

# GoSEO



# 5 DIGITAL MARKETING TACTICS THAT DRIVE REVENUE

## Getting Started

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## GETTING STARTED

Having your website up and running is one thing, getting people to visit is another. Without visitors, your site is nothing more than a digital representation of an empty room. Once you have traffic on your site, you need to convert them into actual paying customers with a clear call to action that drives them straight into your sales funnel.

But how and where do you get these visitors? What kind of tactic should you use? Do you need to hire an agency? Do you start with social media or SEO?

This is the point where most companies get stuck; they create their website and get traffic, but they don't know what to do with it. Don't get frustrated, stay calm! Here are the key digital marketing tactics that you can use to convert your traffic into paying customers.

# SEARCH ENGINE OPTIMIZATION

Go beyond optimizing for search engines



A highly-converting SEO strategy helps the target audience find the things they needed online. It is not just about keywords, title tags and meta descriptions. It focuses more on insights, values, experience and content that you and your business can provide to the searcher.

Optimize your website and you'll reap these benefits:

- Drive more qualified and consistent leads and sales for your business
- Improved content and user experience which will directly impact your brand perception and valuation in the market
- Mitigate your potential risks (such as fines and penalties by search engines)
- Enhance the trust and loyalty of your customers
- Gain measurable growth

Having said that, it's important that you where to start in launching an SEO campaign. Take a closer look at the factors that contribute to your success and plan your campaign accordingly.



## 1st Step

### KEYWORD RESEARCH

Keyword research enables you to determine which keywords your audience is most likely to use when searching for a product or service like yours. When done correctly, the right keywords can also indicate your market appeal and help you target an audience more accurately.

The key to good keyword research is good data. Use the right tool and approach every time.

Start with any search engine's Keyword Tool or Google Trends to see what people are searching for online.

#### On-Page Optimization

Google's algorithm search ranking factors are the same that influence your website's conversion process. The on-page factors include:

- Page title, meta description and meta keywords
- Headings and subheadings
- Content format (text vs. video vs. blog etc. )

To optimize your website for search engines, you can continue using any keyword tool to aggregate data based on search volume and potential conversion rates. If you are using Google's AdWords Keyword Planner, be sure to use it with your website's main key phrase.

Once you have the data, choose the keywords that are most important to your business or service and ensure that they are WISELY placed across your site. On top of that, make sure to weave an attention-grabbing content story around these keywords.



#### Off-Page Optimization

Considered as the backbone of an effective SEO strategy, off-page factors have a greater effect on search visibility

Some of the things that improve your site's visibility include:

- Link building and linking to pages relevant to the keywords of your site. The more relevant, the better.
- Creating quality content for all pages of your website. This includes meta descriptions and key wording with those you publish.
- Domain authority – only a few things determine the search engine ranking. One of them is how strong a website's domain really is.
- Keyword relevance – it's a term that relates to your audience and the search volume for a particular keyword. If your site has plenty of high-quality, relevant content, you'll find yourself on top of those search results.
- Social visibility – those who follow you on social media know what you're up to and will help you get more traffic as well as conversions.





Quality content is the best way to lure visitors and convert them into paying customers.

A fluff-free, authoritative content is your best bet; it must address the issues of your target audience. Once you have a theme, follow it up with a relevant and value-added content that is very useful to the reader's needs.

In addition, provide hyperlinks to related websites that can provide more information about what you have used in your blog post or article. For the most part, visitors who come to your site want an answer to a question or something they can learn from reading your content.



Now that you're done with keyword research and content, you need to make sure that your website is well-optimized before you launch a digital marketing campaign.

To do this, you need to check the following factors on your website:

- Content format
- Page load speed
- Site errors and broken links (internal and external) to ensure that they are eliminated or fixed.

# PAY-PER-CLICK ADVERTISING

Profitably grow your business by creating an effective PPC campaign!



Organic search isn't the only way to reach customers. Put up pay-per-click (PPC) ads and you'll reach new customers without the long wait.

Already have a running campaign but want more results? Explore these PPC tactics:

## SEARCH ADVERTISING

Can't seem to compete with larger companies that dominate the search results? Search advertising is your way to go. Investing in advertising with Google AdWords will result in your ad appearing next to search results (you pay only when someone clicks).

If your primary goal is to simply drive more traffic and you're not concerned with conversions, search advertising can be a good option.

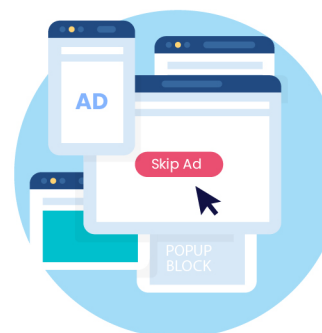
You'll only pay if your ad is clicked on. You can control where your ads appear and how much you spend, and you only pay if your ad is clicked.



## DISPLAY ADVERTISING

Did you know that Apple gets paid when you click on an ad about the new Apple Watch? Or that when you search for something on Google, ads might appear above, below, beside or even around the results?

