

An introduction to...

Digital Marketing



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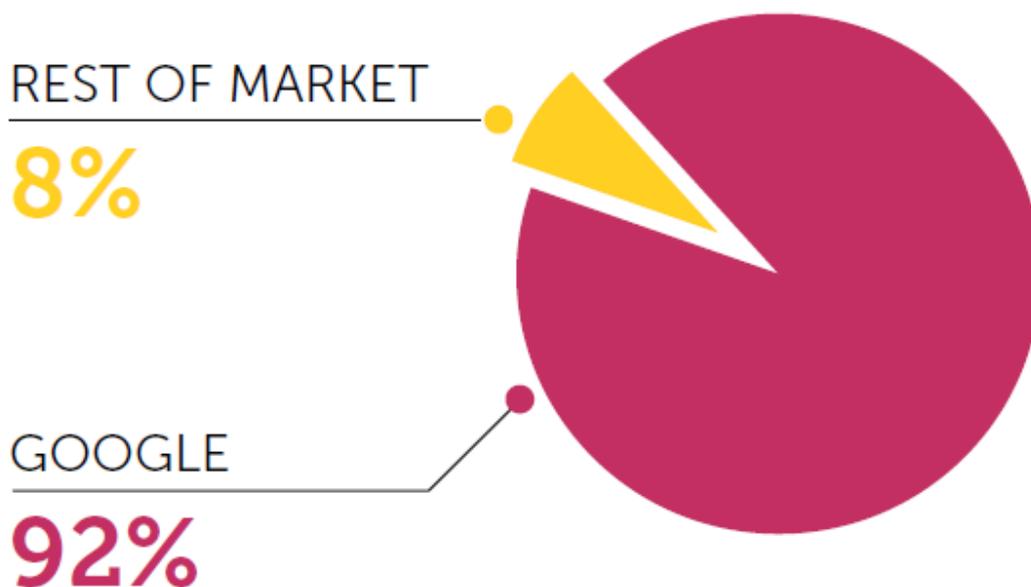
Why Digital Marketing?

Internet use has boomed over the past decade, fuelled by the rapid adoption of mobile and tablet devices and the popularity of social media.

Studies suggest that search engines are responsible for 85 percent of all Internet traffic. In order to capitalise upon this, you need visibility within the search engines. Effective search engine marketing engages with these people who are actively searching for what you products or services you offer.

Similarly, with the rise of social media, it's now easier than ever to engage with people based upon their interests and browsing habits. Social media and display marketing opens up a whole new highly targetable audience that matches your target demographic.

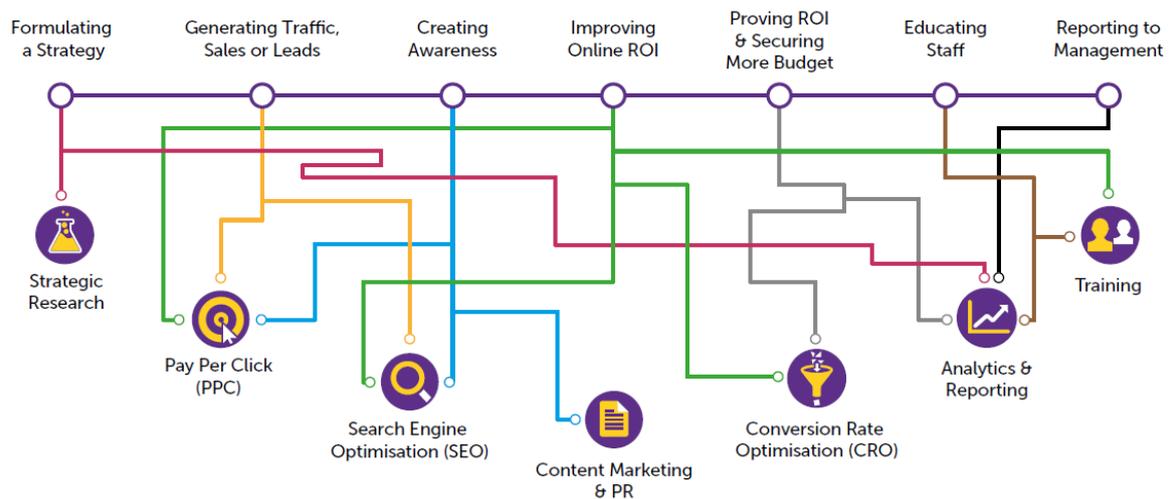
However, this growth has also led to increased competition as advertisers jostle for visibility. Getting people to your site is not enough – convincing them to convert is just as important. Usability, reputation and trust are key: if visitors are unconvinced, a competitor is just a few clicks away.



