

Introduction To Digital Marketing



Digital Marketing is called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing.

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.

Digital marketing is an umbrella term for all of your company's online marketing efforts.

Lots of businesses leverage digital channels such as Google search, social media, email, online advertising and their websites to connect with their current and prospective customers. Many companies focus on online (or digital) channels over offline marketing tactics because it allows them to reach their ideal target audience where they're already spending most of their time: online. From your website itself to your online branding assets and social media channels -- digital advertising, email marketing, online brochures, and beyond -- there's a huge spectrum of tactics and assets that fall under the umbrella of digital marketing. Yet the best digital marketers have a clear picture of how each asset or tactic supports their overarching goals.

Difference Between Offline Marketing & Online Marketing



What is Offline Marketing?

Offline Marketing refers to creating brand awareness through traditional marketing strategies. These strategies do not involve the direct use of the Internet. This includes television and radio ads, direct mail, print publications, outdoor advertising joining trade shows and festival, promotional events and even word-of-mouth.

Pros Of Offline Marketing

Offline marketing is quite underestimated nowadays for the impact that it has. It builds trust faster. Any business that uses high-quality traditional marketing media looks more credible in the eyes of the customer.

It creates a long-lasting impression on customers. According to marketing statistics, people remember traditional ads, particularly print ads like flyers, brochures and posters, better than online ads. Reading traditional ads requires more focus, since there are no distracting pop-up ads and notifications. It cannot be ignored. People encounter different forms of offline marketing when they go out into the world, whether they like it or not. It can be in the form of outdoor advertising, radio advertisements, product packaging, or even a flyer given to them on the street.

It can target people offline. A large chunk of the population, the older generation, those who chose to switch off and all those people, who for one reason or another are not online. Offline marketing helps brands target these groups.

Cons Of Offline Marketing

While there are numerous benefits to using offline marketing, it does have its limitations:

Its effectiveness cannot be accurately measured. Though marketers have found ways to track the effectiveness of some offline marketing materials, their method of tracking is limited.

It can be costly. While print marketing is cheap, other forms of offline marketing such as magazines, billboards, and television ads are expensive. This is due to costs in labor, production, distribution, and ad space.

Its reach is limited. It all depends on your marketing budget. If you have a limited budget, it will be hard for you to target areas outside your neighborhood.

Print ads are allowed only for a limited amount of time. When you are using an ad space, you can only run your offline marketing in the period you paid for.

What is Online Marketing?

Online Marketing utilizes the Internet, its tools and applications to increase brand awareness. This includes registering on online listings, search engine optimization (SEO), website creation, social media, online banner advertisements, email marketing, video blogging, and others.

Pros Of Online Marketing:

There are plenty of advantages businesses can gain when using this new form of marketing.

It is more measurable. You can easily see the real-time results and measure the return on investment (ROI) of online marketing activities using online tools. You can see how many impressions, follows, likes, views, shares, and even purchases.

It is convenient. Online marketing is accessible to all types of businesses from all over the globe as long as they have a computer and Internet connection.

It has a global reach. Businesses are not limited to promoting their brand in their neighborhood. Their business will be able to reach customers even outside their country.

It allows for direct feedback from customers. Customers can just send an email or comment on your post if they have any comments, questions, and criticisms of your business. Meanwhile, you can quickly address their concerns through the appropriate channels.

Cons of Online Marketing:

Though online marketing has many benefits, there are also some downsides.

It requires special expertise. You need to learn how online marketing and online functions work before you can master how to make effective online marketing strategies.

It cannot reach those who are offline. With online marketing you cannot reach audiences, which do not use technology, have decided to switch off or simply got too annoyed with ads and turned off their social media adverts or decided to pay for applications that don't contain ads.

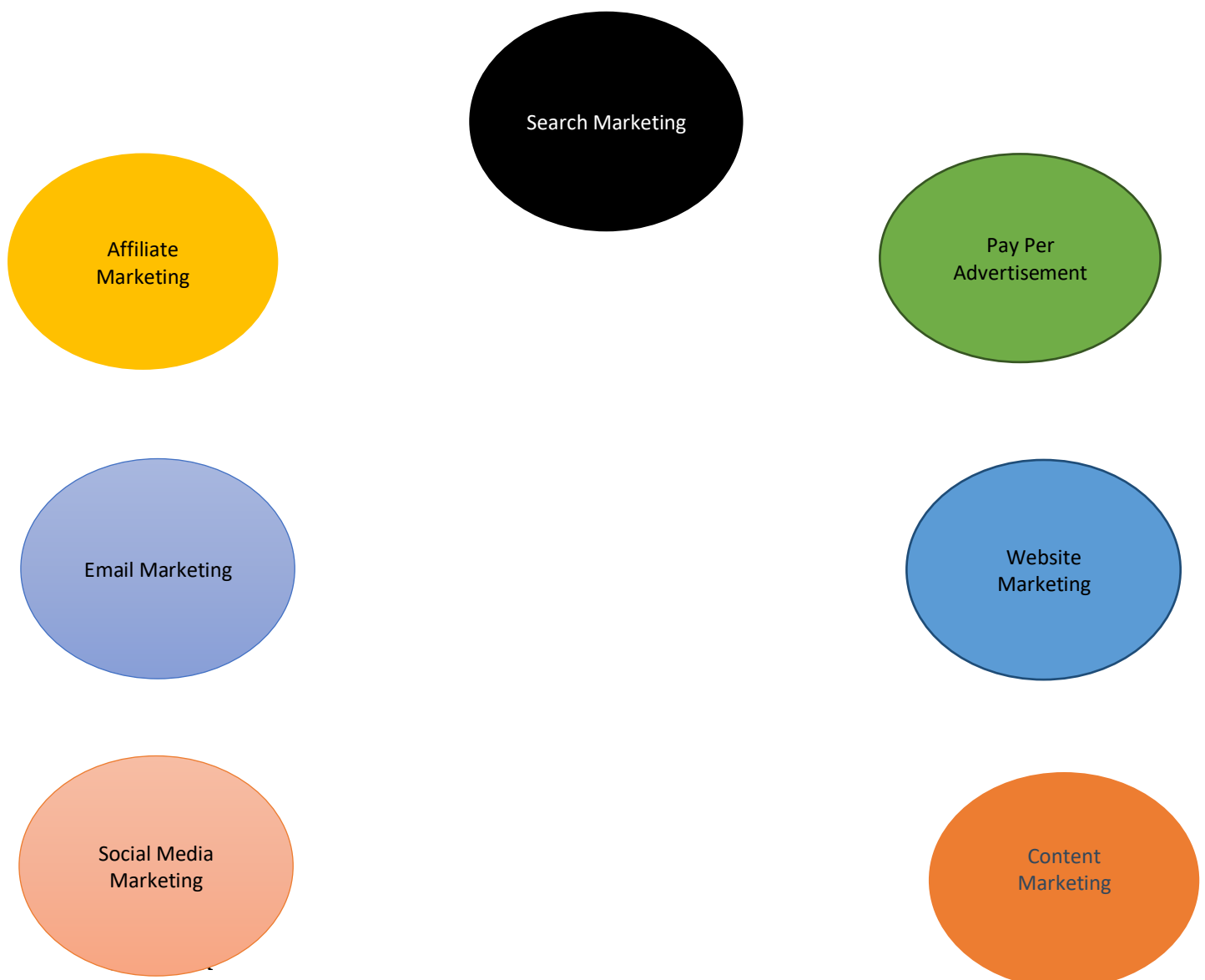
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The competition is tough. With so many local and international businesses marketing their brands online, it is difficult to make your brand stand out in the digital space.

It takes a while to build trust. People are always prone to online fraud, fake links, hacking, and data breaches when they participate in online activities. This makes it hard for customers to trust anything online.

It is important to recognize that in online vs offline marketing, each has its own advantages and disadvantages. Why not try using the best of both marketing tactics to promote your brand?

Various Digital Marketing Channels



The Way Digital Marketing Works



Digital marketing uses various strategies to reach one key goal through different routes.

Think of digital marketing as a company, the strategies are the employees of the company who work in different departments. All employees work for the same organization with one motive; to make the business successful.

Similarly, all digital marketing strategies work together to generate traffic, create awareness and transform leads into loyal customers for the business. That being said, let's dive deeper into more details about the seven major digital marketing strategies that we have mentioned earlier.

1. Search Engine Optimization:

Every time you need to know or purchase something, the first thing you do is search it up on the Google search engine. When the results are delivered, a consumer usually finds what they are looking for on the first or second page of google search.

That's where SEO comes into play. Making your website SEO friendly is one of the most important steps in digital marketing. Without optimizing your website to be Search Engine friendly, you will be left behind in the searches and miss the opportunity to grab potential leads and exposure to your business.

It does take time, effort and patience to generate organic traffic to your website but if you don't want to pay to appear on the first page of Google search engine, then SEO is the way to go. SEO is free to implement and increases the site's traffic gradually over time.

2. Pay-per-click Advertising:

In simple words, every time a user clicks on your advertised ad, you would have to pay for the number of clicks. It's the easiest and quickest way to gain traffic to your website. The traffic received through this method is not considered organic.

Nonetheless, it's still important to use PPC advertising as SEO takes time to work to bring in organic traffic.

3. Website Marketing:

Your website is one of the biggest marketing assets that could help your potential customers find what they're looking for and make the final purchase.

An average buyer spends a significant amount of time on a website before moving on to make the final decision of buying. Your responsibility is to provide an excellent user experience that keeps your customer on your website for longer. They should easily find information on their desired products and services.

Your website represents your business so make sure you put a good impression on your visitors.

While creating a website, keep in mind about your site's graphics, design, and overall layout. Make sure it is mobile friendly because that is where most consumers are.

4. Content Marketing:

Content marketing holds a valuable place in the digital marketing world. Whatever online marketing strategy you may have, without content marketing you won't be able to build the customer base, brand, and engage your target audience into having an interest in your business.

Basically, content marketing is about promoting your business through interacting with your customers and convincing them to make a purchase. Some forms of content marketing are: Videos, Testimonials, Ebooks, Podcasts, Infographics, Blog posts, Social media posts and the list goes on.

All of these could contribute to being a part of your digital marketing campaign that helps to build awareness among consumers about the business.

5. Social Media Marketing



One of the most trending and effective forms of digital marketing is social media. The revolutionary change that social media has brought to the table of business marketing is incomparable.

With the ever-growing number of social media users around the world, it's mind-boggling how much exposure your business could get. And with all the consumer's behavioral data, you are not going to throw darts in the dark for successful marketing.

Read our blog post on how social media changed marketing to understand and consider social media marketing for your business.

Social Media is your golden ticket to preach about your products and services while being in touch with your potential customers on a platform in which they spend the majority of their time. Apart from providing customer service, you can use social media to run ad campaigns, contests, create creative & engaging content and could even become viral.

Here's our list of 10 types of social media and what they're used for:

1. **Social networks:** Connect with people (Linked In, Instagram, Facebook, Twitter and many more
2. **Media sharing networks:** Share photos, videos, and other media
3. **Discussion forums:** Share news and ideas
4. **Bookmarking and content curation networks:** Discover, save, and share new content
5. **Consumer review networks:** Find and review businesses
6. **Blogging and publishing networks:** Publish content online
7. **Interest-based networks:** Share interests and hobbies
8. **Social shopping networks:** Shop online
9. **Sharing economy networks:** Trade goods and services
10. **Anonymous social networks:** Communicate anonymously

Social media is the fastest-growing trend in the history of the world.

It has even grown faster than the internet itself.

Within the first ten years of being publicly available, the Internet managed to gather roughly 1 billion users.

December, 1996	36 millions	0.9 %	IDC
December, 1997	70 millions	1.7 %	IDC
December, 1998	147 millions	3.6 %	C.I. Almanac
December, 1999	248 millions	4.1 %	Nua Ltd.
March, 2000	304 millions	5.0 %	Nua Ltd.
July, 2000	359 millions	5.9 %	Nua Ltd.
December, 2000	361 millions	5.8 %	Internet World Stats
March, 2001	458 millions	7.6 %	Nua Ltd.
June, 2001	479 millions	7.9 %	Nua Ltd.
August, 2001	513 millions	8.6 %	Nua Ltd.
April, 2002	558 millions	8.6 %	Internet World Stats
July, 2002	569 millions	9.1 %	Internet World Stats
September, 2002	581 millions	9.4 %	Internet World Stats
March, 2003	606 millions	9.7 %	Internet World Stats
September, 2003	677 millions	10.6 %	Internet World Stats
October, 2003	682 millions	10.7 %	Internet World Stats
December, 2003	719 millions	11.1 %	Internet World Stats
February, 2004	745 millions	11.5 %	Internet World Stats
May, 2004	757 millions	11.7 %	Internet World Stats
October, 2004	812 millions	12.7 %	Internet World Stats
December, 2004	817 millions	12.7 %	Internet World Stats
March, 2005	888 millions	13.9 %	Internet World Stats
June, 2005	938 millions	14.6 %	Internet World Stats
September, 2005	957 millions	14.9 %	Internet World Stats
November, 2005	972 millions	15.2 %	Internet World Stats
December, 2005	1,018 millions	15.7 %	Internet World Stats

1 billion in 10 years



6. Email Marketing:

According to Forbes, an average person checks their mail 15 times a day but the number could be more.

Email marketing may not be the primary source to generate fresh leads to your business, but it is more often used as a form of communication with your customer who has liked your services or products and has chosen to subscribe to your business updates.

Your chances of succeeding in making loyal customers who keep repurchasing from you, increase through email marketing. Most businesses use email marketing to send weekly newsletters, promotional offers and updates about their products and services.

7. Affiliate Marketing:

This form of marketing involves having a brand ambassador for your business who helps to engage with potential consumers and recommend the services and products of your business for a commission or pay.

You could even reach out to influencers and successful individuals in the digital marketing world and pay them to promote your business to a large number of audiences.

Having a better understanding of how each segment of digital marketing can contribute to your business will help you determine the structure of digital marketing you would want to create and execute.

The Benefits of Digital Marketing

There's endless reasons why digital marketing makes an excellent solution for so many businesses, but if you're just getting started, here's the two that will have the biggest impact on the way you market and sell to your customers.

1. Reach the right people, in the right place, at the right time:

The internet is your gateway to people who might one day become your customers. With an online presence, you can reach far more of the right people

than you can by marketing your company solely offline. And if you do it the right way, you can get in front of the people who are likely to become your customers at the right moment in their buyer's journey.

Direct mail and cold calling are outdated tactics. We spend an increasing amount of time on the internet, and we're constantly using our smartphones. It's a harsh truth: most people will miss the print ad or brochure you're trying to put in front of them because they're too busy looking at a digital screen. Either that, or they've subconsciously learned to ignore anything that looks too much like an advertisement.

2. Get measurable results to inform your strategy:

Another huge benefit is that digital marketing allows marketers to see accurate results in real time. If you've ever put an advert in a newspaper, you'll know it's impossible to measure the impact that advert has on your business. On the other hand, with digital marketing, you can measure the ROI of pretty much any aspect of your marketing efforts using analytics software (like HubSpot).

Marketing has always been about making a connection with your target audience in the right place, at the right time. Today, they're online, and that means digital marketing should be a primary focus for your business.

Digital Marketers Salary and Future

The prospects for the job market for digital marketers are very positive. With so many areas of specialization and lots of demand for content creation and curation, social media strategy, and analytics, it's a great time to enter the field.

A significant increase in demand for marketing professionals is projected as well. According to PayScale, the average salary of a Digital Marketing Specialist in India is Rs.348,928, and in the US is \$50,111. The salary of a Digital Marketing Manager in India is Rs.541,919, and in the US is \$66,808.

Since today's job market needs talent, no matter the industry, you can negotiate for higher salary and benefits depending on the job, skills, and expertise you bring to the table.

Digital Marketing Campaigns

A **digital marketing campaign** is a complex undertaking, one that will require your dedication and attention, from the moment you first conceive of the **campaign**, right up until it is being presented to an audience. **Digital marketing campaigns** are much more dynamic and sustained than traditional, analog **marketing** methods.

Campaign goals should not only be specific, measurable, and realistic, but they should be purposeful and align with real business objectives. Getting more “likes” is **great**, but to be truly valuable it must deliver more meaningful results (That is getting leads converted). Most of the campaigns get a lot of reach and traffic but no results. So, one should be careful with campaigns.

Campaign will perform at their peak when the marketer understands the target audience well. Campaigns must be set with a lot of research and understanding of prospects.

5 best marketing campaigns

- “Just Do It” – **Nike**.
- “The Most Interesting Man in the World” – Dos Equis.
- “We Try Harder” – Avis.
- “Absolutely, Positively Overnight” – FedEx

#Watch these commercials on YouTube and understanding them would give you a clear understanding of marketing campaigns.

