

SCORE BUCKS COUNTY

Digital Marketing 101

The Core Things that Every
Marketer Needs to Understand



What is SCORE?

WE help entrepreneurs start or expand existing businesses.

SCORE – We are experienced business executives/owners

- Provide individual free mentoring



- Offer workshops and webinars



Your Moderator Today



Focus of This Webinar

- Focus on Beginners in DM
- Benefit those who have started and are lost
- Covers the basics
- WILL NOT address technical issues or details about any specific tool

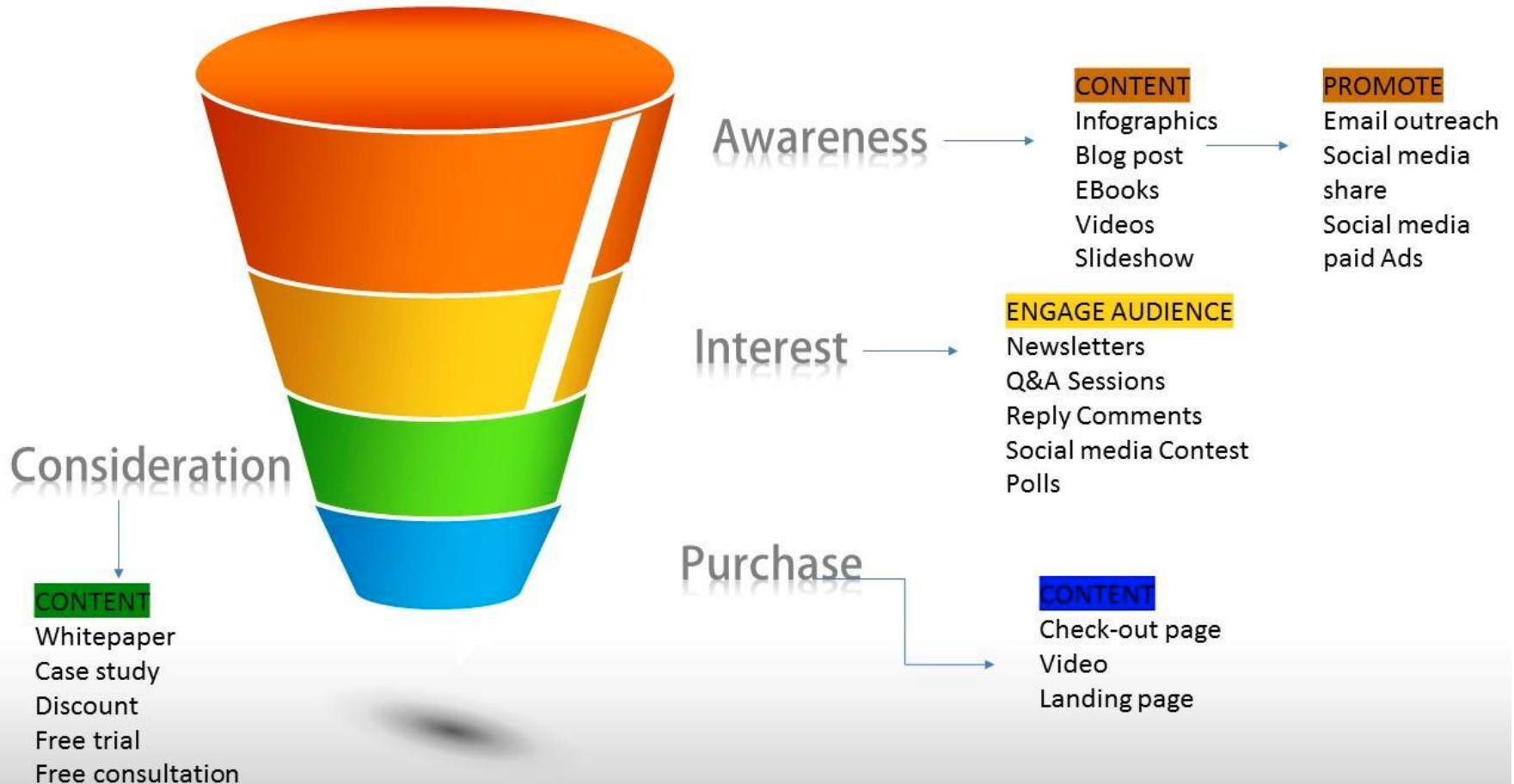
The intent is to get attendees started in DM –
A DM Bootcamp

Basic Digital Marketing Questions

We will answer Seven Basic Questions Today

1. What are we talking about?
2. Where do I start?
3. What do I want my website to do?
4. How does Search work?
5. Why should I use Email marketing?
6. What Social Media sites should I use?
7. How do these elements of DM work together?

Digital Marketing – It's Confusing



Credit: moorasalam.com

Digital Marketing – It's Confusing!



Our Targets

ACCORDING TO
RESEARCH,
our attention span has
markedly decreased
in just
15 YEARS...



AVERAGE ATTENTION SPAN
IN 2000:
12 SECONDS



AVERAGE ATTENTION SPAN
IN 2015:
8.25 SECONDS

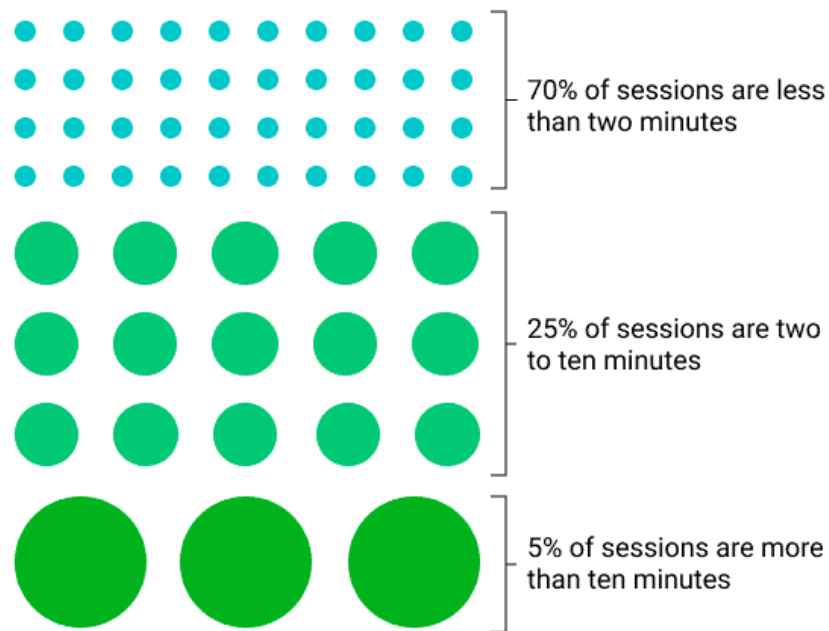
IN FACT,
scientists reckon we
now have shorter
attention spans than
goldfish...



