

# 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**

- ▶ 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



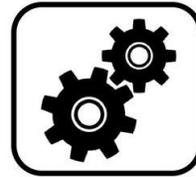
*Use criticism as fuel - you'll never run out of energy.*

*- Syed Balkhi*

# Keep Evolving

## Develop - Test - Deploy

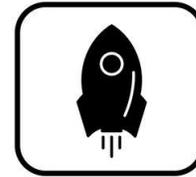
- ▶ Testing is table stakes for digital product creation and digital marketing. Many platforms have out of the box A/B testing capabilities. Learn to use these often.
- ▶ Don't forget old school focus groups! Asking people their opinions on a product is a great way to 'test'.
- ▶ Share your test data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



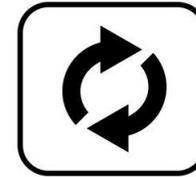
DEVELOP



TEST



DEPLOY



REPEAT

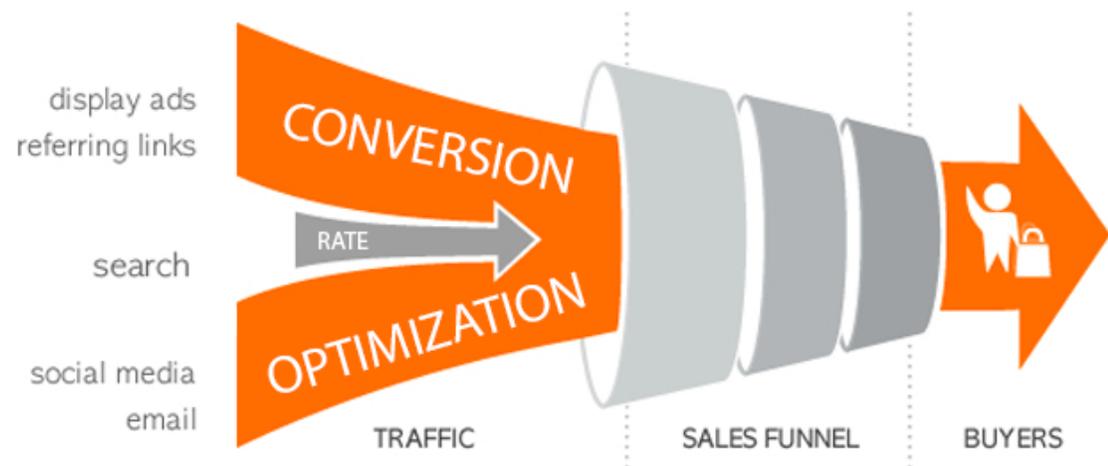
# Data matters

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

