

A hand is shown placing a wooden block on top of a tall, wobbly tower of wooden blocks (Jenga) on a desk. The desk also has some papers and a clipboard. The background is a bright, out-of-focus office setting.

A DIGITAL MARKETING PLAN FOR YOUR BUSINESS IN 2023

What we are NOT covering on this course



This isn't a course that will teach you a topic like SEO, Instagram marketing or Facebook ads in detail

This course is designed to

1. Give you a helicopter view of digital marketing
2. Explain how the main areas fit together
3. Help you prioritise what you focus on.

You will then have a plan for your digital marketing.

What We Will Cover

Overview of a Digital Marketing Plan framework

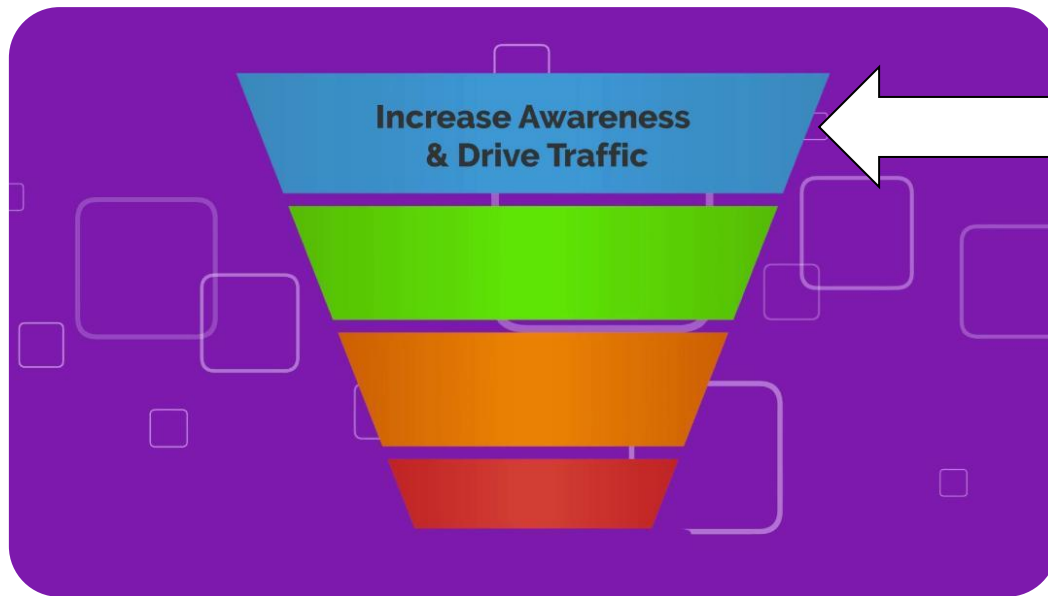
1. Ensure you have a website that has some fundamentals in place
2. How to drive traffic to the site.
3. How to “Engage” the website visitors
4. How to convert the visitors who engaged
5. Then look at the bottom of the funnel - Focus on cross selling and upselling existing customers
6. Analyse what is working and not working and make changes.

The Main Digital Marketing Elements – How they fit together



- Your website is at the centre of your Digital Marketing. It is your sales environment that you control. Without a website you will find it hard to get the most out of digital marketing.
- You need to ensure that this website is designed to turn visitors into enquiries and sales.
- Visualise Google, Social Networks and Email marketing as channels that you will use to drive traffic into your sales environment.

Use the sales funnel as the structure for your Digital Marketing Plan



All of our businesses have a sales funnel whether we realise it or not.

At the top of the funnel there are millions of customers who have never heard of us. We need to use digital marketing to get discovered and drive people to our website.

This involves getting found through Google, social media, advertising etc.

Use the sales funnel as the structure for your Digital Marketing Plan

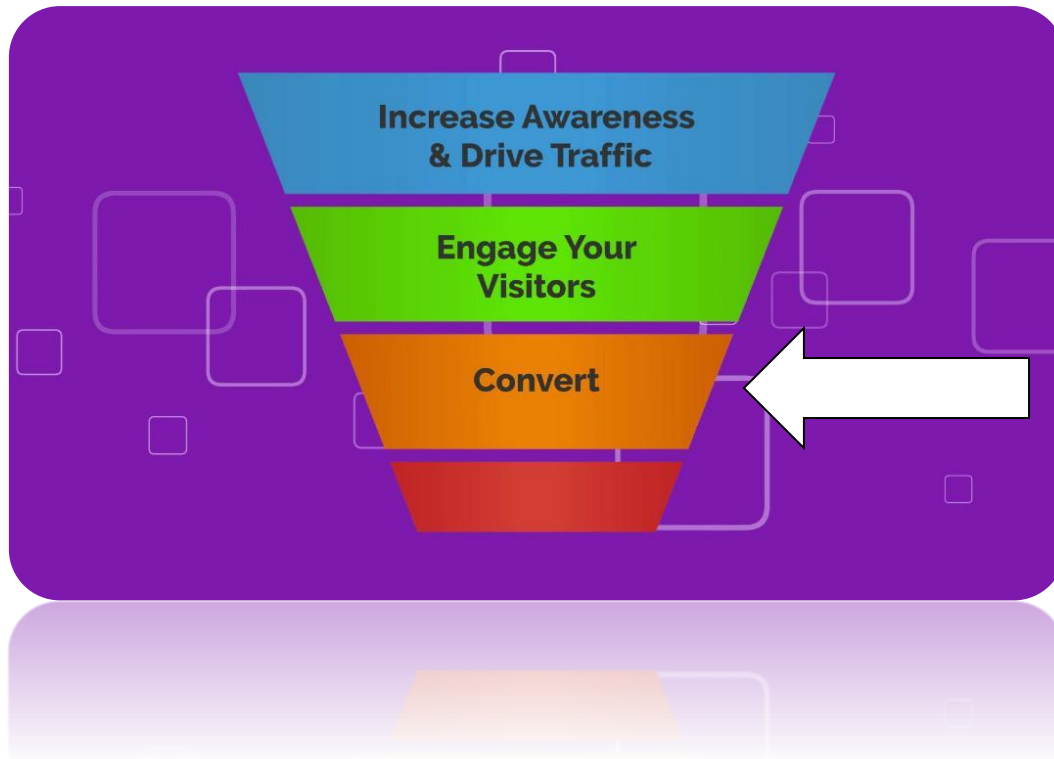


When people land on your website you need to work hard to get them to engage or else they will bounce off.

Therefore you need to ensure your website employs a range of tactics that makes visitors think:

- This is what I am looking for.
- This company looks credible and trustworthy.
- I'll browse some other pages

Use the sales funnel as the structure for your digital marketing plan

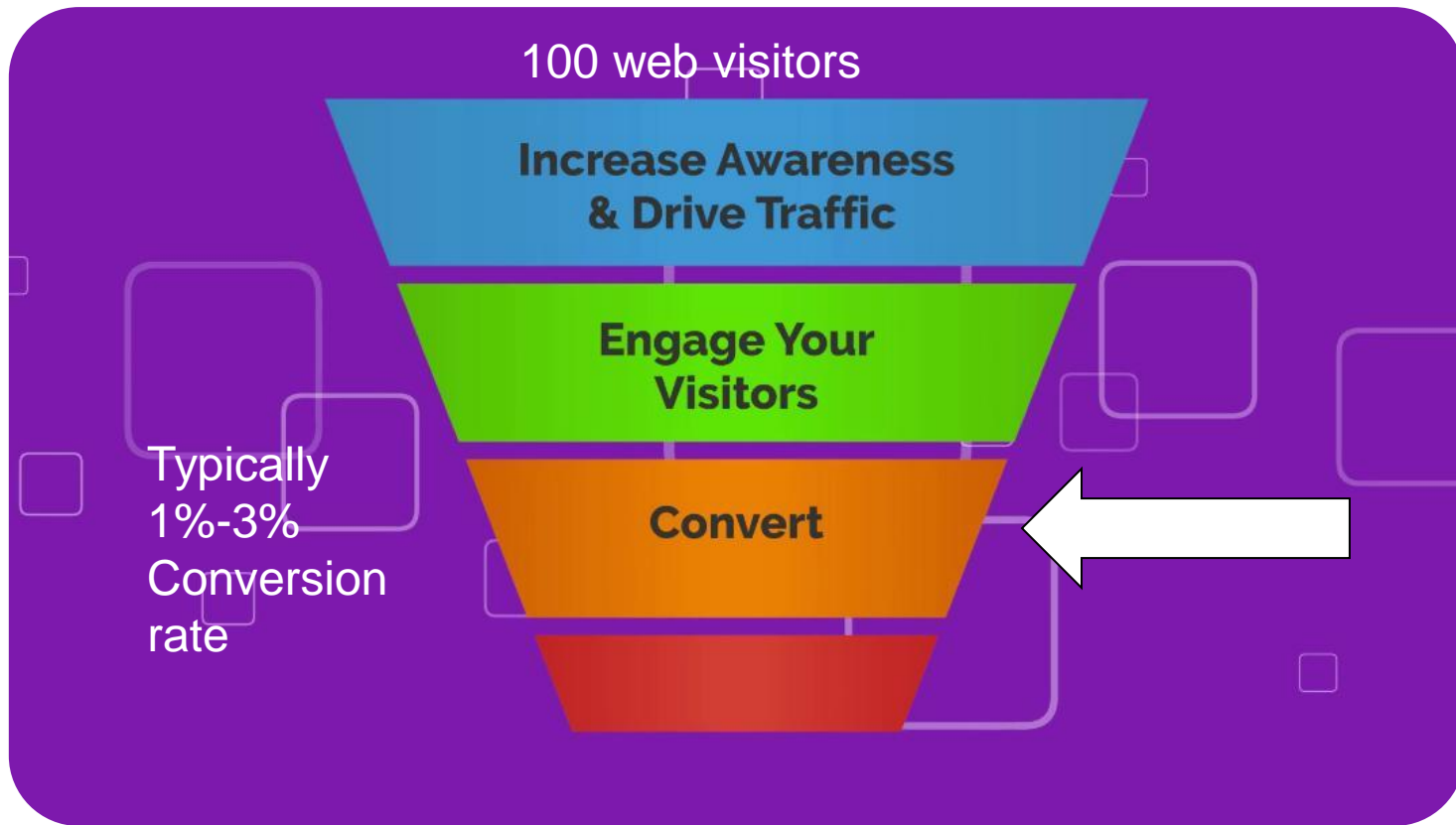


Once people engage and start browsing your site you now have a greater chance of converting them.

You need to employ a range of tactics that will make people think:

- This product service is exactly what I was looking for.
- Other customers say it's great.
- Now would be a great time to buy it.
- I'll enquire and ask a few questions about it or I'll order it now.

A typical conversion rate is 1%-3%



Use the sales funnel as the structure for your Digital Marketing Plan



- Once people buy your product or service you need to focus on building customer loyalty and repeat purchases.
- You should have a database of these customers and you should keep in touch with them through a variety of channels in order to up-sell and cross-sell other products and services.

What We Will Cover

1. Overview of a Digital Marketing Plan framework
2. **Ensure you have a website that has some fundamentals in place**
3. How to drive traffic to the site.
4. How to "Engage" the website visitors
5. How to convert the visitors who engaged
6. Then look at the bottom of the funnel - Focus on cross selling and upselling existing customers
7. Analyse what is working and not working and make changes.

1. Get a website and ensure it has important components



1. Get a quality website that showcases your products and services.

1. Get a website and ensure it has important components



Google Analytics



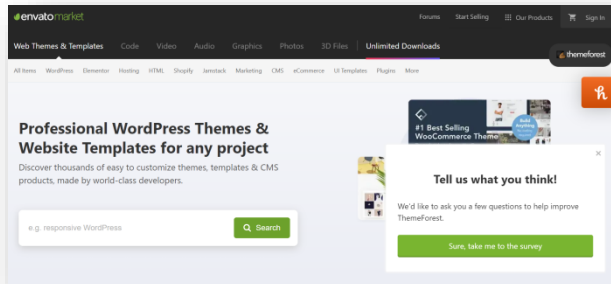
1. Get a quality website that showcases your products and services.
2. Add Google analytics to this website – This will allow you to see what is happening on your website - what is working and not working - and what needs to be improved.
3. Add remarketing code –Facebook remarketing pixel. This will enable you to get back in front of website visitors through retargeting ad campaigns.
4. Add ways to motivate visitors to leave their email address (lead magnets)

There are 3 big options for getting a high quality website



1. Local Web Designer

- Get a custom website designed
- Typical cost ranges from €1,500 - €5,000
- LEO grant available – Trading online voucher



2. Wordpress Theme / Template

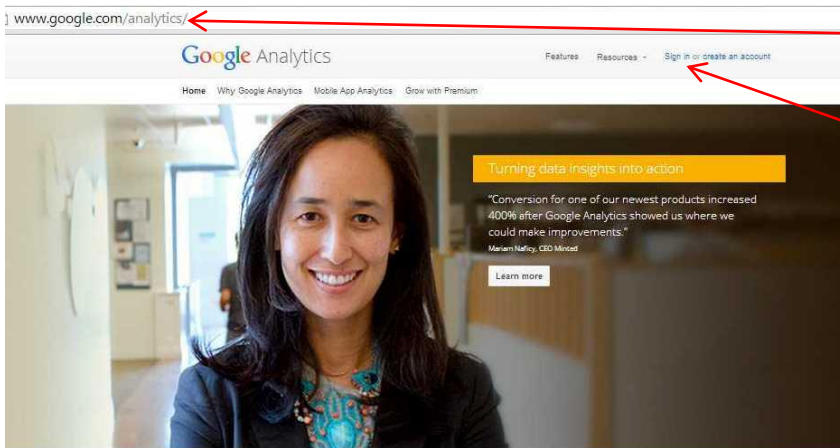
- Find one on a site like Themeforest.net . Usually \$65
- Find a freelance web designer to tailor it – usually €300 . Find one locally or on Fiverr.com



3. Build your own using Site build platforms

- Look at templates on wix.com , weebly.com, squarespace.com Easily tailor these yourself. No web designer. Typical cost is €25 / month
- Look at shopify.com for an ecommerce website. Typical cost is €30 / month

2. It is essential that Google analytics is installed on your site



Install Google Analytics

- Go to google.com/analytics
- **If you have a Google account** click “sign in” top right and sign in. You have a Google account if you have a gmail, YouTube or Google adwords login
- Sign in and then complete the form and get your Google analytics code
- Install the code on your website

Note: You can ask your web designer to do this for you or you can add the code yourself.

