



A DIGITAL MARKETING PLAN TAILORED TO YOUR TOURISM BUSINESS IN 2024

USING AI TOOLS

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

There are separate courses provided by Local enterprise offices on these topics.

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.
4. Explain what has changed recently and what to expect in 2024
5. How you can use AI in developing your digital marketing plan



What We Will Cover

Overview of a Digital Marketing Plan framework

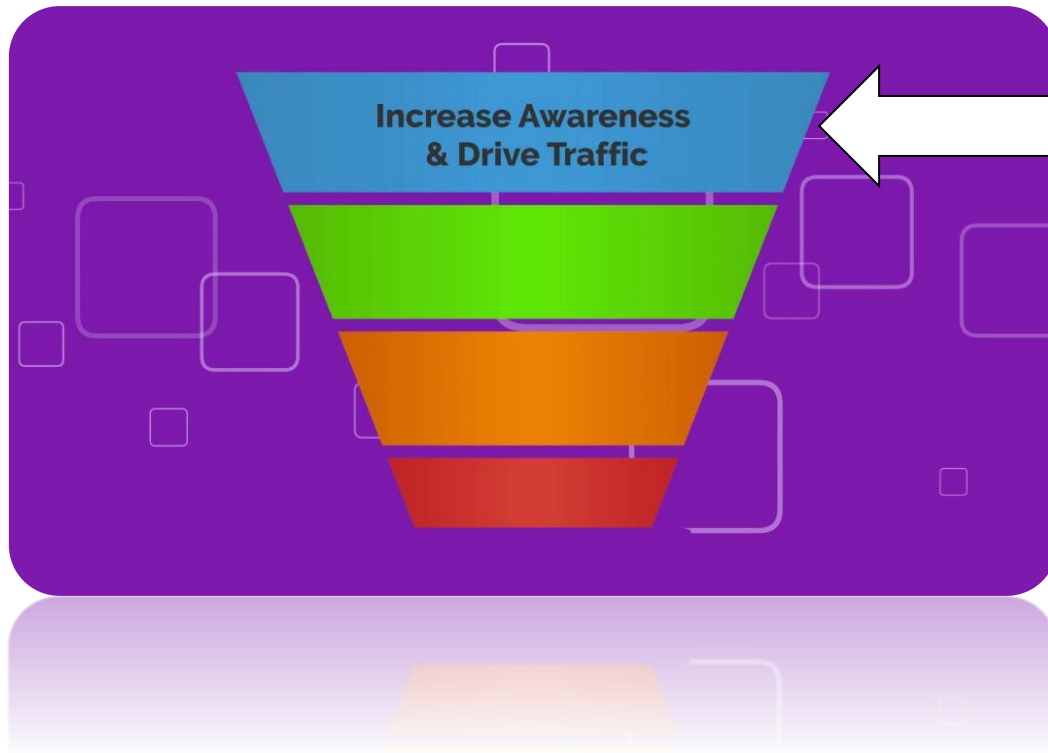
1. Setup Chat GPT to help with your Digital Marketing plan
2. Ensure you have a website that has some fundamentals in place
3. How to drive traffic to the site.
4. How to "Engage" the website visitors
5. How to convert the visitors who engaged
6. Then look at the bottom of the funnel - Focus on cross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

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

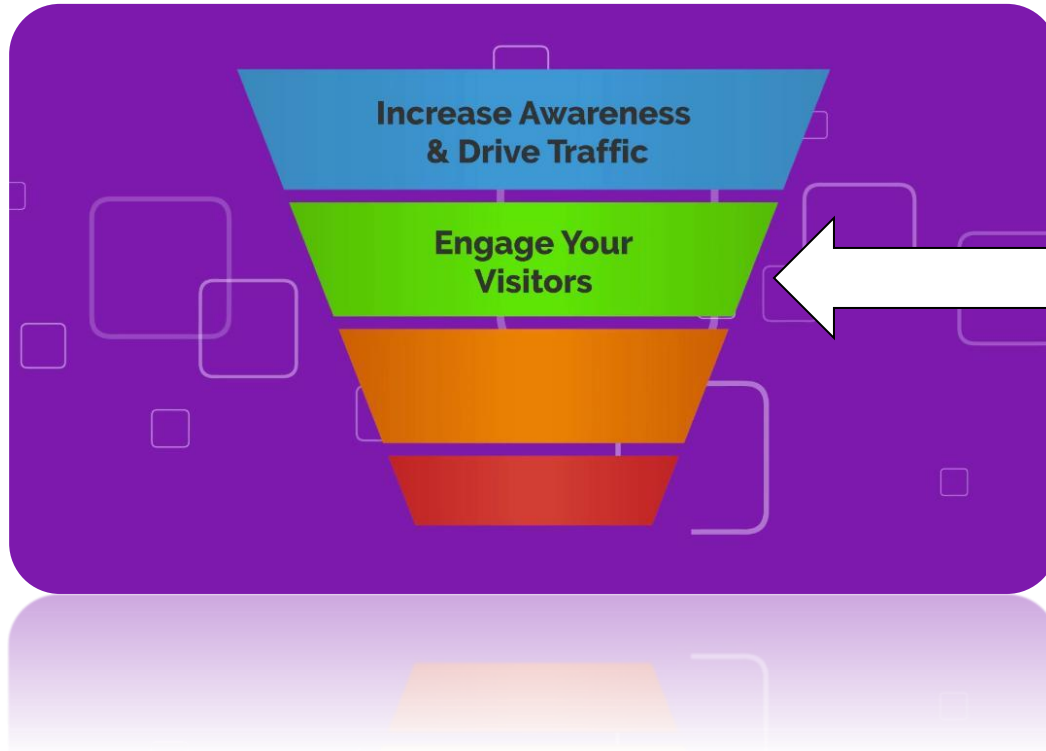


All of our businesses have a sales funnel.

At the top of the funnel there are thousands 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

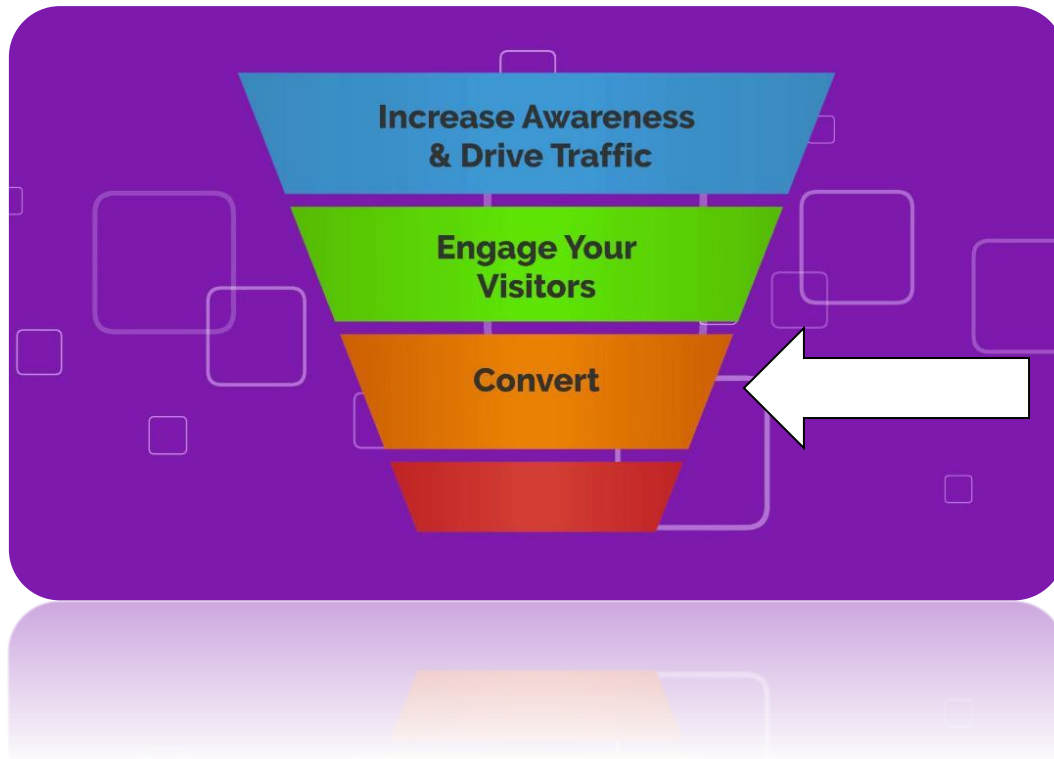


When people land on your website you need to work hard to get them to engage or else they will bounce off.

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.

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I will explain 2 ways you can use Chat GPT to help with your Digital marketing plan



ChatGPT

1. Chat GPT Free Version

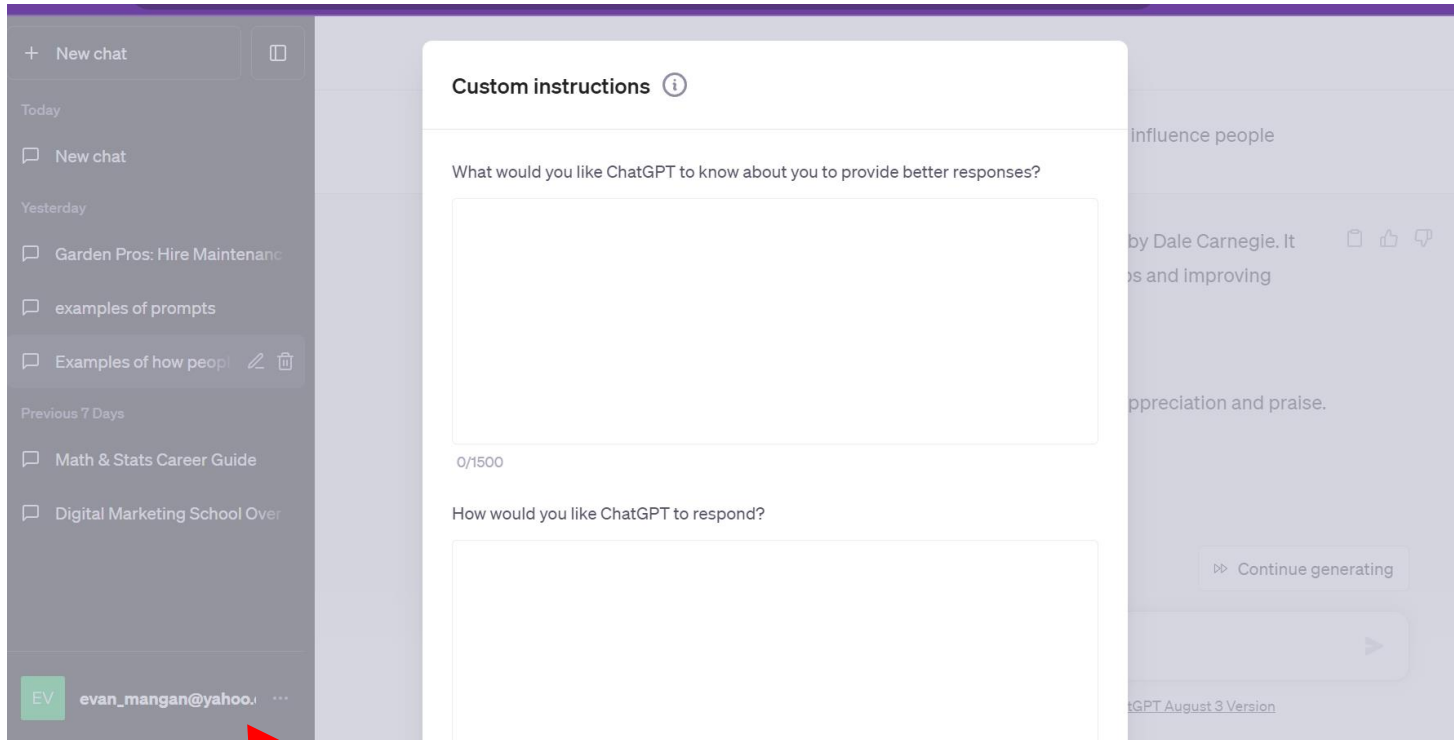
Create some custom instructions that you copy and paste and use when you are developing digital marketing ideas.

2. Chat GPT – paid version

If you have the pro version of Chat GPT (€20 / month) you can create a custom GPT that specialises in your digital marketing

Option 1:

You can set Custom instructions that will shape the responses



- Click on your name bottom left
- Then click custom instructions
- You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

I am providing you with a template for these custom instructions

What would you like ChatGPT to know about you to provide better responses?

What we do and about our market

Who are our target customers

What are our priorities in terms of target audience and sales objectives

What our marketing objectives

What Digital marketing channels do you currently use / not use.

