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7 SECRETS

TO DIGITAL MARKETING SUCCESS

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7 SECRETS WE ALREADY KNOW

1. First Impressions Count
2. Reduce the Clicks
3. We need Mobile Responsive
4. There's plenty of competit
5. Google's my **Friend**
6. Google's my **Enemy**
7. **Ken** has **NO** hair!

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Ken Green
96five Breakfast Host

THE JOURNEY TOWARDS UNDERSTANDING

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KNOW · LIKE · TRUST

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“ We find the nexus of our **client's success** comes when the **science** and **art** of digital meets the needs of a **target customer** ”

The **3 legged stool** of Performance Digital Marketing

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THE SALES FUNNEL

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THE DONOR PYRAMID

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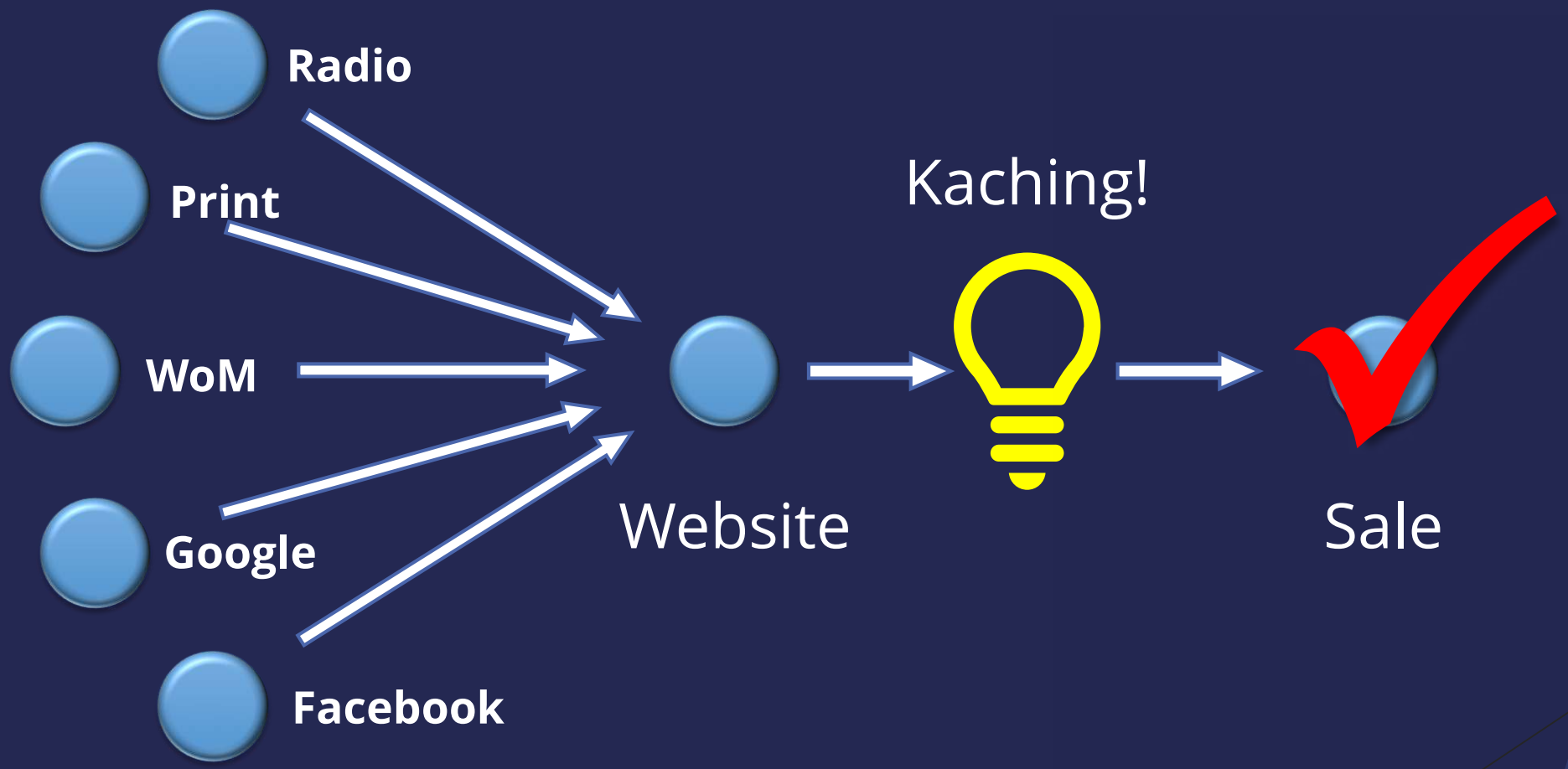
THE GOOD LUCK JOURNEY



