

OPTIMIZE

— WEBINAR SERIES —

WWW.OPTIMIZEINC.NET



Digital Marketing and the Coronavirus Threat

A Business Leader's Guide

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www.IntuitiveWebsites.com

Intuitive
websites

The Facts



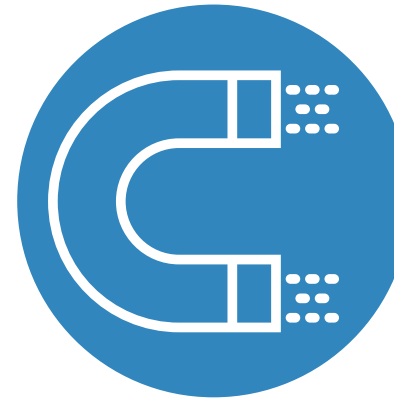
FACT 1

Companies with growing website and social media traffic are more likely to beat revenue goals.



FACT 2

Companies tracking digital marketing KPIs are growing faster than those who don't.



FACT 3


85% of companies use inbound marketing, 50% do it well.



FACT 4

The right digital strategy and content resources are keys to results.



A grayscale background image showing a hand pointing at a map pinned to a wall. Several other papers and maps are also pinned to the wall, some with pushpins. The map being pointed at shows various locations and roads, with labels like 'Quilicura', 'Conchalí', 'Quinta Normal', 'Pudahuel', 'Santiago', 'Maipo', 'Errillos', 'San Miguel', 'San Ramón', 'La Pintana', 'Punta Alto', 'San Bernardo', and 'Calle de Tango'.

**“IF YOU CAN’T
DESCRIBE WHAT
YOU ARE DOING AS
A PROCESS, YOU
DON’T KNOW WHAT
YOU’RE DOING.”**

- W. Edwards Deming

Intuitive Websites' Four Step Process





1

DIGITAL STRATEGY

Translate what you do well.



THE BUSINESS LEADER'S ACTION PLAN

- Understand digital marketing fundamentals
- Update the digital marketing plan with targets
- Review the digital marketing team
- Get digital stats in regular meetings
- Understand traffic sources



Step One

Digital Common Sense

- Strategic translation of value
- Competitive analysis
- Simple and clear content
- Excellent digital resources
- Trackable conversion process
- Target market feedback



2

STRATEGIC COMMUNICATION

Communicate Your Digital Strategy



FIVE ELEMENTS

1. Messaging and Content
2. Graphic Design
3. Usability
4. Video
5. Technology Platforms

Value From Digital Content

- Is it clear what the company does to help?
- Does the content use clear taglines?
- Is the content “scannable” and does it add value?
- How does the content drive engagement?
- Is content optimized for the search engines?
- Is the content in the language of the reader?



Step Two

What Users Want

- To solve a problem
- Enhance their lives and convenience
- Product and service information
- How to contact the company
- Business locations
- Delivery and shipping information
- Search and research



Step Two

What Users Do

- Instant impression of your company
- Start in the upper left hand corner
- Look at photos, especially people
- Ignore ads, clutter and marketing content
- Quickly move to website navigation
- Scan content quickly and miss key areas
- Most leave websites quickly



INBOUND MARKETING

Attract Qualified Prospects to Your Brand

Inbound Marketing

The New Laws of Marketing

One Audience of Many



Infinite Audience of One



HubSpot

The Four Laws of Inbound Marketing



A background image showing two women looking at their smartphones, overlaid with a semi-transparent orange filter. The woman on the left is holding a white smartphone, and the woman on the right is holding a black smartphone. They are both looking down at the screens with interest.

Law 1

Customers Research and Find You

Help Customers Find You

Data From Google

- B2C - 80% of consumers research before buying
- Four out of five use multiple devices
- B2B - 57% of buyers research before contacting
- Mobile is used by more than 50%
- **The Goal:** *Get found in their research!*

