



Introduction to Digital Marketing

Tim Fidgeon
@timfidgeon

Programme

- Strategy and Analytics
- Search Engine Marketing (SEO and PPC)
- Social Media and Online PR
- Usability and Copywriting
- Online Advertising and Affiliate Marketing
- Mobile and Email Marketing

Digital jargon

- SEO = Search Engine Optimisation
- PPC = Pay Per Click
- SEM = Search Engine Marketing
- CTR = Clickthrough Rate
- ASO = App Store Optimisation
- CRO = Conversion Rate Optimisation

...Stop me and demand an explanation!

Strategy and analytics

Strategy

- Test and learn
- Single view and multi-channel
- Video
- Mobile
- Lifecycle marketing
- Goals, metrics and benchmarks

Analytics

- How it works
- Challenges
- Attribution
- A/B testing

Golden rule of digital (and life?)

People are difficult to predict...

...therefore: develop, test and iterate!

People are busy, lazy and hard to predict!

Most users only look at 20% of a page's content!

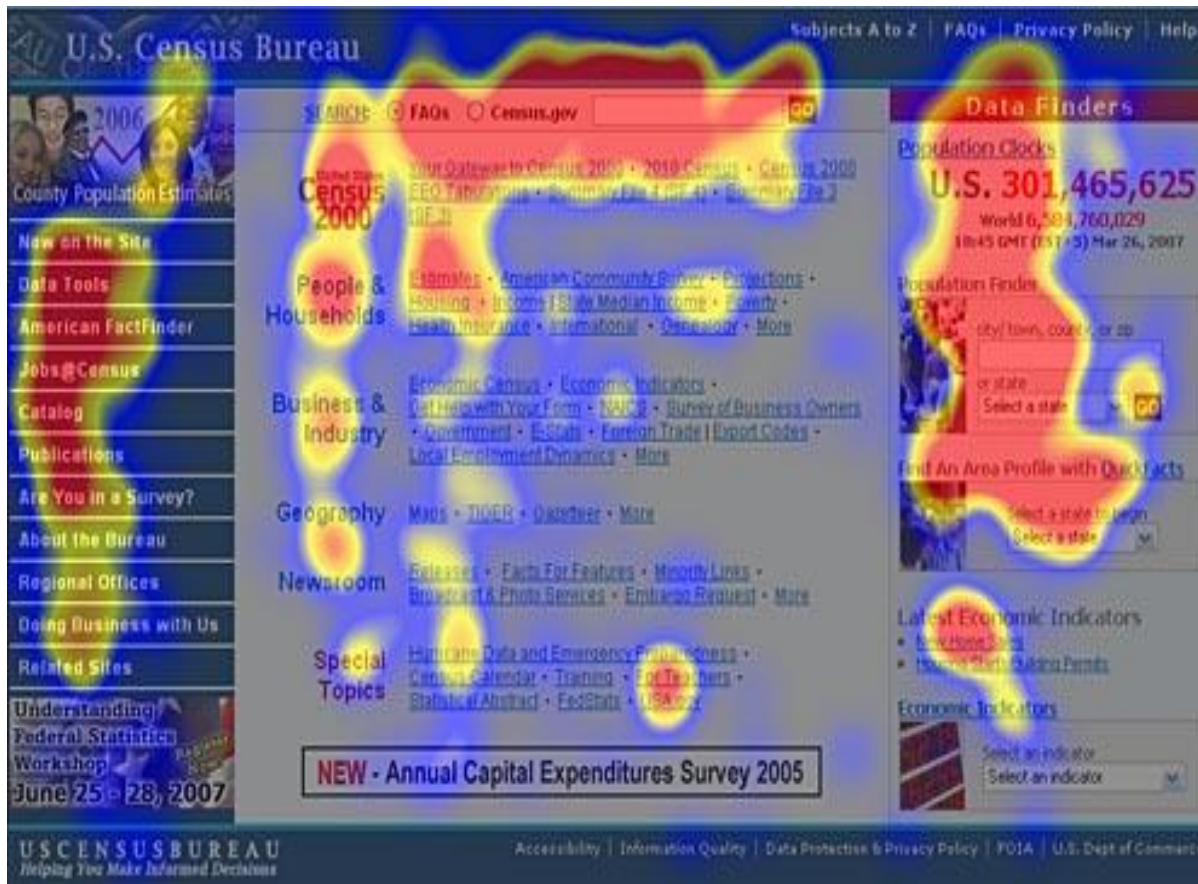


http://www.useit.com/alertbox/reading_pattern.html
<http://www.sun.com/980713/webwriting>

Question: what is the US population?

<https://www.census.gov/>

Only 14% of people used the answer on the Homepage!



<https://www.nngroup.com/articles/fancy-formatting-looks-like-an-ad/>

UCD (User-Centred Design)

Users = very difficult to predict

- Test early, test often

User-Centred Design (UCD) process

- = test and tweak



Strategy and analytics

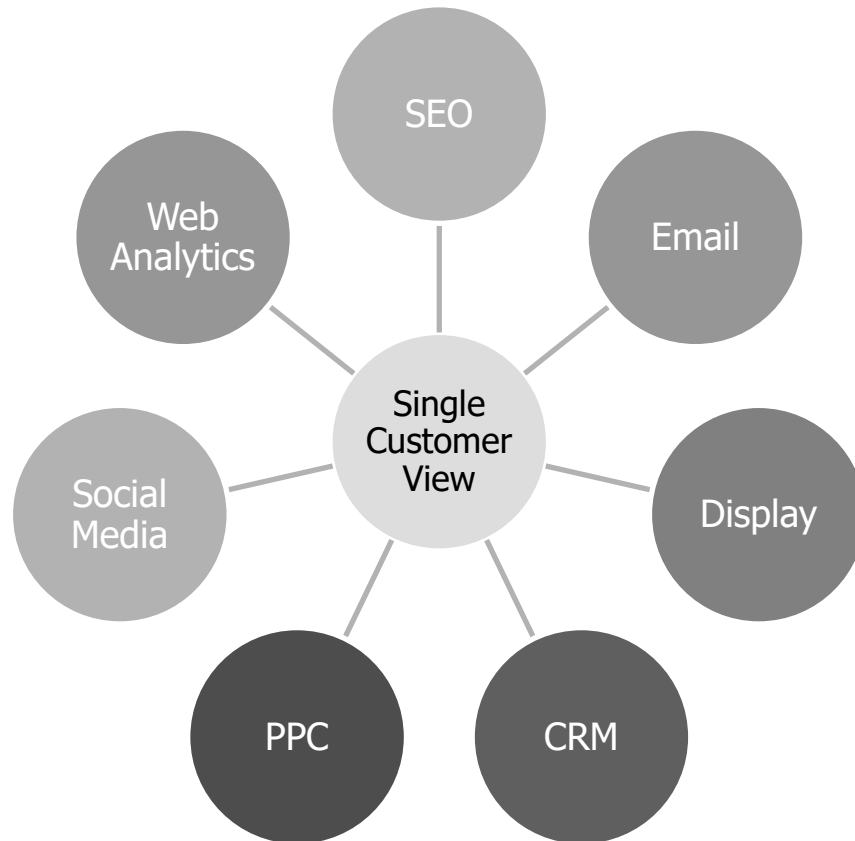
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In an ideal world: single view of customer in a multi-channel world



This requires us to identify, track and target customers



Technician

Targeting the customer: where could you use these?

- Customisation: user states preferences
- Personalisation: design adapts based on user's actions (past or present)
- Contextualisation: design responds to user's context, not their actions

Customisation

Doggyloot

- Emails = based on size dog
- Incentive for information

- Open rate +10.2%
- Clickthrough rate +410%

<https://econsultancy.com/blog/64551-10-case-studies-that-show-the-power-of-email-segmentation>

Personalisation

- Triggered: single-action
 - Newsletter-subscriber no longer sees adverts for newsletter
- Behavioural: cumulative behaviour
 - Persona = assigned based on points-threshold
- Profile: CRM data = used
 - In-store purchases = used to target website content

<https://econsultancy.com/blog/66576-why-make-it-personal-personalisation-vs-contextualisation>

Personalisation

Ellis Brigham

- Behaviour-based personalisation
 - Banners
 - Offers
 - Product advice

Personalised banners = 7-20x higher clickthrough rates

<http://www.marketingtechnews.net/news/2015/jun/12/new-personalisation-tool-delivers-four-times-roi-ellis-brigham/>

Personalisation

Amazon

Recommendations based on your browsing history...

Customers who bought this item also bought...

