



2013 DIGITAL MARKETING
ACTION PLAN



business environment.

The goal of this section is to understand the online environment for your business: Who your online **customers** are and where they hang out online, as well as who your online **competitors** are and how you stack up against them.

- Understand the difference between online and offline customers. Don't know where to start? Read our [blog post](#)
- Do some research to find out where your customers congregate online—e.g. blogs, forums, news sites, social media sites or resources
- Identify online competitors – note that they may be very different from offline competitors. Do some simple searches in search engines and social media to find out which businesses have a big presence online.
- Complete a quick competitor analysis ([which you can find on our site](#)). What are the strengths and weaknesses of your site vs your competitors?
 - Compare your content with your competitors. What pages of their content get the most links? What do they offer that you don't? What is popular on your site that no one else has?
 - Monitor what your competitors are doing in social media ([Find out how we do this](#))



search engine optimisation.

The goal of this section is to ensure that your site has the best chance of ranking highly in search engines for the keywords your customers use to search for your products or services.

Technical

- Ensure Google Analytics (or another analytics package) is installed on your site so you can track your visitors behaviour and the effect of your online marketing. ([See how here](#))
- Ensure your site has Google Web Master Tools enabled so that you can be alerted if there are any big problems with your website. ([Find out how to use it](#))
- Undertake a [SEO structure and code audit](#) inhouse or ask professionals to undertake a comprehensive audit of your site structure and coding for you.

Keywords

- If you have an existing keyword list— Make sure all your keywords are still relevant and up to date. Move focus away from keywords where you already have results
- If you don't have an existing keyword list— create one using [our advice](#)
- Make sure you find out each keywords search volumes and current rankings using the [Google Keyword Tool](#) and [Firefox Rank Checker](#).
- Make sure your content writers and outreach staff know the keywords you are targeting and the priority of each of them. Share our [SEO guidelines for content writers](#) with them.



search engine optimisation.

Outreach & Linking

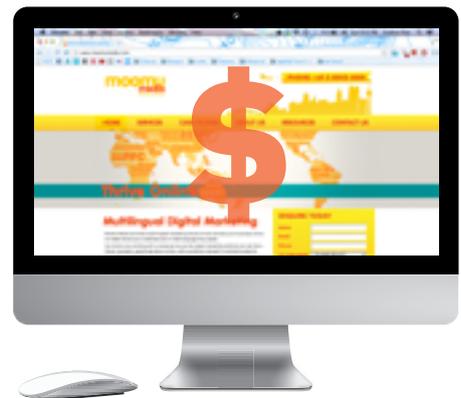
- Make sure you are following, and even better, being involved in, the most popular forums, blogs or social media networks in your niche.
- Follow your chain of backlinks to find sites who might partner with or link to your site. For example with blogs that already link to you, who is in their bloglist? Who else do these blogs follow, and who partners with them? Use [Open Site Explorer](#) to find out.
- Consider guest posting on related sites blogs
- Undertake outreach with your best resources—e.g. bloggers or resource pages which regularly link to similar content might be interested in sharing your content with their followers. Involve your PR team.
- Make sure you are included in all the relevant local and industry directories.

Content

- Identify your most popular content in 2012
- Identify the most popular types of content on the sites where your customers hang out (blogs, forums, social media, etc)
- Have monthly, if not quarterly brainstorming sessions of the kinds of content you want to create. There should be a mix of photo, infographic, video and text. Note that not all content has to be targeted only towards buyers. Value can also be added by providing content interesting to other people in your niche, even those that aren't going to buy—they might still share.
- Create a schedule stipulating how often you are going to create content. It is important to be consistent in content creation—if it is a blog, you must blog regularly. If it is a resources section, you must make sure it is kept updated.
- Make sure your PR staff are aware of all the resources you are creating and promoting

pay per click marketing.

If you don't have pay per click marketing in place, consider it for 2013. Prices vary and results are immediate.



- If you don't yet have a Google Adwords account, an agency like MooMu Media can help you establish your campaign and then either teach you how to run it, or manage it ongoing on your behalf.
- If you want to set up Google Adwords for yourself, or use Google Express, please read our [Adwords Money Saving Tips](#) first.
- If you already have a pay per click account—undertake an audit to minimise wasted spend and maximise opportunity. [Use our Adwords audit checklist.](#)
- Consider search engines other than Google. Yahoo/Bing allows you to easily import your Google Adwords campaigns. The network offers lower volumes, but usually at cheaper prices.
- Consider Facebook pay per click ads to grow site traffic or page likes. Read our advice about [creating Facebook ads](#).
- Consider launching a [remarketing campaign](#) to retain more visitors. Remarketing shows ads across the web to people who have been to your site.
- Trial a limited branding exercise on the Google or Yahoo content networks.
- Consider Google's Product Listing Ads (online retailers only)



social media.

- Consider carefully which social media sites your business should be on. Profiles should only be set up if you have the time and resources to manage them. Abandoned social media accounts can send the wrong impressions to customers
- Optimise **social media profiles** so that they have the best chance of reaching new audiences
- Know where your business is being reviewed or referred to online, and have a strategic plan on how to deal with negative reviews.
- Make a weekly schedule, and commit to updating it with new ideas each week
- If you have a blog or articles section, ensure you have **Google+ Authorship markup**
 - Make sure social media buttons are visible on your website, emails and other marketing collateral
 - Consider a Hootsuite, or similar management tool, to help organise and schedule updates.
 - Follow influential people and the people following them.
 - What are your own favourite brands are doing in social media?
 - Consider **tagging URLs** you share online so you can track their usage.

Ensure your site is easily available to mobile users



mobile & local.

- Local online marketing refers to targeting those people who are searching for things in your area (i.e. they are physically in your area or their search query references your area).
- Ensure your site is usable on mobile devices or that any problems are scheduled to be fixed.
- At a minimum, ensure all your location information is easily accessible on mobile devices and that your number is click to call.
- Check your Analytics to find out how many of your customers use mobile, which devices they use and what content they are viewing
- Ensure you have a Google Plus page and that it has your local business information completed as much as possible (if you already had a Google Local Places page, this should be taken care of already)
- Facebook now uses location information. If you do business at a specific location make sure it is mentioned on your Facebook profile.
- In 2013 Google Adwords will start to target all devices in every campaign. Use bid multipliers to change your bidding on mobile vs desktop, and if you want to show on mobile, create dedicated mobile ads.



Email Marketing.

- If you don't currently utilise your database of contacts for email marketing, consider whether you want to do it to build relationships with your contacts and/or keep them in the loop.
- If you already have a regular campaign, review its performance in 2012 to see if it is effectively helping your business.
- Make sure your campaigns are being properly tracked so that you can see where all your traffic is going and what it is doing.. If your system doesn't have inbuilt link tracking, you can [use ours](#)
- Make your email marketing mobile friendly by offering plain text and HTML versions.
- Grow your email marketing list through; requirement of email address to attend webinars; downloadable content; entering a competition; qualifying for a discount or even just use a big, visible form on your website asking people if they want to be kept up to date.

SOCIAL MEDIA

MooMu Media offers digital marketing consulting services including Search Engine Optimisation, Pay-Per-Click Marketing, Social Media and Web Analytics.

Our current clients include online retail, professional services, recruitment, media and finance, and we work on sites across Australia, the UK, North America, Europe and Asia.

If you need more information about any advice provided in this document, please visit our website, www.moomumedia.com, or contact us at:

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