

Digital Marketing Basics For Beginners

MASTER PLAN

LET'S BEGIN WITH CUSTOMER ANALYSIS

Before you begin any marketing at all, it's important to understand that your budget will likely be wasted if you don't understand your target market. That's why we recommend starting off by asking yourself these questions:

- Who is my ideal customer? (Age, gender, hobbies, location, education etc.)
- What needs do my customers have, that are fulfilled by my product or service?
- Where do my customers hang out online?
- What are my customer's values and interests?

Remember, ask yourselves these questions for each type of customer - you might have multiple! You may also find it beneficial to create **buyer personas**. This is where you might give each type of buyer a name and an avatar, as below. It can help you build up a strong and thorough profile for that section of your market. The better you know that customer, the better you can sell to them using social media, branding and messaging that directly appeals to them!

Example: Buyer Persona for a Small Business Coach



Jane

Who is she?

30-45 year old busy parent, owns her own small business. Has been running her business for less than 3 years and is looking for growth opportunities.

How She Finds Us:

- Social media shares of inspirational posts.
- Recommendations from other busy parents via forums and groups.
- Search on Google for business tips for busy parents.

Why She Chooses Us:

- We offer simple bite-sized business lessons.
- We're run via social for convenience.

Pain Points:

- Too busy for full-time business education.
- Can't find relatable content aimed at people like her.
- Needs flexible learning on her schedule.

What She Wants To Know:

- How to grow her social media following.
- Simple tutorials for small business accounts management.
- How to grow her network.

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BRANDING IS YOUR BREAD AND BUTTER

You're here for digital marketing expertise, so why are we teaching you about branding? Well, it's because digital is now **highly visual**, and visual content gains more online engagement.

Professional and well-designed branding is often the reason your brand will stand out from the crowd. If you're still using comic sans in your logo, well, you're in trouble.

With digital marketing, branding isn't just about your logo and colours though - it's about creating a consistent picture of your brand's personality online. You should use the same colours, fonts, and tone of voice across *all* of your online presence. If you neglect this, it can be confusing for your target market, and messy too.

This is why our next piece of advice is to create a branding document, or "brand guidelines". This should be followed by anyone who creates any form of content for you online, or offline - no exceptions!

Use the example below to create your own branding document. (Pro Tip: These are often made into presentation format.)

Branding Document Example: Stratus Marketing Agency

Our Brand Mission Statement:

To help businesses streamline their marketing and create powerful impact.

Logo Design and Useage

Main:

Stratus
Digital

Alt:

Stratus
Digital

MASTER PLAN

Tagline:

Reaching new heights

Our Brand Colour Palette



#40247B

#194562

#4DDBD2

#7EFFF7

#424242

Our Brand Typography

Evolve Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Lexend Mega

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

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Icons



Our Brand Voice & Tone

We are:

- Chatty
- Friendly
- Colloquial
- Informal
- Approachable

Hey guys! Check out this awesome new resource we've put together for **you**. Hit us up in the comments with what other resources you'd love to see

DON'T FORGET THOSE PERSONAS

Remember to create branding that specifically appeals to your target personas. There's no point having a chatty informal tone on social media if your target market is "professional Boomers who work in funeral care". That said, do some thorough market research - it might be perceived as standard that your market likes one thing, but actually something dramatically different might be the fresh new thing they're looking for.

It's not impossible to make minor alterations to your online brand image at some point in the future if you find your initial look isn't working, just don't go changing it up every week.

THE CUSTOMER JOURNEY

Customer journey is one of the most fundamental digital marketing concepts you need to understand. It's all about mapping out exactly how your target personas go from strangers to customers. Once you get a grasp of this, you can ensure your website, social media, and pretty much everything you do online is geared towards pushing those who engage with you online, further down the sales funnel.

See it's very rare that someone will just hit your website and make a purchase. There are stages in between that involve consideration. You need to understand at what point in the buying journey your potential customer is. Are they just doing research? Are they just browsing because they are bored? Are they comparing prices? Are they ready to buy but not quite sure which product is ideal for them?

There are various ways you can establish this, and it usually involves where they're currently engaging with you - for example, if they're just following you on Instagram for the first time, they're probably just browsing.

However, if someone has specifically typed 'buy red shoes' into Google, they're ready to buy some red shoes!

A DIGITAL MARKETING FUNNEL

They may have seen an influencer mention your brand, read a good review, or seen your paid ads when browsing.

Awareness

A potential customer may search for your brand directly, research reviews, fill in a contact form or take a free trial.

Interest

They might click on an ad, follow you on social, sign up to your mailing list or watch a video about your product.

Respond to customer service requests online, engage with social comments and following up with great aftercare.

Consideration

The interested person makes a purchase, signs up for a service..

Conversion

Customer Relationship

Retention

Follow up with past customers via your mailing list, retargeted ads and social to gain repeat business.

