

Spinsights Presents...

Creating a powerful online marketing strategy

Our guide to planning the ultimate (and effective) online marketing strategy.





Start here...

In today's digital-first world, being able to reach people effectively on digital and mobile channels is essential for both acquiring and retaining customers, whether you're a bricks and mortar business, you operate solely online or something in-between. Without an integrated plan to grow and engage customers online, businesses face losing out to competitors taking advantage of the opportunities presented by digital channels.

Whether you are actively marketing digitally, but with no defined strategy, or you're just starting to dip your toes into digital channels and tactics, if you are not leveraging the power of online marketing effectively, you could be missing out on huge revenue potential. So, without further ado, let's get to it.





What you can find in this paper...

Pages 5 - 6 What is Online Marketing?

Why invest in online marketing?

What is an online marketing strategy?

Challenges of creating an online marketing strategy

Pages 7 - 11 Types of Online Marketing

#1: Paid online advertising

#2: Content marketing

#3: Search engine optimisation (SEO)

#4: Email marketing

**Page 12 Landing page 101:
Priming your website for conversion**

Page 13 Where next?

Trusted advice

Options for marketing support

Page 14 Online Marketing Strategy worksheet

Page 15 The Spindogs A-Z of Online Marketing acronyms



What is online marketing?

“Digital* marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.”
– Hubspot

**Digital and online are used interchangeably in this document.*

Why invest in online marketing?

Online marketing is powerful and effective for many reasons:

- It is typically less costly than traditional types of marketing and advertising
- It's easier to measure performance during a campaign, rather than waiting for it to end, enabling you to react and optimise accordingly to maximise return on investment
- It offers more detailed targeting options to get your message in front of the right people
- It's easier to scale and build on successes