Contextualisation

User's context = used, not their own personal data

- Time of day
- Weather
- Traffic source

<https://econsultancy.com/blog/66576-why-make-it-personal-personalisation-vs-contextualisation>

Retargeting

Identify and target the user on a 3rd-party site

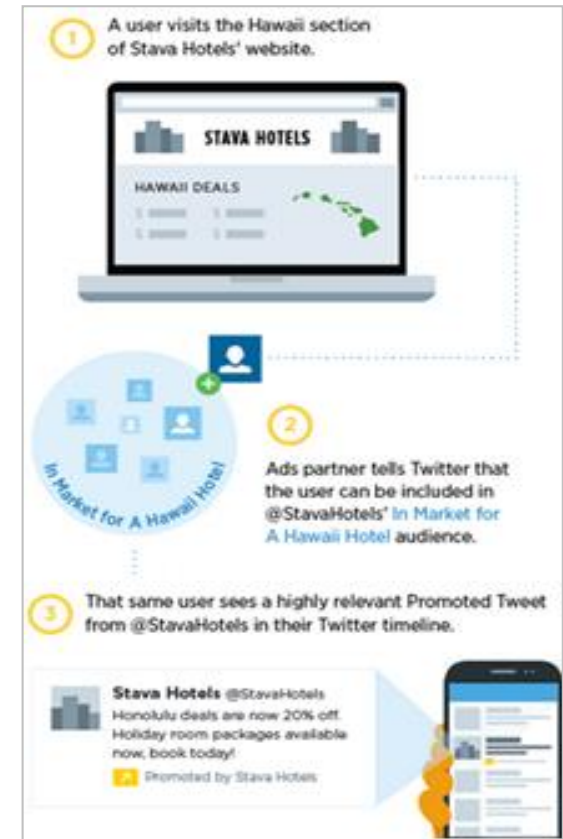
- 10x higher click through rate for display
- +70% likelihood to convert on website
- Only 11% of consumers have a negative reaction to retargeted ads

Retargeting



Re-targeted promoted tweets vs. regular promoted tweets:

- +195% conversion rates
- +45% engagement rates
- -74% cost-per-customer-acquisition



<https://blog.twitter.com/2013/more-relevant-ads-with-tailored-audiences>

Personalisation and messaging guidelines

Users can control...

- Timing
- Message-types
- Frequency
- Unsubscribe

Multi-channel experiences should be...

- Consistent: Structure, functionality, content, design...
- Available: everything can be done on any device...
- Joined-up: users can switch between devices to complete a single task...
- Optimised: design, content, functionality...

<http://www.nngroup.com/articles/cross-channel-consistency/>

Consistency's benefits...

- Familiarity and Confidence
- Learnability
- Efficiency
- Trust

<https://www.nngroup.com/articles/omnichannel-consistency/>

Joined up...

Users can resume their task on any device...

[http://www.nngroup.com/articles/seamless-cross-channel /](http://www.nngroup.com/articles/seamless-cross-channel/)

Customer Journeys and Omnichannel User Experience

<https://www.nngroup.com/articles/customer-journeys-omnichannel/>

Anticipating and supporting a 'switch' between channels is important!

Xerox

<https://www.nngroup.com/articles/seamless-cross-channel/>

Channels have different strengths...

Desktop and Laptop	Tablet and Phone
Complex tasks	Simple tasks
Rich, detailed content	Mobile tasks
	Media
	Camera, GPS, SMS, Voice...

<https://www.nngroup.com/articles/context-specific-cross-channel/>

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Video

Over 60% of all internet data traffic = video

80% = predicted by 2019

The Rubin Report

https://www.youtube.com/channel/UCJdKr0Bgd_5saZYqLCa9mng

http://www.cisco.com/c/en/us/solutions/collateral/service-provider/ip-ngn-ip-next-generation-network/white_paper_c11-481360.html
<http://www.ericsson.com/res/docs/2015/ericsson-mobility-report-june-2015.pdf>

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Types of app

- Native app: operating system-specific code
- Web app: non-system specific code
- Hybrid app: mixture of specific and non-specific code
- Progressive (web) app
 - Code = non-system specific
 - Easier: offline mode, push notifications, content update and caching...

http://pic.dhe.ibm.com/infocenter/wrklight/v5r0m5/index.jsp?topic=%2Fcom.ibm.worklight.help.doc%2Fdevref%2Fc_overview_projects_apps_envs_skins.html

<http://blog.ionic.io/what-is-a-progressive-web-app/>

Strengths and weaknesses

- Native app – strengths
 - Security and User experience
 - App store presence
- Hybrid and Web app – strengths
 - Cost (build and maintenance; integration with other platforms...)
 - Improving: App store presence and hardware access

<http://www.globalintelligence.com/insights-analysis/white-papers/native-or-Web-application-how-best-to-deliver-cont>
<http://econsultancy.com/uk/reports/mobile-websites-and-apps-optimization-best-practice-guide>

Example: progressive web app

Flipkart = Indian ecommerce site

- (+60% access = 2G network)
- PWA vs. native app = 3x less data
- PWA vs. standard web traffic +70% conversion rate

<https://developers.google.com/web/showcase/2016/flipkart>

Mobile wallet

69% = more likely to use a loyalty card if it was on their phone

- Allows messaging on phone without dedicated app

The top two reasons for not always using loyalty cards were:

43% not bringing

40% forgetting I'm not part of the programme

69% of consumers more likely to use a loyalty card on their phone

<https://www.urbanairship.com/lp/the-state-of-mobile-wallet-marketing>

Designing your mobile site: three flavours

- Mobile first (progressive enhancement)
 - Mobile = developed first (probably limited content/functionality)
 - Other versions = developed later
- Responsive design
 - Same content and functionality for all devices
 - Layout = adapted
 - Google's preferred solution
- Adaptive design
 - Different content and functionality for different devices



<https://developers.google.com/search/mobile-sites/mobile-seo/>
<http://econsultancy.com/uk/reports/mobile-user-experience-trends-briefing>

Responsive design

The Boston Globe

<http://bostonglobe.com/>

(example taken from: <http://designmodo.com/responsive-design-examples>)

Strategy and analytics

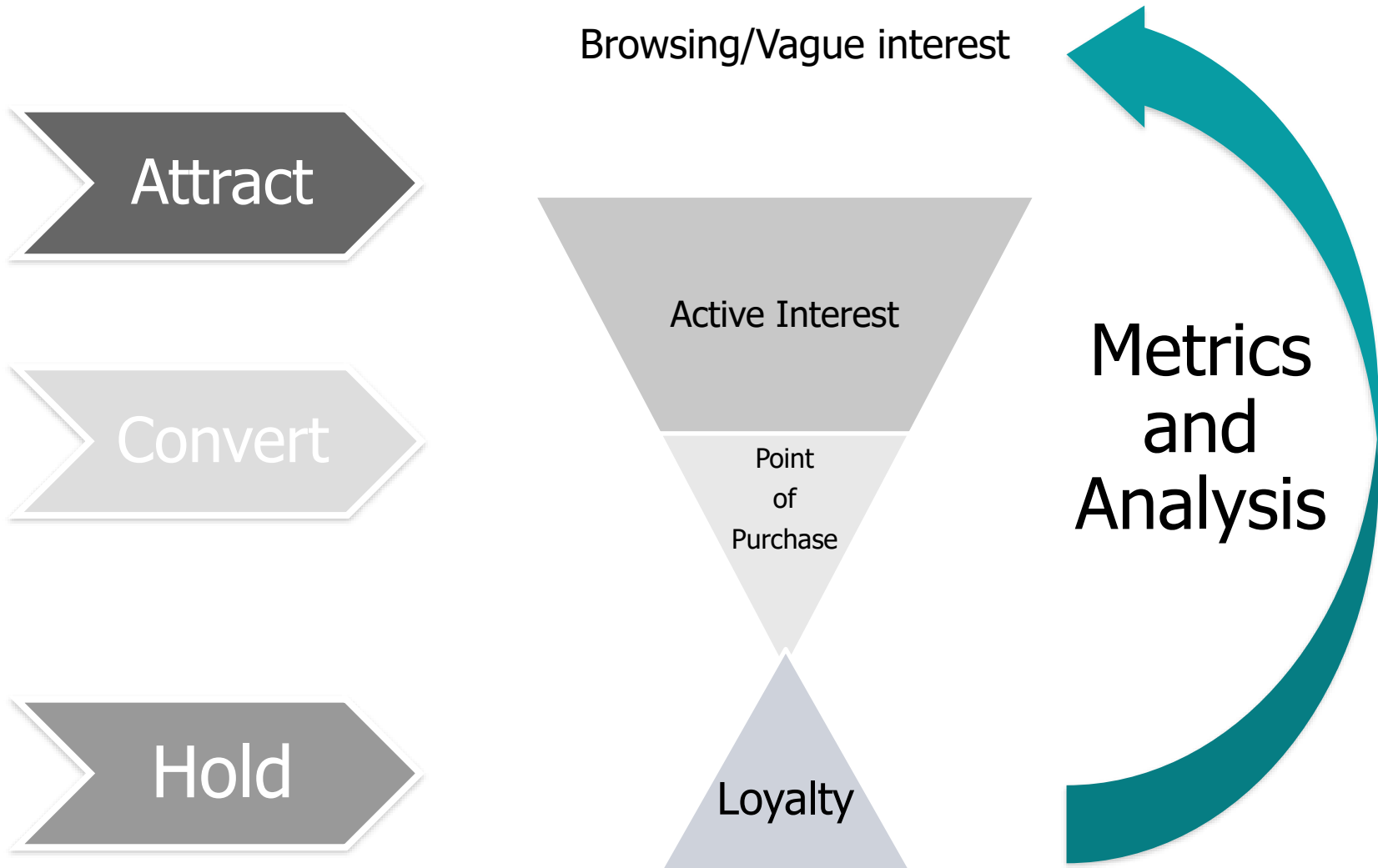
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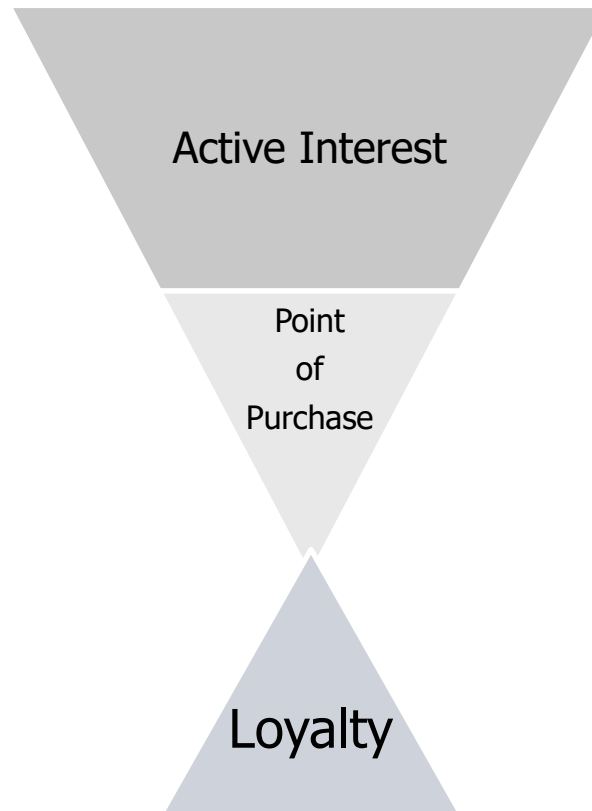
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Lifecycle marketing/customer journey



