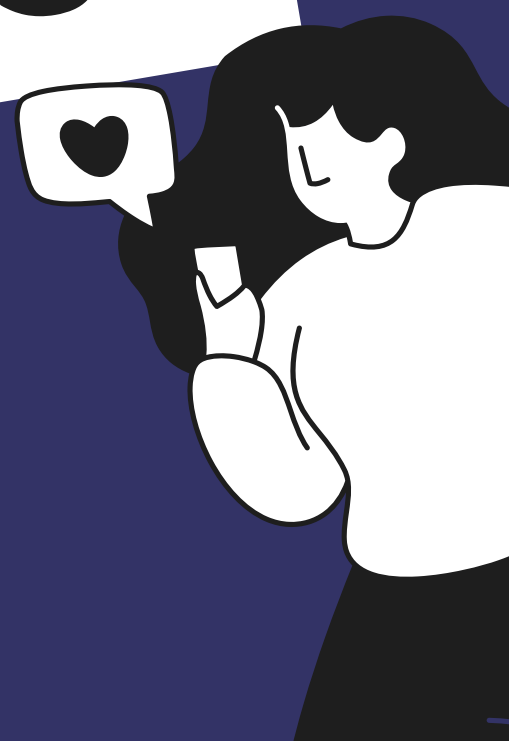




THE SETUP **YOU NEED** FOR DIGITAL MARKETING SUCCESS

Create and connect
everything you need to
capture customers!



INTRO & CONTENTS



Want to get more
clicks/calls/leads/SALES?
This is the setup YOU NEED for
digital marketing success.

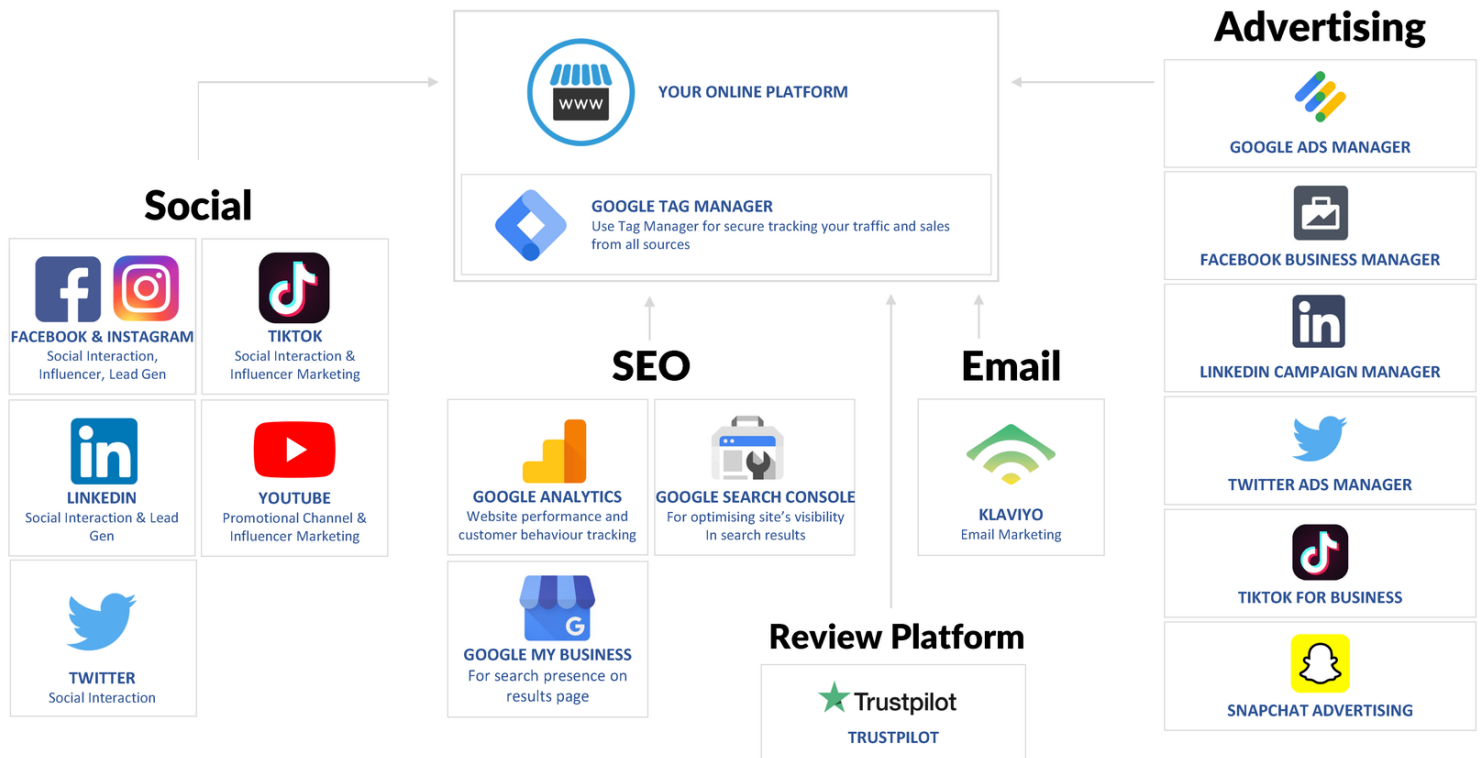
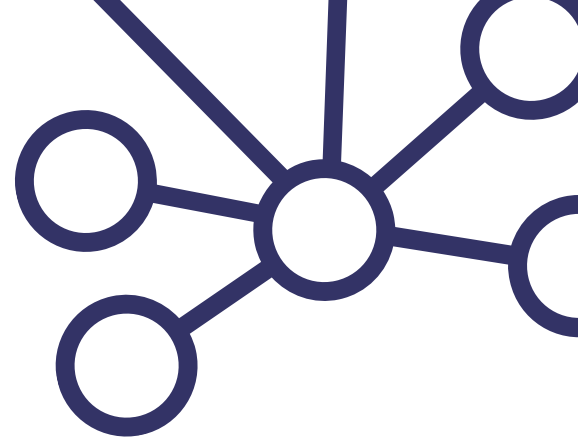
Kicking off a plan to drive engagement for your brand online can be intimidating - especially putting money behind ads and activity, hoping that you'll get some traction.