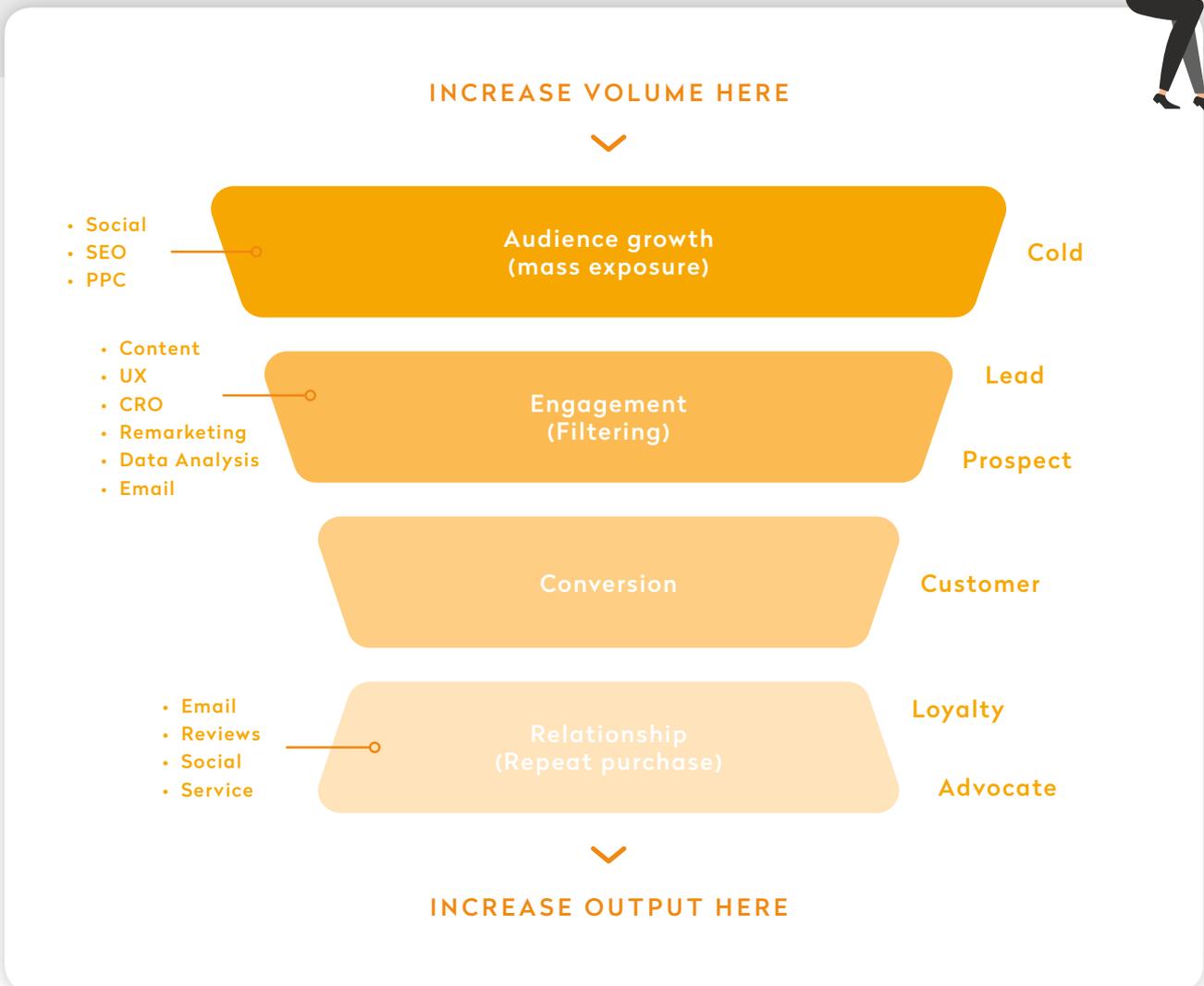


What is an online marketing strategy?

The goal of online marketing is the same as any other type of marketing: to capture people's attention enough to turn it into profitable action – except that it all takes place online.

Let's put it in terms of the marketing funnel: once you have their attention (awareness), they can get

to know and like you (interest). When they like you, the objective is to get them to trust you enough (consideration) to buy from you (conversion). And don't forget, building a relationship to earn customer loyalty (repeat purchases).



Just like a bricks and mortar business, the goal of an online marketing strategy is to get people to visit your website and take profitable action. What counts as profitable action depends on what you are trying to achieve, whether that's to increase revenue (sales), build brand awareness (e.g. email sign-ups) or boost engagement (e.g. website traffic).

A successful online marketing strategy mixes different techniques to meet customers at different touchpoints on their journey. Just as a sales assistant would offer help when browsing a shop,

useful on-site or blog content would offer advice and tips to online buyers. Other strategies, such as email marketing, capture visitors into a marketing list to keep the conversation going long after they've left the site.

We'll discuss specific online marketing techniques and tactics further in this paper, but for now it's important to understand why a strategy is important and address the common challenges you'll face when creating yours.

5 reasons you might need an online marketing strategy



You are marketing on digital channels but don't have a clear strategic goal



Not enough people are taking profitable action on your website



You don't know the role your website and digital activity plays in acquiring and retaining customers



You are not optimising digital campaigns through testing and improvement



You don't know your online audience or what makes them tick

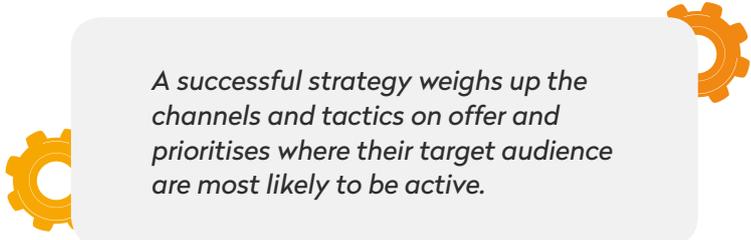
Challenges of creating an online marketing strategy

The challenge for most businesses when developing an online marketing plan is knowing where to start. There are lots of resources out there that look more like corporate business plans than actionable marketing strategies, giving the impression that reports packed with forecasting and data analysis are required.

These reports have a place, but they can be impractical for fast growing businesses and agile teams. We recommend starting small with two or three sides of A4 that link your online marketing to your business strategy, and set clear, measurable goals for success.

