



Creating an Integrated Digital Strategic Approach Friends of Search 2020

Who ^{AM I}

Judith Lewis

Obligatory slide !

- ❖ Run DeCabbit Consultancy doing SEO, PPC, Social Media and integrated marketing campaigns
- ❖ Online since 1985, online marketing since 1996
- ❖ Worked in-house within e-Commerce, Publishing & High Tech
- ❖ Have worked with Amadeus, Brown-Forman, UPS, GalaCoral, Google, Vapemate, NatWest/RBS, Fidelity, NBC Universal, Readers Digest, Bayer, AmEx, Virgin.com, Zopa & more
- ❖ Available for consultancy
- ❖ **Contact me: decabbit@gmail.com**



**I give chocolate
for *relevant*
questions**



JAN
2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:
55%

UNIQUE MOBILE
PHONE USERS



we
are
social

5.19
BILLION

PENETRATION:
67%

INTERNET
USERS



4.54
BILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



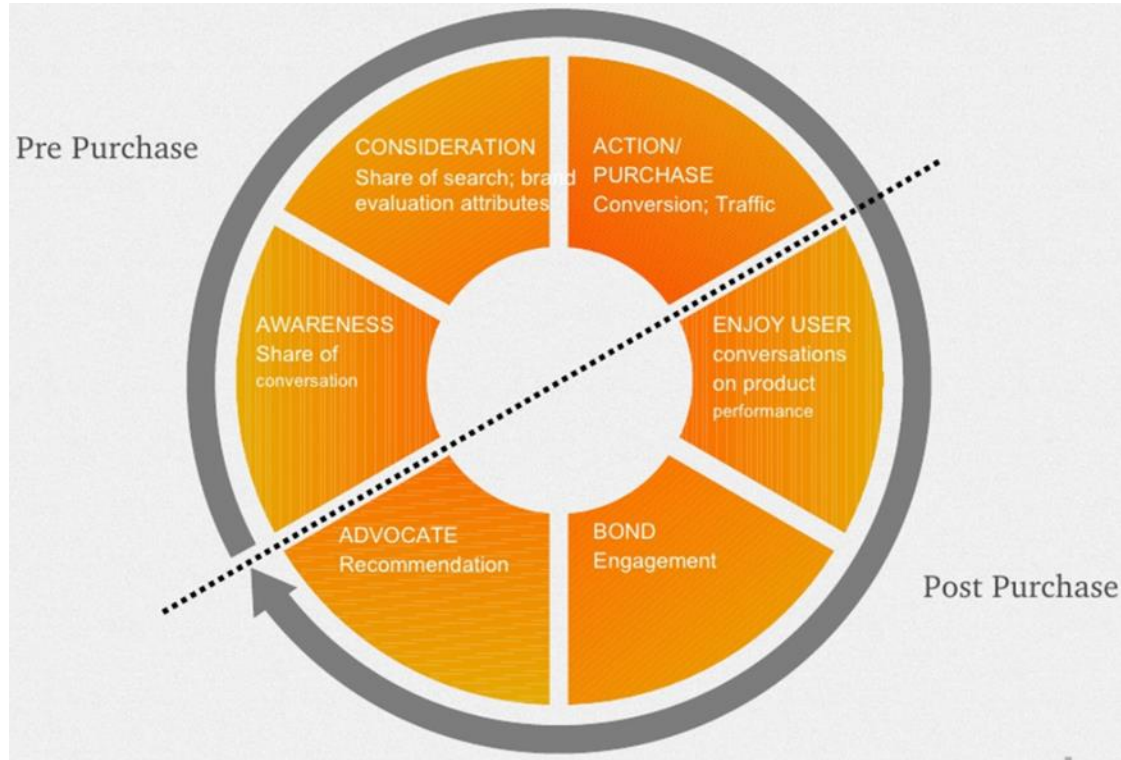
3.80
BILLION

PENETRATION:
49%

**Digital channels can
be confusing and
busy – knowing
what to do takes
planning**



Customer Lifecycle



Digital Touchpoints for Each Segment

- Awareness
 - SEO (Website)
 - Paid Digital Ads
 - Social Media
 - PR
 - Influencers
 - Forums
 - Offline
- Consideration
 - SEO (Website)
 - Review Sites
 - Paid Digital Ads
 - Social Media
 - Influencers
 - Email
- Action/Purchase
 - SEO
 - Website
 - Email
- Enjoy
 - Website
 - Review Sites
 - Social Media
 - Influencers
 - Forums
 - Email
- Bond
 - SEO
 - Website
 - Social Media
 - Forums
 - Email
- Advocate
 - Review Sites
 - Social Media
 - Email (sharing recommendation)



