Preview (1 / 10) - ketabton.com



THE ULTIMATE GUIDE TO

DIGITAL MARKETING

DIGITALMARKETER

Preview (2 / 10) - ketabton.com

CHAPTER
00

The perfect resource for beginner to advanced digital marketers looking to learn new skills or hone existing ones.

The Ultimate Guide to Digital Marketing is full of insights and strategy for business owners, marketing professionals, students, and anyone else looking to hone their current skills and get up to speed on the latest in digital marketing.

What is Digital Marketing?

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing.

If you're new to digital marketing, it may feel overwhelming.

We get that…

But in many ways, digital marketing is no different than traditional marketing. In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers.

Now, think about the last important purchase you made. Perhaps you purchased a home, hired someone to fix your roof, or changed paper suppliers at your office.

Regardless of what it was, you probably began by searching the Internet to learn more and find your best options. Your ultimate buying decision was then based on the reviews you read, the friends and family you consulted with, and the solutions, features, and pricing you researched.

Today, most purchasing decisions begin online.

That being the case, an online presence is absolutely necessary—regardless of what you sell.

Preview (3 / 10) - ketabton.com

And having a strong digital presence will help you in multiple ways:

- It will make it easier to create awareness and engagement both before and after the sale.
- You can convert new buyers into rabid fans who buy more (and more often).
- You'll enjoy all the benefits of word-of-mouth and social sharing.

Be aware, though, the digital marketing scene is ever changing. Gurus, podcasts, and bloggers declare a tool or tactic hot one week and dead the next.

The truth is, today, digital marketing is less about "digital" and more about "marketing," largely because digital marketing has come of age. Its fundamentals have already been established.

At DigitalMarketer, our objective is to clear the confusion about the tactics that work and how to use them to grow your business. We stand against those so-called gurus who promote the next "shiny object" that will reportedly kill email marketing, digital advertising, or search engine optimization.

Here, we're all about the fundamentals.

As you'll see in this guide, these core disciplines of digital marketing will be critical to your business growth today, tomorrow, and for years to come. Each of these disciplines will be covered in a chapter of this *Ultimate Guide to Digital Marketing* as shown below.

What You'll Learn

Chapter 1: Your Digital Marketing Strategy Template

The Customer Value Journey is the strategic foundation of everything we do here at DigitalMarketer. It's the master template upon which every other digital marketing discipline and tactic is built. Learn all 8 stages and how you'll use them to create a winning strategy for your business.

Preview (4 / 10) - ketabton.com

Chapter 2: Developing a Content Marketing Strategy

Done right, your content marketing will not only attract prospects, but also move them through a marketing funnel to drive more sales and grow your business. Learn how to plan your content marketing strategy and how to create "perfect" content.

Chapter 3: Crafting a Digital Advertising Plan

The secret to powerful digital marketing is traffic. If you can master traffic acquisition, you can easily drive traffic, sales, and ultimately, growth. Here, you'll learn the secrets to crafting a digital advertising plan that actually works.

Chapter 4: Understanding Social Media Marketing

"Going social" isn't simply about being active on Facebook and Twitter. Learn the Social Success Cycle and how you can use it to attract your fans and followers, engage them, and even sell to them.

Chapter 5: Following Email Marketing Best Practices

Forget any rumors to the contrary. Email is alive and well—and if you know how to use it, it will help you exponentially grow your business. Learn the role of email in a growing business and how you can use it to quickly move prospects and customers through the Customer Value Journey.

Chapter 6: Designing Your Search Marketing Strategy

Search marketing has radically changed in the last few years. But we see that as good news! Today, it can boost your website's traffic and visitors' trust while supporting your other digital marketing disciplines as well. Learn the *right* way to do search engine optimization here.

Chapter 7: Applying Website Analytics to Your Digital Marketing

If numbers aren't your thing, we've got you covered. Website analytics are a powerful tool for helping you figure out what's working, what's not, and what to do next. Learn the process we use here at DigitalMarketer—an easy-to-understand approach anyone can use.

Preview (5 / 10) - ketabton.com

Chapter 8: Leveraging Conversion Rate Optimization to Drive Growth

Conversion rate optimization may sound hard, but it doesn't have to be. And it's critical to your success as a digital marketer. We'll show you how to implement a simple framework that will guide everything you do as a digital marketer.

In each chapter, we'll cover 4 key aspects to the strategy being discussed:

- **The Methods:** the strategies and processes you'll use to create your plan and execute it in your own business. This is the bulk of each chapter—because in digital marketing, *how* you execute a strategy is key. And in this Guide, we share the exact methods we use here at DigitalMarketer.

