

Your guide to Digital Marketing Workshop Day

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Please take any spare time today to sign up to the Social Media accounts mentioned in the pre workshop email.

After going through the homework you will be convinced about how website design can really help your visitor to navigate your site in a more constructive manner.

Landing Pages

Taking what you have learnt return to your wordpress site and go to the Landing Page Plugin.

Preview	Landing Page Title	Variation	Testing Stats (Title Stats)	Visits	Conversions	Conversion Rate
	Copy of Ebook Download Landing Page	A	320 visits with 46 conversions 14%	646	131	20%
		B	326 visits with 85 conversions 26%			
	Ebook Download Landing Page	A	155 visits with 27 conversions 17%	312	82	26%
		B	157 visits with 55 conversions 35%			
	Content Offer Landing Page XYZ	A	230 visits with 47 conversions 20%	1063	182	17%
		C	235 visits with 59 conversions 25%			
		E	233 visits with 53 conversions 23%			
		F	235 visits with 13 conversions 6%			
		G	0 visits with 0 conversions 0%			
	Webinar Landing Page XYZ	A	35 visits with 0 conversions 0%	75	15	20%
		B	40 visits with 15 conversions 38%			
	Mailing List Signup Landing Page	A	1 visit with 0 conversions 0%	2	0	0%
		B	1 visit with 0 conversions 0%			

The Inbound landing page plugin can help you test how a landing page performs depending on its style and design. Will a red page perform better than a blue page, what content works best and how much does your copy affect your lead generation, Landing pages can help you decide on what works best for you by offering simple feedback with analytics.

Task

Create or adapt a simple landing page. Think about design of the page and include a form for people to complete.

Video Resources

Landing Page – video https://www.youtube.com/watch?v=-VuaBUc_yfk

Social Media

Social Media just won't die or go away, in one form or another it is here to stay forever

It represents what we as humans do in its simplest form – we love to communicate; our ideas, our thoughts, our hopes, our desires and failures.



Starting out with Social Media

Social one of the things that most businesses and people miss about social media is that it is Social, it is a two way conversation, it's not purely one way communication, sending messages out and hoping they are heard. It's about listening, praising, viewing, engaging, advising, mentioning, commenting but never correcting grammar. It is social as we are social.

Social Media is about community – building a community around you, your products, your content be that music, video, blog posts or photos. You do not know what you are doing is good until someone tells you so.

Every minute people upload and share – not in isolation but to receive feedback and recognition for the work they have done. Social media platforms are growing and growing as people gather around shared content and become a community.

In the world within which we live for our parents community was about church fetes, close knit families, popping round to see the neighbours but for us our communities are made up of our colleagues at work, the regulars in the local pub or bingo night, the people we know from the gym - these are our communities of interest with whom we share common interests. These form the basis of our social media community.

DIFFERENCES BETWEEN CLASSIC MARKETING & SOCIAL MEDIA MARKETING		
CLASSIC MARKETING	MARKETING ASPECT	SOCIAL MEDIA MARKETING
UNIFORM, STRUCTURED, CLEAR ADVERTISING CAMPAIGNS, SERVICE OFFERS	TYPE OF MARKETING	DISSECTED, SPREAD, UNCLEAR STATUS UPDATES, TWEETS, AD CAMPAIGNS, PLAN ARTICLES, COMMENTS, COMMUNITY POSTS
UNIDIRECTIONAL INFORMATION SPREAD BY COMPANY (ACTIVE) CUSTOMERS, CONSUMERS ONLY LISTEN (PASSIVE)	DIRECTION OF COMMUNICATION	BIDIRECTIONAL/DIALOG BOTH COMPANY AND CUSTOMERS TALK AND LISTEN (BOTH ACTIVE)
LONG-RANGING AD CAMPAIGNS ARE PLANNED BOTH OVER AND FOR A LONG PERIOD OF TIME	SCHEDULING	SPONTANEOUS AD CAMPAIGNS NOT PLANNED (ON BEHALF) BUT REACTING TO COMMENTS AND REQUESTS
WELL CONSIDERED & REVIEWED COMMUNICATION ONLY BETWEEN COMPANY AND CUSTOMER, BACKGROUND IS KEPT SECRET	COMMUNICATION WITH CUSTOMER	FAST, PUBLIC REACTIONS TO COMMENTS ARE IMMEDIATE AND EVERYBODY CAN READ THEM
DURING WORKING HOURS NO SUPPORT BEYOND REGULAR WORKING HOURS	AVAILABILITY	PERMANENT READINESS TO REACT TO COMMENTS AND CUSTOMER REQUESTS
SPECIFIC OPTIMIZED FOR CERTAIN TARGET AUDIENCE AND MARKETS	SCOPE	PERMANENT AVAILABLE FOR EVERYBODY, EVERYWHERE
ANALOG SIMILAR CAMPAIGNS ASSURED LEGAL POSITION	WEALTH OF EXPERIENCE	ALTERNATING, INNOVATIVE CHANGING TECHNIQUES, EXPERIMENTAL, NEW MARKETING CONCEPTS, IN ASSURED LEGAL POSITION
CONSUMER PROTECTION AND COMPETING COMPANIES	SUPERVISION	USERS, PLATFORMS AUTHORITY FOR CONSUMER PROTECTION, COMPETING COMPANIES, PLATFORM OPERATORS AND USERS
FORMAL, LEGALLY SAFE STRICT "MARKETING LANGUAGE", READY MADE FULL SENTENCES	LANGUAGE	GENUINE, DIRECT NO READY MADE SENTENCES BUT PERSONAL RESPONSES AND SHORT ANSWERS
MARKETING DEPARTMENT PUBLIC RELATIONS DEPARTMENT AND AGENCIES	PEOPLE INVOLVED	SOCIAL MEDIA DEPARTMENT ANY EMPLOYEE, MARKETING AND PUBLIC RELATIONS AND EVERY USER

