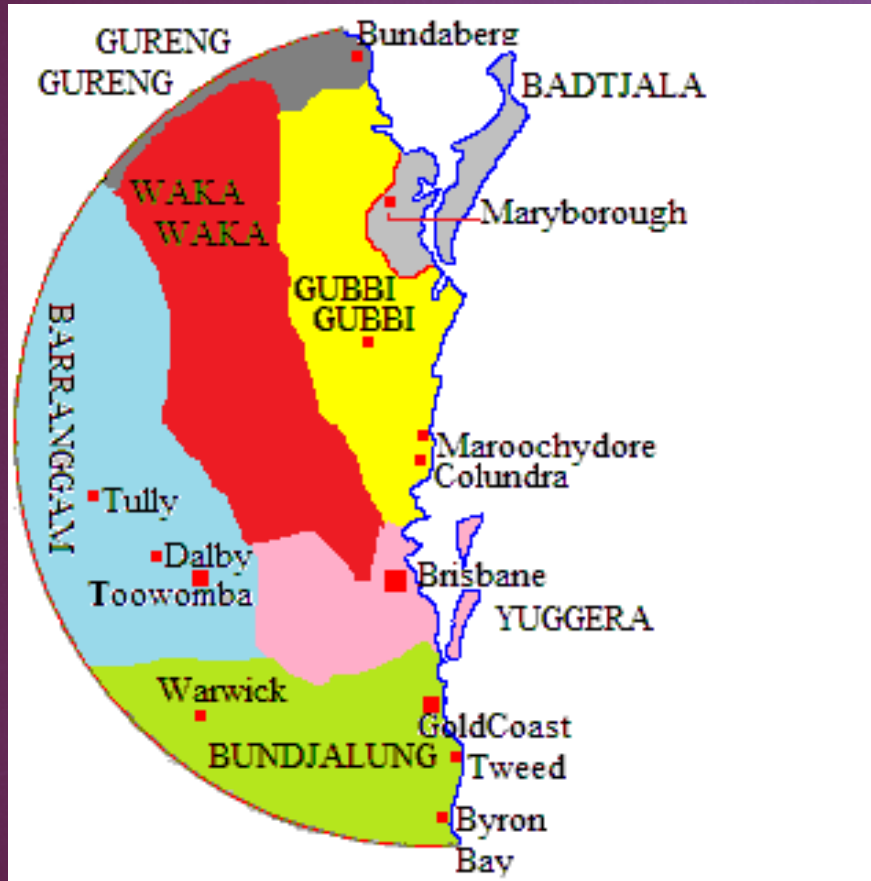




DIGITAL MARKETING:

Everything you need to know to build your marketing
blueprint!

ACKNOWLEDGE TO COUNTRY



- We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians

WHY ARE YOU HERE?



