



The **Little Book** of **Digital Marketing**



by: Harry Wheat



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WWW
WEBSITE



DIGITAL MARKETING



RESEARCH



VIRAL



NETWORK



CONTENT



Introduction

Everything has gone digital nowadays. Most of the tasks that you can do offline and on foot can now be accomplished through the wonderful world of the web.

Marketing is one such task. What is marketing, anyway?

Marketing refers to a set of activities that are accomplished to communicate the value of a product or service to possible consumers. According to Investopedia, this process involves 4 Ps: product (or service), place (allocation, target), price, and promotion.

The process of marketing can now be done online and is now known as digital marketing. Some of you have obviously – or knowingly – encountered some of its involved processes: SEO writing, blogs, viral videos, informative emails, and affiliate marketing. Yes, these are just some of the concepts involved in the broad spectrum that is called digital marketing.

This book hopes to provide you with a quick but encompassing view of digital marketing. Here are what you can expect from The Little Book of Digital Marketing:

Fundamentals of Digital Marketing

- ✓ Microenvironment
- ✓ Macroenvironment

Implementation

- ✓ Customer experience
- ✓ Marketing campaigns
- ✓ Communication
- ✓ Evaluation and improvement

Digital Content

- ✓ Perfecting the content
- ✓ Blogging
- ✓ Website traffic
- ✓ Search marketing
- ✓ Email marketing
- ✓ And more!

Marketing Strategies

We will attempt to come up with a clearcut digital marketing plan suited to your business by the end of this book.



Chapter 1

Fundamentals



Before we explore strategies and practical concepts, we need to dissect digital marketing's definition first. For those who are already adept at traditional marketing, digital marketing is simply a means to achieve marketing objectives but with the use of digital means.



What is digital marketing?



In digital marketing, information being able to reach prospective consumers is the goal. The connection is what makes it successful, up to a point. A strong emphasis on communication leads to advertisers being often referred to as “sources,” while the targets are referred to as “receivers.”

The results of the connection can vary in success, from getting an ad viewed, a link clicked, and finally, a product sold. Everything seems so much quicker and so much more convenient online. However, a digital marketer also has to contend with competitors with similar strategies.



Here are some terms that you may encounter on your quest to become an effective digital marketer:

 **Call to action:**

the use of persuasive words to persuade consumers to buy products or avail of services

 **Customer relationship management (CRM):**

the use of a system to analyze and manage the brand's or company's relationship to its target consumers

 **Lookalike audience:**

refers to a demographic similar to the one that already visits your website

 **Online company presence:**

online media owned and controlled by a particular company, which are likely to be used as part of their marketing strategies

 **Personalization:**

Gives your target consumer a sense of importance by catering to his preferences as if the marketer is directly talking to him

 **Positioning:**

how the target consumers are meant to see the brand compared to the competing brands

 **ROI (return of investment):**

this term is not new. It means the same thing in traditional marketing it measures how successful your investment one

 **Search Engine Optimization (SEO):**

use of the right keywords and website structure to gain more website views



The above are just some of the terms that you will need to understand when you are trying to apply digital marketing techniques to your brand.

Now, you may have also heard of the terms “macro marketing” and “micro marketing.” These terms are also used in traditional marketing.



Micromarketing – refers to targeting a highly specific demographic. All marketing strategies will be customized to suit this particular group. There is an emphasis on making each targeted consumer feel as if he is personally being talked to.

Some of the concerns that it focuses on are the following: pricing, distribution, consumer behavior, brand image, and more.

Macro marketing - refers to the whole process of marketing relates to the consumer. This marketing style is targeted to as many possible consumers as there.



Some of the concerns tackled under this are the following: social responsibility, campaigns, overall behavior patterns, and more.

So, which of the two marketing styles should you use on the Internet?

You have to use both but in varying degrees. A lot of the marketing strategies that you will read about in this book will, however, focus on micromarketing. Internet users prefer being treated as individuals and not as anonymous clients, which we can quickly treat them as due to their position behind the computer screen.



What are some of the aspects of marketing that can be boosted with the use of digital marketing?


Market penetration: On a digital platform, you can continue targeting the same market or demographic. However, you will be changing your strategies to fit the media that you have chosen to incorporate. So, products that you were already selling offline can also be sold to existing markets, albeit online.

Market development: The Internet has provided you with the opportunity to target more people and even geographical locations. You plan to sell the same products and services to a broader group of people. The Internet makes this possible at practically no cost. Companies do not have to spend money on building infrastructure for branches.




Market segmentation – targeting a particular demographic, in terms of age, gender, location, and more can also be part of market development

Market positioning or marketing mix – you may need to look at how you want a different demographic will see your product or service

 **Product development:** Because your medium of marketing has changed, or you have added the digital platform to your existing media, you can continuously develop your product. You can, for example, make variants of the same product. You may also develop related products.

For example, if you are a gym trainer, you can offer online classes to reach those who do not live within your current geographical location. Similarly, you can ensure that the e-book format is made as an available option for your novel or nonfiction book.



 **Diversification:** This one is the riskiest among the four. You will be selling new products and services to a new demographic. This move is in recognition of the fact that your current products and services may not fare well on the World Wide Web.



