2nd Edition

Digital Marketing

For dummies®

A Wiley Brand

Use targeted strategies to raise brand awareness

Determine the best market and fit for your brand

Access downloadable tools to put ideas into action

Ryan Deiss

Russ Henneberry

Digital Marketing

2nd Edition

by Ryan Deiss and Russ Henneberry

for dummies®
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Digital Marketing For Dummies®, 2nd Edition

Contents at a Glance

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Introduction

Congratulations! With the purchase of this book, you've taken a big step toward generating engagement, leads, and sales for your company by using digital marketing.

This book is full of insights and strategy tips for anyone starting a new business or hoping to take an existing business online. Or if you're just looking to hone your current digital marketing skills and get up to speed on the latest in digital marketing tactics and resources, this book is for you as well.

The online marketing scene moves fast, no question about it. Tools and applications rise (and fall) every month. Blogs declare a marketing tactic hot one week and dead the next. So how does a book about digital marketing avoid becoming outdated before the ink is dry? Simple. Today, digital marketing is less about *digital* and more about *marketing.*

Sure, the Internet has disrupted every industry, from retail clothing to taxi services — but, over time, fundamental disciplines have emerged as the staples of marketing any organization in a digital world. As you see in this book, these timeless fundamentals of digital marketing remain pertinent, regardless of the tool, tactic, or application.

About This Book

There's nothing magical or tricky about properly executed digital marketing, and you don't need to be overly technical to succeed at it. If you offer a product or service that the market desires, you can find success online by applying the techniques that you learn in this book.

Digital Marketing For Dummies doesn't present hype about the latest flashy tactics in marketing, digital or otherwise. Instead, the book covers foundational disciplines such as content marketing, social media marketing, and email marketing, always in the context of the goals that businesses care about. These goals include acquiring new leads and customers, monetizing the leads and customers you already have, and creating communities of brand advocates and promoters.

To help you absorb the concepts, this book uses the following conventions:

- ❯❯ Text that you're meant to type just as it appears in the book is in **bold**.

- ❯❯ If we provide an example of how to say something, we use *italics* to indicate a placeholder, as in *your company name,* which means that you need to replace the italics with your own information.

- ❯❯ We also use *italics* for terms that we define.

- ❯❯ Web addresses appear in `monofont`. If you're reading a digital version of this book on a device connected to the Internet, you can click the live link to visit a website, like this: `www.dummies.com`.

Foolish Assumptions

We made a few assumptions about you as we wrote this book:

- ❯❯ **You have a great product:** Remember that even the most brilliant marketer can't sell a poor product or service over the long run. This caveat is particularly true in a digital landscape, where word of mouth can spread to the four corners of the earth in the blink of an eye.

- ❯❯ **You aren't overly technical:** Digital marketing can be as technical as you want to make it. If you want to learn how a web server works or how to write in PHP code, feel free. However, to succeed in the marketing field, you need to understand marketing, not code. Feel free to leave the technical side to someone who understands code, but not marketing.

- ❯❯ **You're willing to implement and adjust:** To get results, you need to act on the knowledge you gain. In contrast to print, television, and radio marketing, digital marketing can go from idea to execution in a matter of minutes. And because your marketing campaigns live in a digital format, you can change virtually everything you do on the fly.

Icons Used in This Book

This book wouldn't be a *For Dummies* book without the familiar icons in the margin of the book. Keep a sharp eye out for these icons alerting you to important information:

The Tip icon marks tips (duh!) and shortcuts that will put you on the fast track to digital marketing success.

This icon points out the fundamentals of digital marketing. If foundational principles are what you're after, skim each chapter looking for this icon.

Avoid these digital marketing mistakes to stay on the path to digital marketing success.

Beyond the Book

We have written a lot of extra content that you won't find in this book. Go online (`https://www.digitalmarketer.com/dummies`) to find the following:

» **Customer Avatar Worksheet:**

Download and complete this worksheet to determine who your ideal customers are, where they are, and what they're likely to buy. Use what you learn about your ideal customer to drive everything from your content and search marketing to your digital ads and email promotions. The customer avatar is truly the Swiss Army Knife of marketing tools.

