



Let's Get Started

DIGITAL MARKETING 101:

A PRACTICAL GUIDE FOR SMALL BUSINESSES

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HI, I'M KARON

Getting your business started with digital marketing can feel overwhelming, especially if you are already stretched thin with your day-to-day operations. In this workbook, I'll take you through the simple ways to get started - from making the most of search engines to buying your first online ads. All the channels will be familiar to you – Facebook, Twitter, Instagram, LinkedIn, Google, email, and your own website – but I'll give you the terminology and steps you need to feel confident you're testing and investing in the way that's right for you and the growth of your business.

Karon Cooper

LET'S BEGIN!



01

INTRODUCTION

The digital marketing landscape is competitive! It can be challenging for a small business to adapt to the changing landscape of search algorithms, rising cost-per-clicks, and more. Small businesses face unique challenges with marketing that larger or enterprise brands just don't have to deal with. This is particularly true if there is no dedicated marketing expert on your team. You can't always hire an in-house marketer or consultant and most small business owners like yourself are already stretched thin with day-to-day operations and unable to devote much time to marketing.

Most likely, you have a strict budget that you allocate for your marketing. Because digital marketing can be costly, it's not uncommon for small business owners to blow their budgets quickly. Despite these challenges, it is possible for small businesses like yourself to successfully market your services and stay on budget.

Speaking of budget, there's plenty you can do in the realms of digital marketing without spending a dime - but when it comes to reaching new audiences, that's when a little budget can go a long way. Every part of your digital marketing is a great opportunity to learn something - so it's all about starting small, testing, learning, and growing over time.

LET'S TALK STRATEGY




KNOW YOUR AUDIENCE



Create a buyer persona - a fictional representation of your ideal customer or client based on your own market research of existing customers/ clients you have. It could be as simple as a few sentences that state who exactly your customer is and what problem(s) you are solving for them.

When you think about your different customers/ clients, try to group them into 3 or 4 buckets and rank them according to who brings you the most business. Focus resources if limited to the top rated customer type.

What makes you unique?



YOUR UNIQUE SELLING PROPOSITION



Your brand (you) is how your clients choose between you and your competition. You can think of it as your company's personality. It's worth defining clearly – what do you stand for? What are your strongest traits?

This is your position in the marketplace and lets you stand apart from competitors. What makes you different. What makes you unique?

IT'S TIME TO SET S.M.A.R.T. GOALS



S.M.A.R.T. GOAL SETTING

S <i>Specific</i>	M <i>Measurable</i>	A <i>Attainable</i>	R <i>Realistic</i>	T <i>Time-Bound</i>

WHAT CHANNELS SHOULD YOU USE?



CHOOSING THE RIGHT CHANNEL & MINDSET



You don't need to be on every platform. If you are doing this yourself and not able to hire a marketing consultant, you just won't have time to create content for all of them by yourself. Target your efforts on the channels your target client base is active on.

And finally, don't wait for the perfect strategy to fall into your lap. Do something, then do it better. Schedule time each month to review how much your marketing activities contributed to the goal you set then cut out activities which are underperforming. Do more of what's working.

CHOOSING A DOMAIN NAME

Your domain name is more than your online address, it's your online identity and your public face of your brand. Important to consider the following when selecting a domain name.

Stick with .com

There are plenty of new domain extensions but .com is still the most memorable and credible extension.

Make it brandable

Select a domain that is memorable. Leave room to expand by picking a flexible domain name that can grow as your products or services you offer expand.

Easy to Pronounce

You should be able to easily share your domain name when speaking. Avoid hyphens, slang letters or numbers (Utube.com, net-flix.com)

Use a domain name generator

Searching for an available name manually can be very time-consuming. Try using Nameboy.com, it's one of the oldest and most popular domain generators.

Use a keyword in your domain when possible

Keywords play a huge role in search engine rankings. If you want your website to rank higher in Google, then having a keyword in the domain name can be helpful.

Avoid double letters

Double letters increase your chances of losing traffic due to typos. For example, a domain like businesssetup.com will be prone to typos and result in lost traffic.

MY DOMAIN REGISTRAR: _____

Login _____

Password _____



MY DOMAIN NAME(S): _____

SELECTING A WEB DESIGNER OR DEVELOPER

If you don't currently have a website or you are looking to update your current site and plan to source this work out, some important questions to ask are:

What's included?

Is website copy included or do you need to hire a copywriter? Is the domain registration, website hosting fee, google analytics, etc. included in the quote?

What's the process?