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RESEARCH MODE

BUY MODE

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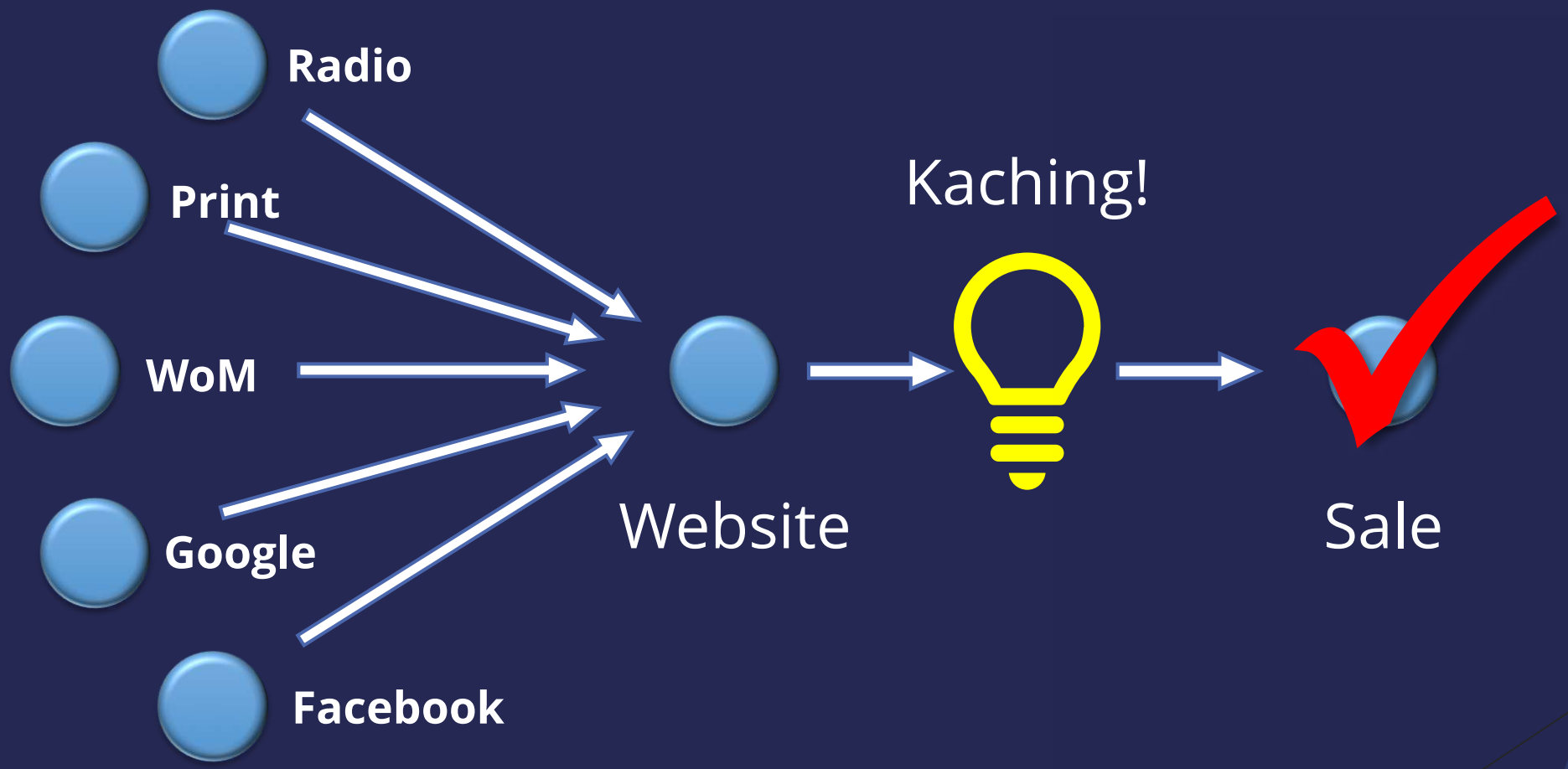

