Ahrefs' Broken Link Checker for this purpose. These are somehow broken and, therefore, useless. Then, get in touch with the owner of the website and offer them your content. They will probably perceive your content as a useful alternative.

    By offering a solution to their problem, you not only help someone, but it is also beneficial for you – you gain one more backlink in your account.

Reputation
The last of all factors influencing the rating in browsers is your website's reputation.

In the long term, you can be rewarded if your website proves its trustworthiness.

How to be seen as trustworthy? **Create good quality content that will bring you organic growth.**

It's not a good idea to take advantage of practices that are penalized by browsers. Sometimes, they seem like a facilitation in optimization. However, they are not. Remember that important parts of the off-page factors are the analysis of backlinks and eliminating of the toxic ones.

> **Tip:**
> Did you know that AI can help you with SEO? For example, ChatGPT can optimize meta titles, meta descriptions, and more for you in seconds!

Step 5: Use CPC to Get More Customers

CPC advertising is one of the fastest ways to achieve the desired goals in digital marketing. We see it most often in the search results.

And since CPC must be labeled with the "Sponsored" tag, your visitors will always know it's an ad.
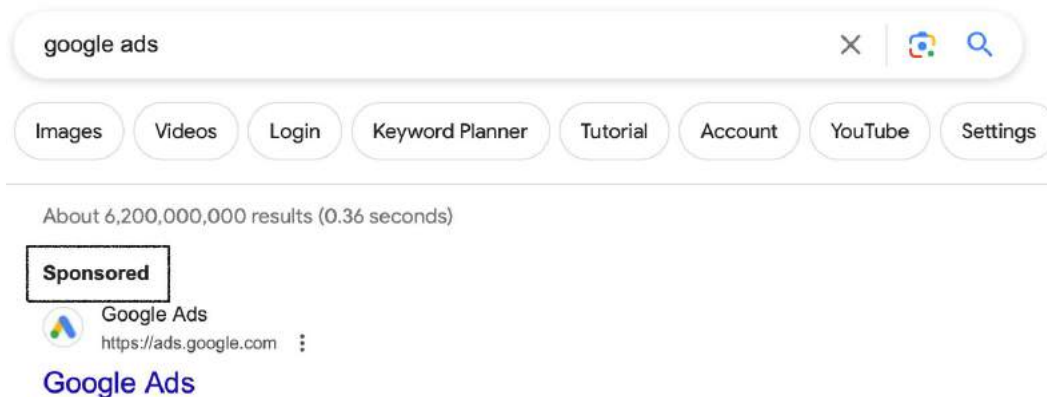
These can be in the form of banners, videos on social media, and other websites or mobile apps.

> 💡 Did you know that the abbreviation CPC comes from the term cost-per-click? It is quite self-explanatory. The price for the ad depends on the number of clicks. The more clicks your ad gets, the more expensive the total cost of the service is. There are also alternatives, for example, you can pay per view or action (number of closed deals, registrations, etc.).

You don't have to hire a marketing agency to do CPC campaigns. You can learn it yourself! Of course, learning something new takes time and money but then you can use it countless times in the future.

What strategy to choose when creating a CPC campaign? And in which ways should you be careful during the process?

Types of CPC

You can use different tools for placing CPC ads. Each of them has its merits. And they are not universal. It is important to bear in mind that you reach out to your potential customers often. You do so at different stages of the purchasing process. That's why it's so important to choose tools according to the customer's needs at a particular stage of the purchasing process.

The basic tools of CPC campaigns:

- **Search networks** (search results of Google or Bing)

- **Display networks** (banners, videos, and other formats on social media, websites, or apps)

- **Remarketing** (shows on both the content network and social media)

- **Comparison shopping websites** (Google Shopping, Facebook Merchant, etc.)

This division is based on the information from Google Ads – the most widely used CPC system. In it, you can manage all platforms owned by Google (including YouTube). The inclusion of other CPC systems and social networks is very individual. For example, Meta (which controls Instagram and Facebook) has its own Commerce Manager. Thanks to it, you can administer your campaigns. Including the remarketing ones.