But it doesn't have to be! By making sure you've got the right things in place, connected together, learning and iterating, and driving new and inspiring creative you can achieve digital marketing success!



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THE BIG PICTURE

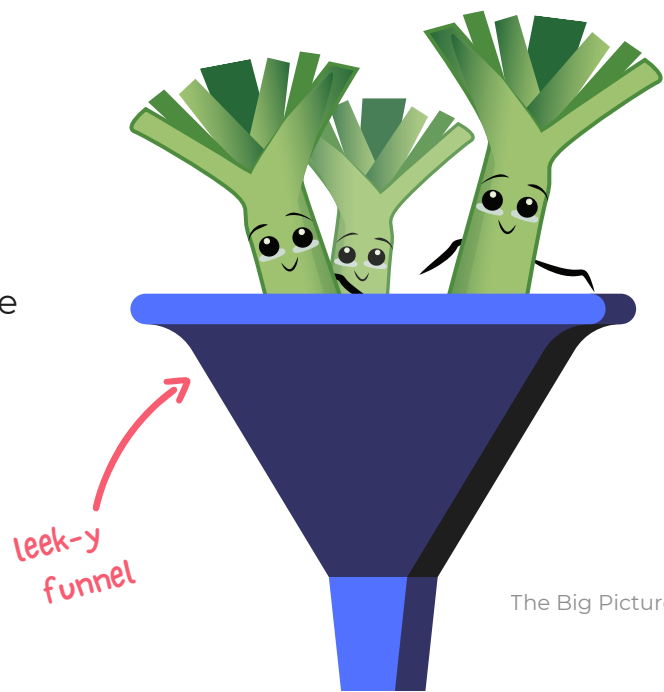


Your 'Digital Plumbing': ensuring potential customers don't 'leak out'!

There's a lot to set up to capture customers and limit the leaks - but don't panic!

Establish your relevant online profiles - then connect and manage them so you don't end up with a leaky funnel.

But first - more about the funnel...



WHAT FUNNEL?