- **The Metrics:** the numbers you'll watch to measure your success and identify areas that need tweaking (or are worth doubling down on).

- **The Lingo:** the terminology used by experts, so you can communicate intelligently (even if you don't consider yourself a pro).

- **The Roles:** the people in your organization who will likely have responsibility for planning and running each tactic.

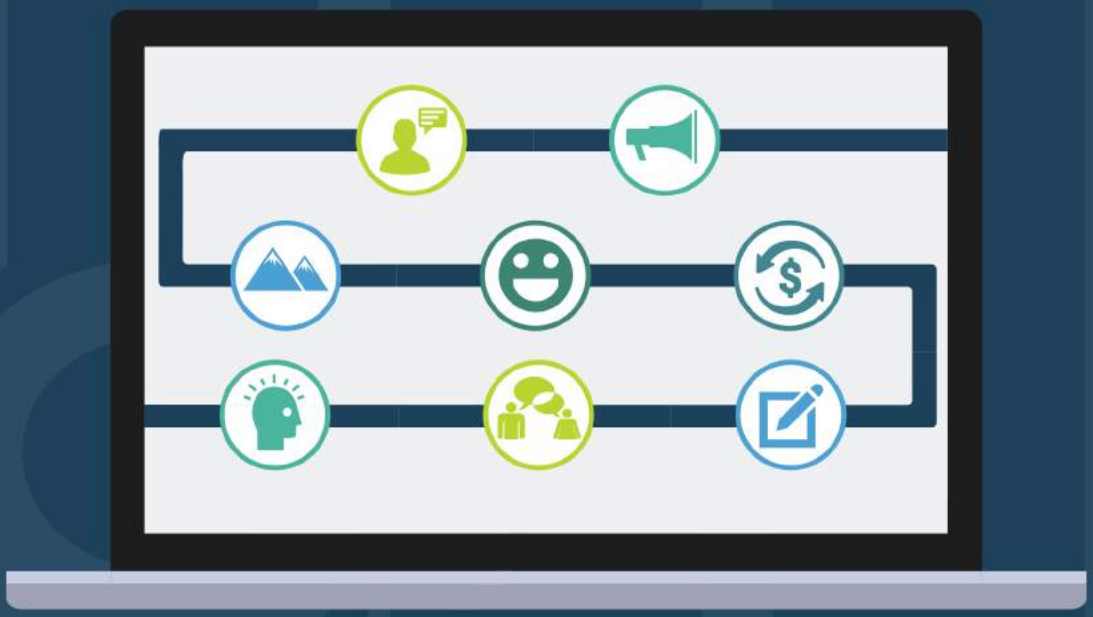
We've organized this Guide in a logical progression. Though you can jump around, learning the tactics in whatever order you feel you need them, we recommend that you read through the chapters in order.

Take your time. Read and study one chapter at a time. Apply what you learn. And when you feel you've got the methods up and running, move on to the next chapter.

You'll be surprised at how quickly you can implement these tactics if you focus on them one at a time. Then, when everything is up and running, you can focus on optimizing and improving your processes for maximum growth.

Ready to start?

Preview (6 / 10) - ketabton.com



CHAPTER 01:

YOUR DIGITAL MARKETING STRATEGY TEMPLATE

(AKA THE CUSTOMER VALUE JOURNEY)

DIGITALMARKETER

Preview (7 / 10) - ketabton.com

CHAPTER 01

This is where digital marketing begins and ends…

With a Customer Value Journey that strategically builds relationship with new prospects and converts them into loyal, repeat customers.

This Journey is *the process every prospect goes through to become a new customer.*

It's how strangers become buyers and, eventually, raving fans of your business.

The hard truth is that marketing is not a one-step process. There are eight stages you must account for on the path to purchase and promotion.

But, I have great news. If you understand this digital marketing strategy (a.k.a. the Customer Value Journey), then you can *intentionally* engineer your business in such a way that it moves people predictably through the stages in this template.

In other words, you'll no longer wonder if you'll be able to generate leads. You won't have to cross your fingers and hope for customers. When you understand the Customer Value Journey, even reviews and referrals will become automatic.

The Customer Value Journey is the strategic foundation of everything we do here at DigitalMarketer. It's the master template upon which every other digital marketing discipline and tactic is built.