Types of Digital Marketing Campaigns

- Brand Awareness Campaigns

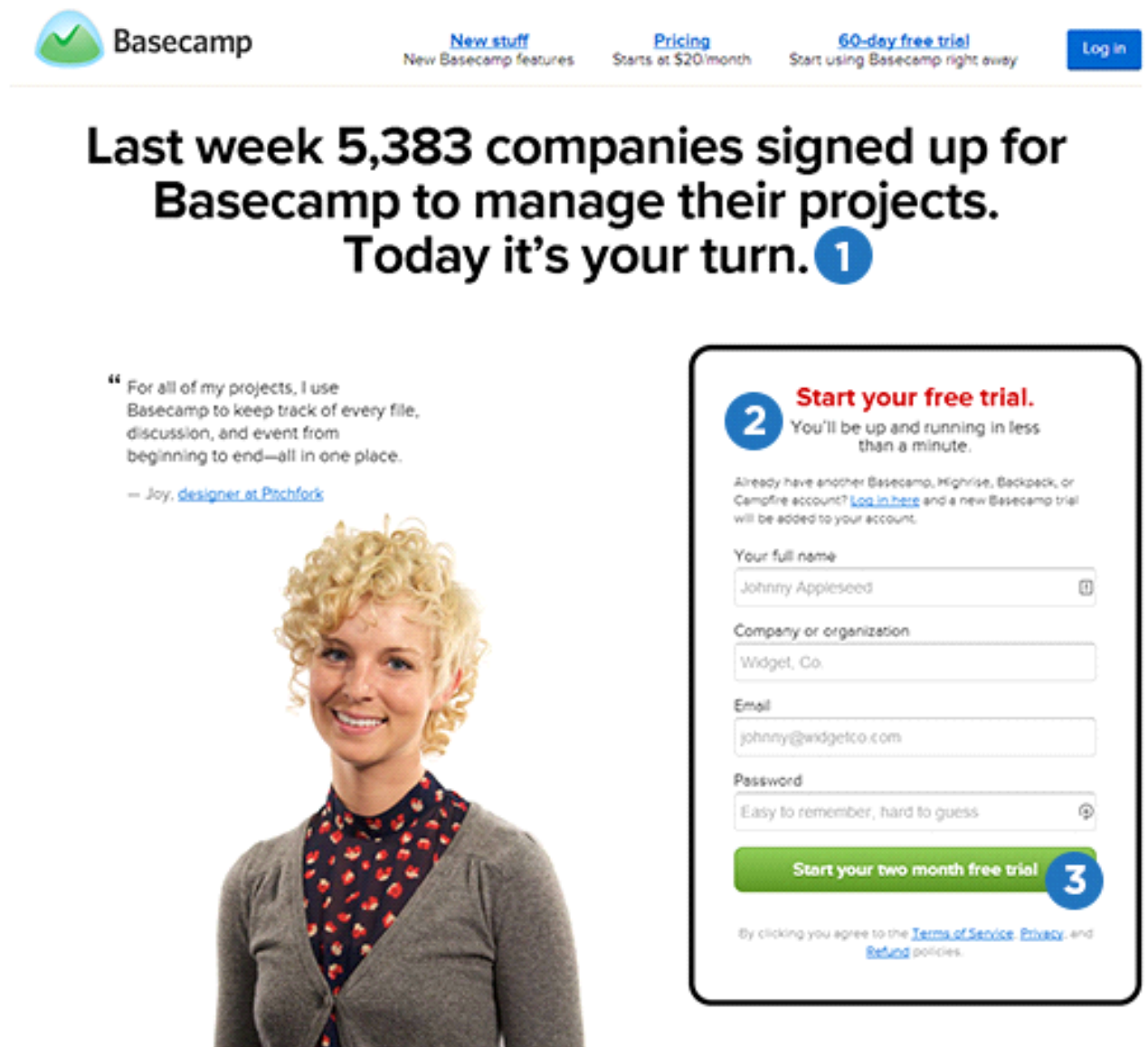


The above brand campaign is of a college in the US. They are specialised in entrepreneurship and they have branded in the picture. In similar to that, they have shown how many times they have won awards.

Brand awareness represents how familiar your target audience is with your brand and how well they recognize it. Brands with high brand awareness are generally referred to as “trending,” “buzzworthy, or simply “popular.” Establishing brand awareness is valuable when marketing and promoting your company and products, especially in the early stages of a business.

Basically, what do you want your audience to think about when they hear & see your name. For **example**, if you need a cold drink, the chances are that you will think of Pepsi or Coke.

- Lead generation campaign



The image shows a screenshot of the Basecamp website's lead generation form. At the top, the Basecamp logo is on the left, and navigation links for 'New stuff', 'Pricing', '60-day free trial', and 'Log in' are on the right. The main headline reads: 'Last week 5,383 companies signed up for Basecamp to manage their projects. Today it's your turn. 1'. Below this, a quote from Joy, a designer at Pitchfork, states: 'For all of my projects, I use Basecamp to keep track of every file, discussion, and event from beginning to end—all in one place.' To the right of the quote is a portrait of Joy. On the far right, a large box contains a two-step registration process. Step 2, 'Start your free trial.', includes a sub-headline 'You'll be up and running in less than a minute.' and a note about existing accounts. It features input fields for 'Your full name' (Johnny Appleseed), 'Company or organization' (Widget, Co.), 'Email' (johnny@widgetco.com), and 'Password' (Easy to remember, hard to guess). A green button labeled 'Start your two month free trial' is at the bottom of the form, followed by a small disclaimer about terms of service, privacy, and refund policies. A large blue circle with the number '3' is positioned to the right of the button.

Basecamp

[New stuff](#)
New Basecamp features

[Pricing](#)
Starts at \$20/month

[60-day free trial](#)
Start using Basecamp right away

[Log in](#)

Last week 5,383 companies signed up for Basecamp to manage their projects. Today it's your turn. 1

“ For all of my projects, I use Basecamp to keep track of every file, discussion, and event from beginning to end—all in one place.

— Joy, [designer at Pitchfork](#)



2 Start your free trial.

You'll be up and running in less than a minute.

Already have another Basecamp, Highrise, Backpack, or Campfire account? [Log in here](#) and a new Basecamp trial will be added to your account.

Your full name

 ⓘ

Company or organization

Email

Password

 ⓘ

[Start your two month free trial](#) 3

By clicking you agree to the [Terms of Service](#), [Privacy](#), and [Refund](#) policies.

A lead generation campaign is, of course, a campaign that generate leads, which means your campaign has convinced someone, somewhere, to give you their personal information (usually in the form of an email address or phone number)

in exchange for something from you in return—valuable content, information, research, a free trial, a product, or something else they might want or need.

You then, in turn, can reach out to that person again and nurture them in the hopes that they will one day become a customer.

When you are building a lead generation campaign, you will need a few things—including a clear objective, a clearly defined audience, your content or offer, a budget, measurement and a nurture plan—all of which we'll deep dive into today.

Few things to keep in mind when you are working on lead generation.

How to Create a Lead Generation Campaign:

Lead Generation Campaign: The process of capturing and simulating interest in a service or product for the purpose of developing leads. This includes a strategy using a particular media source and an offer to create inbound leads.

- Establish a clear objective—how many leads do you need? What is your cost per lead goal? In what timeframe do you need to be successful?
- Research your audience—who is the best customer for your business? Are you testing to see if you can expand this pool?
- Plan your content—does your consumer want content? a free trial? a discount or offer of some type?
- Create an offer—get creative with your content, your creatives to promote the content and more.
- Promote your content—be strategic about the channels you choose, where you are spending your budget and where your campaign performs best.
- Optimize your lead capture—it is paramount that you measure as you go.
- Test—if something is not working, try something new.
- Lead score—not all leads are created equal. Develop a mechanism so you know who is worth nurturing and following up with.

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- Nurture—keep the relationship warm with the leads you know are valuable to you.
- Close deals

You will learn the technical aspect of generating leads in Facebook ads

- Sales Promotion Campaign



A sales campaign is a planned sales strategy that uses one or more channels to reach leads and convert them into customers. Most sales campaigns run for a

limited time only, which is part of their appeal – by putting a time limit on the campaign, both salespeople and prospects are motivated to move quickly on sales.

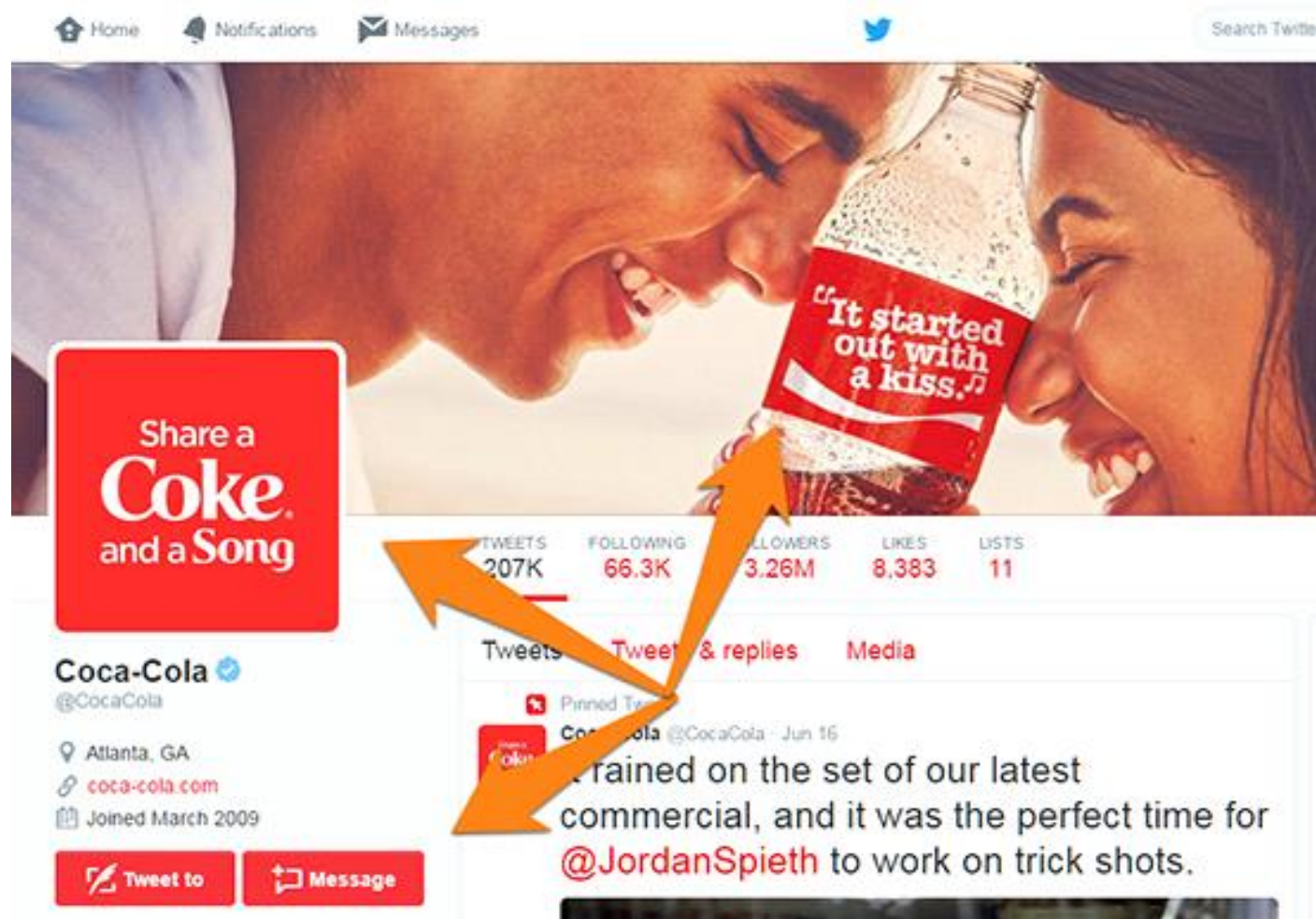
- Why is sales promotion important?

- Increases product awareness
- Promote a new product
- Increase sales volume
- Keep audience engaged
- Attract new customers
- Gain audience insights
- Better brand reputation

- Examples of sales promotions?

- Free samples
- Buy one, get one free deals
- Cashback promotions
- Lifestyle discounts
- Flash sales and discounts
- Vouchers and coupons
- Free shipping and returns
- Loyalty program promotions
- Social media contests or giveaways
- Branded gifts or bundles
- Referral discounts

Traffic generation



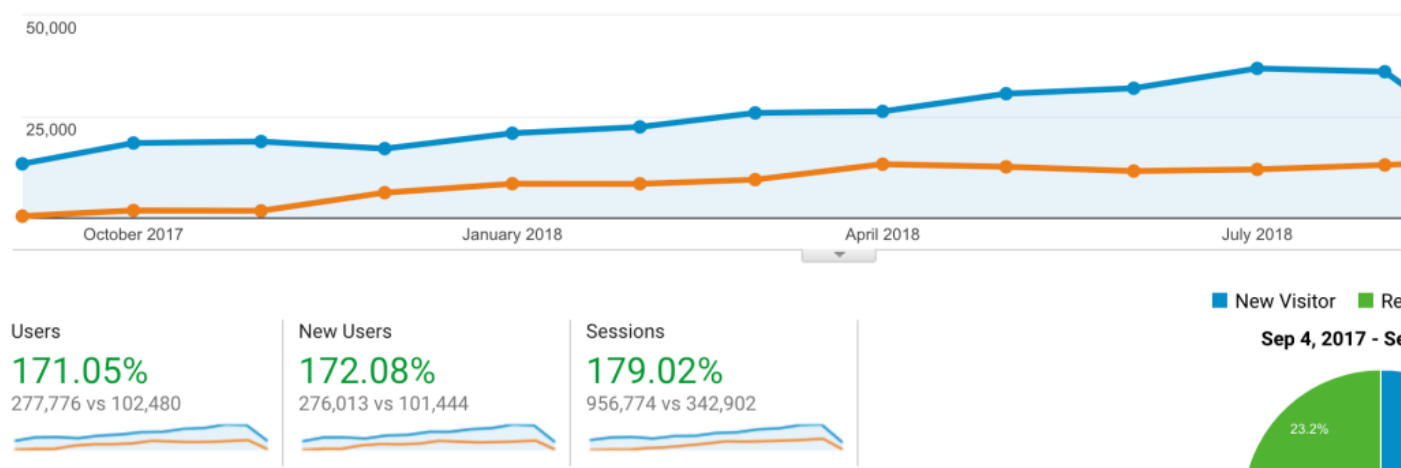
Traffic generation is how we take strangers and turn them into website visitors. All this needs to be converted in buyers at a point of time through a sales funnel.

Traffic, in the internet world, means the total number of people visiting and reading your site or blog. Chances are, if you have high traffic in your site, you have bigger possibilities of promoting your business and selling your products. This can also lead to traffic conversion. Therefore, visitors who latch on to your website can transform into potential customers, clients, leads, and subscribers.

When it comes to traffic generation and marketing in general, it's all about testing, measuring, and making a calculated decision based off how the strategy is impacting your website. My general rule of thumb is run a new traffic generation strategy for 1–2 months measuring results using google analytics. If at the end of the time, I am seeing poor results, I'll pull away and pause that specific strategy.

If it's somewhere in the middle producing decent results for the amount of energy I'm putting into it, I'll keep it going for another month so I can gather more data. And if it's just performing extremely well, I'll find ways to replicate it and use it more for driving new traffic to my site. Being a marketer is being someone that looks at everything as an experiment. As I've said in past articles about traffic generation, the playbook that you eventually find is going to be different for your business than it is for others. There will of course be some overlaps, but every business is unique and therefore it requires a unique traffic generation playbook as well.

As you can see below, the traffic campaign was able to grow FreeeUp's site traffic by 179.02% from 342,902 sessions to 956,774 sessions.



That growth came as a result of the traffic generation strategies that I've listed below. It's possible that you can also take a combination of these 30 strategies and turn them into your own unique marketing playbook.

It will take 3–6 months of testing and measuring results to really discover which traffic generation strategies are best for your company and website, but you can absolutely do it. So, what do you think? Want to see these 20 traffic generation strategies?

Let's get into it.

Traffic strategy #1: Answer questions on Quora

The screenshot shows the Quora homepage with a search bar containing 'traffic generation'. The navigation bar includes links for Home, Answer (with a red notification badge), and Notifications (with a red badge showing 61). Below the navigation bar, the search results are displayed under the heading 'Results for traffic generation'. On the left side, there are filters for 'By Type' (All Types, Questions, Answers, Posts, Profiles, Topics, Blogs) and 'By Topics' (All Topics, Topics You Follow, Search for a topic). The main content area shows three search results:

- What is digital traffic generation?**
Answer 1 of 6 · View All
Joshua Feinberg, Chief Thought Leader at SP Home Run — Digital traffic generation is how you take strangers and turn them into website visitors. Traffic generation to be grounded in buyer personas -- semi-fictional representati... (more)
- What are the best traffic generation methods that can be automated?**
Answer 1 of 8 · View All
Rhea Horton, programmer in web — I was originally worried about ranking my sites and it was too difficult to learn about SEO. However I found a website where I learned much more about Search engine optimiz... (more)
- What website traffic generating software really works?**
Answer 1 of 15 · View All
Siegel Galen, Former Digital Marketing Counsellor at Blue Digita at Google (2011-present) —
Do you want to find a professional traffic tool?
Why?
 - A low ranking of the website, sponsors unsatisfied?

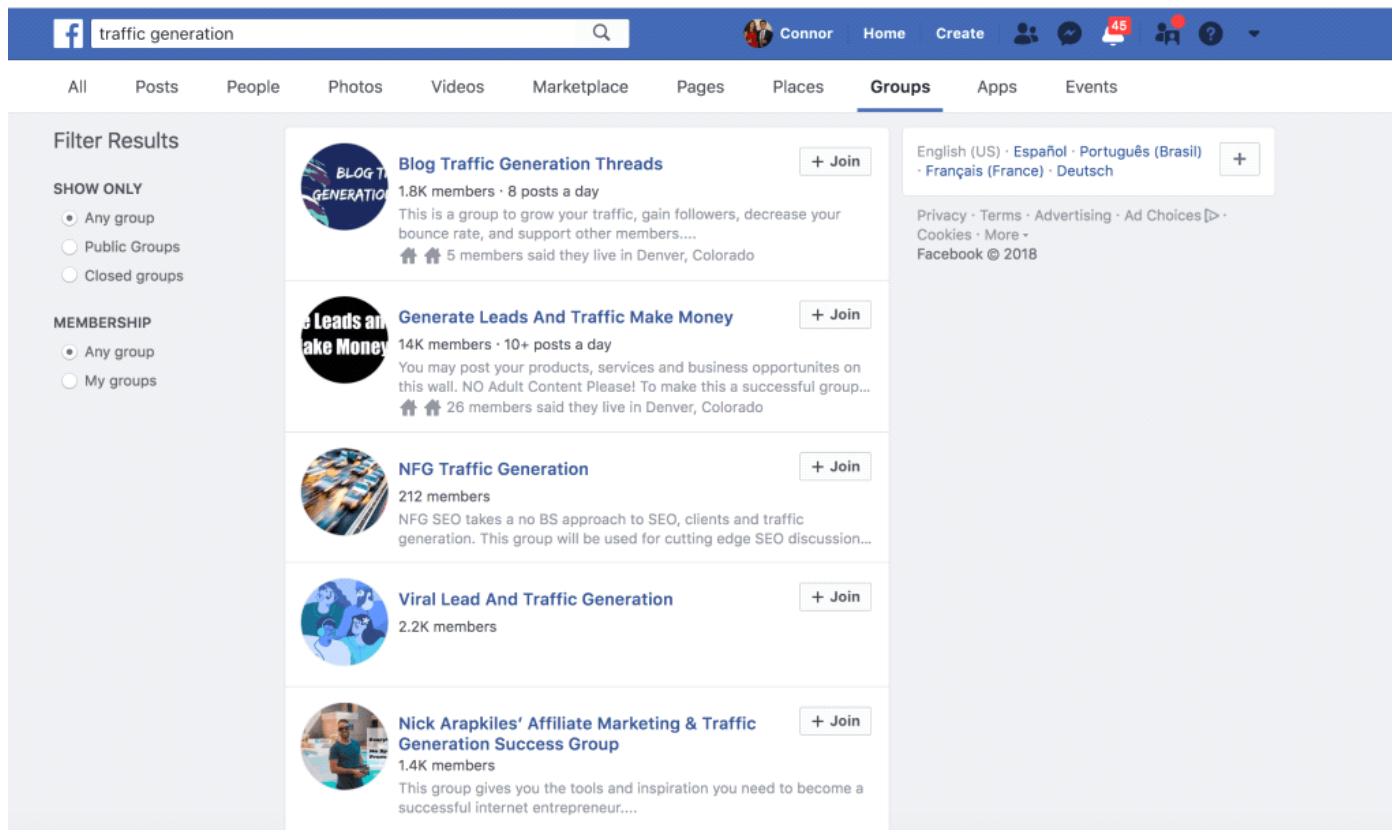
Go to [Quora.com](https://www.quora.com) and create an account for yourself. Fix up your profile so that it speaks to your current position with your company. Make sure that you look professional on the platform.

