

# Digital Marketing Essentials

**CLANIN**  
marketing



#IESBGA

Presentation Download:

[claninmarketing.com/iesbga](http://claninmarketing.com/iesbga)

**CLANIN**  
marketing



Public Relations  
Social Media Development + Management  
Search Engine Optimization  
Graphic Design  
Logo + Branding Design  
Website Design + Management  
Strategic Planning  
Marketing Audits  
Consulting



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# ESSENTIALS

Branding  
Targeted Audience  
Website  
Analytics  
Search Engine Optimization & Marketing  
Social Media Presence & Marketing

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# BRANDING

“

Building a connection between customers and a company, service or product; establishing a brand that customers trust.

”



## What's In A Brand With Scott Clanin

July 21, 2016

Branding is arguably one of the most important things to think about when you are taking your first steps to starting a business.

Often times, the first idea an entrepreneur may have is of his or her company name, logo, concept and overall feel of the startup they're about to launch. Your brand is your calling card and is what sets your product or service apart.

How are you unique? How will people remember you? What keeps you at the top of people's mind?

### SUPPORT OUR PA

#### Shay Phil

Legal Services for  
Inventors, and  
[www.shay-](http://www.shay-phil.com)

(313) 49

Innovation

ONE F

<http://blog.o>

letter  
WORK

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# TARGETED AUDIENCE

Who do you want to talk to?  
Where are they on the Internet?  
What's most important to them?

## Audience Profiles

### Demographic:

Income, gender, age, marital status, job status, ethnic background, and education levels

### Psychographic:

Hobbies, behaviors, lifestyle choices, values, interests, and spending patterns.

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# EXAMPLE



Mercedes-Benz



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WEBSITE

Hardest Working  
Marketing Tool



Always  
Open!

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# WEBSITE TRENDS

## Responsive Design

Easily viewable and usable regardless of the device it is being viewed on

## Minimalism

Minimalistic designs and layouts. Websites feature fewer pages. Also implementing “Flat Design” using two-dimensional/flat images/graphic

## Scrolling Page Architecture

Single scrolling page website. Clean and easy to navigate.

## High-quality authentic photography/video

Stock photography/video reduces trust and is often completely ignored

Creative infographics/illustrations/bold typography



# Install today!

Monitor effectiveness of your online marketing strategies, user experience and navigation, functionality, and more.



**Tag Assistant**

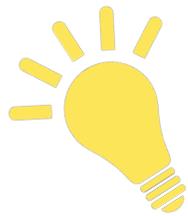
## Reports to run:

- Desktop vs. Mobile
- Location
- New vs. Returning
- Source/Medium
- Queries
- Page Traffic
- Site Speed (2 seconds or less)
- Behavior Flow

# Bounce Rate

Here and gone!

*(probably to your competitor)*



Worry if over 50%

Keep improving at 50%

Aim for 25%

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# SEO



Google Search

I'm Feeling Lucky

## Googlebot

Search bot software that Google sends out to collect information about documents on the web to add to Google's searchable index

## Crawling

Process where the Googlebot goes around from website to website, finding new and updated information to report back to Google. The Googlebot finds what to crawl using links.

## Indexing

The processing of the information gathered by the Googlebot from its crawling activities. Once documents are processed, they are added to Google's searchable index if they are determined to be quality content.

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# SEO

## Publish Relevant Content

Use keywords or phrases throughout each page to describe that service or product. Repeat phrase several times in opening and closing and several times in the remaining page. Don't overdo it! Write for the user, not for the search engine.

## Metadata

Information about the contents of your page.

**Title Metadata:** Page titles displayed top of page

**Description Metadata:** Description browser will use in search results

**Keyword Metadata:** What people are searching for. Don't overdo it. Keep at 6-8 phrases consisting of 1-4 words.

## Links

Hyperlink content throughout your site but stay away from "Click Here" which adds no SEO value. Use phrases then hyperlink that phrase. Helps your SEO and the page you're linking to.

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# SEO

Mobile Friendly  
High-Quality Content  
Page Load Time  
Image Optimization  
Different Multimedia  
Broken Links  
Readability  
Layout and Formatting  
Contact Us Page  
Submit Site Map / Highlight Data

The logo for Google Webmasters, featuring the word "Google" in its multi-colored font followed by "Webmasters" in a grey sans-serif font.

# SEO



Search bar:  [Microphone] [Search]

Navigation: All | News | Maps | Shopping | Images | More | Settings | Tools

Grid view | 1 notification | Profile picture

About 29,500 results (0.53 seconds)

## Champaign County Economic Development Corporation | Midwestern ...

[www.champaigncountyedc.org/](http://www.champaigncountyedc.org/)

February 21, 2017 | Category: Business, Champaign, Champaign County, Development, Expansion, News Room ... **EDC** Featured on **Champaign** Connection.

You've visited this page many times. Last visit: 9/12/16

### Staff

Staff. Champaign County Economic Development ...

