

Enhancing Your Proposition Online

Crafting your Digital Marketing Strategy



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with clear and measurable objectives
will be the key to your success.”

Are You Adding Value Online?

An online value proposition describes how your online presence adds value for existing customers and potential new clients. It demonstrates what you can offer in terms of content, products, services and experiences to engage customers online.

People are twice as likely to visit a website than they are a physical location. And once on your website, you only have seconds to grab their attention.



Users often leave a web page within 10-20 seconds, but pages with a clear value proposition can hold people's attention for much longer." - Neilson Norman Group

In today's fast paced world, people are time poor and they have access to a lot of information online. We are bombarded with advertisements and marketing messages to the extent where we can expect to see between 4,000 and 10,000 advertisements each day.

As users rush through web pages, they only have time to read a quarter of the text on the pages they visit. Unless your message is clear, focused and strategic, little of what you say will get through to potential customers. But with a clear value proposition you can hold people's attention for much longer.

In order to create your online value proposition, you need to answer the following questions for your website visitors:

1. **What value does this give me?**
2. **What makes this business stand out?**



Why Do People Leave Your Website?



1. Your value proposition is not clear

If your value proposition is not clear, people won't know what value you can offer them or how you differ from the competition.

2. Your design is outdated

In a recent study on websites, 94% of people attributed their uneasiness of a website to design. It matters. If your design is outdated, it's time to redesign it.

3. Your content is difficult to read

Make your website content easy to read, in legible fonts and formats. Avoid over-use of jargon.

4. Your website is too slow to load

40% of people abandon a web page if it takes more than three seconds to load. Even a one second delay can decrease customer satisfaction by 16%.

5. Your product benefits aren't clear

If you're not clearly stating the benefits of your products and how they can solve customers' problems, you're not going to move people down the sales funnel.

6. Your website is not responsive

Your website should be built to be compatible with multiple technology devices such as mobile phones and tablets. 30% of shoppers will abandon a website if the experience is not optimised for mobile.

7. They don't get what they expect

Don't lead people to your website by way of misleading gimmicks. If users feel like they're being misled, it will only annoy them and give them a bad impression of your business.

8. They don't know what to do

80% of small businesses lack a call to action on their website. If people are consuming content on your web pages, prompt them to take a desired action. This might be 'Call us' or 'Find us on the map'.



8 Steps to Crafting Your Digital Marketing Strategy



Having a proper plan behind your marketing efforts will mean all activity is strategic and measurable.

1. SET OBJECTIVES

Define your overall business mission/objective first. Your digital marketing plan must fit into your grand plan. Ask yourself what you want to achieve in the next 6 months, 1 year, 5 years. Then define your digital marketing objectives. What is the overriding objective you want your digital marketing efforts to achieve?

2. KNOW YOUR AUDIENCE

It's important to know what audience you're trying to reach online. One of the main benefits of digital marketing is that it can be very targeted. We can find out a lot about the people who are interacting with the internet, our websites and our social media pages. Make use of all the information available to you.

Firstly look at your customer base and see who your 'typical' customer is. Who are the people who are currently buying your products?

Do bear in mind that your 'typical' customer might not be the person who's consuming your information online. There's a free tool called Google Analytics that can give you an abundance of information on who's visiting your website with details on demographics, gender, location and even interests.

Create your ideal customer profile. If your ideal customer walked into your office what would they look like? What age would they be? Where would they live? Start with the basics and note down all the demographic information on your target customer. Then dig deeper. Delve into their desires, goals, aspirations and fears. By identifying their problems you can start to target potential customers.

3. CHOOSE YOUR CHANNELS

Owned media is all the web properties that you have full control over. Examples include your website, blog and social media platforms. The primary goal of owned media is to continue providing value to leads. The more owned content you have, the more chances you have to grow brand presence in the digital sphere.

Paid media is exposure that you pay for. You can pay for ads on Google, on social media channels or you might pay to put a content piece on a large media website such as a newspaper.

Earned media is media exposure you've earned through word of mouth. Whether it's content you've created or a social media post, earned media refers to the recognition you receive as a result of producing that piece of digital content. It essentially takes the form of mentions, shares, reposts, reviews, recommendations or content picked up by third party sites. This ultimately helps to introduce you to new leads as people are most likely to believe people that are similar to themselves.

All three elements, owned, paid and earned are important to a digital marketing strategy. It's up to you to evaluate these three themes and decide where to allocate your resources to make the most sense for your brand.