Another challenge for businesses is the sheer volume and scope of the digital marketing landscape. There are lots of great online marketing channels out there, from pay-per-click (PPC) to social media advertising, and email marketing to target every touchpoint of the customer journey.

However, each channel comes with its own playbook of tactics for success which are constantly changing and challenging for marketers to adapt to, ranging from email automation to programmatic search advertising and the different types of search engine optimisation.



A successful strategy weighs up the channels and tactics on offer and prioritises where their target audience are most likely to be active.

Types of Online Marketing

Let's get into the more common types of online marketing activities. Make yourself comfortable and settle down for the ride.

Paid online advertising

A more traditional aspect of your online marketing strategy, paid online advertising is the method of using digital channels to pay for traffic and, ultimately, leads.

This channel relies on researching where your target audience can be found online. For example, what do people search for on Google? Do they hang out on social channels?

Once you have this information, you can pay to get in front of people with a special offer or unique value proposition to entice them to click through. Two of the more effective and popular types of paid online advertising are pay-per-click (PPC) and social media advertising.

Pay-per-click (PPC) advertising

Harnessing the power of PPC advertising in your online marketing strategy is a fantastic way to get in front of the right audience. Largely dominated by Google Ads, which owns the majority market share of online advertising, getting the most out of this platform can get strong results for your business.

There are different types of PPC, but the most common type is the paid search advert, where you bid on specific keywords to become more visible in search results (web and mobile) and pay every time someone clicks on your ad to land on a specific page of your website. Other types of PPC include display advertising, retargeting, Gmail ads and Google Shopping ads.

Sounds simple right? PPC is more science than art, and specialists combine a deep understanding of Google's algorithms as well as consumers' purchasing behaviour to dominate over organic search results and competitors. Ads are also subject to Google's auctions to assess their relevance and validity.

Bespoke keyword research and considered ad creation are key to a successful PPC strategy, which is why many companies choose to hire an expert resource in-house or engage with specialist agency support.

Top tip:

"Plan ahead, and make sure your PPC strategy includes seasonal campaigns. Google have said that using seasonal keywords and dedicated ads can boost results by 20% if you get in front of the right audience."



Rhiannon Headlam, Spindogs
Paid Advertising Strategist

CCTV security solutions firm DVS saw a **187% increase** in sales as a result of entrusting their PPC strategy to Spindogs.



Social media advertising

All of the major social networks offer advertising options, including:



Instagram



Facebook



Pinterest



YouTube



LinkedIn



Twitter

When choosing which social networks to advertise on, look at networks that perform well organically for your business, or research where your target market hangs out. Each platform comes with its own advertising management tools for businesses, as well as detailed audience targeting options and multiple opportunities for testing campaigns.

Businesses are free to manage their social media advertising accounts, but when it's key to their online marketing strategy it can be a huge demand on time. Agencies can offer support to maximise advertising potential and increase return on investment, from devising an effective strategy and producing showstopping visuals, to accurate audience targeting and retargeting opportunities.

In the "olden" days, social media advertising was all about increasing the number of Facebook Page followers, but with the organic reach of business pages taking a massive hit with recent changes, social media advertising joins the ranks of traditional paid online advertising, where businesses can pay to attract customers to their website.

Top tip:

"Based on your audience research, create a hook for your campaign that solves one of their problems, makes their lives easier or sparks their interest. Always focus on the value of what you're offering and put yourself in their shoes: would you engage with your adverts?"



Scott McCaffrey, Spindogs Online Marketing Account Manager

"How good is your job?" Facebook campaign in partnership with Spindogs. **39,000 conversions** (quiz responses) in **5 months**.



Content marketing

Instead of buying traffic, content marketing uses organic methods to earn traffic and drive sales to your website through the creation of engaging, relevant and valuable content that captures the attention of search engines and audiences alike.

What is content?

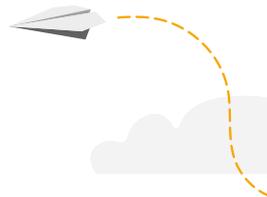
Any media that you create counts as content:

- Website content
- Blog/news
- Infographics
- Social media
- Video (including YouTube)
- White papers/online guides/reports
- Podcasts
- Webinars

What sets content marketing apart from general content is the creation of content for a clearly defined audience with the goal to drive conversion. This white paper you are reading now is an example of content marketing.

