Digital Marketing
A singular perspective

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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**

- **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**

*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.
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.
Questions and Answers