Digital Marketing Basics

BEGINNER'S CHECKLIST

SOCIAL MEDIA BASICS

- Claim the same username on every social platform for brand consistency.
- Likewise, upload the same profile picture on every platform.
- Design header images with call to actions.
- Ensure your profile bios contain your website, phone number and email.
- Create a content calendar (or use ours!).
- Create a posting schedule based on times your followers are active.
- Create a master list of content ideas, so you always have something to post.
- Research the most popular hashtags in your industry.
- Make use of lives and videos, they get more engagement.
- Follow influencers in your industry and engage with them regularly.
- Spend a minimum of ten minutes a day liking, following and commenting on other posts from your business account.

OTHER TIPS

- Set up an email capture form for your newsletter.
- Investigate guest blogging opportunities.
- Sign up to regular online networking and events.
- Ensure your social tags and websites are on all paper/physical marketing materials.
- If you have the skills, create Youtube videos!
- Look for keyword opportunities for new landing pages.
- Ensure your website has plenty of contact forms and CTAs.

YOUR WEBSITE BASICS

- Ensure every page has meta data and titles.
- Conduct keyword research so you know the most important keywords for your homepage.
- Make sure there are clear links to your social.
- Add keywords and internal links to your pages. Don't overdo it!
- Set up Google Analytics so you can track and optimise website visits.
- Ensure you have strong content on your pages, and that all that need to rank for SEO have over 500 words.

CONTENT MARKETING

- Write a 500+ word blog at least once a week.
- Research the questions your target audience are asking and answer them in your blog.
- Build an FAQ page and ensure it's marked up with Schema.
- Ask your team if anyone is an expert in a certain subject in your industry, and can write a blog once a month.
- Investigate and write big 100+ word content ideas that are 'evergreen' (they won't become dated quickly) such as guides and tutorials.
- See if there are any resources your target market would love and create downloads they can access.

Considering taking on a Digital Marketing Apprentice?

www.ntgtraining.co.uk

ONLINE REPUTATION MANAGEMENT

Once you've worked hard to put all the fundamentals of digital marketing into place, you'll need to consider online reputation management. The good news is, there's lots of tips, tricks and software that make this a breeze.

Google Alerts

Set up Google Alerts for your brand name and products, you may even want to monitor key employees and stakeholders. Google Alerts will email you whenever your keyword is mentioned online.

Regularly Check Key Social Networks

If you're a small business, simply typing your keywords into the search bar on social should do the trick, bigger brands may need to use software designed for this purpose.

Brand Monitoring Software

A quick Google search will bring up plenty of brand monitoring software that automatically crawls social, websites, news outlets and forums for mentions of your brand.

Play Into How Your Brand is Perceived

Monitoring your brand online might teach you something new - maybe you thought your price was a key selling point, when actually lots of people are talking about your excellent product selection. Use this organic reputation to boost your marketing.

It's essential to keep on top of your online reputation by responding to reviews and social media comments or messages. This shows that your brand is professional, cares what its customers think, and works hard to offer a resolution when things go wrong.

It's not a great idea to ignore or delete bad reviews. An unhappy customer may turn into someone with a mission to take down your brand reputation if you give them enough motive. Kill bad reviews with kindness and excellent customer service, it will even make nasty, unfair reviews look unreasonable, and review readers will be reassured that you're active at correcting mistakes.

DIGITAL MARKETING ACROSS DEPARTMENTS

Marketing should never be a job that's just left to tick over on its own. Digital marketing actually works best with collaboration across all the departments of your business:

Sales

Marketing and sales should work in tandem. Sales should always have an understanding of what's going on online, what promotions are being run, what ads are being served, and what leads are coming in. It's a good idea in fact, to send leads from landing pages and online contact forms straight to a member of the sales team.

However, it's imperative that sales has an understanding of digital marketing, otherwise they may push too hard on a potential customer who isn't actually in the right point of the sales funnel.

Likewise, sales should communicate with marketing so customers who are already signed up to services aren't bombarded with emails asking them to sign up.

Management

The key personalities in your business should be at the forefront of social. They are your thought leadership authors to be! Working with marketing, they should be able to identify key areas of customer interest, share expertise that will be great social media content, and perhaps even write blogs!

Front-Line Staff

People love a story. Your front line staff, whether they are shop workers, fashionistas, chefs, baristas, lawyers, accountants, gardeners, zookeepers or whatever, they all have a story to tell and expertise to share. Create social media posts, videos, interviews and more by engaging with these people.

Customer Service

Customer service operators will have a thorough knowledge of the common pain points that your current customers are facing, digital marketing can then address these points by offering online resources that add value.

The truth is nearly everyone in your organisation will have something they can contribute towards your marketing efforts, so don't be afraid to ask! It's a great idea to have an internal newsletter on the go so you can identify key stories within your team.

Create your own dedicated in-house marketing expert - hire a Digital Marketing Apprentice with NTG and help your business grow online!

**Call us today on 01244 678100
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