Display advertising is any ad that appears outside of searches in areas like social media feeds, searches in apps and games, and on sites.



The main advantage of display advertising is that your company can have a greater reach with less cost. You'll also be able to target a more specific audience based on location and demographics.

## SHOPPING ADS

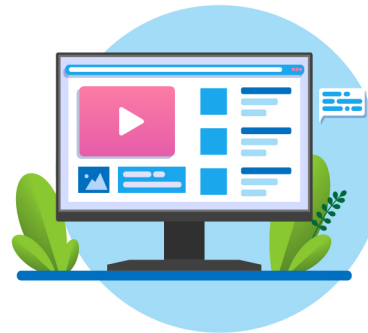
Shopping ads are similar to display ads in that they reach customers outside of searches. The difference is that instead of showing an image, video or text, shopping ads show products that customers can buy directly from the ad.

Giant retailers such as Target and Walmart use shopping ads to show customers what to buy and offer deals. Having an offer directly in front of potential buyers can increase the chances of selling because it offers an incentive for customers to act.



## VIDEO CAMPAIGNS

54% of consumers prefer to watch video over reading text as per Oberlo. A video ad typically lasts around 2 minutes. It's the best way to draw attention whether you're launching a new product, announcing a special offer or explaining how to use your product.



## LOCAL SERVICE ADS

Frustrated by your local store's limited hours? Local service ads attract customers interested in buying immediately. They're also ideal when you want to advertise products not found in chain stores like restaurants, financial services and health care.

When placing an ad, choose the location where you plan to sell most of your product or service. You'll use this area when placing your ad, so be sure to check for availability before.





# CONTENT MARKETING



Content marketing is important simply because Google loves value-adding content. Impress your audience and Google, by providing them with non-promotional and useful content.

Content marketing refers to a marketing technique of creating and distributing valuable, relevant and reliable content to attract and retain a clearly defined audience – with the objective of driving profitable customer action.

Why does it matter?

- It's 4x more cost-effective than outbound marketing like advertising
- It can increase your search engine rankings
- It can attract visitors, build brand ambassadors and nurture leads

But why content marketing?

Before you make the decision to embark upon a content marketing strategy, keep in mind that these are some of the major reasons why your business should use content marketing:

- To engage your audience. Content is key to establishing thought leadership and building trust among current readers and potential customers.
- To build your brand. Don't let your content marketing efforts be limited to the website. Leverage your content marketing to create awareness, evangelize and build relationships with customers, clients and prospects.
- To deliver value. Let's face it...not every piece of content will be perfect. So write for purpose not perfection. Don't just hit publish just because you have something to say or because you want it on the web now.





## BLOGGING

A good company blog is a gold mine of marketing opportunities. Blog content should be varied, informative and offer unique perspectives. In addition, you can use your blog to mix up the content on your site. This will make sure that your site doesn't get bogged down with product information and sales copy.

Depending on the type of business you're in, a blog may help you increase traffic to your site by offering more information on a variety of subjects related to your business.

## LONGFORM CONTENT

Your customers want real information they can use to make an informed decision about your product or service. This is where longform content comes into play. It's more than just your average blog post.

Longform content is something that takes time to read, for example, an in-depth analysis on how you deal with customer complaints or what the key features are of your latest product release. It gives visitors real information on your business and product/service, which they can use to make a decision on whether they should buy.



## CASE STUDIES

Another great way of providing value to your target audience is through case studies. Case studies show your customers that you're willing to go beyond the call of duty to meet their needs.

Case studies are an effective way of showing prospects how your product/service helped them get things done. Get in touch with customers willing to share their stories with you, or get in touch with bloggers who will be more than glad to help if they find your product useful enough.

There are five main steps to creating a case study:

1. Choose a topic.
2. Brainstorm the main talking points.
3. Outline the structure of the case study.
4. Create a draft and circulate it for comment.
5. Write and publish the final version.

## White Papers

A white paper is an authoritative report or guide that helps solve particular problems or issues. It's essentially a report that focuses on a specific issue. It usually includes statistics and details to support its relevance and claims.

For example, if you're trying to sell a business productivity solution, you can create a white paper and post it on your website and other websites related to the same topic. That way, you can show your visitors that you understand their problems and provide them with solutions.

This type of content is very useful for companies that offer solutions to problems. Think of it this way: You're not simply creating content for the sake of it. Instead, you're creating content to solve specific problems your target market is facing.



## eBooks

eBooks are a great way to provide value to your customers. They'll be able to quickly and easily access the information they want in a matter of minutes.

Here's how you can do it:

1. Think of what you want your eBook to be about.
2. Brainstorm about it and decide what kind of information you'd like in the eBook and how many pages will be needed.
3. Choose a topic that is related to your business or industry.
4. Outline and write your eBook.
5. Publish and promote the eBook.

## Infographics

Infographics are a great way to illustrate your point. They show customers that you care about their needs and you're willing to think outside of the box to present them with information they can use.

