THE INSIDER'S GUIDE TO DIGITAL MARKETING

Discover the 20-page blueprint industry pros use to grow a business like yours, online.

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THE GROWTH MARKETING AGENCY

What you are about to read will – if implemented correctly – transform your business.

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These days, almost everything and everyone is online. Your potential customers are no different; they're spending huge and increasing amounts of time on the internet looking for what you offer.

Introduction

... But are they finding you?

If you're not getting many leads or customers from your website, or the ones you are getting are poor quality, then you have a problem. Perhaps you know this already and want to fix it, but you don't know where to start.

That's why we created *The Insider's Guide to Digital Marketing.*

In today's world where digital media dominates the customer acquisition process, your challenge as a business owner / manager is twofold:

- to be *highly visible online so new customers can at least see you as an option, and*
- persuade *them to choose your business over competitors*

At WebBuzz, this is what we do for our clients, every day of the week. Now for the first time, we're sharing our knowledge and expertise so you can try it for yourself. Think of this guide as a 'manual' for online success. Follow the instructions (and persevere over several months) to get your website pumping as an inbound sales channel! Your business can succeed online, you just need a plan to make it happen. If you have any questions, or need some professional help with aspects of the program, please contact us for a chat.

Good luck!

Regards, Darren

CEO

Profile your customer

1

Before you even begin building your website, you should conduct a process of 'customer profiling' to properly understand your audience. In this way, you can better meet their needs, wants, and desires.

If you just let your web designer decide what looks good on your website, without giving him or her an idea of who you are dealing with, your website will fail. Knowing your target audience will have a massive impact on the choice of design elements like colours, font, lay out, images and photos, headlines, and copy. If you don't know where to start in profiling your customer, here are some ways you can build a good customer profile:

- **Customer database analysis** – *If it is possible, collate and analyse demographic and sales data of your enquiry database to build an accurate picture of who your target customers are. Data should include age, gender, product/sale type, location, and profession, among others. If you are dealing with a large number of database, a random sample of at least 100 customers will do.*

- **Buyer personas** – *most businesses will have more than one 'typical customer'. Indeed, you may have five or six different types of buyers for your product or services. Each customer group is comprised of real people with real emotions, and needs. Buyer personas are detailed profiles for each of the different types of customers you may have. They allow you to better understand their different challenges, motivations, habits, and locations so you can more effectively market to each group. You can make buyer personas more fun and interesting by creating different names and characters that best describe each of your customers types.*

> **TIP/** You can find a great FREE buyer persona template in our resources section. [1]

- **Customer interviews and surveys** – *What better way to know your customers than to talk to them? If one-on-one interviews are not possible, you can run a survey through SurveyMonkey or a similar service.*

- **Empathy and insight** – *Empathy plays an important role in website design too. Just imagine how effective your design will be if you and your developer are able to project into the mindset of your customer.*

Align your brand
(or create a new one)

More info in endnotes. **3**

Your brand is the face of your business. Brand identity and market perception are key drivers of customer acquisition, loyalty, and ultimately, profits.

First of all, you need to create a brand that resonates with your target market. A common mistake that many small businesses owners make is to create a brand around their own personal identity or ego, instead of aligning the brand to the needs of customers. A good brand name should be memorable and catchy. Try and use words in the brand that your target customers will search for online. When a brand name is already in place, make a powerful logo that visually conveys the brand identity.

These days, the most powerful brands online are usually niche brands which target specific customers. According to their published user behaviour research, people mostly use Google to search for specific things; it is the opposite of generalist 'broadcast' mediums such as television and radio.

