



C2MEDIA

Your Guide to
Digital Marketing

What are Some Different Types of Digital Marketing?



Social Media

Social media marketing is not just having a Facebook, Instagram and Twitter account. It's about being present where your audience hangs out—so you can engage with them, build relationships, and make offers your followers will love.



Search Engine Optimization (SEO)

Organic search marketing has radically changed in the last few years. But we see that as good news! Today, search engine optimization (SEO) can boost your website's traffic and visitors' trust while supporting your other digital marketing disciplines, as well. Every year (sometimes, every few months), Google releases another algorithm update. Search marketers who are "playing the system" often get hit hard, losing the rankings they've achieved.



Pay-Per-Click (PPC)

These ads are what you might see beside your search engine results or on websites you visit, usually with a sponsored tag. Your business will only pay for these advertisements when someone clicks on them, hence the name. The cost of PPC is all over the place. It will completely depend on exactly what it is that you are selling.



Content Marketing

This is a marketing strategy geared at creating, publishing and distributing content for your target audience with the goal of attracting new customers. Content marketing utilizes all of the distribution platforms like your website, social media and search. An easy example would be a good blog on your website, that improves your SEO and is promoted in smaller parts via your social media channels with images, snippets, etc.



Email Marketing

Email marketing is a way to directly communicate with your customers. It is a staple of digital marketing because it is so simple. You just send out emails to a mass group of people to advertise a deal, check in with them about what is new with your company, fill consumers in about new products you may be selling, or literally any other creative and incentivizing ways you can think of to communicate with your readers.



Viral Marketing

You have seen those strange, trendy, or shocking videos that your friends will pass around, some with millions of views. They are an example of something going viral. If you can incorporate marketing for your business into a piece of viral media, you will be increasing your sales in no time - but beware, going viral is not easy.



Affiliate Marketing

This is a strategy where an individual partners with a business in order to make a commission by referring readers or visitors to a business's particular product or service. However, that really is quite a simple explanation. To be successful at making money with affiliate marketing there is a little more to it. In addition, as a business, you have to be careful of those you pay to promote it.



Influencer Marketing

Influencer Marketing is like a hybrid of old and new marketing tools, taking the idea of the celebrity endorsement and placing it into a modern day content-driven marketing campaign. The main difference is that the results of the campaign are usually collaborations between brands and influencers.

Using influencers is a very effective marketing tool that works to attract customers. Influencers can be anyone from celebrities and Instagram or YouTube stars to well-known bloggers and journalists who help spread the word about your business or product through their social channels.

How Do I Set My Digital Marketing Strategy?

Strategy really just means thinking about why you are doing something before you do it. So starting your digital marketing strategy is as simple as deciding what you want to do, how you're going to do it, what you expect to happen, and when and how you will measure your success.

Set a goal that can be measured - What results do you want?

Brand Awareness:

Do you want more people to know about your brand and get your products and services more widely known?

Customer Acquisition or Lead Generation:

Do you want to reach people who have never bought from you before and bring them into your buyer's journey?

Growth From Existing Customers:

Do you want people who have already bought from you before to buy more frequently or a different kind of product?

If possible, set a specific goal – one with metrics attached to it. These might include:

- X Number of leads from a piece of downloaded content in 1 month
- % of old customers buying a secondary product within the year
- % Follower growth on social media within 2 weeks

Know Your Target Customers or Audience

Get to know your audience! If you do not understand enough about who you're trying to reach, you'll struggle to deliver a message that's relevant enough to cut through.

The good news is that you do not have to have a customer research agency on retainer to be smart about it. The easiest way to make sure you do not come up with an across-the-board campaign is to make your own buyer personas – functionalized, general descriptions of your key customer groups.

Understand Your Own Brand

Your brand is how and why your customers choose you over your competitors. You can think of it as your company's personality. So it is something that is worth defining clearly – what do you stand for? What are your strongest character traits? And how does that translate into your presence – from the images you use on your website to the language you use in your emails?

Who is your customer? What problems do you solve? What are your benefits? What is your brand promise? How does it all fit together?

Be Aware of Your Competition

Your competitors are not just those who offer a like-for-like product or service. You can think of your competition in three ways:

- Direct competitors – those brands who offer the same products or services as you
- Indirect competitors – brands that may offer different products but compete for the same space or budget as you
- Replacement - A firm that sells products and services that are in a different industry that could be used as a substitute for your products. For example, a restaurant and a supermarket in the same city.

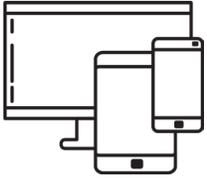
You want to know what you are up against, and you can learn from both wins and mistakes. Get inspired by your competitors' wins, and use your differences to highlight what is unique about what you are offering.

Measure and Repeat

Having brilliant ideas for how you'll drive traffic, build brand awareness, and grow your customer base is just the beginning, it's crucial you know how you'll track progress, so you can adjust your plan based on what gets the best reaction. There are many different things you can measure (metrics) – but a benchmark of what a good score is (KPI), will depend entirely on you.



What Are Six Strategies to Implement this Year?



Upgrade to a Responsive, Mobile Optimized Website

Something you really should have done 5 years ago...but it is never too late. Like any business investment, you want the best possible ROI from your website. As technology evolves, which is a constant, it is important to ensure that your website is up with the times in terms of content, design, and responsiveness.



