



we get digital

MAKING PEOPLE CLICK

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2017

# we present... the we'get'digit@l Guide

A jargon-free guide to  
understanding social media and  
internet marketing in general

*"Price is what you pay....  
value is what you 'get'"*  
Warren Buffett

"You never get a second  
chance to make a first  
impression."

When your potential customer  
ventures online to find out more  
about you and your business, it is  
absolutely critical that what they  
find provides a lasting impression  
for the right reasons.

That is why online marketing for  
small business is now critical to  
attracting profitable customer  
relationships.

Reading this guide will help you  
understand and make educated  
decisions about your social media  
activity and digital marketing.

We can help you every step of  
the way and working with us is an  
investment, not an expense.

# contents...

## 1. Introduction

- Social strategy and tools
- Company personality
- Basic mistakes
- The business industry

## 2. Goals and objectives

- Setting your goals and objectives
- Measuring and analysing

## 3. Coming up with a strategy

- Situation analysis - where are you now?
- SWOT analysis - your business and what influences it
- Target Audience - who are you trying to reach?
- Keywords - the questions people want answered
- Value propositions - that little bit extra
- Sample strategy 'shopping' list

## 4. The marketing mix

- Content Marketing
- Website - is it up to scratch?
- Email Marketing
- eCRM
- Social Tools
- Search Engine Marketing
- Mobile
- Offline promotion techniques

# And who on earth are we?

## We just 'get' it!

We 'get' digital because we have been 'doing' digital since 1986!

So... that means that we actually do have the 'ology, experience and passion to help you 'get' you digital too!

We have been socially active on the internet since 1996, built many relationships online and reaped the benefits of this, both personally and professionally. Which is what it's all about, at the end of the day! Our aim is to now help small businesses do the same.

Our experience in this digital industry has been nurtured and fed for many years now and we have supported and helped many small business professionals find their feet in a very confusing terrain; the internet.

Not only do we have the experience but this is backed up by the necessary academic qualifications and testimonials.

So, if you require a truly experienced, fun and passionate team to help you 'get' digital, you are on the right page!

Call, email, tweet, text us at your convenience and we will respond pretty fast... it's what we do!

Here's what a few other people say about we'get'digit@l...

“I have been working as an eLearning consultant for the we'get'digit@l team for several months now. The rapid growth of this small company is due, in part, to the hard work and high energy that Mike and Carol bring. They are providing a much needed service to small businesses wishing to have an effective eCommerce presence on the web. I'm excited about their plans to develop an online academy to train-the-trainer in digital marketing. I recommend we'get'digit@l to any company that is interested in growing their business using the World Wide Web.”

*Dr. Anthony Basiel, British Council - eLearning Consultant, Adobe Enterprises*

“The we'get'digit@l team understand how marketing works from doing it effectively for years. They also understand how social media can be a cost effective tool to integrate into an effective digital marketing strategy because that's what they do themselves. A powerful proposition in this digital age. Highly Recommended.”

*Dave Clarke, CEO, NRG Business Networks*

“Carol (we'get'digit@l co-founder) personifies the new business creed of random, open and supportive. She is SO knowledgeable, personable, detailed and generous. Carol could not have been more supportive in educating a Marketing Director in 'what this means for business' and introducing me to her most precious network of industry leading experts built up over many years. I look forward to a long term totally trustworthy relationship. Top qualities: Personable, Expert, High Integrity.”

*Mark Jeffery - Director, Origen Private Equity Group PLC*

“Carol is a delight to work with and offers true value within the online / e-marketing and social media space. Not only is she highly knowledgeable with these areas, she has a proven track record too. On a personal level, I'm not sure you'd meet a friendlier person whose gift for providing 'nice touches' is second to none.”

*Mark Lennox, Founder, Only Marketing Jobs*

“we'get'digit@l are a wonderful and rare breed in the digital marketing space: they know marketing, they know design and they know how to bring in the revenue. They have a 360 degree perspective and are an asset to any business in a myriad of ways. Oh, and they are lovely to work with.”

*Al Tepper, Head of Digital, EMP PLC*

“Carol is super-woman; a real & wonderful person focussed on digital world consultancy for businesses. She has an open, random and supportive mindset, is reliable, passionate, and efficient and will bust a gut to do what she says.”

*Bob Hayward, Managing Director, Be More Effective Ltd*

“we'get'digit@l are extremely hard working & diligent in all that they take on, true professionals in their field. I would recommend them for their tenacity and exceptional high standards of work.”

*Simon Jeffries, MCS1, Director, European Sales, ABN AMRO*

# introduction...

Due to the economic downturn, businesses are turning to financial efficiency, technology and the Web. However most don't know how to harness these channels effectively. Most of the current national and global economic situations are an opportunity for business professionals to help and influence their target market now and in the future. Not only that,

We've only been publishing mobile social media user numbers since January 2015, but users have grown by more than 50% in those two years alone. More than 864 million people have started using social platforms via a mobile device in the past 24 months, at a rate of almost 14 new users every second.

