



7 Steps to Digital Marketing Success



A Complimentary Whitepaper for Marketers



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INTRODUCTION

After years of helping small businesses reach their marketing goals, we've seen certain issues come up again and again.

On these pages we'll give you actionable tips—both on a larger scale and a smaller, do-it-this-afternoon scale—with the goal of taking our decades of experience and passing some gems along to you, the marketing manager (or the manager who finds themselves in charge of marketing).

Before we jump into the juicy, quick-fix tips that will improve your marketing in a tangible way, let's use the first 2 steps to diagnose the health of your brand. Just like a house needs to be inspected before you go painting the walls, let's inspect and understand your foundation, and then choose some great colors to bring attention to what you offer.

STEP 1:

Understand what you're offering, and why people like it.

Questions to ask yourself and your team:

Q: What problem does your product solve for customers that others don't?

What is your Unique Value Proposition?

Q: Are you attracting the customers you want to attract?

If not, who do you want to attract?

Actionable Tips

- 1. Social Media is a great place to gain insight into what customers are responding to.**
What excites them? What aspects of your product do they talk about when sharing your products or posts with others? Those are the tidbits to tap into and expand upon—and could be the key to your Value Proposition.
- 2. What are people asking questions about or finding to be a hurdle?**
Address those in your ads, your blog posts, and your headlines.
- 3. If you don't have enough social media feedback, try a survey or ask for reviews via eblast.**

STEP 2:

Review your brand.

Questions to ask yourself and your team:

Q: Do you have a Mission Statement?

Have you revisited it lately?

Q: Do you have a Brand Promise?

A description of your company's character that informs all that you do?

Q: Do your employees know which colors (exactly) and which logo version to use in which instances?

Have you seen examples of your brand out there that don't quite look up to par?

Q: Do you have established templates for different types of documents that employees can access?

Actionable Tips

1. Read your mission statement. (If you can't find it, that tells you where to start.)

Does it sound like it could apply to any other company, or worse, any other industry?

Does it speak to why you do what you do? A good Mission Statement, and indeed the process of collaborating on a new one, can revitalize a company and redirect your energy.

2. What about your Brand Promise?

This is often a simple, high level statement that does credit to its name, and serves as the Promise your Brand will deliver. For example, Coca-Cola's Brand Promise is "To inspire moments of optimism and uplift," and FedEx's is "Peace of mind."

This isn't a mission statement, or a strategic plan, but the basic promise your company will fulfill in all its dealings.

3. **For more consistent output across departments, create a Brand Guideline document or ask your design/marketing team to put their guidelines into a style guide.**

Employees and designers can then reference this document to ensure all uses of the brand (including colors, font, and logo) look consistent.

Here are a few examples of great style guides.

4. **Create templates in Word, Excel, Powerpoint, and any other programs that will be client-facing.**

Request that employees use these templates whenever they create a piece that will go to customers, so your branding will always look the same no matter who created it. This can be as simple as setting the font, inserting your logo into the header, the date into the footer, and saving it as “Company Template” for all to use.

STEP 3:

Understand your target market demographics.

Questions to ask yourself and your team:

Q: What drives your customer to buy?

Why did they choose you over a competitor? What other factors help them decide?

Q: If it applies, think about their general age range, gender, tech-savviness, family status, or education level.

Integrate these attributes into your tone, your images, the words you use, and the avenues you use to reach your target demographic.

Q: Does your current customer base reflect the target market you are trying to reach?

How has your target market demographic changed over the years? Have you changed with it?

Q: If each member of your team were to describe your target market, would the answers be consistent?

Actionable Tips

1. Walk yourself through the customer experience from an outsider's point of view.

Go to Google yourself and type in what your customers are actually typing in the search bar (not industry-speak). See where it takes you. If you get results for your website and/or your ad, would you really click on it if you were reading about your company for the first time?

2. What is the first impression your website gives?

What feelings does it invoke? What basic question does it answer first? Is it clear what you do?

If you visit your own website with fresh eyes, or better, have a friend or relative look at it, does it immediately speak to the customer you're trying to reach? Or does it use complicated wording, or focus on an obscure detail your team is really excited about, but doesn't necessarily help the average visitor?

3. Check your Google Analytics and your AdWords for which keywords people are using most often to get to your site.

It might surprise you. (And if they don't align with your goals, that tells you where to start.)

4. If your team isn't sure who your target market is, maybe it's time for a refresher.

Reconnect your team members with your average customer base, or even actual customers, to get everyone on the same branding and customer service page.

