

MARKETING FUNDAMENTALS



EBOOK SERIES

What Is Digital Marketing

And Why Should You Care?



Digital Marketing

/ dij-i-tl • mahr-ki-ting /

noun

Promoting and selling products and services through a connected set of online tactics and strategies.

Because all digital marketing campaigns are executed online, analytics and reporting are a central component. The ability to track and measure nearly everything they do with relative ease and then optimize their efforts and perfect their strategy in real-time provides digital marketers a clear advantage.

There are literally dozens of commonly used digital marketing tactics, including:

- Email Marketing
- Web-Based Search Engine Marketing
- Content Marketing
- Social Media Marketing
- Customer Marketing
- Partner Marketing
- Product Marketing
- Pay-Per-Click (PPC) Advertising
- Video Marketing
- Podcast Marketing
- Demand and Lead Generation
- Public and Analyst Relations
- Multi-Channel Marketing
- Content Marketing
- Webinar Marketing
- Affiliate Marketing
- Digital Marketing Personalization
- And many, many more

We're not going to cover each specific digital marketing discipline in this eBook, but we are going to focus on the most effective strategies within the average marketing budget. To do so, we will provide a definition of each as well as three best practices and the essential key performance indicators (KPIs) you should be tracking to get you started on the path toward digital marketing domination!

Sound good? Let's Do This!

Email Marketing

/ **ee**-meyl • **mahr**-ki-ting /

noun

Using email to send marketing communications to prospects and customers with the goal of persuading the recipient to take some sort of action.

59%

OF B2B MARKETERS

say email is their most effective channel
for generating revenue.

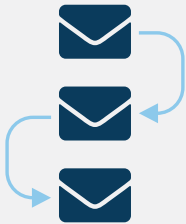
PR Newswire, 2012

Email marketing can take many different forms, but the two most effective types are:



EVENT-TRIGGERED EMAIL MARKETING

Emails that are sent in response to users taking a specific action — such as visiting a page on your website or downloading a content asset.



AUTOMATED EMAIL NURTURE PROGRAMS

Similar to “email drip campaigns,” these programs involve a sequence of related emails sent at a defined cadence to help nurture leads into loyal customers and also upsell existing customers.

3 Email Marketing Best Practices:

- 01** Only send to users who have explicitly opted-in to receive your messages.
- 02** Make it easy for users to unsubscribe to keep Spam rates low and email reputation high.
- 03** Use simple, direct, and concise copy that points toward no more than two CTAs.

Email Marketing Key Performance Indicators:

There are so many measurables you can use to determine email marketing success of your email marketing, and different organizations will likely value different KPIs, but here are the metrics that are absolutely critical to your success.

**Open Rate:**

The number of emails opened divided by the number of emails sent

**Click-Through Rate:**

The number of email clicks divided by the number of link clicks within the email

**Conversions:**

The number of form fills that result from an email link click

**Conversion Rate:**

The number of conversions divided by the number of email link clicks

**Unsubscribe Rate:**

The rate of recipients who opt-out of future emails from your organization

**Spam Rate:**

The rate of recipients who send your messages to the Spam folder

**Bounce Rate:**

The rate of mail that is sent vs. the amount of mail that is delivered

Pay-Per-Click Advertising

/ **pey**-per-**klik** • **ad**-ver-tahy-zing/

noun

Commonly referred to as PPC, pay-per-click advertising is the practice of creating digital ads that direct traffic to an organization's web properties.

Unlike organic search engine marketing, marketers pay to distribute their advertisements via Google, Bing, and social media to entice users to visit their digital properties.

In most cases, PPC is used to direct users to dedicated landing pages where they can either learn more, make an online purchase, or submit their contact information in exchange for an offer.

41%

of clicks go to the top 3 paid ads
on the search results page.

WordStream, 2015

There are three main types of PPC campaigns:



SEARCH

Advertisers bid on specific keywords that generate ads that might appear on search engine results pages (SERPs) when users type those queries.



DISPLAY

Advertisers create image, text, or video ads that appear on specific webpages if the material is deemed relevant for the user.



REMARKETING

Advertisers serve ads to users who have previously visited their digital properties (with or without completing a form or making a purchase).

3 PPC Best Practices:

- 01** All campaigns should have a specific goal with an accompanying CTA placed on an engaging landing page.
- 02** Conduct thorough keyword research to find relevant terms at competitive prices.
- 03** Use geographic, interest, device, demographic, and behavioral targeting to narrow your audience, generate relevant traffic, and avoid wasted spend.

