

A woman with curly hair and glasses is smiling and looking towards the camera. She is wearing a blue and white striped shirt. She is sitting at a desk with a laptop and an apple. The background is a blurred office or home workspace.

# Digital Marketing Roadmap

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# Introduction to

# Digital Marketing Roadmap

Most businesses face a common challenge of not getting enough leads from their digital marketing efforts. There are a variety of channels you can use for your digital marketing efforts, but with a limited budget, each business has to prioritise the marketing activities to get the best of the results from them.

A smarter approach to digital marketing helps you reach out to your target audience, engage with them, capture their details and convert them into loyal customers. The approach helps you to build a roadmap for successfully marketing your business online. The roadmap would cover the process and the steps that you need for promoting your business with the help of the respective channels.

## How to use this book?

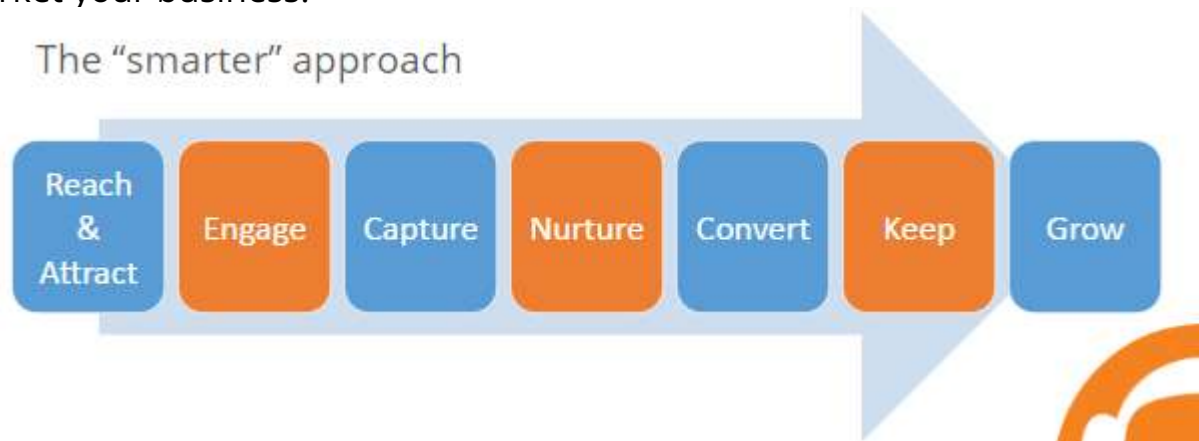
This book helps you with all the basic aspects of smarter digital marketing. It explains how the process benefits your business and what are some of the key strategies that you can adopt.

The book also highlights some real life examples of smarter digital marketing so you can understand how they apply to your business. Besides that, it also lists down some important tools that can be used for the process.



# The Approach

The presence of a business, its products and services are not enough for it to start getting business. This is where smarter digital marketing becomes important. Smarter digital marketing follows the following approach to market your business:



While you market your business through each of the digital channels, you need to first define your target audience and then develop a strategy to reach out to them effectively. Here are the steps to the approach you need to follow:

## a. Defining The User Persona

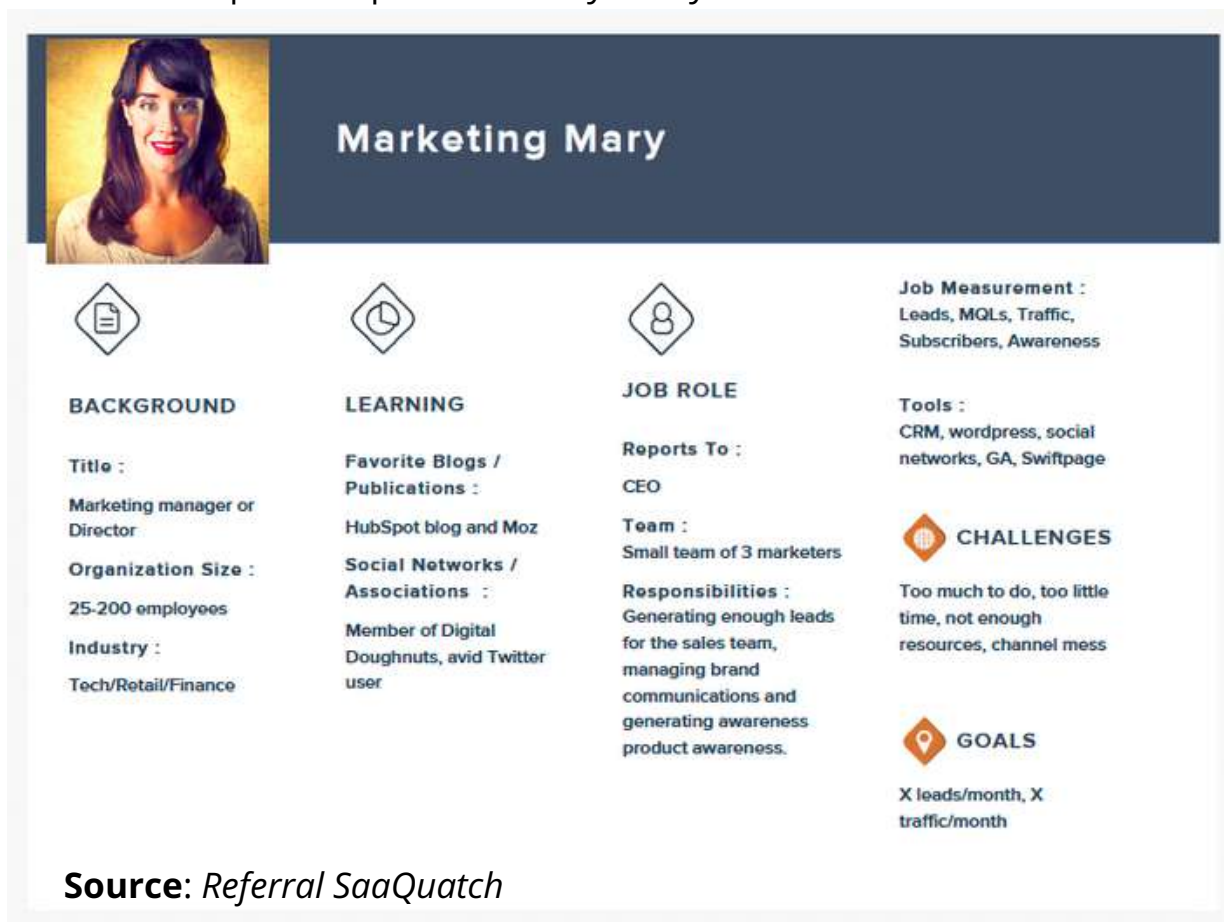
A user persona tries to capture the age, demographics and behaviour of your target audience. While developing digital marketing campaigns for your business, you need to understand your target audience effectively to develop campaigns that deliver the desired results. A user persona represents your target audience. Once you know who your target audience is you can find out the right channels and messaging to reach out to them and engage with them.

Here is a user persona checklist you can follow:

- Gender, age and family background
- Define professional and personal roles
- The key skills and the industry of the target
- The key tools used by the target
- Key responsibilities and challenges
- The publications or blogs the user reads



Here is a sample user persona study that you can undertake:



**Marketing Mary**

**BACKGROUND**

**Title :**  
Marketing manager or Director

**Organization Size :**  
25-200 employees

**Industry :**  
Tech/Retail/Finance

**LEARNING**

**Favorite Blogs / Publications :**  
HubSpot blog and Moz

**Social Networks / Associations :**  
Member of Digital Doughnuts, avid Twitter user

**JOB ROLE**

**Reports To :**  
CEO

**Team :**  
Small team of 3 marketers

**Responsibilities :**  
Generating enough leads for the sales team, managing brand communications and generating awareness product awareness.

**Job Measurement :**  
Leads, MQLs, Traffic, Subscribers, Awareness

**Tools :**  
CRM, wordpress, social networks, GA, Swiftpage

**CHALLENGES**

Too much to do, too little time, not enough resources, channel mess

**GOALS**

X leads/month, X traffic/month

**Source:** Referral SaaQuatch

## b. Reach and Attract

One of the initial task for your digital marketing process is to reach out to the right set of people. Once you know who these people are, after you have developed a user persona, you need to find ways to reach out to them. The more awareness you spread about your business, the higher will be its reach.

If you are not able to reach your target audience effectively, your efforts at promoting your business will go waste. An effective reach strategy is, therefore, important for the success of your business.

The more attractive is the digital presence of your business, the higher will be the chances your target group to be interested in your products and services. A strategy to attract your target audience is thus helpful to get you more of your target customers to become potential customers.

## c. Engage

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Once you are able to reach out to your target group and attract them to your website or social media channels, you need to engage with them so that their interest level about your products and services goes up. The process involves interacting with them through the various digital channels and getting them to interact as well. The process helps in building an initial connect with them and getting them to inquire about the products and services.

If your target customers visit you on your digital channels and do not find enough information to engage with, they will choose to look for alternatives. An effective engagement strategy helps you prevent that and gets you more of your users to interact and engage with your business.

## d. Capture

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The next step to build a stronger relationship with your potential customers is to get them to share their details with you for future engagement. This may be a result of inquiring about your products and services or showing interest in them.

At this stage, you need to provide your customers with an opportunity or an incentive to share their contact details with your business.

Suppose you give a free trial on your services and request your users to share their basic details such, as their name, contact email and business name, you can store these details and use them to further engage with such customers and convert them into paid ones.

## e. Nurture

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Each relationship you build with your customers needs constant nurturing. Once you have a database of potential customers, you can use customised marketing campaigns to further engage with these people.

You can tell them about some of your latest products and services or provide them with useful information that they would find interesting. The process is helpful in nurturing the relationship you have built, so you get the maximum conversions.

## f. Convert

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The next step in the digital marketing process is to get conversions for your business. This process involves providing your prospects with enough reasons and opportunities to convert and buy your products and services.

At this stage, it is important to understand what triggers a consumer buying decision and then creating customised campaigns to provide those triggers.

## g. Keep

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Retaining the existing customers is one of the priorities of every business. Your existing customers not only provide you with a constant source of revenue but also additional revenue. If you have a bunch of happy customers, they will stay with you for longer and recommend your products and services to others as well.