Analogue advertising is purely about print it and where it is seen, either in the newspaper, billboard or on TV. It is not measurable – you cannot tell me how many people will buy a Ford Ka from a TV advertisement – you can not click on an advert in the street and it will take you to a video and purchasing platform. (not yet anyway).

Digital or social media marketing is measurable, you can measure how many times a tweet has been clicked and/or how many times your website has been visited.

Branding your digital presence

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers. *Wikipedia*

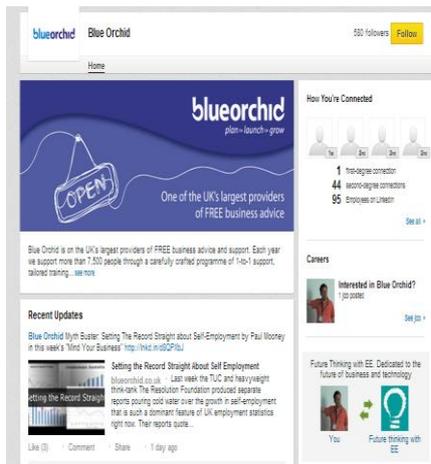
What does your brand say about you... If you haven't it is wise to create a brand and logo for yourself so that when someone comes across your digital presence they know who you are. So have you thought about your brand design, your logo and description of your business and what they say about you?



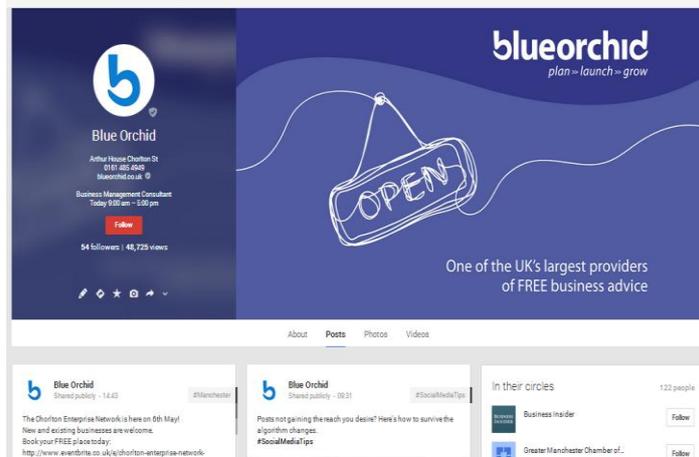
Blue Orchid Facebook page

Note the branding on Blue Orchid's Facebook page – the blue banner is what we are interested in along with their logo.

Plan – Launch – Grow – It says what the company does – One of the UK's largest providers of FREE business advice. This is a great point at which to start selling, note the **FREE** in capitals.



Blue Orchid LinkedIn Page



Blue Orchid Google Page

Creating Graphics for your profile

If you don't have the relevant skills to create your own graphics then it doesn't have to cost a great deal to get someone to create them for you. Try a website like fiverr.com where you can hire a freelancer for \$5 to create one for you. Remember to check out their profile and feedback before you do to ensure their reputation is a good one. You could always ask your twitter followers who they would recommend in your area.

Alternatively if you are feeling braver you can download and use GIMP which is a free and open source software package that has some of the same functionality as Adobe Photoshop. If you're lucky enough to already have Adobe then give it a whirl and see how creative you can be.



- Research and insight
- Save costs
- Improves PR activity
- Improves SEO
- Improves customer relations

It's not just numbers

Analytics will tell you far more than you had 50 visitors to your site it can give you a breakdown by geography, interests and age. It will tell you how people have travelled through your site, at what page did they start and where did they leave.



The advantages of using social media for your business.

- Builds awareness of brand
- Creates positive word of mouth
- Drives traffic to your website
- The place to launch new products or services
- To Promote events
- Increase reach
- Generate leads
- Increase sales
- Builds your community

Click through - Clicks - traction

So why is it we begin on this journey of using social media in marketing is it so we can chat online with our friends while we work? Admire family photos? NO.....

What we are after throughout all of this is the all **important click through**. A simple click from one of our links to the destination we had intended, be that our website home page or our specially selected landing page.

The destination as we discussed earlier is the landing page that we want them to arrive at to interact with our website content. This action from our potential customer or audience member is all important to us.

Arriving at your Youtube channel we want them to click through to our website

Arriving at your Facebook page we want them to click through to our website

Arriving at your insert social media platform we want them to click through to our website

The holy grail is to inspire people to action – to interact with your content – to read what you have to say – to listen and respect us as a professional that knows our field.

