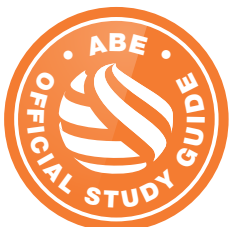


Your road to success

**ABE LEVEL 3
AWARD IN DIGITAL
MARKETING
ESSENTIALS FOR
SMALL BUSINESSES**



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Using your study guide

Welcome to the study guide for **ABE Level 3 Award in Digital Marketing Essentials for Small Businesses**. Below is an overview of the elements of learning and related key capabilities (taken from the published syllabus), designed to support individuals who are thinking about setting up a new small business or who are already running such a venture and are keen to use technology to improve performance.

Element of learning	Key capabilities
Element 1: Introduction to the digital world for small businesses	<ul style="list-style-type: none"> Ability to utilise the key terminology relating to the digital/online world for businesses and the benefits, risks, challenges when considering use of such tools
Element 2: How to create the infrastructure for successful SMEs	<ul style="list-style-type: none"> Ability to identify the requirements and considerations when establishing an infrastructure to enable and support the use of digital/online tools
Element 3: Using digital and online tools to communicate and generate revenues	<ul style="list-style-type: none"> Ability to compare different digital/online tools and demonstrate how they can be used to communicate with customer and prospects and to generate revenues
Element 4: How to develop and maintain an online presence	<ul style="list-style-type: none"> Creating an online profile for the business and an understanding of the online behaviour of customers
Element 5: Creating a digital marketing plan for a small business	<ul style="list-style-type: none"> Prepares a creative digital marketing plan for a small business venture

This study guide follows the order of the syllabus, which is the basis for your studies. Each chapter starts by listing the **learning outcomes** of the course and the **assessment criteria**. This Short Award is a Level 3 course. This means you will have the following level of knowledge and skills when you complete your learning.

Level	Knowledge descriptor (the holder...):	Skills descriptor (the holder can...):
Level 3	<ul style="list-style-type: none"> has factual, procedural and theoretical knowledge and understanding of a subject or field of work to complete tasks and address problems that while well-defined, may be complex and non-routine. can interpret and evaluate relevant information and ideas. is aware of the nature of the area of study or work. is aware of different perspectives or approaches within the area of study or work. 	<ul style="list-style-type: none"> identify, select and use appropriate cognitive and practical skills, methods and procedures to address problems that while well-defined, may be complex and non-routine. use appropriate investigation to inform actions. review how effective methods and actions have been.

In this study guide there are a number of features which we hope will enhance your studies.



'Over to you': activities for you to complete – just print out the page and use the space provided. You can write out longer answers on an extra piece of paper.



Case studies: realistic business scenarios to reinforce and test your understanding of what you have read.



'Revision on the go': use your phone camera to capture these key pieces of learning, then save them on your phone to use as revision notes.



'Need to know': key pieces of information that are highlighted in the text.



Examples illustrating points made in the text to show how it works in practice.

Tables, graphs and charts to bring data to life.

Source/quotation: Information to cast further light on the subject from industry sources.

Highlighted words throughout and glossary terms at the end of the book.

Note

Website addresses current as at March 2017.

Chapter 1

Introduction to the Digital World for Small Businesses

Introduction

Before making business decisions, you need to understand the terminology of the digital marketing world. In this chapter, you will explore some key definitions relating to online and digital tools. You will look at the potential benefits and challenges to small businesses of using these tools and consider other factors such as security implications and the challenges business owners face when co-ordinating both online and offline activities.

Learning outcomes

On completing Element 1, you will be able to:

- 1 Explain the terminology, benefits, risks and other considerations of using digital and online tools and techniques.**

Assessment criteria

- 1 Explain the terminology, benefits, risks and other considerations of using digital and online tools and techniques.**

1.1 State relevant definitions and benefits of using digital and online tools:

- definitions of key online and digital tools such as social media, cloud technology, web analytics and mobile technology
- benefits to both the business and customers of using online and digital tools
- critical success factors for effective implementation and utilisation of digital/online tools, to ensure that benefits are achieved

1.2 Identify key considerations and decisions regarding the implementation of digital and online tools:

- potential risks and challenges of implementing and using digital and online tools in business
- security considerations and implications and how to deal with them
- coordinating online and offline business activities
- technical frameworks and mobile communications speed issues in local markets and sources of technical support

ABE Level 3 Award in Digital Marketing Essentials for Small Businesses

1.1 Key definitions and the benefits of using digital and online tools

Digital marketing versus non-digital marketing

For most businesses today, the ability to operate in a digital context is a key requirement to remain competitive and ensure business success. Technologies are changing, and will continue to evolve, and so business owners must be able to embrace the use of digital and online approaches to support their business.

Whether you are thinking about expanding the reach of your business through digital marketing, or considering a business that solely operates online, this study guide will explore how you can use online and digital tools to generate revenues and build and enhance relationships with customers.

First, let's look at some of the different types of digital and non-digital marketing.

Types of digital marketing	Types of non-digital marketing
Search engine advertising	Billboards
Business Twitter account	Direct mailing
Facebook company business page	Print, television and radio advertising
YouTube videos	Sponsorship of a sports team
Blog and blog posts	Telephone marketing

Table 1: Types of digital and non-digital marketing



 OVER TO YOU

Activity 1: Using social media

For each of the social media platforms below, find an example of a digital marketing activity being carried out by a business in your country or your local area. Complete the table.

Social media platform	Example of a marketing activity
facebook.com	
twitter.com	
pinterest.com	
linkedin.com	
youtube.com	

Make some notes about what you think makes a successful marketing activity on each of these social media platforms.

Key definitions

The digital marketing world uses a range of terms you will encounter in this book. Some words might already be familiar to you but they may have a slightly different meaning in the digital world. The Internet Marketing Glossary (www.marketingterms.com/dictionary/) has a larger list of technical terms, but these are the key terms you will come across as you read through the book.

Key term	Definition	Examples
Advertising	Space on digital channels that promotes your business to your customers. A call to action is usually included for immediate action, including, clicking a link.	Pop-ups on web pages you visit that advertise a special offer, or video advertisements that might appear in the middle of an online article you are reading.
Channels	The internet services that enable communications between your customers and your business.	Includes email marketing, blogs, and popular social media networks such as Twitter, Instagram, Facebook, LinkedIn and YouTube.
Cloud technology	Your data is stored on many powerful computers and is instantly accessible through the Internet.	Amazon Web Services (AWS) is a cloud technology that makes the Amazon website available even if there is a fault somewhere on the internet.

Key term	Definition	Examples
Communications	The digital marketing actions that you use to engage your customers.	Social media network posts about a new product, email blasts of your latest e-newsletter and tweets announcing a new online catalogue.
Content	Content is created to communicate your business's brands, goods and services to your customers.	Blog posts, e-newsletters, online catalogues, videos, information graphics and lists are all types of content that can be created.
Digital tools	Any software that provides access to a channel, assists in creating content, analyses data or enables communications is a digital tool.	Google Analytics, blog publishing tools, and image and video editing software.
Mobile technology	Any device that enables access to online channels and has a self-contained power source.	Battery powered devices including tablets, mobile phones and smart watches.
Search engine	A web-based service that enables customers to search for and find relevant content, including your business's website.	Google, Bing, Yandex, Baidu.
Social media	Any internet based service that allows you to join and participate with others who share similar interests.	Facebook, Twitter, Instagram, Pinterest, Weibo, Hi5.
Web analytics	The measurement of customer interactions with your website, social media channels or blog.	Google Analytics, SEMRush, Open Web Analytics.

Table 2: Key definitions



! NEED TO KNOW

A **call to action** is found within a customer communication. The call to action will instruct the customer to do something, such as to 'call now to find out more'. In digital marketing this might be clicking a link contained in an e-newsletter or posting a message on a social media network to enter a competition.



The benefits of using online and digital tools

Online and digital tools provide businesses and customers with many benefits over traditional tools:

- Businesses can reach a much larger number of customers. Even the smallest business can have a global audience when it has an online presence.
- All digital activities generate data about your customers that can be analysed to support better decision-making. For example, Google Analytics (<https://analytics.google.com>) can track your customers as they move through your website and make decisions about purchasing. By looking at this data you can improve the structure of your website and reduce the number of clicks from your most popular web pages to a completed sale.
- The variety of different social media channels lets you build a recognisable brand that can compete with your largest competitors.
- Using digital tools throughout your business can reduce operating costs and create efficiencies that would not otherwise be possible.
- E-newsletters created with tools like MailChimp (www.mailchimp.com) allow you to track who is opening your email and who is deleting it straightaway, so you can see which campaigns are the most successful and can plan for future newsletters.
- Digital marketing is very interactive. You can send online surveys to customers using tools such as SurveyMonkey (www.surveymonkey.com) to get feedback on your service. This allows you to collect a lot of customer information that can then be used to personalise future communications.
- You can create a personalised online experience that matches the interests and needs of each customer. For example, the links, prices or products you show on a page might be different if your customer arrived from a special offer on a Facebook page rather than a search engine results page.
- Customers have immediate access to the widest range of information – including current price comparisons against your competitors, product availability, delivery details and current shipping information for the goods they have bought.

CASE STUDY

Angel Citiz: A Chinese fashion startup that grew online

In 2004, founder Li Jing, also known as Miss A, left a job at an insurance company to launch a fashion boutique on eBay, which quickly gained popularity. To avoid eBay's increasing fees, Jing moved the store over to Taobao Marketplace and today her online womenswear brand Angel Citiz is one of Taobao's best performers. In 2010 and 2011, it was voted a customer favourite.



淘宝网
Taobao.com

Finding out more about your customers

Using digital and online tools, business owners can find out information about their customers and what their needs are before they have even started marketing their business. Using a few online tools, you can find out:

- what interests potential customers have
- what competitors are doing
- which search terms potential customers use to find goods or services.

For example, there are free tools you can use to find data about your customers that comes from their browsing and search activities. One of these tools is Google Trends, which show current important topics and their changing importance over time. Using the 'Explore' feature, you can find out what products or services people are searching for in your country or location.



OVER TO YOU

Activity 2: Using Google Trends to help your business

Imagine you are the owner of Angel Citiz.

Go to www.google.co.uk/trends/. In the Explore topics bar at the top of the page, add 'China fashion week'. Write down any trends you observe from the results displayed. Make a note of any patterns you observe.

Trends	Patterns

Click the compare box and type in 'Tokyo girls collection'. Describe what you notice about the comparison between the two search terms.

How may these results inform what you focus on for creating blog posts and your marketing communications with customers?

You can refine your search on Google Trends by selecting your country's location from the drop-down list. This will display all the trends for a particular search term used in your location. Try the activity above just for China and then add the search term 'London Fashion Week' to compare.

 OVER TO YOU

Activity 3: New to digital marketing

Think about the following situation and select the best combination of answers from the list below.

Intense Flowers is a florist based in a small shop with a regular local customer base. However, Mikael, the owner, has noticed that his business is slowly declining. After sending out a survey to his customers and reading the local business news, Mikael believes that this decline is due to online competition. He wants to compete on an equal basis. Tick the action(s) you think should be Mikael should take first (highest priority). Then tick the action(s) that you suggest Mikael takes next (secondary priority).

	Highest priority	Secondary priority
Buy advertising on as many search engines and social media networks as possible		
Pay a company that guarantees good search engine positioning for his website		
Carefully define the new customer base Mikael wants to communicate with online		
Identify which channels his new customers prefer to use		
Hire a consultant to create an e-commerce website		
Create a Facebook page		
Start sending out discount offers through Twitter		

Critical success factors for the use of digital tools

Digital marketing can help a business to:

- reach new customers
- communicate with new and existing customers using different channels
- gain better insight about its customers and prospects
- reduce the steps and time from first contact to a final sale
- increase revenues and profitability
- improve its reputation and profile over that of its competitors.

You will also find out about one of the biggest indicators of success – what your data shows you and how it can be used to your advantage.

As shown in Activity 2, choosing the right terminology in your marketing content and on your website can make your business more visible to your customers. Tailoring your business's web page to your customer's interests, and using the language they use, will result in your website appearing higher up in their search engine results pages. This is called **Search Engine Optimisation (SEO)**. You will find out more about SEO as you read through this study guide.

! NEED TO KNOW

Search Engine Optimisation (SEO) describes the process of creating and improving web pages to match the keywords being used by customers to find your relevant products and services. SEO involves consideration of both the customer reading your content as well as the search engine that indexes the pages.



2.1 Key considerations for using digital tools

There are many considerations when using digital tools for your business.

Type	Risk or challenge	What can you do?
Technical	Social media channels change regularly – it is difficult to set up accounts, develop content, and monitor all of them.	Develop a long-term plan for creating content for the channels that reach your customers. You will find out how to do this in chapter 5.
Technical	The speed, reliability and type of available internet access can be very different even in neighbouring regions.	Do not assume your customers all have broadband or mobile access. Offer low bandwidth and low technology options.
Technical	Software and hardware problems.	<p>Many companies provide support plans to support small businesses with their technology. There are many types of options available for a monthly fee. A support plan can help to ensure that your online presence is constantly available to your customers.</p> <p>The internet is also a source for more informal technical support. However, informal advice while it is free offers no guarantees and may require you to have high levels of technical knowledge.</p>
Security/ technical	For e-commerce activities, payment processing gateways and the rules associated with their use are different in each country.	Get impartial support from local business networks and existing business partners such as banks or government agencies.
Security	Criminal third parties accessing customers' data (including credit card details).	Good information security is critical to protect consumers. Good security helps to create trust between the business and the customer. High levels of trust encourages longer-term engagement, repeat business and enthusiastic brand advocates.

