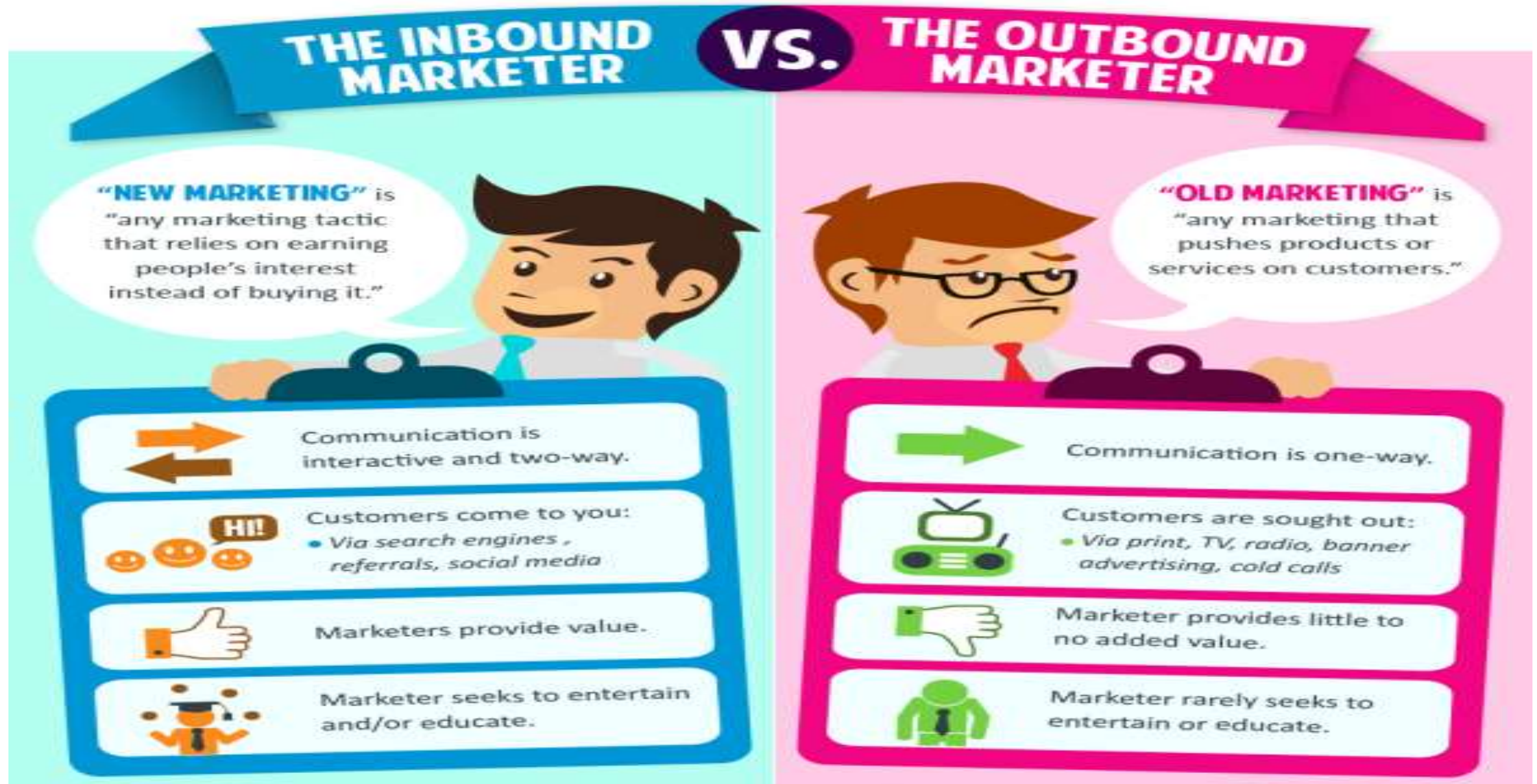