Source: [wearesocial.com](http://wearesocial.com)

2012 to 2017... let's look at the 5-year picture:

Internet users have grown by 82%, or almost 1.7 billion people, since January 2012. That translates to almost 1 million new users each day, or more than 10 new users every second;

More than 1.3 billion people started using social media – that's a rise of 88% in just five years, and equates to more than 8 new users every second;

The number of mobile connections in use grew by a whopping 2.2 billion, meaning that operators activated a net average of almost 14 new subscriptions every second to deliver growth of 37%;

When we want to buy something or do business with someone today what's the first thing we usually do? We go and check them out on the Internet. In the future our online reputation will be vital to our ability to prosper. Anyone we connect with is going to do a quick search on the web about us and/or our company. 'Online Reputation Management' is critical. WGD is about making sure that anyone with a small business is able to understand the methods of engagement, creating a fabulous reputation and then managing that reputation now and for the future.

## SOCIAL STRATEGY & TOOLS...

According to Scott Klososky who has been building successful technology companies since he was a teenager:

Social technologies are having huge impact on the world and they fall into three categories.

### Social **Relevancy**

When prospective customers search they don't just want to see your website any more. They want to see what people are saying about you.

### Social **Media**

LinkedIn, Pinterest, YouTube, SlideShare, Flickr, Twitter, Facebook etc.

### Social **Networking**

Every time you use social media to connect and communicate in some kind of conversation this is social networking.

What we are trying to do online is create a **1-2-1 relationship**. The whole point of digital marketing is to create the tightest relationship you can with a customer and there are **five elements** to support this creation:

one... **Web properties** such as your website as a platform

two... **Social Technology Strategy**

three... **Mobile Strategy**

These first three are the 'net' with which you catch your customers

four... **Traffic** how do we drive traffic into the net?

five... **Measurements** you have to measure the results always so that you understand what is happening and maximise returns.

## COMPANY PERSONALITY...

Your company now has a way to express a personality and an opinion. In the past this voice was a newsletter but now there are so many more channels;

facebook  
blog  
instagram  
pinterest

All of these are used to create an organisational voice.

It is **critical** as a business that you do this to the extent that it will enable your customers to believe that your 'voice' has high **value** and they will want to hear your voice. This will inspire them to speak to you or respond to you. So you provide them with the necessary calls to action and links and **start engaging**.

The trick is to make sure that you are creating **the right voice**. Most companies and individuals are not good at doing this. You also have to make sure that you are providing the right content, and that this content is **valuable** to your customers. But remember they all have to go somewhere and that is ultimately your website; it is essential therefore that it conveys the right tone of voice.

twitter  
LinkedIn  
YouTube  
google+  
YOUR WEBSITE

## BASIC MISTAKES...

**Tone of voice:** People don't pay attention to the 'tone' of their voice. What should it be? Clever, sarcastic, humorous, fun, corporate, etc. You must pay attention to your tone of voice.

**Content:** The recipe for the content mix is typically not good. You need to create as much value as possible in the content of what you write on the Internet, this could include links to third party websites and relevant feeds from trusted sources.

**Channel:** Choosing the right channels. The right channel will depend on your audience.

**Measurement:** It is vital to measure at all times the impact of your activity. It is essential to monitor your activity and have the right procedures in place. If you don't keep track of your time and the ROI on this time, then you are not able to make educated decisions moving forward about the right places in which to concentrate your efforts.

### It's not as simple as it seems.

Whilst it is relatively simple to set up accounts on all the social channels on the internet, it is not so easy to create the right 'voice'. The businesses that succeed with social media are the ones who have found an online voice that resonates. They are creative. They tell good stories. They listen. They inform. They encourage feedback. You can have an organisational voice but you must make sure that it is the right voice. WGD can help you plan and teach you how to create the right voice for your company.

### IMPORTANT NOTE:

Before reading on, PLEASE bear in mind that not all of the information in this guide will be relevant to you and your business. Don't think that it is too much to take on board.

As you read think about which of the tools will benefit your business. How important is it and how much time you are willing to allocate to it.

Also bear in mind that with Internet marketing the set-up will be much harder than the ongoing management. Once you have set everything up it just gets easier and easier, however you do have to have a plan for management as well.

**DIGITAL MARKETING  
WILL BENEFIT YOU...  
ALL OF YOU!**

## Small businesses...

... there are more small businesses than there are large ones! In the UK alone there are nearly 5 million! There is a massive opportunity for small businesses to sit alongside the larger ones and actually have as much of a presence as their corporate competitors. Yet small business professionals are STILL way behind the times.

Very few business professionals are using digital channels to reach their audience effectively. There is a massive opportunity now to

## be one of the first and lead the way

Any industry can benefit immensely from engaging effectively with clients. If you engage properly you currently could increase your enquiry levels by 200-300% over a year.

*"The power of social media networking is until now been greatly underestimated and it presents superb opportunities to help sell your business. Most big businesses have a social media strategy and I would recommend anyone selling a business on-line to also employ a social media plan."*

Nick Marr Director of Homes go Fast and The Little House Company.

