

YOUR ULTIMATE GUIDE TO DIGITAL MARKETING

AN INTRODUCTORY GUIDE
FOR SMALL BUSINESSES
GETTING STARTED
WITH DIGITAL MARKETING

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WELCOME

For a lot of small business owners, getting started with digital marketing can feel like diving into the unknown. But remember, you don't dive off the deep end until you learn to swim! We believe this guide will help you get ready to take the plunge into digital marketing.

When it comes to digital marketing, a little budget can make a BIG difference. Just like a little worm can catch a BIG fish! Think of this digital marketing guide as a fishing guide...we're here to show you where and how to "fish," so you can catch the BIG ONE before it gets away! You'll be able to reach new audiences and grow your business like never before.

If you're not convinced that digital marketing is the way to go, think about it this way - Facebook and Google alone generate more revenue than any traditional media company because *that's where the people are*. Digital marketing matters because that's where everyone's attention is!

WHAT YOU'LL FIND INSIDE

Inside this guide, you'll find everything you need to know to attract, convert, close, and engage your visitors.

In today's digital world, there are more ways and places to attract potential customers. Blogs and social media content help drive visitors to your website where, hopefully, you can convert them into loyal customers. Digital marketing also allows you to be more creative and engage with your audience.

At the heart of any digital marketing plan are your website, blog, and social media platforms. So, as you plan your digital marketing strategies, remember that you're optimizing for these three areas.



**DIGITAL MARKETING
ALSO ALLOWS YOU
TO BE MORE CREATIVE
AND ENGAGE WITH
YOUR AUDIENCE.**

IMPORTANT IDEAS

(MAKE SURE YOU UNDERSTAND THESE!)

1

DIGITAL MARKETING

All your online marketing efforts fall under this umbrella, from digital advertising, email marketing, and beyond. Businesses use their websites, social media, email, Google search, and other digital channels to connect with current and future customers. There's a huge variety of options you can explore. The most successful digital marketers understand how each asset supports its main goals and objectives.

2

CONTENT MARKETING

This marketing effort centers on creating, publishing, and distributing content for your online target audience. The goal here is to attract potential customers.

3

BUYER'S JOURNEY

The process buyers go through before they make a purchase is known as the buyer's journey. It is a 3-step process:

1. **Awareness** – the buyer realizes they need a product or service
2. **Consideration** – the buyer defines their need and researches ways to meet it
3. **Decision** – the buyer selects a vendor and makes a purchase

Strategy just means thinking about why you're doing something before you do it. When it comes to your digital marketing strategy, you need to decide what you want to do, how you're going to do it, what you expect to happen, and how and when you'll measure your success.

MAIN GOALS *(WHAT DO YOU WANT?)*

1. BRAND AWARENESS

Do you want more people to know about your brand and your services or products?

2. LEAD GENERATION OR ACQUISITION

Do you want to connect with potential customers and show them why they should become loyal customers?

3. GROWTH

Do you want existing customers to buy more often or use a different product or service?

It's important to set a specific goal, if possible. Preferably one with a time limit and metrics attached to it.

Some examples are:

- % growth in followers on social media in 2 weeks
- X number of leads from specific content in one month
- % of former customers buying another product or service in one year



**5 STEPS
TO SETTING
YOUR STRATEGY**

1. SET A MEASURABLE GOAL

Since you can't measure success without goals, choose one of the three goals we just mentioned and assign a time limit and metrics to it. Creating measurable and achievable goals helps you determine the point at which the goals have been accomplished. Setting goals and achieving them also increases motivation.

2. KNOW YOUR AUDIENCE

It's important to get to know your audience. You'll struggle to deliver a message that's relevant if you don't understand the people you're trying to reach. Your audience isn't everyone... and, if you try to please everyone, you probably won't please anyone.

***IDENTIFYING YOUR
TARGET AUDIENCE
ALLOWS YOU TO
EFFECTIVELY
MARKET TO THEM.***

Here are 3 steps to help you define your target audience:

1

IDENTIFY NEEDS AND PROBLEMS

Put yourself in your customer's shoes. What needs and problems do they have? How is your business their solution? Be specific when you think about and identify the needs.

