

DIGITAL MARKETING CHEAT SHEET

Marketing 101 – SMART objectives, develop the best, most differentiated products and services you can and content that proves it – helpful & insightful website, images, videos, downloadable assets – tell people why you are unique!

Choose an SEO friendly, widely supported website platform. Wordpress is the most popular and for e-commerce WooCommerce, Magento & Shopify.



Use calls-to-action and don't just rely on a Contact Us page, have your phone number visible if you want calls.



"You can't manage what you can't measure"

Conversion Tracking

Form completions
Document Downloads
Online Sales
Telephone calls
Online chat

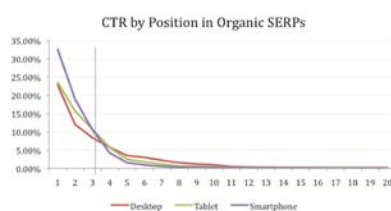
Use data to optimise campaigns, improve website journey & identify who is visiting your site. Analytics will drive out inefficiency.

*B2B Buyers will likely have some intent before they contact you, so website **must** carry them to this point. Ads drive awareness and interest, but need remarketing.*

Paid search – Google, Bing (ToF, MoF, BoF)

Paid social – Facebook, Linked In (MoF, BoF)

Organic search (SEO, SEM) – Google, Bing (ToF, MoF)



#1-5 of benefit. SEO content-intensive, needs to be unique & valuable. Research vocabulary of your market & build links.



Sign up with your Google account for valuable info on performance.



Wide range of ad types – display, text, shopping - to reach prospects at all stages of the funnel. Targeting by website, interest, behaviour & keyword.



Use "cross-channel" tactics to continue to reach users after their first visit to your site.

Use Analytics to build segmented lists to market to e.g. limited-time offers to those who download a brochure or datasheet.