

5 DIGITAL MARKETING QUESTIONS

A Digital Marketing eBook for **Vistage Chairs**

By: Thomas Young | IntuitiveWebsites.com

Intuitive
websites

VISTAGE
SPEAKER



5 Digital Marketing Questions

TABLE OF CONTENTS

Objective and Introduction	Page 3
Key Question #1 How does your digital marketing communicate what your company does very well?	Page 5
Key Question #2 How are the company's key benefits communicated on your website and in social media?	Page 6
Key Question #3 How does your mix of digital marketing tactics attract prospects to your company?	Page 8
Key Question #4 How do you measure the ROI of your digital marketing tactics?	Page 10
Key Question #5 How often do you see your company's digital marketing stats? Do you know what they mean and how to improve them?	Page 11
Digital Marketing Action Items	Page 12
Final Thoughts	Page 13
About Thomas Young	Page 14
Winning The Website War	Page 15

OBJECTIVE OF THIS EBOOK



The objective of this eBook is to provide you, the Vistage chair, with important questions to ask members when digital marketing issues come up in one-to-ones and in group meetings.

It's a challenge to understand the complex and fast changing world of digital marketing. However, it is critical knowledge for Vistage chairs working with their members on marketing issues and company growth. Vistage chairs don't need to be digital marketing experts, they do however need to ask the right questions.

Asking the right digital marketing questions will result in the following benefits for your members...

- Increased sales leads from digital marketing
- Implementation of proven digital marketing processes
- A better understanding of their role in digital marketing
- Understanding how to measure ROI and what results to expect
- Building a team to get digital marketing work done with a solid ROI
- Increased revenue and sales
- And more...

Many business leaders feel stuck and are looking for strategies to move their website and digital marketing tactics forward. This eBook will help them get un-stuck and is a resource for you to help your members' grow their companies.

FOUR-STEP PROCESS TO DIGITAL MARKETING SUCCESS



The questions to ask your members are based on a proven four-step digital marketing process developed over the past 20 years in my work with thousands of companies.

Many see these steps as common sense, but they are not so common in the real world applications of digital marketing.

The four-steps are:

1. STRATEGY
2. STRATEGIC COMMUNICATION
3. INBOUND MARKETING
4. ROI AND CONVERSIONS



Now let's get to the key questions to ask within each of the four steps.

STRATEGY

Key Question #1: How does your digital marketing communicate what your company does very well?

Effective digital marketing starts with strategy. The best digital strategy is a translation of the key benefits provided to your member's customers. Your members understand this as what they do very well. Strategy defines how their companies are better and different from competitors.

Many digital strategies focus on how great the firm is, rather than a concrete and direct review of benefits for prospective customers. Are your member's digital marketing strategies focused on the needs of their target market or are they focused on the company's internal needs?

The better your members can get inside the head of their target market and understand their specific needs, the better they can communicate key benefits. This is at the core of an effective digital marketing strategy.



Strategy defines how your member's companies stand apart from competitors.

STRATEGIC COMMUNICATION



The best marketers focus on communicating benefits and meeting the needs of their prospective customers. Poor marketers communicate about themselves.

Key Question #2: How are the company's key benefits communicated on your website and in social media?

Step two is comprised of the key areas bringing digital strategies to life. These are the assets used to communicate your member's strategy and include websites, social media channels, messaging, content, graphics, images, videos and more.

Most companies focus on content about their company, yet the best digital marketers focus on content with direct benefits to their users and target market. They also understand how their target market prefers to access digital messaging and content.

A good starting point is the homepage tagline on your members' website. Does it clearly communicate your members' strategy and competitive advantage?

STRATEGIC COMMUNICATION



Encourage your members to test their marketing assumptions by talking to customers about their website, content and digital marketing strategies.

Getting feedback from people using and experiencing your members' digital marketing is critical to success in strategic communication. This includes usability testing and customer feedback through surveys and questionnaires. Encourage your members to understand how prospective customers interact with their websites and other digital channels.