Usage of CPC according to its types:

Search Engines

Let's say you're a financial consultant. And you aim to have more clients. Most of your potential clients will search for your services on Google. The best strategy is, therefore, to **focus on the SEO** of your website and **to invest in CPC campaigns.** When comparing these two, the CPC campaigns are better because they bring instant results.

On the other hand, they might be a bit dangerous, too. Why? Because after ending the campaign, you disappear from the search results.

That is why many companies use CPC campaigns only at the beginning of their entrepreneurship journey. Basically, until the time their SEO is at its best.

What should you know before creating your very first campaign for search engines?

Give customers what they need

During the preparation of a new campaign, you need to be sure that your website contains everything your customers need. Basically, it should answer all their questions.

For example, if a customer types in the query "financial advisor NYC", you should create a separate page on your website related to this topic. Use keywords and include the address of your office as well.

First, you must know what questions (keywords) your potential customers ask. Google search bar will be helpful here - it gives suggestions.

For example, if you type in "financial advisor", it will give you a couple of options on how to finish your sentence. However, to make sure you use the best keywords, use a planner in Google Ads.

In Google Ads, you'll find not only what keywords your potential customers use, but also the average number of users typing in individual keywords per month. The app will also tell you how competitive your keyword is, and the cost-per-click estimate.

You may find out that the costs for the keyword "financial advisor" are much higher in comparison with the keyword price "financial advisor NYC". What I want to suggest is that the more specific keywords (key phrases in this case) you use, the lower the price.

Also, by using specific keywords **(long tails),** you will make the search much easier for your potential customers.

Long tails are known for bringing fewer people to your website – due to them being very specific. However, thanks to their relevancy, they lure to your web only those who are seriously interested in the product/service. And, therefore, who are more likely to purchase.

All in all**, you can save both time and money using long tails.**

Eliminate unsolicited click-throughs

Search networks set the costs per click quite high. That's why it's useful to use Keyword Planner – to eliminate unsolicited click-throughs.

Avoid unsolicited clicks by using the so-called eliminating negative keywords feature. Thanks to it, you can be sure that only relevant people will see your ad.

Let me show you how it works: Our company's product is CRM software. Our keyword is "CRM". We found out that our negative keyword is "Honda". Thanks to knowing what our negative word is, we can be sure that our product does not appear in the search results of motorcycle fans (Honda is a motorcycle brand).

The more negative words you find, the better the search results be.

Create a campaign

Once you are sure what type of customers you want to attract, you can start creating your first campaign.

But before stepping into this new world, read the **guide to Google Ads** first. You'll prevent making basic mistakes which would lead to useless money wasting. Also, set a daily limit on how much you're willing to spend on your ad.

Each campaign consists of the so-called **ad groups.** In these, you create the advertisements, and name and organize your campaigns and reports according to your needs. In the ad groups of the mentioned financial advisors in NYC, as many positive keywords as possible should be used (the owner of the website finds them in the analytics). Why? Because people searching for this type of service might also use other words to find a perfect expert on finances – they can search for "financial consultant", "financial expert", etc.

Now it's time to create the ad itself. Let's do it.

Do your best to catch the attention of your potential customers. At the same time, think of all the practical things we discussed earlier. In the ad, use keywords your customers are going to type in the search bar. Use these keywords in the ads' title, and description, and preferably also in the website address.

> **Morgan Stanley**
> https://advisor.morganstanley.com › ... › NY   ⋮
> ### New York, NY - Find a Financial Advisor - Morgan Stanley
> Find the right Morgan Stanley **advisor** for your wealth management. Morgan Stanley has dedicated **advisors** in New York, **NY** who are ready to help you meet your ...

Note.: URLs of most companies do not include a suitable keyword for their product/service.
However, you can use the keyword after your domain ".com" in Google Ads.
(e.g.: nameofyourcompany.com/financeadvisor/nyc).

Measure and evaluate

When measuring your CPC campaign results and evaluating whether it is useful for you in the long term, focus on **ROI.**

ROI is a ratio that measures the profitability of an investment by comparing the gain or loss to its total costs. And by total costs, I mean the total price for the clicks as well as other expenses (external collaboration, etc.).