STEP 4:

Determine the marketing tactics best suited for you.

This step is much more involved than the others, or at least it should be. At Cazarin, we spend several weeks researching, asking questions, and discussing with our clients to determine the best marketing tactics for them. In lieu of conducting the entire Needs Analysis process, let's look at some tips that could apply to most companies.

Questions to ask yourself and your team:

Q: Look at your current marketing. How are visitors currently getting to your site?

Q: Where does your target demographic spend their time, or go when they want answers?

Q: Have you tried digital advertising through Search Engine Marketing or Social Media?

Actionable Tips

1. Say your website has been newly redesigned, it's responsive, and has great content to help visitors get the information they need—but you're not getting as much traffic as you'd like.

Here are some traffic-driving tactics that may help.

- a) *Improve on-page and off-page SEO by optimizing each page, getting inbound links from other sources, and making sure your site is clean from duplicate pages, duplicate content, and other blights search engines avoid. (See Step 6 for more details.)*
- b) *Social Media advertising is constantly changing, and could be something to try for a month. Changes to LinkedIn, Pinterest, and Facebook's advertising have given businesses the chance to find the right audience in the place they're spending their time. Create a great piece of content and push it out through Social Media ads on the platform that's right for you. See what attention you can generate, and assess if this could be a winning approach.*
- c) *Try the Social Media route organically. If you have a good fan base on your platforms, make sure you're producing content people want to read, see, and share. If your insights are share-worthy, your name will naturally get in front of many more eyes.*
- d) *Search Engine Marketing, including Pay-per-click, generates tens of billions of dollars for the search engines annually, and simultaneously drives millions of quality clicks to the world's websites. If you're not using this approach, it is something worth trying in order to get in front of the massive crowds of Google searchers (and Bing/Yahoo).*

2. **It's easy to let the months slip away without producing much quality content, either written, video, or visual.**

To keep your creatives on track, and your audience fed with great insights, make an Editorial Calendar. Create a 6- or 12-month grid of content ideas and how you would like to distribute them via blog post, social media, advertising platforms, and email marketing. Plus, brainstorming ideas as a team can flesh out great topics that your audience would really enjoy.

3. Let's dig in to Google AdWords a bit. There are probably hundreds of great articles and tips on making the most of this pay-per-click platform.

Here are a few of our own easy tips.

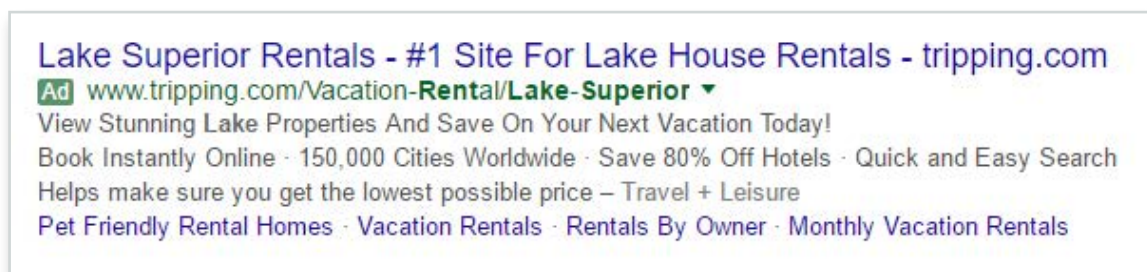
- a) *Bid more at the times when your best customers are searching. Using AdWords' **day and time schedule adjustments**, you can bid higher during certain hours of the day or days of the week, or shut off your ads altogether during low traffic times. A good way to save budget!*
- b) *Add mobile bid adjustments. If certain ad groups are getting a higher click-through-rate or conversion rate on mobile than on desktop, set a higher bid adjustment for mobile.*
- c) *Always use **negative keywords** in each campaign and each ad group. Check "search terms" to know exactly what words have been triggering your ads. You may be surprised by the strange, unrelated terms that you won't want to be bidding on.*

For example, we inherited an AdWords account for a company selling knee pads for construction workers, among other tools. When we looked at the search terms list, their ads were showing when people typed in volleyball knee pads, umpire knee pads, and even baby knee pads. We added those as negative keywords right away, among others, so that we were not wasting impressions or accidental clicks on the wrong terms.

d) Make the most of **ad extensions**—the added text under an ad that appear when you're in the top positions. Use callouts, phone extensions, and review extensions from 3rd party sites (sometimes adding your BBB rating as a review extension can do wonders for CTR). Price extensions are great for eCommerce sites because customers can see and click right on the products/prices they're interested in. And sitelink extensions let you link directly to often-visited pages your customers might be interested in.

