

Welcome

# The Must Dos of Your Digital Strategy

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**Antonie Geerts**

*Managing Director, Seditio Digital Consultancy*

 @AntonieGeerts

# About Seditio

Putting our **Clients** first



## Digital Consultancy & Training

We want to be the Digital Consultancy company that creates the rules and best practices for Digital Marketing, as these rules are yet to be made in Ireland.



THE IRISH TIMES



# Your Digital Strategy

In only **five** easy steps

## #1 Step Back



## #2 Analyse



## #3 Plan



## #4 Test



## #5 Implement



# Step back

Why it's important to look at your business from a distance.





# To see the bigger picture

You will need to **Step Back**



## If you look at it too close you will miss a lot

Step back and take note of everything that engages with your business through digital channels.



## Take note of the digital assets

E-mail, Website, Online Advertising, Social Media, Blogging, Instant Messaging, Search Engine Results etc. are part of your Digital Strategy.



## Look around, be curious but don't copy (yet)

Your competitors, that brand you admire, those guys you constantly hear about. They all have a strategy but their “goal” is a secret.



## Be honest to yourself

Is your company or product suitable for social media? Step in the shoes of your customer and decide. Don't follow the pack

# Analyse

There is so much data about your business online, why not use it.



# Analyse your data

Only through **data analysis** can you be sure



## Web Usage

How are people engaging with your site? What are they looking for? Where do drop off?



## Online Advertising

How much are my conversions costing? Am I missing out on conversions? What are my top keywords?



## Social Media

Are social media users engaging? Do they return? Are they relevant?

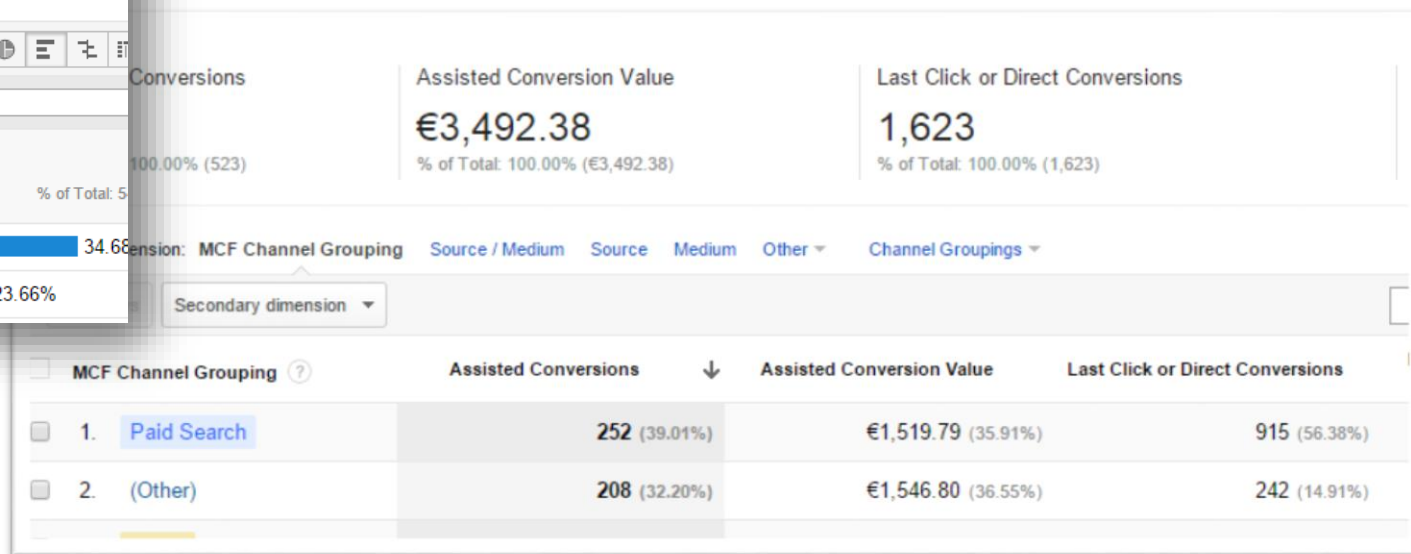
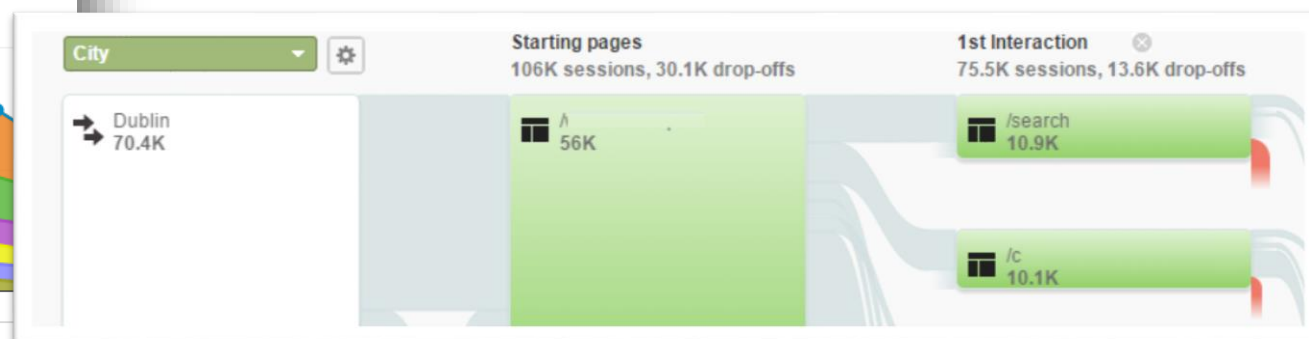
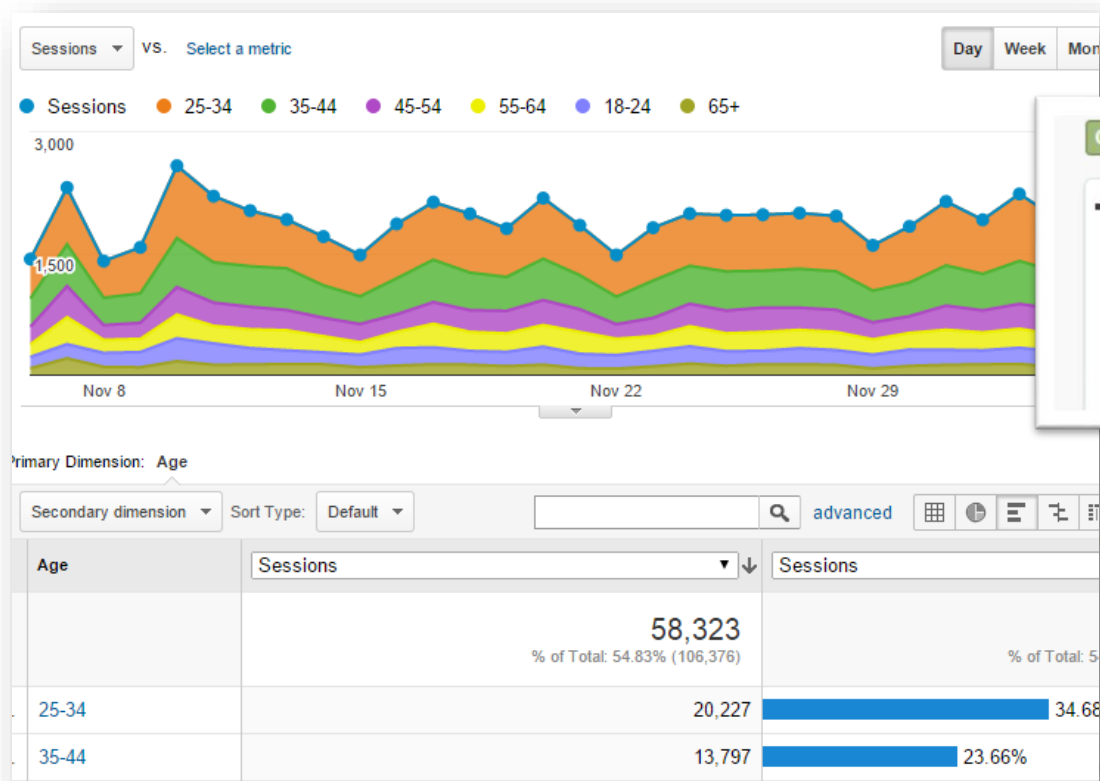