Generate better pre-qualified leads



Increase sales conversion



Create more referral partners



Stronger relationship with database

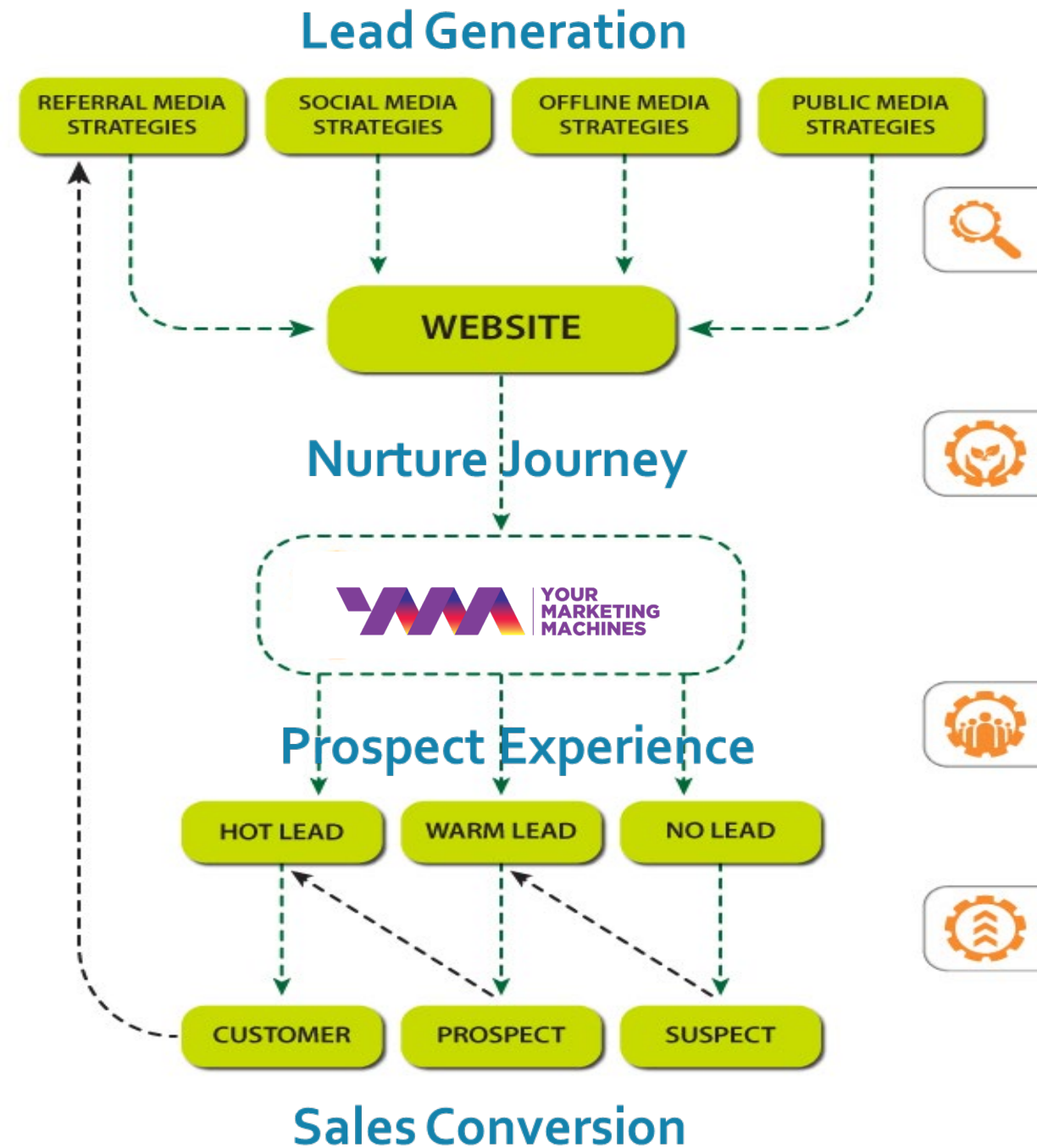


Seek cross-promotional opportunities