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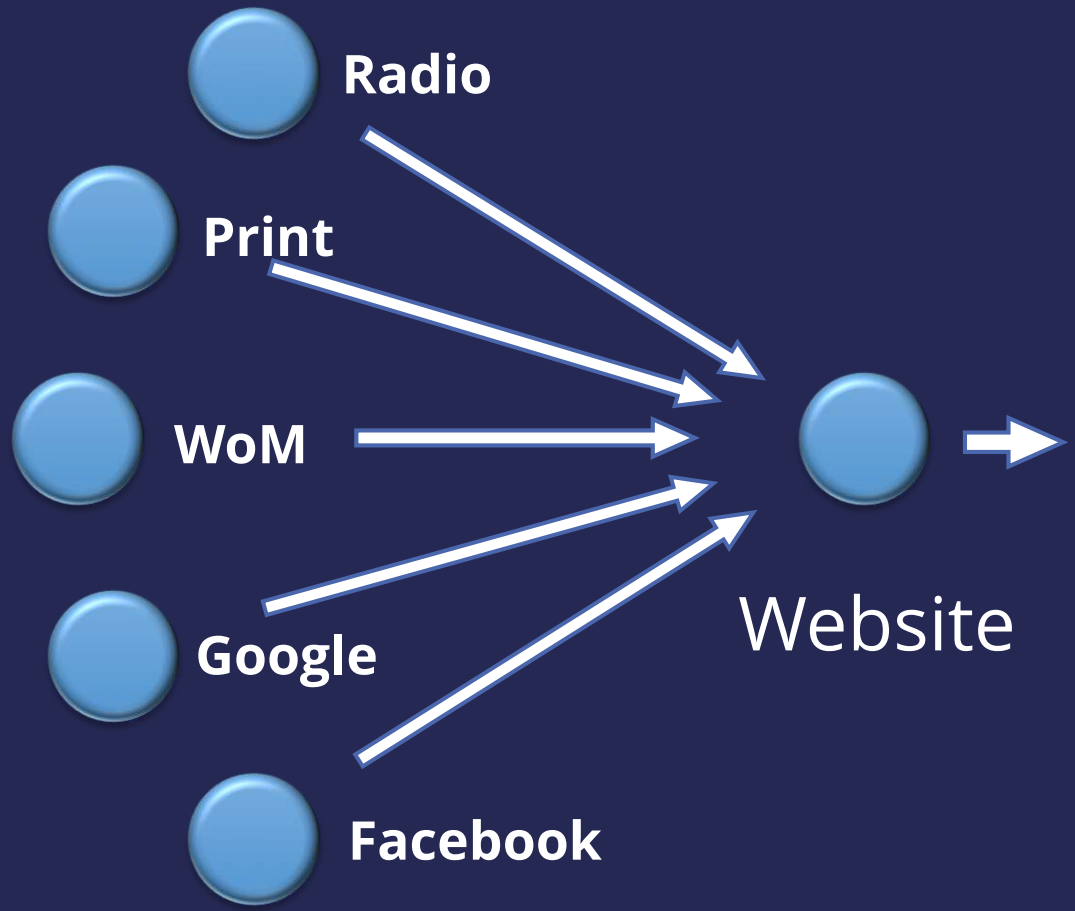

Decision Hurdles!