## Traditional

What is my call volume? How many inquiries do I receive? What is the “conversion”?

# Web Usage

Using **Web Analytics** you can understand your visitors





# Online Advertising

The more **Clicks** your campaign generates, the more money the advertising company makes.

### All online campaigns

Campaigns

Ad groups

Settings

Ads

Keywords

Audiences

Ad extensions

Au

All but removed keywords ▾

Segment ▾

Filter ▾

Columns ▾

📈

⬇

#### Customize columns

##### Select metrics

Attributes

Performance

Conversions

Bid simulator

Search Funnels

Competitive metrics

>>

>>

>>

>>

>>

>>

Add all columns

Campaign type Added

Campaign subtype Added

Labels Added

Bid strategy Add

Bid strategy type Add

Dest. URL Add

Qual. score Add

Ad

Total - all account ?

Een Airportkaart nodig?

Voor de G3, G4, G5, Pro en meer

Gratis verzending, directe levering

[www.airportkaart.nl](http://www.airportkaart.nl)

(mobile)

Conversions ?	Cost / conv. ?	Conv. rate ?
960	€1.64	12.62%
960	€1.64	12.62%
960	€1.64	12.62%
0	€0.00	0.00%
960	€1.64	12.62%
960	€1.64	12.62%

	Start	Spend	Impressions	Engagements ?	Eng. Rate	engagement ?	
is	-	€107.39	56,996	-	-	-	
ng Page	PAUSED ▶	13 Aug	€95.80	23,142	210	0.91%	€0.46
s or conversions -							
Interests							
<input type="checkbox"/> Seditio Limited	PAUSED ▶	6 Aug	€8.70	19,758	125	0.63%	€0.07
Followers - Interests							
<input type="checkbox"/> Seditio Limited	PAUSED ▶	6 Aug	€2.89	14,096	61	0.43%	€0.05
Followers - Interests							

# Social Media

They sell it well but does **Social Engagement** increase ROI?

**4,054** People Reached

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**185** Likes, Comments & Shares

<b>162</b> Likes	<b>155</b> On Post	<b>7</b> On Shares
<b>10</b> Comments	<b>6</b> On Post	<b>4</b> On Shares
<b>13</b> Shares	<b>11</b> On Post	<b>2</b> On Shares

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**363** Post Clicks

<b>330</b> Photo Views	<b>0</b> Link Clicks	<b>33</b> Other Clicks
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**NEGATIVE FEEDBACK**