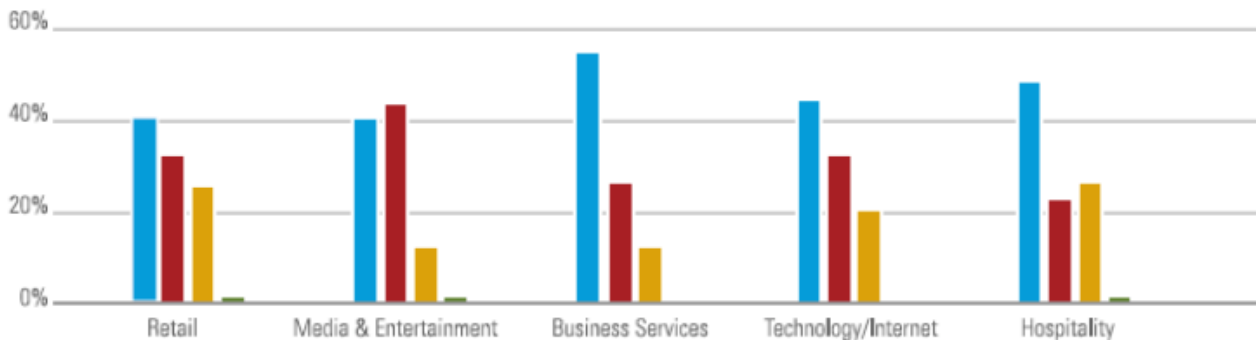
@JudithLewis @Decabbit



What Drives Converting Traffic



BRIGHTEDGE



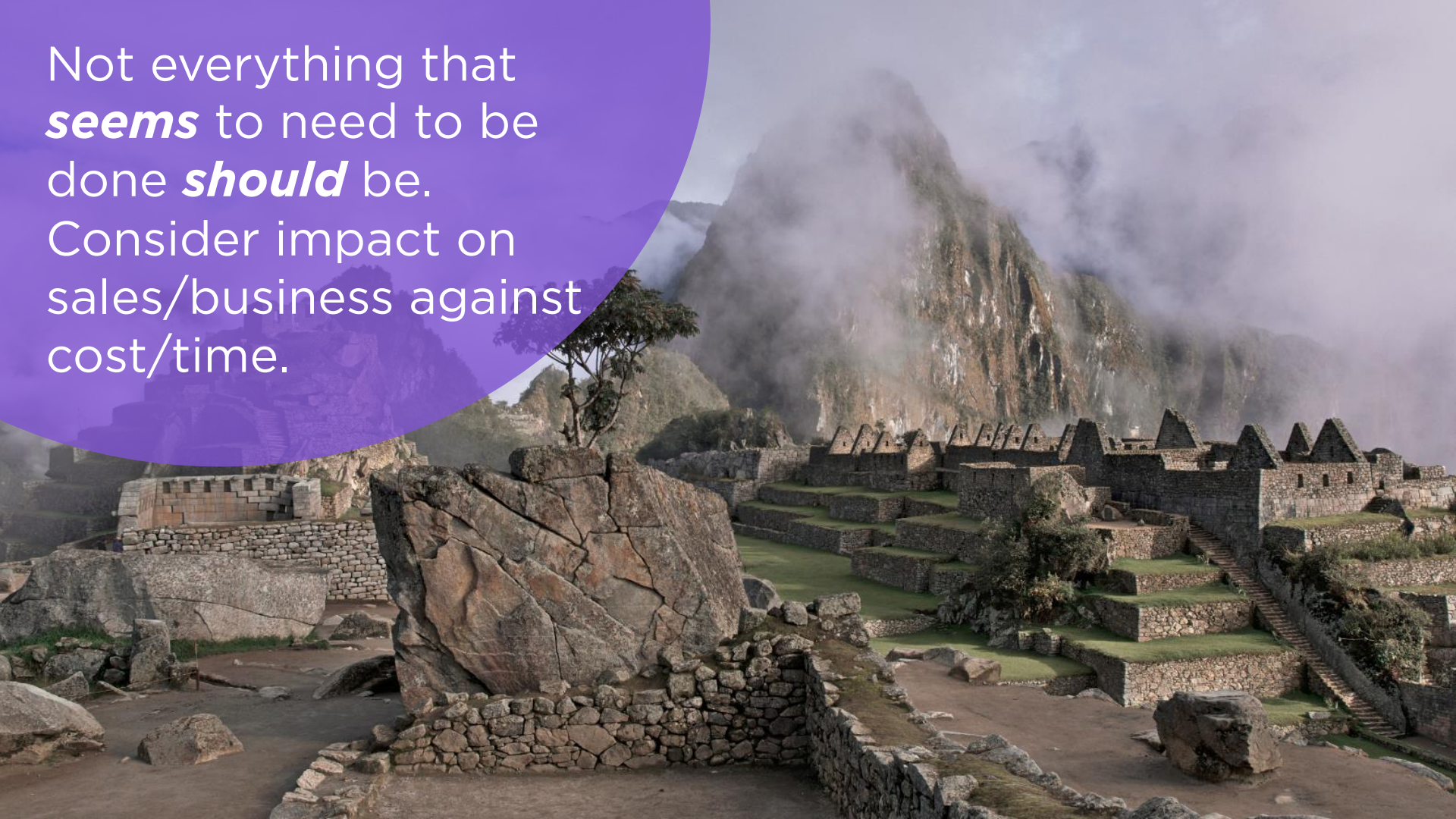


Core Fundamentals

Key elements to consider

- *There is no point in doing any work if you don't understand the needs of your customer – whether it is direct sales, lead generation or brand awareness to lead to sales, **money underpins everything***
- *You cannot just do things in a random order – ensure you understand not only core elements but how they best play together*
- *Sometimes “best practices” are too expensive to implement compared to the value they will bring in increased visibility/sales*

Not everything that
seems to need to be
done ***should*** be.
Consider impact on
sales/business against
cost/time.



Starting a Strategy



What are we Doing, for Who and Why?

*A digital strategy is the **who**, **what**, **when** and **where** of listening and responding to consumers, bridging brand experiences, iterating offerings, and collecting and activating consumer relationships in order to accomplish an actionable and measurable objective.*

A large, bold, black question mark is centered on a plain, light-grey wall. The wall is flanked by two vertical grey pillars. In the background, a lush green hillside with some buildings and a red chimney is visible under a clear sky. The foreground is filled with tall, golden-brown grasses blowing in the wind.

?

Who, what, when where?

Who are we
targeting with our
business?

Does our research
validate that target
audience as
correct for our
product?

Who?

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

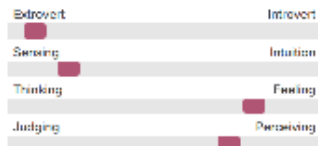
AGE 29
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Organized	Practical
Protective	Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Brands



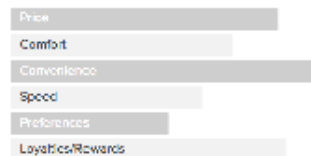
Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

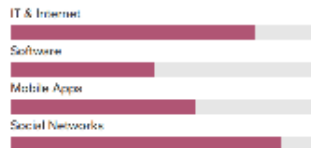
Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