Type	Risk or challenge	What can you do?
Security	Complying with local laws for data protection and privacy.	Ignorance of the law is not an excuse. You must understand and comply with your local laws about doing business online. To build trust with your customers, you should always protect their personal data.
Offline/ online balance	Getting the right balance between offline and online marketing activities.	Not all customers will respond to online communications so it is important for a business to use methods that will work best for different customer segments. However, some businesses make the decision to only use online methods, accepting this may result in some lost opportunities.
Offline/ online balance	The most popular channels, including search engines and social media networks, are different in each country.	Research the most popular search engines and social media networks in the countries where your customers are going online.

Table 3: Risks and challenges when using digital tools



Figure 1: Overcoming your short-term risks and challenges in the digital world will help you realise medium-term opportunities and eventually achieve your long-term objectives.



 OVER TO YOU

Activity 4: Getting online and staying online

Josef, the owner of Fast Auto Repairs in Botswana, has developed a plan for using digital marketing in his business. He has identified his main customers as people whose vehicles have broken down and urgently need repairs on the side of the road. Breakdowns often happen in remote locations but mobile phone reception is usually available.

Tick the first column next to the channels Josef should use to communicate with his customers when they most need him (i.e. when their vehicle has broken down).

Tick the second column next to the channels Josef should use to communicate with his customers after their vehicle has been successfully repaired.

	When they need him	After the repair
Facebook		
Text service		
Quick response (QR) code (see below)		
Fast Auto Repairs blog		
Twitter		
Pinterest		
Phone		

 NEED TO KNOW

A **quick response (QR) code** is a type of barcode that can be scanned by a mobile (cell) phone if it has the right type of software installed. The scanned QR Code can then make the phone link to a website, send a text, play a music file or store contact information on the phone.



Chapter 2

How to Create Infrastructure for Digital and Online Tools

Introduction

Having made the decision to use digital and online tools to support digital marketing activities, you will need to make decisions about the infrastructure you choose for your business. In this chapter, you will explore some key decisions about the hardware that you might require, how to register a domain name, choosing a hosted service, and getting an email set up. This chapter will also consider the role of third parties and the key areas of confidentiality and intellectual property rights.

Learning outcomes

On completing Element 2, you will be able to:

- 1 **outline the practical aspects of creating the infrastructure for digital and online tools**
- 2 **identify potential legal and contractual considerations.**

Assessment criteria

1 **Outline the practical aspects of creating the infrastructure for digital and online tools**

1.1 Outline the practical aspects and associated benefits of creating the infrastructure:

- selecting the hardware i.e. mobile, gaming, indoor and outdoor kiosk, interactive signage, other fixed connected platforms
- choosing and registering the domain name
- creating and managing website content/email capacity
- social media platforms: social networks, blogging, streaming, social bookmarking, social customer service
- digital media channels and techniques: search marketing, online PR, viral marketing, online and display advertising, partnerships and affiliates.

2 **Identify potential legal and contractual considerations.**

2.1 Identify potential legal and contractual considerations of using digital media:

- dealing with third parties, e.g. hosted services
- data protection, privacy and confidentiality, i.e. issues around the storage, management and use of customer/personal data
- licences/intellectual property rights and legal considerations; trade mark; branding and disability discrimination online

ABE Level 3 Award in Digital Marketing Essentials for Small Businesses

1.1 Creating the right infrastructure

Getting started in the world of digital marketing does not have to cost a lot of money and you may not require much in the way of specialist equipment. Let's take a look at some decisions you can make when choosing equipment.

Selecting the right hardware

The key starting point for all businesses entering the world of digital marketing is to ensure that there is an available desktop or laptop with internet connectivity. This single device will satisfy almost all of your initial hardware requirements. Using a computer you can:

- have two-way communications with customers
- maintain a website
- manage a blog
- access all your social media channels.

Over time, you might decide that you also need **interactive signage, indoor or outdoor kiosks** or a **point of sale (POS) terminal** to process card payments from customers. These decisions will be based on your business and the preferences of your customers.

Depending on your business, the **MoSCoW** method is useful for determining your initial hardware requirements and the priority you give them.

MUST have...	Access to the Internet (via a desktop or laptop) Your own domain name Your own mobile-friendly website
SHOULD have...	Your own blog Key social media profiles set up
COULD have...	Point of Sale terminals Interactive signage Indoor or outdoor kiosk Apps
WILL NOT have...	Gimmicks Niche or 'Bleeding Edge' devices e.g. Virtual Reality hardware

Table 1: The MoSCoW method



! NEED TO KNOW

Apps or mobile applications are mentioned a lot in business and technology media as an important business asset. Apps are small pieces of software that customers install on their mobile (cell) phones. Apps require specialist development and ongoing technical maintenance to keep pace with changes in phone technology. They should fulfil a specific need or bring a benefit to your customers above the content already provided by your website. Apps are of secondary importance to a strong web presence and regularly updated content on a blog and social media channels.



Choosing and registering a domain name

A domain name is your key identity online. It is the part of the web address after 'www.' and before the first '/' that you see in a web browser's location bar and the part of the email address after the '@'.



Figure 1: A domain name is your key identity online



Most commonly companies have domain names that are also their business names. This helps with brand recognition, e.g.:

- Google(.com)
- Alibaba(.com)
- Amazon(.com)
- Truworths(.co.za)
- Petronas(.com.my)
- Tata(.com).

You can buy your domain name through a registrar or as part of a web package promoted by a hosting service.

How it works:

- Search the internet for a domain name registrar. Some examples are: godaddy.com, networksolutions.com and name.com.
- On the registrar's website, search for the domain name you want to use to see if it is available.
- If your domain name is not available, or if the annual fee is too expensive, consider changing the domain name or using a different registrar.
- Choose the number of years you would like to register the domain name for (the longer the better).

Your domain name is a unique address that should represent your business. It should be short and can only have letters, numbers, dashes and underscores.

CASE STUDY

Iconic Foods: Creating a new market with a technology partner

Iconic Foods in South Africa specialises in selling foods that are unique to South Africa and other high quality produce. Customers tend to make purchases for special events or unusual gifts. Iconic wants to expand its operations to expatriates living overseas. The company has a lot of expertise in food retailing but no knowledge of internet technology.

After a search for different companies who could help them with technology, Iconic decided to use Nexus(.co.za) to register their domain name. Nexus let Iconic register their domain – iconicfoods.co.za. Originally, they wanted Iconic.com but this was already taken and the company decided that a .za (South African) domain better suited their business. Nexus also based their technology in South Africa which was important to Iconic. Most importantly, Nexus was more than a domain name registrar. They were a web hosting company who offered flexible packages that could change as the online business grew. Nexus are very conscious of security and offered support for Iconic to get their basic website online and available to the world.



Waatlemoen konfyt
(watermelon preserve)

OVER TO YOU

Activity 1: Getting the domain name right

Imagine you are the owner of a competitor to Iconic Foods called Unique Produce.

Go to www.nexus.co.za and search the different options for creating a suitable domain name for Unique Produce. In your opinion what is the best domain name option that is currently available? Write it in the space provided.

Creating and managing website content and email

Once you have a domain name, you can create a website. Your website is the 'virtual shopfront' for your business online. How it works:

- Search the internet for different website hosting companies. Different hosting companies offer different packages and features.
- If you do not have a lot of technical knowledge, consider choosing a hosting package like WordPress, Drupal or Joomla. WordPress is the most popular of these systems. It has many freely available templates you can use with step-by-step instructions for how to create a business website.

- Decide if you want to buy a domain name at the same time as website hosting. Website hosting packages can also include your own email system. For example, a website hosting package might offer the domain name `iconicfoods.co.za` as well as business email addresses such as `yourname@iconicfoods.co.za`



OVER TO YOU

Activity 2: Choosing a hosting package

You are the owner of a small business with no technical understanding of internet technology. You want to buy a domain name, host a simple website and have your own email addresses.

Search online for different packages and tick which features are offered by the packages you find. Try WordPress as a starting point if you are stuck. Write down the cost per month of the service.

Web hosting service	Domain name registration	Step-by-step website builder	Email hosting	Blog hosting	Secure services	Customer support offered	Cost/month

Based on the comparison of services, write down the package you would choose for your business.

Social media platforms

Once your website is established, it is time to look at the social media platforms you can use to reach out to your customers.

Using social media, you can build a profile for your business, direct people to your website and also create conversations with your customers. Your customers will have a preference for only a small number of all the available social networks out there, so it is important to choose the networks that most closely match their preferences.

 OVER TO YOU**Activity 3: Using social media**

Go back to Activity 1: Using social media on page 4. Using what you found out about social media networks and what you have learned in this chapter, decide which social media networks will be popular with your customers and will be best for your business. Write them in the box.

Blogs

A blog is an important part of your **owned media** that promotes your business. You can:

- keep customers up to date with the latest news relating to your area of business
- help customers with 'how to' information and instructions
- provide thought leadership about the future direction for your area of business.

 OVER TO YOU**Activity 4: Choosing a blog platform**

There are many types of blogging platforms. Search for 'best blogging platform' and compare the features described in the first three results (after the ad). Consider price and ease of use as well as the availability plugins, extensions and templates. Make a note of the platform that best suits your skills and your business.

Streaming

Streaming media services enable your customers to access audio and video items that you have created. You can think of streaming as the opportunity to set up your own radio or television station. There are many free streaming services such as YouTube or Vimeo that you can use to embed content onto your website.

Streaming media can be created with a range of devices including smartphones. However, to create good impact you should use the highest quality recording equipment you can access. If you have something interesting to say, a talking head shot can be all that is needed, but always script what you plan to record ad-lib performances do not work.

Social bookmarking

Social bookmarking is when customers share links amongst a like-minded community. Pinterest has been designed for this purpose. Social bookmarking can also be done more informally through social media channels such as Facebook or Twitter. Social bookmarking works best when it is done

by other customers rather than by a business itself. However, a business can encourage social bookmarking of its own content by offering high quality, unique and informative content that is interesting and useful to customers.

Social customer service

Social customer service uses social media to deliver the full range of customer services through a platform that is familiar and reassuring for your customers. Using a social media channel for support means that you do not need to train your customers to use a new piece of software. A further advantage of using social media channels is the combination of public and private channels. This allows a customer to reach out to you publicly for help and then for the conversation to be moved to a private channel, if necessary, for more sensitive discussions.

Digital media channels and techniques

After establishing your website, your domain name, your blog and your social media profiles, you are now in a position to widen out your digital marketing activities.

Search marketing

There are two types of **search marketing**. You have already looked at Search Engine Optimisation in chapter 1. This is a form of **unpaid** search marketing.

However, you can also improve the visibility of your business by using **paid** search marketing (or pay per click (PPC) search marketing). This is the system used by Google Adwords and other search engines.

! NEED TO KNOW

Pay per click search marketing is a popular form of paid media used by many search engines. You link your advertisement to particular search keywords. By setting the amount that you are prepared to pay when someone clicks on your advertisement you are bidding against your competitors. If your bid is higher, then your advertisement will appear higher on the search engine results page for the keyword.



Here are a few other forms of paid media you could choose for your business.

Forms of paid media	Purpose	Advantages	Disadvantages
Pay-per-click search advertising	Text and a link to your website or blog appears in the search engine results pages for a keyword	Easy to set up, with high levels of control	Popular service means high levels of competition for the most popular keywords
Display advertising	Places an image or video alongside the content of another website linked to your owned media	A very visual signpost for prospective customers	Can be seen as obtrusive by some customers

Forms of paid media	Purpose	Advantages	Disadvantages
Sponsorship	Usually a limited time support for an activity, event or content on a relevant website	Creates a stronger association between your business and the sponsored activity	Careful selection of what to sponsor is required. If customers consider it inappropriate, the backlash on shared media can be highly damaging
Affiliate marketing	Links placed on another website to a relevant product or service on your website	No upfront costs. Can assist in identifying the largest and most active communities where your customers are engaged	Requires relatively unique products or services or high levels of payment for completed sales to encourage other websites to promote your link

Table 2: Different forms of paid media



Earned media

Earned media includes online public relations (PR) and positive content that is created by happy customers, media outlets or other organisations as a result of the experiences generated through contact with your business. It is anything that raises your profile and your reputation and increases trust in your company. Earned media cannot usually be directly controlled and always contains the risk that negative comments will also appear.