If you are a **business owner** ... and have customers and stakeholders, then where better to build and keep in touch with your 'community' than online? You can create a digital networking environment where owners of those properties can interact.

# ...and the internet

Potential buyers can speak to existing buyers

Engage with buyers

Engage with other business professionals

Keep buyers informed ... and so on.

The communication channels and advantages are endless.

**As an agent** ... you can use social media to truly understand what is going on out there. You can gain a **reputation** for really 'knowing your stuff' about business related topics in your area.

This will place **you** at the centre of your universe and the people who you have influenced will in turn **advocate** you to their friends and family and even strangers.

It is about **sharing** your knowledge and helping others so that you will be recommended whenever your 'followers', for example, hear about someone looking for a business. It really IS as simple as that.

The problem is ... because we are 'blinded with technology' the objectives and even setting them become blurred, distant and downright lost. Step back, take a deep breath and **understand** that you can understand!

WGD will help you understand in the simplest way possible and in **easy-to-learn** language.



# coming up with a strategy...



When someone says to you in business

“What is your strategy?”

what is your first reaction?

Do you know exactly what you have planned?

Do you kind of have a plan or no idea whatsoever?

Typically for most people in small businesses it is the latter. However having some kind of a **plan** these days is essential.

And to have that plan broken down into a strategy – what, who, how and when is key to moving into the digital world.

If you don't then a lot of time (not to mention money) can be wasted. We are not saying that you have to be rigid and we are not saying that the plan and strategy has to be extensive... however some sort of idea of

targets  
objectives  
methods

should be understood and decided upon. The following pages will help.

what  
who  
how  
when

## SITUATION ANALYSIS...

## SWOT ANALYSIS...

This is exactly what it says it is. Analysing your current situation:

### Where you are now?

What you are doing now in your business and is everything you are doing really working for you?

This doesn't have to be complicated, but you do have to be **honest** and focussed on exactly what it is you are doing to attain and retain (get and keep!) business.

Understanding the **environment** you operate in and what influences this is a key part of situation analysis.

In the digital world it is really important to **'sense and respond'** because of the rapid changes in customer behaviour.

The power of the Internet now enables us to do in depth research and **listen** to our customers before we **engage** with them so that we truly understand what it is they want.

### Strengths Weaknesses Opportunities Threats

What are the strengths and weaknesses in your business?

Your strength may be that you don't have a lot of staff; however this may also be your weakness!

What are the opportunities out there that you know about and should be reaching for, and are not, for whatever reason?

What are the threats? Threats may come in many forms. Competitors, politics, technology even.

Really **research** and **understand** where you are and what is around you that can affect you. Take a step back and at the same time look deep inside.

## Who is your market?

Know who you are talking to and how they like to be talked to. Sounds easy, however;

**stop, look and listen!**

This is where you can use the Internet most effectively way before you start getting involved and opening your digital doors.

The first thing to do is listen to others. If you have a broad idea of who your target market is then you need to find them online.

Hang out where they hang out... this probably means mainly in forums or on twitter – checking tweets that have keywords in which identifies your market terms (more about this later) is a very good way to understand who is talking about your industry and how they are talking about it.

We could write a whole guide on keywords. But we'll keep it short and simple here.

**If you don't research your keywords thoroughly, in depth and continually, then don't even go near a computer to try and reach your audience; let alone have a website built!**

There. Is that clear enough?

Keywords are the 'windows to the soul' of your customers. Before you write anything on the Internet – know what your keywords are for your particular customers. Then use these at every opportunity making sure that they link back to you.

# goals and objectives...

Without knowing what you are aiming at, any marketing activity you undertake is meaningless.

One of the most important tasks a business should undertake is that of setting these goals and objectives effectively.

Without objectives and goals there is no true purpose

Yes, you think there is a purpose but it is what we call 'wishy washy'. 'To make money' is NOT an objective. 'To generate a gross turnover of £100,000 in a year in my business' is an objective.

This is the first thing you need to determine.

Everything flows backwards from your goals and objectives

Once you have objectives in place you can then create the strategy for effectively meeting them.

There has to be a clear understanding of what you are trying to achieve. Are you looking to:

Increase brand awareness?

Drive inbound leads?

Build Authority?

Create an automated sales engine?

Build an online community?

Humanise your brand?

Whatever your online objectives may be, make sure they are aligned to your overall business objectives and that they are achievable.

### Is the value of your proposition powerful? Would your prospects agree?

Most of the time, when we ask companies about their value proposition, we hear a description of their business model. But that's not what most customers care about.

Customers not only want to know “What’s in it for me?” but why should someone buy from your company rather than another?

#### Characteristics of Strong Value Propositions

- You must differentiate your offer from your competitors' offers.
- You may match a competitor on every dimension of value except one.
- You need to excel in at least one element of value: In this way you become the best choice for your optimum customer.
- There is a difference between the value proposition for your company and your product. You must address both.

Crafting a value proposition requires substantial reflection on what is unique about your company and your products and services.