PPC Key Performance Indicators:

**Clicks:**

The number of users who clicked your ad

**Cost Per Click (CPC):**

How much the advertiser pays for each click is determined by an algorithmic auction based on factors like bid and Quality Score

**Conversions:**

The result of a user completing your desired objective in a campaign — usually a form fill, content download, or purchase

**Cost Per Acquisition (CPA):**

The number of conversions divided by the total cost to produce those conversions

**Quality Score:**

Metric that greatly influences your CPC and Ad Rank and is based on ad content relevancy. That is, your ad copy, landing pages, and CTAs should all be closely connected to the keywords within their parent ad group

Content Marketing

/ **kon**-tent • **mahr**-ki-ting /

noun

Creating and distributing content through your website, landing pages, and email marketing campaigns to help build brand awareness, improve search engine optimization (SEO), move leads through the funnel, and make more sales.

Content marketing costs

62%

less than traditional marketing and
generates 3x as many leads.

Demand Metric

The goal of content marketing is to attract and engage prospects and customers alike with the materials you produce to nurture them from unknown visitors to hot leads and, finally, loyal brand advocates. The most effective way to achieve this is to develop and distribute “thought leadership” content that is relevant and useful for your target audiences — empowering them to uncover real solutions to their pressing problems while positioning your brand and organization as the best and most sustainable solution available.

The key difference between content marketing and more traditional marketing is that the latter is focused on the hard sell, whereas the former is more concerned with educating readers and viewers about relevant topics while softly pitching how an organization’s products and services are related and potentially helpful.

3 Content Marketing Best Practices:

- 01 Develop accurate personas that allow you to speak directly to your target audiences and personalize your messaging.
- 02 Incorporate relevant keywords into page and blog titles and header tags, and phrase those titles and headers as questions wherever possible to improve SEO.
- 03 Re-use content wherever possible in all your marketing campaigns — social media, demand generation, lead nurturing, webinars, podcasts, etc.

Content Marketing Key Performance Indicators:

Since content is often the focal point of so many different marketing campaigns, we're going to discuss the most critical content marketing KPIs as they relate to web marketing and SEO.



Unique Pageviews:

The number of times a non-repeat user visits your page



Average Time on Page (TOP):

The average duration a user spends on a given web page. (This metric is influenced by content length and type.)



Bounce Rate:

The percentage of online visitors who leave after viewing just one page



Conversions:

Not every piece or page will have an explicit conversion mechanism, but they should always have a clear objective. (For instance, a TOP of more than three minutes is a good benchmark for a blog and could be considered a conversion.)

Why Is Digital Marketing Important?

At this point, to call it digital marketing is almost redundant. Digital marketing is marketing, plain and simple — and vice versa. If you want to meet your prospects where they're at and keep up with your competitors, you must have a distinct and calculated digital marketing strategy in place that encompasses all of the above and more.

If you're new to digital marketing, it's okay to start slow. It's better to learn gradually and make minor mistakes here and there than to try to scale too quickly and make colossal errors across the board. Re-establishing your brand's reputation and re-filling your coffers after spending good money on poor choices are both extremely difficult.

That said, there are tons of benefits for new and experienced digital marketers working at small businesses and enterprise corporations alike, including:

- Anticipate where your prospects will be and meet them there
- Reach local, regional, national, and global prospects
- Track, analyze, and optimize campaigns using accurate and targeted digital marketing metrics
- Develop more personalized campaigns and messaging to speak to specific audience pain points
- Update campaigns in real-time
- Compare your campaigns with your competitors and update them accordingly
- Better understand your target audiences and nurture them through the customer journey to help them make informed purchasing decisions

Many people shy away from digital marketing because they're under the impression that it's just too expensive to achieve success, but if you start with a defined strategy and scale gradually, that doesn't have to be the case.

If you're interested in building a digital marketing strategy or improving your existing efforts, you might also be considering a marketing automation platform that is easy to use and known for delivering fast time to value. If so, [please complete this brief form to schedule a demo](#) with one of our marketing automation experts!

About Act-On Software

Act-On Software is the leader in Adaptive Marketing solutions that empower marketers to achieve the purposeful and personalized engagement that their business needs to thrive. Act-On makes customer data actionable, enabling marketers to strategize better business outcomes, drive more relevant multi-channel marketing, and generate higher customer lifetime value--all with the fastest time-to-value.

