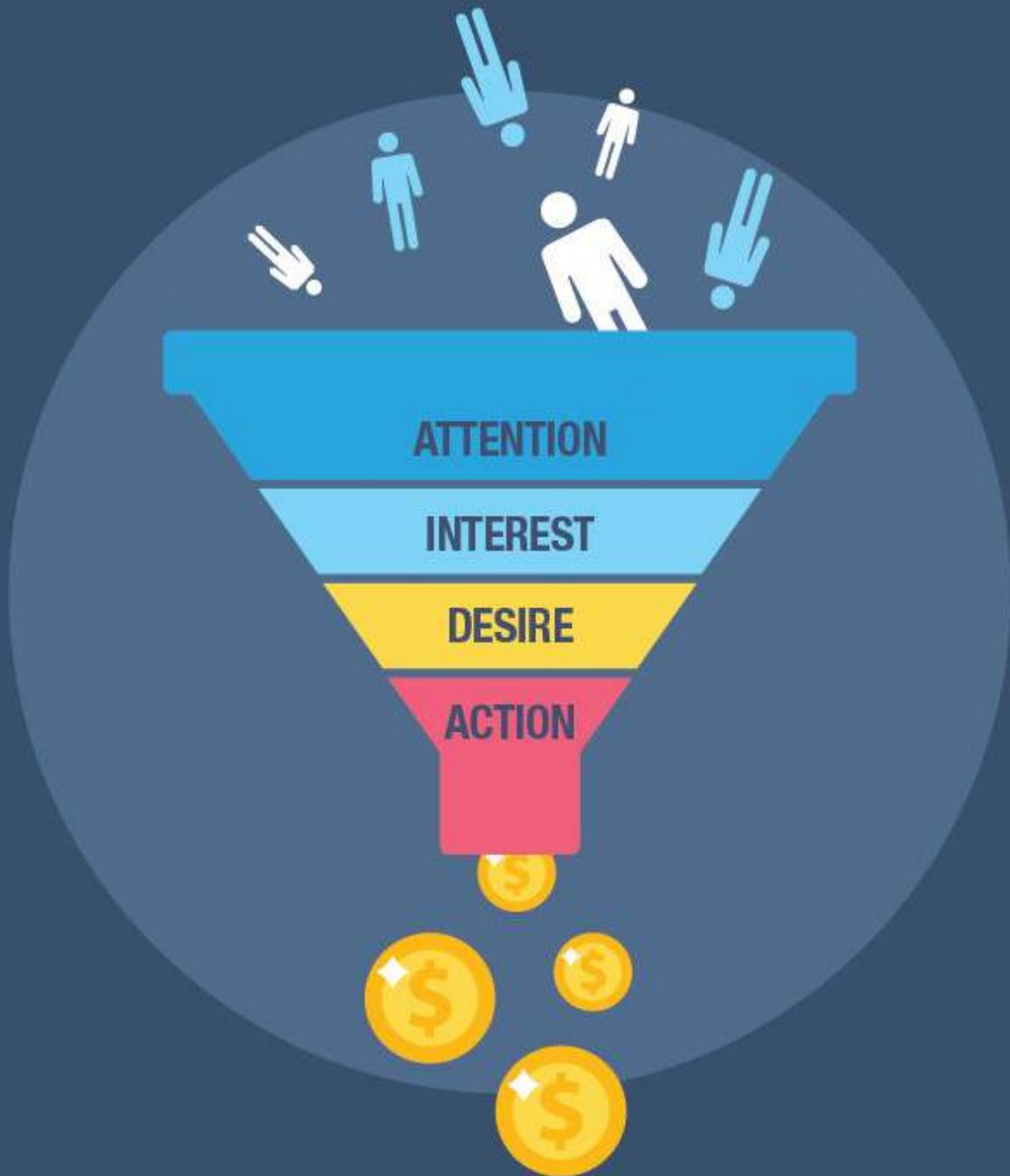


Does your business confuse digital marketing with social media?



Digital marketing strategy is a plan,
framework and process.
Subha Shrinivasan

Today, there is not a single business that does not invest in digital marketing for growth.

Every business is online. But, being online is often confused with having a marketing strategy. An excellent digital marketing strategy is to use the digital medium to implement a stellar marketing & sales process. And it is not the equivalent of posting on social media.

A business might have 10Million fans, but if they do not open their wallet with that business, there is no sales there. A strategy involves process, framework, and metrics to track conversions from those digital investments. What does a good digital marketing strategy entail? :

A checklist that every organization should ideally cross tick with their marketing team

- Is there a framework to create and nurture leads, 10x times the conversion?
- Is the in-house sales cycle replicated in the website?
- Is the content customized for customers in different stages of buying?
- Are there automated mechanisms to track & report metrics against targets?
- Is there a team, building customer relationships, even from online?