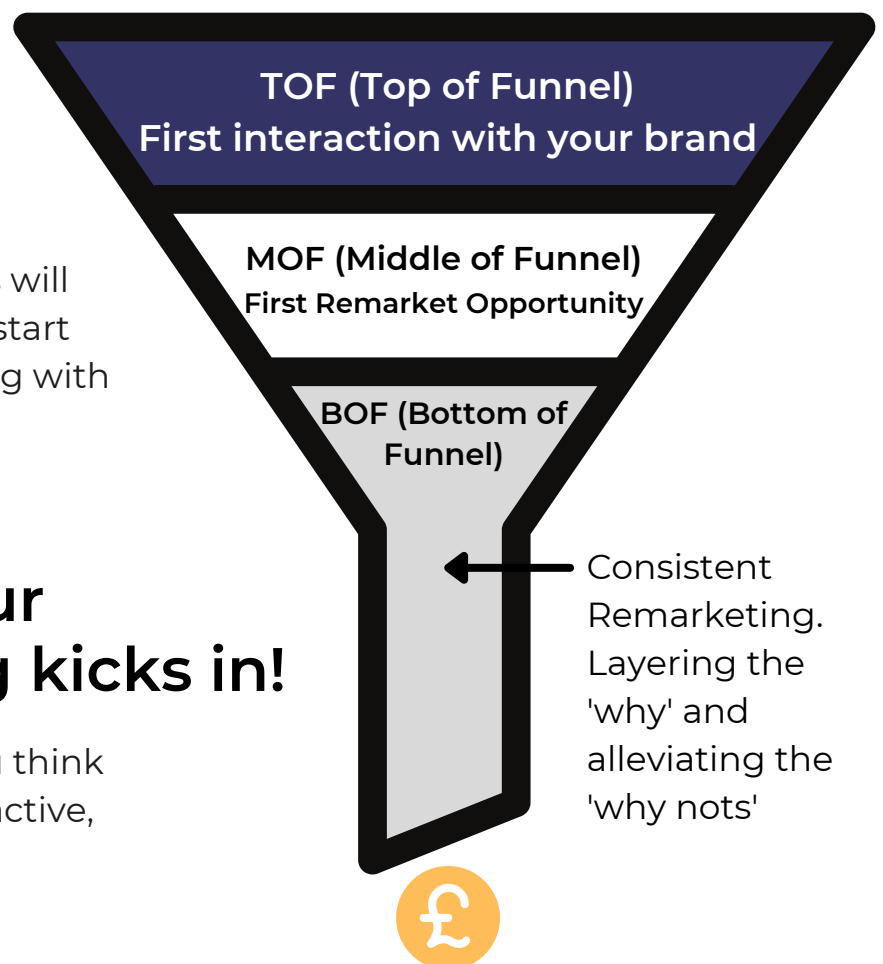
Optimise your messaging and creative at each level of the marketing funnel.

Creative For-The-Win. The best way to start marketing your business online is with ads.

Scroll-stopping awareness ads will resonate with customers and start their journey towards engaging with you.

This is where your Digital Plumbing kicks in!

Select the online channels you think your potential customers are active, and set up those platforms.



Creating and connecting your online platforms will move your customers towards this!*