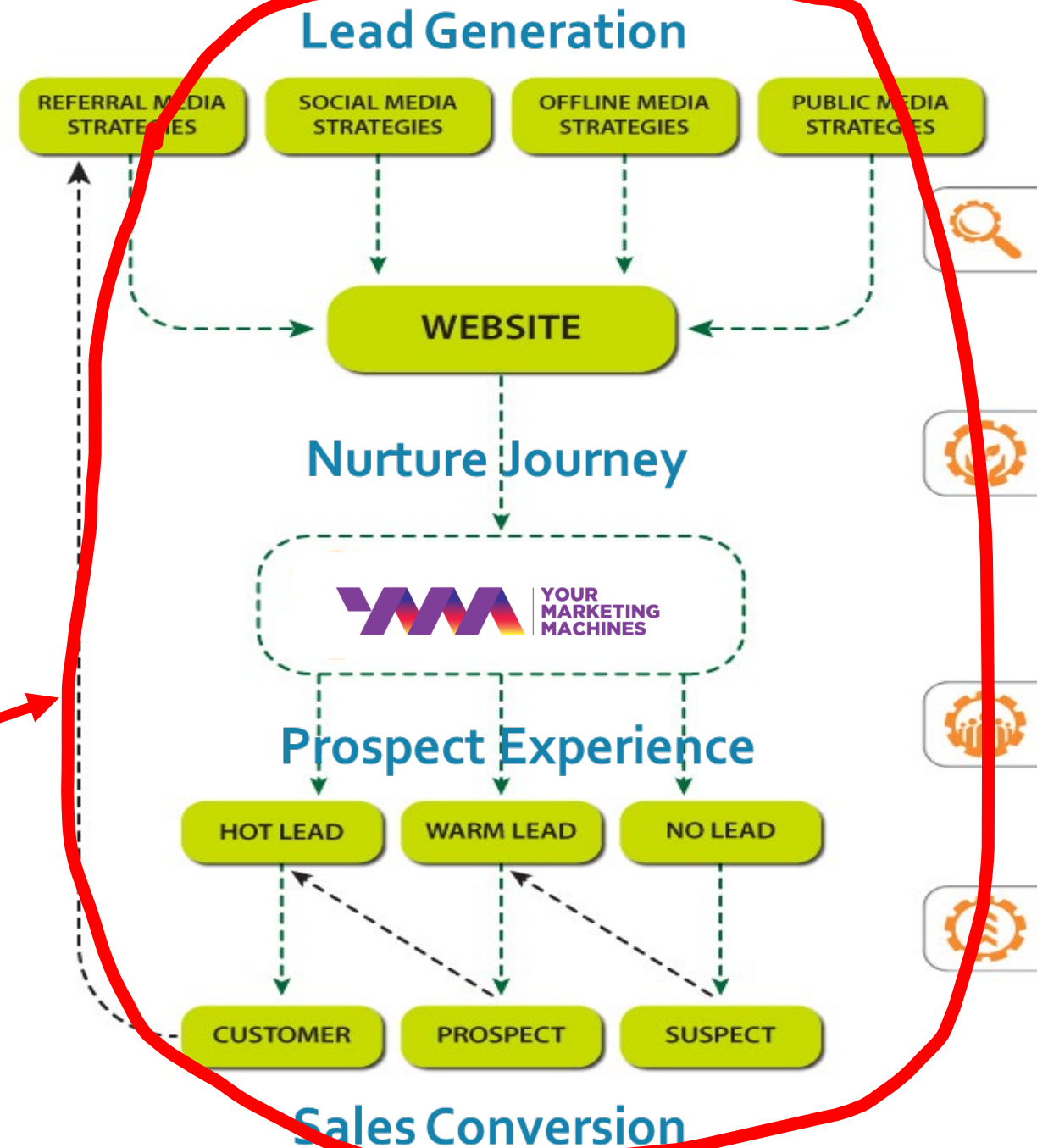


**THE POWER OF
LEVERAGE!**





**THE POWER OF
LEVERAGE!**



YOUR GOAL....

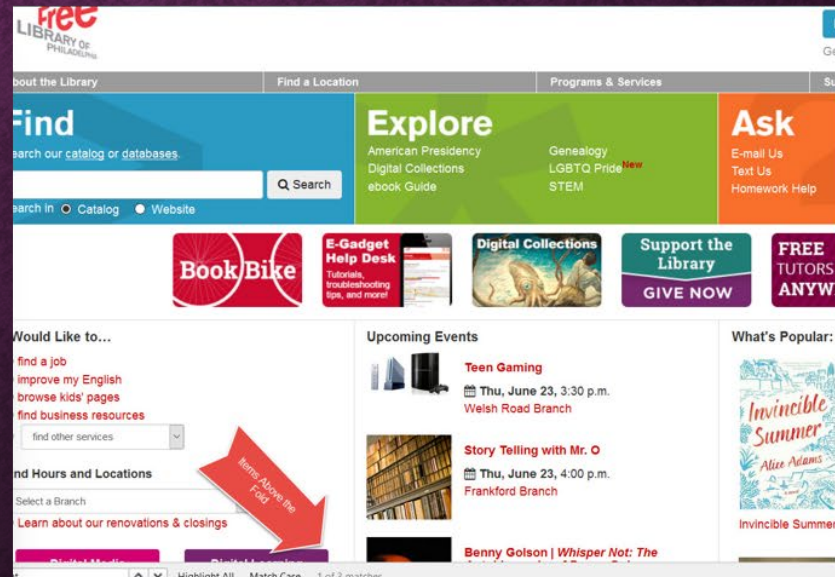


A TO Z OF MARKETING

A TERMS...

