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# Digital Marketing Guide

for

# Non-Digital Marketers

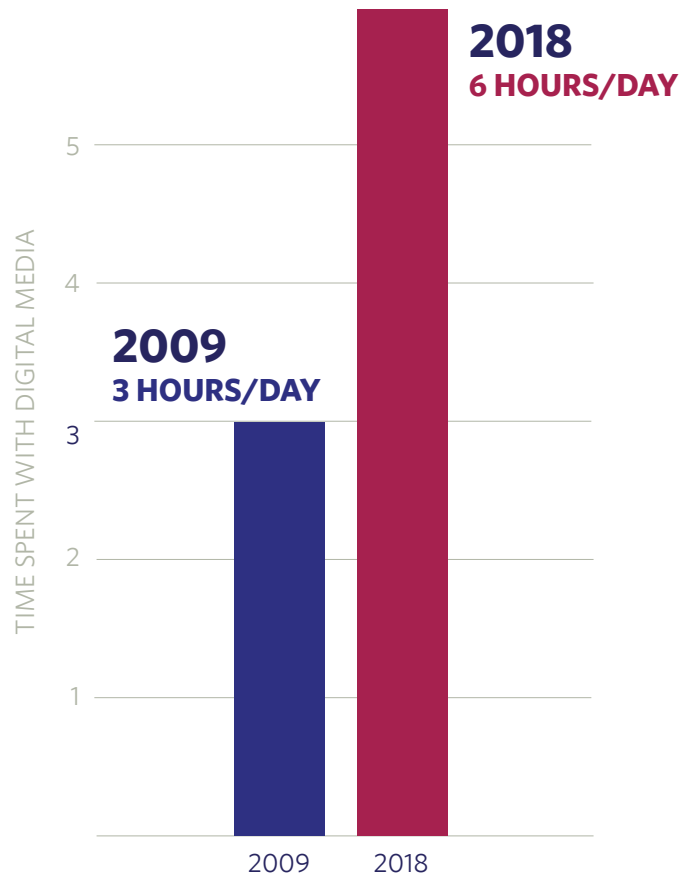
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# Introduction: What is Digital Marketing?

If you want to reach your customers, a digital marketing presence is not a luxury. It's essential.

In 2018, American adults spent an average of 6 hours a day with digital media, up from 3 hours a day in 2009, according to Mary Meeker's [2018 Internet Trends Report](#). People are spending their days watching videos, connecting with peers, researching products, and beyond.

The digital market presents a valuable opportunity for marketers. This eBook teaches non-digital marketers the importance of digital marketing strategies like search engine optimization, content marketing, social media, e-commerce, analytics, public relations, paid advertisements, and digital strategy.





## 01

# Digital Marketing Versus Traditional Marketing

To understand digital marketing, let's compare it with traditional marketing.

Traditional marketing is what companies have used for decades. **Digital marketing** is all online. It includes creating blog posts for your industry, running Facebook ads, and participating in social media.

Examples of traditional marketing include:

- Print advertisements in newspapers and magazines
- Radio spots
- Billboards
- TV advertisements
- Flyers or pamphlets

**Digital marketing** provides some major advantages to traditional marketing:

## It's measurable.

You can track clicks to your website and conversions all through an online analytics tool. Conversely, it's much more difficult to measure how many people glance at a billboard, or whether or not that glance impacted their buying behavior.

## It's cost-effective.

Compared to traditional ad campaigns where a company might pay tens of thousands of dollars with no promised returns, pay-per-click online ad campaigns only cost you money if there's a conversion.

## The data is more robust.

With digital marketing campaigns, you get the added benefit of rich insights about your leads and customers. You can see where they live, what websites they're coming from, what they're interested in, and more. You don't reap those kinds of insights with traditional advertising.

There are some instances where traditional marketing may be an effective choice. If your business can afford a national TV ad, it may get you massive exposure. If your target audience isn't as active online compared to another medium, like a trade show magazine, advertising there might be something to consider.

