**DIGITAL MARKETING STRATEGY**

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# OVERVIEW

## WHAT IS DIGITAL MARKETING

Digital Marketing is building awareness and promoting your brand or product using all available channels. Many people believe that by engaging on social media they are doing digital marketing but this is not 100% true as there are many more components that make up digital marketing. This Digital Marketing Plan references a Social Media Plan.

*Initially you may decide to focus on developing your Social Media Plan – starting which what you are more familiar. You can then create your Digital Marketing Plan once you have gained confidence. But even if that is your approach it’s still worthwhile reading through this template to gain an understanding of what should come next.*

## BACKGROUND

*This background should be about your organisation and why a digital marketing plan is important for your business. How has marketing changed in your industry over time? Have you done any marketing on the Internet so far? If so, what did you do, what worked, what didn’t work and what do you think you could do differently? Do you have a marketing plan? If so, how will it relate to and influence this plan? What other documents do you have that will influence this document? Social Media Plan? Business Plan etc.*

### Our Approach to a ‘Simple’ Digital Marketing Plan

*In the past Digital Journey has been asked to create a simple Digital Marketing Strategy for its clients. Our experience is that unless you are hiring a firm to help people often don’t what a complex document heavy with jargon. Our approach is to create a Digital Marketing Plan that is pragmatic and can be understood by the lay-person. It involves explanations and ‘how to get started’ tips so that it can be implemented by virtually anyone. We believe it’s worth leaving the following paragraphs in your Digital Marketing Plan so that others who pick it up understand your approach.*

Marketing plans and strategies are often heaving with jargon and marketing terminology that a ‘lay-person’ does not understand. This ‘simple’ strategy has been written in such a way to reduce the amount of jargon and educate a ‘non-marketing’ person on the key terms that important to understand to implement the strategy.

The projects (key actions) in a Digital Marketing Plan should be measurable, have a defined timeframe and budget, but most of all should be achievable. It’s pointless having a document with some great sounding projects, but that you won’t ever have the budget, resources or expertise to carry out.

This ‘simple’ plan is more about first steps than a comprehensive behemoth document. It also contains information to guide you through the key actions, so that you know where to start, and what to do.

### Why is Digital Marketing Important?

Technology has changed the face of marketing dramatically over the past decade. While the Internet is probably the channel most associated with digital marketing, it can also include text messaging, podcasts, digital TV and radio channels and mobile apps.

Digital Marketing has become so important because consumers have access to information at a time and place which suits them. Marketing has evolved to incorporate tactics that are almost specific to digital marketing. These include:

* Remarketing
Remarketing is using targeted ads which are shown to those who have previously visited your website or used your mobile app – on other websites. It’s a good way to connect with website visitors who may not have made an enquiry or purchase by displaying relevant ads. Google Adwords is a common way of doing this.
* Inbound Marketing
Inbound marketing is about creating quality content that pulls potential customers toward your company and products, where they naturally want to be. Aligning your content with your customer’s interests, you naturally attract inbound traffic that you can then convert to sales over time. Inbound marketing channels include email, blogs/news, social media, online publications and pay per click (PPC) marketing.
* Content Marketing
Content marketing is about providing consistent, regular, useful information to customers in order to build a relationship that leads to business, trust and loyalty. You become a resource that solves problems and puts you in a position of authority. Because of the flexibility and immediacy that social media provides, content marketing is usually delivered via social media channels. 70% of customers prefer to get to know an organisation via content over ads[[1]](#footnote-1). Given the relatively low cost of content marketing it’s an important approach to use.
* Lead Nurturing
Lead Nurturing is the process used to build relationships with prospects, even when they are not ready to buy. It about staying ‘front of mind’ so that when they are finally ready to purchase it is you they think about. There are many ways leads can be nurtured including; free trials, content marketing and competitions.

As digital technology continues to evolve and youth become more connected, it’s important that we talk to them on channels they use, that is to market our business we need to hangout where our potential customers hangout. This digital marketing strategy is essentially a framework which outlines how we engage with potential customers, where we do it, and the tools we can use.

