Digital Marketing Strategies & Tactics

Digital Marketing consists of a number of strategies and tactics that achieve different goals. Depending on where you are in your company lifecycle, you may want to leverage different online approaches at different times. Most digital advertising tactics impact one or more of the following areas: Brand Awareness, Search Engine Optimization, Lead Generation, Conversion Optimization, or Customer Engagement.

This guide reviews 17 digital marketing tactics in an easy to follow format. It includes a short description of the tactic, some pros and cons of each, as well as which strategies the tactic falls into. The interactive version of this guide allows you to search for tactics by strategy as well. You can find that at www.wakefly.com /digital-marketing-guide

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Strategies & Related Tactics

Digital Marketing can perform very differently depending on the industry. The following categorizations are meant to give broad guidance into how each tactic is typically used as part of a robust digital marketing plan.

Awareness: Content Marketing, Display Marketing, Social Media (Posting), Speaking Engagements, Trade Shows, Video Marketing

SEO: Blogging, Content Marketing, On-Page Optimization, Schema, SEO Tech Review, Social Media (Posting), Video Marketing

Lead Generation: PPC, Social Media (Ads), Remarketing, Web Chat

Conversion: Affiliate Marketing, Email Marketing, On-Page Optimization, Remarketing, Web Chat, Webinars

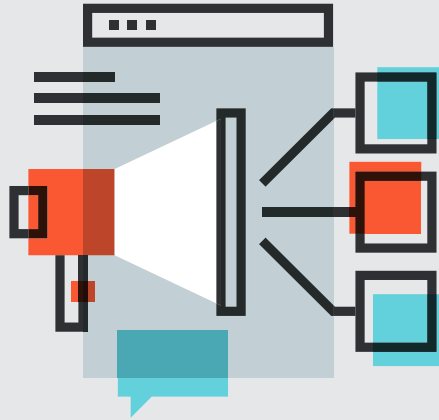**Engagement:** Email Marketing, Web Chat, Webinars

Affiliate Marketing

A method for getting commission-based affiliate partners to sell your products on your behalf.

A low-risk way to get partners to sell on your behalf

Only pay commissions when something sells

Varying degrees of setup costs

Requires regular management of keeping affiliates informed about promotions and product information

Strategic Categories: Conversion

Blogging

An area of your website where you write about relevant topics to increase user knowledge.

Demonstrates thought leadership

Highlights your company personality

Helps you stay up-to-date on best practices

Takes effort to develop content plan

Can be difficult to maintain high quality when using multiple writers

Can face internal challenges recruiting employees to write blog content

Strategic Categories: SEO

Content Marketing

Educational or informative content that does not specifically sell your product or service. It is published across multiple marketing channels.

Demonstrates expertise in the topic

Improves SEO because of extended content on website

Can generate many leads

Need skills and resources to create quality content

Takes time for results to be seen

Requires resources to constantly be thinking of new ideas

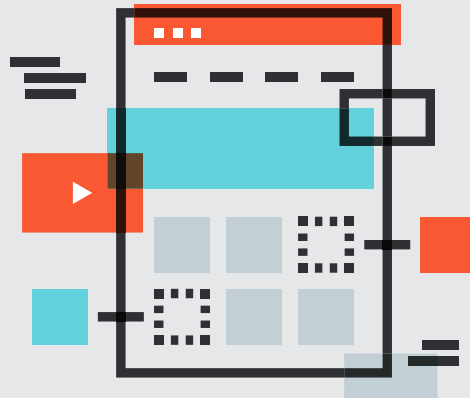**Strategic Categories: Awareness, SEO**

Display Advertising

Banner and box ads displayed on someone else's website.

Least expensive advertising option for cost per impression

Ads can be seen by thousands/millions of users

Easy to deploy

Minimum spend fees can be higher than other channels

CTR can vary widely

Strategic Categories: Awareness

Email Marketing

Sending emails to prospects/customers to show thought leadership, educational materials, product features, service options.

Displays company personality

Keeps users informed

Gets your message into their inbox

Many email systems are easy to create & deploy

@ SEND

Takes time & planning

Requires someone who can write content

Presents risk of over-emailing without appropriate planning

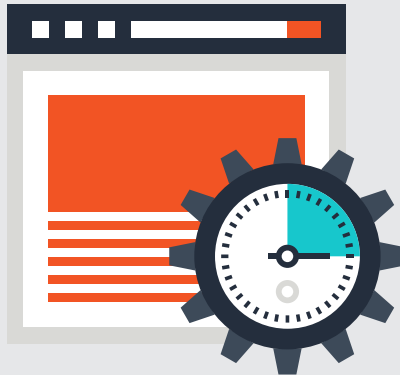## Strategic Categories: Conversion, Engagement

On-Page Optimization

Reviewing individual pages on your site for keyword optimization and conversion rate optimization.

Ensures that the content on your site meets your users needs

Lets you constantly test new layouts/copy to see what yields the best result

Takes times to implement and time to   evaluate results

Strategic Categories: SEO, Conversion

Pay Per Click (PPC)

Advertising that shows up in Google or Bing Search Results.