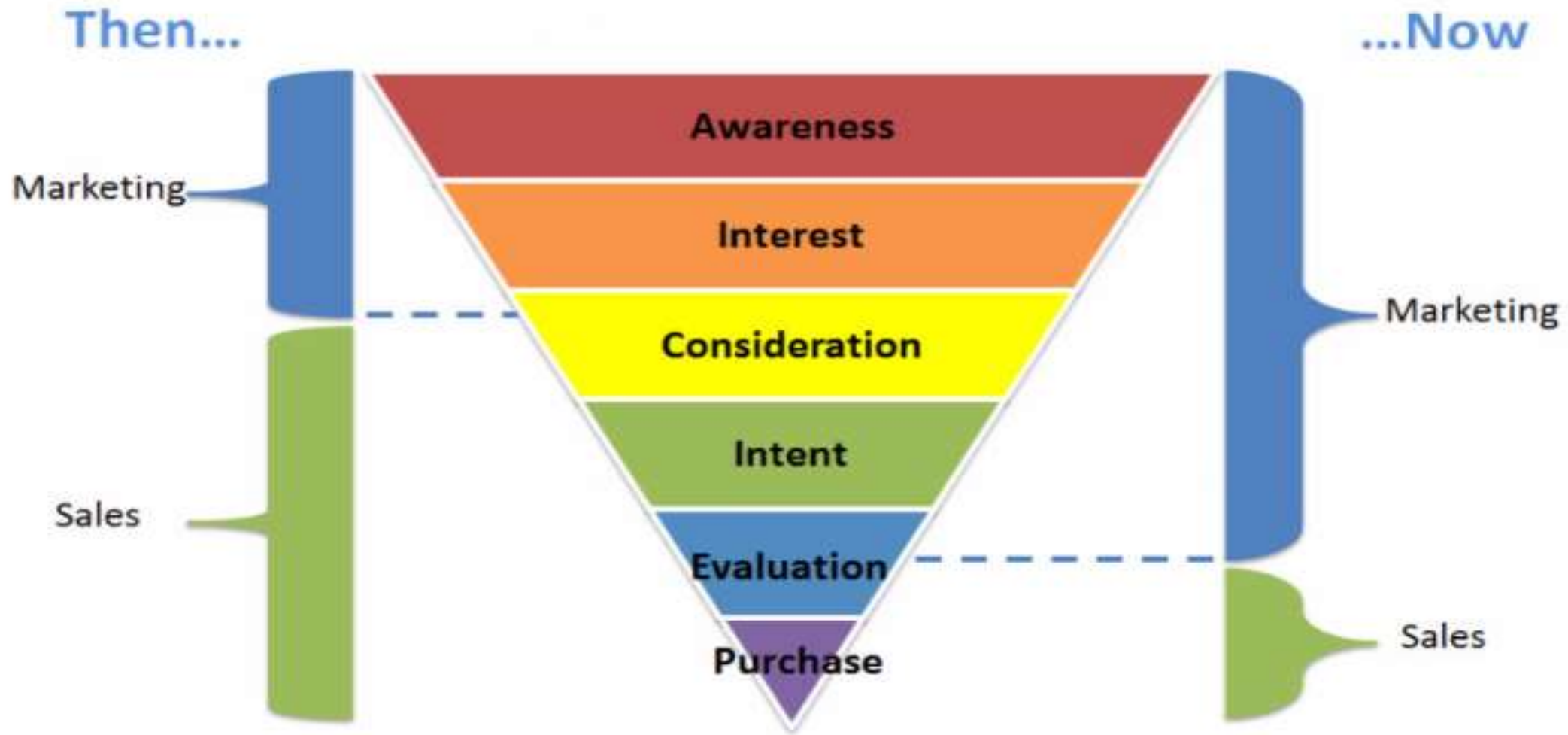