## DIGITAL MARKETING VISION

*A vision is important to communicate to your staff where your focus should be and outline how you wish to use digital marketing. When developing your vision statement consider your goals, how digital channels will help your customers and what value you will provide. What benefit will there be to your organisation (e.g. efficiency or profitability gains)?*

## OBJECTIVES

*If you have a marketing strategy then setting your Digital Marketing objectives will be a ‘piece of cake’ as these should be based on your marketing objectives. Also remember to look at any business objectives you have as these may also influence your Digital Marketing objectives. Consider what success looks like for your organisation. Ideally your objective should solve a challenge.*

*Don’t forget to make your objectives SMART (specific, measurable, achievable, relevant and time-bound). There is lots of information available on the internet about setting SMART objectives. Remember, the better defined your objectives are, the easier it is in the long run to achieve them.*

Our key objectives are:

# ONLINE MARKETPLACE ANALYSIS

*Although it may seem like a chore performing a marketplace analysis it is important because it can help you become more customer centric and help you compete for their business. Consider the following sections and questions when doing your marketplace analysis.*

## TARGET MARKET

*Often in marketing, Marketing Personas (also known as Buyer Personas) are used to help identify (and summarise) a business’ target market.*

*A Marketing Persona is designed to help you gain a deeper understanding of your customers and their behaviours. It’s a representation of patterns of behavior based on your research. Personas are summaries of your target market. Your research may involve questionnaires, analysis of website and social media stats, and talking to your employees. Consider the following questions to help you develop your key personas.*

* *Where do they buy? How do they research and select your products (or your competitors products) online?*
* *What are they trying to accomplish, what problem are they trying to solve?*
* *Why do they make buying decisions?*
* *Which advertising are they more likely to trust?*
* *What are their common objections (reasons for not buying)?*
* *What are their demographics? (e.g. gender, age, education, household income, what environment do they live in – urban, suburban, rural)*
* *What are their biggest fears?*
* *How do they prefer to communicate?*
* *What key phrases are your personas searching and where (think broader than Google. Are they searching in YouTube? Forums? Industry Sites?*
* *For each persona clearly answer the following question “If I am your ideal customer why should I purchase from you over one of your competitors”*

*Focus initially on 2-4 key personas. Use the table below to build a picture of each persona. Then consider which is your top persona. Your content marketing should be written to attract this persona. If you think another persona could be an area of growth for you, then consider directing content marketing at them.*

In marketing it is important to consider your audience as these are the people you want to reach. In marketing you often hear talk about *marketing personas*. Knowing who you are marketing to will help you decide, where to market (such as on what channel) and what your message should be about.

Marketing Personas
A marketing persona is a composite summary of a key segment of your audience. They are used in *content marketing* to help you make sure the content you deliver is most relevant and useful to your audience.

### PERSONAS

-

|  |  |
| --- | --- |
| Keywords |  |
| Attributes |  |
| Motivation to Buy |  |
| What’s important | *
 |
| I’m looking for a product or service that is:  |

## OUR BUSINESS ONLINE

*It’s important to look at your business online to identify where the gaps and risks are.*

* *Consider a SWOT analysis – this is where you look at your strengths and opportunities (what can help you achieve your objectives, and your Weaknesses and Threats (what can be harmful to achieving your objectives). There is a lot of information on the Internet about completing a SWOT analysis.*
* *How well are your website and social media sites appealing to your audiences?*
* *Where are your biggest inefficiencies? (E.g. How do you rate in search engines and for what key terms? How effective is your email marketing? Do you currently measure your online marketing? Does your online presence provide a consistent message? )*
* *What opportunities are there for your organisation?*
* *What threats are there for your organisation?*
* *What markets do you currently target? What are you missing?*
* *How does your online presence compare to that of your competitors?*

*It is also valuable to look at your industry online as a collective and consider the following:*

* *Who is dominating the conversations about products or services in your industry – is it you or your competitors?*
* *How do your competitors rank for key terms in your industry?*
* *Who could you be partnering with, or who could provide links to your site and vice versa?*

*You may like to summarise what you find in this section of the Digital Marketing Plan. Some of you answers may also feed into the ‘Background’ section (see Overview), and also the ‘Key Challenges’ section which follows.*