Setting up Social Media profiles and pages.

The quickest way to find out how set up your social media profile is to simply Google – “How to set up a Facebook Page” or “How to set up a Google Page” and to follow the links or some are available below.

There really is too much information to include here on each but we have set some time aside to concentrate on the social media profile of your choice.

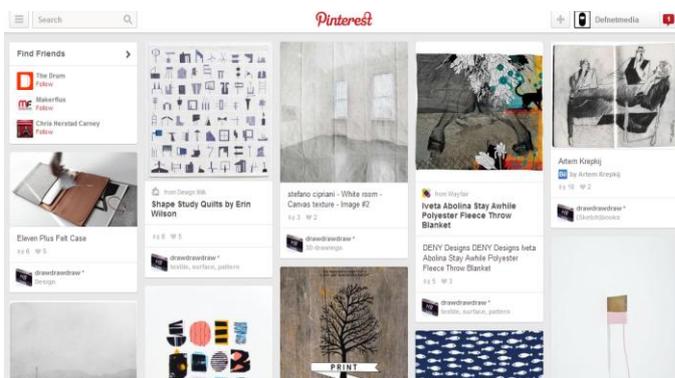
They will require you to upload the images and logo that you have created along with information about your business in the About section, so do have all of this at hand.

Helpful Links:

How to set up a Facebook page - <https://www.facebook.com/pages/create/>

How to set up a Google + page for your business - <http://www.socialmediaexaminer.com/how-to-set-up-a-google-page-for-your-business/>

How to set up a Twitter profile - <https://support.twitter.com/articles/100990-signing-up-with-twitter>



Pinterest

Pinterest is about Image and images.

You collect others images and post your own on **Boards**.

If you run a business where Image is important then this is a good place for you to explore and to be found.

It is used by Brand agencies, advertising agencies, designer makers, artists,

illustrators, florists, dress makers..... the list could go on but what is important to the all these businesses is that image and the message it conveys is all important.

As the saying going “a picture can tell a thousand stories”.



Mailchimp is an email marketing service.

More than 5 million people use MailChimp to create, send, and track email newsletters. Whether you're self-employed, you manage projects for clients, or you work for a Fortune 500 company, MailChimp has features and integrations that will suit your email

marketing needs.

Create signup forms that match your brand's look and feel, and send your subscribers product updates, event invitations, announcements, or editorial content. Use our reports to improve your campaigns and learn more about your readers. Best of all? MailChimp is free for lists of up to 2,000 subscribers.

It provides Free Email Templates and you can add your contacts direct from your email address book to Mailchimp. It allows you to segment and send targeted emails to those segments, plus plan your campaigns and set your own goals.

A simple guide to Email Metrics

Whether running a single email list for a small business or a multiple segmented campaign using a large email service, understanding the metrics or analytics from your email campaigns helps you determine how your email campaign is performing.

Open Rate

The total number of times that the email has been opened, some emails may be opened more than once.

Unique Open Rate

The number of unique times that your email campaign has been opened. For example your campaign has been opened by 60 people out of 100 which equates to 60 unique opens, however the email may have been opened by some more than once leading to a higher Open Rate.

Click Through Rate

A click through is the process of clicking on the link or links within the campaign email – the click through rate would be the total amount of times that a link has been clicked, this is normally presented as a percentage.

Unique Click Through Rate

The number of unique click throughs that your campaign has received.

Click to Open Rate

The percentage of receivers who click through to your website compared to the number who have opened the email. This determines if the content within your email is working effectively; is it offering enough incentive for people to click through to your lead generation or sales page.

Bounce Rate

The bounce rate is the number of emails that have not been delivered or have been rejected by the receiver's server.

Marked as Spam rate

How many emails from your campaign have been marked as spam.

Unsubscribe Rate

How many people have unsubscribed from your email.

Delivery rate

The total number of emails that have been delivered

Forwarding/Sharing rate

The number of times that your email has been shared with others – this is a good indicator that your content is really hitting home if it receives a high forwarding or share rate.

Conversion Rate

The all important conversion rate – normally represented as a percentage, the conversion rate determines how successful your campaign has been at converting to sales or bookings.

Hootsuite's Quick Start Guide!

Hootsuite is a social media management tool that can be used to manage multiple social profiles, schedule messages, track brand mentions, analyze social media traffic and more. And with three different plan types, there is something to fit everyone's needs.



Step 1: Sign Up for Hootsuite

The Sign Up Wizard will get you started with Hootsuite Free, and help you connect one or more social networks.

To sign up for Hootsuite

1. Visit <https://hootsuite.com>.
2. Type your email address, full name, and create a password.
3. Click **Sign Up Now**.