How would you like ChatGPT to respond?

- Act like an expert marketer providing advice on how to plan and implement our digital marketing
- Always provide unique and interesting Digital marketing ideas
- Always provide answers in UK English
- Always suggest 3 interesting follow up questions I could ask you in order to learn more about a topic

By giving chat GPT the background to your business, what your priorities are, what channels you currently use – you do not need to repeat this every time you ask a digital marketing question

Note:

I advise that you never give the name of your business or any confidential information

You can keep these custom instructions in a word doc and simply copy and paste them in whenever you are doing digital marketing prompts. **Or you can turn them on / off for future prompts**

Option 2: Custom Chat GPTs – create many GPTs tailored to your specific needs



You can now create a GPT specifically for your needs. For example you could

1. **Create one that is an expert consultant in how to increase sales for your type of business**
 - Tell it details (non personal) about your business – your challenges etc.
 - Ask it to provide recommendation tailored to your type of business

Then ask it lots of questions.

You never have to give it the background or context again

Custom Chat GPTs – create many GPTs tailored to your specific needs



2. Create one that is based purely on your data

Are you a coach / consultant? Do you have lots of content in text format e.g. Transcripts, ebooks, etc

You could create a GPT based on your knowledge that your customers could ask questions to

There is now a GPT store and in the future creators will be able to monetise their GPTs

Custom Chat GPTs – create many GPTs tailored to your specific needs



3. Create one for a personal interest e.g. cooking

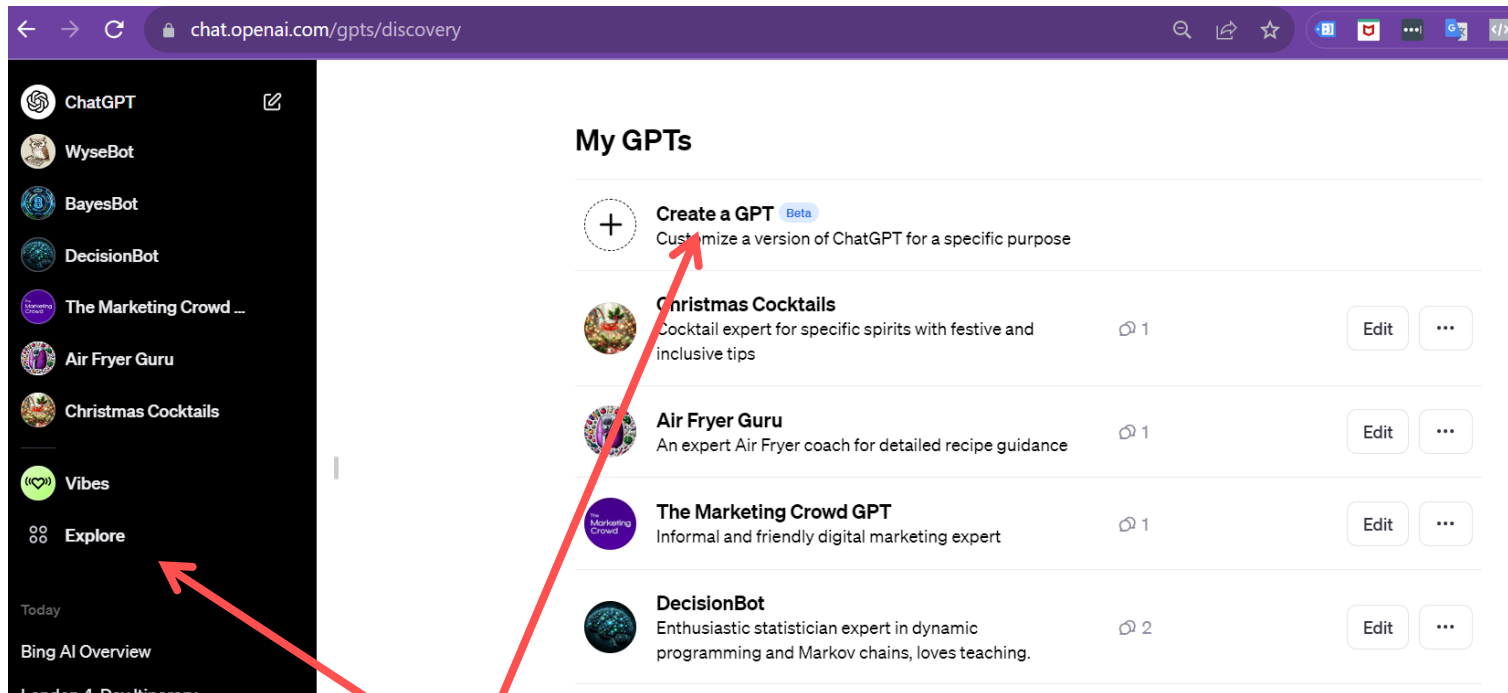
E.g. You can tell the GPT the type of air fryer you have the types of food you would like to cook in it e.g. Bacon, steak, chicken fish

Tell it what type of things you do not like eating

Tell it that you always want to immediately see the temp and cooking time at the top of the answers

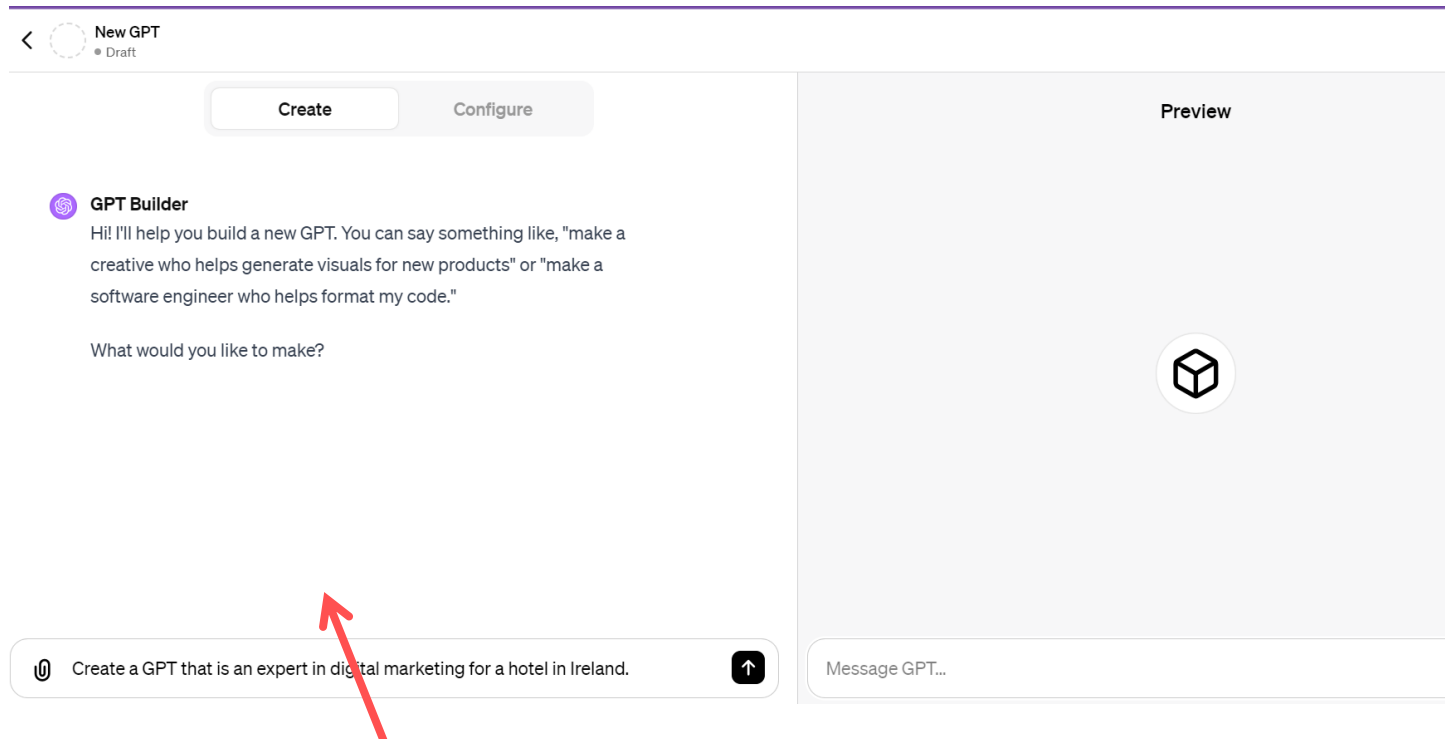
Then whenever you ask the GPT it will give you recipes tailored to your taste and your fryer

How to create a Custom GPT



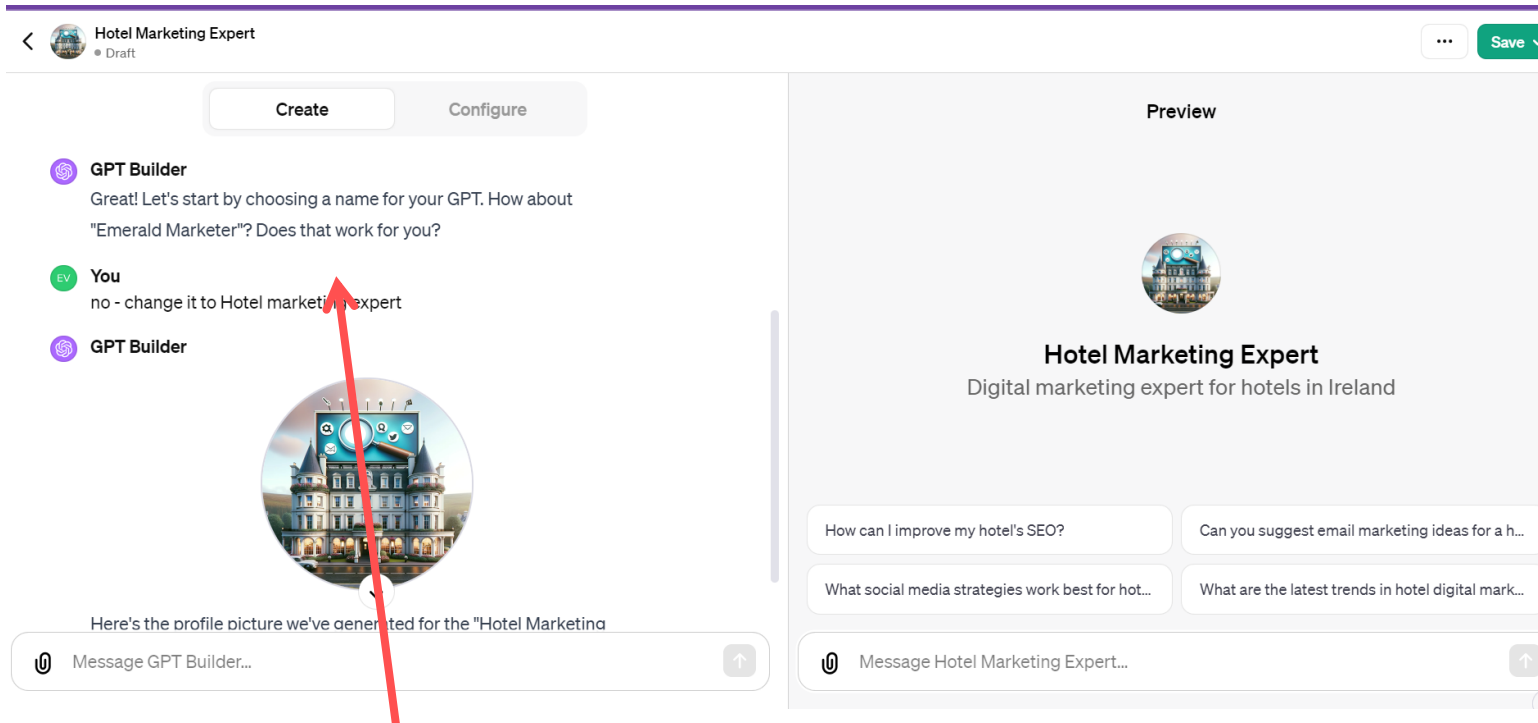
- On the left menu click Explore
- Then click create

