

BASICS OF DIGITAL MARKETING

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Preface

There are/ will be always clients who are not sure what the internet can do for them. Some do quote verbatim from newspaper articles, without realizing that the article is a PR blurb for some random company, others “think” they know everything about every field and there are the few people, who are experts in their field and will be downright honest and state that they know little about other subjects.

I do spend a disproportional amount of my time, online. Read a crazy number of articles every day and I did realize there are extremely few people who were sharing relevant information/ knowledge. Some of my clients did take the time to teach me what they do and how they do it. I figured that I may as well assist others with my work/ observations/ experiences and attempt to convey the basics, of how the internet could help them. I am the principal shareholder in a web services firm, who have worked with startups, private organizations and Government departments too.

This book is for everyone who wants to build/ expand on the internet ☺

-vineeth@kariappa.com

Foreword

I met Vineeth at the premiere of "Wild Karnataka". Since then, we have met quite often at my studio. Vineeth is very well versed with digital marketing and everything online and I have seen some very successful campaigns run by him. Through our numerous conversations I have learnt a lot about the online space and about marketing my music, something that we creative people rarely focus on. I have read his book "Basics of Digital Marketing" and I strongly recommend it, not only to businesses, but creative people and influencers. It will open your eyes to a whole new perspective, you never thought existed.

-Ricky Kej

Grammy® Award Winner

Billboard #1 Artist (USA)

United Nations "Global Humanitarian Artist" Awardee

GQ Hero 2020

UNCCD "Land Ambassador",

UNESCO MGIEP "Global Ambassador for Kindness",

UNICEF "Celebrity Supporter",

Earth Day Network "Ambassador",

Adj. Professor NIAS (at Indian Institute of Science, Bangalore)

In our everyday lives, the Internet does play a significant part. In many facets of their lives, people have become highly focused on the "net", from networking, entertainment, and financial transfers, to education and government services. Getting a voice online makes sense. The Karnataka Forest Department started active "Digital Marketing" in 2018, a few days before the heavy rains that battered southern Karnataka, especially Kodagu. Excellent publicity was given about over exploitation of the forests of Western Ghats and its consequences that we are seeing in Kodagu through digital marketing.

The "digital strategy" did include sharing the department's pages and articles online, linking social media pages, and creating relevant content. On account of such strategy it gave widespread publicity about the humongous efforts being made by Karnataka Forest Department to fight control , and douse the uncontrollable fire in the forests of entire state in general and Bandipur Tiger Reserve in particular during 2019 summer , which drew hundreds of citizens of the state to help the department control the Bandipur fire. Food, fruits, water glucose, lime water, gloves, etc came in excess quantities from them to help the fire fighters including the volunteers. Some volunteers assisted the department with drones, jeeps, first aid kits, etc for those fighting fire. SEO, memes, cartoons, and videos from the department have kept the entire world up to date.

Vineeth, with a promotional budget of zero, handled the job tirelessly and he understood how to target a very large audience. I am sure this book will help beginners in the field.

Mr. Punati Sridhar

IFS(Retd.) | 1984 batch,

Former PCCF, Head of Forest Force, Karnataka State

Introduction

Getting your 'firsts' in any sphere of life often proves difficult. Be it your 1st investor, 1st contract, 1st girl/ boyfriend. Getting your first client, however, seems to be the easiest. All thanks to the internet! Starting a blog, Video channel, podcast, etc. to market yourself only takes a few clicks, boxes to fill and if it turns out well, you're good.

Now, about your first paying client; if marketing yourself proves abortive, your numbers could pave the way and play a major role in convincing a company to let you market them.

This book is aimed at helping founders/ administrators of companies to understand what their marketing strategy ought to be focused on. Anybody can buy adverts, give innumerable percentages, show stats, reviews, and graphs to justify their work. Very few people target organic growth. Organic growth will never have a "sell by" date, its value to the company/ organization is immense. This is the online version of "word of mouth".

When you compare "Marketing a product" to the "Product", everyone focuses on the Product and its features. The few companies that do emphasize on marketing, end up with Billion \$ valuations. The best example would be what the fruit company, has done.

These notes should assist you in creating/ deploying a decent internet marketing idea and to start working as a digital marketing aspect of a business. We are not trying to analyze people as that would be the work of a psychiatrist. We will assume that all people are level headed.

While we live in the digital age and have become accustomed to carrying out a considerable number of actions on the Internet (online purchases/sales, administrative procedures, etc.), digital marketing continues to grow and develop. New tools and techniques are being created every day, and their effectiveness continues to increase, compared to stagnant (traditional) offline marketing.

Well, the web has changed the way people buy and get things.

Today, people spend a lot of time on the web researching the product they need to buy, or obtaining information about products and services before they actually go to purchase. For this reason, organizations are perfecting their digital marketing techniques to be successful in attracting people online.

Effective marketing means you want to connect with your audience in the right place at the right time.

The most effective marketing approach to reaching potential customers is to access them, wherever they spend most of their time on the Internet.

I do apologize for the grammatical errors, the next edition will be better if you send the errors to vineeth@kariappa.com

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Digital Marketing

Digital Marketing or Online Marketing is on everyone's lips, and we are not surprised, because its possibilities for companies are endless. But, are you clear about what this concept contains and how it differs from traditional marketing?

Digital marketing is defined as set of tools, actions and commercial or marketing strategies that companies execute in the different media and Internet channels. Such as blogs, websites etc.

Since the Internet came into our lives the most non-conformist and innovative companies have not missed the great opportunity that this medium represents for the present and future of your brand.

At the end of the day, digital marketing or online marketing is a new way of applying techniques that were already used offline to the digital world, constantly innovating and adding new methodologies, such as SEO strategies, email marketing, mobile marketing, social media and of course content marketing.

Origin of the Concept of Digital Marketing

Although the origin of the concept "marketing" took place in the twentieth century, which does not mean that it did not exist before. The concept is defined as the set of principles and practices that seek to increase trade especially demand.

Marketing understood in this way is prior to any definition and has accompanied us since we were Neanderthals, when we tried to seduce someone into changing resources or when

agriculture was developed, to make everyone want our lettuces so that they could exchange them for their goods.

At the same rates as new technologies have been advancing in recent years in a dizzying way, so has online marketing. Digital marketing has been evolving progressively and experiencing great changes in both techniques and tools used to position a brand in the incredible and infinite world of the Internet.

From marketing 1.0 to 3.0

Every day, marketing gets closer to "the human" and is incorporated more into our daily life, as can be seen in the development of marketing 1.0 to 3.0:

In Marketing 1.0, the marketing efforts were focused solely on the product that would then be presented to potential buyers.

In marketing 2.0, products were focused on meeting the needs of customers and interest in them was increased to obtain relevant information to develop them.

The leap from marketing 2.0 to 3.0 was due to new technologies and a more exhaustive study of emotions to win over customers since everything that is emotional is better remembered. Today it is about getting love mark instead of customers, that is, people who love, defend and identify with the brand.

Objectives pursued by Digital Marketing

Each marketing campaign consists of certain objectives that can vary widely depending on the activity and the current situation of the company that hires them. A more ambitious objective should be divided into others more achievable in the shorter term and equally necessary to achieve this macro objective.

Spreading the objectives into different stages and going from less to more will help the company to achieve its goal more effectively.

All the objectives that may wish to be achieved through digital marketing can be summarized as follows:

Target audience acquisition or customer-oriented marketing

Every digital marketing strategy has the first objective of obtaining traffic and attracting the attention of the target audience through the strategies and activities that we carry out on the Internet. All these actions will be aimed at our target accessing all the content that we are creating in the digital world and feeling attracted to it. To achieve this reach, there are various strategies such as the development of SEO to improve visits from organic searches, referral traffic, visits via e-mail, website positioning, offline campaigns linked to a digital strategy through a landing page, etc.

Get a response from your audience

Another objective that all Online Marketing campaigns have in common is to obtain a response from our target audience. This response, in the online medium, translates into an interaction that adds value to the strategy that we have presented. The best way to achieve this response is by creating quality content on an attractive site, with a suitable design and that facilitates navigation for the user and interaction with content.

We can compare this to a shop window. The first thing to attract the attention of passers-by is that it is striking and provides something different, the second is that it has easy access and the third that what they offer us inside is attractive

or useful enough to buy it or talk to someone, maybe a friend of this new site that we just discovered.

Measurement and conversion of your shares

One of the great advantages of online marketing is the ability to measure the results we are obtaining with our campaigns. This will allow us to know if we are on the right track or if on the contrary we must urgently change our objectives and the way to achieve them.

There are many ways to know the response that our target is having, for example, we can receive it by way of generating visits to our website, number of downloads, records, number of comments and times our content has been shared, and especially, if sales have grown, have stagnated or if on the contrary they have decreased.

Loyalty of our clients

All the previous steps should lead us to the latter. Our strategy must focus on ensuring that both new and old customers feel connected in a special way with our brand, so much so that they choose us over other competent companies.

Everything is based on the client having enjoyed their experience with us and is willing to repeat. Another important factor is that online marketing strategies facilitate the spread of word of mouth and encourage customers to recommend our product on the web. In addition, we must bear in mind that it will always be more profitable to keep a client than to get a new one.

In summary, digital marketing is a form of marketing aimed at generating a presence in digital media, seeking to develop

communication with the brand's target audience and generate an expected reaction in it.

Mobile Marketing

When the internet appeared on the scene of people's daily life, the connection became possible from an infrastructure that was based on wiring. For this reason, many places where it was very expensive to bring such infrastructure became isolated and lagged behind in digital development. This was the case in many developing countries, especially in rural areas.

A few years later, when wireless technology evolved, a very interesting phenomenon occurred: more than 4 billion people made the leap to digital connection without going through the era of the landline and connecting to the Internet through of a modem. We could say that it was the biggest technological leap in history!

Naturally, access to mobile technology has exploded in the last decade. It is estimated that today 7 out of 10 inhabitants of the planet have a cell phone. This results in 5.3 billion users worldwide.

The first observation that we can make in the face of these numbers is that the technological gap that existed in the days of cable has been closing in this new wireless era.

The evolution of the cell phone as a communication device.

If we look at the evolution of cell phones over time, we notice an interesting trend. At a certain point, manufacturers began to go to great lengths to create smaller and more portable devices. With the appearance of the iPhone, a turning point was marked, from which the screen became the main

protagonist when using the cell phone. This is how the size of the cell phone increased again, until it reached the devices currently known as phablets, a word that combines “phone” and “tablet”.

Thanks to the technology incorporated in cell phones, a number of devices began to be displaced little by little, such as the flashlight, radio, alarm clock, calculator, etc. Today, a smartphone is a much more powerful computer equipment than the computers we had at home when we were children.

A next-generation cell phone is much more than a telephone. It is an entertainment center, a personal assistant, a real-time work and communication tool and, most importantly for the purpose of our course, a source of permanent content consumption.

Why is the cell phone so important in marketing?

The best example to understand the importance of the cell phone in marketing for the digital world is that you measure the distance your cell phone is from your hand at this moment. In fact, you are possibly reading this on your phone!

Consumers are using 3 screens most of the time: the computer, the television and the cell phone. But, unlike the other two screens, we take the cell phone with us everywhere. This is precisely where its importance lies: it is a means of communication that we know is at all times within the reach of the consumer.

Think about it for a moment: no other means of communication travels in the customer's pocket, it is on 24 hours a day and connected to the internet, it is interactive and allows the user

to make payments instantly. Your client's cell phone is the place to be!