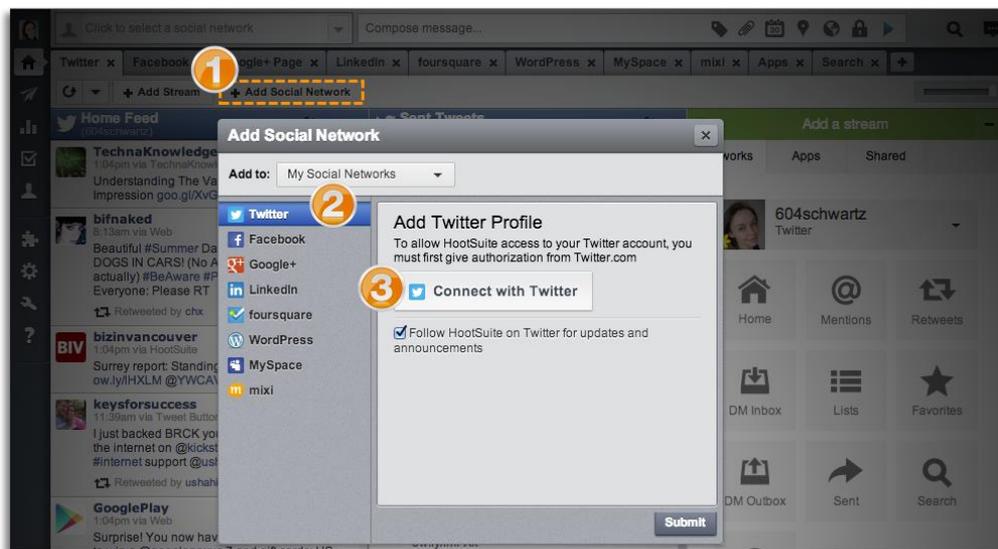
Alternatively, click the **Plans & Pricing** button on the Hootsuite.com homepage to begin your 30-day trial of Hootsuite Pro, or request a demo of a Hootsuite Enterprise plan to determine if it fits your needs.

Step 2: Add Social Networks

Connecting your social profiles to your Hootsuite dashboard enables you to do things like publish messages to multiple networks, schedule content, track brand mentions and analyze social media traffic.

To add a social network

1. Click **Add Social Network** button.
2. Select a social network.
3. Connect your social network.



Step 3: Add Tabs and Streams

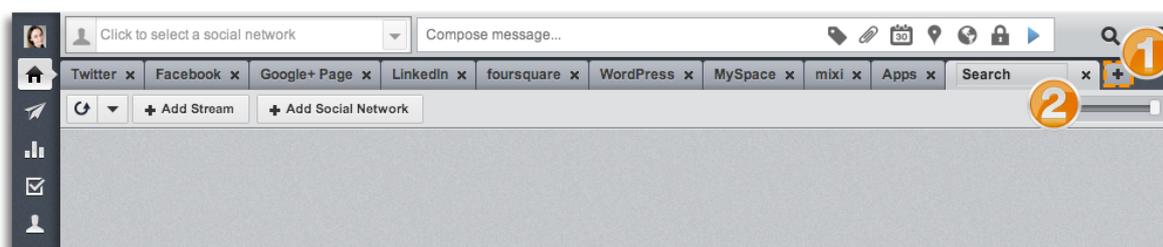
Creating tabs and streams allows you to perform and save advanced searches, filter for content and manage lists and followers.

Add Tabs

Adding tabs to your Hootsuite dashboard is an easy way to group streams and keep your dashboard organized.

To add a tab

1. Click **Add Tab** (plus icon).
2. Type tab name, and then press ENTER.



Add Streams

When your social network has been connected to your HootSuite dashboard, you can add corresponding streams. After adding social networks to your Hootsuite dashboard, you can add corresponding streams of content.

Tip: Adding a Twitter profile? Corresponding streams might include Home Feed, Mentions and Scheduled Tweets.

To add a stream

1. Click **Add Stream**.
2. Select a social network.
3. Select a profile.
4. Select a stream.

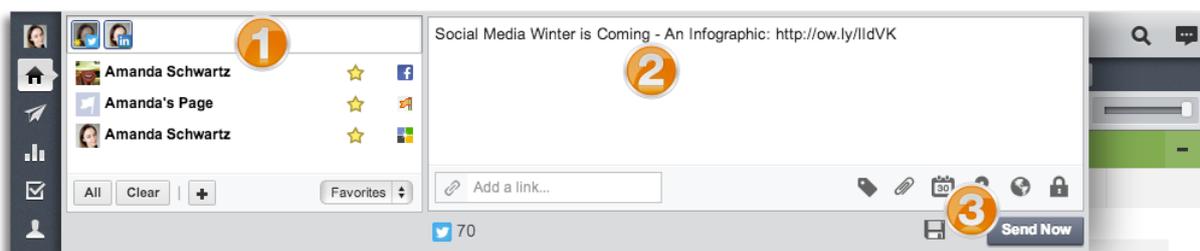


Step 4: Compose and Send Messages

Engage your audience and grow your following by composing and sending messages regularly.