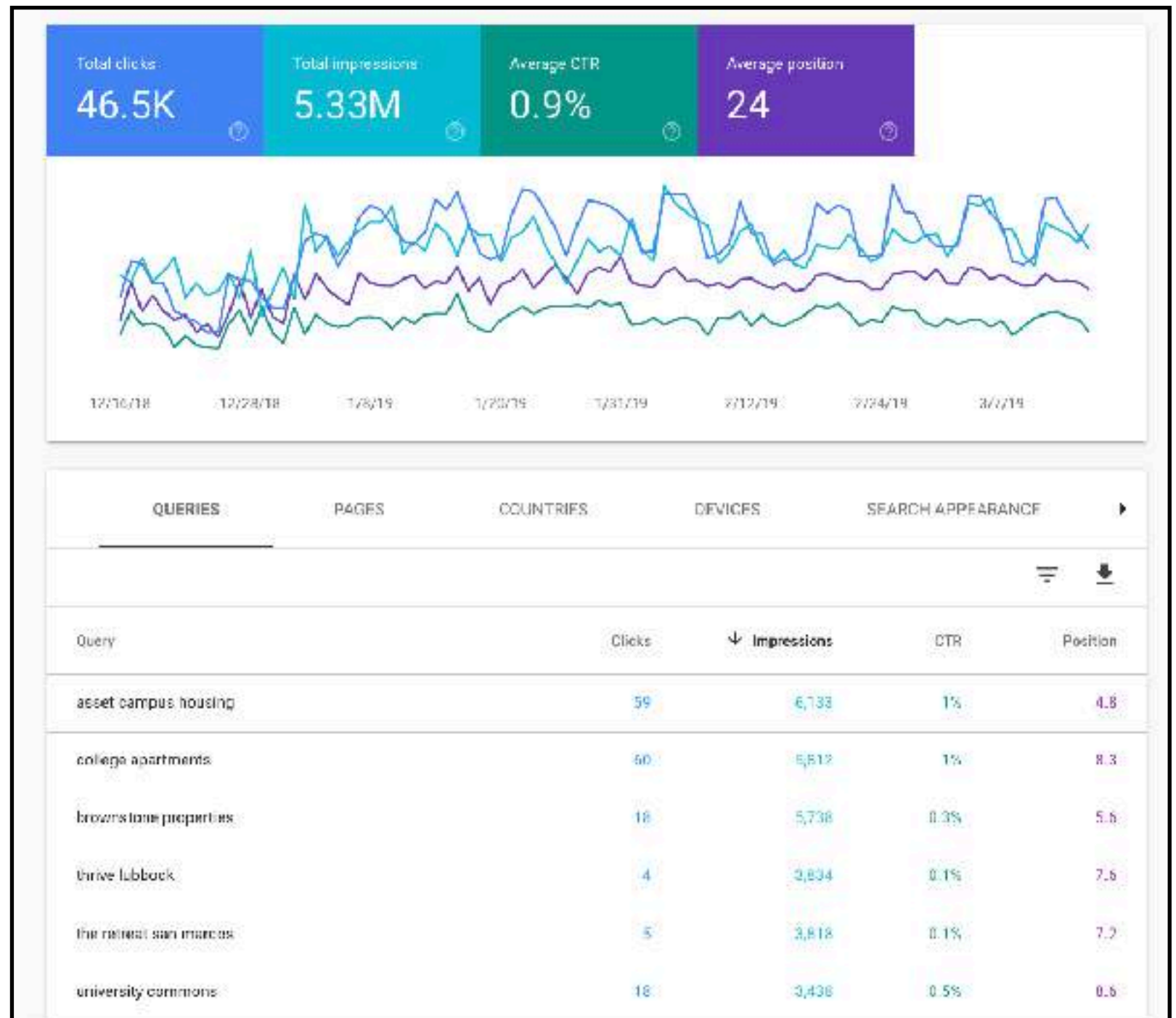
Think with Google

Digital Marketing Funnel

- Website Visit
- Social Media Interaction
- Email Newsletter Subscribe
- eBook or Gated Content
- Webinar or Virtual Event Registration
- Web Form Submission
- Call and Virtual Meeting with Salesperson

Help Customers Find You

The Google Search Console





Law 2

Build a Loyal Following

Understand the New Prospect

- They want trust, empathy and understanding
- Inundated with noise in a self-service world
- Use digital content for value, not to be sold
- Believe what they want to believe
- Impatient and want convenience
- People are more important than brands to build trust
- Want to trust and are skeptical of what they don't know
- Can see through sizzle and want transparency

Build a Loyal Following

Key Resources: MailChimp and CRM



More than just an email tool

- Create Unique Campaigns
- Connect Your Favorite Tools
- Automate Your Emails
- Optimize All Your Efforts

Global health and safety is our top priority. [Learn how HubSpot is responding](#) to COVID-19 and its economic impact on the communities we serve.

There's a better way to grow.

Marketing, sales, and service software that helps your business grow without compromise. Because "good for the business" should also mean "good for the customer."

Get HubSpot free

Get started with FREE tools, and upgrade as you grow.