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1.. Lead generation, Lead capturing & Lead nurturing.

Digital assets are the answer to Lead generation. Lead generation is the process of driving customers to your business, be it retail or online or hybrid. Successful businesses are omnipresent. Customers have to see you everywhere. If businesses do not invest enough in the fastest path to customer acquisition, they will compete on non-profitable grounds – such as price, for instance.

Lead generation:

Blog, Q&A, Surveys, Social media posting, community building like meetup, LinkedIn groups, Television advertising, YouTube advertising, Google Ads, Billboards, Event sponsorship. The idea is to get customers to notice you. Marketing is the job of seeding information bytes about your business in almost all of these channels and drive them towards one place where they can buy. These are short, introductory channels to gain customer's attention and to get them curious enough to search for you.

Because customer's attention span is also very short in a very noisy space, here is where unconventional marketing is required. The best way to capture customer's attention is to tell a captivating and intriguing 2-minute story or a hook-point script. Headlines are not hook points.

How to create an engaging story?

Script 1 - Begin with a high drama (Do the unexpected, say the unthinkable) - Rewind to what got to that high drama - Reflect on the pain - Then the sudden awakening - Your product as the Hero and Your brand as the savior.

Script 2 - An unconventional character - Doing unconventional things - Using your product A dinosaur driving a car, for instance.

STRATEGY PRECEDES EXECUTION

What are hook points? Headlines are not hook points. Headlines get you a few seconds of attention. A good hook point script, similar to a story brand script claims and guarantees something that no one is easily able to promise with enough social proof or past history. For instance, a good hook point is to claim that you will completely automate their business using your software and pass back a savings of 60% of their OPex and guarantee a 50% increase in profits. The headline or title is just an invite to this hook point script.

Lead Capture:

Once customers land in the places where you sell, the lead capture begins. It is the process of collecting emails, social-media followers, phone numbers, prospects and then prioritizing them in an internal database. Lead capture should be able to categorize customers based on the effort it takes to convert them into a loyal following.

Lead nurture:

Classifying customers as cold, warm, hot and sending customized content to move them through the funnel process is lead nurture. Lead nurture is the actual sales process. The content delivered to the customers should appeal to their current state of mind.



2. In-house sales process going into the website

The most significant differentiator successful businesses build is that they design their website as a sales tool. The most significant error the not-so-successful companies make is to develop their websites to show off. The first element of a digital marketing strategy is to move the in-house sales strategies to your website, block by block.

Here is how:

- a) There is a straight forward introduction of the business you are in using a language that is relevant to the customer's itch (or a possible future itch)
- b) There is a transfer of excitement to the customer – Emotion, Value, Transformation (The EVT framework) is articulated well. Every page in the website should provide a perspective & increasing depth of information, create a social proof or actually sell.
- c) There is a product showcase on the website and it is user friendly to navigate and understand what you sell
- d) There is a clear articulation of how to buy the products, pricing models, and how to do business with you. There must be flexible choices for the customer to buy. There must be no lock-in unless you are selling large products where cancellations are time consuming and contract bound
- e) There is customer support, during the sales process. No matter how online the sales process gets, there is a support person to talk to.

3. A content strategy for funnel movement

A digital marketing strategy needs to focus, track, and move customers into the sales funnel's closing end. Not all customers are in the same phase of the buying cycle. A funnel starts broad and narrows down to the smallest outlet for the most interested customer. This top-down movement is directly proportional to the probability of deal close, with customers gaining more understanding of the product and turning favorable to your product or service. This movement also carries the highest risk of a sale failing.

STRATEGY PRECEDES EXECUTION



Content creation, a critical aspect of digital marketing strategy must have the following 3 broad categories.

STRATEGY PRECEDES EXECUTION

Teasers – This is the filter. If the customer is not interested and excited by the teaser, most likely, the messaging is wrong or the customer is not a buyer. The best way to find out if the prospect is a potential customer is to offer them something free and check if they are ready to exchange their personal or business emails and phone with your business.

The next level of communication is pitching. Pitching is a multi-step process with varying level of information passed to the customer.

Level 1: A product video with very detailed articulation and some sample work content, customer testimonials

Level 2: A recorded webinar series (or a live recurring podcasts or webinars) where customers get to know you, ask questions and get the details

Level 3: A scheduled phone call with a sales rep, where more contextualized conversation happens

The most significant blunder businesses make is to have identical content rendered to customers across phases. This has a direct impact on conversions. The intensity of engagement with the customer should increase as customers move through the funnel. Less of automation (mass email campaigns etc.) and more webinars, invite only events and finally phone calls. The depth of content and contextualization for the customer should increase and result in direct interaction with customers.