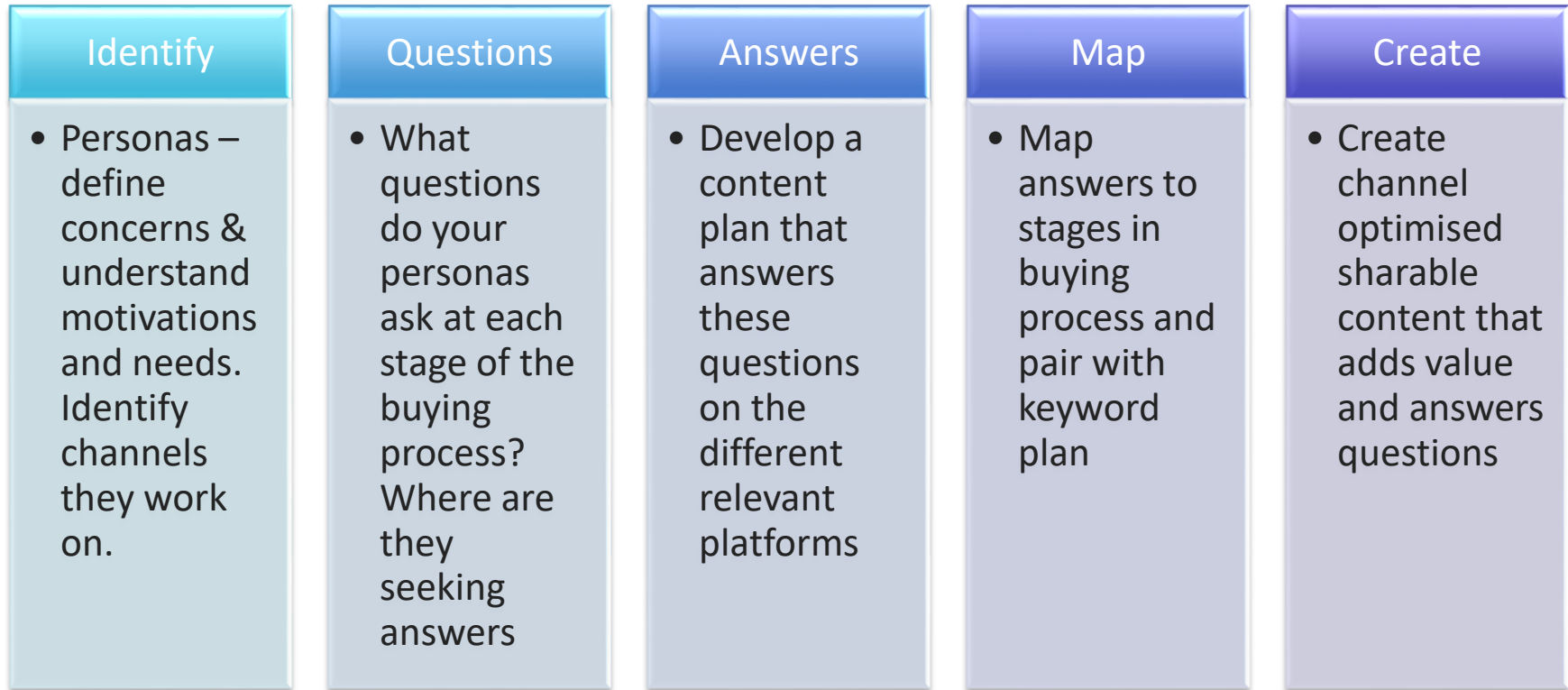
Motivations



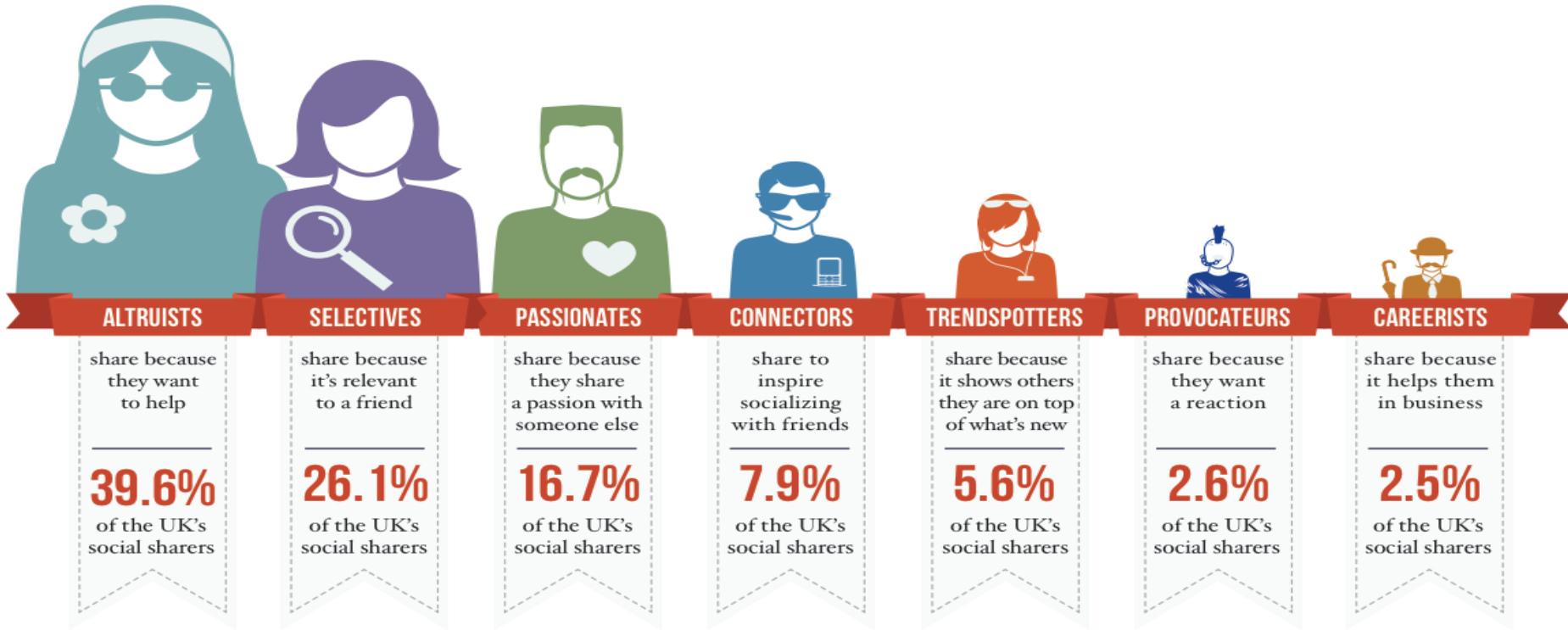
Technology



Persona Mapping is the First Step



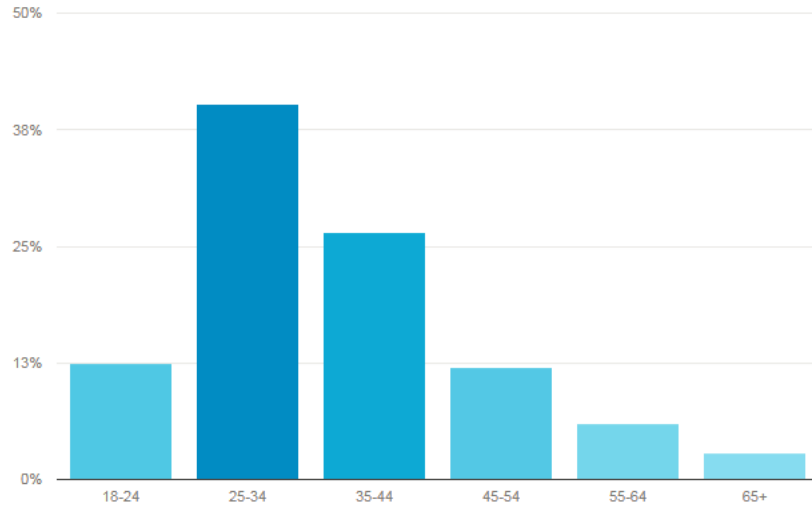
Personas - 7 Types Of Sharer (research)



Who – Check your analytics

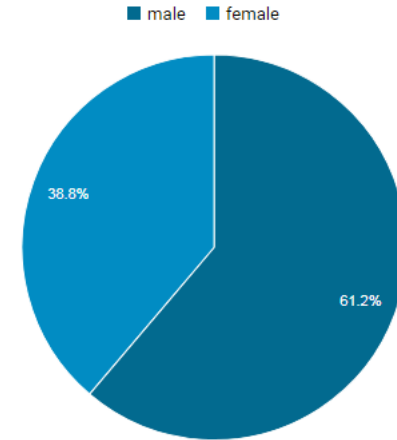
Age

39.20% of Total users



Gender

39.54% of Total users



Who – Dive deeper into analytics

Affinity Category (reach)

44.84% of Total users

4.56%		Lifestyles & Hobbies/Business Professionals
4.09%		Sports & Fitness/Health & Fitness Buffs
4.06%		Shoppers/Value Shoppers
3.71%		Travel/Travel Buffs
3.63%		Banking & Finance/Avid Investors
3.48%		Technology/Technophiles
3.46%		Lifestyles & Hobbies/Green Living Enthusiasts
3.46%		Travel/Business Travelers
3.41%		Lifestyles & Hobbies/Art & Theater Aficionados
3.37%		News & Politics/News Junkies/Political News Junkies

In-Market Segment

40.65% of Total users

4.59%		Travel/Air Travel
4.06%		Financial Services/Investment Services
3.99%		Software/Business & Productivity Software
3.86%		Travel/Hotels & Accommodations
3.05%		Employment
2.96%		Business Services/Advertising & Marketing Services
2.30%		Employment/Career Consulting Services
2.10%		Business Services/Business Technology/Enterprise Software
1.94%		Education/Post-Secondary Education
1.93%		Consumer Electronics/Mobile Phones

Other Category

43.73% of Total users

4.90%		Travel/Air Travel
4.02%		Reference/General Reference/Dictionaries & Encyclopedias
3.16%		Travel/Bus & Rail
2.97%		Sports/Team Sports/Soccer
2.71%		Arts & Entertainment/Celebrities & Entertainment News
2.54%		Internet & Telecom/Email & Messaging
2.30%		Travel/Travel Agencies & Services
2.28%		Jobs & Education/Education/Colleges & Universities
2.28%		Reference/Language Resources/Foreign Language Resources/Translation Tools & Resources
2.24%		Travel/Hotels & Accommodations

User Personas Map Back to Journeys & Content

- *Identify how each persona finds and moves through site*
- *Match user journey to content*
- *Where is content missing?*
 - *Has the content not been built to address user needs? Does this persona use social the company is not on? Does the persona look at Quora instead of company websites?*
- *What excess content is there?*
 - *Is there content that addresses no need and is never surfaced? Why was this content created? Has a persona perhaps been missed?*
- *Fill content gaps to move personas to conversion (on or off site)*

A woman with brown hair pulled back, wearing dark sunglasses and bright red lipstick, is shown from the chest up. She is wearing a dark red, quilted parka over a light-colored turtleneck. She is holding several shopping bags in her right hand, which is wearing a black leather glove. The bags include a white one, a brown paper one, and a black one with a red stripe. The background is a bright, slightly blurred outdoor setting. Two semi-transparent circular overlays are present: a purple one on the top left and a blue one on the bottom right, both containing white text.

What do people
look for when
looking for our
products and/or
services?

Are we targeting
them correctly
with content and
collecting email
addresses?