You need to build a relationship with your existing customers by creating customised campaigns and loyalty programs for them. Customer retention is an essential part of your digital marketing roadmap.

## h. Grow

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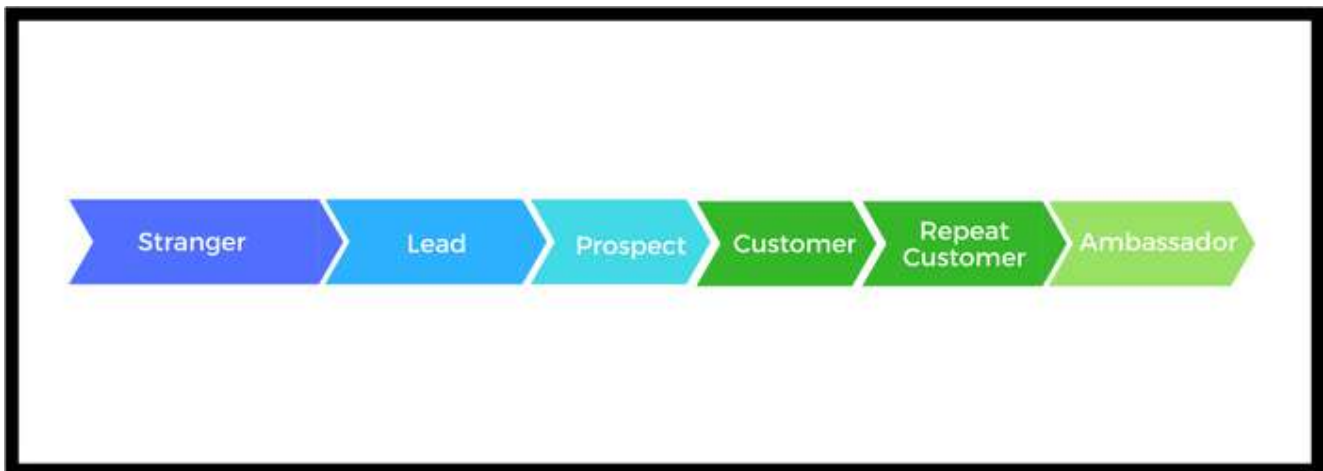
Like every strategy, the digital marketing strategy also needs to be analysed on a periodic basis, to ensure further business growth. At this stage, you need to measure and analyse the results of your campaigns and ensure they are on the right track.

You need to figure out which of your activities and channels are doing the best for you and which ones are not up to the mark. In this step, you can revise your targets and ensure that you are getting better results in the forthcoming period. The process helps you to streamline your activities and focus on the ones which are performing the best.

# The Customer Lifecycle

Each person from your target audiences is at a different stage in the sales and marketing cycle. We cannot treat a stranger and a customer equally while developing campaigns and approaching our audience.

An understanding of the stages would help you focus your efforts on creating the right messaging for the particular stage. The ultimate goal is to help our audience move to the next stage in the cycle and add to our revenue generation efforts.



Here is how we can treat each stage differently and get the best of the results:

## a. Strangers

Anybody who visits you for the first time while comparing products and services is a stranger, to begin with. From here on, we need to get them to take action with the help of messages that showcase the benefits of our products and services.

Website popups and web forms along with relevant call-to-action buttons are used to attract visitors to fill in their details and move to the next stage.

## b. Leads

A visitor came on to your website, was impressed with the messaging and requested to be contacted or subscribed to your blog. We need to now figure out how to take his level of interest to the next level.

At this stage, the customer needs to be nurtured with interesting messages - could be related to the product features or some interesting content from the blog that's useful for the customer.



The sales rep at this stage also tries to understand whether the lead can qualify to become a prospect or not. This can be done with the help of an initial conversation with the customer to understand his requirements and see if we fit in as the best service provider in the situation.

## c. Prospects

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In this stage, we know that the lead has a very high chance of a conversion. To prospects, we need to send out messaging related to product trials, offers, presentations, proposals and follow-up messages that can help them decide on becoming our customer.

At this stage, the sales rep requests the prospect for a meeting and prepares for it to ensure she is able to convert the prospect into a customer.

## d. Customers

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Many of your target audiences are already your customers because they have passed the above stages. We all know that retaining customers is as important as getting them.

With existing customers, we need to ensure that they are not facing any issue with the products or services. Messaging to assure them of support helps in this stage. You need to remind your customers of the services, features and offers they can avail.

New features and updates must be communicated to the existing customers to build trust and confidence. You can solicit feedback and rectify issues whenever required.

## e. Return Customers

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You need to build loyalty for your products and services to achieve an incremental revenue stream from them, over time.

You need to make your customers feel special for them to reach this stage. Some of the ways include sending out birthday wishes and offers, create loyalty and reward programs that provide benefits on repeat purchases and send out messages to upsell and cross-sell products and services.

## f. Brand Ambassadors

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A loyal customer becomes a brand ambassador when she is delighted to be your customer and talk about it with peers and on social channels.

Once you are able to engage with your target audiences successfully in the stages mentioned above, you see that some of your customers are actually your brand ambassadors, helping you to grow your business.

# The Channels

There are a variety of channels that you can use for marketing your business and getting qualified leads for it.

Depending on your business vertical and the budgets, you can choose the best of the channels to optimise your digital marketing efforts.

There is a strategy that you need to follow for each of the channels to get the best of the results.



# Website

A smarter website forms the foundation of effective Digital Marketing. Your company website is not just an online brochure that provides information about your company and contact details. Most small-to-medium enterprises rely on traditional marketing methodologies and referrals to drive new business, and their websites to serve as an online brochure where they display their products or services.

A website is how people learn you exist and decide whether you are the one who can solve their problems. A smarter website bridges that gap between you and your potential customers by solving the problem of communication. It consolidates the goals of your organisation and communicates how you communicate with your audiences. Your website should focus on the value proposition of your business.

You need to reach and attract your target audience with your website, engage with them, get them to capture their details and convert them into long-term customers. Here are the steps that you need to take follow this process and grow your business with a smarter website:

## a. Reach

You can reach out to the relevant set of people by adding the requisite features and functionalities to your website. You must ensure that your website is optimised for search engines to reach out to the right set of people. An optimised website with relevant keywords and content will help online searchers to find your site easily.

A mobile friendly website is also critical for reaching out to a growing user-base on the mobile devices. Make sure the URL structure of your website is SEO friendly and keyword optimised to improve its chances of ranking higher up in the search engines. Make sure the domain of your website is user-friendly and easy to remember.

A domain plays an important role in showcasing the relevance of your business to your users as well as to the search engines.

Here is a checklist for improving the reach of your website:

- Optimise For Local Searches
- Make Your Website Mobile Friendly
- SEO Friendly Website URL Structure
- Targeting Search Keywords
- Resolve Technical Issues
- Choosing A Domain Name

## b. Attract

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It takes 0.5 seconds for your website visitors to form an opinion about it which determines whether they like your site or not. 55% of the visitors leave a website within 15 seconds.

You need to ensure that your website has got the requisite features for the users to stay on it for longer and buy products and services. Make your website more attractive to your potential customers by optimising its meta tags for the relevant keywords and making them more attractive to your users.

Use of structured data or schema on your website makes the search engine results more presentable to the user. Improving the quality of search engine results is essential for making your website more attractive to your potential buyers.

Some of the other features that make your website more attractive include a distinct 'About Us Page' a 'Newsroom Section' and consistency of design on your website pages.

Here is your checklist for making your website more attractive:

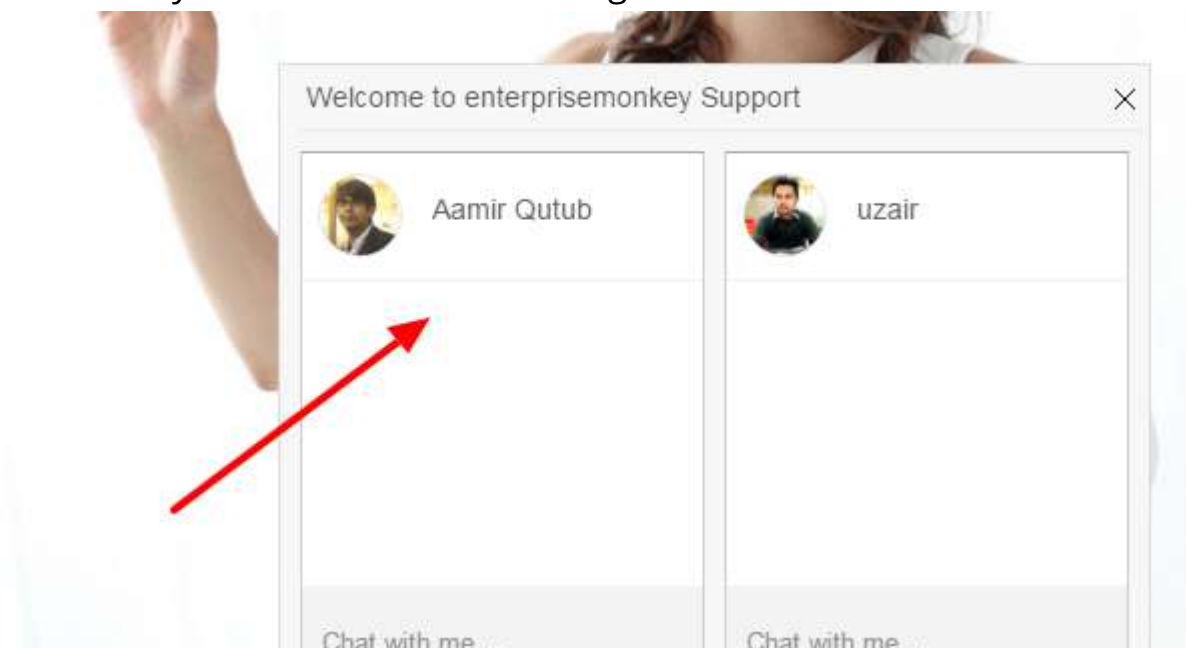
- Meta Tags Optimisation
- Use of Schema
- About Us Page
- Newsroom Section
- Consistent Design
- Key Messaging in the First Fold

## c. Engage

If the user experience of your website is pleasing to the visitors, they will surely stay on it for longer. You need to simplify the usability of your site and make it more interactive. All of this will add to your chances of getting more of your site visitors to convert into leads.

