

Digital marketing plan for small and medium sized companies



Expand2eBusiness

Digital marketing workshop

ACQUIRE, ACTIVATE AND MONETIZE

1. TARGET GROUPS
(name, characteristics, key message, medias used)

1

2

3

2. KEY WORDS
(on-site, SEO, SEM)

Keywords for SEO (5-10)

On-site SEO (metadata, page names, structure, images)

Off-site SEO (links to www)

SEM (Google Ad, title 30, link 15, description 90 characters)

CAMPAIGNS

| Channel: | Campaign: | Budget €: |
|----------|-----------|-----------|
| | | |

METRICS & ANALYTICS

- 1.
- 2.
- 3.
- 4.

ACTION PLAN

- 1.
- 2.
- 3.
- 4.

GLOSSARY

Landing page = web page where users are forwarded
 Metadata = webpage field in HTML-code, describing the content of webpages
 SEM = search engine marketing, mainly Google Ads
 SEO = search engine optimization, mainly Google Search
 www = webpages, world wide web

5. ADVOCACY
(how to support and share)

4. ACTIVATE & CONVERT (+recommerce)

3. CONTENT
(www, landing pages, key social media, production, publishing)

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Steps from customer's point of view. Remember to involve customers to every step from planning to testing!

2. Key words, SEO, SEM

Key word strategy should be made before any content is produced. Selected keywords (5-10) can be then written into web page content, titles, images and metadata. In this way, search engines find and index the web content better and searchability is improved.

On-site search engine optimization (on-site SEO) is technical exercise and there are several tools making life easier for non-technical people. Try e.g. WordPress SEO-plugins and different SEO analysis tools online. External links, meaning the links from popular websites to your website can be attained

from discussion forums, social media and from company's customer and partner network. These external links improve the search engine ranking as well.

In Search engine marketing (SEM, e.g. Google Ads) anyone can buy search words and drive traffic to their site. The pricing is based auction based. The cost are click-thru based, so only those who click your SEM ad next to search page, will cost you money. It is essential to find relevant, high quality audience who convert to buyers. Random people who just click and don't buy are just extra cost without any benefit.

2. KEY WORDS (on-site, SEO, SEM)

Keywords for SEO (5-10)

On-site SEO (metadata, page names, structure, images)



Notes:



3. Content

The core of your content production is often your own web site. Term "own media" refers to your full control on content production, -structure, -layout and -visuals.

Different campaigns are often forwarded to separate, unique landing pages. This helps to target the message related to specific campaign and analytics and follow-up of visitors will be easier.

Often the content is also published on social media sites and traffic is forwarded from there to your own web site. It is wise to be active in

only carefully selected social media channels, on those where your customer profile is present as well.

Content marketing plan can help focusing your content production to be more cost-efficient. Also your themes, chapters, campaigns and different channels will be more aligned.

Entrepreneurs and small companies should find efficient ways for content production, e.g. expert blogs, interviews, how-to videos, customer cases and testimonials, behind-the-scenes and making-of-images. Often

decent quality can be achieved with smartphones and tablets, since consumers are used to them and most of the content is anyhow viewed on smartphones. Quality can be further improved with separate tripods, led lights and microphones. Publishing is fastest directly from the smartphone as well, with minimal editing effort.

3. CONTENT
(www, landing pages, key social media, production, publishing)



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4. Activate and convert

Once you have interesting content that customers perceive useful or fun, they will share it forward to their networks via social media.

In content creation it's important to aim for differentiation and shareability. Once succeeding, customer will do the marketing from our behalf. This networking effect is fast, free and has high impact. If customer gets message from their trusted friend, it's perceived more trustworthy than direct ad or message from company.

Conversion means that we get customers to act as we wish, e.g. watching a video or

buying from our online store. Conversion is often key metric for campaign efficiency and helps in targeting and optimizing the promotional efforts. In online and ecommerce environment it's also important to understand customers buying paths and behaviors for supporting and making buying easier for them.

