

Digital Marketing

A singular perspective



Jeff Fitzpatrick

Principal, Digital Native Consultants

www.digitalnativeconsultants.com

Digital Marketing Benefits

- ▶ Any Budget Will Do
 - ▶ Digital marketing is more about consistency and strategy than big budget spending.
- ▶ You and Your Customers Can Connect
 - ▶ Identify where your customers and meet them there. Facebook, Twitter, Instagram, etc. Use segmenting tools to successfully target.
- ▶ Technology Is On Your Side
 - ▶ Technology changes quickly, but once understood it serves as a powerful ally in marketing you and your offering.



How To Get Started

- ▶ Develop a Multi-phase Plan
 - ▶ A simple marketing plan with a few moving pieces is a good place to start.
 - ▶ Be flexible as your tactics may not be effective at first.
- ▶ Find Your Customers
 - ▶ Identify where your customers and meet them there. Deliver your message, products and services to people who are truly interested.
- ▶ Look At Your Competitors
 - ▶ What are they doing? What's working for them? What's not? Take note of the good, improve it and develop your own strategy.
- ▶ Stay On Top of Technology (or partner with someone who does)
 - ▶ Subscribe to aggregators and blogs and 'follow' innovators that can keep you informed.



Follow The Leader

Find a few trusted individuals and learn from them - Daily



▶ **Neil Patel**

- ▶ Digital marketer. Specializes in SEO, Internet Marketing, Conversion Optimization & more. Best selling author.



▶ **Ann Handley**

- ▶ Chief Content Officer. Speaks and writes about content creation techniques. Best selling author, marketer, speaker, consultant.



▶ **Mari Smith**

- ▶ Social media expert. Social marketing consultant and best selling author.

▶ **Syed Balkhi**

- ▶ Award winning entrepreneur. Marketer. Founder of Awesome Motive software - conversion optimization



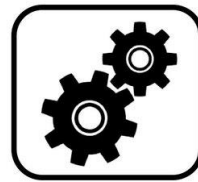
Use criticism as fuel - you'll never run out of energy.

- Syed Balkhi

Keep Evolving

Develop - Test - Deploy

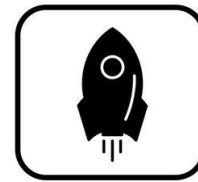
- ▶ Testing is table stakes for digital product creation and digital marketing. Many platforms have out of the box A/B testing capabilities. Learn to use these often.
- ▶ Don't forget old school focus groups! Asking people their opinions on a product is a great way to 'test'.
- ▶ Share your test data with decision makers.



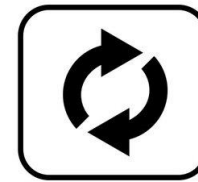
DEVELOP



TEST



DEPLOY



REPEAT

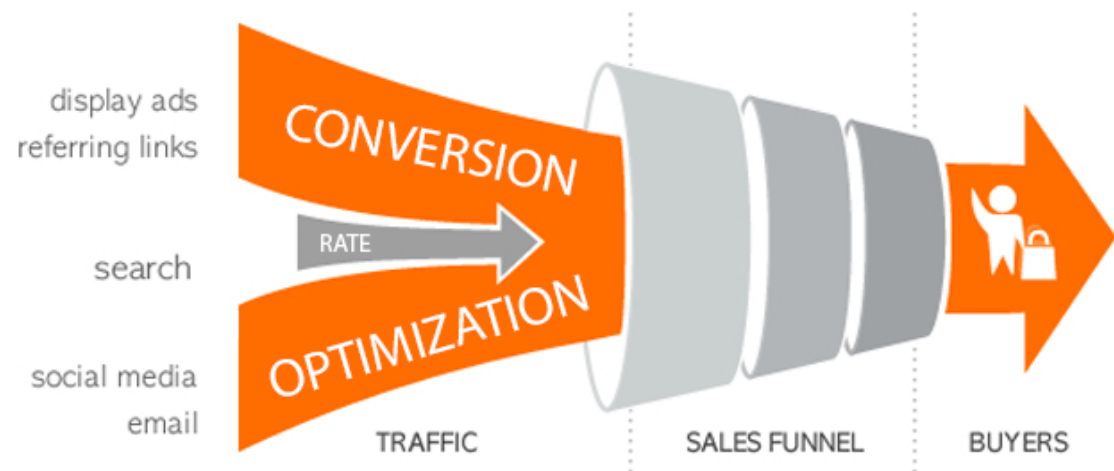
Data matters

Don't do things 'just because' - make sure you're making a quantitative impact

- ▶ Determine what metrics matter most. Establish baselines.
Examples: Ratings, sales, views, reactions, likes, sentiment, etc.
- ▶ Develop strategy and tactics that move the metrics you care about.
- ▶ Online/Digital Metrics to Monitor
 - ▶ Conversion rates
 - ▶ Traffic sources
 - ▶ New user conversions
 - ▶ Returning user conversions
 - ▶ Cost per conversion
 - ▶ Bounce rate
 - ▶ Exit Pages

Conversion Marketing

The efficacy of conversion marketing is measured by the conversion rate, i.e. the number of customers who have completed a transaction divided by the total number of website visitors.



Some of My Favorites

- ▶ Be brief and concise.
- ▶ Email is Alive & Well Every \$1 spent on email results in a \$38 return.
- ▶ Video is HUGE.
 - ▶ Videos are 27 times more likely to get 'clicked on' than banner ads.
 - ▶ Videos are 45% more likely to show up in SERP.
- ▶ Mobile First - First confirm your customers are on mobile (they are, I promise). Then build all your digital products for mobile first.



20%

20% of what they hear



30%

30% of what they see



70%

An amazing 70% of what they see & hear!

Questions and Answers