Lifecycle marketing/customer journey

Browsing/Vague interest



- SEO and PPC
 - Social and Display
-

- Usability
 - CRO
-

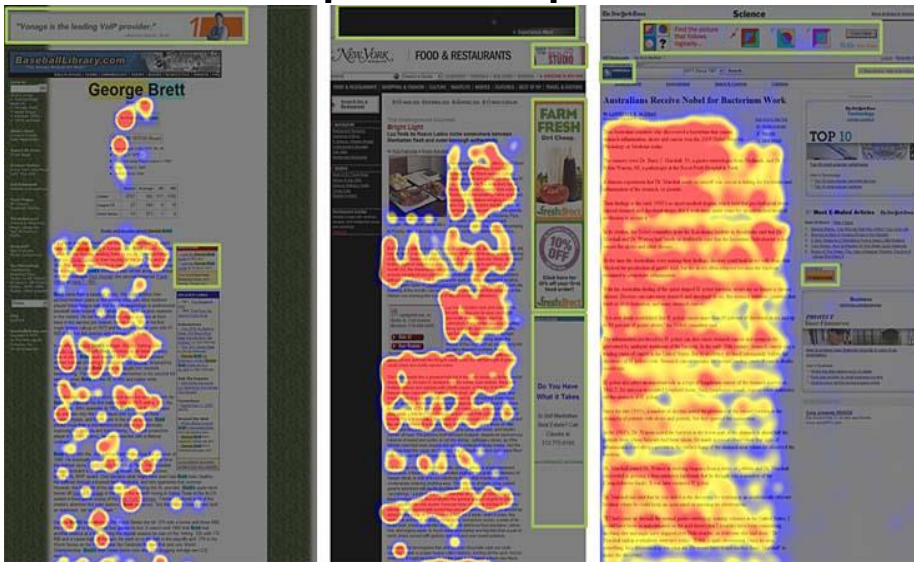
- Email
- Blogs
- Podcasts
- Content

Many users ignore adverts

'Banner blindness' - people don't look at areas that...

- Usually have adverts
- Look like adverts

Include important promotions in content area as text.



Adverts need big, simple messages



http://www.etre.com/blog/2006/04/virgin_on_successful/

Content > Adverts

70% of internet users want to learn about products through content vs. through traditional advertisements

<http://www.inc.com/laura-montini/infographic/the-shift-to-native-advertising-in-marketing.html>

Types of media

- Paid: paid-for traffic to your 'owned media' properties
- Owned: content that you own and control
- Earned: organic shares and mentions of your content

Earned vs. paid

+400% brand awareness

+45% of consumers trust earned

+15% lead generation

<http://webbedfeet.com.au/influence-social-media-travel/>

<https://www.conductor.com/blog/2014/11/research-demand-generation-lessons-recovering-paid-media-addict/>

http://resources.bazaarvoice.com/rs/bazaarvoice/images/201202_Millennials_whitepaper.pdf

AdBlocking

- 25% desktop
- 15% mobile

Global Ad Block Adoption BI Intelligence

<http://www.cio.com/article/3101363/advertising/1-in-4-desktop-owners-use-ad-blockers.html>

<http://uk.businessinsider.com/report-says-ad-blocking-is-worsening-2017-2>

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What are we trying to achieve....exactly?!

Goals

We need to prioritise (and plan/design for) our goals...

- Awareness
- Positioning
- Engagement
- Selling
- Helping

Metrics

Specific, quantifiable and measurable indications of goal performance

- Websites/social/search/email
- Business

Benchmark

1. Set targets
2. Track (your and your competitors' numbers)
3. Analyse why numbers = increasing or decreasing

Popular types of metrics

- Conversion: sales or lead generation
- Traffic: page view statistics or audience numbers
- User performance: time needed to perform key tasks
- Target feature usage: number of users who click a link to crucial information

<https://www.nngroup.com/articles/usability-roi-declining-but-still-strong/>

Popular KPIs (Key Performance Indicators)

- Conversion rate (sales / visits)
- Funnel analysis
- Bounce rate
- Leads, Subscribers...
- Unique visitors, Returning visitors
- Page views per visit, Visit / session length
- Load time
- Time on page
- Form abandonment
- Failed internal search

Popular KPIs (Key Performance Indicators)

- Average order value, Profit margin, Lifetime customer value
- Cross sell
- Cost per lead, Customer acquisition cost

Call/customer contact centre

- Average call length
- Support vs. sales calls
- Web generated calls (unique number on website)

Benchmarks

Three main types:

1. Aspirational: leaders' activity
2. Competitive: direct competitors
3. Historical: your previous activity

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We need to be able to...

- Track customers and their behaviours
- Identify valuable customers
- Deliver different products and services to different kinds of customers

<http://knowledge.wharton.upenn.edu/article/peter-fader-on-customer-centricity-and-why-it-matters/>

Key features

Common features and terminology shared by most web analytics packages.

Key issues:

- Page tagging
- Tracking codes
- Dashboards and reports
- Focus on actionable insights!

Google Analytics
Adobe Analytics
Webtrends

Challenges

- Identify and track a customer
 - Multiple devices
 - Shared devices
 - Opt-out
- Attribution models...

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Attribution models

Last Click

First Click

Linear

Position-based

Time Decay

<https://www.digitalreachagency.com/blog/attribution-model-guide/>

<https://support.google.com/analytics/answer/1662518?hl=en>

Regression analysis

Statistical process to estimate the relationships among variables

Building a Regression Model

HBR

<https://hbr.org/2015/11/a-refresher-on-regression-analysis>

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- ▶ A/B testing

What is A/B testing?

A/B = testing 2 values of a single variable for performance
(e.g. button colour)

Multivariate = testing multiple values of multiple variables for performance
(e.g. button colour and size)

<https://conversionxl.com/blog/how-to-build-a-strong-ab-testing-plan-that-gets-results/>

A/B test example

CONTROL

3,500+ businesses use our inbound marketing software to grow traffic, leads and sales

Try HubSpot free for 7 days

Visitor-to-free-trial conversion rate

- Control = 0.3%
- Treatment = 0.7

TREATMENT

3,500+ businesses use our inbound marketing software to grow traffic, leads and sales

Try HubSpot free for 30 days

Which test won?

VERSION A

First Name: *

Last Name: *

Email: *

ZIP/Postal Code: *

Primary Telephone: *



submit

vs.

VERSION B

First Name: *

Last Name: *

Email: *

ZIP/Postal Code: *

Primary Telephone: *

submit

Version B = +12% more forms completed

<http://unbounce.com/a-b-testing/shocking-results/>

Rule for magnificent web success

- For every \$10 spent on analytics data
- Spend \$90 on people to tell you what it means

Avinash Kaushik - Google



Free tools: Google Analytics Academy

Google Analytics Academy

SIGN IN

Learn analytics with free online courses

Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis.



Analytics Academy Courses



Google Analytics for Beginners

Learn the basic features of Google Analytics including how to



Advanced Google Analytics

Learn about advanced Google Analytics features including data



Ecommerce Analytics: From Data to Decisions

Discover how to use Enhanced Ecommerce reports in Google



Google Tag Manager Fundamentals

Discover how Google Tag Manager can simplify the tag

<https://analytics.google.com/analytics/academy/>

Conclusions

A soccer ball is shown in a net, likely a goal, against a clear blue sky. The ball is white with black and grey panels. The net is made of white rope. The background is a solid blue color.