## OUR COMPETITORS

*A marketplace analysis isn’t complete until you look at what your competitors are doing.*

* *How effective are your competitors – what are they doing? What markets do they target?*
* *How effective are their sites? What information do their sites contain? (e.g. pricing info, number of landing pages) Is their website easy to use? Does it contain testimonials or customer reviews? Is it easy to purchase products or services on their sites? Does their website include links to their social media sites?*
* *What social media channels are they using? How often do they post to their social profiles and at what times of day? How many followers do they have? Is this growing over time? Do they have blog posts? Are they providing videos, slideshows, podcasts, webinars, white papers etc?*
* *Are they only providing their own content on social media or are they promoting others in the industry?*
* *Are they present on industry websites or forums? If so, what information are they providing?*
* *Does it look like they are targeting personas?*
* *How quickly are your competitors responding to customer services questions or complaints?*
* *Do they use email marketing? What type of information do they provide? How well is it written?*
* *Are they content marketing?*

## KEY CHALLENGES

*This section identifies the key challenges your organisation has to marketing online. These challenges may have been identified in your marketplace analysis (e.g. looking at your target market, what your business is doing online and what your competitors are doing online). Or they could be challenges you are aware of due to lack of knowledge, skills, money and/or other resources in your organisation.*

*Outline each of your challenges below. Then provide a recommendation as to how you intend to mitigate that challenge.*

### Challenge 1:

|  |
| --- |
| Recommendation |

### Challenge 2:

|  |
| --- |
| Recommendation |

### Challenge 3:

|  |
| --- |
| Recommendation |

### Challenge 4:

|  |
| --- |
| Recommendation |

### Challenge 5:

|  |
| --- |
| Recommendation |

# THE PLAN

*Your plan (in this ‘simple’ digital marketing template) is simply the actions or projects your organisation needs to complete to improve your digital marketing tactics. Consider the projects or key actions your organisation would benefit from.*

*In addition to the key actions we have suggested also considering the marketing approaches (or key themes) you plan to utilise. Below we have used the example approaches of Content Marketing, Online Advertising and Remarketing, and then demonstrated how the key actions use these approaches.*

*We expect that you will define the approaches and key actions that are best for your organisation and modify the text below accordingly. For example, you don’t have a website, or if your website is ineffective, that should be a key approach in your marketing plan.*

*Remember your strategy should be about pragmatic steps that you can take now to improve. The fancy stuff can come later when you revisit the strategy in a year or two.*

*Please modify the following plan – add/replace your own actions and activities to provide a step-by-step outline of how you will implement your digital marketing plan.*

This plan focuses around 3 approaches:

|  |  |
| --- | --- |
|  | Content MarketingAdopting a content marketing approach and use this across all channels |
|  | Online AdvertisingDevelop advertising campaigns to draw customers to our website |
|  | Remarketing Develop a remarketing campaign to keep our organisation ‘front of mind’, so that those who visit your website are reminded of your existence |

*We always find it useful to summarise the plan into its key actions and the approaches these actions utilise (see following table). It makes it easy to communicate to others the focus of your Digital Marketing Plan.*

A summary of the Plan is outlined in the table below.

|  |  |  |
| --- | --- | --- |
| KEY ACTION 1 | Establish an online stories repository |  |
| KEY ACTION 2 | Create a Social Media Plan |  |
| KEY ACTION 3 | Create a Publishing Schedule |  |
| KEY ACTION 4 | Create a Facebook Advertising Campaign |   |
| KEY ACTION 5 | Create a YouTube Advertising Campaign |   |
| KEY ACTION 6 | Develop a Remarketing Campaign |   |
| KEY ACTION 7 | Develop a process to track your digital marketing |  |

*Once you have defined each Key Action (above) it’s important to consider the activities required to complete that action. For example, if Key Action 1 is to establish an online ‘stories’ repository, then Activity 1 is likely to be reviewing available tools and deciding on the online tool that will be suit your organisation’s needs. Defining each Activity should provide you with the knowledge needed to allocate a timeframe and budget. Complete the following table with your Digital Marketing Plan actions, activities, timeframes and budgets.*