One of the basic features that your website needs to have, to improve the level of engagement on it is a faster loading speed. A load speed of less than 2 seconds is considered appropriate for any website.

Another interesting feature that your website must have, to get more features to interact with your site is a Live Chat integration.



The feature helps you to provide prompt support to your users and gives you a chance to convert them while they are on your site. Some of the features that help you to build a connect with your users is an introductory video and social media integration.

You must also integrate your site with a CRM tool to organise your user details and engage with them. The other important features of a website that help you build engagement on it include a section each for FAQs, Events and Updates and customer feedbacks.

Here is a checklist that will help you to make your site more engaging:

- Website Speed
- Live Chat Integration
- Introductory Video
- Social Media Integration
- CRM Integration
- Testimonials



- Call-to-Action Buttons
- FAQs
- Feedback Section
- Section For Events and Updates
- Privacy Policy

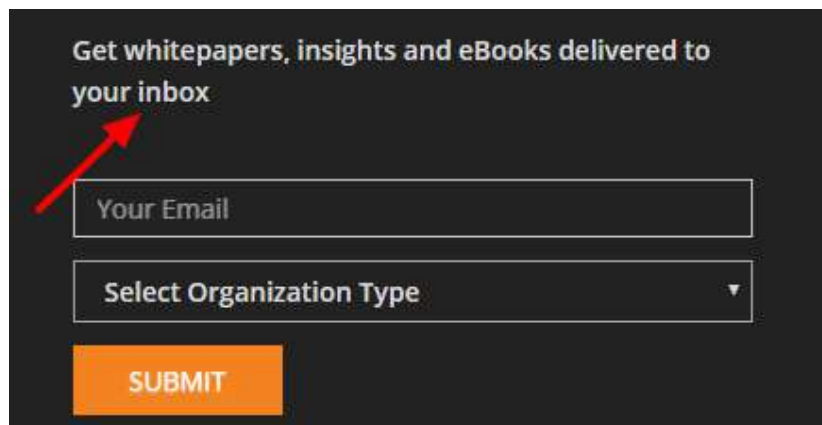
## d. Capture

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Suppose there are a lot of customers visiting and engaging with your website, but none of them know what to do next. If they just visit your website and leave without buying from it or sharing their details, then all of your efforts get wasted.

The next step for a website to become smarter and more interactive one is its ability to capture the details of the users.

Once the website visitors share their details, you can use these to engage with them further and get them to become your loyal customers. Having a contact form on the key pages of your website will help your users to fill it up quickly and share their details. Add a newsletter subscription functionality on your website.



Get whitepapers, insights and eBooks delivered to your inbox

Your Email

Select Organization Type

SUBMIT

This way your users will permit you to share news, updates and interesting content with them.

Running contests and offer related promotions on the website is also an interesting way to get your site visitors to share their details for further engagement.

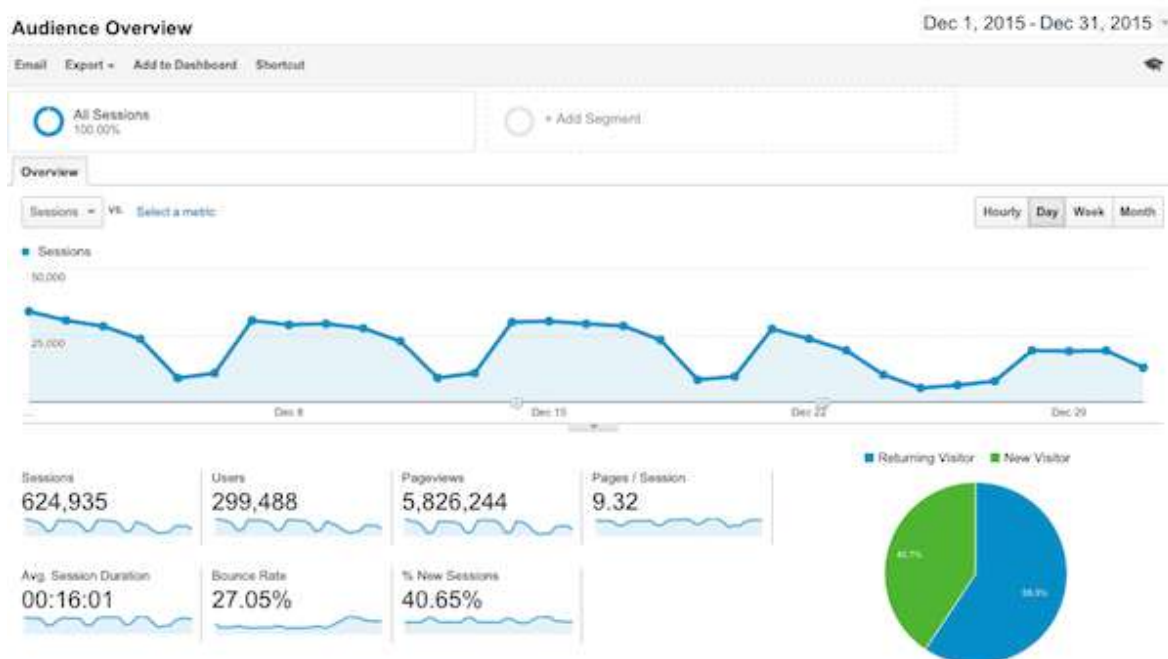
Here is your checklist to get more of your website visitors to fill in their contact details.

- Contact Form
- Newsletter Subscription
- Premium Content - eBooks, Whitepapers and Infographics
- Offers

## e. Measure and Analyse

Ever wondered who is visiting your website and what is the purpose of their visit? To get the maximum results from your business website, you need to know what your visitors are doing on your site and what their real preferences are.

By integrating the right set of tools with your website you can find the questions to all these answers. Besides that, you can analyse the results your website is getting for you and improve it over time. This way you can grow the number of leads you are getting from your website and get a regular stream of business from it. For a statistical analysis of your website, Google offers its free tool - Google Analytics. It is an essential tool for website analytics and must be integrated into your site. A Google Search Console integration is also a must to understand the optimisation level of the site and the traffic it is generating from the respective keywords.



**Source:** Vertical Response

You can measure the level of user-engagement on each of the sections of your website and improve upon it over time. All of these features help you to analyse the results you are getting from your site and work on it further.

- Google Analytics Integration
- Google Search Console Integration
- Heatmap Integration

# Social Media

Every business must have a social media presence to reach out to the right set of users, engage with them and convert them into loyal customers. You can focus to market your business on one or more channels to connect with the relevant audience. Social Media channels like Facebook, LinkedIn, Twitter, Instagram and YouTube are some of the most important channels to market your business effectively. Let's look at these channels individually and find out how these can be utilised for smarter digital marketing of our business:

## a. Facebook

A user persona tries to capture the age, demographics and behaviour of your target audience. While developing digital marketing campaigns for your business, you need to understand your target audience effectively to develop campaigns that deliver the desired results. A user persona represents your target audience. Once you know who your target audience is you can find out the right channels and messaging to reach out to them and engage with them.

### Setting up a Facebook Page

Facebook allows users to create a free business page for the promotion of their business. As a business owner, the first step you need to take is to create a business page. The prerequisite for creating a business page is to have a personal profile. You can simply register on Facebook and create your personal profile.

In your profile, you can go to the create page option and select a suitable category to say local business. The name of the business page can be the same as your business name. You can then fill in all the necessary details such as the 'About' section. Add a profile picture to your page. A profile picture could be your business logo or anything that represents your business. You then need to add a cover picture to your page.

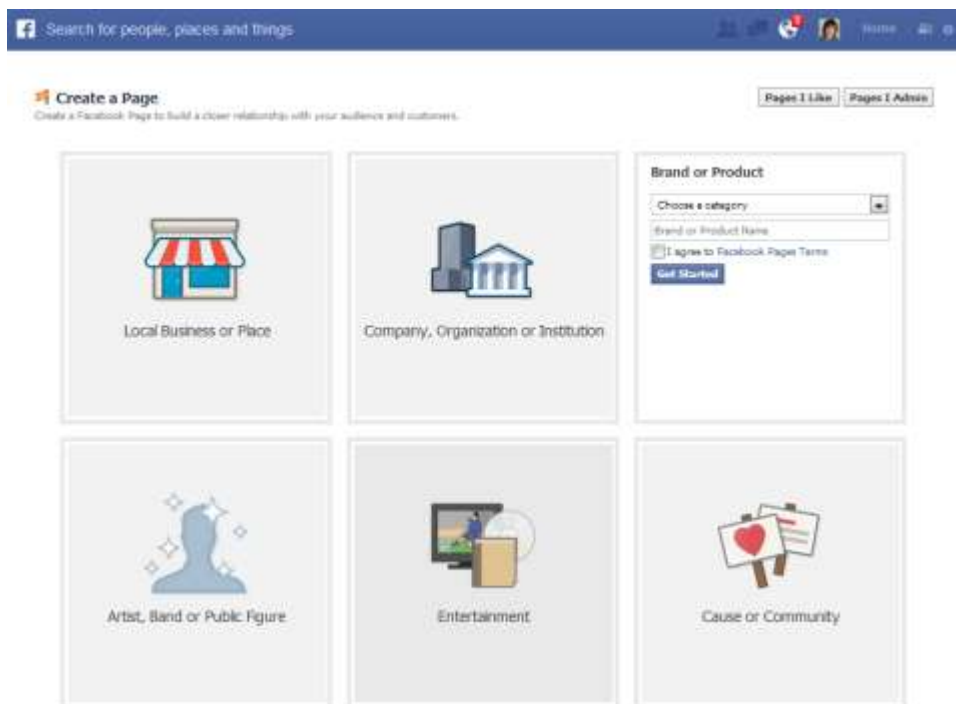
This picture can also include pointers related to your products and services along with a relevant background. You can also choose the audience that you wish to target for your page.

Add the contact details of your business along with a contact number.

You also need to add a call-to-action-button on your page and link it to a landing page on your website. You can select the targeted audience of your page, once you are prompted to do so.

In the settings section of your page, you can ensure that your page is 'published' and you are accepting reviews from the page visitors.

Once it is ready, you can invite your friends on your personal profile to like it.