- Identify clear objectives
- Find a way to measure objectives
- Set goals
- Interpret, Plan, Implement, Test

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- Mobile and Email Marketing

PPC
(Paid)

capitol hill hotel

Free Parking Package
Rooms & Rates
Capitol Hill Hotel Washington - Best Rate Guarantee, Book Now
Capitol Hill Hotel
Capitol Hill Hotel | Best Boutique Hotels in Washington DC
Capitol Hill Hotel (Washington DC) - UPDATED 2017 Reviews
Capitol Hill Hotel, Washington, DC, including reviews - Booking.com
Capitol Hill Hotel - 107 Photos & 78 Reviews - Hotels - 200 C St SE
Book Capitol Hill Hotel, Washington from \$159/night - Hotels.com
Capitol Hill Hotel (Washington, USA) | Expedia
Capitol Hill Hotels: Compare 100 Hotels in Capitol Hill, All about
Capitol Hill Hotel (Washington, DC) | Courtyard Washington Capitol Hill
Capitol Hill DC Hotels Near Union Station | The Liaison Capitol Hill
Searches related to capitol hill hotel

park lane hotel nyc

Park Lane Hotel NYC - Hotel Reviews and Photos - TripAdvisor.co.uk
Park Lane Hotel in New York - Incredible Offers on Great Hotels
Park Lane Hotel NYC | Central Park Hotel | NYC Hotel
Park Lane Hotel (New York City) - UPDATED 2017 Reviews
Park Lane Hotel on Central Park, New York City, NY - Booking.com
Park Lane Hotel - 103 Photos & 191 Reviews - Hotels - 36 Central
Park Lane Hotel (Manhattan) - Wikipedia
Park Lane Hotel New York | Facebook
Park Lane Hotel - New York City | Oyster.com Reviews & Photos
Park Lane Hotel (New York, USA) | Expedia
Park Lane Hotel New York - Preferred Hotels & Resorts
Searches related to park lane hotel nyc

FREE

<http://www.traveltripper.com/blog/eye-tracking-in-2017-for-google-hotel-searches-why-the-old-rules-dont-apply/>

CIM

What are your audience typing into search?

Keyword planner

https://ads.google.com/intl/en_uk/home/tools/keyword-planner/

Trends

<https://trends.google.com/trends/>

Search engine marketing

Two key options:

- ▶ SEO (Search Engine Optimisation)
 - PPC (Pay Per Click)

Google AdWords

Which factors are important?

Two factors vital to SEO success:

- On page optimisation
- Inbound links

rank me at a

Longer content tends to rank better

serpIQ

[https://digitalwebproperties.com/google-update-guide-panda-penguin/4 average-content-length-of-top-results/](https://digitalwebproperties.com/google-update-guide-panda-penguin/4-average-content-length-of-top-results/)

Page title - guidelines

Most important part of page

- Place 'keyphrases' at beginning
- Every page needs a unique title

Good and bad page titles

- Same agency, same company, different titles
- One great, one terrible!

Meta description - guidelines

- Not used for ranking
- Displayed on Search Results page (max = 300 characters, approximately)
 - Include calls-to-action
- To encourage Google to use this text (and not pull text from your page)...
 - Unique per page
 - Include Keyphrases

```
<meta property="og:description" content="Essex Dog Groomers Welcome to Mucky Mutz, we are a small business that are based in Basildon. We cover all the local areas offering our grooming services. Whether your dog just needs a bath, our full grooming service or you would just like them to get used to having one of the services we provide,"/>
```

On the SERP (Search Engine Results Page)

URL structure

www.yourwebsite.com/category/content.html

www.yourwebsite.com/email-marketing/email-best-practice.htm

Hyphen not underscore

Headings and body text - guidelines

Place target 'keyphrases' early in...

- Page's main heading (<h1>)
- First paragraph
- A couple of extra headings
- ...and then sprinkle keyphrases (and alternatives) throughout



Don't over-do it - Google will punish anything that sounds unnatural...

Link text - guidelines

Include meaningful phrases when you link to a page

Images, audio and video - guidelines

Include keyphrases in...

- Filename
- Surrounding on-page text

Consider full description/transcript

```
</div><div class="n"><h2>Micro-Rings</h2></div><div class="n"><div class="hr"></div>  
  
```


Image ALT text - guidelines

- ALT text = used to help Google understand the image
- Also used as link text, if image is a link (so include target page's keyphrase!)

```
matrixId="1025561327"><div class="n"><div class="clearover imageSubtitle" style="width:100%;">  
<div style="margin: 0 auto; width:100%; max-width: 259px;">  
  
```

Search engine marketing

Two key options:

- SEO (Search Engine Optimisation)
- ▶ PPC (Pay Per Click)

Google AdWords

Why PPC?

- Quick and predictable
- Easy to setup and monitor
- Instant results
- Position Control: you can achieve No1 position if you are willing to pay
- Branding Control: you control the title and description
- Qualified Leads: targeted ads should lead to more relevant results

Some things to be aware of...

- Cost = ongoing
- Management: campaigns should be targeted and managed/optimized
- Auction: competitors often outbid each other for No1 positions
 - Possible over-inflation of keyword prices
- Users prefer organic: only 15% of Search-clicks are PPC

Google quality scoring

70%

Cost paid



20%

Quality Score



10%

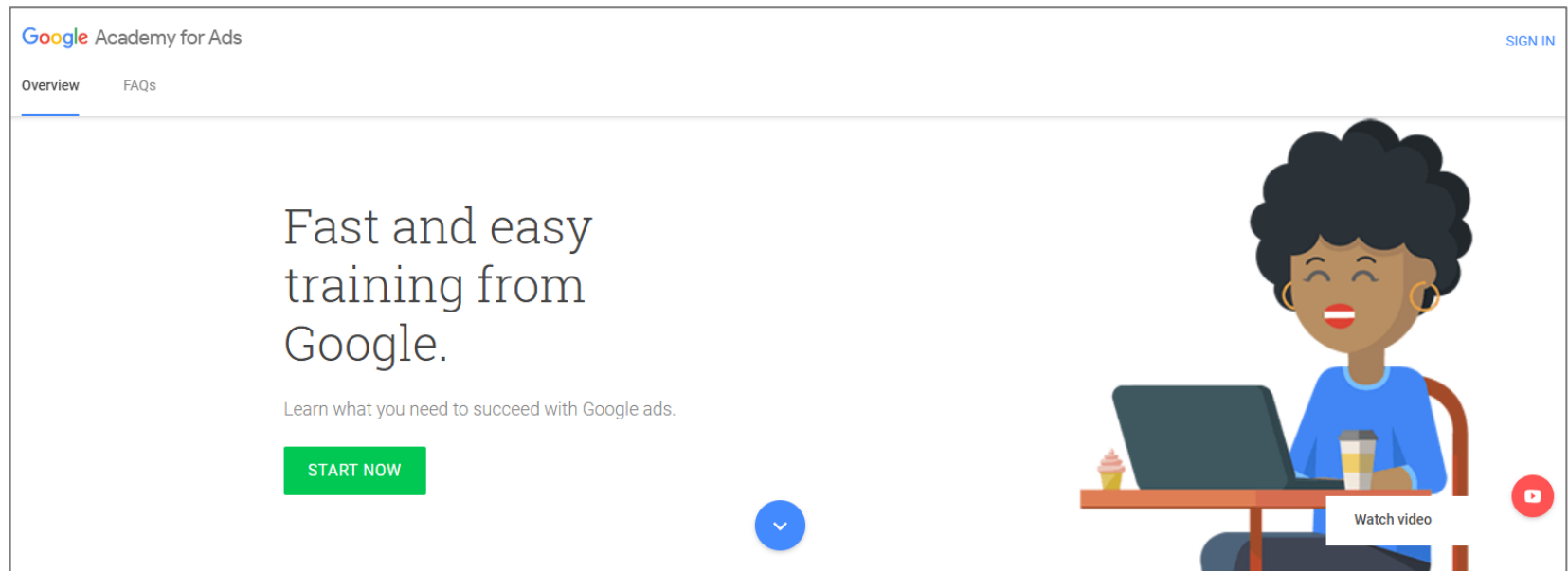
Quality Score:
other

The price you pay for each click (often less than the price you bid)

- % of people who click on your ad.
- Targeting of Ad (well-structured and managed campaigns)

- Wording of your ad
- Text on your landing page
- Age of your account
- CTR of your account

Google resources



The screenshot shows the Google Academy for Ads landing page. At the top left is the Google logo followed by "Academy for Ads". At the top right is a "SIGN IN" link. Below the logo is a navigation menu with "Overview" (underlined) and "FAQs". The main content area features the headline "Fast and easy training from Google." followed by the subtext "Learn what you need to succeed with Google ads." and a prominent green "START NOW" button. To the right is an illustration of a woman with dark curly hair, wearing a blue shirt, sitting at a desk with a laptop, a coffee cup, and a small dessert. A "Watch video" button with a play icon is overlaid on the illustration. A blue downward arrow icon is positioned below the "START NOW" button.

<https://landing.google.com/academyforads/#>

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What is social media?

Social media = online technology that allows people to connect and share.

Examples: Social networks, User Generated Content, Wikis, Blogs...

Key issues:

- Ability and **reason** to engage
- Content is key

Social and online PR



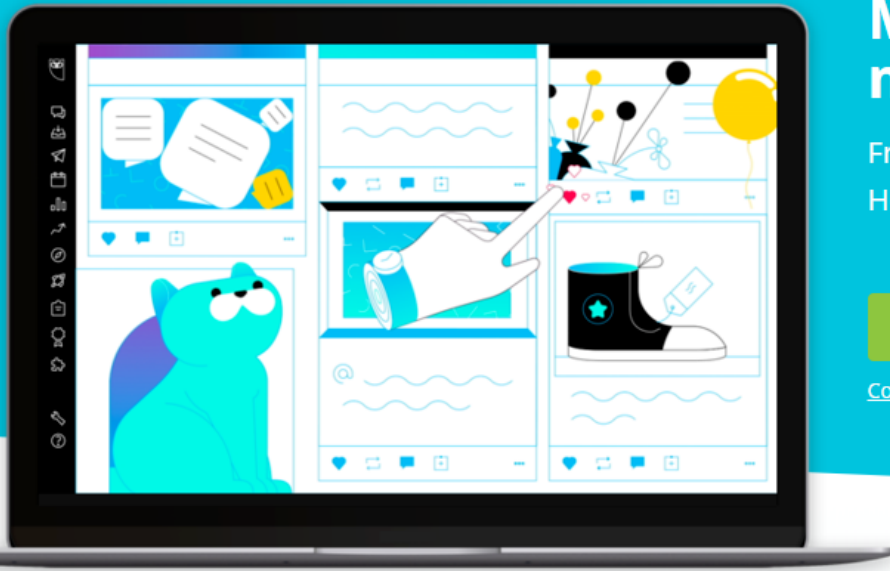
Social influence – identify, develop and nurture your...