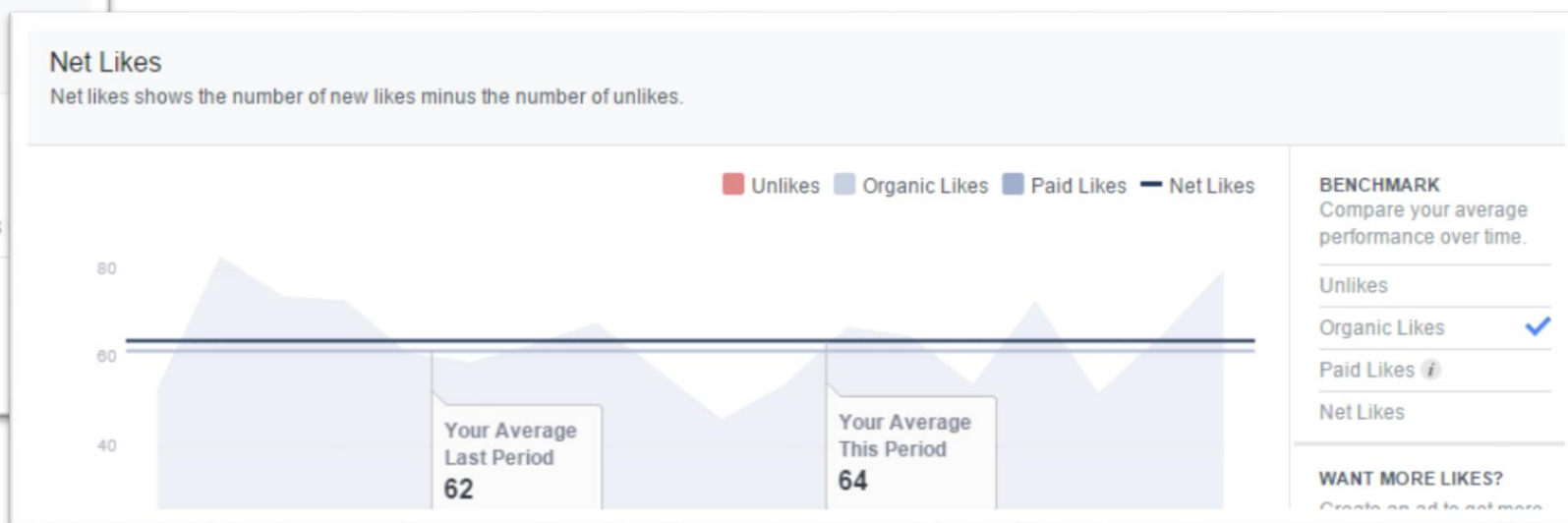
<b>4</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>2</b> Unlike Page

 **Antonie Geerts**  
@AntonieGeerts [Follow](#)

Irish is now on Duolingo! [ow.ly/AUXRA](http://ow.ly/AUXRA)

9:15 AM - 2 Sep 2014

[9 RETWEETS](#) [3 FAVORITES](#)



# Traditional

In many cases **digital** is just research before the traditional sell

Interval (EST)	Offered	Handled	Abandoned	Abandoned Secs	Abandoned %	Avg Abandoned Time	Longest Speed To Answer	Total Talk Time	ASA	Cumulative ASA
Apr 11 12:00PM	5	2	1	30	20.00%	30	26	1242	16	32
Apr 11 12:30PM	15	9	2	135	13.33%	68	93	3891	32	290
Apr 11 01:00PM	10	4	0	0	0.00%	0	93	649	44	176
Apr 11 01:30PM	11	4	0	0	0.00%	0	65	1035	36	146
Apr 11 02:00PM	7	1	1	91	14.29%	91	43	183	43	43
Apr 11 02:30PM	7	4	0	0	0.00%	0	115	1098	62	250
Apr 11 03:00PM	10	5	0	0	0.00%	0	79	971	41	203
Apr 11 03:30PM	7	5	0	0	0.00%	0	91	2333	49	246
Apr 11 04:00PM	6	2	1	2	16.67%	2	83	947	58	115
Apr 11 04:30PM	11	4	2	81	18.18%	40	116	4069	71	284
Apr 11 05:00PM	14	3	3	239	21.43%	80	119	1618	110	331



# Analyse your competitors

Especially those that are **performing** well online



## Search Engine Results

If they are number one for your products than there must be a reason for that.  
Find out why



## Social Media Content

What are they sharing with their followers, likes, subscribers? Find it out and try to measure it's success



## Reality vs perception

Likes, Tweets, Shares , Subscribers everything can be bought and very reasonable prices.



## The road to conversion

How are your competitors converting their customers? Why is their sign-up process better than yours.