What you need to know in 2023

Currently there are 2 versions of Google Analytics



The screenshot shows the Google Analytics 4 announcement page. At the top left is the Google logo, and at the top right is the Analytics logo. Below the logos is a yellow banner with the text "The new Google Analytics". The main heading reads "Google Analytics 4 is replacing Universal Analytics". Below the heading is a paragraph of text: "Google Analytics 4 is our next-generation measurement solution, and is replacing Universal Analytics. On July 1, 2023, Universal Analytics properties will stop processing new hits. If you still rely on Universal Analytics, we recommend that you complete your move to Google Analytics 4."

Google Universal Analytics (UA) is what most people have been using for the past 12 years.

It mainly reports what is happening on your website.

They launched Google analytics 4 which reports what is happening on your website and app (if you have one) and the reports are quite different

GA4 will fully replace Universal Analytics in July 2023

3. You will want to advertise to recent website visitors so install the Facebook Pixel.

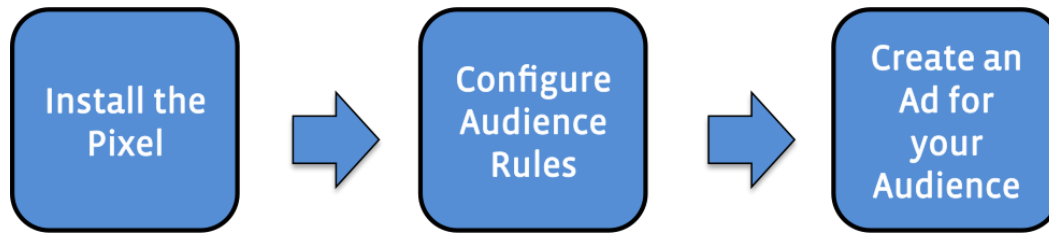


If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

Remarketing using ads on Facebook and Instagram is a powerful way of targeting people who have visited your website recently. These people are interested in your product or service but might not have been at the point of purchase.

By retargeting them you are keeping your brand top of mind and re-prompting them to consider your product or service

How to target your website visitors



How it works:

- 1. You generate a tracking pixel and you (or web designer) adds it to your web pages*
- 2. You configure the audience rules e.g. are you targeting all visitors to the site or just specific pages. Over what time period 30 days, 60 days.*
- 3. After the audience starts building over time, you then create an ad set for your campaign targeting this audience*

4. You will want to email your website visitors so incorporate ways to capture email addresses

mailer **lite**

Email marketing platform



Email campaigns



Surveys



Automations



Landing pages



Pop-ups



A/B testing

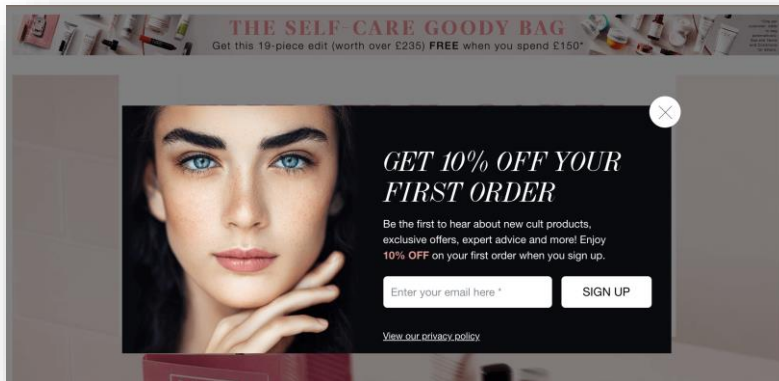
If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

If you can motivate your website visitors to leave their email address you then have the chance to follow up with monthly emails containing helpful content and special offers.

You will need an email marketing tool

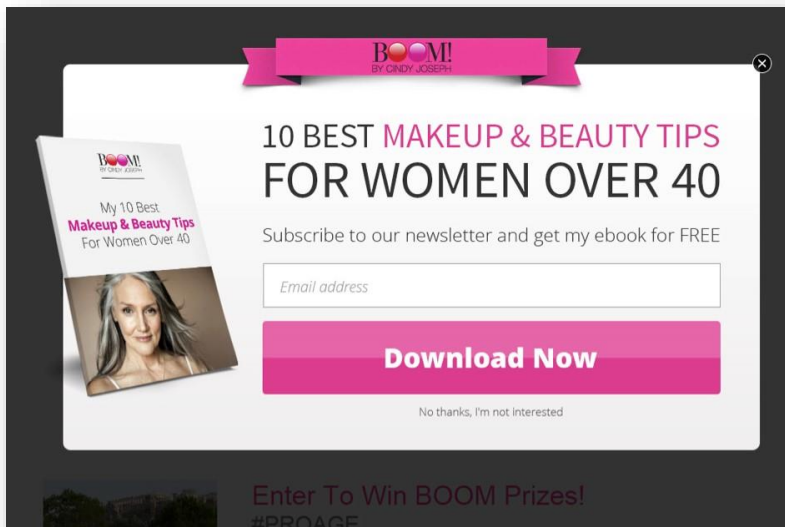
I recommend Mailerlite.com which is free to use if you have less than 1,000 email addresses.

4. You will want to email your website visitors so incorporate ways to capture email addresses



Examples of ways to capture email addresses.

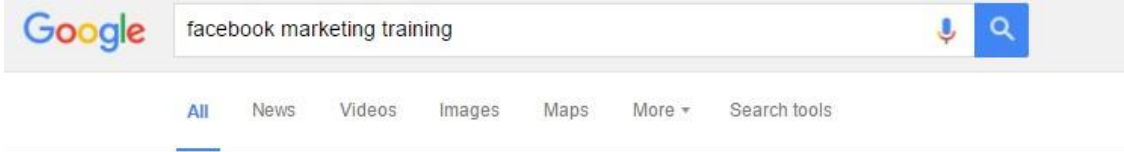
- Offer a discount on the first order
- Sign up for our monthly news and offers
- Download our guide which shows you 20 ways to do x



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What is the difference between organic traffic and paid adverts



About 145,000,000 results (0.43 seconds)

Digital Marketing Course - FitzwilliamInstitute.ie
Ad www.fitzwilliaminstitute.ie/Marketing (01) 283 4579
6 Month Full Time Postgrad Arranged Work Exp, October 2016
Book online - 140 countries
📍 123 St Stephen's Green, Dublin
Request a Brochure Digital Marketing Courses
Apply Now Contact Us

Pay Per Click adverts



Facebook marketing training course - Facebook for business training
www.themarketingcrowd.ie/social-media-marketing-training.html
Our Facebook marketing training course explains how to use Facebook to market your business. Very detailed course notes and tutorial videos. View our video.

Learning Resources for Facebook Marketers | Facebook for Business
<https://www.facebook.com/business/news/education-resources-for-marketers>
Today we're launching new educational resources that provide answers and training to all Facebook marketers, from small businesses to big brands and ...

Facebook Blueprint: Training Modules for advertising on Facebook
<https://www.facebook.com/blueprint>
We've put our best training into more than 50 in-depth online courses, and ... You'll get a specialized skillset to offer clients looking to take their marketing to the ...

Training Courses & Workshops for Small Businesses - Local ...
<https://www.localenterprise.ie/Fingal/Training-Events/Training-for-All-Businesses/>
Marketing & Social Media - Courses and Workshops ... We run Facebook for Business workshops on a regular basis.... Technology Training - Workshops.

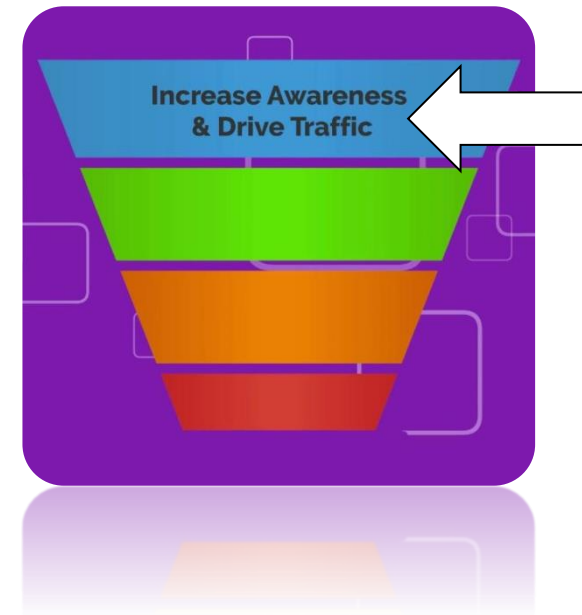
Organic Search Results



1 Get found in Google organic search results

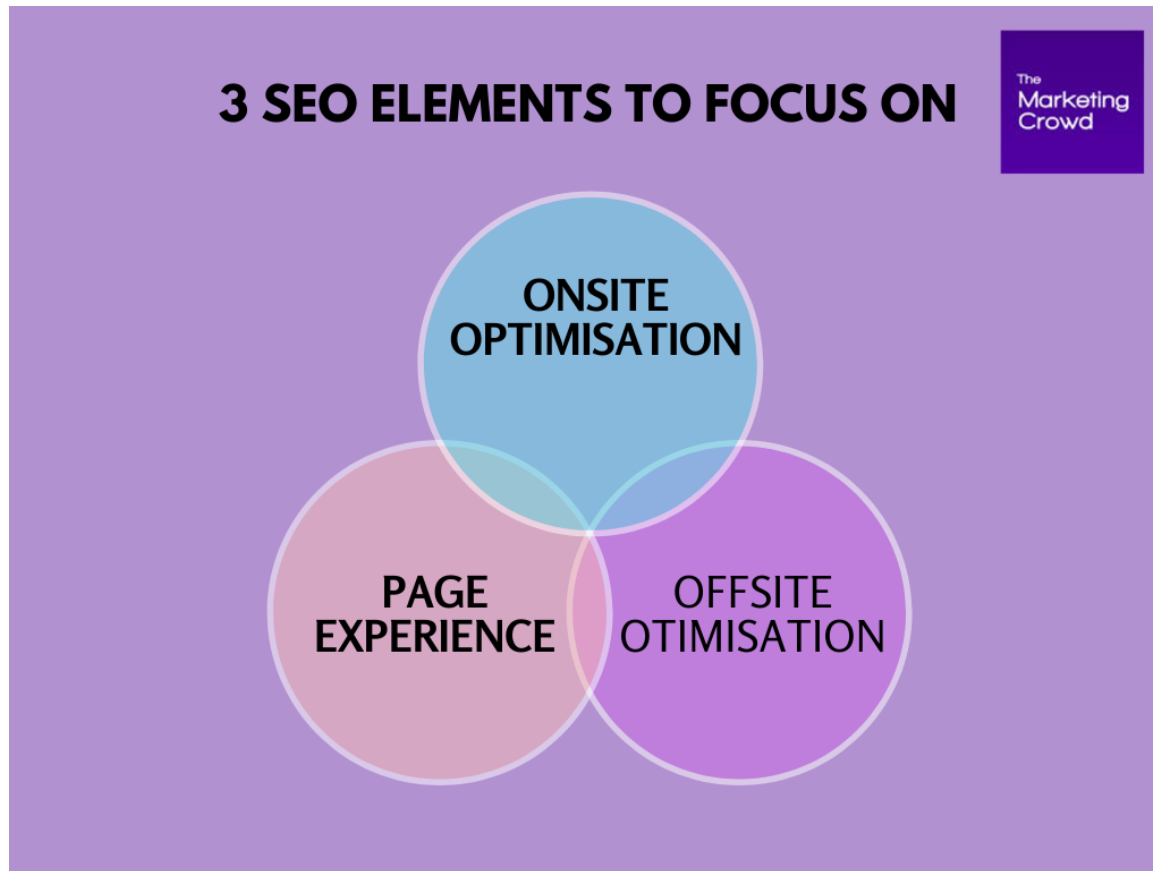
When it comes to driving traffic to your website, getting found high up in Google search results needs to be your top priority. Even though I have included getting found on Google as something you would really focus on after you have setup your site for conversion and engagement, in reality, you should be thinking about SEO BEFORE and not after you build your website.

The essence of SEO is that you have a page for every big topic you want to be found for. Therefore, you will need a dedicated page for all of your main products/services and some other topics that customers might be searching for.



1 Get found in Google organic search results

In order to get found high up in Google's organic/free search results you need to focus on...



Organic SEO – What you need to know for 2023

ON-PAGE SEO: KEYWORD PLACEMENT

H1 --- How to Run Google Ads:
The 10-Step Recipe to Success

H2 --- Why run Google Ads?



H2 --- How to run Google Ads

1. Set up your account
2. Pick your campaign

First 100 words

Image alt text

Image file name

Naturally in body

FOCUS KEYWORD:
how to run google ads

URL

Title tag

https://wordstream.com > how-to-run-google-ads
How to Run Google Ads in 10 Steps
Create a revenue-generating campaign with our easy tutorial on how to run Google Ads—with screenshots and pro tips!