Most demographics are online these days. **Pew Research Center** reports a quarter of Americans are online almost constantly, and a third go online multiple times a day. That's more than half the population that goes online at least several times a day!.

## As Chris Brogan,

chief executive officer of Owner Media Group said,

“ Marketers need to build digital relationships and reputation before closing a sale. ”

Online interactions are integral to everyday life, and businesses must join the landscape.

## 02

# Search Engine Optimization and Link-building

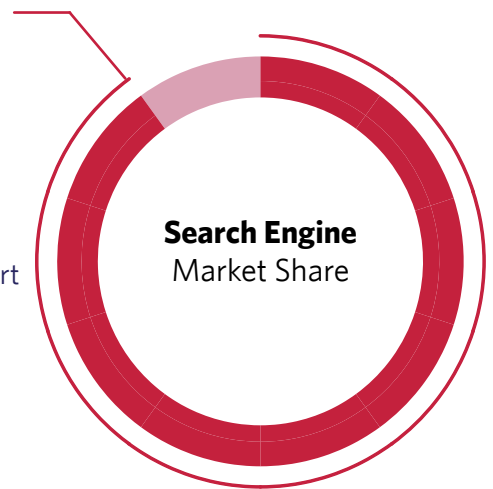
One of the best ways to get noticed online is through search results. **Google**, which accounts for more than **90%** of the search engine market share worldwide, processes more than 63,000 searches per second. That equates to more than 2 trillion searches per year, with the average person conducting at least 3 to 4 searches per day.

Search engine optimization (SEO) is creating a website strategy that gets your pages seen in a higher number of search results, at higher rankings. A 2017 report by Forbes showed the first five results of a search receive **67.6%** of clicks. The higher your website ranks on the Search Engine Results Page (SERP), the more likely visitors are to trust your brand and click through.

Google uses more than **200 factors** to determine its **search engine algorithm**, which is the system that ranks websites in search results.

**Google**

**90%**



## SEO Ranking Factors:



### Keywords:

Specific words or terms that define or describe your website's content.



### Content:

In-depth, high-quality copy and media that authentically represents your brand, product, or service



### Page speed and mobile-friendliness:

Your website needs to load quickly, with a great user experience across devices.



### Security:

Your website should be secure, meaning encryption through a Secure Sockets Layer (SSL). If your website is secure, its web address will have "https://" before the URL.



### Outbound links:

An outbound link occurs when your website is linked on another trustworthy website. This tells Google your website is helpful and relevant, since other websites are using your content as a resource.



## 02

Search Engine Optimization  
and Link-building (cont'd)

Google has never revealed exactly how its algorithm works, but it's safe to say link-building has been and continues to be an essential strategy. A [Moz survey of SEO professionals on search ranking factors](#) found quality links to a domain were viewed as the most important ranking factor in Google.



SEO is a little bit like going to the gym and building muscle. At first, you'll build muscle quickly because you had so little to begin with. But as time goes on, you have to lift more and more weight to keep building muscle. With SEO, the higher your ranking climbs, the more strategic and intentional you need to be with your approach.

- [Neil Patel](#)



#### Ways to Get Outbound Links:

- Adding your website to reputable directories, review sites or referral sites.
- Creating high-quality content that other sites want to reference, cite, or link to on their own site.
- Guest blogging for other sites and linking to your website via your author bio.

Optimizing your website for keywords, security, speed, mobile-friendliness, and outbound links can help you climb higher in organic search results, which are non-paid results. You'll notice search engines list search results tagged as "Ad" above organic search results. This is a form of paid media (see chapter 8 for more info), in which a company bids on keywords. When their ad is shown and clicked on, they pay a fee.

SEO efforts can be an effective way to drive traffic to a website. A case study in [Search Engine Land](#) revealed how a company grew their client's new website to 100,000 visitors a month within a year as a result of their SEO strategy.