**FRIENDS
SEARCH**

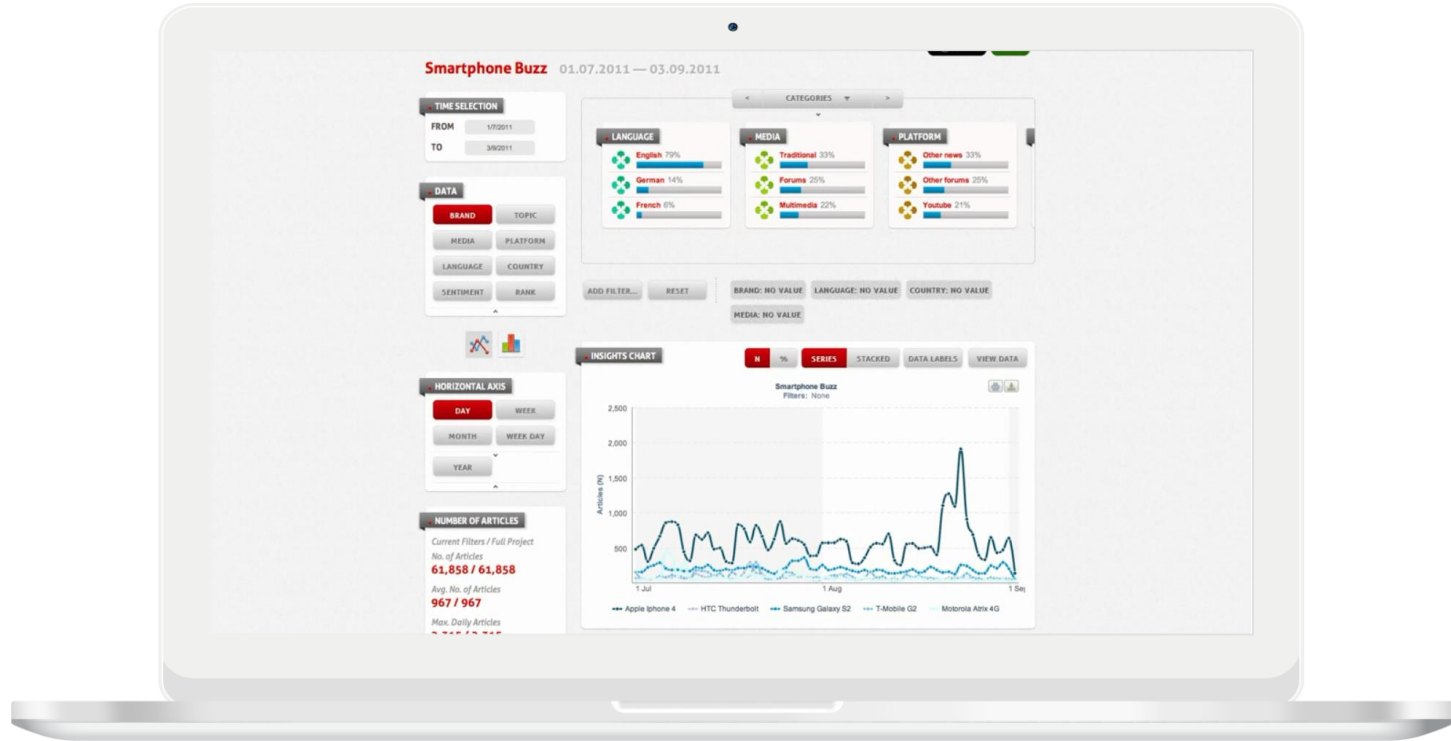
BY DDMA **lab**



Keyword Research

- *Use Google Ads or SEMRush or Ahrefs to do some research on what keywords are being used*
- *Check results for desired target keywords*
 - *Do the results match expectations?*
- *Where are the gaps?*
 - *Does the competition rank for keywords you do not?*
- *Any changes in language required?*
 - *Are the terms being used on the site archaic?*

What



Consumer Research

- *What do consumers need or want?*
- *What are their buying patterns?*
- *What is their experience of your service or product?*

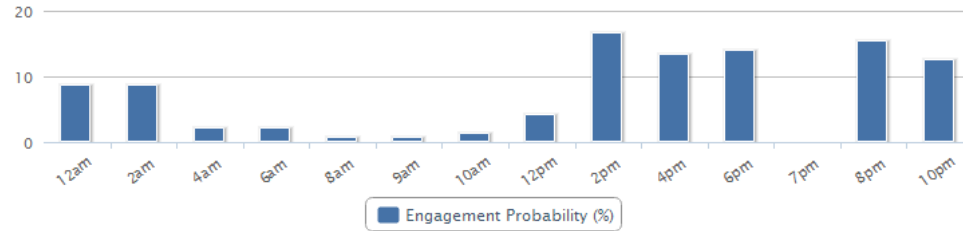
- *Understanding the motivations, needs, and pains of your customers helps you address them*

WHEN - Are our customers getting the right message at the right time or is it random and confused?