How to create a Custom GPT



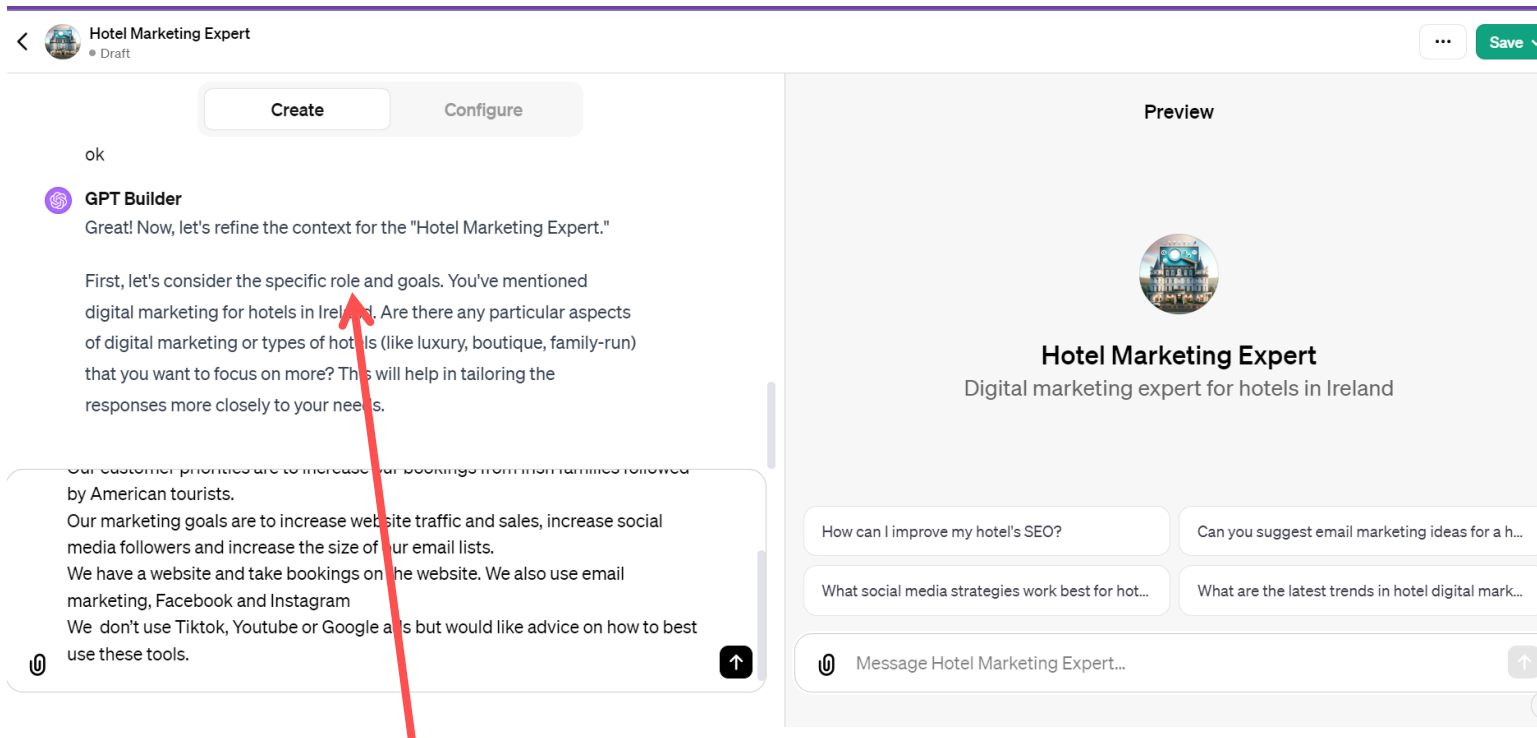
- **Type into the prompt box. Tell it what you would like the GPT to be about**

How to create a Custom GPT



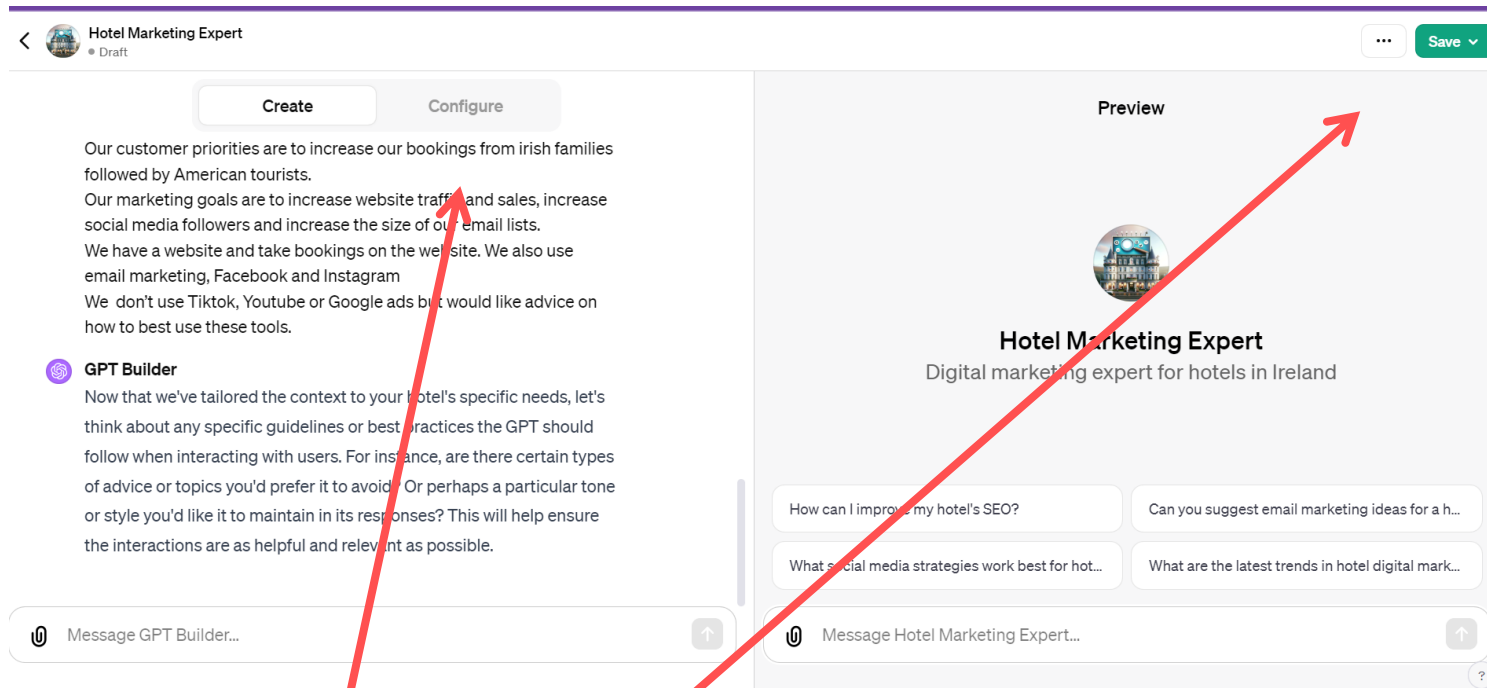
- It will suggest a name (you can change this any time)
- It will create a logo for your GPT (you can change this at any time)

How to create a Custom GPT



- Then provide some direction on what you would like the GPT to factor in – treat it like custom instructions
- It will also ask you what tone of voice you want the gpt to use

How to create a Custom GPT



- You can now test the GPT by asking it questions on the right hand side
- Then add more instructions on the left if you want to refine it
- Click configure if you want to change name, logo and whether you want to base the GPT on files you upload
- Click save top right to publish it (keep it private to only you if you don't want others to see it)

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1. Get a website and ensure it has important components



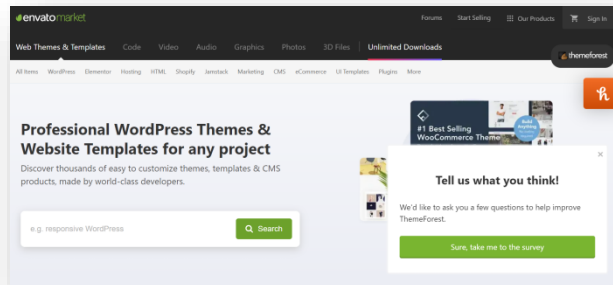
1. Get a quality website that showcases your products and services.

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

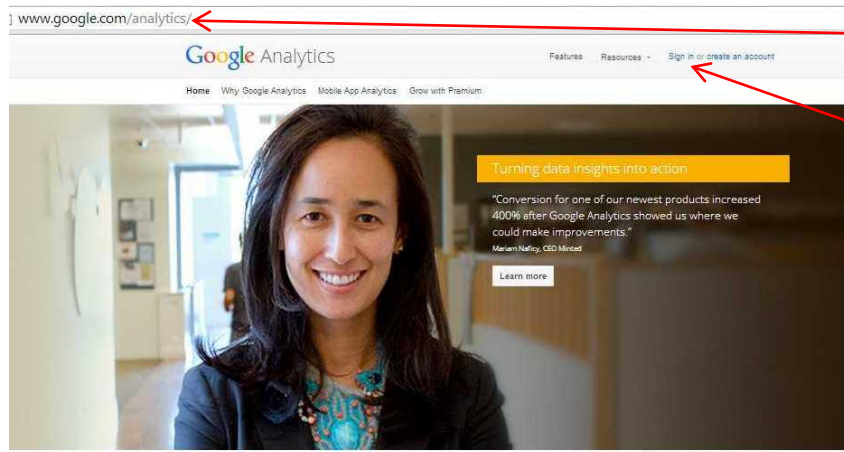
- Look at templates on wix.com , weebly.com, squarespace.com Easily tailor these yourself. No web designer. Typical cost is €25 / month
- Look at shopify.com for an ecommerce website. Typical cost is €30 / month

1. Ensure the website has important components



1. 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.
2. Add remarketing code –Facebook remarketing pixel. This will enable you to get back in front of website visitors through retargeting ad campaigns.
3. Add ways to motivate visitors to leave their email address (lead magnets)

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

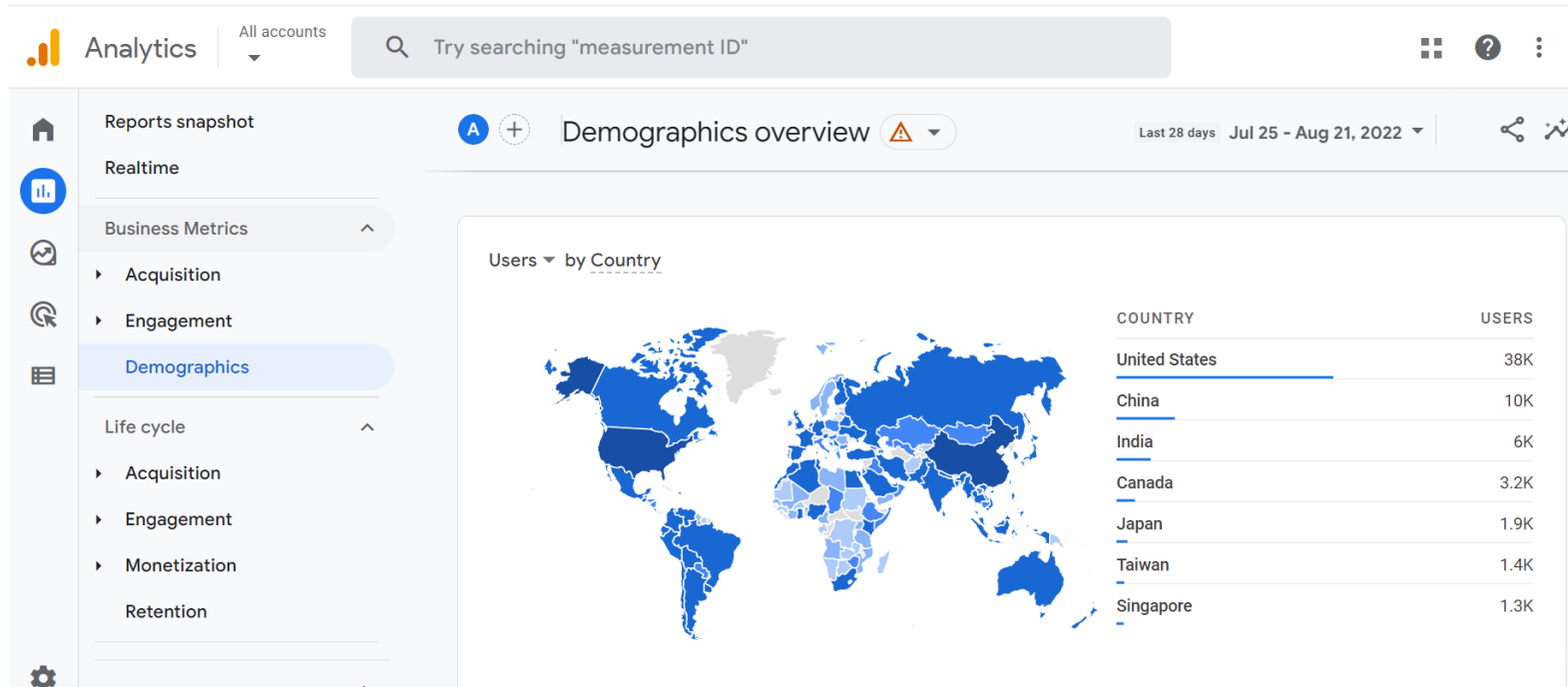


Install Google Analytics

- Go to [google.com/analytics](https://www.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.