## 03

## Content Marketing

**Content marketing** is the practice of creating and sharing content that provides authority on a topic, which increases trust in your business. When a lead is ready to buy, your business will be at the top of their mind, because you've established yourself as an expert on the topic.

For example, a life insurance salesman could create content on relevant life insurance topics, such as:

- What questions should I ask before I agree on a life insurance quote?
- When should I consider life insurance?
- What kinds of life insurance are out there, and which type of life insurance is best for me?

When a user types a question related to these topics into the search engine, this content might appear in the top search results. After reading the knowledge you've shared, the lead may choose the author as their representative.

The **2018 B2C Content Marketing Report by Content Marketing Institute** found 86% of B2C marketers are using content marketing. Craig Davis, the former chief creative officer at J. Walter Thompson, said, "We need to stop interrupting what people are interested in and be what people are interested in." Content marketing requires a business to start thinking like a publisher.

Content marketing can take more forms than a blog article. These include:

- Podcasts
- Videos
- Infographics
- Photo slideshows
- Case studies
- eBooks
- White papers

## The Benefits of Content Marketing

### A great piece of content can live forever.

Stellar content can drive page views to your website year after year. While an advertisement will have a clear beginning and end, great content lives on, and may continue to generate leads and links for decades.

### Content marketing captures leads.

Certain types of content, like eBooks or white papers, can be "gated." This means a lead must exchange something, like an email address in order to see the content. You can then add that lead to your sales funnel and provide additional targeted content to them over time.

### Content is a digital marketing resource.

If you print a flyer for your business, someone might pass it on to a friend. When you create a high-quality piece of content, it may be shared with an unlimited number of people.

A **study by Kapost** found content marketing costs up to 41% less per lead than paid search. The study found content marketing can generate four times as many leads within three years, for the same price as paid ads. Content marketing builds relationships and demonstrates authority in your industry.



# 04

## Social Media Marketing

Social media platforms are where your potential customers live online. Platforms like Facebook, Instagram, and LinkedIn provide ways to stay in touch with friends, family, and coworkers.

Most Americans use some type of social media. A [2018 study by Pew Research Center](#) reported 73% of American adults use YouTube, 35% use Instagram and 68% have Facebook profiles.

### The Benefits of Social Media Marketing

#### Your leads and customers are on them.

It may not make sense to be on all social channels. For example, Snapchat is a form of social media whose audience tends to be younger. If your target customers are an older demographic, you may steer clear of Snapchat as a marketing avenue. A strong presence on Facebook and YouTube is universally desirable, since the majority of the population uses these platforms.

#### You gain high-quality search results.

If you have an issue with your brand's reputation, joining social media sites can help push down negative search results. When people search your company name, instead of seeing a negative piece of press, they might see your Facebook link first. Social platforms are also a great place to address negative press head-on.

#### Customers use social media for service.

[According to Social Media Today](#), one in three social media users prefer social media for customer service instead of telephone or email. [Convince & Convert](#) reports 39% users who complain on social media platforms expect a reply from a business within 60 minutes.

#### Social media enables viral content.

Viral content is content that spreads like wildfire online. [Social Media Today](#) reports consumers are 15% more likely to enjoy content that is shared with them, as opposed to content they discover themselves. Some examples of successful viral campaigns include a video by beauty brand Dove that reached **114 million views in 1 month**, and a quiz created by [Playbuzz](#) that was shared more than 3.4 million times. Every time viral content is shared, the marketing power for that brand increases.

Social media platforms allow you to take control of your brand's image and messaging, while connecting directly with customers. Social media growth has no signs of slowing. A 2019 study from [Smart Insights](#) reveals 3.4 billion social media users worldwide, increasing 9% year-over-year.

# 05

## E-Commerce

The retail world has been thoroughly disrupted by online shopping. E-commerce sales have been steadily increasing over the past decade and are expected to continue to grab a larger part of retail market share. E-commerce marketing focuses on sending leads to an online store for conversions. This may involve both digital and traditional marketing channels to get users to visit the online store.