AVERAGE ATTENTION OF A
GOLDFISH:
9 SECONDS

Concentrate Much?

On average, we pick up our phones 58 times per day



This time adds up to about 3 hours and 15 minutes.

Huh – What Was The Question?

WE'RE EASILY DISTRACTED...

An office worker, on average, will check their email inbox

30 TIMES

every hour.



The average user picks up their phone more than

1,500

times a week – taking up an average of 3 hours, 16 minutes a day.



The Conclusion



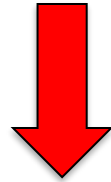
So as marketers, we're trying to sell to goldfish – no wonder it sometimes feels difficult!

So – After some thinking

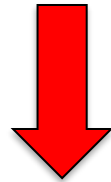


Q#1 - Overview of Digital Marketing

The Purpose of Digital Marketing is to
Create Traffic to your Web Site



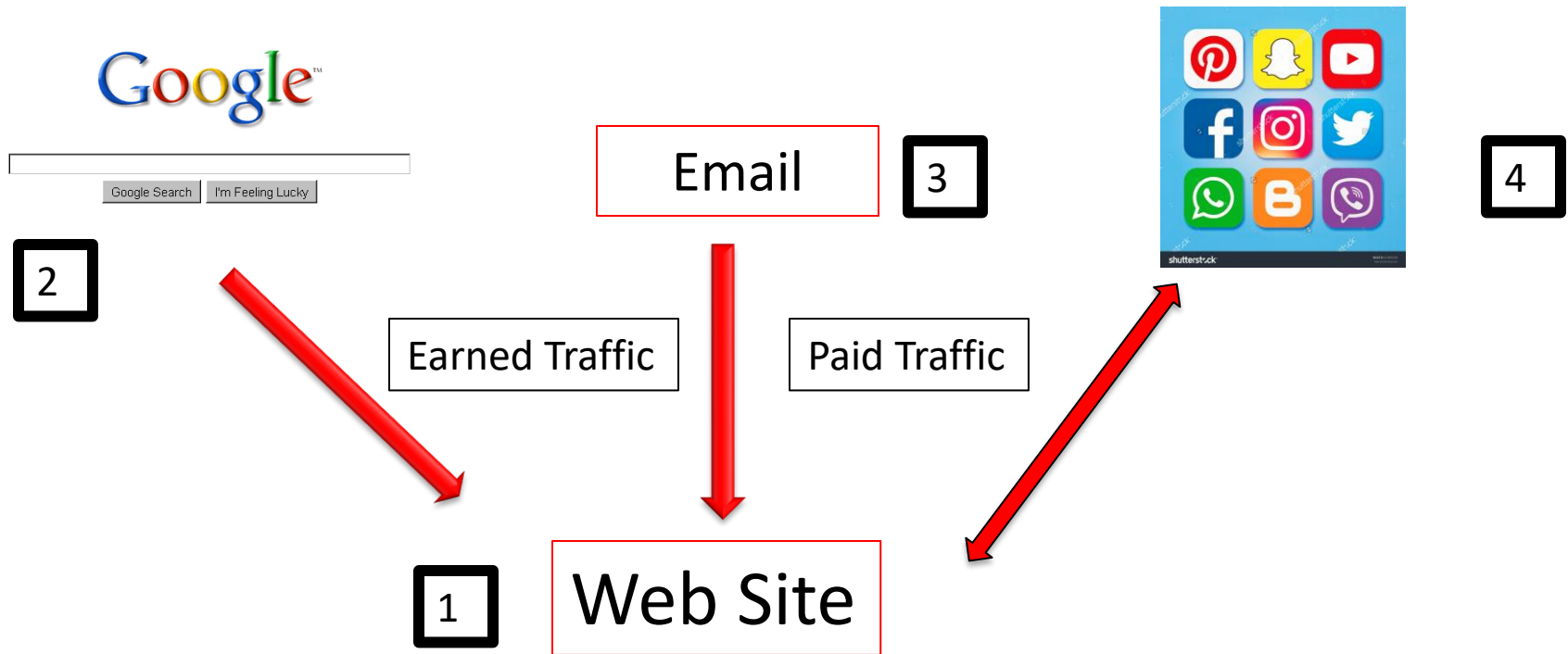
Web Site



**Then Convert The Traffic
And Grow The Relationship**

Q#1 - Elements of Digital Marketing

The Website + Big Three



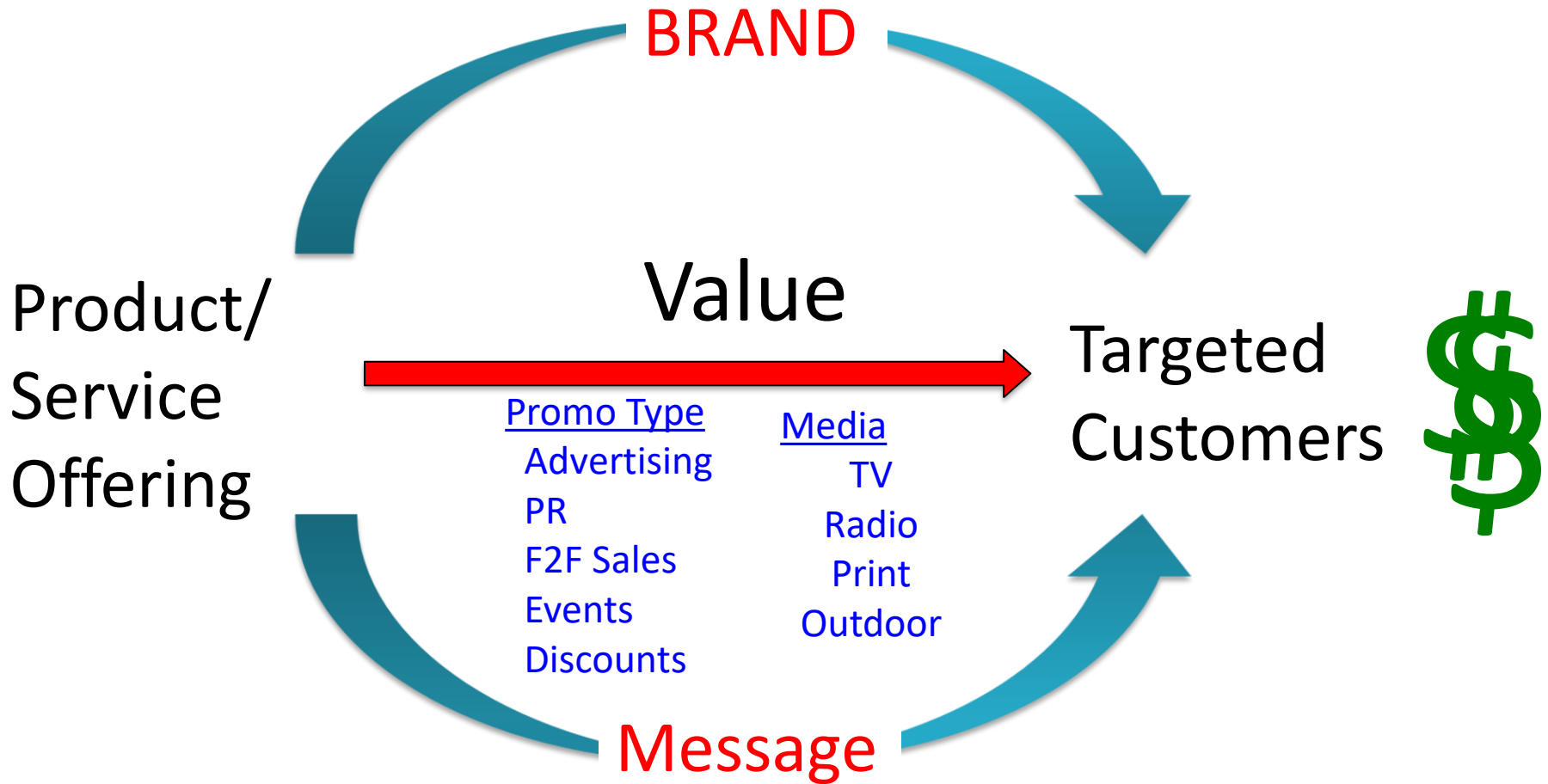
Purpose - Create Traffic, Convert It , Grow It

Q#2 – Where do I start?

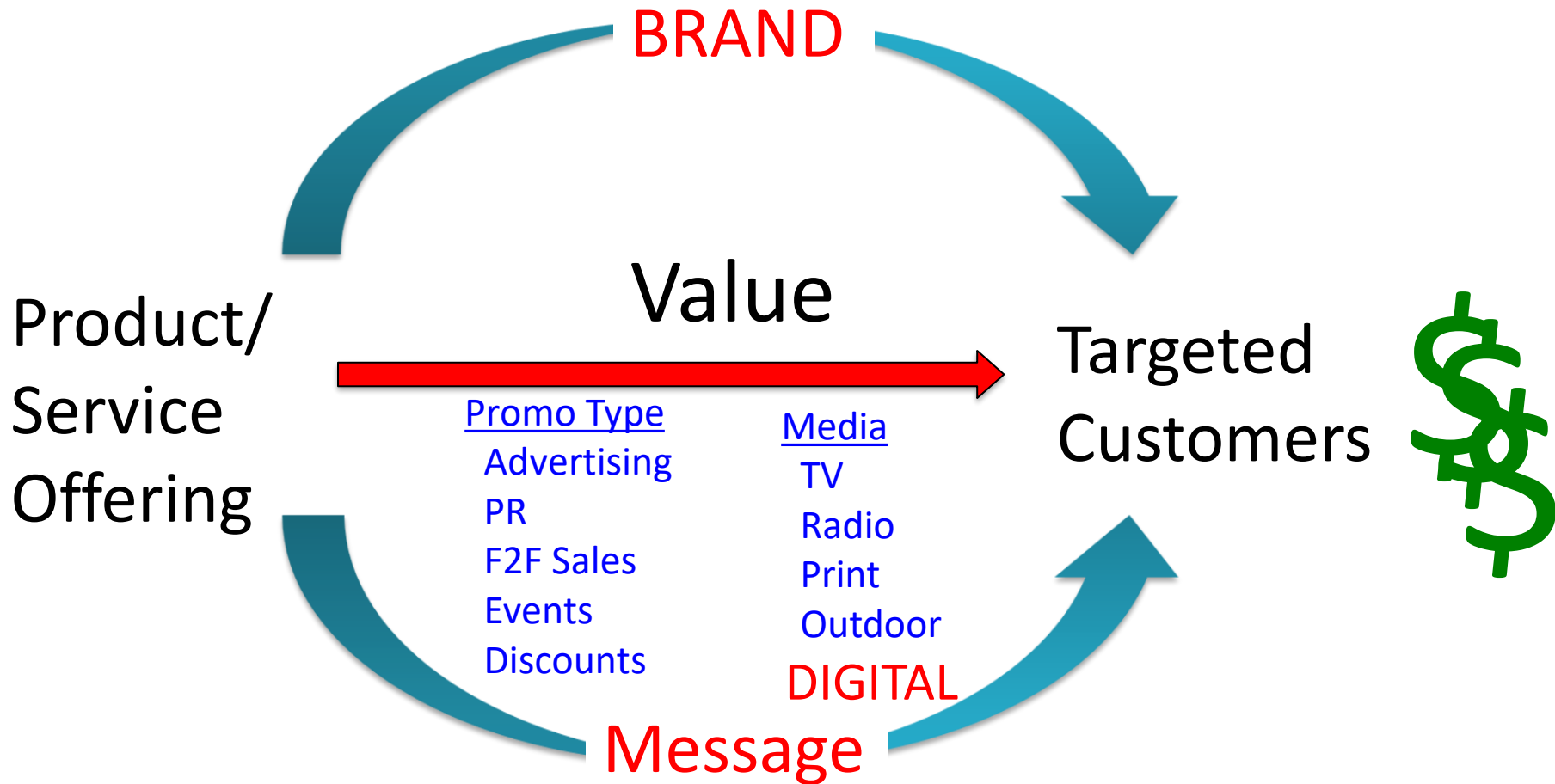
- We start with Marketing
 - Define the **Offering and the Value Proposition**
 - What is my **Brand** promise?
 - What **Messages** do I want to convey?
 - Who are my **Target** Customers?