Meta description

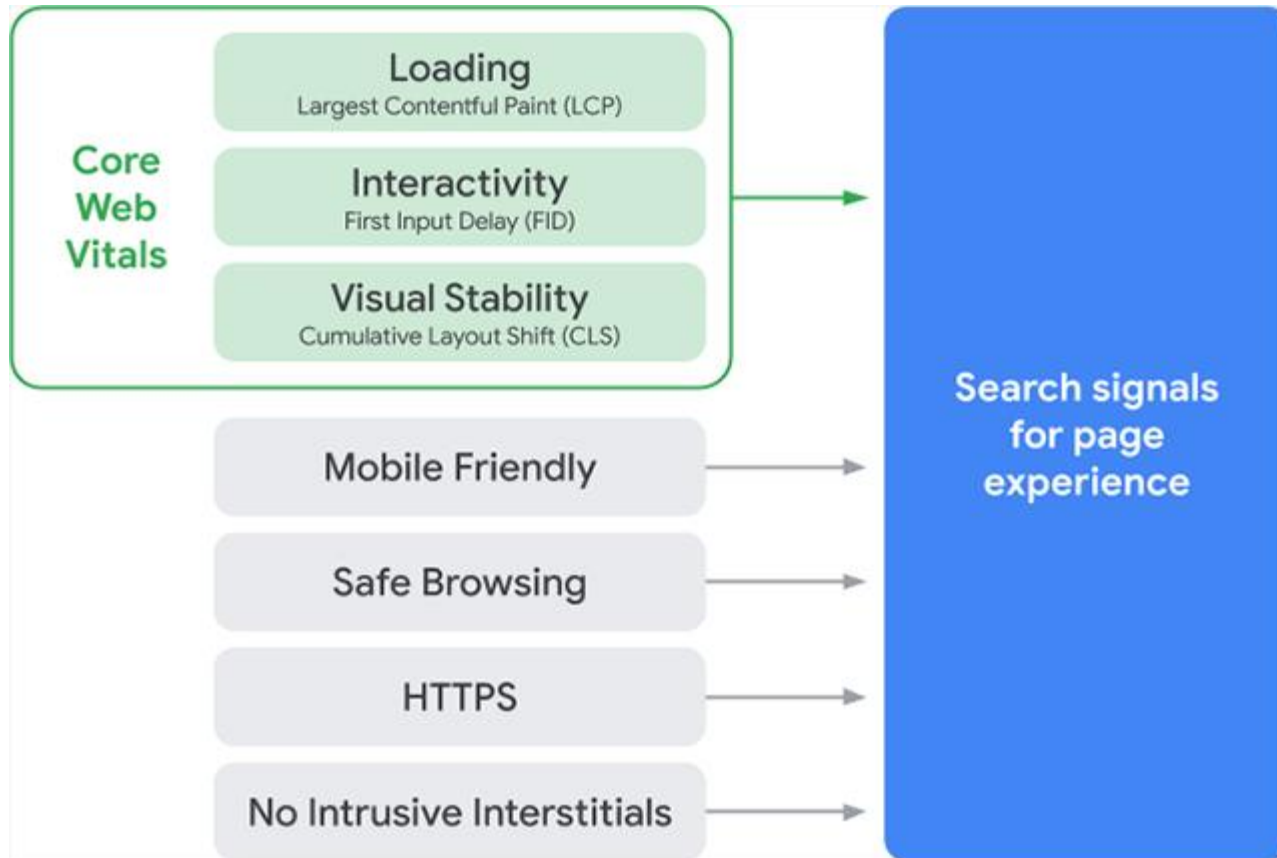
Anchor text

(on other pages)
Learn more in our tutorial on [how to run Google Ads](#).

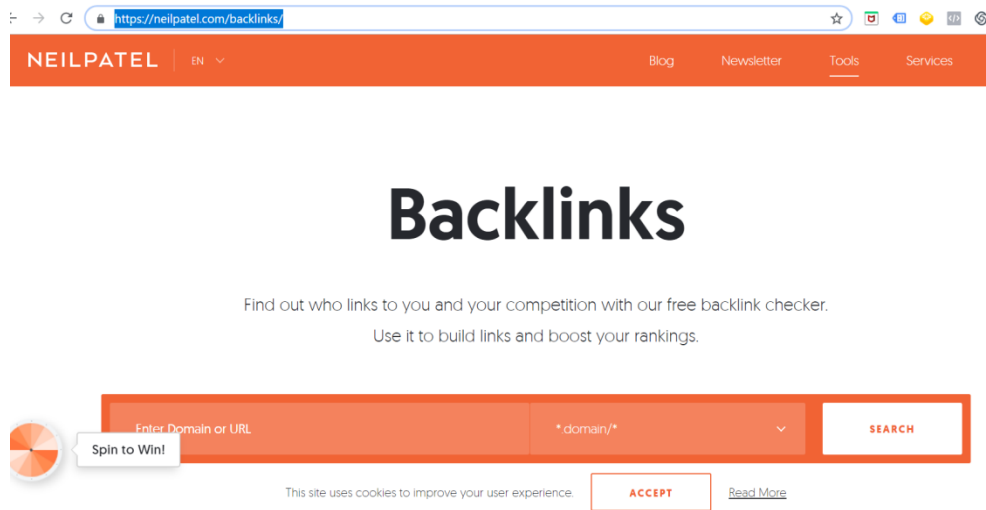


Organic SEO – What you need to know for 2023

Page Experience elements



Action point 1 - Check how much Google currently trusts you using Link Explorer (Domain authority)

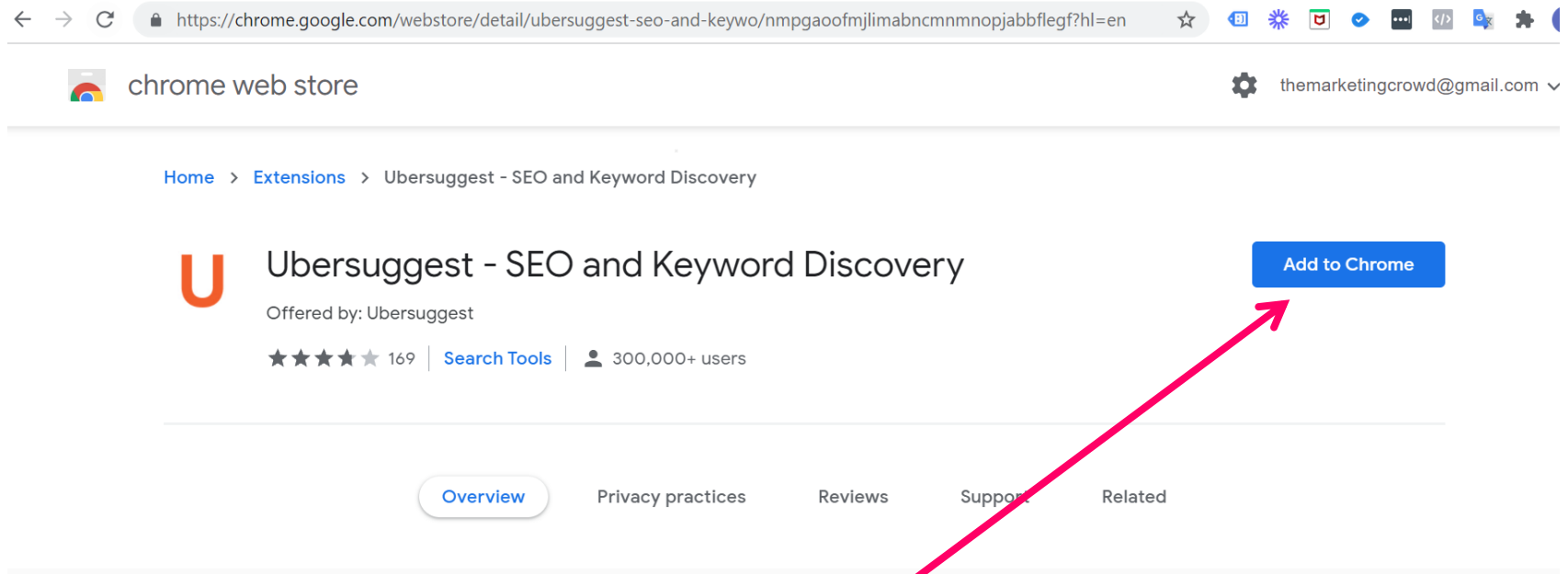


The screenshot shows the Neil Patel Backlinks checker tool. The browser address bar displays <https://neilpatel.com/backlinks/>. The website header includes the Neil Patel logo and navigation links for Blog, Newsletter, Tools, and Services. The main heading is "Backlinks". Below the heading, there is a sub-heading: "Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings." The search interface consists of a text input field with the placeholder "Enter Domain or URL", a dropdown menu with the placeholder "*domain/*", and a "SEARCH" button. A "Spin to Win" wheel icon is visible on the left. At the bottom, there is a cookie consent banner that says "This site uses cookies to improve your user experience." with "ACCEPT" and "Read More" buttons.

How to check Domain Authority for your site

You can check your domain authority on <https://neilpatel.com/backlinks/>

How do you get this free Chrome extension?



chrome web store

Home > Extensions > Ubersuggest - SEO and Keyword Discovery

U Ubersuggest - SEO and Keyword Discovery

Offered by: Ubersuggest

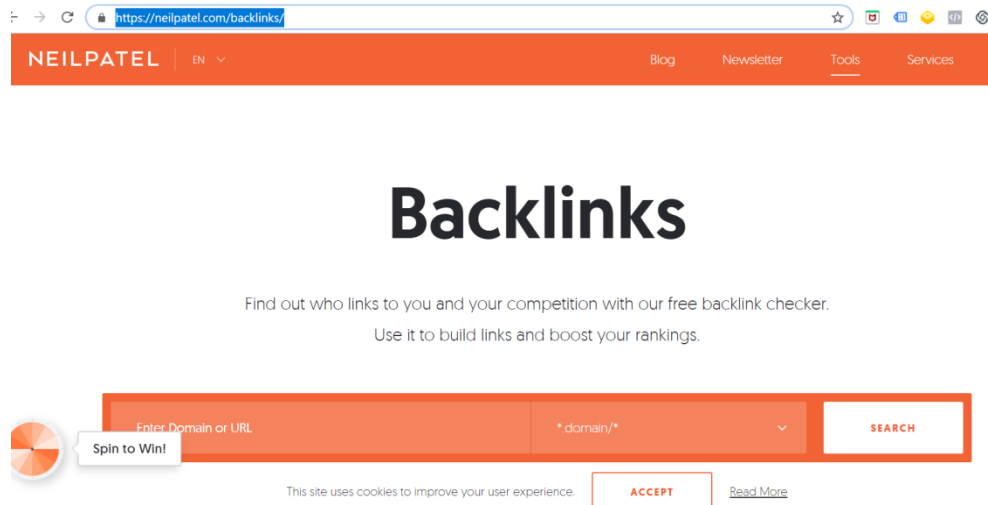
★★★★★ 169 | [Search Tools](#) | 300,000+ users

[Add to Chrome](#)

[Overview](#) | [Privacy practices](#) | [Reviews](#) | [Support](#) | [Related](#)

When using Chrome browser, Google search “Ubersuggest chrome extension”
Click on the first search result in Google
Then click on “add to chrome”

Action point 2 - Look at how many backlinks you have and the quality – using Neil Patel's Backlink Checker tool

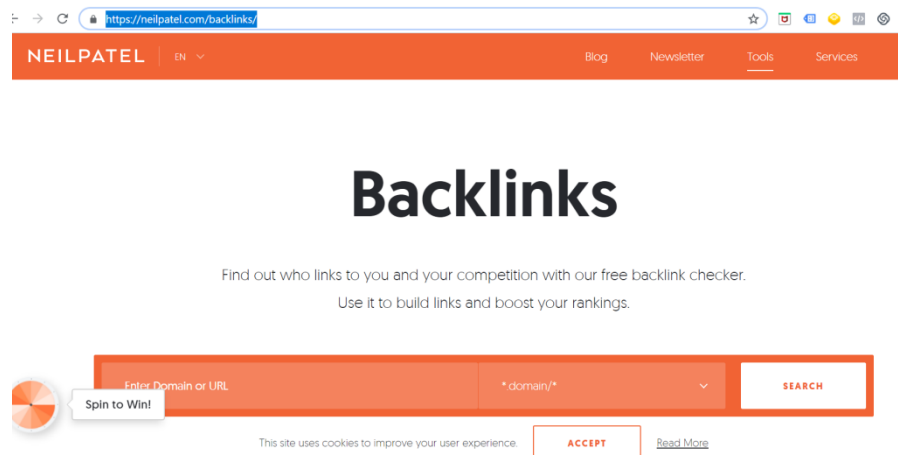


The screenshot shows the Neil Patel Backlink Checker tool interface. At the top, there is a navigation bar with the NEILPATEL logo and links for Blog, Newsletter, Tools, and Services. The main heading is "Backlinks". Below the heading, there is a sub-heading: "Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings." The main form consists of an input field labeled "Enter Domain or URL" with a dropdown menu showing "*domain/*" and a "SEARCH" button. A "Spin to Win" wheel icon is on the left. At the bottom, there is a cookie consent banner with an "ACCEPT" button and a "Read More" link.

You can check your backlinks on <https://neilpatel.com/backlinks/>

Sign in with your Gmail address and you will see all the backlinks – not just the first 10

Action point 3 - Also look at your key competitors and the sites appearing high up on page 1. Look at how many links these sites have and the quality



The screenshot shows the Neil Patel Backlinks checker tool. The browser address bar displays <https://neilpatel.com/backlinks/>. The page header includes the Neil Patel logo and navigation links for Blog, Newsletter, Tools, and Services. The main heading is "Backlinks". Below the heading, the text reads: "Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings." The search interface consists of a text input field with the placeholder "Enter Domain or URL", a dropdown menu with the placeholder "* domain/*", and a "SEARCH" button. A "Spin to Win" wheel icon is visible on the left. At the bottom, there is a cookie consent message: "This site uses cookies to improve your user experience." with "ACCEPT" and "Read More" options.

Look at competitors backlinks

Also look at your key competitors and the sites appearing high up on page 1. Look at how many links these sites have and the quality

Organic SEO – What you need to know for 2023



SEO – What Google is focusing on in 2023.

1. Increased focus on Page experience in 2023
2. Understand Google's position on AI generated content – especially given Chat GPT

Read this article

<https://www.socialmediatoday.com/news/google-says-that-ai-generated-content-is-not-against-its-search-guidelines/642356/>

3. Voice search becoming more prominent – we tend to use more words when using voice search

2. Get found in Google local map results

The screenshot shows a Google search for "estate agents in limerick". The search results page includes a search bar with the query, navigation tabs (All, Maps, Images, News, Shopping, More), and a "Tools" link. Below the search bar, it indicates "About 4,970,000 results (0.56 seconds)" and "Results for Limerick · Choose area". A section titled "Find results on" offers filters for Goldenpages, Facebook, and Yelp. The main content area is titled "Businesses" and features a map of Limerick with several red location pins. Below the map, three business listings are displayed, each with a rating, number of reviews, business type, years in business, address, phone number, and status (Closed). Each listing also includes a "Website" and "Directions" link.

estate agents in limerick

About 4,970,000 results (0.56 seconds)

Results for Limerick · Choose area

Find results on

Goldenpages Best 20 Estate Agents in...
Facebook Michael Roberts Estate Agent...
Yelp Top 10 Best F

Businesses

Rowan Fitzgerald Auctioneers & Estate Agents Limerick
4.9 ★★★★★ (146) · Real estate agency
10+ years in business · Belfield House, Unit 3 Ennis Rd - (061) 279 423
Closed · Opens 9 a.m. Mon
On-site services · Online appointments

Michael Roberts Estate Agents
4.3 ★★★★★ (44) · Real estate agency
7+ years in business · 3 Howley's Quay, Henry St - (061) 400 499
Closed · Opens 8:45 a.m. Mon
"Honest, polite and caring Estate Agent."