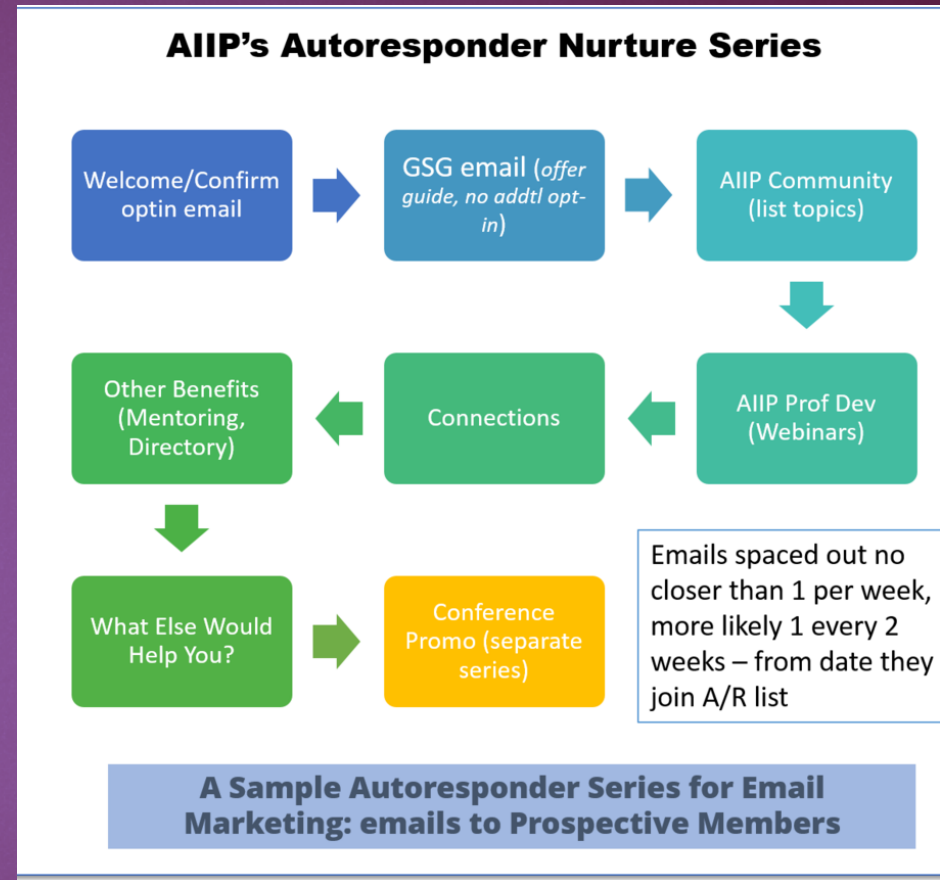
Above the fold - term refers to the days of print newspapers where the primary or leading story was positioned above the horizontal fold across the newspaper.

In Web terms, it means copy or images that appear on a page before the user needs to scroll



- Automation – software tools to help streamline tactics, workflows, communication to save time and money. Great for repetitive tasks or mass communication

- Autoresponder – part of an email service that allows you to send out pre-scheduled messages to your email list, often in a series of emails.





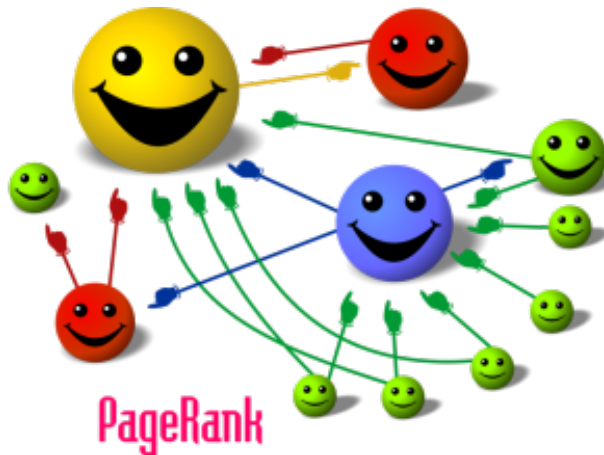
- Avatars – aka personas; a collection of demographic, psychographic and attributes to describe some subgroup, particularly of your target audience
-
- Awareness - the degree to which a person can easily recognize and identify (unprompted) an organization or brand



AUDIENCE – AKA “TARGET MARKET” YOUR AUDIENCE IS THE GROUP OF PEOPLE YOU’RE TRYING TO REACH WITH YOUR MESSAGE.

THIS IS USUALLY BROADER THAN JUST YOUR CUSTOMERS AND INCLUDES OTHER PROSPECTIVE BUYERS.

B TERMS...