In ecommerce there are several options from established market places (Amazon, Aliexpress), cloud services like Shopify, to ecommerce platforms (Magento, Vilkas) or self-managed custom systems (like Woocommerce plug-in for Wordpress). There are many

other important elements in ecommerce, like variety of payment options. For companies the integration to financial system (invoicing, accounting) and ERP-system (logistics, warehousing) are varying functionally and important to automate for larger scale operations. Small-scale ecommerce is in principle quick to try out but often substantial business requires several years of dedicated work - costing time and money.

4. ACTIVATE & CONVERT (+ecommerce)



Notes:



5. Brand ambassadors

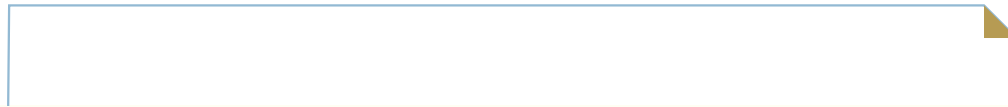
Often companies have small group of super-loyal and super-satisfied customers. These customers can act naturally as your "brand ambassadors" and are absolutely worth keeping and being nurtured.

Companies can e.g. produce ready-made, exclusive content for brand ambassadors to share forward, ask them testimonials and utilize them in customer events, direct references, etc.

Influencer marketing might also be worth considering. If you find an influencer

matching your brand (like bloggers, video bloggers, celebrities, snapchaters, instagrammers, gamers, athletes, artists, etc.) they often have ready and active audience. With relevant message from their idol they could be activated to your customers. Professionals will inform about the commercial cooperation based on ad regulations valid in your country.

5. **ADVOCACY** (how to support and share)



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6. Campaigns

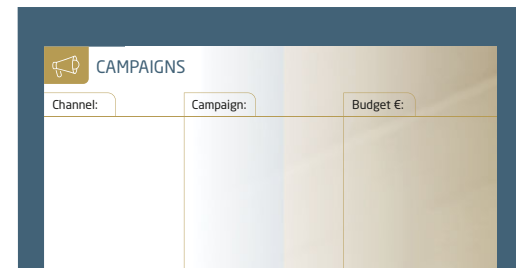
In marketing investments of the companies the digital channels are growing compared to traditional marketing channels. The reasons for these are mainly the better audience targeting possibilities, cost per campaign/contact and measurability of the campaign results. However, keeping in mind that consumers see thousands of marketing messages daily, including digital channels, so it is challenging to differentiate and engage consumers in scattered media environment.

Nowadays search engine marketing (SEM) and social media advertisements (videos,

etc) enable very small target segments and fast and cheap trials, even with just couple of euros per day. Also targeting is very accurate based on location, demographics, interests, behaviors - and their creative combinations.

Good way to start is iterative, starting with small steps and frequent finetuning of images, copy texts, lengths of videos, call-to-actions, key messages and possible A/B testings. Once effective solution is found and proved to work, only then it's time to invest more for customer acquisition.

Important measure of investments is the ratio of working vs. non-working media, i.e. how big portion of your investment are used for buying media channel vs. "just" producing the media (e.g. video). Only the ad seen by the consumers can be effective, not expensive ad on the harddrive that is not running.



Notes:

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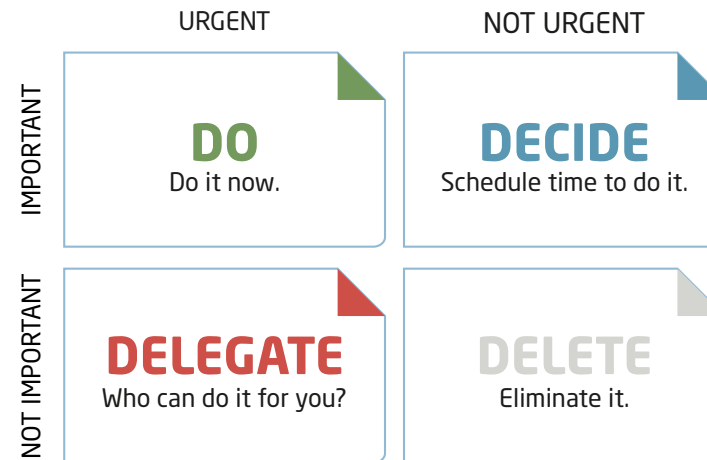
8. Next steps

Digital marketing has endless possibilities but it is important to find the most efficient activities for your company - and concentrate on those.