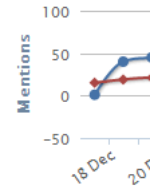


When

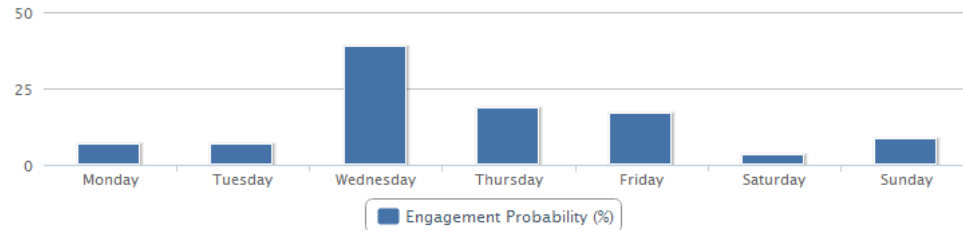
Best time to post - All Messages



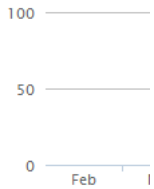
Mention Comparison



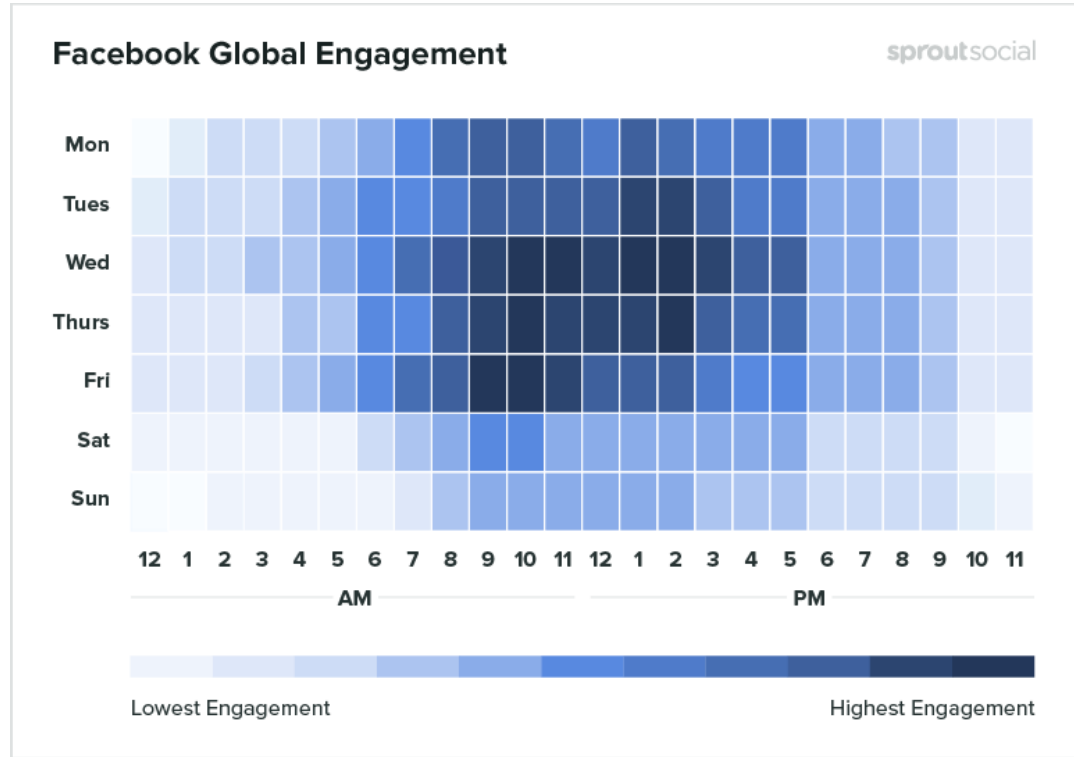
Best day to post - Sendible



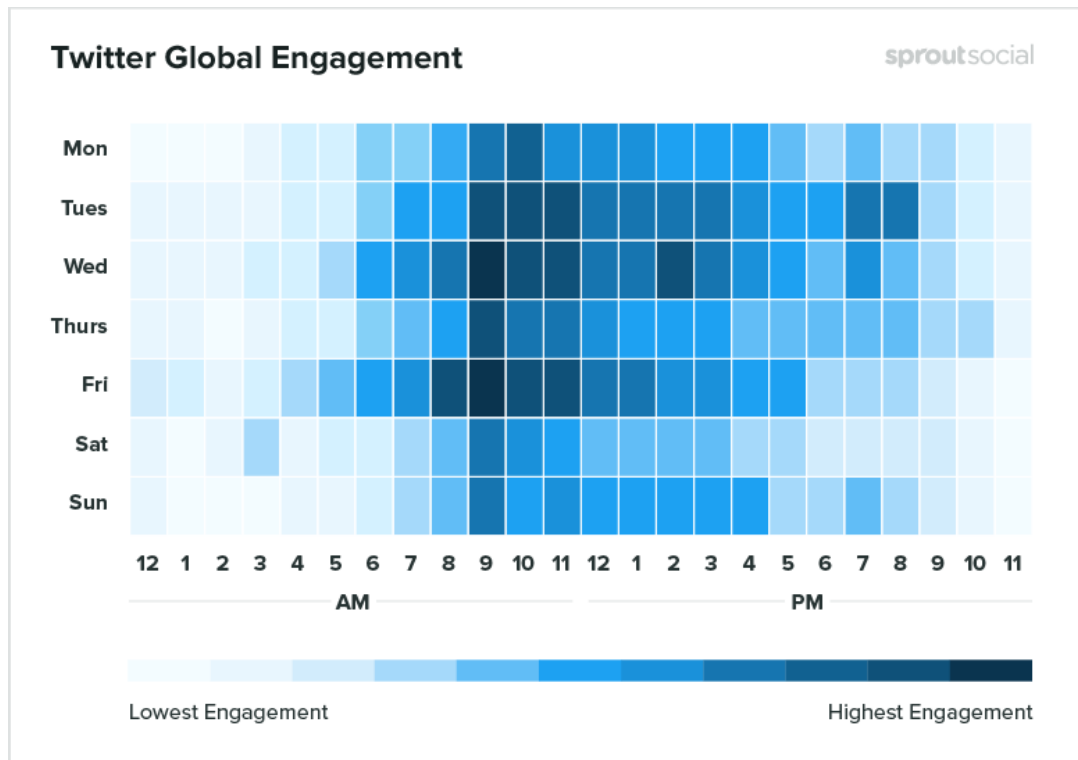
Monthly Posts - S



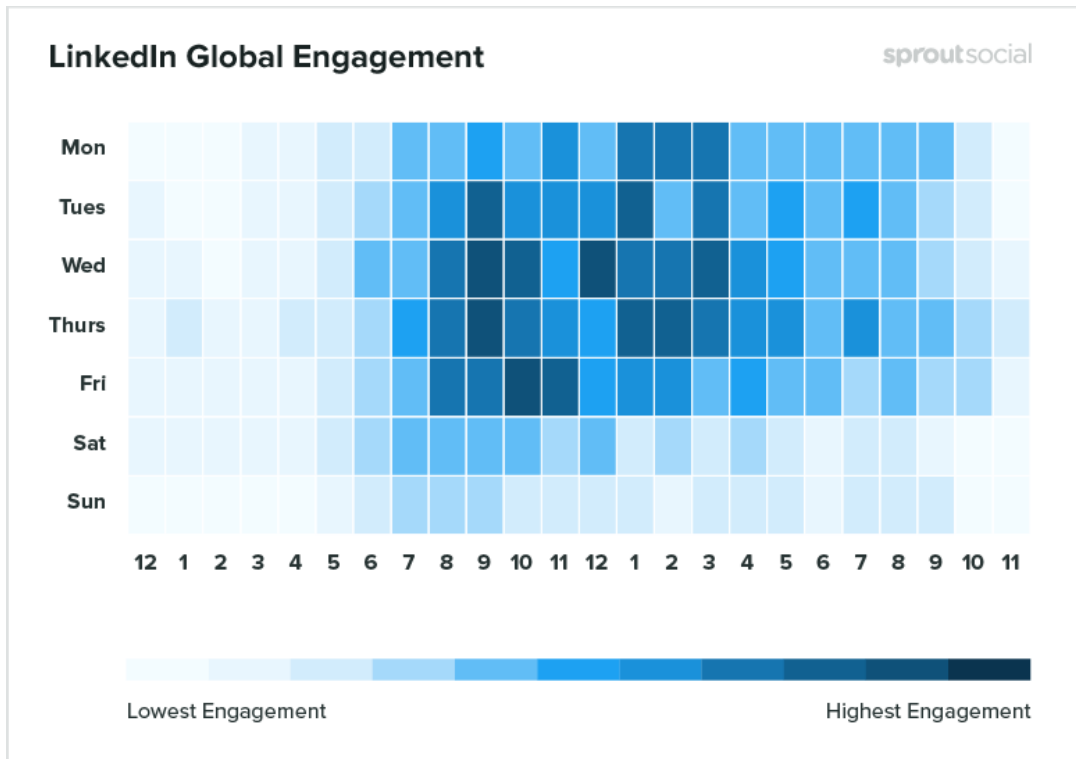
Best Time to Post on Facebook



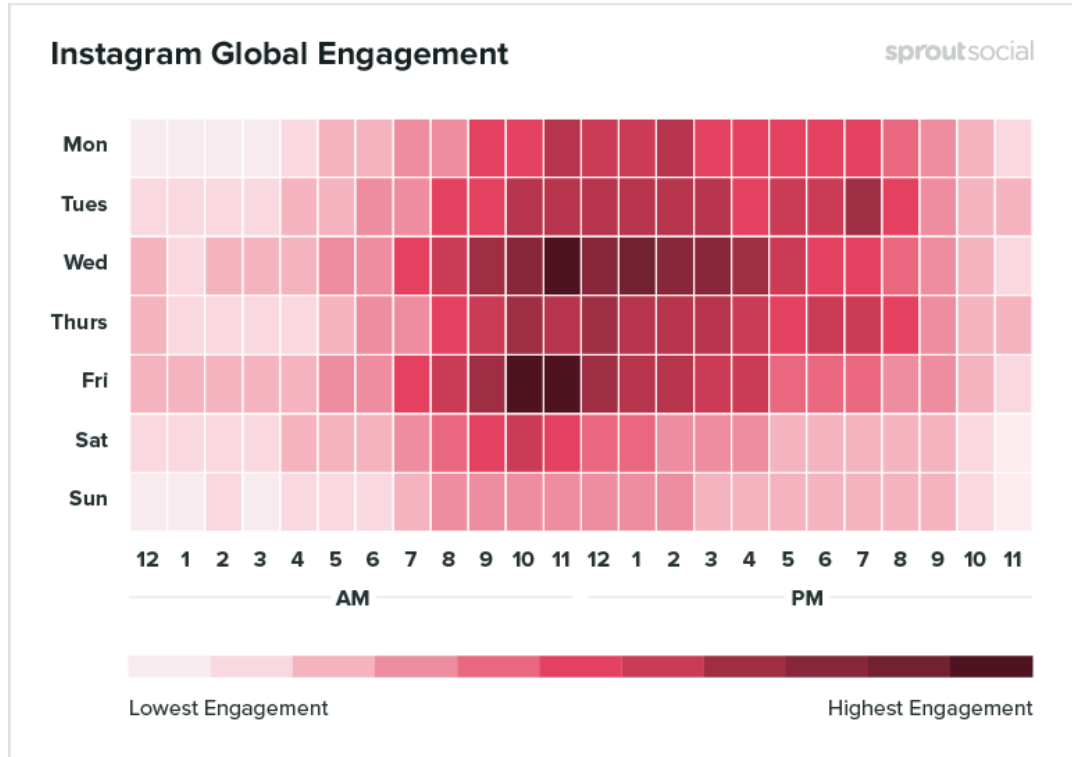
Best Time to Post on Twitter



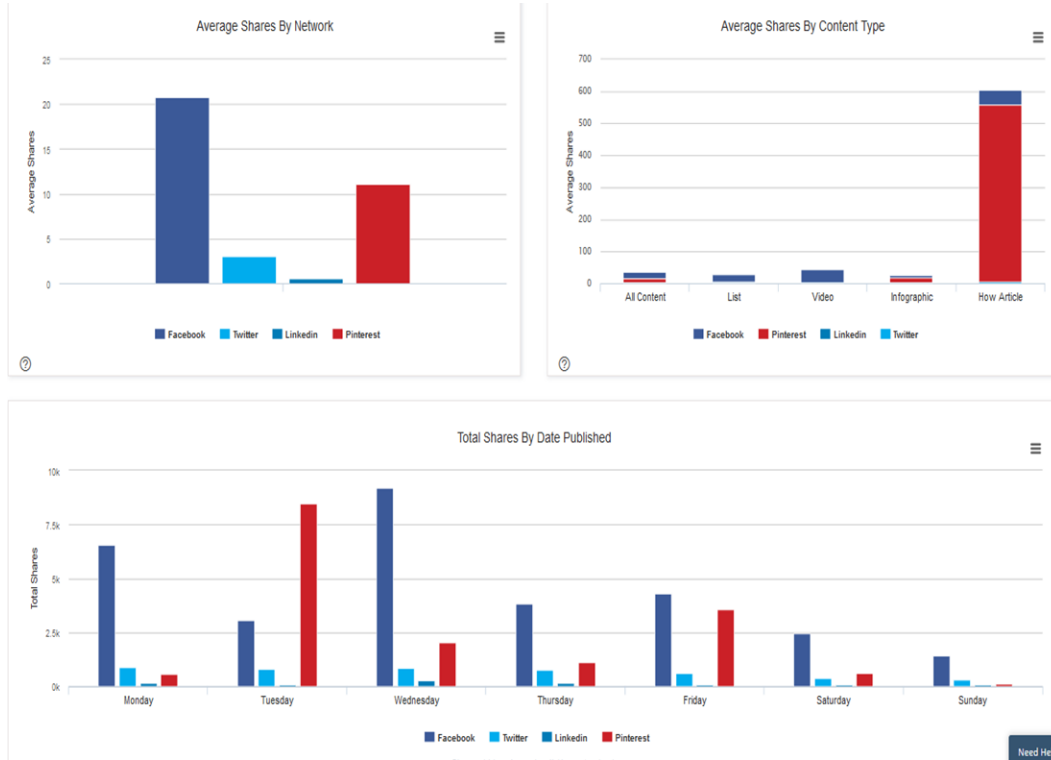
Best Time to Post on LinkedIn



Best Times to Post on Instagram










































When & Where



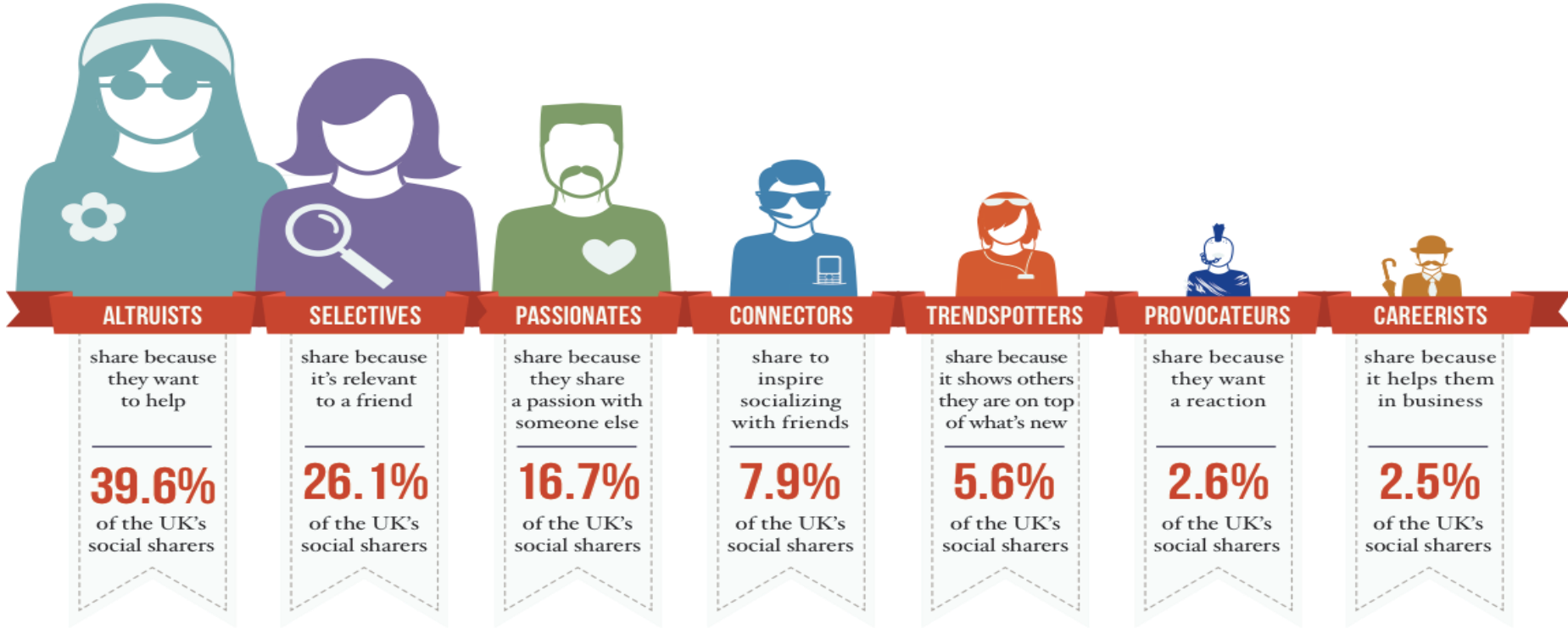































Where - Are you
present in the channels
your customers/clients
use or only ones you use?

What Channel? Salesforce Research

	Millennials (18-34)	Generation X (35-54)	Baby Boomers (55+)
 Phone	 38%	 23%	 12%
 In-person	 23%	 19%	 15%
 Website	 72%	 71%	 61%
 Email	 45%	 37%	 26%
 Social Media	 48%	 30%	 14%
 SMS/Text	 32%	 20%	 7%
 Mobile App	 48%	 28%	 14%
 Chat/IM	 28%	 15%	 7%
 Video Chat	 27%	 13%	 6%
Other	 12%	 6%	 5%

7 Types Of Sharer



	ALTRUISTS	SELECTIVES	PASSIONATES	CONNECTORS	TRENDSPOTTERS	PROVOCATEURS	CAREERISTS
YouTube							
Wordpress / Blogger						 	
Twitter							
LinkedIn							
Swarm							
Instagram							
Facebook							
Email							
Social Bookmarks							
Customer Review							