Some golden rules of mobile marketing

Before starting to develop the different options that Mobile Marketing presents for the implementation of your digital strategy on your users' cell phones, let's make the rules of the game clear. The following are the foundations on which you must build any marketing action oriented to mobile devices:

- Option to opt-in: that is, the user must have the option of approving the interaction of your brand with their device voluntarily and consciously.
- Option to opt-out: that is, you must allow the user who has control to disable notifications or any type of interaction you have with their device at any time.
- Relevant content: this is the golden rule that governs every form of digital marketing strategy. You must offer your users quality content, which meets the information or entertainment criteria.

Remember that, as in other marketing scenarios, the actions should not be push but pull. In other words, make sure that the user is the one who starts the interaction. And one of the best ways to achieve this is to understand that the cell phone is a tool that is used around very specific micro-moments of everyday life.

SMS as a communication tool

With all the amazing things we can do on our cell phones, we sometimes forget that a tool as basic as texting is still as prevalent today as it was in the early era of mobile

communications. Just to give you something to think about, today around 8.3 trillion text messages are still sent a year.

A large number of companies use this means of communication to reach their users. For example, in the banking sector SMS notifications of bank transactions and movements have become popular. Or in the transportation sector, especially airlines, they use text messages to confirm flight schedules and itineraries.

The point is definitely SMS is far from obsolete. But, going into the matter, how can text messages be used within a Mobile Marketing strategy? Here are a few examples of how SMS can be used as a marketing tool, beyond its obvious use as a means of communication.

How to use SMS in a Mobile Marketing strategy

Let's start with a very simple example. McDonald's ran a campaign inviting people buying a drink to register the code on the glass to participate for discounts and prizes. Users had to send the code in a text message and by the same means received the instructions to redeem the prizes. There were 1.5 million participants in the 5 weeks that the campaign lasted.

For the launch of a new product in the Philippines, Pond's offered home delivery at no additional cost for people who sent a text message with their personal details. The response was massive: 300,000 SMS were received in one month.

In this case, as in the previous one, the main benefit for the brand is the information of the users, which becomes a database for future communications and activities within the marketing strategy.

A very creative example of using SMS to interact with the target audience is an activity carried out by the BBC with a digital billboard located in New York City. The billboard proposed a survey on different topics of debate, such as intervention in the Middle East or political relations with China. Users could participate in the poll by sending the option they voted for in a text message, and the billboard was showing the results of the poll in real time.

All these examples show how texting is a valid tool that allows you to effectively reach your audience. Also, as we saw in the previous lesson, being on your users' cell phone is equivalent to being with them everywhere.

Using SMS is taking advantage of a trend that continues to grow

Although text messages do not require advanced technology in the user's cell phone, in fact any device with mobile network coverage can receive SMS, its traceability and simplicity are a good starting point to shorten the distances between your brand and your users.

Completing a little panorama of growth in the use of cell phones that we highlighted above, it is worth mentioning that it is expected that by 2022 more than 70% of users of mobile devices will have a smartphone. This equates to around 2.5 billion people.

If we add to this trend to the decrease in the acquisition costs of smartphones, which has reached the point of having a cell phone of \$25 USD on the market, we can see the growth of users with this type of device. The same manufacturers point out that the penetration of smartphones is increasing.

Content marketing

In the context of digital marketing, content is a brand's way of making its strategy tangible. Users receive information published by the brand through different communication platforms, seeking to align with them and in multiple formats: texts, images, videos, animations, games, contests, applications, etc.

In this sense, an important conclusion emerges and that is that in the digital world, brands that really generate valuable content for their users stand out.

One of the ways to leverage content to make it stand out and achieve brand positioning is content sponsorship, as we can see in the example below:

Heineken content as a digital strategy

Heineken is the official sponsor of the UEFA Champions League, one of the sports tournaments with the most visibility in the world, since 2005. Leveraged on this sponsorship, Heineken has been developing a strategy focused on digital media to position its brand. Thus, the brand has used content as a digital strategy to appropriate a sporting event with a large audience, developing entertaining content for the audience.

Local Content with Global Distribution is part of Heineken's content strategy.

Positioning a brand, including in the world of digital marketing, is a process that can take a long time. The Heineken example shows us the importance of being consistent and persistent in

developing a strategy that engages users with entertaining content, thus positioning the brand by generating an association with the event it sponsors.

Today platforms have become secondary, it is becoming easier to develop a website for a brand is a matter of minutes, but the challenge is really to generate content of interest to users. When users perceive a brand's content as relevant or entertaining information for them, that means that the content strategy is well planned and executed.

"A digital strategy without quality content is like a store without good products."

In content marketing, content becomes the materialization of a brand's digital strategy and it is only through quality content that a brand stands out and is positioned in the minds of users.

Content Formats

The most important thing about content is that it contributes to positioning the brand within a different field than its competitors, that the content is of very good quality and that it fulfills the purpose of entertaining or informing. Now, let's take a look at the content formats that should be used to get closer to meeting this challenge.

Visual Content

In the digital world, people are increasingly interested in sharing and consuming graphic content.

It is clear that consumers today are purely visual. This creates a need for the brand to communicate graphically. Many users are interested in sharing and consuming graphic content. This aided by the fact that mobile device manufacturers strive to offer

higher quality and functionality when it comes to their integrated cameras.

The 8 most popular content formats

Here are some of the content formats that are being used the most today and that are transforming the way information is traditionally displayed.

Editorial texts with images

Among the content formats, this is one of the most commonly used for websites, blogs and emails. They are specialized texts accompanied by images and are essential for positioning in search engines (SEO).

Videos

It refers to the production of video in traditional format or Motion graphics. This type of content can be distributed through social networks or websites. Now it is possible to make videos from the simplicity of a mobile phone, film-like blockbuster, digital animation or purchase from video banks.

Photography

This format is commonly used on websites or social networks. It can be given in a professional or amateur format, depending on the needs of the brand in terms of quality, quantity and frequency. It is possible to take the photograph or simply go to image banks to buy and use them.

Gifs

This short and low-weight video or animation format is becoming increasingly important, which is why it must be included in the offer of a brand, especially for publications.

Video games

Video games are also considered a content format. These can be done through adaptations of traditional games or custom game development. Video game development can be given for both web and mobile formats.

Infographics

It corresponds to the development of illustrations based on statistical data that seek to be summarized in visual formats. They are commonly used for posts on social media or on the web.

White papers

It corresponds to the more detailed production of textual formats with images, mainly used for the acquisition of leads, which seek to deliver valuable information to the user or potential client.

Webinars

This format has been gaining great importance due to the possibility of sharing content regardless of where people are, with the convenience of not leaving your office. This format has shown high growth in the B2B sector.

Content Distribution

When we talk about content distribution, we mean how to make it reach the users who are the brand's target.

The content must be present in all those moments where the consumer demands it and from the device they use at that precise moment.

Distribution platforms

These are the most common platforms where content is distributed

- Websites / Mobile Portals / Blogs
- Podcasting
- Emails
- Mobile apps

Multi-platform

It is important to highlight the need to adapt the content to different platforms to reach it more effectively, which means that the same content must be adapted so that the consumer can access it from the PC, the Mobile, social networks, iTV among others.

For example, if your content is on a website, it is important that it is adapted for mobile devices, either by an exclusive version for mobile or by responsive design (techniques that we will explain later in the course). The importance of this adaptation becomes more evident when we see that almost 50% of Internet traffic in India is generated from mobile phones.

Video Marketing

Brands need a video marketing strategy. Although this idea is not new, what has changed today is the importance that the audiovisual format has gained in each platform and communication channel.

Video today is not just one piece of your complete marketing plan: it is a crucial element to boost and increase the reach of your campaigns and make the efforts put into them pay off.

What is video marketing?

Video marketing is the use of videos to promote and sell your product or service. It is an excellent way to increase engagement on your digital channels (such as social networks), educate your customers and reach audiences through the audiovisual format.

But why should you focus on video marketing now? Although it is not the only reason, in recent years there has been a fairly high increase in the popularity of videos as a format to consume content.

Video rose to the top of the list of marketing strategies a few years ago. It was previously considered by creative teams as one of the many elements that should be paid attention to when implementing strategies. All this with a special interest in production resources, always very expensive, and without much analysis or strategy to show the final contents.

Few years ago, that changed: the video became a complete marketing strategy. There is no need to consider it as one of the

elements of a campaign. Today, the audiovisual format will have to be something produced by all the teams of a company, from all possible perspectives: from discussions, concrete actions to different proposals for measuring the impact on the business.

The importance of video marketing and where to use it

The video format is useful not just for entertainment, which in recent years has been quite noticeable. A video on a landing page can increase conversion rates by up to 80%, and the mere mention of the word "video" in an email subject increases open rates by 19%. In addition, 90% of customers have said that videos positively influence the decision to buy with more confidence.

Video has not only transformed how customers buy and how businesses sell - it has also revolutionized the way salespeople connect and drive conversion and how service teams support and delight customers. Simply put, video is an extremely useful resource throughout the customer-based cycle, and not just for increasing brand awareness.

The audiovisual format can be a versatile tool for salespeople throughout the sales cycle. It also provides more than just increasing your customer engagement. Using back-end analytics allows salespeople to rate and prioritize those cases of cold leads or those who do not respond to messages and calls.

Types of Video Marketing

Before you start shooting videos or think about what type of video marketing strategy is best for your business, you need to determine what type of video you want and need to create. The

list that we leave you below will help you to know all the alternatives, so that you can choose the most appropriate one.

Demo Videos

Demo videos show how your products or services work. It may be about taking your viewers through the process of operating your software: showing them how they can use it or an unboxing video in which you put your product to the test (in case it is some device or other device that requires testing).

Brand videos

Branded videos are typically part of a larger outreach campaign. They show the vision of the company on a large scale, portray the mission and values of the company, as well as the products and services in a detailed way.

The goal of brand videos is to publicize your company so that your employees are committed to the objectives and also to intrigue and attract your ideal potential customers.

Event videos

Did your business host a conference, discussion, debate, fundraising presentation, or other type of event?

You can produce a video that compiles the most interesting moments or show interviews and presentations of the characters that caused the most buzz at the event.

Interviews with experts

Recording interviews with outside experts or leaders in the industry your company belongs to is a great way to build trust and gain authority with your target audience. Find the influencers in your industry (whether they share your point of

view or have another perspective) and make the discussions and debates available to your audience.

Educational videos or tutorials

Tutorial videos can be used to teach your audience something new or to build the knowledge they need to use your services or products. They can be the vehicle so that they know better what you offer and how it works. Additionally, your sales and customer service teams can also take advantage of them while working with your clients.

Explanatory videos

This type of video is used to help your audience understand the reasons why your service or product can help them solve their problems or needs. Many how-to videos focus on a fictional tour of the ideal buyer persona for a business and the problem they face. This person overcomes difficulties when buying or hiring the solution from the company that makes the video.

Testimonial and case study videos

Your prospects want to know that your product can (and will) solve their specific problem. One of the best ways to demonstrate this is through case study videos that present your loyal customers satisfied with the results. These people are the best representatives of your success. Get them to describe in front of a camera the challenges they had and how your company helped them overcome them.

Live Videos

Live video gives your viewers a special feeling, like being behind the scenes of your company. It also allows you to create stronger ties and higher engagement rates. Viewers spend 10

to 20 times more watching a live video than a recorded one, even if it is within the trends. Live interviews, presentations, and events that motivate viewers to ask questions are much more eye-catching than previously recorded videos.

360° videos and videos with virtual reality options

With the creation of 360° videos, viewers can "move" around the space in which the videos are developed, to view content from any angle; as if they were physically in the place where it was recorded. This style allows viewers to have the experience of being in a place or event: from exploring Antarctica to spying on the life of a pride of lions. Virtual reality (VR) allows visitors to navigate and control the experience they have. These types of videos are usually available for devices such as Oculus Rift or Google Cardboard.