Timeline, Proofing, etc.

Is this individual a Website Designer or Developer?

Web designers and developers work together to create and maintain a website that works, but their jobs are different. Web designers work on the vision for a website: the user experience, the color scheme, the graphic design, and the content. They create a look and feel that supports the website's many purposes. Developers take the vision of a website designer and convert it into code. Often, the developer will recommend changes that make the site work better, taking advantage of emerging functionalities. They ensure the site works on different browsers and mobile platforms and determine how to maintain its security.

Ongoing support?

Will this individual maintain your site after the initial design? How much will they charge...that's usually a monthly fee. What type of errors and issues will you monitor, investigate and fix? How do you as the website owner write blog posts, make basic changes to images and text? Do you want to make small updates yourself or will this person be available every time you want to make a change.



SEARCH & DISPLAY ADVERTISING GOOGLE ADS

Having a great website helps you organically show up in search results, but you can also skip to the top of the page of results by using paid search ads that are linked to a set of keywords relevant to your business. These ads are also commonly referred to as PPC (Pay-Per-Click) since you pay for each click on your ad.

The most positive benefit of PPC is that it can start driving traffic to your small business website immediately. Getting an ad into that coveted top spot involves winning an automated auction that takes into account the PPC you bid on a given keyword as well as the quality of your site. Cost-Per-Click (CPC) is rising every year and platforms like Google Ads and Facebook are becoming more saturated. Be careful you don't max out your budget quickly with these campaigns.

Google ad network is made up of 2 networks (search and display)

- The Search Network: Google search results pages, other Google sites like Maps and Shopping, and search sites that partner with Google to show ads.
- The Display Network: Google sites like YouTube, Blogger, and Gmail, plus thousands of partnering websites across the Internet.

In general, when clients are restricted to a small budget, I recommend starting with the Search Network. This format is more likely to drive direct conversions, making it easier to measure and justify your PPC efforts. Once you've mastered Search, it may be advisable to expand to the Display Network, which can boost visibility, leading to an uptick in search volume for your business.

SIGN UP FOR GOOGLE ADS

Step 1: go to ads.google.com and click the blue "start now" button

Step 2: log into Google account (gmail) or Create an account.

If you want other people to be able to use your Google Ads account, (like colleagues or freelancer) you can invite them once you've created one.

Step 3: Click "switch to expert mode" if you aren't ready to enter your credit card or set up your first campaign.

Step 4: Click "create an account without a campaign"

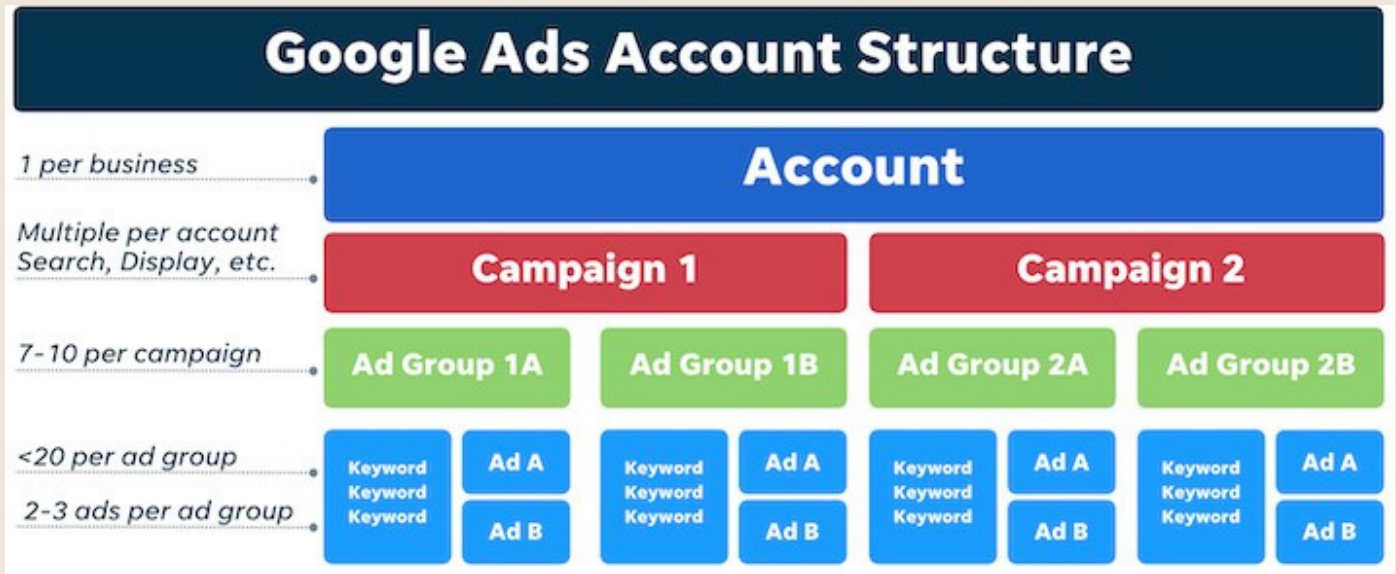
Step 5: confirm business details and click "submit"