**Source:** *Social Media Examiner*

Here is the process of setting up a Facebook business page:

**STEP 1** Create a personal profile

**STEP 2** Choose a category and create your business page

**STEP 3** Add a short and a long description of your business

#### STEP 4

Add your contact details and a link to your business website

#### STEP 5

Add a header and a profile picture on your page

#### STEP 6

Start accepting reviews

#### STEP 7

Make sure the status of your page is published

#### STEP 8

Start adding posts

### Engaging With Your Audience

After setting up your business page, you need to engage with your Facebook page visitors. Adding relevant and engaging posts on your Facebook page can be quite helpful.

You need to use attractive images in your posts to grab the user's attention. Adding 2-3 posts on a daily basis can help you get the desired level of engagement on them.

You can share your company news, blog posts, announcements and product related posts to get your audiences to like them, comment on them and share them on their timeline.

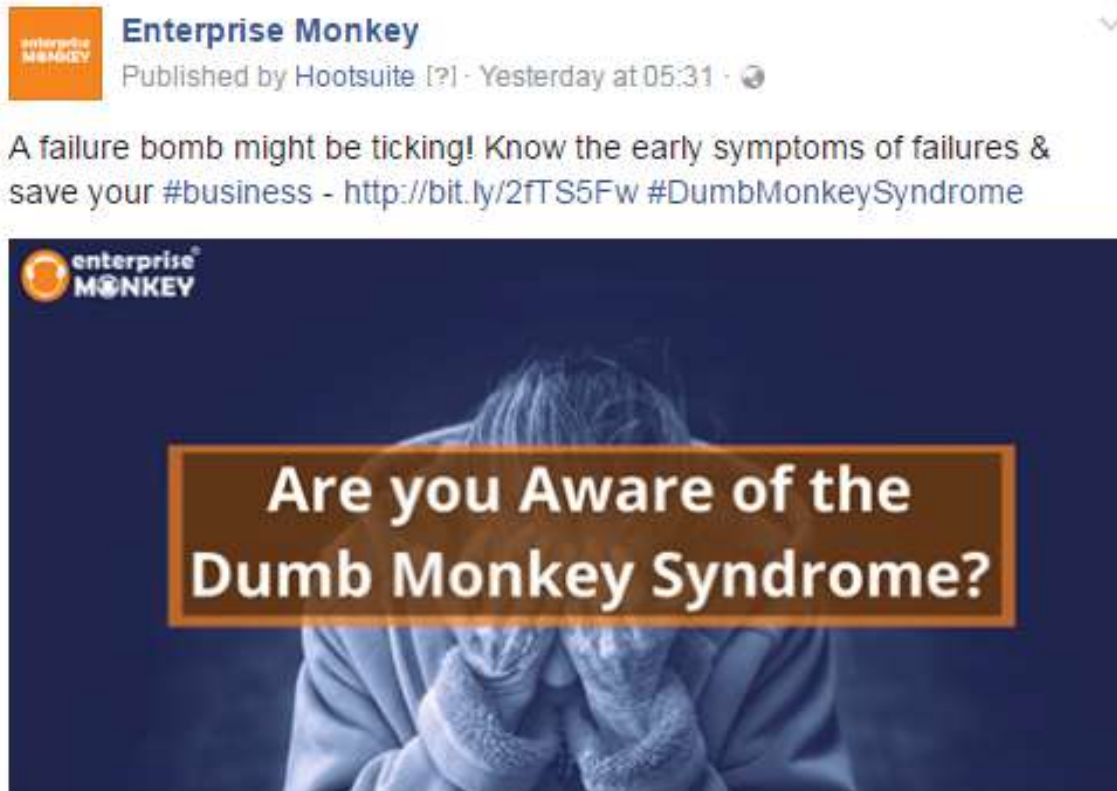
You must ensure that you are replying to user comments on your posts.

Here are some interesting types of posts that can help you to get more engagement:

- Informative
- Humorous
- Videos/Gifs
- Quotes/Facts
- Motivational Posts



Here is an example of an informative Facebook post from Enterprise Monkey:



### Capturing the User Details

You can use the posts on your Facebook page to get the users to share their details with your business. Running contests and promotional offers on Facebook is an interesting technique that helps you to get your users interested.

You can add links to your landing pages to your Facebook page and get users to visit the landing page and share their details. Running paid campaigns is another way to reach out to your target audiences with your business page and getting them to share their details.

Participating in relevant groups and communities on Facebook is another interesting way to reach out to prospects and showcase your expertise. You can sign off with your name, designation and website URL for users to contact you with ease. Here are some of the ways to capture prospect details from your Facebook page:

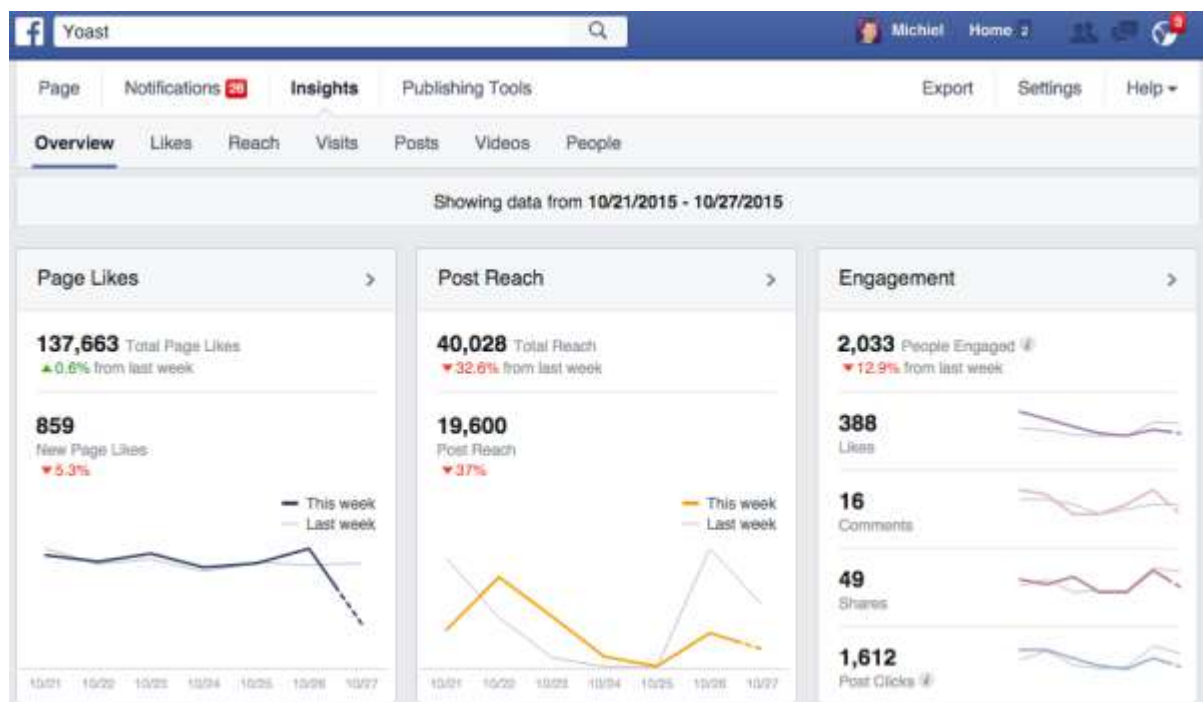
- Promoted links of your landing pages
- Run paid campaigns
- Participate in Facebook groups

## Measure and Analyse

The key metrics that you need to analyse with your Facebook business page is page likes and post engagement (likes, comments and shares). Besides these, you need to track the website visitors you are getting from your Facebook business page.

And finally, the most important metric that you need to track from your page is the number of leads your business is getting from it.

With the Facebook Insights tool, you can analyse the reach and engagement of your posts over a period of time, say a week or a month. You can get detailed information about your fans including their location, age group and gender.



**Source:** Yoast

You can analyse the website traffic from your Facebook page with the help of the Google Analytics account. If you get direct inquiries from your Facebook page, then these can be recorded as leads and tracked over time. You can also set up goals on your campaign landing pages shared on Facebook, to analyse the leads you are getting from the platform.

Here are some of the important metrics that you need to track from you Facebook page:

- Reach
- Organic Reach
- Rate of Post Engagement
- Link Clicks
- Negative Feedback

## b. Twitter

Another important social media channel that helps you to spread a quick word about your business is Twitter. The channel is equally useful for both B2B as well as B2C businesses. Twitter is a channel that helps you reach out to strangers and engage with them. The tool is helpful in improving the reach of your business and in getting you qualified leads. Here are the steps in building an impressive presence for your business on Twitter, to get more business from the platform.

### Setting Up a Twitter Account

Setting up a Twitter account is simple - you just need to add your business name and email to create the account. Next, you can add a short bio that talks about your business and its services. You need to then add a profile picture and a header image to your profile. Once your profile is set up, you can start with the daily activity so that you can reach out to your target audiences effectively.



Here is your Twitter account setup process:

- Create an account for your business
- Add a short bio of your business along with the website link
- Add a header image and a profile picture

## Reach and Attract

You need to add regular and informative tweets on your Twitter account to be able to reach out to more and more people. A tweet is only 140 characters and you need to make sure that your messaging is accurate, in order to get the best results.

Here is an example:



Besides that, you can use popular hashtags to improve the reach of your tweets. Research for the suitable hashtags using tools like Hashtagify.me to find the relevant hashtags for your tweets. Adding 3-4 tweets on a daily basis is helpful in reaching out to the relevant audiences and getting them to follow your account.

Here is the process to reach and attract users on Twitter:

- Tweet 3-4 times everyday
- Add relevant hashtags to your posts
- Run paid campaigns

## Engage

The more interesting your tweets are, the higher will be the level of engagement, you get on your Twitter account. Adding quotes, video URLs and images to your tweets will help you get more likes and retweets. Another way to build engagement on Twitter is to look for influencers in your niche and follow their accounts.

You can engage with them by liking some of their tweets and replying to them.

If they too replicate by doing the same, then your business would be able to reach its followers. You can follow your target audiences, and this may help you to get more and more relevant followers for your business. You can use tools like Followerwonk to find niche influencers to engage with.



You can even ask your followers to retweet your tweets, and this is an interesting way to get engagement. @Mentions are also popular and used for connecting with influencers directly, to initiate a conversation with them. You need not be spammy while having a conversation on Twitter. You can start by appreciating a piece of content or a tip shared by someone and build on to it from there.