E.g. new entrepreneurs or startups often try to be present on too many social media channels and due to lack of time are too passive in those. It is better to carefully select where you are present and be active with content production and -curation and campaigns on those.

When prioritizing, the good old Eisenhower matrix can be helpful. You can classify your endless task lists based on their importance and urgency - and act accordingly.

The Eisenhower Decision Matrix



Notes:



9. Glossary

As a general advice: check from Google search... You are probably not the first person in the world looking for this exact information. Use also the image searches and infographics, they are useful for understanding and explaining more challenging concepts to others.

Easy way of learning new things is to watch a few short Youtube videos on the topic. Try e.g. "Pirate metrics for beginners" or "xx... tutorial". In digital marketing and digitalization in general, most of the material is in online and in English. Translators can help

when needed, however many new/technical terms might not always be translated to your language. Ask the discussion forums or experts to validate your understanding that you learn to separate important matters from (technical) details.



GLOSSARY

Landing page = web page where users are forwarded

Metadata = webpage field in HTML-code, describing the content of webpages

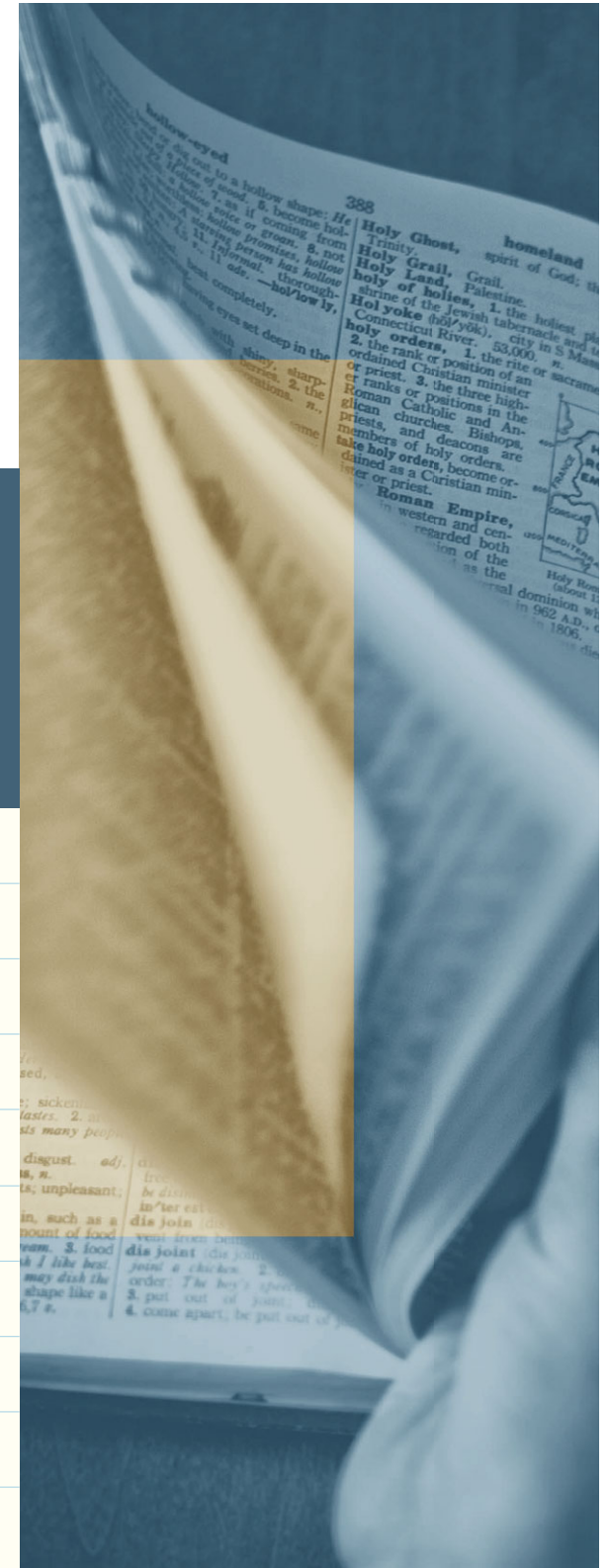
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Notes:



10. International Business

International business with global digital channels is easier than earlier but it still requires experience, commitments and investments.