Google has a **92%** market share in the UK

Common Problems Faced by Marketing Departments

Let's take a look at some of the common challenges faced by marketing departments and how digital marketing can help address them.



Search Engine Optimisation (SEO)

Overview

How your website is ranked within the search results is dependent on how Google's algorithm ranks your site against your competitors.

Hundreds of signals influence this, and Google use these to determine relevancy, authority and trust. It rewards those which score highest with better visibility within the search results.

Search engine optimisation is the process of improving the signals Google measures. This is done by optimising a website for relevancy and accessibility, whilst content marketing and PR can help improve the site's authority and trust.

Key Benefits

- Increased website traffic from people who are actively looking for what it is your site promotes, whether products or services
- Essentially free traffic, as unlike PPC you don't have to pay for each click
- Boost brand awareness as the more people see your website in the search results, the more they'll recognise your brand and associate you as industry experts
- Increased trust – many searchers are savvy enough to know Google place paid ads at the top of the search results, as such the organic search results beneath these receive a far greater share of clicks as they're seen as more trusted

FAQs

- **Why do I need SEO?**

SEO will help your website reach its full potential – without it there's no guarantee all of your content has been indexed within Google, and certainly no guarantee people are visiting those pages if your website is buried deep within the search results.

- **Why are my competitors ranking higher?**

It may be their website is better optimised for SEO, or they are seen as more authoritative and trusted in the eyes of Google and are therefore ranked accordingly. It's important to realise that SEO is an ongoing process – whilst optimising your website is a good start you need to ensure you're constantly sending trust and authority signals to Google as the search landscape is not

static. If you're not doing SEO then your competitors who are will eventually outrank you!

- **How long does SEO take to achieve results?**

Because Google's search results are constantly evolving and their algorithm is always being refined, it's impossible to say for certain how long it will take to see results as there are too many factors outside your control. For that reason, you should never trust an SEO agency who guarantee you the number one spot. However, a reputable agency will be able to advise you on the competitor landscape letting you know what you're up against helping you gauge what's required to compete.

- **I've previously done SEO and my site was penalised, how can I ensure this doesn't happen again?**

A good agency will be able to advise you on Google's Webmaster Guidelines and put together a long-term strategy which is ethical, sustainable and centred around the user, rather than short-term and outdated tactics which risk your website being penalised.

- **I'm just about to relaunch my website, should I get an SEO audit done after?**

No, it's important this is done first. A good SEO agency will be able to feedback on any wireframes and/or development site to ensure it's built with SEO in mind from the start, whilst also advising on a migration strategy to minimise any disruption to your current Google rankings.

Content Marketing & PR

Overview

People love to visit and share websites which create great content. Great content can come in many forms: news, blogs, videos, white papers, infographics, tutorials, etc.

Content is used to engage with your website's existing visitors. And, if promoted to other relevant publications, it can help reach a whole new audience – at the same time as assisting SEO efforts by building both trust and authority.

Key Benefits

- Creates brand awareness when done right, helping you reach a new audience and establishing trust and credibility in ways other marketing channels cannot
- Increases referral traffic by securing PR coverage on sites where your target demographic spend their time
- Generate sustainable links back to your website which are earned, not bought, thus benefiting your SEO
- Can help address your potential customer's concerns or questions, therefore benefiting your website conversion rate

FAQs

- **What content should I be creating?**

The content you create should aim to address concerns and questions your customer, or potential customers, may have. Using a variety of methods such as Google's Keyword Planner, customer feedback and internal site search data from your analytics platform you can start to build up a picture of what people are interested in.