Types of earned media	Purpose	Advantages	Disadvantages
Public relations (PR)	Provides individuals and the media detailed information about your products and services as well as upcoming activities and events	Controllable. A key method for initiating earned media content	Does not guarantee earned media
Customer reviews	Comments about your products or services which inform new and prospective customers	Genuine commentary about your business	Can be variable and uncontrollable
Shared content	Unique content from your shared and owned media is exchanged between customers and others without your involvement	Word-of-mouth and 'friend of a friend' recommendations are powerful communications for your business. Potential to extend your network	Cannot control the messages that are connected with your shared content

Types of earned media	Purpose	Advantages	Disadvantages
Viral content	A specific form of shared content. Generally content that has been very well received by a wider audience outside your prospective or existing customers	Significant exposure for the business	May be shared for being funny or quirky and does not translate into new business

Table 3: Different types of earned media



OVER TO YOU

Activity 5: Going viral

Considering the following description

Although it may seem that online content goes viral for no particular reason, there are ways to encourage your customers to share your content with more people.

Search online for 'Jonah Berger's STEPPS2' to find out more about what makes content go viral.

Then watch the videos and put a tick next to the one that you think would be most likely to go viral in your country.

- Dumb ways to die – www.youtube.com/watch?v=IJNR2EpS0jw
- The man your man could smell like – www.youtube.com/watch?v=owGykVbfgUE
- Athlete Machine – <https://www.youtube.com/watch?v=M0jmSsQ5ptw>
- Will it blend? – <https://www.youtube.com/watch?v=IAI28d6tbko>
- Happiness machine – https://www.youtube.com/watch?v=lqT_dPApj9U
- Ultra Ever Dry – <https://www.youtube.com/watch?v=IPM8OR6W6WE>

How many of Jonah Berger's six STEPPS does your video include? Can you identify the brand or company associated with the video?

2.1 Legal and contractual considerations

Many of the legal and contractual obligations of a non-digital business also apply in the digital world. Although individual laws will be different from country to country, the key issues are the same no matter where you conduct your business.

Dealing with third parties, e.g. hosted services

Your closest working relationship will be with your web hosting service – the company you choose to take your business online, host your website and to look after your domain name registration and email services. This makes the choice of service very important.

There are a number of factors to consider:

- Your web hosting service should have been in business for a number of years.
- They should offer a full range of services (even if you do not need them all to begin with).
- They should offer high quality telephone-based technical support.
- They should have knowledge of your local technology and business environment.

Some other considerations when you work with third parties online:

- Some third parties will work with you in a familiar business relationship while others might prefer a more distant relationship.
- Companies that offer free services or tools might not provide support if you have a problem or question. They might not even reply to emails you send.
- Try to develop a close partnership with the technology companies you work with most regularly.
- Each social media network that you use to communicate with your customers is a separate third party. Because the services are free, the amount of contact you have with these companies will be limited.
- If you pay for advertising, you will usually have more direct access to the sales teams and customer support of these companies.
- Your relationship with search engines will be distant as paid search marketing is an automated process. There is no one you can contact about making your website visible through paid search marketing.

Data protection, privacy and confidentiality

The definition of data protection and personal data varies between countries. It is important to be aware of the laws in your own country, the country where your hosting company is based (if it is different), and countries where the majority of your customers are based.

Remember these principles:

- Keep a minimum amount of information about your customers.
- Choose a hosting service that is secure.
- Build trust with your customers by respecting confidentiality.
- Be very clear about your purpose for collecting customer data.
- Never share any customer data you have collected with a third party unless you have obtained the customer's express permission to do so.

Although the situation is complex you only have direct control over **your** owned media. The privacy issues concerning shared, earned and paid media are the primary concern of the companies that manage these services.



OVER TO YOU

Activity 6: Data protection

DLA Piper provide assistance in understanding the complexities of data protection with this comprehensive worldwide guide:

<https://www.dlapiperdataprotection.com/index.html#handbook/world-map-section>

Using the DLA Piper website, look up the data protection laws in your country or a different country of your choice. If you have customers in other countries also look up these laws. At what level does DLA Piper rate your chosen country's legal situation for data protection?

Licences/intellectual property rights and legal considerations

Intellectual property rights

The protection of intellectual property applies in the same ways in the digital and non-digital worlds. The significant difference is that infringing on copyright and intellectual property rights in the digital world can happen with only a couple of clicks. For the web to work properly, all the text, images and videos placed on a page are freely accessible by anyone who can view it. But just because an image or video is freely accessible does not mean that it is free to be reused.

There are situations when it is possible to reuse images or other types of content in your marketing or on your website. The most common license that allows for reuse is called Creative Commons (CC) and is an increasingly popular way to acknowledge intellectual property rights while also encouraging sharing. The search feature at the Creative Commons website (search.creativecommons.org) lets you locate potentially reusable content, but the site also recommends the following:

“Do not assume that the results displayed are under a Creative Commons license. You should always verify that the work is actually under a Creative Commons license by following the link ... If you are in doubt you should contact the copyright holder directly, or try to contact the site where you found the content.”

The best practice is to assume that if you cannot confirm that content is available to be reused – either by a statement on the website or by contacting the owner – then it is protected and not available for your use.

CASE STUDY

Fastest News: a digital magazine that ignored copyright

Fastest News was a web-based magazine that focused on unbiased reviews of new cars. The editors started the magazine early in 2010 with the goal of creating an international audience of well-off middle class readers in developing economies. The magazine editors also made a commitment to being completely open and honest in their reviews of the cars they presented.



By 2012, the magazine had evolved, with increasing focus on the images of the cars being reviewed. At the same time Fastest News had developed a significant audience in a number of countries and was accepting limited amounts of high value advertising from manufacturers and car-related businesses.

In June 2012 a series of letters started arriving from various car manufacturers ordering the magazine to stop using their images of cars.

The managing editor started investigating the situation and discovered that one of the two web developers had been copying images of cars directly from the manufacturers' websites. Some were marked for non-commercial reuse and some were clearly copyrighted. The managing editor suspected that the critical reviews by Fastest News of cars had prompted the manufacturers to check the website. The managing editor immediately ordered all of the images that were not clearly available to be reused to be removed from the website.

However, his actions created a backlash from the audience who claimed that fewer good quality images made the magazine less interesting. At the same time two of the manufacturers stopped advertising on Fastest News. This loss of income and audience forced the managing editor to accept more advertising from a wider range of advertisers. The audience complained further about the new advertisers and the number of readers dropped significantly.

By April 2013 Fastest News had stopped trading.

! NEED TO KNOW

A **trademark** is a design, mark or pattern associated with a particular business. A trademark is reassurance to customers that the product they are buying is from a trusted supplier. Unregistered trademarks are indicated with TM. A service mark offers similar recognition for services supplied and is indicated with SM. A registered trademark can provide wider international legal protection and is indicated by ®.



Disability discrimination

In many countries there is a legal requirement to make sure that a business's website, blog and other owned media is accessible by people with disabilities. For example, websites should be accessible for those with visual impairment or colour blindness.

Fortunately, using software such as WordPress to create and manage your website and blog will generally automatically format pages to be compatible for mobile devices as well as the **screen readers** used by customers with visual impairments.

Although there are no online tools for specifically testing for disability access, Google's Mobile Friendly Test site (search.google.com/search-console/mobile-friendly) provides assistance and the W3C's validator (validator.w3.org) will automatically return direct technical guidance to ensure a compliant website.

! NEED TO KNOW

Screen readers are specialist software that enable people with a visual impairment to have the contents of a web page read out to them. A screen reader is not able to understand the meaning of a website, it simply reads out what it finds from top to bottom and left to right. Web page design therefore needs to accommodate the human 'simplicity' of screen readers.



Chapter 3

Using Digital and Online Tools to Communicate and Generate Revenues

Introduction

Digital and online tools have made it easier and cheaper than ever before to communicate with a wide and targeted audience. However, communication must be strategic and focused, with the end goal being to achieve sales. This chapter will teach you about sales funnels and the logistics of generating an income online.

Learning outcomes

On completing Element 3, you will be able to:

- 1 **Demonstrate how digital and online tools can be used to engage with customer, prospects and the market**
- 2 **Suggest how digital and online tools can be used to generate revenues for the business.**

Assessment criteria

- 1 **Demonstrate how digital and online tools can be used to engage with customers, prospects and the local market in which the business operates**
 - 1.1 Demonstrate how digital and online tools can be used to engage with customers, prospects and the local market in which the business operates, taking into account local culture and business practices:
 - identifying targets and which tools are likely to be the most effective and influential for them
 - using digital and online tools to create awareness and build profile, e.g. online PR (public relations), blogs, social media platforms, video clips, photo sites, groups and chat rooms, video-sharing and podcasts
 - using digital and online tools for more targeted campaigns, e.g. direct online marketing (email communications, newsletters) and advertising
 - 2 **Suggest how digital and online tools can be used to generate revenues for the business**
 - 2.1 Recommend methods of using digital and online tools to generate revenues:
 - direct online selling (via the business website)
 - selling via online intermediaries and bidding sites
 - 2.2 Outline physical payment methods and considerations when transacting online:
 - accepting payments online
 - considerations and risks

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1.1 Using online tools for engagement

The role of engagement in sales

Digital and online tools are about more than making a sale. They also help you prepare for sales by engaging with your potential customers over an extended period of time.

Using online tools, you can:

- get to know your customers
- reach out and pitch to customers directly.
- build a relationship with your customers

Engagement puts you 'front of mind' and makes a potential customer more likely to buy from you when they need your product or service.

Follow this clear structure for building a relationship with your customers to make a future sale more likely.

The steps a potential customer takes when they buy a product:

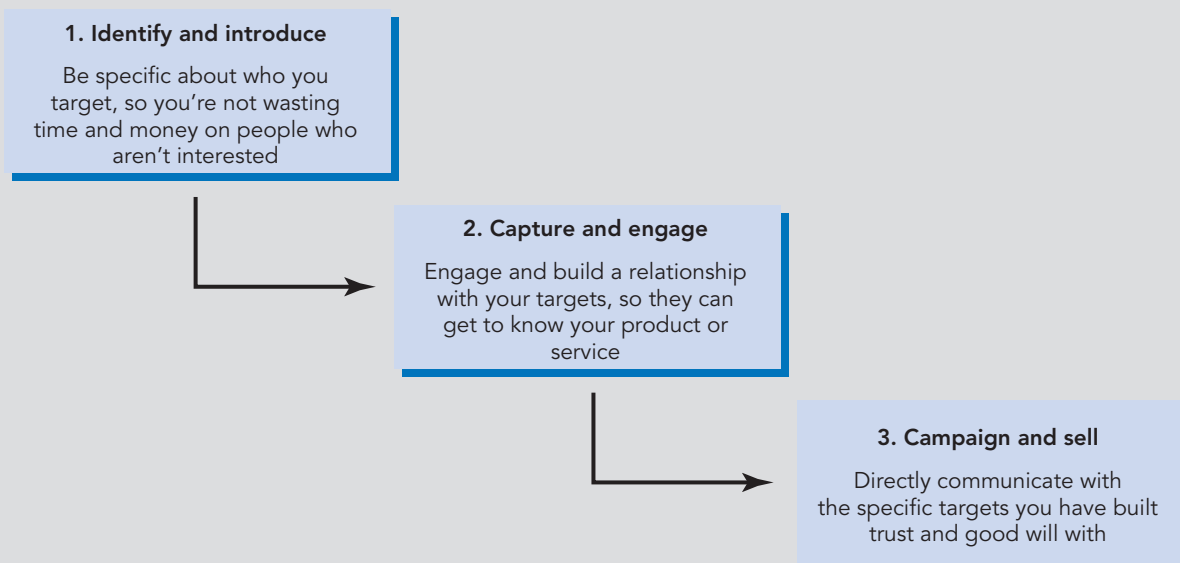


Figure 1: Online sales funnel



Identifying potential targets

Use what you have learned from customer segmentation to find your potential customers online, identify your targets for sales, and carry out research on how best to reach them.

! NEED TO KNOW

'Social media listening' means searching publicly-available information online to research opinions.



Search

Discover what people are posting in your local area, or relating to your product niche

- Twitter searches based on location – search for keywords and limit the search to 'near me'
- Instagram hashtag searches – use local area hashtags to find people who might be interested in your product or service
- Google search for blogs – find local bloggers talking about your niche

Examine

Make notes and answer questions you have about your customers

- Are your target customers talking about the area your product or service is in? What can you learn about what they want?
- Are your target customers using the digital tools you expected them to? What type of content do people in your target audience like and share?
- Can you learn anything else about their behaviour? The time of day they're online, how they like to engage?

Act

Turn your new knowledge into action that will impact sales

- Don't lose track of your leads – follow them, build a list on Twitter, or create an Excel spreadsheet of their profiles and contact details
- Add what you've learned about their behaviour and interests into your digital marketing plan – which tools should you focus on to reach your target audience, and what should you be posting?

Table 1: Identifying your targets



OVER TO YOU

Activity 1

1 Write down search terms you might use to find potential leads in your local area. Make sure you search using the tools your potential customer segments are using. E.g. 'restaurant + London', '#InstaLondon', 'London restaurant review blog'

Building awareness

Once you've learned more about the leads you've identified, it's time to get your message to the people who may become customers. This is a two-step process.