The following sections provide more detail on what is involved in each action, including what should be considered.

| NO. | PROJECT/KEY ACTION | TIMEFRAME | BUDGET |
| --- | --- | --- | --- |
| **KEY ACTION 1** | **Establish an online ‘stories’ repository** |  |  |
| Activity 1: | Review and select best tool to use for story creation & display |  |  |
| Activity 2: |  |  |  |
| Activity 3: |  |  |  |
| Activity 4: |  |  |  |
| **KEY ACTION 2** | **Create a Social Media Plan** |  |  |
| Activity 1: |  |  |  |
| Activity 2: |  |  |  |
| Activity 3: |  |  |  |
| Activity 4: |  |  |  |
| **KEY ACTION 3** | **Create a Publishing Schedule** |  |  |
| Activity 1: |  |  |  |
| Activity 2: |  |  |  |
| Activity 3: |  |  |  |
| Activity 4: |  |  |  |
| **KEY ACTION 4** | **Create a Facebook Advertising Campaign** |  |  |
| Activity 1: |  |  |  |
| Activity 2: |  |  |  |
| Activity 3: |  |  |  |
| Activity 4: |  |  |  |
| **KEY ACTION 5** | **Create a YouTube Advertising Campaign** |  |  |
| Activity 1: |  |  |  |
| Activity 2: |  |  |  |
| Activity 3: |  |  |  |
| Activity 4: |  |  |  |
| **KEY ACTION 6** | **Develop a Remarketing Campaign** |  |  |
| Activity 1: |  |  |  |
| Activity 2: |  |  |  |
| Activity 3: |  |  |  |
| Activity 4: |  |  |  |
| **KEY ACTION 7** | **Develop a process to track our digital marketing** |  |  |
| Activity 1: |  |  |  |
| Activity 2: |  |  |  |
| Activity 3: |  |  |  |
| Activity 4: |  |  |  |

*Please note that some actions/activities will need to occur concurrently. For example before you launch your Facebook Campaign you will need to have developed a process to track your digital marketing.*

## KEY ACTION 1: ESTABLISH AN ONLINE STORIES REPOSITORY



*The text below is merely an example of how you would start to flesh out a key action, we’ve tried to keep it generic so it is relevant to a wide range of organisations. When writing the detail behind your key action don’t forget to explain terminology and the approach so that a layperson can understand it. It is expected you would develop your own key action based on your organisation’s needs.*

As mentioned previously in this digital marketing plan a good content marketing organisation becomes a resource that answers questions, solves problems and provides useful information to customers – this is really what *content marketing* is about. It’s important that once you create a great story about a customer’s experience (e.g. on our rafting trip or guided tour) so that information isn’t lost. A positive story about a customer’s experience is likely to be just as relevant 2 years later - that’s why this key action recommends an online stories repository.

The online stories repository would be a searchable database that contains customers’ stories. Metadata would be attached to each story so that potential customers can search for stories that are relevant to them, such as experience on a bungee jump, rafting trip, or the stories of Chinese nationals.

There is a saying in content marketing “Create once, share everywhere”. Approved stories would be published in the Stories database. From there they can be shared on numerous social media channels (like Facebook or YouTube), on the organisation website, and even in hardcopy newsletters.

There are a number of tools available that can be used to create a content database. It’s important for us to select a tool that has the capability to include video as well as written content, and a strong search feature.

When writing our stories consider we should consider our personas to make sure the content is written in a way our personas can relate to. We should also consider the best mechanism for delivering the message – is it an interview, a ‘how to’ guide, a case study, a personal blog, a video?

We must think carefully about the metadata or tags created for our database - what will our potential customers be searching for? - This will help us define your tags. Once tags have been assigned we should look at what stories are associated with them. Are there any gaps? Are there key nationalities we don’t have stories for? The gaps will help us determine which stories need to be developed.

It’s important that once the database is developed we publish regular good quality content to it to raise our profile. But we must always deliver quality over quantity. The quality of the stories will reflect directly on our organisation. To make sure we deliver regular content, we must develop a publishing schedule (KEY ACTION 2).