Funnel Reports



Contact Lifecycle Stage (All time) ⓘ

Date range: From 1/1/2018 to 6/10/2019

● Count of Contacts





Law 3

The Power of Simplicity

The Google Homepage



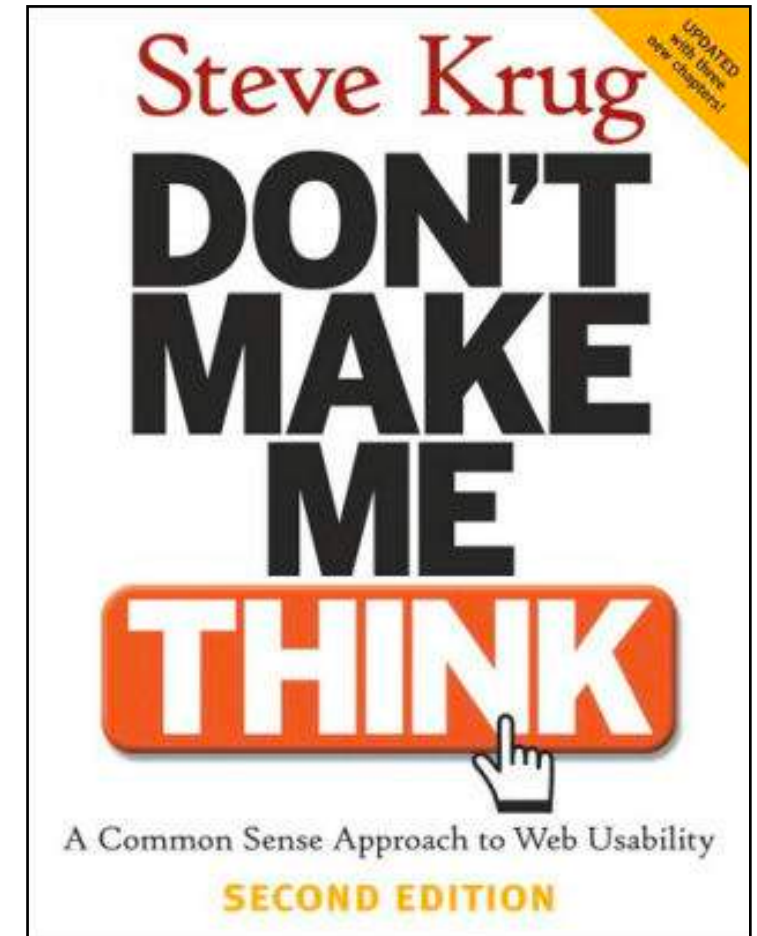
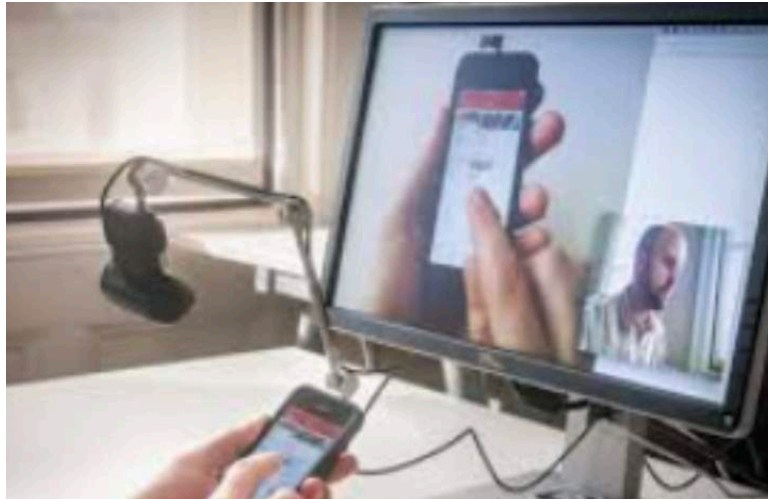
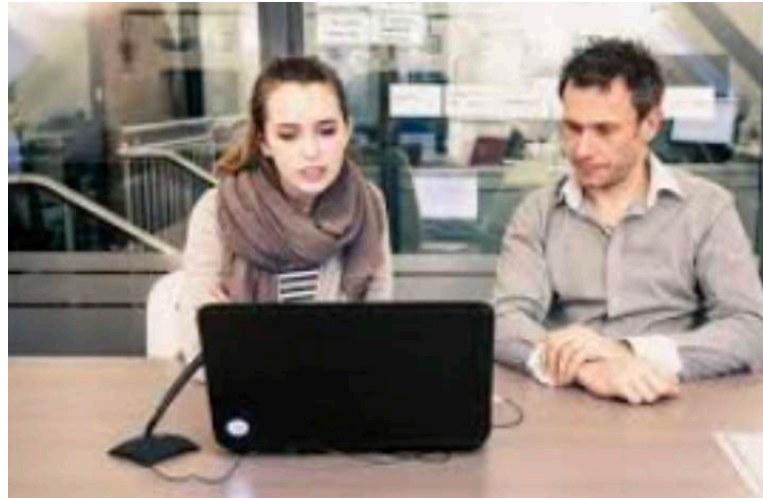
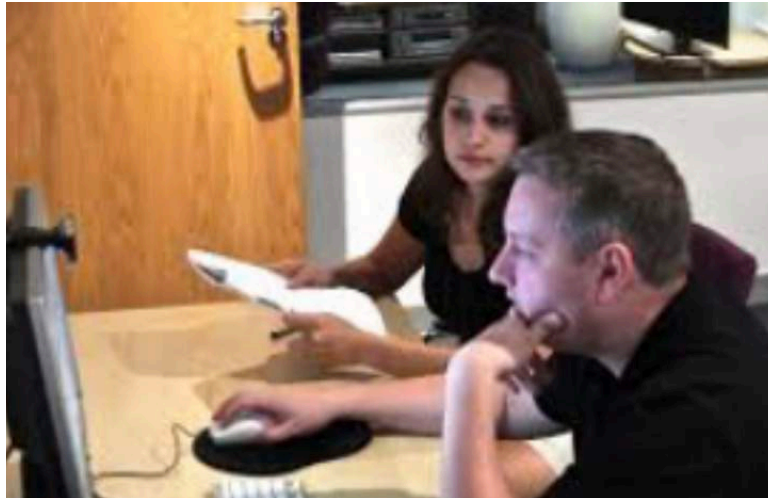
The Rules of Simplicity