Digital Transformation



The New Marketing & Sales Funnel





What is Digital PR?

- [Digital PR](#) is a tactic used by brands to increase their online presence through [building relationships with key content writers and online journalists](#) to gain 'press hits', or citations, and high quality backlinks.
- Digital PR, when done properly, increases a brand's reach and visibility and in turn has a [positive effect on search engine visibility](#) through effective onsite SEO, driving increased referral traffic.
- Digital PR increases trust and credibility, conversion rates and ROI and brand equity a concept that's explained nicely in this [PR Metrics](#) infographic.

How to measure the success of Digital PR?

- Effective Digital PR can be measured by annotating the PR hits in Google Analytics and measuring how much referral traffic has been gained from those Digital PR hits. By analysing and tracking how well the site's landing pages rank for targeted keywords also assists in determining the success of a brand's Digital PR strategy.
- Annotate your PR hits in Google Analytics to measure the spikes in referral traffic metric generated by PR hits. Also take note of increases in organic search traffic, as the keywords included in your PR pieces are likely to unlock even more traffic and conversions.
- Use the [Google URL Builder](#) to tag your PR campaign links. This allows you to get a view on bounce rate, conversion data and all other standard Google Analytics data and metrics.
- Use [Open Site Explorer](#) or similar tools (Majestic SEO) to monitor your website's backlink profile. Effective Digital PR should result in your site gaining additional backlinks.
- Use [SharedCount](#) to track URL shares, likes, tweets and more, of your press hits to gauge the success of your hits and content on social media.

What makes a good PR hit?

- A good PR hit is a hit within a site that has a high domain authority and that includes a natural link to the brand's site with relevant brand anchor text included. The key to a great PR hit is to make sure that the reader is directed to something he/ she is expecting to see. How you pitch your content to online journalists is the key to getting your message conveyed in the way that you intend it to be received.
- **Traditional PR** uses high circulation, readership, and viewer ratings to determine who to approach when selling in content to media houses and publishers. Even traditional PR's who claim to 'do digital' still use this this method.
- **Digital PR** doesn't exclusively focus on the number of followers on social media sites and readers before approaching them. It also focuses on evaluating domain authority and non-paid opportunities for link citations. The success of Digital PR is, as a result, more measurable than Traditional PR.

How does Digital PR fit into the marketing strategy?

- Digital PR should follow closely with your SEO and digital marketing strategies for maximum effect.
- Digital PR can strengthen weaker landing pages and increase the site traffic of slower moving stock – even if it does not directly follow your overall marketing objective.
- When used with SEO, Digital PR can take advantage of key search term trends and maximise coverage on what people are already searching for on the Internet.

How to Boost Your Digital Marketing With PR

1) Wrapping your head around the symbiosis

- Many people who start businesses are “product” people or “finance” people and don’t necessarily have marketing backgrounds. If you find the whole marketing landscape confusing, you’ll likely outsource it without fully recognizing all the nuances involved in attracting customers and keeping them happy.

Say you have \$10,000 -- which function should you invest in? If you have to ask that question, you may not yet realize that they are not interchangeable.

The answer is both; it’s the combination of **PR and marketing** that drives growth. And, yes, both are possible to do, even on a limited budget.

2) Make sure the right hand knows what the left is doing.

- The biggest hurdle to overcome is that sometimes one agency believes that the other is taking money out of its pocket: *If you didn't spend so much on digital, you'd spend more on PR*, and vice versa.
- To beat this obstacle, hire agencies that are willing to cooperate and communicate openly with each other. Right now, [almost 60 percent](#) of CMOs do not believe social media is linked closely enough with their organization's marketing strategies. To avoid that issue, appoint someone either within your business or at an agency to make sure the digital team leverages the PR team's efforts.
- Here's a related story: Our client goTenna created an antenna that connects two cellphones through Bluetooth, allowing communication even if there's no service. Originally, that connection was pitched as an outdoor camping accessory, but when [Fox News](#) spun it as being potentially useful for a terrorist attack, we knew we had to turn that press mention into an asset.
- That's how we came to upload a video of the Fox News broadcast to Facebook and run ads targeting similar like-minded people. Doomsday preppers and other people worried about Armageddon shared it widely, and we saw one of our most successful holiday ad campaigns, thanks to one piece of PR.

3) Leverage PR in your digital marketing.

- This is a must. When you're analyzing ROI, you have to think of both in conjunction, not in a vacuum. But remember: Some of the best-performing advertising comes from leveraging PR. If you run Facebook ads using an article from PR and see a high return, for example, that benefit does not occur entirely thanks to Facebook.
- American Giant has mastered leveraging PR, starting with an article [Slate](#) published just 10 months after the company launched. The article proclaimed one of the company's products to be "[the greatest hoodie ever made](#)." Wisely, American Giant ran with it. Using that article and others, the brand centered all its marketing efforts on PR. From ads to customer emails, it utilized great press to build credibility; and reports suggested that its revenue skyrocketed to [tens of millions](#) of dollars.
- Having your digital team boost a positive piece of press -- not the way Facebook boosts posts, but by actually putting money behind it and using it as an advertising asset -- can create incredible momentum.