## KEY ACTION 2: CREATE A SOCIAL MEDIA PLAN



*The text below is merely an example of how you would start to flesh out a key action, we’ve tried to keep it generic so it is relevant to a wide range of organisations. When writing the detail behind your key action don’t forget to explain terminology and the approach so that a layperson can understand it. It is expected you would develop your own key action based on your organisation’s needs.*

A social media plan is important because it’s not just enough for our organisation to be on social media, that in itself is unlikely to lead us to more sales, a plan (if we’ve done our research well enough) will point us in the right direction and ensure we check regularly that we are still on track.

The key components of our Social Media Plan should include:

* **Objectives** – what do we want to achieve from social media? What does success look like? These should tie into our Digital Marketing Plan’s objectives.
* **Target Audience** – This should be easy if we have defined our personas. Which persona are we trying to reach, and where do they spend their time online (i.e. which social media channels do they frequent)?
* **Content Type** – which type of content would best deliver the message (this may differ depending on the persona) - is it tutorials, how-to guides, questions & answers, interviews, infographics, case studies, blog posts, customer testimonials?
* **Delivery Mechanism** – which channels do we intend to use and how? We need to name the channel (e.g. YouTube, Instagram, Twitter, Facebook) and also the mechanism (e.g. podcast, video, image, presentation, social media post, email, newsletter)
* **Timeline** – How often we intend to publish content (per channel). In the Social Media Plan this will be high level. The detail will be in the publishing schedule (KEY ACTION 3).
* **Metrics** – How we will measure success. Is it engagement time (such as the length of time the video was watched, or how many people opened the email, the number of visitors to a webpage, or the number of times a social media post was liked)

*Note: We have a simple Social Media Plan Template available to use.*

## KEY ACTION 3: CREATE A PUBLISHING SCHEDULE



*The text below is merely an example of how you would start to flesh out a key action, we’ve tried to keep it generic so it is relevant to a wide range of organisations. When writing the detail behind your key action don’t forget to explain terminology and the approach so that a layperson can understand it. It is expected you would develop your own key action based on your organisation’s needs.*

An effective content marketing approach needs a publishing schedule. This is where we would keep track of the content required, who is responsible, how metrics will be measured etc. The publishing schedule can be a table in Word or an Excel spreadsheet. Its good practice (and an efficient use of resources) to reuse content. The publishing schedule will help us track what has been published where. We may decide to release a story concurrently on all our Social Media channels, or we may decide it’s more appropriate to release it on one channel, then a month later on another, and so on.

We will use the following headings to set up a publishing schedule for our messages:

* **Publication Date** – The date we intend to publish the content online
* **Expiry Date** – If there is an end date where the content is no longer relevant, for example after a competition has finished, we may have an expiry date. Depending on the channel we use to publish the content we may have to manually remove the content (so remember to set a reminder in your diary or calendar to do this)
* **Topic** – what our content is about?
* **Target Audience** – What persona are we addressing?
* **Objective** – what do we hope to achieve by publishing this content? Is it to answer a common question, inspire a potential customer to enquire etc?
* **Content Type** – What type of content are we using for your message? A video? Interview? Etc.
* **Delivery Mechanism** – How are we publishing this content? Is it on a content database? Facebook? An email? Etc.
* **Metrics** – The metrics we will use to measure who has viewed the content. This usually is dependent on our delivery mechanism and some may not have any metrics, or we may not wish to capture metrics. But for example if it’s a Facebook post – what metrics can we capture?
* **Keywords** – are there keywords that should be in our content? This may be metadata tagged on our content (such as in a content database), or keywords that people might search for.
* **Author** – Who is going to write this story? This helps ensure that the workload for developing content is shared around.
* **Responsible** – In some instances, such as when a customer will be the author, we may need a person responsible to ensure the content is developed within the require timeframes.
* **Reviewer** – This is the person responsible for checking the content adheres to our standards. They should spell and grammar check the document. Make sure it meets the objectives, is written for the target audience and basically meets the requirements outlined in this publishing schedule.
* **Publisher –** This is the personal responsible for publishing the content. Different people in our organisation might be responsible for managing the Facebook posts, vs website, vs the stories database.