2

PROFILE YOUR CURRENT CUSTOMERS

To help you define your target audience, look at your current customers. What do they have in common? Your repeat and loyal customers can provide great insight into the kinds of people you should target.

3

OBSERVE YOUR COMPETITORS

Another good way to define your target audience is to observe your competition. You can identify their top-selling services or products when you scroll through their social media accounts and business website. Try to get an idea about who they're targeting and see if the same demographic also fits your business. If it does, you might also learn something about your target audience.



**” TO BETTER
UNDERSTAND
YOUR TARGET
AUDIENCE,
LOOK AT
THE DATA.**

Of course, defining your target audience isn't the same as understanding it. You also need to learn as much as you can about them – their lifestyle, habits, needs, preferences, likes, dislikes, and more. Then you need to constantly update that information, so you can provide them with exceptional service. To better understand your target audience, look at the data. It's a good idea to use Google Analytics and other analytics platforms for your website and marketing campaigns. This data will identify the behavior patterns of your website visitors and customers. You'll be able to see which pages and platforms make the strongest impact. This data also provides a solid understanding of your target audience, and you can leverage that information for marketing success.

3. DEFINE AND IDENTIFY YOUR BRAND

Before you can start building your brand, you first need to define the kind of brand you want to be. Think of your brand as your company's personality and the face of your business. It's how and why your customers choose you instead of your competition.

BRAND CHECKUP (what does your brand stand for?)

WHO IS YOUR CUSTOMER?

Use what you know about your customer to answer the following questions.

WHAT CHALLENGE DO YOU SOLVE?

Think about this from your customer's perspective. What problem do you help them solve or what need do you fill?

WHAT'S YOUR BRAND PROMISE?

What do you promise to always do for your customers? This will separate you from your competition.

WHAT ARE YOUR UNIQUE BENEFITS?

Think of 3 – 5 benefits your customers get when they choose your service/product that they won't get if they go to your competition.

HOW DOES IT TIE TOGETHER?

Now use your answers to these questions and create one paragraph that ties them all together. It's ok if some of your answers overlap. Your goal is to come up with an original message about your brand.

CAN YOU MAKE IT SHORT AND SWEET?

Review and revise your paragraph over and over until you come up with a single line that clearly conveys what you want to say to your customers about your brand.

4. CHECK-OUT YOUR COMPETITION

Your competition isn't just the ones who offer similar services or products.

Think of your competition in one of these 3 ways:

DIRECT COMPETITION

sells the same services and products you do

INDIRECT COMPETITION

sells different services or products but competes for the same market to satisfy the same customer needs

REPLACEMENT COMPETITION

sells services and products that are in a different industry but could be used as a substitute, or replacement, for your products or services