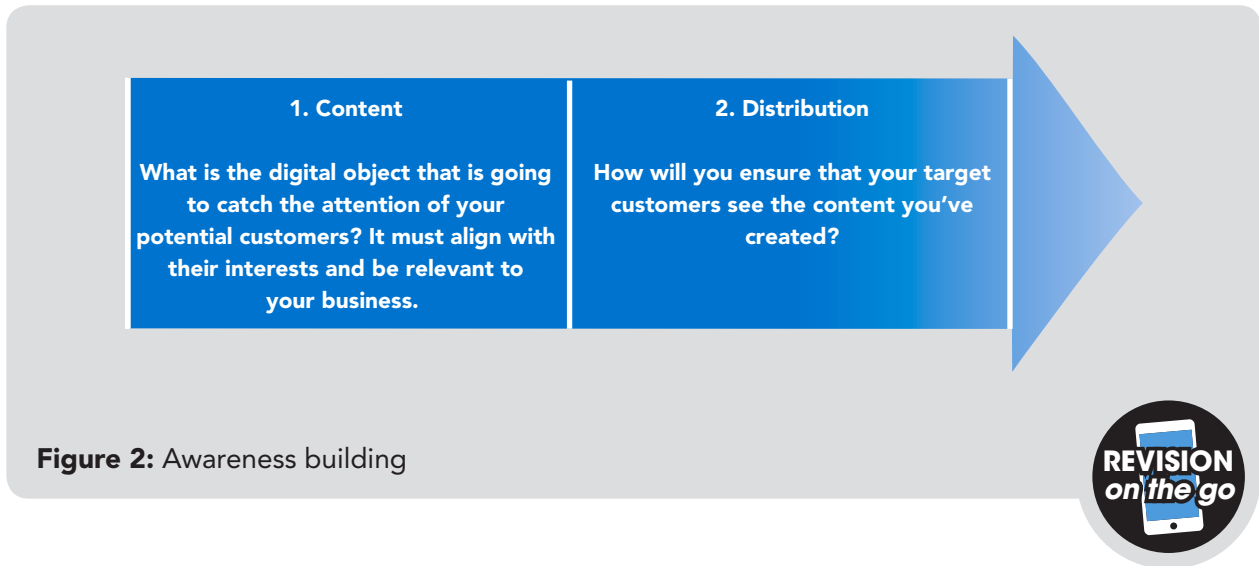


Figure 2: Awareness building

Brainstorm different content and distribution methods:

Online tool	Content	Distribution
Digital PR	A news story about your business – a big announcement	Readers of the online website or blog will see this
Blogs	Blog posts educating people about your product or expertise	Share on your social media accounts and in emails; make sure the title and copy is relevant for search engines to pick up
Social media	Written and visual updates, Q&As with potential customers	Your followers will see this, as well as anyone searching hashtags you use
Video sharing	A video entertaining and informing potential customers	Share on your social media accounts and in emails; make sure the title is relevant for search engines to pick up
Photo sharing	Images for brand-building and demonstrating creativity	Share on your social media accounts and in emails; use relevant hashtags to reach people searching those
Groups	Questions and answers posted on closed groups or other forums	Visitors to the groups will see your posts and learn about you
Podcasts	Audio shows educating and exploring relevant ideas in detail	Share on your social media accounts and in emails

Table 2: Online tools for building awareness

! NEED TO KNOW

Capture: Once your potential customers are aware of you, make sure you capture them. There should be a call to action asking them to follow you or sign up to your email list.



✎ OVER TO YOU

Activity 2: How can you build awareness?

Think about the digital tools that your audience uses.
List a creative content idea for each relevant tool that will raise awareness of your business, e.g. a digital PR Story, a blog post or a video.

Targeted campaigns

Once you've used digital tools to get to know your potential customers better and build relationships, you can directly target them with specific campaigns that have a business-driven aim. That could be a direct sale, or to influence their thinking to encourage them to make a purchase.

Who to target	How to target	What to target
Your social media followers	Social media posts	<ul style="list-style-type: none"> • Free content or product trial to gain trust • Special offer • Information about your product, service or business that is relevant to them
Your email list	Email campaigns – one or a series	
Visitors to your website	A banner or landing page	
People with specific behaviours or interests	A paid advert on social media, Google or other websites	

Table 3: Who, how and what to target



📄 CASE STUDY

Olivier wanted to help people who were new to Paris to make friends. He organised regular events to solve this problem, and as he charged for tickets to make money, and he knew he needed an engaged audience to sell tickets.

Step 1: Identifying targets

Olivier searched Twitter for people saying they were 'new to Paris', or 'looking for events in Paris'.

He read what people were saying about this problem, and then added these potential targets to a Twitter list to keep track of his leads.



Step 2: Building awareness

Olivier used what he'd read on Twitter to create a series of blog posts about loneliness in Paris for new residents.

He uploaded these blogs to his website, asking people to sign up to his newsletter if they were interested.

He tweeted about his blog posts, and tweeted it directly to people on his Twitter list of leads.

Step 3: Targeted campaigns

Olivier created a two-stage email campaign targeting people who had found him on social media, read his blog post and signed up to his email.

First, he emailed to introduce himself and his events, and thank them for signing up.

A few days later, he emailed to invite them to his first event.

Because people felt they had built a relationship with Olivier through social media, blogs and emails, they were happy to buy tickets to his events.

2.1 Methods of using digital and online tools to generate revenues

As well as helping you identify, engage and market to your potential customers, you can also make sales using digital platforms.

Considerations before choosing which tools you should use:

- What's your product or service? Some are suited to different platforms. (Remember to analyse what the product or service features and benefits are.)
- How much money are you prepared to spend? Some may require an up-front fee, others take a percentage of sales.
- What technical ability do you have? Some are for beginners, but others require more technical skills.
- What systems capability do you have?

Always do your research to see which suits your business best.

Direct online selling

Direct online selling allows you to manage sales from start to finish by managing your own online store as part of your website.

How it works:

- Build and customise your web store as part of your website.
- Upload and manage your inventory.
- Customers pay and you receive the money through the tool.

Pros	Cons
<ul style="list-style-type: none"> – You keep a bigger percentage of sales – You have more control – You can customise the look and style to stay on-brand 	<ul style="list-style-type: none"> – Higher monthly cost – Requires technical skills for set-up and maintenance – Doesn't have a built in audience – you must build your own

Table 4: Analysing direct online selling tools

REVISION
on the go

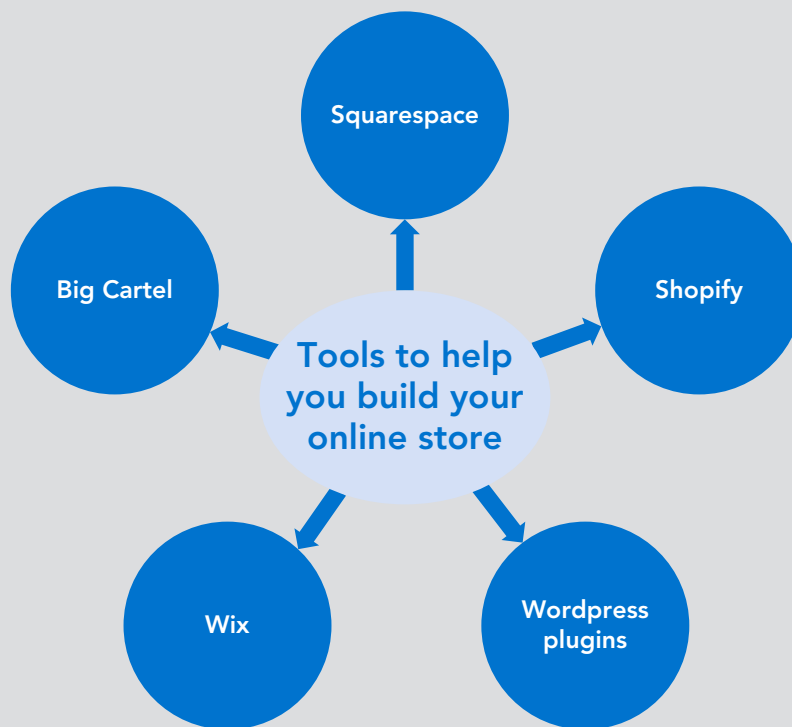


Figure 3: Examples of tools to build your own online store

REVISION
on the go

Selling via online intermediaries and bidding sites

Selling through existing digital marketplaces allows you to add your products to an existing online store alongside many other third party sellers.

How it works:

- Sign up and create a seller profile.
- Upload and manage your inventory.
- Customers pay and you receive the money through the tool.

Pros	Cons
<ul style="list-style-type: none"> – Take advantage of existing traffic – Lower or no monthly fee – Doesn't require technical knowledge 	<ul style="list-style-type: none"> – Limited ability to edit appearance – You keep a smaller percentage of sales – You have less control

Table 5: Analysing third party marketplaces



Examples of tools that allow you to sell on existing platforms

Some are broad and allow you to sell a variety of products, and some are for specific niches.

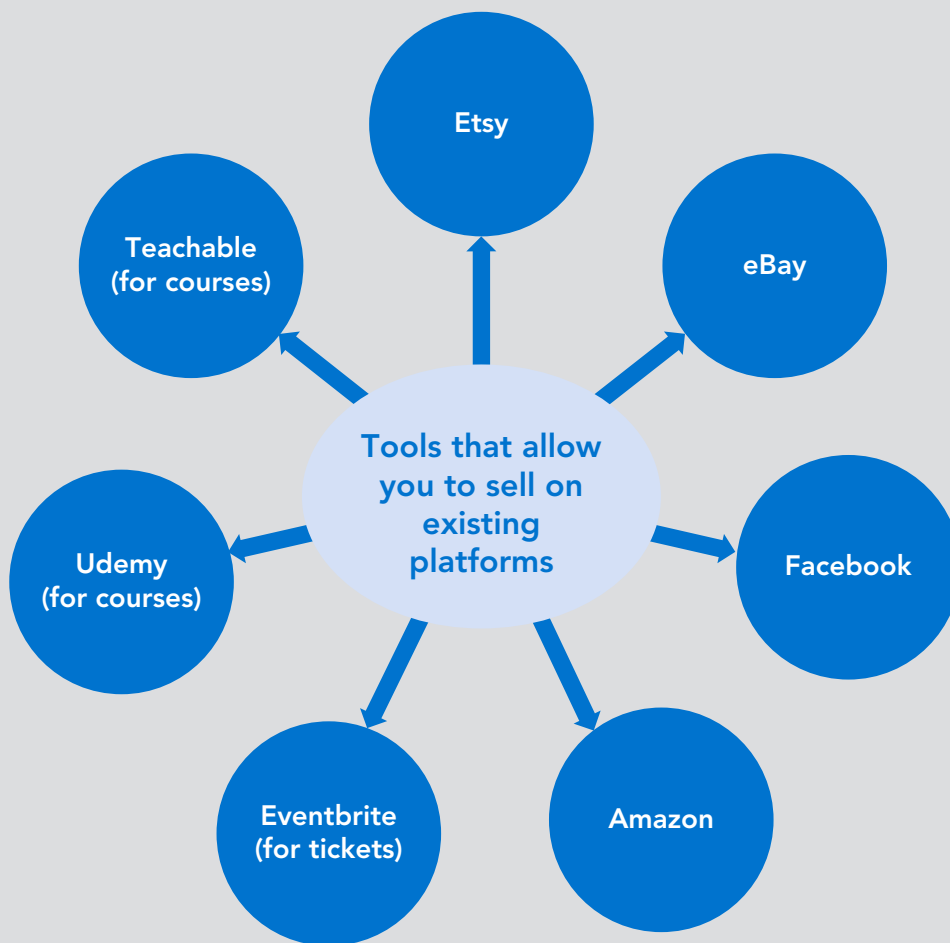


Figure 4: Examples of tools that allow you to sell on existing platforms



OVER TO YOU

Activity 3: Which tools can you use to sell online?

Figure 4 shows the globally-known digital tools for selling online. Research your local area and your business niche to see if there are any tools that are a better fit.

Particularly consider the design and the cost. Make notes in the space below.

CASE STUDY

Zurine's art store

Zurine creates and sells paintings. She usually sells at events but doesn't have much time to go to many. She started selling on a website but she found the technical side of this hard, and didn't know how to drive traffic to make sales.

Zurine joined Etsy, where she knows lots of handmade entrepreneurs and artists sell. There is already an audience of people looking for work just like hers.

'It took some time to get set up but it was far easier than building a website, and it already looks nice and professional. I have more competition but the audience comes to me so I don't have to advertise. They take a small fee but it's worth it as everything is organised so I can focus on painting.'



2.2 Online payment methods and considerations

Accepting payments online

In modern business, customers expect to be able to pay for products and services online. Adding this facility makes your business easier to operate, and is often safer than any other payment method.

Merchant accounts

This is the manual way to accept payments online.

How it works:

- 1 Create a Merchant account with a bank that allows you to accept online card payments.
- 2 Build a webpage that allows you to take payment details, ensuring it has the highest level of security required by banks, etc.
- 3 Manually manage your accounts, security and updates.

Payment service providers

This is the automated way to accept payments online.

How it works:

- 1 Create an account with a trusted online payment service provider.
- 2 Follow their instructions to integrate with your bank account and your website or the marketplace you're selling on.
- 3 Log into their dashboard to manage your accounting and payments.

Examples: PayPal and Braintree, Stripe, Worldpay, iZettle, Sage Pay

Look for local options or tools that are specific to your business niche as well as these global tools to ensure you choose the best method for your needs.