Now Build Out Your Personas

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

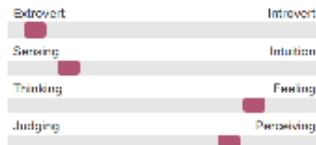
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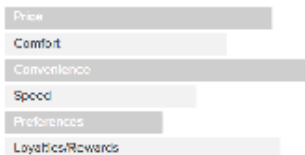
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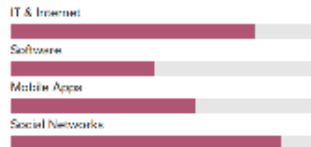
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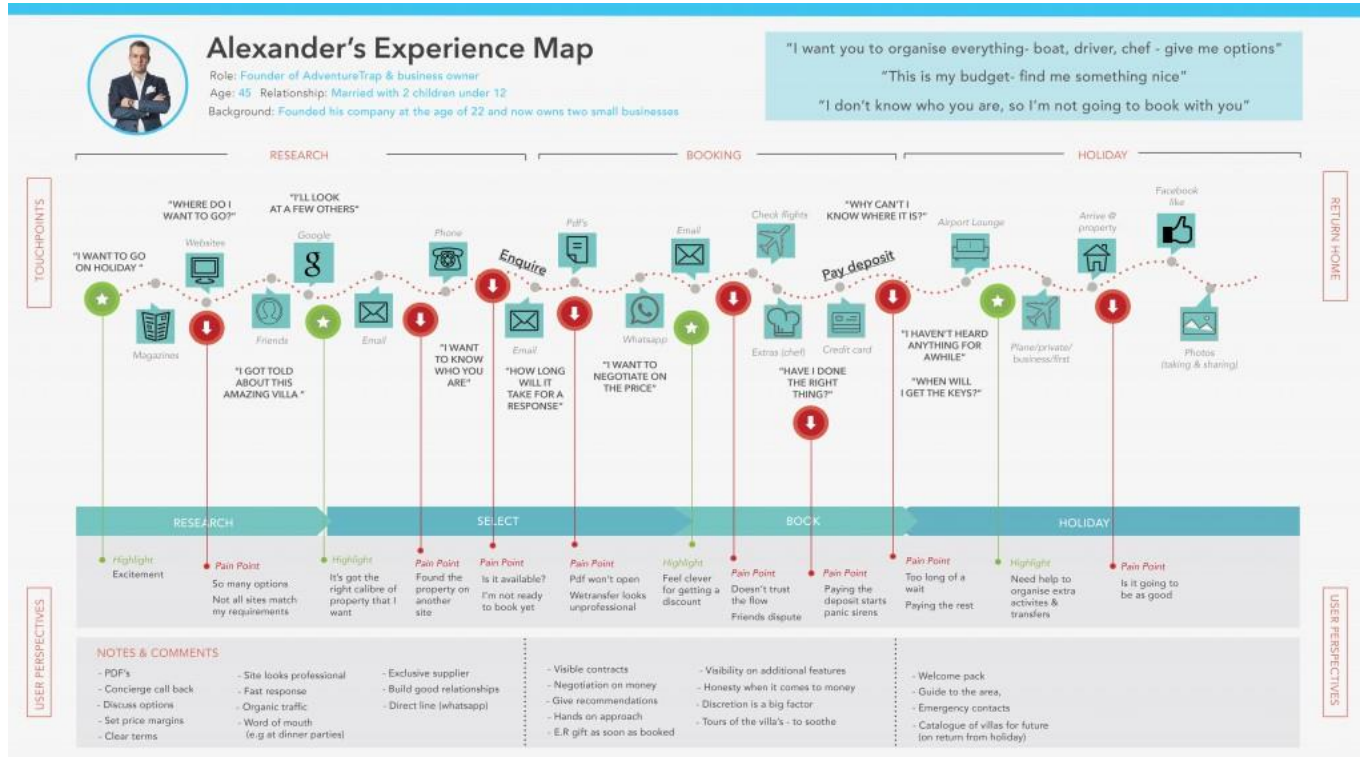
Motivations



Technology



Map User Journeys Based on Personas



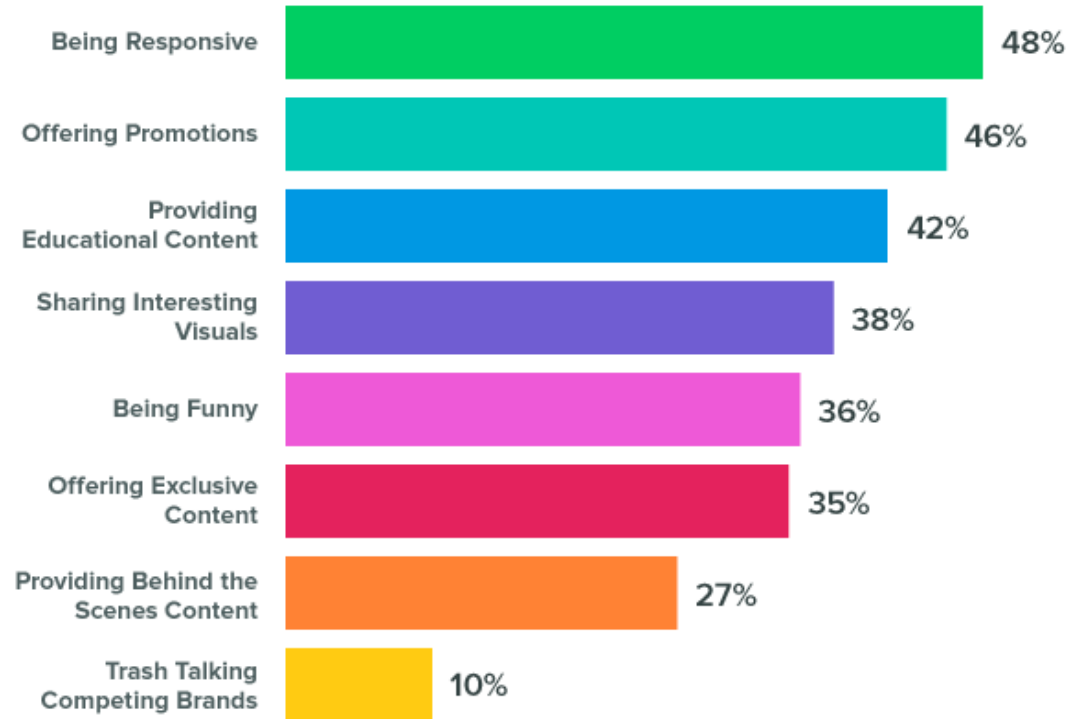
<https://thepathforward.io/creating-customer-personas/>