Different ways for going global is e.g. via online marketplaces, partners, joint ventures and sales agents.

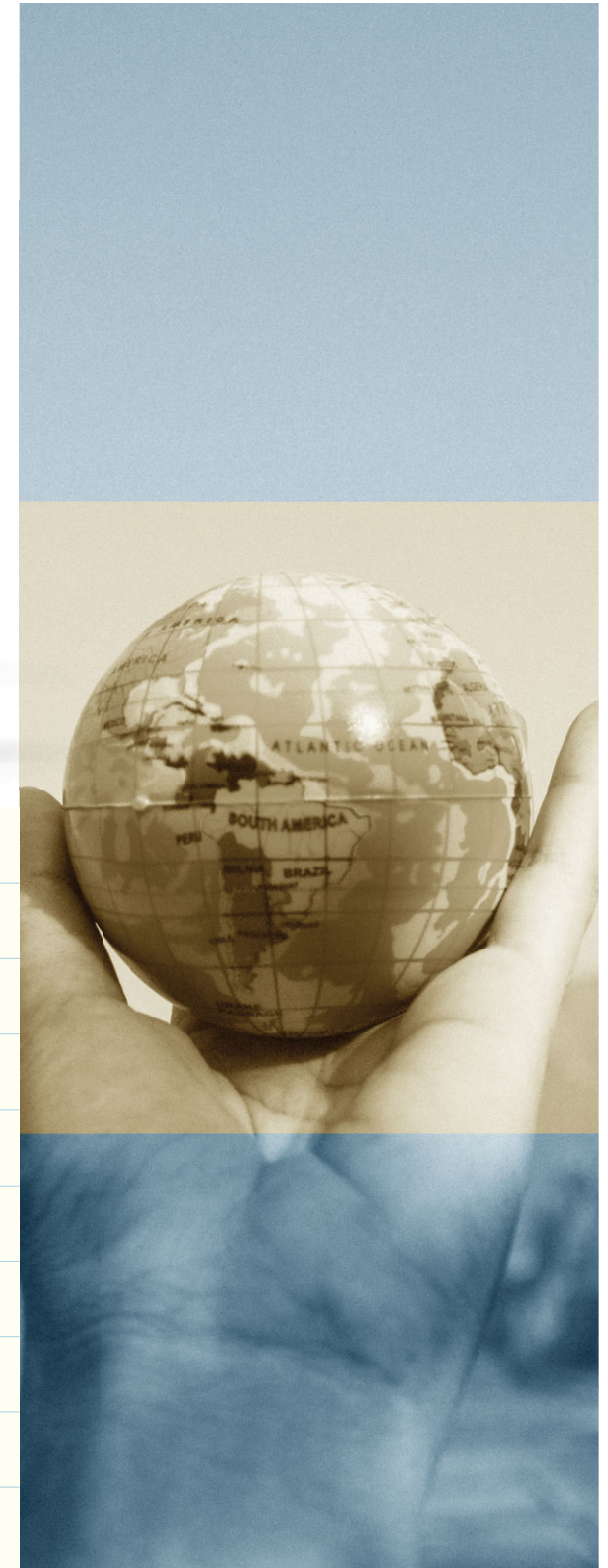
Understanding the target country's culture, it's customer, business etiquette, legislation and language is still important. This does not mean that you alone need to master everything, you can get support from networks and via digital channels.

Expand to ebusiness - program (kansainväliseen kasvuun digitaalisiin työkaluihin -hanke) has website www.e2eb.fi where you can find international digital talent.

Also there are several country-specific communities, government export support, export financing options, networks for entrepreneurs and so forth which can be found easily in Finland.