Comparing online payment methods

Benefits of merchant accounts	Benefits of payment service providers
You don't have to pay third party fees	Higher security, protection from fraud and insurance coverage Easy to integrate with online tools and websites
Drawbacks of merchant accounts	Drawbacks of payment service providers
Harder work to build and maintain More security risks Requires higher level of technical ability	Can include higher fees

Table 6: Comparing online payment methods



Considerations and risks

Before you decide to accept online payments, be sure to weigh up the benefits with your business needs and local area in mind, and make yourself aware of the risks. This will help you choose the right tool.

Charges – depending on what you sell, accepting online payments may impact your profit margins. Consider the options and ensure you factor in the transactional costs when determining your pricing.

Currency – you need to be clear what currencies you will accept as payment. Changes in exchange rates can easily take away your profit margin. This risk will be avoided if you only accept your home currency or any other currency in which you have regular income and outgoings.

Security – taking payment online is safer than ever, although there are risks. There are a lot of finance-based companies and their success depends on customer trust and security, so they are well-practiced at verifying users, often provide insurance, and offer additional support to prevent fraud and other crime.

However, here are the most common types of fraudulent behaviour to be aware of online so you can know the signs:

- people using stolen credit card details
be aware: a different billing and delivery address with a request for speedy shipping
- people using computer programmes to quickly guess credit card numbers
be aware: lots of numbers of wrong attempts of different credit card numbers in quick succession.

CASE STUDY

Tom's massage company

The problem:

Tom is a masseur. He created a portfolio website to show examples of his work and clients, and used social media to advertise.

He was getting lots of traffic to his website, but very few people were sending email requests and he wasn't making sales.

The solution:

Although this is a service that requires a face-to-face interaction, customers expect to make easy online purchases and bookings at the click of a button. Immediately, Tom saw an increase in sales.

Tom signed up for a PayPal account and added the option for people to purchase massage sessions directly online.

Learnings:

Tom was initially worried about the fees he would have to pay to PayPal but decided it was worth it as he was making so many more instant sales, and no longer had to worry about payment security over the phone or accepting cash in person, which can be dangerous.





OVER TO YOU

Activity 4: Pros and cons

Visit the websites of some of the tools listed in this chapter and make a list of the pros and cons for your business based on these considerations.

A large, empty rectangular box with a light blue border, intended for students to write their pros and cons list.

Chapter 4

How to Develop and Maintain an Online Presence

Introduction

In this chapter, you will focus on the issues of interacting with the market in an online context. Developing and managing the profile of a business in an online context often requires a different approach compared to establishing a business in the offline world. Similarly, understanding how customers behave when transacting online is crucial to the success of the business venture. It is important to have a clear understanding of the business offering for customers and to identify potential areas of uniqueness, so that some degree of differentiation can be achieved.

Learning outcomes

On completing Element 4, you will be able to:

- 1 create an online profile for a business and potential points of differentiation
- 2 explain the importance of customer behaviour in an online context.

Assessment criteria

- 1 **Create an online profile for a business and its potential points of differentiation.**
 - 1.1 Create an online profile for a small business and outline its key points of differentiation:
 - definition of an online persona for a business and how to create the right online digital persona
 - using digital and online tools to create a profile, e.g. website, SEO (search engine optimisation), social media platforms, blogs and different advertisement types, e.g. mobile ads, banner ads, opt-in email ads
 - 1.2 Establish key points of differentiation for the business online and how it generates additional sales
 - establishing an online 'USP' (unique selling point) for the business
 - identifying potential areas of differentiation which can be portrayed in online communications in relation to content, lead generation, conversion, engagement and retention of customers
- 2 **Explain the importance of customer behaviour in an online context.**
 - 2.1 Explain the importance of customer behaviour in an online context:
 - segmentation defined and how it can be applied
 - customer characteristics and online behaviour
 - developing a relevant and clear customer proposition
 - choice of digital activities/tools in relation to attracting, motivating, maintaining trust, resolving conflict and building satisfied customers.

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1.1 Create an online profile that stands out from the crowd

Creating an online profile is not just a case of setting up some social media accounts, creating a website and hoping for the best. Your online presence will continuously evolve and should consciously reflect the personality of your business and brand. This personality should come out in a consistent way so that it becomes familiar to your future and current customers.

How to create the right online digital persona

Your online digital persona tells the rest of the world who you are, what you stand for and what makes you different from competitors.

How to define your online persona:

- Ask your customers how they see your business.

Conduct regular focus groups or online surveys to keep you informed about what your customers think.

- Record any phrases and keywords that consistently come out of these conversations.

Use these consistent phrases and keywords to help define your business persona.

Brand archetypes

This initial customer insight will help you to identify your **brand archetype**. Both digital and non-digital marketing professionals start defining a business persona by identifying which of the 12 brand archetypes most closely aligns with their business. The keywords you have gathered will guide the identification of your brand archetype. Knowing your brand archetype then helps you to better understand your business and how it should be marketed.

Brand archetype	What it means	Multinational example
Innocent	Positive, optimistic, upbeat	Coca-Cola
Sage	A source of knowledge and expertise	Harvard Business Review
Explorer	Adventurous, always on the move, active	The North Face

Brand archetype	What it means	Multinational example
Hero	Defender of the underdog, brave, selfless	Nike
Magician	What they do is almost beyond comprehension	Apple
Outlaw	Break the rules, think unconventionally	Harley Davidson
Lover	Daydreamer, pleasure seeker	Chanel
Jester	Fun for the sake of fun, entertaining	M&Ms
Everyman	Holding up a mirror to everyday life	Ikea
Creator	Maker, inventor, new from old	Lego
Ruler	Leader of the pack, sets standard, the source of tradition	Mercedes Benz
Caregiver	Helpful, protective, offers security and certainty	Dove

Table 1: The 12 different brand archetypes



OVER TO YOU

Activity 1: Brand archetypes

For each of the brand archetypes below, identify and write down a business brand from your own country that matches this definition.

- Innocent: _____
- Sage: _____
- Explorer: _____
- Hero: _____
- Magician: _____
- Outlaw: _____
- Lover: _____
- Jester: _____
- Everyman: _____
- Creator: _____
- Ruler: _____
- Caregiver: _____

Choose one brand identified above. Write down the evidence you have for your choice of archetype.

Identify and write down any brands that fit more than one archetype.

A key purpose of developing an online persona is to build association and trust with your customers. This is achieved with a consistent use of the business persona so it becomes familiar to your customers. Essentially this is a way of building a relationship with customers over time.

! NEED TO KNOW

Recognising a brand’s archetype can be complex as the categories can seem blurry. Sometimes it is easier to recognise the ‘opposite’ brand archetype rather than the ‘neighbouring’ archetype, to work things out.




Brand identity

The most visible part of the business persona is the **brand identity**. The most familiar part of your brand identity is your **logo**. Other aspects of the brand identity can include:

- a consistent corporate typeface (sometimes incorrectly called a font)
- a consistent colour palette
- image rules and regularly used graphic elements.

All these elements create a consistent identity and can be found in any well-known online brand.

Brand identity element	Description	Example
Logo	The visual mark that encapsulates your entire persona and is recognisable to your customers	Wonderful Indonesia uses a stylisation of the fictional Garuda bird as its logo 



Brand identity element	Description	Example
Typeface	A specific design for lettering. Different lettering creates different meanings	<p>Wonderful Indonesia uses a typeface called Signika.</p> 
Colour set	A set of two, three or more colours that work together harmoniously	<p>Wonderful Indonesia uses a specific colour set with a rationale for each colour.</p> <p><i>The bird logo has 5 different colour components, each has their own meanings:</i></p> <p><i>Green: Creativity, Natural Friendliness and Alignment</i></p> <p><i>Purple: Imagination, Belief System, Unity of Physical and Mental</i></p> <p><i>Orange: Innovation, Spirit of Rejuvenation and Openness</i></p> <p><i>Blue: Universality, Peacefulness and Determination</i></p> <p><i>Magenta: Balance, Common Sense and Practical Matters.</i></p>
Image rules	A series of rules that define how images are always presented. Image rules mean that no matter what the image is, it will be associated with your brand	<p>Wonderful Indonesia has a series of rules for each type of image.</p> <p><i>The photography style used for Wonderful Indonesia is dependent on the imagery type.</i></p> <p><i>Up-close people imagery to represent Indonesian warm personality.</i></p>
Graphic elements	A set of graphical devices other than your logo helps to bring together your brand identity. This could be a border device, a symbol or a shape	<p>Wonderful Indonesia uses an element from its logo as a consistent graphical element throughout its digital and non-digital marketing in 5 different colour palettes, representing each message of: Natural Wonders, Cultural Wonders, Sensory Wonders, Modern Wonders and Adventurous Wonders, as in the Wonderful Indonesia brand guidelines.</p> 

Table 2: How Wonderful Indonesia achieves a consistent brand identity



📄 CASE STUDY

Vodafone in Ghana

Vodafone was an unknown brand in Ghana when it bought 70% of the state-owned Ghana Telecom in 2008. Ghana was a significant market opportunity for the multinational telecoms provider and following the purchase of Ghana Telecom the task was to set about introducing the Vodafone brand to Ghana.

Vodafone's approach was to first understand the Ghanaian market and the specific expectations and needs of the local customers. There was a conscious effort to listen and not to simply replace the identity of the respected state entity with a new brand.

After consultation, the initial introduction of the brand was done with a splash – 70 gallons of red paint in the distinctive shade used by Vodafone worldwide was used on stores, street seller locations and poster sites to announce the arrival of an exciting and vibrant brand.

The campaign was a success on many levels. Vodafone gained 700,000 new subscribers in the first week and brand recognition of Vodafone in Ghana went from 0% to 96% in the first two weeks.



Tone of voice

Once the brand archetype and brand identity have been shaped, you can define the tone of voice that is used to communicate with customers. Your tone of voice when you talk to customers should echo your brand identity. For example, a 'Jester' brand would use a light and accessible style that avoids a stern or disconnected third person tone of voice.

Using online tools to create a profile

With your business persona established, you can take it online. Remember, if your domain name is not your business name then the name you use should reflect the brand that you are creating. This identity should also be used for social media platforms, your email addresses and in all of your online presence.

How it works:

- Add your company logo to any social media profiles and blogs.
- Put links to your social media profiles and blog on your website.
- Use your conversations with customers as a starting point to define **key words** that are associated with your brand.
- Use your brand identity to further shape the keywords you will use on your website, social media accounts and blogs and through your advertising.
- Use descriptive words that reflect your brand and the names of your specific products and services to define your offerings as distinct from those of your competitors.

 OVER TO YOU

Activity 2: Brand sentiment keywords

Link the 'key words' outside the box to the brand archetype they best fit (not all the words will link up and some archetypes may have more than one word linking to them).

Dynamic	Innocent	Sage	Perfect
Friendly	Explorer	Hero	Quiet
Funny	Magician	Oulaw	Talented
Industrious	Lover	Jester	Trustworthy
Likeable	Everyman	Creator	Wise
Lively	Ruler	Caregiver	
Modern			

Write down the keywords you would use to market your brand if you were a drinks manufacturer.

Identify and write down the name of a drinks manufacturer in your country that matches the key words you wrote above.

DO:

- Use descriptive adjectives and meaningful nouns on your website, in your social media marketing, and on your blog.

This will build your natural presence on search engines. Search Engine Optimisation (SEO) is based on the use of regular phrases in your owned media that become associated with your brand.

DO NOT:

- Use meaningless repetition of keywords or phrases.

This has the opposite effect on a web page – even an entire site – as it could be filtered out of results pages because of its **low information value**.

 NEED TO KNOW

Avoid too much repetition, express yourself with a variety of alternative words and make your content interesting in exactly the same way you would to engage a human reader.

A free tool such as Nibbler (nibbler.silktide.com) provides a website report that highlights any potential SEO issues.



A bit more about SEO

Always consider the target audience for a communication, that is precisely who is your communication aimed at and what are their characteristics? Prospective customers who are searching online for goods and services will often start by using search terms that are simple and broad. For example, a customer wanting to buy a map might type 'maps' into their search engine. This single keyword will reach the biggest but least focused audience.

When prospective customers commit to a purchase from a business, their knowledge and their search terms become more sophisticated. Two- and three-word phrases used on your website may reduce the potential for your audience size, but can attract more focused enquiries from interested customers who are more likely to purchase. Look at the example below.

Phrase	Monthly Google search volume	Audience
'Maps'	1M–10M	Very broad audience and keyword
'High quality maps'	10–100	Small audience but the phrase has broad meaning
'Decorative maps'	10–100	Small audience but the phrase has broad meaning
'Old maps'	100–1K	Focused audience but the phrase has broad meaning
'Ganges map'	100–1K	Focused audience and specific phrase
'Ganga nadi map'	100–1K	Focused audience and specific phrase
'Brahmaputra river map'	1K–10K	Good audience and specific phrase – an opportunity

Table 3: Keyword and phrase volumes from Google searches from India



! NEED TO KNOW

Looking at the keywords used by your current and potential competitors provides further market insight. There are many tools that can help. **SEObok**, for example, will report on the keyword density and frequency of any website (<http://tools.seobook.com/general/keyword-density/>).



Using your online business persona in your advertising

Your online communications should use a tone that reflects your brand. Depending on the brand sentiment of your business persona, your call to action can vary considerably.