Here is your checklist:

- Add URLs, images and videos to your tweets
- Follow and engage with influencers
- Follow and engage with prospects
- Use call-to-actions
- Ask for Retweets



## Capture

While you are adding relevant and informative tweets on your Twitter profile you also need to add tweets that specifically get users to share their details with you.

Add tweets related to a promotion or a discount offer you are running, along with a link to take action on the same.

You can also use Twitter lead cards to make it a one-step process for your users to share their details. Run promoted campaigns and add your landing page URL to generate leads from your campaigns.

Automated DMs are an interesting way to send out a quick message to all your new followers. You can send them a piece of useful content asking them to share their details. This is useful in building an initial connect with your followers and getting them to share their details as well.

Use the following checklist to get more leads from your Twitter profile:

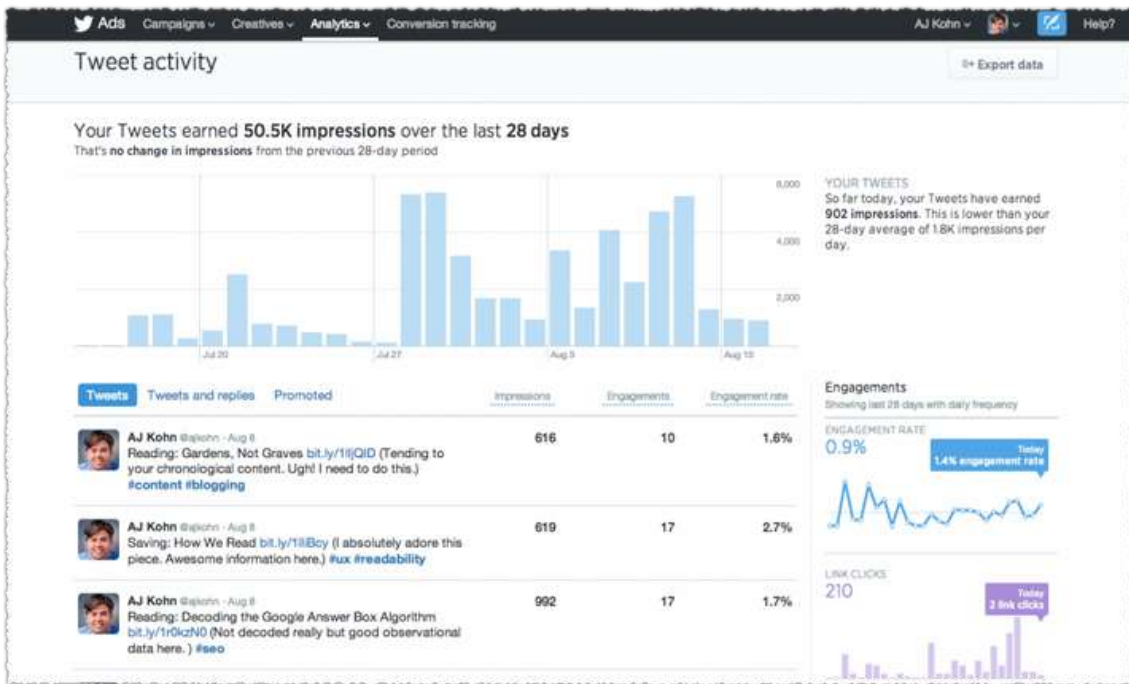
- Use Twitter lead cards
- Promote URLs of your landing pages and your web pages
- Use automated direct messages
- Run paid campaigns

## Measure and Analyse

There are quite a few metrics you can track and analyse using Twitter, and there are a variety of tools you can use for the same.

Twitter's analytics tool - 'Twitter Analytics' is quite useful in tracking some of the key metrics for your Twitter profile.

You can track your followers, mentions and impressions in the last one week or month using this easy to use tool.



**Source:** *Convince and Convert*

This helps you measure the results of the activities that have been done in the period.

You can track the leads from campaigns on Twitter, by setting up goals related to the specified landing pages in your Google Analytics account.

There are quite a few other free tools that can help you analyse the results from the activities you are doing on your Twitter account:

- Twitonomy
- Twtrland
- Topsy
- Followerwonk
- Tweriod
- Tweetlevel

You can analyse your Twitter activity periodically and measure the results you are getting from each of your tweets and campaigns.

## c. LinkedIn

If yours is a B2B business, then LinkedIn is one of the most important platforms to market your business. A network of professional individuals and businesses, LinkedIn provides you with tremendous opportunities to generate qualified leads for your B2B business. Here are some important steps to create an impressive LinkedIn presence for your business.

### Setting Up a LinkedIn Company Page

You can easily set up a LinkedIn company page if you have a professional profile on LinkedIn. Like in other social channels, you need to add a brief summary of your business on the LinkedIn page.

You must ensure that this summary is relevant and showcases the expertise of your business.

You can also showcase your products and services from the LinkedIn business page with the help of the products and services tab. Add a professional looking cover image to your LinkedIn profile. Also, add a logo of your company as the profile picture of the page.

Here is your checklist for developing an impressive LinkedIn page:

- Create a professional profile on LinkedIn
- Add a business summary
- Showcase your products and services
- Add a profile image and a header image

### Reach and Attract

Adding regular updates on your LinkedIn page is critical to get more followers. Share URLs of useful blog posts, whitepapers and eBooks on the page. These types of content pieces help in showcasing your business domain expertise while attracting more and relevant audiences to follow your page and its updates.



Enterprise Monkey

2w

**#DumbMonkeySyndrome** might be the cause of the continuous downfall of your **#business**. Know more: <http://bit.ly/2fTS5Fw>



Add at least one post on a daily basis for improving your reputation over time. You can also use the LinkedIn Pulse section to add expert blog posts related to your business.

You can share the article as an update on your page as well. When you publish a LinkedIn Pulse article, a notification is sent out to all of your LinkedIn connections.

Here are some key ways to reach out to prospects on LinkedIn:

- Post updates on your page
- Share blog posts, ebooks and whitepapers
- Post articles on LinkedIn Pulse
- Run paid campaigns and featured stories
- Connect with prospects

## Engage

LinkedIn provides B2B business owners with a variety of means to engage with their target audiences and showcase their expertise. As a business owner or a marketer, you can engage with your prospects by commenting on their posts and sharing them on your profile.

Endorsing your connections and congratulating them on their new assignments can also be effective in engaging with them.

You can appreciate the content they have shared and add your views on it.

Similarly, you can request to join niche groups in your industry and participate in discussions there. Add comments on posts added by other professionals or share blog posts and other useful content from your website on these groups. You can also initiate a conversation in these groups and build your reputation as an expert.

Use the following methods to engage with prospects on LinkedIn:

- Engage with posts of your connections
- Endorse and congratulate your prospects
- Participate in niche groups

## Capture

You can generate qualified leads on LinkedIn by leveraging the engagement level on your page and your profile.

Always share a useful information like an eBook or a white paper with a URL that includes a contact form, that the users can fill in while they are downloading the content resource.

You can run paid campaigns and featured stories to promote such useful content and gather the database of relevant customers.

Sending out connection requests to your prospects is also an interesting way to capture their details. You can export their contact details in an excel sheet, and you can use this data to reach out to them.

You can also use InMail messages to send out useful content to your connections. This technique has the potential to get you quite a few qualified leads for your business.

Here is your checklist:

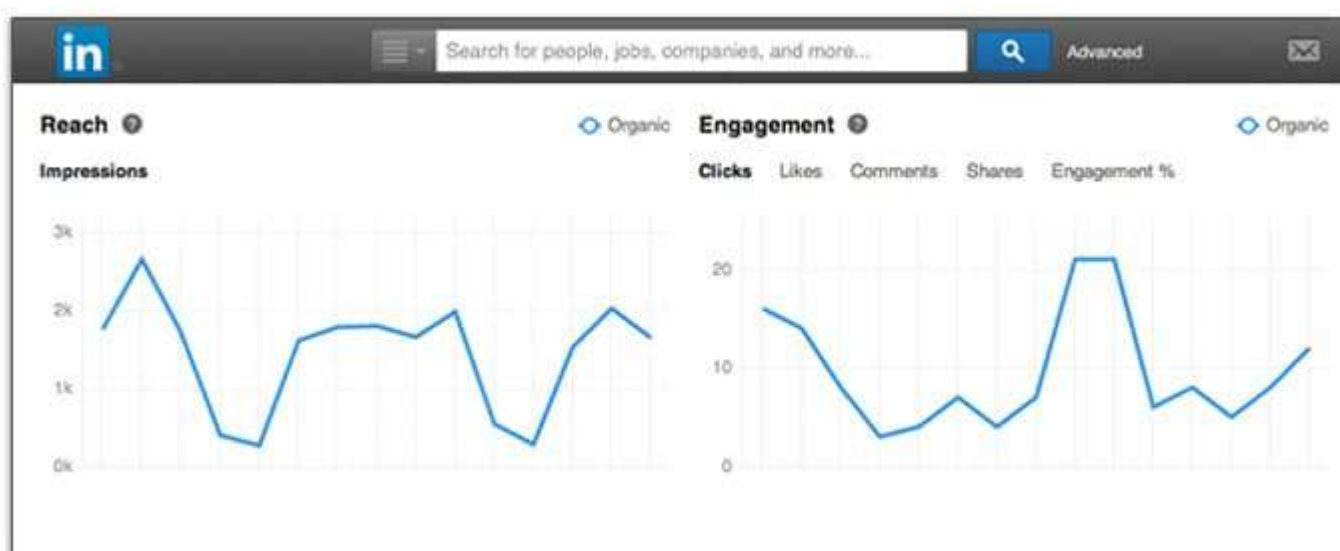
- Share informative lead magnets
- Build connections and export their details
- Send InMail Messages
- Run paid campaigns

## Measure and Analyse

One of the key metrics that you need to analyse for your LinkedIn page is the engagement on your posts. You can view the impressions and clicks on your posts and track them over time.

In the LinkedIn Analytics module, you can also find out the overall reach and engagement of your posts over a period of seven days or a month.

The tool also helps you to track the follower demographics telling you about their seniority, industry and function, etc. You can even check how you are doing as compared to similar pages.