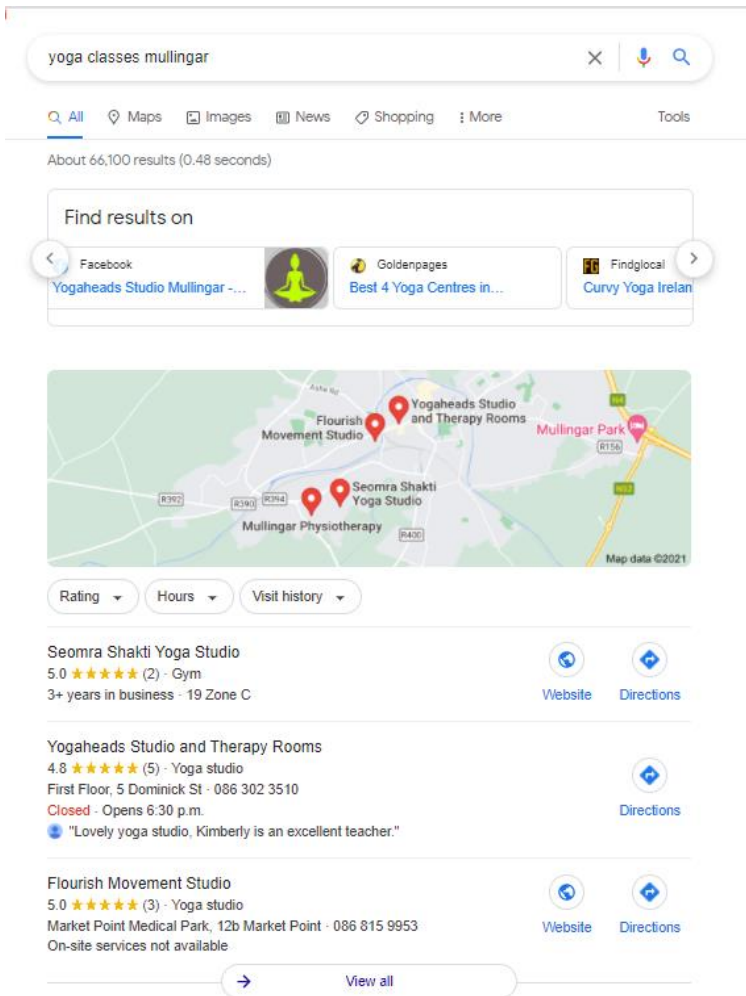
Sherry FitzGerald Limerick
4.4 ★★★★★ (33) · Real estate agent
3+ years in business · 6 Shannon St - (061) 418 000
Closed · Opens 9 a.m. Mon
"Everyone involved was brilliant to work with."

More businesses →



- Create a Google Business Profile
- Add relevant content and images.
- Get reviews for your listing.

What is a Google Business Profile – it gets you found in the 3 map results

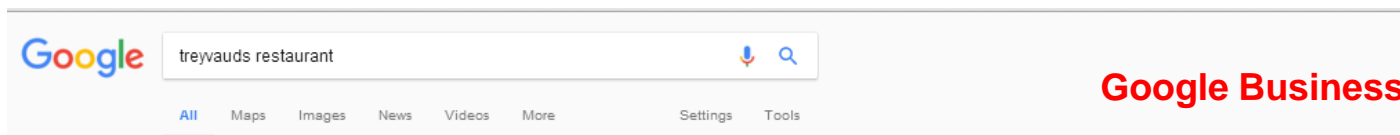


- You can get a free Google Business Profile
- Whenever someone searches using a Geographic term in the search e.g. Restaurants in Cork, Yoga Classes Mullingar, they will place 3 listings in the map results at the top of the page

The only way to appear in these 3 map results is to a Google Business profile

Note: You could have your listing appear in the 3 map results and your web page appear in the 10 organic search results below them

What is a Google business profile – it also appears on the right hand side when people search for your business by name



Google Business Profile

- About 22,500 results (0.65 seconds)
- [Treyvaud's Restaurant](#)
treuvaudsrestaurant.com/v
This site may be hacked.
Treyvaud's is a family run Restaurant located in the heart of Killarney. Specialising in International cuisine, you can sample such mouth watering delights like, ...
Menu · Sunday Lunch · Lunch
- [Treyvaud's, Killarney - Restaurant Reviews, Phone Number & Photos ...](#)
<https://www.tripadvisor.ie> · ... · County Kerry · Killarney · Killarney Restaurants
★★★★★ Rating: 4.5 - 546 reviews
Treyvaud's, Killarney: See 546 unbiased reviews of Treyvaud's, rated 4.5 of 5 on TripAdvisor and ranked #8 of 182 restaurants in Killarney.
- [Dinner Menu - Treyvaud's Restaurant / Killarney County Kerry ...](#)
www.ireland-guide.com/menu/treyvauds-restaurant.5649.4497.html
Dinner Menu for Treyvauds Restaurant in Killarney County Kerry Ireland.
- [Lunch Menu / Treyvauds Restaurant / Killarney County Kerry ...](#)
www.ireland-guide.com/menu/treyvauds-restaurant.5648.4497.html
Lunch Menu for Treyvauds Restaurant in Killarney County Kerry Ireland.
- [Treyvaud's Restaurant Reviews Online | Menupages Community](#)
www.menupages.ie · Kerry · Kerry Central · Killarney
★★★★★ Rating: 4 - 18 reviews - Price range: €€€€
Read reviews of Treyvaud's Restaurant Killarney Kerry from the Menupages Community. Submit your Review today.
- [Treyvaud's | Facebook](#)
<https://www.facebook.com> · Places · Killarney · Restaurant
★★★★★ Rating: 4.3 - 332 votes
Treyvaud's, Killarney, Ireland. 15644 likes · 108 talking ... Been to many top restaurants all over the world and this is one of the best. Beautiful food, prepared and ...
- [Treyvauds - 12 Photos & 14 Reviews - French - 62 High St, Killarney ...](#)
<https://www.yelp.ie> · Restaurants · French
★★★★★ Rating: 4.4 - 14 reviews - Price range: €€€-€€€

Treyvaud's Restaurant


4.2 ★★★★★ 20 Google reviews
Restaurant


Smart, family-run restaurant with a Modern Irish and international menu, plus regular event nights.
Address: 62 High Street, Killarney, Co. Kerry
Hours: Open today · 12–11:30p.m.
Phone: (064) 663 3062

Suggest an edit

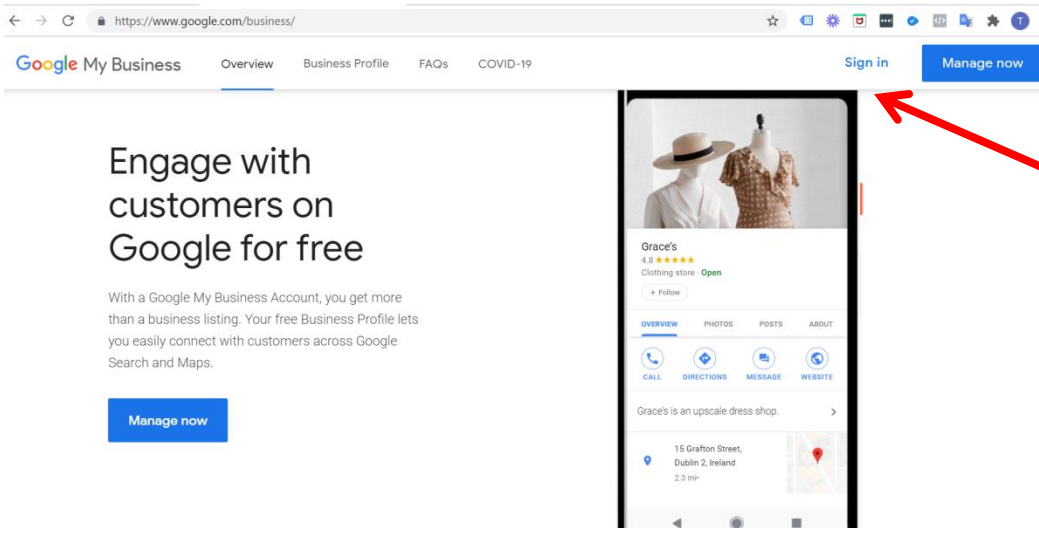
Reviews from the web

MenuPages.ie	Facebook
4/5	4.3/5
18 reviews	332 votes

Popular times  Sundays ↕

Now: Usually not too busy 

Getting started



Go to Google.com/business

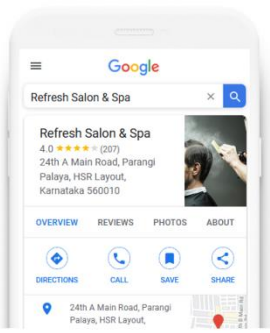
Click sign in on the top right and login with your Gmail account logins

If you have a listing setup using that account it will take you to it.

If not it will ask you to search for your business

If you business doesn't have a listing it will ask you to create one

Google My Business



Find and manage your business

Q Type your business name

Can't find your business?

[Add your business to Google](#)



What you need to know in 2023

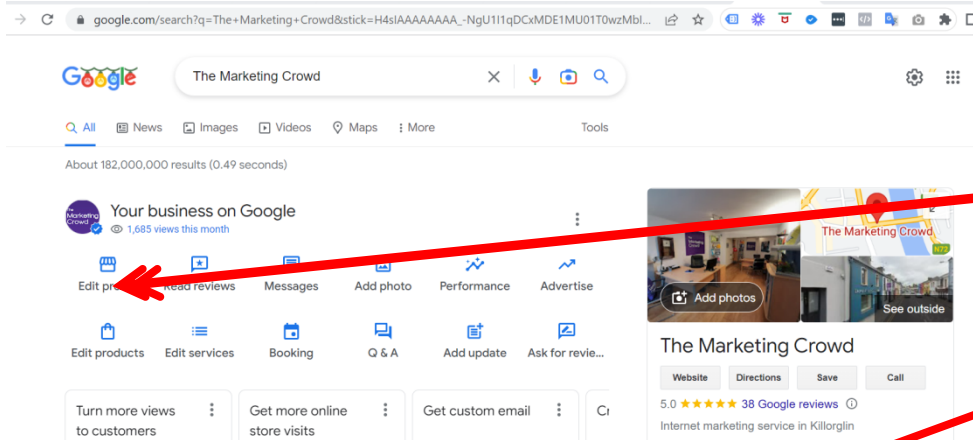
You now have to update your profile in the Search results

The screenshot shows a Google search for "The Marketing Crowd". The search results page displays the business profile for "The Marketing Crowd" in Killorglin, Ireland. The profile includes a 5.0 star rating from 38 Google reviews and a "Your business on Google" section with 1,685 views this month. A red box highlights the management tools available to the user, including "Edit profile", "Read reviews", "Messages", "Add photo", "Performance", "Advertise", "Edit products", "Edit services", "Booking", "Q & A", "Add update", and "Ask for review...". The profile also features a "See outside" button and a "Add photos" button.

Do a search for your business name in Google

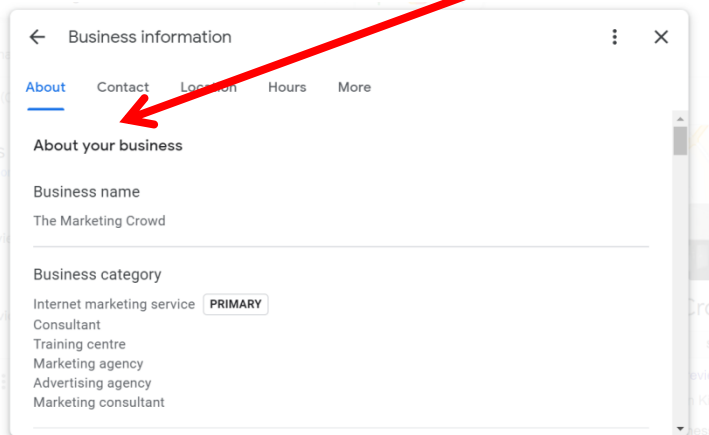
- If you are logged in with the gmail address that you used to created you GMB listing, you will see a big edit profile button
- Click edit profile – this allows you to edit your details
- Click “promote” – this allows you to check your stats, ask for reviews, add offers etc
- Click “customers” – this allows you to reply to reviews, answer message or questions

How to optimise your Google business profile

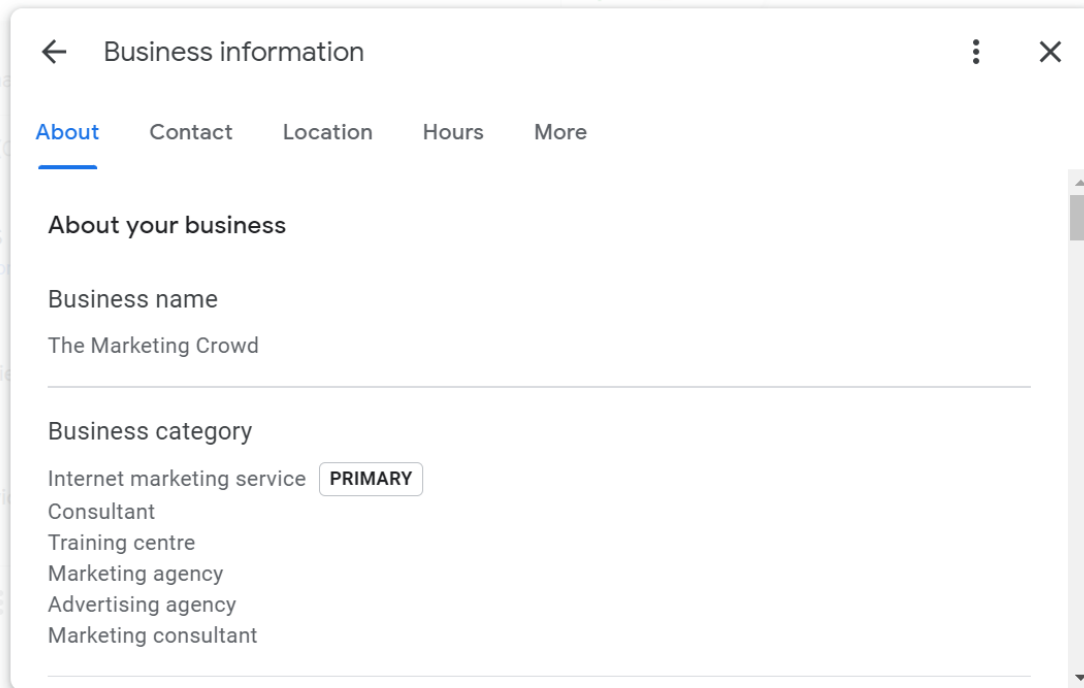


Click on Edit profile"

You can then edit the key sections of your profile.