For example, your business will determine what words you choose for different forms of advertising.

For a call to action in a **banner ad**, for example, you could choose:

- 'Click here to buy now'
- 'Get it now!'
- 'Buy now'

Or with an email opt-in:

- 'Click here to learn more each week'
- 'Sign up to know the secret of great marketing'
- 'Get it now'

These are all potential calls to action with the same intention, but each reflects a different brand archetype.

1.2 Establish key points of differentiation for the business online and how it generates additional sales

Establishing a unique selling point (USP) for the business

Having a distinctive quality is important for all types of businesses. If a customer cannot recognise something different in what you are offering, there is no reason they should choose you over your competitors. In the online world, this need is even more important when every statement, price and feature can be compared between different businesses with a couple of clicks.

In rare examples, some businesses create an entirely new product as their **unique selling point (USP)**. However, almost any aspect of your product or service can become distinctive to your customers.

How it works:

- Think about the value that your products or services will create for your customers.
- List all the features of your product or service and then, with the phrase, 'which means that', link to a benefit for the customer.
- Each benefit can be considered as either standard or different. **Standard** benefits are those that are generally available from other sellers in the market, i.e. there is no USP. **Different** benefits are not offered by other sellers and so offer a potential USP. These benefits should be emphasised to customers in communications activities.



OVER TO YOU

Activity 3: Finding a USP

Sina Weibo is a Chinese rival to Twitter. Identify and write down a customer benefit for each of the product features listed below. Put a tick next to any of the long-term benefits that could be a USP.

Feature	... which means that ...	Benefit	Standard/Different
Create your own hashtag			
Post a short message			
Send a message directly to someone			
Repost someone else's message			
Comment or reply to a message			
Share a file			

CASE STUDY

Two examples: Provenance and Nike

The online service, Provenance (www.provenance.org) encourages brands to tell the complete story of their items from the original point of creation through to delivery. The story can build customers' trust in the brand. Digital technology also allows customisation to be applied to the design of an entire product.

The NikeiD system (www.nike.com/gb/en_gb/c/nikeid) that creates fully customised shoes is currently one of the most sophisticated examples.



Differentiating online communications for your customers

Many traditional techniques that help your business to stand out can be replicated in the digital world. Here are some ideas.

- **Digital discount codes and vouchers** can be automatically produced on many existing e-commerce systems such as Shopify (help.shopify.com/manual/products/discount-codes). Codes and vouchers can then be shared with current or prospective customers through email newsletters or web pages.
- **Producing relevant 'how to' guides or instructions** that are based around your brand will create a differentiation that is appealing to your customers. For example, Ittybiz (ittybiz.com) offers marketing advice in a personal and light-hearted way that distinguishes itself from other advice sites and reflects the business's personality.
- **Bundling an act of charity with a purchase** can create an ongoing conversation with your brand. Toms shoes donate an equivalent item for each one purchased – and promote this gift-giving through their website (www.toms.com/what-we-give) and the Twitter has htag #tomsshoes.

Knowing which social media channel to use for which purpose is not always obvious. This diagram will help you work out which channel to use.

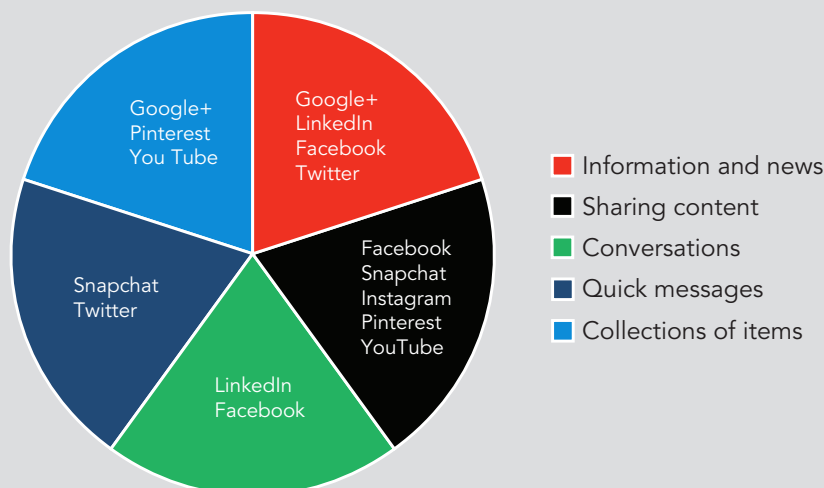


Figure 1: Which social media channel to use



 OVER TO YOU

Activity 4: Finding difference

Consider the online profiles of four clothing retailers in your country. What forms of online communication and engagement do they use? Can you identify a differentiating USP for each retailer? Fill in the table with your research.

Retailer	Web address	Engagement activities	USP
1			
2			
3			
4			

 CASE STUDY

Taking customer engagement further: Lego and Walkers Crisps


A number of brands have even encouraged customers to help in the innovation of their products.

Lego continuously runs its Ideas network (ideas.lego.com) to gather up votes for the most popular suggestions. The best ideas are then produced and the person who suggested the new kit is rewarded with a payment.

Walkers Crisps in the UK ran a 'Do us a flavour' competition to create a new flavour for its range of potato crisps. The winner of the competition received one million pounds. In response to some of the criticisms levelled at the UK campaign, Lay's own version of the competition in the US rewarded the winner with \$50,000 and 1% of future sales.

2.1 The importance of customer behaviour in an online context

Segmentation defined and how it can be applied

Market segmentation is about understanding the different types of customers you are – or are not – communicating with. Identifying market segments means that you can construct different types of messages for different segments and then communicate in the most effective ways with each segment. As with all marketing practice, understanding customers involves talking to them and getting their feedback.

The online world makes it possible to identify very small segments, right down to the level of individuals. However, in practice highly segmented and one-to-one marketing activities are time-consuming and only bring marginal additional benefits. Defining customers in terms of their geographic, demographic, behavioural and social segments (in combination) creates a **buyer persona** that can be used for highly customised digital marketing.

Type of segmentation	Defined by	Use for marketing
Geographic	Country, region, physical location, postcode, area code	Useful for products and services that are influenced by physical conditions – e.g. air conditioning units
Demographic	Age, gender, education, job, ethnicity, religion	For fitting to specific situations – e.g. 'slow' or adventure holidays
Behavioural	Type of user, buying readiness, loyalty, price sensitivity	Shapes the relationship with the product – e.g. long-distance business travellers
Social/Lifestyle	Values, activities, interests, opinions	Choice reflects the customer's own personality – e.g. political slogan t-shirts
Combined	A combination of segments for narrower segmentation	

Table 4: Types of segmentation used for marketing



The aim is to come up with a profile or biography of your ideal customer. Your digital persona can interact with your ideal customer in a conversation that continues over time. This conversation, in turn, can then create **brand advocates** who express their enthusiasm for your brand through shared and earned media.

Customer characteristics and online behaviour

Online activities leave a digital footprint. You can track user behaviour with Google Analytics. Analytics are made possible by the addition of a small piece of code called the Urchin Tracking Module (UTM) on your website. The UTM reports back customer behaviour. Through Google Analytics it is possible to get a lot of information about how your website is being used, down to the behaviour of an individual visitor – including how many times, when and what they visited and their average **session time**.

The accumulated information includes the gender, age, location and interests of visitors. Popular pages can be identified and so can the **bounce rate**. Because bounce rate is the percentage of visitors who only visit a single page and then leave the website, it can be a useful metric for understanding the relevance of your content to visitors.

Analytics report	Includes
Demographic	Age, gender
Geographic	Country, region, city, language
Behaviour	New vs returning, engagement time, frequency and recency
Interests	Affinity categories, in-market segments
Technology	Browser, platform, mobile
Benchmarks	Comparisons against the sector averages

Table 5: Types of analytics reports



All the details revealed through analytics can assist to further refine your buyer persona, the segments that you will target and to develop the most appealing content for your owned media.

Customer behaviour when transacting online

For some customers, the concept of transacting online is exactly the same as transacting offline, i.e. they behave in the same way. Other customers might behave differently. For example, some customers might 'shop around' much more online because it is often easier to do so. For these customers, often, price is a key influencing factor. Transacting online and the ease of **'switching'** (from one supplier to another) might lead to more transactional rather than relationship-based purchases. Clearly, online transactions are highly suited to busy shoppers and those who want to make purchases when physical sales outlets are closed. Some customers, however, are apprehensive about online security and fraud and will therefore be far more cautious when transacting online.

Developing a relevant and clear customer proposition

A **customer proposition** (or a customer value proposition) is a statement that describes **why** a customer should buy your product or use your service. After reading the customer proposition, your customer should understand:

- who the product or service is intended for
- what the company is selling (and what makes this different from competitors)
- what the benefit will be to them.

Digital marketing lets you gather significant amounts of data about your business and your customers. To create a customer proposition, you need:

- a consistent brand identity that builds trust
- a unique selling proposition
- keywords and phrases that describe your business, brand, products and services.

All these elements should already be embedded in your owned media and communications. But you can distil this into **one statement** that will engage your customers when they first visit your website, or when they visit your social media pages or your blog.

A customer proposition will state the greatest benefit to the customer. Benefits could be, for example, customer convenience, a solution to a problem, emotional, experiential or their own increased understanding.

CASE STUDY

Pakistan's Telenor TeleDoctor



TeleDoctor was announced in 2008 as a service offered by the telecommunications company Telenor. Subscribers can use a single number to connect to a doctor for non-specific medical advice, symptoms and treatments. The service acts as a way of raising health awareness.

The key customer proposition is that the service enables its subscribers to choose a male or female doctor with advice available in eight of the main languages spoken in Pakistan. The service is available 24 hours a day and seven days a week and is totally confidential. The service is particularly useful for Pakistanis living in the more rural and inaccessible parts of the country where access to immediate medical attention is severely limited.

On the portal, the customer proposition statement is:

One code. Expert advice.

Telenor Pakistan is now making it easier for customers to get medical tips by simply dialling 1911 on their mobile phones.

 OVER TO YOU

Activity 5: Identifying the customer proposition

Find two online shopping sites and record them in the table.

Write down the segments each site is targeting. Identify a customer proposition for each of the sites and write it in the table. If the website does not have an obvious customer proposition, create one for the website.

Online retailer	Segments	Customer Proposition

Choice of digital activities/tools in relation to attracting, motivating, maintaining trust, resolving conflict and building satisfied customers

The key to success in all online marketing is to:

- develop conversations with **new** customers
- maintain your conversations with **existing** customers.

It does not matter what brand archetype forms the basis for your brand identity, you must be clearly open to communicate with customers.

Surveys can be used to introduce your brand to new customers and as a follow-up for regular customers. SurveyMonkey ([surveymonkey.com](https://www.surveymonkey.com)) is one tool entirely focused on creating customer focused communications without the need for setting anything up on your owned media. Another option is Typeform ([typeform.com](https://www.typeform.com)), which offers a service to generate well-designed forms for your website or blog.

If you use WordPress for your website or blog, there are many available **plugins** that help you to add new channels for communicating with your customers. The ClickDesk plugin (en-gb.wordpress.org/plugins/clickdesk-live-support-chat-plugin) creates a live help desk for your site that enables visitors to communicate with you in real-time.

! NEED TO KNOW

A Plugin is a small piece of code – often provided free of charge – that adds extra capability to existing software. WordPress has thousands of plugins listed in its directory (wordpress.org/plugins/) in many different categories. Plugins require no technical knowledge to install or use. Most can be installed directly from the administration page of a WordPress-based website.



Other tools such as ZenDesk (www.zendesk.com) can integrate all the messages coming in from your owned and shared media so that no customer communication is missed.

If your brand is working, you will have a growing cohort of supportive customers who will act as **brand advocates**. Their support for your brand will assist your communications and further contribute to a positive brand experience.

Chapter 5

Creating a Digital Marketing Plan

Introduction

Before you can get started with marketing your business online, you must take everything you have learned and put it together into a comprehensive plan. Creating a plan ensures you stay focused, manage your time and attention effectively, and can track and measure the success of your online marketing activities so your business can grow. This chapter will help tie together and organise everything you've learnt about your audience and the tools available for you to reach them, guiding you to build a creative and efficient digital marketing plan.

Learning outcomes

On completing Element 5, you will be able to:

1 Develop a creative digital marketing plan for a small business

Assessment criteria

1 Develop a digital marketing plan for a small business

1.1 Summarise the background and analytical steps to developing a digital marketing plan:

- setting effective objectives and considering acquisition, customer retention and customer loyalty
- providing the market context for the digital marketing plan, i.e. an outline of the market in which the business operates
- understanding the target market and their online behaviour
- setting the budget

1.2 Recommend messaging, digital tools and scheduling within a digital marketing plan:

- designing an appropriate message
- developing an appropriate mix of digital and online tools capable of achieving the objectives
- developing a schedule of activities for implementation

1.3 Recommend methods of measuring the effectiveness of the digital marketing plan:

- monitoring performance
- use of analytics
- methods of measuring success

ABE Level 3 Award in Digital Marketing Essentials for Small Businesses

1.1 Background and analysis

Simply starting your business online is not the most effective way to see results. First, you must take everything you have learned and put it together in a comprehensive plan.