**Challenge:** If you had just 10 words to describe why people should buy from your company instead of another's, what would you communicate?

**Segment, target and position**

**Analyse, develop, implement**

**Evolve** OVP – Online Value Proposition

**Strategic agility...** Respond to change and marketplace dynamics

**Tools** email, social media, mobile, software, CRM etc.

**Monitor** competitor strategy

**Test** website usability

**Budget** be flexible to reassign priority of spend

**Track** make sure metrics and tracking are in place where possible

# the marketing mix...

## Content Marketing

### Traditional and digital

In a recent survey to marketers, when asked 'what do you rate as the most important digital marketing trends for 2013?', the majority of professionals stated that content marketing was THE most important trend. Here at We 'Get' Digital, we have been saying this for years! It is the main part of what we do!

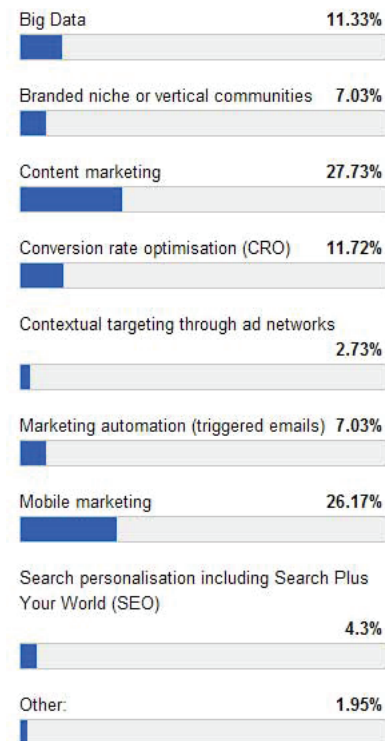
- Marketers, on average, spend over a quarter of their marketing budget on content marketing. (B2B Marketing Insider)
- Blogs give websites **434%** more indexed pages and **97%** more indexed links. (Content+)
- B2B companies with blogs generate **67%** more leads per month on average than non-blogging firms. (Social Media B2B)

Your content is your collateral and equity on the Internet. We are all drawn to, and attracted by interesting and compelling 'content' - images, copy, video and audio.

If you have a website, a blog, or even a Facebook or Twitter presence, you are a publisher. Think like one: build a digital content strategy that embraces words, images and multimedia to systematically enhance consumer engagement and conversion rates.

## Establish Thought Leadership...

On the Internet you are a publisher... **THINK LIKE ONE!**



# more marketing mix...

## Content Marketing cont...

**BIG QUESTION!...Have you got the resources to create and sustain the creation of relevant and engaging content?**

If you embark upon a content marketing programme, do you have enough material, creative and resources to produce that content?

Look to your existing content and then research and see what other's in your industry are writing about?

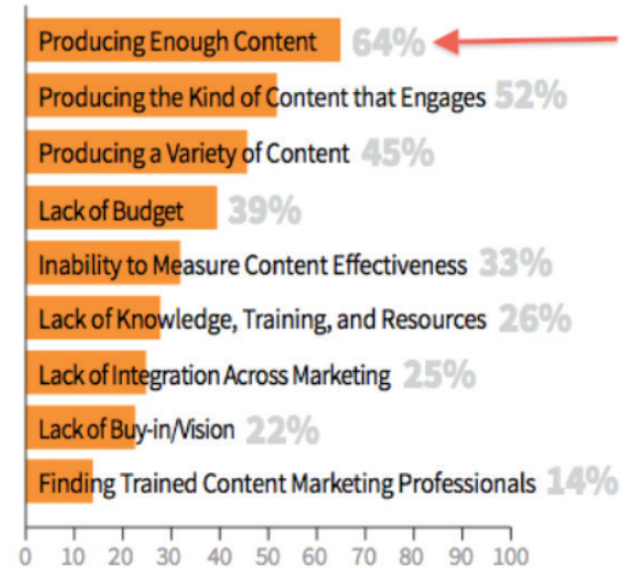
Cover INTERESTING subjects which could be:

- Topical
- Typical
- Historical
- Hysterical

Your vitamin 'E' on the internet...  
emote – entertain – evoke ... engage!

## Challenges and hurdles!

### Challenges that B2B Content Marketers Face



2013 B2B Content Marketing Benchmarks–North America: CMI/MarketingProfs

# even more marketing mix...

## WEBSITE

### Is it up to scratch?

Of the traffic you are getting how many people are hanging around or just leaving after a few seconds.

- What pages are they visiting?
- What pages are they landing on when they first arrive?
- What are people doing when they arrive at your Web site?
- What do you want them to do?

Fundamental questions that you should be asking yourself or the person managing your website and you should be keeping tabs on all of this so you can make decisions accordingly.

## EMAIL MARKETING

**Are you engaged in specific and appropriate email marketing?**

**Do you know who you are sending emails to?**

**Are your messages specific and to the point?**

Email marketing when done properly and in a highly **targeted** manner really works. Typically it takes 7 communications with someone to begin a relationship. **Persevere.**

Email marketing done randomly and inappropriately will not work and will damage the list of potential clients that you have worked so hard to build up.

