

The Digital Marketing Tree – Session 3 -Complementary notes-

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Google

Google My Business Listing

Google My Business is the single most important Directory Listing you will ever have. It is imperative that you claim your business. It will allow you to add photos, update opening times, manage reviews etc.

You need to go to this link and look up your business to claim it.

<https://www.google.ca/business>

Google Analytics

Google Analytics is completely free and allows you to track and understand your customer's behavior, user experience, online content, device functionality and more. Google Analytics allows you the information needed to help you shape the success strategy of your business, discovering things you probably never knew about visitors on your site.

Sign up here: <https://analytics.google.com/>

Google Adwords

Google Ads is an effective way to drive qualified traffic, or good-fit customers, to your business who're searching for products and services like the ones you offer. With Google Ads, you can boost your website traffic, receive more phone calls, and increase in-store visits. You can have a specialist sign up for you, or you can sign up and start to think about your marketing strategy here:

<https://ads.google.com/>

Search Engine Marketing (SEM)

Keywords/Key Phrases

Identify 10 keywords for your business at each stage of the buying journey.

You are the single person who knows your business the best. Before you think about any marketing effort online, you should note down ideas on what keywords a prospective customer would use to find your business online.

Remember to use the following:

Broad match is the default match type and the one that reaches the widest audience. When using broad match, your ad is eligible to appear whenever a user's search query includes any word in your key phrase, in any order, as well as any word that relates to your keyword.

Example: Broad Match

Phrase match offers some of the versatility of broad match, but with a higher level of control. Your ad will only appear when a user queries your key phrase using your keywords in the exact order you enter them, but there might be other words either before or after that phrase.

Example: "Phrase Match"

Exact match is the most specific and restrictive of the keyword match types. In previous years, with this match type, users would only see your ad when they typed your exact keyword phrase by itself. For example, if your keyword phrase was "black cocktail dress," your ad would *only* be eligible to show up when a user

searched for “black cocktail dress” (those words in that exact order) and not for “cocktail dress,” “black dress” or “expensive black cocktail dress.”

Example: [Exact Match]

	Dreaming/Awareness	Planning/Research	Booking	Sharing
Keyword 1				
Keyword 2				
Keyword 3				
Keyword 4				
Keyword 5				
Keyword 6				
Keyword 7				
Keyword 8				
Keyword 9				
Keyword 10				

SEO

CMS/Website Builders

WordPress

I would recommend installing Yoast SEO, it will help you to ensure that all your relevant keywords and pages are as optimized as possible.

WIX

Wix has an inbuilt SEO setup step-by-step guide, I would recommend completing it as fully as possible.

Weebly

Weebly has SEO settings for every page and for the site in general. Work through these to ensure your page is as optimised as possible.

Other Content Management Systems (CMS)

Most Web Management Systems such as Shopify have their own SEO optimization modules, it is worth reviewing your CMS and/or talking to a Digital NS specialist.

Images

Format

The most compatible and versatile of the image formats for the web are .jpg, or .png.

Size

The size of the images on your site really affects loading speed and accessibility of your site, but there are different recommendations depending on where your images will be (background image, slider image, Gallery Image etc).
Whatever the actual physical size of your images, they should generally be 72 dpi (that's the general resolution of your average screen). The important thing to bear in mind for your images is their physical size in pixels, here is a general guide:

Background image

Max Image Width: 2500 pixels
Max Image Height: 1406 pixels
Aspect ratio: 16:9

Hero image

Features prominently e.g. in the banner of your website
Max Image Width: 1280 - 2500 pixels
Max Image Height: 700 - 900 pixels
Aspect ratio: 16:9

Blog image

Max Image Width: 2240 pixels
Max Image Height: 1260 pixels
Aspect ratio: 16:9

Logo image

Max Image Width: 250 pixels
Max Image Height: 250 pixels
Aspect ratio: 1:1, 2:3, 4:1

Do be aware that a lot of the website management systems automatically resize your images for you.