- Advocates – those that will promote your content and help you
- Influencers – those with access to your audience

Social management tools - Hootsuite



Try Hootsuite Now



Manage all your social media in one place

From finding prospects to serving customers, Hootsuite helps you do more with your social media.

Start Your Free 30-Day Trial

[Compare Plans](#)

Avoid social in isolation



Develop a plan...

Consider channels, content and frequency.

- Monitoring
- Resources
- Objectives and Measurements

Example policies

Social Media Governance

<http://socialmediagovernance.com/policies/>

Most-shared content is...

- Emotional
- Positive
- Reflects well on the sharer
- Useful

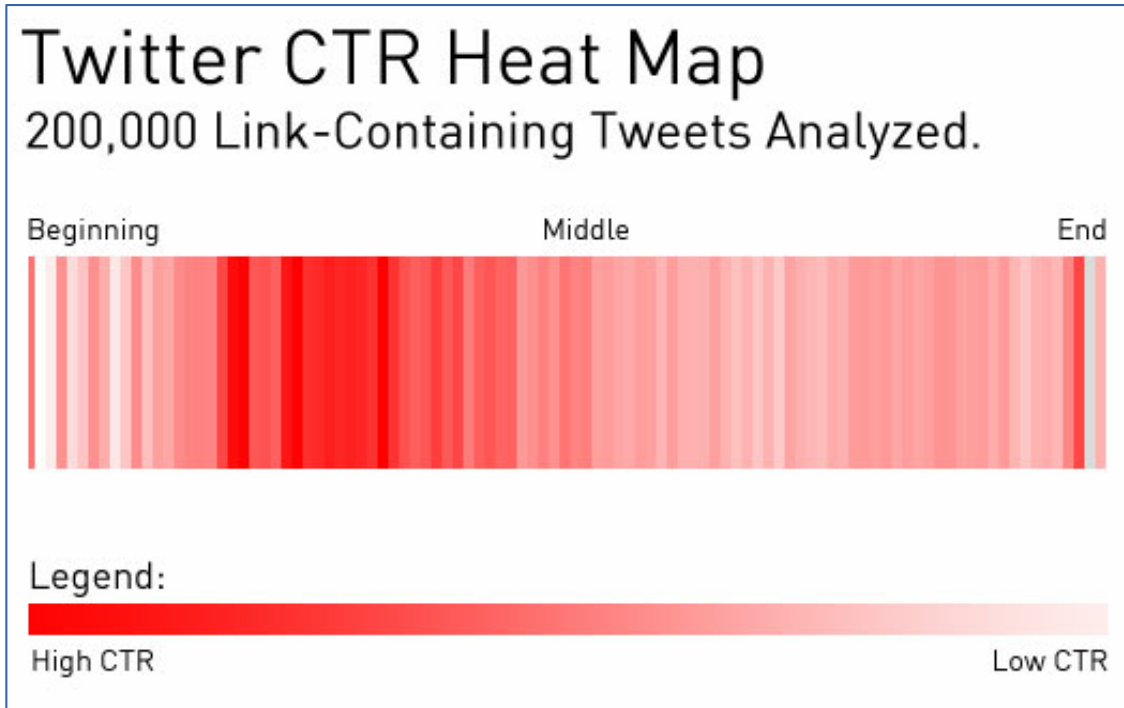
“Contagious: Why Things Catch On” (Berger, J.)

Facebook guidelines

- Short: under 250 characters
- Timely: posts on breaking news
- Prompting: questions, requests...
- Algorithm rewards...
 - Affinity
 - Recency
 - Edge weight

<http://www.facebook.com/FacebookMarketingUK>

Twitter guidelines



<http://danzarrella.com/new-twitter-data-optimal-link-placement-for-clicks/>

Twitter guidelines

- 1 or 2 hashtags = +100% engagement
 - Over 2 hashtags = -17% engagement
- Short (between 80 - 110 characters)
- Quotation marks
- Prompting: questions, requests...

<http://danzarella.com/new-data-tweets-between-100-and-115-characters-are-more-likely-to-be-retweeted/>
<http://danzarella.com/new-data-use-quotes-and-hashtags-to-get-more-retweets/>

Free tools

- Facebook page insights
- Twitter analytics

YouTube guidelines

- Target keyphrases, early in your video's...
 - Filename
 - Title
 - Description
- Title and Description: only first 60 characters (approximately) = displayed in search results.
- Description: link to your site

Blogs

- Major influence on Search Engines
- Attract very high traffic
- Bloggers = key influencers

[Search Engine Optimization \(SEO\) Starter Guide - Search Console Help](https://support.google.com/webmasters/answer/7451184?hl=en)

<https://support.google.com/webmasters/answer/7451184?hl=en> ▾

Jump to **Optimize your content** - Inserting numerous unnecessary keywords aimed at search engines but are annoying or nonsensical to users. Having blocks of text like "frequent misspellings used to reach this page" that add little value for users. Deceptively hiding text from users³⁸, but displaying it to search engines ...

[Ok Google – How do I optimise my search campaigns for voice search?](https://www.equimedia.co.uk/blog/how-to-optimise-search-campaigns-for-voice-search)

<https://www.equimedia.co.uk/blog/how-to-optimise-search-campaigns-for-voice-search> ▾

We know Paid Search moves at a fast pace and the landscape is constantly shifting. Usually this is down to algorithm changes or product releases. But now we are seeing it change because of user behaviour, which for an agency can be harder to detect. Changes in user behaviour aren't outlined to us in newsletters or ...

[4 Steps to Optimizing Local Search With Google | Search Engine Watch](https://searchenginewatch.com)

<https://searchenginewatch.com> ▸ Local ▾

9 Jun 2015 - Nearly three-quarters of online activity is related to local searches. Using location-specific keywords and leveraging Google+ reviews can help optimize those.

[Keyword Optimization: How to Optimize for the Top Search Keywords ...](https://www.wordstream.com/blogs/ws/2010/04/14/keyword-optimization)

<https://www.wordstream.com/blogs/ws/2010/04/14/keyword-optimization> ▾

19 Dec 2017 - Keyword search optimization is a critical step in initial stages of search engine marketing, for both paid and organic search. If you do a bad job at selecting your target keywords, all your subsequent efforts will be in vain. So it's vital to get keyword optimization right. But optimizing keywords isn't something ...

Blogs - Wordpress

- Highly flexible
- Hosted or custom build
- Plug-ins
- Templates

<http://wordpress.com>

Programme

- Strategy and Analytics
- Search Engine Marketing (SEO and PPC)
- Social Media and Online PR
- ▶ Usability and Copywriting
- Online Advertising and Affiliate Marketing
- Mobile and Email Marketing

Usability and copywriting

► Basics

- Homepage
- CTAs (Calls To Action)
- Forms
- Structure and Navigation
- Landing Page
- Copywriting

What is usability?

Usability is....

“The extent to which a product can be used by specified users to achieve specified goals in a specified context of use with effectiveness, efficiency and satisfaction.”

ISO 9241-11.

Users

User group = people with similar interests, needs and behaviours.

Novice vs. expert...

- Device
 - Smartphones vs. Desktops
- Domain
 - Online streaming vs. DVDs
- Site
 - BBC, Hotmail, Nationwide...

Users

Elderly adults (over 65s vs. under 55s)

- Success rates = -25%
- Task time = +40%
- Self-blame = +50%

<http://www.nngroup.com/articles/usability-for-senior-citizens/>

Goals

'Is this the one?'

- Image
- Name and number

Barnes and Noble

www.barnesandnoble.com/s/uk

'Tell me more...'

- Research-focused

Context of use

- Environment
(Space, time, temperature, noise...).
- Organisation
(Management pressures, work processes...).
- Technical
(Connection speed, screen size, interaction style...).

Usability and copywriting

- Basics
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Home page

- What do you offer?
 - 1st impressions: don't over-emphasise a single product/service
 - Do you sell online?
- Value proposition
- Scanning: simple layout and design
- Link to policies: Delivery; Returns; Customer service; Security; Privacy

<http://www.useit.com/alertbox/20040802.html>
<http://www.useit.com/homepageusability/guidelines.html>

Usability and copywriting

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Calls To Action (CTAs)

Buttons:

- Unique and consistent appearance
- Size: bigger = usually better
- Colour: unique and high contrast
- Wording: consider imperative verbs
- Location: at least at top and bottom of page
- Test everything!

Red +20% clicks

The screenshot shows the Performable website with a green 'Get Started Now!' button. The main headline reads: "Stop closing the door on potential customers. Get your message right with Performable." Below this, there is a sub-headline: "Create beautiful landing pages, measure your conversions, and continuously improve your message over time." A secondary call to action button, also green, says "Get Started Now!". The page features a grid of six icons with text describing various marketing capabilities, such as "Make more money from your ad traffic" and "Optimize your Google Adwords campaigns". At the bottom, a large green button with white text says "Get Started Now!".