- Trust
- Quality
- Innovation
- Price
- Range
- Time
- Delivery
- Warranty
- Longevity
- Qualifications
- Customer Service

Sale

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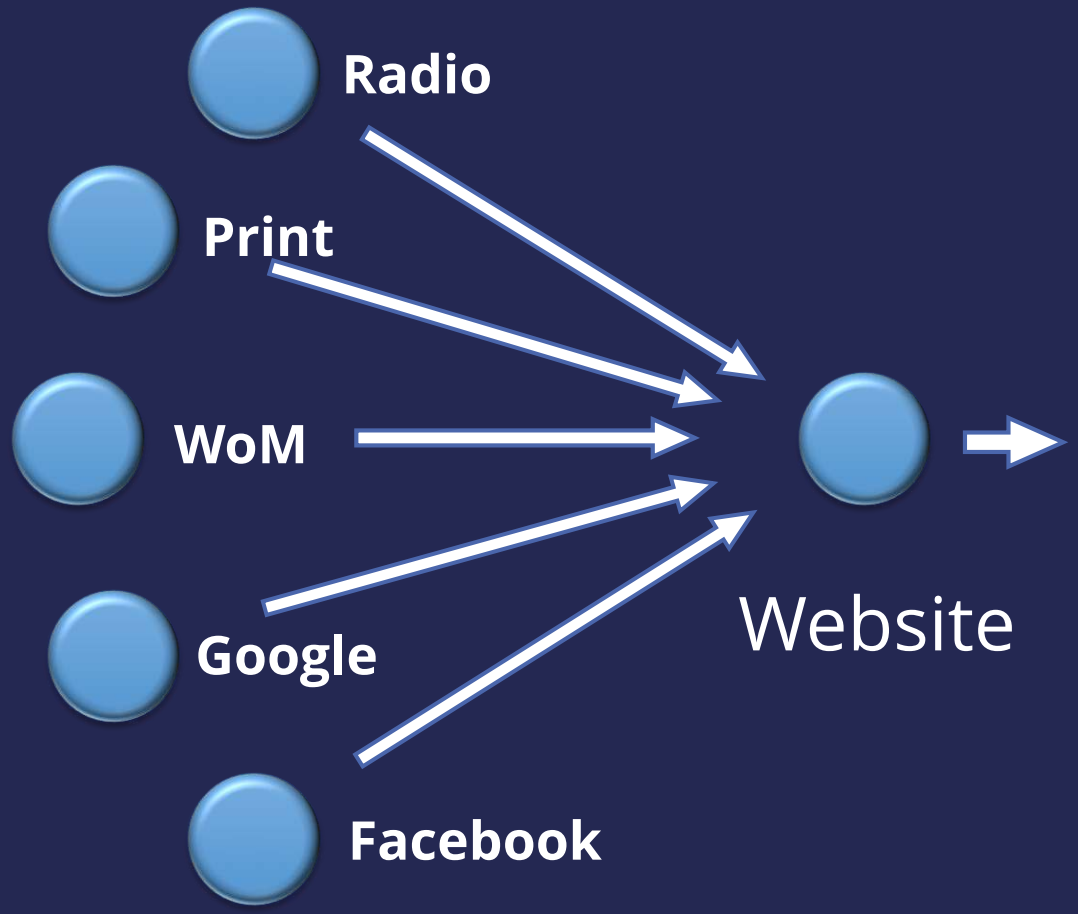

Engagement Hurdles!

- **Website Speed**
- **First Impression**
- **Navigation**
- **Mobile**
- **Security**
- **Dead Ends**
- **Language**
- **Lack of CTA**
- **Too many CTAs**
- **Content Noise**

Sale

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WHAT NEXT?

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BUYING THAT DIGITAL CAMERA

Gorgeous Life Changing

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Life Trigger

WoM

Web Research

Budget Approval

Retail Visit

Buy!
Buy!
Buy!

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1

WHO IS YOUR CUSTOMER?

WHO IS YOUR CUSTOMER?

BREAD AND BUTTER

A+ GRADE CLIENT

- Aim at everyone and hit no one
- Helps define your product or service offering
- Brings clarity to what's **in** for marketing activity

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THE CUSTOMER RELATIONSHIP

B2C

Business to Consumer

Focus is on attraction, nurturing the lead through a series of 'touches', overcoming objections and leading to a sale or conversion.

B2B

Business to Business

Focus is on building relationship through use of website as a **credibility anchor** to provide an introduction.

Customer

Active Client of Business or Organisation

Focus must be building **customer loyalty** by facilitating ease of access to information and products or service that the customer is entitled to.