But there are also other parameters in the statistics you should not neglect.
For example, **CTR** (or click-through rate) and **conversion rate.** CTR shows how well you answered your

customer's questions. And conversion rate tells you how you're doing when it comes to the ratio of clicks and demand.

If you don't like the numbers in the statistics, check your website again. Think about its design as well as about how your offers look and what they contain. Aren't your prices too high when compared to your competitors? Is it easy to navigate through your website?

There might be an issue with more than one thing. Unfortunately, Google Ads cannot offer solutions to all of them. You must figure it out yourself. Be patient.

Display Networks

Let's say you aim to raise your brand awareness. Display networks are ideal for this.

They offer more than 2 million websites that work with Google Ads: from banners to YouTube, and other social media platforms.

On the display network, your ads are not targeted based on keywords. They are targeted based on different targeting methods. For example, demographic, geographic, or user interests. **Unlike with search engines, here, the customer is not actively searching for anything.** It's quite the opposite, you are the one who reaches your potential customers.

You can reach a wide range of users. And create a "fertile ground" for yourself. The next time a customer meets your brand, they'll at least know they have heard of you already.

Remarketing

Remarketing is a very distinctive form of advertising that a**llows you to reach customers who have already visited your website but haven't placed an order yet.** Usually, companies use remarketing on display networks or social media platforms. And since the customer is probably considering buying your product at this stage, it's the right time to remind them you exist!

In real life, your webmaster uses the so-called **Google Ads remarketing code** (it's called a pixel on Facebook). Thanks to this, visitors are listed on the so-called remarketing list.

If a visitor to your website has already spent some time on the inquiry form page and did not reach out to you, you can offer them a free consultation. This might help to convince them that your solution is the best on the market.

If this does not help, they need some time to think about your offer. And will come back soon.

Comparison Shopping Website

As with other parts of CPC campaigns, this is a very complex one, too. Currently, one of the most favored comparison-shopping websites is the Google Merchant Center.

Online stores can use these websites to reach out to a wider audience. Many people got used to scrutinizing online stores before making a purchase. That's why they are so important for any online seller nowadays.

Visitors of comparison-shopping websites are already sure they're going to make a purchase. And since they want to spend money, you must be on these websites, too. Why? To compare yourself with your competitors and prove to your customers you are better than them. And your product is better than theirs, too.

In this stage, your customer needs to see specific information: prices, the trustworthiness of your brand, and the parameters of your product/details of your service.

Why Is Investing in CPC Campaigns Worth It

If you decide to invest in CPC a campaign, two big questions arise: Is it worth it? Should I do it myself or leave it to a professional?

Outsourcing might be more expensive than doing it all on your own.

On the other hand, if you know you are not qualified enough to manage the campaigns, or you don't have time to do that, it's better to delegate this to a CPC specialist.

> **Tip:**
> Use AI to create campaigns for **Google Ads** or **Meta ads**. One of the most popular is **Adzooma**.

Step 6: Best Social Media Platform for Your Business

Social media platforms enable companies to reach specific target audiences, build a loyal community, and raise brand awareness. A great advantage is that it doesn't have to be expensive to create campaigns in this virtual space. Thanks to various tools and formats it is usually on a budget.

But before rushing into this world, keep in mind that social media marketing is constantly evolving. And that you must keep up with the trends if aiming to be relevant. Only then can your campaigns be successful.

Long-term trends are visualization and keeping content concise. And since nothing indicates that this should change any time soon, the demand for social media management rises.

Many companies deal with a lack of people who would take care of their business profiles. This leads to businesses ignoring social media or neglecting their already existing profiles.

If you dive deep into the social media world, pick one that suits your business best. And learn how to use it properly.

Being present in the nowadays-popular space can be a big competitive advantage for you.

Facebook

Facebook is still the world's most popular social media. People use it no matter their age.

Even if you think that Facebook is not an important part of your marketing strategy, you should have a business profile with basic information about your company. And you should be somehow active there. Many of your potential customers will search for you not only on Google but also on Facebook. Make it easy for them.

Here are some useful tips for those who decide to be active and post regularly on Facebook:

- **Organic versus paid content:** As with other social media platforms, paid formats work the best on Facebook. Organic content will be shown to your audience much less than the paid one. For this reason, you should consider creating sponsored posts.