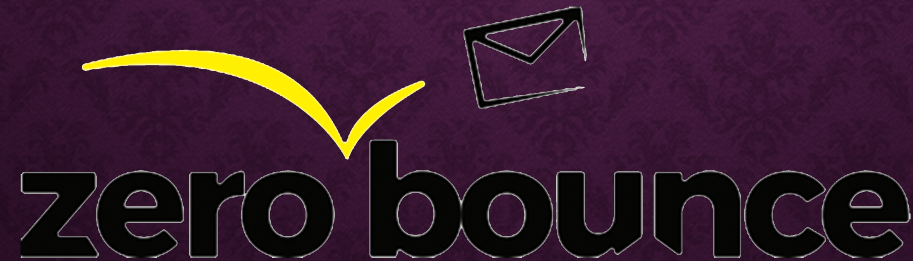


- B to B/B to C – Used to describe the main group your product is reaching whether Business to Business or Business to Consumer
- Back links – incoming links to your website from another website. An important part of your marketing strategy

- Bounce Rate Website - Percent of visitors to your/page who navigate away from that page after viewing only that page.

THE GOAL: you want as low a bounce rate as possible

- Bounce Rate Email – Percent of contacts who are unable to open your communication because they are either a Hard or Soft bounce




- Blog – an online journal or informational website. Used to increase Google rankings, show you as an expert and is usually displayed in the reverse chronological order



C TERMS...

- Call to Action (CTA) – ask the reader to do something/take action.
This could include:
 - Fill in a form to receive a downloadable or to receive a reward
 - Newsletter signup/365
- Case Study – for content marketing, share the story of one of your clients, customers, patrons
- Channel – refers to types of media: print, radio, social media.
Also refers to the distribution of products



A 3D rendered robot character, Charlie Chatbot, is shown from the waist up. It has a grey, cylindrical body with a black band around its neck. Its head is a simple grey dome with a single black circular sensor on the left side. It has two long, flexible, grey arms and two thick, black, cone-shaped legs. A large, light blue speech bubble with rounded corners extends from its mouth area towards the right side of the frame. Inside the speech bubble, there is white text.

Chatbots – a piece of software that conducts a pre-set conversation to gain pre-qualified leads and/or sales

**MEET CHARLIE CHATBOT, YOUR
MESSENGER MASCOT**



Click Through Rate (CTR) – the number of people who **CLICKED** a link vs. who just saw the link and took no action



Content – any piece of information you share with readers. Could be instructional, educational, entertainment or persuasive in a variety of different formats



Content Management System (CMS) – a framework that allows users to develop, add, edit and manage website content via a common user interface. E.g. Drupal, Joomla, WordPress, Moodle etc



Conversion Rate – the number of people who take a desired action/convert to the next stage of process with you. E.g. website hit to fill a form; download a document from your site; sign up for an event; initiate a conversation



Copywriting – content written in order to promote something or inspire action with the goal to persuade, through compelling, engaging and targeted writing



- Cost Per Action (CPA) – an online advertising model where the person buying pays only for the specified action (i.e. a click, impression, a sale)


- Cost per Click (CPC) – an online advertising model where the advertiser pays a pre-set amount whenever the ad is clicked

- Customer Relationship Model (CRM) – often refers the software designed to help you keep track of contacts, leads and customers at different phases of interaction with your organisation

Data Collection – information collected to assist you in all aspects of decision making. Includes: demographic, infographic, geographic and psychographic data



Distribution – how products, services are delivered to your end user



Direct Mail (DM) – targeted advertising or news delivered to prospects, customers etc via postal mail. Still a very effective marketing strategy

D TERMS...

E TERMS...

- Email Marketing – communication to your database via email. Still an effective marketing strategy
- Engagement – popular social media metric to describe or measure amount of interaction. E.g likes to your Facebook page; comments on a post; tweets
- Event Marketing – promotional strategy linking to a specific event. E.g. expo; trade show; festival
- Evergreen content – a gardening analogy to describe types of content: Annuals – content that is restricted or time-based; Evergreen – content which is timeless



F TERMS...

- Focus Groups – a way to gather qualitative research from your potential audience usually through guided questions or exercises
- Funnel – the process of a prospective customer through phases of commitment from a lack of awareness to purchaser
- Frequency – number of times a person is exposed to media or paid ads over a specific period of time

G TERMS...

- Geotargeting- a way of detecting a website visitor's location and using that info to serve targeted, location-specific messages, ads, coupons or content. E.g. Superbowl
- Guerilla Marketing – a marketing tactic or technique considered to be 'unconventional', usually a low cost initiative designed for **MAXIMUM IMPACT**



Headline example.

Subhead example.