TIP/ To find out what terms your customers are using to search for your product or service, use Google Adwords Keyword Planner tool, or even just the 'auto-suggest' feature in the Google search bar.
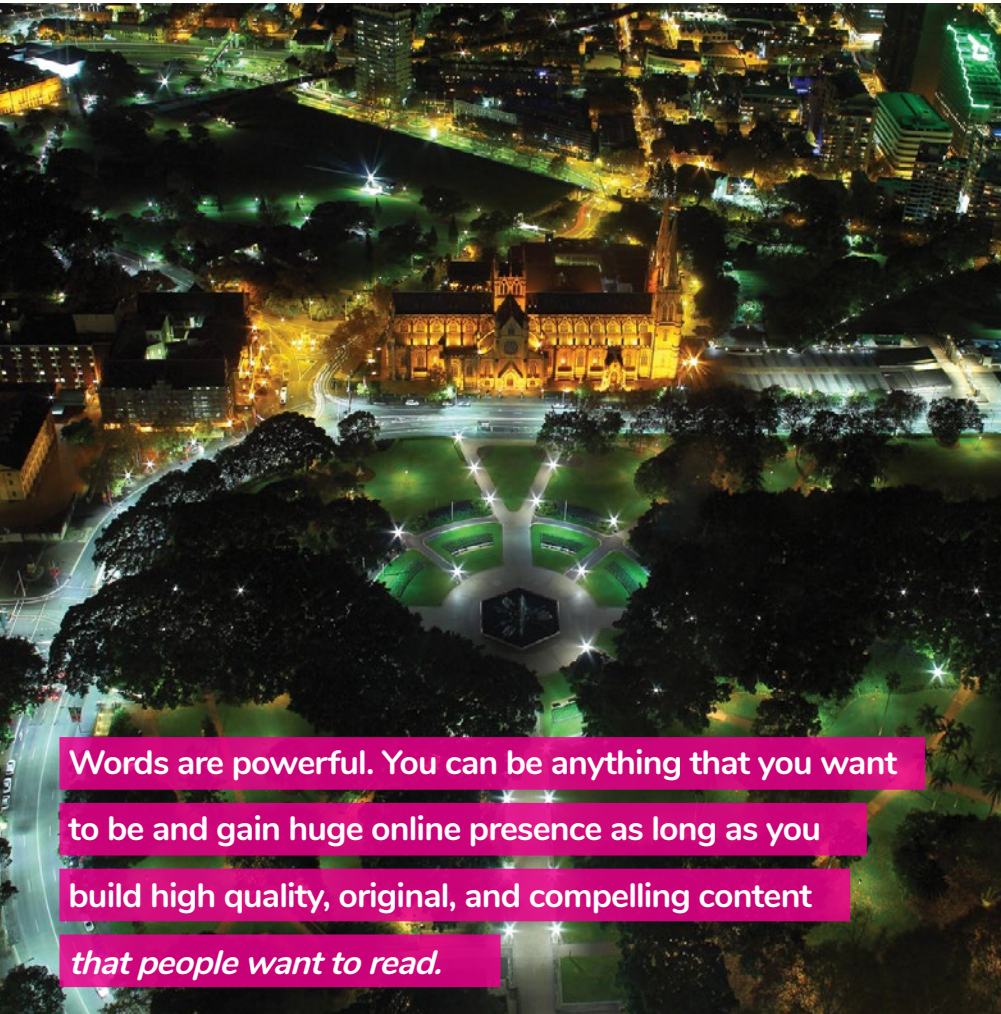
In this context, small and medium enterprises (SMEs) have an equal chance to compete with big corporations - if they stick to their 'narrow' identity and specific products. A good brand has the following elements:

- *Memorable and catchy name*
- *Descriptive or evocative of the product/service sold*
- *Targeted for the profile customer*
- *Include key search terms for your product or service*
- *Powerful logo that visually conveys brand identity*

Create
compelling content

Words are powerful. You can be anything that you want to be and gain huge online presence as long as you build high quality, original, and compelling content *that people want to read.*

The internet is still largely a text-based medium, so for digital marketers words are incredibly powerful. Indeed a whole new industry called 'content marketing' has emerged to capitalise on this. There are no magic tricks here or even shortcuts. The key is to match content on your site to the needs of your target customers so that when they are searching for information around the product or service you offer, they find your website first. Content may take the form of blog articles, infographics, white papers, eBooks, slideshows, videos and more, but most quality content shares the following characteristics:

- *Well written*
- *High quality*
- *Original (or even better, unique)*
- *Useful*
- *Regular – published often*
- *SEO optimised*

TIP/ Make sure that you don't copy or duplicate content from other sites. Google can recognise 'duplicate content' and may penalise your site with less web traffic.

Creating great content requires a significant time investment. Most SMEs give up way too easily when their efforts are not giving them immediate results. Don't make this mistake – stick with it! Position yourself as a thought leader in your industry by regularly publishing great content, and you will be rewarded with increasing web traffic, more online credibility and better conversion from enquiry to sale.