- **Posting frequency:** Be consistent when posting. Ideally, you should create a posting plan which will help you post regularly. Activity is the key.

- **Interaction with your audience:** To be seen (and understood), include images, videos, and blog posts in your Facebook posts. Algorithms love these. Also, communicate with your fans. Answer their questions in the comments, create discussions, and show you care about their opinions. Only then you'll be able to build a strong fan base.

> **What companies will make the most of Facebook?**
> Those which want to address a wide target audience. And aim to create their own community. However, every company should have their business Facebook profile. At least to let potential customers know the basic information (opening hours, contact information, etc.).

Instagram

Instagram is all about visual content. Therefore, it is essential to pay attention to how your profile looks. And what vibes it gives.

It is quite difficult and time-consuming to create visually pleasing content. Plus, a much younger audience is active on Instagram when compared with Facebook. This means that Instagram might not be suitable for every company. Surely, you should think through whether your Instagram profile would bring you any benefits at all.

If you decide to create an Instagram account to promote your products, follow these tips:

- **Have a visually pleasing profile:** Your business profile should be visually attractive. All your posts should be of a similar style to create a unified profile look. Also, don't forget to create a well-structured and interesting bio. To keep the posts sorted and help your potential customers be well informed, create Stories Highlights.

> **Tip:**
> Learn how to use templates and other tools to create a visually pleasing Instagram feed.

- **Use hashtags:** Use 8-10 relevant hashtags at every post. They will help your post to be seen. What hashtags should you use? Ideally, combine general ones with very popular ones and those that are also very specific for your product/service. Such a combination is a magical formula for your posts to go viral.

- **Create stories and Reels:** Reels are currently the most popular format on Instagram. Those are short videos that catch attention quickly. Often, they include background music which also helps your audience to keep watching till the end. Stories are posted with a 24-hour time limit (after this limit, they disappear). These are good to use too because people see them right after opening the app. To

keep your Stories alive, sort them in the Stories Highlights.

What companies will make the most of Instagram?
Fashion and beauty brands, restaurants, and all that can show the beauty of their products.

YouTube

With more than 2 billion users, YouTube is the largest video content platform. Companies can use it for the promotion of ads and banners, but they can also create interesting content here, such as educational videos, interviews, or reviews.

If you want to dive into the world of videos, follow these best practices:

- **Place ads before videos:** YouTube users go on this platform to watch a certain type of content. Most of them hate ads and skip them (often they can do this after 6 seconds of an ad). Some ads cannot be skipped. Those are the shorter ones (15-20 seconds long). Therefore, it is essential to catch your potential customer's attention in the first seconds of your ad. And prevent their urge to skip it.

- **Build a community of subscribers:** You can use YouTube to educate your customers about your product or service. Another type of content they could be interested in is funny videos. Or you can aim to build a loyal subscriber community on this platform. To achieve this, create discussions in the comment section under your videos. Also, ask your viewers to subscribe to your channel, share your videos, and leave it a thumbs up. Do this in every video.

- **Interact with your audience:** The best way to interact with your audience is by using images, videos, and articles in your content. Both YouTube users and algorithms love these. Answer your customers' questions in the comments sections. Ask your viewers to interact with your content and create discussions under your videos. If you do so, you'll have a strong subscriber base on your YouTube channel in a couple of months.

What companies will make the most of YouTube?
YouTube is great for many companies. And there is quite a high probability it's suitable for your brand, too. Keep in mind that to be successful on YouTube, you must create visually pleasing and interesting content.

Tip:
Learn how to create the best marketing content in <u>our article</u>. We also give tips on how to use AI to make the whole process much easier and quicker.

LinkedIn

Many LinkedIn users use this platform to search for job opportunities. However, it is also a great place to advertise products and services. You can find paid promotions here, too. Plus, you can get in touch with CEOs of other companies and suggest collaboration.

Here are a few points on how to be successful on LinkedIn:

- **Create added value:** It's essential to create a detailed business profile, share interesting content, and use hashtags. What works best is connecting with other specialists from your field. By this, you enlarge your collaboration list and be perceived as an authority.