- According to the U.S. Census Bureau News, e-commerce sales in the U.S. for the fourth quarter of 2018 totaled \$132.8 billion, increasing 12.1% year-over-year.
- E-commerce currently accounts for about 10% of total retail sales, an increase of 0.8% of total retail sales year-over-year.

Once leads are at the online store, to drive sales and increase shopping cart sizes, businesses can use e-commerce marketing techniques, such as:

### Upsell products

Add a sidebar that suggests similar or complementary products to what the user is viewing or has added to their cart.

### Enable easy communication

Add live chat to an e-commerce store so customers can get instant answers to questions. Business Insider reports 66% of American shoppers will spend more money with a company providing excellent customer service.

### Feature testimonials

Social proof is important to shoppers. They want to see reviews of products before they buy. Shopify reports 88% of people trust online reviews as much as personal recommendations, and 72% of customers will only buy after reading positive reviews. Use a rating or commenting system to show an honest view of your products and services.

### Keep in touch

Email marketing is powerful for e-commerce stores. If a shopper abandons their cart, send an email reminding them of their items, in case they left by mistake or may reconsider purchasing. After purchases, sell through email with personalized product recommendations. Send special offers for birthdays, send content to educate customers about their products, and use email to survey customers about their experiences. Reward frequent buyers with a loyalty program.

Think about aspects you'd have in a physical store and how to translate those to an online shopping environment. As Amazon founder Jeff Bezos said, "We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."



# 06

## Marketing Analytics

One key advantage of digital marketing is data. Marketing analytics enable digital marketers to see:

- Characteristics of customers
- Customer buying journeys
- How other websites affect the business website, like social media and referring sites
- How tools like email marketing affect web traffic and sales
- What types of content are most effective at gaining leads and converting

Marketing analytics enable marketers to test campaigns and adjust to optimize them. They help make marketing tactics more efficient and enhance the customer experience. Analytics also alert marketers as to when certain efforts aren't getting results.

Marketing analytics tools are becoming increasingly sophisticated. HubSpot, for example, blends customer relationship management with digital marketing tools like social media and content marketing. A user can log in and see where a lead came from, what content the lead viewed, and their last action before converting.

A brand that doesn't use marketing analytics will not be able to learn from campaigns and make optimal adjustments. Marketing analytics reveal trends over time. The **2018 Deloitte CMO Survey** found over the next three years, the percent of marketing budget spent on analytics is expected to increase from 6.7% in 2018 to 21.3% in 2021.

## 07

# Public Relations & Online Reputation Management

Public relations determine the public image of a business, promoting positive news of the business, while minimizing threats. Digital public relations manages a brand's online reputation and web presence.

**"Publicity is absolutely critical," said Richard Branson, founder of Virgin Group. "A good PR story is infinitely more effective than a front-page ad."**

While traditional public relations can be measured in terms of press mentions, digital public relations can be measured through:

#### Domain authority

Domain authority is a search engine ranking score that predicts how well a website will perform in search engines.

#### Pageviews to your website

This metric shows the traffic to your site.

#### Backlinks and referrals

This shows other brands and users trust your business and are willing to share it as a resource or service.

#### Branded searches

This shows brand awareness by showing how many people are searching for your brand's name.

#### Social shares and engagement

Social metrics give insight into a brand's digital popularity, and the general sentiments about your brand.

Digital platforms are powerful tools to enhance reputation. If there is negative press popping up in search results about a business, that business can invest in content marketing to create pieces that out-rank the negative press, or work on getting more high-quality backlinks to the website.

#### How to Get More Reviews:

- Urge happy customers to leave a review in person.
- Feature links to review sites on online channels, such as email and social media.
- Interact with other reviewers in an authentic way, as it might compel other customers to share their own feedback.

Positive online reviews about a business can also enhance brand perception. [Pew Research Center reports](#) half of adults ages 50 and younger check online reviews regularly before buying new items. The [Local Consumer Review Survey 2018 by BrightLocal](#) found 57% of consumers will only use a business if it has 4 or more stars.