Take 30 minutes each day, search through topics where you have expertise, and take the time to provide real answers to the people who are asking questions around your area of expertise.

When it makes sense, link out to your website or to a piece of content on your website.

Over time, you'll start getting followers through the platform, you'll start getting views on your answers, and it can then lead to traffic to your website.

Traffic strategy #2: Get involved in Facebook groups



There are thousands of active Facebook groups where you can build a reputation for “high-value” and become someone that the group turns to when they need help within your area of expertise.

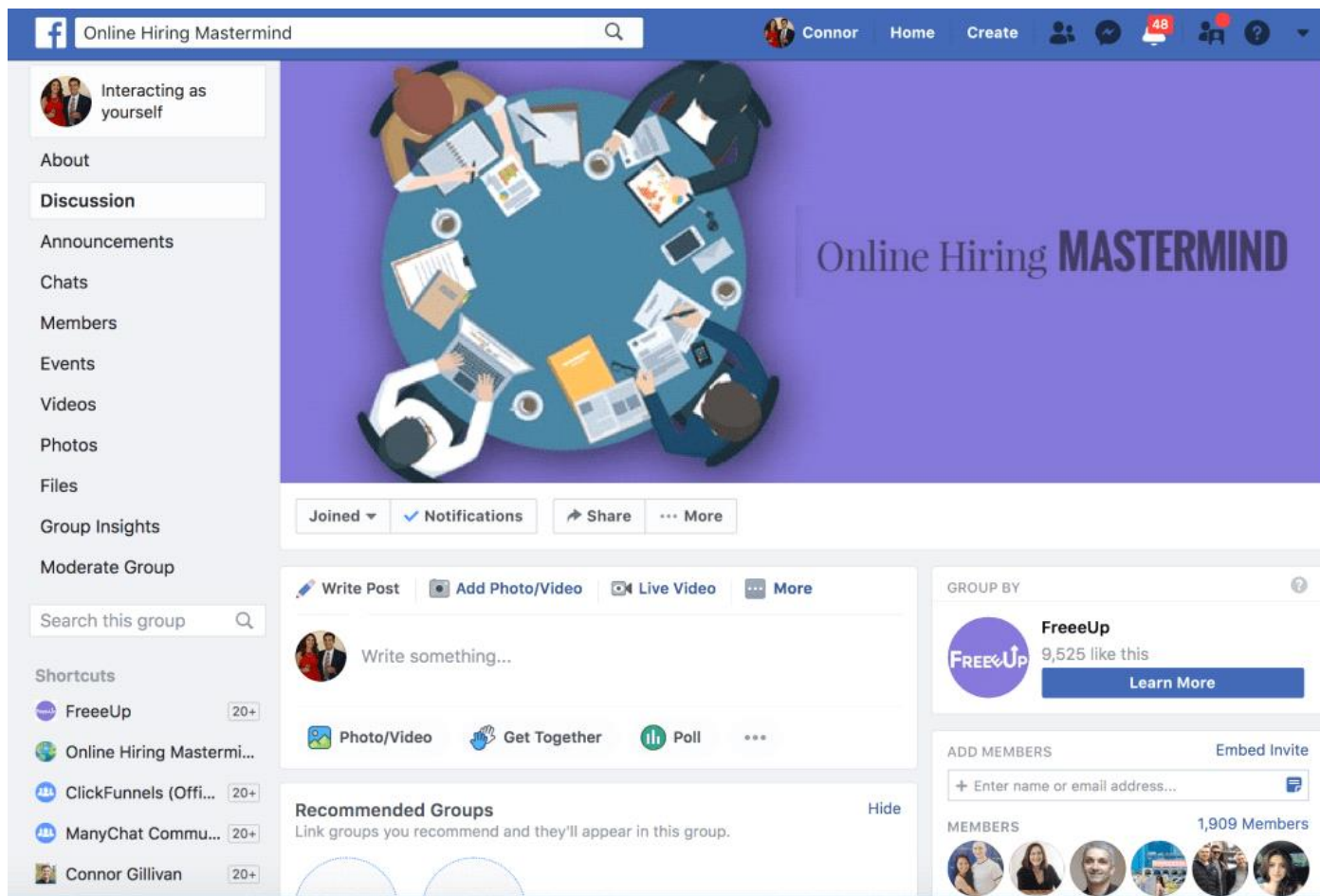
Go to Facebook and search for keywords within your area of expertise. Filter for only groups. Go through the results, open them up to make sure they are still active, and join the ones where it makes most sense for you.

Take 30 minutes each day and check in on the Facebook groups that you join. Answer questions from the community and even make posts on your own that add real value to the people that are in the group.

Over time, this traffic strategy can lead to people reaching out to you directly asking how they can handle a certain area of their business based off your expertise.

It can also lead to people from the groups going to your website to see how you can help them.

Traffic strategy.#3: Start your own Facebook group

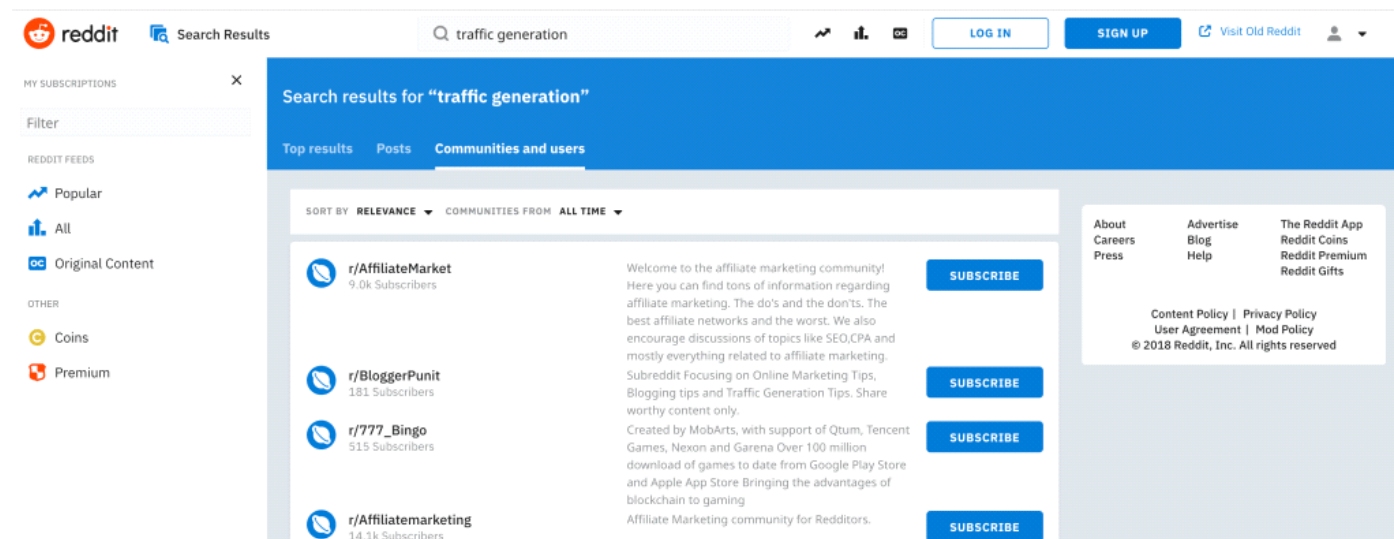


Similar to the traffic strategy above of getting involved in Facebook groups, you can also find a niche topic and become the owner of the Facebook group.

Go into Facebook, look up topics within your industry, and find one that isn't highly populated yet.

Create the group, start inviting people that you know would find value in it, and post regularly engaging the community. This will establish your personal brand as an industry leader and you will also create a new space online where you can find new clients and drive traffic to your website.

Traffic strategy #4: Build expertise within Reddit threads



Reddit is another popular platform where you can get involved as you drive new traffic to your website.

Reddit has a lot of very loyal users so you do need to be careful how you go about getting involved. You can't go spamming threads within your industry...the users will immediately notice your tactics and kick you out.

The best way is to find a few Reddit threads within your industry and just be an observer for the first week or so. Spend 30 minutes going into the threads, reading the questions and answers, and seeing what people are finding value in.

After the first week, spend 30 minutes reading, answering questions, and even making posts about your business that you want feedback on.

The more involved and engrained you become within the threads, the more traffic you'll be able to drive to your website over the long run.

Traffic strategy #5: Write guest articles for industry publications

The screenshot shows the profile of Connor Gillivan on the Business 2 Community website. The header includes a navigation bar with links like HOME, DIGITAL & SOCIAL, SALES & MARKETING, BUSINESS & FINANCE, LIFE & ENTERTAINMENT, TECHNOLOGY & INNOVATION, US & WORLD NEWS, and BRANDVIEWS. The profile section features a circular profile picture of Connor Gillivan, a bio stating he is the CMO and co-owner of FreeUp.com, and a link to his YouTube channel. Below the bio are writing stats: 2 articles and 0 comments, along with social media icons. To the right, there is a newsletter sign-up form with the email 'you@youreemail.com' and a 'Sign up' button. Below the profile, a section titled 'Latest Articles by Connor Gillivan' shows an article titled '7 Simple eCommerce Tasks You Can Outsource in 2018' with a thumbnail image of a hand holding a credit card. To the right of this, a 'Recommended Reports' section lists two reports: '10 Instagram Marketing Strategies That Successful Brands Use' and '20 Inspiring Sports Digital Marketing Campaigns', both by 'wayin'.

This is a very common traffic generation strategy that you'll see almost every marketer utilizing online.

Make a list of 50+ blogs within your niche where their readers are your ideal customers.

Find the contact information for someone managing the content for that specific blog or company.

Reach out with a friendly email introducing yourself, explain the topics you have knowledge within, and ask if they would be willing to review a few guest article titles that you have in mind for their blog.

When you receive affirmative responses, send back some blog article ideas based off their current content and ask them for their guest article guidelines.

Aim to consistently get guest articles published on industry related blogs each week/month. They will build strong SEO links back to your site and will also help you reach new communities online that you didn't have access to before.

Traffic strategy #6: Build a partner network



Similar to guest articles, build a list of 50+ companies within your industry that you are NOT directly competing with, but that have a good presence and community of users.

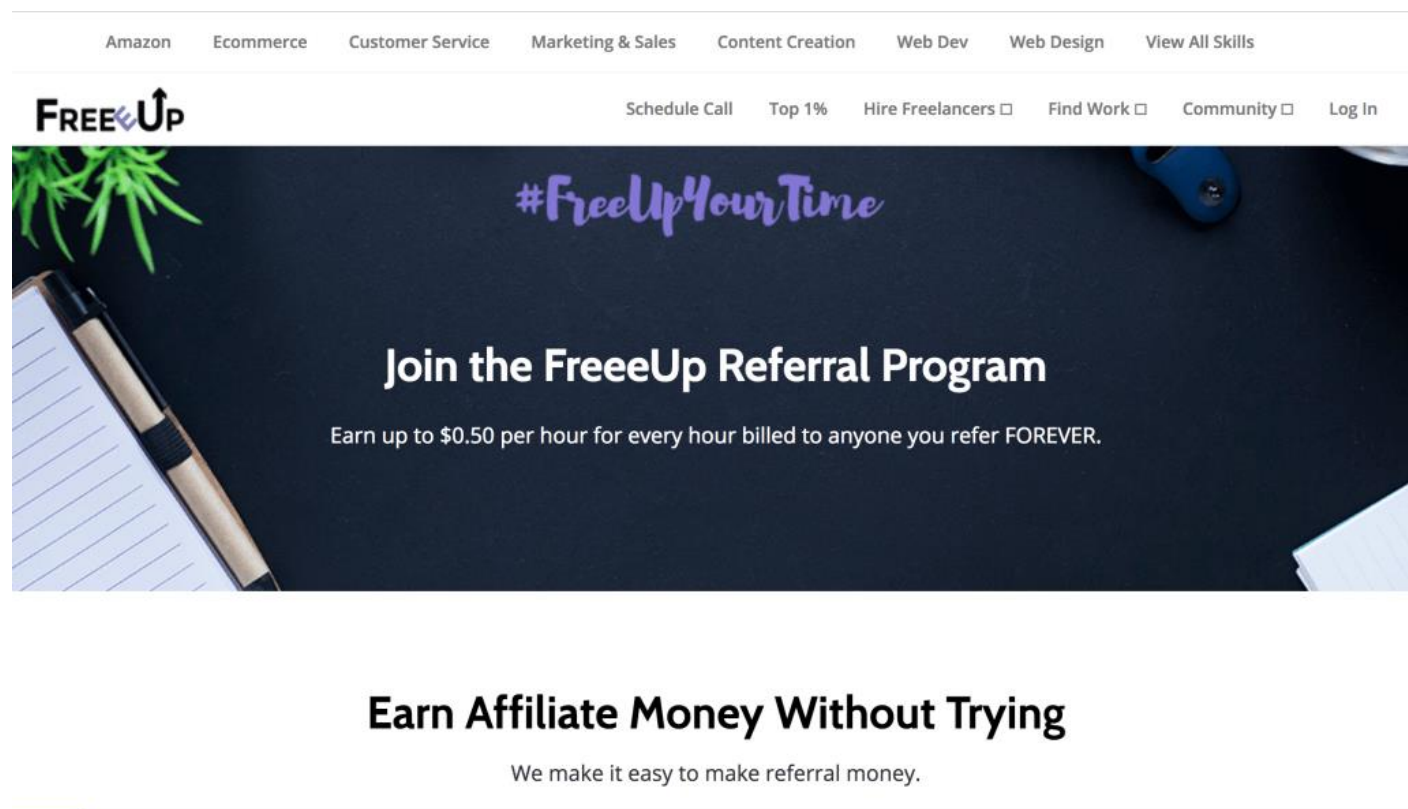
Find the contact information for someone in charge of handling marketing and partnerships then reach out introducing yourself, explaining a bit about your company, and asking if they would be open to speaking about a potential partnership.

When you get positive responses, try to get them on a phone call or Zoom call so that you can meet them, share stories, and get to know one another a bit. A personal connection can go a long way over just an email relationship.

When talking about the partnership, suggest co-marketing activities to start...guest articles, newsletter exchanges, video content, etc.

Building out a partner network is an amazing long term traffic generation strategy because then you always have them to further tap into for more co-marketing activities.

Traffic strategy #7: Utilize a referral program



The screenshot shows the top of the FreeUp website. The navigation bar includes links for Amazon, Ecommerce, Customer Service, Marketing & Sales, Content Creation, Web Dev, Web Design, and View All Skills. Below the navigation bar is the FreeUp logo and a row of links: Schedule Call, Top 1%, Hire Freelancers, Find Work, Community, and Log In. The main banner features a dark background with a notebook and pen on the left. The text on the banner reads: "#FreeUpYourTime", "Join the FreeUp Referral Program", and "Earn up to \$0.50 per hour for every hour billed to anyone you refer FOREVER." Below the banner, the text "Earn Affiliate Money Without Trying" is displayed in a large, bold font, followed by the subtext "We make it easy to make referral money."

It's been said many times before that your best marketing collateral is your most loyal customers.

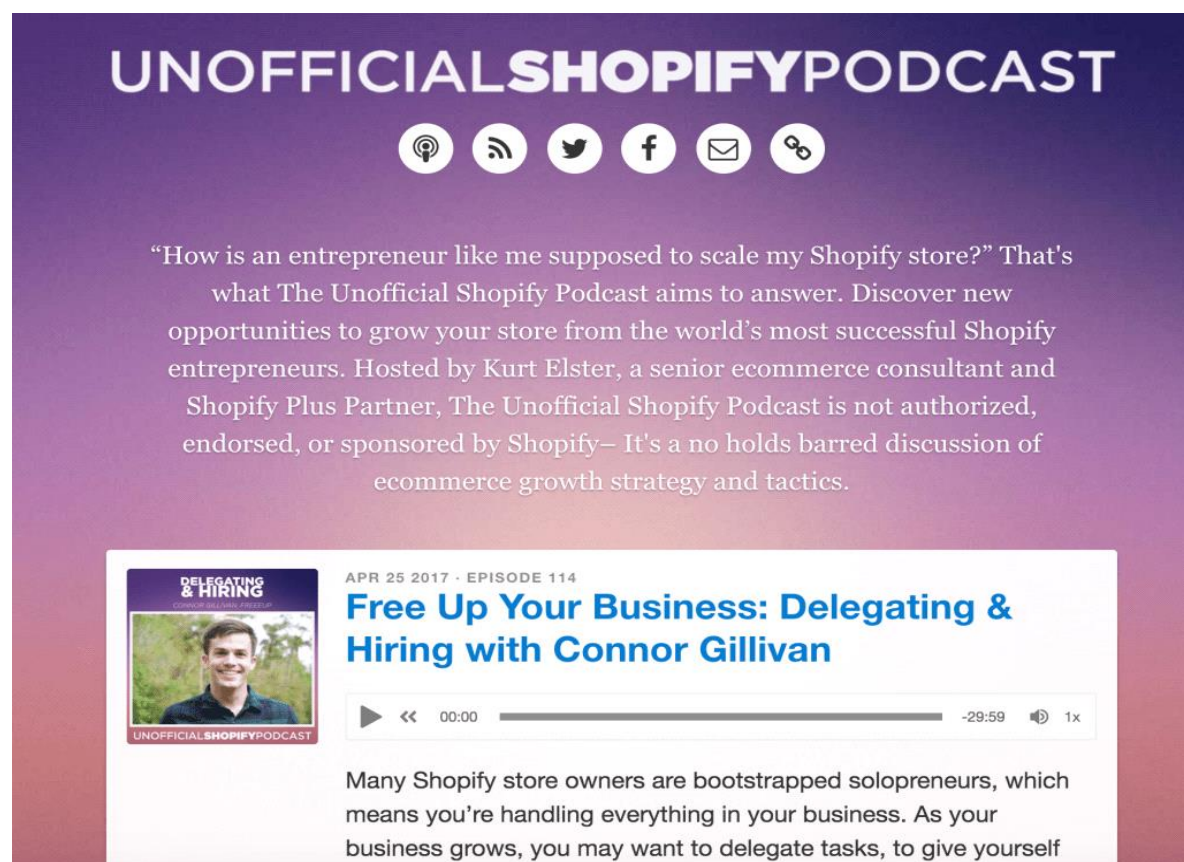
Once your business has a core selection of users that are loving your product or service, it's a good time to create and implement a referral program.