- **Should my content marketing be non-promotional?**

People are often interested in solving a problem, regardless of the brand. By creating non-biased content which solves that problem your content will be seen as more authentic due to lack of bias, and will be judged upon merit rather than brand association.

- **Can a PR company guarantee coverage?**

When trying to secure coverage on editorial sites it's impossible to guarantee coverage as that's dependant on their requirements and the views of the editor.

- **How can I create something that goes viral?**

Unfortunately, there's no magic formula to guarantee a viral hit. However if you aim for originality, and present the content in an engaging format which elicits an emotional response then you're on the right track.

- **How do I measure the success of my PR and/or content marketing?**

That depends upon your objectives, but typically there's no one metric you can look at. Instead, securing coverage is the first challenge (if publishing offsite), and many publications can give you data on their reach, whereas social sites can provide you with clarity on how engaging your content is, with likes, comments, retweets etc, whilst Google Analytics can tell you how much website traffic it's responsible for – which can ultimately leads to enquiries or sales.

Paid Search (PPC)

Overview

Paid search is an advertising model through which we can show highly relevant ads to people who are actively searching on Google, Yahoo or Bing for your products or services. As an advertiser you only pay on a per-click basis, hence paid search commonly being referred to as Pay Per Click (or PPC for short).

Key Benefits

- Gain instant traffic to your site
- Reach an audience who are actively searching for what you offer
- Only pay when your ads are clicked – therefore, no wasted budget
- Suitable for all budgets – there is complete control over how much is spent
- Everything in PPC is measurable – all sales/enquiries are monitored so ROI can be reported on

FAQs

- **Why can't I see my PPC ad?**

Firstly, if you would like to see your own ad, you should be using the Ad Preview & Diagnosis tool in Google Ads to avoid accruing impressions and impacting the CTR of your ad. You should especially not click on your own ad!

However, your ad could not be appearing for one of many reasons: daily budget, ad rank, search term, bid adjustments, IP exclusions etc. Google will not show your ad every single time a user make's a search unless you have unlimited budget or are bidding on a very niche term.

- **Why aren't my ads at the top of the page?**

Essentially, your ad rank is lower than your competitors. Ad rank can be improved by: increasing your bid and/or improving your quality score.

Sometimes, you can pay less to appear in position two or three, and still maintain a healthy CTR and conversion rate, so appearing top isn't always worth the extra cost.

- **Should I advertise on Bing?**

This would depend on your target demographic. Typically, Bing has a lower cost per click due to a less competitive market. Bing has also made recent strides to improve its PPC offering, including Bing Shopping and targeting based on LinkedIn audience data.

- **What should my media spend be?**

This depends on how competitive the terms you are bidding on are, as well as only spending an amount you are comfortable with. For very competitive markets, such as finance and technology, cost per clicks are going to be high, so bear this in mind when setting up a monthly media spend target.

If you have initial reservations, try starting out with a small pot and working your way up as performance improves. Google needs data to optimise, so the more you are able to feed it in the way of money, the more conclusive the data will be.

Paid Social & Display (PPC)

Overview

Paid social and display is great for reaching out to people reading the news, checking their email, watching YouTube or engaging with social media, such as Facebook, Twitter, LinkedIn and Instagram.

One way to target these people is via the Google Display Network. This allows you to reach over 90 percent of Internet users across two million websites by targeting ads based upon demographics, keywords, topics and placements. Remarketing – whereby ads are shown to visitors who have previously engaged with your website in order to entice them back – is another powerful way to use paid display.

Paid social allows for a highly granular level of targeting, thanks to the wealth of information social media platforms store on users, including demographics, interests and behaviours. This way, you can reach highly targeted groups, for example: parents with teenagers who have an interest in running and who are also frequent travellers.

Key Benefits

- Reach your target demographic (based on age, gender, interests, buying intent etc.)
- Build brand awareness
- Create conversational content through rich ad content – text, images and video
- Measurable ROI
- Only pay when ads are clicked
- Suitable for all budgets
- Immediate visibility and traffic

FAQs

- **Why is my CTR lower on Google Display?**

Google Display, and other display platforms, are more about brand awareness than driving an action there and then. Remember, the user isn't currently looking for what you offer, and you are targeting them based on who they are as an internet user, rather than them actively seeking out your service.