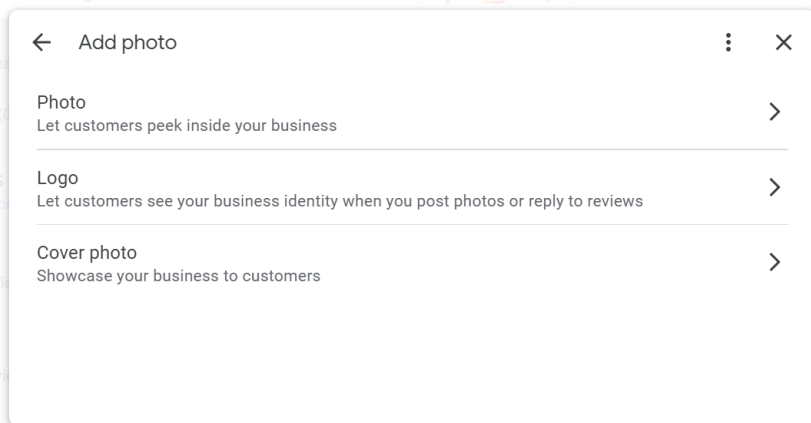
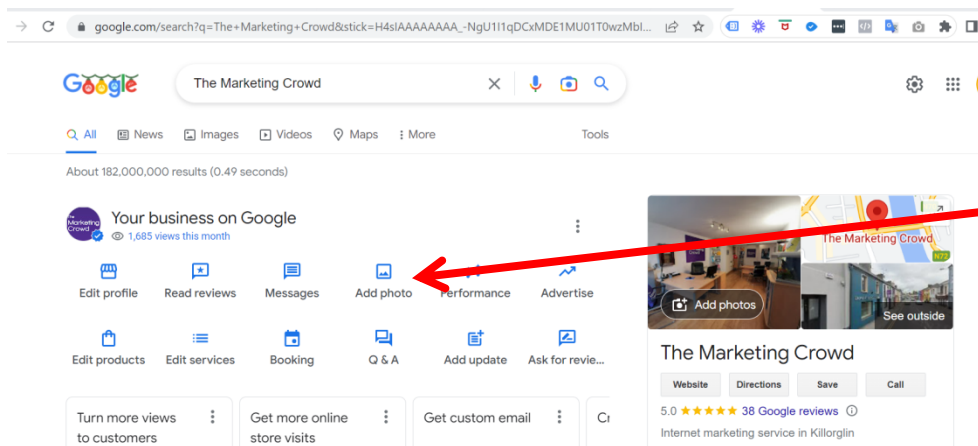
How to optimise your Google business profile



Then work your way through each section and ensure you complete each section

- Add 4-5 categories and not just one
- Add a geographic Service area – this is crucial in getting you found in those locations
- Add opening hours, products, services, company overview etc.

How to optimise your Google business profile



Add images to your listing

To add images click "Add photo"

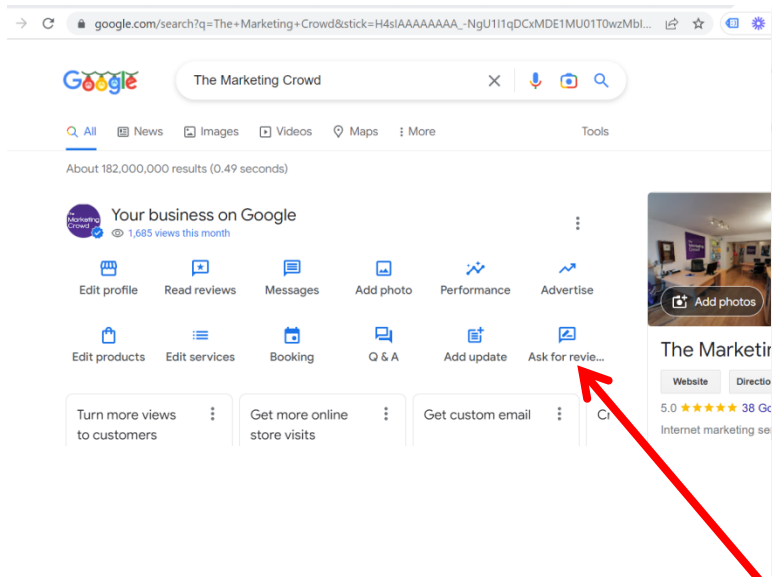
Ensure you upload your "identity" photos.

Cover Photo

Your cover photo is displayed on your [Google+ page](#) and should be something that showcases your business's personality and helps potential customers identify you. The best dimensions for your cover photo are 2120 x 1192 pixels.

Add photos to all sections – exterior, interior, staff etc.

How to optimise your Google business profile



Get more reviews

Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps

Email WhatsApp Facebook

Review link

https://g.page/r/CWeG5_74Go7FEBM/review

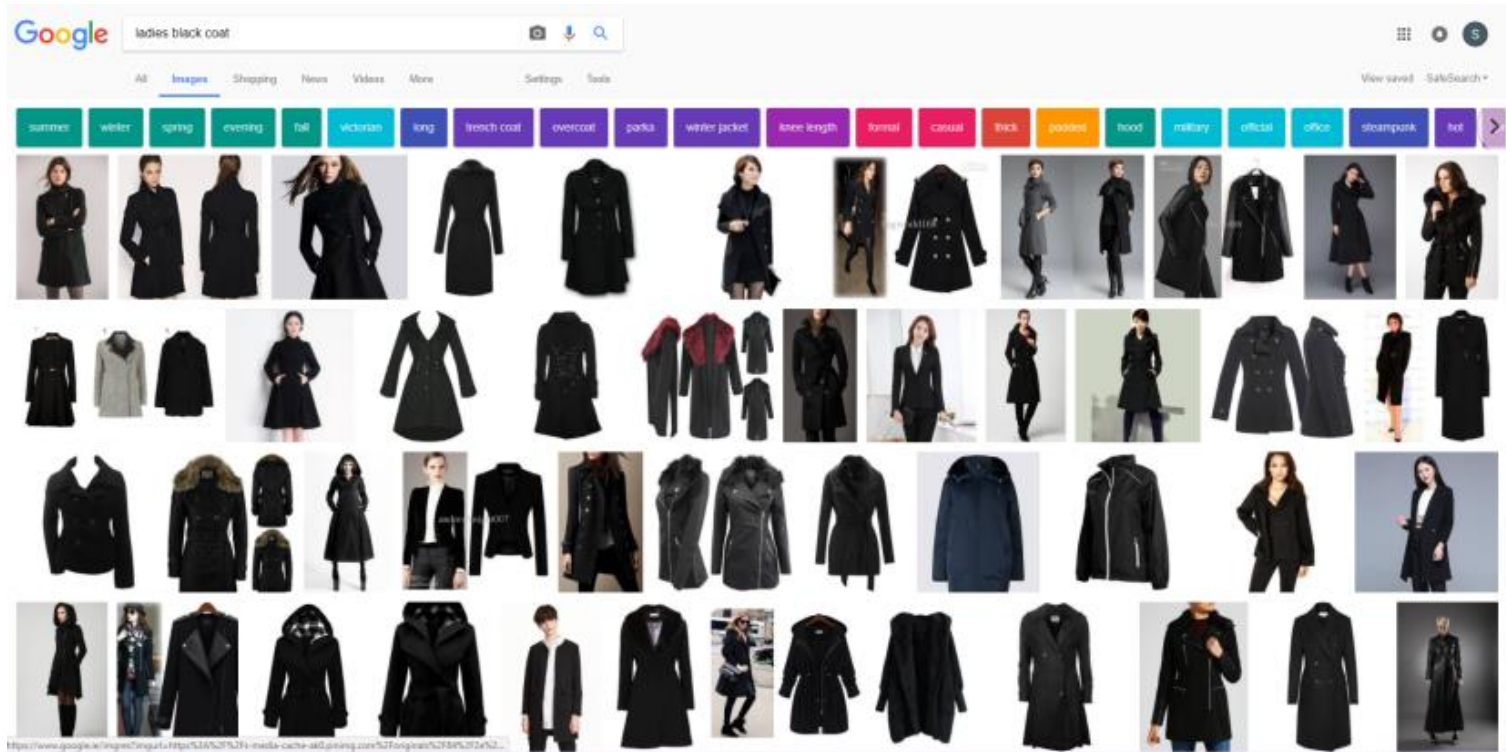
[Learn more](#) about best practices for asking for reviews, and what to do about negative reviews

Try to get reviews for your Google listing

If you are in a very competitive market for local searches E.g. Hotels, restaurants, plumbers, Google will place the Listings with the most / best reviews highest in the search results.

To get more reviews, when you are in your listing click on "Ask for review". It will give you a link that you can then email customers. When they click it will take them directly to the reviews section of your listing

3. Get Found in Google Image results



- Ensure your images are renamed for the search terms you are targeting.
- Ensure your images are tagged. (Title / Description / Alt tag)
- Ensure there is relevant text and meta titles in the pages.

How to appear high up in Google image search



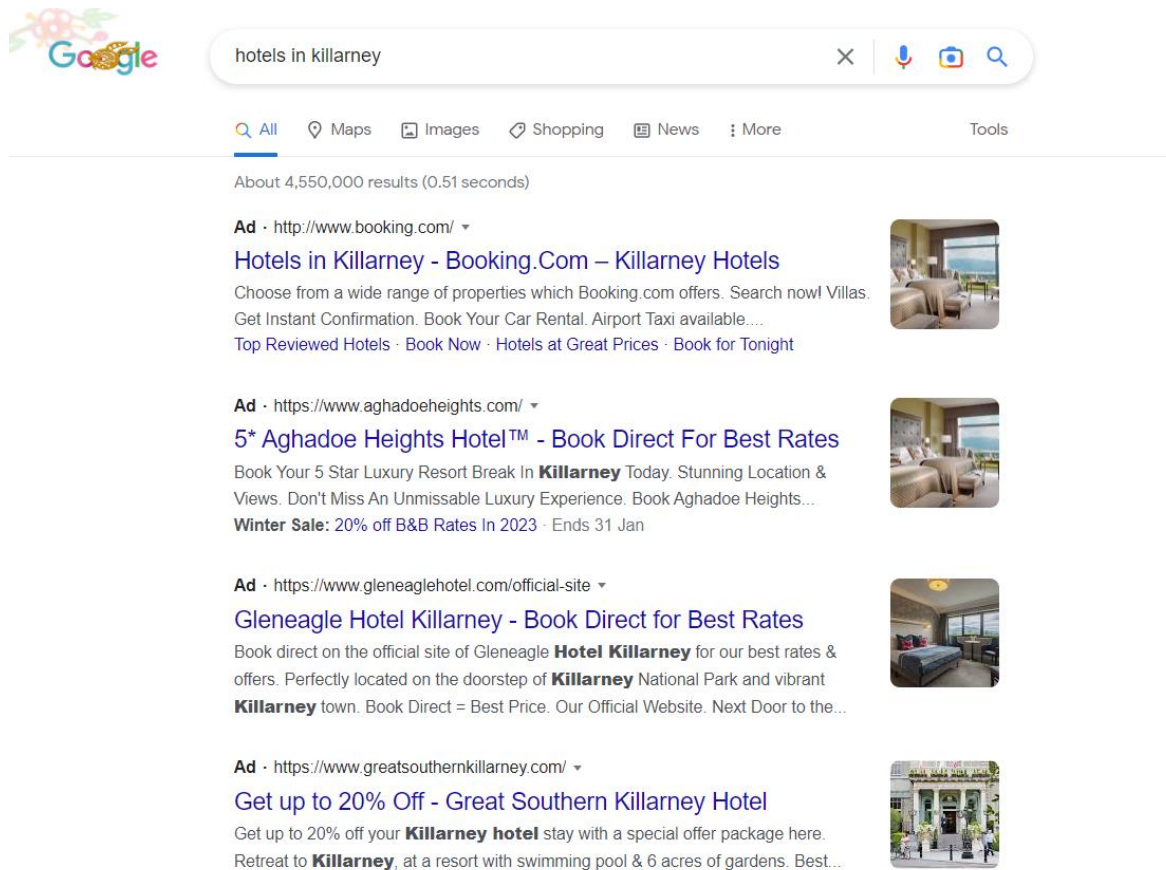
The Main ranking factors for image results are ...

F. Traditional web ranking factors on the existing URL.

If the page ranks high up e.g. in the top five or six or seven for e.g. the key search terms the chances are good that images from that page would also rank in the first few images results. The reverse isn't always true

G. Image engagement and popularity. |Studies have shown that if you do a search on Google Images and you click the 12th image down and a lot of people start doing that, Google will move it up, just like in the web results, but sometimes even more so with images.

4. Consider running a Google ad campaign targeting important search terms



The screenshot shows a Google search for "hotels in killarney". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, there are navigation links for "All", "Maps", "Images", "Shopping", "News", and "More". The search results are displayed below, showing four ads. Each ad includes a URL, a headline, a short description, and a small image of a hotel room or building.

Google

hotels in killarney

All Maps Images Shopping News More Tools

About 4,550,000 results (0.51 seconds)

Ad · <http://www.booking.com/> ▾
Hotels in Killarney - Booking.Com – Killarney Hotels
Choose from a wide range of properties which Booking.com offers. Search now! Villas. Get Instant Confirmation. Book Your Car Rental. Airport Taxi available...
Top Reviewed Hotels · Book Now · Hotels at Great Prices · Book for Tonight

Ad · <https://www.aghadoeheights.com/> ▾
5* Aghadoe Heights Hotel™ - Book Direct For Best Rates
Book Your 5 Star Luxury Resort Break In **Killarney** Today. Stunning Location & Views. Don't Miss An Unmissable Luxury Experience. Book Aghadoe Heights...
Winter Sale: 20% off B&B Rates In 2023 · Ends 31 Jan

Ad · <https://www.gleneaglehotel.com/official-site> ▾
Gleneagle Hotel Killarney - Book Direct for Best Rates
Book direct on the official site of Gleneagle **Hotel Killarney** for our best rates & offers. Perfectly located on the doorstep of **Killarney** National Park and vibrant **Killarney** town. Book Direct = Best Price. Our Official Website. Next Door to the...