It's so important, we confidently make this bold statement:

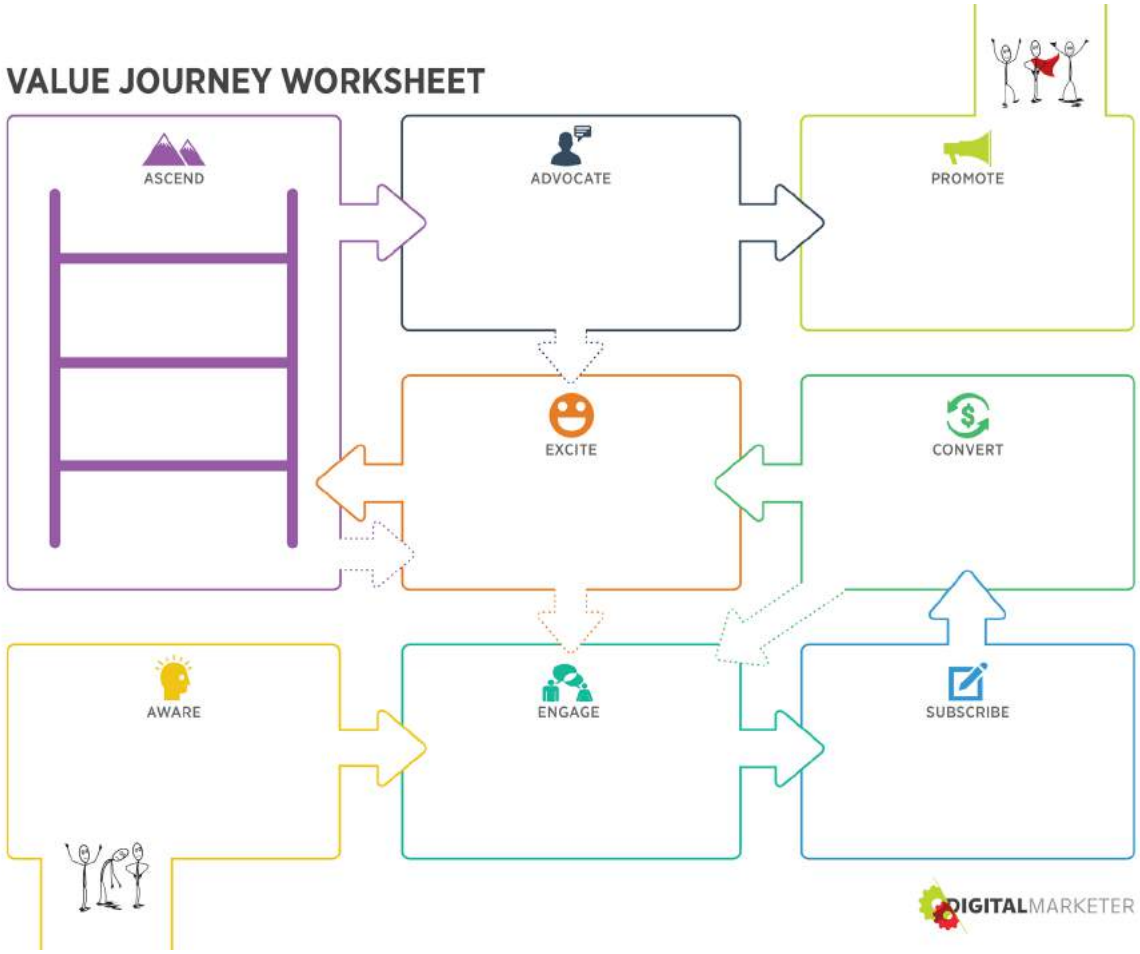
The job of marketing is to move prospects and customers seamlessly and subtly through each phase of the Customer Value Journey.

Preview (8 / 10) - ketabton.com

In this chapter, we'll start with a high-level map of the Customer Value Journey. Then we'll dive into each of the 8 steps, talk about the tactics you'll need to move people along the Journey, and review case studies so you can see it in action.

An Overview of the Customer Value Journey

So, now that you understand why it's important... here's what the Customer Value Journey looks like:



Click the image above (or click here) to download your writeable copy of The Customer Value Journey

Preview (9 / 10) - ketabton.com

Now let's walk through the 8-step process of crafting your digital marketing strategy:

Step 1: Awareness

Before someone can buy from you, they have to realize you exist—right?

Well, that's Step 1 in the Customer Value Journey.

This step is pretty self-explanatory: It's where the person becomes aware of you. After all, nobody is born knowing who Apple or Amazon are. At some point they have to become aware of these companies if they are to become a customer.

The same thing is true of your company.