Use Google Analytics to see how much traffic you are currently getting from those countries



In Google analytics 4

1. Set your date range
2. On the left menu under Reports, click Demographics. You can now see a breakdown visitors by country

Use Google Analytics to see how much engagement you are getting from those countries

The screenshot shows the Google Analytics interface. The top navigation bar includes 'Analytics', 'All accounts', a search bar with 'Try searching "measurement ID"', and icons for grid, help, and menu. The left sidebar has a 'Reports snapshot' section with 'Realtime', 'Business Metrics', and 'Life cycle' categories. Under 'Business Metrics', 'Acquisition', 'Engagement', 'Demographics', 'Monetization', and 'Retention' are listed. The 'Demographics' report is selected, showing 'Demographic details: Country' for the last 28 days (Jul 25 - Aug 21, 2022). The main content area displays a table with columns: Country, Engagement rate, Engaged sessions per user, Average engagement time, and Event count. The table includes a 'Totals' row and a list of the top 5 countries by engagement rate.

Country	Engagement rate	Engaged sessions per user	Average engagement time	Event count
Totals	64.22% Avg 0%	0.95 Avg 0%	2m 12s Avg 0%	2,839,253 100% of total
1 United States	66.19%	1.07	3m 13s	1,905,885
2 China	56.64%	0.60	0m 09s	68,819
3 India	64.51%	0.88	1m 14s	164,571
4 Canada	63.39%	0.92	2m 10s	123,525
5 Japan	61.94%	0.86	1m 33s	58,080

In Google Analytics 4

1. Look at the engagement rate by country and the average engagement time

Engagement rate is the number of engaged sessions divided by the total number of sessions over a specified time period. An engaged session is a session that lasted longer than 10 seconds, had a conversion event, or had at least 2 pageviews or screen views.

What you need to know in 2024

Google Analytics 4 is now the default tool



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 fully replaced Universal Analytics in July 2023

How you can use Chat GPT



EV

You

what type of even tracking should my business setup?



ChatGPT

For your hotel business in Killarney, Ireland, setting up specific event tracking in Google Analytics 4 (GA4) can provide valuable insights into how users interact with your website. Here are key types of event tracking you should consider:

1. Booking Related Events

- **Viewed Booking Page:** Tracks when a user views the booking page.
- **Started Booking Process:** Triggered when a user begins the booking process.
- **Added Room to Cart:** If your site has a cart system, track when a user adds a room to their cart.
- **Completed Booking:** The most critical event, tracking when a booking is successfully completed.

2. User Engagement Events



- **Page Views:** Track views of key pages like special offers, room details, amenities, etc.



Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.

Once you setup your Custom Instructions or Custom GPT you could use these prompts

1. Teach me how to use Google analytics 4 for my business

Then drill down and ask for more specific Details. For example ...

2. Teach me how to Create specific audience segments based on behaviour, demographics

3. What type of event tracking should my business setup?

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

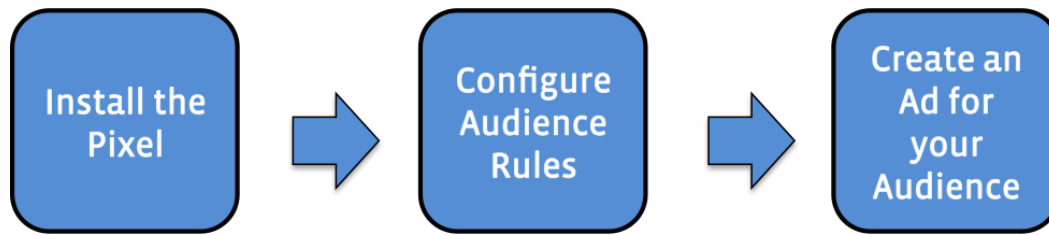


If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

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



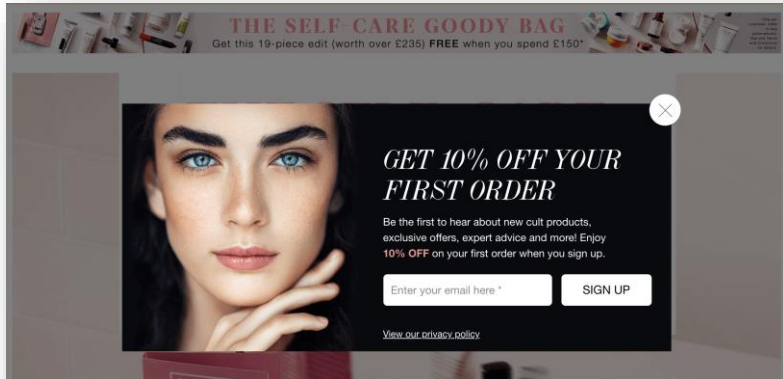
If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

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

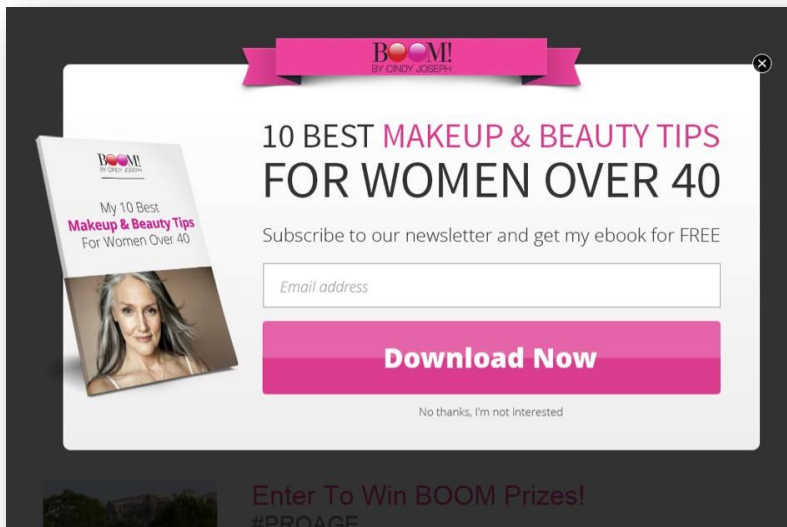
I recommend Mailerlite.com which is free to use if you have less than 1,000 email addresses.

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



How you can use Chat GPT



You

brainstorm ways I can grow my email list for non customers



ChatGPT

Growing your email list, especially targeting non-customers for your hotel in Killarney, Ireland, requires creative and strategic approaches to entice potential guests to subscribe. Here are some ideas:

1. Leverage Your Website

- **Pop-Up Forms:** Implement pop-up forms that appear after a visitor has spent a certain amount of time on your site.
- **Exclusive Content Access:** Offer access to exclusive content (e.g., detailed travel guides for Kerry) in exchange for email sign-ups.
- **Booking Incentives:** Provide a small discount or added perk for future bookings when visitors sign up.



Message ChatGPT...



Once you setup your Custom Instructions or Custom GPT you could use these prompts

1. Brainstorm ways I can grow my email list for non customers

Then drill down and ask for more specific Details. For example ...

2. Brainstorm 20 ideas for **(one of the things that Chat GPT suggested)**

Also, ask Chat GPT ...

- Brainstorm 25 topics for my prospect emails
- Brainstorm 25 topics for customer emails
- Write a draft email based on topic x and include unique tips
- Brainstorm 10 subject lines for email on X

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What is the difference between organic traffic and paid adverts



All News Videos Images Maps More Search tools

About 145,000,000 results (0.43 seconds)

Digital Marketing Course - FitzwilliamInstitute.ie

Ad www.fitzwilliaminstitute.ie/Marketing (01) 283 4579

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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

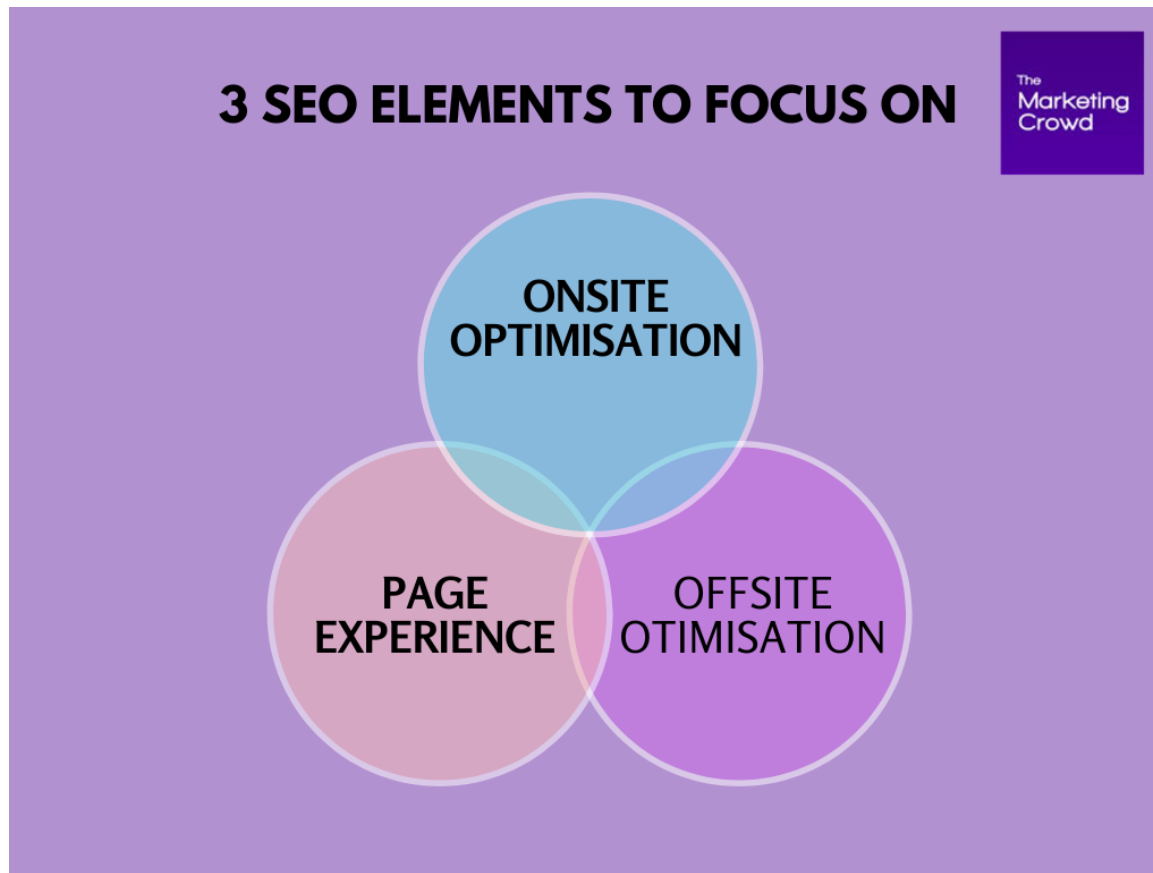
When it comes to driving traffic to your website, getting found high up in Google search results needs to be your top priority. Even though I have included getting found on Google as something you would really focus on after you have setup your site for conversion and engagement, in reality, you should 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 2024



SEO – what to expect in 2024

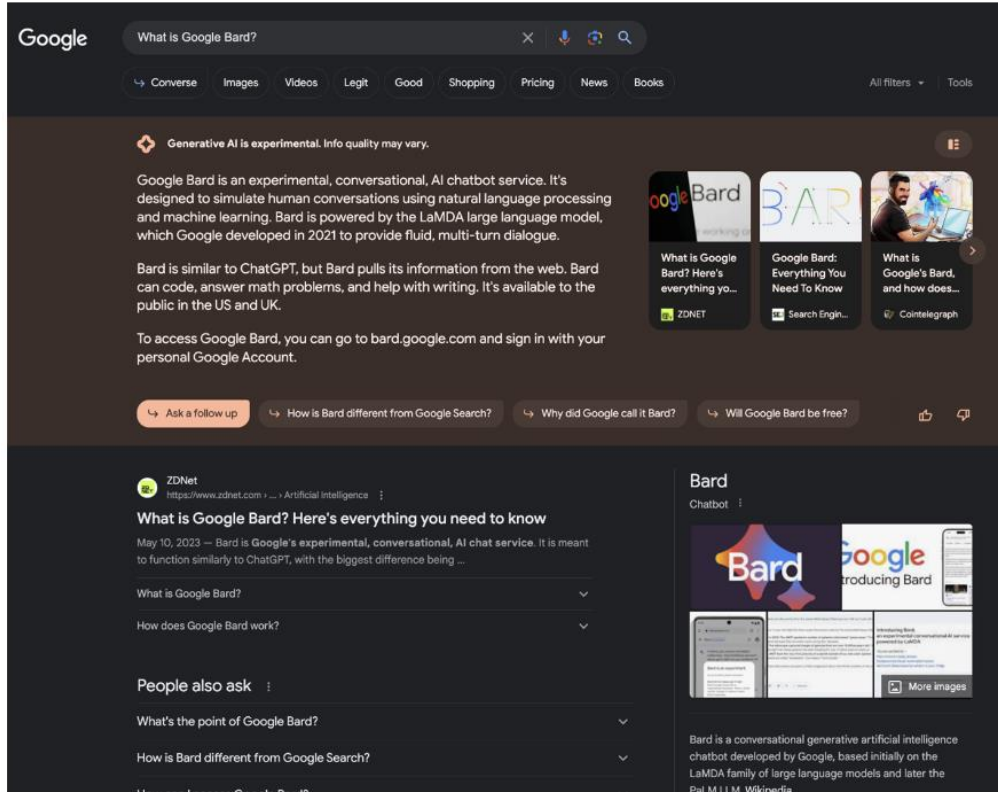
1. The use of AI tools to help with writing content will become more common

Note: Google doesn't penalise AI written content. But it has said that it wants to see high quality written content on pages.