1. Simplicity takes strategy and courage
2. Simplicity takes direction from the marketplace
3. Excellent and direct communication is key
4. Use no more than three key messages
5. Follow the 10-out-of-10 rule
6. Simplicity drives conversions and sales

HOMEPAGE TAGLINE

- Use concrete words
- Focus on the benefit and the pain
- Make it part of you homepage design
- Under 12 words is best
- Meet the 10-out-of-10 rule

Key Resource: User Testing



Don't Make Me Think - Steve Krug

A man with a beard and glasses, wearing a suit, is seated at a desk. He is looking down at a smartphone he is holding with both hands. To his right, on the desk, is a glass mug containing a beverage. The background is a blurred office setting with bookshelves. The entire image has a blue overlay.

Law 4

Content Must Be Mobile Ready

Users Want it Now

from How mobile is reshaping the B2B landscape for growth



Mobile drives, or influences, an average of **over 40% of revenue** in leading B2B organizations.

Source: "Mobile Marketing and the New B2B Buyer," The Boston Consulting Group in partnership with Google, Oct. 2017

think with **Google**

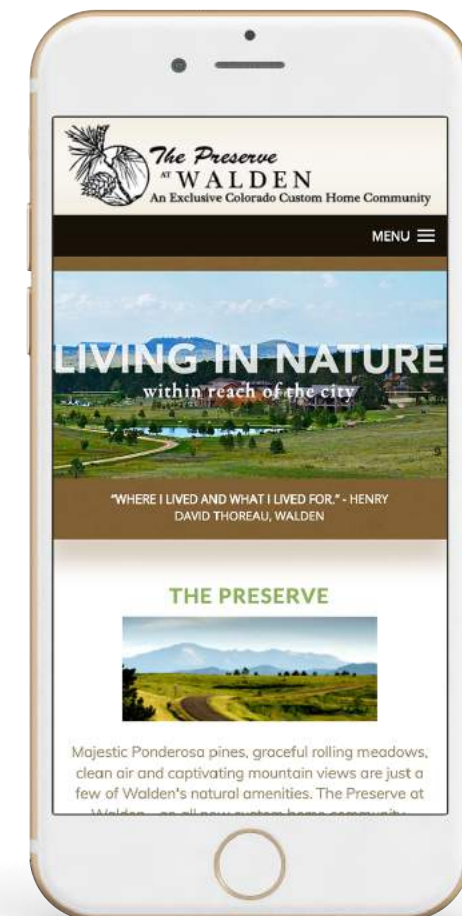
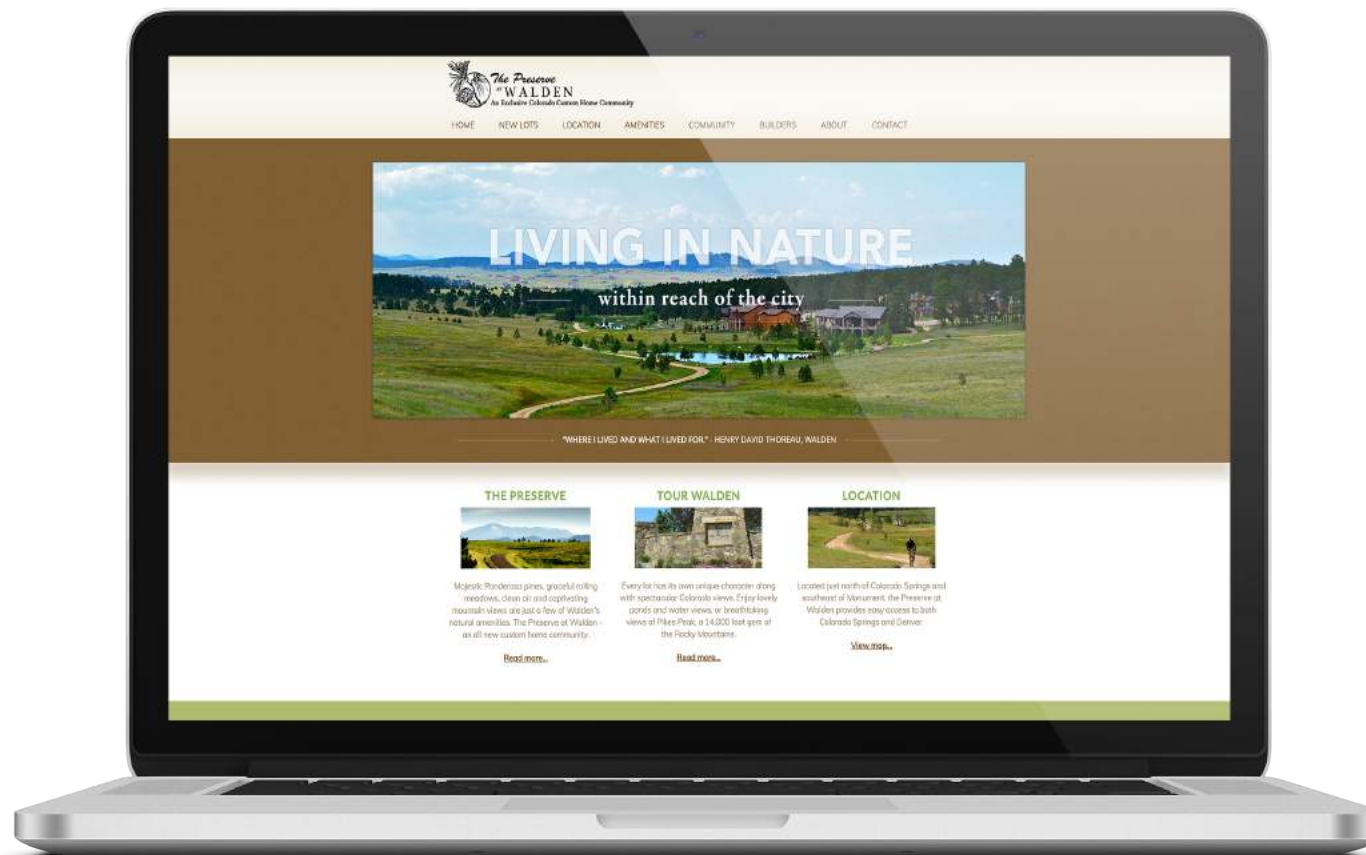
thinkwithgoogle.com



Users Want it Now

- Continued increase in usage in 2020
- Customers will research and find you via mobile
- Have a mobile responsive designed website
- Have a strategy for mobile marketing
- Google results now impacted by mobile content
- Mobile ready content is direct and to the point
- Conversion strategies must adapt to mobile