They can be very useful if you want to show your viewers what a space looks like in a more realistic way, but from a distance. It is a rarely used tool, but in the not too distant future it will surely be the latest trend to provide a good user experience, especially in specific areas such as real estate or design.

e mail marketing

The first marketing email, sent in 1978, generated \$ 13 million in sales and spawned one of the most widely used marketing channels to this day.

Due to its four decades of history, email is not as flashy as other newer channels, including instant messaging services, but it is still a very effective way to have an engaged audience that generates good results.

The email has not ended. It is one of the few marketing channels that we can use to create an authentic connection with the people who keep our companies going.

You should use this tool to enhance existing relationships with all members of your list by offering them valuable and relevant information to help them achieve their goals. Remember that the important thing in email marketing is not your company, but your customers.

If you can focus your attention on them, subscribers will not only read your emails, but will be eagerly awaiting the next updates from your company.

Let's take a look at why email marketing is one of the most important elements of your marketing strategy and how you can use it responsibly and effectively.

What is email marketing?

Email marketing is, in essence, sending emails to your target audience as part of a campaign with specific goals in mind. It is

a strategy by which companies establish a communication link with your subscribers by sending emails.

The forms that this content takes can be newsletters, special announcements (such as new products or contracts), promotional information, news articles (in the case of the media), questionnaires, discounts ... the list is very long. And let's not forget that, as with any other content, email marketing is an effort to build trust and credibility with a user (or potential customer).

Carrying out a mailing campaign is a way of strengthening the existing bond with the subscribers of the newsletter.

It must be considered that the databases of this type of campaign are configured voluntarily; it is individuals who register in the form of a website or fill out a paper giving their authorization to receive these communications framed within email marketing. This is what is called Permission Marketing; it is the user who gives his consent to receive commercial emails. Many times, this is achieved by offering a lead magnet.

Gone is the time when mass mailings were made without any criteria. The effectiveness of these practices was very doubtful and the annoyance of the recipients of the very common newsletter, they barely saw those newsletters in which they had no interest.

A key piece of email marketing is the contact database, which are the people who will receive the email. This database can be generated by you, your clients, from a public yellow pages type database or you have bought it from third parties. It is preferable to have a database that is smaller in number but of quality (they include real names, e-mails are up to date, we also

have the more data the better of each person, only the name or also the surnames and their place of residence, about what product they have been interested in our business). If the database is of poor quality, the bounce rate (mails returned just when sending the mailing) will be very high. It is important to clean the database to update the emails that are no longer operational as you use it.

Effectiveness of email marketing

There are 3.8 million email users worldwide; therefore, if you are looking for a good way to reach your customers, this is the perfect way to do it. On average, email generates \$38 for every dollar invested, representing a return on investment of 3,800%.

Here are some data that demonstrate the great effectiveness of email marketing:

- Email is good for your business. You can remind distracted customers about their shopping cart with emails, ensuring up to 69% more sales.
- By conducting a lead qualification process, it has been shown that up to 52% of leads are not of quality, so nurturing through emails and with additional content will increase the chances of conversions and sales.
- As for customer acquisition, it is convenient to remember that email is much more effective than social networks, since they have greater qualities to generate brand awareness.
- Plus, since you own the channel, you won't have to worry about external compliance standards. You will have complete control of the channel and will be able to

determine how, when and why you contact your subscribers.

Unless, of course, you have the human resources, time and capital necessary to establish personal and individual relationships with each of your prospects and clients. Therefore, email should be your best marketing ally.

Advantages of email marketing

The main benefit of Email Marketing without a doubt is the direct connection with your potential client, it is that almost personal contact with a person that can be converted into a sale. Other benefits of this digital marketing tool are:

It is cost effective

There are many platforms, which we will talk about later, in which mass mailing is completely free, as well as templates, etc. So, the cost of an email marketing campaign is very low compared to other digital marketing techniques.

Ease of segmentation

Email Marketing allows you to accurately segment who you will send each message to. So if you know very well who your Buyer Persona (audience) is and what they want to read, or what you need to know, what interests them, what are their needs, daily challenges and objectives, etc. you will be able to make 100% personalized content, which means that you will be very close to generating a conversion.

It makes room for immediacy

In a world where audiences want everything for yesterday, Email Marketing becomes your ally, because once you have

defined your strategy and your segmentation, only a few minutes will pass between clicking the send button and receiving the email of your potential client.

Email marketing is measurable

One of the points in favor of email marketing campaigns are the possibilities of measuring results in real time and instantly since there are many platforms that allow you to analyze the campaign in detail. We must bear in mind that most likely the expected results will not be obtained the first time, it is possible that not in the short term, so a little patience, perseverance and a lot of previous work are needed to achieve an effective email marketing campaign.

So, to understand if your targeting is fine or your message is working, you just have to let a day go by, and you can straighten the wheel.

You reach any corner of the world

Sometimes it is very difficult to get clients in other countries, but with Email Marketing you break down geographical barriers and you can reach any corner of the world with just one click. Long live globalization!

It is ecological

Although this benefit is not direct for your company, it is a benefit for the whole world, when you send an email you save millions of tons of paper annually, which contributes to the care of the planet, and stops the deforestation of our parks.

Helps you build your credibility as a business

One of the biggest hurdles a small business has to overcome is building its credibility.

The reason people trust a big name largely comes down to credibility and this has a very close relationship with brand recognition marketing - they are familiar with brand names; therefore, they trust more.

By using email marketing, you can keep your brand and their name on the minds of your customers and build credibility by being in constant contact with your customers.

The more they learn about your business, the more they hear about it and its products, the more they will trust your business.

Email Marketing is an ideal strategy to generate direct contact with the client and that if you do it constantly and strategically, it can create stronger and lasting relationships over time.

Doing an email marketing campaign needs dedication, although it is easily adaptable to your business and needs, you just need to have a little creativity. Thanks to the Smartphone, users read email more and more, although for this reason they are also more demanding. The cost of a campaign is low, so it becomes one of the best tools that the company has to do direct marketing.

Social Media is crap

Social Media Marketing has absolutely no relevance to Marketing. All social networks are built by programmers who have no idea about the concepts of marketing. The phrase “social media marketing” came up when a few geniuses figured it was an easy way to con companies. Show the marketing guys a few numbers to get more money out of them. Do you use social network advertising as the core for your digital marketing strategy? It is a mistake. Social networks are no longer what they used to be. Before, social networks were essential, they had to rely on generic traffic to grow. Not anymore. Now, it is just a financial pit and a waste of time for very small businesses.

Just a few years ago, there wasn't a business that did not have social media accounts. Beyond being a powerful showcase, social networks were a significant source of traffic and allowed to generate leads (most of them were crap too), and even win customers. But that was before.

There has always been targeting and retargeting, add cookies in your cache and basically your social network knows more about your spouse than you. They sell this information access to advertisers. If social networks allowed you to “target” all “your followers”, they wouldn't have food to eat. Ethics aside, they need the money. You do not get to convey any message to “all your followers”, unless you pay the network.

Another angle, the person looking at his network feed, pays 0. S/he uses it for their amusement. Most have stopped caring

about their data. They click on random links, send random messages because it is free! And, if anything is free, people assume that it is meant to be abused.

Just look at the numbers.

Ten years ago, social networks used to assist a small business client, to attract between 1,300 and 1,500 visitors each month. At the time, social networks needed users; they had to justify their idiotic valuations. Today, social networks only bring the same client a maximum of 100 every month.

Social networks are therefore not what they used to be. At least the way you use them, but we'll get to that.

Some brands, big brands, make the decision to shut down their social networks. Should you do the same? And above all, how can you modernize your digital marketing strategy to generate a real return on investment?

On social networks, reach is no longer available. Put simply, reach is the influence of your publications.

There is one important thing to remember on social media. There is only a minority of your fans or subscribers - depending on social networks - who sees your posts.

A client has 5,000 fans on their Facebook page. On average, only 500 people see their daily posts. Another client has around 12,000 followers on Twitter. Tweets are seen "only" by 1,000 people. And it's getting worse and worse.

Reach decreases with algorithm updates on social networks. The reason is simple. Programmers can't build marketing tools. The "Social Media Platforms", are optimized algorithms that have to be manipulated, to achieve desired results.

All social networks have similar features, like the sign up, 2 factor authentications, groups and then some differences as in Facebook pages, twitter lists, Google plus groups (which did really bad; forcing people to segregate their friends into groups, ultimately killing it).

Social networks favor content that allows them to keep users on their platform as long as possible. If your posts link to your website, then they are not interesting for social networks.

There is only one case, in which these posts are of interest to social media: if you pay them.

On social, you have to pay to win.

As we have just seen, algorithms on social media mean that even our own fans or followers do not see our posts. Especially when these refer to external content. Your website in this case.

If you want to attract visitors and generate leads with social media, I do think you know and maybe you have even tried it before, you have to run Ads campaigns. Facebook Ads, LinkedIn Ads, Twitter Ads, xyz ads.

In itself, this is not a problem. The possibilities of targeting, by all types of criteria does make Ads on all social networks much more interesting, that is if you have worked well on your “creating your campaign”.

Where it is problematic is that more and more companies are using Ads on social networks. The competition is increasingly fierce. What are the consequences to that?

Acquisition costs - visitors, leads or customers - are exploding. Not only is it becoming more and more difficult to attract the

attention of an increasingly solicited buyer, but the investment represented by Ads on social networks is exploding.

If we summarize:

- Being visible on social networks for free, is impossible.
- You have to spend on Ads to reach your target audience.
- The costs of acquiring audience through Ads, increases.
- Competition makes it always more difficult to attract and retain the attention of the buyer.

All of this contributes to the lower return on investment of social networks. And this is the reason why some companies have decided to shut down their social media accounts.

Few “famous” people, like the top 10 most followed people, of any major social media website should probably be earning a few millions for every advertiser sponsored post. The advertiser will see a huge spike in sales, for the duration of the feature, and then it’s back to normal sales. And, the advertiser normally ends up making a loss, as they overspent by paying for a post.

Marketing to become famous should not be encouraged, compared with marketing your skill, and then “being” famous. When you market, to become famous, you are basically just buying advertising space, for a very short while.

You can buy anything, but customer loyalty. Which should be the definition of Marketing. Irrespective of it being social or not. People will always buy the same rice, coffee, chocolate, etc. because they like it or are familiar with it. You can’t get that out of one or multiple post with a celebrity!

What you may be able to achieve is, to get the customer to “try” your product/ service. The customer will always revert back. The only way to get the customer to switch is by, traditional methods of marketing, which is a sustained effort in conveying the message that you, as a company, stand by your product. The best example for this is the Amul butter weekly cartoon.

Disney’s cartoons are so damn good, that their target market will spend 10\$ for a 1\$ shirt, just because it has their favorite character’s image!

Should you close your social networks?

The Lush case.

Lush is a British cosmetics brand specializing in bath products. In early April, Lush announced on social networks the closure of his accounts.

It is a decision all the stronger as it is the social networks that have allowed the brand to develop. Lush has hundreds of thousands of fans and followers on social networks. But as the brand puts it: “It's getting harder and more tiring to fight against algorithms and we don't want to pay to appear in your news feed!”. One thing is certain, this decision made people talk on social networks and gave the brand a great spotlight.

But was the game worth the candle? Has Lush completely quit social media? Well, no, and she is very skilled, lush has stopped overspending on social media.

Like Lush, stop overspending on your social networks but don't use them alongside with your website, to drive traffic and generate leads for marketing your business. Social media has

really evolved into a farce, where nothing makes sense anymore. Social media platforms keep changing algorithms, without having the interest of users at heart. It is now a pure business setup, where you overspend, without your ads being directed to your potential customers.

And that is indeed the key. To communicate well on social networks today, you have to focus on engagement. To engage your community, you have to interact with it.

Next to that, Lush announces that the company's social media accounts will disappear but that there will remain employee accounts. Much more human communication.