So it's best to use AI to provide an initial draft that you will then improve with your own knowledge

2. Google will roll out Search generative experience (SGE) which will dramatically change how the search results look and could lead to less clicks to website from Google

How Google search will change in 2024 with SGE



Google announced that it will start integrating AI into the search results and it calls this Search Generative Experience (SGE)

Generative AI snapshots

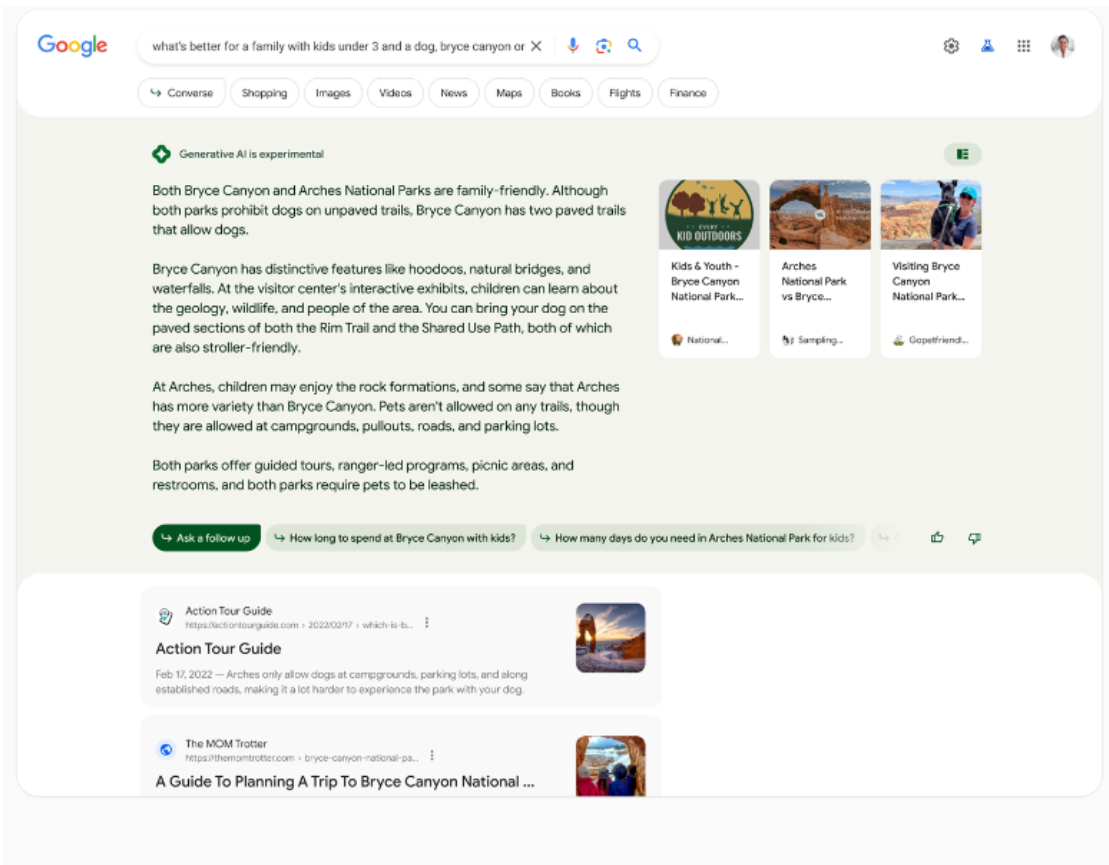
This is a feature that will pop up underneath your search bar to provide more nuanced answers to your search query. This change is a major one in the search engine experience.

In this example notice it is a panel at the top that provides an answer generated by AI

You are also provided with suggested follow up questions.

These are like featured snippets but instead of pulling from a web page and having a link to a web page it's AI generated

How Google search will change in 2024 with SGE



Another example of Generative AI snapshot

With this level of answer and the opportunity to ask follow up questions the concern many people have is that user hasn't much need to visit the links to the pages underneath

Google hasn't yet made SGE available for testing to users in Ireland but it has in most countries. When it does you can sign up to use it here <https://labs.google/sge/>

2. Get found in Google local map results

The screenshot shows a Google search for "estate agents in limerick". The search bar at the top contains the text "estate agents in limerick" with a search icon. Below the search bar, there are tabs for "All", "Maps", "Images", "News", "Shopping", and "More". The search results show "About 4,970,000 results (0.56 seconds)". Below this, there is a section "Find results on" with links to "Goldenpages", "Facebook", and "Yelp". The main section is titled "Businesses" and displays a map of Limerick with several red location pins. Below the map, there are three business listings:

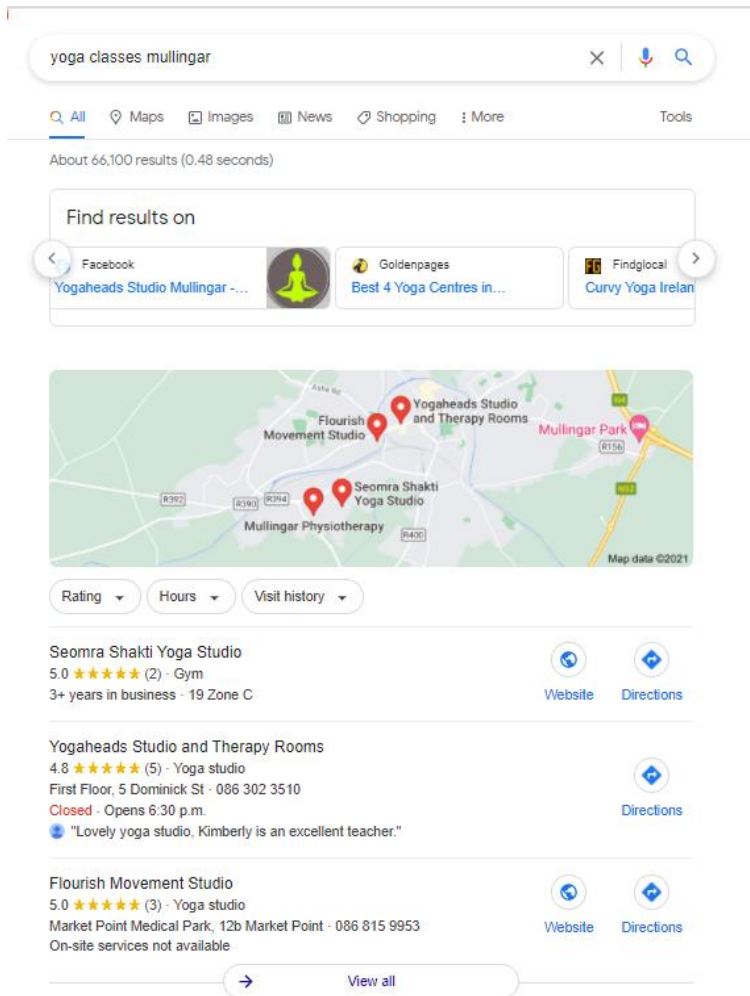
- Rowan Fitzgerald Auctioneers & Estate Agents Limerick**
4.9 ★★★★★ (146) · Real estate agency
10+ years in business · Belfield House, Unit 3 Ennis Rd · (061) 279 423
Closed · Opens 9 a.m. Mon
On-site services · Online appointments
- Michael Roberts Estate Agents**
4.3 ★★★★★ (44) · Real estate agency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

At the bottom of the listings, there is a link "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 have 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



[All](#) [Maps](#) [Images](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 22,500 results (0.65 seconds)

[Treyvau's Restaurant](#)
treyvau'srestaurant.com/ ▼
This site may be hacked.
Treyvau'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

[Treyvau's, Killarney - Restaurant Reviews, Phone Number & Photos ...](#)
<https://www.tripadvisor.ie> > ... > County Kerry > Killarney > Killarney Restaurants ▼
★★★★★ Rating: 4.5 - 546 reviews
Treyvau's, Killarney: See 546 unbiased reviews of Treyvau's, rated 4.5 of 5 on TripAdvisor and ranked #8 of 182 restaurants in Killarney.

[Dinner Menu - Treyvau's Restaurant / Killarney County Kerry ...](#)
www.ireland-guide.com/menu/treyvau's-restaurant.5648.4497.html ▼
Dinner Menu for Treyvau's Restaurant in Killarney County Kerry Ireland.

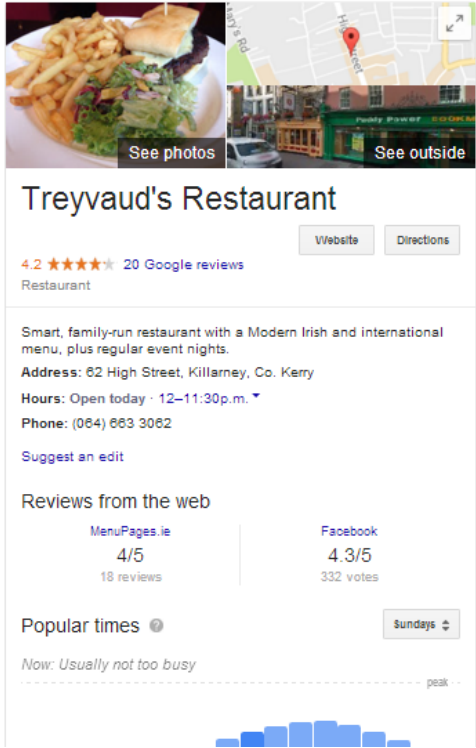
[Lunch Menu / Treyvau's Restaurant / Killarney County Kerry ...](#)
www.ireland-guide.com/menu/treyvau's-restaurant.5648.4497.html ▼
Lunch Menu for Treyvau's Restaurant in Killarney County Kerry Ireland.

[Treyvau's Restaurant Reviews Online | Menupages Community](#)
www.menupages.ie > Kerry > Kerry Central > Killarney ▼
★★★★★ Rating: 4 - 18 reviews · Price range: €€€
Read reviews of Treyvau's Restaurant Killarney Kerry from the Menupages Community.
Submit your Review today.

[Treyvau's | Facebook](#)
<https://www.facebook.com> > Places > Killarney > Restaurant ▼
★★★★★ Rating: 4.3 - 332 votes
Treyvau'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 ...