Here is an ad with three types of extensions.

"Book instantly online" and the rest of that row are all "callouts". The quote from Travel and Leisure is a Review extension, and the blue terms at the bottom are all sitelinks that bring you to specific pages on your site that would interest visitors. Using extensions has been shown to increase Click-through-rate, so try them out!



Lake Superior Rentals - #1 Site For Lake House Rentals - tripping.com
Ad www.tripping.com/Vacation-Rental/Lake-Superior ▼
View Stunning Lake Properties And Save On Your Next Vacation Today!
Book Instantly Online · 150,000 Cities Worldwide · Save 80% Off Hotels · Quick and Easy Search
Helps make sure you get the lowest possible price – Travel + Leisure
Pet Friendly Rental Homes · Vacation Rentals · Rentals By Owner · Monthly Vacation Rentals

e) Write more than 2 ads per ad group so Google can really optimize the best ads for each search. We'd recommend 4 or more, including at least one using dynamic keyword insertion.

f) Hire an agency that is a Google Partner, like Cazarin Interactive, meaning that company has fulfilled certain requirements set forth by Google.

STEP 5:

Determine specific goals.

Questions to ask yourself and your team:

Q: How are you currently measuring your success?

Q: What would a successful campaign look like to you?

Actionable Tips

1. Different campaigns may have different goals.

Perhaps you are focused on expanding your email list, getting new leads, getting new members, or straight-up sales. For each of the tactics you've selected, determine specific goals, within a specific time period, for each endeavor, so that you can compare results and adjust accordingly.

2. Resist the urge to make a vague goal, like "get as many newsletter sign-ups as possible."

Your goals should follow the tried-and-true SMART formula. They should be Specific, Measurable, Achievable, Realistic, and Time-based. For example, your goal could be "achieve 50 new newsletter sign-ups from our three Facebook campaigns during the next month," or "Achieve \$10,000 in website product sales per week."

STEP 6:

Make your website the center of your marketing efforts.

Questions to ask yourself and your team:

Q: Is your website performing all the tasks you need it to do, or do you wish it could do more?

Q: Do you update your website in some way every 3 months at least?

Q: Is your website showing up on search results for your target keywords?

Q: Do your website visitors convert?

Q: Is your website responsive, or at least mobile-friendly?

Actionable Tips

1. Make sure your website is responsive or mobile-friendly, for two major reasons.

First, 65% of all digital media time takes place on mobile devices, according to a 2016 report by ComScore. If your website does not render well on mobile or tablets, that means over half of your visitors could be missing out on a good online experience. Second, search engines and search pay-per-click algorithms give preference to mobile-friendly websites.

2. All of your marketing efforts should lead back to your website.

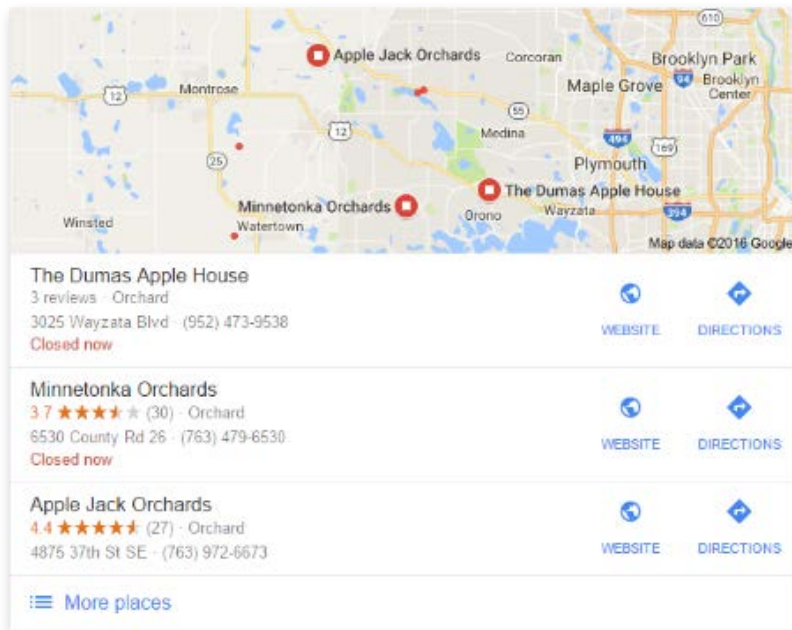
This is called concentric marketing. If designed well, your website will inform, sell, convert, answer questions, and be a resource to prospective customers and current customers alike.