Finally, Lush will continue to conduct Influencer Marketing campaigns. Influencers will talk about Lush on social media. The brand will therefore gain in objectivity and therefore in performance.

Close your social networks or review your digital marketing strategy?

Creating and managing a business page on social media is no longer enough to generate leads and win customers.

Faced with that, you have 2 options: either you close your accounts, like Lush or you adapt your strategy to bring more value to your target.

Lush can afford to shut down its social networks: it is a brand with a strong reputation.

If you are an SME, even more in B2B, this decision could negatively impact the return on investment of your digital marketing strategy. For a business like yours, all acquisition levers are good to exploit. But not just any old way, you must

stop spending on social media ads and only use your social media accounts as a connector between your audience and your website.

The challenge for your business today is to review your social media strategy to adapt to focusing on having a decent website for your business, and using your social media link to send traffic to your website, while meeting the expectations of the modern buyer.

Never change your social media strategy, overnight. It makes no sense, but you must stop spending on advertising on social media, as it is absolutely a waste of time.

There will always be a section of people who like/ prefer the present strategy/ posts of the customer. Let's say you post 1 weekly meme for a client about his sector, about any particular topic. It will definitely have some sort of traction which will go a long way in getting your audience to your website, without you having to spend on social media advertising.

People assume that social is fickle and users will gravitate to the latest trend. This is not true, for everybody. You can check the daily Twitter trends, majority of the users create noise around trending topics, to get more followers, that's it. No value added to the network.

Here are some more reasons while social media is a big NO for your business growth:

Social Media Marketing is time consuming

While social media is a great way to promote your business, you need to be as committed as possible. This is a time-

consuming process and requires constant work. Otherwise, there will be no results.

The days when people followed a brand without a second thought are long gone. Building fans is much more difficult today, and if your goal is to build a strong and recognizable brand, be patient and work hard.

The amount of work to be done is enormous. Content creation, post preparation and scheduling take a lot of time, but getting it right is important. If you work, but at random, without a clear strategy, then even a daily 6-hour run on social network will not help you achieve the desired result.

Experience is needed

Social media marketing has gotten really hard, so it takes experience to create working ad campaigns. Of course, you can set up and run everything yourself, but you will not attract “enough” people. In addition, you need to know how to properly interact with your audience and regularly monitor trends on your social media channels.

ROI is difficult to calculate

Do you know what ROI is? Do you know how to define it? 89% of digital marketers have a hard time calculating an accurate ROI on social media. At the same time, 37% can give a more accurate answer, 35% say they are not sure of the correctness of their calculations, and 28% do not know at all how to measure the level of profitability.

Most importantly: Social Media Marketing is laborious and a lengthy process. Generically, it will be months before any measurable results begin to appear.

When it comes to maintaining your social media presence, always remember to never change dramatically. It never works. Tweak what you are doing. You won't lose existing followers. This is a major advantage when comparing building yourself as a brand/company vs managing a client/ company.

The absolute best example of never changing your strategy is that, you/ your client will absolutely miss out on gems like this;

(<http://bit.ly/2X4wg9e>)

We do have a youtube channel; evidhya, where we have listed how to create/ manage different social media accounts. The only use of social at the moment appears to be to share your website links in every post, in an effort to get a few extra visitors to your website.

Learn how to game social media (It is after all only code). One post a day, check data for when you get the most engagement and post at the same time every day, upload as much content as possible on your 1 post, follow back, videos longer than 8 minutes, etc.

Marketing through a functional website

What guarantees good internet sales and brand recognition? To be successful in digital marketing and have a good ROI, you should adapt to marketing, through your website. You should have a decent website, and focus your marketing strategy on the website alone.

It is no longer a novelty that we use search engines every day to search for any subject, product or service that we are interested in, is it not? According to recent surveys, 93% of successful purchases begin with an online search (<http://bit.ly/3548WN7>).

And the expectation is that this index will continue to grow. Therefore, having a good presence on the web is essential to attract the attention of the target audience, who are looking for information and feedback from other customers about a certain product or service.

After all, do you know how Digital Marketing can increase your company's visibility on the web so that it can be found by potential customers? Continue reading and learn about some strategies that can help your company grow, without having to waste your time with social media!

Planning is the beginning of everything.

To have a strong presence on the web, it is not necessary to have a very high budget. Still, before making any decisions about how much you want to invest, you need to know who

your target audience is and how you want to impact them. So, plan!

Roughly speaking, this planning consists of studying the behavior of potential customers and identifying what the best ways are, to reach them. With this information, it is possible to start a relationship with the target audience, presenting your brand and showing how your company can help solve a certain problem or meet a need.

That done, the time has come to decide what will be the ways of contacting the target audience and the budget for each strategy. And, as we have already said, it is not necessary to make a high investment - some strategies, in fact, can even be implemented for free.

The importance of a website (online presence)

Today, most companies already recognize the importance of having an online presence through a website. The internet is already part of the public's daily life, and can offer several features for your company: through the internet, it is possible, for example, to communicate with leads and customers, publicize your brand, build authority and accompany competitors.

However, it is clear that there is still resistance when it comes to spending money on online strategies. And companies that ignore the strength of the website are increasingly falling behind.

If your company still has that fear, it's past time to overcome it! To help you better understand the importance of having a good online presence by having a company website, here are some benefits that this can generate for your company:

Strengthening the brand

A good online presence mainly concerns the growth of the brand in the digital environment. That way, without a doubt, your company will be more recognized and valued by the public.

More authority in the area

By developing your online presence, whether from blogs or website pages, you will demonstrate that you understand the subject and that you can offer the best solution to your audience's problems.

In addition to strengthening the brand, this still generates authority, which makes people feel confident in buying the products you are offering them.

Better communication with customers

The internet offers several ways to communicate with the public. You can use chats, blogs, websites, forums etc. - everything to get closer to the customer and offer information in a very accessible way. And the best thing is that a well-attended customer ends up naturally becoming a defender of your brand. This is the only place social networks, make sense. Your organization could have accounts on popular networks, which are linked to your website and the customer will choose the network comfortable to them to communicate with you.

Attracting new customers

It all comes down to increasing your company's sales. After all, a stronger brand, which has authority in the niche and talks to a wide audience, has great chances of selling more and more.

Increase in reach

We know that the internet has no geographical barriers. Which means that, if your company has a good website and maintain a stable online presence, it is possible to reach people from all over the world. That is, you will be able to expand your business without spending a lot of money. This achieved through optimizing your website for Google organic search.

We all know that Google is one of the most important internet search engines in the world, the undisputed leader in most Western countries and that it has only found real competition in China (Baidu) and Russia (Yandex).

The most curious, at times have entertained ourselves, looking for facts and figures from the search engine giant. These are indicative (Google is very reluctant to give official figures) but perfectly valid to surprise us with the spectacular nature and magnitude of everything that has to do with this internet giant:

- It is estimated that more than 5.5 billion searches are performed on Google per day.
- In the world, 1.17 billion people use it almost daily to search.
- As for Google services, there are currently more than 1.5 billion active Gmail accounts.
- The search engine leader gains about 5% new users every year.
- Google drive has about 1 billion users.

You can verify these, on google :)

This makes Google organic search far better than Social media, as google search guarantees real time result, by helping you build a lead base, thereby making you enough profit.

What is SEO?

SEO stands for Search Engine Optimization, which is the process of optimizing a website to appear in organic search engine results.

The discipline of SEO positioning is as old as the appearance of the first search engines on the Internet.

As long as there is a "ranking", a "top 10" or a "top 100", that is, as long as there is "an order" or a "placement", there will be techniques that try to make one result appear above another. As long as this exists, SEO will exist.

The characteristics of modern SEO are quite difficult to extrapolate to any other branch of online marketing in general, where the limits of "what works" and "what does not" are much more defined than in SEO positioning.

In other words, SEO is quite ambiguous in its own practical application. And that, what does it mean?

It means that the same SEO action, carried out on website A and then carried out on another website B, can have completely different results to the point of being able to have "opposite" results. Therefore, within the discipline of positioning, even trial and error itself are not guarantees. This is the reason you need the services of SEO experts to help with the SEO positioning and ranking of your website.

There are many things to know about SEO, but that's not in the scope of this book. If you want to have a detailed knowledge of SEO, you can take your time to do a personal research on it.

How to understand web structure when doing SEO

Too easy; For example, you have a company that sells multiple products, such as women's, children's, and men's shoes. You cannot show all the products on the same page, much less create a page for each of the shoes. It is best to organize them by category and make brief descriptions of them. Although this seems like an SEO strategy to display content, it is also a good way to make a website more functional, navigable and that provides a pleasant user experience. Yes, all of this relates to the structure of the website. And you will also be providing extra details to your audience about the type of shoe, and not just limiting yourself to characteristics.

The ability to index pages in search engines is another aspect of SEO that is closely related to the functionality of the website.

When we connect the dots, we realize that a marketing campaign can never work if the website is not in line with the strategies implemented.

All your content should be the key piece to know if these three elements work in the same direction, and you will know it only if you can load new content easily; if it is indexed in the search engines correctly, if they are optimized and if the user can find without any problem. In conclusion, your page will be a magnet to attract potential customers and will increase your conversions in a systematic way.

If this does not happen, you have to start reviewing the elements of website and redo it in favor of digital marketing.

Before closing this point, I want you to keep in mind that you can create content in many ways, but you should always consider whether it affects the loading speed, because if so, you will make the typical mistake of many, who saturate their website with images and videos that take a long time to load and detract from the user experience. In this case, the content, far from helping you, will plunge you into the abyss of losing money.

Google ranks web pages, for a user based on innumerable factors and so far for 20+ years, it is the best way to get traffic to any website. Any website owner will never make a mistake by not paying for content because it will always have value. The easiest way to understand how google works is that if you are running a good, proper business, without cheating people, Google will send you more traffic. A problem only arises when “smart” people try to hack a system. Very, very, very few “obnoxious” rules that Google and other search engines “may” follow;

1. The domain must be independent, no child domains nothing dependent on anything else; to rank higher.
2. Always have 1 index page.
3. The site should be xyz.com not www.xyz.com
4. JS, CSS, html should be minimized.
5. All pages should be interlinked to as many as possible.
6. Meta tag should be there for all pages.
7. Meta tags must not have more than 40 characters.
8. Keywords, Headings must be there for all pages.

9. Do not over use keywords on the page.
10. The Title must be there for all pages
11. Website should be compatible on all devices and on all browsers.
12. Sitemap should be uploaded frequently.
13. Content should be relevant for long time.
14. Comments on each page, keeping the content “fresh”.
15. Relevant social media links.
16. Internal links to all other pages.
17. Relevant local neighborhood links.
18. Do not buy links.
19. Do not place too many ads on the page. (Everything clean)
20. Ensure no 2 pages have the same content.
21. Ensure you do not copy content from other websites.
22. Do not use bold text.
23. Do not label random names for images.
24. Add new content, every day. (Publish industry relevant articles)
25. Preferably upload videos on YouTube (Website is hyperlinked!).
26. Do not hide text.
27. Do not hide links.

28. Ensure that there is as few broken links as possible.
29. Try to get all broken links redirected to a relevant page.
30. No dead links on any page.
31. Current Year in the footer.
32. Neat footer links.
33. Text in all caps, is considered "shouting".
34. Same database for multiple sites, google gives a negative rating.
35. An extended renewal date of the domain, as in old domain is good.
36. Long tail keywords are essential.
37. No URL Masking / Stealth Redirection / URL Hiding
38. E-mail marketing with backlinks does help.
39. sub domain much better than sub directories.
40. Every page title must begin with a common word/phrase.
41. Create/ promote a live google hangouts session
42. Blogging, articles, newsletter with relevant content.
43. Links coming from poor quality, "spammy" sites is bad.
44. Links from sites created purely for SEO link building is meaningless.
45. Use htaccess for exemptions.