This publishing schedule should not be an onerous task we need to decide how far in advance our shedule forecasts. We might find planning your content quarterly suits our organisation. It’s important to plan each channel we intend to publish content on. We can either use a different line in the publishing schedule for each channel, or use a line for one piece of content and list all the channels we intend to publish it on (assuming the publication date and publisher is the same).

*Note: We have a simple Social Media Publishing Calendar Template available to use that is based off the above headings.*

## KEY ACTION 4: CREATE A FACEBOOK ADVERTISING CAMPAIGN

 

*The text below is merely an example of how you would start to flesh out a key action, we’ve tried to keep it generic so it is relevant to a wide range of organisations. When writing the detail behind your key action don’t forget to explain terminology and the approach so that a layperson can understand it. It is expected you would develop your own key action based on your organisation’s needs.*

Facebook allows organisations to create targeted adverts to reach different audiences. Audiences can be selected by categories such as location, age, language they speak and interests. The ability to create targeted ads means our advert is more relevant to them. Also, Facebook is a great place to experiment with paid advertising without investing a lot of time and money. Facebook campaigns are less expensive than traditional media ads, and they are easier to monitor than complex pay-per-click search engine marketing because they require less day-to-day modifications.

There is lots of information on the Internet and in Facebook’s Help Center to guide us through creating a campaign, but essentially the core steps involve;

* **Campaign type –** this is where we decide what to advertise. Are we directing people to our website, a Facebook page, promoting an event, or want people to watch a video? What is it we want to achieve?
* **Pick an advertising goal** – if we are driving people to a Facebook page select ‘Get More Likes’, if we want to drive traffic to our website click ‘See Advanced Options
* **Design your ad** – Facebook ads consist of a 25 character headline and 90 character description and a thumbnail image. Although Facebook automatically suggests these its better we spend time rewriting them for our persona/s (these can be updated in real-time if you need to make a change).
* **Target the ad** – make sure we target the ad to our intended audience.
* **Set the Name, Pricing & Schedule** – make sure the name is distinctive (this makes it easier later when monitoring). Pricing can be either a daily budget or a lump sum and payment is on a pay-per-click or every time 1000 people see the ad.
* **Pay** – after submitting the ad we will be prompted for payment information.
* **Track the campaign** – Facebook has an Ads Manager tool and a dashboard that will give us lots of information. We should record the core info we are interested in a spreadsheet (see KEY ACTION 6).

We intend to use the headings in the following table to define our campaign first. That will help us think about who we are targeting and how. Then we can write the actual advert.

|  |  |
| --- | --- |
| **Campaign Name** |  |
| **Audience** (e.g. Thai visitors) |  |
| **Targeted by** (e.g. age, language…) |  |
| **Campaign Type** (e.g. clicks to website, page likes, video views…) |  |
| **Ad location** (e.g. newsfeed, right-hand column…) |  |
| **Ad Name** (e.g. Thai guided tour ) |  |
| **Audience Reach (approx. number)** |  |
| **Purpose/Outline of the campaign** |  |

*Note: To learn more about advertising on Facebook* [*www.facebook.com/business/products/ads*](http://www.facebook.com/business/products/ads) *is a great place to start.*

## KEY ACTION 5: CREATE A YOUTUBE ADVERTISING CAMPAIGN

 

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YouTube advertising is very powerful as it presents a great opportunity to cost effectively target our identified markets. Videos are a terrific medium to entertain, educate and inspire. They are great for sharing – how many videos have you seen that have ‘gone viral’ and they are memorable (people remember 20% of what they hear, 30% of what they see and 70% of what they hear and see). YouTube is actually the second largest search engine on the Internet which means videos get high rankings in Google search results.

One of the easiest and most cost effective ways to create a YouTube ad campaign is by using Google TrueView (also known as Adwords for Video). In TrueView there are 2 formats of video:

* **In-Display** – the ad is displayed on the right side of screen while on YouTube pages (need to make sure title and image are intriguing to get noticed) or at the top of YouTube search results. You only pay when a viewer chooses to play your video.
* **In-Stream** – the ad is displayed before a YouTube video. Viewers can skip the ad after 5 seconds. You only pay when a viewer watches 30 seconds of your video, or watches it to the end (whichever comes first).