The above is referred to as the Ansoff Matrix. This matrix will help you decide just how much risk you are willing to take on the Internet. What you ultimately choose depends on the nature of your existing business – or if you are just about to launch a new business.



- ✔ Choose market penetration if you are going to be selling the same goods to your existing customers. For example, some people set up websites for their restaurants and fast foods. They are going to be catering to their usual consumers but via a different medium of communication. So, they offer online orders or an appointment system, perhaps both. They may also provide a delivery service. The keyword that is usually emphasized in this change of strategy is “convenience.”



Choose market development if you are going to be expanding your horizons in terms of the target geographical locations. You will still be selling the same products, though. Amazon does it very well, although it limits selling some products within the United States. Smaller shops also focus on selling a particular product, such as clothing, electronics, toys, and many more. Some of these businesses capitalize on the name that they have already built offline. They are willing to ship products to places outside their usual coverage areas.

Choose product development if you want to offer the same product in a new way. You recognize that the products or services that you provide are not easily accessible by some would-be consumers who are interested in them. As mentioned above, gym instructors can choose some of their easily taught exercises and stream them online. They do not expect people to have their equipment at home. So, they focus on activities that either do not require equipment or use available ones, such as dumbbells and stability balls.

- ✔ Choose diversification if you feel you need to do more to make your products and services work online. A company that sells paperbacks, for example, can start selling e-books and audiobooks to appeal more to the online market. You need a healthy dose of branding to make this move work.

At this point, you may have already zeroed in on the possible marketing move that you need to sell your products and services online. The next few chapters will get into detail to help you, along with the steps that you have to make and the specific strategies that are suitable for your particular business.



Chapter 2

Digital Marketing Strategies

There are countless ways to make your product or service connect to the right people or as many people as possible. This chapter, however, will be focusing on the strategies that you will need the most.



A. “Awareness” Marketing Strategies

These are digital marketing strategies that simply aim to put information out there. You put together the best features of your products and services and leave it up to the target audience to make sales conversion happen.



Here are some terms that you may encounter on your quest to become an effective digital marketer:

Content Marketing

Some companies already have an online presence. Unfortunately, some of them use their websites for stagnant – not dynamic – content. The site may just be there, waiting for some recognition. You urge people to send you an email or to call the number on the page, but that is just about it.

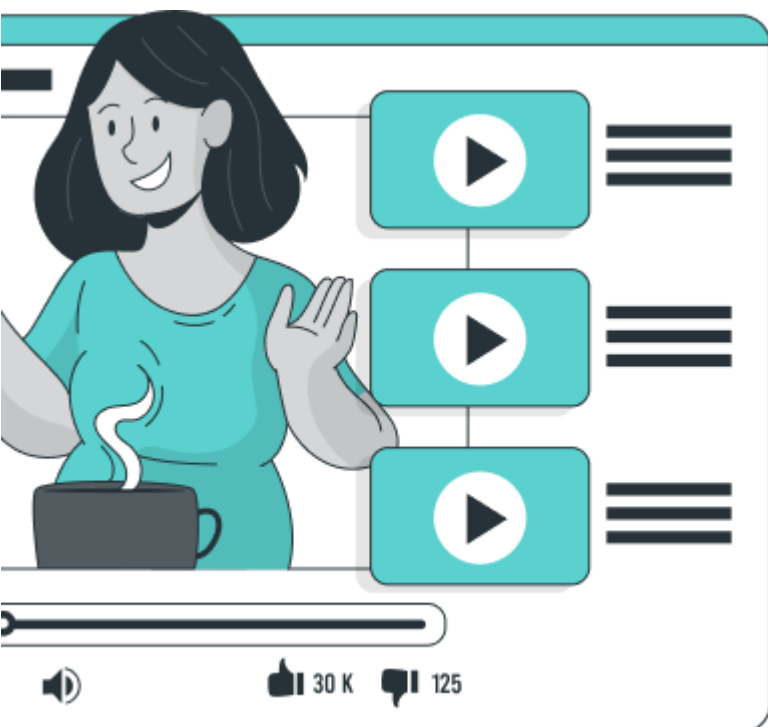


In this little book's fourth chapter, we will delve deeper into making content work for you.



Downloadable or Explorable Bonuses

You want your prospective clients to be interested in what you have to offer. So, you prepare a freebie that will give them a little taste of your products and services. These can take the form of:



A video snippet: A one-minute or two-minute video may be the best way to showcase what you can do for your prospective clients. It can easily be shared or sponsored on social media. Sometimes, videos do not flat-out promote the product or service. Instead, they show related topics. For example, you may get a cooking video, but what the company is trying to promote is its latest convection stove.

- ✔ A short e-book: Informative books are much appreciated. They are often well-researched and well-written, thus making the prospective clients more interested in the “real deal.”
- ✔ A quiz: A lot of people on social media spend a lot of time taking quizzes, whether or not they believe the results that they get. They prefer the fun ones that still offer some insight into who they are. Clothing companies, for example, can create quizzes such as “What outfit suits you best?” Such a quiz catches your attention. You don’t mind taking it because it is fun, and you also want to see just how accurate the result will be. Then, in the end, you get a recommendation.



The above image has posted a link to a page that offers samples on what can be done using Scratch. Scratch may be a nonprofit page with a lifetime free license to use its app, but profit-based companies also follow the same principles. They create free content to build up the image of the page so that people will feel more assured that they want the product or service even before they have explored the actual business web pages.