The screenshot shows the same Performable website but with a red 'Get Started Now!' button. The main headline and sub-headline are identical to the first screenshot. However, the secondary call to action button is now red with white text. The rest of the page content, including the grid of marketing capabilities and the bottom navigation, remains the same as in the first screenshot.

<http://blog.hubspot.com/blog/tabid/6307/bid/20566/The-Button-Color-A-B-Test-Red-Beats-Green.aspx#ixzz1qsMGMAUL>

Calls To Action (CTAs)

Add an arrow...


Rakuten Play

www.play.com

Xtorrent 2

www.xtorrent.com

Non-standard shape



Divine dark chocolate brazil nuts
150g

£4.29

Quantity
1

Free UK delivery [Add to Basket](#)

Ethical collection

The image shows a product listing for 'Divine dark chocolate brazil nuts 150g'. On the left is a large image of the product packaging, which is a dark brown bag with gold and white text. The text on the bag reads 'Divine WHOLE BRAZIL NUTS RICHLY COVERED IN 70% DARK CHOCOLATE'. There is a small inset image of the product in the top left corner. To the right of the image is the product name and weight, the price (£4.29), a quantity selector set to 1, and a green 'Add to Basket' button. A 'Free UK delivery' label is also present. A pink circular badge in the top right corner says 'Ethical collection'.

www.oxfam.org.uk

The material is adapted by the publisher from www.oxfam.org.uk/shop with the permission of Oxfam GB, Oxfam House, John Smith Drive, Cowley, Oxford OX4 2JY UK
www.oxfam.org.uk Oxfam GB does not necessarily endorse any text or activities that accompany the materials, nor has it approved the adapted text.

Break the design rules



www.oxfam.org.uk



Examples courtesy of www.smashingmagazine.com

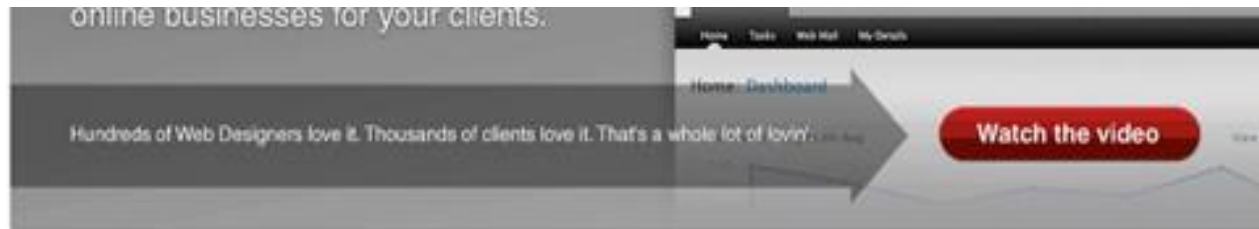
Break the rules



www.utorrent.com

CIM

Point at the button!



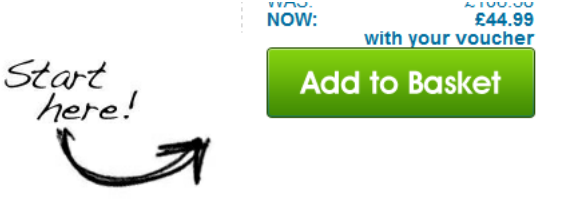
Example courtesy of www.smashingmagazine.com

Point at the button!

Start here!

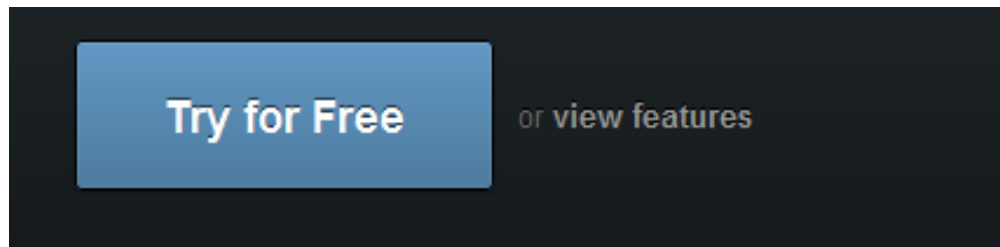
WAS: £100.00
NOW: £44.99
with your voucher

Add to Basket



Only use 1 button

Secondary CTA should be a link



www.onehub.com - example courtesy of www.smashingmagazine.com

Include extra information if it helps



www.mozilla.org - example courtesy of
www.smashingmagazine.com



www.tearroundapp.com - example courtesy of
www.smashingmagazine.com

Usability and copywriting

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Forms

Fewer fields = more conversions.

- 160% increase
(11 vs. 4-field 'Contact Us' form)

Indicate mandatory and optional fields.

- '*' (include legend)
- 'Phone number is optional'-message = +100% completions

Avoid 'Reset', Clear or Cancel buttons.

<http://analyticsexpert.net/blog/2010/05/28/change-one-word-double-your-conversion-rate/>

Forms

Labels should be...

- Understandable out of context
- Non-bold
- Above and left-aligned

The image shows two examples of form labels. The first is a rectangular box with the label 'First' positioned above the input field. The second is a rectangular box with the label 'First Name' positioned above the input field. Both labels are left-aligned and in a standard, non-bold font.


Provide additional help, if required.

- Examples of valid input
- Explanatory text or images
- Clickable  -icon

The image shows a credit card form with three sections. The first section is 'Credit card number' with the explanatory text 'The 16 digits on the front of your credit card.' and icons for Visa, Mastercard, Amex, and Discover. The second section is 'Expiration date' with the explanatory text 'The date your credit card expires. Find this on the front of your credit card.' and a date selector showing '01 / 11'. The third section is 'Security code (or "CVC" or "CVV")' with the explanatory text 'The last 3 digits displayed on the back of your credit card.' and a small image of a credit card showing the security code '8627 123'.

<http://www.uxmatters.com/mt/archives/2006/07/label-placement-in-forms.php>
<http://www.lukew.com/ff/entry.asp?1502>

Forms

- Consider auto-validation for correct format
- Auto-clear all fields on-click (if they contain anything)
- Error-messages....
 - Large red text and icons (example: )
 - Top of page = list of errors
 - Next to field...
 - Icon
 - Explanation of error
 - Help/advice to resolve error

<http://www.nngroup.com/reports/ecommerce/>

<http://econsultancy.com/uk/reports/checkout-optimization-guide>

Forms

Quickest...


A	Page-by-page
B	1 page checkout (all fields = open)
C	1-page checkout (accordion: click next section-header to progress)
D	1-page checkout (accordion: click 'Next'-button to progress)

<http://www.alistapart.com/articles/testing-accordion-forms/>

Image: http://www.freedigitalphotos.net/images/Other_Metaphors_and_g307-Green_Check_Mark_p61456.html

Forms

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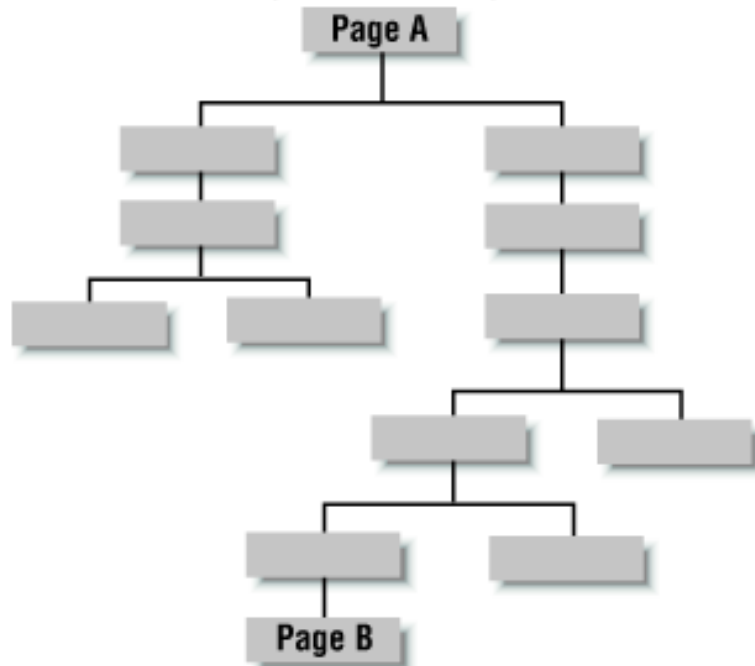
<http://www.alistapart.com/articles/testing-accordion-forms/>

Image: http://www.freedigitalphotos.net/images/Other_Metaphors_and_g307-Green_Check_Mark_p61456.html

Usability and copywriting

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narrow and deep
(6 clicks from A to B)



broad and shallow
(10 main page options for 10 content items)

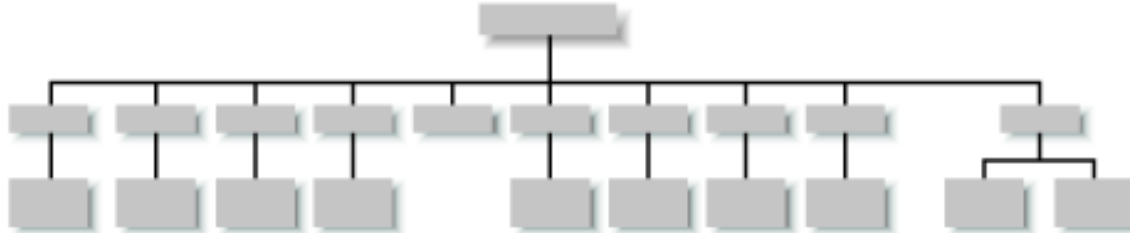


Image: <http://ux.stackexchange.com/questions/30825/should-we-use-narrow-and-deep-or-broad-and-shallow-navigation-pattern-on-mob>

Navigation

- For familiar items, broad and shallow: = most efficient and easiest to learn
 - 16 top-level options with 2-3 levels
- For unfamiliar items, narrow and deep can be best!