Just like other ad campaign tools we can target our adverts by categories like; area, gender, age, areas of interest, topics, keywords and phrases.

There is lots of information on the Internet and in Google AdWords Help Center to guide us through creating a campaign. Once we have educated ourselves we intend to use the headings in the following table to define our campaign. That will help us define who we are targeting and how.

|  |  |
| --- | --- |
| **Campaign Name** |  |
| **Audience** (e.g. International visitors) |  |
| **Targeted by** (e.g. remarketing) |  |
| **Campaign Type** (e.g. Instream TrueVideo) |  |
| **Ad location** (e.g. YouTube) |  |
| **Ad Name** (e.g. Rafting Explainer video) |  |
| **Audience Reach (approx. number)** |  |
| **Purpose/Outline of the campaign** |  |

If we decide to create an In-Stream ad we should think about the first 5 seconds – the 5 seconds they have to watch before they press ‘Skip Ad’. This is essentially free advertising for us, so we need to make it count, but make sure it still entices our viewers to watch the rest of the video.

It’s important to track our campaign. We intend to record the core campaign metrics in a spreadsheet (see KEY ACTION 7).

## KEY ACTION 5: DEVELOP A REMARKETING CAMPAIGN

 

*The text below is merely an example of how you would start to flesh out a key action, we’ve tried to keep it generic so it is relevant to a wide range of organisations. When writing the detail behind your key action don’t forget to explain terminology and the approach so that a layperson can understand it. It is expected you would develop your own key action based on your organisation’s needs.*

Remarketing is an important approach as it can help keep our brand in front of people after they leave our website. For most websites, only 2% of web traffic convert on the first visit. Remarketing is designed to help companies reach the 98% of users who don’t convert right away. The main point with remarketing is that we want to find those people who have shown enough interest in our organisation to visit our website. It can help build our brand. For example, if a potential customer visits our organisation’s website and then as they continue browsing the Internet see ads for our organisation, they will perceive we are doing a lot of advertising and therefore must be a very successful organisation.

Although remarketing helps increase conversions, its disadvantage is that it doesn’t drive new traffic to our website so it should be used in conjunction with other marketing campaigns. There are a number of tools that include remarketing functionality such as [AdRoll](https://www.adroll.com/en-NZ/) and [Google AdWords](https://support.google.com/adwords/answer/2453998?hl=en).

There is a lot of information and YouTube videos on the internet about how to create a remarketing campaign. So after we have educated yourself and chosen our tool, we intend to use the headings in the following table to define our campaign.

|  |  |
| --- | --- |
| **Campaign Name** |  |
| **Audience** (e.g. all users who have visited www.xxxxxxx.co.nz) |  |
| **Targeted by** (e.g. users who have visited site before) |  |
| **Campaign Type** (e.g. Remarketing using AdRoll |  |
| **Ad location** (e.g. Facebook, YouTube, general websites) |  |
| **Ad Name** (e.g. organisation name general ad |  |
| **Audience Reach (approx. number)** e.g. Dependent on website traffic |  |
| **Purpose/Outline of the campaign** |  |

It’s important to track our campaign. We intend to record the core campaign metrics in a spreadsheet (see KEY ACTION 7).

## KEY ACTION 7: DEVELOP A PROCESS TO TRACK OUR DIGITAL MARKETING

  

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It’s important to know how we will measure what works and what doesn’t. This is often referred to as content metrics. It’s about finding out information such; as how many people consumed (viewed) our content, how many liked it, whether it generated any leads and whether content ‘consumers’ turned into customers.

The metrics we capture are dependent on the tools we use, so we need to make sure we investigate the capabilities of our website, social media tools, email marketing campaign tool etc. It’s important we record baseline statistics so we can compare before and after to see the effect of specific campaigns.

Tracking metrics takes time and energy. So, we may not wish to track every social media post and every piece of content published. We may decide to focus on marketing campaigns, specific content published, or how well a tool works for us. The key is to define the metrics that are important to us, and determine what we are measuring and how often.