Why is this **More** Important in DM
than in Traditional Marketing?

We Start With Marketing



One View of Digital Marketing – Just Another Channel



NO, It's NOT The Same - FB Adverts

Your people are here

Two billion people use Facebook every month. With our powerful audience selection tools, you can target the people who are right for your business. Using what you know about your customers—like demographics, interests and behaviors—you can connect with people similar to them. There are three options for choosing your audience on Facebook.



Core Audiences

Select your audience manually based on characteristics like age and location.



Custom Audiences

Upload your contact list to connect with your customers on Facebook.



Lookalike Audiences

Use your customer information to find people similar to them on Facebook.

FB – Core Audiences



Demographics

Find people based on traits like age, gender, relationship status, education, workplace, job titles and more.

Location

Reach people in areas where you want to do business. You can even create a radius around a store to help create more walk-ins.

Interests

Find people based on what they're into, like hobbies, favorite entertainment and more.

Behaviors

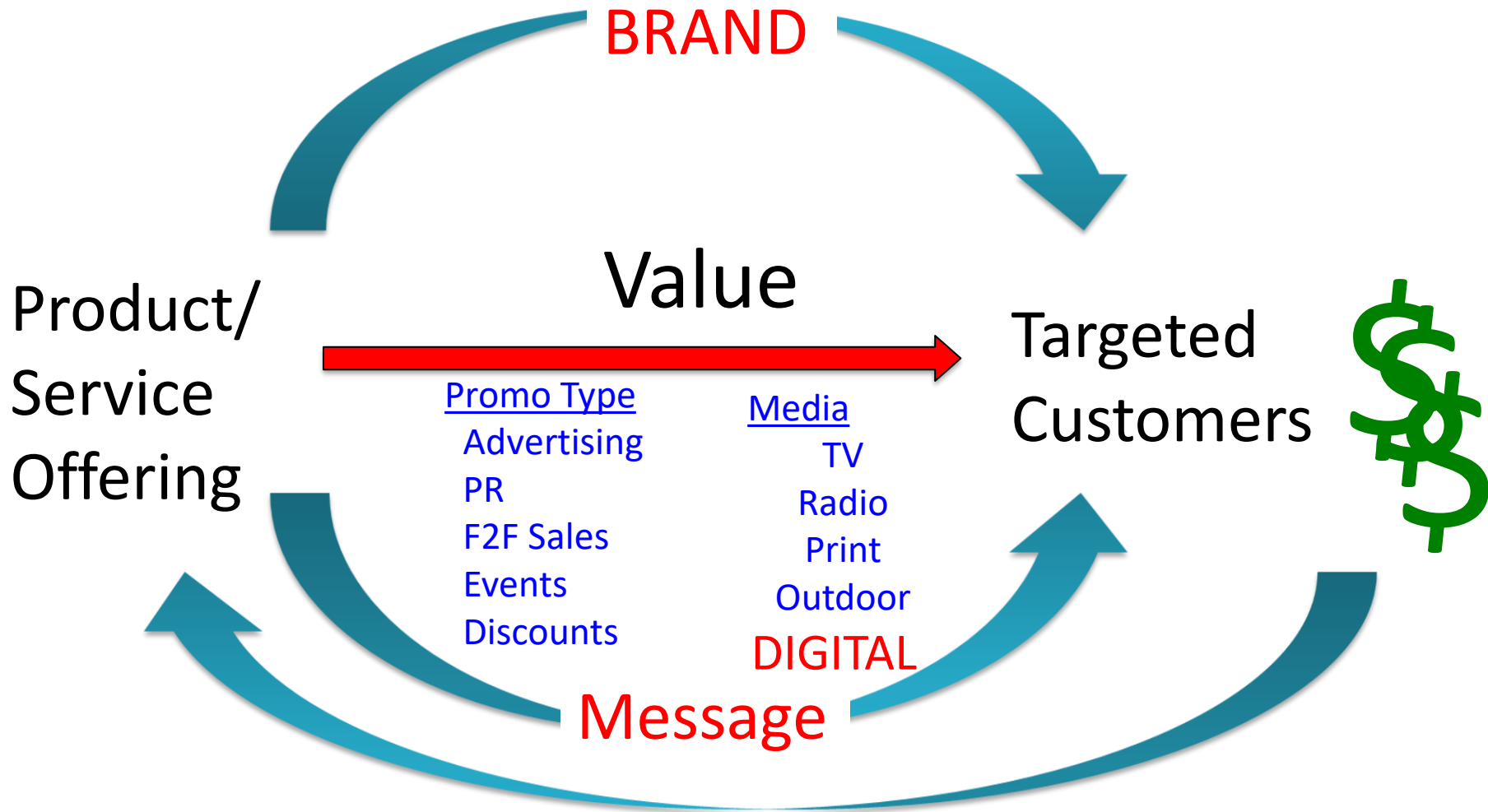
Reach people based on their purchase behaviors, device usage and other activities.

Q#3 – What Do I Want from My Website?

Home Base for Brand and Messages Focused on my Targets:

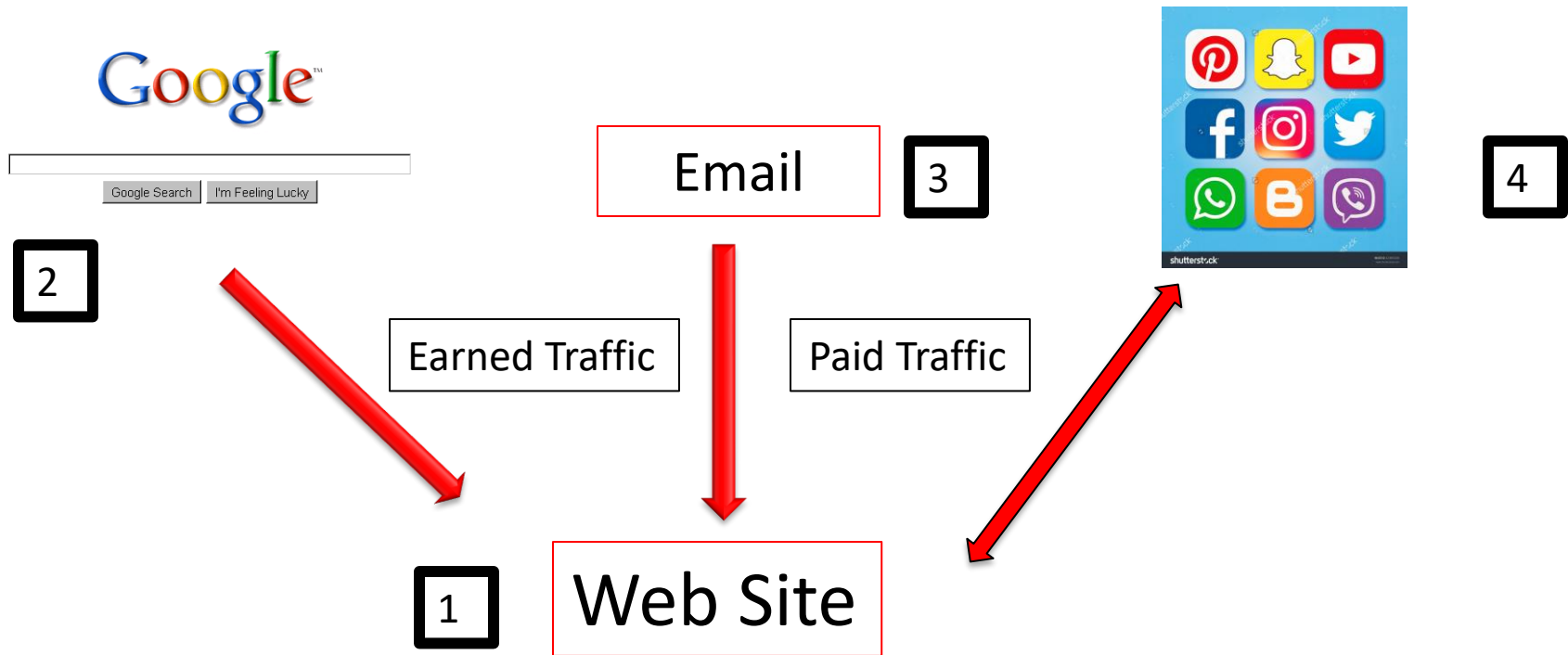
- Credibility
- Electronic brochure
- About Us
- Product/technical Info
- Testimonials
- Get found from searches
- Customer engagement and feedback
- Education
- ...
- **CONVERSION**

No, It's Not #2 – Customer Interaction



Back To The Elements of Digital Marketing

The Website + Big Three



Purpose - Create Traffic, Convert It , Grow It

Q#3 – What Do I Want from My Website?

Visits! – and then

- CTAs that lead to Conversions
- Conversions
 - Sales
 - Emails
 - Donations
 - Links
 - Enquiries
 -
- Repeat visitors

However – Remember the Goldfish?

On the average web page, users will read at most

28%

of the words during an average visit; 20% is more likely.



The average page visit lasts less than a minute and users often leave web pages in just

10-20 SECONDS



Q#3 – What Do I Want from My Website?

Repeat Visitors

- Clean design
- Easy to find
- Easy to navigate
- Useful and informative
- Responsive
- Mobile friendly
- Content – Content - Content



At Delos, we help businesses grow.

Websites, digital marketing strategies, tools, and processes to make your business run more smoothly and give your customers a better experience. Make the web work for you.

Websites



Websites That Work Everywhere. Desktop, Mobile, Tablet. At Delos, we make the web work for you. We simplify the process and give you a ...

[\[Read more\]](#)

Digital Marketing



Marketing Strategies for the Digital Age. Social Media, Email Marketing, Video, Search and Online Presence. Business models are changing. You ...

[\[Read more\]](#)

Local Web Presence



Your Business on the Web. Integrate your online and real life business. Local customers are looking online for the products and services you ...

[\[Read more\]](#)



We partner with our customers
Making you successful on the web is what matters.

[Do It Now!](#)

Featured Services



Video Marketing

Video Marketing allows you to build credibility, convert visitors, generate interest, and drive traffic. Get your customers selling for you with Video Testimonials or use Video Profiles to help promote, demonstrate or inform in a personal



Email Marketing

Reach your customers where they are every day. Their inbox. Did you know email marketing has an ROI of 4,300% and that 74% of consumers prefer to receive commercial communications via email? It's true. Email is still the ...
[\[Read more\]](#)



Google Apps for SMB

Work from Anywhere Web-based email, calendar, and documents. Google Apps is web-based email, calendar and documents that lets you and your team connect and get work done from anywhere, with anyone, on any device. It's simple to ...
[\[Read more\]](#)

Featured From the Blog



Tech News Tuesday #TNT – August 2018

Here are the #TNT tips you may have missed during August 2018. Subscribe so you don't miss any tips! LEARN THE 5 E'S Did you know over 80% ...

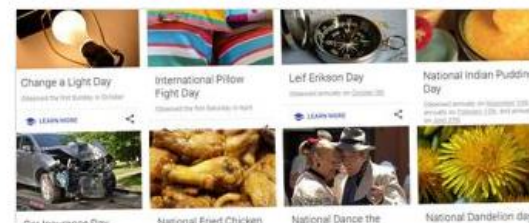
[\[Read more\]](#)



What's New in Digital Marketing

There have been a lot of changes this year to social media, email marketing, web search and video. During our webinar on August 14th we discussed ...

[\[Read more\]](#)



Tech News Tuesday #TNT – July 2018

Here are the #TNT tips you may have missed during July 2018. Subscribe so you don't miss any tips! MAKE EVERY DAY A HOLIDAY It's great to ...

[\[Read more\]](#)

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Interested in Results?