[Treyvau's - 12 Photos & 14 Reviews - French - 62 High St, Killarney ...](#)
<https://www.yelp.ie> > Restaurants > French ▼
★★★★★ Rating: 4.4 - 44 reviews · Price range: €€€-€€€
was on our short list of

Google Business Profile



Treyvau'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) 863 3062


[Suggest an edit](#)

Reviews from the web

MenuPages.ie 4/5 18 reviews	Facebook 4.3/5 332 votes
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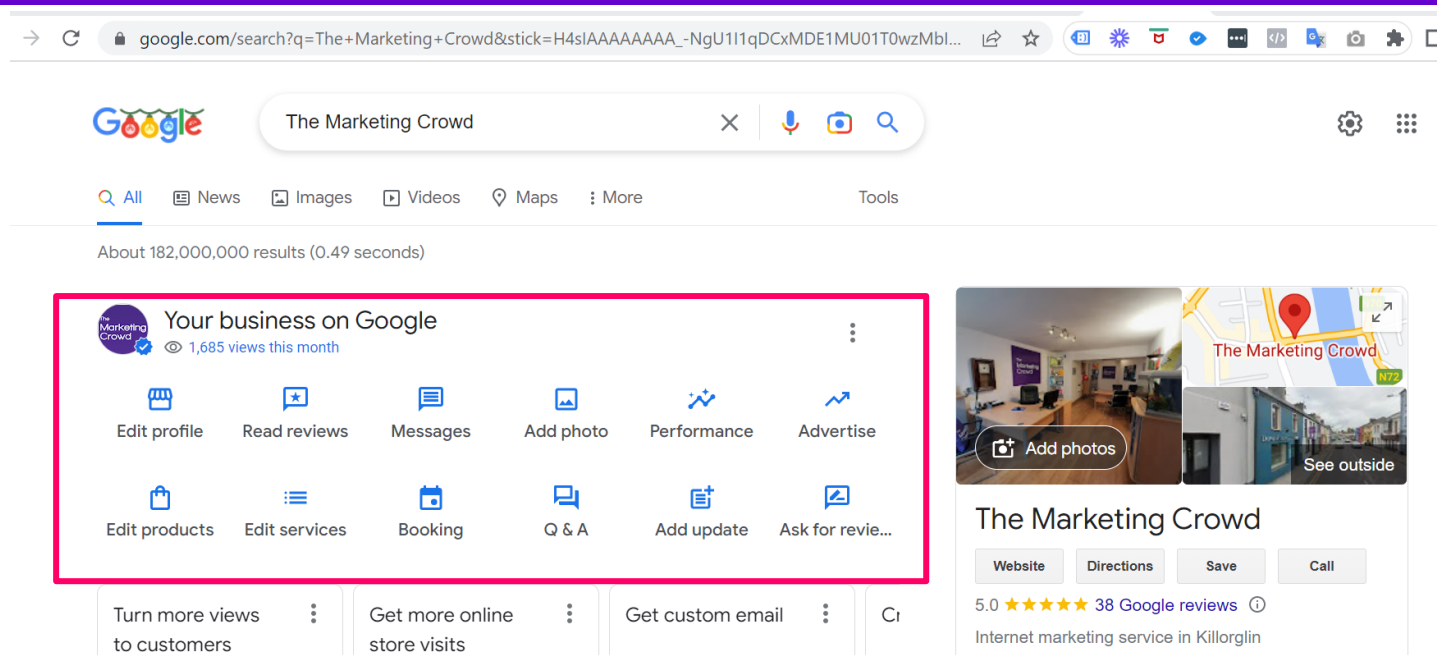
Popular times ⓘ [Sundays](#) ⌵

Now: Usually not too busy



What you need to know in 2024

You now have to update your profile in the Search results



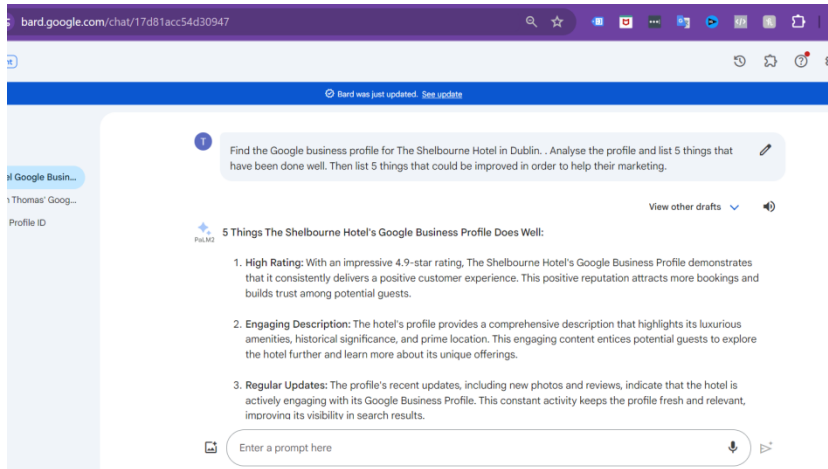
Do a search for your business name in Google

- 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

To use AI to improve your Google profile you can use Google Gemini AI



The free version of Chat GPT cannot access the internet and when I tested this with the pro version it would not analyse the Google business profile. But Google Gemini will

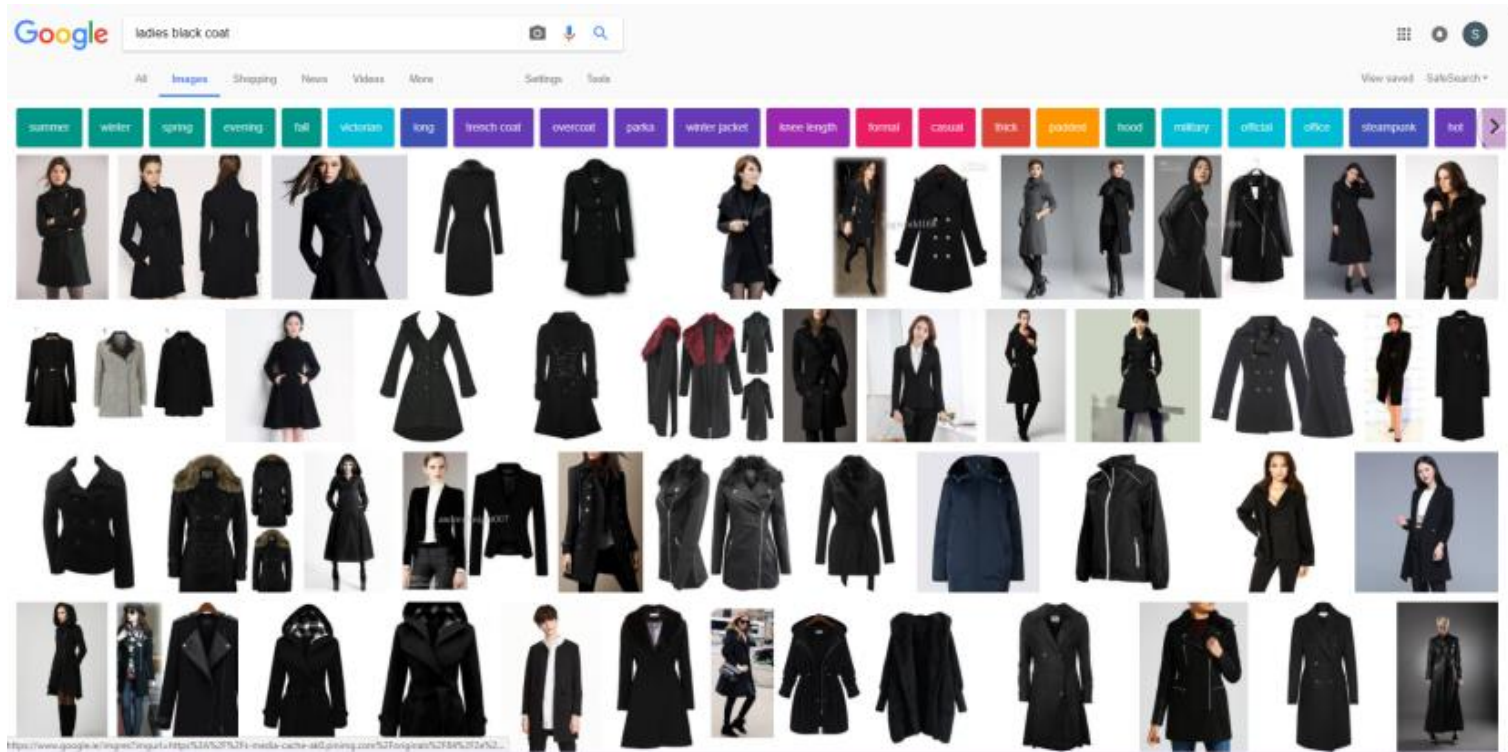


Go to <https://gemini.google.com/app>

Try this prompt

Find the Google business profile for (your business name and location) e.g. The Shelbourne Hotel in Dublin. Analyse the profile and list 5 things that have been done well. Then list 5 things that could be improved in order to help their marketing.

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



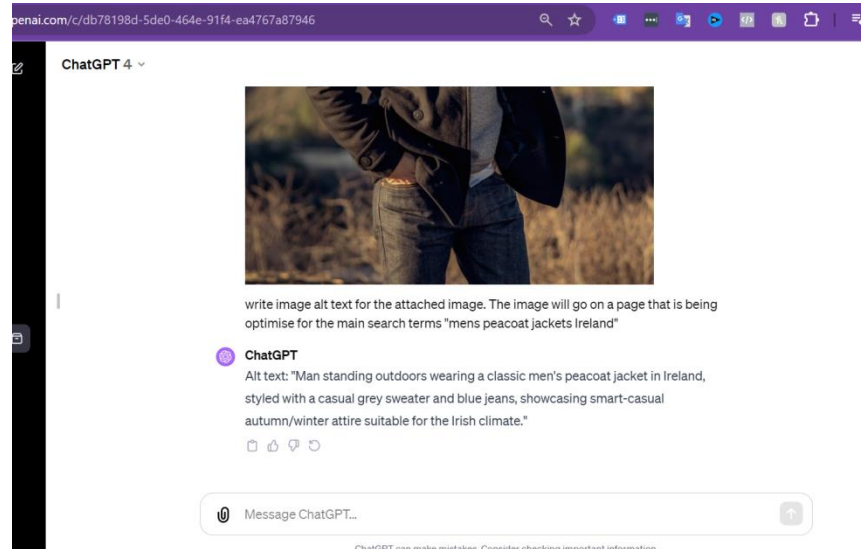
The Main ranking factors for image results are ...

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.

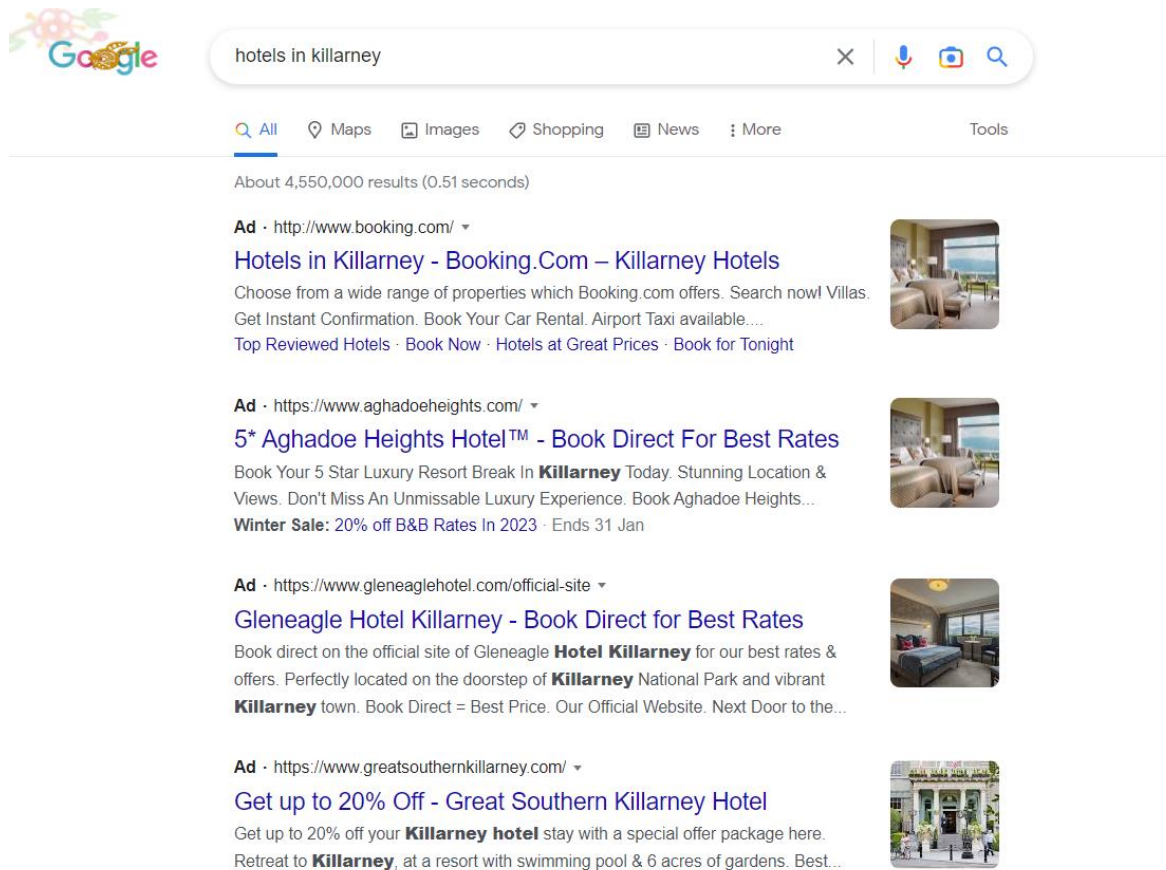
To use AI to improve your image seo you can use Chat GPT or Bing AI (CoPilot)



If you wanted help and ideas when writing the Alt text for your images you could use this prompt in Chat GPT using the paid version or you could use Bing AI (CoPilot) for free

Write image alt text for the attached image. The image will go on a page that is being optimised for the main search terms “type topic here” e.g. ("mens peacoat jackets Ireland“

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 icons on the right. Below the search bar are navigation links: All, Maps, Images, Shopping, News, and More. The search results show "About 4,550,000 results (0.51 seconds)". Four sponsored ads are displayed, each with a URL, a title, a description, and a small image.