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CUSTOMER PERSONAS

Mary the Local Resident

Age	31
Job	Stay at home parent
Location	Local
Family	Married, with kids

GOALS

- Wants to find information about council services
- Needs to pay council fees
- Needs to get updates about service interruptions
- Needs to get information in case of an emergency

FEARS, CHALLENGES AND PROBLEMS

- Time poor
- Accessing the website on the go
- Accessing the website at stressful times

Bill the Home Owner

Age	63
Job	Agriculture
Location	Local
Family	Married, with grown up children

GOALS

- Wants to check the lot as research before buying a property
- Doing due diligence on a chosen property
- Doing research on their current property before selling a property

FEARS, CHALLENGES AND PROBLEMS

- Confusion with where to find the necessary information
- Difficulty operating the maps

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CUSTOMER PERSONAS

Robert the Investor

Age 43

Job Investment portfolio manager

Location Interstate/ International

Family N/A

GOALS

- Evaluating investment opportunities & researching the area
- Doing follow up research on the region after discussing it on a conference/trade show
- Access to information on infrastructure and growth potential

FEARS, CHALLENGES AND PROBLEMS

- Needs access to accurate and up-to-date information
- Unclear on where to get the necessary data
- Lack of easily accessible information on current strategic projects

Jill the Property Developer

Age 45

Job Property developer

Location Local

Family Married

GOALS

- Pre-project research
- Needs to get access to lot sizes, zoning and flood mapping

FEARS, CHALLENGES AND PROBLEMS

- Map navigation can be confusing
- Map loading time become an issue when accessing them regularly

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WHO IS YOUR CUSTOMER?

BENEFITS:

- Qualify leads and enquiries – Save time
- Direct design to your customer – Faster trust bond
- Written copy uses their language – Higher conversion
- Look alike Audiences - Facebook
- Similar Audiences - Google

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2

DO YOU KNOW YOUR BRAND IDENTITY?

DO YOU KNOW YOUR BRAND IDENTITY?

- Your website, radio ads, signage and social media all amplify your brand. ***Is that good?***
- If you don't know who you are...
  How do you expect customers to:
  - Recognise you?
  - Refer you?
  - Be a fan or advocate for you?

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DO YOU KNOW YOUR BRAND IDENTITY?

- Your brand is the ‘perception’ your customers or leads have of your business.
- It can be an amalgam of connections they have with you from your visual assets, to your store and signage through to your staff and service.
- Your brand is the DNA representing your culture.

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- We all have a brand the question is;

IS MY BRAND IN LINE WITH MY BUSINESS GOALS?

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3

GOLD BENEATH YOUR FEET

GOLD BENEATH YOUR FEET

- 44% of companies have a greater focus on customer acquisition vs. 18% that focus on retention.
- 89% of companies see customer experience as a key factor in driving customer loyalty.
- Only 42% of companies can measure the CLV Customer Lifetime Value

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GOLD BENEATH YOUR FEET

- Cost of Acquisition
  - Expensive
  - Time consuming
  - Distracting
  - Higher risk
- Cost of Retention
  - Affordable
  - Effective
  - Service culture
  - Dependable