**Source:** *Circle Studio*

To analyse the leads, you are getting from LinkedIn; you can track your campaign URLs shared on LinkedIn and find out the conversions you are getting specifically from LinkedIn.

You can even measure the traffic you are getting from your LinkedIn page in your Google Analytics account.

The following checklist can help you measure and analyse the results you are getting from your LinkedIn activities:

- Track Reach and Engagement of Your Posts
- Analyse Follower Demographics
- Track Goals in Google Analytics



# Email Marketing and Drip Campaigns

Email marketing tools help in automating customised campaigns to each of the customer segments in the relevant sales stage. The automation tool is integrated with the website or the CRM tool to capture the details of the users and send campaigns based on the relevant triggers. With a feature for A/B testing, multiple e-mailers are tested to bring out the best results from the campaign.

The tools generate automated reports to track and analyse the campaigns effectively. Some of the tools you can use to manage your email campaigns and automate them include:

- Zoho Campaigns
- MailChimp
- Zoho CRM

## a. Checklist For Running Email Campaigns

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The first and foremost condition, you need to fulfil before doing email marketing campaigns is to have a database to send out the emails to.

You can build an email list by having opt-in contact forms on the important pages of your website.

Next, you need to have a CRM tool integrated to your website so that the details of all of your prospects can be collected and stored in the tool.

Another important factor in making your email campaigns more effective is to segment your email lists. You can do your segmentation according to the location, industry, product/service preference and campaign source, etc. to ensure that the messaging that is being sent out to them is precise and result driven.

Once you have all of these with you, you need to have a campaign plan in place along with the objectives, target audience and deliverables.

After that, you can set up, schedule and automate your email campaigns to generate leads from them.

- Build an email database
- CRM and website integration
- E-mail list segmentation
- Develop - Objectives, Target Audience and Deliverables

# The Anatomy of Email Marketing Automation

When we automate a process, we need to understand how the process works. While we automate email marketing, we define a set of triggers and actions that would be a part of the process. Each trigger would lead to a certain action and so on. Strategically speaking, the most appropriate action has to be defined for each trigger to achieve the best of the results. Also, the time for each trigger and action is predefined to complete the criteria.

An automation consists of two main elements:

- A trigger
- An action

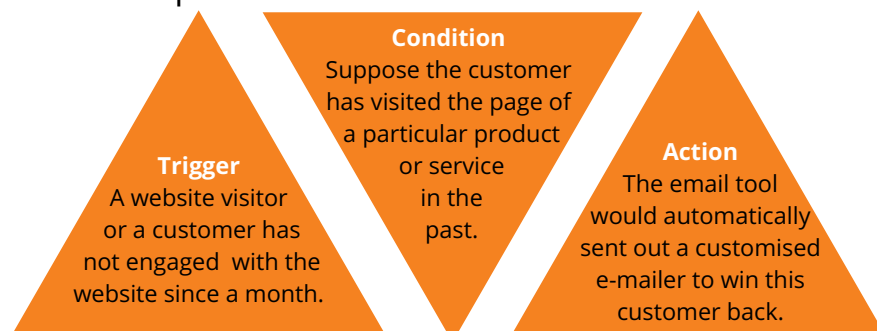
| Trigger | Action |
|---------|--------|
| When    | When   |
| What    | What   |

Here are some examples of customised email campaigns that you can run to engage and convert your audiences:

## a. Engage

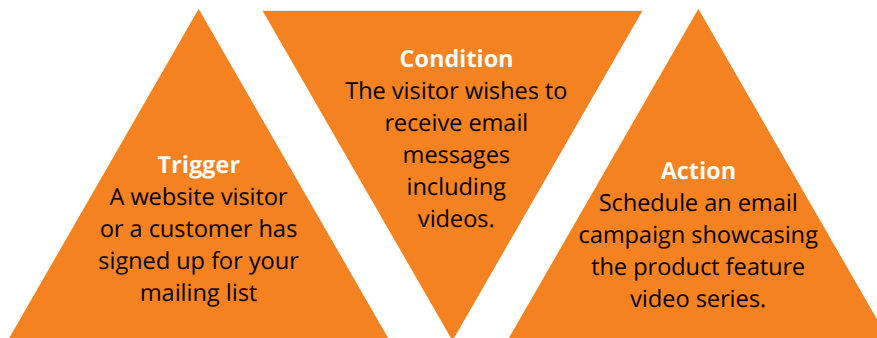
### Activating Inactive Users

The historical activity of the users can be used to send customised campaigns to them. Here is an example:



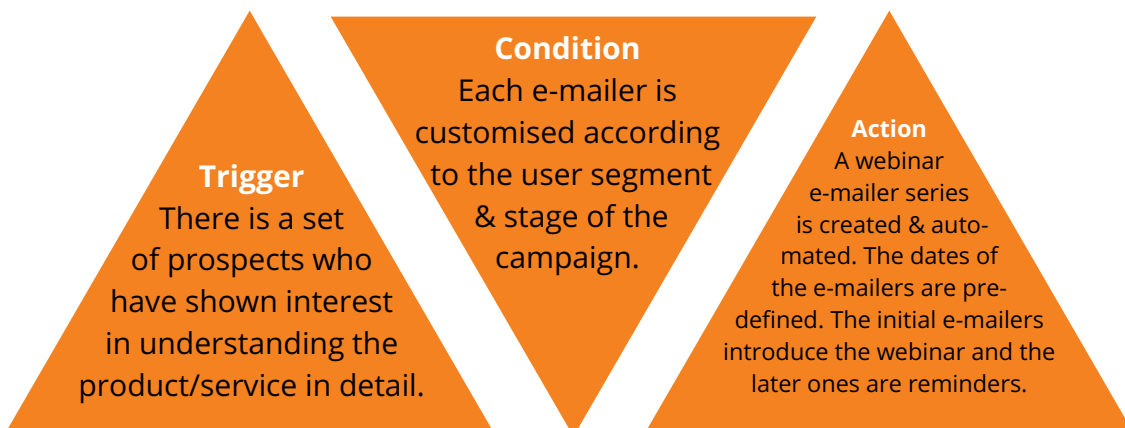
## Product Video Series

This is an interesting way to engage with your leads and make them aware about your products. You can send these at regular intervals. Here is the workflow:



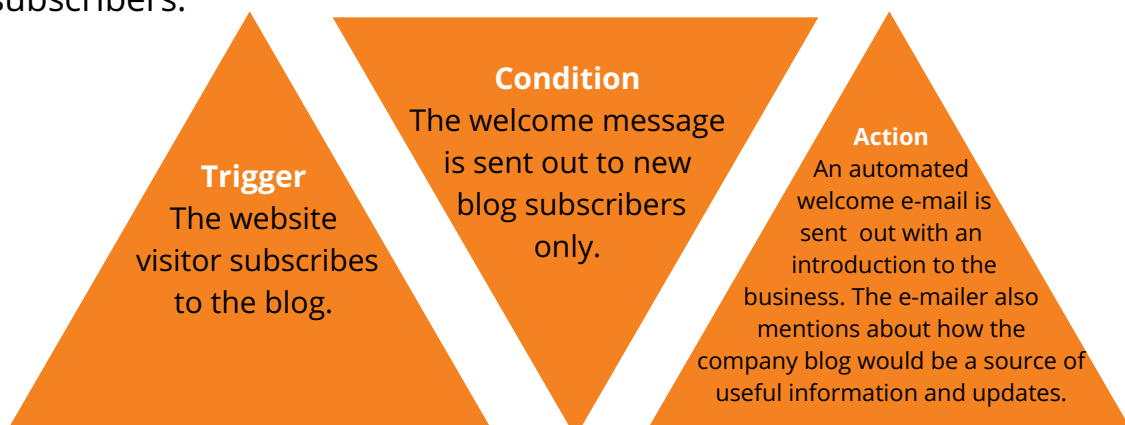
## Webinar Promotion Campaign

Regular webinars are a useful way to showcase business expertise and engage with your prospects. An automated series of e-mailers helps get more of the prospects to register for the webinar. Here is an example of the workflow.



## Subscriber Welcome

You can automate a welcome email message to all the new subscribers. This message helps you introduce your business while also build a relationship with the subscribers.

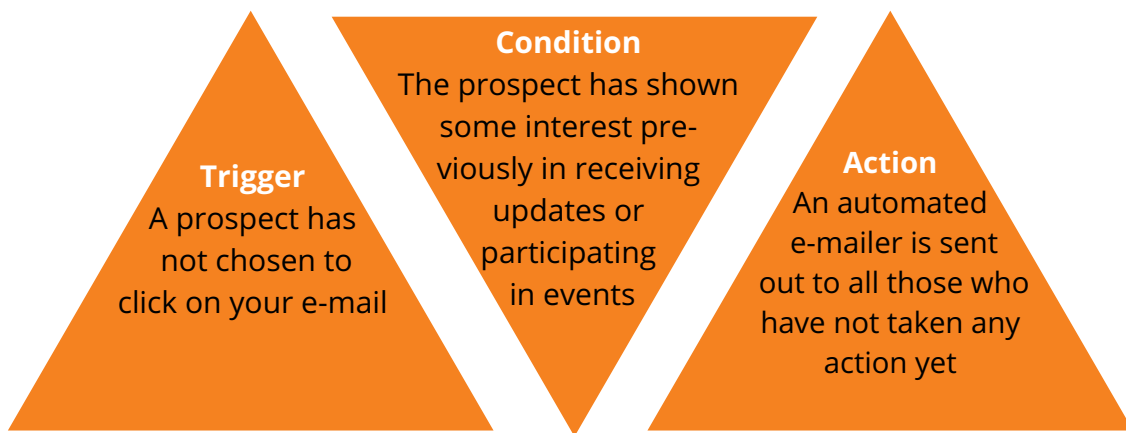


## b. Keep and Grow

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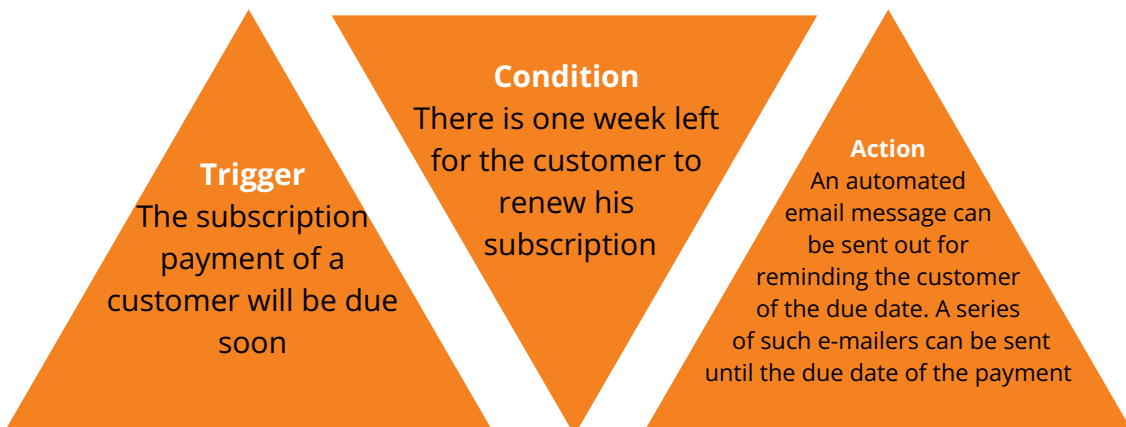
### Reminder Campaigns

If you are running an offer or promoting an event then, you need to remind your users to make the purchase or participate in the event. You can automate reminder communication to those of your contacts who have not made the purchase or engaged in the relevant activity.