To compose and send a message

1. Click to select a social network (more than one can be selected).
2. Type your message.
3. Click **Send**.

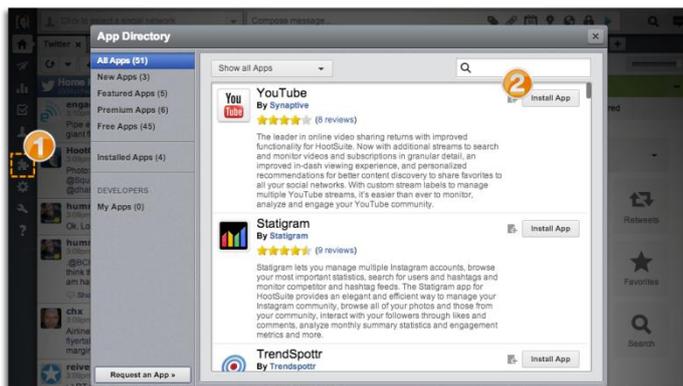


Step 5: Install Apps

The App Directory is a library of third-party apps, free and premium (paid), developed specifically for the Hootsuite dashboard.

To install an app

1. Click **App Directory** (puzzle piece icon).
2. Click **Install App** inline with app.



Step 6: Download Hootsuite Mobile

Hootsuite is available as an app for your mobile device (iPhone, iPad and Android), and can be downloaded from your device's app store. [Learn more](#)

Hootsuite for mobile web app (m.hootsuite.com) is available in beta for Blackberry, Windows or any of the devices listed above.

3. Advanced Social Media Skills and web analytics



How can you tell how effective your social media campaign is?

How measurable is a tweet, a link, a click? How can you measure how effective a billboard poster is?

bit.ly

Shorten Long URLs With bit.ly

Drag bit.ly to your browser toolbar to shorten URLs anywhere

History Most Recent 15

<http://bit.ly/GvjBA>

Source: http://www.avc.com/a_vc/2008/08/change-id-like.html#disqus_t...

Info Copy

Bit.ly

Being able to measure your impact simply

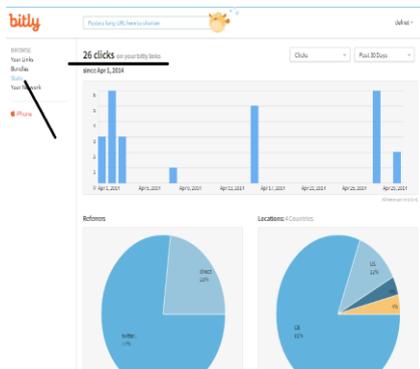
Bit.ly is a url shortening service.

Bit.ly will help you monitor and manage your social media interaction via Twitter and using the shortened links in other places.

You use the Bit.ly api to “plug in” your url shortening service to other platforms like Tweetdeck once done every time you tweet and your link is clicked it will be measured.



The measurements it gathers from these link clicks can build up into a big picture that can be very informative.



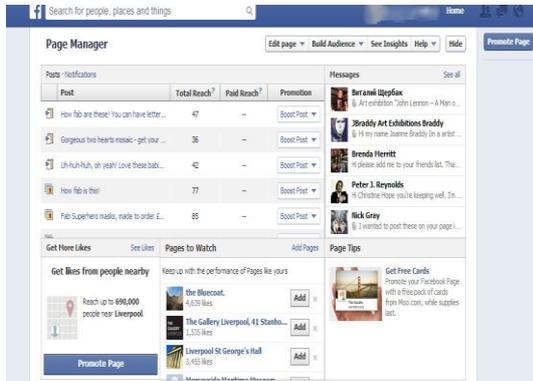
Even if you don't tweet or post a great deal you can see when your tweets have been most effective.

Monitoring times gives you the opportunity to adapt the times of your social media posting - giving you more impact per post.

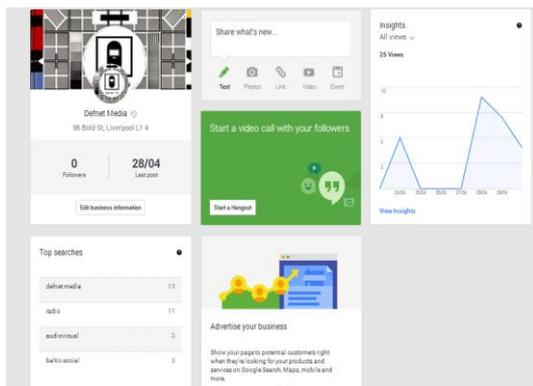
Facebook pages and Insights

The administrator section of your Facebook business page will give you insights into your likes, post reach and much more.

Helping you identify how your audience is.

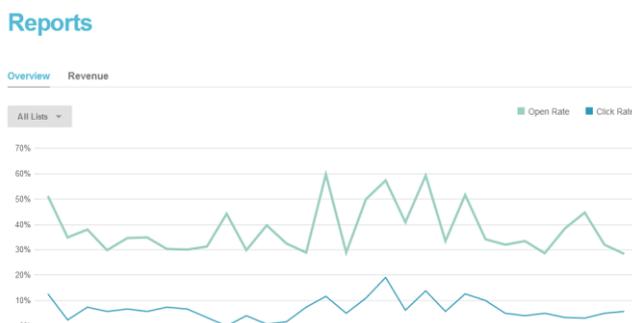


Google Plus insights



In a very similar way your Google plus page insights will give you information about who your audience is.

Mail Chimp Reports



Take a look at the reports we can get out of Mailchimp.

Open rates and click rates can tell you if you are hitting the market. Is your subject headline catchy enough? Is your content strong enough to make them click through for further information?