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GOLD BENEATH YOUR FEET

UNSEEN CUSTOMER

- Be aware
- Review data
- Talk to staff

UNLISTED CUSTOMER

- Collect details
- Engage customers
- Invite or Resell

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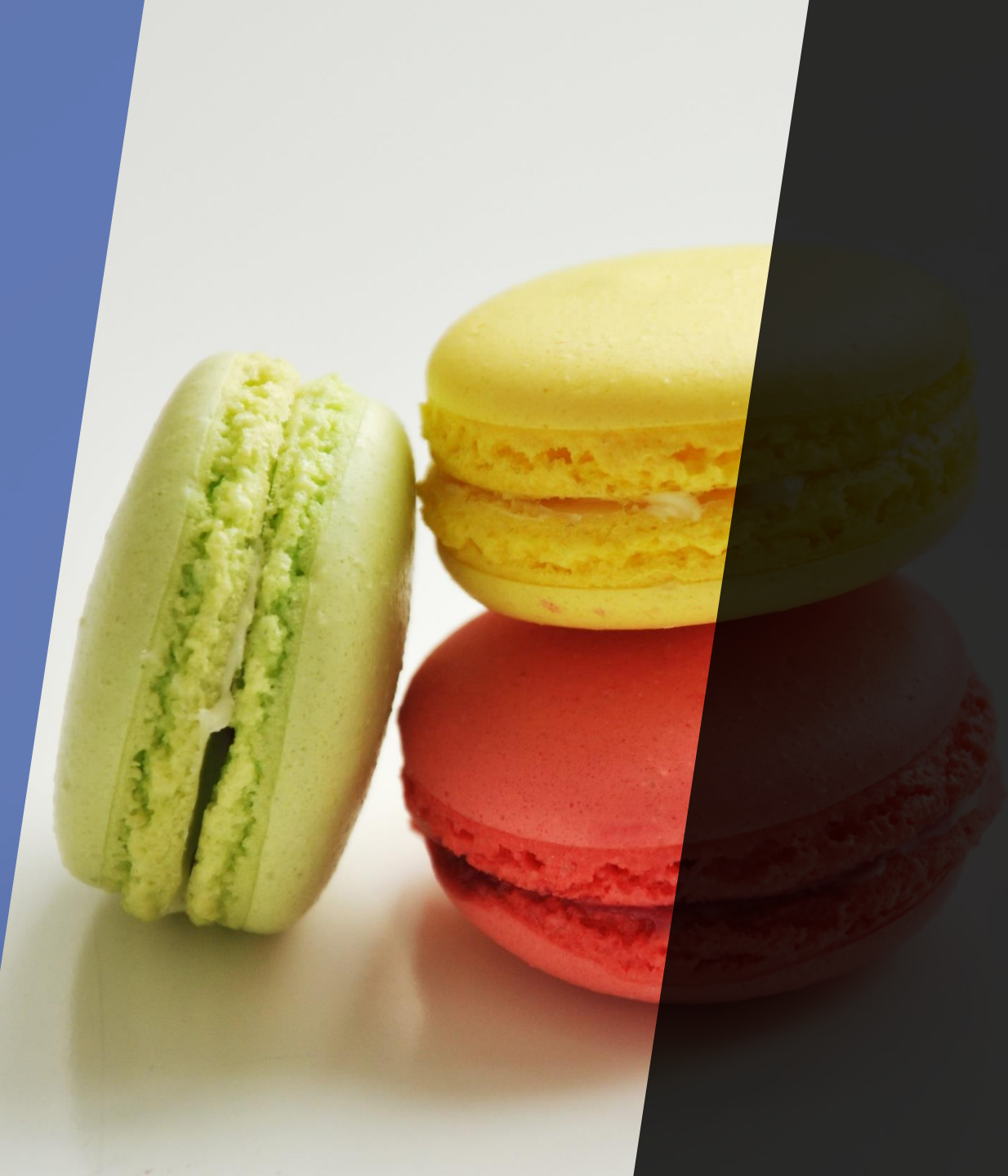