- **I want to remarket back to users, but I don't want to annoy them, how do I do this?**

Make sure that you are only remarketing back to users who have showed intent on your site. If someone viewed the homepage and then left, they probably aren't that interested. However, someone who has viewed multiple pages, spent a long time on the site, has viewed a key page etc. but hasn't yet converted, this is someone you would want to reach back out to.

To not annoy this person, what is called a 'frequency cap' can be set. This means the user will only see your ad a certain amount of times in a day and they don't feel stalked on the internet.

- **What makes a good Facebook ad?**

Try and be conversational, whilst maintaining ad copy best practice. Do you have an offer you are trying to promote? Speak clearly and honestly as to what action you would like the user to take. Use an image which shows off your brand and is engaging. A Facebook ad is competing with the user's friends and other advertisers, so it is important to ensure they feel compelled to click.

- **What targeting should I use on a paid social platform?**

Hopefully, you already know your target demographic quite well. If you know the typical age range, where in the country etc. your audience is, this is a great start.

Then we should think about what are they interested in? Depending on the platform, you can target by interests, behaviours, job titles and more. How they behave online is critical to reaching the current audience. A lot of this data will be available in Google Analytics, and should be used to inform display advertising.

Conversion Rate Optimisation (CRO)

Overview

Your digital marketing efforts may be driving lots of visitors to your website, but if they're failing to convert, i.e. to complete your desired goal(s) – then those efforts are wasted.

A website must be optimised so that a greater proportion of visitors convert – whether a conversion is measured as making an enquiry or buying a product.

Conversion rate optimisation is an ongoing process. Performance is measured, analysed and A/B tests are proposed and implemented to improve the conversion rate and, ultimately, the user experience.

Key Benefits

- More business – a higher conversion rate means your website traffic is working harder for you as a greater share of visitors are making an enquiry or purchase etc.
- CRO fixes the root causes which are preventing conversions
- Cost effective – why pay for more traffic when you could get more sales from your existing traffic by improving your conversion rate?
- Impacts all traffic: CRO benefits all visitors whichever digital marketing channel they've used to arrive at your site

FAQs

- **When should I do CRO?**

It's always a good time to start CRO testing on your site, as there's likely always usability improvements to be made. However, there may be a sense of urgency if your existing digital marketing channels aren't providing the ROI you hoped they would.

- **What's a good conversion rate?**

Conversion rates differ wildly from one site to the next, however ideally you'd want every single website visit to convert into a new customer – therefore unless your conversion rate is 100% then there's work to be done to improve this!

- **It's difficult/expensive to make changes to my website, can I still do CRO?**

Yes, most CRO tools provide a short snippet of code to be added to your website which then allows for significant design changes to be made without involving your web developers.

- **How long does CRO testing take?**

This depends upon the volume of traffic to your site and the improvement to your conversion rate which you'd like to see. Low traffic sites typically take longer to achieve statistical significance, so the more traffic the better.

- **My site doesn't get much traffic, can I still do CRO?**

Yes, to get a statistically significant result the test will either need to run for a longer time period or you can test for a more dramatic improvement to your conversion rate, which doesn't take as long to prove.

Analytics: How to Measure Success

Overview

With so much data available in tools such as Google Analytics, it's very easy to feel like you're drowning in a sea of numbers. Yet understanding analytics is vital in order to optimise your marketing channels and drive continual improvement in the online user experience.

By understanding the data you can create meaningful reports which allow you to gain insight into your visitors, thereby helping you to create actionable tasks and objectives.

Key Benefits

- Valuable insight for optimisation of marketing channels, allowing you to prioritise budget based upon which online channels are performing best
- Monitor traffic, enquiries and/or sales – are these steadily increasing each month or have there been declines which need investigation?
- Identify your audience – see user data by location, age, gender and interests, helping you build up a clear picture of your visitors
- Identify website usability issues such as why aren't visitors submitting an enquiry form or why are they abandoning the checkout process?