*lots of these, actually

CREATIVE IS KING

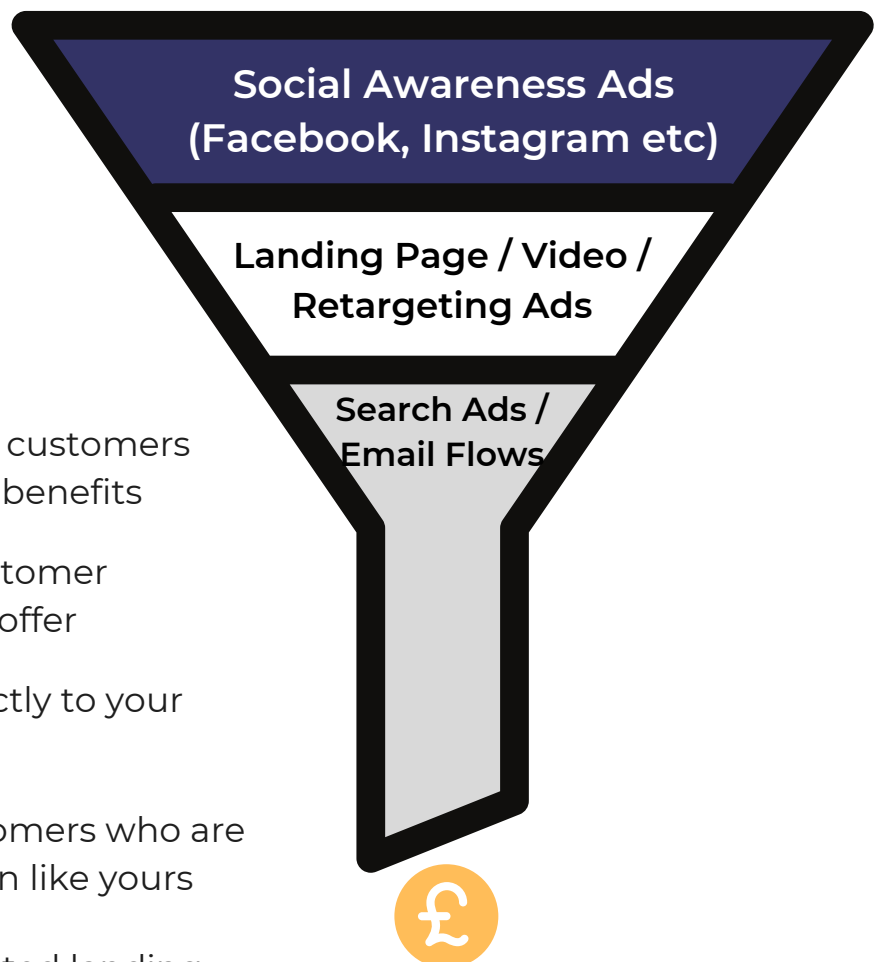


Create engaging top funnel ads that inspire potential customers to action.

Drive confidence in your brand - reassure customers and establish authority.

For middle and bottom funnel, try these:

- 💡 Retargeting ads, reminding customers and further explaining your benefits
- 💡 Signup form, to capture customer details - incentivise with an offer
- 💡 Email activity, to speak directly to your customer and build trust
- 💡 Search ads, to capture customers who are directly looking for a solution like yours
- 💡 Drive customers to a dedicated landing page with a specific offer, or a blog feature that educates and establishes authority



*Customers want to be informed,
inspired, and educated!*

TEST AND ITERATE



With the right tools and activity in place, you'll be able to see:



Where potential customers come from



What they're viewing

But even more importantly, you'll be able to see:



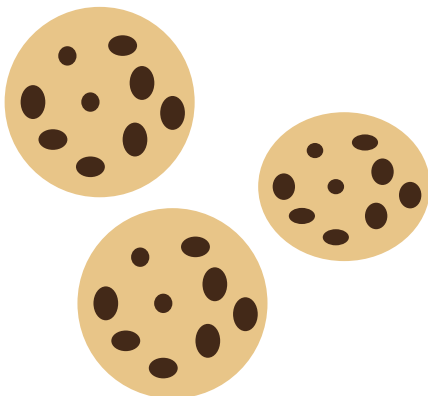
At what point do they engage



At what point do they disengage

Practice consistent testing, evaluation and refinement of creative and message.

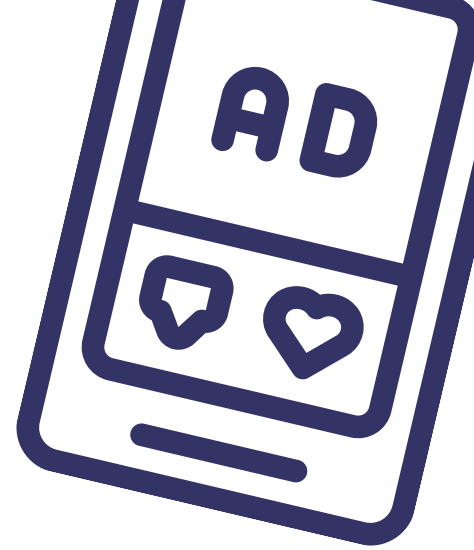
Use this information to address where people engage and where they do not - when you make a change, see how it affects engagement! Lean into what works and don't be afraid to ditch what doesn't.



Don't let the changes in iOS 14+ and third-party cookies stop you.

Cookies are going away 😞
but if your creative and message is right,
you WILL drive engagement!

ORGANIC IS DEAD



The search engines and social channels are now so large that organic growth is almost non-existent.