» **Customer Journey Worksheet:**

Download and complete the customer journey worksheet to clarify the path your customers will follow in moving from total unawareness of your business to being an avid promoter of your brand, products, and services.

» **The Cheat Sheet:**

The Cheat Sheet contains additional at-a-glance guidance on developing and executing successful digital marketing campaigns. To find this book's Cheat Sheet, go to `www.dummies.com` and search for *Digital Marketing For Dummies Cheat Sheet.*

» **Updates to this book, if we have any, are at**

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www.dummies.com
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Where to Go from Here

In true *For Dummies* fashion, you don't have to start this book at Chapter 1 and read it all in order. Each part of this book stands on its own, so keep it within arm's reach and reference it often as you execute your digital marketing campaigns. That said, however, if you have the time, we'd like nothing more than for you to read it from cover to cover.

If you're struggling to get results from your digital marketing efforts, or you're new to digital marketing, use Part 1 to ensure that the marketing tactics you use positively impact your business goals. In Part 2, we explore content marketing, a fundamental discipline that affects every digital marketing campaign you execute. If generating more website traffic is what you're after, flip to Part 3 for insights on search and social media marketing, email marketing, and digital advertising. In Part 4, you learn to tackle the measurement and optimization of your digital marketing campaigns. In Part 5, we show you how to avoid the ten most common mistakes in digital marketing so you can stay on the path to success. You also learn about the hottest skills in digital marketing, and the tools you need to execute digital marketing campaigns.

If you have a specific issue, browse through the Table of Contents and Index to pinpoint the section that can solve your problem.

Here's to your digital marketing success!

1
Getting Started with Digital Marketing

IN THIS PART . . .

Become familiar with the role of digital marketing and get clear on the value you bring to the market. Get laser-focused about who your customers are and the steps they take to go through a process known as the customer journey.

Learn the six common digital marketing goals and how to employ the three most important types of digital marketing campaigns.

Discover the types of offers you can make to prospects, new customers, and returning customers as well as the proper sequence for presenting these offers.

Chapter **1**

Understanding the Customer Journey

T hink about the last important purchase you made. Perhaps you bought a car, hired a babysitter, or switched coffee suppliers at your office. Chances are, you consulted the Internet to read reviews, get recommendations from friends and family on social sites like Facebook, and boned up on the features, options, and price of the product or service before you made your choice. Today, purchases and purchasing decisions are increasingly made online. Therefore, regardless of what you sell, an online presence is necessary to capitalize on this trend.

This new digital landscape is impacting organizations in more than just the lead and sales generation departments, though. Savvy companies use the Internet to drive awareness and interest in what they offer, but also to convert casual buyers into brand advocates who buy more and encourage members of their network to do the same.

In many ways, nothing in marketing has changed. Marketing is still about devel-oping a mutually beneficial relationship with prospects, leads, and customers. We call the development of this relationship the customer journey. In this chapter, you learn to create a customer journey for your organization and the role digital

marketing plays in that journey. The rest of this book helps you to create and execute offers and marketing campaigns that intentionally move customers through the stages of this customer journey.

REMEMBER

The role of your digital marketing is to assist in moving a prospect, lead, or customer from one stage of the customer journey to the next.

Creating a Customer Avatar

Because the role of your marketing is to move people through a series of stages from cold prospects to rabid fans and promoters, you must first attain clarity on the characteristics of your ideal customers. You want to get clear on their goals, the challenges they face meeting those goals, and where they spend time consuming information and entertainment. Creating a customer avatar will give you this clarity. Other terms for *customer avatar* are *buyer persona, marketing persona,* and *target audience,* but *customer avatar* is the term we use throughout this book.