<http://www.humanfactors.com/downloads/apr03.asp>

Navigation

Information scent: provide early information to support users in making confident and correct decisions...

- Informative section names and link text
- Early display of sub-sections/example content

(Information foraging theory: http://en.wikipedia.org/wiki/Information_foraging)

Image: http://www.freedigitalphotos.net/images/Other_Business_Conce_g200-Make_The_Right_Choice_p147788.html

<http://www.useit.com/alertbox/mega-dropdown-menus.html>

Navigation

Mega drop-downs = popular with users.

- Easy overview of and access to sub-sections

<http://www.useit.com/alertbox/mega-dropdown-menus.html>

Navigation

Display example sub-categories to support good decisions.

www.bbc.co.uk

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Landing pages

Dedicated for high value/volume campaigns.

- Remove other navigation (except link to 'Home')
- Prioritise...
 - CTA
 - Benefits (scannable and relevant)
 - Testimonials, reviews...
- Test...
 - On-page form
 - Copywriting
 - Buttons

Example

Lepigen

<http://miakolmodin.se/client-work/category/campaigns-and-flash/lepigen-campaign-page>

Usability and copywriting

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Copywriting

- Simple language
- Place important information in headings, bullets and links
 - Short and front-loaded
- Short sentences and paragraphs
- Concision

Programme

- Strategy and Analytics
- Search Engine Marketing (SEO and PPC)
- Social Media and Online PR
- Usability and Copywriting
- ▶ Online Advertising and Affiliate Marketing
- Mobile and Email Marketing

Online advertising and affiliate marketing

- Online Advertising
 - Types of advert
 - Buying options
- Affiliates

Average CTR (Clickthrough Rate) tends to be low...

Smart Insights

<https://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/>

Personalisation works

Performance of personalisation vs. rich media ads

CTR

Rich media	12%
Weather	12%
Demo	18%
Retargeting	32%
Geo	38%
Language	38%
Time	43%

https://www.iab.com/wp-content/uploads/2015/10/Jivox_BenchmarkReport_2016_IAB_v_4.pdf

Online advertising

Types include:

- Banners
- Interstitials
- Pop ups

Creative and context = key

Test for yourself: which ads works best?

- Animated > static
- Price messages > product-related messages
- Targeted > non-targeted

<https://www.degruyter.com/downloadpdf/j/gfkmir.2017.9.issue-1/gfkmir-2017-0009/gfkmir-2017-0009.pdf>

Free tool: MOAT – helps you find example Ads

<https://moat.com/>

Online advertising and affiliate marketing

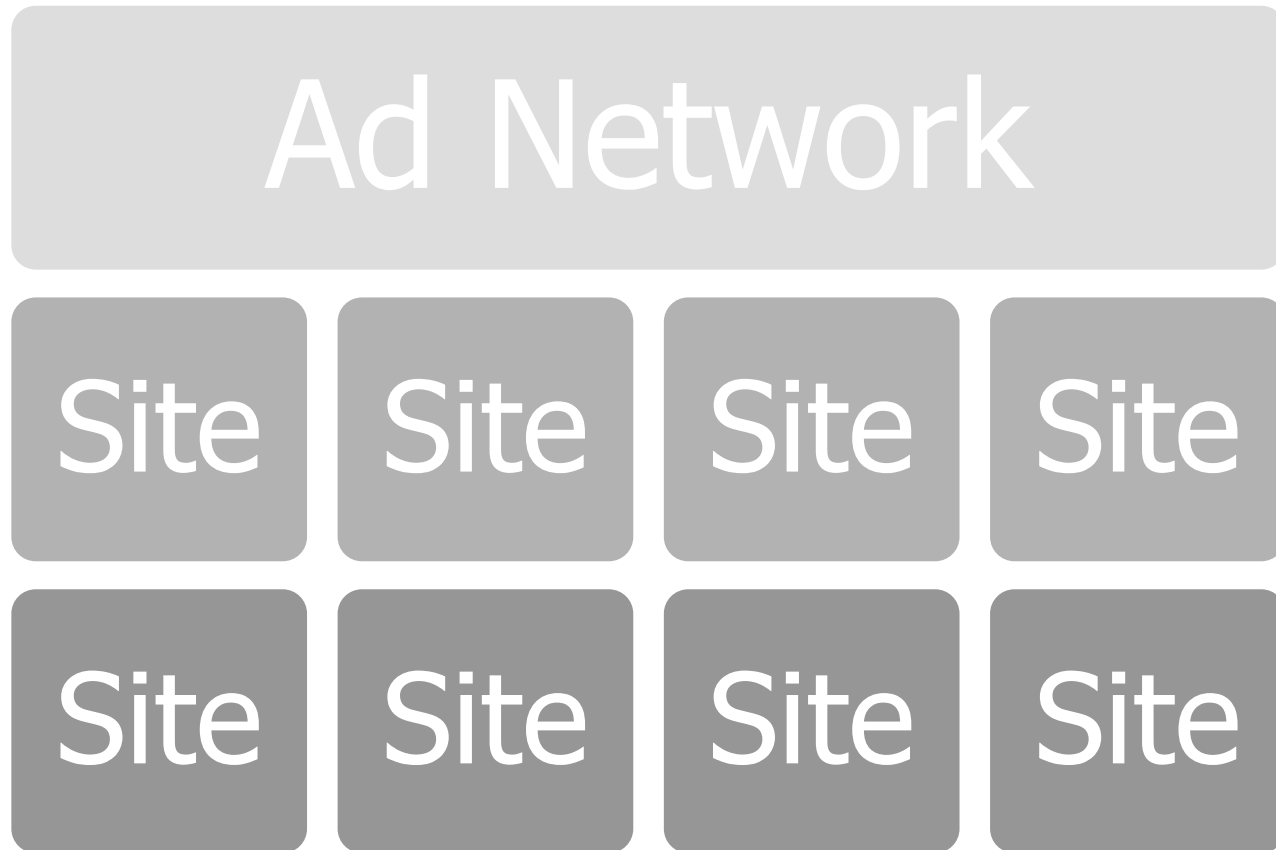
- Online Advertising
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How to buy your adverts

- Per Month/Year/etc.
 - Doesn't always relate to direct results
- CPM – Cost Per Thousand views
 - Doesn't always relate to direct results
- CPA – Cost Per Action
 - Pro: Direct ROI (Return On Investment)
 - Con: Hard to negotiate

Placement

Ad Networks vs. Individual Publishers



How are ads placed - networks?

- Blind: placed anywhere in the site network
- Content matched: to individual page's content
- Category matched: to site's overall topic
- Behaviour matched: to individual user's browsing history

Rules and guidelines: IAB (Internet Advertising Bureau)

www.iabuk.net/

Online advertising and affiliate marketing

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Affiliates

How does affiliate marketing work?

Divi

<http://effectivemarketingcompany.co.uk/effective-marketing/if-you-havent-got-a-blogging-clue-about-affiliate-marketing/>

The most famous affiliate example...

Amazon Associates

<https://affiliate-program.amazon.co.uk/>

Affiliate networks deliver scale

PeerFly

CrakRevenue

Affiliate by Conversant

Commissionfactory

Shareasale

Affiliate Partners

Wide Markets

Clickbank

Rakuten

Amazon Associates

<http://www.highpayingaffiliateprograms.com/affiliate-network/>

Sponsorships can also be an option

Programme

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- Online Advertising and Affiliate Marketing
- ▶ Mobile and Email Marketing

Mobile and email marketing

Mobile

- Push notifications
- SMS
- Proximity marketing
- SEO for mobile
- Vertical video

Email

- Test and tracking
- Segmentation
- Free tools

Apps should use push notifications

180% increase orders with push notification

<http://www.netmera.com/mobile-commerce-what-is-the-driver-for-app-revenue-growth/>

Push notifications should be personal

Broadcast	7.4%
Behaviour	8.6%
Profile	13%
Behaviour and Profile	30.6%

Segmented (vs. broadcast): 54% of clicks convert (vs. 15%)

<http://info.localytics.com/blog/new-research-5-must-do-push-notification-best-practices>

<http://info.localytics.com/download-recipes-for-perfect-push-messages>

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SMS – people open them, so send them!