- Pages must load fast or people leave
- Voice search is growing

Responsive Design



Envato WordPress Themes

The screenshot displays the Envato Market website interface. At the top, the 'envatomarket' logo is on the left, and navigation links for 'Forums', 'Start Selling', 'Our Products', and 'Sign In' are on the right. Below this, a secondary navigation bar includes 'Web Themes & Templates' (which is highlighted), 'Code', 'Video', 'Audio', 'Graphics', 'Photos', and '3D Files'. A 'themeforest' badge is also visible. Underneath, a horizontal menu lists categories: 'All Items', 'WordPress', 'Simple Site Builder', 'HTML', 'Marketing', 'CMS', 'eCommerce', 'Muse', 'UI Design', 'Plugins', and 'More'. The main banner features a teal background with the text '44,966 WordPress Themes & Website Templates From \$2' and a subtext 'WordPress themes, web templates and more. Brought to you by the largest global community of creatives.' A search bar with the placeholder 'e.g. responsive wordpress' and a magnifying glass icon is centered. Below the banner, a section titled 'Discover our Featured templates of the week' includes a descriptive paragraph: 'Every week we hand-pick some of the best new website themes from our collection. These beautiful templates are making our heads turn!'. A row of ten theme thumbnails follows, including 'Bifröst', 'SOJKA', 'SARTRE EMAIL 1.0.0', 'fo ton.', 'BLOGS', 'Shellu -30%', 'SPARKER', and 'Leedo.'. A green button labeled 'View More Featured Items' is positioned at the bottom of this section.

