

Digital Marketing Fundamentals



What is Digital Marketing?



What is digital marketing?

Any kind of marketing that happens on a digital platform



Digital Marketing

Digital marketing doesn't include only inbound marketing methods or only outbound marketing methods. Instead, it encompasses all marketing strategies, as long as they're digital.



Outbound Marketing

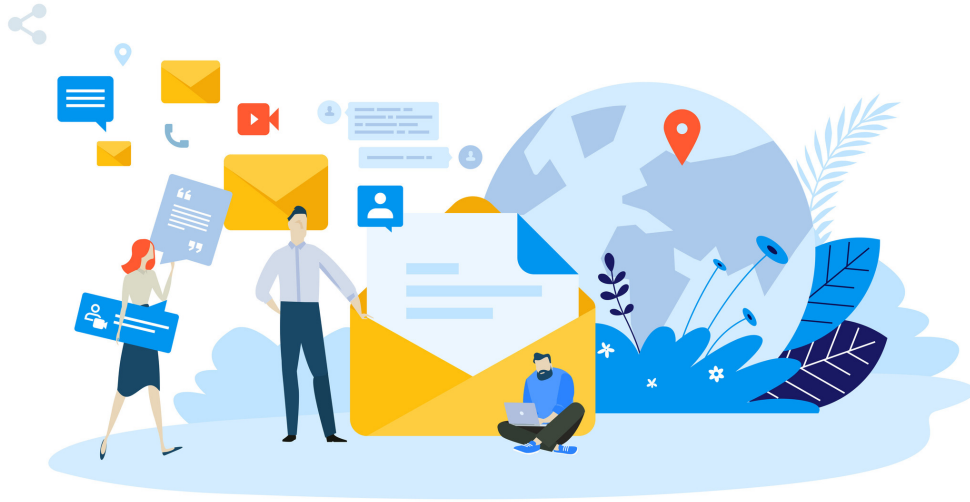
Outbound tactics aim to put marketing messages in front of as many people as possible in the online space – regardless of whether it's relevant or welcomed.

Inbound Marketing

A business methodology that attracts customers by creating valuable content and experiences tailored to them.

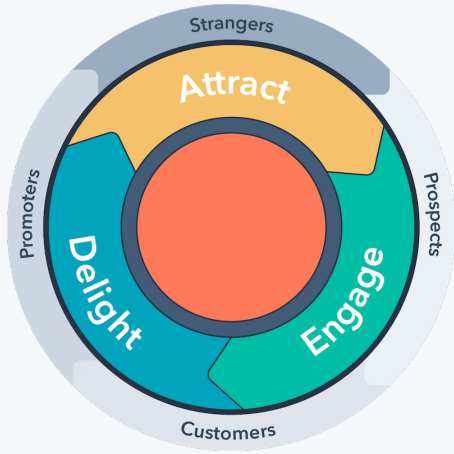


What sets inbound marketing apart?



Marketers who employ digital inbound tactics use online content to attract their target customers to their websites by providing information that's helpful to them.

Differentiating Inbound and Digital Marketing



Inbound Marketing

A methodology that uses digital marketing assets to attract, engage, and delight customers online



Digital Marketing

A term used to describe online marketing tactics of any kind, regardless of whether they're considered inbound or outbound



Limiting your reach can have consequences.

In fact, focusing on a single channel can create a poor customer experience and prevent you from successfully nurturing your leads.



Making a Positive Impression

Making a positive impression on your audience requires the delivery of relevant content when they need it and how they want it.



An Example of Digital Marketing in Action

A lead reads a **blog post** about an issue.

The **marketing email** they may receive later might showcase a **customer testimonial**.

Later, when they **use social media**, they'll see an **retargeted advertisement** about your products or service.

Content Marketing

Your content is what populates your website. Your blog and other pieces like eBooks and guides fall under this category, as well as your graphics, interactive tools, and videos.



SEO

Search engine optimization, or SEO, is the practice of optimizing your website and its content to increase your chances of appearing in search engine results pages.



Social Media Marketing

Social media channels, like Twitter, Facebook, and LinkedIn allow individuals, organizations, news distributors, and businesses to follow each other's online activity, engage in virtual conversations, and share content.



Native Advertising

Native advertising often refers to boosted social media posts on platforms, like Twitter, Facebook, LinkedIn, and Instagram, as well as pay-per-click or PPC ads, like Google search ads.