Media Channels



Web properties

- Website
- Mobile Site
- Blog site
- Social Media Channels

SEO and good content drive owned and earned traffic

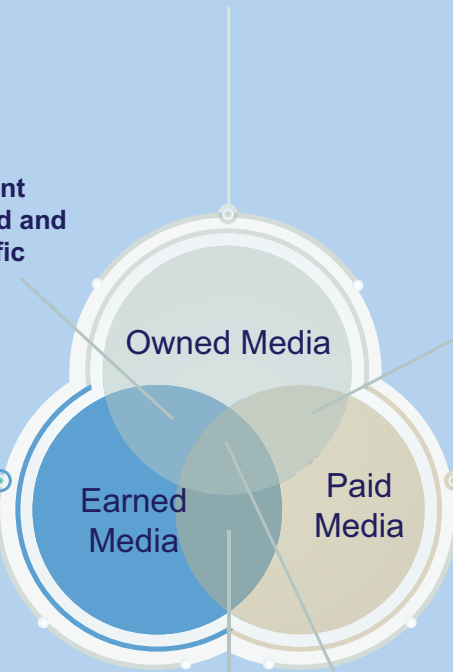
A combination of SEO and advertising can drive traffic to web properties

Sharing

- Mentions
- Shares
- Reposts
- Retweets
- Reviews

Advertising

- Paid social media
- Google ads
- Display ads
- Retargeting ads
- Paid/sponsored content promotion
- Paid influencers



Paid promotion can drive engagement

Levering earned, paid and owned for a comprehensive digital marketing strategy

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4. CRAFT YOUR MESSAGE

Create content that addresses buyer persona pain points. Relevancy is the key to success on any medium and digital is no exception.

Do people understand your products well?

Perhaps before they make a decision to purchase, there's an education piece to be done.

What needs do your products meet?

Are they providing reassurance for your customers? Produce content which addresses the concerns of your target audience.

Is your content relatable?

Instead of talking directly about your products, try to relate to the desires, goals and fears of the audience. Make sure you're speaking peoples' language. Keep it basic.

Set a timeframe for your message

When does it make sense to send it out? Is there a particular time of the year for instance? Is there a particular day of the week or a particular time of day?

5. IDENTIFY YOUR OBJECTIVES AND SET TIMELINES

If you're going to do any piece of digital marketing activity, you should wholeheartedly commit to it. Commit time, money and resources.

Set a timeframe

Be it two weeks or two months – have an end date in mind. Without an end date, you cannot effectively measure and refine.

Set a budget

The budget will depend on your requirements but could be used to promote social pages and posts, Google advertising or sponsored content. Most social networks will only charge for 'clicks' so you only pay for the number of clicks on your ads. Start small if you're more comfortable with that, and once you start to see a ROI, you can invest more into the channels that are working best for you.

Assign personnel

What personnel have the bandwidth to take on some of these tasks? Will you be doing it yourself and if so how much time can you give? Do you see the value in this but don't have any free time, resources or expertise? Then perhaps you need to look into outsourcing.



6. SET KPIS AND DEVELOP CALL TO ACTION

Setting goals or KPIs can help motivate and give purpose to the strategy. They should be based on your business objectives. For instance, if your aim is to get new leads, your main KPI will be conversions on your website.

Develop call to action (CTA) for all your activity. What is a call to action? It's an image or text that prompts visitors to take action such as like/share, visit website or contact us. CTAs should direct people to do what you want them to do and go where you want them to go. A good CTA should be attention grabbing and help lead a potential customer further into your marketing funnel.

7. MEASURE AND REFINE

There are lots of free tools that you can use to measure your digital marketing campaigns. One of the most useful is called Google Analytics. So what can you learn from Google Analytics?

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Google Analytics

- What pages people on your website are visiting
- What they're doing on those pages
- Who they are – their age, gender, interests
- Where they've come from – be that Google or social media or another source
- What device they used to access your website
- Where they are geographically
- What actions they're taking on your website



Google Tag Manager



Another useful tool is Google Tag Manager. It is used to quickly and easily put snippets of code on your website to track actions. Those actions can then feed back into Google Analytics in the form of events such as someone clicking on your phone number on their mobile phone to call you.

Once you have your measurements tools in place you'll have access to the information you need to refine and optimise! Given the dynamic nature of digital media, you will be lucky if everything goes the way you planned. Most likely, you will have to evolve your strategy and that requires constant evaluation and optimisation. Defining your objectives and metrics, mentioned in step 1 will help you to continuously optimise the performance of your digital marketing campaigns.

Google AdWords is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results.

With Keyword Planner, you can find new keyword ideas for your Search Network campaigns that are relevant to your product, service and target customers.

8. BRING IT ALL TOGETHER

Once you have all the elements of your campaign thought out, bring it all together and document it. A well-crafted digital marketing strategy, with clear and measurable objectives, will be the key to your success.