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Welcome To: **Gates N Fences**

L.A. Ornamental Corp
3708 N.W. 82nd Street
Miami, Florida 33147
Phone: 305-696-0419
LAOrnamental@aol.com



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[Driveway Gates 1](#)

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[Fencing 2](#)

[Railings](#)

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Top Brand Gate Operators
PowerMaster Gate Openers

Eagle Gate Operators
Elite Gate Openers

Ramset Gate Operators
Doorking Gate Openers

Viking Gate Operators

Designed to enhance driveway , entryways, gardens, or your entire home in general. All of our Aluminum or [Wrought Iron Gates](#), or Fences are designed and manufactured to withstand a range of outdoor conditions. **Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.**

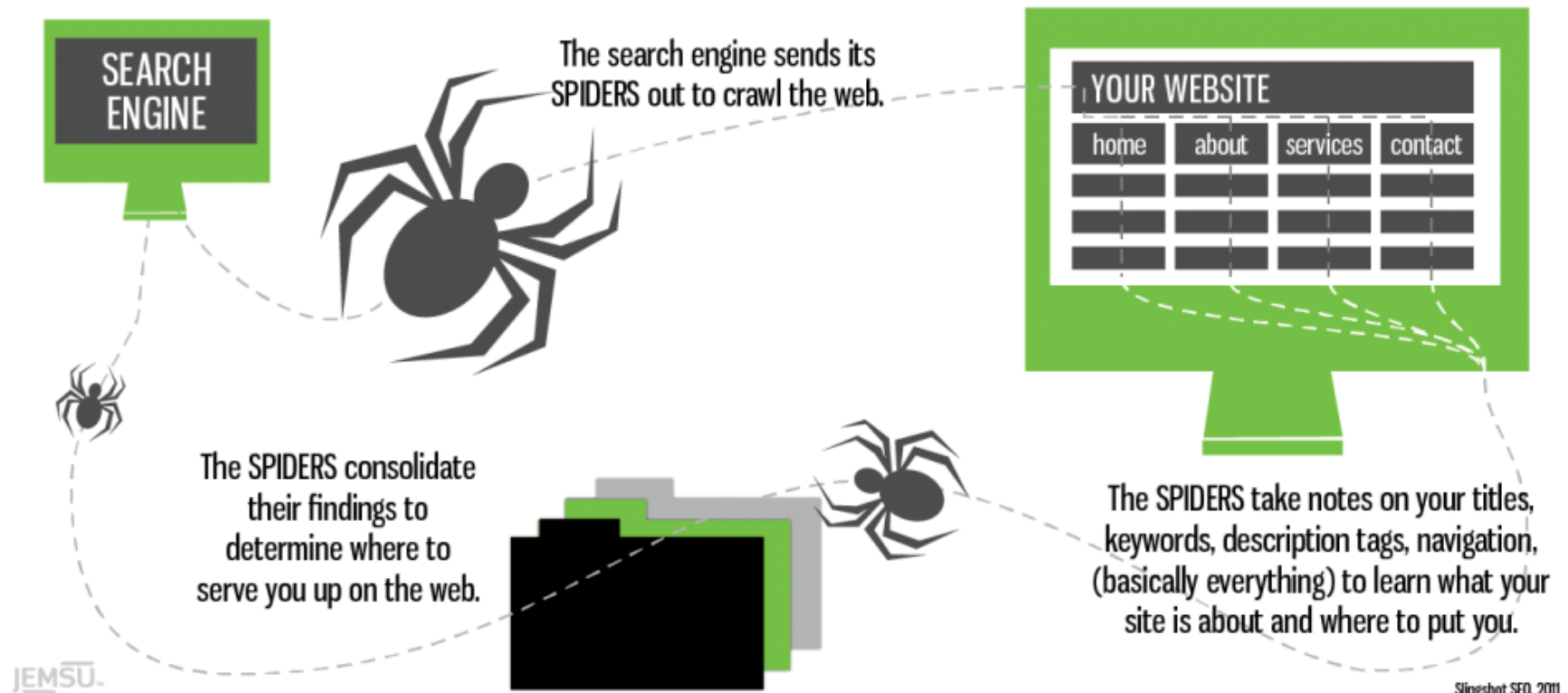
Although we offer a wide selection of Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L. A. Ornamental & Rack Corp also offers Fences, Garden or Walk Thru Gates to match your driveway gates. With over thirty five years of experience in manufacturing and designing elegant, custom, or exotic [Aluminum Driveway Gates](#) and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences. For a quote please send an e-mail to LAOrnamental@aol.com

If your looking For Privacy with your Driveway Gates ,Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminium, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. [Privacy Gates](#)

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If your not sure the style or size of the Gate opener / gate operator you need, please e-mail or contact us so we can gladly help guide you to the correct choice. We offer all type of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, Hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement [Main Circuit Boards](#) for all brands, and [Remote Controls](#) for Visors or Keychains.

Q#4 – How does search work?

How search engines work (nutshell version).



Q#4 – Uhhhh – OK - What about SEO?

Fuhgedaboutit!

- Register on Google business
- Register on local sites such as Yelp and Yahoo
- Search and research on keywords
 - Your offerings
 - Similar offerings
 - Competitive websites

Q#4 – Get found on search

The screenshot shows a Google search for "coffee shop near me". The search results include a map and a list of three coffee shops:

- Starbucks**: 4.4 stars (88 reviews), \$\$, Coffee Shop. Address: 4A E Bridge St. Services: Breakfast, Quick bite, Fast service.
- Lambertville Trading Company**: 4.5 stars (91 reviews), Coffee Shop. Address: 43 Bridge St. Status: Closed, Opens 8AM.
- Fred's Breakfast**: 4.6 stars (184 reviews), Cafe. Address: 13 E Randolph St. Services: Comfort food, Quick bite, Fast service.

Below the list is a "More places" link.

The Best 10 Coffee & Tea near New Hope, PA 18938 - Last Updated ...

<https://www.yelp.com> > New Hope, PA > Food > Coffee & Tea

Best Coffee & Tea in New Hope, PA 18938 - The Cafe at The Four Crows, Lambertville Trading Company, Factory Girl Bake Shop, Fred's Breakfast, SkyRoast ...

Q#5-Why should I use Email marketing?

- Because, after search, it has the best ROI
- Email Basics
 - Get emails from all contacts
 - Use an email engine such as Constant Contact
 - Email once a week with
 - news
 - offers
 - interesting content, contests, pictures, videos, top ten lists, referral bonuses, new offerings
 - Donut Day specials and fun facts



Example - Email marketing



Looking Up In Downturns

**What happened to
marketers and media during
the Great Depression and the
deep recessions of the 1970s and '80s?**

Dear BEN CHESTNUT,

The most in-depth and eye-opening study ever conducted of marketing and media innovation during times of economic crisis — ***Downtime Opportunity*** — is now available. Surprisingly, amidst the layoffs, closings and cutbacks, great innovation has occurred during the toughest times. This *Advertising Age* White Paper makes for compelling reading — [order your copy now](#).