4) "Have patience, Grasshopper."

- I know: That's not what you want to hear. But PR and marketing aren't silver bullets. Both efforts require a long-term commitment. They'll mature over time but should be seen as augmenting current initiatives in the early days.
- As ESSE PR principal Jessica Engholm explained it, "When all is said and done, the value of PR is in the name. It is the practice of building a relationship with your public audiences. Brand attachment begets a more inclined customer, creating predisposed buyers from which your marketing efforts can then benefit."
- An example? Ethical fashion retailer Zady understands the long-term commitment required for an effective PR and digital marketing strategy. After a [year of preparation](#), it launched a project called "The New Standard," a platform providing information to consumers and the global community about the negative effects that certain practices in the apparel industry have on people and the environment.

NEW PUBLIC RELATIONS

VS.

OLD PUBLIC RELATIONS

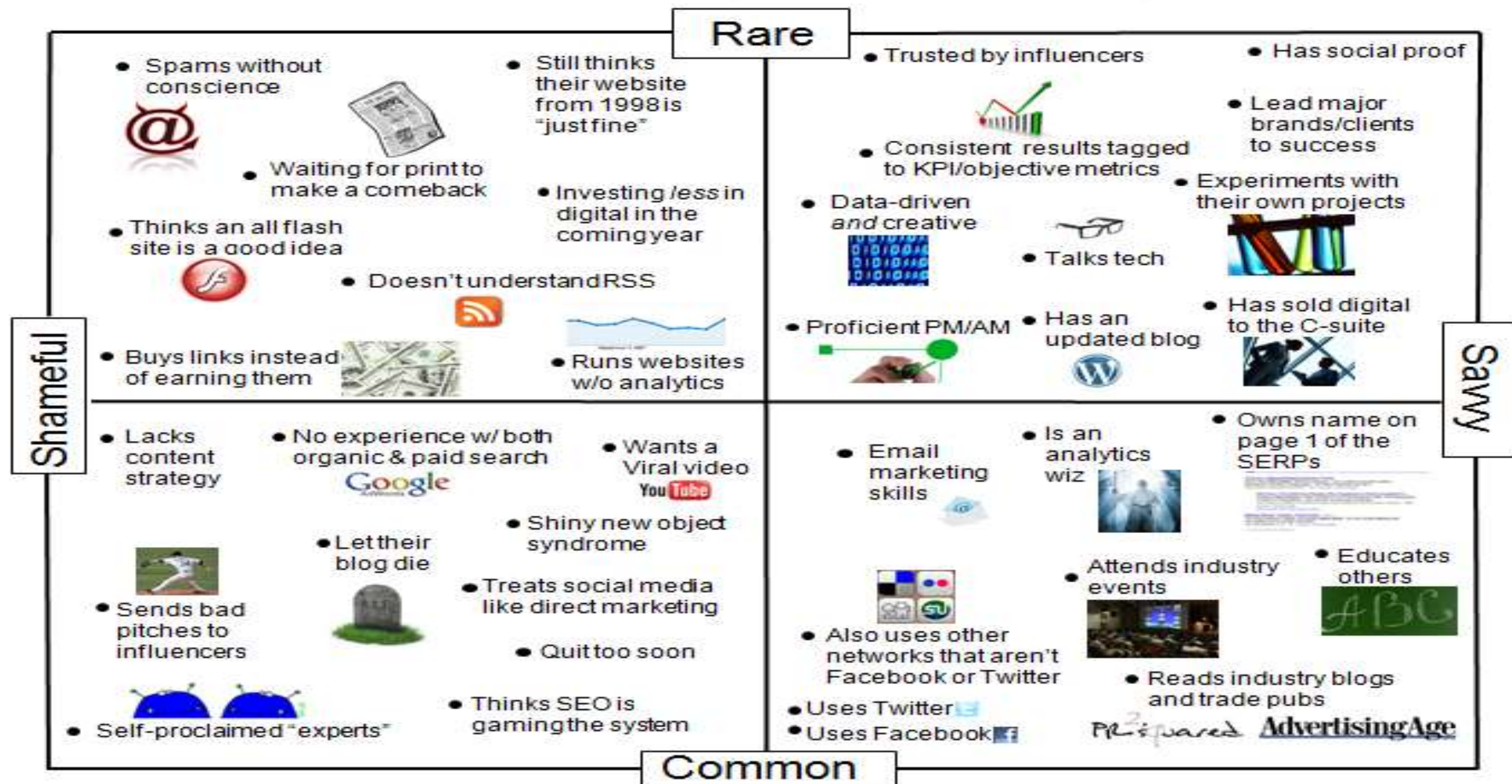
"NEW PR" is about creating unique and compelling content using modern platforms and technologies that drive customers to your brand.