Step 6: click "explore your account"

Step 7: explore your account, click on "New campaign" when you are ready to set up a campaign

GOOGLE ADS ACCOUNT STRUCTURE

Before you create your first ad, you should understand the 3 layer design of Google Ads:



Understanding the relationship between these 3 layers is important when creating your campaign.

1. Your Account – your account is associated with a unique email address, password, and billing information. If you are working with a freelancer you would give them access to your Google Ads account and the Ads will be billed directly to you.

2. Your Campaign – your ad campaign has its own budget and settings that determine where your ads appear.

3. Your Ad Group – your ad group contains a set of similar ads as well as keywords. Guidelines: create separate ad groups with relevant keywords and bids for each service. Max of 7-10 ad groups per campaign, max 10-20 keywords per ad group, max 2-3 ads per ad group. Google will automatically rotate those ads so they can find the best performing of those 2-3 ads.

LAUNCH GOOGLE SEARCH AD

Log into your newly created Google Ad account and select "Create a new campaign."

1. Select your advertising objective and choose a goal

The first step in creating a new campaign is choosing your advertising objective. After you choose this objective, you will be guided in choosing your goals. This goal will help you determine the best campaign type to reach your intended audience.

1. Sign in to your Google Ads account.
2. On the left-side menu, click Campaigns.
3. Click the plus button, then select New campaign.
4. Select your advertising objective for the campaign.
5. Scroll down, then choose your conversion goals and click Continue.
 - Click Add another goal to include more goals.
 - Click the delete button to remove goals.
6. Choose your campaign type and click Continue.

2. Select a campaign type

Your campaign type determines the places online where customers will find your ads. Each campaign type has a different setup and set of best practices. Refer to the guides included at the end of these instructions to finish setting up your campaign.

1. Select a campaign type. If you selected a goal, you'll be given the options for the best campaign types to achieve it.
2. If your campaign type has subtypes, choose one.
3. Click Continue.
4. You'll be taken to a new page to select your settings, set up ad groups, and create your ads. Follow the guides below to complete these steps based on your campaign type:
 - Search: Text ads on search results
 - Display: Image ads on websites
 - Video: Video ads on YouTube
 - Shopping: Product listings on Google
 - Discovery: Advertise within online feeds
 - App: Promote your app on many channels
 - Local: Promote your locations on many channels
 - Smart: Simplify your campaigns
 - Performance Max: Find high value customers across all channels

LAUNCH GOOGLE SEARCH AD (CONTINUED)

3. Set Budget & Bidding

Your maximum cost-per-click bid (max. CPC bid) is the most you're willing to pay for a click on your ad. By managing your bids, you may influence the amount of traffic your ads receive, as well as the Return on investment (ROI) they generate. With higher bids, your campaign is likely to receive more traffic, although you'll likely spend more money. With lower bids, your campaign is likely to receive fewer clicks and conversions.

TIP....If you're a beginner, try an average daily budget of US \$10 to US \$50. Check your account daily after applying a new budget to see how your campaigns have performed.

4. Enter Keywords, location and create text

Enter keywords separated by a new line. Keywords determine the search results where your ads are likely to show. Get ideas for keywords by entering your product or service under "Get keyword ideas." You can also use the Keyword Planner tool for additional guidance on selecting keywords.

Select keyword match types to control which searches trigger your ads. By default, your keywords will match to a broad set of related searches. To focus on specific groups of customers, you can add the following characters to your keywords to change how they match to searches:

- Phrase match: Add quotation marks " " around your keyword to match it to a phrase and its close variations.
- Exact match: Add brackets [] around your keyword to more closely target exact searches.
- Negative keywords: Add a minus sign - in front of your keyword to exclude searches.

Try Keyword Planner to get traffic estimates, like estimated clicks, estimated impressions, or estimated average CPCs for your keywords. These estimates can help guide your decision on which bids and budgets to set.