# Search Engine Results

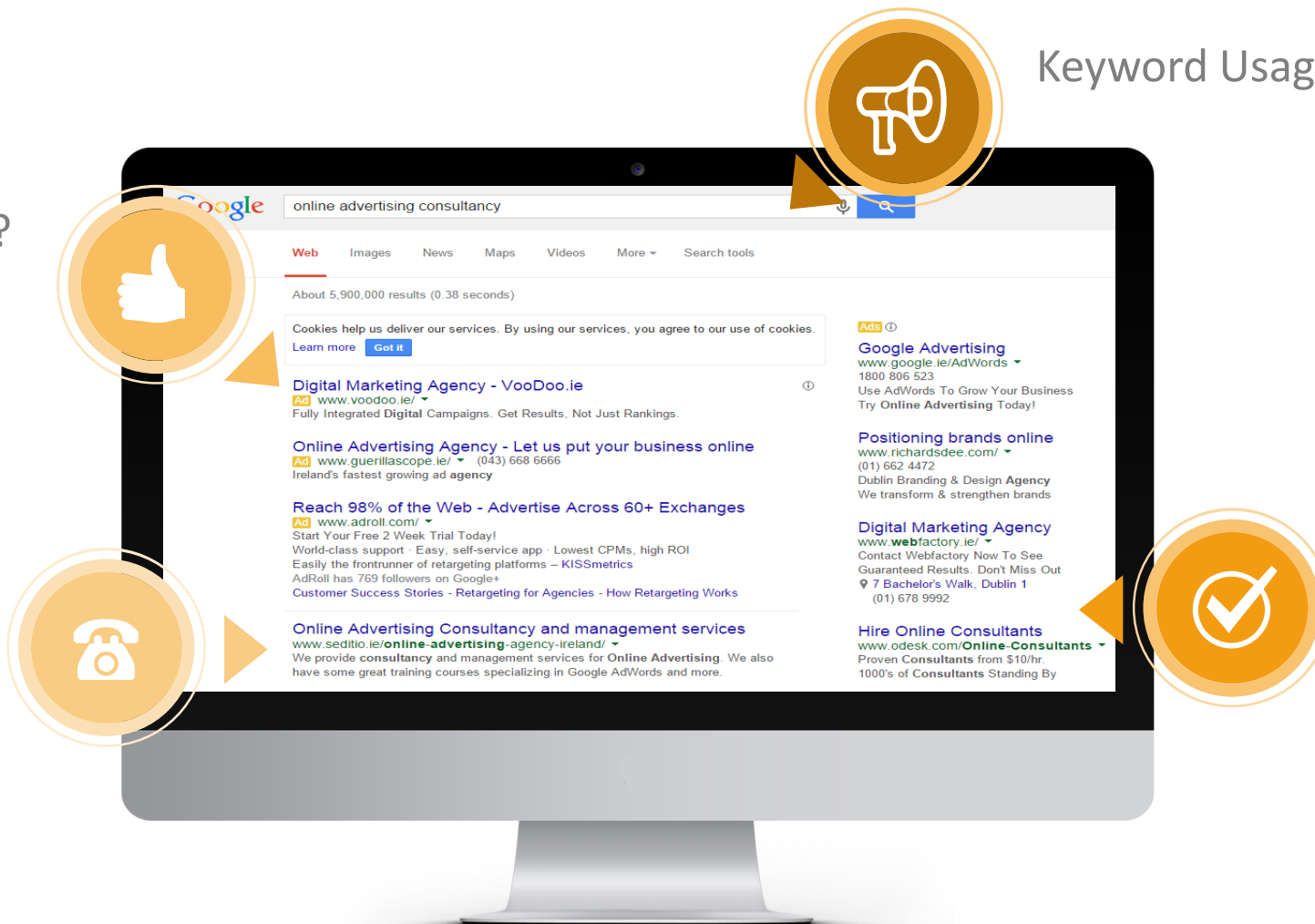
The right pages are **Relevant!** are yours?

Relevant Advertising?

Keyword Usage?

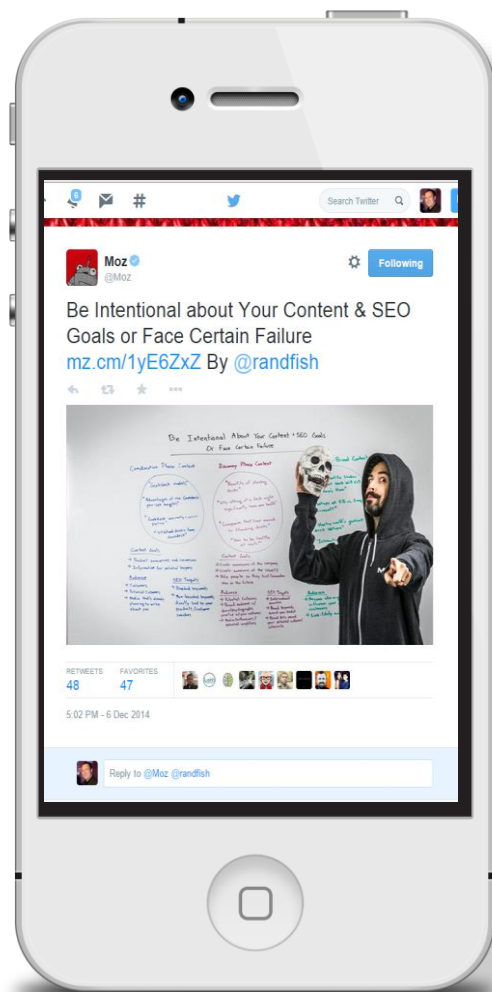
Organic listing?

Great pitch?



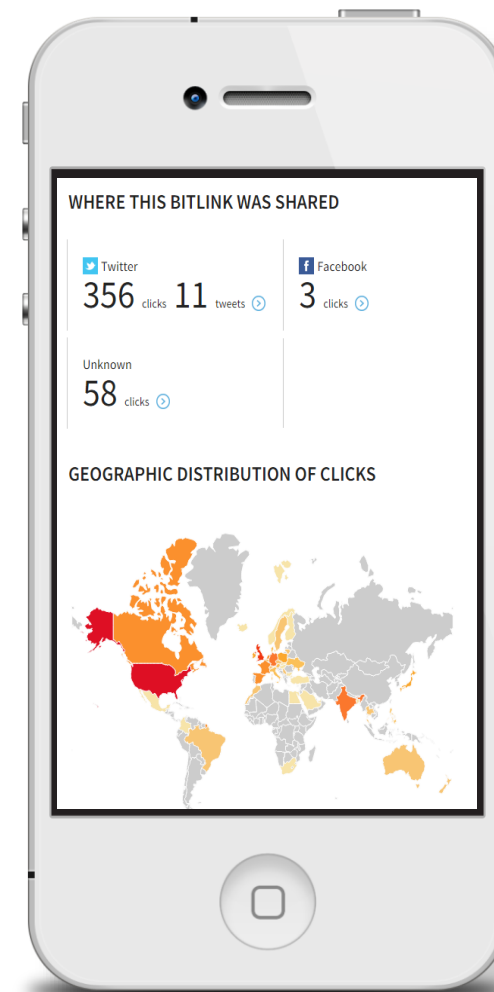
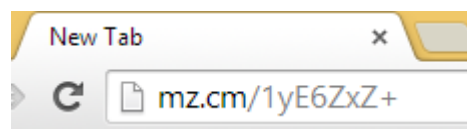
# Social Media Content