A *customer avatar* is the fictional, generalized representation of your ideal customer. Realistically, unless your product or service fits within a narrow niche, you will have multiple customer avatars for each campaign. People are so much more than their age, gender, ethnicity, religious background, profession, and so on. People don't fit neatly into boxes, which is why broad, generic marketing campaigns generally don't convert well; they don't resonate with your audience. It is absolutely crucial that you understand and make your customer avatar as specific as possible so that you can craft personalized content, offers, and marketing campaigns that interest members of your audience or solve their problems. In fact, the exercise of creating a customer avatar impacts virtually every aspect of your marketing, including:

- >> **Content marketing:** What blog posts, videos, podcasts, and so on should you create to attract and convert your avatar?

- >> **Search marketing:** What solutions is your avatar searching for on search engines like Google, YouTube (yes, YouTube is a search engine), and Bing?

- >> **Social media marketing:** What social media sites is your avatar spending time on? What topics does your avatar like to discuss?

- >> **Email marketing:** Which avatar should receive a specific email marketing campaign?

- >> **Paid traffic:** Which ad platforms should you buy traffic from and how will you target your avatar?

>> **Product creation:** What problems is your avatar trying to solve?

>> **Copywriting:** How should you describe offers in your email marketing, ads, and sales letters in a way that compels your avatar to buy?

Any part of the marketing and sales process that touches the customer (which is pretty much everything) improves when you get clear on your customer avatar. After all, you're aiming toward a real person — one who buys your products and services. It pays to get clear on the characteristics of that person so that you can find and present him or her with a message that moves this person to action.

What to include in your customer avatar

The customer avatar possesses five major components:

>> **Goals and values:** Determine what the avatar is trying to achieve. What values does he or she hold dear?

>> **Sources of information:** Figure out what books, magazines, blogs, news stations, and other resources the avatar references for information.

>> **Demographics:** Establish the age, gender, marital status, ethnicity, income, employment status, nationality, and political preference of the avatar.

>> **Challenges and pain points:** What is holding the avatar back from achieving his or her goals?

>> **Objections:** Why would the avatar choose not to buy your product or service?

In some cases, you need to survey or have conversations with existing customers to accurately flesh out your customer avatar. In other cases, you may already be intimately familiar with the characteristics of your ideal customer. In any case, move forward. Don't wait for surveys or interviews to be conducted to create your first draft of an avatar. Instead, go ahead and make assumptions despite having no data or feedback, and put completing your research on your short list of to-do's. In the meantime, you can begin benefiting from the avatar you've created.

Giving a customer avatar an actual name assists in bringing this fictional character to life. In addition, your team members have a way to refer to each avatar among themselves.

Using the five elements described in this section, we created a worksheet that we complete each time we create a new customer avatar. The worksheet helps you hone in on the ideal customer and pair him or her with the right message. In the following sections, we go into more detail about this worksheet so that you can use it in your own business.

Introducing Agency Eric: A customer avatar example

In April 2015, DigitalMarketer introduced a new offer. We began selling a new type of digital marketing training product: Certification Classes. These new trainings include exams, certificates, and badges, and they appeal to a new ideal customer. Of course, having a new ideal customer means that a new customer avatar must be built.

As a result, we defined four distinct buyer personas who would be interested in certifications and training from our company:

» **The marketing freelancer:** Wants to distinguish herself from the other freelancers she is competing with in the marketplace.

» **The marketing agency owner:** Wants to add to the services he can offer his clients and to sharpen the marketing skills of his employees.

» **The employee:** Wants to distinguish himself at his place of employment or to secure a new job or promotion within his existing job.

» **The business owner:** Wants to sharpen her own marketing skills and the skills of her internal marketing team members.