Links

As your marketing plan develops, ensure your links to other sites are kept up to date, try and incorporate links to other relevant sites and make sure they link to you!

PPC (Pay Per Click Advertising)

Pay Per Click Advertising is paid advertising on websites, search engines and social media sites to drive traffic and sales and increase brand awareness.

There are 4 types:

SEM (Search Engine Marketing)

Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (SERPS). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services.

SMM (Social Media Marketing)

Social media marketing (SMM) is a digital marketing method wherein you pay to promote your ads or branded content on a social network, such as Facebook or Twitter.

Shopping

Primarily for retail, direct to consumer sales of products. Shopping Ads in google use the existing product data in the vendor's Merchant Centre to promote their products.

Display

Display ads are visual-based ads and banners you see while reading an article on your favorite blog, watching a video on YouTube, or using a mobile app. Google display ads are served on websites and apps that belong to the Google Display Network (GDN)—but there are other display ad networks out there.

Directories and Online Travel Agencies (OTAs)

Tourism Nova Scotia

Tourism Nova Scotia invests a lot in ensuring that visitors to our Province plan their trips and generate a lot of web traffic through <https://novascotia.com>.

As with any directory, make sure that your Tourism Nova Scotia listing is up to date with contact details, opening times, updated images or videos, anything that a potential customer might need to know to get in touch with you.

Online Travel Agencies (OTAs)

You don't have to sign up with Expedia, Booking.com, Travelocity, etc.. but they are a valuable way to generate bookings. It is worth evaluating listing your experience/hotel/restaurant in the OTA that is most relevant to your business.

Directories

Directories, especially those that encourage reviews and create a buzz around your business, are essential to marketing your business online. Tripadvisor is one the top sites that cultivate reviews and generate significant interest in Tourism Businesses.

Social Media

It is highly recommended to have a presence on the social media platforms frequented by your target demographic. Have a look at the table below to identify the social media platforms you should have a profile on:

SOCIAL MEDIA MARKETING PLATFORMS			
PEOPLE	CONTENT	STRATEGIES	CONS
 <ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Local mktg • Advertising • Relationships 	<ul style="list-style-type: none"> • Weak organic reach
 <ul style="list-style-type: none"> • 18-25 • 26-35 	<ul style="list-style-type: none"> • How-tos • Webinars • Explainers 	<ul style="list-style-type: none"> • Organic • SEO • Advertising 	<ul style="list-style-type: none"> • Video is resource-heavy
 <ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • Ecommerce • Organic • Influencer 	<ul style="list-style-type: none"> • High ad costs
 <ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • Small ad audience
 <ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • B2B • Organic • International 	<ul style="list-style-type: none"> • Ad reporting & custom audience
 <ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Influencer marketing • Series content 	<ul style="list-style-type: none"> • Relationship building
 <ul style="list-style-type: none"> • 13-17, 25-34 • Teens 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends 	<ul style="list-style-type: none"> • Video ads • Location-based mktg • App mktg 	<ul style="list-style-type: none"> • Relationship building

Source: www.wordstream.com/

CRM (Customer Relationship Management)

Email marketing and building a strong database of current and potential customers is a service under Digital Marketing in the TDAP program. You may also want to consider audio and podcast services as a way to reach your loyal customers.

Email Database

As mentioned previously in this guide, your database of existing clients is one of your most valuable assets. Make sure you have a clean and useful email database, and ensure you have as many email addresses as possible. Develop a lead generation plan to attract more potential clients to join your list of contacts.

Business Email

If possible, ensure you have a business email, yourname@yourbusiness.com

Instead of yourname@gmail.com for the following reasons:

- 1) It gives a professional first impression to email communication.
- 2) It aids in maintaining consistency in your branding.
- 3) It is flexible and allows you to create different emails depending on the role in your business.
- 4) It is transferable if you sell your business.

Mailing software

Sending out emails individually is hugely time consuming, ensure you have a mailing software that will allow you to create campaigns and importantly measure their impact. CMS often have their own built-in email marketing modules, but if not, then classic mailing software like Mailchimp work extremely well.