Engagement Marketing Strategies

You don't want your prospective client simply to be aware; you want them engaged. You want them to think that keep on looking out for what you have to give. When they first see your ad, they may not be that sure. So, you find ways for them to realize that your products and services are what they need in their lives.

Social media marketing: A sponsored ad can easily pop up on the pages of your target audience. However, you take it further by providing regular content. This way, you get to engage people whose attention you have already caught. Your ads will make them curious about your company. Make sure that the company page has some high-quality information, in the form of videos, infographics, and articles.



- ✔ Promotional memberships: Even top online products, such as Amazon Prime Channels and Spotify, provide free trials for a month or a week. The would-be subscriber gets a taste of what these products and services can offer. By the time the trial is about to end, they may already be hooked. Others will try to cancel but will be provided with discounts that may again make them stay.

Subscription Marketing

A higher level of content engagement is achieved through a subscription. Your clients actively look for your content. They have willingly subscribed to your content.

Of course, you have to present a means for them to subscribe. You can provide the intro through a sponsored ad or a downloadable freebie.

Email marketing: When a client buys a product or avails of service from you, he may have filled a form. The form should ask for his email address and state how that email address will be used. So that your client does not feel trapped, you can give him an option to subscribe or not. Downloadable freebies may also come with subscription forms that your target clients can fill or ignore.

Your emails should be regular, informative, and suitable to your subscriber's status as a client. They should contain relevant information that your subscriber will not mind reading. If you are a bookseller, regular emails on the latest top books of a particular genre are good starters. Reviews and the status of the publishing industry may also be topics that your subscriber is interested in.

Email marketing is an engagement marketing strategy that keeps your client tuned in to what you have to offer.



- ✔ Channel or Site Subscription: If you think your target audience will be better engaged through videos, how about starting a YouTube channel, a podcast, or even a blog? Churn out free snippets on social media or pay for a sponsored ad that will introduce your content. The channel or site itself can already earn you money through views or visits. However, you should consider creating top-notch content that will persuade your target clients to buy your products or avail of your services.



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**Do not forget to add a call to
action!**



Visits and Clicks Strategies

Pay Per Click: Pay-per-click (PPC) marketing makes use of a search engine to help your website gain more visits or clicks. So, you pay for your ads to be sponsored. When you do, your target audience will see your ads at the top of the search results. You pay the search engine for each click that you get through the sponsored ad link. In the beginning, this will feel like an extra expense. As soon as you start getting conversions through sales, the small fee that you are paying per click will start feeling negligible.



Search Engine Optimization (SEO): This is a strategy that has been used for years on end, even now that more digital marketing strategies have been made available.

This strategy anticipates the keywords and key phrases that target clients will be typing on their search engine boxes. In the early days of SEO, a lot of black hat practices have marketers cheating to achieve results.



Here were some black hat tactics that proliferated on the Internet:

- ✔ Use of invisible keywords scattered all over the place – done through making use of the same color for the font and the background. (cloaking)
- ✔ Splashing poorly written articles all over the pages, to use the keywords and key phrases (keyword stuffing)
- ✔ Clicking an interesting link will lead you to the real destination (sneaky redirects)

Luckily, Google and other search engines have been made aware of the above and more black hat strategies. So, don't plan to add these tactics to your digital marketing arsenal. It is better to get fewer clicks than ruin your reputation.