A referral program gives your most loyal customers the incentive and power to invite others into the community that they think would also benefit from your company's product or service.

I can't tell you how powerful this is for your word of mouth marketing. If you set up your referral program correctly from the beginning, word of mouth could become your biggest traffic generation strategy for your business.

Don't pass this traffic strategy up.

Traffic strategy #8: Get your voice heard on industry podcasts



The image is a screenshot of the 'UNOFFICIAL SHOPIFY PODCAST' website. The header features the podcast title in large white letters on a dark purple background, followed by social media icons for RSS, Twitter, Facebook, Email, and a link icon. Below this, a quote describes the podcast's purpose: 'How is an entrepreneur like me supposed to scale my Shopify store?' That's what The Unofficial Shopify Podcast aims to answer. Discover new opportunities to grow your store from the world's most successful Shopify entrepreneurs. Hosted by Kurt Elster, a senior ecommerce consultant and Shopify Plus Partner, The Unofficial Shopify Podcast is not authorized, endorsed, or sponsored by Shopify— It's a no holds barred discussion of ecommerce growth strategy and tactics.

The main content area features a podcast player for Episode 114, dated April 25, 2017. The episode title is 'Free Up Your Business: Delegating & Hiring with Connor Gillivan'. The player includes a thumbnail of Connor Gillivan, a play button, a progress bar at 00:00, a duration of -29:59, and a volume icon set to 1x. Below the player, a snippet of the episode description reads: 'Many Shopify store owners are bootstrapped solopreneurs, which means you're handling everything in your business. As your business grows, you may want to delegate tasks, to give yourself'.

Podcasts are an amazing platform for you to share your story, talk about your business, and reach thousands of new potential customers. On top of that, it's an opportunity to further grow your partnerships and referral partners.

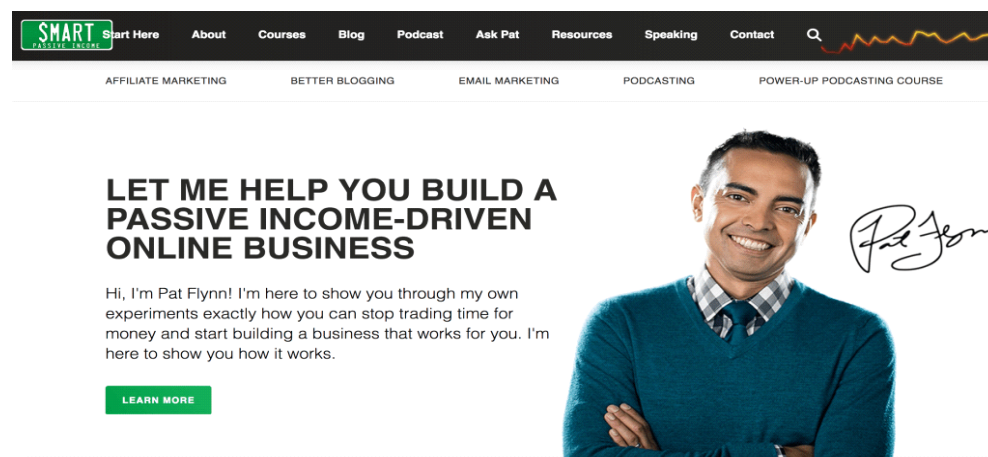
Find 100+ podcasts within your niche, find the information for their host, and reach out with an email that introduces yourself, shares a little about your story, explains the topics you can talk about on the show, and asks if they would be willing to have you on the show.

At first, start with smaller podcasts so you can get a few under your belt and become comfortable with the format of how they all work.

Once you feel confident in your content and story, start reaching out to some larger podcasts trying to land a spot on one of their upcoming episodes.

As you get your voice published on podcasts, you reach thousands of new potential customers and you drive new traffic to your website that have a sense of who you are and what your company is all about.

Traffic strategy #9: Run your own niche podcast



The screenshot shows the top of Pat Flynn's website. The navigation bar includes links for Start Here, About, Courses, Blog, Podcast, Ask Pat, Resources, Speaking, and Contact. Below the navigation bar are category links: AFFILIATE MARKETING, BETTER BLOGGING, EMAIL MARKETING, PODCASTING, and POWER-UP PODCASTING COURSE. The main content area features a large heading: "LET ME HELP YOU BUILD A PASSIVE INCOME-DRIVEN ONLINE BUSINESS". Below this heading is a short bio: "Hi, I'm Pat Flynn! I'm here to show you through my own experiments exactly how you can stop trading time for money and start building a business that works for you. I'm here to show you how it works." A green "LEARN MORE" button is positioned below the bio. To the right of the text is a photo of Pat Flynn with his arms crossed and a signature "Pat Flynn" next to it.

If you're a charismatic entrepreneur and love the spotlight, starting and running your own podcast can be an amazing way to drive more traffic to your website.

Pick a niche within your industry that you can focus on, build out the operations of the entire podcast, and then get it off the ground.

A great strategy for starting your own podcast is to invite other entrepreneurs to be interviewed on your podcast. This creates new relationships for your with other business owners then it also gives you access to their community when they promote the podcast out to their audience. It's a win, win.

Traffic strategy #10: Dominate long tail SEO keywords

Generating organic search traffic is a very important aspect of your traffic generation playbook. It takes more time to see results, but it's a critical part of your traffic growth.

The secret to generating solid traffic from search engines like Google is focusing on long tail SEO keywords.

Here's an example. If you're writing a new article about traffic generation, it would benefit you more to focus on the keyword "traffic generation marketing" than just "traffic generation."

The screenshot shows a Google search for "traffic generation marketing". The search bar at the top displays the query. Below the search bar, the results show "About 75,100,000 results (0.47 seconds)". The first result is from "Inbound Marketing | Traffic Generation - ManoByte" with the URL "https://www.manobyte.com/traffic-generation". Below this, there is a "People also ask" section with four questions: "How do I generate traffic?", "What is traffic in marketing?", "How do you get leads in marketing?", and "How can we increase lead generation?". To the right of the search results, there is a "Related Keywords" section with a table of keywords, volume, CPC, and competition. Below that is a "People Also Search For" section.

Keyword	Vol	CPC	Comp
traffic generation marketing definition	30	\$0.00	0.02
traffic generation definition	30	\$0.00	0
traffic generation marketing quizlet	0	\$0.00	0
traffic generation in marketing of website	0	\$0.00	0
traffic generation is quizlet	0	\$0.00	0
traffic generation campaign examples	0	\$0.00	0
traffic generation is mkt 327	0	\$0.00	0
traffic marketing definition	0	\$0.00	0

Reason being is that the competition on “traffic generation marketing” is much lower than the main keyword, but it still has good monthly search traffic that could become a source of traffic to your website.

As you get into SEO keyword planning and research, it’s best practice to try to dominate the long tail keywords first. You’ll find opportunities where you can go after the more popular keywords, but give it time. Start with the low hanging fruit first.

Traffic strategy #11: Write ultimate guides



As you create content for your website and target market, ultimate guides can be amazing pieces that drive a lot of traffic to your website.

The key to making these ultimate guides popular is finding ones that haven’t been created yet or that don’t have a lot of competition.

For example, my company, FreeeUp, is a freelance marketplace that helps business owners find and hire reliable freelance talent.

Now, it may be hard for me to create an ultimate guide about hiring because it's such a general topic and has been dominated by larger companies for years in the past.

However, I may be able to create the "Ultimate Guide to Hiring Facebook Advertising Experts." By niching down, I find that there is less competition for this specific guide, but that there is also people still looking for advice on how to do it.

Once you have an ultimate guide, you can promote it on social media, through email, and send it out to your partners asking if they'd be willing to share it.

Over time, your ultimate guides can become a consistent and high-value source of traffic for your website.

Traffic strategy #12: Create and promote case studies

FREEUp[Schedule Call](#)[Top 1%](#)[Hire Freelancers](#)[Find Work](#)[Community](#)[Log In](#)

Success Stories



Ben Cummings | Founder of eCommerce Fast Track Coaching

FreeUp helped Ben Cummings hire top freelance talent for his eCommerce business. After realizing the power of the marketplace, Ben became a super referrer to his community of eCommerce entrepreneurs.



Damian Coughlan | Internet Entrepreneur

Damian Coughlan was wasting time searching for freelance talent on other marketplaces. After learning about FreeUp, he quickly tapped into the top talent on the marketplace and grew his eCommerce business to over \$500,000 in revenue.

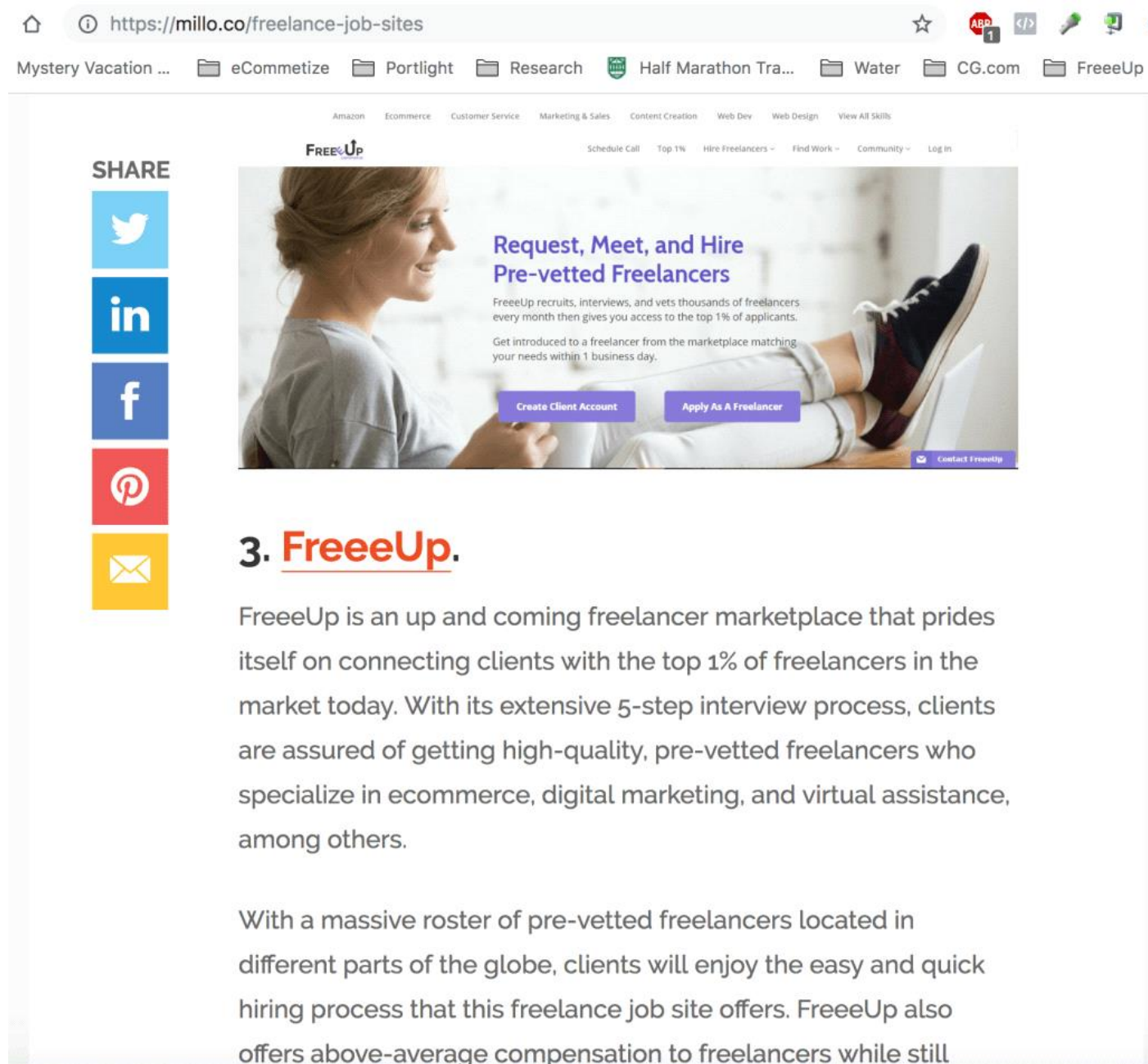
Similar to ultimate guides, creating real case studies based off your customer's experience can be extremely powerful.

Once you have a customer that you're comfortable asking, reach out and see if they would be willing to spend 30 minutes on the phone with you talking about their experience thus far. Be upfront that you'll be using it as marketing material for the company.

Once you have the case study published, make sure to share it with your current customers allowing them to share it with others as they get involved with your referral program.

Potential customers want to trust that you've provided a positive experience for other people. Case studies help you to build that initial trust.

Traffic strategy #13: Get your name included in already published articles



SHARE

Twitter

LinkedIn

Facebook

Pinterest

Email

3. FreeUp.

FreeUp is an up and coming freelancer marketplace that prides itself on connecting clients with the top 1% of freelancers in the market today. With its extensive 5-step interview process, clients are assured of getting high-quality, pre-vetted freelancers who specialize in ecommerce, digital marketing, and virtual assistance, among others.

With a massive roster of pre-vetted freelancers located in different parts of the globe, clients will enjoy the easy and quick hiring process that this freelance job site offers. FreeUp also offers above-average compensation to freelancers while still

There are millions of popular articles published all over the Internet and within your niche market as well.

Some of the best articles have lots of backlinks pointing back to them giving them a higher page authority than articles with less backlinks and social proof.

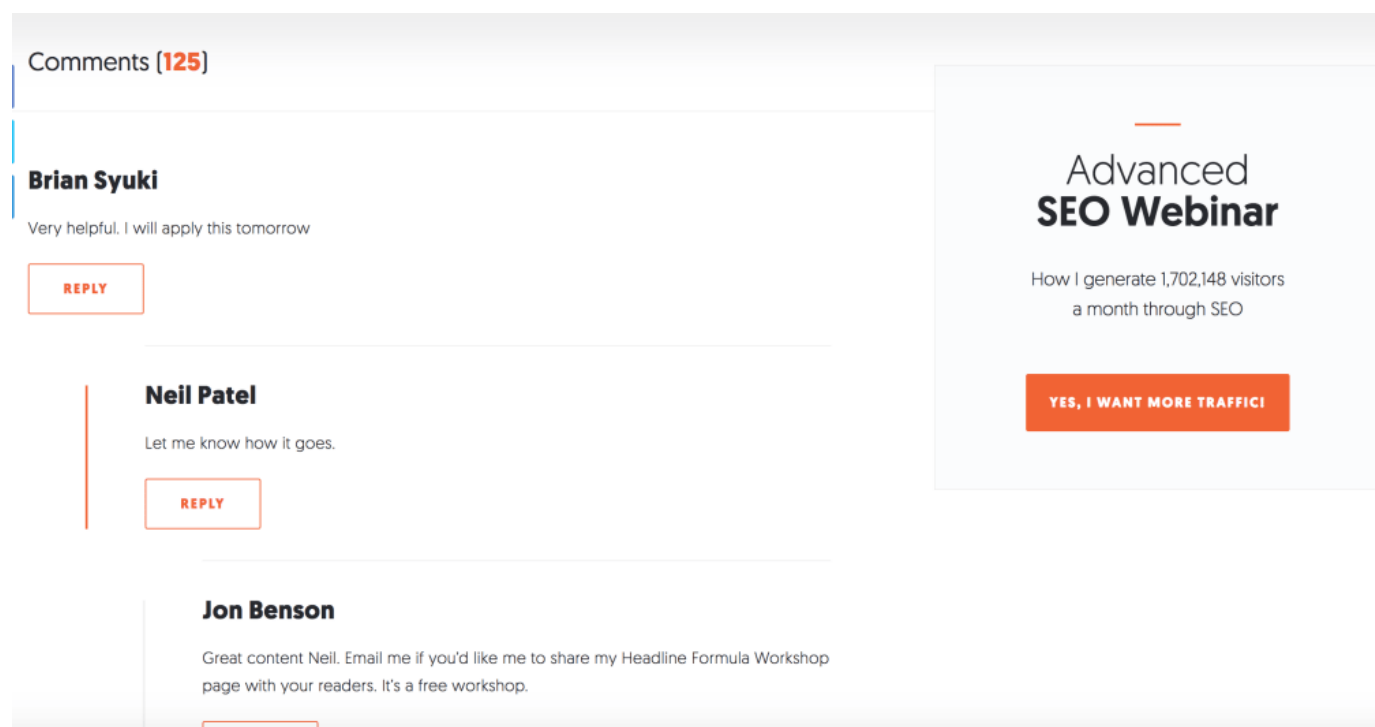
A great traffic generation strategy is to find these types of articles where it makes sense that your company would also be listed or you would be included.

Then you find the site's marketing department and reach out to them introducing yourself and asking if they would be willing to add you to their article the next time they update it.

In return, you can offer to share it on social media when they make the change to drive more traffic to the article.

If you can create a consistent process of reaching out to these sites, you'll see outstanding long term results on your SEO site ranking.

Traffic strategy #14: Comment on popular blog articles



Comments are a great place to get involved in conversations with other readers and the author of the article. It can lead to new relationships that can further help your company.

Create a list of 15–20 blogs that you really like within your industry.

