

Introduction

According to Statista, in 2018, 4.2 billion people were active Internet users and 3.4 billion were social media users. That means that no matter what business you're in, it's pretty likely that you can reach your audience online. You can move slowly and add digital marketing tactics and social media platforms as you go, or you can jump in and make digital marketing priority one. Either way, you can't avoid the journey. You need to have a digital marketing plan. Your competitors have one.

So where do you start? Well, first you have to create a strategy and then determine the tactics that will support it. With *Digital Marketing All-in-One For Dummies*, you can sort out all the "should dos" and "nice to dos" from the "must dos." You need a clear path that will prevent you from spending too much time on the things that don't matter. The most beautiful website is a great ideal, but if you don't do essential tasks such as create great content, effectively target your audience, and collect key data, you're not going to be successful.

About This Book

To make sure you have all the information you need, this book includes 9 books that cover the following major topics:

- » **Book 1: Creating Your Digital Marketing Strategy:** Examine your overall goals and determine the strategy that will help you reach them.
- » **Book 2: Uncovering the Customer Experience:** Look at the impact that the right customer experience can have on converting prospects to loyal customers.
- » **Book 3: Dipping into Content Creation:** Great content gives you a competitive advantage, so you look at the keys to making your brand memorable.
- » **Book 4: Reaching Your Millennial Audience:** Millennials now make up the largest block of consumers. Find out what they want and how to deliver it in a way that gets their attention.

- » **Book 5: Implementing Channel Promotions:** See what type of promotions suits your audience and how to use search and email marketing to reach them.
- » **Book 6: Connecting with Influencers:** Working with influencers is gaining in popularity as digital marketers find that it's a fast way to break through the noise. See what you need to do to work with the right influencers.
- » **Book 7: Facebook Marketing:** You can't ignore Facebook. See how you can use its marketing capabilities to the fullest.
- » **Book 8: Deploying Other Social Media:** Find out which other social platforms your audience uses. Is it Instagram, Pinterest, Twitter, YouTube? See what you need to do to find and engage.
- » **Book 9: Analyzing Data for Success:** The right data makes the difference between a good campaign and a failure. See what metrics you should be tracking.

Icons Used in This Book

Throughout this book, you see different icons. Here's what they mean:



TIP

The Tip icon showcases information that can make doing things easier or faster.



REMEMBER

The Remember icon points out things you need to remember when searching your memory bank.



WARNING

The Warning icon alerts you to things that can be harmful to you or your company.

IN THIS CHAPTER

- » Formulating your business goals
- » Picking your key performance indicators (KPIs)
- » Catching customers with the Five Cs
- » Serving your customers using content
- » Building product habits

Chapter **1**

Developing Your Overall Digital Strategy

Companies have finally recognized what their customers have always known. If they can't find the content that makes your product easy to use and enjoy, they are off to seek out your competitor. You've missed the opportunity to impress them or, in some cases, even get on their radar screen.

This chapter covers what goes into creating a digital marketing strategy. Without it, you can't get the traction you need to beat the competition. You also discover each of the "Five Cs" that must be included to make your strategy complete.

Understanding the Components of a Digital Marketing Strategy

To understand how the pieces of a digital marketing strategy fit together, the components are organized into a framework called the Five Cs. They are (1) company strategy; (2) customer experience; (3) content creation (4), channel promotions, and (5) check-back analysis.

Working with the Five Cs framework helps you cover all the bases as you create your digital marketing strategy and implement your plan

Determining the company strategy

The first *C* is company strategy. To create a digital marketing strategy, you need to begin by looking at your company's business goals. The question to ask your-self and your team is, "What do we want the company to achieve and how do we make it happen?"

You should direct your attention to your goals and business case for undertaking this effort. To that end, Book 1 covers the following topics:

- » **Create a digital marketing strategy.** Several components go into a successful marketing strategy. Keep reading this chapter to find out more as well as the subsequent chapters in this book.
- » **Get your customers' attention.** Marketers are fiercely competing for your customers' attention. Find out how to capture it in Book 1, Chapter 2.
- » **Understand your business model and your brand.** Learn about a variety of business models and how to determine what "job" your product does. You look at brand components in Book 1, Chapter 3.
- » **Decide which marketing campaign to create.** After you understand your goals, you can choose the right marketing campaign. See what to consider in Book 1, Chapter 4.
- » **Develop the strongest offers.** You look at how to turn leads into customers by crafting winning offers in Book 1, Chapter 5.

Uncovering the customer experience

The second of the Five Cs is customer experience covered in Book 2. You need to learn what your prospects will think, feel, and do when interacting with your brand. The question for your marketing team to ask is, "Who are our prospects and how will we serve them as customers?"

You must define your audience and analyze the customer experience. You do this with the following:

- » **Collect and analyze customer data.** Before you define your audience, you need to evaluate the kind of data you will use. In Book 2, Chapter 1, you look

at the benefits and challenges you may face when dealing with big data to analyze your audience.