Your target audience can be discovered by building example personas of your customers to understand their likes and dislikes and supported by keyword research to identify what terms they search for in Google. The task for content marketers is to write content that responds to user queries, encourages click-through and converts people.

Digital marketing offers a wealth of opportunities to support your content marketing by promoting it through paid advertising channels such as display advertising, social media advertising, sponsored content and more.



Top tip:

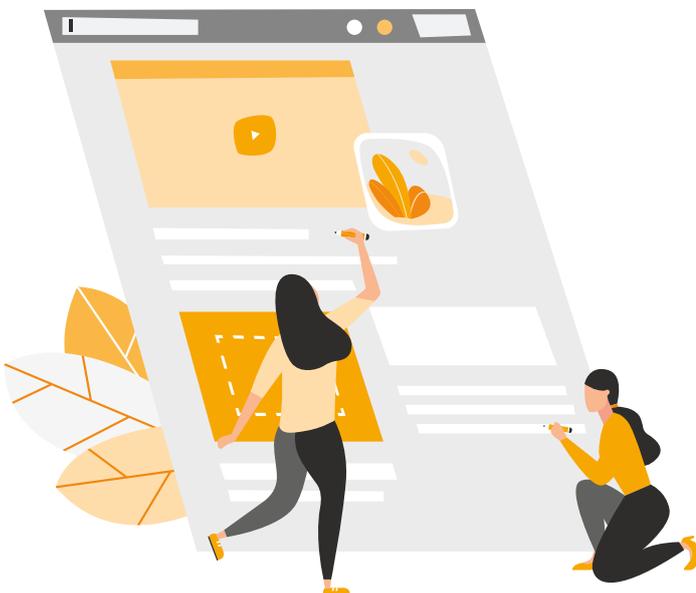
“Define your audiences – before we start creating content, we consider who will be consuming it. It’s also essential to outline your goals. What do you want to achieve with your content? Think about how it will sell your products and services.”



Polly Angelova, Spindogs
Content Editor

Optimised site content for Coffee #1 resulted in a **58% increase** in website traffic and a **158% increase** in email newsletter sign-ups.

Coffee#1



Search engine optimisation

Search engine optimisation (SEO) is the strategy of getting your website's content to rank higher in search engines to drive more (and quality) traffic to your website. Unlike PPC, where keywords are paid for, SEO requires longer-term thinking through technical and content optimisation of a website. It can take time to see the results of your SEO activities, but high-quality, optimised content that meets the requirements of Google's crawlers will eventually increase the volume of organic traffic to your site.

All aspects of a digital marketing strategy feed into each other, and an SEO strategy informs the production of strong, high-quality content that generates traffic and engages readers into action. It relies on knowing what your target audience is searching for, the phrases they use and the types of content they engage with.

With a willingness to learn, it is possible to adopt basic SEO techniques. However, if there's a lack of in-depth SEO knowledge in the business, or you are not getting enough traffic to your website, then it's worth hiring an SEO specialist in-house or engaging the services of a digital marketing agency.

With the majority of B2B customers and online shoppers turning to Google search, agencies are best placed to help set strategic goals around SEO, carry out detailed data analysis and keyword research, and make recommendations for improvements that will pay dividends for years to come.

Top tip:

"Claim your Google My Business listing if you have not already done so. If you have, keep it fresh, post to it at least once a month, keep updating the images and drive customer reviews."