"OLD PR" requires brands to proactively reach their customers through traditional marketing methods, which are increasingly more invasive and less effective.



The Modern Marketing/PR Pro Fluency Matrix



How To Measure ROI For Your Digital Marketing Campaign

- The marketing department is increasingly being asked what the return on investment (ROI) is from their digital marketing campaign. How do you report that the digital marketing campaign is working, what the return on investment (ROI) is.
- To understand what the ROI is, we need to understand what the goals or aims of the company are, what they wish to get from a digital marketing campaign and then measure these goals. For this we need to look at the Key Performance Indicators (KPIs) and the goals for each one.

Here are some types of key performance indicators:

1. General Performance - Traffic, leads, Reach
2. Channel Based - Website, blog, social networks, search engines
3. Source based performance - Direct traffic, Organic search, referrals, email, PPC
4. Campaign based performance - Lead generation, click throughs, conversions, conversion rates
5. Setting realistic and measurable goals

- Once you are agreed on the KPIs, the next stage is to measure these,
- what style of report and how these are presented.
- It may be necessary to change the KPIs over time and thus the goals too.
- The report can simply be an excel spreadsheet with incoming enquiries that result in sales hence collaboration between the sales department and marketing is a clear indicator here.
- There are methods by which a digital marketing campaign can present bespoke telephone numbers to independent IP addresses, so that calls can be monitored, which backs up the results produced from a campaign to support the return on investment report.

Methods a digital marketing campaign

- Monitor Your Goals

- It is important to measure your goals on a frequent basis, for instance website traffic could be on a daily or weekly basis, not on a monthly basis as this tends to draw a straight line graph in Google Analytics. You will need to see what causes fluctuations in your visitor numbers, why are your conversion goals different - is it due to a national holiday, are Mondays notoriously busy, or quiet; are Fridays the same?
- By monitoring your KPIs and results, we can manipulate your campaign to make changes to these.

- Gather Data

- Data gathering requires interactions from your sales managers, inbound leads identified, outgoing leads identified and recorded. What is an outgoing lead - is this one from your sales people, cold calling prospects? Inbound from social media and website contact?

- Reporting On The Performance

- Reporting on such targets and goals, KPIs and information should be as often as possible, monthly is ideal, to track an ongoing campaign, to make changes each month increase in targeting goals that are working and manipulate those that are achieving less.

- Calculate Your ROI

- By calculating your spend on digital marketing and the sales increased, can you determine whether your digital marketing campaign was successful.

Case Study On Return On Investment For A Digital Marketing Campaign

- If you are presenting data that only includes the amount of visitors to your website, amount of click throughs to the site and visitors from social media, you are missing out on the bigger picture. Are these visitors the right ones? For instance, we took on a client that had 10,000 visitors to their website every month, from their blog. Great eh? Their old digital marketing company presented reports on this and both the agency and client were happy. But is being happy a good ROI?
- In this case the company were sales consultants, offering cold calling, appointment setting and similar services and their blogs were about HOW to make cold call sales. The visitors to their blog and website were being taught how to do the service that they were trying to offer. So, the visitors were mainly sales people or sales trainees that were getting high quality lessons on how they can do their job, they were not qualified visitors that were going to BUY their services.
- We changed the way the blogs were written and directed the blogs to qualified visitors that wanted to buy their services. Visitor numbers dropped but their enquiries and leads grew. This was a direct result from the content marketing, blogs, social media promotion of content and directed to those actually looking for their services and the enquiries from the call to action (CTA) on the blogs. By using Google Analytics, we added conversions to the page after the enquiry form was completed. By measuring these we knew that the conversions increased.
- Their return on investment grew.
- The key performance indicators here were:
 - Conversions - we measured the amount of visitors completing an enquiry form.
 - Leads - Enquiry forms.
- Conclusion on measuring your return on investment from a digital marketing campaign
- Set your aims, your goals to achieve your key performance indicators, measure and test these so that your goals are met; then you can report on them.