Ad · <https://www.greatsouthernkillarney.com/> ▾
Get up to 20% Off - Great Southern Killarney Hotel
Get up to 20% off your **Killarney hotel** stay with a special offer package here. Retreat to **Killarney**, at a resort with swimming pool & 6 acres of gardens. Best...

If you are struggling to get found for free in Google search results you could run an ad campaign in Google search and then you will appear at the top of page 1.

- Identify the most important search terms you want to be found for and if you are not appearing organically on page 1 for them consider running an ad campaign in Google search results.
- Set a budget and calculate what the maximum cost per click is that you should be bidding.

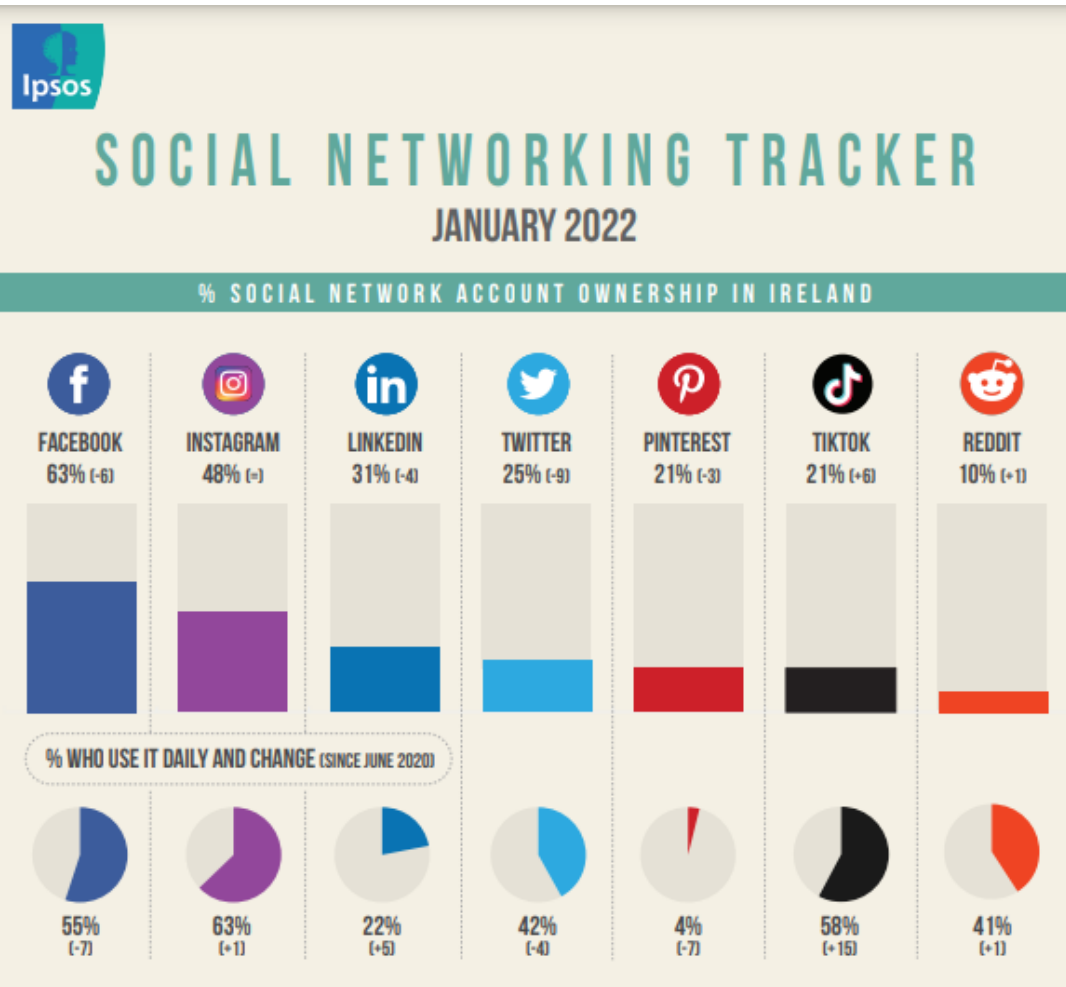
5. Become active on the best social networks for your business

Once you have focused on getting found in search results you should turn your attention to social media. The main marketing objective in social media is to increase awareness of your business, grow your following and then send out posts that both engages your audience and drives them to your website, back into your sales environment.

- Decide which of the social networks you will focus on based on whether you are targeting consumers or businesses.
- Grow your followers.
- Post content that engages your audiences and also promotes your products or services.
- Where possible, drive people to your website from your social media posts.



Social Media Platform Usage in Ireland



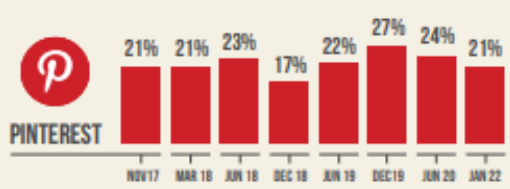
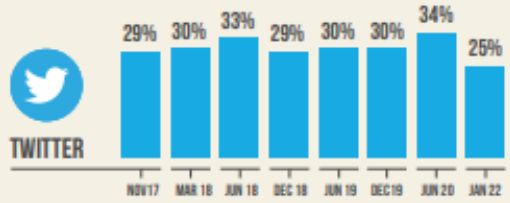
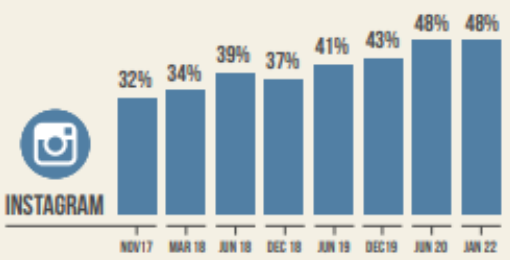
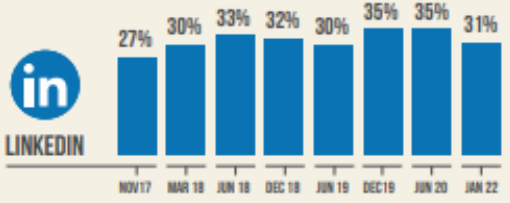
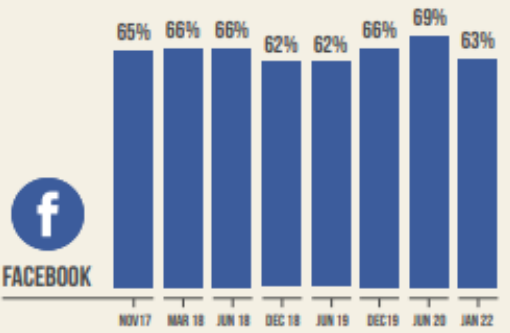
This is the most recent tracker for Social media usage in Ireland

Facebook and Instagram are the most used social networks.

TikTok usage is growing in Ireland.

Social Media Platform Usage in Ireland

TREND DATA : NOV 17 - JAN 22



Twitter usage in decline

Facebook Marketing (Organic) – What you need to know for 2023



Facebook is becoming less useful than it was as a free marketing tool

- Organic reach for posts is down to 5%-10%
- 30% of the feed will contain “suggested posts” in 2023. Therefore, even less room for business page posts
- Facebook Reels have not seen a big increase in Reach like Instagram

What to focus on in 2023?

- Videos still tend to reach more followers.
- Test sending videos and also reels – most pages find better reach with videos
- Try Going Live in 2023 – pages are experiencing better reach and engagement.

Instagram – What you need to know for 2023



Instagram is the main social network for most businesses – particularly those targeting consumers

- Reels are still the main way to reach more people for free on Instagram – some accounts getting reach of 40 – 80%
- Organic reach for posts is down to 16-18%
- A significant % of the feed will contain “suggested posts” in 2023. Therefore, even less room for business posts so expect reach to go down further for posts.

What to focus on in 2023?

- Try to get your Facebook followers to also follow you on Instagram – they will see more of your content.
- Focus on Reels
- Test whether Carousels and collaborator posts get you more reach when posting images
- Try Going Live in 2023 – accounts are experiencing better reach and engagement.

TikTok – What you need to know for 2023



TikTok is the fastest growing social network and more businesses are considering it for marketing.

- The way TikTok works, you could get into the feeds of thousands of people who are not following you but have an interest in your topic.
- It is a video social network so you would need to create a lot of Videos (like Reels)
- Lends itself more to targeting consumers rather than B2B

What to focus on in 2023?

- Consider TikTok as a marketing platform – particularly if you are already making Reels.
- Find businesses like yours on TikTok and monitor how they are doing. Are they getting engagement on their videos? Are you happy to make the type of videos that tend to work in your sector?

LinkedIn – What you need to know for 2023



Engagement on LinkedIn continues to increase and it is the major social network for B2B marketing

- As more people have become active on LinkedIn, reach has declined for most people.
- LinkedIn has recently introduced lots of features to help create more interesting posts e.g. Design templates, video captions, links in images to your website

What to focus on in 2023?

- Providing useful interesting content that adds value
- Try posting more videos – they tend to get more reach and engagement

Twitter – What you need to know for 2023



Twitter is going through a period of change after the recent takeover and for the past 4-5 years has been less useful for marketing

- For the past 3-4 years Reach and engagement have been much lower on Twitter than Facebook.

What to focus on in 2023?

- If you see a lot of your competitors and your audience active on Twitter, do focus on Twitter but if not, focus your efforts on other networks
- Twitter lists are still a brilliant tool that I think are invaluable for your marketing

6. Target potential customers using Facebook & Instagram Ads

11. Decide how best you can target your audiences through Facebook and Instagram ads

Using social media as a free marketing tool is only part of the potential. You can also use ads on Facebook and Instagram to get in front of your customers in highly targeted ways.

- Specify who your audience is in terms of location, demographics and interests. Set up saved audiences.
- Develop custom audiences based on website usage.
- Develop look-a-like audiences.

12. Test running some Facebook/Instagram ad campaigns

- Run a campaign targeting your main audiences.
- Focus on warm audiences first and then move to cold audiences.
- Monitor the CPC of each audience to figure out which ones are the most effective.
- Also try split testing different creative messages and images.



7. Run Campaigns that “retarget” your website visitors

When people visit your website, on average only 1-3% of them will enquire or purchase. The remaining 97% of people were interested in what you offer but were not at the point of enquiry or purchase. It's a very good idea to try and get back in front of them with an ad and this can be done through a retargeting campaign.

- Develop a campaign offer that you will use when targeting previous website visitors.
- Then run a Facebook/Instagram retargeting campaign.



Facebook & Instagram Ads – What you need to know for 2023

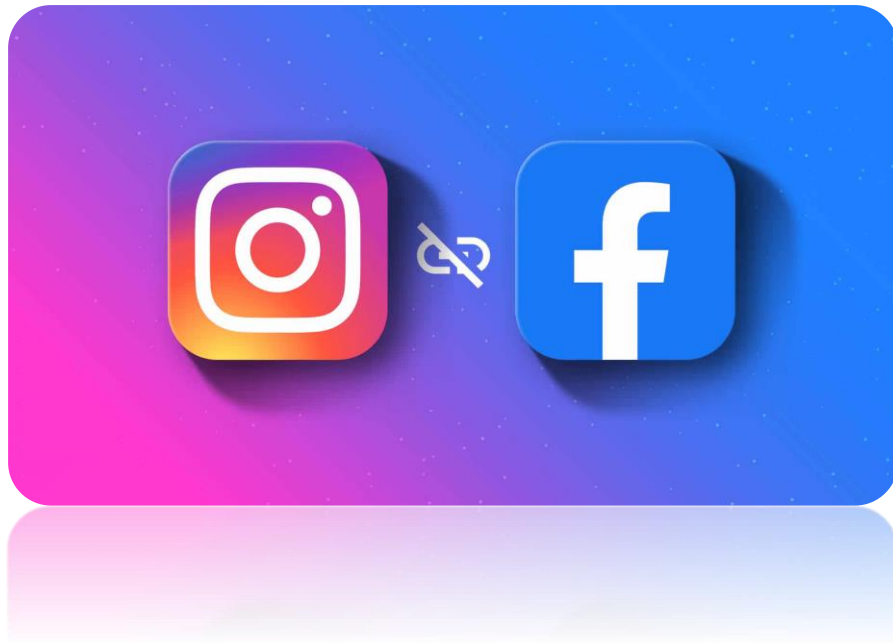


Ads are still an excellent way to reach people on FB / IG who might be interested in your product

Facebook is now driving people to a more simplified Ads centre tool rather than the Ads tool. It is better to use the Ads tool.

- Since the iOS 14 privacy update, 96% of people who visit your site using iPhones and iPads aren't trackable so it has impacted retargeting audiences.
- It has also impacted reporting.
- As more people are running ads, you are typically reaching less people for your money than previously

Facebook & Instagram Ads – What you need to know for 2023



What to focus on in 2023?

- When you want to promote a product or service, target your Social media followers and website visitors (warm audiences)
- Test different audiences to see what works for your product or service – setup a campaign with adsets
- Setup conversion tracking to see how many sales your campaigns generate

8. Send out email marketing campaigns to potential customers

When your website visitors sign up for your newsletter or if they download a guide or ebook on your site you should then follow-up with email campaigns to try and engage and convert them.

- Run an email marketing campaign targeting people who left their email address on your website. Sign up for mailerlite.com to run email campaigns for free (if you have less than 1,000 email addresses)



Not yet using an email marketing tool?

I recommend you try Mailer Lite www.mailerlite.com

Email marketing examples



Establishing good daily habits is more important than ever. Thanks to our team of scientists and nutritional experts, getting a clean, high-quality multivitamin is easy.

- ✔ Free shipping—always
- ✔ Easy cancellation—anytime
- ✔ Don't love it? It's on us.



Get 50% off

your first month of any Ritual product*
by entering this code at checkout:

SMLS-DVS

Start Now

Ritual

3076 Eastburn Drive, Culver City, CA 90232

Update Profile • Unsubscribe

*This offer expires on 01/31/2019 at 11:59PM PST and cannot be combined with other offers, discounts, or rewards on your purchase.

PEEL Products Why Peel? Our Story

IT'S OUR MYSTERY SUMMER SALE

Because we love to keep you on your toes!

Your secret offer awaits!

REVEAL YOUR DEAL

What We Will Cover

1. Overview of a Digital Marketing Plan framework
2. Ensure you have a website that has some fundamentals in place
3. How to drive traffic to the site.
4. **How to “Engage” the website visitors**
5. How to convert the visitors who engaged
6. Then look at the bottom of the funnel - Focus on cross selling and upselling existing customers
7. Analyse what is working and not working and make changes.