From the buyer personas, four new customer avatars were born. We call one of these new avatars, pictured in Figure 1-1, Agency Eric.
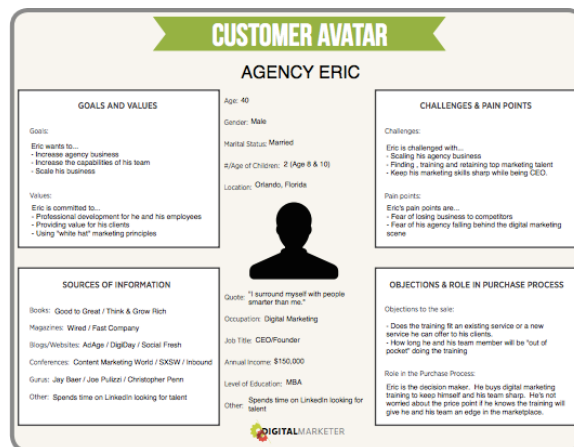
FIGURE 1-1: Agency Eric is a customer avatar who purchases the certification product from DigitalMarketer.

The next section describes the approach to filling out each section of the customer avatar worksheet so that you can define your customer avatars.

Getting clear on goals and values

The customer avatar creation process begins with identifying the goals and values of one of your ideal customers. Make note of the goals and values that are relevant to the products and services you offer.

Being aware of your customer avatar's goals and values drives decisions that you make about

» **Product creation:** What products or services can you develop to assist the avatar in meeting his or her goals?

» **Advertising:** How can you describe these offers in your ads and sales copy?

» **Content marketing:** What blog posts, podcasts, newsletters, and other content vehicles might your avatar respond to?

» **Email marketing:** How can you tailor your email subject lines and body copy to be consistent with the avatar's goals?

At DigitalMarketer, our Agency Eric avatar owns a digital marketing agency and manages a team of marketers providing services to clients. One of Agency Eric's goals (shown in Figure 1-2) is to increase the capabilities of his team. Agency Eric knows that a more capable team will result in satisfied customers.
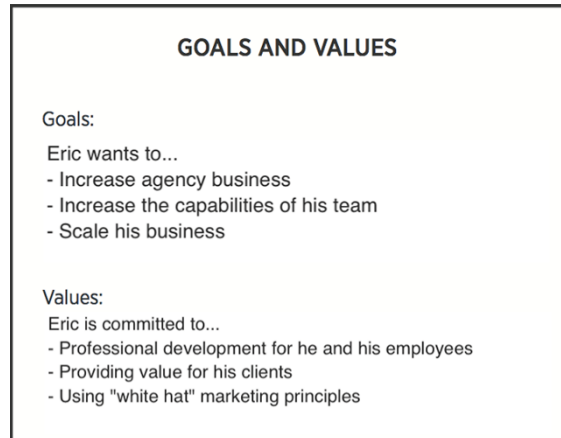
FIGURE 1-2: Understanding the goals and values of your avatar is important.

GOALS AND VALUES

Goals:

Eric wants to...
- Increase agency business
- Increase the capabilities of his team
- Scale his business

Values:

Eric is committed to...
- Professional development for he and his employees
- Providing value for his clients
- Using "white hat" marketing principles

Because Agency Eric has this goal, he is likely to open and respond to an email that promotes our company's Content Marketing Certification with the following subject line:

Need Content Marketing Training?

Finding sources of information and entertainment

This section of the customer avatar worksheet is critical to determining where your customer avatar is spending his time on and offline. What books does he read? What celebrities does he follow? What blogs does he read? This is vital information when considering where you will advertise and how you will target those advertisements. We cover digital advertising and ad targeting in Chapter 10 of this book.

The key to truly understanding where your customer is getting information and entertainment is in identifying niche sources. Identifying these niches is fairly simple using the "But No One Else Would" Trick. To use this trick, you simply complete sentences like:

» My ideal customer would read [*book*], but no one else would.

» My ideal customer would subscribe to [*magazine*], but no one else would.

» My ideal customer would attend [*conference*], but no one else would.