- » **Create personas.** You define the characteristics of your perfect audience by investigating several different types of information. Find out what actions you need to take in Book 2, Chapter 2.
- » **Develop the buyer journey.** You want to understand the journey your prospect takes from being interested in your product to sold on it. Book 2, Chapter 3 looks at the buyer's mindset and gives you a model to help you document your customer's touchpoints.
- » **Assist with sales enablement.** Your sales team is facing an empowered customer. Find out in Book 2, Chapter 4 how your content can assist in making the job easier and more powerful. You can also determine where your company falls on the content maturity scale.

Creating quality content

The third C is content creation, which is covered in Book 3. You need to focus on creating quality content (based on your story) that you know your customers want and need. The question to ask is, "How will we create quality content, who will do it, and what will that content be?"

You need to develop a strategy for content, define your messaging, and establish your systems and governance rules. The chapters in Book 3 take you through:

- » **Create a content strategy.** You should have both a content plan and a content marketing strategy. In Book 3, Chapter 1, you see how to take an audit of your content to determine what you have and how you can leverage it to develop a true corporate asset.
- » **Develop content types.** You want to ensure that you take full advantage of all the types of content available to you. Book 3, Chapter 2 covers various types including long- and short-form original content, curated content, and visual content.
- » **Know what your customers want.** You learn how marketing funnels help you reach your entire audience. See how in Book 3, Chapter 3.
- » **Write and storytell.** You have a story to tell that will connect with your audience. How do you incorporate it into your content? See Book 3, Chapter 4 to get a feel for the science behind why stories work and how to develop your own powerful corporate stories.

- » **Create processes and systems.** You know that without a documented workflow and procedures, your content marketing efforts fail. Book 3, Chapter 5 spells out the roles and responsibilities of your content team and shows you the benefits of using an editorial calendar.
- » **Target content for each audience.** Your company needs to build a resource library that customers can access without contacting you. Find out what you should put in that library in Book 3, Chapter 6.

Developing channel promotions

The fourth C is channel promotion, which you find in Book 5. To have your content make the greatest impact, you want to decide where and by whom your content will be distributed. The question to ask is, “How will our prospects and customers find our content so that they can choose us?”

You want to make your content easy to find and share. You need to know how to promote your content so that prospects can find it.

- » **Use paid, earned, shared, and owned media for maximum reach.** Making the most of all types of media is the only way to ensure that your brand voice will be heard. Look to Book 5, Chapter 1 to learn about the value of these types of media and why earned media is gaining in importance.
- » **Use search marketing.** Although search marketing is constantly changing, you can't ignore its value. See Book 5, Chapter 2 to see what you need to know.
- » **Create sharable content.** Sharing is key to any content plan. Book 5, Chapter 3 looks at why you should embrace shareability as a strategy and borrow from journalism's five Ws and one H (who, what, why, where, when, how) as applied to sharing.
- » **Add an email marketing campaign.** Everyone loves and hates email. But it's still a very important tactic to use to reach customers. See what you need to do to use it effectively in Book 5, Chapter 4.

Deploying check-back analysis

The fifth C is check-back analysis, which is covered in Book 9. The focus here is on the metrics you choose to determine successes or failure. The question to ask is, “Have we met our goals?”

DON'T BE LEFT OUT

When creating your strategy, knowing what other companies with high growth do is helpful. According to a study done by Accenture called "CMOs: Time for digital transformation or risk being left on the sidelines" a large percentage of high-growth companies:

- Use data and analytics to improve the impact of their marketing (86 percent)
- Know that digital channels are of strategic importance (84 percent)
- Make sure that customers get a similar experience across all channels (80 percent)

You want to reevaluate your plans and make revisions as necessary:

- » **Reassess your business model and brand value.** You know that it's important to frequently assess how things are working. Find out how you can determine whether business model changes are warranted and whether you need to revise brand plans in Book 9, Chapter 1.
- » **Reexamine your content marketing strategy.** Obviously, a determination of how well your content marketing strategy is working is essential. See why even failing is a springboard to success in Book 9, Chapter 2.
- » **Measure success.** If you're tracking key accounts you need to reassess your goals for each one. See what you need to do in Book 9, Chapter 3.
- » **Track metrics.** It's helpful to gauge potential new opportunities as you track your metrics. See what's involved with that in Book 9, Chapter 4.
- » **Optimize campaigns for return on investment (ROI).** Using split testing and analyzing the speed of your pages is key to optimizing your campaigns. Find out how to do this in Book 9, Chapter 5.

So that's an overview of the Five Cs. Each of the books encompassing them includes far more information and working plans than listed here. If you do the hard work required to create and implement your plans, you can expect to be on the road to content marketing success.

Communicating Your Mission

When you hear the term *mission statement*, you probably want to skip to the next section in this chapter. Completely understandable. At some point while you were in school, you were taught about mission statements and you found it boring.

But the good news is that now, when you look at communicating the reason your company exists, a mission statement becomes important and personal.

Crafting your statement

In his book *Epic Content: How to How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less* (McGraw-Hill Education, 2013), Joe Pulizzi, “the godfather of content marketing” and founder of the Content Marketing Institute (see Figure 1-1), offers an easy way to craft a content marketing mission statement.



FIGURE 1-1:
Content
Marketing
Institute.

Pulizzi says to break down the statement into three parts:

- » **Whom you will serve:** The core audience you’re targeting
- » **What solution you will offer:** What you will deliver to that audience
- » **The outcome:** How it will make them better