3. Let people find you, with Search Engine Optimization (SEO).

Here are some actionable tips.

- a) *The more external websites that link to yours, the more popular you look to search engines, which lead to a higher ranking on search results pages. If you are a local business, we recommend you use a service that will submit your company's information to all of the major online directories (like Yellow Pages, Yelp, Bing places, Citysearch, Foursquare and hundreds of other sources). These business listing managers, like Acxiom, Express Updates, Factual or Neustar, work to make sure your company is listed consistently on all the major directories so the search engines see that you're properly represented and linked to from quality external websites.*
- b) *Use Google Search Console to search for crawl errors (like 404 errors). Google will tell you the priority of the errors that need to be fixed. (Tip: Create an xml sitemap to make the process more thorough.)*
- c) *Perfect your on-page SEO optimization. Terms like title tags, meta descriptions, headers, alt text, and keyword density should come to mind. If this sounds like a foreign language, start by adjusting your title tags on the back-end of your site, or contact Cazarin for help. (The title tag, or meta title, is the page title that shows up in search engine results.) Your title tag should be no more than 55 characters, and should have your primary keyword phrase at the front. Use a secondary keyword phrase or your brand name if you have room. Do this for every page of your site if possible.*

d) Get on Google's Local 3-pack! These results appear with a big map at the top of the search results page with three pins. These results get even more visibility than Google ads! To show up here, you must claim your Google My Business Page and submit your business information to several citations (using sites like Acxiom as mentioned above). Finally, work to get as many reviews as possible on your Google My Business page and similar sites that accept customer reviews.



4. Finally, track your efforts and successes in measurable ways.

STEP 7:

Analyze and revise.

Questions to ask yourself and your team:

Q: Now that you've got your campaigns set in motion, look carefully at the analytics and insights within the platforms you're using.

Where is your traffic coming from? What pages or posts get the most clicks?

What types of customers or leads are you getting?

Q: Compare your results to the goals you set in Step 5.

Actionable Tips

1. Keep trying things.

Try a light box pop up to direct people to a special download or to tell them about a special sale going on. Analyze, revise, repeat.

2. Try landing pages specifically designed for special campaigns, deals, or times of the year.

Directing people to simple landing pages that have one simple goal can convert better than directing people to your Home Page.

3. Small tweaks to your website that are monitored and tested could surprise you.

Try new calls to action or different imagery.

4. Daily or weekly monitoring (and tweaking) is particularly important for advertising platforms, like Google AdWords or Facebook ads.

You don't want your budget going to waste, so make use of experts around you to get the most out of each impression and click.

TAKE THE QUIZ

Now see how your company fares with our Marketing Health Quiz!

Using the chart on the next page, give yourself 3 points for tactics that are done, and done well. Give 2 points for tactics that you've started or that are okay, but might need to be revisited. And give yourself 1 point for those tactics that you haven't done yet.

Take quiz on the next page!



MARKETING HEALTH QUIZ

MARKETING TACTIC	Yes! Done, and done well! 3 points	This is OK/ May Revisit Next 2 points	Need to Do 1 point
Unique Value Proposition			
Mission Statement			
Brand Promise			
Clearly-defined Brand Guidelines			
Clear Target Market Demographic			
On-page SEO optimized			
Off-page SEO (linkbuilding, etc)			
Clean, Branded Social Media Profiles			
Social Media Advertising			
Social Media Posting			
Search Engine Marketing			
Editorial Calendar			
AdWords Optimized for Keywords, Schedule, Device, etc.			
Specific Campaign Goals			
Responsive Website			
Concentric Marketing			
A Process for Analyzing & Revising			

How did you do?

- 27+ points** Great Job! You've been working hard to optimize your marketing!
 - 22-26 points** You have some work to do, but now you have some ideas on where to put your efforts!
 - 17-21 points** Call us! Cazarin Interactive can help you with any of the marketing tactics listed here to get your marketing up and running!
-

Your new marketing tactics may take some work, and there are a lot of details to manage.

But it's worth the time to dig in and optimize your web pages, your social media, and the brand you put forward. If you'd rather defer to the professionals for any of the tactics you've seen here, or to work in tandem with our team, contact Cazarin Interactive to get started.

For a Free Consultation on your website or your company's marketing needs, or for more information, visit cazarin.com*



For over 18 years Cazarin Interactive has helped businesses large and small achieve marketing success. We offer a full suite of services, including: brand building, marketing services, and website design.

* For qualifying companies