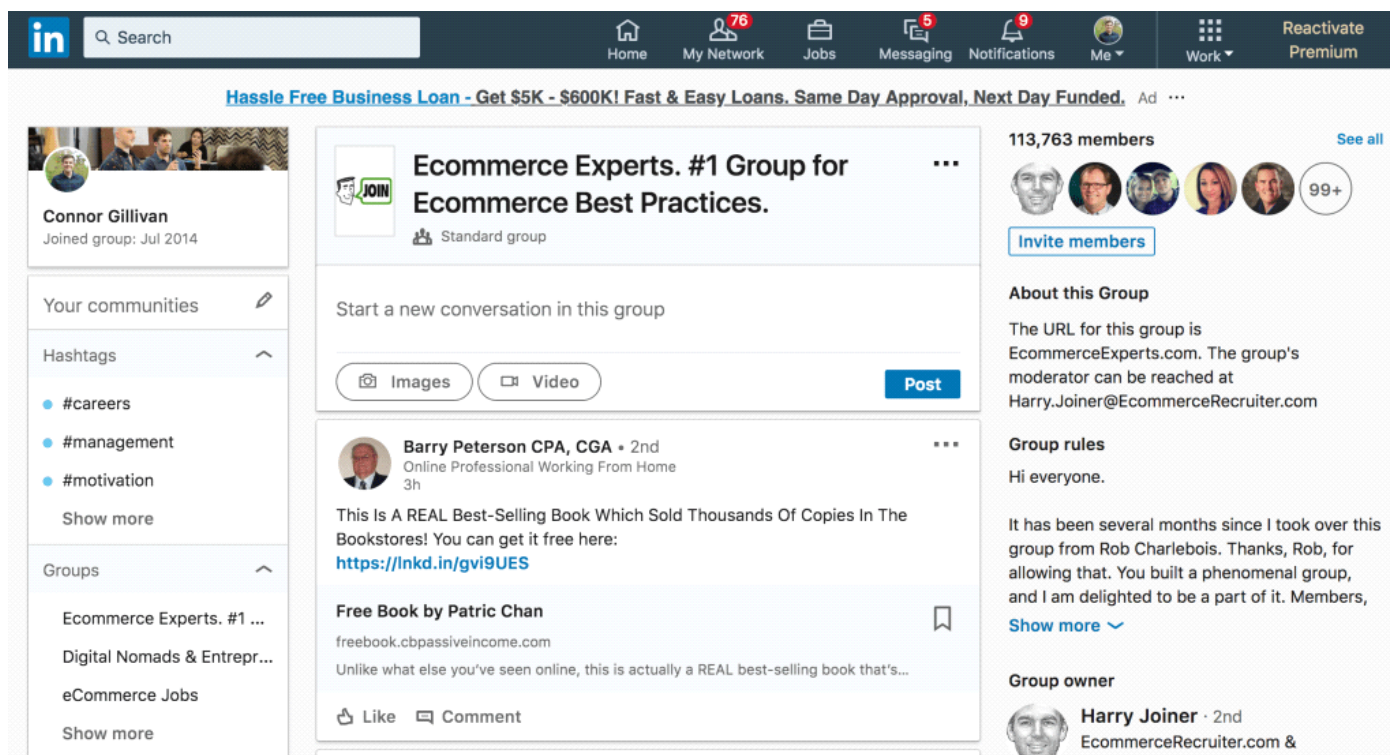
Spend 30 minutes each day going through their new content and seeing if there are any articles where you could ask a good question or leave even more valuable content for the people reading the article.

Over time, you can reach out to the owner of the blog to create a relationship and it could even lead to a guest article opportunity.

When people see someone leaving high value content in comments, they may then take the time to go to your profile and check out what your deal is.

This can drive new visitors to your site

Traffic strategy #15: Establish expertise within LinkedIn groups



Go to your LinkedIn account and first make sure that it's ready for other people to be looking at it.

What I mean by that is to make sure you have a professional picture on your profile. Make sure it's very clear who you are in the first few lines of your

profile so that people can quickly understand how you may be able to help them.

Make sure to have all of your work history updated.

And if you can, get 5–10 reviews from people that you’ve worked with in the past.

Once you have this all set, search and put together a list of 25 LinkedIn groups that focus on your industry...where your ideal customers may be visiting.

Spend 30 minutes each day going into the groups, looking at the new content, commenting anywhere it makes sense, and also creating your own posts sharing advice or sharing relevant articles that other group members would like.

Over time, reach out to the other people in the group and see if you can connect and network.

Same goes for the owner of the group so you can see if there are any partnership opportunities.

Your activity in the group will drive new traffic to your website and could lead to good partnerships and new customers.

Traffic strategy #16: Tap into the power of influencers

24 Top Marketing Influencers



Branden Hampton

Branden Hampton is the number one social media influencer, according to "Forbes." As one of the top marketing influencers, he's built up a following of 65,300 on Twitter, and has thousands more across Instagram and Snapchat. He's published a book on building a business with less than \$1,000, and was the CEO of a marketing agency.

Influencer Marketing
Content Marketing
Social Media Marketing
What's Trending

COMPANY

Community
Press Releases
Product Updates

Influencers are entrepreneurs, marketers, and people that have large reach within their social media channels. They may be well represented across multiple channels or they may simply dominate one channel (i.e. Instagram).

By building relationships with influencers, you gain the ability to put their voice behind you and your product/service.

When this happens, traffic flows to your site and you have the opportunity to convert them to real customers.

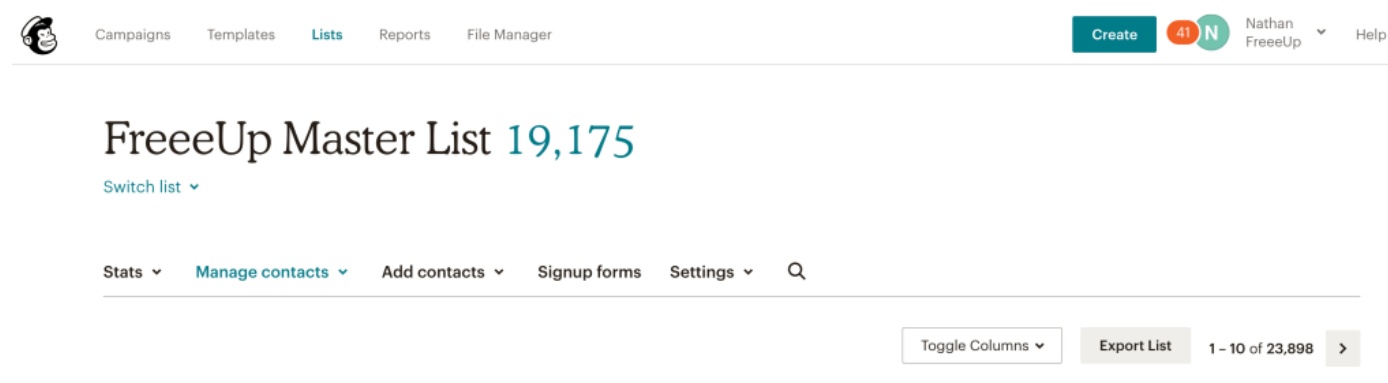
Create a list of 25 influencers in your industry. Watch their content for a couple of weeks and take note of what is most important to them.

Once you "know" them well enough, reach out with a personalized email touching on why you were attracted to their content, who you are, and that you're interested in setting up a time to network.

Try reaching out to them on their most active social media channel. Email will be tough.

This can quickly become one of your strongest traffic generation strategies if you build enough influencer relationships and have leading marketers behind your brand.

Traffic strategy #17: Build an interested email list



Email marketing has been around since Google created Gmail.

It's a cornerstone to any digital marketing strategy as it gives you a direct line of communication to your customers and to potential customers.

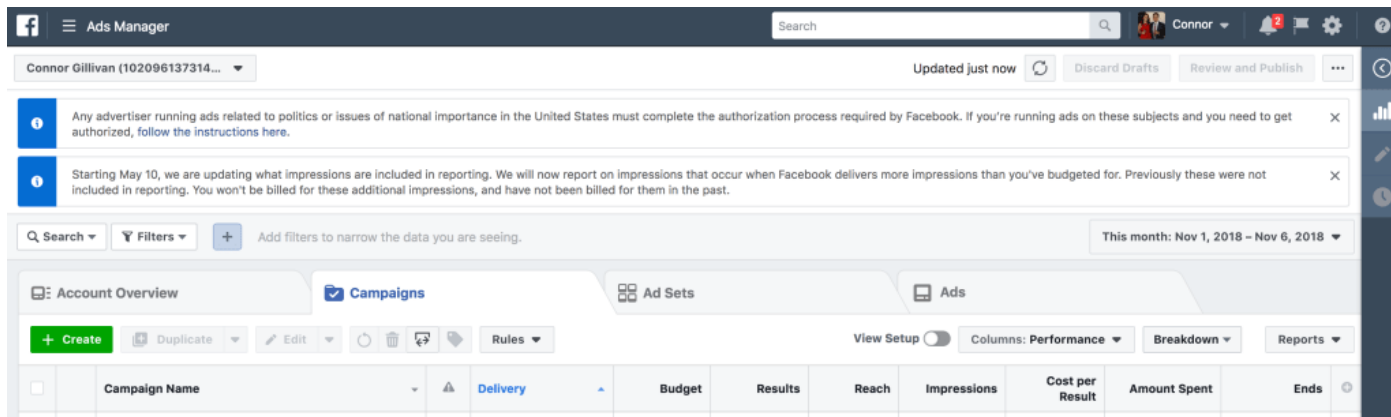
From the get go, choose an app like Mailchimp or Aweber or Constant Contact to manage your email subscriber list and email campaigns.

If you're using WordPress to build your site, add email list sign up forms directly onto your site using the email campaign manager you choose.

Or look to find a plugin like Thrive Leads where you can further customize the different types of forms that you use for adding more subscribers to your email list.

Building an email list and creating regular email content can be an amazing traffic generation strategy. There's a good chance it won't be your home run hitter, but it's an amazing way to build your community and get regular traffic to your site.

Traffic strategy #18: Target specific people with Facebook advertising



Facebook Advertising has become super popular over the past 3 years since Facebook has made it simpler for all of its users to easily advertise with a few clicks of the mouse.

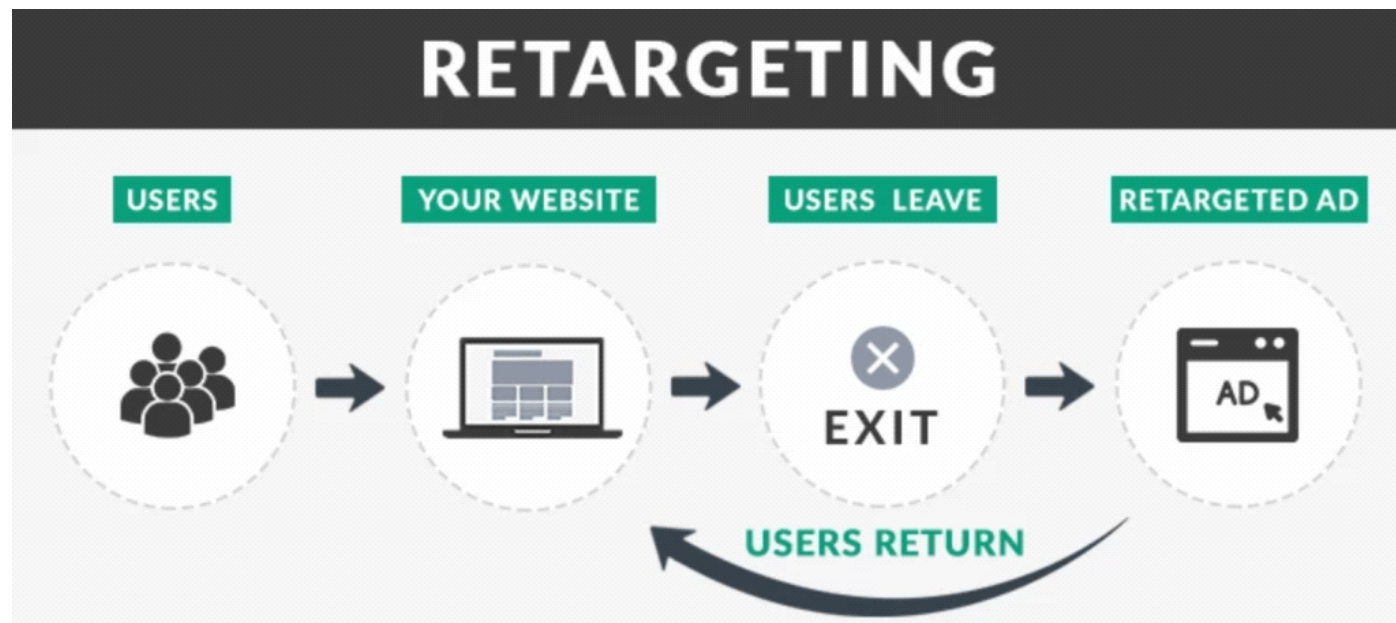
With that said, it's not as easy as it looks and it takes a real Facebook ads expert to know how to properly create strong ad copy and graphics then target the best people for your business.

If you have the skills, amazing. If not, you can use a site like FreeUp.com or GetCredo.com to find a qualified Facebook Ads expert to handle the campaigns and targeting for you.

There are many things that go into using Facebook Ads as one of your traffic generation strategies, but the keys are (1) strong and compelling copy (2) an enticing image that pulls the user in (3) a strong call to action.

It will take time to test, measure, and find the right type of ads and market for your business, but it can then become an amazing traffic generation source.

Traffic strategy #19: Retargeting campaigns with Facebook and Google



Similar to top-of-the-funnel Facebook advertising (as we just discussed), you can make sure that the people that visit your site keep seeing your brand and want to come back for more.

This is called retargeting. And it can be done through Facebook ads and Google Adwords.

It works like this.

If someone comes to your website from one of your other traffic generation strategies, you can set up a retargeting campaign on Facebook or Google so that you follow them around with ads.

They go to Facebook and are browsing their news feed; you're there advertising to them.

They go to somewhere on the Internet within Google's ad network reach and you are there advertising within the content trying to pull them back to your site.

Retargeting is an extremely costly advertising campaign to run that further warms leads and can lead to more traffic and more customers in your system.

Traffic strategy #20: Paid Adwords campaigns for high conversion keywords



If you want to try to target specific keywords that are privy to your business, but you don't want to wait the 6–9 months to climb your way up the SEO ranking ladder, you can tap into Google Adwords as a traffic generation strategy.

Similar to keyword research for SEO topics and article writing, you can research the keywords where your customers are searching most then go into Adwords and set up a campaign targeting that keyword.

Here's an example.

For my business, FreeeUp, we help business owners hire virtual assistants and freelancers to grow their business.

A big keyword for us is “hire a virtual assistant.”

It's highly competitive and it's difficult for us to raise to the top of the Google rankings so that we are on the first page.

To skip past all of that SEO work, we could set up a campaign and pay for each person that clicks on our ad at the top of the page.

Ideally, your ad cost per customer is something that is reasonable given your business model. Otherwise, it wouldn't make sense.

Similar to Facebook advertising, Google AdWords is a complex skill set and requires years of experience and testing. If you're not the person for the job, find someone reliable that can handle it for you.

- Engagement Campaigns

Brand engagement campaign encourages both loyal fans and potential new customers to like, share, comment on and contribute to that brand's narrative. The campaign's success is often measured using social media engagement metrics. If the campaign goes viral, you have got a hit on your hands.

Example: Gentleman kisse kehte hai? Ayushmann Khurana for The Man Company

YouTube link: <https://youtu.be/cpA0J62LMB0>

Wendy's #NuggsforCarter campaign

One of the best examples of a brand that takes their social media strategy seriously (well, kind of) is Wendy's. With their iconic, sarcastic Twitter personality, the fast-food company has been able to build a following of 3.4 million people. Customers are constantly engaging with the brand on Twitter in hopes of receiving some type of witty reply.



One of their best customer engagement campaigns was their interaction with 16-year-old high school student, Carter Wilkerson, who tweeted the restaurant asking for a year of free chicken nuggets. While Wendy's sarcastically replied with "18 million," users quickly got behind this movement.

The #NuggsforCarter campaign captured the attention of millions of users, creating a ton of brand awareness for Wendy's. Even Ellen Degeneres took notice and invited Carter to be on her show. While Carter didn't reach the 18 million mark, he was able to set the world record for the most retweets ever with 3.42 million and secured a year's supply of Wendy's nuggets anyways.

How to Plan your digital marketing campaigns?

11 Steps to Building a Results Focused Digital Marketing Campaign

1. Define your goals

Do you want conversions, followers, likes, responses to emails, to be #1 on Google searches? The options are endless in digital marketing but it is wise to decide what your main goal is going to be in your digital marketing campaign. If you want to send emails as well as run ads on Google and other social media platforms, consider hiring a digital marketing agency to help you out as this can be a huge task for a small business owner.

There are several different types of goals you can focus on. Some important ones that you should be aware of are brand awareness, follower growth, conversions and lead generation.

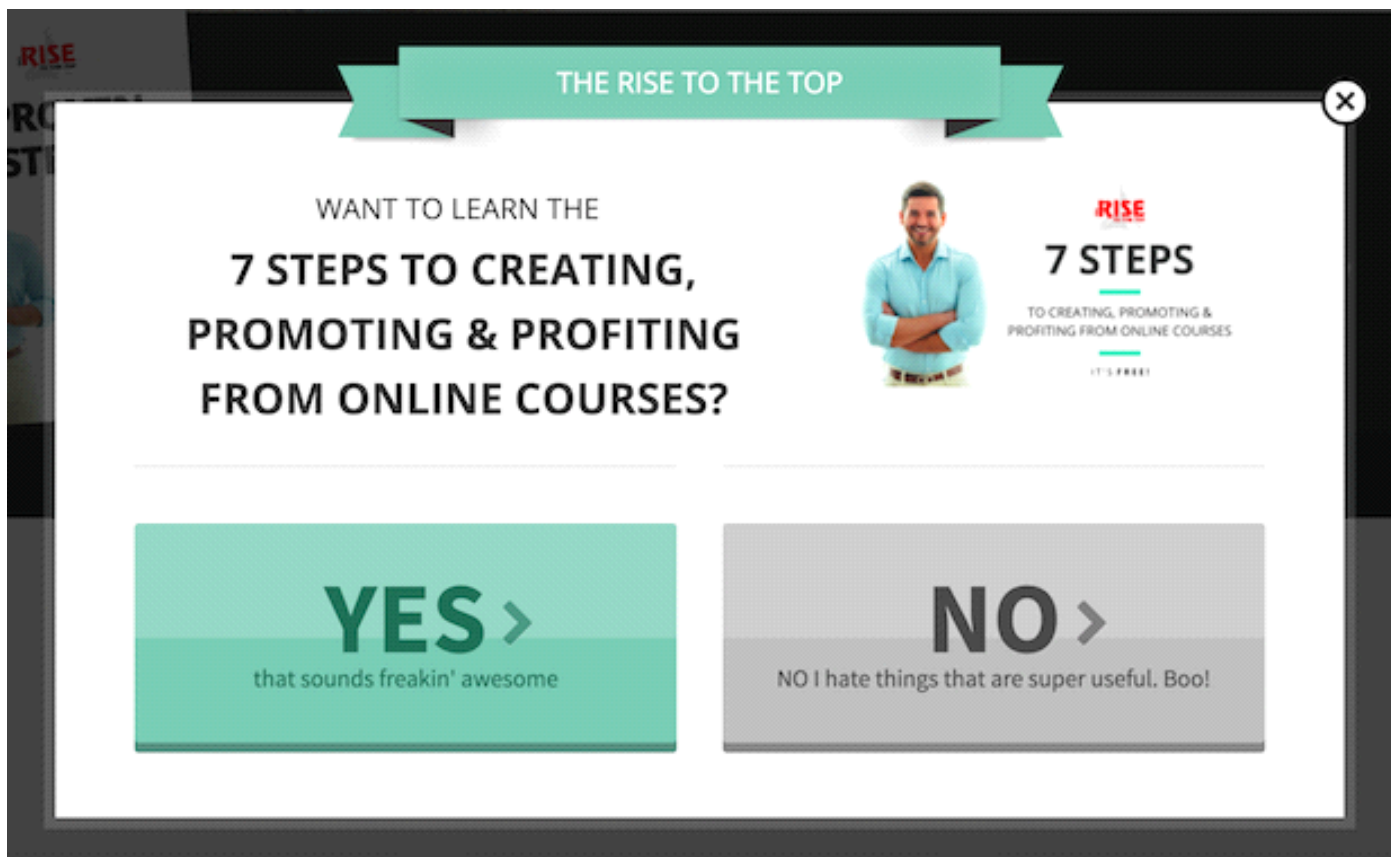
Brand awareness should be high on your list. How many times have you told someone to search for something on the internet but instead of saying “Go search for it” you have said “Just Google it”? This is brand awareness at the highest level. When users start to use your brand name to refer to a generic term, you’ve made it. But it’s a long process to get there.