Xero etummolor sustio er sum augue core mod molobortion ullam hent vel. Ut nonsequat, quatumsan eraeseq uipit, velent in henim quamcon sequat. Um zzril eliquissect tin ut wismod doluptat. Duisim dolorem zzrit, vent la autat lum eu faciliqui bla feu faccum nim vullutatuer at vel iurem ipsusci blamet iure eleniam, si bla consent praeseq uismod dolobor irit lumsandre etueriu roerstrud esed dolor susto con hent veniamc ommodia tincip el ex elesequat, quat. Ut utpat, consequisit acipit lut adiamcommod tat ad te facipit lutat. Obor at cuipit, quipsum illam, quat nibh eugue vulla facip.

H TERMS...

- Headline – the attention-getting sentence at the top of the page to draw a reader in and entice to read further
- Heat Map – a graphical representation (usually with warm-to-cool spectrum) to show varying degrees of a single measure

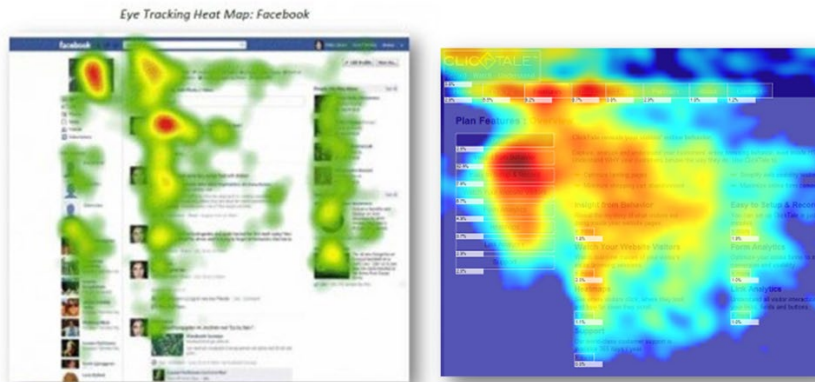


Figure 1

Eye tracking heat map

Mouse movement website heat map

I TERMS...



- Impression – one instance of an online ad being ‘displayed’. WARNING: doesn’t guarantee it was seen
- Inbound Marketing – draws visitors, potential customers towards you or your site
- Influencer – person whose views or platform can influence the attitudes and behaviours of others
- Incentives – something offered to reward or motivate



J TERMS...

Wow! Other than JARGON there are none!

Lets Take A Breather!

K TERMS...

- **Keywords** – are words and phrases in your web content that make it possible for people to find your site. Works well for organic ranking strategies

L TERMS...



- Landing page – a single web page which traffic is diverted to for the purpose of a single action. E.g. a webinar registration page; an email opt-in offering an ebook etc
- Layout – the physical design or format of a physical piece of marketing material showing placement of content, visuals etc
- Lead Magnet – an enticing, educational free resource offered to visitors in exchange for their data (name, email, postcode). Content is usually emailed with further follow-up
- Lifecycle – stages or phases to describe the evolution of the relationship between you and your audience

M TERMS...



MARKETING
ASSETS – ITEMS
YOU CAN USE
TO LEVERAGE
OR GAIN
BENEFIT FROM
IN YOUR
MARKETING
STRATEGY



MARKETING
MIX – MIX OF
TACTICS,
CHANNELS,
VARIABLES
THAT IS USED
TO ACHIEVE
DESIRED GOALS



METRICS – A SET
OF
MEASUREMENTS
TO HELP
QUANTIFY
MARKETING
ELEMENTS. E.G.
SEO METRICS –
OVERALL TRAFFIC,
SEARCH ENGINE
TRAFFIC,
CONVERSIONS
ETC



MOBILE
MARKETING –
72% OF SEARCH
IS DONE
THROUGH A
MOBILE DEVICE.
REFERS TO
OPTIMIZING YOUR
MESSAGES, SITES
ETC TO BE
VIEWED ON
MOBILE



MULTICHANNEL –
INTERACTING
WITH A
CUSTOMER VIA
CAMPAIGNS
DESIGNED TO
APPEAR
SIMULTANEOUSLY
ACROSS MULTIPLE
CHANNELS

Newsjacking – taking advantage of, a breaking news event or hot trend in a news cycle to insert your brand. Requires fast action and tread carefully

Newsletter – either printed or email, providing newsworthy information to your database. Great way to engage and understand buyer behaviour

Niche – specialisation, segmentation of your overall audience.
WARNING! Attempt once you have an already established network

N TERMS...