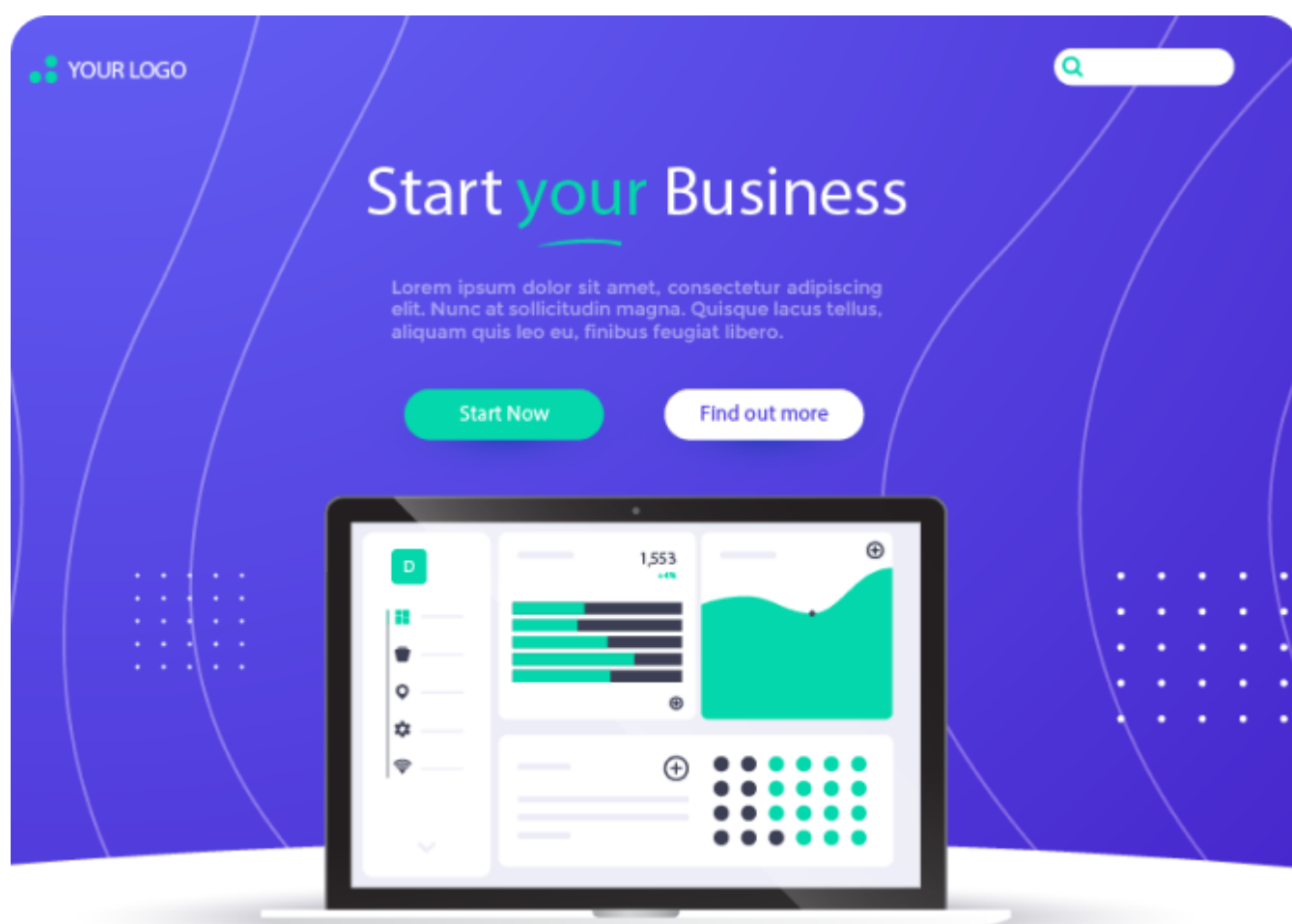


Prospective clients won't be too pleased and trusting when you direct them to a poorly prepared website. Redirecting them to another page is also an abuse of their trust.



White hat tactics can provide you with more conversion:

- ✓ Proper, relevant use of keywords and key phrases in well-written articles
- ✓ Create high-quality content (article, video, podcast, and more) that people will want to share
- ✓ Build a landing page, which is a professional website for your company



White hat tactics build trust and establish your reputation as a trustworthy seller.



Ascension Tactics

Getting some sales conversions is a great thing. However, you often have to escalate profits through other tactics. Here are a couple of possible ascension tactics that you can employ.

Promos: So, you plan to sell a state-of-the-art treadmill. The price is 1200 USD. However, you realize that your dumbbells are not getting sold. A set of dumbbells sells for 70 USD. So, you decide to sell the treadmill with the dumbbells at a promo price of 1250 USD.

You may also provide other means of discounts online. For example, you can give membership discounts to clients who spend at least a certain amount every month. This move will help solidify their relationship with their brand. They feel appreciated and seen.

Public Relations: Your public relations (PR) can be in the form of any of the engagement tactics. It also ensures that your brand continues to make a name for itself. This move is an escalation in terms of building your reputation as a trusted company. Here, you can add testimonials. A recorded video is better than just some random feedback online. Anyone can fake a comment or anonymous review.





This chapter has presented some of the most common digital marketing strategies. A wealth of tactics is still out there for you to incorporate into your business plan. What you need to remember is that:

- ✔ You must make people aware that your products and services are available online. (awareness tactics)
- ✔ You have to provide a hook that will want people to know more about you, your products, and your services. (engagement tactics)
- ✔ You have to make people commit to a lasting relationship with your brand through subscriptions. (subscription marketing)
- ✔ You need people to find your landing page online because the World Wide Web is a vast digital universe. (PPCs and SEO)
- ✔ You should escalate the buyer-seller relationship by presenting promos and maintaining a good reputation as a brand. (ascension marketing)

With the above strategies in mind, we are gearing towards implementing them in your actual businesses. The next chapter explores the implementation of the marketing plan and brand positioning.









Chapter 3

Implementation

Midway through this mini-book, you are now equipped to implement the strategies you have chosen.



-  ***First: What is your goal?***
-  ***Second: What do you plan with your content?***
-  ***Third: What channels do you plan to use the content?***
-  ***Fourth: How should you optimize your website?***
-  ***Fifth: How do you incorporate personalization and automation?***
-  ***Sixth: What are the issues with your chosen implementation plan?***