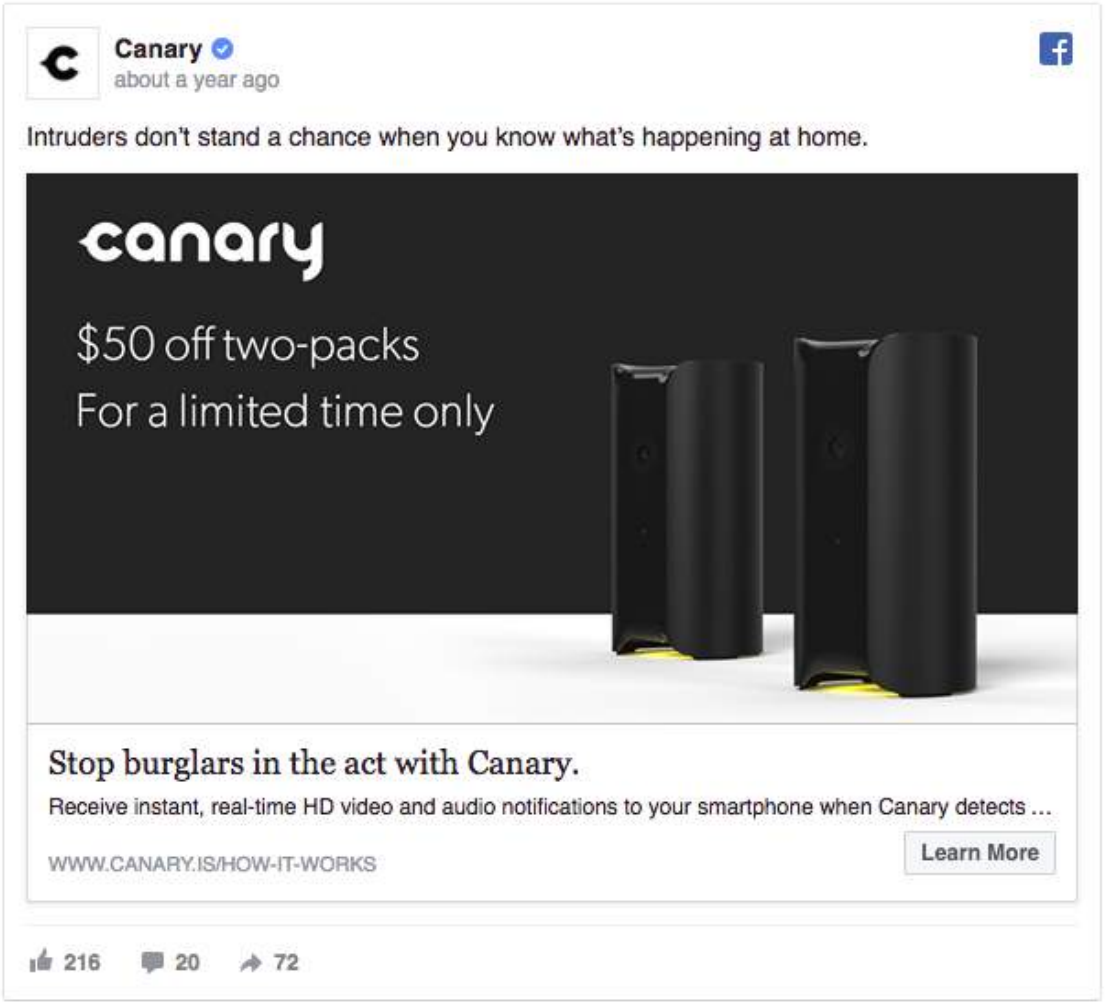
Examples of Marketing that Generates Awareness

There are any number of ways a prospect could become aware of your company, products, and services. Here are three possible scenarios:

- A father of two sees an advertisement for a new children's summer camp on Facebook.
- An office manager searches Google to find a new coffee supplier.
- A college student watches an Instagram video of her friend raving about a new brand of noise canceling headphones.

Facebook ads are the perfect vehicle for driving awareness. In this example, browsers are introduced to a home security company:

Preview (10 / 10) - ketabton.com



If you weren't aware of Canary, this Facebook ad makes you aware.

Digital Marketing Disciplines That Create Awareness

To improve awareness of your company, the digital marketing tactics you need to master or hire include:

- Digital Advertising
- Search Marketing
- Content Marketing
- Social Media Marketing

PREVIEW

You've reached the end of the preview.

The Ultimate Guide to DIGITAL MARKETING

Purchase the full book to continue reading.

Buy this book - ketabton.com

https://ketabton.com/books/82dv9cnnYO6

Preview on ketabton.com. Rights remain with the author or publisher.