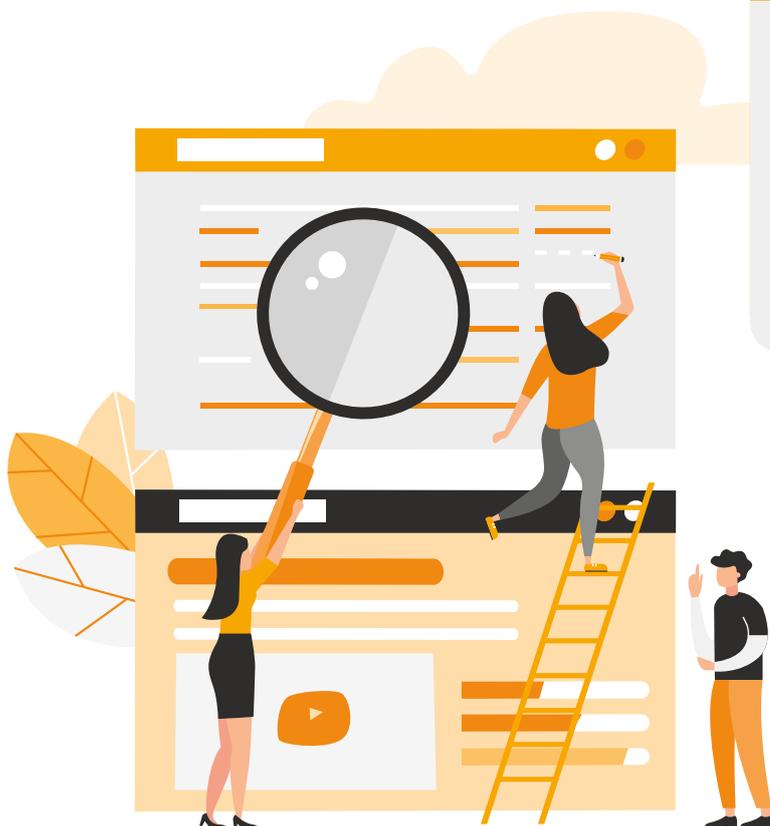
Chris Tanti, Spindogs Data Marketing Strategist

A bespoke SEO strategy for lighting specialist Fritz Fryer increased online revenue on the sale of lighting by **68% year-on-year.**

EST 1982

FRITZ FRYER

LIGHTING SPECIALISTS



Email marketing

Still one of the most effective digital marketing channels, email marketing is one of the highest converting online marketing channels for many businesses.

Most of that is down to its ability to nurture long-term relationships with customers. Content direct into their inbox that engages and entices customers develops a currency of loyalty that maximises opportunities for upselling. This strategy is essential, for example, if your business has a longer lead-in before sale.

Email marketing is a powerful and sophisticated tool, with strategies range from segmentation and personalisation, to automation (emails triggered by actions) and dynamic content.

Top tip:

"Email marketing campaigns which focus their attention on their customers' past purchasing patterns are highly effective and generally gain a very positive response."



Chelsea Brownhill, Spindogs
Online Marketer

Reporting and insight

Essential to any online marketing strategy is tracking the performance of your online campaigns, whether that's sales, engagement or brand awareness, to get the in-depth knowledge you need to plan your next steps.

Most digital channels include built-in reporting services to monitor your return on investment. If you are using an agency for your digital marketing services, ask them to break it down into understandable chunks and get advice on optimising your campaigns for success.

Bespoke email campaigns for Direct Tile Warehouse saw trade card sign-ups **soar by 150%**.

Direct
TILE WAREHOUSE



Landing page 1,2,3: Priming your website for conversion

Online marketing drives traffic to your website, and it should be working hard to turn those visitors into paying customers. Digital marketing campaigns typically start with a landing page, so called because traffic lands on a designated page optimised for conversion.

Conversion rate optimisation (CRO) is the technique of increasing the number of visitors that take a desired or profitable action on your landing page, whether that's selling products or services, or people leaving their details for you to get in touch and kickstart that relationship offline.