Ad Retargeting

Traditional advertising is considered an outbound tactic. But because digital marketing provides marketers with data to better target customers, you can use retargeting technologies to deliver ads directly to individuals who have previously visited your website.



Email Marketing

As the communication channel of choice for most businesspeople and used by the majority of internet users, email is a powerful tool you can leverage to reach members of your audience directly.



However, **by taking an inbound approach to email**, you can use email marketing to deliver helpful, personalized, and targeted content to your prospects that they'll be pleased to receive.



Key Takeaways: What is digital marketing?

- Digital marketing is any kind of marketing that happens on a digital platform.
- To continue to delight your leads and customers, you need to create relevant content on the channels they use the most.
- To effectively implement a digital marketing strategy, you will likely need to incorporate a mixture of content marketing, SEO, social media marketing, advertising, and email marketing.



A Closer Look at Digital Marketing Channels





Digital Marketing & B2B Businesses

If your company is business-to-business (B2B), your digital marketing efforts are likely to focus on online lead generation, with a goal of connecting your leads with a salesperson directly.



Digital Marketing & B2C Businesses

If your organization is business-to-consumer (B2C), it's likely that the goal of your digital marketing efforts is to attract potential leads to your website and have them become customers without ever needing to speak to a salesperson.

Target Content According to:

The characteristics of the person who will be consuming it (that's where buyer personas come in).

How close that individual is to making a purchase (i.e., their lifecycle stage).

Awareness Stage Content



- Infographics
- Short videos

Consideration Stage Content



- eBooks
- Free samples
- Webinars



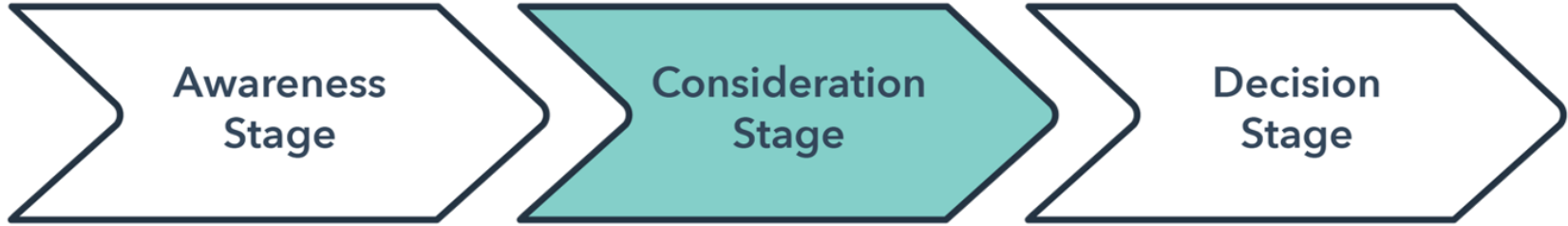
Picking the Perfect Paint

An individual wants to paint the inside of their home, but they don't know what color.

As they consider which color (the solution), they pick up paint chip cards from their hardware store.

These cards are created by a provider based on their individual solution.

Consideration Stage Content



- Ebooks
- Free Samples
- Webinars

Decision Stage Content



- Case studies
- Testimonials



GoPro & Digital Marketing

GoPro is famous for its unique point-of-view style video footage, all filmed from the company's fisheye lens.

What you might not know is that so much of the video content you see on GoPro's YouTube channel wasn't made by GoPro – rather, it's created by their loyal customers.

Delta Airlines & Digital Marketing

Delta Airlines is a prolific user of social media, specifically on Twitter. The brand uses the platform to engage potential passengers in a variety of ways that are both timely and emotionally stimulating.





MasterCard & Digital Marketing

Mastercard bases its brand on the stories and adventures that cardholders experience.

Priceless Cities, Mastercard's travel blog, is a resource that showcases how their different customers use their different credit cards to pay for their trips.



Red Bull & Digital Marketing

Red Bull has become well-known for the sponsorship of extreme sports, not just the energy drink they sell.

Instead of creating digital content related to the energy drink, Red Bull captures its audience with articles and videos about the latest news in the extreme sports community.

Implementing Your Digital Marketing Strategy



Creating a Digital Marketing Strategy

- Build your buyer personas.
- Identify your goals and the digital marketing tools you'll need.
- Evaluate your existing digital channels and assets.
- Plan your campaigns.