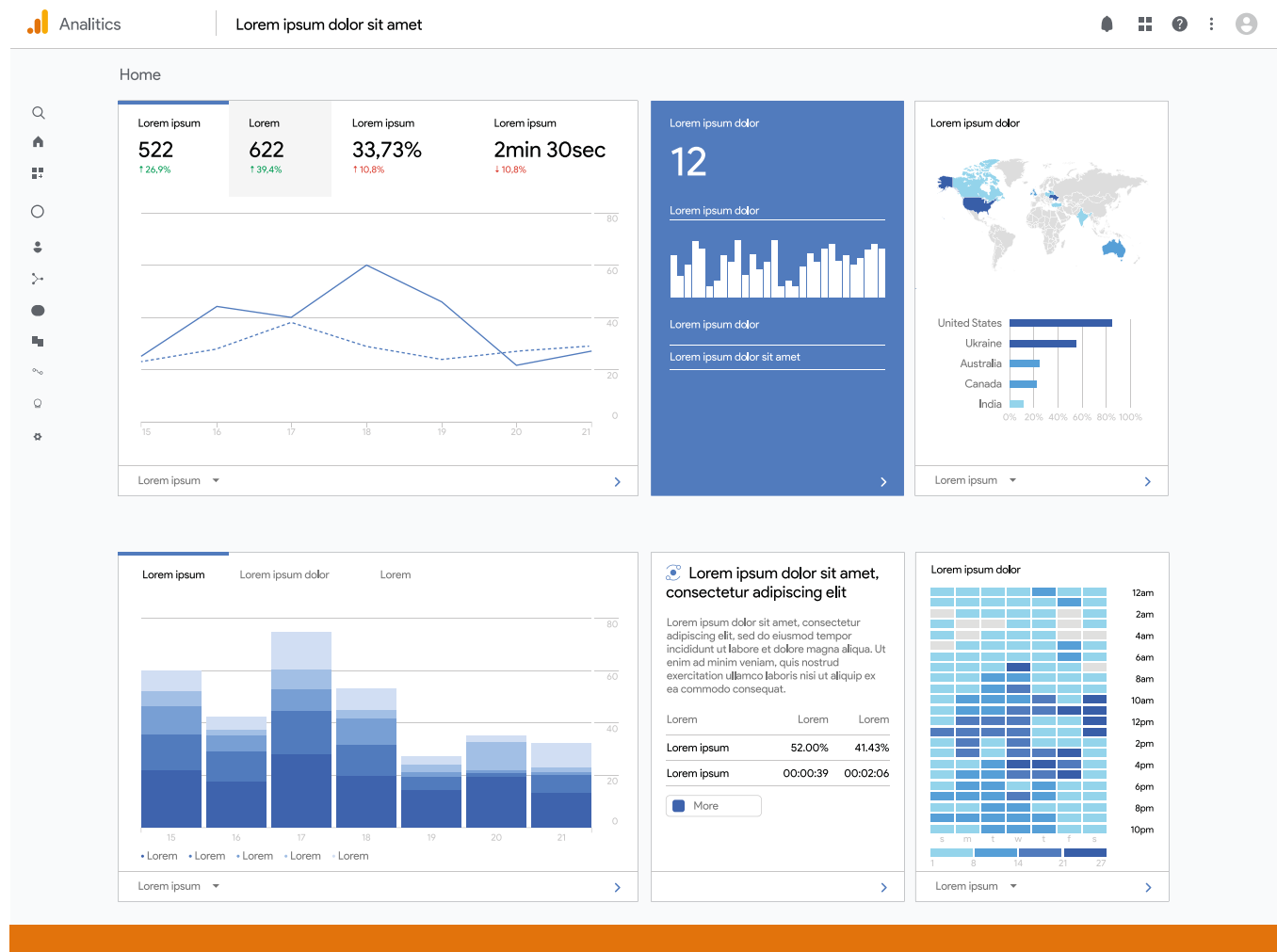
HOW TO GATHER INTEL ON YOUR COMPETITION

- ▶ Search for keywords related to your industry and see where your competition ranks on the results page.
- ▶ Notice where (and when) you see your competitor's ads and take a screenshot.
- ▶ Explore your competition's website, read their reviews, sign up for their newsletter...try out their products or services.
- ▶ Follow your competitors on social media platforms.
- ▶ Consider paying for online tools that analyze how your competitor's sites perform in web traffic and search engine rankings.
- ▶ Ask your customers what they like about your competition.

5. TRACK YOUR PROGRESS

It's not enough to have exceptional ideas that will drive traffic, build brand awareness, and grow your customer base...it's also imperative that you know how to track your progress.

Digital metrics, also referred to as key performance indicators (KPIs), are used to measure and track the performance of digital marketing and campaigns. There are many ways you can promote your brand, products, and services as well as different channels you can use to promote them. That's why it's crucial that you track your progress and see what works, so you know where to focus future efforts.



Google offers a free tracking tool, Google Analytics, that shows you how visitors use your website. Here are the 5 reporting options it offers:



REALTIME REPORT

This is where you find real-time activity on your website. Under 'Overview,' you can see your website's top active pages and the number of visitors on these pages in real-time.



BEHAVIOR REPORT

When you want to find out what your visitors are doing on your website, the 'Behavior' report tells you everything you want to know. The 'Overview' section shows you a snapshot of your visitors' behavior including pageviews, average time on a page, and bounce rate. In addition to these metrics, you can also see the top-performing pages on your website.



