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Web Design | Web Development | SEO

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Digital Marketing | Know the Basics

It is quickly becoming the case that, regardless of the type of work you do, an online presence is an essential part of promoting a product or service.

However, once you have spent time and money curating a unique digital representation of you or your business it almost instantly becomes apparent that you must now invest some time and money in Digital Marketing to ensure your target audience know you exist.

WHAT IS DIGITAL MARKETING

Digital Marketing is anything you do online to spread the word about what you offer.

Sending a single tweet with a link to your new website right through to spending a million pounds on a video ads campaign that will be shown across YouTube, Facebook and Instagram, its all digital marketing.

The good news is this has become a thriving industry where there are specialists in every field to help you promote your business online and propel you into the centre of your market. There are tools available that you can use yourself to maximise your online presence and there are endless free and paid resources available to teach you how to use these tools and become an online phenomenon with more clients than you could ever imagine.

Trouble is, this good news can quickly turn into a place of confusion and overwhelm where you can't even form questions, let alone know who to ask for help and advice from.

This guide won't turn you into a Marketing Wiz, but I hope it gets you to a place where you can feel empowered to ask informed questions, of the right people, in the digital marketing industry.

SOCIAL MEDIA

Free, easy to use and pretty much everyone is there waiting to receive your information. The perfect solution? Yes, it really is great. However with so many platforms on the market its impossible to use them all to their full potential and produce relevant and good quality content.

I suggest choosing one or two social media channels that represent your target audience the best, and focusing on producing high quality content relevant to the chosen channel.

If you decide that you do need to use multiple social media platforms I strongly advise using a Social Media Manager.

Feel free to email me at hello@johamlyn.com for some recommendations of excellent Social Media Managers who can produce content for you and manage multiple channels leaving you free to focus on your business.

SOCIAL MEDIA CONTENT

Regardless of the platform you are using make sure all the content you are putting out is

- > Relevant to your niche
- > Represents the tone of you and your brand
- > Useful; Offer advice, recommendations and support to your network whenever possible
- > High Quality; Spelling, grammar and image quality are important
- > Regular; Whilst we all know that too many social media posts can be annoying, ensure you keep you audience engaged by posting regularly
- > Brave; As long as you or you brand believes in what you are saying or representing don't be afraid to create content that is exciting and innovative
- > Friendly and Present; Make sure you interact with your audience. Your followers are already interested in what you have to say, you do not need to constantly sell your product or service. Comment on their posts, ask questions and reply to their comments.

SOCIAL MEDIA CHANNELS

Which one is right for you?

Facebook

Facebooks focus tends to be on personal use, a place where people share news stories and content relating directly to their personal life, engagement announcements or pics from a big night out, for example.

Facebook is great if you are a freelancer and find that your social and networking life can appropriately mix. Using a Facebook Business Page to promote your product or service can have mixed results.

Facebook Ads are, however, one of the best places to spend your digital marketing budget and I highly recommend using a Facebook Blueprint certified expert to run a facebook ads campaign for you.

This can be an expensive option but can reap big rewards in return. Because facebook is focused on personal use it is the most popular social media platform with users visiting multiple times a day. If your ads are put together professionally you can find your product or service in view of a large percentage of your target audience within moments of placing an ad.

Instagram

Instagram is great if you are promoting a physical product, with options to present images in every way imaginable it can be an excellent place to showcase your product in everyday use making it very attractive to users.

Instagram stories are also a brilliant way to connect directly with your audience if you are a freelancer or service based entrepreneur and want to show your personality.

Instagram stories reward authenticity and are a great place to talk or share imagery freely without worrying about perfection.

Twitter

Twitter is useful if you want to interact with your audience directly sharing advice or asking for opinions.

Twitter is a great place to make your audience feel close to you, an interaction on twitter can feel like a personal conversation to the user, when in reality you are only sharing a few characters and moments of your time.

Of course you must manage the amount of time you spend doing this for it to be useful and not overwhelming, but you'd be surprised how far a few replies or retweets go to making a user feel connected with you.

LinkedIn

LinkedIn is a professional platform that is essentially the equivalent of your online CV. Excellent if your audience are in the corporate world and your achievements, skills, experience and qualifications speak for you.

If you are using LinkedIn its incredibly important to keep it up to date. If you are in an industry that requires constant education, an accountant or web developer for example, its important to log every time you attend a workshop, seminar or class. Long gaps without continued education are highlighted very easily on this platform.

Pinterest

Recommended if you have a website that has a lot of visual content you have created yourself. Interior Designers, Photographers and Artists should all add the Pinterest Pixel to their site so they can track which images are being saved and therefore getting the most positive attention from their target audience.

YouTube / Vimeo

Video is an online marketing trend that is growing, fast. Just about anybody can benefit from having a channel of video content talking about or promoting their product or service.

There are a few key learning curves you must take to get the most out of video. However, once you have mastered the basics and invested in some equipment video can be the most rewarding social media platform currently available.

Get in touch with me at hello@johamlyn.com if you would like recommendations of some excellent resources and experts that can help you create video content on any budget.

Google Plus

Regardless of your product or service I recommend that everyone take a few moments to set up a Google Plus account and register an address with a Google Business Page. This is not a complicated process and these pages do not need constant updating or attention, but Google respects its own, and if your website or online presence isn't registered at Google your search engine visibility will suffer.