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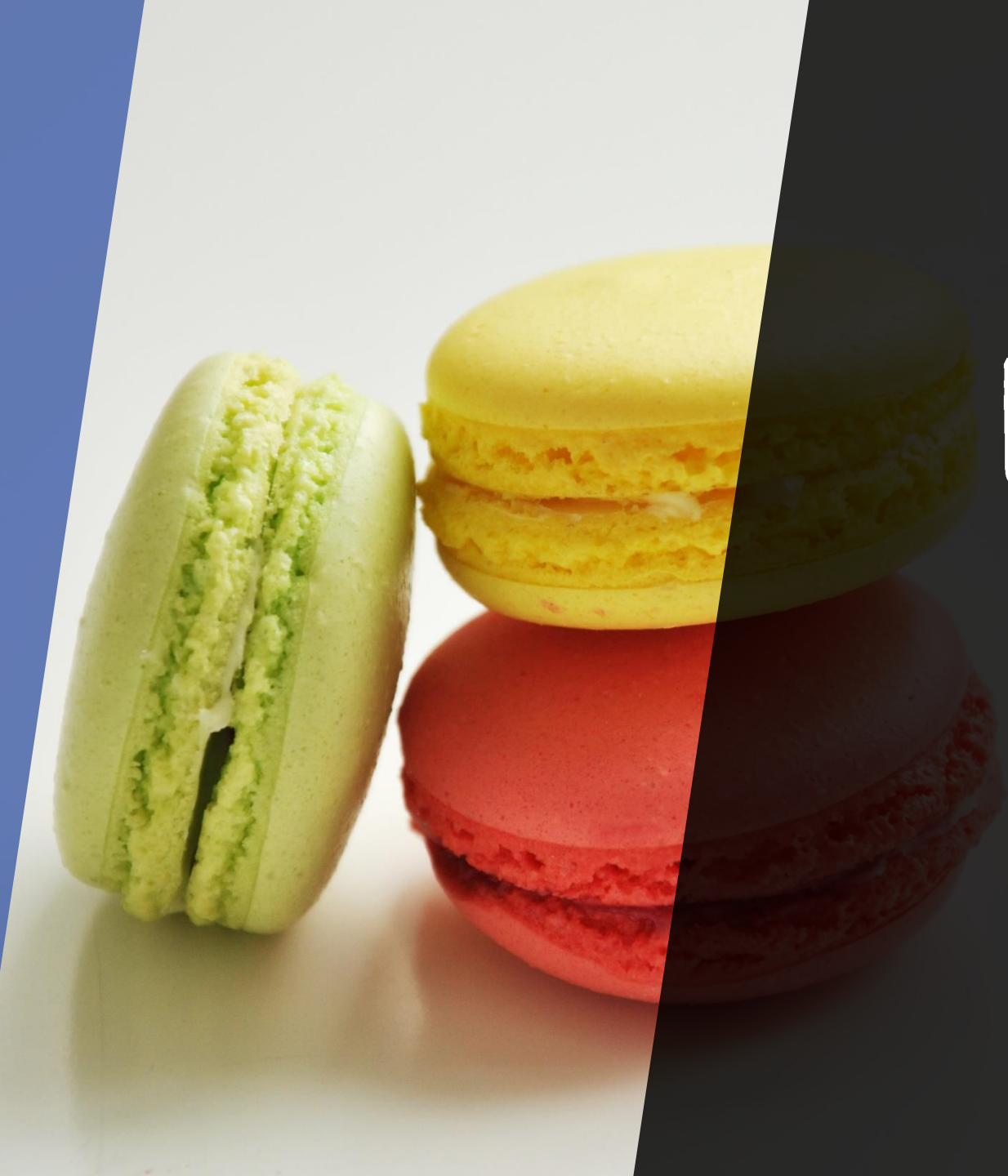

DIGESTIBLE CONTENT

THE CONTENT PARADIGM

Google's Objective Should be Yours

The right information
presented to the right person
at the right time
in the right format
with the right call to action.

Not all Content is Created Equal!

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DIGESTIBLE CONTENT

- Great websites have me for 2.5 – 3.5 Minutes
- Average read would be 600 words
- Average retained content of around 360 words
- Some content for readability
- Headlines and Breakouts for the ‘Scanner’
- Long blog posts for Google juice

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DIGESTIBLE CONTENT

INTRODUCTION not EDUCATION

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5

DON'T LET GO

DON'T LET GO

- Understand the buying cycle
- From 'idea' to 'action' could be;

  2 days, 2 weeks, 2 months or 2 years
- Add depth of content for the micro-visits
- Target your Call to Action to the long process decision maker by offering consultation and guidance.

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DON'T LET GO

BENEFITS:

- Your competition will
- Abandoned cart communications can;
  - Bring sales
  - Maintain brand awareness
- Remarketing is cheaper than initial engagement

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6

WHERE ARE WE?

WHERE ARE WE?

CURRENT POSITION

FUTURE STATE

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WHERE ARE WE?

- A benchmark is essential for charting a path
- Necessary for measuring performance and KPIs
- Free information available through tools like Google Analytics
- Don’t use reports that are TOS (Top of Shelf)
- Dynamic Dashboards are useful and visual

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WHERE ARE WE?