46. Links coming from topically irrelevant sites/ Paid links/ Links with overly optimized anchor text, is stupidity.
47. Duplicate content/ Plagiarism/ Thin content/ User-generated spam/ Keyword stuffing, will never help.
48. Poor user experience will have a negative effect of search.
49. Pirated content! (But, on YouTube, content creators will report!)
50. High volume of copyright infringement reports
51. Exact-match keyword targeting helps.
52. Poorly optimized pages does not help.
53. Improper setup of a, Google My Business page
54. Lack of citations in local directories (if relevant)
55. Lack of a mobile compatibility of the page
56. Illegible content is extremely bad.
57. Sharing a physical address with a similar business.
58. Competitors whose business address is closer to the searcher's location, are given priority
59. Google tracks user behavior....user going back from a website
60. If keywords are mentioned in the URL, it helps!
61. Clean URL's help.
62. If users spend few seconds, compared to minutes.
63. If images are custom, you will get more visitors.

For amazing SEO, you can always hire an agency, which can be found from your friendly neighborhood search engine.

These are just the common ones. There may easily be 1,000 + such indicators that Google/ other search engines may use. Basically, you cannot get ahead online, or get customers, or walk-ins by paying 1\$ for your website. When people offer webs services for ridiculous prices, walk away.

Brand visibility through the power of website

The first step for your brand to be found on the Internet is to have a website. In it, it is recommended that you have a blog, with articles related to the products or services offered by your company.

Here, it is worth mentioning that the objective of having a blog goes beyond informing readers about your company, products and services. In fact, it is the starting point for initiating a high and consistent engagement with followers and potential customers.

By publishing quality content, the chances of capturing more entries, generating shares and comments are much greater, which brings you closer to readers. And it is at this point that we entered into another strategy: email marketing.

With a list of contacts of your potential and current customers, you start to make this relationship closer, identifying opportunities and better knowing what the public needs are.

In addition, social networks are also a great strategy for companies that want to increase visibility and presence on the web. However, care must be taken when using these communication channels. In what way?

It's simple: delivering relevant content, frequently or with a minimum weekly frequency, and interacting with the followers' comments, always being available to answer questions or respond to criticisms and solve possible problems.

Are you still contemplating if you really need a website or not, for your business?

The phrase "if it's not on the Internet it doesn't exist" has become a reality for the contemporary business world. The exponential growth of electronic commerce and the massive number of smart mobile devices have completely changed the way in which people communicate, work and, above all, shop.

Especially now that the COVID-19 pandemic has kept a large part of the planet's population in confinement and, in places where progress is being made in overcoming quarantine, sanitary control measures to prevent coronavirus outbreaks involve little social interaction. Which indicates that the trend for the remainder of the year, and for the next, is an increase in online services.

For this reason, it is not only necessary for your company to have a website, it is essential that your company's website is built to fully adapt to any device and screen size, for example; It must also have its own online store and other functionalities that make it attractive and interesting for the target audience of your company.

The website is the face of your company to the world and, a place where potential users and clients can navigate at any time and from anywhere. Do work with experts who have all the tools to create and develop an optimized site that can position your company in the digital world.

Scaling up your digital marketing

Did your company just experience a sales boom and gain new customers? This is great news. After all, what entrepreneur does not dream that his brand gains more recognition and visibility? But, is your site really prepared to meet the new volume of traffic?

As, currently, the market is always expanding, so that your business can keep up with trends, it is important that it has the structure to grow and adapt quickly.

Therefore, it is essential to understand the concept of scalability for your business to prosper and develop without the need to increase basic costs, ensuring increased productivity.

When to know that your website needs to become scalable

Creating a scalable digital environment depends on several factors, but none is more essential than a website capable of handling heavy traffic all the time. If you noticed that your site is increasing the number of visits and this number of visits is causing it to fall, then it is time to expand it. It is also important to check whether your website's platform allows scaling and to what goal you want to achieve.

For example, if you want your site to become a reference in any sector, it will need to have the scope to be able to grow without undergoing many changes.

Advantages of scaling the “digital marketing” of your website

Including scalability in your company brings many short, medium and long-term benefits to your business. It also allows your website to grow proportionately and profitably.

It improves the development of your business: when processes are standardized, there is more time for day-to-day activities to be done more effectively, improving development as a whole.

Your company is well regarded in the market: as your business will be growing, when you reach a favorable level of scalability, your company will have greater value for the market, which is great, as it will be more economically valued speaking.

Automation of processes within the site: applying the techniques to improve your scalable site reduces failures. This is because the processes are automated, which result in greater customer loyalty. This means that your business is more likely to grow, thus adding more consumers.

Imagine the following situation: your company has grown and you will need to open a branch in another country, your website will also need to be available in that new country. If your site does not have features for changing the language, (browser auto translate does not always work) there will be a big challenge ahead.

By scaling your website, it is possible to add features to change the language of all your website pages.

A Website allows you to grow your business according to your needs. If, for example, your web space was just an institutional website, you can scale your business to start selling online.

To be clearer, check out some tips and strategies to make your business scalable.

- Bet on cloud solutions;
- Ensure a responsive online store.
- Invest in UX to improve conversions;
- Follow UI trends for redo the website;
- Use SEO techniques on your website to sell more;
- Invest in internal and external systems that integrate well with each other;
- Use web applications to integrate systems;
- Implement intranet to improve interactivity in the company.

Your website for digital marketing

In fact, the benefits of using website for digital marketing are numerous, but here we highlight the most relevant ones:

- Greater visibility than conventional media, at a much lower price;
- when segmenting your audience, it's easier to find out who you should reach;
- Real-time interaction with consumers;
- Measuring results more accurately;
- Greater, diverse, set of strategies can be used;
- Possibility of changing strategy, since interactions are measurable.
- Reduced cost, especially when compared to offline dissemination alternatives;
- With SEO (Search Engine Optimization) techniques, your company's website can be placed among the top, in organic results.

If you want to start investing in using website for your digital marketing, a good start is to understand the importance and benefits of SEO. The term represents a set of website optimization techniques to achieve a good position in search engines.

When someone searches for something on a search engine, the chances of them clicking on the higher places are much greater. Therefore, what SEO does is to help your website appear in

those higher places and, with that, generate more visits and sales.

In fact, a good SEO strategy is based mainly on knowing the audience - or defining a persona - and good choice of keywords.

After all, by understanding better about the people you want to reach, it is possible to determine what subjects they are going to research, what problems they have and how they use search engines.

From there, you can define the content of your blog articles, optimize your website and set up online ads. However, it is worth mentioning that all of this must be combined with a keyword research.

They are the terms that people search on the search engine to find a particular content. And you should strive to include those words on your website and in your blog articles, to optimize them.

In that case, to choose good keywords, think about your audience's behavior and what subjects they are interested in. And be sure to analyze the search volume, the competition and the relevance of each chosen keyword.

Finally, another important element for good SEO is page optimization, which is the structuring of the website's pages based on some optimization criteria.

In this sense, from the choice of keywords, you should try to insert them naturally in some strategic places on the site, such as titles, URL, headings, meta description etc.

The strategies and tools of SEO are quite diverse, and it takes a lot of calm, care and study to make a good optimization of a website or blog.

For this, a great alternative is to seek an SEO consultancy, which will help you to define which improvements should be made on your company's website.

Organic traffic and direct traffic

The organic traffic of a web page or a blog are all those visits that come from the results page of a search engine, be it Google, Yahoo, Bing or any other.

Organic traffic is the one that, in most websites, generates a greater number of visits and of higher quality, since they are users with a certain interest in the topic of our page or blog, differentiating from direct traffic in that it does not come from a search by keywords, but rather because the user types the URL directly or has it previously saved in favorites.

On the other hand, traffic from sponsored links, that is, paid ads, is not considered organic either.

Why is organic traffic so important?

Organic traffic is essential for the success of a website and everything behind it: a brand, a company and, ultimately, an online business (for example, a clothing and accessories store that sells exclusively online), a physical business (a restaurant or a hotel) or a combination of both (a physical supermarket that also sells online).

Its importance is not only quantitative, but also qualitative, since the visits that come to our website do not belong to any type of user, but someone with the following characteristics:

- You have reached our page by doing a search through keywords or a phrase related (directly or indirectly) to our business or activity sector.

- This is someone interested in the theme of our website or, at least, in some part of it.
- You have come to our page in a natural and non-intrusive way. He or she has looked to us trying to find a solution to their need or problem, and not the other way around.

The main keys to increasing organic traffic

To increase organic or qualified traffic to your website, it is necessary to correctly define and implement a series of SEO positioning processes, techniques and strategies that take into account the different factors that influence the algorithm of Google and other search engines when establishing a position of your page after user searches.

These factors, due to their diversity and variety, have to do with various areas of action such as: keyword research, internal and external link strategy, page architecture, loading speed, etc.

The positioning of a page is a complex issue, so choosing the best keys to increase traffic involves an intense exercise in synthesis and discarding issues that are also important, in order to select those that have a greater weight.

In accordance with these premises, this is our selection of 5 keys to improve our organic traffic:

- Define objectives and your buyer person. In order to set a course that guides us in the content and structure of our page, it is very important to be clear about what we want to achieve and who we are going to.
- Use the contents strategy. It is already known that content is king on the internet, but among the existing web of information it is difficult to make a difference

and have sufficient visibility. To have greater visibility, it is important to prepare content optimized for SEO, based on a previous search for the keywords that interest us the most and on on and off-page actions.

- Do link building. Links, links that point to our website from other sites, are another excellent way to generate quality traffic, as long as it is done with appropriate methods and approved by Google, that is, they cannot be considered spam.
- Create responsive content. That is, all parts of our website can be viewed comfortably by the user from any device. We cannot forget that, currently, a large part of Internet browsing come from the small screens of smartphones.
- Analytics. The monitoring and analysis of results, using the appropriate KPIs, will allow us to optimize our strategies and make the appropriate corrections.

Direct traffic

The direct traffic of a web page is all that which comes to us through users who have directly entered our URL in the address page of the browser they are using.

In practice, Google Analytics does not understand direct traffic exactly like that, but rather makes a somewhat sui generis interpretation. And the truth is that it is not hidden, since Google itself officially defines direct traffic as "a visit that does not provide information about the place that originated it."

What does Google Analytics really mean by 'direct traffic'?

In addition to the traffic of users who actually type the URL directly into the address bar, Google Analytics also considers direct traffic:

- Visits from users who have accessed by clicking on a link located in an email if an email application configured on the device itself is used. In e-mails via the web such as Gmail, Hotmail or Yahoo mail, the name of the server appears at the origin of the visit.
- Links saved as favorites.
- When the link to the web that has taken the user to our page is within a document in Word, PDF, Power Point, etc.
- Links that lead to a secure page (https:), but the site does not have an SSL (Security Socket Layer) certificate.
- When the user accesses a page through the history of previous visits.
- Links to the web that are in JavaScript code, which occurs in many advertising banners.
- Links that are within an intranet or through a proxy server.
- When a page is reached via a permanent 301 redirect and the UTM parameters leading to the original source have been removed.

The user can configure his browser by eliminating the "referrer" data, so the origin of the visit is hidden and the traffic is mistakenly considered direct. This question does not concern only Google Analytics, since the rest of analytical tools and search engines present similar problems when interpreting what is direct traffic.

A problem for SEO analysis

In addition to direct traffic, with the problems we have discussed, visits to our website can come from:

- Traffic coming from other websites. It would be the referral traffic, that is, the visits that come to us through links from other websites or sites, which includes the pages that point to the home of our website or to any of our posts or social networks.
- Organic traffic (SEO). It is the SERP traffic, that is, the one that occurs when, after a search by users, our website appears in the list and they click on it.
- Payment traffic (SEM). It is the traffic originated through a sponsored link campaign, such as AdWords.
- Online marketing campaign traffic. This would include all visits obtained through advertising or online marketing campaigns or actions: such as direct ads or banners.