You can also send targeted messages on social media and via email reminding your customers that you're on a review site, and that you're always grateful for feedback. However, some review sites ban businesses from asking their customers directly for reviews. Always keep each review site's terms of service in mind while promoting your online reputation.



# 08

## Paid Media & Advertising

As Bryan Eisenberg said, “It’s much easier to double your business by doubling your conversion rate than doubling your traffic.” If you want to invest in a strategy focused on conversions, paid media can work wonders for your brand.

At a glance, paid media is advertising online. It might take the form of a pay-per-click advertisement, a banner ad, or a native content placement, like adding your blog to the “Recommended Reading” section on the bottom of a popular blog.

### When you should promote your business with paid media:

#### Your business is new

You can use paid ads to drive awareness, grow a social media following, and get seen in search results when you’re just starting out.

#### You’re promoting something for a limited time

If you have a coupon, freebie, or contest to promote, you can use paid media to maximize your campaign and get more leads and customers

#### You need insights

Paid media campaigns provide analytics that can be applied to your non-paid campaigns. For example, with Facebook Advertising, you can create A/B ad tests that measure results by gender, interests, locations, or political affiliation, and how they react to your content.

#### You want to capture leads

You can use paid media to drive leads to a landing page, where you exchange an email address in order for access to the content. From there, the lead can be added to your sales funnel.

#### You have something high-quality to share

If you’ve invested time, money, and effort into creating a stellar piece of content, paid media can amplify its exposure. If the content is a unique and valuable resource, the quality of the piece may inspire organic shares that won’t cost you a dime.

Digital advertising provides you with real-time insights, so you can stop a campaign if it’s not working or make minor adjustments. You can hyper-focus on your audience to deliver the most relevant ads and content, which is much harder and more expensive with traditional advertising.

The diversity of paid media means you can likely find a digital form of advertising that works for your brand. Some ads allow you to choose to pay only for conversions, so you’re strictly spending money on media that brings value to your brand.

## 09

## Digital Strategy

Digital strategy encompasses all of the digital marketing techniques and employs them methodically to get the most results for a business. A written and developed digital strategy strengthens your brand in the following ways:

- Defines your brand's specific goals
- How you plan to achieve your brand's goals
- How your brand will measure your success

#### Benefits of a documented digital strategy:

- Keeps a team accountable
- Motivates marketers and increases focus
- Provides benchmarks for progress

Digital strategy may be broken down into smaller goals based on the tactic that is being employed, like SEO, content, or paid strategy. Those goals may point to one larger goal that will drive the entire digital marketing department.

Something that should always be at the forefront of your digital strategy tactics is to provide value to your website visitors, leads, and customers. Rand Fishkin, co-founder of Moz, said, "Go for the better user experience every time."

**Neil Patel, founder of Crazy Egg**, said, "You can't just place a few 'Buy' buttons on your website and expect your visitors to buy whatever you're telling them to purchase. That's just not how our brains work."

Getting leads to click the 'buy' button and follow through with a conversion requires an overarching strategy for your digital marketing efforts.

There are many stories about the effectiveness of writing down goals. **One study showed** that a group of graduates who wrote down their goals earned 10 times as much as graduates who never wrote down their goals.

## You Can Always Learn More About Digital Marketing

Digital marketing, like any type of technology, is always evolving. The channels your customers use may shift, with the introduction of new platforms and media. To remain competitive your marketing team must commit to ongoing digital marketing education.

It's never too late to master new techniques. From content marketing and blogs to getting outbound links through outreach, to optimizing your website with keywords, and spreading your content on social media via paid advertising, these digital techniques can produce results and provide your business with rich insights about your target customer base in the process.

Get information on the latest emerging commerce and social media technologies in the **Digital Marketing Strategies for the Digital Economy** program at Wharton.

## Request More Information