A very good use of email marketing is not to 'sell' but to **inform**. In fact, with everything you do on the Internet you should be looking to inform more than you sell. Why? So that other people can see the **value** in what you do, **advocate** you to their friends and followers and, when someone reaches you through a **recommendation**, you pretty much don't have to sell. Job done.



## eCRM...

What is eCRM?

## CLIENT RELATIONSHIP MANAGEMENT

This is managing your relationships with your clients digitally, through the Internet.

### Online

The main objective of your online activity is to build your database... list... of clients or potential clients... prospects.

In the **world of business** (and indeed other worlds too) you are nothing without a good lead-bank to whom you can speak. So, what are the best methods of creating this?

It is much easier and cost **effective** to do this now than when we built our first digital CRM system back in 1986! Yes, 25 years ago... seems unbelievable. However what it did was enable us to be far more efficient when **harnessing** our leads, managing viewing trips and business sales.

Just as importantly we were able to create **quick** reports on where the sales were coming from; exhibitions, newspaper advertisement, radio etc. which, in turn enabled us to be more **efficient** with our marketing.

Not much has changed. Except it has become much easier and, because of the vast choice of the numerous channels available, we need to keep tabs on this activity more than ever.

The biggest problem really is

### which system to use?

You want to choose something that is not too complicated, will **integrate** seamlessly with your website, capturing your registrations automatically and advising you of every sign up.

If you have various data capture activities on your website you need to be able to **track** which clients did what, where and when. You would also be advised to use an autoresponder. This is a system which generates emails that you have set in advance to keep the relationship going **automatically** before you are in a place whereby you can physically call the client.

There are systems which can automatically do this for you and assign tasks and team members to these tasks.

Utopia is when you have set up an eCRM system that does most of the work for you in advance, and creates events and tracks things so that you can get on with activities that cannot be automated. Like actually speaking to people!

## SOCIAL TOOLS...

The big buzz over the last couple of years has clearly been about **'social media'**. Let's face it, it's not going away. It is in the title of our guide 'social'. So let us define the word 'social'. In today's society it has connotations of anything outside of work. However if we look carefully at the Oxford Dictionary **definitions** these paint a totally different scenario.

Capable of being associated or united by some common tie

Pertaining, relating, or due to, connected with etc., society as a natural or ordinary condition of human life

So, if you think of social in these terms it all makes sense. So how does this help everyone in the business industry?

**Community** – in the case of resorts and people buying in the same area, a sense of community is created and encouraged.

**Customer Care** – It is important now to provide clear **routes** and **methods** for people to be in contact with you. The Internet now gives business professionals a **unique opportunity** to make sure that all clients' expectations are managed at all times.

**Transparency** – nowadays we expect **honesty** and transparency and if we are not 'seeing' this then we get suspicious of a company. Businesses now, more than ever, need to be honest and transparent in their dealings.

**Connect and Engage** – if you connect with people when they are talking about you, or around where you are building or selling business, then you have a unique opportunity to **influence** the conversations that are going on in your area. Be involved, be aware and, above all, listen out for and address any issues. This could be directly about you or as broad as political situations. This goes back to your situation analysis which you should be addressing all the time.

So, what are all these 'tools' and what could they mean to you? In simplest terms the whole social media **'thought process'** should be to find and engage and maintain relationships. In broad terms you will use social media to **understand** what people are thinking about your industry, and narrowing that down what they think about your competitors and ultimately you.

You should **participate** in their conversations; build awareness in your expertise, ethics, service and product.

**You have two choices: get involved in online conversations or not get involved. If you don't get involved someone else will and steal potential business from right under your nose!**

## SOCIAL TOOLS...

### BLOG

A blog is effectively a regularly updated commentary on your **niche** area. It is usually about 200-400 words in length and is written from a personal viewpoint or opinion. Readers are encouraged to leave comments and **engage** in **sharing** their **thoughts** on the article and are an excellent way to position yourself in your online community and connect with others.

Examples of blogging software are WordPress, TypePad, Blogger (formerly known as Blogspot)

### FORUM

In short, forums are chat rooms for a niche audience. Overseas business forums, where consumers and businesses alike are freely chatting and making **new business relationships**, are out there: make sure you don't miss the opportunities they create. **Get involved**. Answer queries, pose questions and generally make a name for yourself.

### GEOGRAPHICAL TARGETING - GEOSOCIAL

This is exactly what it says it is. Targeting your audience according to where they are and help them **find** you. After you have developed your strategy the next step is to develop geo-location based services to fit in with that strategy. What services are YOU offering? Are you using/recommending LOCAL tradesmen?

Wherever your venue, your clients may not have your experience of the **local markets** – we show you how to combine your knowledge with the latest available on the Net to help them feel right at home.

Again, this is all about building your reputation online and becoming known for being **helpful**, useful and **adding value** to everything you do.

