

*Unleash The Full Potential Of Your Brand With Our Expert Digital Marketing Insights*

## Digital Marketing Success

The Keys To Unlocking Your Brand Potential



Phil Worthington

# Table Of Contents

- 01** Foreword
- 05** Introduction to Digital Marketing
- 06** The 7 P's of Marketing
- 08** Understand Your Audience
- 09** Developing a Digital Marketing Strategy
- 10** Create a Content Calendar
- 11** Leveraging Social Media for Maximum Reach
- 12** Creating Engaging Content
- 13** Optimising Your Website for Search Engines
- 16** Creating Engaging Content for Your Audience
- 17** Tracking and Analysing Your Digital Marketing Performance
- 19** Maximising Impact with Email Marketing
- 20** Harnessing the Power of Video Marketing

# Table Of Contents

- 22** Strategies for Mobile Marketing
- 24** Utilising Influencer Marketing
- 25** Taking Advantage of Automation
- 26** Generating Leads Through Digital Strategies
- 27** Developing a Winning Content Marketing Strategy
- 29** Analysing Your Competitors' Digital Marketing Efforts
- 30** Crafting a Comprehensive Digital Marketing Plan
- 32** Integrating Traditional and Digital Marketing
- 33** Identifying and Overcoming Digital Marketing Challenges
- 34** Unlocking Your Brand Potential with Digital Marketing
- 36** Staying up-to-date with the Latest Digital Marketing Trends and Technologies
- 37** Signing Off
- 38** Bonus - Case Studies

## Foreword

I've been involved in digital marketing for 25+ years (I'm not saying exactly how many years because I've lost count and it makes me feel old!). In the 'olden days', it was only referred to as Internet marketing, the term is still used today but as technology has developed it is now more commonly known as digital marketing.

I've seen many changes throughout the years, including the rise and fall of many search engines. Who remembers the following? (people younger than me may well not even know what I'm talking about!)

AltaVista - launched in 1995, it was one of the first search engines on the internet, shut down in 2013.

Yahoo! Search - Yahoo! launched its search engine in 2004, but it was eventually replaced with Bing in 2010.

MSN Search - Microsoft's original search engine, but it was eventually replaced with Bing in 2009.

Ask Jeeves - Launched in 1997, it was a popular search engine for many years, but it was rebranded as Ask.com and the Jeeves character was retired in 2006.

Excite - One of the early search engines, it was launched in 1995, but it was eventually acquired by Ask Jeeves and shut down in 2004.

AOL Search - AOL had its own search engine, but it was eventually replaced with Google in 2007.

Hotbot - Launched in 1996, it was a popular search engine for many years, but it was eventually shut down in 2011.

Infoseek - Launched in 1995, it was one of the first search engines on the internet, but it was eventually acquired by Disney and shut down in 1999.

Lycos - Launched in 1995, it was one of the first search engines on the internet, but it was eventually acquired by Terra Networks and shut down in 2010.

WebCrawler - Launched in 1994, it was one of the first search engines on the internet, but it was eventually acquired by AOL and shut down in 2000.

In those days, it was like the Wild West. You could put anything you wanted on a webpage and you would rank in the search engines. The vast majority of what was being done was called 'black hat' marketing. This refers to conning people into visiting your website by promoting a certain message, but when you arrived the site had nothing to do with what you were looking for. It was not uncommon for you to have to go to page 6, 7, 8 and even further to actually find something resembling what you were looking for.

That was one of the main reasons why Google came into existence. The principle is that people searching for information need to be able to find it quickly. Google was founded in September 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University in California.

Page and Brin were working on a search engine called "Backrub," which used a unique algorithm to rank web pages based on their importance and relevance. They realised that this algorithm could be used to create a new kind of search engine that would be much more efficient and accurate than existing ones.

In simple terms, Google became the 'go to' search engine as you could very quickly find what you were looking for and the other search engines failed to keep up with the pace. As a result, many of the web search engines started to demise.

My background is in IT and education and I used to run an IT training company, basically to teach people how to use a computer, strange as that might seem in today's society. In those days not many companies had web sites and I started to build web sites for my company contacts. One of the key messages though, and this is something that is important to recognise in digital marketing activities, is that you can help the best website in the world, but if nobody comes then what's the point? Or you can have a great promotional strategy and you get many visitors, but if the content isn't relevant, again, what's the point? So in addition to building web sites, I helped people create relevant content and to rank highly in the search engines. So that's how I started and it developed from there.

Currently I'm doing some work for a training company providing digital marketing qualifications to apprentices. I'm also a Director of a technology company which researches and develops products and services in new and emerging technology. My main role here is promoting the company's global brand.

Two things have happened over the last 12 months, which have made me sit up and think. They say there is a book in everybody and these two developments set me on the path to writing this book.

The first was completing the digital marketing qualification that I was teaching. Obviously it's difficult to promote the benefits of a qualification if I don't have that qualification. Part and parcel of my coursework was to develop a digital marketing strategy for a fictitious company. My assessor asked me a couple of questions which were "what I had learned over the course?" and whether I would "do anything differently?". They were quite easy to answer. Basically the answer was 'no I wouldn't do anything differently' as it reaffirmed that what I have been doing for many years was still as effective today as it was way back then. The only difference being the need to keep up with the latest trends and technology. (I must also say that I knew more than my assessor and the assessment company offered me a job, but they couldn't afford me!)

One of the main points you will probably gather from the book, and one that I want to emphasise here, is that having an effective digital marketing strategy is time-consuming. Yes, there are costs involved relating to different types of software that can be used and paying for advertising, etc. but the main cost is the time. You have to put the time in on a regular basis for your marketing strategy to be effective, you can't just play at it.

The second thing that has happened relates to this. Because I was aware of the time element, the technology company was looking at engaging agencies to help with the brand promotion. I went into these meetings with a number of different companies, not just in the UK but overseas as well, on the basis that I knew nothing. The drivel that these companies were saying to me on what they could do, and what results they were going to guarantee were astonishing. Basically they were talking through their backsides and were quickly found out when I used my knowledge and experience to question their promises! In addition, some of the companies who I work with relating to the qualifications I provide are also being hoodwinked into outsourcing the work, and these companies charge extortionate amounts for their services, often guaranteeing results but are unable to deliver on their promises.

I must say here that I am not saying don't use digital marketing agencies. What I am saying is that it can be quite difficult to find a company which can meet your overall requirements and these companies tend to be quite large, and expensive. An effective digital marketing team will contain a number of people, each experts in their own field whether this be content writers, web developers, social media marketers and so on. So one suggestion I would make to companies who are looking at starting to use digital marketing is to pick one area as a starting point, for example, Content Marketing. Rather than engage an expensive digital marketing agency, find a content writer who can write blog posts for you. Post them on your blog and see what results you get. Employing a specialist in this field is far more cost effective and more likely to generate results.

One of the things I like about digital marketing is that you never know what results you're going to get until you try something out. But no matter which way you try to utilise your marketing efforts, the key components never change. Firstly you need to have a goal, What do you want to achieve? The second is how are you going to do it? The third part is being able to analyse the results. Did it work? Did it not work? If it did, can you replicate to reproduce the results? If it didn't, what can you do differently next time? Yes, there are other elements within this little three step strategy but if you have these basic concepts, it's the start of an outline plan and your digital marketing blueprint.

What you will find with many of the chapters is that a lot of the points may seem to be repeated throughout the chapters. I make no apologies for this as most of the elements are based around the same principles. Those principles are quite simply is What is the goal you want to achieve? Who is your target audience? How are you going to go about this? What results are you expecting to achieve? . You then analyse the data and review.