### Board of Directors

Board of Directors. FY17 Board Officers. Chair, Dick Helton ...

### Champaign County Economic ...

Communities. Champaign County is located at the intersection of I ...

### Contact Us

Contact Us. Champaign County Economic Development ...

### Champaign

Champaign County, 173,025, 179,669 ... Planning & Development ...

### Events

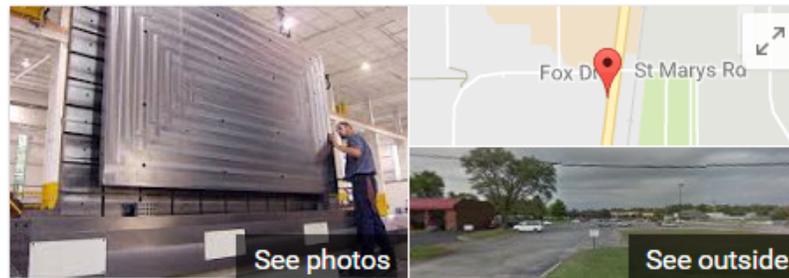
Upcoming Events. There are no upcoming events. Champaign ...

[More results from champaigncountyedc.org »](#)

## Economic Development Division - City of ChampaignCity of Champaign

[champaignil.gov/departments/planning/economic-development/](http://champaignil.gov/departments/planning/economic-development/)

The **Champaign County Economic Development** Corporation provides marketing, site selection and economic development coordination for the region.



## Champaign County Economic Development Corporation (CHCEDC) ★

Business Management Consultant

[Website](#) [Directions](#)

**Address:** 1817 S Neil St #201, Champaign, IL 61820

**Phone:** (217) 359-6261

**Hours:** Closed today ▾

[Suggest an edit](#)

### Reviews

[Write a review](#) [Add a photo](#)

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# SEM



## Google Search Network

Ads are triggered by a **proactive search** query inputted by the user. Users are **proactively looking for ads** related to services/products.

## Google Display Network

Ads are triggered when **matched** to relevant page content or **specifically targeted** by advertisers. Users are visiting pages that relate to their needs, interests, or profile and are **not proactively looking for ads**.



**Google** AdWords Express

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# SEM

# Google Search Network



## Text Ads

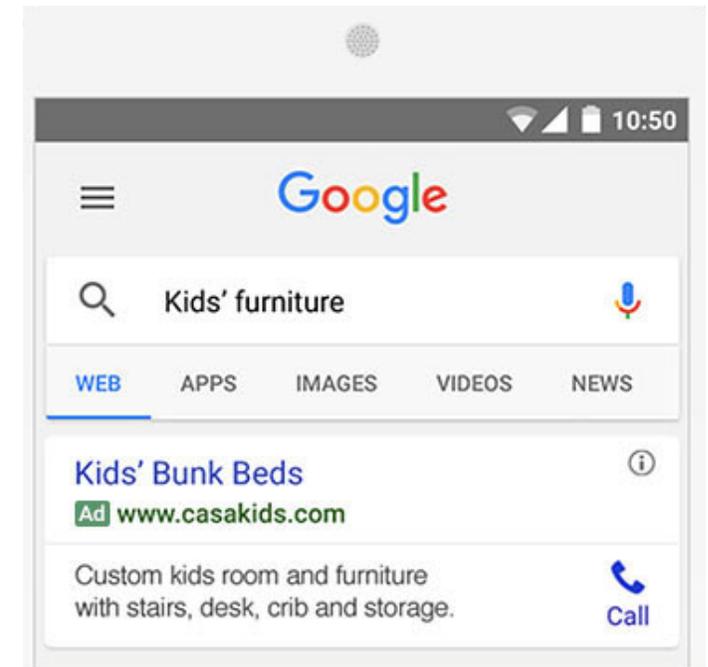
Customized ad containing a headline, two lines of text, and a URL.

## Dynamic Search Ads

Headline and landing page are automatically generated based on the particular search terms that the user entered. Headlines are dynamically added to be of greater relevance for each individual search.

## Call-Only Ads

Drive phone calls to your business with ads that include your phone number.



# SEM

# Google Display Network

With millions of websites, news pages, blogs, and Google websites like Gmail and YouTube, the Google Display Network reaches 90% of Internet users worldwide.

The screenshot shows a news website interface with a dark blue header. At the top, a Volkswagen Jetta advertisement is displayed, featuring a blue car, the text "Jetta", "Silk Blue Metallic", and "Starting at \$17,895". Below the car are color selection circles and a "TEST DRIVE" button. The website header includes the "The News-Gazette" logo, navigation links for "Subscribe", "Log In", "Search", and "Listen Now", and the radio station "NewsTalk 1400 | WDWS-AM". The date and temperature are shown as "Sunday, March 19, 2017 36°F Today's Paper". A secondary navigation bar lists categories: "News", "Sports", "Business", "Living", "A&E", "Blogs", "Opinion", "Multimedia", "Classified", "Jobs", "Shop", and "Weekly Ads".