@JudithLewis @Decabbitt

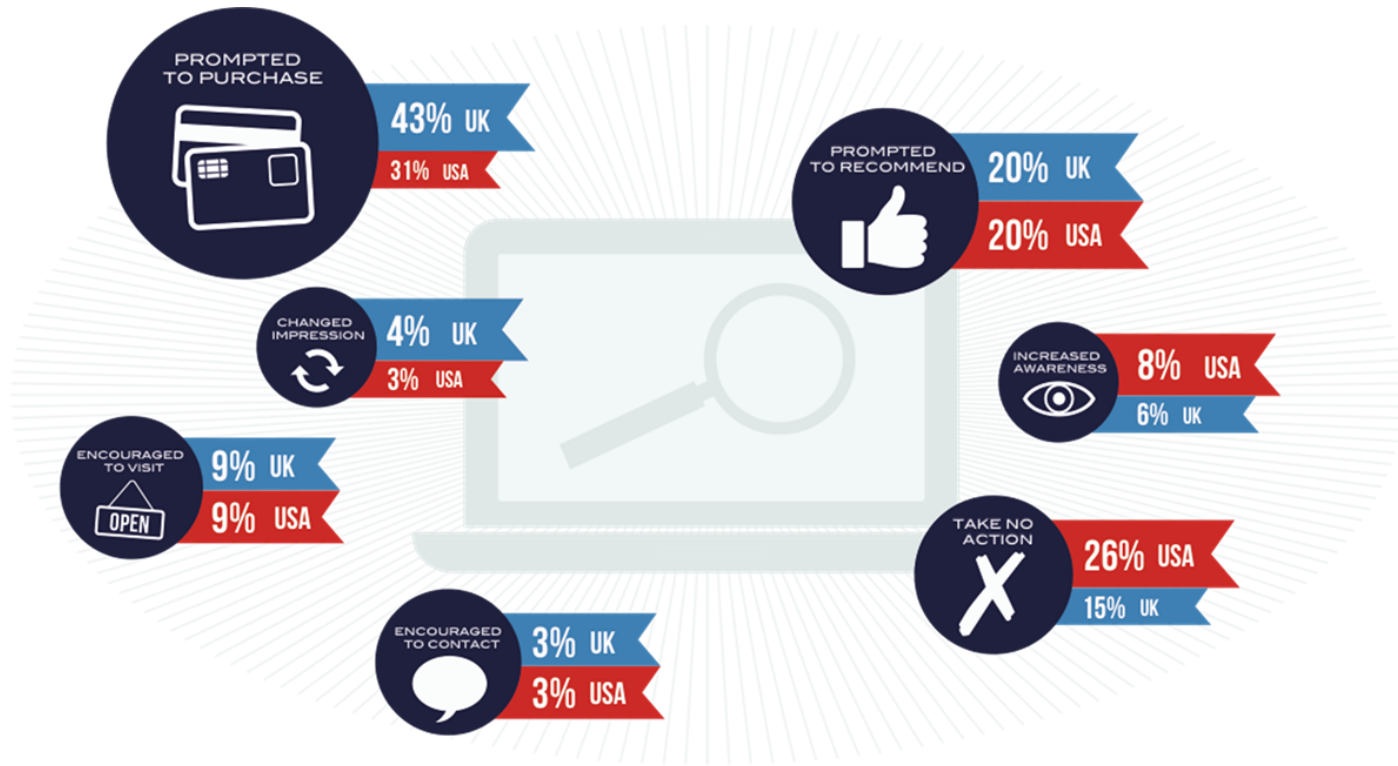
Focus on Paths to Conversion

MCF Channel Grouping Path [?]	Conversions [?] ↓	Conversion Value [?]
1. Organic Search → Direct	34,069 (13.86%)	£421,675.04
2. Paid Search → Direct	22,878 (9.31%)	£257,045.99
3. Direct × 2	18,269 (7.43%)	£218,135.76
4. Organic Search → Direct × 2	13,044 (5.31%)	£170,860.10
5. Paid Search × 2	12,525 (5.10%)	£107,893.04
6. Email → Direct	9,322 (3.79%)	£102,975.42
7. Direct × 3	7,820 (3.18%)	£96,610.82
8. Paid Search → Direct × 2	7,788 (3.17%)	£96,181.07
9. Paid Search → Organic Search	6,927 (2.82%)	£74,253.86
10. Organic Search → Direct × 3	5,696 (2.32%)	£76,662.60
11. Organic Search → Paid Search	4,239 (1.72%)	£35,901.38
12. Direct × 4	3,609 (1.47%)	£45,063.11
13. unavailable → Direct	3,524 (1.43%)	£37,075.41
14. Paid Search → Direct × 3	3,379 (1.37%)	£44,319.55

Brand Actions that Prompt Consumers to Purchase



Why digital? Actions Taken After Online Interaction (study)





Strategy

Creating a Strategy

- *What are the broad aspirations for the organisation & the concrete goals against which we can measure our progress? Do we have personal and business KPIs?*
- *Across all tactics like technical changes or link building, where will we invest our time and budget?*
- *How will we win against the competitors across the digital channels? Where are we competing and can we get more visibility?*
- *What capabilities and/or tools are necessary to win and how do we measure them against our KPIs?*

We start with our personas – even simple ones

Identify a target audience for the title – like CEOs

TARGET AUDIENCE	STRATEGIC IMPERATIVES	KEY SOCIAL CHANNELS
This is a segment you want target. They should be a specifically identifiable and party of a homogeneous group that could be distilled and represented by a single (fake) person(a)	These are things that this group is looking for or needs from your site. Sometimes it will be features and price, sometimes it will be how it will make their business better. Sometimes it will be case studies. You need to understand the motivations of your group. These may overlap with other target audiences but should not be identical unless social channels are different	Where does this cohort hang out? Likely Facebook no matter what the age or level in the business but where else? Sales people may use LinkedIn a lot, some French business people may use Twitter a lot. You need to understand your audience – perhaps a survey might be needed but also you could place social icons on the contact page and see which gets clicked the most

User Journey

	Awareness	Consideration	Refining Needs	Purchase	Post Purchase
Customer thoughts & feelings	Consider how your marketing and communication strategies can help your customers reach their goals while also getting you closer to yours.		How might your customers feel at the pre-purchase, purchase, and post-purchase stages as they attempt to achieve their goals?	Prioritise the moments that get you closer to achieving your business goals.	
Customer actions	Reading reviews, website, ads, affiliate site, etc could all be an action.	Track what actions and interactions between your brand and your customers happen just before and after each of the pre-purchase, purchase, and post-purchase stages		Choosing the solution that is perceived to be the best.	
Customer touchpoints	There could be many places they become aware: Affiliate, ad, blog, review site, TV, radio, etc. Make sure you understand the touchpoints.	Once initial awareness is raised, where else could customers touch your brand off your site?		Your copywriters and salespeople to need to better align their language and sales pitches.	When do you traditionally communicate or engage with customers?
Customer Needs	Understand what pressures your customers are facing and what drives their search.		Customer understands there are a few different solutions but each solves the issue differently and needs specific guidance		Customers have questions about a service, need help using a product, or other post-purchase needs.

What are the broad aspirations for the organisation & the concrete goals against which we can measure our progress? Do we have personal and business KPIs?

Creating a Strategy

Aspiration	Goal	KPI
Create Awareness about the products	Increase the number of people directly researching and requesting information about the product, measurable through traffic to the website and inbound calls	Number of website visits from social increased by X% Number of website visits from SEO increased by X% Increase the number of visits from ads by X% Number of phone calls increased by X%
Generate Leads/Sales	Fill out form Phone calls Product purchase	Number of leads increased by X% Number of forms filled increased by X% Number of sales increased by X%
Drive Discovery	Attend conference or trade show or shop or office or whatever	Increasing attendance/visits by x% Increase product/services requests by x% Increase in ticket requests by x%



Across all tactics like technical changes or link building, where will we invest our time and budget?

Creating a Strategy

ASPIRATION	TACTICS	KPI
Create Awareness	Social ads Google ads (click to call) Optimise website for related topics Radio ads OOH ads	Number of website visits from social increased by X% Number of website visits from SEO increased by X% Number of phone calls to request a factsheet/brochure increased by X% Increase the number of visits from ads by X%
Generate Leads/Sales	Adjust the website Social lead gen ad cards	Number of phone calls/forms filled to request a sales visit increased by X% Number of phone calls/forms filled to request samples for bottling tests increased by X%
Improve Customer Retention	Target specific pain points post-purchase with ads Target specific pain points post-purchase with SEO	Increasing ad clicks by x% Increase website visits to post-purchase pages by x%

**How will we win against the competitors
across the different digital channels?
Where are we competing and can we get
more visibility?**



The Competition

Competitor	Channels They Leverage	What can we do better?
Competitor A	Facebook Website Event sponsorship Specialist magazine ads (online & paper)	Leverage FB ads and other social channels
Competitor B	Instagram (10k +) Facebook (100k +) Website Sponsorship – particularly through universities, bloggers Partnership/co-operations with labs Twitter (4k +) B2C influencers	Targeting more directly the right people More fact sheets and facts with images Social ads
Competitor C	Website Facebook Specialty Wine B2B magazines Trade Shows LinkedIn	Social Ads

A detailed photograph of a workshop. In the foreground, a large, worn wooden workbench is cluttered with various tools, including a large metal vise on the left, several hand planes, and other woodworking tools. Behind the workbench, there are shelves and a wall covered in more tools, such as hammers, chisels, and saws. The background shows a rustic wooden wall and more equipment, creating a sense of a well-used, traditional craft space.

What capabilities and/or tools are necessary to win and how do we measure them against our KPIs?

Tools/Information

- *SEMRush*
- *SEOMonitor*
- *SproutSocial*
- *Sendible*
- *RivallQ*
- *Google Analytics*
- *Pew*
- *Statistica*
- *SERoundtable.com*



**Always
Integrating
Channels**



THANK YOU

You Can Find Me Online

Twitter: @JudithLewis

@Decabbit

LinkedIn: <http://uk.linkedin.com/in/judithlewis>

Web: <http://www.decabbit.com>

Food Blog: <http://MostlyAboutChocolate.com>

HuffPost: <http://www.huffingtonpost.co.uk/judith-lewis>

SlideShare: <http://www.slideshare.net/DeCabbit/>



THANK YOU FOR YOUR TIME