### Reminder Campaigns For Subscription Renewal

Many times customers forget to renew their subscription to the service. A series of automated e-mail messages to remind them of the renewal helps in improving the rate of retention.



## c. Measure and Analyse

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Some of the key metrics that you need to track the results you are getting from your email marketing campaigns include, the open rate of your emails, the click-through rate and the conversion rate.

The open rate tells you about the number of people who opened your e-mailer out of all those who were sent the email.

Similarly, the click through rate tells you about the number of people who clicked on the link given in your e-mailer.

The conversion rate calculates the number of email recipients who took the desired action like filling up the contact form on the landing page or buying the product or subscribing to the services, whatever be the case.

You can use your web analytics service such as Google Analytics to find out the number of conversions you have received from the campaign.

- Open Rate
- Click Through Rate
- Conversion Rate
- Unsubscribes
- Bounces

# Google Adwords

Most of your prospects would be using Google to search for products and services. Running paid campaigns on Google helps your site to be listed on top of the search results.

This helps you to get guaranteed visibility among your target audience. Adwords gives you an opportunity to compete on the same level with larger businesses. The tool also helps to simplify location-based targeting for your business and reach out to your local prospects more effectively. The ads you run on Google Adwords help you to add your contact details and the relevant call to actions to help get more visitors to your paid search results on Google. The features certainly help you to build more credibility for your business and get more queries.

Besides that, you can promote your business on the most popular search engine with a limited budget. You can run, pause and optimise your AdWords campaigns to get the best of the results for your business.

- Get visibility on the search engine results
- Add your contact details and get more leads
- Target specific location
- Compete with larger businesses
- Have complete control over your budget

## a. Your Google Adwords Checklist

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- Some of the key requirements of running a campaign on Google Adwords include having one or more landing pages for the services that you wish to promote. The landing pages could be specific to a discount offer or a promotion as well.
- You need to have a Google Adwords account for sure, and you need to have a predefined budget for your campaign.
- Before you decide on running an AdWords campaign, you must ensure that there are enough online searcher queries for your type of products and services.



## b. Setting Up The Adwords Campaign

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While you are setting up your Google Adwords account, you will come across a variety of options that you have to choose from. You must select the correct options, in order to optimise your campaign for the best of the results.

### Choosing the type of campaign

- Search Network Only: the ads, in this case, are displayed in the search results only
- Display Network Only: With this option you can show banner ads on targeted websites
- Search Network and Display Select: In this case, you can target both - search engine results as well as well as targeted websites

### Campaign Subtype

In this option, it is recommended that you choose the 'All Features' option so that you can schedule your ad and use features like advanced location settings as well as your ad delivery method.

### Location Targeting

This option lets you choose the city and the country; you are targeting with your campaign.

## c. Advanced Location Settings

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This helps you to do more with your location targeting helping you to make it more focused. The options you get in this step include:

- People residing in the targeted location
- People searching for and showing interest in the specified location
- Those who are residing in and showing interest in the location

### Tracking Conversions

You can get the conversion tracking code for your landing page by going to the Tools>Conversions section of your Google Adwords account. You can place the conversion tracking code on your website or the specified event you are tracking, to know the number of conversions you are getting.

## Remarketing

This option lets you target the visitors on your website. You can generate a remarketing code for adding the same to your website. You can go to the 'Audiences' section in your Adwords account to set up the remarketing list for your campaign.

## Bidding

While setting up the PPC campaign, you can choose the 'Automatic Bidding' option. Once you run the campaign for a while and know the exact bid you want to put for each of the keywords, you can choose the manual bidding option.

## Ad Delivery

There are two options you have while choosing your ad delivery method. You can either choose the 'Standard' delivery method to ensure that your ad is shown throughout the day. On the other hand, you can choose the accelerated delivery option to show the ad to the target audience as quickly as possible.

## Ad Rotation

You can rotate the ads you are running, to maximise the results from your campaign. You can rotate the ads on the basis of clicks, conversions or evenly.

## Daily budget

You need to then add a daily budget for your campaign.

## Auto-tagging

In the "Preferences" section of your Adwords account, you can ensure that auto-tagging is turned on. The feature helps you to track the keywords which are giving you the best results.

## Negative keywords

You can add the negative keywords that you wish to target in the "Campaign keywords" section.

## Capitalization

In the description of your ad copy, you must ensure the first letter of each word is in uppercase. Doing this helps you to improve the overall quality of your ad, adding to the number of clicks it gets.

## Keywords, Landing Pages and Extensions

You should optimise your ad copy by adding keywords to your ad title and description. Add the URL of your landing page as the destination URL of the ad. There are a variety of ad extensions to your ad, and these are quite helpful in improving its click through rate. Some of these include links to your website, callouts, location, structured snippets and app extensions.

## Measure and Analyse

One of the key metrics that you need, to analyse your AdWords campaign is its quality score. The more relevant are your keywords and your ads to your target audience, the higher will be its quality. Google measures quality score to improve upon the overall experience of online searchers.

Some of the key factors that impact the quality of your ad includes:

- The quality of the landing page
- Keyword relevance
- Click through rate of the URL

You must track the quality score of your ads and try to improve upon it, to get better results from your campaigns.

One of the most important metrics that you need to track with your AdWords account is the click-through rate of your ads. The CTR determines whether the searchers are clicking on your ad or not. You can work on improving the CTR of your ads by altering its copy and extensions, for better results over time.

You need to also find out the conversion rate of your campaign and work on improving the same. You can set up goals in your analytics account with respect to the relevant events such as 'contact form fill up' on the landing page to get the number of conversions you are getting. You can then analyse the cost per conversions to understand the overall performance of your campaign.

# Content Platforms

One of the popular ways to spread awareness about your business and to engage with prospects is to create useful and informative content. This content is optimised for search engines as well as user consumability. Some of the platforms used for content marketing include:

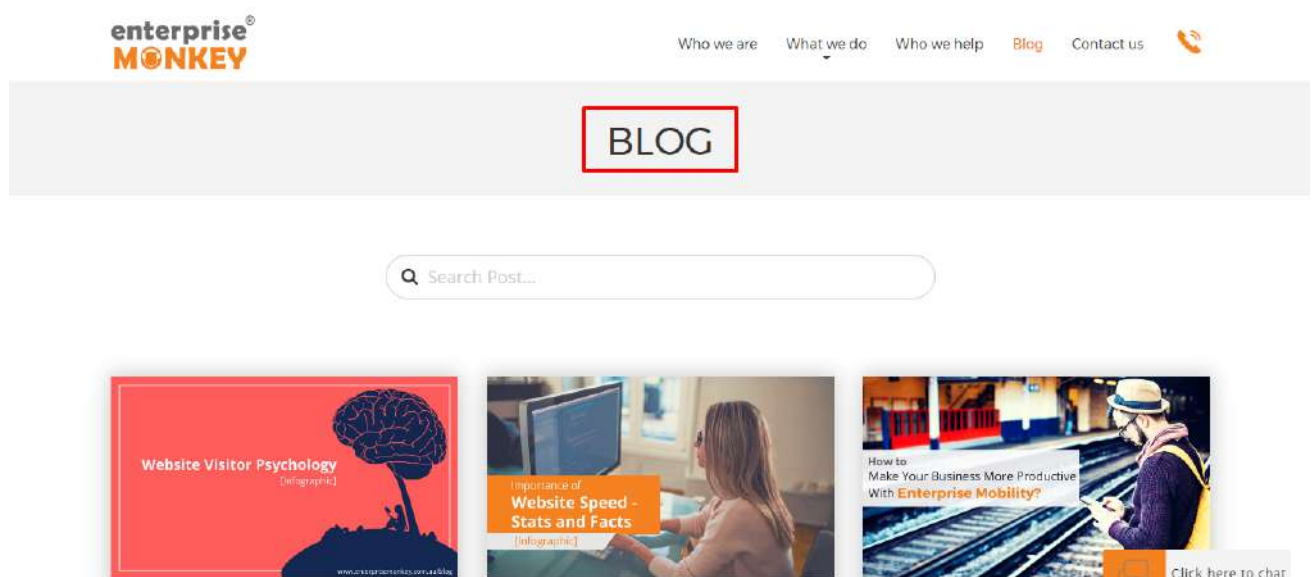
- Website Blog
- Blogging Platforms
- Guest Blogging

Let's look at how you can use all three as a part of your Digital Marketing efforts:

## a. Website Blog

A business blog is an essential marketing channel that helps you to build a reputation as well as to get conversions. You must preferably host your business blog on your website, to begin with. You need to add regular and engaging blog posts on your business blog. Choose your blog topic wisely.

Before finalising on your blog topics you need to research on the keywords that are relevant to your industry and try to optimise the topics for these keywords. Do a research on blogs of competing businesses as well as the topics that are trending in your industry. The research you do will help you develop a content calendar that you can use for your business blog.



Add interesting visual elements such as - graphs, images, infographics and videos to your blog posts to make them more engaging.