- **Be active in groups:** Be the respected voice in your field of interest. Create and share content that has added value. Content that will help your followers. To be heard and become more popular, join groups discussing your topics.

- **Use InMail feature:** You can use a paid feature called InMail on LinkedIn. Thanks to this feature, you can send messages to users who haven't connected with you yet. I would say this feature is like cold calling. Send your irresistible offer to the decision-makers and shine!

What companies will make the most of LinkedIn?
Promotion on LinkedIn is the most beneficial for B2B companies. Why? Because they can get in touch with the sales representatives easily on this platform.

Tip:
Learn <u>how to get in touch with others on LinkedIn</u>.

How to Know Which Social Media Platform Is Suitable for Your Marketing

First, think of both your time and posting possibilities.

To succeed on social media, you must pick a platform that is the most suitable for your business as well as for

your target audience. Also, you must be able to create good quality content in the right amount and post it regularly. Rather than creating profiles on all the above-mentioned social media platforms, which would then be empty due to your inability to create content for all of them, create an account only on one platform. And give it all your attention.

> **Tip:**
> If you decide to use more social media platforms for your business, check out these tools: **Buffer**, **Hootsuite**, and **Later**. They will help you with your publishing plans.

Step 7: Expand Your List of Email Addresses and Approach More Customers

Email marketing is one of the most effective tools of promotion. Companies love it for being inexpensive and having a high return on investments. Email marketing is also popular because it's easy to track its success.

Even in email marketing, there are some challenges. The biggest ones are the creation of a contact database and gaining consumers' consent.

Other challenges are spam filters or undeliverable emails. However, no mountain is too high to climb.

Let's dive into the practical things now. I'll share with you how to create a working email campaign. And tell you the pros and cons of email marketing.

Get More Subscribers

To create a successful email campaign, you must first have a good-quality contact database in your hand. Collect contacts and **customers' consent to process their contact for marketing purposes**. How to do it? Companies often offer their website visitors to subscribe to their newsletter. It is a simple way to expand your list of email addresses. You can do this by putting an easy form like this on one of your web pages:

Shape the Future. Subscribe for Success!

Your email   **Subscribe**

☐ I consent to having this website store my information with compliance to the privacy policy so they can send me newsletters.

You can also add the consent to your inquiry form. However, be careful here. And make sure the box is ticked off (as you can see in the picture above). Your customers must tick it themselves according to the new GDPR guidelines.

This was all about the new contacts but what about the ones you've already collected? No need to worry, you can ask your subscribers for consent additionally.

My last note here would be that there are more ways to collect addresses. You can, for example, exchange a

discount or a present for an email address.

Automation in Email Campaigns

A triggered automatization in email marketing is a strategy when the automation itself is put into motion once a certain predefined case takes place. You save a lot of time thanks to automation. Plus, it enables you to create personalized messages for your subscribers.

How to effectively use automatization:

- **Purchases:** You can send your customers an automatic order confirmation email, offers, or product review right after they place an order.

- **Email interest:** Imagine you send your subscriber a certain type of email. And you notice that they open it every single time. You find a pattern in their behavior. And you know which emails he or she likes. Based on this, you will know what emails to create so they open all of them in the future.

- **Links:** If a subscriber clicks on a particular link in your email, you can track it. And next time send a message with content like this link.

- **Abandoned carts:** If a person interested in your products abandons their cart, you can send them an email reminding them that they forgot to complete their order. In such a scenario, you can also offer them some kind of discount which is supposed to work as a motivator.

- **Birthday special offers:** Create an automatic birthday campaign in which you'll wish your customers a happy birthday. You can also offer some special discount on their special day. Customers love personalized messages! And discounts, of course.

- **Unsubscribing to newsletter:** If someone unsubscribes to your newsletter, you can send them a message confirming it. Also, it is a good idea to ask them why they decided to do so. The feedback can help you to improve your future email campaigns.

Prevent Your Emails from Going to Spam

Equally important to the good-quality contact list is your email delivery rate. You must prevent your emails from going to spam.

But how to do it?

First, focus on your email's subject lines. Don't use Caps Lock, exclamation marks, or rather controversial words, such as "free" in it.