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.aghadooheights.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.

How you can use Chat GPT for Google Ads



Once you setup your Custom Instructions or Custom GPT you could use these prompts

- What are the top keywords for my industry?
- “Which keywords have the highest search volume and relevance?”
- “How should I group my keywords for better organization?”
- “What is the most effective way to structure my ad groups?”
- “Which keywords should I exclude to prevent my ads from showing for irrelevant searches?”
- “How can I identify negative keywords that can help improve the quality and relevance of my ads?”
- Generate variations for my headlines based on my target keywords”
- “Create descriptions that highlight the unique features of my product or service.”



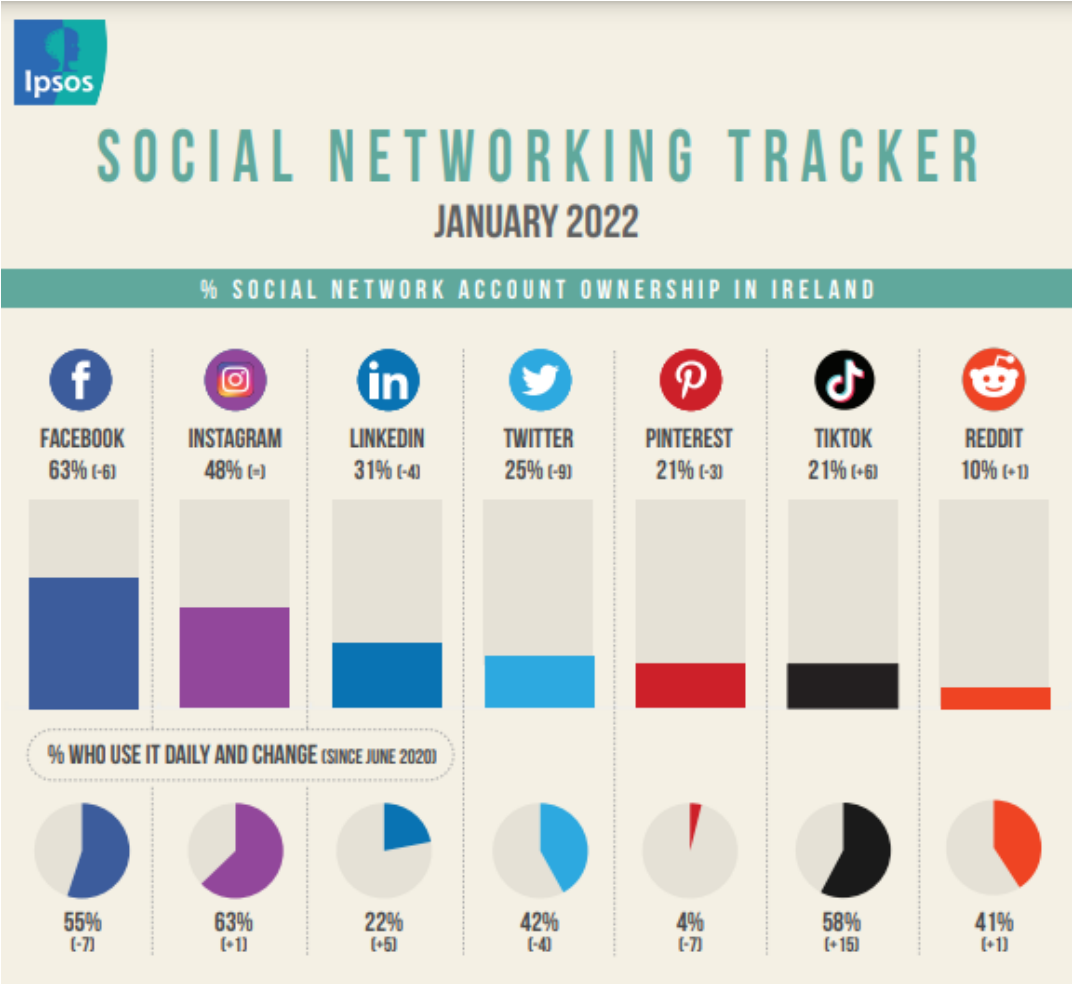
5. Focus on the best social networks for your business

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

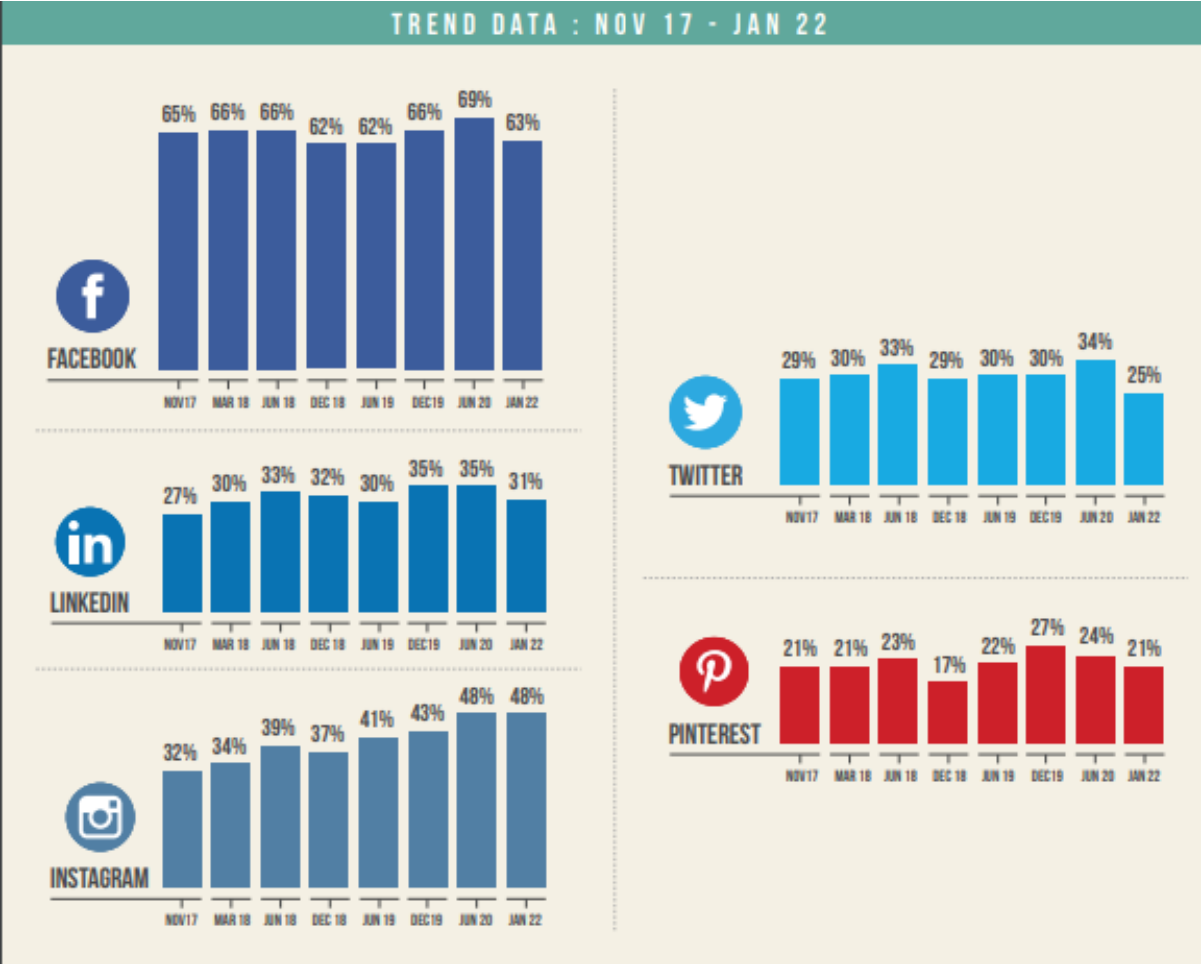


This is the most recent tracker for Social media usage in Ireland

Facebook and Instagram are the most used social networks.

TikTok usage is growing in Ireland.

Social Media Platform Usage in Ireland



Twitter (X) usage
in decline

Ever since Elon Musk took over
Twitter and rebranded to X it
has continued to decline.

Free organic reach is now
extremely low – less than 2%

Facebook Marketing (Organic) – What you need to know for 2024



Facebook's organic reach continues to decline

- Organic reach for posts is down to 5%
- They are still adding a lot of suggested posts into the feed. Therefore, even less room for business page posts
- Facebook Reels tend to give you the best organic reach
- **A lot of AI tools will be rolled out to help with creating content e.g.**
<https://imagine.meta.com/>

What to focus on in 2024?

- Try sending out more Reels – most pages find better reach with Reels
- Try Going Live in 2024 – pages are experiencing better reach and engagement.

Instagram – What you need to know for 2024



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
- Organic reach for posts is down to 16-18%
- A significant % of the feed will contain “suggested posts” in 2024. Therefore, even less room for business posts so expect reach to go down further for posts.

What to focus on in 2024?

- **Instagram will roll out a lot of AI tools to help you generate content**
- Focus on Reels
- Test whether Carousels get you more reach when posting images

TikTok – What you need to know for 2024



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 2024?

- 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?

Threads – What you need to know for 2024



To visit threads click here

<https://www.threads.net/login>

Threads is the social network launched by Meta in Summer 2023

- Threads was not available in the EU until December 2023
- It was created as a competitor for Twitter (X)
- It's a text based social network but you can also attach images / media
- Threads was hugely popular in the first 2 weeks but usage then declined sharply

Should you use it for marketing?

- You should definitely check it out and search for businesses like yours to see how they are using it and whether they are getting a lot of followers / engagement
- However, do ask yourself if you have the resources to take on another network.

LinkedIn – What you need to know for 2024



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

- It has incorporated a lot of AI tools – expect to see a lot more AI in 2024

What to focus on in 2024?

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

How you can use Chat GPT for social media marketing



Once you setup your Custom Instructions or Custom GPT you could use these prompts

Brainstorm 30 topics for social media posts targeting xyz audience. This audience has an interest in x or struggles with y

Write a draft Instagram post for topic x and include unique tips

Brainstorm 30 video ideas for Reels or TikTok targeting xyz audience This audience has an interest in x or struggles with y

Write a draft video script for topic x . Do not include an intro or outro. Include unique tips



6. Target potential customers using YouTube

You could use YouTube to get discovered and drive traffic to your website

However, be aware that YouTube takes a lot of time and commitment before seeing results (views/ subscribers / appearing in search results / traffic)



1. Upload high quality videos that people would like to see more of
2. Also post Shorts (vertical videos less than 60 seconds). Shorts get a lot of views and help you get discovered.
3. SEO your videos to get found in search and to get recommended / suggested for related videos
4. Grow your subscribers
5. In your videos offer additional resources that are available to download on your website and you then capture email addresses. Link to it from the description and a pinned comment
6. Then follow with email marketing campaigns to turn these people into enquiries and sales



7. Target potential customers using Facebook & Instagram Ads

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.

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.