O TERMS...



Offer – in content marketing refers to high quality content that is ‘gated’ behind a password or requiring email subscription



Opener – the part of content or copy that comes after a headline



Opt-in/opt-out – request from readers to receive your information and notification of when they no longer want to receive information



Organic Search Results – listings in search engine results that were not paid for

P TERMS...

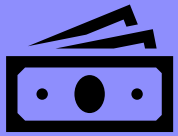
- Positioning – how you want your organisation to be perceived and received in the market space
- Power Words – emotionally charged words or phrases. Often used to set a scene, create a mental image, inspire, persuade etc
- Promotion – can have several meanings:
 - 1) Refers to techniques to advertise you
 - 2) Type of communication which offers a special price, discount etc



Q TERMS...

Lets Take A Breather!

R TERMS...



Rate Card – document detailing prices for paid ad placement options



Reach – the number of people or households exposed to a specific piece of paid advertising



Relationship Marketing – marketing designed to develop, manage and maintain long-term, trust-built relationships with users, suppliers etc



Responsive Web Design – website that automatically adjust to fit any device and show content in a way optimised for the device. E.g. mynaturopathchristos.com

R TERMS...

- Return on Investment (ROI) – benefit from funds invested in a particular resource or action

WHAT ARE YOU IN BUSINESS FOR?????

S TERMS...

- Search Engine Marketing (SEM) – paid search result placements or ads; sometimes referred to all search-marketing activities, paid and organic search efforts
- Search Engine Optimisation (SEO) – the idea of being able to ‘optimise content’ in order to gain more favourable positioning in search results
- Segmentation – dividing your database into specific sub sets
- Social Media Marketing (SMM) – tactics as part of an overall marketing strategy or plan that uses social media platforms to build interest, awareness of your brand



Social Proof – based on proviso that people will take on board others' testimonials, reviews and recommendations before making a decision

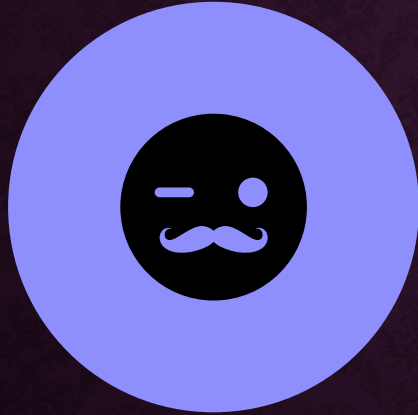
Split Testing (A/B Testing) – a method used to conduct a controlled test over marketing variables such as email subject lines, content, website headers, opt-in offers etc to determine which will give the better result

Strategy – the plan for how your organisation aims to meet its marketing goals

Style Guide – a resource to document aspects of branding, communication, design and marketing

S TERMS...

T TERMS...



TAGLINES – ALSO CALLED A
SLOGAN, A BRAND LINE,
CATCHPHRASE



TESTIMONIAL –
RECOMMENDATION OR
REFERRAL

Unique Visitor – web measurement/analytic term; the number of visitors to a site , each counted only once, who visit a site over a 30 minute period as measured by your stats



User Generated Content (UGC) – content created by your users, audience, fans and shared online

U TERMS...

V TERMS...



Video Marketing –
incorporating
video-based
promotional
content for a
product or service
into your
marketing plans

Voice Over (VO) –
the voice of a
person reading a
script over a radio
or TV ad, or over
presentation
slides

01

Webinar – a learning or training experience conducted using web-based software and often with visuals, presentations

02

White Paper – shorter than an e-book, well written, researched paper, guide or report to address

03

Widget – web term, a small piece of software built into site or interface to give additional, discrete function, personalisation or added content

04

Word of Mouth (WOM) – the act of sharing news, communications, recommendations or referrals of a product or service by informal oral or written communication

W TERMS...

X, Y, Z TERMS...