## SOCIAL TOOLS...

## TWITTER

Known as 'micro-blogging' Twitter allows users to send 140 character messages to those who 'follow' them.

You can **follow** and **create** a following of people who are totally targeted and specific to the business industry - and investors!

Community can be created quickly, and **conversations** instantaneous, for those who are willing to share their comments and **thoughts** across their sector or area of business.

Create twitter streams with tools that have been created called Tweetdeck and Hootsuite [there are others but these are the best ones at the moment] – ironically it is very hard to 'do' twitter properly with the twitter programme itself - but we are always keeping an eye out for the **best tools** and will inform you as we find them. These will always be around your industry and area of expertise.

Only see what you want to see. Create 'key words' that **define** what tweets you want to see and that is all you will see!

Find those people who are having conversations about them. **Listen** to what they are saying, follow them, and the moment you have something appropriate and valid to say or suggest then **engage**.

It's as simple as that

## FACEBOOK

The king of the social networks. With millions of active users worldwide its a great way to **connect** with friends and business communities. Your target market is almost definitely operating on a daily basis across Facebook.

It's all about where your customers and future customers hang out. And with people spending more than 900 billion minutes per month on this social networking site, it seems pretty apparent that your business needs to be **hanging out** there too.

Your Facebook Page should contain all or most of these:

- Links to your blog posts
- Links to related articles (whether they're yours or not)
- Videos
- Photos
- Discussions

This type of content is key in getting people to "Like" your page, and contributes to its overall **Success**. And how do we define success? By getting people to interact and leave comments on your Facebook Page, as well as travel from the page to your company's website and, of course, buying your product.

## SOCIAL TOOLS...

## LINKEDIN

The Social Network for professional people looking to network and find **new contacts**.

There are a number of great areas within LinkedIn that allow you to **connect** with your prospective target market. These include groups, forums and the excellent 'Linked In Answers'.

If you are 'niche' in your particular area of business then

### create a group

Get discussions going and direct people to be involved. There is a great group, for example, for marketers in Barnsley!

- Make it your own
- Make it local
- Make sure people know about it

Can Prospects/ Buyers find good services in the area easily? Build those into your strategy, then, for example, offer a **tailored** package to appeal to your clients: What's available? Where to eat? What do the locals say? Guaranteed to **add value** to YOUR offer – you can be seen as anticipating the client's needs before they begin dealing with you.

### Make it easy for them

## OTHERS

- YouTube
  - SlideShare
  - Flickr
  - Pinterest
  - Ping
- ... and the list goes on

## ESSENTIAL!

Don't forget... all of this is also about your **reputation online**. Find the users (eg shareholders, business investors, developers, builders, homebuyers, staff, clients, influencers, business regulators, public etc) to find out exactly what information they are looking for, and how they want it delivered. Let them find you and learn about you - this is what they will want as well.

Focus the role of your website to address key visitor issues or questions.

Create **clear** calls to action then incentivise sign up and **engagement** activities to **grow** the database (eg competitions, campaign micro-sites).

Regularly create **fresh**, interesting, 'value-add' content directed towards **specific** segments of the market place, e.g. business investment tips, leasing pit falls, business development updates etc. Then choose the most **relevant** way to distribute the content.

## SEM - SEARCH ENGINE MARKETING...

### PAID VERSUS 'EARNED' MEDIA

Now that the era of social media is upon us, we've extended the concept of earned media from the traditional PR sense.

Today a media outlet **broadcasting** a brand is not the only form of "earned" distribution.

The consumer is now invited to broadcast, and hopefully **endorse**, the brand to their online friend.

As a result, brands are turning to the tools and advertising opportunities provided by **social media outlets**, such as the organic impressions used by Facebook.

To meet these needs, many publishers are creating ad formats that are a **hybrid** of earned and paid media.

SEM is, quite simply, marketing your website and your brand/product/services through the search engines on the Internet. A search engine being Google, Yahoo, Bing and suchlike.

Search engines use keywords which people type in to deliver the most **relevant and effective** websites, according to their searching criteria.

It usually begins with someone typing in some phrase containing keywords which will ideally give them your website link in the top three listed in that search engine.

There are two ways of getting listed

#### 1. Pay for it

via an advertising campaign. If you don't know what you are doing here this can be ridiculously costly for precious little return. Even if you do know what you are doing it can be costly both in time and money.

#### 2. Earn it.

Get listed highly in the search results because you have earned it and everything about your website is relevant to that search. This is known as an ORGANIC listing.

New forms of earned media do not replace the older ones.

A mention from a far-reaching news organization such as OPP [the Overseas Business Professional] still packs an **impressive** punch. Brands need to start broadening their view from traditional outlets and take advantage of the **new opportunities** made available through the growing variety of social media outlets.