A scorecard to help
you measure

Digital Marketing ROI



Best Digital Marketing Metrics to Evaluate Traffic Generation: Clicks, CTR, CPC, and Traffic Source.

Whether launching branding, or performance-based campaigns, the ultimate goal for marketers is to generate traffic on the sites (landing pages) and eventually turn their audiences to potential customers. To measure effectiveness of different campaigns, there are several important metrics that marketers should look into.

1. **Clicks:** The number of clicks indicates the traffic generated from campaigns. To be mentioned, due to the different tracking methods, the clicks recorded on the ad server are usually not equal to the visits/ page views on Google Analytics.
2. **CTR (Click Through Rate):** CTR measures how many viewers actually clicked on the ads. High CTR indicates high relevance between the ad creative/landing page with targeted audiences, also shows the efficiency of the different channels in terms of generating clicks/ traffic.
3. **CPC (Cost Per Click):** CPC shows the average cost to bring a click for marketers. Although it seems good for marketer to have a low CPC level, it actually depends since clickers (for example teenagers) are not always those who convert. Marketers should clarify their main campaign goals first to decide which metrics are more relevant to look at.
4. **Traffic Source:** When marketers launch different campaigns (search, display, retargeting, mobile, etc.), it is important to know the traffic source, i.e. keywords/sites that brought it. This could provide information and allow marketers to decide the allocation of marketing budget strategically.

Best Digital Marketing Metrics to Evaluate Lead Generation: Conversion Rate, CPA/CPL, Bounce Rate, and Rate of Returning Visitors.

Instead of tracking the above traffic generation metrics solely, many advertisers nowadays become performance-driven and put lead generation as the first priority to judge the success of a campaign. Here are some key metrics to help marketers evaluate lead generation.

1. **Conversion Rate:** Conversion rate can define your online marketing success no matter if the goal is to convert visitors to sales or gather key information of potential clients (for example, sign-up, etc.).
2. **CPA/CPL (Cost per Acquisition/ Lead):** CPA/CPL defines the cost to generate a new lead, which gives marketers information on how profitable the campaign is to decide if they want to continue or not.
3. **Bounce Rate:** Bounce rate represents the percentage of visitors who enter the site and leave rather than continue browsing other pages. First, marketers can use bounce rate to measures the attractiveness of the contents in motivating visitors to continue their visit. Those visitors who “bounce” immediately should find the content of marketers’ sites/landing pages irrelevant to their needs. Therefore, marketers can also use bounce rate to evaluate the quality of traffics brought by their campaigns to the landing pages and see if those are relevant audiences. High bounce rate indicates campaigns or landing pages that need to be stopped or improved.
4. **Rate of Returning Visitors:** Rate of returning visitors gives marketers insights on visitor loyalty and how marketers can improve and make these audiences who are not converted yet to finally take actions.

Best Digital Marketing Metrics to Evaluate Revenue: ROI, Customer Acquisition Cost (CAC)

Almost all advertisers evaluate the revenues and analyse if they benefit or make losses from their campaigns. Among plenty of metrics, ROI and Customer Acquisition Cost are quite useful for marketers to analyse.

- 1. ROI (Return on Investment):** ROI is the most popular metric among professionals to evaluate the campaign performance. Comparing ROIs for different campaigns can help marketers to identify which campaigns/channels are driving sales and revenues.
- 2. CAC (Customer Acquisition Cost):** Customer Acquisition Cost (CAC) equals the total advertising costs divided by how many new customers generated from the campaign. This identifies the net cost to acquire an additional customer. Comparing this metric with average revenue generated by a customer could reveal if it is worth to continue the campaign or not.



10 ESSENTIAL WAYS TO BOOST YOUR **DIGITAL MARKETING ROI**

1) The future is in mobile

- Cisco anticipates mobile users to exceed 5 billion by 2019, and the fact that young Americans spend more than 90 hours a month on mobile, according to [ComScore](#), the advantages of going mobile are huge to say the least.
- Mobile marketing is expected to account for a major share of online traffic in the coming years, and businesses that are slow to implement their mobile marketing efforts have everything to lose.
- Essentially, all digital marketing channels are anticipated to go mobile, from mobile search engine optimization and mobile-friendly websites to enterprise mobile applications and mobile conversions.
- Businesses, therefore, need to redirect their marketing efforts towards leveraging mobile technology to the fullest extent to accommodate the growing mobile online traffic.