At the beginning of 2024, **Google changed the email authentication requirements**. Study them properly to

adjust the settings of your emails accordingly.

Create Engaging Emails

Use templates

The texts in emails should be divided into short paragraphs. You can use bullets, too. And don't forget to highlight the most important information. There shouldn't be more images than the text itself in an email. Why? Because then the email might seem chaotic for its reader. Also, don't use images and emojis for things you can explain with words. By this, you prevent misunderstandings.

If you decide to use tools for your email campaigns (which you'll probably do), you can use its pre-prepared templates. Then, you only edit them according to your preferences. If not being happy with the templates in the email campaign tool, you can create your own ones. Use the tool's editor or import your HTML email template. Also, don't forget to optimize the messages for smartphones.

Use CAT

CAT (call to action) is a necessary part of every email campaign. It should make the reader take action, e.g. visit your website, read a post on your blog, or buy your product. Make sure your CAT buttons look attractive and contain an interesting phrase. They must be irresistible.

Test your emails

After you hit the send button of an email you can't take it back. Therefore, every time you create an email, send yourself a test first. Or your colleagues. Thanks to the test, you can make sure the email displays correctly on smartphones as well as on laptops. Also, you should check if the links and CAT buttons work properly.

If you want to be painstaking, you can open the message using different browsers to make sure it displays correctly on all of them.

💡 **Tip:**
Use **Phrasee** to create personalized messages for each of your customers.

Mandatory Unsubscribe Link in Newsletters

Every marketing email must contain a working unsubscribe link.

Analysis

Every email marketing campaign ends with an evaluation of its results.

First, test your email subject lines. Your potential customers will react differently to different communication tones as well as phrases. Statistics will tell you what kind of tone and content they like. It will also show the best day and time to send emails.

You can examine the email content as well. How to do it? Put the so-called **UTM parameters into the links in your emails**. Then, you'll be able to see via which links your visitors got to your website, what caught their attention, or how much time they spent browsing your website. All this you can find in Google Analytics.

> 💡 **Tip:**
> Is marketing analysis completely new to you? **Download our e-book to learn how to work with Google Analytics**.

How to Pick a Suitable Email Marketing Tool for Your Business

Can't wait to send your first email? I know I know… but first, you need to find a suitable email marketing tool for your business. One that will work according to your expectations. One that will meet your business needs.

Make sure it's intuitive and offers a wide range of convenient email templates, automatization features, and analyses.

To find out whether the tool is really THE ONE, try it with the trial version. After being sure it fits your needs, purchase a paid plan and use it without limitations.

> 💡 **Tip:**
> If you're an Outlook user and would like to manage your email campaigns right in the mailbox, **try eWay-CRM**. Thanks to this tool, you'll be able to use your already existing contact list from Outlook. Work in a familiar environment to easily create and manage your email campaigns.

Conclusion

I hope this e-book serves its purpose, which is being a supportive guide on your tour in the digital marketing sphere. And that it not only explained individual tools but also helped you to decide which strategy will be the most beneficial for your business.

Digital marketing will help you to reach new customers. And turn them into loyal ones.

Every company should have their business website. It is a website that helps you introduce yourself and your product to new customers. And it is a step on a path to get to the front rungs in the search engines.

The higher you are in the search results; the more people will get to know you. And the higher your sales will be. To achieve this, it is needed to optimize your website. And in the take-off stage, it's also good to consider creating CPC campaigns.

To be closer to your customers, create social media profiles. They will help you to bond with your audience. Facebook or Instagram works perfectly for this purpose. And if you think these two are not suitable for your specialization, you can at least start using LinkedIn, where you can also search for new employees.

Also, don't underestimate the power of good old email. Email campaigns are great for reaching new customers as well as for strengthening relationships with the loyal ones. Marketers love them, especially for the high rate of return.

It's up to you what will be included in your marketing mix!

And last note, don't forget that the best ones should keep up with the trends. Digital marketing is a very complex area that evolves constantly, it's handy to keep educating yourself about this fascinating field. Subscribe to our newsletter and read **our blog** to dominate the game.

Be
effective.