

# The ABC of Digital marketing



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# Why this ABC?

- The market has become increasingly digital, and businesses lack doers in digital marketing.
- Many teachers and students find the field a bit tricky and hard to teach/learn.
- This compact booklet aims to make the topic more accessible.
- You can find more information on the Internet, for example by using the search terms shown on the right.
- Open your "digital doors" and make the most of the opportunities provided by the digital environment!



**Essential steps of digital marketing process**



**Role of website**



**Generating traffic to website**



**Social media**



**Digital advertising**



**Content marketing**



**Making use of web analytics**



**Costs and results of digital marketing**

# Essential steps of digital marketing process



## Integrate digital channels with other elements of your marketing

1

**Start by considering:**

- Who are your target groups?
- Which digital channels and environments do they use?

2

**Set up your own website.**

**Open accounts on appropriate social media channels.**

3

**Grow your traffic customer base with web advertising.**

4

**Regularly publish and share useful and appealing content.**

**Create networks that share your content.**

5

**Track and improve visitor experience with search engine optimization and web analytics.**

6

**Take advantage of specific digital marketing applications.**

**Automate your marketing.**



# Role of website

## Various benefits

- Your showcase on the Internet
- Supports the company brand
- On call 24/7
- Can convert visitors into customers
- Many dynamic elements can be linked to it (webshop, social media, etc.)



## How to set up a website

- Ready-made page templates available
- Create and register a unique name (Domain research)
- Required: technical/content knowledge
- Content can be created and updated easily



## Features of a good website

- Contains useful information for the visitor
- Speaks to you and sparks action
- Includes links to the company's social media accounts
- Is clear and simple
- Graphical design reflects the brand
- Is search engine optimized (SEO)



## Things to consider

- How to get visitors or traffic?
- How to get found in the big 'web jungle'?
- How to create the site functional and pleasant to use?
- The site needs to be updated regularly



# Generating traffic to website

## Market and advertise your website by

- Search engine environment advertising (e.g. Google Ads)
- Banner and video ads
- Social media posts and ads
- Blog posts (own, partners)
- Newsletters



## Optimize your website by

- Defining your key search terms
- Creating factual content for keywords
- Writing relevant meta texts and meta titles
- Adding relevant images to the page and keywords to the captions
- Creating value and reasons for visitors to return to your site



## The benefits of advertising

- Ads are shown to thousands of previously unknown people online
- Unique and effective targeting tools are available
- Ads can easily be created and adjusted
- With a small budget, you can get a big number of impressions and new visitors to your website



## Things to consider

- In which media and channels do you reach your target audiences?
- Copywrite – what kinds of ads appeal to them?
- Is the landing page working well?
- How to get the visitors return to the site?



# Social media

**Who are your target groups – where can you meet them?**  
**Choose only 1–3 main channels and post regularly.**

Channel	Groups	Style
Facebook	Almost all groups	Entertaining, scarce text, 1-2 images
Instagram	People interested in aesthetic content	Images and aesthetics are emphasised, text is scarce
Youtube	Video viewers, especially young people	Entertaining or useful (e.g. a tutorial video)
Blogs	Those interested in different themes	Entertaining, engaging, useful
TikTok	Young people in particular	Entertaining, topical, short videos
Twitter	People interested in different themes	Short updates, topical
LinkedIn	Professionals, entrepreneurs, active students	Short posts, 1 image, evocative, useful

## Why be on social media?

- You can get started at a low cost
- You can reach entirely new audiences
- Targeting allows you to reach the right audiences
- Social media is emotion-based – you can create the vibe you want
- Social media presence also boosts your website's quality score



## Where to engage?

- On platforms where your content fits naturally
- On platforms that your target audiences follow
- On platforms that talk about your business themes
- First, look at the platforms and their different features
- Multichannel – be sure to update all the channels you use regularly!



# Digital advertising

## Platforms for ads

- Facebook, Instagram
- Youtube
- Display (banner) advertising in digital newspapers and specialized media
- Google search engine ads
- Other Google ads (local, shopping, display ads etc.)
- Specialized blogs (pricing on a case-by-case basis)



## Essential for creating an ad

- Define your target group and the media they are in
- The ad platforms are easy to use – Get familiar with them
- Create a compelling text (the AIDA model)
- Make use of visual elements



## Benefits

- Generates traffic to your website
- Raises awareness of your new products and services
- Builds and improves the corporate brand
- Is cost-effective
- By applying analytics, you can see the impact of your campaigns



## What you can achieve

- Reach targeted customer groups
- Reach new potential audiences
- Increase visibility and awareness in the 'right media' (by banner advertising, blog advertising)
- Create targeted messages for your existing audiences (newsletters)
- Increase the number of contacts, visits and sales