This brilliant study, conducted by Bradley Johnson, resulted in a 16,000-word *Ad Age* White Paper. In it, Johnson relays hundreds of recession-time case studies in successful marketing and product innovation across the sectors:

- Automotive
- Financial Services
- Consumer Products & Retail
- Technology
- Media
- Ad Agencies



Only \$99

This **must-read paper will inform and inspire** your marketing and media strategies in these tough but opportunity-filled times. [Click here](#) to order now.

[Click here to BUY NOW](#)

[Click here to see a SAMPLE](#)



AdvertisingAge
THE YEAR OF LIVING SUCCESSFULLY

Example - Email marketing?



Dear Don,

I really enjoyed being a part of the webinar this past week with Adrean Turner of the [TriCounty Community Network](#) (TCN). I wanted to send along some information that relates to the discussion we had, *Marketing for Nonprofits in the Digital Age*. As you learned, attracting your audience and focusing your efforts on the web starts with a strong plan.

I hope you found the information useful. We are constantly working to improve and update the educational material we provide.

Can you take a moment to let me know what you thought?



TriCounty Community Network

Would you recommend this presentation to others?

YES

NO

Here are some additional resources to build upon the presentation.

[Watch the Webinar](#)

[Get Started On Your Digital Marketing Strategy](#)

[Instructions on How to Claim Your Google Listing_\(PDF\)](#)

[Raise Funds and Awareness on Facebook](#)

[Avoid These 7 Website Mistakes](#)

Q#5-Email marketing 101

Email Marketing 101 Tips

#1



Establish your goals

Set your KPI and develop your content plan

#2



Make rich content

Create appropriate and personalized information

#3



Target your audience

Segment your audience based on their interests


#4



Use data as your key asset

Utilize results from the data lifecycle in your email campaigns

Source: Jessica Best of emfluence

 **marketingsherpa**
powered by MCDP&E

Q#6 What Social Media sites should I use?

SOCIAL SITES EXPLAINED



FACEBOOK
I like donuts



TWITTER
I'm eating
a #donut



INSTAGRAM
Here's a photo
of my donut



LINKEDIN
My skills include
donut eating



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



50%+ OF NEW SIGNUPS ARE MEN

250 MILLION MONTHLY ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS

THERE ARE OVER 69 MILLION TWITTER USERS



6,000 TWEETS ON AVERAGE HAPPEN EVERY SECOND

326 MILLION MONTHLY ACTIVE USERS



FACEBOOK

MOBILE IS FACEBOOK'S CASH COW

1.57 BILLION DAILY ACTIVE MOBILE USERS

25% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

2.23 BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING APP ALL AROUND PICTURES AND 60 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

1 BILLION MONTHLY ACTIVE USERS



SNAPCHAT

APP FOR SENDING VIDEOS AND PICTURES THAT DISAPPEAR AFTER BEING VIEWED

10+ BILLION VIDEO VIEWS DAILY

ROUGHLY 70% OF USERS ARE FEMALE

MOST USED PLATFORM AMONG 12 - 24 YEAR OLDS

300+ MILLION MONTHLY ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



70%+ USERS ARE OUTSIDE THE U.S.

260 MILLION MONTHLY ACTIVE USERS

Statistics as of 12.27.2018 Designed by: Leverage - leverage.stl.com

Q#6 What Social Media sites should I use?

How Social Media Marketing Can Make an Impact on Your Business

ON TOP VISIBILITY



It Builds Relationships with Consumers and Your Business

Social media allows your business to interact with your customers and also allows them to see beyond your regular business activities. It is also a great way to leverage your presence and let your customers know about any charity or community efforts your business is involved in and possibly invite people to get involved.

It Drives Traffic to Your Website

Engaging and well-placed social media posts can direct traffic to your website. Instead of waiting for visitors to stumble upon your website to find out about your business or any sales or promotions you may be running – through social media posts, you can send them directly there!

It Supports Your Brand Image

A strong social media presence can build brand loyalty because when you are engaging and interacting on social media your business becomes much more familiar and personalized. Statistics prove (there's those stats again) that brands or businesses with active social media profiles have more loyal customers.

It Keeps Your Business Ahead of the Competition

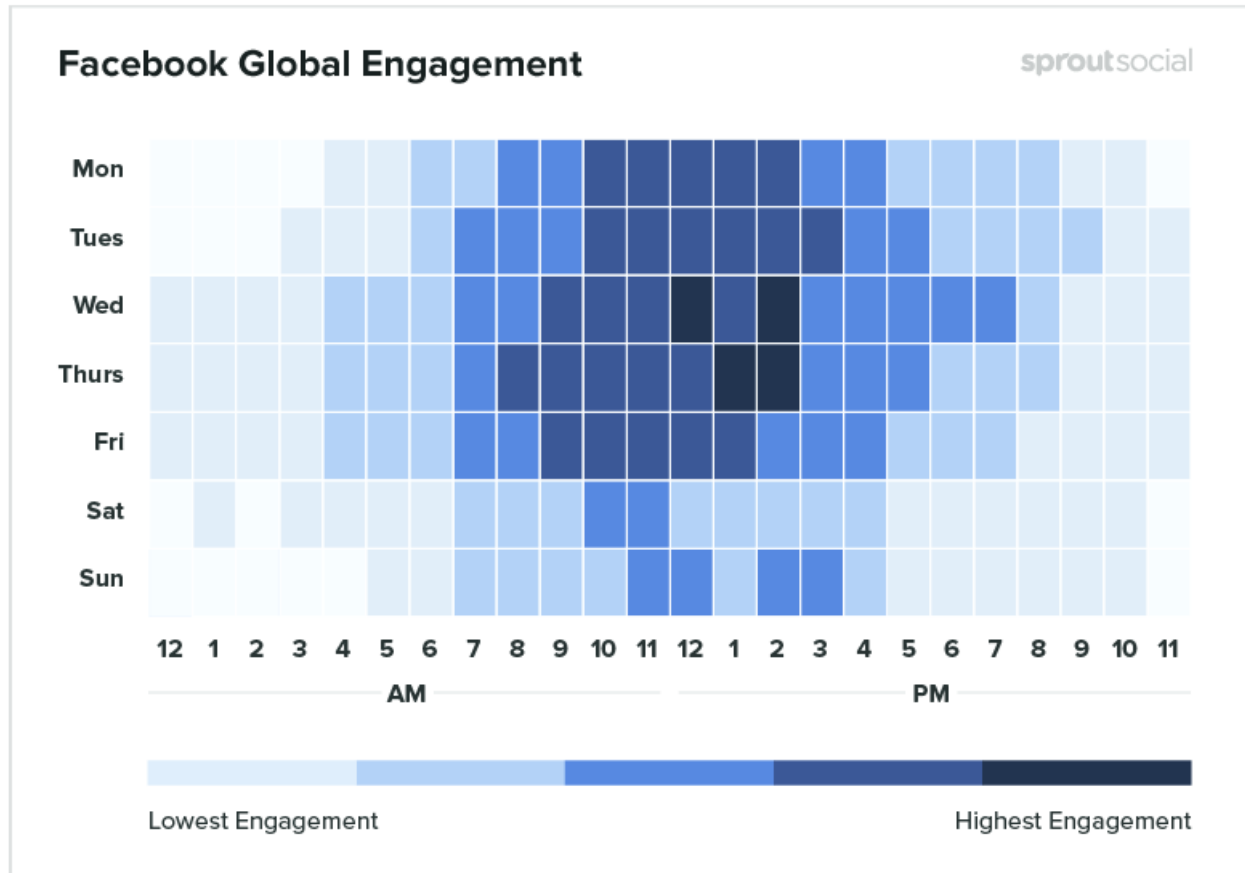
If your business is active and engaging on a variety of social networks, you will gain friends and followers first, before your competition. Keep in mind that businesses that thrive on social media use the most clever, attention grabbing tactics and slogans, and the most useful, link worthy content.