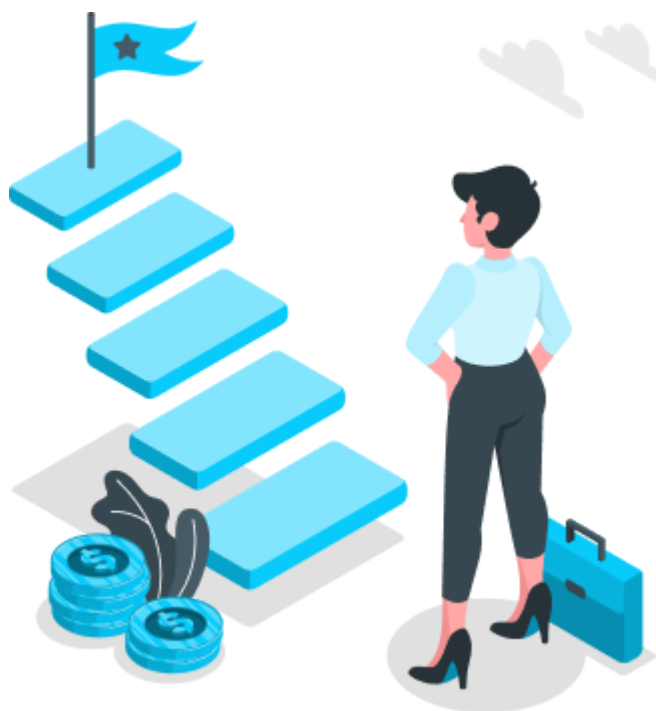


What if you have a vintage bookshop? At the moment, you are selling vintage books and souvenir magnets in the suburbs. You have started selling little knickknacks and candy to cater to your neighbors' needs. You are planning on going digital to reach more people.

First, determine your goal.

You can go back to the first chapter to analyze the Ansoff Matrix. Because you plan to go digital and revamp your image as a vintage bookshop, you decide to go for diversification.

Diversification is the trickiest among the four sectors, but you feel that it is time to expand on your current products and services. You want to reach more people, but not in the random way in which your store is set up. There should be a unifying feature among your products and services.



So, you decide to sell vintage books, as well as novelty items that feature book designs, quotes, and the like. The online shop will also provide services, such as customized photo albums, with the clients' choices of famous covers as their covers. Because you are offering more products and services, you feel that it would be better to reach more people with them, as well. The local post office, as well as a FedEx or DHL, is not too far away from you.



Second, plan your content.

The last chapter will be going in-depth with what you can do with your content. However, you should have an idea as to how you want your revamped business to be advertised. You can:

- ✔ Start a blog about the books that you have curated for your shop.
- ✔ Pay for a sponsored ad to show up on social media, directed at a specific age group with interests in old books and art, as a whole.
- ✔ Request old clients to help you out with testimonials in the media that they are comfortable with.
- ✔ Take pictures of some of your best vintage books. Edit if you need to make them look better online.
- ✔ You may have to change your business name. Go through the process



Third, choose your channels.

This point is related to the second. As you plan what content to produce, you should have an idea which channels can accommodate that.

- ✔ YouTube
- ✔ Social media (e.g., Facebook, Pinterest, Instagram)
- ✔ Landing page/business website
- ✔ Blog as part of the business website



Fourth, optimize your website

You may want to start with small investments in PPC advertising, as your business is now online. Back this up with white hat SEO, such as well-written content, related viral videos, and incorporating keywords appropriately.

- ✔ Develop a professional-looking website. People are put off with haphazardly put-together sites with typos and dead links. They may suspect it is a
- ✔ Write regular and relevant, well-written content for your blog.
- ✔ Add relevant keywords and key phrases to appropriate parts of your articles. (e.g., vintage books, photo album)
- ✔ Request reputable guest writers to add content to your site.
- ✔ Share your content to various social media outlets.
- ✔ Create original videos that will catch the interest of your target audience.





Fifth, use automation and personalization

Allow registration into your website. This way, they merely have to log in the next time they plan to purchase something from you. They should be able to view their invoices and accumulated purchases. An email should be sent to them to thank them for patronizing your business. Emails should also be regularly sent to them to update them on the latest promos. The emails can also be an update of your relevant blog posts that your customers may want to read.

You may want to subscribe to an email marketing service that will make this automated for you. Each type of consumer will receive emails according to his relationship with your business:

- Regular customer
- Buys from time to time
- Has never bought anything, but interested
- Has no interest, registered as a whim



Sixth: Check your implementation plans for possible problems.

Go through steps One to Five. Check if you are going to have a problem with any of them.

- Have you surveyed as to whether there is a possible market for you online or if your current customers are happy about the move?
- Do you have a steady Internet connection?
- Do you have an existing website?
- Do you need to hire someone to create a website that people can purchase from?
- Do you need someone to help you produce original content (blog writer, video editor, photographer)?
- Do you know how to apply SEO techniques?
- Do you know a little bit of HTML-CSS for your website?
- What is your budget like?

Whether or not you will encounter issues as you translate your business to the digital format will depend on your answers to the above questions. Your budget and personal expertise will ultimately decide just how much you can do in terms of website optimization, content production, and marketing strategies (e.g., email marketing).



Once you are sure that you are going digital, here are a few points that you have to focus on:

✔ Customer experience

The success that you will achieve in taking your business online will depend on the customer experience. Your client should feel seen and heard. How do you make sure the customer experience is seamlessly excellent?

✔ Your website should be user-friendly. Your client will immediately know what buttons to click on and which links to follow to get to where they want to go.

✔ There should be several payment method options on a secure payment page.

Customer experience is the very core of digital marketing success that the next few points are still directed towards satisfying the customer from their first glimpse of your ad to your follow-up emails.



Marketing campaigns

Marketing campaigns should be designed to connect to the prospective client. They should be accessible in the following way.