# Content marketing

## What do users search online?

- Information on products and services
- Answers and solutions to needs and problems
- Guidance and tips on how to get things done
- Comparisons of different products and user experiences
- Entertainment and amusement
- Note! There are many different groups of users online  
- identify your own target groups and buyer personas



## Content could be, for example

- Texts and images (e.g. blogs)
- Guidance leaflets
- Webinars, podcasts
- Tip lists ('how to do/avoid/get ...')
- How-to videos
- User experiences
- Links to other sites



## Advantages of good content

- Benefits visitors and makes them return to the site
- Provides solutions to their questions and problems
- Reassures the visitor of the company's expertise and increases trust
- Helps you stand out from competition
- Strengthens the company's image and brand
- Improves search engine optimisation (SEO)



## Publish your content

- On your own website
- On social media channels favoured by users
- On open video platforms (e.g. Youtube)
- In the newsletters
- Linking to other operators' websites
- ... and, of course, in print media





# Making use of web analytics

## Where does visitor data come from?

- Your own websites (Google analytics)
- Other websites
- Your advertising campaigns (Facebook/Instagram, Google advert platforms, Youtube, etc.)



## What can you see and infer from visitor data?

- Demographic characteristics of visitors (gender, age, place of residence, etc.)
- Where they come from (countries, language areas, devices) and time of visit
- Behaviour on landing pages, immediate exit
- Navigation on the website (tabs opened, length of stay)
- Progression of steps towards the goal (conversion)
- and more

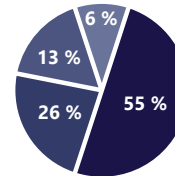
## By using analytics, you can

- Target and profile your website to the right audiences
- Use the suitable keywords
- Create better content
- Improve the user experience on the website
- Guide visitors to make desired actions on the website (conversion)






## Sources of the site traffic

(an example)



	Users	New users	Sessions
	1365	1364	1274
Direct	784		
Social	372		
Organic search	188		
Referral	62		
Paid search	1		

# Costs and results of digital marketing

		
Case 1 Hanna's hair salon (physical location)	Case 2 Marcus' sport shop (online shop)	Case 3 Nico's Ventilation (service delivered to customer)
Ad on Facebook, 7-day campaign	Keyword advertisement on Google, 30-day campaign	Advertisement on the local newspaper website, 30-day campaign
Caption and image in the feed: "Haircut without an appointment!"	Appears at the top of the search results as "We have the best running shorts for all weathers"	Banner in the top right corner of the website: "Ventilation cleaning and machine maintenance"
Shown to women aged 45–65+ living in the same city	Shown for keyword "Men's running pants"	Shown to all visitors of the website
Goal: Gain visibility for the discount campaign	Goal: Get clicks to your online shop and increase sales	Goal: Remind about the cleaning of the ventilation ducts and direct to the contact form on the website
Costs and budget: 50 € per week and 7.69 € per 1000 views	Costs and budget: 300 € per month and 0.45 € per click	Costs and budget: 200 € per month, 20 € per 1000 views
Result: 6500 people saw the ad, 9 new customers said they came through the ad.	Result: 660 clicks to the website, 70 customers bought the product from the online shop	Result: 10 000 views, 24 contacts

# How to move forward?

- » **Look at the results you get** – the obtained data of views, link clicks and sales enables you to evaluate and improve campaigns and contents.
- » **Find the best ways that work for your company:** Use them and test new ones regularly – the market is constantly changing.
- » **Regularly spend time on developing your marketing.** Plan ahead: which campaigns are coming up? What could you tell your customers about?
- » **Use creativity:** Customers want useful information, like tips on how to use your product in different ways.
- » **Set a clear objective for each publication and campaign:** How many impressions or likes?
- » **Reflect on why the target was not reached:** Compare successes with failures!
- » **Marketing automation and publishing tools:** For advanced marketers, there are tools that combine sales and marketing data with a publishing platform.
- » Effective marketing and well-planned content will sooner or later lead to higher sales and long-term customers. **Results come with time: don't get discouraged!**



**The DEMS project (2021–24) aims to popularize digital marketing and provide teachers with useful instruments, in order to supply their students with today's skills.**

During 2023, five updated study modules (5 ECTS each) will be published, covering extensive study material, tasks, assignments and teacher instructions:

- Introduction to digital marketing
- Website & SEO
- Content marketing and social media
- Digital advertising
- Analytics & monitoring

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**To get all the advantages, join the teacher network in your country:**

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**dems.pro**

Erasmus Partnership funding enables participating organisations to gain experience in international cooperation and to strengthen their capacities and produce high-quality innovative deliverables. The aim is to support the higher education sector in becoming even more inter-connected, innovative, inclusive and digital. The underlying objective is to accelerate the higher education transformation throughout Europe, in order to train the future generations in co-creating knowledge for a resilient, inclusive and sustainable societies.



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