Get the insights to do **Competitor Analysis**



**Copy the link**

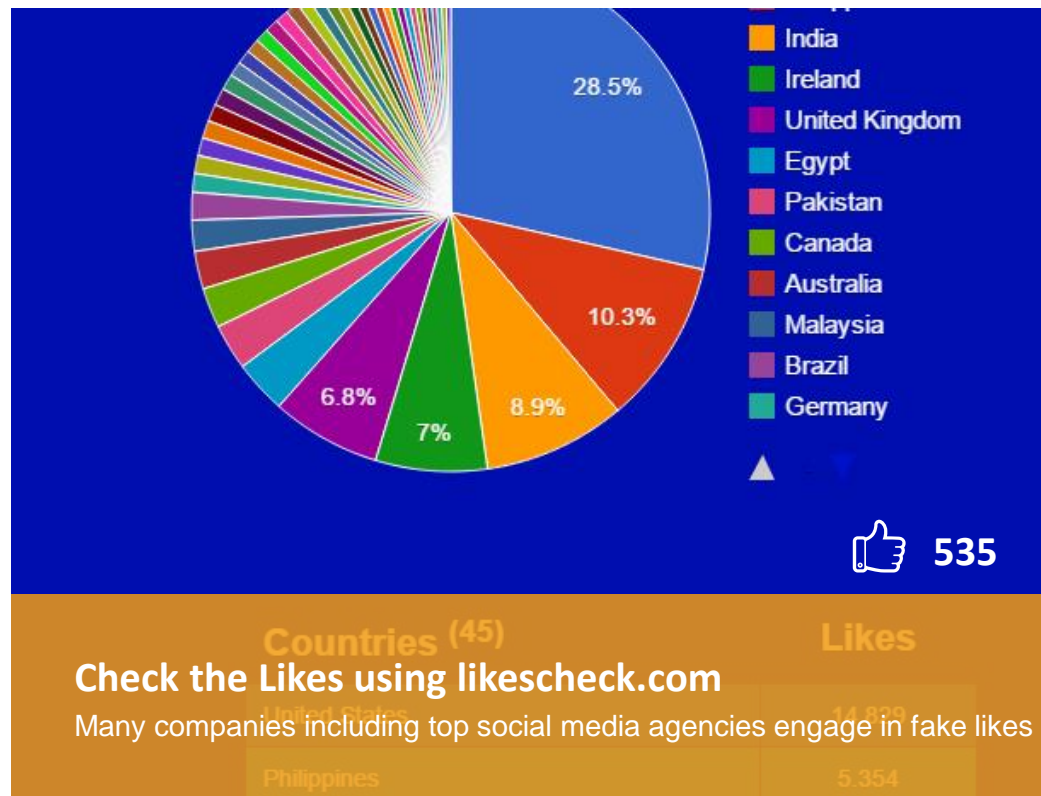
And add the +.





# Reality vs Perception

There are way too many **robots** in the digital marketing world



# The road to conversion

Have you ever decided to **not** buy a product you wanted?



## Do you ship the product? Will you fax me?

Address is not always necessary in the first part of the conversion and well fax machines are very rarely used.



## How easy is it?

Can I order my product or get in touch easy enough? And if I'm stuck are you there to help me



## Are you wearing what you represent?

Your website "clothes" represent your business so make sure it is suited for your customer.



## Is this a perception of the price?

Your competitors may look cheaper but after additional taxes + shipping fees they are more expensive. Use that info to your benefit



## Can we trust your business?

If I am going in business with you I want to see trust. Previous clients, Experience, Security etc.



## Can you give them a better offer?

Because if you can make sure to remarketing them "correctly". Remarketing at the point that the visitor is clearly interested in the product. Don't remarket existing customers!



# Plan

When you make a plan, you have something to fall back on later.