STRATEGY PRECEDES EXECUTION

4. Metrics and Targets for conversions - Businesses need to recognize that what does not get measured, does not get tracked. What is not tracked, does not yield. Measurement is Key. The most important metrics to measure for online businesses is below

Traffic measured over time

Cost per Lead

Cost per click

Conversion rate

Average visited time

Bounce Rate

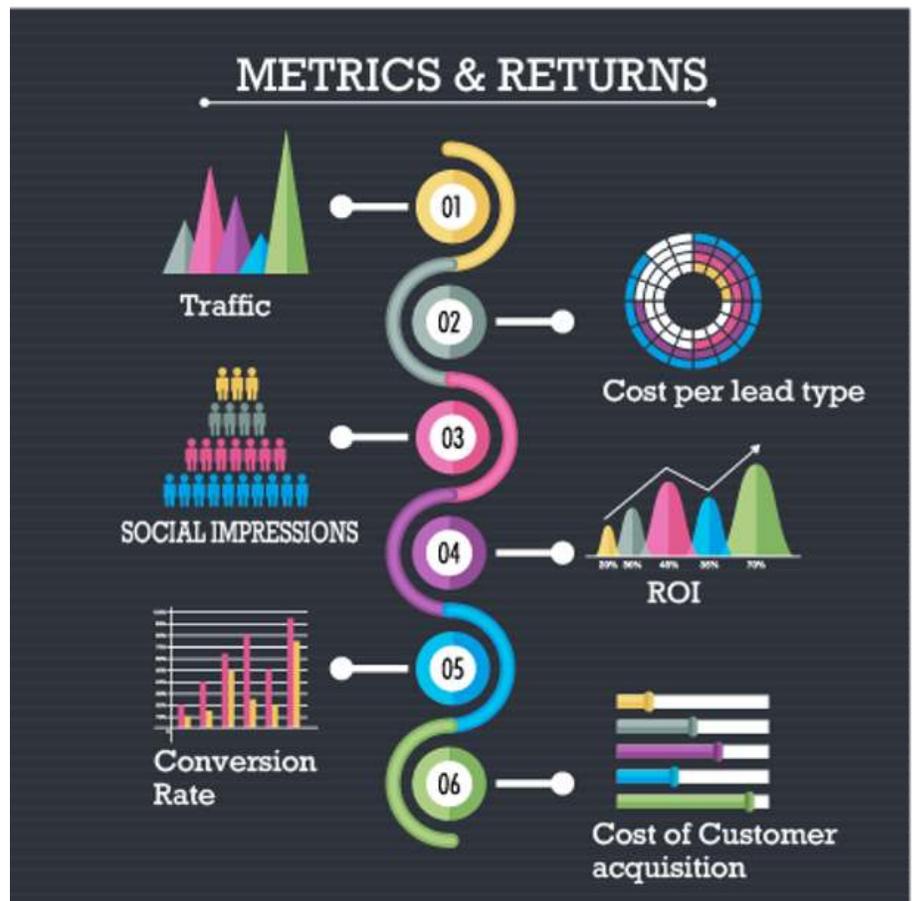
Social impressions

Email open rate

Cost per conversion

Cost of customer acquisition

ROI



The money that a business spends per bringing new customers to your business – there could be multiple channels and is not restricted to just website.

Insights from social media handles – followers, likes, comments, follows, shares. What is the average reaction per post? Content that is viral has several 1000s of shares, and accounts that have several followers' attention usually has followers in 100,000s count.

How many visitors and followers actually open up their wallet and what does it cost you?

The simplest and most common tool to use is the google analytics tool, tools like SEMrush, ubersuggest that help to track website traffic-related metrics. Each of the social media tools, such as Facebook analytics, Instagram insights, also offer analytics to track social impressions. The other costs need to be worked out using simple excel.

5. A real human to support

No matter how advanced the digital marketing strategy is, it is important to have real humans in the entire process. Emails should have a personal touch, videos should keep the customers hooked until the end, webinars should show your authority in that space, and every place you show up should build the likeability and likelihood of doing business with your company.



DESIRE

ACTION

There are many more, but if there were to be the most critical FIVE, this would be it. And in this discussion also lies the trends, which is the takeaway from this e-book.

To implement the strategies in this book and to scale your business, you need a team that understand this business.

Leave it to us to handle your marketing strategy while you focus on building great products.

Write to us: brandfanatic.biz@gmail.com