Increasing followers and web traffic by search, shares and likes only is no longer an option!

In addition to your paid ads and funnel activity, use your on-site content and social channels as an effective space for communicating your brand, engaging with customers and creating confidence.

Try these:

- 💡 Brand range overviews - with features and benefits
- 💡 Social proof / case studies
- 💡 Best-practice guides
- 💡 Sharing relevant news and resources
- 💡 'How it works' product/service features

*If your content is strong enough,
promote it! Boost posts or create
'traffic' ad campaigns*

Tips for KILLER content!

Create content that is engaging, relevant, and refined - so it reads well and leaves a lasting impression on the user.

Inform and drive the user to a point of action - whether that be an email, phone call or lead-form completion.

Using the right heading levels, word count and keywords to ensure your content is SEO-ready and social-friendly.

Produce high impact photo and video. Video engagement often outperforms still images.

Capture your business and processes in the best way possible, instil confidence and trust.

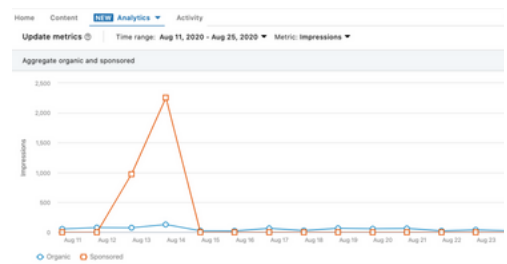
DID WE MENTION CREATIVE IS KING?

Allocate regular time for content creation.

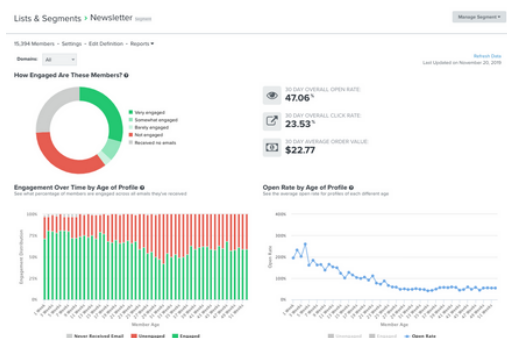
Base your activity on engagement data - so that topics online and on social are relevant based on what you know your audience is responding to.

Finding customer audiences and attention is constantly changing, but what doesn't change is the importance of the creative!

- ✓ Define your target audience
- ✓ Consistently create a suite of creatives for all stages of the marketing funnel
- ✓ Include video and image-based creatives
- ✓ Set up campaigns to allow the ad platforms to distribute creatives based on performance
- ✓ Learn what performs best, then lean into the learning to adapt and improve the creatives
- ✓ Regular engagement reviews and advanced targeting can nurture some of the longer-term, slower-burn customers.



A highly creative ad that was timed to coincide with an industry event provided a massive spike in reach and engagement for this brand, resulting in a higher lead-form completion.



By understanding what customers are responding to, marketing emails were improved and tailored for better open rates and click rates - ultimately driving more sales for this brand!

CONCLUSION



We hope this gets you started on your journey to digital marketing success!

Preparation is key. Get the things in place to create and deliver effectively. Stay close to it. Once you're up and running, watch and learn.

Improve, test, iterate and you'll be on your way to increasing customer engagement and driving success.