envatomarket

Forums Start Selling Our Products Sign In

Web Themes & Templates Code Video Audio Graphics Photos 3D Files

themeforest

All Items WordPress Simple Site Builder HTML Marketing CMS eCommerce Muse UI Design Plugins More

44,966 WordPress Themes & Website Templates From \$2

WordPress themes, web templates and more. Brought to you by the largest global community of creatives.

e.g. responsive wordpress

Discover our Featured templates of the week

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Bifröst SOJKA SARTRE EMAIL 1.0.0 fo ton. BLOGS Shellu -30% SPARKER Leedo.

View More Featured Items

Inbound Methods

**Offline Sales &
Marketing**

**Search
Engines**

**Email
Newsletters**

**Content
Marketing**

Social Media

**Influencer
Marketing**

Step Three

Search Engines - Google

- **Website Code**
 - URL, title tags and meta descriptions
 - Headers, internal links and tags
- **Website Content**
 - Relevant to the search
 - Current with a blog
- **Links from other Websites**
- **Google Guidelines**
 - Google Search Console
 - Mobile Friendly
- **AdWords**

Step Three

Email Marketing

- Collect names and build a great list
- Easy to find sign-up box
- Write desirable content in emails
- Once per month at minimum
- Track and measure results

Step Three

Content Marketing

- Relevant content rank drives traffic
- 500-1,000 website pages is ideal
- 50 more pages is equal to 48% more traffic
- 9x more traffic when you reach 1,000 pages
- 5x more traffic for websites with blogs

Think with Google

A Case for Content Marketing

Data on ROI and Conversions

- Three times better conversion rate than paid ads
- Costs less than outbound and generates more leads
- Half of consumers get news through digital channels
- Blogs get 126% more leads than websites without blogs
- Allows you to compete at a very high level
- Six times more likely to get lead conversions
- It lasts forever!

Step Three

Social Media & Content

- Social media content strategy
- Social media is story telling and visual
- Part of Content Marketing plan and schedule
- Facebook - LinkedIn - GoogleMyBusiness - YouTube - Twitter - Instagram - Pinterest
- GoogleMyBusiness drives local search results
- There is no Social Media quick fix

Step Three

Content Action Items

- Online publisher and thought leader
- Develop a content marketing calendar
- Cover all the SEO basics
- Coordinate email, blogs and social

Step Three

Influencer Marketing

- Research Influencers
- Build a database and add to CRM
- Train the sales team to identify benefits
- Build relationships
- Prepare influencer content
- Track results and conversions
- Ask for links to your website

4

PERFORMANCE & ROI

The Most Important Step

Step Four

Conversion Strategy

- Establish a measurable conversion strategy
- Review Google Analytics
- Define digital stats and reporting
- Develop digital sales funnels
- Extend digital leads into the sales process
- Monthly digital marketing meetings



KEY DIGITAL METRICS

- Visitors - new and repeat
- Page visits, time and bounce rate
- Traffic sources and search terms
- Conversion and sales tracking
- Social media engagement

Step Four

Digital Marketing Budgets

- WordPress Content Websites: \$10,000 and up
- eCommerce Websites: \$15,000 and up
- Digital Marketing Services: \$85 - \$150 /hour