The lack of definition of what is considered direct traffic and its identification errors pose a problem when analyzing our website, since it reduces objectivity to the data on the proportion of traffic obtained.

Setting up a standard website

One of the most important aspects in creating a site has to do with the web architecture, which is what determines how the information contained in the different pages that make up the site is structured.

Among the three aspects that compose it, the wireframes, the functional and the content tree, this chapter will focus on the latter.

Without a doubt, the web tree is one of the most useful and necessary tools in information architecture. Hence, it is one of the first phases that are implemented when creating a website. To define it, we could say that it is the graphic representation of the navigation structure of a website, with which we can see in a general and schematic way what information will be offered to the user and how it will be distributed among the different sections.

The term tree has to do with its shape, which shows various branches connected to each other and leaves that represent the information we want to convey. The hierarchization of the sections and sub-sections, their order of appearance and the definition of the different levels of navigation are conclusive decisions that will have been taken during the meetings to capture needs that we carry out with the client. Thanks to the structure of the web tree, the people involved - the client, the programming and other teams - can easily appreciate the magnitude and depth of the project, thus taking care of its real complexity.

When building the website, we cannot lose sight of the objectives of the project at hand. At the same time, we must make clear the elements involved, what we want to communicate and what we want the user to do. How we materialize the tree will be the least. That is to say: it does not matter what technical means or program is used to build it, since it can even be drawn by hand on paper.

The information architect will ensure, as far as possible, that the user has access to the largest possible volume of information interesting to him with the minimum amount of clicks possible. In order for the browsing experience to be positive and the memory of the visit pleasant, the Internet user must be able to find what they are looking for on the website in the most comfortable and fast way possible. The web tree allows us to weigh up to what extent access to certain information is sufficiently agile and free of obstacles.

In short, it must be borne in mind that the success of a web project will largely depend on a good organization of the information, careful and based on common sense. It is convenient to be clear about the need to carry out prior planning, in which it will be decided how the contents of a website will be distributed and delivered to the user.

For this reason, one of the most efficient techniques to achieve the optimal result is the creation of a web tree, which must be agreed upon by the client/ you, at the beginning of the process.

You can spend 0 \$ or a million \$ for a website, depending on the importance that you give to the idea of having your “own” website. You can learn how to build a website or hire a person/ company to do it. Entirely depends on whether you understand what you want/ need.

I did want to try to the super hard way, so I moved to a place where nobody understood the basics and tried to reinvent a simple concept and spectacularly imploded, wastes unlimited resources. Another topic, another day.

Product Research and Product Marketing

If one follows obsolete marketing manuals that offer contradictory explanations to what is applicable in digital marketing, one could say that product marketing is linked to the product itself, that it is based on sales or that it is a link between the company and the outside world.

But often the best products are designed around the market and the needs of consumers. Product marketing brings the commercial dimension to the product before any time it is put on sale and sometimes even before everything is finalized.

So, what is product marketing?

Product marketing is the process of finding, promoting and selling a product to a customer. It is a branch of digital marketing that aims to find the right customers for a particular product and to create an attractive pitch for those customers.

Product marketing uses a combination of research, design, and product visibility through effective SEO using your website, to make a product successful. It is not a specific marketing strategy, but an essential aspect of many strategies that maximize the potential of a specific product.

The product marketing policy of a company is part of a marketing strategy, determined upstream, which aims to frame all policies, including the product offer. It helps to fix all the variables that characterize the offer made to potential consumers, in the same way as the other elements of the

marketing mix, such as the distribution policy, the communication policy and the pricing policy.

Product marketing doesn't stop once the product hits the market. The process of marketing a product lasts long after its launch to ensure that the right people know the product, that those people know how to use it, and that the needs and comments of those people on your websites are taken into account throughout the product lifecycle.

When a business wants to educate potential customers about a new product or increase awareness of an existing product, it needs to determine who would want the product, how much is it willing to pay for that product, and what consumers consider its best characteristics.

Product marketing is also effective when companies want to expand their product line or gain market share on their existing products. For example, consider a foam-producing bath accessory primarily sold to women. By using dark or neutral colors and referring to the same item under different names, the company producing this accessory could appeal to the demographic of adult males and increase their sales.

A product marketing campaign involves more than just market visibility; it involves several stages, from research to launch. Before embarking on any campaigns, marketers should first understand the product being offered, its essential features and cost of production.

Product marketers take on many responsibilities that involve working closely with product teams and other marketing functions.

When product marketers work collaboratively with product teams, rather than focusing primarily on marketing strategy, the product is more likely to be commercially successful.

Why is product marketing important?

Product marketing is an essential part of any business marketing strategy. Without product marketing, your product will not achieve its maximum potential in the market. Product marketing helps you understand your customers and their frequency of purchase. It allows you to target your buyer personas and teaches you about your competition (products and marketing tactics).

It also allows your marketing or web-marketing teams of your company to be all on the same wavelength in order to position your product well on the market and thus increase your sales.

Factors that guarantee the success of a website

Currently, to have a successful business, you need to have a website that drastically complements it. However, it cannot have random information or any other kind of random content or web structure. It has to be something that can represent your business! To achieve this, you must take into account these factors before starting the build of your business website:

Technical quality

A web page is programming code, and that code is the basis of everything. If it is bad, you are lost.

The code depends, for example, the loading speed of the website, which is one of the most important factors for its success. Without a good loading speed, the User gets angry and takes a bad Image of your company, with him.

And without a good loading speed, search engines will not highlight you, because they know that the user will have a bad experience.

Remember this: if a web page takes more than 3 seconds to load, more than half of the Users abandon it.

If the programming code is good, the website will not present errors, everything will load correctly and we will have our User, happy and closer to buying from us.

The commercial approach: the web is to sell.

The vast majority of websites skid at this point: they have no commercial focus. A website is a sales tool, it is to sell, to attract customers or to successfully convince them.

A website, however beautiful it may be, if it has not been conceived as the sales tool that it is, it is useless. For this reason, many people tell you that 'I already had a website but I abandoned it, because it was useless'.

If you want your website to sell, it must have well-crafted texts, with advertising orientation, highlighting your virtues in the face of the competition, describing your services and what they contribute in such an irresistible way that the person who sees it is inevitably pushed to call you by telephone.

The web has to make your potential client fall in love, convince him 100% that you are his best option, and take away the desire to look at other websites.

This is achieved with everything: the structure, the photos, the videos, and with some impressive text messages that leave their mark.

And speaking of impressive messages, there is nothing more effective to convince than testimonials, the opinions of your satisfied customers. Get used to asking your clients their opinion about your work in a few lines and reserve a place of honor for them on your website.

Remember: the goal of your website is ALWAYS for the person who is viewing it to pick up the phone and call you or sign up the opt-in form. Don't lose sight of that.

SEO - Search Engine Optimization

According to studies, only the pages that appear within the first 10 results of search engines such as Google, are the most visited by users, to achieve this requires implementing several techniques, one of them is the way in which a page is built and structured, as this will influence search engine rankings.

This is precisely what SEO is all about, which is the set of techniques that aim to optimize the web page in order to position it in the top positions of search engines.

Building a web page optimized for SEO does not guarantee having the first positions in the results, however it will be a HELP in the medium term and the most important thing is that if this aspect was not taken into account when building the web page, many times it is need to recreate everything from scratch.

Website Usability

Some web pages have been built in a certain way that makes it difficult to find the information that the user is looking for, navigation through the different sections is difficult to understand or it is not possible to distinguish if the options presented are buttons or links.

Website usability is a very extensive subject but we could summarize it in that it basically helps the user to find the information they need in an easy and simple way, and this also makes the user experience pleasant.

For example, the website of a bank should have usability as a priority, if the user does not understand how it works in order to find the option to view the account statement or send money, they would end up feeling frustrated and would have the need to contact via telephone to technical support,

resulting in the bank needing to invest more time and staff exclusively to help users understand the operation of the page.

Following the previous example, if the bank had taken into account the usability of its website, it would have satisfied users with the navigation of the website and it would reduce the costs of extra staff to provide technical support.

Means of contact and 'calls to action': all and more

Finally, provide all possible means of contact to the people who see your website. Telephone, mobile, mail, opt-in form and others.

Show your location on Google Maps: let them see how to get to your business.

Include contact forms for people who have trouble picking up the phone. Use simple forms, ask for the right data so as not to back down from Users.

Be imaginative and use forms adapted to your sector that add value. The User receives very useful information and the company contacts potential clients.

Make the phone icon, visible on your website; it is almost the most important of all! And on mobile, it enables buttons to call with one touch or to send a message.

In addition, fill your website with 'calls to action': buttons to visit other sections, including contact; invitations to pick up the phone, registration forms on your blog or newsletter.

And for the more 'pro', you can enable a live chat tool with your website visitors. It appears in a corner of your page and invites Users to speak with you, to ask questions.

Web Data Analytics

When we talk about Web Analytics we deal with many forms of work. The methodologies linked to the Internet and that are most sought by companies aimed at understanding information, defining objectives, working in groups or identifying consumer behaviors.

Analyzing browsing data is key in effective digital marketing. As an advertising and digital marketing agency we know this well. However, it is necessary to establish certain limits before considering navigation data as infinite sources of information.

In a context increasingly saturated with offers, we all want to attract attention, but not at any price. In addition to ensuring compliance with the Data Protection Law, it is essential to establish good information management that is not invasive or annoying for the Internet user.

Web Analytics help us to create actions that allow us to reach the consumer of our products in a subtle, measured and well-controlled way. In this sense, the personalization of services is one of the values on the rise.

What Is Web Analytics?

Web analytics is about understanding and interpreting data to optimize and improve results. As we told you before, it is not just about analyzing but also about having a critical vision and knowing how to interpret the information that the different tools and forms of analytics provide us, whether it is a website

for an e-Commerce, a corporate site, an advertising portal or a social network.

What Is Web Analytics For?

As its definition implies, web analytics collects information, reports and analyzes data from a website. This allows you to see how your company's site is performing and to do something valuable with the information obtained. Its main functions include:

- Improve digital marketing strategies.
- Achieve as many conversions as possible.
- Learn more about customers in their behavior and decisions.
- Know what kind of actions or trends your customers follow.
- Have important data such as the time a customer visits the site.
- Establish where the traffic of each web page comes from.
- Discover how to better segment content.

In short, analytics is about knowing what needs to be changed on a website, how to do it, and finding out if the changes work. Even a small change can profoundly change the visitor experience. This will have an impact on their permanence and the number of times they reach the purchase.

The 4 Components of Web Analytics

The measurement of web analytics can be divided into 4 important components:

- Capture: when opening an online business, the first thing you should measure is the capture of the different traffic channels you use.
- Activation: once the channels and the traffic measurement have been determined, measure the behavior of the visitors according to the goals. This component focuses on the usability of the site. In other words, once you have managed to capture traffic, then it is time to measure how each user acts.
- Conversion: when you already know how your visitors act, it is time to make your site meet your goals as a business. This can be the culmination of a purchase, which visitors subscribe to a newsletter, that they download content created by you, among other objectives.
- Retention: if you have already managed to get the client to do what you wanted, the road does not end there. The last component focuses on monitoring customers to retain them. The web analytics will measure if the efforts are effective or you should change the strategy.

Regarding the determination of internal objectives, we recommend that you take a good time to analyze with your team the results they want to achieve.

How to Choose the Best Web Analytics Tool?

The use of specialized analytical tools represents a huge advance in its development. Thanks to them, it is possible to collect information related to web pages such as user navigation, find out the most important metrics to compare whether the strategies work and which ones give better results in different periods of time and make complete reports to know the status of the same.