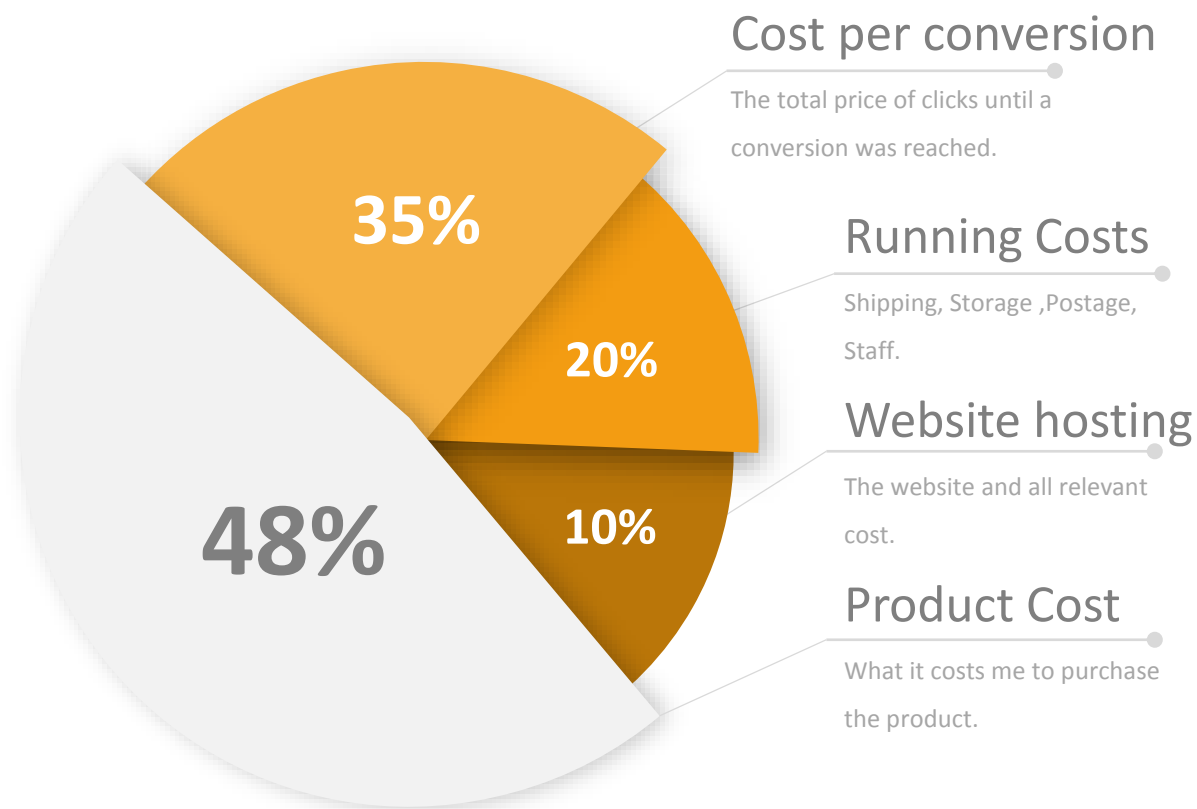
# Planning your strategy

And make sure you **write** it all down



# Assign priority and budget

Make sure you don't lose **money** on your conversions.



**“You are doing something wrong if you spend more per conversion than the margin of the product you sold is worth”**

# Measure everything

For example through the **url-builder** from Google.

**Using the URL builder**

**Step 1: Enter the URL of your website.**

Website URL \*

(e.g. <http://www.urchin.com/download.html>)

Campaign Source \*

(referrer: google, citysearch, newsletter4)

Campaign Medium \*

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name \*

(product, promo code, or slogan)

\* Required field

The webpage you want to drive visits too.

The Type of Traffic

The type of Medium for example e-mail or tweet

The content of the tweet

The name of the campaign

FILE		HOME		INSERT		PAGE LAYOUT		FORMULAS	
Paste		Calibri		11		A A			
Clipboard		B I U		Font		Alignment			
B8									
A		B							
1	Nr	Tweet							
2	TW1	Doing a master class on Digital Marketing Strategy							
3	TW2	Great to be talking about #SEO at <a href="http://www.seditio.ie">www.seditio.ie</a>							
4	TW3	Another #webanalytics course booked #analytics							



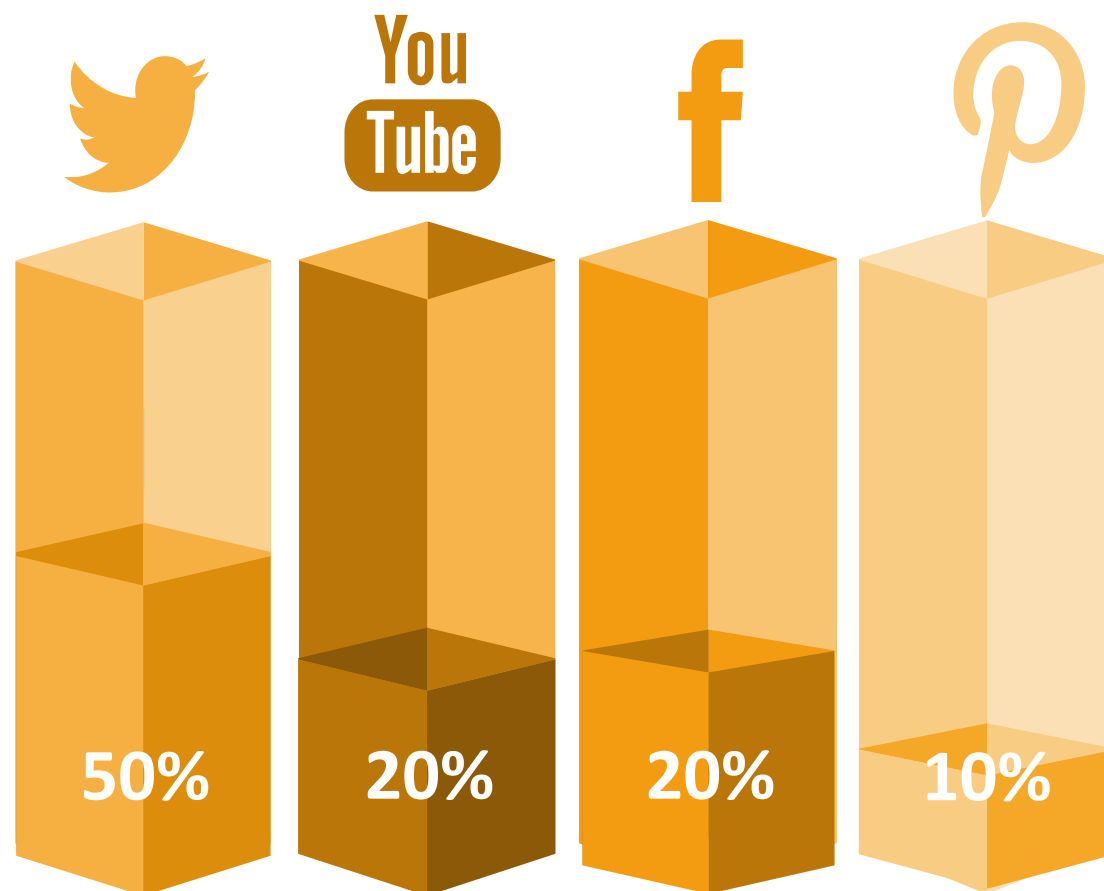
# Test

Writing down a plan is good but testing it is better.