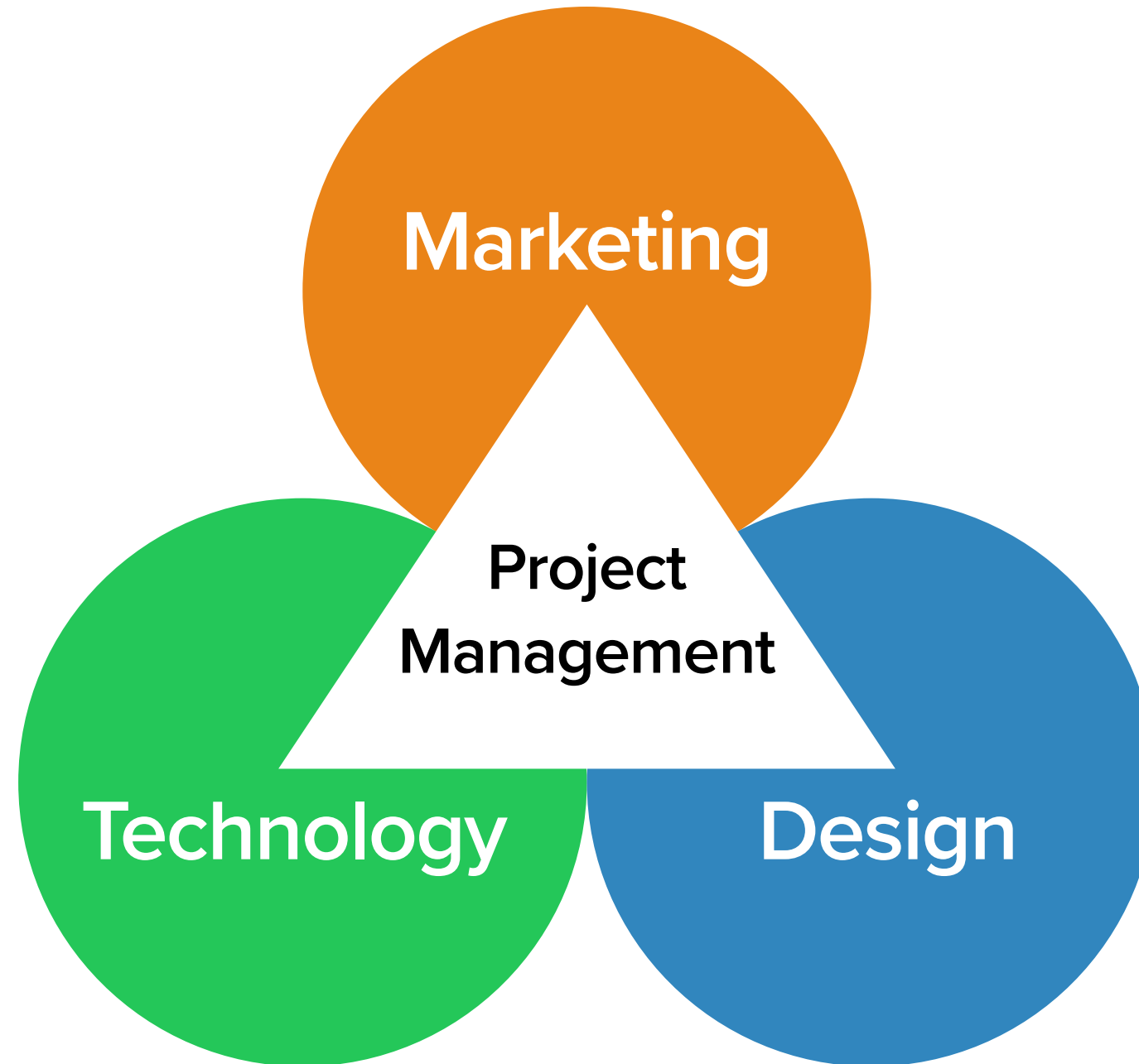
Measure ROI: Sales Lead Example

- Average Order: \$10,000 (lifetime value)
- Website Design and Development Cost: \$15,000
- Monthly Digital Marketing Spend: \$3,500
- Total Monthly Website Visitors: 5,000
- Conversion Rate to Inquiries: 1% (50 inquiries)
- Conversion Rate to a Sale: 10%
- 5 Sales per Month = \$50,000



Who does this work?

The Digital Marketing Team





The Roles of the Team

The Hats People Wear

Internal

- Digital Marketing Decision Maker
- Project Manager
- Digital Marketing Manager (Traffic Generation)
- Data & Research Manager (Stats/Usability)

External

- Content Writer for Digital
- Photography/Video/Audio and other Media
- Graphic Design
- Technology and Development