The idea is to find the niche books, magazines, blogs, conferences, celebrities, and other interests that your ideal customer would be attracted to — but no one else would. For example, if you sell golf products, you wouldn't assign Tiger Woods as a celebrity. Tiger Woods is a celebrity your customer avatar would follow, but a large percentage of people interested in Tiger Woods are not golfers and aren't likely to buy your golf products.

Instead, choosing a more niche golfer like Rory McIlroy allows you to hone in on your ideal customer and exclude people who wouldn't find value in your product. If you find these niches when buying traffic from ad platforms like Facebook (covered in Chapter 10), you can often laser-target your audience by focusing on prospects who have these niche interests, while excluding less-than-ideal prospects.

Honing in on demographics

Applying demographic information brings your customer avatar to life. In this section, you add information to your avatar such as age, gender, marital status, and location.

TIP

Although the usual demographics are critical, the exercise of filling in the "Quote" field (shown in Figure 1-3) can be particularly helpful to get inside the head of your ideal customer. The Quote field is how this avatar might define himself or herself in one sentence, or it's the motto the avatar lives by. For instance, our quote for Agency Eric is "I surround myself with people smarter than I." This sentence says a lot about this avatar's character and motivation to purchase our marketing training products. Brainstorm ideas for your avatar's quote with your team or someone who knows your business well.

Age: 40

Gender: Male

Marital Status: Married

#/Age of Children: 2 (Age 8 & 10)

Location: Orlando, Florida

Quote: "I surround myself with people smarter than I."

Occupation: Digital Marketing

Job Title: CEO/Founder

Annual Income: $150,000

Level of Education: College Graduate

Other: Spends time on LinkedIn looking for talent.

FIGURE 1-3:
Demographics bring the customer avatar to life.

Demographic information for your customer avatar is also useful for choosing targeting options in ad platforms like Facebook. Bring your avatar to "life" as much as possible, even by visualizing the person if you can, because when you're writing content, email, or sales copy, it can be beneficial to write as though your avatar were sitting across the table from you. Demographic information like age, gender, and location gives your persona a look and feel.

Adding challenges and pain points

This section of the worksheet can help drive new product or service development. It can also help inspire the copy and ad creative you will use to compel your ideal customer to action. *Copy* is any written word that makes up your ad, email, web page, social media post, or blog post. *Ad creative* is an object that communicates information in visual form, such as an image, a GIF (graphics interchange format), a video, an infographic, a meme, or another form of artwork that you use to convey your message. You use copy and ad creatives to call out to your audience, capture people's attention, and address how your product or service adds value to their lives by solving a pain point or a challenge they face.

When selling certifications to Agency Eric, for example, our company would do well to build solutions to his challenges and pain points and use language that addresses them in our marketing messages. For example, this avatar would respond to sales copy like the following:

Are you tired of losing proposals simply because you don't offer content marketing services to your clients? Certify your team with DigitalMarketer's Content Marketing Mastery Course and Certification.

Copy like this receives a response from Agency Eric because it is specific to one of his pain points, which is the fear of losing business to competitors (see Figure 1-4).

CHALLENGES & PAIN POINTS

Challenges:

Eric is challenged with...
- Scaling his agency business
- Finding, training, and retaining top marketing talent
- Keeping his marketing skills sharp while being CEO

Pain points:

Eric's pain points are...
- Fear of losing business to competitors
- Fear of his agency falling behind the digital marketing scene

FIGURE 1-4: Understanding the challenges and pain points of your customer informs your marketing efforts.

Preparing for objections

In the final section of the customer avatar worksheet, answer why your customer avatar might choose to decline the offer to buy your product or service. The reasons your avatar doesn't buy are called objections, and you must address them in your marketing. For example, if we know that Agency Eric is concerned with the amount of time his team members will be out of the office or unable to work while getting trained, we can send an email that overcomes that objection with a subject line like this:

Get Content Marketing Certified (in One Business Day).

You can prepare your own customer avatar as we discuss with the help of a resource from DigitalMarketer. Find it at `https://www.digitalmarketer.com/lp/dmfd/customer-avatar/`.