Think about your email marketing campaigns in a similar manner to your Landing Page that we practiced earlier. Does it generate leads for you? If it doesn't change it. **(please see also a simple Guide to Email Metrics Handout)**



Google Analytics shows how users interact with your site, Webmaster Tools shows how search engines interact with your site.

Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google

By inserting the Google webmaster code into your site header or by inserting a Google produced HTML

document onto your server it allows you to use Google Analytics to give you important information about your site performance and visitor traffic information.

You can also use the Yoast SEO plugin that we installed earlier on your sample website.

The code will be similar to *UA-000000-01*



By installing Google webmaster tools it gives you the power to use Google Analytics ...

Google Analytics provides powerful digital analytics for anyone with a web presence, large or small. It's one of the most powerful digital analytics solutions out there

We have looked at creative content and copywriting and how we can improve our skills to

create actively engaging content to draw the Visitor in.

We have looked at how many times our email has been opened and received “click throughs”; looking at that active engagement. We have examined Landing pages and how to construct pages that encourage engagement, getting your audience to carry out a “Call to Action”.

We have been monitoring their journey, the journey of your visitor – but who are they... This is where Google analytics can help us it steps into the fray to help us identify as best as it can who this person is.

What can it do?

Marketing Professionals can learn:

Where visitors come from and what do they do on the site

How can the website convert more visitors into customers

Which keywords resonate with prospects and lead to conversions

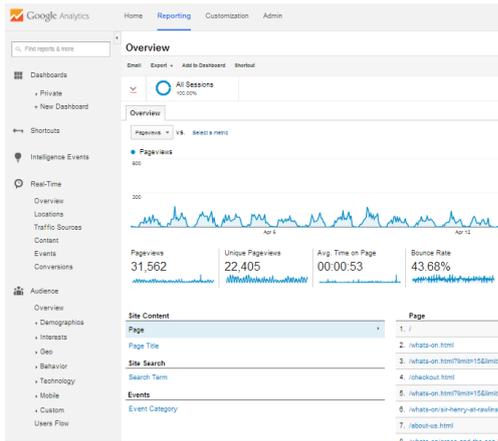
Which online ad or creative is the most effective

Content & Developers can learn:

Where people leave the site

Which pages retain visitors the longest

What search terms people use to find the site



Google Analytics Dashboard

Let's take a quick look at the dash board...

The Demographics and Interest sections include Overview reports, along with new Age, Gender, and Interest Categories reports.

They allow you to better understand who your users are.

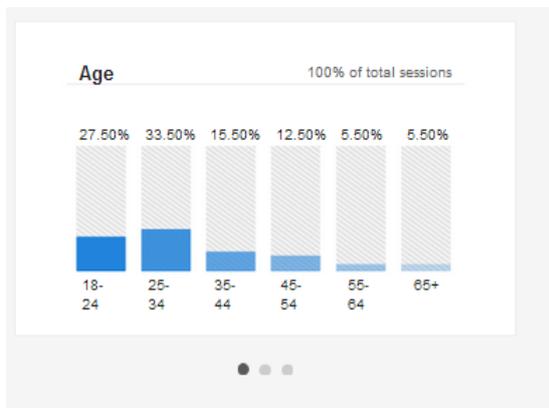
You can segment the rest of your Analytics data by these same characteristics so you can understand how converting and non-converting users differ (and many

other such comparisons).

These are the same demographics & interest categories used to target ads on the Google Display Network. Use these insights about your users to refine your ad campaign strategies.

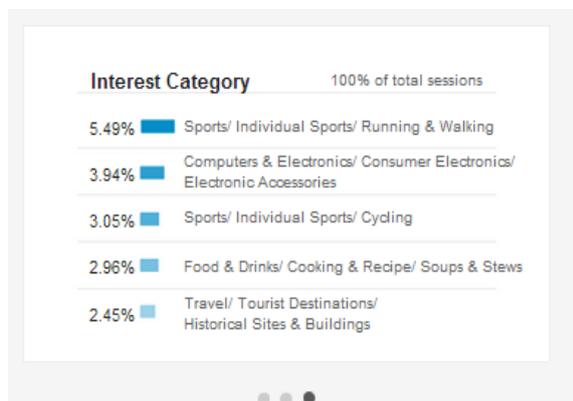
Not all of your users may have demographics associated with them, so these reports may only represent a subset of your users and may not be representative of your overall site composition.

We can identify the age of our visitors



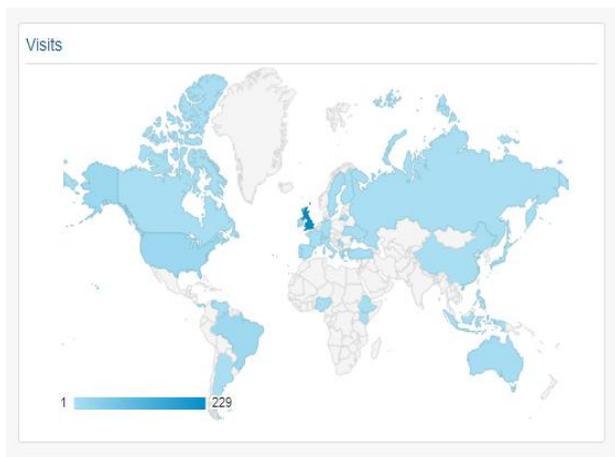
Who are we reaching already?