Gaining followers is not as easy as it sounds. Sure you can tell all of your friends and family to like your business on Facebook or follow you on Instagram. But you still need a digital marketing campaign. Here you can run follower growth ads on Facebook that target your specific audience and ask them to like your page. Send emails to your current clients asking for likes or follows. It is always a good idea to have something to exchange like a coupon or free gift.

Getting people to convert to using your product takes a lot of coaxing. If you want your digital marketing campaign to be focused on conversions you

essentially want someone to see your ad or open your email and make a purchase.

Lead Generation is a step in the conversion process. If you are focused on generating leads, these users will become aware of your product and then let you know they are interested in learning more and potentially making a purchase.



With each of these goals there are various steps you will have to take in order for your digital marketing campaign to be successful.

2. Define Your Target Market

What types of people do you want to target? If you already have a website and are running analytics you can pull reports to see what kinds of people are shopping for your products. If you are just starting out you will need to do some research. You can check out your competition to see who they are targeting but don't just target their audience. You should find a niche market to target that they might be missing out on.

You will need to first decide if you are targeting other businesses or consumers. No you cannot target everyone. Find your niche market. A successful digital

marketing campaign has a well-defined audience that is carefully crafted by you, the business owner!

You can survey your current customers on your own or hire a digital marketing company to do the research for you.

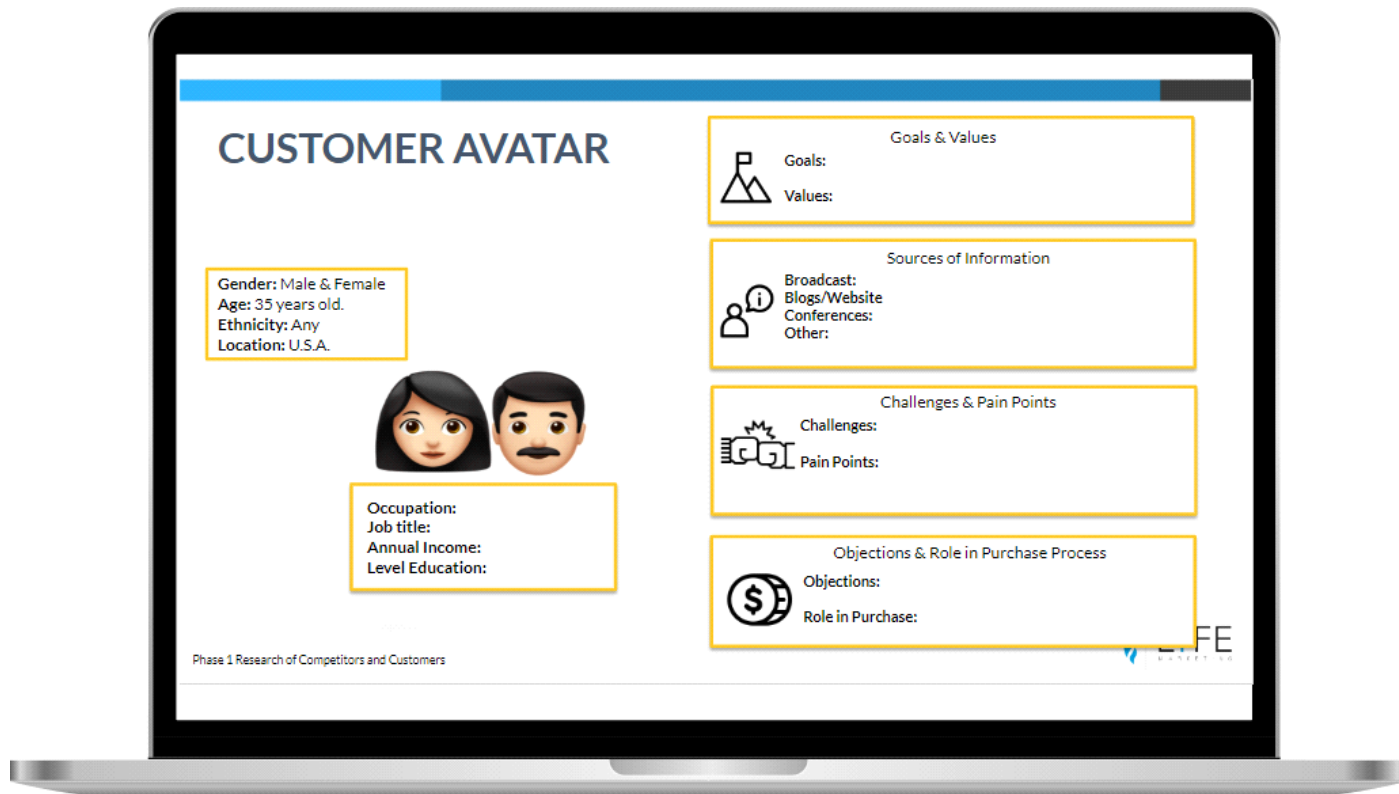
3. Develop Personas

Create a buyer persona for your brand. Describe this person in detail – what they do for a living, their annual income, family situation, age, likes and dislikes.

Say you are opening a craft coffee company in your local community. The average price of a cup of coffee is around \$5. Your ideal customer will likely have a higher salary and have some disposable income. Let's map out a persona for our future coffee business.

This is Steve. Steve is a 27 year old marketing professional who earns \$80,000 a year at his job. He loves his local community and is always looking for a fun new place where he can spend the days he works from home instead of the office. He is very tech savvy and loves a good subscription box. Steve loves learning about the latest technology but also enjoys the outdoors. He spends his Saturdays shopping at the local farmers market and taking his dog for walks in the park. He hopes to have one day his own tech company. Although he likes to save money, he will often splurge on locally crafted food and drinks.

This is a short summary of an ideal customer for our local coffee business. When creating buyer personas, you should consider your customers' demographics, fears, goals and their online behaviours. Creating these takes time, practice, and patience to get them just right.



4. Define Your Budget

For any digital marketing campaign, you will need to come up with a budget. Keep in mind that digital advertising is the cheapest form of advertising! We have already compared digital marketing vs traditional marketing if you don't believe us.

If you are hiring a digital marketing company keep in mind that you will need to budget for paying for services as well as having a budget for running Facebook or Google Ads if that is something you are interested in for your digital marketing campaign. You can start by asking yourself how much revenue you want to see. This is where you need to set a reasonable goal. If you are running a Facebook ad campaign and you want to make \$10,000 each month and your product margin is \$100 you will need to generate 100 sales from this ad campaign. And with that in mind, you can set your budget based on the profit margin you'd like to generate.

Creating a budget is a big part of your digital marketing campaign. If you don't know what your budget should look like, set up a time to talk it through with a social media professional.

5. Choose The Channels You Want to Use

In your digital marketing campaign you will probably want to utilize as many channels as possible. If you are a business-to-business company you should not be using the exact same channels as a business-to-consumer company.

You can advertise on social media sites like Facebook, Instagram, LinkedIn, and even Pinterest. Google Ads are popular as well and can quickly get your company website to the top of search results. Don't leave email marketing out of your digital marketing campaign. Sending emails is often neglected by companies but this is one of the best ways to grow your business.

A combination of marketing on social media channels, sending emails, optimizing your website, and using Google to advertise can build a strong strategy if done correctly. With all of these strategies working together, there's a lot of room for user error. Of course, you can learn how to build an amazing digital marketing campaign yourself, but wouldn't it be easier to let a professional do all of the heavy lifting for you?

6. Do Keyword Research for SEO and PPC

If you are planning on running Google Ads (PPC) or optimizing your website for search engines (SEO) you will need to do some keyword research. Keywords are words that users type into search engines in order to find a product or service or answer a question.

If you don't want to run ads you definitely want to make sure your site is optimized. SEO is free unlike PPC and is used to organically move your page up in Google search rankings.

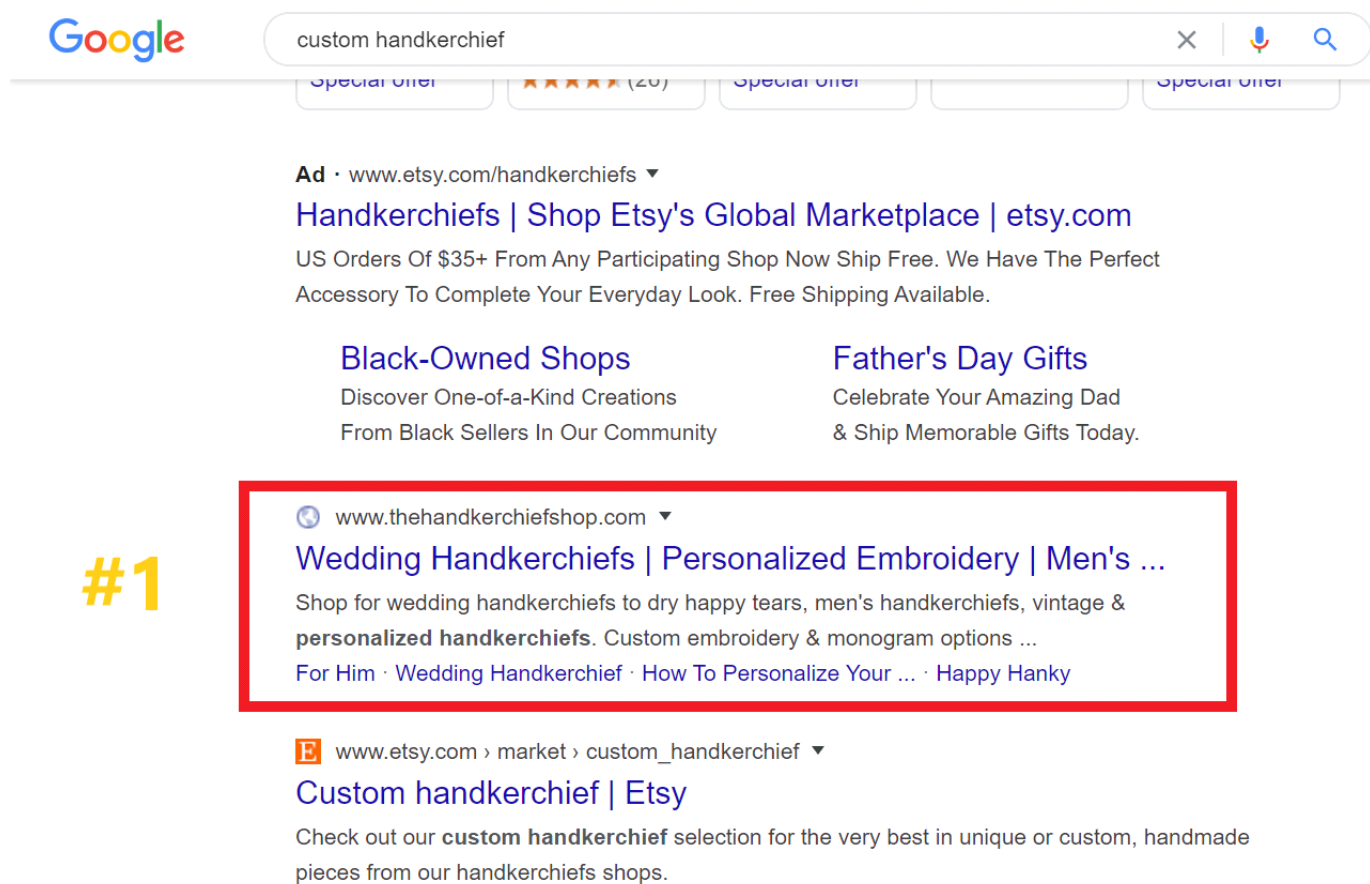
The trick to finding keywords for your business is to put yourself in your customer's shoes. Brainstorm a list of keywords that you think customers will be searching and then test them! You can type words into Google and let your search bar autofill like this. It will help you get an idea of what customers are searching for.

You can also use sites like Answer the Public. This site will provide a web of questions that people are asking search engines based around the keyword you type in. As you can see these are all the questions that people are asking Google about flights.

Here's a sneak peak into our keyword research process. We start by talking with our clients about their goals for their digital marketing campaign and which

words they think customers are searching for. We then compare what competitors are ranking for and check to see if there are any keywords you are ranking for already and if it's possible to get you that number one spot.

After our initial research is completed we compile keywords so that we can compare their monthly search volume and keyword difficulty. We also like to map out which page we can optimize for each keyword or if we should create a new landing page. We are usually looking for keywords that have high monthly search with low competition.



For this client, we used industry-relevant keywords to optimize their website and was able to rank them at the first spot of Google search results.

Here you can see part of our process for defining which keywords will work well for this company and which won't. We like to explore all of our options to make sure we don't miss a potential keyword.

Our process for PPC is a little different as we have to compare the cost per click of each word and then group the keywords accordingly. With PPC we are focused on how much each word will cost when a potential customer clicks as

well as the monthly search volume. Our goal is to keep your CPC low while reaching as many people as possible.

Once you have completed your keyword research you are ready to start optimizing your site and set up Google Ads. SEO will physically take place on your site. You will need to change your title and meta descriptions, H1 tag, images alt tags and copy to reflect the keywords you have chosen. When creating your PPC ad campaigns you will use your target keywords so that when they are typed in, your ad comes up as one of the top ad results. If you are going to put time and money into something like SEO and PPC you want to make sure it is done correctly. Hiring a professional for your digital marketing campaign will ensure that a custom strategy is put in place so that you can achieve your goals.

7. Set up Ads on Social Media Platforms

Now that all of your research is completed and your goals are set, you can jump into social media advertising. Wherever you decide to advertise (Facebook, Instagram, Pinterest, LinkedIn, Twitter) you will need to create engaging advertisements that resonate with your audience. Since Facebook advertising is the most popular form of social media advertising in a digital marketing campaign we'll show you an example.

You will be creating this ad in the Facebook ads manager for your Facebook business account. They will first ask you to choose your objective. Let's go with brand awareness.

You will then choose a name for your campaign and decide if you want to optimize your budget or not. You will then be prompted to create an audience for your ad.

Pro Tip: Use a lookalike audience. This is a great way to target people who are similar to your existing customer base. You'll need an email list to start so that Facebook can build an audience for you. Once you have this set up you'll be targeting potential customers like a pro!

Name	Type	Size	Availability	Date Created	Sharing
LYFE - Thru play 365	Custom Audience Engagement - Video	67,000	● Ready Last edited 10/11/2019	10/03/2019 10:56 AM	--
Lookalike (US, 1%) - LYFE - 95% watched 365	Lookalike Custom Audience: LYFE - 95...	2,200,000	● Ready Last edited 08/22/2019	08/22/2019 4:06 PM	--
LAL 6/7	Saved Audience	250,000	● Ready Last edited 07/10/2019	06/07/2019 4:02 PM	--
Lookalike (US, 1%) - LYFE - View Content	Lookalike LYFE - View Content	2,100,000	● Ready Last edited 05/22/2019	05/22/2019 3:55 PM	--
LAL Multi for IG 21-35	Saved Audience	190,000	● Ready Last edited 05/22/2019	05/22/2019 3:32 PM	--

This is an example of how we used lookalike audiences for our sightseeing service client's PPC ads.

You will then set your advertising budget. Our best advice is to start small and then scale up. You wouldn't want to spend a bunch of money on an ad set that's not converting.

Finally you will create an advertisement complete with images and copy that is going to resonate with your audience.

8. Manage Your Social Media Profiles

Not only is social media advertising an important component for your digital marketing campaign but managing and monitoring your accounts should not be neglected. Follower growth and reputation management are two management techniques that we swear by. You should always be focused on growing your fan-base because you want to continue to gain customers. Don't just rely on your existing customers.

In order for your digital marketing campaign to be successful, you should make sure you have a good online reputation. This means you will need to interact with your customers on your social media accounts as well as reply to disgruntled customers who give you bad reviews. Reaching out to people who have had a bad experience (although it may be scary at first) builds trust and rapport with your customers.

Here's a review that was left on Google. This could have really harmed the business if the owner had not responded. If a customer did have a bad experience you can open a dialogue with them, ask them to send you a message

or an email about their experience or offer them a coupon to try your business again. As a business owner the best thing you can do is to make sure you are actively reading comments and reviews on social media as well as interacting with customers.