ACQUISITION REPORT

This report tells you how traffic arrives on your website. Did they arrive using a search engine like Google or Bing? Did they arrive because they typed in your website's URL? Did they arrive from another source other than search engines, such as a link on another website? Did they arrive from a social media platform like Facebook or Instagram?



AUDIENCE REPORT

Here you'll find a complete breakdown of your website traffic. There are many options in this section including demographics, interests, behavior, and geography. It will even show you how many website visitors are using mobile, desktop, or tablet devices.



CONVERSION REPORT

The final report Google Analytics offers is 'Conversion.' This report tells you how your website's conversion rate is performing. Conversion rate is any activity completed by a visitor such as buying a product, downloading a video, or subscribing to your newsletter. Since this section requires advance setups, it's not quite as simple to use as the other reports, but it does provide useful feedback regarding 'Goals' and 'Ecommerce,' which can help you understand the value of your business.



E MAIL



SOCIAL NETWORK



VIDEO

DIGITAL MARKETING STRATEGIES

DIGITAL MARKETING

Now that you have your plan, you know who your audience is, you have your goals, and you know how to measure them...it's time to get started!

Digital marketing makes it easy to experiment with different ways to reach your target audience on your website, search engines, and social media. Don't be afraid to experiment with different formats and kinds of content to find what works best for you.

Another advantage of digital marketing campaigns is your ability to track reactions and get immediate feedback. You'll be able to see which campaigns deliver the best return on investment (ROI) and which techniques work best for your brand.

Here are 6 essential digital marketing strategies for businesses today:





1. SEO

One of the most effective digital marketing strategies today is search engine optimization (SEO).

SEO is the process of optimizing your online content so that it ranks highly in search engine results for keywords and phrases related to your business. The higher you rank, the more people will find you and become familiar with your business and website.

The goal of SEO is to drive your target audience to your website. These consumers are actively searching for the services and products you offer.

Here are some statistics to show just how important SEO is:

80%

80% of consumers research a product or service online.

50%

While searching for something, over 50% of users discover a new company or product.

30%

Over 30% of searchers click on the first result.

10%

Less than 10% of searchers move to the second page of search results.

That's why an effective SEO strategy is essential to your business. If this is something you need help with, our performance-driven SEO services will help you attract more potential customers and increase your revenue.

[Contact our team](#) to learn more about our SEO services and to customize your strategy! With over 25 years of experience in search engine optimization, we can help you get noticed by search engines and found by potential customers.



2. YOUR WEBSITE

One of your best marketing tools is your website. It's where you can connect with your customers, and potential customers, and show them exactly what your brand is all about. Your website provides information about your products or services, tells how to purchase them, and offers other valuable content.

When you're putting your website together, it's vital that you think about user experience. Does your website help visitors find the product or service that is right for them? Does it convince them that yours is the brand they want to buy from? Does it offer a way for them to keep in touch – like signing up for a newsletter?

Google Analytics shows you how people interact with your site...where they click and where they spend the most time. It can also reveal a high bounce rate (visitors leave the site after only clicking on one page) or a low dwell time (visitors stay less than 30 seconds), which indicates they didn't find what they were looking for.

HERE ARE A FEW TIPS TO HELP YOU PROVIDE A GOOD EXPERIENCE FOR YOUR WEBSITE VISITORS:



Stay relevant and update your content regularly.



Now that more people use their phone or tablet to get online, it's essential that your website automatically resizes for smaller screens and works well with swiping, tapping, and one-handed operation. See how mobile-friendly your website is [here](#).



Make sure your pages load quickly. It's ok to have a simpler design or less functionality if it keeps your pages loading quickly. Remember every second counts when it comes to keeping someone's attention!



You can test your website's speed [here](#).



Use an attractive and compelling design for your calls to action – buy buttons for products, newsletter signups, etc.



Keep it simple! Digital marketing is similar to life in this regard...simple design structures = elegance. Just like you wouldn't cram your shop window full of items that would overwhelm your customers, avoid doing the same on your website.

[Contact](#) our website design and development team to help you create a responsive, affordable, and search engine friendly website that will anchor your brand and attract visitors.