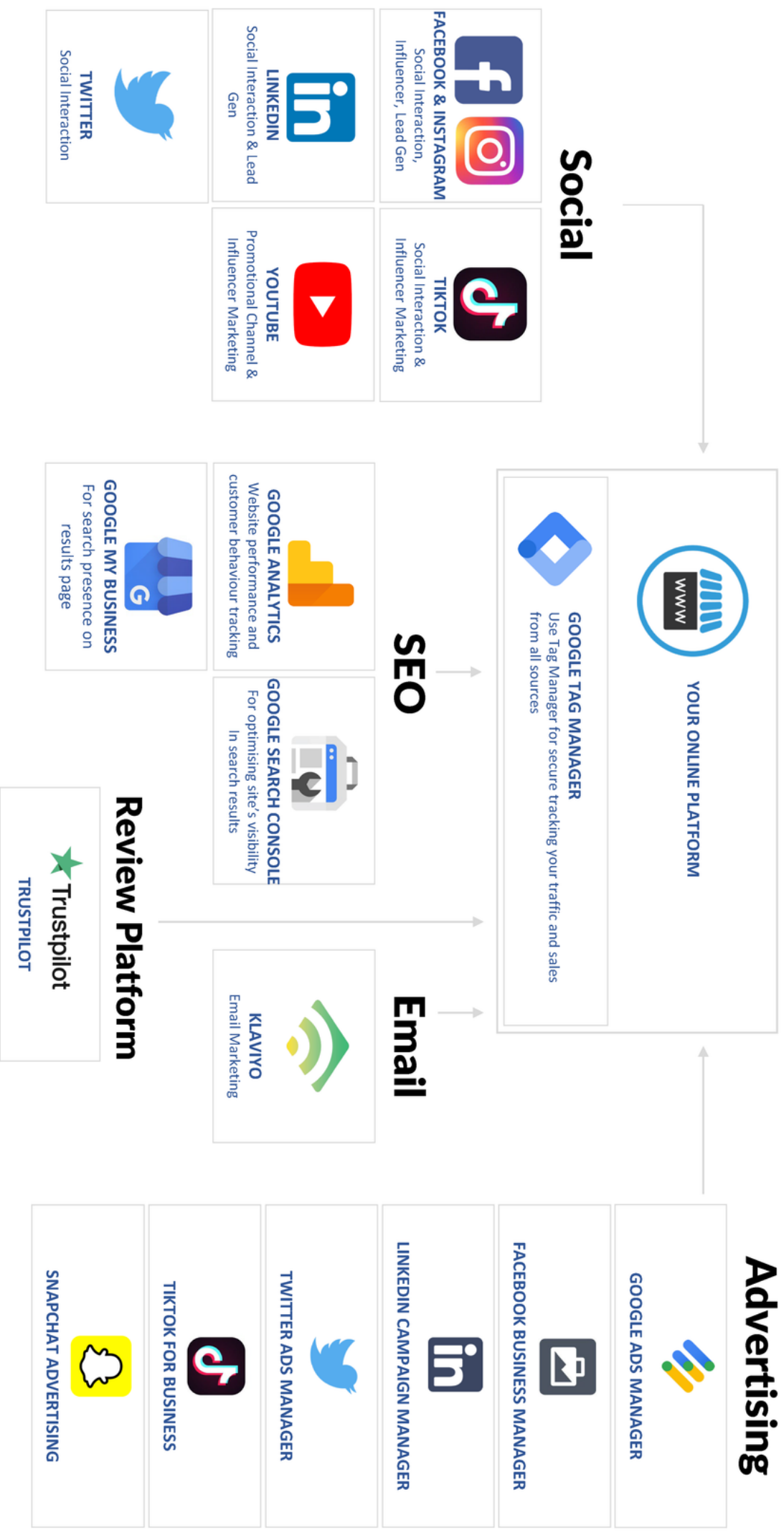
Your Digital Marketing Checklist

- ☐ Understand where your customers are online and ensure your brand is present on those platforms
- ☐ Sort your 'digital plumbing' - create and connect all the tools needed to capture potential customers
- ☐ It's 'pay-to-play' online these days for brands. Start with paid ads.
- ☐ Understand what additional activity will drive customers through your funnel (retargeting ads, emails, etc)
- ☐ Continually test and iterate, producing content that informs and inspires.
- ☐ Remember - Creative is king! Nothing will drive action more than great creative and message.

YOUR PRINTABLE DIGITAL PLUMBING SCHEMATIC



YOUR DIGITAL PLUMBING SCHEMATIC



INTRODUCING!



SUCCEED WITH DIGITAL ADVERTISING

A DIGITAL MARKETING PRO COURSE

Digital Marketing Pro will be a platform for learning all areas of digital marketing, and right now the killer tactic is ads.

Learn how to create successful and scalable ad campaigns for Facebook, Instagram, TikTok, Google and more!

10 modules, with over 35 video classes packed with the strategies and tactics to sell your product or service to customers AT SCALE...

You'll also get:

- Hands-on guides taking you through exactly what buttons to push in the ad systems
- A whole load of bonus content and guides
- Access to the private Digital Marketing Pro community

ACCESS THE ON-DEMAND COURSE AT:

www.beadigitalmarketingpro.com/swda