# Testing your strategy

Find out the **best** match for your business



## Test a number of days

And make sure you write down on which days and at what times.



## Try a consistent theme

Staying consistent will allow you to determine conversion easier.



## Measure Engagement

Make sure you measure the engagement end to end.

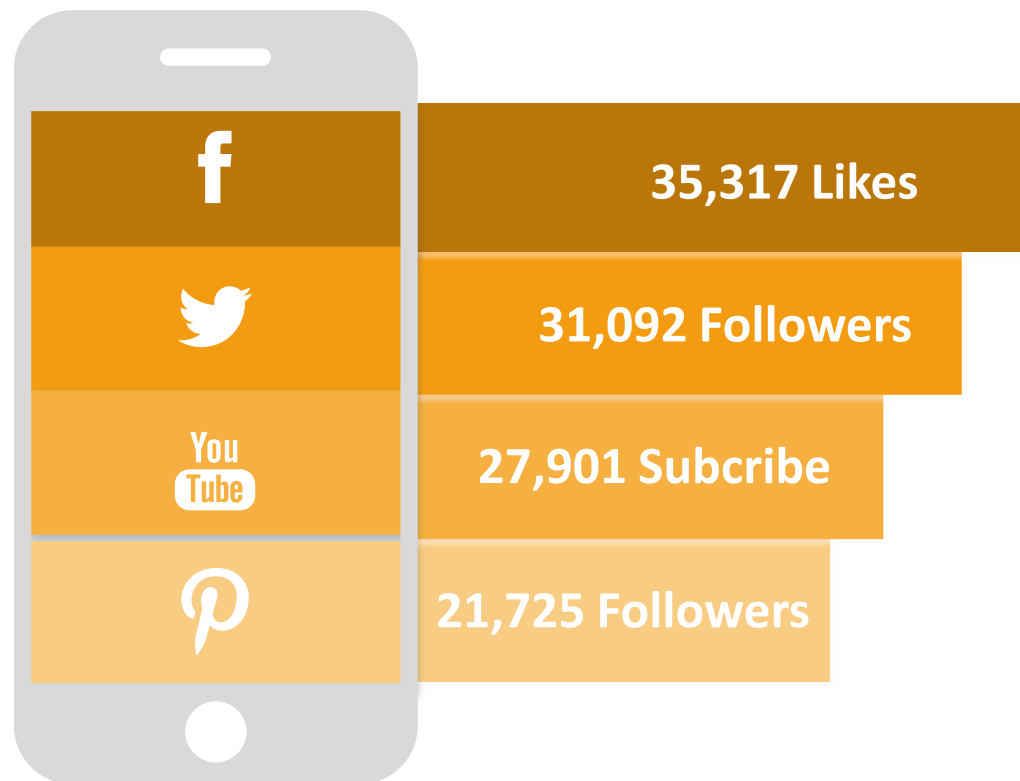


## Reduce/Increase spend

Based on the different channel performance assign budget.

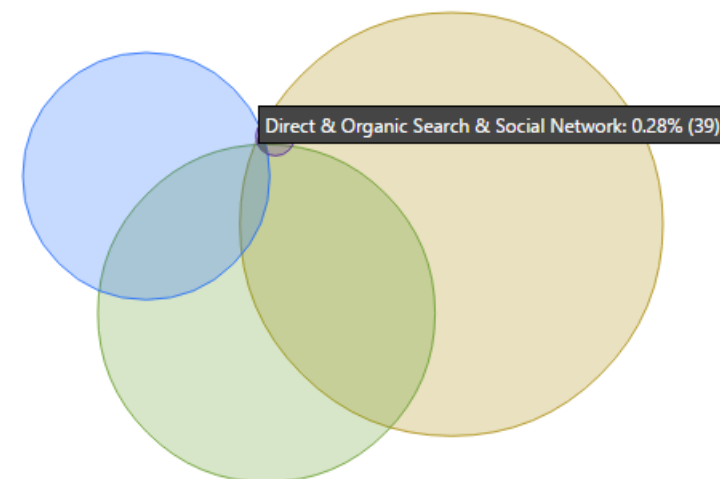
# Measure Engagement

But make sure it is **end-to-end**



Source / Medium ?	Acquisition	Behavior		
	Sessions ? ↓	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	99 % of Total: 0.07% (141,780)	89.90% Site Avg: 57.83% (55.45%)	1.14 Site Avg: 2.57 (-55.62%)	00:00:05 Site Avg: 00:02:14 (-96.29%)
1. reddit.com / referral	46 (46.46%)	82.61%	1.24	00:00:09
2. lnkd.in / referral	15 (15.15%)	93.33%	1.13	00:00:01

Direct & Organic Search & Paid Search & Social Network: 0.09% (13)



# What led to the sale?

The activities that **converted** into a sale



## 1<sup>st</sup> Contact Social

A tracked tweet promoting your product at a special rate for Twitter followers

## 2<sup>nd</sup> Contact Search

User found you through Organic Search to further research the product

## Final Contact Remarketing

User decided to purchase the product after you remarketed them with a special offer.