3. PAID ADVERTISING

Another cost-effective and powerful online marketing strategy is pay-per-click (PPC) advertising. PPC drives your website to the top of search results, so if your company doesn't rank on page one of an organic search, you should probably give this strategy a try.

How does it work? Paid search ads are linked to a set of keywords that are relevant to your brand, and you pay whenever someone clicks on your ad.

Google handles over 60,000 searches per second, so it's a go-to platform for PPC campaigns. Google Ads offers an impressive ROI...businesses earn \$8 for every \$1 they invest in Google Ads. With other platforms, the average ROI is \$2 for every \$1 spent.

If your company already ranks on page one for several high-value keywords, PPC can optimize your conversions even more. This is why PPC and SEO work together to help you reach your digital marketing goals.

”IT ONLY TAKES MINUTES FOR AN AD TO BE BUILT AND PLACED ONLINE USING GOOGLE ADS.

THESE TIPS WILL HELP YOU GET STARTED:

- Identify which keywords your ideal customers search for.
- Create a specific description of the product or services you sell. Include your location so you can target the most likely buyers.
- Write your ad with your ideal customer in mind. You only have one line to get their attention and entice them to click your link!
- Set a maximum daily budget.
- Use your platform's conversion tracking and test the ad to make sure it's effective. If it's not driving traffic or sales to your website, reword it and keep testing until it does.

Contact us today and let us help you build your results-driven campaign. We're a Google Partner and our digital marketing team is Google Ads certified, so we can ensure that you get maximum results.



4. CONTENT MARKETING

With content marketing, your business uses various content to reach, engage, and connect with consumers. This content is more informational than sales-oriented. It answers questions your customers may have and establishes your brand as a unique resource and a leader in your industry.

Your online content consists of blog articles, social media posts, infographics, videos, and more. The goal of content marketing is to provide valuable and helpful information to your target audience, increase traffic, and increase conversions. It also focuses on optimizing your content for search engines to improve your visibility in search results.

Here are some other reasons to use content marketing as a digital marketing strategy:



Content marketing is extremely effective, but it must be updated regularly to be timely and relevant or consumers won't stay engaged.

[Contact us](#) to learn how our full-service digital marketing agency can help you boost revenue with content marketing.



5. SOCIAL MEDIA MARKETING







Social media isn't just a platform for people to connect socially...it's also a powerful business tool that can help get you discovered by potential customers and engage with your audience.

The goal of social media marketing is to build brand awareness and increase conversions. Social media marketing focuses on creating promotional and informational content as well as interacting with users on each platform.

Which platforms you choose to market your company depends on where your target audience spends most of their time. In general, Facebook, Instagram, Twitter, and Pinterest are the best choices for B2C businesses. LinkedIn, Facebook, Google My Business, and Twitter work well for B2B businesses.



Social media marketing is one of the most effective ways to drive traffic to your website, grow your business, and gain more followers. Here are a few more reasons to take advantage of this digital marketing strategy:

-  Build your brand and increase exposure
-  Boost your SEO
-  Build a relationship with your audience
-  Create free organic content
-  Take advantage of the paid advertising services each platform offers
-  Assess your performance and improve what's not working
-  It's free to join!

Social media marketing is an essential tool that has huge benefits for businesses. Our team is up to date on the latest trends and best practices in social media marketing, and we can help you get the most from all social media platforms. If you need help using this powerful tool to grow your business, [contact us](#) today!