How to create a plan:

- Make sure you have everything before you need to get started.
- Make sure you don't waste time in repetition, doing things before you're ready or not knowing what to do.
- Accountability: predicting what will work, setting objectives, adapting methodology.

“If you don't record what you want to do before you start, how are you able to know what works, what's a good use of your time and what will make your business a success?”

The first part of a digital marketing plan must bring together everything you already know about your business, market and audience, as well as the resources you have available.

This is not anything new. It involves focusing and organising everything you already know into a concrete plan. This plan will guide you as you begin marketing your business online.

Defining your objectives

Before you can create a plan, you must reiterate what your aims are for the plan to achieve. These must be clear, focused and quantified, otherwise you will not be able to determine whether or not your plan has succeeded. While these will be specific to your business, they are likely to fall into the following areas.



Figure 1: Defining your objectives



📄 CASE STUDY

Akhal's copywriting consultancy

Akhal works in branding in Kuala Lumpur and wants to offer copywriting services to other clients online.

His objectives:

Engagement

- Grow followers steadily each week on Instagram

Leads

- Increase number of email sign-ups each week on website

Conversions

- Convert email sign-ups to sales

Loyalty

- Get customers to recommend him to their friends



 OVER TO YOU**Activity 1: The objectives of your business**

Write down the main objectives your business has, in order of importance. Aim for between three and five objectives.

Finding your market

To give your digital marketing plan focus, you need to define which market your business sits within.

To do this, define your business, and the space in which it operates. This can be as simple as one sentence:

- what you sell or what service you offer
- in which space
- to whom

Tips for defining your market:

- Be specific: having too broad of a market means you cannot be focused.
- Look at how your competitors describe themselves on their website and on social media for inspiration.
- Think of this as your **elevator pitch**: the one-liner you use to tell people what your business is about in the time it takes to go up in an elevator.

If you can't outline your market in one line, it's probably too complicated.



CASE STUDY

Other businesses define their markets



Priya's website connects customers and local tour guides in the town of Sigiriya in Sri Lanka.



Akhal offers copywriting services from Kuala Lumpur worldwide.



Aria is a graphic designer creating branding and marketing materials to boutique hotels.

Who are your target customers?

Customers are the centre of your business. The more you know about them, the more your digital marketing plan can be targeted towards their desires and behaviours, making it more effective. The more you understand your customers' behaviour, the more relevant your planning will be and the greater the chances of success. In addition, being more 'customer-focused' than your competitors might create a potential USP for your business.

When defining your target customer, here are some key factors to consider:

- age, gender, marital status, location
- types of jobs they may do
- interests, likes, affiliations
- content they consume: TV, newspapers, magazines, websites
- social platforms on which they are active
- shopping, booking and spending habits
- politics and beliefs.

As this is a digital marketing plan, try to focus on their online behaviour as this relates to how they will interact with your online business.

You're always learning more and more about your audience. Add to this section of the plan continually, as you learn more features about your customers.



📄 CASE STUDY

Pria's tour guide match-up website

Pria is creating a website that connects tourists with younger local tour guides in Sigiriya, a popular tourist area in Sri Lanka.

She wrote this character study of her audience:

- young travellers, aged 21–35, single and in couples, visiting Sri Lanka from Western countries
- professionals or students, on holiday or on longer travelling experiences
- interested in things that are cool and an authentic travel experience
- spend lots of time on social media, especially Instagram and Facebook, sharing travel photos
- use Airbnb and booking.com to book trips and TripAdvisor to see ratings.



✎ OVER TO YOU

Activity 2: Define your target customers

Who are the people you're going to be trying to reach and sell to through your digital marketing plan?

Use the bullet points in the case study above as a starting point. Try to include the key features that are relevant to your business, products and services within your market.

Assigning a budget

Assigning a budget for your business allows you to allocate money and plan your spending. It also provides you with control over your finances. The marketing activities you choose must reflect the budget available. Remember, some online activities are free, e.g. PR and blogs, whilst others will have to be paid for, e.g. advertising.

What do you need to pay for?

- Manpower – your time, and anyone else you need to pay for.
- Advertising – social media adverts, banner adverts, search adverts.
- Design – buying photos, hiring a photographer and designer to create on-demand images.
- Tools and platform membership – depending on which tools you choose.

All these cost should be listed under budget to help you assign how much money to spend.

! NEED TO KNOW

Your budget should fall between these two metrics:

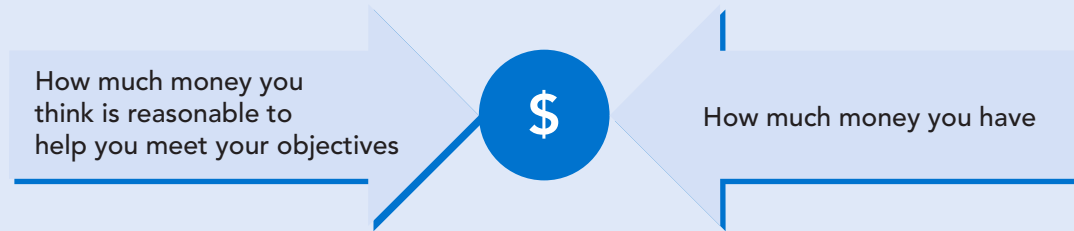


Figure 2: Defining your budget



✎ OVER TO YOU

Activity 3: Create a budget for marketing your business online

Research how much each of the elements below will cost for your business. If these are recurring costs, you may want to make an average monthly budget. Otherwise, it's best to add up the costs over the course of a year.

Assign a cost to each of these elements. Some rows have been left blank so that you can list any specific elements required to make your business a success.

Business element	Annual cost
Manpower	
Advertising	
Design	
Tools	
Total	

1.2 Messaging, tools and scheduling

Designing appropriate messaging

Digital marketing messaging is how you talk about your business online, with the aim of meeting your business objectives.

Messaging is important as it informs all the words that make up the output of your digital marketing strategy – whether that's written, in images, or in your video and audio content. It is the centre of your communication with your audience and customers, so you must make sure you are confident in it.

Your messaging must do three things simultaneously:

- represent you, your business and your brand
- appeal to your target customers
- connect to your marketing objectives.

When creating the message, remember your intended persona and the brand image you wish to create. The key components of your messaging are:

- 1 your digital marketing tone of voice: the words and language you use
- 2 your central marketing message: the message you come back to that links directly to your digital marketing objectives.

Establishing your digital marketing tone of voice

Your tone of voice is important to understand before you start as it is a key part of:

- how you phrase your social media posts and words in images
- how you write your emails
- your voice in longer-form content: written, audio, video
- the copy on your website
- the copy on the digital platforms you use for sales.

You should know this before you write any of the copy relating to your business. If your marketing was a person, how would it speak?

Some examples of words used to describe tone:

<i>Conversational, casual, friendly</i>
<i>Formal, clear, concise</i>
<i>Informative, educational, factual</i>
<i>Entertaining, witty, humorous</i>
<i>Descriptive, flowery, elaborate</i>

Questions to answer:

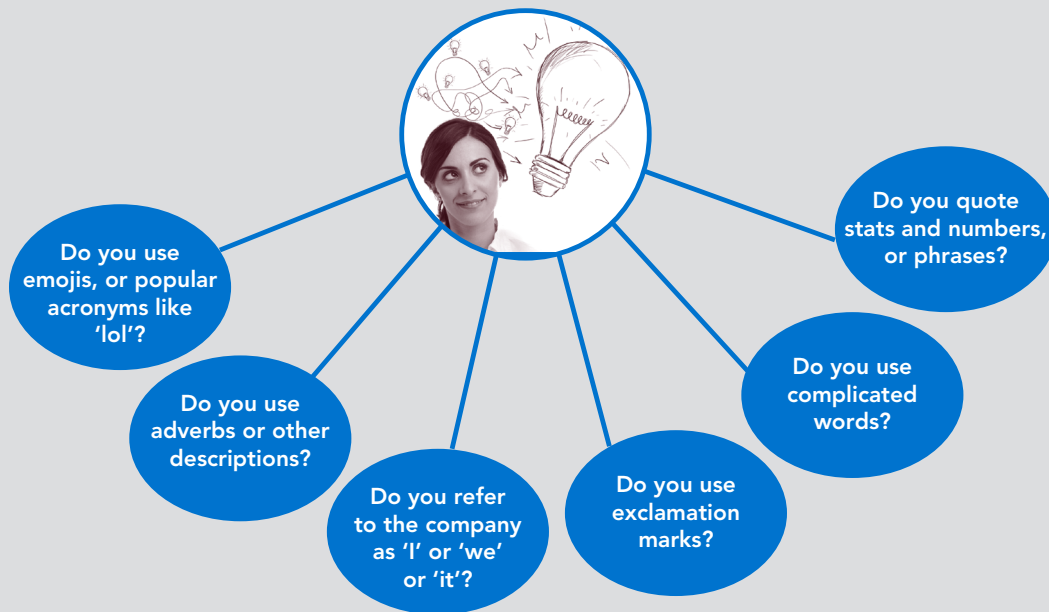


Figure 3: Thinking about your tone of voice



📄 CASE STUDY

Cecile's skincare website

Cecile sells botanical and Ayurvedic skincare products. She wanted to create a tone of voice that reflected her business: clean.

She decided that her tone of voice would be: factual, concise and casual.



"I use ingredient names but very few descriptive words, and I don't use long words where a short one will do. By keeping it simple and not being fancy, I can show off the strength and clarity of my products. I don't need to use clever sales messaging."

✍️ OVER TO YOU

Activity 4: Create your digital marketing tone of voice

- 1 Read through the websites and social media pages of your competitors, or people in a similar market to you. Write down three words that describe the tone of voice for each.
- 2 Write down five words that describe your digital marketing tone of voice.

Establishing your central marketing message

Now that you've established your digital tone of voice, you can use this to create your central marketing message.

Your central marketing message is the key sentence you use to market your business online. It describes what you offer, to who, and what makes you special.

Here are some examples of when you might use your central marketing message:

- your 'about me' section on social media or digital sales platforms
- your cover photos on social media
- in long-form content, to give a hook to your audience
- as part of your call-to-action, which drives sales
- in your email messaging to remind subscribers what you offer
- featured prominently on your website.

What makes a strong central marketing message?



Figure 4: Using a strong central marketing message



Four steps to create a strong central marketing message:

1 Researching your marketing message

Before you create your own messaging, look at what your competitors are doing. This will give you an understanding about what works well, and what can be improved.

Look at the websites of three to five competitors, or similar companies in different markets. Find and write down the repeated aspects of their respective central marketing messages.

2 Brainstorming your marketing message

Break your business down into two or three key components. This is usually:

- what your product or service is
- who it's for
- what makes it special.

Sit down with a pen and paper and write down as many synonyms or variations as you can for each of the three components that describe your business. Spend five minutes on each.

3 Refining your marketing message

Look at all the words and phrases you wrote down.

Circle the ones you like, and then make sentences by putting them together in different orders – one selection from each component list.

Make sure you keep your digital marketing tone of voice in mind throughout, and choose three to five favourite sentences that could be a good central marketing message.

4 Testing your marketing message

Email your friends, acquaintances and colleagues asking them to choose one message from your three to five favourites.

Run low-cost Facebook adverts: one for each of the most popular final messages, and see which gets the most interaction. Or, host a poll on Twitter or Facebook asking your online connections for their opinions.

Go to the space where your target audience is gathered – online or offline – and ask their opinion about your chosen central message. This can be a simple questionnaire.

Once you have completed all these steps, you should be confident that you've got a marketing message that works to sell your business online.

CASE STUDY

Tunde's 24-hour laundry service

Tunde arranges laundry deliveries for busy business professionals in Lagos.

His three key components are:

- his product or service – 24-hour laundry delivery
- who it's for – Lagos professionals
- what makes it special – organised by email.

Tunde brainstorms different ways to say each of these in his tone of voice which is 'friendly' and 'clear'.

His final central marketing message, which he uses on his website, on his social media cover photos and in his Facebook adverts, is:

24-hour Lagos laundry delivery, in your inbox



 OVER TO YOU**Activity 5: Design your central marketing message**

- 1 Research three to five competitors' marketing messages by searching for them online and looking at their social media profiles. Make notes about what you think works, and what you think could be improved.**
- 2 Brainstorm your own marketing messages.**

Product or service:

Who it's for:

What makes it special:

Points to note when designing your messaging: **NEED TO KNOW****Be consistent**

Your digital marketing messaging represents your business online, and helps potential customers get to know you and trust you. Stick to what you've established to build a long-lasting relationship.

Be adaptable

Certain platforms, channels and scenarios require you to work within their rules or confines. Be prepared for this, while trying to remain true to the messaging identity you've created.

Be focused

Always remember your digital marketing objectives. If your tone of voice, themes and central message don't link to these, rethink them.



Finding the right tools

To implement your digital marketing strategy effectively, you need the right combination of tools. Based on the tactics discussed in this course, you will likely be using a combination of the following.