Infographics are also known as info-graphics, meaning they give readers information in an easy-to-scan format. Ensure you create one infographic for each of your marketing channels: email, website and monthly newsletter.

You can use infographics in a variety of ways:

- a. As a call-to-action; e.g. "Click here for more information."
- b. To explain how your product or service solves a particular problem
- c. To inform your customers about a new product or service

# SOCIAL MEDIA MARKETING



Social media is the new frontier for online marketing. Brands are realizing how important it is to connect with the audience that is almost always at their fingertips. With more than 65% people who uses social media to research/buy products and services, connecting with them is your best shot to convert customers.

Social media marketing is more than about sharing, engagement and conversion. It's also about providing utility to your audience, and building a community around your brand.

## Facebook Advertising

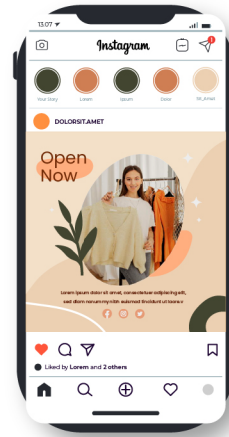
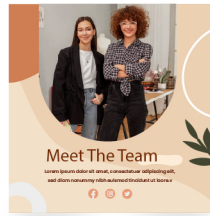
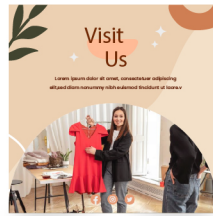
Hailed as the new "golden goose" of digital marketing, Facebook Advertising has become an essential component to any marketers' arsenal. If you are part of a large network, you are likely to be targeted by the hundreds if not thousands of advertisers that are active on Facebook.

While there is no guarantee that one advertisement will result in a sale, it's still your best chance to get the customers' attention. But unlike other advertising platforms where you can run standard ads, here there is no limit on budget or reach.

Facebook's optimizer allows you to setup your targeting by providing users with advertisements that are relevant to them. This way, you can focus on your target audience minus the distractions of irrelevant users.

Since Facebook is such a vast advertising platform (it has over 2 billion active monthly users), it's always best to reach as many users as possible. But how? To do this, your advertisement should be relevant and engaging enough for people to click on it and go through the sales funnel.





## Instagram Advertising

While Facebook is the go-to social media platform for marketing, Instagram is the most popular among millennials. If they are not on Facebook, you can find them on Instagram.

Instagram lets you post videos and photos with advanced filters, which makes it a great venue for artists, businesses and marketers alike. With over 700 million monthly active users, it lies within your reach to target users based on their interests via their hashtags.

You have the option of choosing between running ads on mobile or desktop. You can also opt to target users within a particular city like San Francisco.



## LinkedIn Advertising

LinkedIn has grown as the go-to social media platform for professional and business-related topics. With over 400 million monthly active users, it's easy to reach out to potential buyers and clients through its advanced targeting system that allows you to draw upon your existing network or build one from scratch.

Additionally, features like 'targeted ads' or sponsored jobs can boost your company's mentions on LinkedIn. To maximize the chances of getting more views and engagement, you should use 'promoted stories'.

Not only can this help increase your brand's influence on social media, but it also gives users the impression that your business is more than just some random name on Facebook or Instagram.



## Twitter Advertising

Suffering from 'Peak Facebook', many marketers are turning to other platforms like Twitter. With over 300 million monthly active users, it is your best bet for reaching out to consumers who are actively listening and engaging with their favorite brands.

The platform itself has its own unique selling points. Most notably, the news feed is at the heart of Twitter's advertising efforts. It has been tailored for marketers to take advantage of, with the goal of linking ads to user-relevant content from Twitter's partners.

It is one of the top platforms for social media marketing because it allows you to connect with your customers in real time. Since it is mostly used by businesses, you have the chance to get the attention of potential buyers before they have even decided on a date to purchase.

# EMAIL MARKETING

Email marketing is still very much alive, and can be an effective tactic for driving revenue. It has been projected that by 2023, there would be 4.3 billion email users globally. Emails are considered to be one of the most effective ways of engaging with customers and prospects.

People's responsiveness towards receiving a newsletter or promotional email makes it a highly effective channel for marketing campaigns. They are also used to send reminders, update newsletters, or update an existing product or service.







## Customer Acquisition Email

For a more long-term strategy, an email newsletter can be created to assist the customer acquisition of a new subscriber.

This form of marketing works best when it includes both a promotional message and a call to action. The promotional message should be well written and include compelling reasons for the readers to take action. The call to action reminds the reader that they have not yet subscribed, or are just visiting the website for the first time.

## Retention Email Marketing

Strategically marketing to existing customers can help companies improve their bottom line and increase revenue.

## Marketing Email Automation

Email automation is used to send out emails according to specific criteria or triggers, such as time or behaviors of the user.

The logo for GoSEO is centered in a white rectangular box. The word "Go" is in a bold, white, sans-serif font, and "SEO" is in a bold, blue, sans-serif font. The background of the entire image is a vibrant blue with a pattern of light blue and green squares and various white line-art icons representing technology, business, and communication.

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