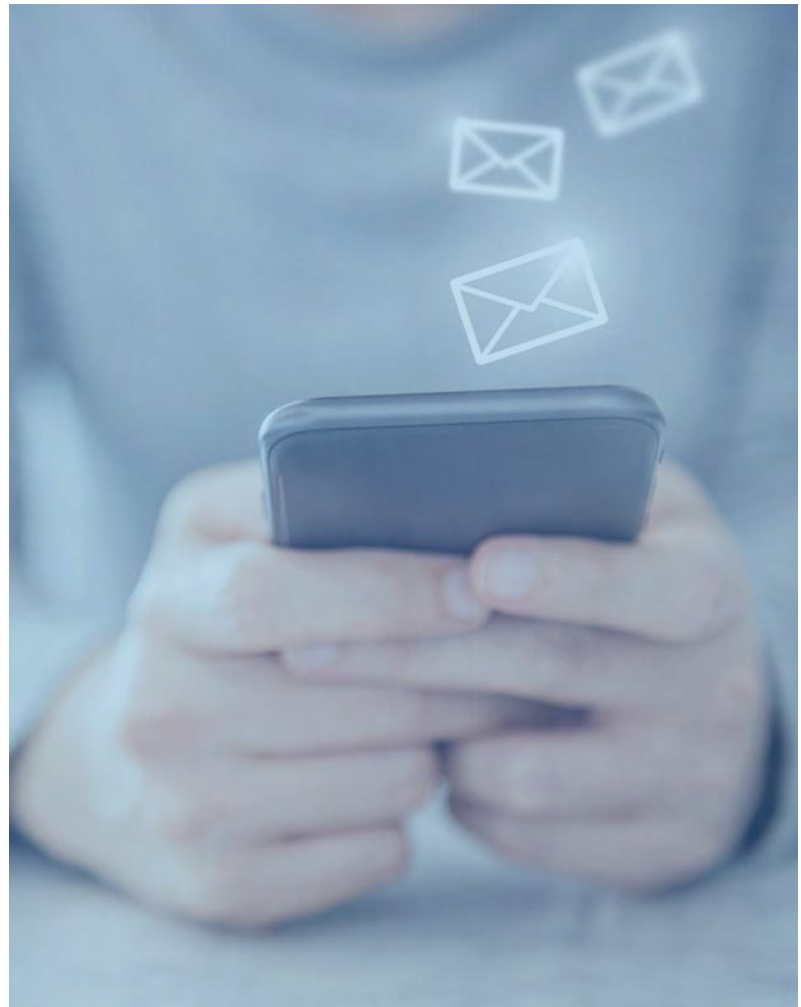
6. EMAIL MARKETING

One of the most cost-effective digital marketing strategies available is email marketing. It helps you keep existing customers as well as gain new ones. It's an excellent strategy to build brand awareness, encourage repeat purchases, and ensure that your company stays at the forefront of the consumer's mind.

Like content marketing, the objective of email marketing is to provide users with helpful information that keeps them subscribed. Even though these users may not need your products or services now, the goal is for them to remember your brand when they're ready to buy.

EMAIL MARKETING OFFERS TONS OF BENEFITS! THAT'S WHY OVER 80% OF COMPANIES IN MOST INDUSTRIES USE EMAIL MARKETING AS A DIGITAL STRATEGY. HERE ARE A FEW MORE BENEFITS:

- » Offers an impressive return with an average ROI of \$44 for every \$1 invested.
- » Generates 50% more sales than other lead generation methods. You can maximize the results of email marketing with audience segmentation, personalization, and email design.
- » Allows you to stay in touch with loyal customers and nurture the relationship you already have with them. You can build connections by sending newsletters, seasonal emails for holidays and birthdays, exclusive offers, flash announcements, reminders, and more.



We specialize in all digital marketing solutions including email. [Contact us](#) today and let's build a personalized strategy that will grow your business and increase your revenue.

ARE YOU READY TO DIVE IN AND START USING THESE DIGITAL MARKETING STRATEGIES?

You've learned that digital marketing is the way to go if you want to increase revenue, sales, loyalty, and brand awareness. It's also one of the best ways to reach potential customers and exceed your business goals.

However, the success of your digital marketing depends on how well these strategies are developed and executed. Now it's time to decide whether you're ready to bait the hook and catch the big one on your own...or if you need a little help from an experienced fishing guide!

Impact Group Marketing has over 35 years of combined experience in digital marketing, and our mission is to help you make the biggest impact possible in your community. We provide small to medium-sized businesses with digital marketing solutions that are effective, affordable, and customized to meet your needs. We also don't believe in contracts, so you know we'll work hard every day to keep your loyalty. **Contact us** today for a free quote or to learn more about how we can help you succeed!

Thank you!



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