Have a look at KEY ACTION 2 – what metrics do we want to capture? For example, do we want to track number of followers we have over time?

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel** | **1 Sept** | **1 Oct** | **1 Nov** |
| **Followers** |  |  |  |
| Facebook |  |  |  |
| Twitter |  |  |  |
| YouTube |  |  |  |

Or are we interested in specific content that has been published?

|  |  |  |
| --- | --- | --- |
| **Channel** | **Views** | **Shares** |
| **Content Article 1** |  |  |
| Facebook |  |  |
| Twitter |  |  |
| YouTube |  |  |

Perhaps we want to know how people get to our website?

|  |  |  |  |
| --- | --- | --- | --- |
| **Source** | **1 Sept** | **1 Oct** | **1 Nov** |
| Direct traffic |  |  |  |
| Email marketing |  |  |  |
| Organic search |  |  |  |
| Paid search |  |  |  |
| Referrals |  |  |  |
| Social Media |  |  |  |
| Other campaigns |  |  |  |
| **Total visits** |  |  |  |

There are a wealth of metrics we can capture to gain knowledge to improve our customer base, however deciding what to capture can seem overwhelming. Consequently, we intend to start simple with what we are interested in and improve our metrics as we become more familiar with the tools we are using. For example Google Analytics is extremely powerful and can capture information such as whether we achieved our target objectives (such as sign-ups to a newsletter) or goal conversion rates. However, initially we may be interested in the number of page views over time. The list below outlines some of the metrics that can be captured, but it is by no means complete. We’ve provided it just to get you thinking.

* **Email newsletter campaigns** - emails opened, linked clicked, subscriber growth, unsubscribes/opt-outs, emails forwarded
* **Website pages** - number of unique visitors, page views, unique page views, where consumers are located, how they found your site (e.g. have they clicked through from another site), the average time on a page, the number of pages viewed per session, new visitors vs returning visitors, referral traffic (the websites that are linking to and sharing your content), documents downloaded
* **Social Media** - shares (how many have shared your content including retweets, re-pins), comments on blog posts (it takes effort for someone to comment so this can be an indicator of how engaged they are, follower growth, length of time watching a video

### Marketing Campaigns

If we are undertaking a campaign, especially one that costs money, we must track metrics so we can see what value (if any) that spend adds to our organisation. This will help us build a picture of what works for our target markets.

KEY ACTIONS 4, 5, and 6 focus on specific types of marketing campaigns but there may be other campaigns that are applicable to our organisation. If we intend to send out a regular newsletter via email its worth tracking its metrics and determining how many people are actually opening the email, following the links etc.

Whatever campaign we employ we intend to use a spreadsheet similar to the one below to track our metrics.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Channel** | **Target Audience** | **Goal** | **Sept Week 1** | **Sept Week 2** | **Sept Week 3** |
| **Facebook** |  |  |  |  |  |
| FB Campaign 1 | Adventurer | Video views |  |  |  |
| FB Campaign 2 | Contributor | Video views |  |  |  |
| FB Campaign 3 | Adventurer | Website traffic |  |  |  |
| FB Campaign 4 | Contributor | Website traffic |  |  |  |
| Total Click through |  |  |  |  |  |
| Max Budget |  |  | $50 | $50 | $50 |
| Actual Cost |  |  |  |  |  |
| **YouTube** |  |  |  |  |  |
| Instream Campaign (Trueview) | Adventurer | Video views |  |  |  |
| In-display Campaign (Trueview) | Adventurer | Video views |  |  |  |
| Total Click through |  |  |  |  |  |
| Max Budget |  |  | $80 | $80 | $80 |
| Actual Cost |  |  |  |  |  |
| **Remarketing** |  |  |  |  |  |
| Facebook Remarketing (Adroll) | Website visitors | Increase enquiries |  |  |  |
| Display Remarketing (Adroll) | Website visitors | Increase enquiries |  |  |  |
| Total Click through |  |  |  |  |  |
| Max Budget |  |  | $20 | $20 | $20 |
| Actual Cost |  |  |  |  |  |

1. Content+ (2013) [↑](#footnote-ref-1)