Make sure you have an SEO plugin such as Yoast installed in the publishing module of your blog. This will help you optimise it for search engines in a precise manner.

Promote your published blog posts on social media channels to improve their reach and engagement.

- Do a thorough keyword research
- Analyse competing blog posts
- Create a content calendar
- Add visual elements to your posts
- Install an SEO plugin and optimise for search engines

## Getting Leads From Your Blog

Your business blog can help you get qualified leads for your business by providing your potential customers with an opportunity to engage and share their details with it.

You can add a link to your service page in your blog post with an interesting call-to-action, to get more visits on your service page along with more inquiries.

Add a pop-up or a banner or a sliding scroll of a promotion on some of your posts which are getting a high level of traffic, to get your users to participate and share their details.

You can also do a story around a new promotion that you are running and add the landing page URL from there to get relevant queries from it.

An option to subscribe to the blog is another interesting way to build a database of interested users. You can further engage with these users by sending your latest blog posts and other informative content. Here is your checklist to generate qualified leads from your blog:

- Internal linking of relevant services pages
- Call to action buttons
- Add a popup or a banner
- Publish stories around promotions

## Measure and Analyse the Results From Your Blog

One of the key metrics that you need to track for your business blog is the monthly visitors you are getting on it. The more readers of your blog you have, the better it is.

The second important metric that you need to track with your blog is its bounce rate. A high level of bounce rate on your blog indicates that the readers of your blog may not be completely relevant to your business.

The number of blog subscribers you have is another crucial metric that you must track and grow over time.

You must also analyse the average time, the readers are spending on your blog along with the post shares and comments you are getting on each of your blog posts. You can use the following metrics to measure and analyse the results you are getting from your business blog:

- Keep a track of your monthly visitors
- Make sure the bounce rate is low
- Number of blog subscribers
- Average time spent on the blog

### b. Blogging Platforms

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There is a host of free blogging platforms that you can use for adding interesting and engaging articles for your blog. You can select these on basis of their Domain Authority. The higher is the Domain Authority of the site, the better will be the quality of backlinks you get from them. In the content of your post, you can add a link back to the services pages or the home page of your website. A list of high DA sites where you can add your blog posts include:

- Medium
- Kinja
- Storify
- Tumblr
- Quora
- LinkedIn Pulse
- Facebook Notes

You need to create a profile on these channels and add engaging and informative posts on them, regularly. After adding the posts you can promote these on your social channels as well.



## b. Guest Blogging

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Another essential channel to promote your business is to publish engaging stories on blogs and business websites that accept guest posts. You can make a list of such sites in your domain, giving more importance to the sites that have a higher domain authority.

Suppose you have a productivity app and you wish to find sites in this domain that accept guest posts, you can simply try the following search terms in Google and create your list:

- “Productivity”- “Write For Us”
- “Productivity” - “Submit Guest Post”

Once you have your list ready with you, you need to go through the posts on each of these sites to understand the kind of stories they publish.

Also, read through the guidelines they have provided for guest posts. Craft a pitch that includes 3-4 story ideas and send it individually to these sites according to their respective requirements.

Don't send story ideas which have already been covered by the site. You can send the completed story to a particular site that approves your request and work on it if the publisher provides you with a feedback to make changes.

Guest blogging is a continuous process and you must acquire such posts consistently to improve your website traffic and leads.

The promotional technique helps in showcasing your business expertise and building your reputation in the industry, also helping you to get quality leads for your business.

You can get a link back in the content of the post or you can get one in the author bio, depending on the guidelines of the site.

- Create a list of high DA niche sites
- Understand the story requirements of each website
- Create a personalized pitch
- Draft the story and send it for review

# The Digital Marketing Strategy Process

To start developing an effective digital marketing strategy for your business, you need to first have the objectives of your digital marketing strategy.

You need to align your digital marketing strategy road-map based on your strategic objectives. Before going to the next step, you need to have a definite budget for your marketing activities.

The next step is to define the channels and the metrics that you need to track. You need to put all of these in a goal sheet so that you can define the goals related to each of the channels.

You can then define the monthly, daily and weekly activities that you need to undertake, to achieve the predefined goals.

Besides that, you also need to figure out and align the resources who would be executing these activities.

| Objective | Reach and Attract                             | Engage                                  | Capture                                      | Convert                       | Keep                               | Grow                                      |
|-----------|---|---|--|-------------------------------|------------------------------------|---|
| Channel   | Metric 1                                      | Metric 2                                | Metric 3                                     | Metric 4                      | Metric 5                           | Metric 6                                  |
| Website   | Monthly Traffic<br>(Grow by 10%)              | Bounce Rate<br>(Reduce by 5% MoM)       | Average Time on Site<br>(Improve by 10% MoM) | Leads<br>(Improve by 10% MoM) | Conversions<br>(Improve by 5% MoM) | Repeat Conversions<br>(Improve by 5% MoM) |
| Blog      | Monthly Traffic<br>(Grow by 10%)              | Bounce Rate<br>(Reduce by 5% MoM)       | Average Time on Site<br>(Improve by 10% MoM) | Leads<br>(Improve by 10% MoM) | Conversions<br>(Improve by 5% MoM) | Repeat Conversions<br>(Improve by 5% MoM) |
| Facebook  | Page Likes<br>(Get 100 new likes every month) | Post Engagement<br>(Improve by 10% MoM) | Website Visits<br>(Improve by 10% MoM)       | Leads<br>(Improve by 10% MoM) | Conversions<br>(Improve by 5% MoM) | Repeat Conversions<br>(Improve by 5% MoM) |
| Twitter   | Followers<br>(Get 100 new)                    | Post Engagement                         | Website Visits<br>(Improve by 10%)           | Leads<br>(Improve by 10%)     | Conversions<br>(Improve by 5%)     | Repeat Conversions                        |

|                 |   |                                      |                                     |                                 |                                 |  |
|-----------------|---|--------------------------------------|-------------------------------------|---------------------------------|---------------------------------|--|
|                 | followers every month)                        | (Improve by 10% MoM)                 | MoM)                                | MoM)                            | MoM)                            | (Improve by 5% MoM)                    |
| <b>LinkedIn</b> | Followers (Get 100 new followers every month) | Post Engagement (Improve by 10% MoM) | Website Visits (Improve by 10% MoM) | Leads (Improve by 10% MoM)      | Conversions (Improve by 5% MoM) | Repeat Conversions (Improve by 5% MoM) |
| <b>Email</b>    | Opens   | Clicks                               | Subscribe                           | Leads (Improve by 10% MoM)      | Conversions (Improve by 5% MoM) | Repeat Conversions (Improve by 5% MoM) |
| <b>Adwords</b>  | Ad Quality Score                              | Clicks                               | Leads (Improve by 10% MoM)          | Conversions (Improve by 5% MoM) | Cost Per Lead                   | Cost Per Conversion                    |

On the basis of the goal sheet, you need to define and create an activity sheet that defines the activities that need to be done on a daily and a monthly basis. Here is how a basic activity sheet looks like:

| Channel            | Activity 1 (Daily)            | Activity 2 (Daily)                | Activity 3 (Weekly)     | Activity 4 (Monthly)     | Activity 5 (Monthly)            |
|--------------------|-------------------------------|-----------------------------------|-------------------------|--------------------------|---------------------------------|
| Website            | Promote Pages on Social Media | Audit Website For Errors/Features | Traffic and SEO Report  | Run Promotional Campaign | Traffic and SEO Report Creation |
| Blog               | Promote Posts on Social Pages | Promote Posts on Social Groups    | 1 Infographic Post      | 2 Blog Posts             | Report Creation                 |
| Blogging Platforms | Promote Posts on Social Pages | Promote Posts on Social Groups    | 4 New Posts to be Added | Topics List Creation     | Report Creation                 |
| Guest Blogging     | Site List Creation            | Promote Guest Posts               | Post Pitching           | 3 Posts To Be Published  | Report Creation                 |
| Facebook           | Add 2-3 Posts                 | Participate in 2-3 Niche Groups   | Report Creation         | Run Paid Campaign        | Report Creation                 |
| Twitter            | Add 2-3 Posts                 | Engage with Influencers           | Report Creation         | Run Paid Campaign        | Report Creation                 |
| LinkedIn           | Add 2-3 Posts                 | Participate in 2-3 Niche Groups   | Report Creation         | Run Paid Campaign        | Report Creation                 |
| Adwords            | Review Campaign Quality Score | Make Changes to the Campaign      | Report Creation         | Run Campaign             | Report Creation                 |

# Helpful Tools to Simplify Digital Marketing

You can use a host of tools to simplify your digital marketing efforts and automate quite a few of these activities. Here is a list of tools along with their usage and pricing:

| <b>Tools</b>          | <b>Function</b>                             | <b>Base Pricing</b> |
|-----------------------|---|---------------------|
| Wordpress             | Website Development                         | Free                |
| Google Analytics      | Website Traffic Analysis                    | Free                |
| Google Search Console | Website SEO Analysis                        | Free                |
| Yoast SEO             | SEO   | Free                |
| Ahrefs                | SEO Reporting                               | Free                |
| Facebook Insights     | Facebook Analysis                           | Free                |
| Twitter Analytics     | Twitter Analysis                            | Free                |
| LinkedIn Analytics    | LinkedIn Analysis                           | Free                |
| Hootsuite             | Social Media Automation/Analytics           | Free                |
| Zoho Campaigns        | Email Marketing                             | Free                |
| Mailchimp             | Email Marketing                             | Free                |
| Zoho CRM              | Marketing Automation                        | \$12                |
| Lucky Orange          | Website Heatmap Analysis                    | \$10                |
| Canva                 | Design Social Media Images and Infographics | Free                |
| Buzzsumo              | Content Research                            | Free                |
| Unbounce              | Create Landing Pages                        | \$49                |
| LiveChat              | Live Chat Integration                       | \$16                |

# Conclusion

The primary motive of every business is to get more leads and more revenue. As a business owner, you would always have a limited budget and a few resources for your digital marketing efforts. Creating a well-defined strategy and a roadmap for your digital marketing efforts will help you to market your business effectively. Hope this book was helpful for you to get an understanding for developing the precise strategic roadmap for your business.

If you are looking for further help pertaining to your digital marketing strategy or its execution, you can surely get in touch with our experts.

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