✔ Your sponsored ads should precisely convey what services you are offering.

✔ The language and design should be compatible with the demographic that you are targeting.

✔ The ads should have a call to action and option to click straight to your website.



Communication

Communication with your clients should be sustained. It should not just about selling them something – and that's it. Clients are happy when the companies that they patronize communicate with them through updates, purchase confirmations, and related product recommendations. They may not always respond, but you will at least get a feel for which clients are interested in maintaining a relationship with your company.

- ✔ Utilize email marketing.
- ✔ Send birthday greetings and other means of recognizing your clients' milestones.
- ✔ Regularly post to your website blog so that your clients know that your company is active.
- ✔ Respond to email queries promptly. Clients like it when they can reach a human being, and not just a bot designed to provide generic responses.

This part of customer satisfaction will help you keep your clients. Communication is key to retaining the clients that you already have. Make them feel important - because they are. You need them to succeed and should be thankful for any transaction that they choose to do with your company.



Evaluation and improvement

As with every endeavor, there should be an evaluation. You have to check which practices have worked and which ones have failed.

- ✔ Which of your marketing channels worked?
- ✔ How long did you start getting results for each channel?
- ✔ What feedback did you receive?
- ✔ Which features receive the most positive feedback?
- ✔ Which features receive the most negative feedback?
- ✔ Why do you think the most liked features succeeded?
- ✔ Why do you think the least liked features failed?
- ✔ How is your ROI after a week? A month? Half a year?
- ✔ Did you gain new customers after going digital?
- ✔ Were your old customers still on board?



Many other questions can pop up, depending on your particular business. To help you evaluate your own digital marketing tactics, you may want to send out survey forms to your consumers. Let them tell you what you think about your venture so far. Don't be afraid to ask them for recommendations. After all, the customers will purchase a product or service when they are happy about it.

For some of you, this is the end of your journey through this little book of marketing. However, some of you may want to focus on content creation. A lot of things are riding on your original content. The next chapter will provide you with some relevant content creation strategies.



Chapter 4

Content Design



Digital marketing is strongly associated with its content design. If you have content that people are interested in, it has a strong possibility of going viral. Combine an impeccable content design with your marketing strategies, and you will find higher chances of success: your investment can render results exponentially.

Before you even create your content design, you have a few questions to answer:

- ✓ Who is your target audience? (e.g., retired homeowners, book lovers ages 18 to 30, preppy college students, science lovers)
- ✓ What channels are available to your target audience? (e.g., email for people in business, social media for millennials)
- ✓ How much time does your target audience have for reading, watching, or listening to content? (e.g., a few minutes for working moms who juggle everything)



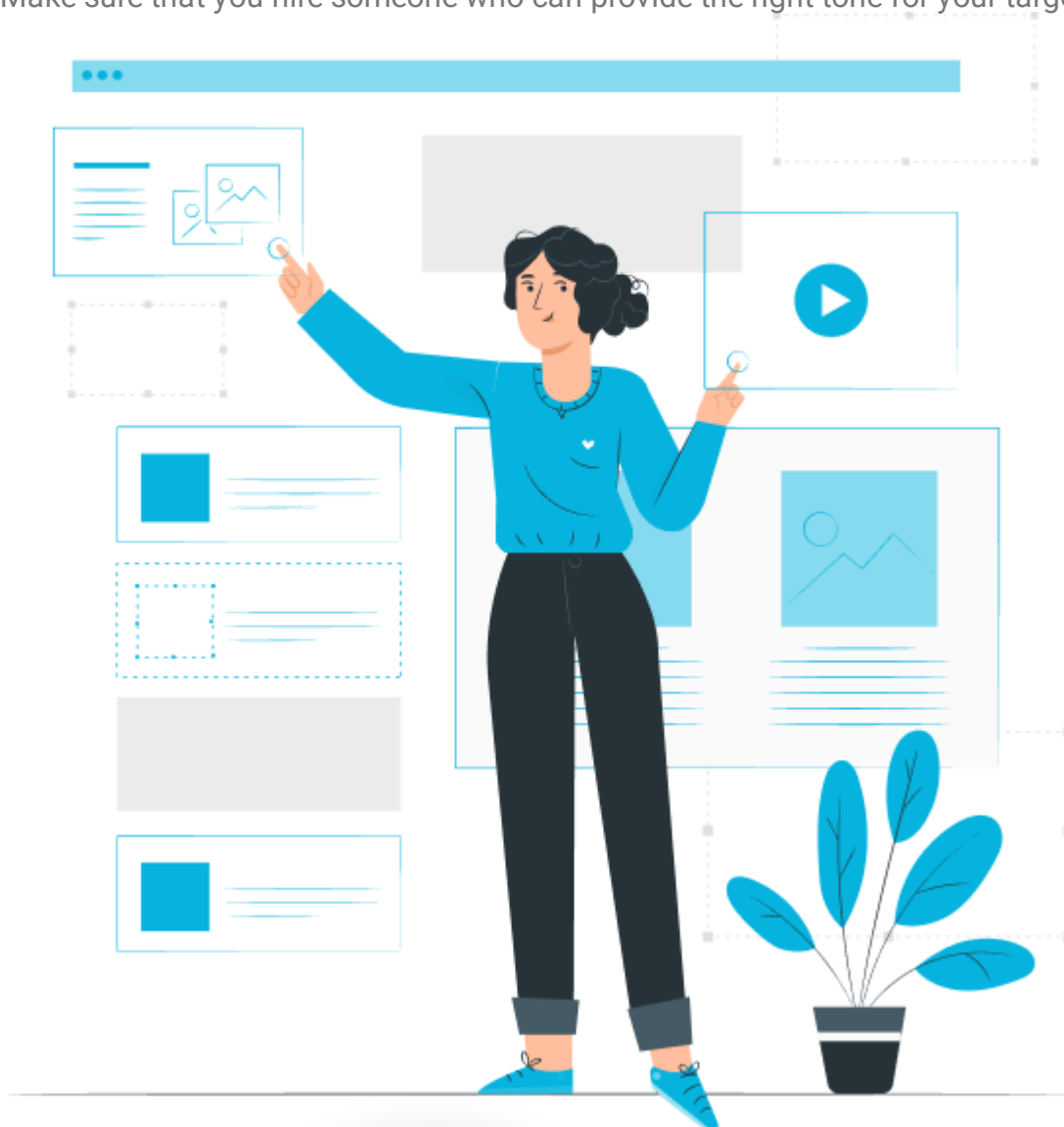
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Perfecting the content