2) New payment methods are the next thing

- With mobile payment methods such as Apple Pay and Google Wallet all the rage, there are plenty of opportunities that online businesses can benefit from. Online payment transactions came under immense scrutiny following numerous cases of credit card fraud and misleading websites. However, through these payment systems, businesses can once again market their products and services with restored confidence and commitment.
- Safer payment methods will encourage many to use the mobile platform to purchase their favourite brands of goods and items. In addition, the nationwide adoption of the EMV standard will give new hope to countless traders as a result of substantial financial fraud.

3) Focus on conversion optimization

- Marketers cannot hope to increase their sales revenues without customer acquisition. So why not include customer conversion rate optimization as part of the budget?
- Conversion rate optimization refers to the method of acquiring the highest online traffic possible to a website for the purpose of converting them to customers. It constitutes an understanding of website functionality and more persuasive landing pages and call-to-action statements that can capture the attention of their online visitors. The benefit is that it ends up being more cost effective than other methods such as ad placements.

4) Never compromise on website loading speed

- Following from the previous point, a website that slowly loads its pages will put off visitors and cause them to a rival's website. According to a study by [Radware](#), two out of every five online visitors will abandon browsing a webpage if it takes more than three seconds to load.
- Marketers in turn need to make sure that web designers do not add too many features on their website which may make the browsing experience suffer. Doing so can result in many lost customers and therefore significant lost revenues.

5) Looking past Google is long overdue

- It is high time marketers stopped depending on Google for acting as the focal point of all their digital marketing efforts and expectations. There are numerous effective avenues to attract the online crowd to your business, and Google is just one of them.
- Putting all your marketing eggs in the Google basket is placing too many hopes for your plans to come to fruition. Instead, marketers need to concentrate on more direct digital marketing platforms.

6) There is still use in PPC

- PPC is long gone; but that is only if we are referring to the traditional PPC model. It is fairer to say that PPC has taken on different guises. Organic video ads, for instance, are becoming more popular, and marketers need to focus on such means to be a step ahead in the marketing game.

7) Content is king

- It is very common to find marketers utilizing content marketing through the use of blogs, articles, and press releases to showcase their brand presence and gather more support and loyalty from their target audiences. Despite the concerns of content marketing suffering from poor strategy, content is still king in the world of marketing, now more than ever.
- To effectively utilize content, businesses need to focus less on quantity of their content marketing efforts and more on quality. This means tailoring content exclusively to the interests and preferences of their target audiences. This will help target customers more efficiently and enable the business to grow manifold.

8) Fortify marketing with marketing automation

- Digital marketing has taken multiple routes, which is why it can be very difficult for businesses to keep track of multiple channels and assess its performance on a continuous basis. This is why it is crucial that marketers benefit from a coordinated digital marketing strategy through the use of a marketing automation system. Essentially, a marketing automation system allows a business to synchronize all digital marketing efforts under one roof, making campaign execution as simple as a touch of the button.
- Whether you want to conduct marketing activities through e-mail, social media, business website, or search engine websites, marketing automation is nothing but a necessity.

9) Email lists are gold

- The adage 'old is gold' rarely applies in the business world. But, if there is one that aptly fits the description, it is email. While it may be conventional, e-mail provides marketers the advantage of segmenting its customers through e-mail lists through which e-mail marketing campaigns can be conducted with greater effectiveness.
- E-mail is also incredibly easy-to-use and is a great means of two-way communication that can be pivotal in maintaining long-term relationships with customers, and for being an excellent source of generating customer leads.

10) Harness data with data analytics

- Data is growing at a phenomenal rate, considering the multitudes of applications of big data and cloud computing networks. In lieu of this, making use of [data analytics tool](#) can help you leverage useful customer insights for refocusing and readjusting your marketing efforts, as well as providing you fresh new business opportunities.
- Businesses need to hire exceptional talent that can enable them to harness data to its fullest potential and invest in business intelligence solutions such as data mining and data warehousing.