Notes:



11. About the program

Expand to ebusiness -program 2018-2020

What do we do and for whom?

- We support Helsinki -region (Uusimaa) small and medium -sized companies to expand their business to international markets
- We develop digital marketing and -sales tools and their adoption
- We provide possibilities for networking between international talent in and small and medium -sized companies

What do we do in practice?

- We organize free seminars, coaching sessions and workshops
- We run practical development projects and sprints based on local companies' needs
- We concentrate on most common digital channels, -tools and ecommerce solutions

Who does the work?

- For companies we find a team of students or international talent who possess knowledge in foreign marketgs and/or digital marketing and -sales tools
- Digital coaches of the program guide and support the teams

- Companies are expected to support and comment the progress

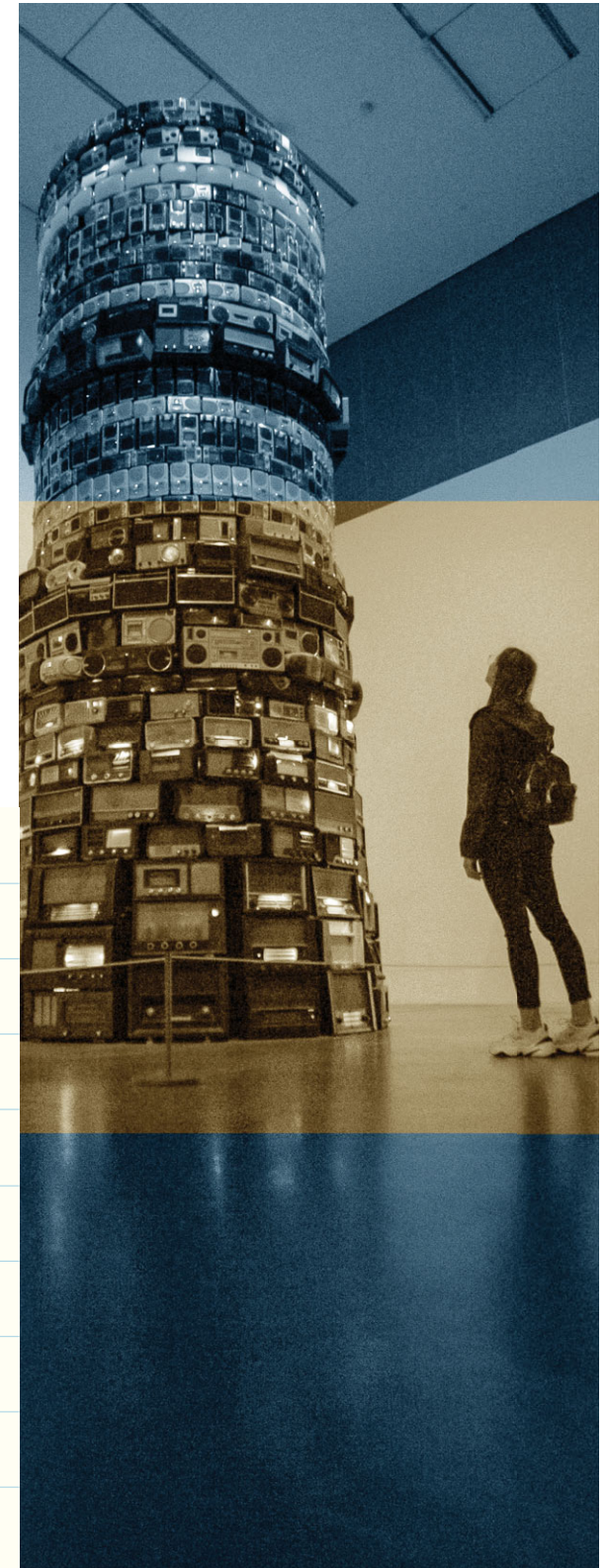
What does this cost?

- For companies this is all free. These support actions are calculated as part of De Minimis - support
- For students and international talent we offer options to develop their competence and networking possibilities, no financial compensation possible

Read more at www.e2eb.fi



Notes:



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Read more about the program,
cases and open seminars at :
www.e2eb.fi