Q#7-What is SM marketing plan?

- Social Media Marketing Plan
 1. Set Goals that solve the Biggest challenge– e.g. Brand, traffic, customer engagement
 2. Research the SM site audiences
 3. Establish measurement metrics
 4. Research what your competition is doing
 5. Build and curate compelling content
 6. Engage with the audience
 7. Monitor, adjust, repeat

Q#7-What is SM marketing plan?

Best Times to Post on Facebook



SproutSocial.com

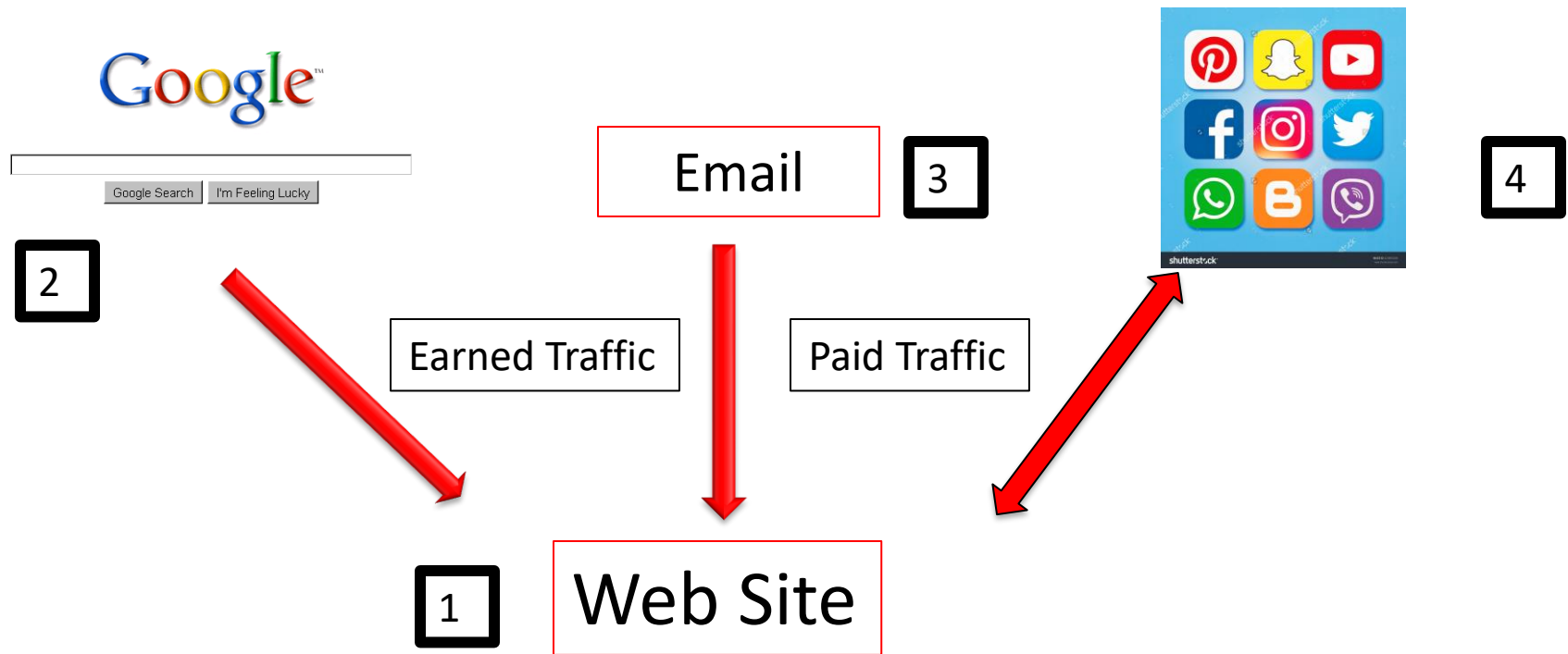
Q#7-How do these elements of DM work together?

- Digital Marketing Plan

1. Marketing Bits – Define Customer(s) and message(s)
2. What Website design will focus on those customers and messages?
3. What Search bits that will send those customers to your website pages?
4. What CTAs and Conversions on the website pages?
5. What Email will send the target customers to your website pages?
6. Which Social site and what content that will send those customers to your website pages?
7. What do I measure and adjust?

Q#1 - Elements of Digital Marketing

The Website + Big Three



Purpose - Create Traffic, Convert It , Grow It

The End of the Road



But Wait – There's More – Let Us Know What you Need

Potential Topics:

- Ecommerce
- Internet Advertising
- Other Social Media Tools
- Video and YouTube
- Deeper into Search
- Content Marketing
- Voice search.....

DM Workshops

Questions? Concerns? Comments?

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SCORE – We are experienced business executives/owners

- Provide individual free mentoring



- Offer workshops and webinars