With persistence and planning small businesses can beat much larger companies by appearing higher in the Search Engine Results Pages (SERPs) for key search terms. (The higher up you are on page one of Google, the more traffic your business will receive).

Remember that you are building your brand when you use web content to reach to your customers. If you are not a strong writer or don't have the spare time, hiring a professional copywriter may be a good idea.

More info in endnotes. [4]

Offer an irresistible FREE gift

Everyone likes free stuff.

If you are building a lead capture page on your website with a web form for prospects to leave their contact details, offering an irresistible free gift could make it perform better.

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A free e-book, white paper, presentation, or webinar course can be used as a "bait" or lure for people to contact you and become a lead. Creating a relevant reward for your target audience to get their personal and business contact data will help grow your database and increase sales. Here are some reward ideas you can offer on your lead capture page:

- *Newsletter subscription*
- *E-book or comprehensive guides*
- *Podcast*
- *Webinars*
- *Research or whitepaper report*
- *Checklist/Scorecards*
- *Slideshow*
- *Free consultation*

TIP/ Checkout this page as an example of a high-performing lead capture page with a FREE gift:
seniorsfirst.com.au/free-guide/

The goal is to provide something of high-perceived value to your target customer. This can sometimes be challenging, which is why you need to offer something unique and remarkable. When something catches their attention, they will take your bait and submit their details in your online form.