SMS has a final read rate of 98%
90% of SMS are read within the first 30 seconds

29% click on a link; 14% convert

http://info.dynmark.com/hs-fs/hub/307137/file-650880813-pdf/whitepapers/Intelligence_Review_Edition2.pdf

SMS: guidelines

- Sender name = meaningful (not just a number!)
- +20% email open rate when supported with SMS (“Have you read our email?”)
- Text = clear and concise
 - Avoid ‘text speak’
 - Use URL shorteners

<http://www.sciencedirect.com/science/article/pii/S0747563215302181>

<http://www.smartinsights.com/mobile-marketing/sms-marketing/6-benefits-sms-marketing/>

Case study: SMS as 'Contact Us'

Bohemian Guitars

+98% sales in 6 months

<https://blog.kissmetrics.com/sms-in-ecommerce-customer-acquisition/>
<http://500.co/bohemian-guitars-sonar-growth/>

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Proximity marketing

“...localised advertising to a user’s mobile device”

- Beacons
- NFC (Near Field Communication)
- QR Codes

<http://www.prnewswire.com/news-releases/inmarket-beacons-done-right-increase-interactions-by-5x-beacons-done-wrong-lead-to-app-deletion-276045971.html>

Beacons

- In-store = 45% interaction rate
 - Traditional push (non-location based) = 9%
- Shoppers receiving branded messages = 7x more likely to seek out product
- Max = 1 per visit
 - Above this, app usage falls -300%

<http://www.prnewswire.com/news-releases/inmarket-beacons-done-right-increase-interactions-by-5x-beacons-done-wrong-lead-to-app-deletion-276045971.html>

NFC (Near Field Communications)

- Tag = physically reachable
- Call-to-action explains 'reason to tap'

<http://qfuse.com/blog/4-nfc-best-practices/>

<http://georillas.com/nfc-tags-for-marketing-things-you-need-to-know/>

Case study

- Tablets = provided by store and no initial sign-up
- Product information and related products (based on interactions and location)
- Results
 - +15% average order value
 - 70% of emails captured = new

<http://www.smartinsights.com/ecommerce/multichannel-retail-strategy/shopping-nfc-rfid-retail/>

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SEO for mobile

- Google AMP (Accelerated Mobile Pages) initiative
- Page speed: images; code efficiency; caching; redirects
- Don't block CSS, JavaScript, or images
- Optimise design for mobile
 - Few adverts, Copywriting, Tap targets...
- Mention location in: Title, H1, URL, content and alt tags

<https://moz.com/learn/seo/mobile-optimization>

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Business case

Horizontal screen 6% of users

Portrait screen 94% of users

- 50% of users = annoyed by need to turn horizontal for full-screen
- Vertical video ads = 9x more likely fully viewed

http://data.wurfl.io/MOVR/pdf/2014_q4/MOVR_2014_q4.pdf

<http://www.mobilemarketer.com/cms/news/video/21146.html>

<http://www.bloomberg.com/news/features/2015-05-26/evan-spiegel-reveals-plan-to-turn-snapchat-into-a-real-business>

<https://unruly.co/whitepaper/8-steps-mobile-video-success/>

Best practices

- Keep device and most of frame static
 - Slow, smooth movements
- Big, simple visuals
- Two landscape panels(?)

<https://www.journalism.co.uk/news/vertical-video-and-broadcasts-time-for-an-awkward-transition-/s2/a564937/>

<http://www.slideshare.net/vizeds/periscope-tips-and-working-with-vertical-video>

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Test and optimise!

Mobile-friendly: concise and front-loaded!

- From = organisation name
- Subject = informative and valuable

Benchmarks:

- Open rate: 21%
- Clickthrough rate: 2.5%

<https://mailchimp.com/resources/email-marketing-benchmarks/>

Subject lines

Emails with “Free” in the subject line were opened 10% more than those without

Emails with “Quick” in the subject line were opened 17% less than those without

http://www.getsidekick.com/email-open-rates-report?utm_campaign=rackspace_comarketing&utm_content=sidekick_content

<https://blog.hubspot.com/sales/subject-line-stats-open-rates-slideshare#sm.001w9hpqa11r4df2ya42geolpfd2m>

Small changes can make a big difference!

“Readers Choice of Twelve Must-Read Articles...

- ...From Past Issues” Control
- ...From Recent Issues” +17%

This is why we test and measure!

Top things to test

1. Subject Lines
2. From Address
3. Headings
4. Image Placement
5. Copy Length
6. Time of day
7. Day of week

Day of week and time of day

Tuesday	Open rate	19.9%
Friday	CTR	4.90%

The best time to send email is:

1. 10 am
2. 8 pm
3. 2 pm
4. 6 am

<https://coschedule.com/blog/best-time-to-send-email/>

Analytics

Add a tracking code to all links within email to identify:

- Campaign
- Email
- Specific link

...otherwise your website analytics will not track these variables



Case study

- 200,000 email addresses with low engagement
- “We will unsubscribe you, unless you reply to this email”
- Lost 90%!
- Better analysis and insight!

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Evolution of targeting...

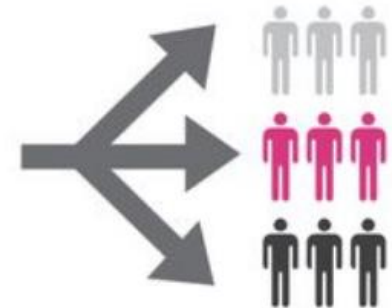
BATCHED

In the early days of email marketing, "batch and blast" was king. One size fit all, and every subscriber received the exact same message with no targeting or personalization. Email marketing was more about the offer than the recipient.



SEGMENTED

Email marketing lists were divided into segments based on various factors including demographics, profiles, and personas. Instead of one-size-fits-all, segmentation allowed for different content to be sent to different groups of recipients.



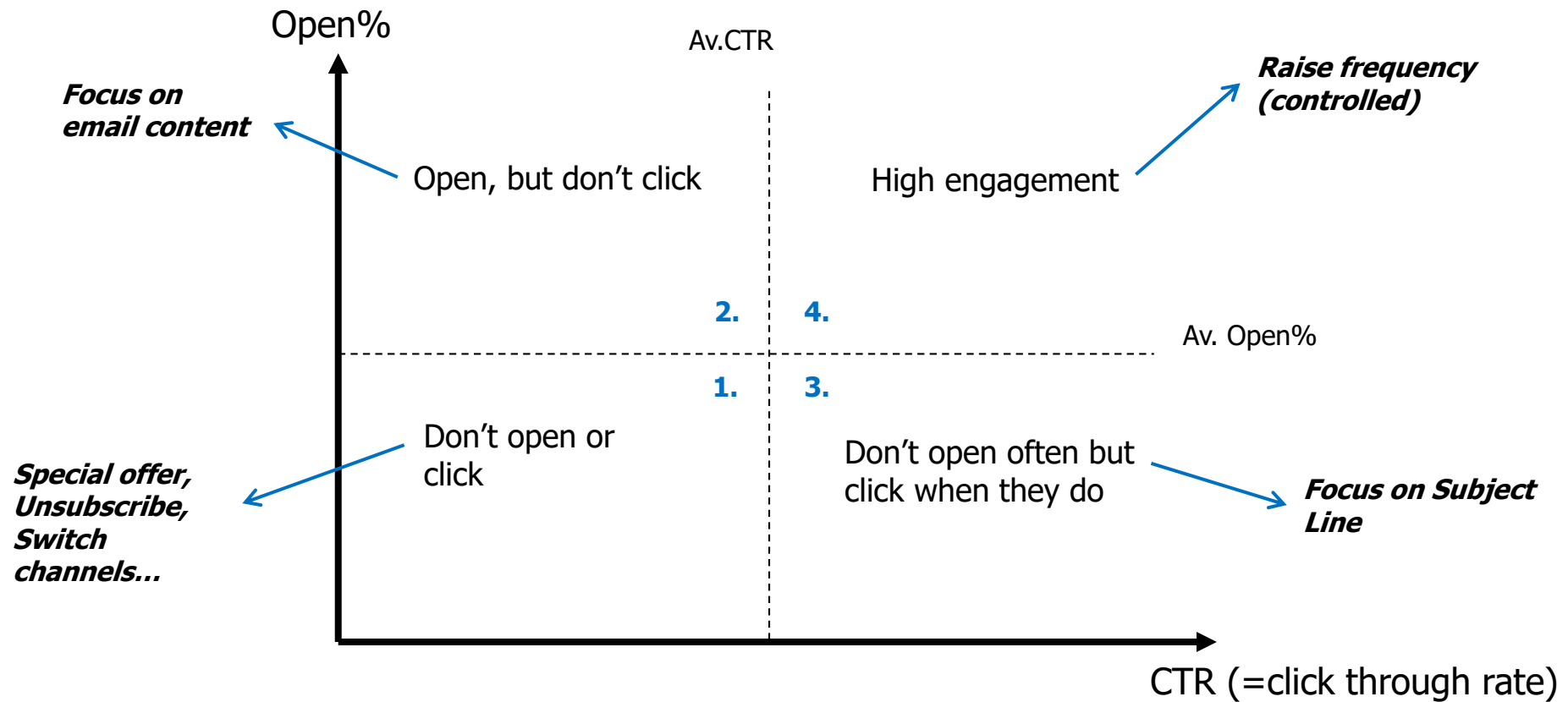
DYNAMIC

Dynamic content assembly empowered marketers to send targeted content on the fly and for the first time enabled 1:1 messaging. Subscriber preferences – both self reported and observed – were utilized to increase the relevancy of each campaign at the moment of send.



<http://blog.movableink.com/infographic-the-evolution-of-email-marketing/>

Segmentation based on open rates



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Free tool: mobile emulators

Mobile Phone Emulator

www.mobilephoneemulator.com

Free tool: Inbox preview

Litmus

<https://litmus.com/email-testing>

Free tool: blacklist check

MX Toolbox

<http://www.mxtoolbox.com/>

Free tool: spam check

Litmus

<https://litmus.com/spam-filter-tests>

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If you have any questions arising from this course, please email me at this address:

askthecoursedirector@cim.co.uk