

mediaholic 

THE DIGITAL MARKETING ROADMAP



The goal of all marketing activities should be sales. Selling your product or service is the only way to get an in-flow of cash.

The goal of your digital marketing road map should always be the sale. Sales can be done in your store or on your website. Ultimately the goal is not just to have the customer visiting you, but to have the customer handing over money in exchange for a product or service.



How Consumers Make Decisions

Before we dive into the digital marketing tools. Let's take a quick look at the consumer decision making cycle. And how digital marketing affects this.

The consumer decision making cycle is 5 steps.

1

**Recognise
the need**

2

**Search for
information**

3

**Evaluate
alternatives**

4

**Select and
Buy**

5

**Post-
Purchase
Evaluation**

Website or eCommerce Site

You should always treat your website the same way you would treat a physical store. It is not a “set-and-forget” business tool and needs consistent attention to get it working for you.

Digital marketing efforts can drive visitors to your website at a great rate. Each marketing channel can drive customers who are at different stages of the purchasing cycle.



Your website needs to fulfil the following criteria;
Easy to navigate | Quick loading | Easy to buy

There are a few factors that you need to consider when making sales online;

- Make the sale **easy**
- Give the customer plenty of feedback
- Make everything measurable
- Collect as much data as you can during the sale (customer details to re-market to later)
- If the visitor does not buy, ask them to sign up for a newsletter

Your website is a huge part of your digital marketing. It is your store, and sales team that operates 24/7.

Where does this fit in the Decision Making Cycle?

1 2 3 4 5

3rd Party Advertising Site

There are a host of sites that can help you drive traffic to your website, leads to your inbox or direct sales. These are mostly classifieds or listings sites and, depending on your product or service, information can be fed between your CRM system and the site.

These sites are also working hard on digital marketing to get visitors who are most likely **already in-market for your product or service.**

These can be a great quality lead, meaning your conversion rate will be higher than if you attract users yourself.

There are free and paid options for this type of site and each industry, and site itself, differs in their offering to you.



Remember that in every purchase, the customer is evaluating your product and service. If they are happy, they might tell their friends. If they are unhappy, they are more likely to tell their friends. A sale is still a marketing opportunity.

Where does this fit in the Decision Making Cycle?



Search Marketing

When a person is looking to solve a problem, they can turn to a search engine like Google or Bing. These search engines will have categorised your website, read all your keywords and determined if your site is relevant to answer the question being asked.

The main goal of search engine marketing. It's to drive traffic to your website or to get people into your store. You can also ask them to call you or send you messages. Search engine marketing is great because the customer already understands that they have a need for your service. This means that all you must do is convince them that your product or service is the right one to fulfil it.

Having your business appear in search results is like having a store in a really good location. The more people walk past your store, the more likely they are to come in. The more people find you in search results, more they are likely to come to your website. More visitors to your website, is more people who can convert to paying customers.

There are free search and paid search options

The free search option leaves it up to the search engine to determine if your site is most relevant to the searcher. The paid search option forces your result in front of the customer. The Search Engine still determines to a degree if your site is relevant, but where you are relevant, your site will be one of the first suggested.



terms
that
matter

SEO

Search Engine Optimisation (SEO) is creating and writing your website in a way that search engines can read, understand and recommend your site as most relevant to the customer asking the question.

SEM

Search Engine Marketing (SEM) encompasses SEO techniques but is also a method of returning your website as most relevant buy paying the search engine to recommend your site above all others.

The basic steps you need to take for search marketing are;

Where does this fit in the Decision Making Cycle?



1. Recommend your site to search engines.
2. Make sure your site answers the questions your customers would be asking.
3. Keep adding new content that is relevant to your customers interest.
4. List keywords or relevant terms that your customers would use when searching for your product or service.

Social Media

Social media has become an entertainment format; much like TV, radio and print. Social media gives you a great opportunity to communicate why people need your service or product. It is also a great channel to educate customers on topics that may interest them which will cause them to want or need your product or service.

Using social media for marketing allows you to take advantage of impulse. If your marketing material is compelling enough you can entice the customer into coming to your website or to your page.

Social media sites also have free and paid options.

Because the relevant site makes money from users staying within their environment, the algorithms they use will favour content that keeps the viewer in that space.

Social media is a great place to teach people that they need your product or service. It is also a great place to build brand awareness. Using social media, you can also interact with your audience on a personal level.

The types of actions you can encourage customers to take on social media are;

- Engage with your content
- Like or follow your page
- Interact and make purchase
- Visit your website
- Contact you by telephone
- Send you messages via social media

Note that each of the above shows a two-way communication. Social media encourages relationship building within the platform. All of your content should keep this in mind.

Where does this fit in the Decision Making Cycle?



Social Media can be part of the entire decision making process

Display Ads

Display advertising is very much like traditional print advertising. These are adverts that sit alongside content with people are consuming like news article, blogs or learning information.

Some examples are the adverts you will see alongside news on websites like times media as well as blog platforms like WordPress or Blogger.com

These adverts are placed contextually which means that your ad will be seen by a person who is interested in that topic. This kind of advertising means you're not spending money advertising to people who would not be interested in your product or service.

These ads can be in the form of pictures text or even video. The call to action is usually to visit your website or to call you. Display ads can be great for brand awareness as well.



Where does this fit in the Decision Making Cycle?



Where does this fit in the Decision Making Cycle?



Video Ads

Using videos for marketing has been around for a long time. Ads which interrupt content, much like it was done on TV, are still present on platforms like YouTube, Facebook and Vimeo.