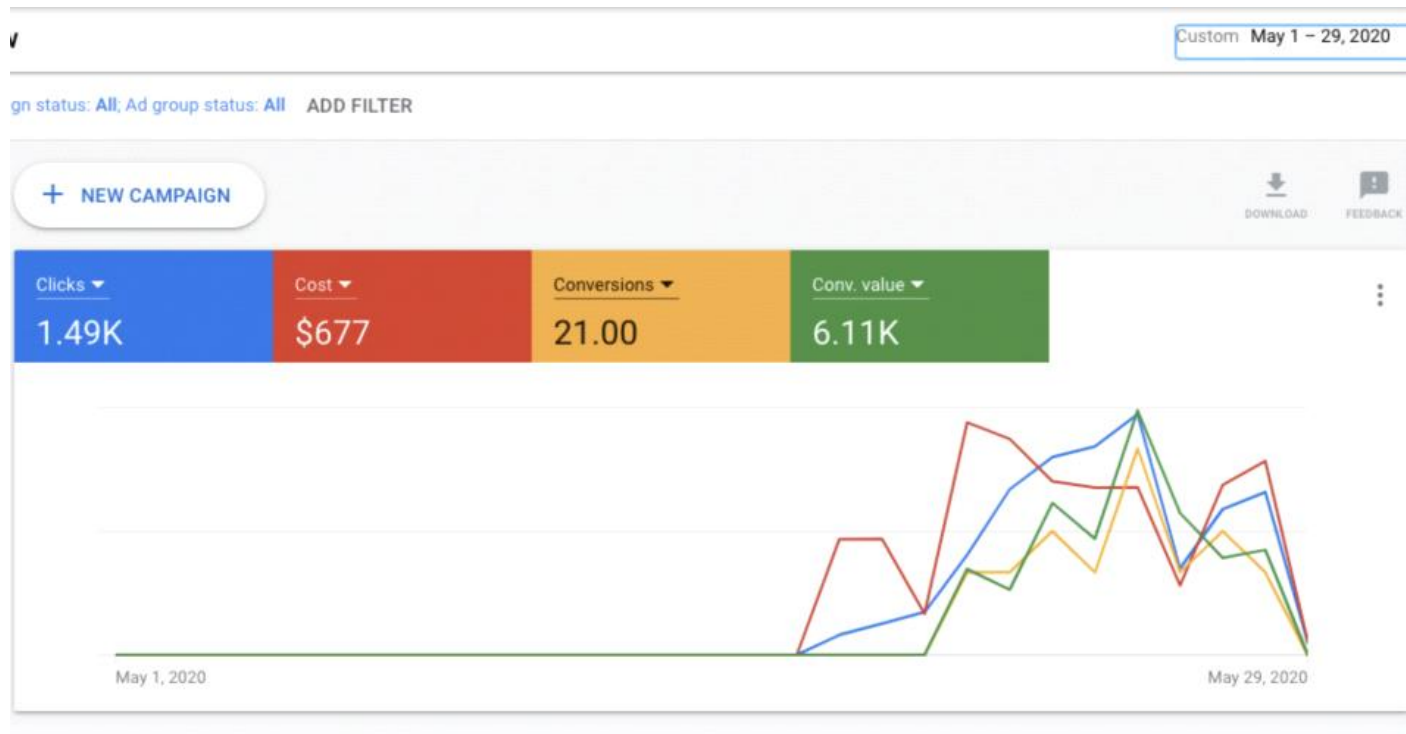
9. Formulate an Email Marketing Strategy

Email marketing should not be left out of your digital marketing campaign as it can be incorporated with the social media side of your campaign. You can use social media to collect emails which you can then use to build a lookalike audience for your campaign. You now have a list of people who have opted to receive news and special offers from you! You can also use emails to encourage follower growth on your social media platforms.

If you feel like you don't have time to send emails, at least set up some automations (or hire an email marketing pro to do it for you!). Automations can be created to welcome users, remind them that they left something in their cart, update them on their purchases and more! Once you create the emails you want to appear in your automation, you will need to set up a trigger and press start.

We'll look at setting up automation in MailChimp.

As you can see, the trigger is set to send the first email one day after a subscriber joins your list. You can then add as many emails as you want to this sequence. Automating emails can save you a lot of time but it is good to send non-automated emails as well. A welcome sequence is great but what happens when it's over and your customers finish the automation? If you discontinue email marketing, your customers will quickly forget your brand.



The above image is a proof of just how much email marketing works, if done effectively. We were able to generate over \$12k in revenue for a gardening solution client.

Get Exclusive Marketing Tips!

Join over 50,000 marketers who get exclusive marketing tips that we only share with our subscribers.

Top of Form
SIGN-UP

Bottom of Form

10. Set Up Remarketing

Remarketing is a tool that you should be using throughout your digital marketing campaign. It allows you to capture sales that you might have otherwise lost. If someone browses your products but does not make a purchase you can target them with social media ads, Google Ads or emails.

Here is an advertisement from Rareform, a company that sells wallets, bags and purses made from recycled billboards. Since they have a bunch of different products, they are running a carousel ad so that customers can easily browse their products or see products that they have looked at previously on their website. They even offer a coupon to further entice customers.

Remarketing emails can come in the form of cart abandonment emails. If you add something to your cart and don't purchase, you may receive an email about it later encouraging you to come back and make a purchase. Big companies like Amazon have remarketing down to a science. They will send you emails about what you have left in your cart or products that are similar to products you have either purchased or clicked on like this backpack.

This strategy should be a big part of your digital marketing campaign in order to catch the customers who slip through the cracks.

11. Craft A Blogging Strategy

Steps to Craft a Blogging Strategy

- Define your goals.
- Perform some target market research.
- Come up with topic ideas and keywords to target.
- Create a content calendar.
- Build amazing content.

Blogging is a critical piece of your digital marketing campaign that may sound insignificant but it can be a game-changer for your business. Blogging can help out your SEO, increase customer engagement, and help to answer questions that your customers have. A big tip for writing blogs is to make sure you are crafting relevant content. Your blogs don't have to be 3,000 words but keep in mind that the longer the blog the better your chances of ranking. If someone clicks on one of your 300 word blogs, they'll be finished reading pretty quickly. This means that their time spent on your site will be fairly short. Users will spend a lot more time reading a longer blog that has engaging copy and cool graphics. If users spend a lot of time on your site, Google now thinks that your content is important which can ultimately help you move up in search.

By writing a blog you can also help to answer your potential customers' questions about your company or product. No matter what your product, service, or cause is your website will greatly benefit from blogging. If you don't know where to begin, our team of experts can help you brainstorm topics and even help with writing your blogs, which can end up saving you a lot time.

Digital Marketing Campaigns

A **digital marketing campaign** is a complex undertaking, one that will require your dedication and attention, from the moment you first conceive of the **campaign**, right up until it is being presented to an audience. **Digital marketing campaigns** are much more dynamic and sustained than traditional, analog **marketing** methods.

Campaign goals should not only be specific, measurable, and realistic, but they should be purposeful and align with real business objectives. Getting more “likes” is **great**, but to be truly valuable it must deliver more meaningful results (That is getting leads converted). Most of the campaigns get a lot of reach and traffic but no results. So, one should be careful with campaigns.

Campaign will perform at their peak when the marketer understands the target audience well. Campaigns must be set with a lot of research and understanding of prospects.

5 best marketing campaigns

- “Just Do It” – **Nike**.
- “The Most Interesting Man in the World” – Dos Equis.
- “We Try Harder” – Avis.
- “Absolutely, Positively Overnight” – FedEx

#Watch these commercials on YouTube and understanding them would give you a clear understanding of marketing campaigns.

Types of Digital Marketing Campaigns

- Brand Awareness Campaigns

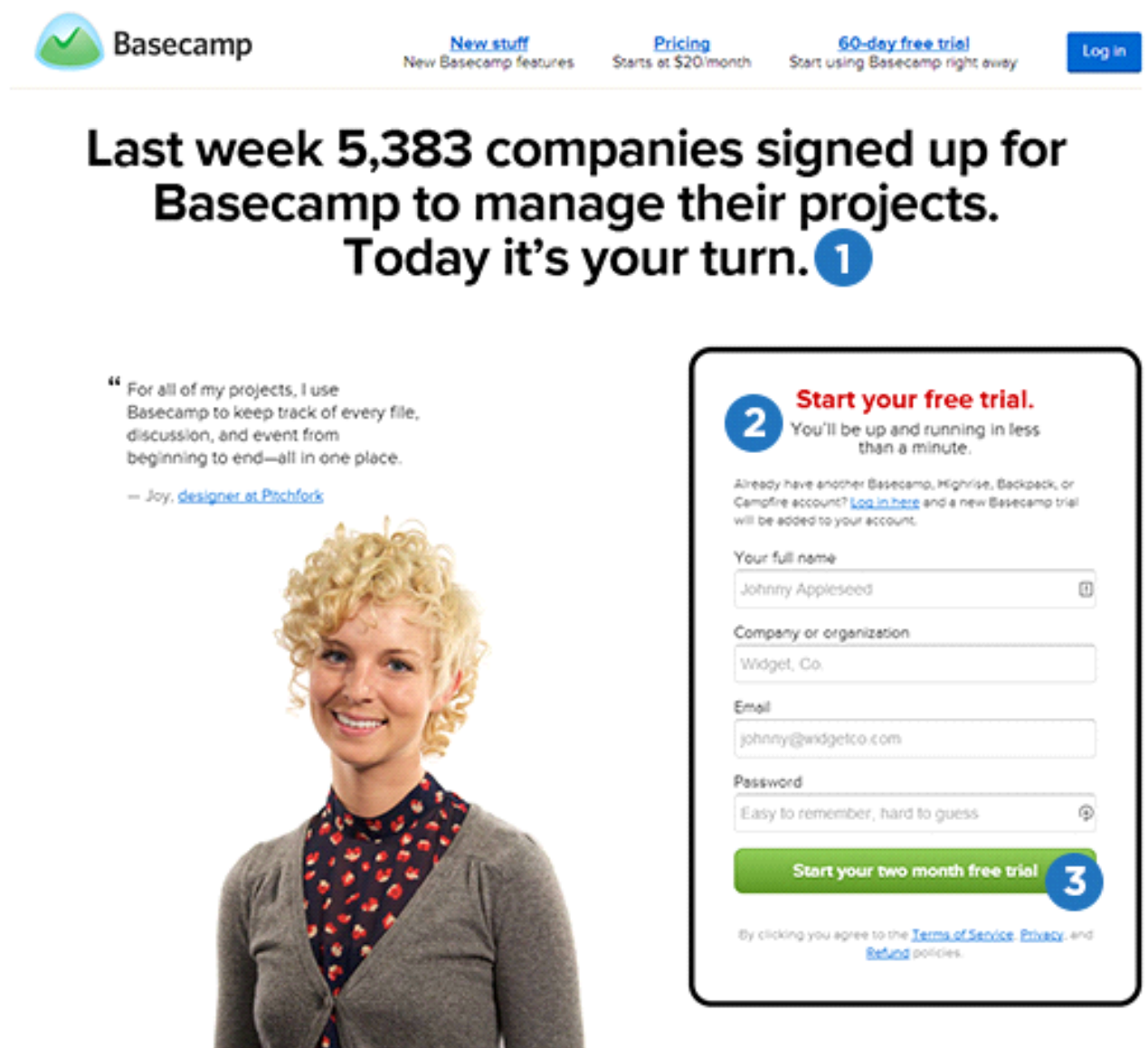


The above brand campaign is of a college in the US. They are specialised in entrepreneurship and they have branded in the picture. In similar to that, they have shown how many times they have won awards.

Brand awareness represents how familiar your target audience is with your brand and how well they recognize it. Brands with high brand awareness are generally referred to as “trending,” “buzzworthy, or simply “popular.” Establishing brand awareness is valuable when marketing and promoting your company and products, especially in the early stages of a business.

Basically, what do you want your audience to think about when they hear & see your name. For **example**, if you need a cold drink, the chances are that you will think of Pepsi or Coke.

- Lead generation campaign



The image shows a landing page for Basecamp. At the top, there is a navigation bar with the Basecamp logo, links for 'New stuff' (New Basecamp features), 'Pricing' (Starts at \$20/month), '60-day free trial' (Start using Basecamp right away), and a 'Log in' button. The main headline reads: 'Last week 5,383 companies signed up for Basecamp to manage their projects. Today it's your turn. 1'. Below the headline, on the left, is a quote from Joy, designer at Patchfork: 'For all of my projects, I use Basecamp to keep track of every file, discussion, and event from beginning to end—all in one place.' To the right of the quote is a photo of Joy. On the right side of the page is a large box containing a sign-up form. The box has a blue circle with the number '2' and the text 'Start your free trial. You'll be up and running in less than a minute.' Below this is a link for existing users. The form fields are: 'Your full name' (Johnny Appleseed), 'Company or organization' (Widget, Co.), 'Email' (johnny@widgetco.com), and 'Password' (Easy to remember, hard to guess). At the bottom of the form is a green button that says 'Start your two month free trial' with a blue circle containing the number '3'. Below the button is a link to the Terms of Service, Privacy, and Refund policies.

Basecamp

[New stuff](#)
New Basecamp features

[Pricing](#)
Starts at \$20/month

[60-day free trial](#)
Start using Basecamp right away

[Log in](#)

Last week 5,383 companies signed up for Basecamp to manage their projects. Today it's your turn. 1

“For all of my projects, I use Basecamp to keep track of every file, discussion, and event from beginning to end—all in one place.”

— Joy, [designer at Patchfork](#)

2 Start your free trial. You'll be up and running in less than a minute.

Already have another Basecamp, Highrise, Backpack, or Campfire account? [Log in here](#) and a new Basecamp trial will be added to your account.

Your full name
Johnny Appleseed ⓘ

Company or organization
Widget, Co.

Email
johnny@widgetco.com

Password
Easy to remember, hard to guess ⓘ

Start your two month free trial 3

By clicking you agree to the [Terms of Service](#), [Privacy](#), and [Refund](#) policies.

A lead generation campaign is, of course, a campaign that generate leads, which means your campaign has convinced someone, somewhere, to give you their personal information (usually in the form of an email address or phone number) in exchange for something from you in return—valuable content, information, research, a free trial, a product, or something else they might want or need.

You then, in turn, can reach out to that person again and nurture them in the hopes that they will one day become a customer.

When you are building a lead generation campaign, you will need a few things—including a clear objective, a clearly defined audience, your content or offer, a budget, measurement and a nurture plan—all of which we'll deep dive into today.

Few things to keep in mind when you are working on lead generation.

How to Create a Lead Generation Campaign:

Lead Generation Campaign: The process of capturing and simulating interest in a service or product for the purpose of developing leads. This includes a strategy using a particular media source and an offer to create inbound leads.

- Establish a clear objective—how many leads do you need? What is your cost per lead goal? In what timeframe do you need to be successful?
- Research your audience—who is the best customer for your business? Are you testing to see if you can expand this pool?
- Plan your content—does your consumer want content? a free trial? a discount or offer of some type?
- Create an offer—get creative with your content, your creatives to promote the content and more.
- Promote your content—be strategic about the channels you choose, where you are spending your budget and where your campaign performs best.
- Optimize your lead capture—it is paramount that you measure as you go.
- Test—if something is not working, try something new.

JIOFFER

- Lead score—not all leads are created equal. Develop a mechanism so you know who is worth nurturing and following up with.
- Nurture—keep the relationship warm with the leads you know are valuable to you.
- Close deals

You will learn the technical aspect of generating leads in Facebook ads

- Sales Promotion Campaign



A sales campaign is a planned sales strategy that uses one or more channels to reach leads and convert them into customers. Most sales campaigns run for a limited time only, which is part of their appeal – by putting a time limit on the campaign, both salespeople and prospects are motivated to move quickly on sales.

- Why is sales promotion important?
 - Increases product awareness
 - Promote a new product
 - Increase sales volume
 - Keep audience engaged
 - Attract new customers
 - Gain audience insights
 - Better brand reputation
 - Examples of sales promotions?
 - Free samples
 - Buy one, get one free deals
 - Cashback promotions
 - Lifestyle discounts
 - Flash sales and discounts
 - Vouchers and coupons
 - Free shipping and returns
 - Loyalty program promotions
 - Social media contests or giveaways
 - Branded gifts or bundles
 - Referral discounts
- Traffic generation



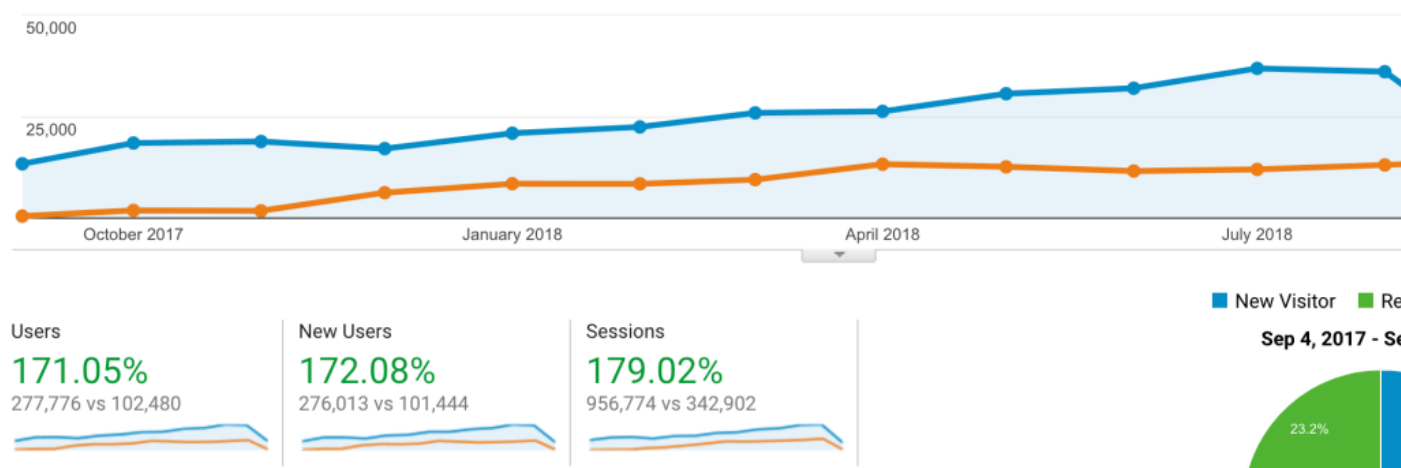
Traffic generation is how we take strangers and turn them into website visitors. All this needs to be converted in buyers at a point of time through a sales funnel.

Traffic, in the internet world, means the total number of people visiting and reading your site or blog. Chances are, if you have high traffic in your site, you have bigger possibilities of promoting your business and selling your products. This can also lead to traffic conversion. Therefore, visitors who latch on to your website can transform into potential customers, clients, leads, and subscribers.

When it comes to traffic generation and marketing in general, it's all about testing, measuring, and making a calculated decision based off how the strategy is impacting your website. My general rule of thumb is run a new traffic generation strategy for 1–2 months measuring results using google analytics. If at the end of the time, I am seeing poor results, I'll pull away and pause that specific strategy.

If it's somewhere in the middle producing decent results for the amount of energy I'm putting into it, I'll keep it going for another month so I can gather more data. And if it's just performing extremely well, I'll find ways to replicate it and use it more for driving new traffic to my site. Being a marketer is being someone that looks at everything as an experiment. As I've said in past articles about traffic generation, the playbook that you eventually find is going to be different for your business than it is for others. There will of course be some overlaps, but every business is unique and therefore it requires a unique traffic generation playbook as well.

As you can see below, the traffic campaign was able to grow FreeeUp's site traffic by 179.02% from 342,902 sessions to 956,774 sessions.