Easy to deploy

Able to tightly control costs and messaging

No graphic design needed

Can easily tie success or failure back to specific ads

Costs can spiral if account is neglected

Requires ongoing management to find out what is/isn't working

Varying degrees of success

Strategic Categories: Lead Gen

Remarkering

Display advertising that follows users who have already visited your site.

Easy to implement

Can customize ad based on what parts of the site the user has visited

Higher CTR than normal display

Requires a lot of web traffic to make it worth the effort

Time consuming to create multiple ads in multiple sizes to account for all possiblilities

Strategic Categories: Lead Gen, Conversion

Schema

Schema is a specific set of tags that describes the content on your site.

Helps Google understand what information is on your site

Provides you with a standard set of labels that everyone uses

Multiple ways to implement

Lots of labels to chose from so there is a learning curve in knowing which to choose

Typically requires a developer to implement
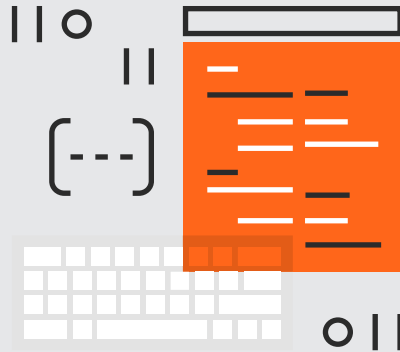
Strategic Categories: SEO

SEO Tech Review

A code review of your website to improve the technical SEO aspects of your site.

Improves SEO rankings

Provides consistency of SEO approach across site

Requires development resources to fix changes identified
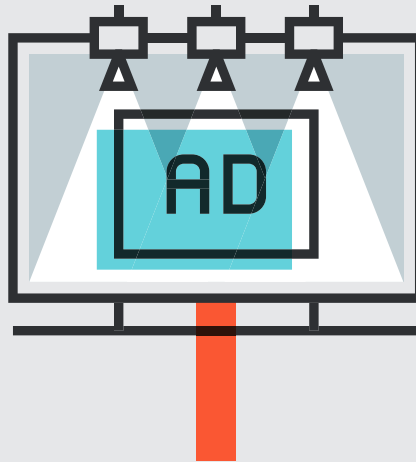
Social Media: Advertising

Presenting specific ads to targeted users based on the demographics and other preferences.

Ads can be highly targeted

Very successful once correct target is identified

You can advertise where users spend most of their time.

AD

Higher cost than PPC (though better returns)

Can sometimes take time to figure out most effective target audience

Strategic Categories: Lead Gen

Social Media: Posting

Using various social media platforms to post news & information about what your business is doing.

Displays company personality

Keep users informed about what is going on

Gets your name in from of your customers and their friends

Takes effort to maintain regular cadence

Leaves you open to public criticism

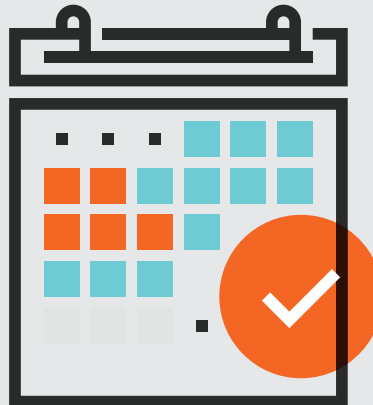**Strategic Categories: Awareness, SEO**

Speaking Engagements

Presenting at conferences in your industry.

Good way to get in front of large numbers of people

Allows you to demonstrate expertise in your field

Hard to break into speaking circuit

Can take a while to see results

Strategic Categories: Awareness

Trade Shows

Renting a booth at a trade show relevant to your industry.

Great way to show personality and get in front of a lot of people

Gets you facetime with prospects and customers

Easy way to get live customer testimonials

Takes a lot of effort and planning

Can be costly

Generally requires many people to manage the booth

Strategic Categories: Awareness

Video Marketing

15 second to 2 minute videos to be used in social media marketing, YouTube, and on your website.

Produce multiple videos during a single shoot

Highly engaging

Displays company personality

Can be used across multiple channels

Requires significant planning and can be costly if not well planned

Employees may be shy about being on camera

Content can become out of date

Strategic Categories: Awareness, SEO

Web Chat

Either a live person or a chat bot that is giving the user "at the moment" feedback to their questions.

Easy to deploy

Inexpensive solutions available

Chatbots are very powerful and require few live resources

Low threshold for users to cross to get information

Can take some time to account for all options when using chatbots

May require human resources to monitor the system

Strategic Categories: Lead Gen, Conversion, Engagement

Webinars

Hosting an online presentation about a topic relevant to your industry.

Demonstrates thought leadership

Creates lots of reusable resources that can be used in other marketing activities

Time consuming to organize and run

Internal employees may be hesitant to give a live presentation

Strategic Categories: Lead Gen, Conversion