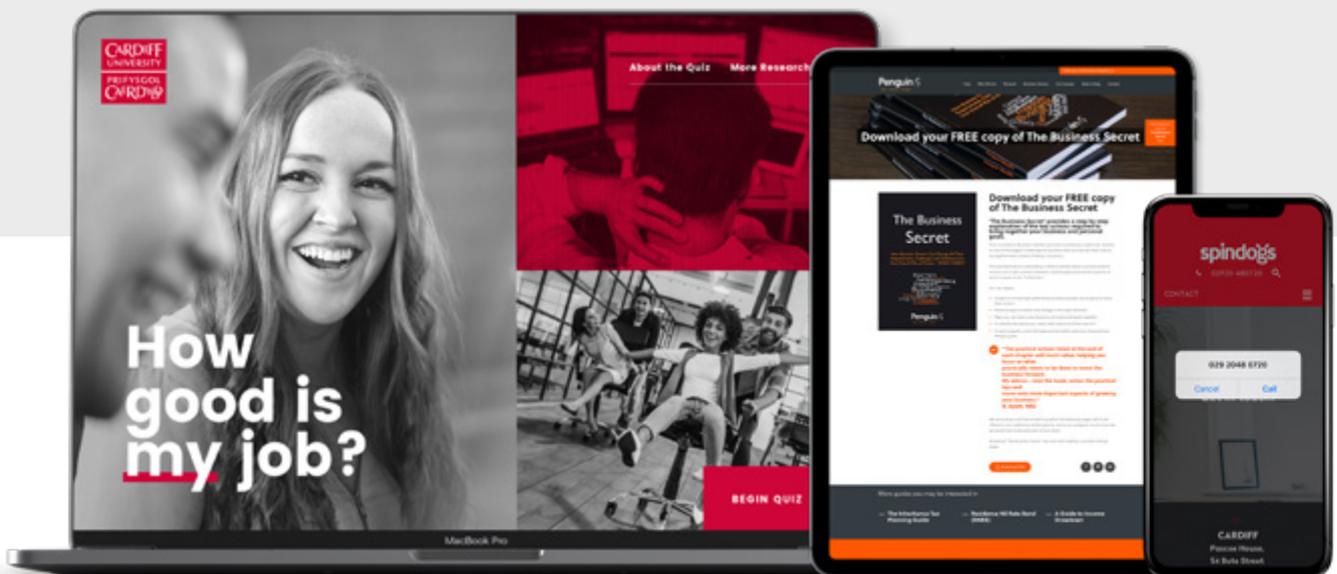
Here's three questions to answer to ensure your landing page is optimised for conversion:

1. What are you optimising your website for?

Identify a clear goal for your landing page in the form of what action you want people to take.

Example calls to action:

- Buy now
- Form completion
- Phone call
- Brochure request
- Try demo



Source: Cardiff University

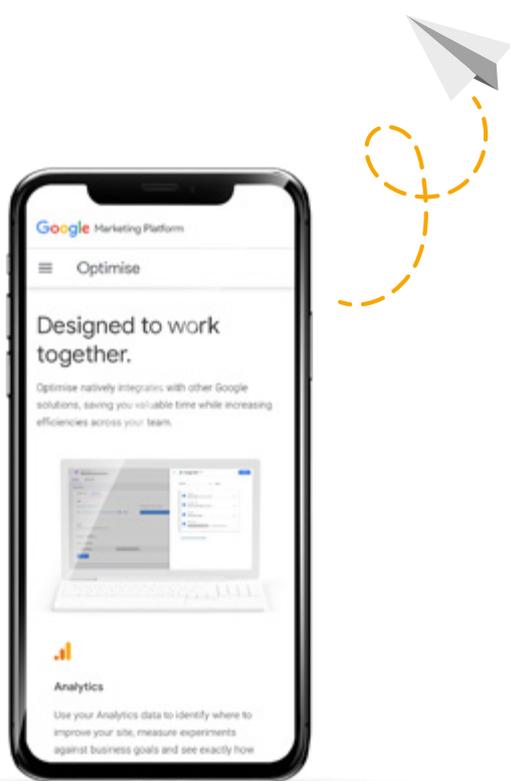
Source: Penguin Wealth

Source: Spindogs

2. What do you want your audiences to do?

The highest converting websites are designed with your audiences' journeys in mind. Grab a pen and paper, and map out the series of steps, page-by-page, that enable visitors to achieve their goals as quickly and easily as possible on your website.

Don't forget to follow through with the journey. It's usually the money pages that get all the attention, but what about your confirmation or thank you page, where the visitor is led to after they've taken an action?