Campaign ?	Ad Content ?	Conversions eCommerce ▾	
		Transactions ?	Revenue ?
		668 % of Total: 51.78% (1,290)	€9,138.15 % of Total: 50.12% (€18,231.66)
1. Shopping: My Product Listing Ads	Standaard gratis verzending in NL en BE	219 (32.78%)	€2,808.88 (30.74%)
2. Shopping: My Product Listing Ads	Direct uit voorraad leverbaar	147 (22.01%)	€1,877.22 (20.54%)
3. beslist	popup1	3 (0.45%)	€36.15 (0.40%)

<input type="checkbox"/> MCF Channel Grouping ?	Assisted Conversions ↓
<input type="checkbox"/> 1. Direct	5,402 (41.12%)
<input type="checkbox"/> 2. Organic Search	3,811 (29.01%)
<input type="checkbox"/> 3. Paid Search	3,109 (23.66%)
<input type="checkbox"/> 4. Referral	672 (5.11%)
<input type="checkbox"/> 5. Display	62 (0.47%)
<input type="checkbox"/> 6. Social Network	53 (0.40%)



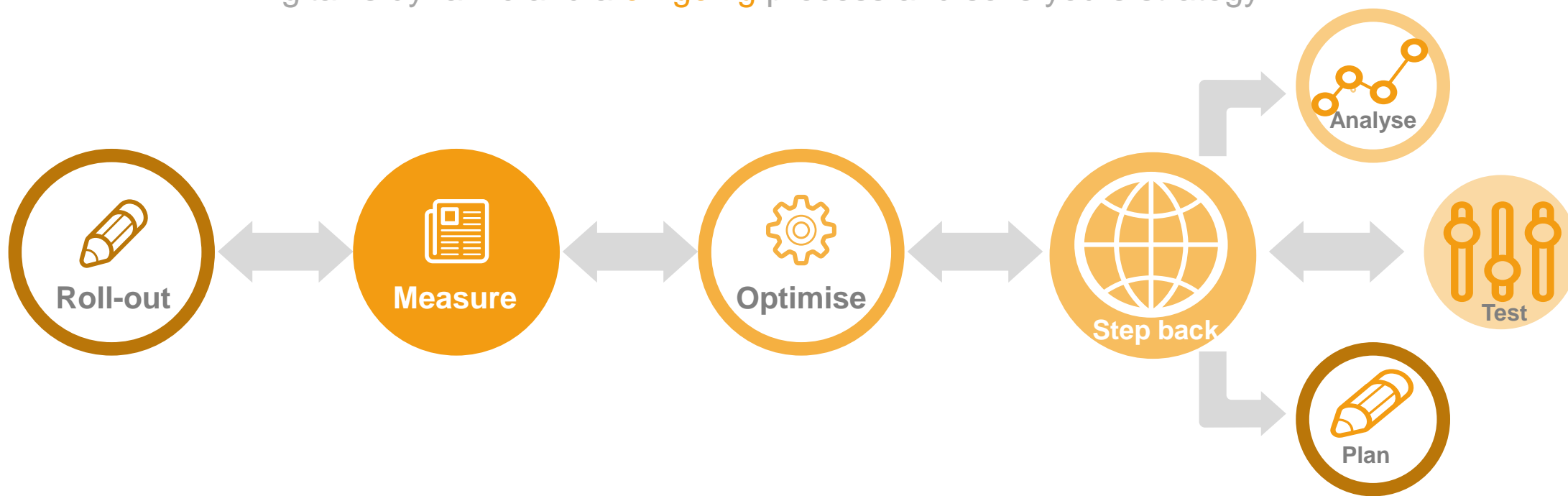
# Implement

Make the changes and reap the benefits



# Implementation Process

Digital is dynamic and a **on-going** process and so is yours strategy



# Closing thoughts

When investing in digital be **diligent** as they make it look too easy



## Ownership

Never give up ownership of the measurement and marketing tools. Setup and share access only!



## Objectives

Your businesses objectives are different than that of companies you hire.



## Knowledge

Learning digital marketing will help you understand the possibilities. It's worth the investment



## Automation

Systems automate the process of generating more clicks + money. Be skeptical about dynamic ads

**Top 20 Countries, Ranked by Total Media Ad Spending per Person and Digital Ad Spending per Internet User, 2013**

Digital ad spending per internet user <sup>(1)</sup>		Total media ad spending per person <sup>(2)</sup>	
1. Australia	\$209	1. Norway	\$582
2. UK <sup>(3)</sup>	\$201	2. US	\$540
3. Norway	\$191	3. Australia	\$535
4. US <sup>(3)</sup>	\$174	4. Sweden	\$404
5. Denmark	\$163	5. Canada	\$397
6. Canada	\$119	6. Denmark	\$393
7. Sweden	\$118	7. UK	\$347
8. Netherlands	\$104	8. Finland	\$328
9. Germany	\$97	9. Japan	\$320
10. Japan	\$91	10. Germany	\$319
11. Finland	\$73	11. Netherlands	\$304
12. France	\$67	12. France	\$227
13. South Korea	\$53	13. South Korea	\$187
14. Italy	\$51	14. Italy	\$183
15. Spain	\$37	15. Spain	\$136
16. Russia	\$26	16. Brazil	\$101
17. Brazil	\$25	17. Argentina	\$90
18. China <sup>(4)</sup>	\$23	18. Russia	\$69
19. Argentina	\$13	19. Mexico	\$39
20. Mexico	\$12	20. Indonesia	\$36
<b>Worldwide</b>	<b>\$46</b>	<b>Worldwide</b>	<b>\$73</b>

*Note: (1) includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising; (2) includes digital (online and mobile), directories, magazines, newspapers, outdoor, radio and TV; (3) includes SMS, MMS and P2P messaging-based advertising; (4) excludes Hong Kong*  
Source: eMarketer, Aug 2013

Digital Consulting and Training

Thank you

**Antonie Geerts**



[www.seditio.ie](http://www.seditio.ie)



[antonie@seditio.ie](mailto:antonie@seditio.ie)



+353 851610136