
DIGITAL MARKETING STRATEGY

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DIGITAL STRATEGY

marketing hacknight

WHAT ARE THE STEPS TO CREATING A PLAN

- Determine your conversion goals
- Plan / Set up an appropriate digital presence
- Set up tracking and analysis tools
- Plan mix of channels

DEFINE YOUR CONVERSIONS / GOALS

- It can be transactional or a defined action. It may not have a specific dollar amount tied to it.
 - Complete an online purchase
 - Submit a form
 - Time on site
 - Pages viewed
 - View a specific series of pages
 - Bounce rate (decrease)

DEFINE YOUR TARGET DEMOGRAPHICS

- Define your target user segments
 - Age, Sex, Interests, Adoption Rate
 - Estimate percentages of types of users
- Prioritize the users
 - Web properties that try to be everything to all people fail.
 - Steps in your conversion funnel should be tailored to your top users

WHAT IS THE PURPOSE OF THE WEBSITE

- Is the site transactional or informational?
 - Informational – Interactive brochure online
 - Usually when things move around on the screen that will add cost (eg. Javascript)
 - Transactional – Online product or service sales
 - Transactional or E-Commerce are usually more expensive because of security and complexity

SET UP TRACKING AND ANALYSIS TOOLS

- Start by implementing a tracking tool
 - Google Analytics, Adobe, Web Trends
 - In this class we learn the Google Analytics Tool
- Set up Webmaster Tools Search Console
 - Google, Bing, Yandex
- Set up Google Tag Manager for Event Tracking
- Implement Specialty tools if needed – SEO, Ad Tools

5 CHANNELS

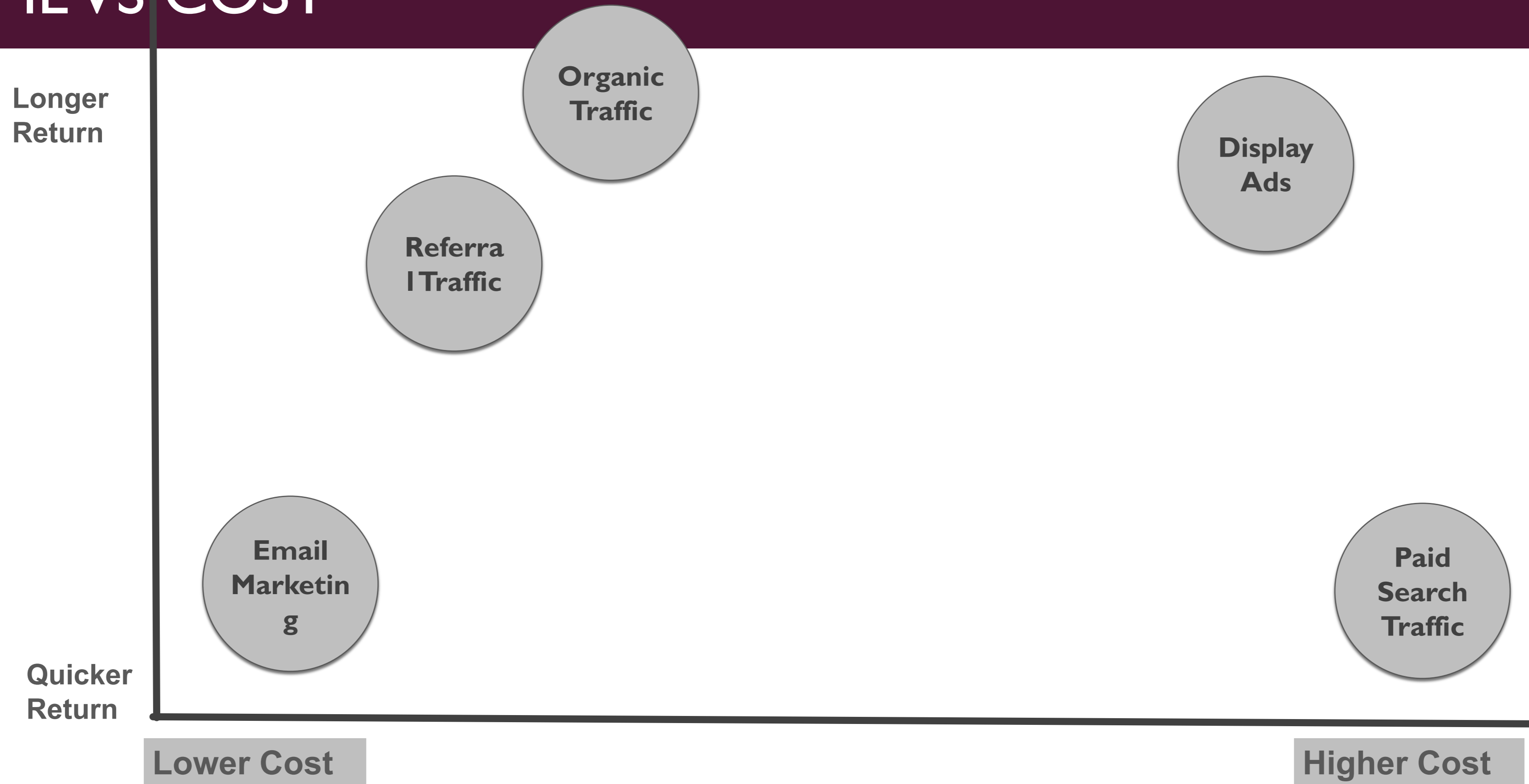


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WHAT TYPE OF TRAFFIC DO YOU NEED?

- Each traffic channel is suited for different types of traffic
- Some take more money
- Some take more time
- Some take more skill
- One large consideration is Cost vs. Time

ROI TIME VS COST



CHANNEL SELECTION VS GOALS

- Your conversion goals will help dictate which channels you deploy.
- Each channel is useful for specific purposes such as awareness, market share or customer acquisition
- Channels are also complimented by one another
 - Example: Display advertising leads to organic searches

CHANNEL SPECIFICS

Organic
Traffic

Referral
Traffic

Paid
Search
Traffic

Display
Ads

Email
Marketing

- Organic: customer acquisition, market share
- Referral: customer acquisition, market share
- Paid Search: Customer acquisition, awareness, market share
- Display: Awareness, re-engagement, prospecting, branding
- Email Marketing: customer nurturing, branding

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QUESTIONS?

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