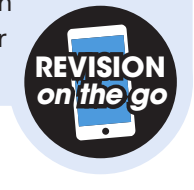
Tool	Example
Audiovisual content	YouTube, Vimeo, Soundcloud, iTunes
Blogs/website/online store	Wordpress, Tumblr, Squarespace, Wix
Online sales platform	eBay, Etsy, Amazon, PayPal
Social media	Facebook, Twitter, Instagram, Snapchat, Pinterest, LinkedIn
Email	Mailchimp, YouSentIt, Gmail (or a combination)

Table 1: Finding the right tools for digital marketing



! NEED TO KNOW

The tools in the list above are broadly relevant global platforms. Be sure to research any that might be specific to your niche or your local area as they may be better for your business.



When deciding which tools you need, work backwards from your objectives. What journey will your customers take to help you get them to take the actions you need to meet your objectives?

Remember the sales funnel: identify and introduce, capture and engage, campaign and sell.

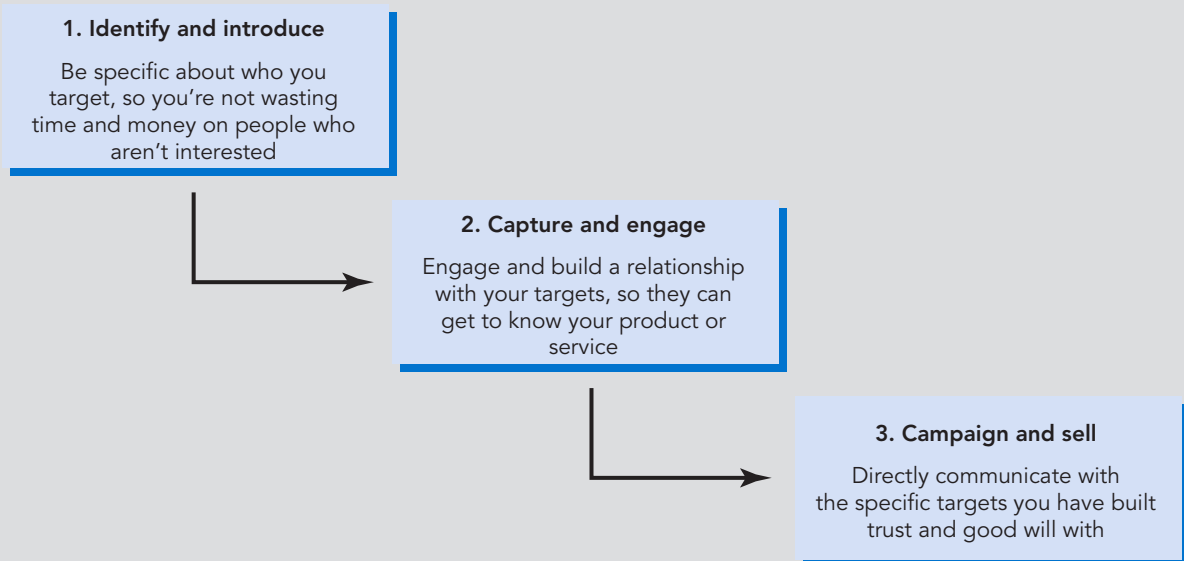


Figure 5: Online sales funnel



Here are some examples.

- If you plan to introduce your business to customers via long-form content such as blog posts or videos, you might consider Wordpress or Squarespace and YouTube or Vimeo.
- If you plan to engage using social media, you might consider a combination of Facebook, Twitter and Instagram.
- If you plan to capture email addresses via email, you might consider a Squarespace or Wix website with an email form.
- If you plan to campaign via email, you might consider a Mailchimp or YouSendIt account to manage large email lists, or a Gmail business account to send more personal emails.

! NEED TO KNOW

When choosing the right tools for your digital marketing strategy, you must consider a combination of the following:

- **Which tools your target audience use**

Go back to your customer research to remind yourself of their online behaviour.

- **The time and budget you have available**

Research each tool in detail and consider it in relation to your list of requirements before you commit to or pay for any.



📄 CASE STUDY

Junior's surf shop

Junior sells surfing equipment online, targeting young and fashion-conscious new surfers.

To introduce himself to his audience, he decided to use long-form video content. He knows his audience are often on YouTube, and it's free, so he chose YouTube.

To engage his audience, he wanted to use social media. He knows his audience is active on Instagram, and his brand is very visual, so he decided to focus on Instagram.

To capture his audience, Junior wanted to build his email list. He chose Squarespace to host his online store, and put an email form on the front page.

To campaign to his captured audience, Junior wanted to use a series of emails. He chose Mailchimp because of its automation features.



**OVER TO YOU****Activity 6: Find the tools for your sales funnel**

Create your customer journey that helps lead to your objectives, following the introduce, engage, capture and campaign method.

Choose which tools can help you at each stage.

Research the tools to make sure they have all the requirements you need. Make a list of what you need each tool to do before you start.

Creating your schedule

As you know, there's a lot to juggle at once when you market and grow your business online. Your schedule will help you keep on top of all the activities you must manage when you run an online business.

This can be broken down into monthly, weekly and daily tasks. These will depend on your objectives and the market your business is in, as well as your target market's online behaviour.

The benefits of breaking your digital marketing activities down by month, week and day:

- you can plan your time efficiently
- you have ready-made to-do lists to help you stay organised.

! NEED TO KNOW

Find a method or organisation that helps you visualise what you’ve done and what you need to do. Google Drive – including Google Sheets and documents – can be useful.

Build a tracker in Google Sheets to keep track of everything.

Benefits:

You can access the spreadsheets from anywhere with a device and an Internet connection.

You can keep track and stay organised.

You can make sure you’re not doing things too frequently or not often enough. This is particularly important for content planning.



Create monthly, weekly and daily checklists.

Create content planning schedules clearly showing the dates and months and the type of content, e.g. social, design, long-form, email.

Create relationship management trackers: PR and influencer, customers. Write down who they are, their contact details, and what your latest contact with them was.



What is a content plan?

A content plan is at the heart of your digital marketing activity. It is a central document that helps you schedule all the content you create and publish, so that you can create everything on time, and make sure you are creating the right amount of content to meet your objectives.

While the type of content you create will change depending on your business, audience and market, here’s what it will likely include.

Content type	Frequency
Long-form content	1–2 per week
Social media	10–20 per week
Design	As required
Email	1 per week, or on a campaign basis
Adverts	1 set per week
Digital PR and influencer	1–3 per month
Social proof (testimonials or referrals)	1–3 per month

Table 2: Content types



Once you have your content plan, you can create monthly, weekly and daily to-do lists to ensure you keep to your plan effectively.

Here's what your ongoing schedule may include:

Monthly

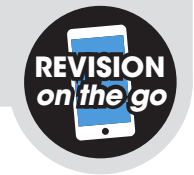
- content planning – social, design, long-form, email
- chase testimonials
- check in with PR leads and influencer relationships

Weekly

- content creation – social, email, long-form, design
- content scheduling – most tools allow you to send or post content on a specific day and time far in advance
- going live with any adverts
- reporting

Daily

- moderation and responding
- checking in on any **ad sets**



CASE STUDY

Mario's Colombian cookbook

Mario has written a cookery eBook he will sell through his website to American students who want to cook South American food on a budget. His target audience are young and very active online, so he will be using blogs and social media to drive traffic to his website where he hopes to make sales of the book.

Mario works part time at a local restaurant. Having his checklists helps him manage his time efficiently. These are the schedules Mario has made, along with his outputs.



Day	To do
Monday	Working 10am–4pm Finalise weekly blog post Check inbox and clear emails Check response to 'Monday breakfast' Twitter/Facebook/Instagram posts—reply, like and share
Tuesday	Send 'special offer' email to the delegates for Vegas Uncork'd Check Twitter/Facebook/Instagram posts
Wednesday	Working 6am–4pm Check inbox and clear emails
Thursday	Create online survey testing new recipe ideas to customer base Retweet/share blog posts of influencers Final tweaks to blog post and publish
Friday	Working 2pm–close Check inbox and clear emails Check Twitter/Facebook/Instagram posts—reply, like and share Go live with e-newsletter campaign
Saturday	Check inbox and clear emails Check analytics for e-newsletter campaign
Sunday	Day off

Next week	This month	Next month
Draft 'Monthly roundup' email Design new 'Summer's coming' logo for blog and Twitter/Facebook/Instagram Assess new blog followers and post comments on their blogs	Send 'Monthly roundup' email Create new promo codes for next month's events Plan next month's tweets and Facebook posts (around the theme of 'food festivals')	Events to plan for Barton University Pop-up Food Festival The Food Network South Beach Wine & Food Festival Vegas Uncork'd

Figure 6: Mario's schedules and outputs

 OVER TO YOU

Activity 7: Get scheduling!

Create your weekly, monthly and daily schedule. Alongside this, write down your outputs. Use the example above as inspiration, but ensure it's relevant to your business and market.

1.3 Measuring effectiveness

Once you've set your objectives and created a plan to help you reach them, you need to keep track of how close you're getting to your goals.

It's important to track your progress from the start so you can immediately monitor the effectiveness of your digital marketing attempts, and focus more time and attention on those which are bringing you closer to your objectives.

! NEED TO KNOW

The key principles of digital marketing:

Test, Learn, Adapt



Monitoring performance

Create a simple reporting Google Sheet that you fill in monthly against the metrics that you choose to report on. Ensure that you include reporting time in your schedule.

The metrics you report on will be those that help you keep track of whether you're reaching your digital marketing objectives.

Example:

If your objectives relate to video or blog post views, include a column to record the number of views each week.

If your objectives relate to follower growth, include a column to record the monthly increase in followers on each network.

If your objectives relate to email list growth, include a column to record the monthly increase in email subscribers each week.

If your objectives relate to sales, include a column to record monthly sales.



Use of analytics

The digital tools you use often have built-in analytics, and there will be a detailed tutorial for how to make the most of them on the website.

Some things to keep in mind when using analytics:

- Do you need to set up tracking of specific goals in advance (like on Google Analytics), or can you look retrospectively (like on most social platforms)?
- Do they measure the exact metrics you're looking for in relation to your objective, or do you need to use third-party tools to track these?

 OVER TO YOU**Activity 8: Track effectively**

Research the digital tools you're using to see if they will allow you to track the metrics you need.

Measuring success

You can research benchmarks online, but it's hard to find a perfect match for your unique situation: your specific market, skills, budget and local area. Instead, start tracking your progress from the beginning of your digital marketing journey so you can benchmark against your own success; first broadly and then, more specifically and numerically.

Measuring success for the first six months:

- Are you improving month-on-month in each metric you're measuring?
- Are you learning new things each month that help you adapt your plan?

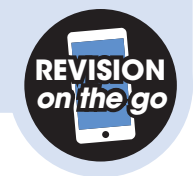
Measuring success after six months:

- Based on the numbers you recorded each month as you began, what do you think are some reasonable numbers you can look to reach in six months' time?

Key performance indicators (KPI)

 NEED TO KNOW

Key performance indicators (KPI): A numerical measure that shows your success in a specific area.



You want your KPIs to be attainable, but also challenging. To create KPIs, use your objectives to create some numerical metrics that:

- 1 you think are achievable based on your changing performance over time so far
- 2 ensure you push yourself to achieve the maximum and don't stay static.

Example:

- Grow 50 followers per week
- Get 15 email sign-ups per month
- Convert 5 email subscribers to customers per month.

Glossary

Ad set A group of adverts with the same budget, schedule and targets.

App A downloadable application (program) typically used on a mobile device.

Banner ad A form of online advertisement used to link to websites.

Bounce rate Percentage of users who visit a single web page and immediately leave the website, used to assess the relevance of online content.

Brand advocates A person or organisation that speaks favourably of another for promotional purposes.

Brand archetype The use of symbolism that associates a specific genre with an organisation.

Brand identity How a business wants to be perceived by its customers.

Buyer persona A profile of your ideal customer that is created based on market research.

Call to action A marketing technique used to provoke an immediate response such as getting you to 'buy now' or 'click here'.

Channels The internet services that enable communications between your customers and your business (such as email marketing, blogs, or Facebook).

Customer proposition A marketing statement describing why a customer should use a particular product or service.

Earned media Gaining publicity via promotional efforts obtained without paying for them.

Indoor or outdoor kiosks A physical structure used by vendors (often including a screen) that displays information for people walking by.

Interactive signage Digital signs with touch-screen displays that can be interacted with.

Key performance indicator (KPI) A measurable value that allows a business to determine how effectively it is meeting its objectives.

Key words Specific words used to highlight something of importance.

Logo A symbol or icon used by an organisation that identifies its products or services.

Low information value Data that has little relevance to its holder.

Market segmentation Grouping markets with common interests together and understanding the best method for responding to them.

Owned media A form of online communication under a user's control.

Plugins Additional software installed onto a program.

Point of sale (POS) terminal Computerised devices used to process card payments from a customer.

Pop-ups Online advertisements that appear suddenly.

Screen readers Software used to enable blind or visually impaired users to read text.

Search Engine Optimisation (SEO) A method of maximising visitors to a website by making it appear higher on search engine results.

Search marketing Obtaining visitors and recognition on a website through the use of search engines.

Session time A specific time spent by a user on a website.

Social media Online platforms that enable users to create, share and interact with a network of other people.

Surveys A way of collecting data that examines a specific field.

Switching Changing from one supplier to another.

Unique selling point (USP) This is what makes a product or service different from its competitors.