TAKE ACTION

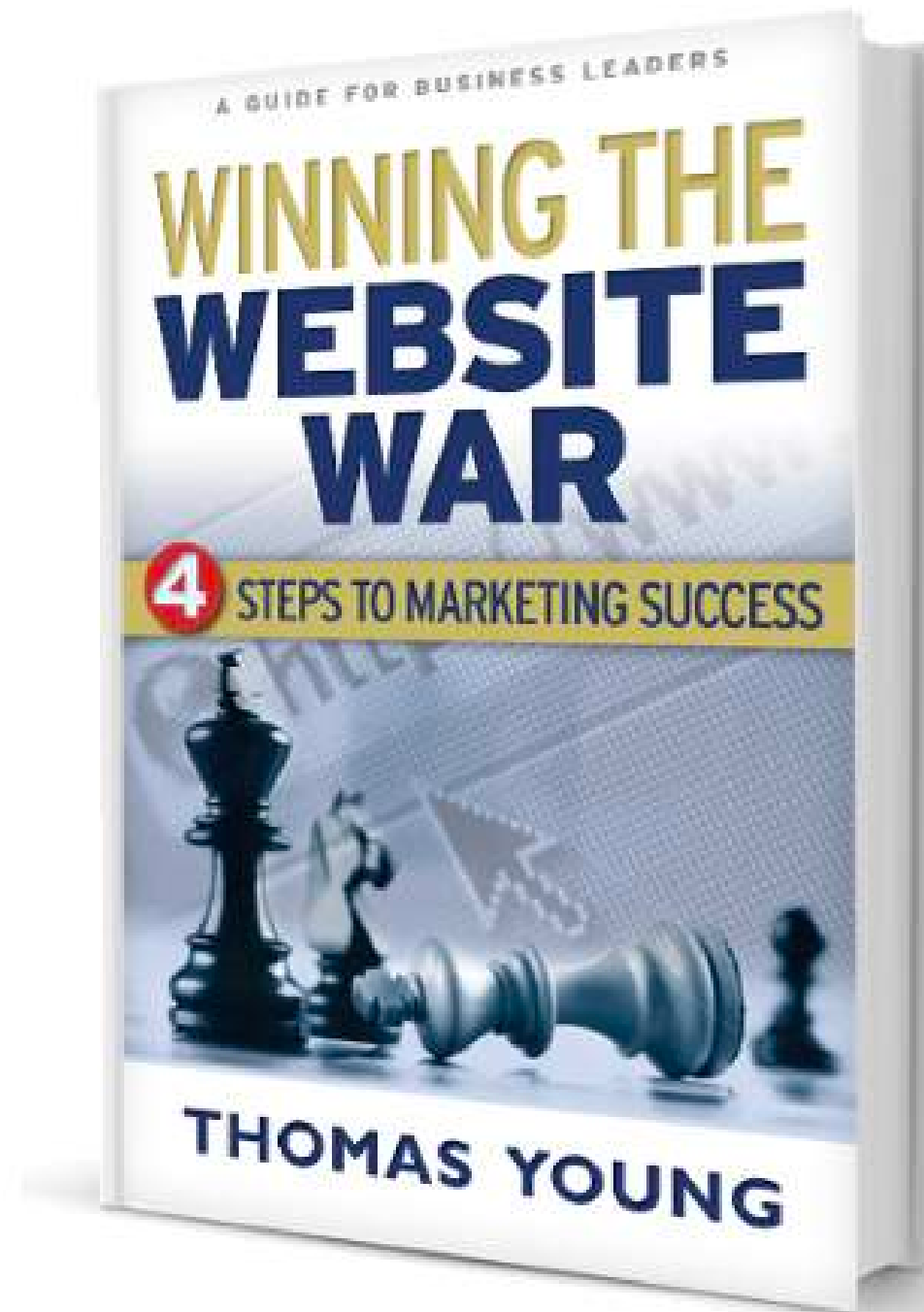
Immediate Action

- Increase Communications
- Website Homepage Update
- Email, Blogs and Social Media
- Marketing Automation
- Virtual Meetings and Events
- Webinars and Virtual Workshops
- Graphics and PDFs for Virtual Meetings
- Videos for Social Media
- Website Landing Pages

More Action Items

- Write a strategic, Digital Marketing Plan
- Select a Digital Marketing Decision Maker
- Ask for customer feedback
- Research search engine keywords
- Write brand focused taglines and content
- Develop a content marketing strategy and schedule
- Launch an email newsletter program and middle of funnel
- Use Google Analytics for ROI and conversion tracking
- Schedule digital marketing meetings to review stats

Resources



WinningtheWebsiteWar.com



Additional Resources

- “Winning the Website War”
- Content Marketing Institute
- Search Engine Watch
- Neil Patel, MOZ, and SEMRush for SEO
- Google Analytics & Google Search Console
- ScreamingFrog for SEO
- KeyWordsEveryWhere.com
- Writer’s Access
- Google Ads keyword search tool
- Asana for Project Management
- Buffer for Social Media
- Social Media Examiner
- IntuitiveWebsites.com
- Leadfeeder.com



Contact Us!

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