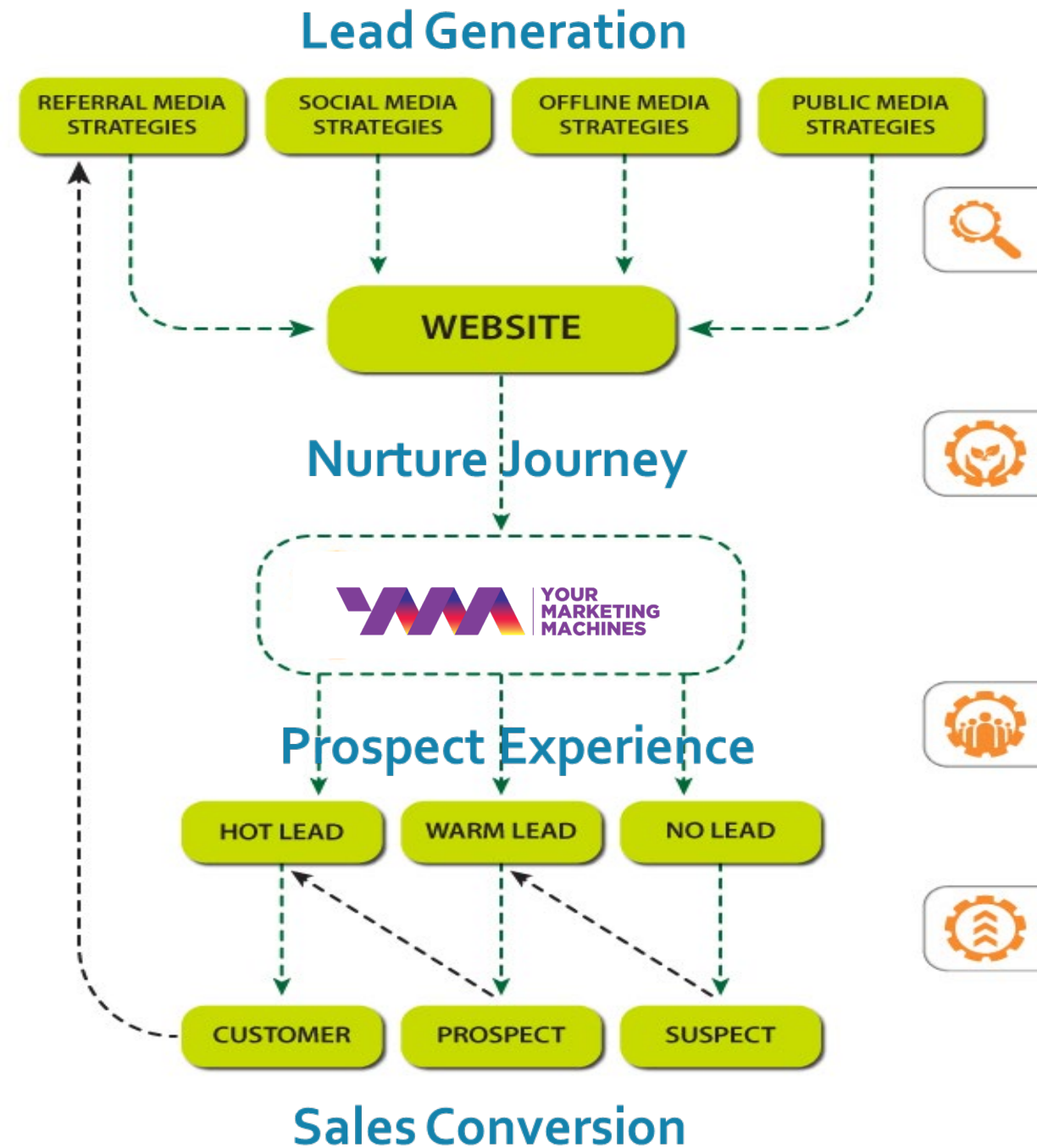
- eXtensible Markup Language (XML) Sitemap – website term for file with all the URLs on your site, like a map that helps search engines to crawl your site more intelligently
- You – as in marketing messages need to say ‘you’ and talk from the First instance
- Zero Cost Strategy – a decision or tactic that doesn’t have any \$\$\$ costs or expenses attached



DID YOU SURVIVE???



**THE POWER OF
LEVERAGE!**



Review your current
marketing strategy
– what is working &
what isn't

Identify your
marketing assets –
what can I leverage

Build database –
data, data, data

Content is King!
Context is Queen!

NEXT STEPS...

A long-exposure photograph of a multi-lane highway at night. The image shows vibrant, colorful light trails from vehicles, with white and blue trails on the right side of the road and red, orange, and yellow trails on the left. The road curves into the distance under a dark sky.

THANK YOU!

andrea@yourmarketingmachines.com.au