Set up an email marketing database
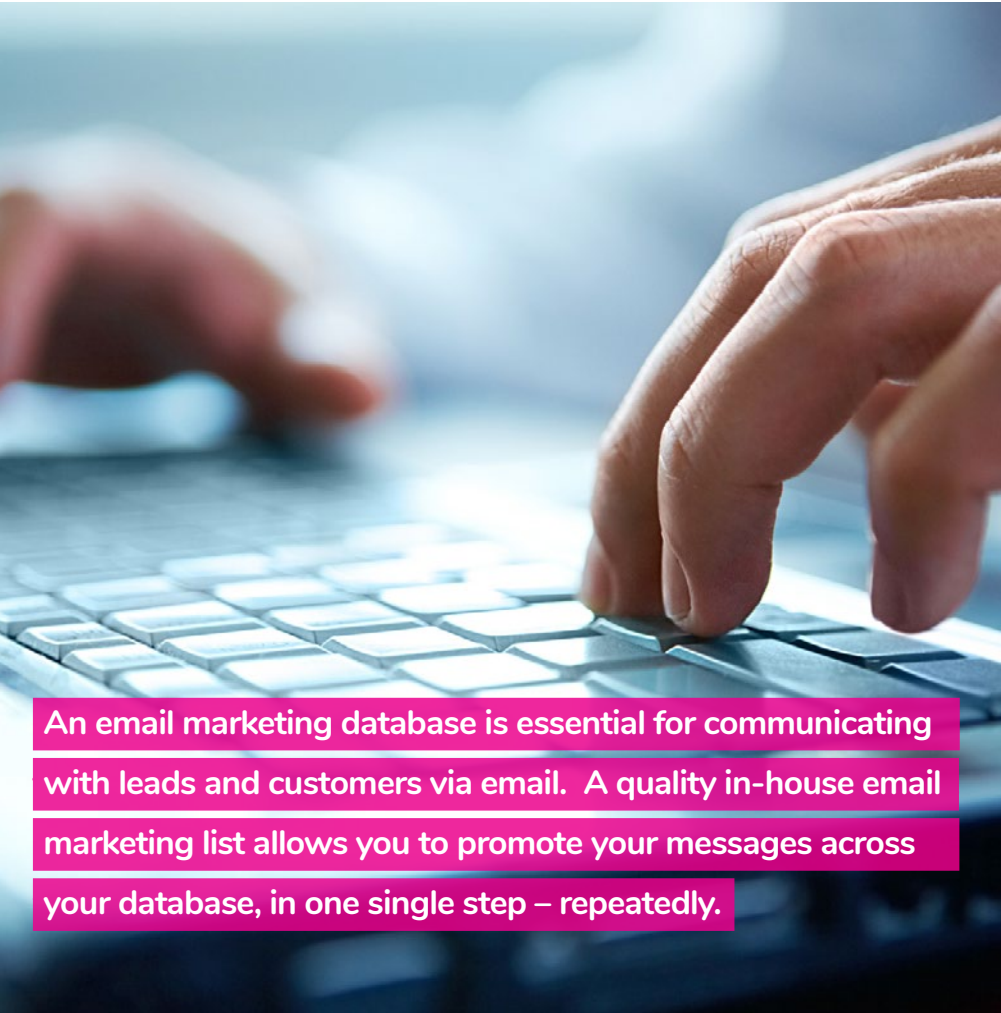
An email marketing database is essential for communicating with leads and customers via email. A quality in-house email marketing list allows you to promote your messages across your database, in one single step – repeatedly.
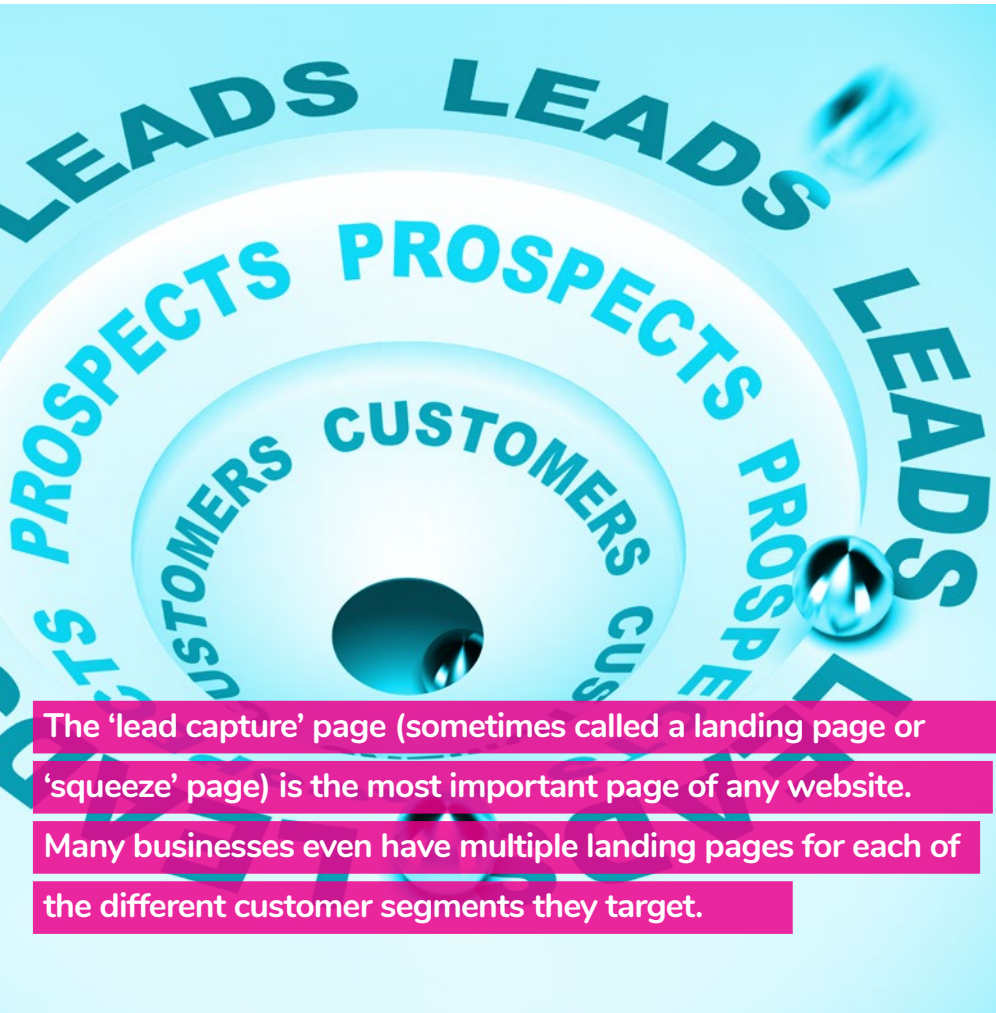
Setting up and growing an email marketing database can take time, but the benefits are undeniable! If you haven't built one for your business, here are some of the reasons why you need to start building that database now:

- *You can build your brand*
- *Establish a relationship with prospects*
- *Keep your business 'top of mind'*
- *Promote referrals and 'word of mouth'*
- *Convert medium and long term prospects into sales*

If you don't know where to start, you can use available email marketing platforms like **MailChimp.com** or **CampaignMonitor.com** to capture email data. You can also use these programs to message your email marketing database and leads with 'auto responders.' One problem that you might encounter when doing email marketing is the sheer volume of daily email your customer might be getting. You must use industry best practices in email marketing to cut through for good results.