## PR [PUBLIC RELATIONS]...

The UK Institute of PR (IPR, 2003) defines PR as:

*The management of reputation – the planned and sustained effort to establish and maintain goodwill and mutual understanding.*

The Public Relations Consultants Association (PRYCA, 2005) defines PR as:

*The managed process of communications between one group and another... it is the method of defining messages and communicating them to target audiences in order to influence a desired response.*

And according to Dave Chaffey et al [Internet Marketing]

*Online public relations (E-PR) is maximising favourable mentions of your company, brands, products or websites which are likely to be visited by your target audience. Online PR can extend reach and awareness of a brand within an audience and will also generate backlinks vital to SEO [see definition in next section]. It can also be used to support viral or word-of-mouth marketing activities in other media.*

So, as you can see this is a vital activity that should be planned and carefully executed and continually nurtured as online reputation management.

## SEO (Search Engine Optimisation)

The search engines (Google in particular) are **crucial** to most businesses in this digital age.

If your potential audience is looking for you online, chances are that their first stop will be **Google**.

By optimising your web site with the right keywords, content and images then you have a substantially **better chance** of driving new business towards your online platforms.

## PPC (pay per click)

Using the search engines advertising systems (Adwords on Google) can bring **new visitors**.

By using the specific and relevant keywords you have discovered for your business, with those typed by the search engine user, you will, in time, will significantly **increase** the traffic to your website.

## LINKS

**External:** [also known as 'backlinks'] This is an active approach to get quality links from third-party sites.

Google 'counts' every link from another page or website to a page on your website as a **vote** for this page.

The **quality** of this link is also important and is measured against the good reputation and relevant content of the linking website –

### keywords

also play a part in within the link – if a top keyword for your website is "investment business in Greece" then this should be the words within the link linking to the **relevant** page on your website.

**Internal:** Structuring and labelling the links within your own website's navigation will improve the results of your SEO.



## BANNER ADVERTISING

By doing some simple market research or analysis of your web site analytics we can find the sites similar to yours and/or those that could help **drive traffic** towards you.

Adding a banner ad on another site could help bring **new visitors** to you, who just didn't know you existed.

Google adsense is another way to do this - whereby you select to be advertised on particular websites which would be relevant to your industry though not directly competing.

## WRITING ARTICLES

Writing keyword and **topic related** articles on a **regular** basis can significantly help your ranking. There are various sites to which your articles can be sent and once they are submitted they are there forever. These articles will always link back to your website helping to **increase your visibility** and reputation as an 'expert'. Articles also help increase your ranking in the search engines.

NOTE: Once you submit an article that is written with your keywords in mind then it is there for ever - **permanently** advocating you.

## 'GET' MOBILE

Mobile devices are proving to be **the future**. More & more of us now access email, the internet, social networks and general information by using our 'smart phones'.

If your online presence is not designed, **structured** or ready for this you could be missing out. Could there be an 'App' – short for application – which could be created for your business and/or service in order for your clients to be **more in touch** with you?

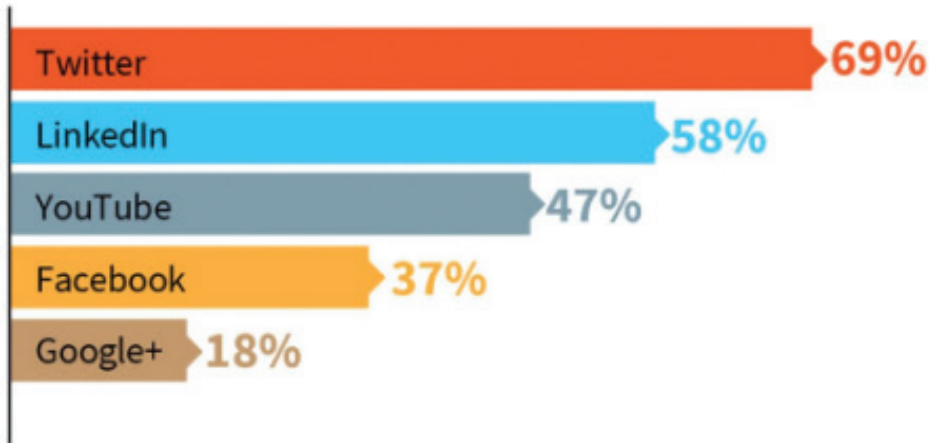
Make sure your website can be seen effectively on a mobile.

Creating a mobile friendly version of your website is very easy and there are large number of free services out there waiting for you to use. Take a look at some of these online tools and find out which suits your requirements.

ONBILE | MOFUSE | MIPPIN | WIRENODE | SWIFT | are some of the simple tools you can use to make sure your website is displayed effectively on a mobile device.

WGD has some fine connections in the 'App World' and are more than happy to discuss the possibilities of the creation of a personal application for your business.

## Effectiveness Ratings for UK Content Marketing Social Media Platforms



**Note:** Percentages comprise marketers who rated each social media platform as 4 or 5 on a 5-point scale where 5 = "Very Effective" and 1 = "Not at All Effective."

## conclusion...

The Internet is NOT going away. In a few years time there are many things we do today that just won't exist offline and the longer businesses take to engage with the new routes to market, the longer they will take to benefit from the many advantages out there by doing so.

It is not about just using the Internet, but understanding how to **balance** and **integrate** what you do offline with what you do online.