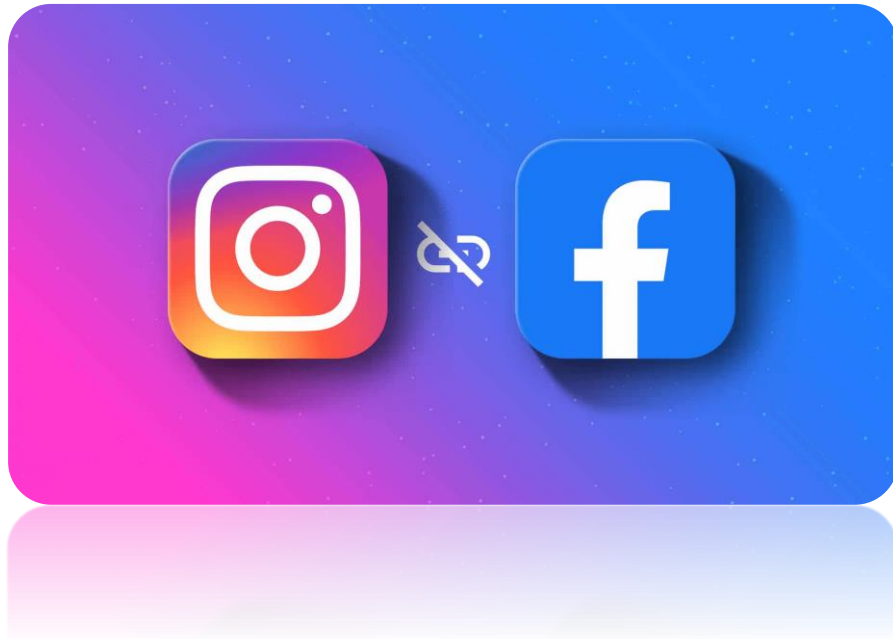
8. Run Campaigns that “retarget” your website visitors

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 2024



It is worth you testing the new AI targeting. Most studies have found that it produces good results

- Since the ios 14 privacy update, 96% of people who visit your site using iPhones and iPads aren't trackable so it has impacted targeting audiences.
- It has also impacted reporting.

So Meta have invested in AI and machine learning targeting and now when you go to audience targeting in ads manager there are 2 ways to target

- **Advantage + targeting is now the default.** This uses AI to target your ads. You can specify the location, age, gender and it will focus on those. You can also steer it by suggesting interests / demographics but it might ignore those suggestions. It will try lots of targeting that it thinks might work and then develop those
- Or you can revert to the original targeting options where you are fully in control

9. 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.

- Implement tactics on your website that motivated people to leave their email addresses
- Implement tactics on social media to motivate people to provide their email address
- Then run email marketing campaigns targeting people who left their email address. Sign up for [mailerlite.com](https://www.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



Ready When
You Are

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

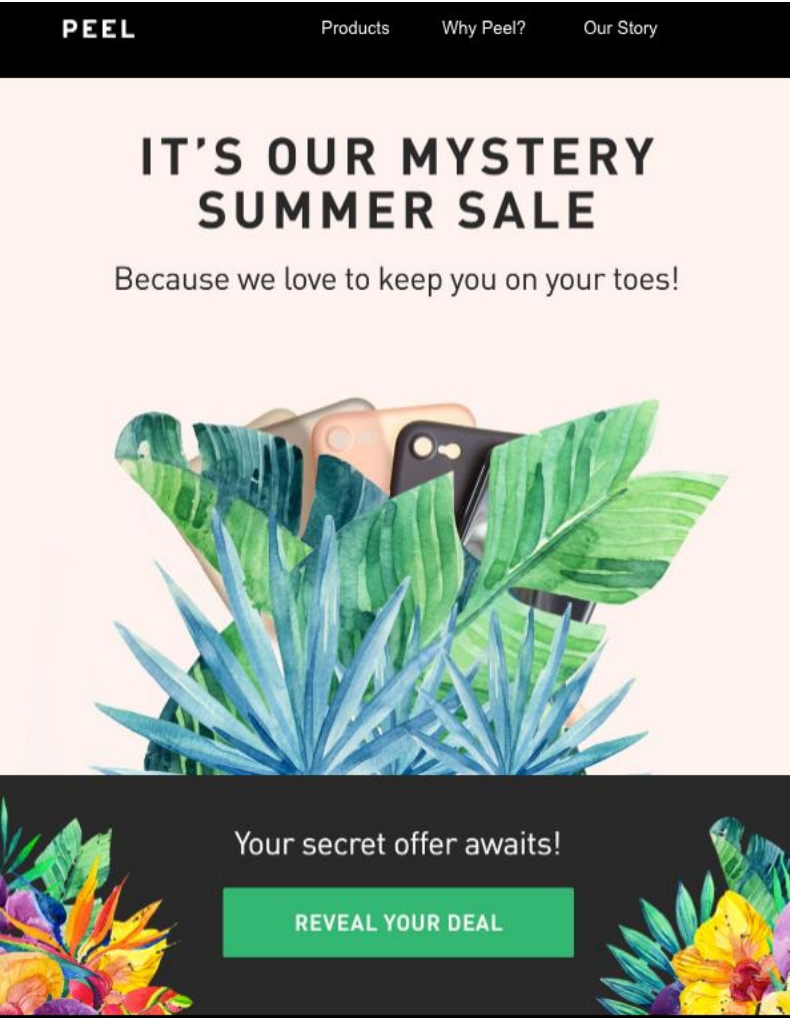
Start Now

Ritual

3076 Eastman Drive, Culver City, CA 90232

[Update Profile](#) • [Unsubscribe](#)

*This offer expires on 01.01.2019 or 01.01.2019 PST and cannot be combined with other offers, discounts, or applied to prior purchases.



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 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.



What are the language and localisation implications for your website?

1. Your product or service is based in Ireland.

You want to get more bookings or sales from French, German, UK or Americans
Who are looking for your Irish based Product. You are not usually competing With websites within their countries

Examples include:

- Tour Guide
- Estate Agent
- Taxi company
- Restaurant
- Guesthouse / Hotel
- Tourist experiences

If your bounce rate is high (over 50 – 60%) or your engagement rate is low could this be due to a language issue?

Could you have foreign language pages on your site for key countries?

Do you have a translate option?

Can you tailor the currency and contact details for visitors?

How can you translate your pages into a foreign language



Option 1: Google translate

Google provides a free translation tool and if your web designer adds it to your website, a visitor can choose the language from the dropdown and it will translate the text.

However

1. Quite often the translation isn't accurate
2. You cannot edit it
3. The translated text is dynamic – there isn't an actual translated page for SEO purposes

This is not the best option

How to translate your website into a foreign language



Option 2: WordPress Plugin (Only for WordPress site)

Translate press is a plugin that works for WordPress websites and you can get more details here

<https://translatepress.com/>

Key features

- Install on any WordPress site
- You can add your own translated text
- Or you can use Google translate text
- You can edit the text
- It creates static pages that Google can index

Price starts at \$7.99 a month

How to translate your website into a foreign language

WEGLOT

Option 3: Tool that works on all types of websites

Weglot.com is a tool that provides a comprehensive translation option for any type of website.

<https://weglot.com/>

Key features

- Install on any type of website
- You can add your own translated text
- Or you can use Google translate text
- You can edit the text and they also provide professional translators
- It creates static pages that Google can index
- Translates all seo tags

***They offer a free trial for 2,000 words
€19 a month for 3 translated languages***

Read more details here

<https://weglot.com/blog/website-translation-tool/>

How to translate your website into a foreign language



Translators in Ireland

I have used Star Translation services based in Dublin in the past and I had a good experience. You can get their details here

<https://www.star-ts.com/languages/>

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.
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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.

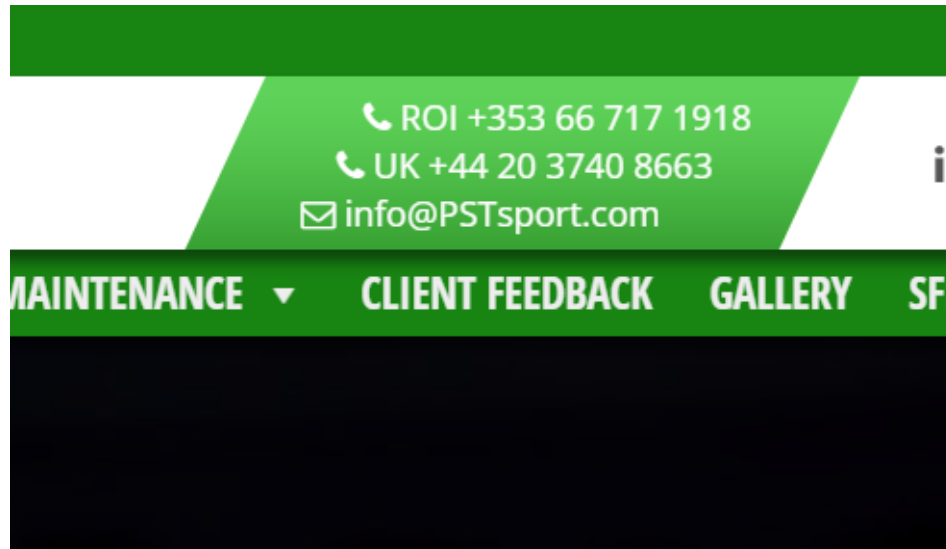
How to convert the visitors who engaged – checklist for your website

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



What you should consider when it comes to having a local telephone number rather and Irish one



Not everyone on your website wants to use live chat. Some customers will want to call and speak to someone.

If you are targeting foreign markets, especially the US market, having an Irish telephone number +353 isn't ideal.

Studies show that Americans are less comfortable calling international numbers

Having a local telephone number for each of the main countries you are targeting will generate more enquiries and also makes your website appear more localised and trustworthy.

What you should consider when it comes to having a local telephone number rather an Irish one

The logo for cloudtalk, featuring the word "cloudtalk" in a bold, blue, sans-serif font.

Cloudtalk.io

- For one monthly fee you can have local telephone numbers for each market you are targeting
- When a customer in the US or any country calls the number it is routed over the internet to your phone
- No international call charges

Cost: €25 per month

How you can use Chat GPT for website engagement and conversion



Once you setup your Custom Instructions or Custom GPT you could use these prompts

Brainstorm 20 website conversion tactics I should employ on my website that will improve our enquires and sales for product x

What We Will Cover

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Repeat purchase and customer loyalty

15. 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](https://www.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.



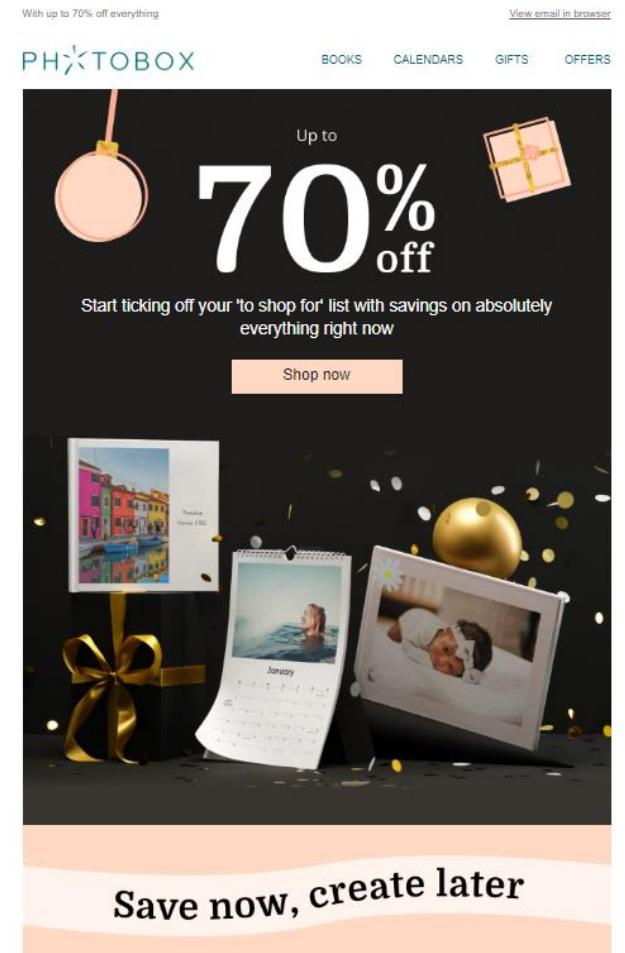
Repeat purchase and customer loyalty



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



How you can use Chat GPT for customer sales and loyalty



Once you setup your Custom Instructions or Custom GPT you could use these prompts

Brainstorm 30 ways I could generate more repeat sales or upselling / cross selling from our existing customers

Brainstorm 10 topics for customer email campaigns for cross selling product x.
Previous customers have purchased product Y but not product X

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

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

- Check Google Analytics a few times a month to monitor what is happening on your site.
- Run a ranking report (using serprobot.com) each month to show where you appear in Google search results for important keywords.
- 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

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.

Jan

Feb

Mar

Apr

May

June



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?