Many Vistage members struggle to get results from their website and digital marketing efforts, many ignore this work completely!

As their coach and mentor, you can motivate them to pay attention to their online brand and grow sales.

Next let's review inbound marketing and how to attract prospects to your members' company with digital marketing tactics.

INBOUND MARKETING



Effective digital marketing is comprised of a variety of tactics working together to get your members' brand found by online researchers.

Key Question #3: How does your mix of digital marketing tactics attract prospects to your company?

Effective inbound marketing takes time and money, so before jumping into this third step it's important your members have done the strategic work and planning for an effective communication strategy. Prospective customers want to research and find solutions that work best to meet their specific needs.

Step three is not effective if steps one and two are not done first.

The age of the Internet has turned marketing into the art and science of getting found by online researchers. It is the combination of strategic digital marketing tactics that drive marketing results.

The benefits of effective digital marketing tactics are well worth it as your members can jump ahead of competitors, get more leads, grow their sales and drive a solid marketing ROI.

INBOUND MARKETING CONT.

Inbound marketing is comprised of the following six key tactics used to attract prospects from digital marketing.



1. OFFLINE MARKETING

While the best qualified visitors to your members' websites have a connection offline, they'll check out the company in question online before they become a customer.

2. SEO (SEARCH ENGINE OPTIMIZATION) IN GOOGLE

This is the process of optimizing your members' website to be found in Google search results. A subset of this are paid Google Ads, which can appear at the top of the search results.

3. EMAIL MARKETING

Your members' marketing efforts must include a value-added and content-rich email newsletter distributed on a monthly basis at a minimum. Email is at the core of marketing automation to stay in touch with prospects.

4. SOCIAL MEDIA

Your members must know which social media websites are used by their target market and have regular updates and a content schedule in place to reach prospects through various social media websites.

5. CONTENT MARKETING

The more content your members have on their website, the more traffic they get from Google. Websites with blogs get five times more traffic than those without. A content marketing strategy using blogs, social media and email are absolutely necessary.

6. INFLUENCER MARKETING

These are websites and individuals with a strong following who will refer visitors to your members' website and online content. Influencers are the new form of networking and used to develop word-of-mouth referrals.

ROI & CONVERSIONS



When your members understand, track and measure sale lead conversions from digital marketing, they learn how to grow their company and best track marketing ROI.

Key Question #4: How do you measure the ROI of your digital marketing tactics?

What is the return on your members' digital marketing investment?

Are they even tracking it?

Persuading your members to understand the ROI of digital marketing is a great way to help focus their attention on digital lead generation and sales growth.

Digital lead conversions include online form submissions, email sign-ups, social media follows, phone calls, event sign-ups and more. These are steps in the digital marketing funnel leading towards a sale.

If your members are not getting conversions from their website and digital marketing then something is wrong.

DIGITAL MARKETING DATA



Asking questions about digital marketing stats and data will motivate your members to dig deeper into tactics, research their costs, better measure results and hold their marketing team accountable to ROI and sales.

Key Question #5: How often do you see your company's digital marketing stats? Do you know what they mean and how to improve them?

Measuring digital marketing ROI starts with setting clear growth goals and tracking digital marketing stats.

What are your members' sales goals?

How many leads are needed to reach those sales goals?

How many impressions, website visits, form submissions and other lead conversions are needed to drive qualified inquiries?

Encourage your members to set these goals and understand the steps needed to drive online conversions and inquiries. Goals, web stats and conversions must be reviewed in your members' digital marketing meetings.

DIGITAL MARKETING ACTION ITEMS

Use the key five digital marketing questions in this eBook as a guide for your members to create action items and a digital marketing plan.

Here is a recommended action plan you can share with your members to get them started on digital marketing improvements to grow their sales:

1. Write a digital marketing plan based on the Four-Step Process.
2. Build a digital marketing team.
3. Get feedback from your members' target market and key customers.
4. Schedule digital marketing meetings to review stats and conversions.
5. Write a direct and clear website homepage tagline.
6. Launch a monthly email marketing program and write monthly blog posts.
7. Become a content leader in your market space with excellent digital resources including written content, video, images and audio.
8. Develop digital marketing funnels that nurture leads through various touch points before they talk to a sales rep.