Some brands have also created consumable content, which is similar to a TV show that featured your favourite brand, and published to this content online.

There are paid and free video advertising options.

The paid advertising will be a short video that interrupts a longer form video which a user is watching. You can place your ad in front of any content that resonates with your product or service.

The free video will be a longer form video, which serves to educate your customer on your product or and how to use the product. There is some great data which shows how customers respond very well to how-to videos. This means that you don't need too "hard sell" your product in these videos. By using long form video to teach the customer something new, you are inadvertently marketing your product.

Email

Email marketing is a great way to keep your customer updated on what is happening in your business. One of the greatest benefits of email marketing is that it drives action. If your CRM system can help you understand what a client wants, then you can tailor the email message to suit their interest.

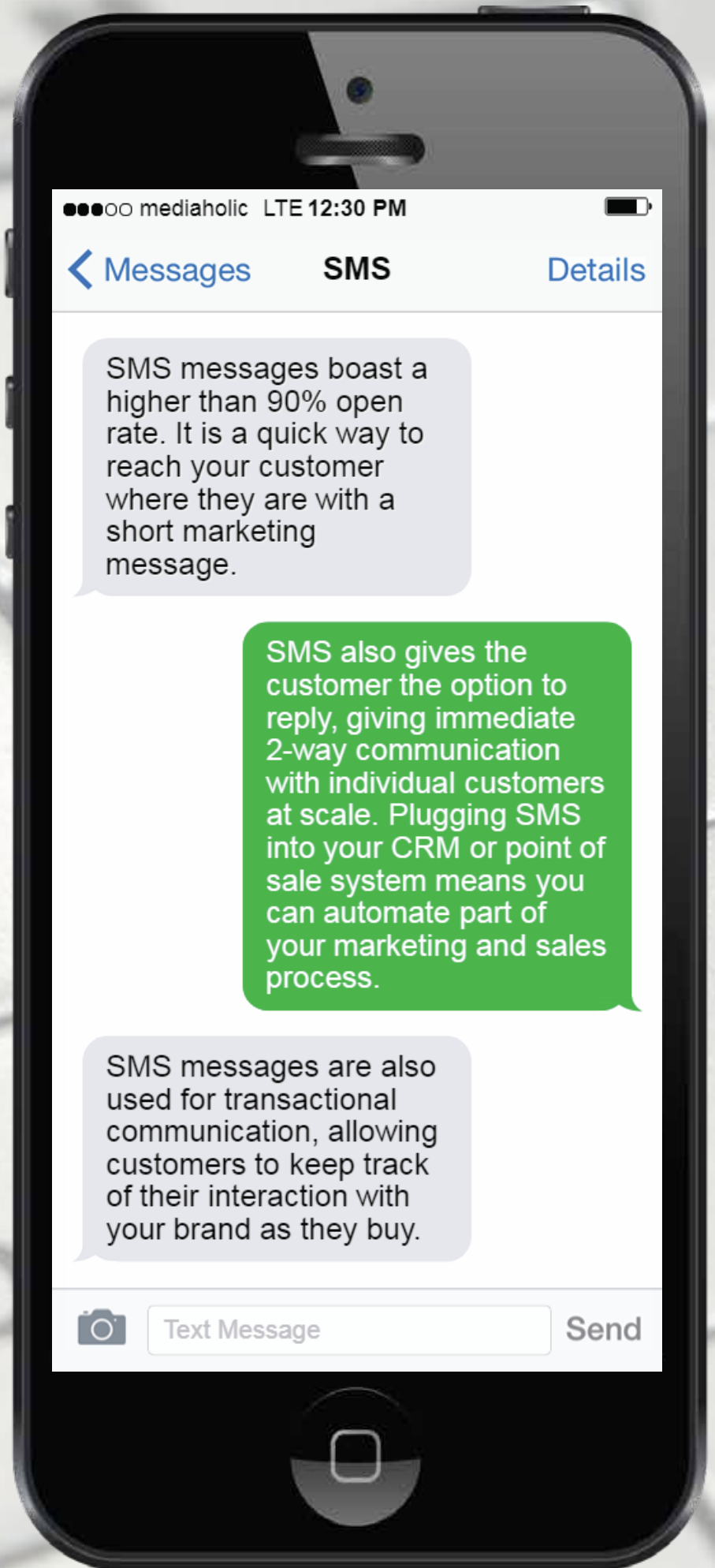
Emails are also a great tool to educate your customer or to drive traffic to your other content.

Unlike social media, with email marketing you own the database, people who have subscribed to receive messages from you want to receive messages from you.

**Where does this fit in the
Decision Making Cycle?**

- 1
- 2
- 3
- 4
- 5





SMS messages boast a higher than 90% open rate. It is a quick way to reach your customer where they are with a short marketing message.

SMS also gives the customer the option to reply, giving immediate 2-way communication with individual customers at scale. Plugging SMS into your CRM or point of sale system means you can automate part of your marketing and sales process.

SMS messages are also used for transactional communication, allowing customers to keep track of their interaction with your brand as they buy.

Where does this fit in the Decision Making Cycle?

- 1
- 2
- 3
- 4
- 5

Which boxes do you tick?

Think about your current digital marketing strategy. Do you cover all the bases across the entire decision making cycle?

Complete the matrix below to see where the gaps are;

	Website	3rd Party Site	Social	Search	Display	Video	Email	SMS
Recognition of a problem that needs to be solved.								
Search for information on how to solve that problem.								
Evaluation of the alternatives.								
Selection and purchase.								
Post purchase evaluation.								

To get help where you fall short, email donovan@mediaholic.co.za or visit mediaholic.co.za