Is our target group under 35 years old? If not then we are doing something wrong.



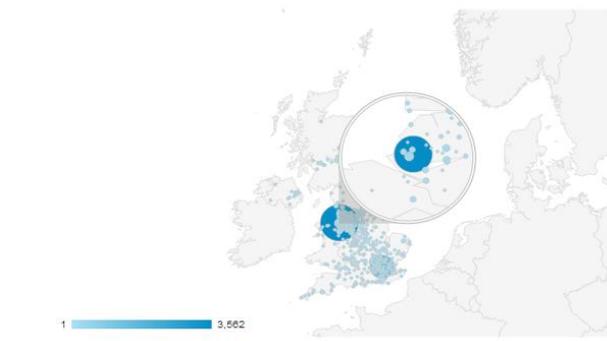
Is this our interest category?

This is taken from a cultural centre in Liverpool so no surprises on the types of interest groups that their visitors have.



Analytics allows you to drill down on where the visitors to your website are coming from. It gives us a good insight into how your content is performing geographically.

Are there geographic areas where you are underperforming?



Zoom in to the city where your city performs best

City	Visitors	Avg. Page Session	Avg. Session Duration	% New Sessions	Bounce Rate
	9,256 <small>% Total: 94.43%</small>	3.25 <small>98 Avg: 3.13 (2%)</small>	00:02:00 <small>98 Avg: 00:01:20</small>	64.32% <small>98 Avg: 67.74 (3.2%)</small>	42.38% <small>98 Avg: 43.91 (3.5%)</small>
1. Liverpool	3,562 (38.6%)	3.46	00:02:12	58.87%	38.16%
2. London	1,371 (14.8%)	2.82	00:01:45	65.43%	45.87%
3. Manchester	644 (6.9%)	3.68	00:01:51	64.44%	51.24%
4. Birkenhead	164 (1.8%)	3.95	00:02:05	83.04%	35.87%
5. Preston	161 (1.7%)	3.27	00:01:32	62.11%	45.34%
6. Saint Helens	142 (1.5%)	3.68	00:01:55	67.61%	36.82%
7. Leeds	139 (1.5%)	2.83	00:01:38	71.22%	43.17%
8. (not set)	108 (1.2%)	2.81	00:01:15	79.83%	55.48%
9. Widnes	87 (0.9%)	3.73	00:02:19	81.84%	35.08%
10. Sheffield	75 (0.8%)	3.07	00:01:38	72.00%	49.33%

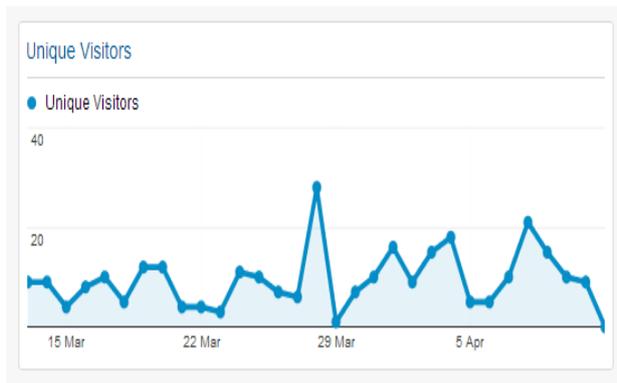
And receive insights into precise locations.

Browser	Visits
Chrome	125
Safari	85
Internet Explorer	57
Firefox	36
Android Browser	3
Safari (in-app)	3

How are people visiting our site?

What browser are they using and how are they using it.

Unique Visitors



Our Unique Visitors

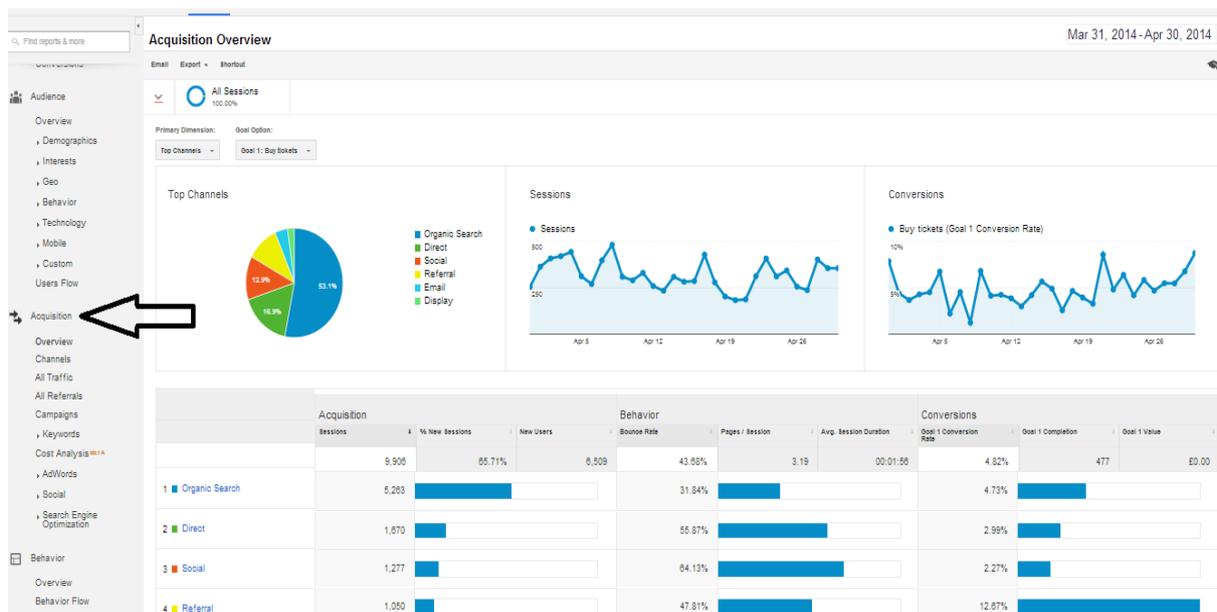
We can look at our visitor numbers over a series of days or months