- ✔ Write all the information that you want to convey about your company and its products/services.
- ✔ Put the content together in drafts.
- ✔ If you feel like your writing skills are enough, then proceed to revise your drafts. If not, outsource the content from a professional writer.
- ✔ Make sure that you hire someone who can provide the right tone for your target audience.





Blogging

For blogging, the same steps listed under the previous point apply. How do you go about blogging before even writing the content?

- ✔ Find a site that can host your business website.
- ✔ Check if your company name is still available as a URL. (e.g., If your company name is Woodwork Whiz, then perhaps you can look for variations, such as woodworkwhiz.com, woodworkwhiz.net.

woodworkwhiz.com

Domain Available Call 480-505-8877 for buying assistance

woodworkwhiz.com is available
\$0.42/mo ~~\$1.50~~[?]
for the first year

Why it's great.

- ✔ "Woodworkwhiz.com" is easy to remember.
- ✔ Uses the .com extension.
- ✔ Includes Basic Privacy Protection.

[How to choose a great domain name?](#)

Starter Plan	Best Value Essentials Plan	Ecommerce Plan
woodworkwhiz.com	woodworkwhiz.com	woodworkwhiz.com
+ 1-Page Website	+ Multi-Page Website	+ Online Store
+ Full Domain Privacy & Protection	+ Full Domain Privacy & Protection	+ Full Domain Privacy & Protection
	+ SEO & Marketing Tools	+ SEO & Marketing Tools
	+ 1 Year of Professional Email	+ 1 Year of Professional Email
Save 46%	Save 48%	Save 28%

Here is what you may see when you search for your desired URL. Prices may be high or low, depending on how possibly compelling it can be.



LOTTR X Search

All Domains Extensions Domain Generator For Sale Expired Business Name Generator

★ **lotr.com** [Make offer →](#) [WHOIS →](#)

Extensions	See all	Generator	See all	For Sale	See all
★ lotr.com	WHOIS	★ mylotr.com	Buy	★ ihobbit.com	Buy \$280
★ lotr.dm	Buy	★ lotrdesign.com	Buy	★ tolkiens.com	Buy \$6,660
★ lotr.app	Buy \$15,000	★ weblotr.com	Buy	★ pornhobbit.com	Buy \$386
★ lotr.blog	Buy	★ golotr.com	Buy	★ jigolotr.com	Buy \$2,695
★ lotr.co	Buy	★ lotrweb.com	Buy	★ pokemonrpg.com	Buy \$10,000
★ lotr.dev	Buy	★ relotr.com	Buy	★ worlfofwarcraft.com	Buy \$688
★ lotr.io	Buy \$3,488	★ inlotr.com	Buy	★ hobbite.com	Buy \$3,600
★ lotr.org	WHOIS	★ lotrmedia.com	Buy	★ pokemonor.com	Buy \$250

The above makes use of a popular acronym. So, possible prices can be in the thousands of dollars.

Think of your business name. Did you name your company after a popular book, movie, or character? Then, you make a little tweak to ensure that you don't have to pay too much for the URL.

- ✓ Regularly post relevant articles on your blog. Your clients will much appreciate DIY or How-to articles associated with your company's products and services. You can also embed videos together with the articles.



So, it means having to shoot some high-quality videos to strengthen the content of your written pieces.

- ✔ Share your articles and videos on social media.
- ✔ Check the feedback on your content, and make changes accordingly.
- ✔ Provide your clients with a subscription option. This way, they can be alerted to what new promos and articles you have.

Website traffic

While it is true that social media has changed the way people advertise, the popularity of your landing page is still vital to online success. A professional landing page that targeted audiences can visit will strengthen your online presence. You don't want people still wondering whether you are a legitimate business. So many scam sites have left people jaded.

✔ **Builds reputation**

With your website traffic, you can establish a reputation. A reputation boost is especially possible if your website is professional-looking, with working links, accessible structure, and helpful information. This website is where you can add all the information about your company and its products and services.