I know we have said it before and at the risk of repeating ourselves,

### online reputation management

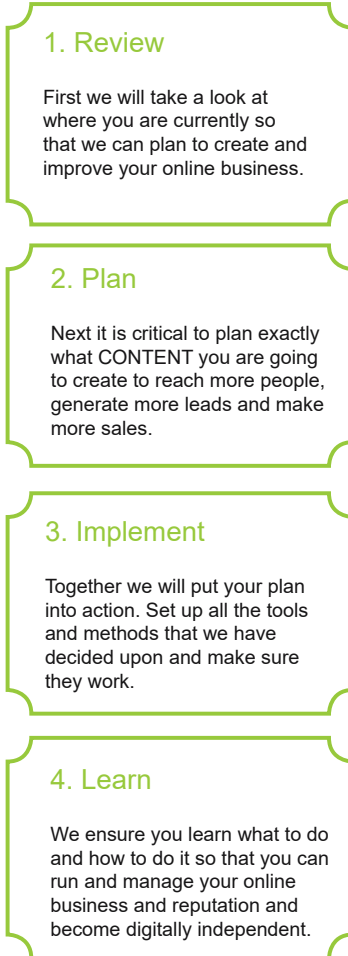
has gone from being important to now being **critical**. You have to know what is going on out there and what is being said and discussed about you and your company. You need to be aware of and **manage** this at all times.

You need to be creating your reputation online with everything you do and say, and the better you are at doing this the more people will a) gravitate towards you and b) advocate you to others.

The statistics on the left are a good starting place for us to understand the use and importance of social media today in business. We hope that this guide will help you understand and enable you to start your Internet journey to establish a robust presence on the World Wide Web!

Thank you

# the process



# the services

1. Digital preparation
2. Content strategy and planning
3. Community build
4. Marketing integration
5. Analytics and monitoring
6. Training and Support

Details on the following pages...

## General

Keyword research  
Marketing audit  
Social media strategy  
Content planning and management  
Copywriting / Blogging  
Creative services

## Training Programmes

How to 'get' social media for senior executives and business owners...

**Social Media:** *Facing the Fear and Doing it Anyway*

**Social Media:** *Psychology not Technology*

## Websites

Audit of existing website and related activity  
Realignment of content to suit objectives

## Social Media

Strategy and set up  
Implementation & coaching  
Blog planning and creation  
Twitter  
LinkedIn  
Facebook  
YouTube  
SlideShare  
Pinterest  
Analytics and Monitoring  
Measurement

## Business digital analysis

Research - customers / competitors etc.  
Business Strategy  
Goals and Objectives

Task		What we will do
<b>1. Digital Preparation</b>	<b>Keyword Research</b>  <b>Website Marketing review and audit</b>  <b>Target Audience definition</b>  <b>Online business objectives</b>  <b>Required resources</b>  <b>Setup and branding of social networks</b>	<ul style="list-style-type: none"> <li>• Define together exactly what your target audience wants and what will attract them</li> <li>• Set some simple and achievable objectives for the plan we are going to create</li> </ul>
<b>2. Content Strategy for Social Media</b>	<b>Strategy and planning of effective content for your business online</b>	<p>Following initial research, and having established your goals and objectives, we will:</p> <ul style="list-style-type: none"> <li>• Write your first month's content plan for you</li> <li>• Depending on the level of service you require, continue writing your content plans with you</li> <li>• Create / write content for distribution amongst the relevant channels</li> </ul>
<b>3. Resource Analysis</b>		<ul style="list-style-type: none"> <li>• Discuss with you who and what is available to sustain and implement an internet marketing plan and your social media strategy to build your online community</li> <li>• Tailor a meaningful strategy to the resources available</li> <li>• Discuss expansion possibilities once goals and objectives are met</li> </ul>
<b>4. Social Media</b>		<ul style="list-style-type: none"> <li>• Set up the right social channels for your business</li> <li>• Align the distribution of your content to these channels on a regular and sustainable basis</li> <li>• Monitor continually the communities that will grow on these channels making sure that you are being responsive and engaged at all times</li> <li>• Train you and any staff on how to continue to work with those communities at all times in the right way</li> </ul>
<b>5. Community Build</b>		<ul style="list-style-type: none"> <li>• Help with the plan to attract and therefore build the community</li> <li>• Ensure the response mechanisms are in place</li> <li>• If required, train you to fully understand, engage with and monitor your community</li> </ul>

*“I’m reading through your Internet Marketing Guide - it’s easily the most valuable, coherent, easy-to-follow document on Internet marketing I’ve read to date. Fantastically jargon-free - it’s an effortless read - even for a committed technophobe like me”*

Quote: John Fitzgerald | TV Producer and Director BBC Television

## OUR FINAL GOAL!

Helping you to be independent in managing your digital and social media, cost effectively and within a reasonable time frame.

All the statements, statistics and facts were correct at the time of writing this guide. we’get’digit@I have quoted these with best intention and are not responsible for any errors and misinformation.

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