FAQs

- **Should I be using Google Analytics?**

Google Analytics is a free website analytics service which will give you insight into how your website is performing – how many people are visiting it, and what are they doing once they arrive. There are other analytics services available with a lot of overlap in functionality, although Google Analytics is the most commonly used.

- **What should I be tracking on my website?**

Out of the box Google Analytics will only track visitors to your website and which pages they're looking at. However, since every website is different it will need to be manually configured to track other forms of engagement on your website, such as form submissions, online purchases, brochure downloads etc.

- **Can I see how many visitors my website receives from social media?**

Yes, Google Analytics will show how many visitors are referred to your website from any 3rd party website, including social media. You can even track who's accessing your website via your newsletter email if you send one out.

- **Can I see how visitors typically navigate around my website?**

Yes, reports on user behaviour are available as well as funnel visualisations on how customers are moving through your checkout process (if applicable)

- **Can I share reports with my clients, colleagues or stakeholders?**

Yes, if they don't have direct access to Google Analytics then you can email them a report, or if they need regular updates then you can schedule reports to be run daily, weekly, monthly or quarterly.

Glossary

The world of digital marketing can be a confusing one, often filled with acronyms and unfamiliar terms. We explain some of the most essential concepts here...

A/B Testing

Sometimes called split testing, this is the process of testing two versions of a web page to see which one performs better in terms of conversion rate.

Content Marketing

The creation of online content (blogs, white papers, infographics, videos, etc) which is published and shared in order to acquire more visits to your website.

Conversion

When a visit to your website results in an action that you've defined as being valuable, such as an online purchase or submission of an enquiry form, this is classed as a "conversion".

Conversion Rate

This is the proportion of sessions to your website which lead to a conversion.

Conversion Rate Optimisation (CRO)

The process of optimising a website, often through A/B testing, to improve the user experience and increase the conversion rate.

Display Network

The Google Display Network (GDN) is a group of more than 2 million websites, videos and apps where your ads can appear with the potential to reach 90 percent of Internet users worldwide.

Keywords

These are the terms or phrases that people use in search engine queries in order to find the information they need (i.e. relevant websites).

Links

The clickable areas on a webpage which are used by visitors for navigation. They are also used by search engines as an indication of the target website's popularity.

Natural/Organic Traffic

The visits to your website which originate via the search engine results. This does not include traffic that arrives from the paid media ads which appear at the top of the search results.

Paid Media

Often referred to as Pay-Per-Click (PPC), this encompasses paid-for advertising such as paid search, paid display and social – which is commonly charged to the advertiser on a “per click” basis.

Referral Traffic

The visits to your website originating from links on another website which isn't a search engine.

Remarketing

The process of showing targeted ads to people who have previously visited your website while they browse elsewhere around the Internet.

Search Engine Optimisation (SEO)

The process of improving the visibility of a website in a search engine's natural/organic search results.

Visits

A person visiting your website who looks at one or more pages is counted as a “visit” or “session”.

About the Authors



Dave Lees

Head of Strategy

Dave has been working in the digital marketing industry since 2005, and has a wealth of experience from big travel brands to global pharmaceutical companies.

With a degree in Computer Science & AI, Dave loves digging into client's analytical data and is responsible for supporting new business proposals with strategies to achieve client objectives.



Tom Shaw

Paid Media Director

Tom has a degree in Politics and over 5 years' worth of PPC experience working with clients across the UK, Europe, the US, Australia and New Zealand.

His main aim is to deliver creative campaigns across Search and Display that achieve success for our clients.

About Search Seven

Situated in Brighton & Hove, just a stone's throw from the beach, Search Seven was founded in 2011 with the aim of achieving real, measureable results for our clients and the desire to make a difference within the local community.

Since then, a dedicated and experienced team has allowed us to pledge 7 percent of our profits to charities and local organisations each and every year.

As of 2018, this has helped raise over £37k which has made a huge difference to many lives and has seen Search Seven recognised at numerous prestigious awards.

We've been able to do this because of our team's skills in digital marketing, who over the years have experience delivering great results on leading travel, retail and healthcare brands, as well as local institutions and charities such as the University of Brighton, Brighton Fringe and Rockinghorse children's charity.