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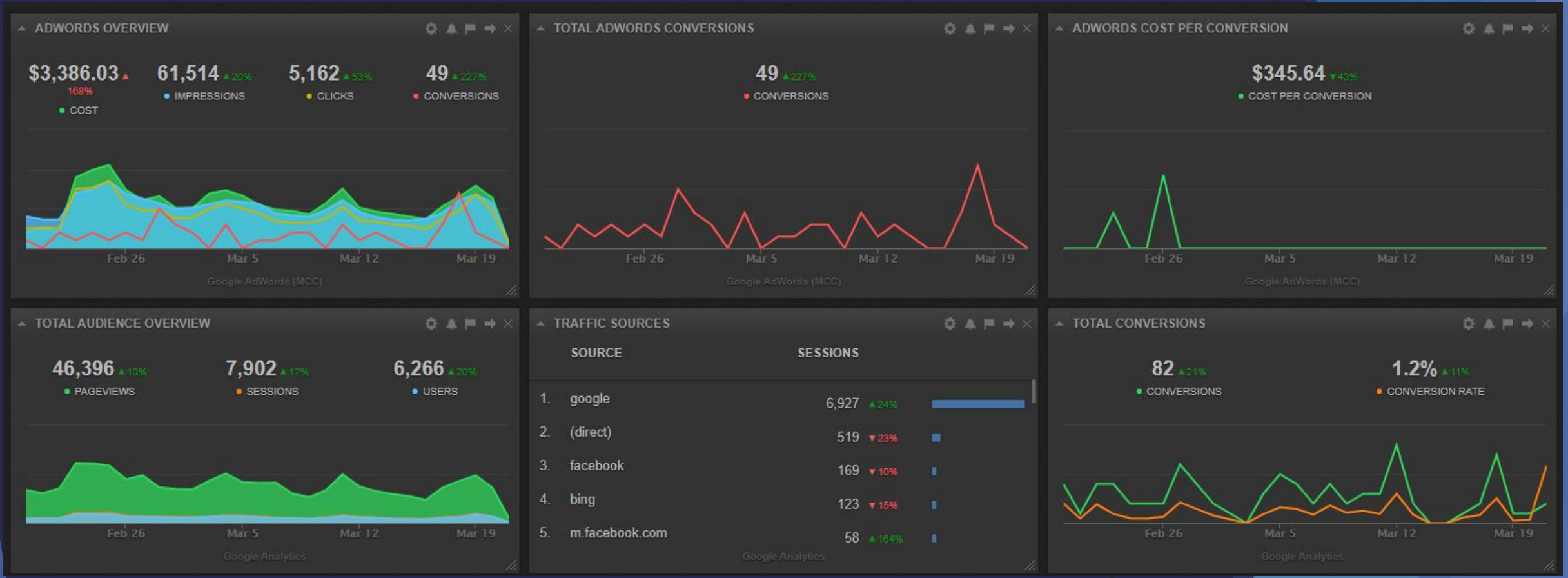

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WHERE ARE WE GOING?

FUTURE STATE

CURRENT POSITION

- Health is Growth
- Stagnation is Decay
- 3 year coffee conversation
- Write the Vision down
- Share the Dream

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7

INNOVATE THE MOUSE TRAP

INNOVATE THE MOUSE TRAP

GARY V

Gary Vaynerchuk

www.garyvaynerchuk.com

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INNOVATE THE MOUSE TRAP

DON'T SHORT CHANGE

The Experiment

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INNOVATE THE MOUSE TRAP

ALLOW FOR:

- 1000x ways to build a Lightbulb
- Testing markets through unique campaigns
- A/B testing to trial copy and call to action messages

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INNOVATE THE MOUSE TRAP

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THINK LIKE:

Google and **Elon Musk**

Try ideas and run with those that work

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HOW TO CHOOSE A DIGITAL MARKETING PARTNER

TIME · PRICE · QUALITY

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TIME · PRICE · SPECIALTY

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TIME, PRICE AND SPECIALTY

Generalist

- Smaller firm
- Younger
- Multi-skilled
- Broad knowledge
- Fast turnaround

Specialist

- Agency
- Established
- Specialist staff
- Deep knowledge
- Long-term strategy

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HOW TO CHOOSE A DIGITAL MARKETING PARTNER

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CHOOSE FOR

- Experience
- Knowledge
- Innovation
- Business Vision
- Customer Service

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WHAT NEXT?

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Web design & digital marketing.

LETS KEEP TALKING

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