With this information, you can better understand customers and apply, based on analytics, the best actions and strategies to improve the site, the user experience and increase conversions. Statistics on how the website works and how customers behave help determine which parts are working and which ones need improvement. These tools should be used to track the keywords driving traffic to your site, your social channels, page performance, and trends over time.

For this, it is very important to be clear about the objectives of the strategy and choose well the metrics to be analyzed, how much time you spend analyzing the results and what are the best tools based on the objectives and the time available. In addition, it is important to test tools to know how they work and which one best suit your needs.

The Best Web Analytics Tools

Now that you know the opportunities offered by the use of web analytics tools, I will show you which ones are the best and what they are for.

Google Analytics

Google Analytics is the most famous analytics tool in recent times. It is free and provides very detailed data on:

- Visits
- Unique Visitors
- Pages viewed
- Average pages per visit
- Average time on page
- Geographical data and language
- Keywords by which they access the web

- The traffic sources through which the visitors access
- Search engine optimization with Google Webmaster Tools
- Know how they behave
- Have custom reports and share them

Kissmetrics

This tool is a web analytics cloud platform that shows real-time information with intelligence associated with each client or user. In addition, it has several add-ons and customizable dashboards.

Kissmetrics help improve conversions by identifying opportunities in the sales funnel using your options that allow you to see how users are behaving.

In addition, the behavior of web visitors can be studied by grouping them by characteristics and by the type of actions they perform or the device they use to enter the site. This allows the segmentation of users to better study their behaviors and know which profile converts the most. The tool also allows for A/B tests and cohort analysis.

Alexa

This competitive intelligence tool provides web page analysis, keyword search, SEO tools, traffic metrics with strategic insight. Alexa is intended to enhance the competitive advantage of the website by providing information on millions of websites and graphs that display information related to the status of the page.

Webtrends

Webtrends offers solutions optimized for different channels in real time and individualized. In addition, it offers AB tests, options for personalized strategies, the creation of campaigns thanks to geotargeting, user experience with responsive design, audience segmentation or the possibility of integrating data from any analytical site.

Woorank

Woorank is a tool for web analytics and competitor research that allows you to analyze websites instantly. The interesting thing is that it offers reports on the status of a website in relation to its competition based on different parameters.

To use these tools, carry out the best strategies and data analysis in the company like a professional, training in web analytics is essential.

Server stats

When you compare all data you will realize that no 2 services give the same number, for the same metric. This is because they do not measure data in the same way. The most reliable data is always from your own server. The deviation with other services should not be more/ less than 5 %, else you may have some kind of problem.

Website marketing through conversion funnels

What is a conversion funnel?

The conversion funnel is an online marketing term directly related to the objectives that we set ourselves when we launch an online store and, in general, a website or blog, especially if its objectives are commercial.

This funnel determines the different phases or steps that each of the visitors to our website has to take until they meet a certain objective: usually to become a registration or lead or to make the purchase of a product or service.

The different phases of conversion funnel

In general, we can distinguish 5 basic phases or stages in the conversion funnel

- Acquisition. It consists of publicizing our brand or service through online marketing strategies (content generation, SEO optimization, sending traffic from social networks to our website...) in order to attract the largest possible number of users to our website or blog.
- Activation. It's about gradually gaining the trust and interest of the audience.
- Retention. The goal is for users to spend as much time as possible on our website and to retain them. For this, it is essential that they become records or leads, to have their data and be able to track them.

- Sale. It is the most important conversion, consisting of transforming the audience into real customers.
- Reference. It is an after-sales objective with which we must treat that customers who have already bought from us feel satisfied, do it again and recommend us.

Conversion funnel utility?

A first-order metric

In the first place, the funnel or funnel helps us to know a very important fact: what is the percentage of losses of users of our website in each of the steps defined until we achieve the objectives that interest us.

In other words, of the anonymous users who come to our website, only a certain percentage will end up leaving their data in a record (conversion to leads). And, of these, a smaller number, after a series of follow-up or maturing actions, will end up buying a product or hiring a service from us, thus becoming a real customer.

We can see that the term 'funnel' is very successful, since the number of users and potential customers that enter our website is in principle very large (wide part of the funnel) and a part of them is lost due the path (narrowing of the funnel).

Conversion funnel helps us make the best decisions

Obviously, when we start a content marketing or online marketing project, we want to achieve maximum profitability. And for this our objective must be that the percentage of losses is the lowest possible. Or, to put it another way, that the maximum possible users are overcoming the different phases of the funnel.

In this aspect, the conversion funnel can be of great help, since in addition to its purely metric function of determining the users that we are losing; it can also help us to optimize the different phases based on making the best decisions in each of the steps that the user takes.

An analysis of user behavior in the different phases of the marketing funnel will allow us to:

- Know when users fall out of the funnel. For example, a very high percentage of abandonment when users leave their data in a form may be indicative that it is not well marked or built.
- Detect errors and areas for improvement. Continuing with the previous example, the key to improving conversion may be to create a more visible, attractive or simply simpler form.
- Have a much clearer idea of where exactly we need to focus our efforts.
- Calculate the return on investment (ROI) of our campaign.

One of the most common mistakes in an online marketing campaign, and, is to focus efforts on attracting the largest number of customers, that is, placing users in the widest phase of the funnel.

The definition of a conversion funnel, with its different stages and objectives set and actually achieved, can make us understand that it is possibly more profitable and efficient to attract a more interested type of user with our product in order

to reduce the percentage of drops during the different phases of the process.

This focus on a higher quality client has a lot to do with the accurate and exhaustive definition of an ideal target or buyer persona.

Website conversion through lead generation

Generating leads is one of the objectives most sought after by marketers trying to achieve conversions and increase their profits. To begin with, do you know what a lead is or what exactly does it mean in the field of marketing? You may know it, and yet those leads don't end up being customers.

Here, you will learn in detail what leads are, why they are so important to get more sales and what is the way to generate qualified leads in digital marketing. Shall we start?

What is a lead in online marketing?

There are different ways of understanding what a lead, contact or registration is, depending on the moment of the marketing campaign in which we find ourselves, the user's own purchase process or the level of involvement that he has shown with the brand. That is why even within the field of online marketing itself, a certain ambiguity is usually created when talking about leads.

Well, we will start with the basic concept so that you understand it.

A lead is a user who has delivered their data to a company and, as a consequence, becomes a record in its database with which the organization can interact. This registration can be done physically, with paper and pen, or online, through a form.

In this step there is a key transaction in which the user gives the company their personal data in exchange for getting something,

such as access to specialized content, a technical sheet, a product catalog for other companies, etc.

For its part, the company can reach the user almost as if it were a two-way communication, only in a non-intrusive way and in a way that the user practically does not perceive it. For what? Well, for the company to have "permission" to interact with this user: send him communications, share content that may be interesting to him due to the phase of the purchase cycle in which he is and, even, make commercial offers, but to that already we will arrive. This process will be done through automated marketing techniques.

The fundamental idea is that, thanks to the conversion to a lead, we can contact this person, who is no longer a mere unknown and nameless visit, to offer them content related to our product or service.

To treat a user as a lead, it is essential that this person has accepted the company's privacy policy.

Why are leads important for a company?

As you well know by now, a lead is the person who is interested in your company and who could become a customer, even though they may not yet be at the point where they are interested in our products or services. This is why leads are the basis of an inbound marketing strategy. A strategy in which, little by little, we have to convince them that our products or services interest them and are effective in solving their concerns or needs. Relax, that time will come. Almost all of these strategies are aimed at getting customers, but this requires a more or less long road.

Grow organically within your network

Is there anything better than getting a new customer? It seems like a trick question, but the answer is not to get two new customers, but to retain an existing customer.

While attracting new customers has its appeal, retaining existing customers and building loyalty generates more revenue (with 95% benefits) and costs 7 times less.

How do you go about creating a retention strategy that maintains customer interest and satisfaction?

Here are the customer retention strategies currently used by major brands to promote loyalty. They are elements that range from practicality to customization and that any team or marketing professional in charge of customer success can carry out today.

Customer retention is a strategy applied by a company or brand to keep its current customers for a much longer term. This initiative increases the value of customers and encourages them to continue shopping and become brand ambassadors.

Here is how you can grow organically within your existing network

Talk to your clients

Strengthen your relationships with fast response times and strict service level agreements. You respond quickly to your customers and have employees committed to these values,

since their level of performance is directly proportional to the income they receive.

Gives your customers the opportunity to comment on the successes and failures of the company. This will enable you to identify dissatisfied customers before losing them.

Create a divide between your brand and your competitors

Do you want your customers to see you as the eligible option over your competitors?

Being true to your brand identity demonstrates integrity and makes it easier to attract customers who could become your main ambassadors.

Can you find a cause that you are for or against? If your brand is friendlier, you can bring your story to life and mobilize the audience. To get the best results with this strategy, don't be afraid to resort to daring marketing tactics.

Take advantage of the opinion of your consumers and capitalize it

As we know, sometimes the best advertising is not yours. In fact, customers are more likely to trust the opinions of their family, friends, and other consumers more than the content and ads directly delivered by your brand. And that's where social proof comes in.

Use your customer testimonials and information to attract new consumers and convince existing customers to stay or upgrade your products. Find your most prominent and loyal customers and tell their stories through your website or on social media to share their successes and help you grow.

Your most loyal customers are also the most valuable. Not just for the money they spend, but also for the information they provide. They tell you why they love your brand and make suggestions about where you can improve.

Educate your customers

If a customer has already made a purchase from you that do not mean that it is the final path of their relationship.

Today more than ever your customers have more options available and if they find that your direct competitor offers a similar offer and price that seems more attractive and exciting, you could lose them.

Education is one of the most valuable things you can offer to your customers (even your site visitors).

A customer education program demonstrates a long-term investment in your customer base. Your company creates a variety of self-service tools for customers, such as a knowledge base and community forum, so that they can then use these features to locate solutions to service problems before contacting your support team.

Inspire your existing customers with a mission

Sometimes a brand inspires loyalty not through tactics and systems, but through what they stand for.

Your company is more than just a product or service. Customers see everything your business buys, sells, and advertises to your target audience. If they perceive any inconsistencies between your brand messages and your actions, they will quickly recognize the deception.

Instead, it's important to get involved with your customers beyond products and services. Think about your core values and create a Corporate Social Responsibility program that pursues a moral goal.

The importance of nurturing current clients

Existing customers are 50% more likely to try new products and spend 31% more than new customers. Therefore, it is important that companies put more effort to retain and retain their consumers, since 44% of companies focus more on customer acquisition compared to only 18% who focus on retention.

But what drives customer loyalty? Some statistics show the following

- 95% of customers prefer that businesses act proactively and not wait for them to contact them. Customer service is essential!
- 79% will seek more products from a company with a loyalty program.
- 90% of millennials prefer to have a customer service option through their smartphone.

Ideally, different customer retention strategies work hand in hand to create a customer experience that fosters loyalty, positive sentiment, and makes customers more willing to continue shopping.

By retaining a customer, businesses can help them get more value out of a product, encourage them to share comments and stories about using the product or service to influence new

leads, and start building a community of like-minded customers or users. with whom they can connect.

One main benefit of nurturing current client would be the prospect of having a loyal customer base. New customers are important for growth, but for guaranteed revenue, a loyal customer base is essential. To have customers that engage with your brand frequently is a positive reflection of your company and its future success.

Just as losing customers is always a difficult thing to manage, having that support from a loyal consumer-base can help keep your brand afloat.

Another benefit would be the fact that whenever you bring out a new product, you have a community of people ready and eager to hear about it and likely to buy it. Keeping in regular touch with your audience and existing customers means they feel like they are 'in the loop' with brand updates and are more likely to feel excited by new products than people who don't know your brand at all.