Source: Google Optimise

3. Is the landing page set up for testing?

A/B testing tools (e.g. Google Optimise) and heatmapping services (e.g. Mouseflow or CrazyEgg) are useful to examine what motivates your audiences to take profitable action and what doesn't. If your website isn't encouraging visitors to take the desired action, then examine their user journey and look for opportunities to optimise conversion.

You can also experiment with landing page layouts and strategically play around with the use of imagery and video to uncover golden nuggets of insight. Your current use of images, for example, could be excluding a key segment of your audience. Think, if you were in their shoes, would you see yourself reflected in the landing page's content?



Where next?

Trusted advice

A quick online search will uncover plenty of advice on creating an online marketing strategy, but most of these templates can be timely and burdensome to put together.

Start by surveying the landscape of online marketing using this guide and the strategy worksheet overleaf as support. Consider the options that could work well for your business, for example, where do your audiences live online? How do they prefer to be engaged? What are your competitors doing?

Once you've considered how online marketing can support your business goals, you might feel comfortable

figuring it out yourself. Often, however, the best way forward is to get strategic advice from a specialist online marketing agency who will take the time to get to know your business and care about it succeeding.

This saves time and money and ensures you are on the right path from the get-go. For example, approaching an agency for SEO support might result in a wider discussion about content strategy. Without access to expertise, your business could be missing out on potential revenue streams.

Options for marketing support

Outsourced marketing support

Outsourced marketing services takes the pressure off by offering the full range of online marketing services to support your business. When you employ an online marketing agency, you have access to a full team of experts you can use to support your monthly online marketing activity – a resource you might not be able to afford in-house.

Specialised support

Perhaps you already have an in-house marketing team but need specialist support in one or two areas or campaigns, for example, SEO or social media advertising. Whatever your needs, a digital marketing agency can hit the ground running with tried and tested techniques for success.



Spindogs' A-Z of Online Marketing Acronyms

Here's our handy guide of online marketing acronyms every business needs to know when surveying the digital marketing landscape.



AOV

Average order value

B2C

Business to consumer

B2B

Business to business

CMS

Content management system

CPA

Cost per acquisition

CPC

Cost per click

CRM

Customer relationship management

CRO

Conversation rate optimisation

CTA

Call to action

CTR

Click through rate

GA

Google Analytics

KPI

Key performance indicator

PPC

Pay-per-click

ROI

Return on investment

SEO

Search engine optimisation

SERP

Search engine results page

SMO

Social media optimisation

UGC

User generated content

UI

User interaction

UX

User experience

CLV

Customer lifetime value

CPL

Cost per lead

CPV

Cost per view

CR

Conversion rate

ESP

Email service provider

LTV

Lifetime value

MoM

Month on month

PPL

Pay per lead

PPV

Pay per view

PR

PageRank

PV

Pageviews

QS

Quality score

SEM

Search engine marketing



Online Marketing strategy worksheet

Get started with your Online Marketing strategy with this simple worksheet.

Business Goal	Identify one business goal
Online marketing goal	E.g. increase organic traffic to my website
Online marketing channels	E.g. SEO, paid advertising, social media etc
How will you measure success	E.g. % increase in website visitor in one quarter
Budget	



About Spindogs

A full-service digital agency helping organisations with marketing both online and offline. We love delivering great website design & development, marketing and brand solutions for our clients, so whether you're looking to drive more value from your digital marketing budget or bring your

business to life with a visually stunning website, we have the full package to take your online presence to the next level. That's how we've built successful, results-driven relationships with clients for over 14 years.

Websites

- > Web Design & Development
- > eCommerce
- > Multiple CMS platforms including WordPress, Umbraco and Kentico
- > Intranets & Extranets

Creative

- > Brand Consultancy
- > Logo Design
- > Graphic Design
- > UX
- > Website Design
- > Print
- > Branding

Marketing

- > Outsourced Digital Marketing
- > SEO
- > PPC
- > Social Media Advertising
- > Analytics
- > Conversion Rate Optimisation
- > Email Marketing
- > Training & Workshops
- > Content Creation

Get in touch

To learn more about partnering with Spindogs for your online marketing project, get in touch with our Business Development team:

E: info@spindogs.com

T: 02920 480 720