All of these action items and much more are covered in detail in my book "Winning the Website War." Email me at tom@intuitivewebsites.com and I will forward you a free electronic copy of the book.

SUMMARY

I stress in my Vistage presentations action must be taken for digital marketing strategies to drive leads and sales growth.

It's easy to discuss and brainstorm ideas, but only action drives the improvements needed to test digital marketing tactics, measure ROI and generate sales growth.

Hold your members accountable to the action items in this eBook.

FINAL THOUGHTS

Asking these key questions to your members will help get their digital marketing efforts on track and drive results. The goal is sales growth and increased market share.

These conversations will not only show your value, but also the value of Vistage in growing your members' companies.

While this eBook was written for the Vistage chair, it can also be helpful for your members to read and share with their marketing and sales teams. Encourage your members to ask these questions of their current marketing team.

If you or your members need further marketing support, please don't hesitate to reach out and schedule me to present to your Vistage groups on digital marketing and sales growth.



THOMAS YOUNG



Thomas Young is the CEO and Founder of Intuitive Websites, a comprehensive digital marketing agency based in Denver and working with clients across the U.S. and Canada.

He is an award-winning Vistage speaker since 2001 and a 10-year Vistage member.

Thomas is the author of “Winning the Website War” and has worked with hundreds of Vistage member companies helping them improve digital marketing results.

Contact Thomas to speak to your Vistage group or for a free electronic copy of his book “Winning the Website War”.

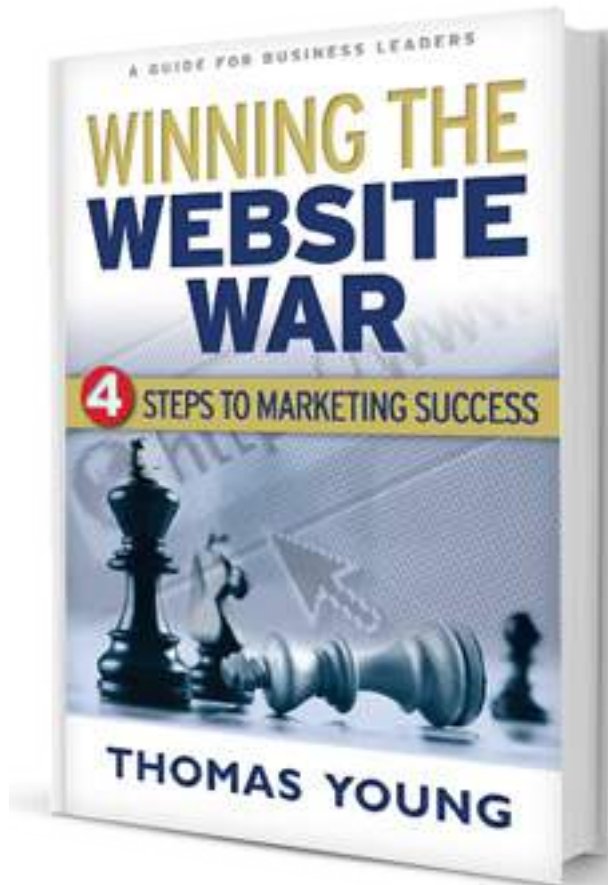
Mobile: 719-231-6916

Tom@IntuitiveWebsites.com

IntuitiveWebsites.com

WinningTheWebsiteWar.com

WINNING THE WEBSITE WAR



[Order Thomas' Book on Amazon](#) or contact him for a free PDF.

Winning the Website War - WinningTheWebsiteWar.com

Learn more about the Four-Step Process in my most recent book. I am happy to send you or your members a copy of my book. You can also order the book on Amazon and visit the book website.

Intuitive Websites - IntuitiveWebsites.com

This is my digital marketing firm. You and your members can find many more digital marketing resources on our website.