✔ **Increases impressions that can lead to conversions**

While you may have ads all over the web, people need to have a landing page to visit to find out more about you. So, your ads may urge people to buy your product and services. When they click on those ads, they should be directed to a page where they can do that.

If you have paid for PPC sponsorship, then more people will directly visit your page even if they do not have any social media accounts. Search engines will help them reach your site.



✔ Expands business contacts

A website is not just built for the sake of getting conversions. It is also a page that you can recommend to people that you want to engage with, including prospective business partners, employees to hire, investors, and more.

✔ Creates another means of earning money

For small businesses, a page for blogs can also be used to host ads. Even popular ones, such as Tasty, there is a space for advertisements. These ads are an extra means of income for the business.

The screenshot shows the Tasty website header with navigation links for 'Recipes', 'Quarantine Cooking', and 'Shop', and a search bar. Below the header is a car advertisement for 'Global Overstock Vehicles' with the text 'TRUSTED SUPPLIER OF' and 'Straight from the Manufacturer'. To the right of the car ad is a 'CAS auto' logo with a 'VIEW DEALS' button. Below the car ad is a 'TRY THIS!' label and a yellow banner with the text 'Strawberry Cheesecake Bars'. To the right of the banner is a close-up image of the Strawberry Cheesecake Bars.

Search marketing

Earlier in the book, we have talked about how search marketing involves SEO and sometimes PPC if you are willing to invest more money.

Search marketing also involves content, however. The content here is what is going on in your target demographic's head.



So, it means having to shoot some high-quality videos to strengthen the content of your written pieces.

- ✔ What are they thinking?
- ✔ What problem are you trying to solve for them?
- ✔ What phrases will they likely type in to achieve their intention?






For example, you have an online pastry shop. Pastries are not sold to appease hunger immediately. On the other hand, a fast-food ordering system may be focused on responding to the intent of someone who is hungry or anticipates being hungry in a few minutes.

So, as a pastry seller, you don't expect to deliver most of your goods within the day, unless you have some ready-made ones. Here are the thoughts that are possibly churning in your target audience's mind:

- ✔ Where can I get I order birthday cakes?
- ✔ How can I get some cream puffs to bring to the picnic later today or tomorrow?
- ✔ Are there any cake sellers in my area customizing themes and designs?
- ✔ How long does it take to prepare a birthday cake?



How do you solve the problems above?

-  You provide deliveries within the day, but with at least a two-hour lead.
-  You have an ordering system on your website, which sends an alert to your phone and your employees' phones.
-  You also have an app that serves as a mobile ordering system.
-  You have an array of possible cake designs and themes to choose from on your website.
-  Prices are in full display. You have a range of prices that change with the cake size, flavors, number of layers, and whether your client needs the cake in less than the time you usually prepare it.

How will you and the client connect so that you can accommodate and respond to their problems?

Why, yes, through search marketing.



The possible intentions of the clients and your potential solutions have been listed above. So, you need to put those into keywords and key phrases.



What do you think are they going to type into the search engine box?

- ✓ Pastry same day delivery
- ✓ Rush cake
- ✓ Birthday cakes
- ✓ Cake delivery in my area
- ✓ Cake same day delivery
- ✓ Theme cakes
- ✓ One week cake order

You can potentially think of more keywords and key phrases, depending on what you can do for your clients. Make sure that your keywords and key phrases are accurate representations of your products and services.

Email marketing

Email marketing is another content-rich way of not only establishing but also maintaining a relationship with your clients.

With email marketing, you have a few types of content to prepare:

✓ Welcome email

The welcome email should be the first email your client receives. It is sent when your client has established a relationship through registering via one of your subscription forms.

It should be short but warm. The welcome email should also display an Unsubscribe link so that your client does not feel forced into the relationship.





✔ **Purchase confirmation email**

A purchase or transaction confirmation email is purely transactional. It should contain the transaction code, the price charged, and the name of the product ordered. Such an email can be a comfort to buyers. They will know that their purchase was successful and that they have a record to prove it.

✔ **Updates and promos**

Send updates and promos that will keep your relationship rolling with your clients. The subscribed clients should be the first to know if there are any discounts, promos, and other updates about your products and services. They should feel as if they are in the know.

✔ **Birthdays and anniversaries**

Celebrate your client's special days with them. Send them a card on their special day to make them feel relevant to your company. They are.

✔ **Blog sharing**

Send emails of your blogs and articles. Show your clients that you are interested in keeping them informed.

Content is undoubtedly crucial in making a connection. In any relationship, communication must be maintained to keep it healthy. Digital marketing is all about the content: (ads, emails, SEO, website content, etc.) Videos, blogs, podcasts, emails, and the like all create a story about what your company is all about. Let that story be compelling and engaging.



Conclusion

Digital marketing is a vibrant topic. You can find massive tomes and textbooks on exploring the nooks and crannies of this topic. Online, you can find countless articles on it. What we tried to accomplish with this little book is to put together as much of the most vital subtopics as we can. Each of these subtopics can be further dissected. However, we are confident that you have enough power through your startup online business. We have kept it short so that it can be read amid running your business, offline and online.

Hopefully, you have found what you needed in this slim guide. It is a book that you can quickly go back to several times, whenever you need a little support.

We wish you good luck with your new venture!



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Thank You!