In reality – the sequence should be different to the funnel

Once you have a website It's tempting to start at the top of the funnel and focus on driving traffic to your website.

However, if you do, you could be spending lots of time and money driving traffic into a website that is not geared up to convert the traffic into enquiries and sales.

You could be spending lots of time driving traffic into a leaky bucket.

So, in this course I have followed the steps of the funnel but you should work on engagement and conversion stage of the funnel first. Then when you invest time in social media or search marketing the traffic has a greater chance of converting.



Setup your website to engage visitors – Checklist of tactics for your website

Once you have added features and tactics that will convert visitors, you should now move back up the funnel and add features and tactics that will engage the people who land on your website. You want to ensure that as many visitors as possible find your site interesting enough to start browsing around it.

- Ensure you have an SSL cert.
- Ensure the page loads quickly.
- Have image links and text links
- Explain what makes you different – have a 'why choose us' page.
- Bullet point key features/benefits of your products/services.
- Write your copy in a friendly and engaging way.
- Highlight any media coverage you have received.
- Write blog posts about topics that visitors would be interested in and highlight these blog posts on key pages to engage and build trust.
- Create some helpful “how to” videos and embed on key landing pages.
- Create a Company promo video and embed it on key pages.



Ensure you have an SSL cert so visitors don't see "Not secure"



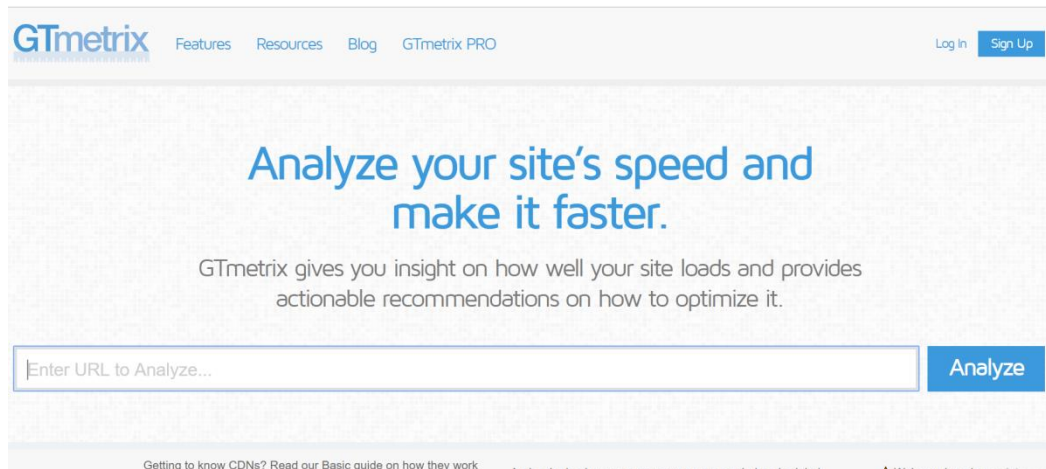
You don't want to scare off visitors with a signal that your website is NOT SECURE

When a website has an SSL cert, any data that is inputted gets encrypted. You can tell of a site has an SSL cert if it's web address starts with HTTPS.

For websites that have a HTTPS protocol, the search bar in the browser display a lock symbol, and on Google Chrome, the word "secure". However, if it isn't on HTTPS, you won't see the symbol. It will say "Not secure"

**Not got HTTPS in your address?
Ask your web designer or hosting company to add
and SSL cert for you.**

Ensure the page loads quickly



The screenshot shows the GTmetrix website homepage. At the top left is the GTmetrix logo, followed by navigation links for Features, Resources, Blog, and GTmetrix PRO. On the top right, there are links for Log In and Sign Up. The main heading reads "Analyze your site's speed and make it faster." Below this, a sub-headline states "GTmetrix gives you insight on how well your site loads and provides actionable recommendations on how to optimize it." A search bar with the placeholder text "Enter URL to Analyze..." is positioned above a blue "Analyze" button. At the bottom left, there is a small link: "Getting to know CDNs? Read our Basic guide on how they work".

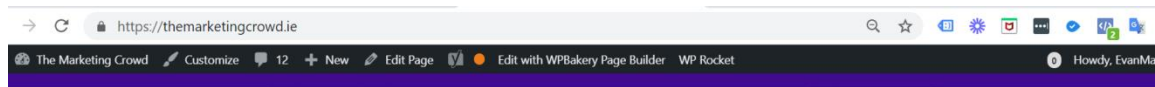
You do not want people to abandon visiting your site because it's slow.

Facebook conducted a study of posts that linked to website and found that 40% of people abandon if it takes more than 4 seconds for the page to open.

You can easily evaluate and improve your site's loading speed using a tool like GT Metrix.com

<https://gtmetrix.com/>

Have image links and text links on your main pages



Our online Digital Marketing School is designed to help Irish businesses increase their sales

You'll get a digital marketing plan and you will be shown how to implement it with immediate access to seven of our latest digital marketing courses (on demand video lessons) and you can also attend a [Live online Digital Marketing Course each month](#) with Evan using Zoom. This is ideal if you want to learn how to grow your sales through website & social media marketing.



You can get "remote" 1-1 training from the comfort of your home.

Watch the video to see how it works

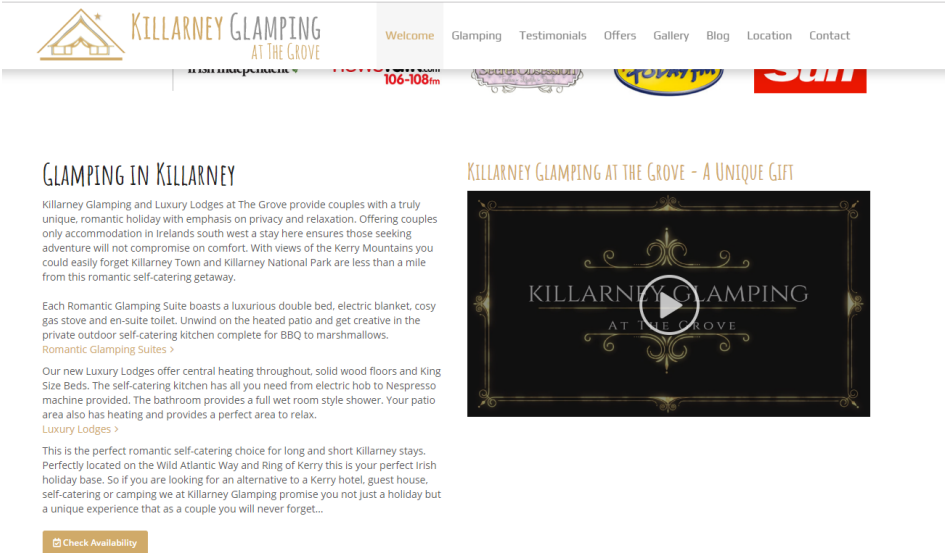


[View the 1-1 training options](#)

Your goal is to get people browsing

Adding text links and image links will prompt and tempt people to click through to the main pages of the site

Have a video on key landing pages – it increases engagement



Increased website engagement:

Video generates a 400% - 700% increase in website visitor engagement and response rates compared to static text & graphics. (Source: Google / Double click)

Focus on the key benefits that customers are looking for



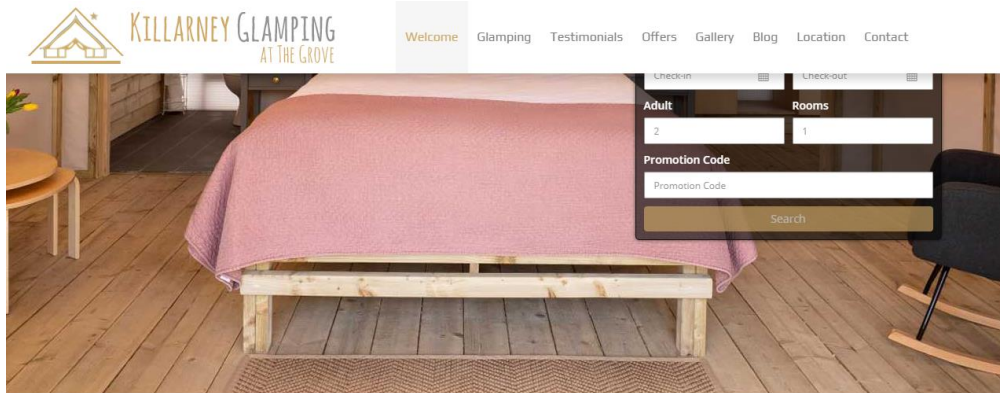
Consider the triggers to purchase

When designing your website you need to make a list of the key triggers to purchase and then make them prominent on the site

- What are the key benefits that people are looking for? E.g.. Cheap, quality, guarantee
- What are the key features?

Ensure you know these key triggers and then make them very prominent on your page. Don't hide them in the middle of paragraphs of text. Have clear bullet points.

Have a banner highlighting media coverage you have received.



AS FEATURED ON



You want o immediately establish credibility and trust.

If you have had any media coverage, Include the logos of newspapers / radio stations that have written about your business.

It will immediately give your business credibility

Aim to get media coverage if you don't already have some. Talk to a local PR company

Have links to your blog posts on key pages – Help first, sell 2nd

DIGITAL MARKETING TIPS



Video Lesson: How to add text onto an image using Adobe Spark Post app
Do you know that Adobe have a free app for making eye catching social media posts called Spark...



Video Lesson: How to add your logo to an image using PicsArt app
Would you like to easily add your logo to the images in your social media posts? If so, Picsart is...



Have you applied for a grant worth up to €2,500 called the Trading Online Voucher?
Are you aware the Local Enterprise Offices offer a grant of up to €2,500 that you can put towards...



An Irish company using Instagram really well for marketing - Sherna Malone
Do you use Instagram for marketing and would you like to see some examples of Irish businesses that...



How to identify your most and least engaged Instagram followers
Would you like to know which of your Instagram followers are the top likers or comment most on your...



How to add a WhatsApp share button to your website
When people visit your website would you like to make it really easy for them to share a link to...

If you have a blog, place links to your blog posts on your homepage and key inside pages.

If your blog posts are helpful and insightful they can help differentiate you from competitors.

People buy from companies they trust. A good way to engender trust is to help first and sell second

What We Will Cover

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2. Ensure you have a website that has some fundamentals in place
3. How to drive traffic to the site.
4. How to “Engage” the website visitors
5. **How to convert the visitors who engaged**
6. Then look at the bottom of the funnel - Focus on cross selling and upselling existing customers
7. Analyse what is working and not working and make changes.

How to convert the visitors who engaged – checklist for your website

Ensure you have key tactics in place that will convert people who engage on your website.

- Have a testimonials page and add it to your main menu
- Also include testimonials on key product pages.
- Add a testimonial video to key pages.
- Add a product/service video to key pages.
- Have 'call to action' buttons on all key pages.
- Offer a variety of calls to action – Phone, Messenger, Email



Ensure you have testimonials on key pages – they increase conversions



Customer testimonials provide reassurance and trust

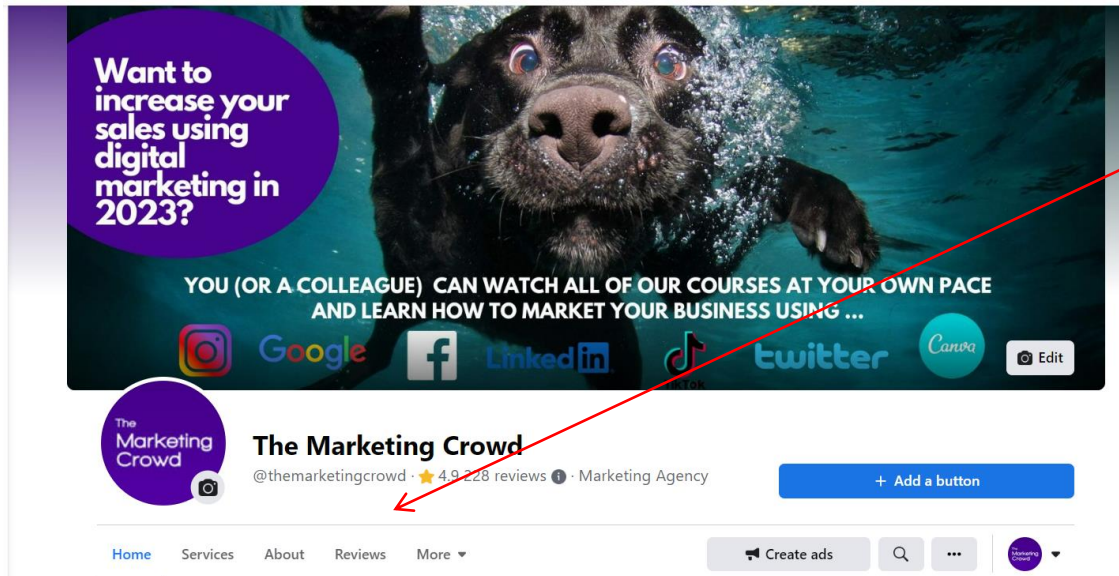
Ideally

- Get a video testimonial quote
- Or embed Facebook reviews on your main pages
- Or take screenshots of Google reviews.
- If it is based on an email use the company name / logo / photo of the testimonial
- Get the quote to focus on the key barriers / Triggers to purchase

Avoid:

- Quote from "Mary from Limerick" – they look made up
- Long detailed letters / paragraphs – keep the quote punchy and concise

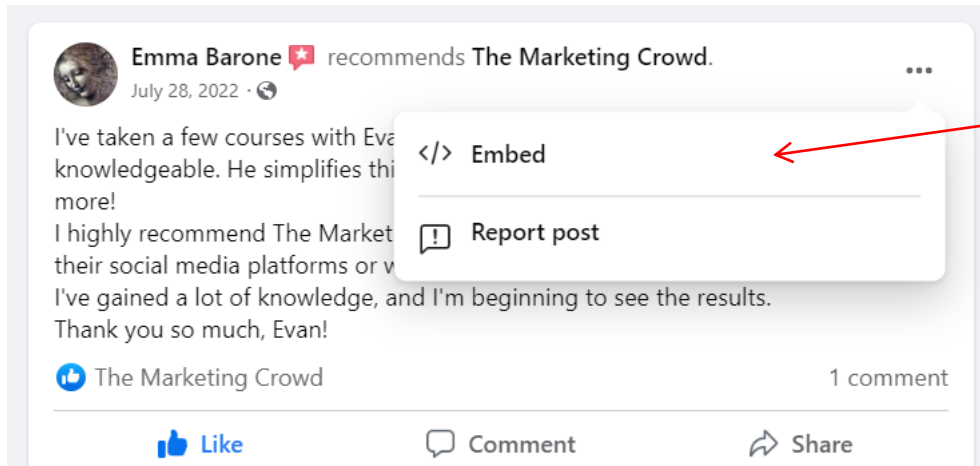
Where to get the Facebook review embed code