When did we send that big marketing push out... Was it the 28th March? Did it achieve what we wanted with 35 unique visitors.

Acquisition

Under Acquisition we can gather a great deal more information.

We can see that **Social** only relates to 12% of our Visitors. We get a lot of interest via social but not as many conversions as with Organic Search.



Keyword	Sessions	% New Sessions	New Users	Bounce Rate
	5,263	64.70%	3,405	31.84%
1.	3,792	63.00%	2,389	29.83%
2.	304	45.59%	136	27.96%
3.	155	50.32%	78	10.32%
4.	60	86.67%	52	23.33%
5.	52	100.00%	52	87.31%
6.	27	96.30%	26	44.44%
7.	20	100.00%	20	55.00%
8.	19	99.47%	17	21.05%
9.	18	55.56%	10	11.11%
10.	14	78.57%	11	21.43%

Keywords

Under Acquisition

Google Analytics will display the words that have acquired visitors for your site. The keywords are blanked out but they are relevant to this client's website.

Each set of keywords produces a different set of results.

Channel	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
1 Organic Search	5,263	64.71%	3,405	31.84%	1.19	00:01:09	4.02%	477	€0.00
2 Direct	1,970			59.0%			2.99%		
3 Social	1,277			94.10%			2.07%		
4 Referral	1,091			47.0%			12.87%		
5 Email	419			44.90%			3.02%		
6 Display	227			52.85%			0.00%		

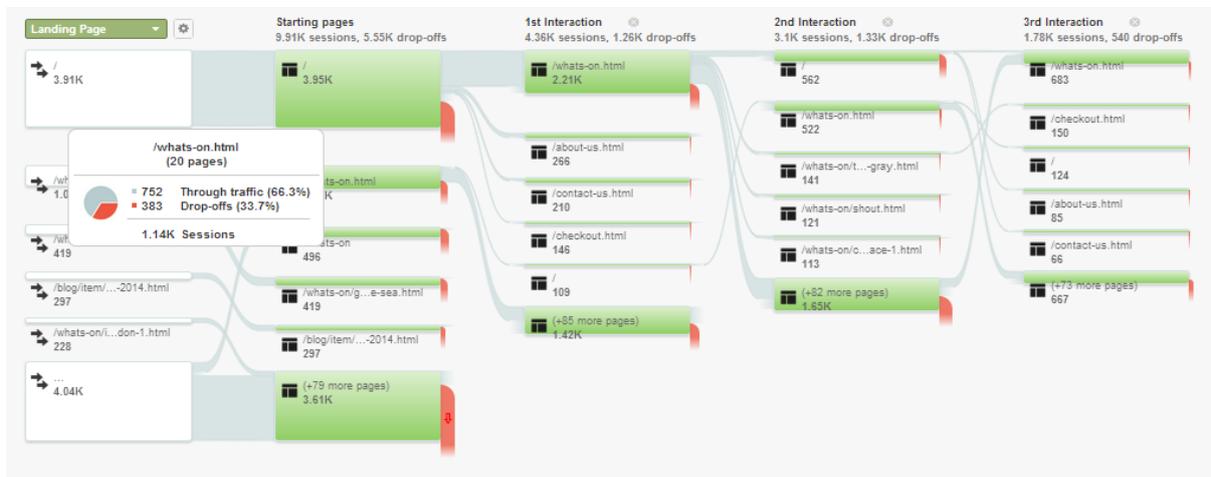
Organic search – think key words!!

This is where you see your work with SEO come to fruition

Behaviour flow

The journey of your visitors - Google analytics will map how your users have interacted with your content.

Where have they arrived or started their journey on your website and what is their journey, where they have travelled to.



Conversions



We started this session yesterday with no website.

Over the course of the last two days we have guided you through the process of setting up your own business website, your social media presence, and we have helped you to find your audience and help them find you.

Throughout these last two days we started a wordpress website, created new pages, blog posts and landing pages. We have covered Web design, SEO Skills, Copywriting, E Commerce and Online sales, Social Media, Advanced Social Media Skills and Analytics.