

BECOME A  
**DIGITAL**  
**SPACE**  
**INVADER**

# YOUR QUINTESSENTIAL GUIDE TO DIGITAL MARKETING TERMS.

We're on a mission to help businesses utilize their digital space to its full potential by educating them on the power of digital marketing and how it can help them grow, compete with bigger players in the market, and increase their marketing ROI. Want to beat the game and get the high score? **Start by understanding a few of these terms.**



## SEM

### SEARCH ENGINE MARKETING

SEM provides more visibility for your site through paid traffic. It includes Paid Search (also known as Pay-Per-Click or PPC), which is advertising with a cost per click of traffic. Retargeting also falls into this bucket, which uses an ad that targets those who visited your site but did not complete a goal (i.e., purchase, register, etc.) back to the website.



## SEO

### SEARCH ENGINE OPTIMIZATION

SEO optimizes your website to get better ranking for search engines through "organic" traffic (AKA free or unbranded traffic). There are two categories for SEO – *on-site* and *off-site*.

**On-site SEO** is creating a search engine friendly site to get better rankings. This can be accomplished by optimizing the site to increase page speed load times or adding page title tags, meta descriptions, and image ALT tags to add keywords. These updates will help increase your domain authority or how well your site will rank on search engines. Google uses mobile-first indexing, so having mobile-friendly content will also help your site perform better in search results.

**Off-site SEO** is when you link from other websites to your site (known as building links or backlinks). This shows that your site is trustworthy since others are linking to your content. If the sites linking over are highly trusted (i.e., have a high authority), then your reputation will be boosted even more in the eyes of search engines.



## CONTENT MARKETING

Creating long-form content that demonstrates thought leadership through content pages, blogs, articles, videos, or infographics will both help you be seen as a leader in your space, and boost your links and website traffic.



## SOCIAL MEDIA

You should be where your targets are, and social media is often the place to be. Make sure you have timely, relevant content that prospects will be interested in seeing. Remember, it's not what you want to tell them, it's what they want to hear.



## EMAIL

This powerful digital tactic can help generate leads, nurture prospects, and communicate with customers. For the best results, your list should be segmented and personalized for your targets to provide relevant content.



## MOBILE ADVERTISING

This medium is particularly effective with geotargeting or when used in conjunction with a campaign to prospects.



## MARKETING AUTOMATION

Marketing automation allows you to "market as you sleep." It ties together content, email, and social media and can also be used with a CRM (customer relationship management) tool to help align sales and marketing. Workflows and triggers can be set up to send out tactics based on prospect/customer actions or timeframes. To optimize campaigns, you should segment and cleanse your data, utilize A/B testing, and map tactics throughout the buyer's journey.

### NEED HELP CONQUERING THE DIGITAL SPACE?

Go to [spokemarketing.com/contact](https://spokemarketing.com/contact) to send us a message through the cosmos.