The main content area is titled "Local" and features two news articles:

- Who's Brad Underwood?**  
Sat, 03/18/2017 - 8:39pm | Jeff D' Alessio  
Image Gallery: New UI Men's Basketball Coach Brad Underwood
- AD asked for waiver on Saturday**  
Sat, 03/18/2017 - 8:14pm | Julie Wurth  
Image Gallery: New UI Men's Basketball Coach Brad Underwood

On the right side, there is a Disney World advertisement with the text "Why Stay at a Disney Resort Hotel?" and "Complimentary Transportation". It features an image of a man in a Disney uniform and a "Learn More" button.

## **Reach users by keywords and topics**

To find you an audience who's interested in your business and more likely to take action, AdWords uses contextual targeting based on your keywords or your campaign's specific topic area.

## **Select where your ads appear**

Show your ad on specific webpages, online videos, games, RSS feeds, and mobile sites and apps that you select. You can even block your ads from sites you don't think are relevant.

## **Find users who are already interested in what you have to offer**

Show your ads on Display Network websites to specific groups of people, e.g, those who have previously visited your site by creating a remarketing campaign.

# SEM

## Google Display Network

ADVERTISEMENT



Still Thinking It Over?

**COME BACK & SAVE \$179 WITH FREE SHIPPING**

BOWFLEX SELECTTECH 552 DUMBBELLS

**BUY NOW** > use code: **SPRINGSALE**

 **BOWFLEX**  
See Site for Details

The advertisement is a rectangular box with a white background and a black border. It features a product image of two black Bowflex SelectTech 552 dumbbells on the left. To the right of the image, the text 'Still Thinking It Over?' is in black. Below that, the promotional offer 'COME BACK & SAVE \$179 WITH FREE SHIPPING' is written in bold red. Underneath, the product name 'BOWFLEX SELECTTECH 552 DUMBBELLS' is in black. A black button with 'BUY NOW' in white and a red arrow points to the right, followed by 'use code: SPRINGSALE' in red. At the bottom, the Bowflex logo (a red stylized 'B' in a circle) is followed by the brand name 'BOWFLEX' in bold black, and 'See Site for Details' in a smaller black font. In the top right corner of the ad box, there are small blue icons for a play button and a close button.

# SEM



## Keyword Planner

Where would you like to start?

### Find new keywords and get search volume data

- ▶ Search for new keywords using a phrase, website or category

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- ▶ Get search volume data and trends

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- ▶ Multiply keyword lists to get new keywords

### Plan your budget and get forecasts

- ▶ Enter or upload a list of keywords to get forecasts

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- ▶ **BETA** Get forecasts for campaigns or keywords from your account

### Before you begin

[How to use Keyword Planner](#)

[How to see your organic data](#)

[Building a Display campaign? Try Display Planner](#)

Or, [continue last session](#)

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SOCIAL MEDIA

**facebook**

**twitter**

*Instagram*

You**Tube**

**Linked in**

 snapchat



**Hootsuite™**

**Linking Sites**

# FACEBOOK ADS

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Local awareness	 Engagement	 Product catalog sales
 Reach	 App installs	 Store visits
	 Video views	
	 Lead generation	

## Format

Choose how you'd like your ad to look.



**Carousel**  
Create an ad with 2 or more scrollable images or videos



**Single Image**  
Create up to 6 ads with one image each at no extra charge



**Single Video**  
Create an ad with one video



**Slideshow**  
Create a looping video ad with up to 10 images



**Canvas**  
Tell a more immersive story by combining images and videos

# FACEBOOK ADS

 **Hilton Head Hyundai**  
Sponsored ·  Like Page

Don't miss your chance to get sweet deals on all your favorite Hyundais at Hilton Head Hyundai!

**Sweet Sixteen Sales Event**  
Feel free to browse our inventory online, request more information about vehicles, set up a test drive or inquire about financing!

[Sign Up](#)

 Like  Comment

Hilton Head Hyundai

**Sweet Sixteen Sales Event**

It's time to get sweet deals on all 2016 Hyundai Models! Hurry into Hilton Head Hyundai and drive home your favorite vehicle today.

[Get Sweet Deals Now](#)

Hilton Head Hyundai

Sign up by providing your info below.

What Hyundai are you interested in?

Email

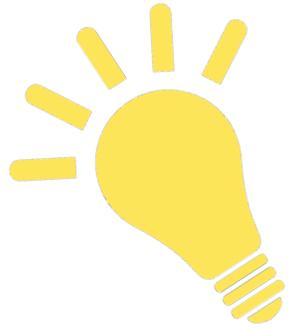
Full Name

Phone number

[Next](#)

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FACEBOOK ADS



# facebook blueprint



Business Manager

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# MUST HAVE APPS



Google Analytics



Google My Business



Google AdWords



Facebook Ads



Facebook Pages



Hootsuite

# Questions?

## Contact

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marketing

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