This is important if you typically struggle with getting purchases when new products are released. It could be the push you needed for your product to grow. The good news is that you don't need to start each product launch from scratch if your brand already has an engaged following.

If you are looking for business growth in 2021, think about the nurturing campaigns that other companies have done well. The majority of big corporations cater to their customers and nurture them to keep their eyes wandering to a competitor.

Aside from the quality of the product, customer service can make or break a company.

Accelerate exponentially

Companies constantly ask themselves what to do to increase their sales, however this is a very ambiguous question, a company can increase its sales but also its costs, which directly affects its profitability and consequently the company is negatively affected.

That is why companies are beginning to rethink this question, instead of focusing on increasing sales, now their focus is on driving company growth, which implies increased sales, but goes further, seeks the general well-being of the entire organization.

To boost the growth of your company, there are two ways to achieve it, through linear or exponential growth. The difference between the two slopes is the same as between adding and multiplying.

Linear growth focuses on adding the percentage of growth of each year, on the contrary, in exponential growth it is about multiplying it, this also requires multiplying our efforts, however the reward is very satisfactory.

3 factors that intervene in the exponential growth of your company

There are 3 key points that you should not neglect in your company if you want to go from linear growth to exponential growth. These 3 points at the same time are ways or strategies to increase your sales with less effort.

Get more customers

Most companies tend to focus only on this point, it seems logical to think that to increase sales you need to attract more customers, that is, prospect; However, this will not always be the most effective way to boost your growth, this because it implies a greater effort and time to achieve it.

Increase purchase frequency

This is one of the strategies little used by companies, but it is one of the ones that yield the greatest benefits in less time. Your current customers have already trusted you, this becomes a great strength, and now all you have to do is make sure that the experience with your brand continues to be positive, so you will ensure that they always buy from you.

Balancing the value for money

When companies start to think in terms of profits and not sales, the first thing that occurs to them is to increase prices, but if consumers do not also perceive an increase in the value they receive from the product, the most likely thing is that you will start to lose sales and your profits fall. You must make clear those benefits that your product offers, that there is no doubt that you solve a problem or cover a need better than anyone.

Now the question is, which of these 3 strategies should you implement to boost your growth exponentially?

Certainly, to have the results you expect, you should not neglect any of the previous 3 points.

How to identify new revenues streams

Digital identity solutions provide not only the safer and more confident environment necessary for the wider digital economy to grow, they are themselves a source of considerable revenues

for the operators enabling them, and the partner organizations they are designed to benefit. Here are some ways to identify new digital revenue streams for your business.

Finding Your Relevancy

Start with your existing market and existing customer base. Everyone's world has drastically changed in the last few weeks. What's on your customer's mind and what they care about today is different than what you've always known. Put yourself in their shoes. What are their goals, pains, wants and needs? Not sure? Ask them. You need to understand how their day-to-day has changed, and position yourself to be relevant in their new world.

Ideate on Digital Strategy

Once you have a well-rounded understanding of your customer's world it's time to dive headfirst into developing a digital strategy. Start by brainstorming with your leadership team and have the conversation be fueled by the new learnings.

Some questions to consider

- Is there a new market you can serve?
- What are the unmet needs of your customers?
- How should your existing business adapt?
- What digital touch points should you take advantage of?

Don't Jump to Building an App

The hardest digital strategy and the one you shouldn't jump to immediately is to build software. I've heard it time and time

again: “I think we need an app.” It is a natural progression - a company sees an opportunity, and so the knee-jerk solution is to build an app “that will take their business to the next level.” But how do you know that an expensive, labor-intensive app is actually what your company needs?

Adding a software component to your business is like adding a whole new business to support. It requires a different set of skills, vision and leadership. Building an app for the sake of building an app is not an adequate digital strategy. Focus the digital strategy on your customers, not on a shiny object.

The Stakes in a Digital Experience

Customer expectations are at an all-time high as it is, but one thing that has become clear in the last few weeks is that customer experience is the great differentiator in times of crisis. This directly translates to digital and should impact the strategy you put together. Each digital touchpoint should be executed flawlessly as to leave a positive impression on your customers. Navigate this correctly and you could snag a customer for life.

Digital is more important now than ever before, and having a digital strategy can lead to new sources of revenue for your business. You just have to figure out where it fits within your business strategy.

Effective marketing through your website

Your website is the lifeblood of your business, but your marketing strategy can become the heart of it. To achieve good results when investing in digital marketing, or think about how to make a website that provides results and profitability for your company, or do it through a web development company, it is necessary that both aspects go into tuning.

The relationship between marketing and your website is very important for a business to achieve its objectives on the Internet.

If your goal is to have a simple and creative website, that's fine, but you have to make sure that it is also functional, easy to navigate and suitable for your niche, according to the profile of your ideal buyer. That is, according to your marketing strategy that you have previously developed.

On the other hand, if you want to invest a large budget in digital marketing campaigns, that is also fine, but you must understand that the objective of these campaigns is to make people find you, access your website and become clients of your company. That is, it is your website that must be in tune with your marketing to convince your customers.

Are you getting the idea? Marketing and website go hand in hand! One thing is related to the other! I would say one depends on the other and vice versa, so if one fails, the other will too.

To have a website at the height of your marketing strategy, and not waste money on expensive campaigns that do not bring you results, you have to plan a website that serves your goals and that does not disappoint your audience once they reach it.

How to find the perfect formula? You have to have an attractive website, yes, but of quality when people browse it, with high performance, well organized and with a clear and persuasive conversion funnel.

After the building the website, you should devise a marketing campaign that really corresponds to what the audience will find on your website, and that completely captures them.

Web structure and SEO

Do hope that you are not one of those who believe that SEO is an isolated aspect of your website structure. As with marketing, SEO has a lot to do with your website, since the techniques that will be used for optimization depend on this. Google is increasingly demanding on the issue of SEO optimization and has its algorithms on the witch hunt to discover which web pages have slow loading speeds, something closely related to your website structure, duplicate content or thin content, also very related to the structure and programming of the web.

If we want to fall in love with Google, and other search engines, we must combine the website with SEO strategies and quality content.

Define your strategy before building your website

All the suggestions that have been mentioned here are aimed at understanding the importance of having a good website (by hiring professionals) for the success of your company. But after

you have a fabulous website, you must move on to marketing to complete the perfect business strategy. How to choose an ideal marketing plan? You can only answer this question if you know your goals. To do this, define your goals in a real way.

What do you want to achieve in the short term? Do you want to improve your conversion rate? Generate more traffic? Improve your brand's online presence? Gain authority in your niche? What do you need? Make a list of the priorities you have for your business and work towards this.

A great website and marketing will be effective only as you carry out actions to improve aspects of them that lead to a better user experience and to conquer search engines; And of course, as long as you follow up on those actions.

If the first time you don't get a good relationship between marketing and your website, don't give up! Lasting marriages never fit right out of the box. Be patient and improve what you have to improve; There are no perfect web pages, and to get one that works, you will have to invest time, do tests and know your target audience very well.

In addition, it will not be enough to invest a lot of money in a spectacular website and a powerful marketing campaign, but you can make a difference by innovating in terms of content and giving the public what they expect.

If you don't know what your audience's needs are, do your research, get to know your potential customers, and create a campaign that focuses on engaging them through topics that are interesting to them. As you delve into your audience, you will know if your brand values are going in the right direction

and if the website gets traffic and meets the expectations of your audience.

Do you want an impressive website? This is possible! If you follow relevant advice, you can compromise the website of your business with the marketing you implement.

You do not need boy wizard skills to get a website that meets the objectives of your brand, you just have to make it happen and see your website as a whole.

Those who perceive marketing and a website as a lone ranger who have nothing to do with each other soon suffer the consequences of their failure. If you've been trying for a long time and aren't getting good results, maybe it's because you haven't got the perfect website to show yourself to the world. I urge you to redo it, rethink and go back to betting on marketing by following the tips and strategies that I have shown you here. If you dare not do it alone, let us today lend a helping hand and direct your business to the top of the search engines.

Spending money on website advertisements is not “Marketing”. It has always been advertising. Never consider spending on Facebook, Instagram, Twitter as marketing, it is not! When you spend \$0 and you are able to deliver any little traction, then you have learnt marketing.

Who to Hire To Create Your Website?

As we already know, every day we consider the idea of creating a website for our business and going “online”, but most of them have doubts. Who do I hire to create my website?

Today, the online market is full of agencies and freelancers that offer a multitude of services related to web development, SEO

positioning, online marketing, server management, web security services etc.

The question is the following, who should we really trust to contract the creation of our website? Well, the advisable answer to that question is: trust a professional with your website. You need sales to grow your biz. Nothing else is important.

Do I really need to hire a professional to build my company's website?

The answer to this question is simple: Yes, it is necessary to hire a professional who has the training and experience necessary to offer a good experience to users, and so that your company's website can position itself in the first results of the major search engines.

Otherwise, it makes no sense to invest in a landing page or website that is not going to have traffic, or that when users enter it, they leave it without browsing it, increasing your bounce rate.

Why you need a professional to build your website

Your company needs a site that generates trust, is easy to navigate, that allows you to develop digital marketing campaigns effectively and ensure that users advance in the conversion funnel and become loyal customers of your brand. Therefore, anyone who only has some knowledge of this profession will mess everything up.

It's like wanting to sail on a paper boat and hope it doesn't sink. You need a professional team with extensive experience in web

development and advanced tools to build and publish a usable site.

The chances of achieving a high volume of traffic will increase and those who visit you feel comfortable and want to navigate through it.

Here are some of the reasons why need the services of professionals to build your website:

- Your website will be finished in much less time.
- A professional will be more fluent than you doing the pages, doing the installations, configuring everything necessary to have it ready, this will allow you as an entrepreneur to focus on your true priorities.

You forget about technical problems

In all web page development there are unforeseen events, that if a template does not do what we wanted, that if a plugin creates a conflict with another, and other thousand problems. A professional will assume the problems as his own and will fight with the code so that you do not have to worry about anything and can keep all your hair.

Optimal result

There is no doubt that if you finally hire a professional, your website will be much better, of higher quality.

The key is to find a company who is capable of doing what you want, always contact several companies, ask for references, and talk to them about the strategy or methodology they are going to use.

Choosing the best provider is crucial for your online business to end in good stead and help you with sales.

Support and consulting

If you decide to hire a professional to make your website, in case of technical problems, doubts, or new features that you want to incorporate into the website, such as working with email marketing, contact forms, surveys, landing page to promote a service or product in particular, you will always have someone to solve problems for you.

Conclusion

Confidence in the Internet has certainly changed the way of doing business over the past decade. Most business owners realize that without an online presence, their business really has the majority in marketing, advertising, and success.

Nowadays, everyone uses the internet to research, evaluate, compare products or make an online purchase, and also get recommendations from a friend. Your business must be where consumers are, i.e it must have an online presence.

With this few information, you will have everything you need to start a good web marketing campaign for your business. You can now make wise choices that will help your business visibility online and more specifically on Google.

Marketing is changing and it is today that you must take steps to improve the web marketing of your business.

If you are a business owner and don't have a website, you are missing out on selling in the most efficient way.

Therefore, it is essential that all businesses not only create a website, but also to strengthen their presence through digital marketing.

This book just covers the basics. There will be a 2nd, 3rd, and more versions. More content will be added. Do remember, marketing will always be an art and is evolving.

Newspapers, Radio, TV found a "use" only when companies figured out how they could generate revenue by owning them. i.e. it only became viable when companies agreed to advertise on them. When a company/ person/organization owns a

website and uses it to sell the products directly to consumers, the dependence on advertisements drastically falls. You get numbers/ relevant statistics from your own website. You do not need social media to drain your resources. All you need is a, **simple working website.**

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