Go to your Facebook Business page

Click on "reviews" in the Left hand navigation

Where to get the Facebook review embed code



Find the review you want to embed

Click on the arrow top right of the review

Select "embed"

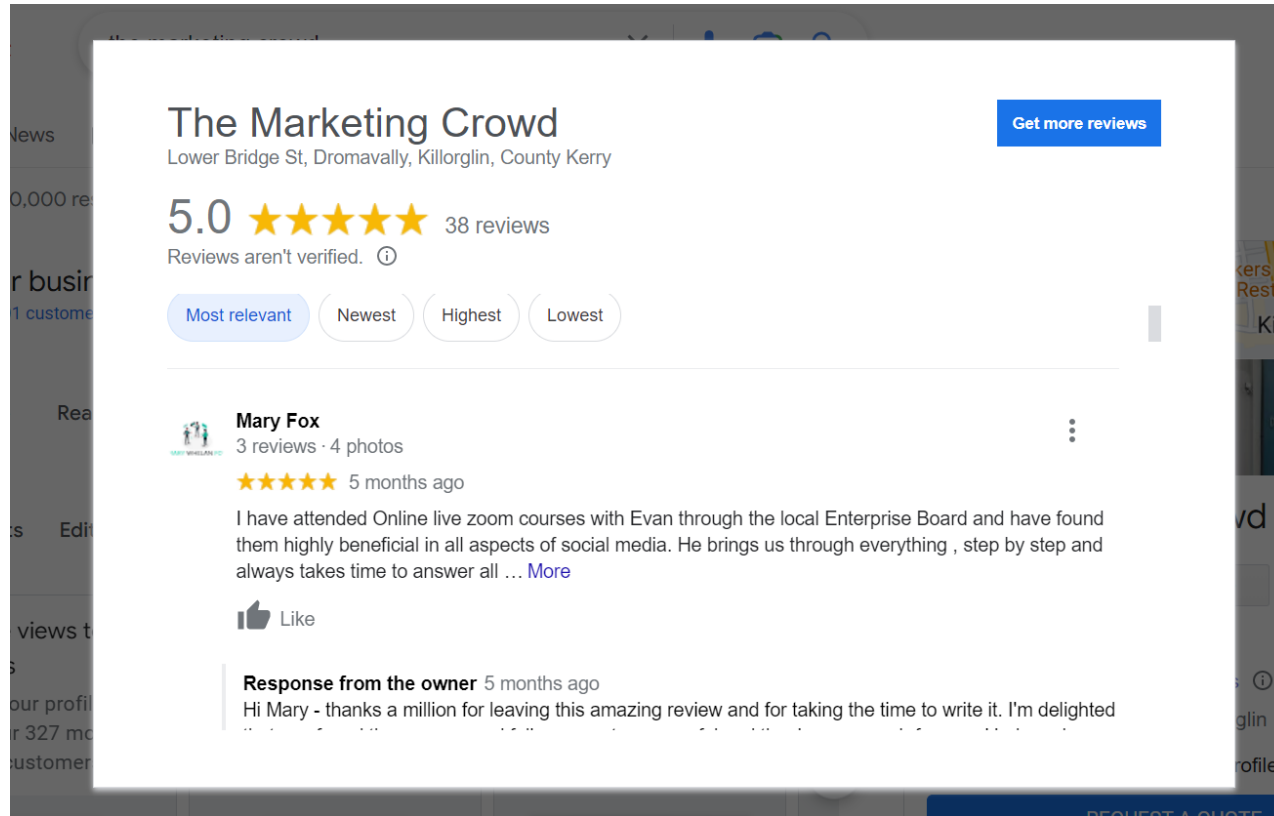
Place the code on your web page

Where to get your Google Business Profile reviews

The screenshot shows a Google search for "the marketing crowd". The search results page displays the "Your business on Google" section for "The Marketing Crowd", which has 511 customer interactions. Below this, there are several action buttons: Edit profile, Read reviews, Messages, Add photo, Performance, Advertise, Edit products, Edit services, Booking, Q & A, Add update, and Ask for review... There are also three cards: "Turn more views to customers", "Get more online store visits", and "Add exterior photo". To the right, the business profile for "The Marketing Crowd" is shown, including a map, photos, and a 5.0 star rating with 38 Google reviews. The profile description is "Internet marketing service in Killorglin".

1. Login to Google using the gmail that you used to setup your Google Business profile
2. Do a Google search for the name of your business
3. Because you are logged in, you will see “Your Business On Google”
4. Click on read reviews

Where to get your Google Business Profile reviews



1. You can then take screenshots of any reviews you want to add to your website
2. Add them to Gmail a website page as images

Try to have a product video on key pages – they increase conversions



Increase website conversions

Ecommerce sites sell more products when there is a video demonstrating the product

- Ebags.com – conversion increases 50.1% for those that clicked play and 138% for those who watched the entire video (source: ebags.com)
- Onlinegolf.co.uk saw an increase in sales of 88% for items that featured a video (source:internetretailer.com)
- Shoeline.com saw an increase in sales of 44% for product pages that had a video (source:internetretailer.com)

Ensure you have a call to action button on every page



Ensure you have prominent call to action buttons

Ask yourself – what is the next most logical thing a web visitor would want to do and then prompt them to do it e.g.. Request a free 10 minute chat

Best practice

1. Ensure the CTA button is very prominent and located above the fold.
2. Include a benefit message / incentive within the button

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Sequence of steps in your Digital Marketing Plan

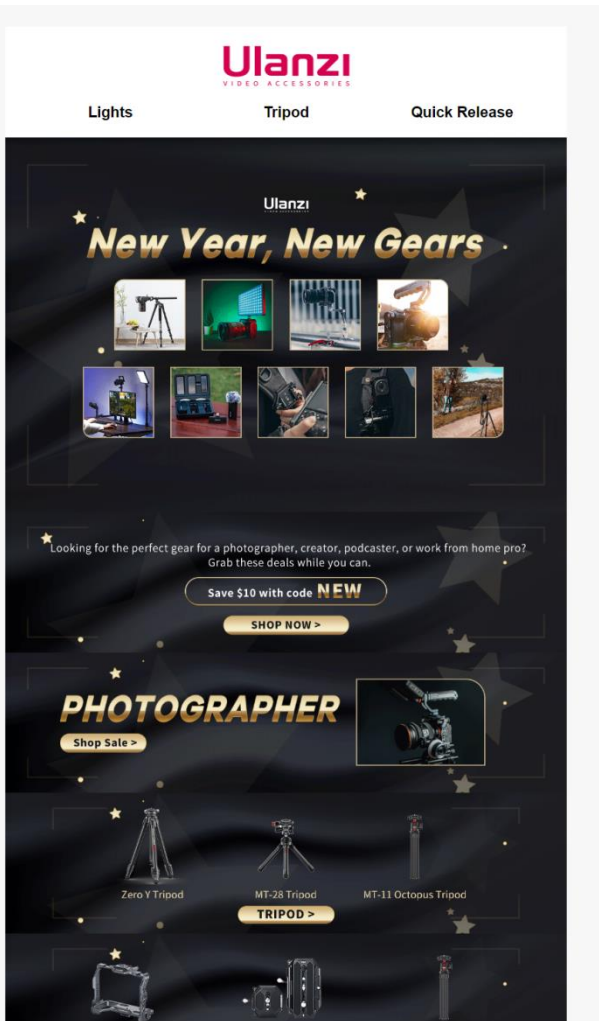
Once people buy your product or service you need to focus on building customer loyalty and repeat purchases.

It is much easier to sell your products or services to an existing customer than a new customer who has not heard of you. Your goal should be to have a database of customers and then try to increase loyalty and cross-sell/up-sell your other products.

- Create a database of customers and ideally segment them by most and least sales.
- Create an email marketing list and possibly a mobile marketing list.
- Sign up for mailerlite.com to run email campaigns for free (if you have less than 1,000 email addresses)
- Offer customers exclusive offers and discounts.
- Create cross-sell and up-sell email marketing campaigns based on what they purchased.



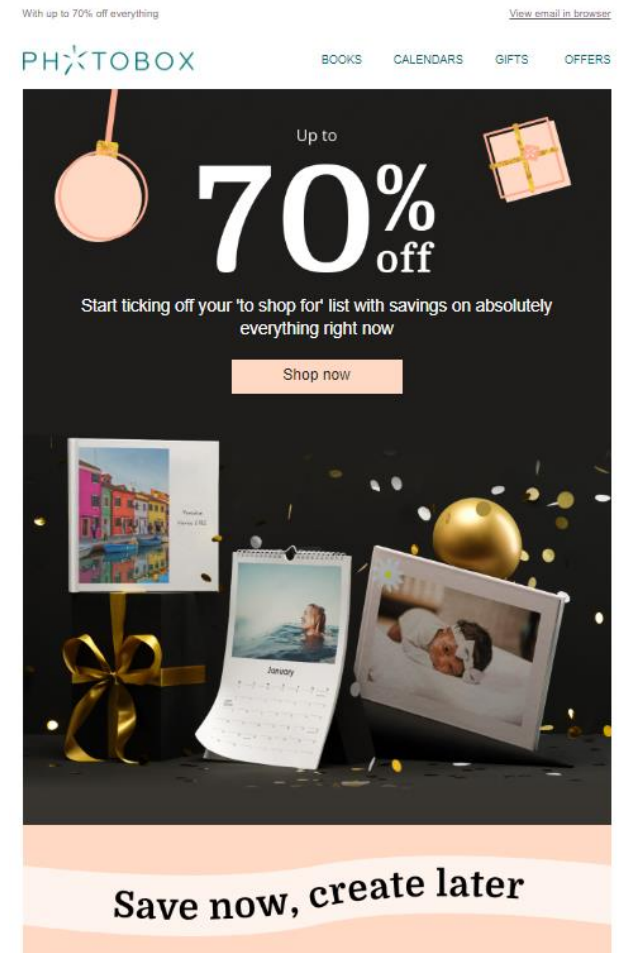
Sequence of steps in your Digital Marketing Plan



Email marketing tools like Mailerlite or Mailchimp provide you with templates that you can use

You also get metrics such as

- How many people received the email
- How many opened it and the % open rate
- How many clicked
- What people clicked on



What We Will Cover

- 1. Overview of a Digital Marketing Plan framework**
2. Ensure you have a website that has the fundamentals in place
- 3. Then start by focusing on “converting” visitors.**
- 4. Then move up the funnel to “Engaging visitors”**
- 5. Only then focus on the top of the funnel – how to drive traffic to the site.**
- 6. The look at the bottom of the funnel - Focus on cross selling and upselling existing customers**
- 7. Analyse what is working and not working and make changes.**

Sequence of steps in your Digital Marketing Plan

At each stage of the funnel you should measure what is working and then make improvements.

- Get Google Analytics reports emailed to you weekly showing what is happening on your site.
- Monitor your social media metrics using Insights section in each network – especially reach, engagement and traffic to your website.
- Monitor your advertising campaigns using Ads Manager to identify which offers the best cost per click and cost per conversion.
- Measure and monitor your conversion rate and identify the best sources for conversions. (Using Google analytics)



You should print out the next few slides and use them as a guide and checklist when you are implementing your plan

Suggested timings for each activity

Jan Feb Mar Apr May June

Get a Website and ensure it has important components.

1. Get a quality website that showcases your products and services.
2. Add Analytics to this website – Google Analytics and Hotjar.
3. Add Remarketing codes – Google remarketing tag & Facebook remarketing pixel.
4. Add an email lead magnet to capture email addresses of website visitors.
5. Have a blog on your website and write helpful and informative blog posts.
6. Learn how to design eye catching graphics & how to shoot and edit marketing videos.



Work hard to convert engaged visitors into enquiries & sales

1. Include a compelling offer that will motivate visitors to purchase.
2. Consider offering a money back guarantee that will reduce the perceived risk of buying.
3. Embed Facebook reviews on key pages.
4. Add a testimonial video to important product and service pages.
5. Add a product / service overview video to relevant pages.
6. Ensure you have call to action buttons on all key pages
7. Integrate Facebook messenger to stimulate enquiries.
8. Add a "Request a Callback" button to stimulate enquiries.



Setup your website to engage visitors

1. Ensure the page loads quickly.
2. Ensure you have an SSL cert.
3. Have dedicated landing pages for important products & services.
3. Explain what makes you different – have a why choose us page.
4. Bullet point key features / benefits of your products / services.
5. Write your copy in a friendly and engaging way.
6. Highlight any media coverage you have received.
7. Write blog posts about topics that visitors would be interested in
8. Create a Company promo video and embed it on key pages.
9. Create some helpful "how to" videos and embed them on important pages.



Jan Feb Mar Apr May June

Get discovered & drive traffic to your site.

1. Get found in Google organic search results.
2. Get found in Google local map results.
3. Get Found in Google Image results.
4. Consider running a Google ad campaign targeting important search terms.
5. Become active on the social networks that best suit your business.
6. Identify how you can best target your audiences through social media ads.
7. Test running some Facebook / Instagram ad campaigns
8. Run Campaigns that “retarget” your website visitors
9. Send out email marketing campaigns to people who have visited your website.



Build customer loyalty and encourage repeat purchases.

1. Create a database of customers and ideally segment them by most and least sales.
2. Create an email marketing list and possibly a mobile marketing list
3. Ask customers for testimonials on Facebook and Google
4. Offer customers exclusive offers and discounts
5. Create cross sell and upsell email marketing campaigns based on what they purchased



At each stage of the funnel you should measure & optimise

1. Get Google Analytics reports emailed to you weekly showing what is happening on your site
2. Run a ranking report each month to show where you appear in Google results
3. Monitor your social media metrics – especially reach, engagement and traffic to your website
4. Monitor your advertising campaigns to identify which offers the best CPC and cost per conversion
5. Measure and monitor your conversion rate and identify the best sources for conversions



ANY QUESTIONS?