Build your buyer personas.

For any marketing strategy – digital or not – you need to know who you're marketing to. The best digital marketing strategies are built upon detailed buyer personas, and your first step is to create them.



What are buyer personas?

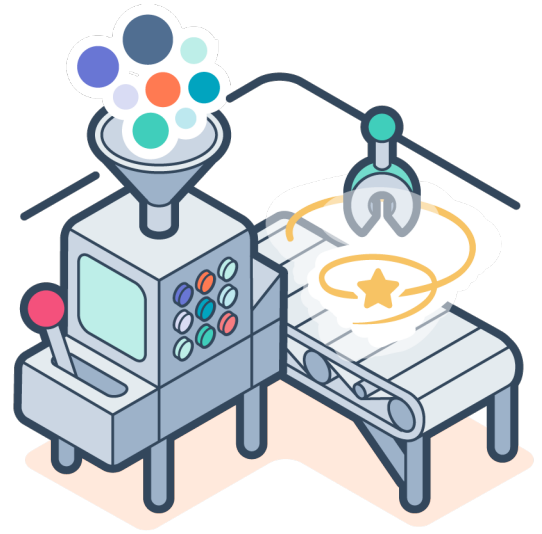
Semi-fictional representations of your ideal customer(s) that can be created by researching, surveying, and interviewing your business's target audience

Tools to Create and Track Buyer Personas

- Map My Persona
- HubSpot Persona Template
- HubSpot Buyer Persona Tool

Identify your goals and the digital marketing tools you'll need.

Your marketing goals should always have a direct connection to the fundamental goals of your business.



For example, say your business's goal is to **increase online revenue by 20%**.


To help contribute to that success, your marketing goal might be to **generate 50% more leads through your website.**



Tools to Set Effective Marketing Goals

- [HubSpot Marketing Plan Template](#)
- [Inbound Goal Calculator](#)

When determining if a marketing tool is right for you:

1. User interface 
2. Features & native integrations
3. Customer support
4. Learning resources
5. Userbase & reviews

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Evaluate your existing digital channels and assets.

When reviewing your existing digital marketing channels and assets to determine what to incorporate in your strategy, it's helpful to first consider the big picture – this will prevent you from feeling overwhelmed or confused.



Owned media

Refers to the digital assets your brand or company owns – whether that's your website, social media profiles, blog content, or imagery.

Owned channels are what **your business has complete control over.**



Earned media

Refers to the exposure you earn through word-of-mouth marketing.

Whether that's content you've distributed on other websites (like guest blog posts), PR work you've been curating, or the customer experience you've delivered.

Earned media is the **recognition you receive as a result of these efforts.**



Paid media

Refers to any vehicle or channel you finance money on to catch the attention of your buyer personas.

This includes things like Google Ads, paid social media posts, native advertising, or any other medium through which you **pay in exchange for increased visibility.**



Can a piece content be more than one form of media?

- Landing page on your website (owned)
- Shareable so your audience can distribute it via their social media profiles (earned)
- Content offer on a paid Facebook ad (paid)



Plan your campaigns.

At the heart of digital marketing is content.

Content helps convert your website visitors into leads and customers while improving your brand's online presence.





Audit Your Existing Content

Make a list of your existing owned content and rank each item according to what has previously performed best in relation to your current goals.



Audit Your Earned Content

Evaluating your past earned media against your current goals can help you get an idea of where to focus your time. Look at where your traffic and leads are coming from (if that's your goal) and rank each earned media source from most effective to least effective.



Audit Your Paid Media

This process involves much of the same process. You need to evaluate your existing paid media across each platform (e.g., Google Ads, Facebook, Twitter, etc.) to figure out what's most likely to help you meet your current goals.



Develop a Content Creation Plan

Based on your findings and the gaps you've identified, make a content creation plan outlining the content that's necessary to help you hit your goals.

A content creation plan should include:

- Title
- Content Format
- Goal
- Promotional channels
- Why you're creating the content
- Priority level of the content

Key Takeaways: Implementing digital marketing

- When implementing a digital marketing strategy, you need to: build your buyer personas, identify your goals and the digital marketing tools you'll need, evaluate your existing digital channels and assets, and plan your campaigns.
- Your content will likely be a mixture of owned, earned, and paid media. You'll want to make sure to audit for each before kicking off a new digital marketing campaign.