Embrace Email Marketing

Are you capturing customer emails through your website and other online and offline methods? If not, you are missing a valuable opportunity. Emails can help you stay in touch with potential and current customers who are interested in your products and services. As your list grows, you can segment your lists for even more personalized, targeted messages to your recipients based on their specific interests. There are services like MailChimp that can make this process easy. If you have a WordPress website, there are several plugins to help integrate the whole process.



Setup Your Blog and Create Content

Blogs have been heavily utilized by many companies in recent years due to the search engine optimization (SEO) benefits they provide as well as the informational benefits for visitors. A blog can be a great equalizer for small businesses trying to compete with larger, more well-funded competitors, helping them show up much higher in search results for a variety of topics than they would have been able to otherwise. In addition, long form blog content can be repurposed for use in other channels, like social media.



Search Engine Optimization (SEO)

Website SEO is key to showing up higher in search results. There are several components to optimization, which include performing keyword research, updating website metadata, reviewing and updating website written content, optimizing image tags, and more. Blogs are also a great way to work in important keyword variations on a regular basis. Search engines love websites that create fresh content on a regular basis, often deeming them more valuable than their counterparts with outdated or infrequently updated content. You can do this on your own free or enlist the help of an SEO company.



Sales Funnels

A sales funnel, also called a conversion funnel, refers to the process by which leads are converted into customers. For example, the amount of visitors your website gets might be large, but with leads dropping off at various stages in the conversion process, the converted count will be much smaller than the initial visitor count. There are many services available to create conversion-optimized landing pages, like ClickFunnels.



Social Media Marketing

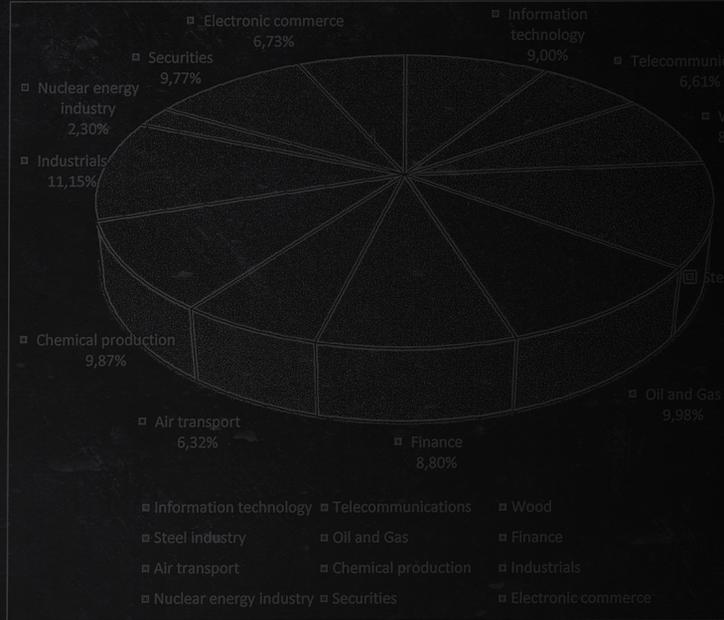
You probably already know how big of a deal having a presence on social media is. Many of the clients we work with ask about the best social media platforms for their businesses, how often to post, what to post, and how they can gain more followers and ultimately more customers. The answer will vary based on the type of business, but one thing is for certain—having a social media presence is critical. Organic posts and social media advertising should be a part of your social media marketing strategy.

1/17/2008

Sateen	\$201.00	\$246.43	22.60%
Silk	\$177.00	\$184.79	4.40%

Oil	\$609.00	\$811.19	33.20%
Gas	\$516.00	\$708.98	37.40%
Electric power	\$578.00	\$808.04	39.80%

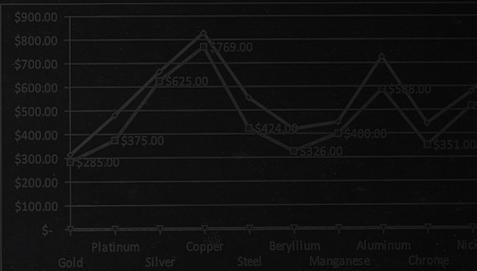
CHANGE IN THE BASIC EARNINGS BY REGION



	Sale	Buy	Grow
Gold	\$285.00	\$314.07	10.20%
Platinum	\$375.00	\$480.75	28.20%
Silver	\$625.00	\$663.75	6.80%
Copper	\$769.00	\$828.98	7.80%
Steel	\$424.00	\$552.90	30.40%
Beryllium	\$326.00	\$419.89	28.80%
Manganese	\$400.00	\$448.80	12.20%
Aluminum	\$350.00	\$726.77	23.60%
Nickel	\$550.00	\$442.26	26.00%
Chromium	\$578.00	\$578.01	11.60%
Barium	\$383.00	\$753.24	29.20%

Cotton	\$118.00	\$162.60	37.80%
Flax	\$191.00	\$193.38	0.20%
Textiles	\$208.00	\$264.58	27.20%
Fur	\$217.00	\$244.34	12.60%
Fur	\$199.00	\$216.11	8.60%
Sateen	\$172.00	\$173.03	0.60%
Silk	\$109.00	\$151.07	38.60%

Oil	\$789.00	\$935.75	18.60%
Gas	\$722.00	\$877.95	21.60%
Electric pow	\$602.00	\$746.48	24.00%



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