This is not an exhaustive list of the Social Media platforms available, but its a good overview of the most popular and relevant ones out there today.

BLOG LIFE!

Running a Blog can feel slightly outdated, I meet a lot of people who feel like the blogging market is saturated and their content won't get any attention.

The reality is that whilst the blogging world is vast, the thirst internet users have for original and relevant content is unquenchable. If you can be objective about your personal skills and knowledge and realise that your viewpoint is unique and your expertise is valuable when shared,

you can confidently create a blog that will bring attention to you and your business and therefor revenue.

Original and unique content is still the number one thing that improves a websites SEO and blogging is the best way to prove yourself as an expert in your field.

Email me at hello@johamlyn.com if you would like recommendations of Web Content Copywriters who can produce authentic and relevant blog content on your behalf.

GOOGLE ADVERTISING

Search Engine Optimisation (SEO)

Organic Search Results are ones that are not paid directly to a Search Engine for. If your website has good SEO it will get good organic search results.

Search Engine Marketing (SEM)

This is also known as Pay Per Click. This is where you pay a search engine to make your website appear higher on search results for certain keywords relevant to your niche.

Paying Google to be more visible in search results is an excellent way to get traffic to your website. Its is important that your site has good SEO before you start paying for visibility as you may be wasting a digital marketing budget on results that you could get if you just improve some of the technical aspects of your website.

Check out the SEO services I offer at <http://johamlyn.com/seo/>

Once your SEO is as good as it can be looking at Google Advertising options is one of, if not the, best way to increase traffic to your website. My recommendation is to set up a Google Advertising account yourself and set a small budget bidding on keywords you think your potential customers would type into a search engine to find your website.

Google is extremely user friendly and there are plenty of resources produced by Google that can help you put together an advertising account and even design your own advert to appear on the sidebar of Google.

Once you have experimented you will have learnt a lot about how Google Advertising works and have the knowledge you need to ask relevant and useful questions of a professional. I then suggest meeting with a Google Advertising expert. These people are extremely skilled and can ensure that almost every penny you spend on advertising goes towards getting a conversion.

GOOGLE ANALYTICS

As soon as you have a website built make sure Google Analytics are set up, on every page of your website.

A lot of people assume, especially when using a template, that user data is recorded automatically. It isn't, and it can take a while to collect enough information to create useful analysis of trends in you website traffic.

I recommend getting a web designer or digital marketer to set up your analytics account for you and spending sometime with them learning how to read the data produced yourself.

JARGON BUSTER

When talking about digital marketing its almost impossible to to avoid jargon. Included below are some of the most common words or acronyms I see people come across and find confusing.

Feel free to contact me at hello@johamlyn.com if I've missed any out.

Click Through Rate (CTR)

The number of times there is an actual click on an item of interest, such as a link or advert. This is not the number of times a user simply sees an item.

Impressions

The number of times an advert is displayed as opposed to being actively clicked on.

Conversion

The action you want a user to perform, such as sign up to a newsletter, purchase a product or make an email or telephone enquiry.

Conversion Optimisation

The process of increasing the amount of users who complete a conversion.

Conversion Rate

The ratio of conversions compared to page visits. This can be measured in close detail, for example you can compare the amount of conversions you are getting from Male visitors from London with Female visitors from Paris and, once you have identified the reason for the difference, optimise accordingly to improve CTR for your target audience.

Crawler

A program that browses content on the internet and collects information to help searchers find what they're looking for when using a Search Engine. Google Search Console can provide you with a "Crawl Report" of your website giving you advice on where it is performing well and where it could be improved for good SEO.

AND FINALLY

Why does Content Creation take so long?

Because it has to be good quality and thoughtful. When promoting a product or service its vital you show your audience you respect and care about their opinion, if your content is low quality their attention will drift.

Photoshoots take hours and we tend to spend seconds flicking through the pages of fashion magazines, a novel that we spend in total a few hours reading can take a writer a lifetime to produce, when we go to the theatre for an evening the actors will have been rehearsing for months, not taking into account the writers and producers that will have worked on the show for sometimes years in advance of rehearsals.

I'm not suggesting for one moment that you spend years creating an Instagram story, but I am saying that a little time and thought can reap big rewards, a user may only look at your post for a few seconds, but if its a good post thats all you need to get conversions.

When building my online presence what is the best time to start thinking about Digital Marketing?

Yesterday!

Not the answer you wanted I know, however I urge anyone who wants to spread the word about their offer online to start thinking about which Social Media channels to use and planning content creation as soon as possible.

You can plan a whole years worth of Instagram posts using a simple calendar and start creating the content for them long in advance of actually posting.

I also think its good advice not to be scared of Social Media or Digital Marketing, we learn so much from trial and error. Our first Blog post will not be our best but the response to it will teach us how to be better. Setting a small Google AdWords budget and choosing some keywords to spend it on yourself can be more educating than reading a 100 free resources on Digital Marketing...

...go out and explore...you won't break the internet...and if you do please get in touch (once its back up and running again, of course), as it turns out you are a Digital Marketing expert after all and I'd love to learn from you!

Thanks for reading
Jo