5. Review, Publish and Monitor

Once you publish, make a note to check back on a weekly basis to check the results and make changes as needed.



EMAIL MARKETING

Once you build up your list of leads, contacts, subscribers, or past customers, email marketing is a great way to connect with your audience and keep your small business at the top of their minds. Email marketing has the potential for major return on investment because it gives you a direct line to your customer or potential customer's inbox. That's just not the case with social media platforms where your reach is limited by algorithms.

Email marketing allows you to directly drive interest in new products or services and consistently promote your updated content. When planning your digital marketing campaigns, email marketing should be at the top of that list.

Things to consider before launching your first email campaign:

1. Secure a Business Email

A domain-based email will help you look professional online and increase delivery rates.

2. Use an Email Service Provider

Sending through Gmail or personal emails will result in many emails going straight to the spam folder. So it's important you use an email service provider such as Mailchimp or Constant Contact.



VIDEO MARKETING

Video content is a useful tool when it comes to helping potential buyers learn about a product or service. According to a recent study, 94% of marketers say using video content has helped increase user understanding of a product or service. Customers will only buy your product when they understand what it does and how it will help them.

If you have a video that is performing well, consider promoting on YouTube. Since Google owns YouTube, you simply create a new campaign in your Google Ads account and set the campaign type as "video." Follow the same steps as before but when selecting Ad Group consider the following:

- Choose "Standard" ad group type to create skippable in-stream ads
- Choose "Responsive" ad group type to show multiple formats like "video discovery" ads shown when scrolling the feed.





SOCIAL MEDIA MARKETING

THE ROLE OF SOCIAL MEDIA and CONTENT IN BUILDING INFLUENCE

The more your audience trusts you, the more you can influence them to take action.

You can't have influence unless people trust you

You can't build trust if people don't like you

You can't get people to like you if they don't know you

Social media build the know, content builds the like, authenticity builds the trust.

The number of active social media users has increased from 5 years ago at 3.1 billion to 5 billion today. That means that around 40% of the people active on social media today were not active 5 years ago. This shows that how quickly over time social media changes.

5-10 years ago social media used to generate a certain amount of website traffic for companies. Now, if you look at your google analytics, it is hard to find a company that is generating a lot of organic social media traffic. The statistic will continue to go down over time. Social Media is not a place where we are going to generate a lot of traffic back to your website directly so we need to look at it and set expectations differently.

If we think digitally and go back to those different channels of digital marketing, where people develop a digital perception of your brand (website, search engines/google, email, or social media) of all of those clearly, the biggest place where brand perception is happening is social media. That's why it's so important for small businesses ...even if your social media doesn't perform well...to continue to publish organic content and to try your best to be seen in the feed.

EMERGING DIGITAL MARKETING TRENDS FOR 2023



THE USE OF ARTIFICIAL INTELLIGENCE (AI)

There is a very quickly emerging trend (over the last 2 months) – ChatGPT.

- ChatGPT (Chat Generative Pre-trained Transformer) is a chatbot launched by OpenAI in November 2022. It can write code, write articles, translate, debug computer programs, or write a story.
- Jasper.ai (content research and/or writing assistant that is rapidly taking off)
- These platforms will continue to evolve and become better and better over time and it's something to keep an eye on.
- Experiment with AI – it is emerging, we don't know where it's going but it's here to stay.



SHORTFORM VIDEOS

The numbers of people watching shortform videos is enormous! 100% of tik tok with the exception of live stream is short form video. It is said on Instagram that every user is consuming reels at some point. And we know how aggressive Instagram is at showing us reels. And even youtube we are starting to get info that youtube shorts are being seen by a majority of youtube users. So, you put this together and you have 3 different social networks each with over a billion people that are actively consuming short form video and that consumption is increasing!



INFLUENCER MARKETING

Inciting word of mouth through the use of influencers is rapidly becoming a widely used means of marketing. Paid ads do not incite word of mouth because there is nothing social about them. If you really want to use social media the way it was originally intended, engage your fans or top followers and employ an influencer marketing strategy.

THANK YOU FOR ATTENDING

YOU CAN'T HAVE INFLUENCE UNLESS PEOPLE TRUST YOU

YOU CAN'T BUILD TRUST IF PEOPLE DON'T LIKE YOU
YOU CAN'T GET PEOPLE TO LIKE YOU IF THEY DON'T KNOW YOU

SOCIAL MEDIA BUILD THE KNOW,
CONTENT BUILDS THE LIKE,
AUTHENTICITY BUILDS THE TRUST.



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