The strategies that will work for you depend on the nature of your market, but may include the use of clever headline writing, creative template design, and alluring promotional offers. You can also set up a message creation and delivery scheme wherein your database can receive emails at a set time and date. Most mail services today also offer statistical reporting where you can view how many opened your email, clicked a link, or forwarded it to others. You will find this useful in knowing which email marketing campaign is effective or not.

More info in endnotes. [5]

Test lead capture or 'conversion funnels'

The 'lead capture' page (sometimes called a landing page or 'squeeze' page) is the most important page of any website. Many businesses even have multiple landing pages for each of the different customer segments they target.

More info in endnotes. [6]

Here's the thing: the better your landing page converts web traffic into leads the more prospects, customers and revenue your business will enjoy. Better conversion is a profit driver: it flows straight through to your bottom line. The process of improving the performance of the page is called 'conversion optimisation'.

To maximise your website conversion funnels, you must test each element of customer interaction, study the analytics, and optimise the design of your page. An actual test also proves or disapproves any hypothesis you may have based on eye tracking software, such as **crazyegg.com**. A/B testing, using tools such as **unbounce.com** and **optimizely.com** will lead you to improved landing pages and better website traffic conversion.

In order to do this effectively there are 3 key steps:

1. Design your page to ask users/leads to do just <u>one thing</u>, e.g. download a guide or enter their email. Don't bamboozle people with too many buttons or choices.

2. You should then send a small amount of traffic through pay per click advertising (PPC) to test conversion rate. A funnel is effective if the conversion rate is at least 2-5 per cent.

3. Now test again and improve the funnel further by tweaking the page design until a good conversion rate is evident. Finally, activate full traffic flow by spending the campaign budget.

Here are some of the tools you can use for constantly monitoring, measuring, and improving your conversion rates:

- *Google Analytics*
- *Google Webmaster Tools*
- *A/B testing*
- *Data analysis*

Drive traffic
to the site

Search Engine Marketing (SEM) or otherwise known as pay per click, is where business creates advertising campaigns on search engines such as Google, Bing, and Yahoo and pay for clicks of targeted web traffic. Using PPC is a cost-effective way to get traffic flowing to your site.

On the other hand, search engine optimisation (SEO) is an excellent long-term strategy for attracting 'free' web traffic to your site. In doing an SEO campaign, it is important that you follow these steps for success:

- *Profile your core buyer*
- *On-site optimisation*
- *Select keyword search terms*
- *Test keyword and search volumes*
- *Develop and execute link building strategy*
- *Measure results, review, and optimise*

Finally, more traffic and better conversion should deliver the boost in leads from your website you are seeking. Mastering the art of these techniques can quickly grow your business and lead to more customers, higher revenue and increased profits.

Once you know that your conversion is okay, you are then ready to drive more traffic to the site with pay per click (PPC) and/or search engine optimisation (SEO).

More info in endnotes. **7 & 8**

Where to get help

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"I've really enjoyed working with Webbuzz. It's a genuine partnership. They understand our business, they understand our customers, they understand what we are trying to achieve."

Andrew Ford – Heartland Seniors Finance
www.seniorsfinance.com.au

End Notes

1. FREE buyer persona template
https://www.davidmeermanscott.com/hubfs/documents/Marketing_Strategy_Template.pdf

2. Know Your Customer! Why Profiling Is The 1st Step in Business Web Design
https://webbuzz.com.au/know-your-customer-why-profiling-is-the-1st-step-in-business-web-design

3. Logo and Brand Identity
https://webbuzz.com.au/logo-creative-process/

4. Copy Writing
https://webbuzz.com.au/copywriter-sydney-agency/

5. Email Marketing
https://www.campaignmonitor.com/resources/

6. Website Traffic Conversion
https://conversionxl.com/conversion-rate-optimization/

7. Pay per click (SEM)
https://webbuzz.com.au/pay-per-click-advertising-agency/

8. Search Engine Optimisation (SEO)
https://webbuzz.com.au/seo-company-australia/

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