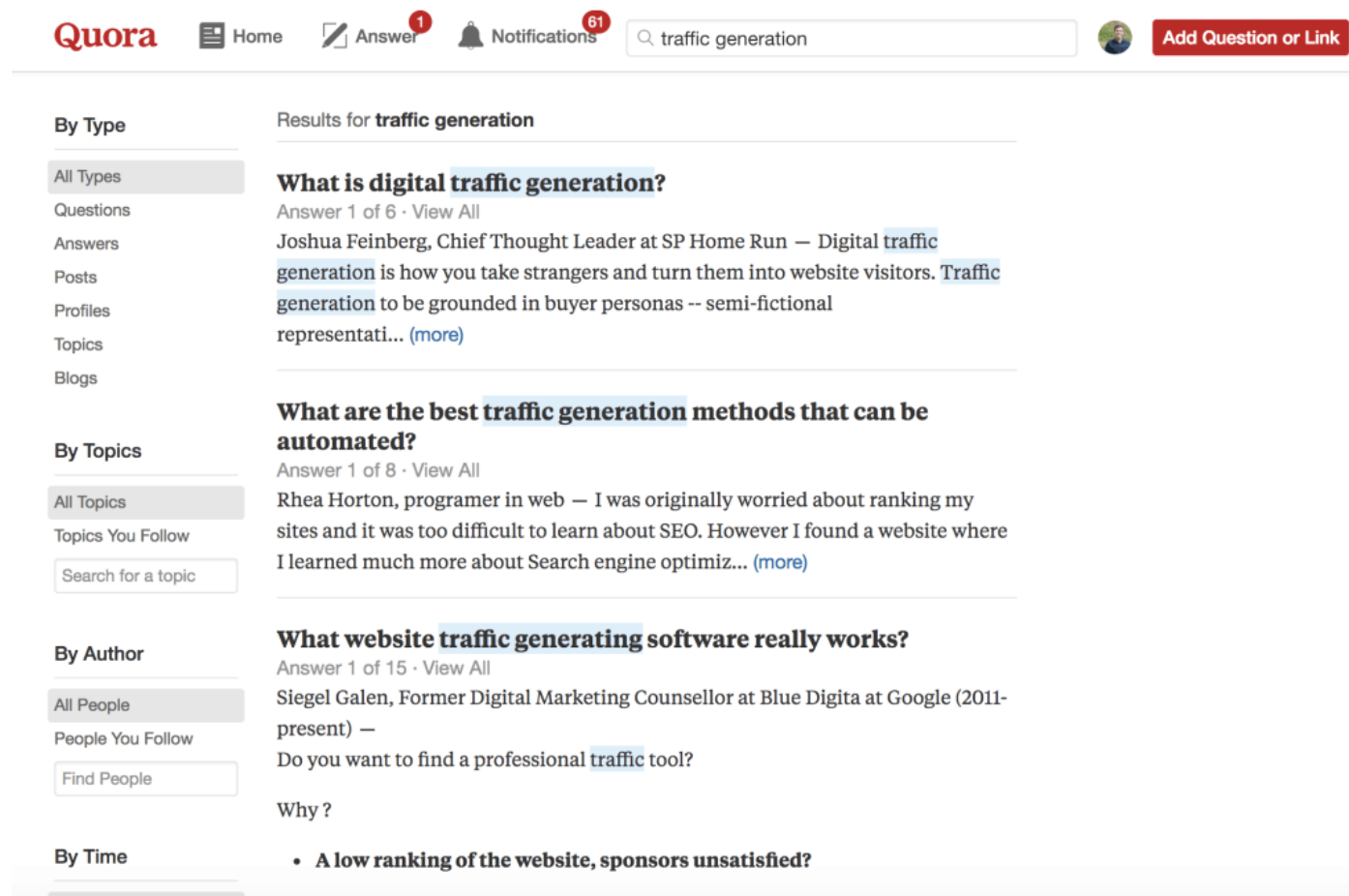


That growth came as a result of the traffic generation strategies that I've listed below. It's possible that you can also take a combination of these 30 strategies and turn them into your own unique marketing playbook.

It will take 3–6 months of testing and measuring results to really discover which traffic generation strategies are best for your company and website, but you can absolutely do it. So, what do you think? Want to see these 20 traffic generation strategies?

Let's get into it.

Traffic strategy #1: Answer questions on Quora



The screenshot shows the Quora homepage with a search bar containing 'traffic generation'. The search results are displayed under the heading 'Results for traffic generation'. On the left sidebar, there are filters for 'By Type' (All Types, Questions, Answers, Posts, Profiles, Topics, Blogs), 'By Topics' (All Topics, Topics You Follow, Search for a topic), 'By Author' (All People, People You Follow, Find People), and 'By Time'. The main content area shows three search results:

- What is digital traffic generation?**
Answer 1 of 6 · View All
Joshua Feinberg, Chief Thought Leader at SP Home Run — Digital traffic generation is how you take strangers and turn them into website visitors. Traffic generation to be grounded in buyer personas -- semi-fictional representati... (more)
- What are the best traffic generation methods that can be automated?**
Answer 1 of 8 · View All
Rhea Horton, programmer in web — I was originally worried about ranking my sites and it was too difficult to learn about SEO. However I found a website where I learned much more about Search engine optimiz... (more)
- What website traffic generating software really works?**
Answer 1 of 15 · View All
Siegel Galen, Former Digital Marketing Counsellor at Blue Digita at Google (2011-present) —
Do you want to find a professional traffic tool?
Why?
 - A low ranking of the website, sponsors unsatisfied?

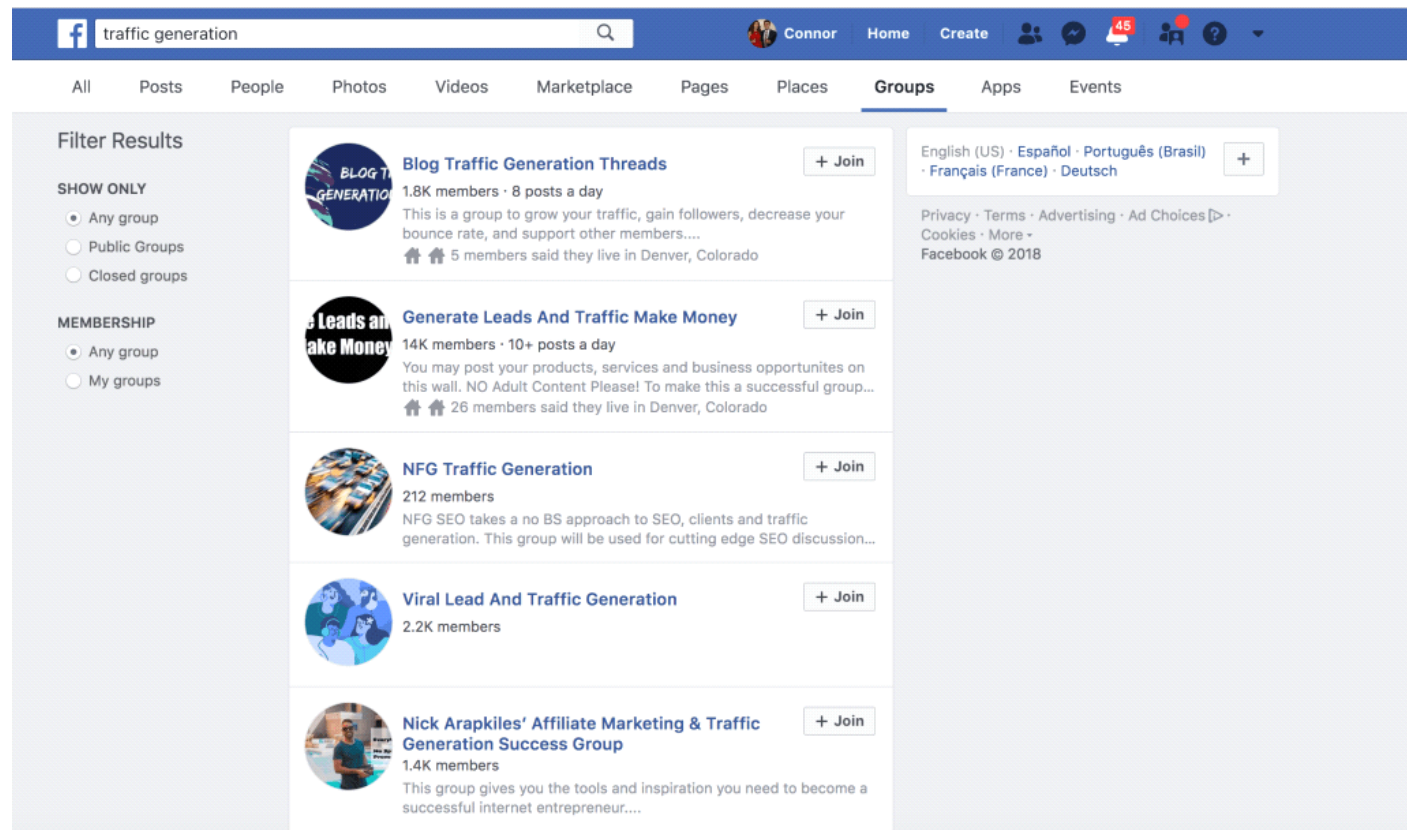
Go to [Quora.com](https://www.quora.com) and create an account for yourself. Fix up your profile so that it speaks to your current position with your company. Make sure that you look professional on the platform.

Take 30 minutes each day, search through topics where you have expertise, and take the time to provide real answers to the people who are asking questions around your area of expertise.

When it makes sense, link out to your website or to a piece of content on your website.

Over time, you'll start getting followers through the platform, you'll start getting views on your answers, and it can then lead to traffic to your website.

Traffic strategy #2: Get involved in Facebook groups



There are thousands of active Facebook groups where you can build a reputation for “high-value” and become someone that the group turns to when they need help within your area of expertise.

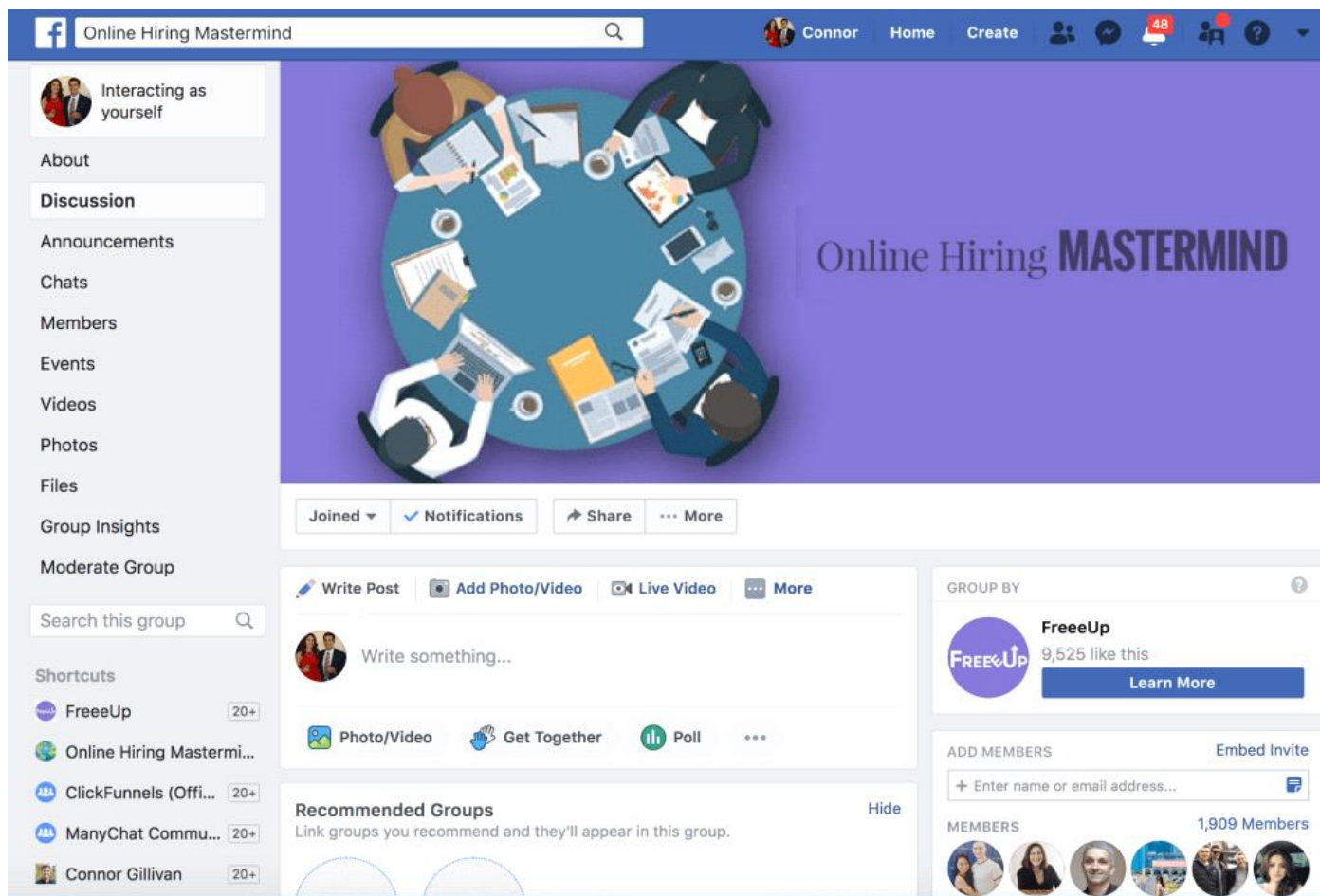
Go to Facebook and search for keywords within your area of expertise. Filter for only groups. Go through the results, open them up to make sure they are still active, and join the ones where it makes most sense for you.

Take 30 minutes each day and check in on the Facebook groups that you join. Answer questions from the community and even make posts on your own that add real value to the people that are in the group.

Over time, this traffic strategy can lead to people reaching out to you directly asking how they can handle a certain area of their business based off your expertise.

It can also lead to people from the groups going to your website to see how you can help them.

Traffic strategy.#3: Start your own Facebook group

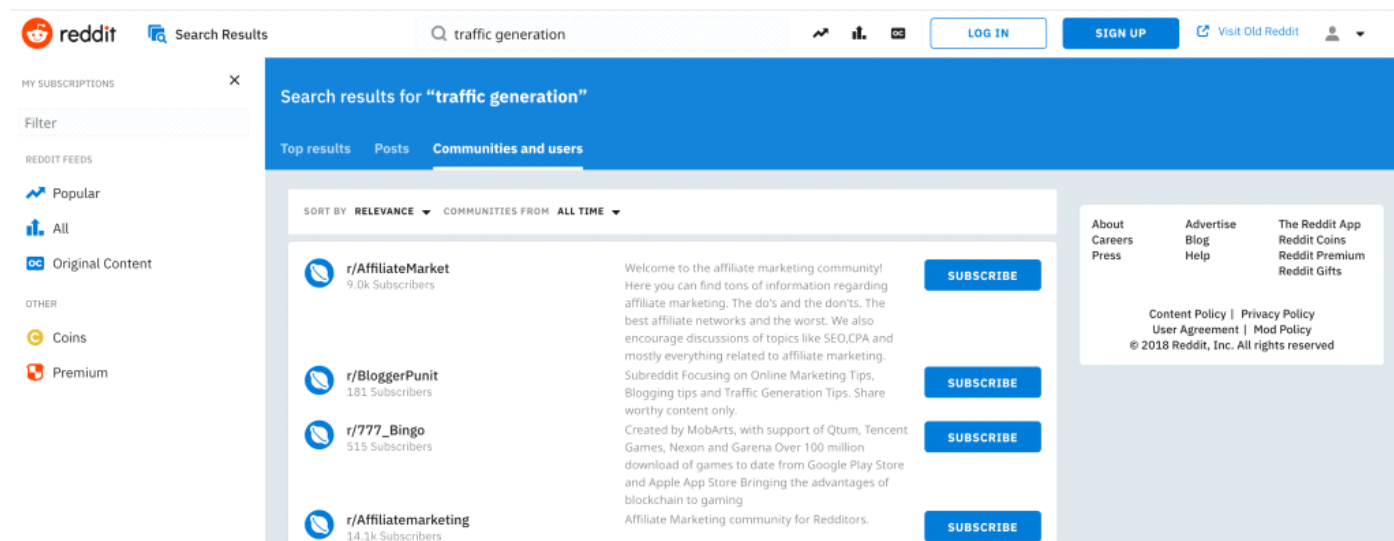


Similar to the traffic strategy above of getting involved in Facebook groups, you can also find a niche topic and become the owner of the Facebook group.

Go into Facebook, look up topics within your industry, and find one that isn't highly populated yet.

Create the group, start inviting people that you know would find value in it, and post regularly engaging the community. This will establish your personal brand as an industry leader and you will also create a new space online where you can find new clients and drive traffic to your website.

Traffic strategy #4: Build expertise within Reddit threads



Reddit is another popular platform where you can get involved as you drive new traffic to your website.

Reddit has a lot of very loyal users so you do need to be careful how you go about getting involved. You can't go spamming threads within your industry...the users will immediately notice your tactics and kick you out.

The best way is to find a few Reddit threads within your industry and just be an observer for the first week or so. Spend 30 minutes going into the threads, reading the questions and answers, and seeing what people are finding value in.

After the first week, spend 30 minutes reading, answering questions, and even making posts about your business that you want feedback on.

The more involved and engrained you become within the threads, the more traffic you'll be able to drive to your website over the long run.

Traffic strategy #5: Write guest articles for industry publications

The screenshot shows the profile page of Connor Gillivan on the Business 2 Community website. At the top, there is a purple banner with a free webcast link. The navigation bar includes links for Home, Digital & Social, Sales & Marketing, Business & Finance, Life & Entertainment, Technology & Innovation, US & World News, and Brandviews. The profile section features a circular profile picture of Connor Gillivan, a bio stating he is the CMO and co-owner of FreeUp.com, and a link to his YouTube channel. Below the bio are writing stats (2 articles, 0 comments) and social media icons. A section titled 'Latest Articles by Connor Gillivan' displays an article titled '7 Simple eCommerce Tasks You Can Outsource in 2018'. On the right, there is a newsletter sign-up form and a 'Recommended Reports' section with two report cards from Wayin.

This is a very common traffic generation strategy that you'll see almost every marketer utilizing online.

Make a list of 50+ blogs within your niche where their readers are your ideal customers.

Find the contact information for someone managing the content for that specific blog or company.

Reach out with a friendly email introducing yourself, explain the topics you have knowledge within, and ask if they would be willing to review a few guest article titles that you have in mind for their blog.

When you receive affirmative responses, send back some blog article ideas based off their current content and ask them for their guest article guidelines.

Aim to consistently get guest articles published on industry related blogs each week/month. They will build strong SEO links back to your site and will also help you reach new communities online that you didn't have access to before.

Traffic strategy #6: Build a partner network



Similar to guest articles, build a list of 50+ companies within your industry that you are NOT directly competing with, but that have a good presence and community of users.

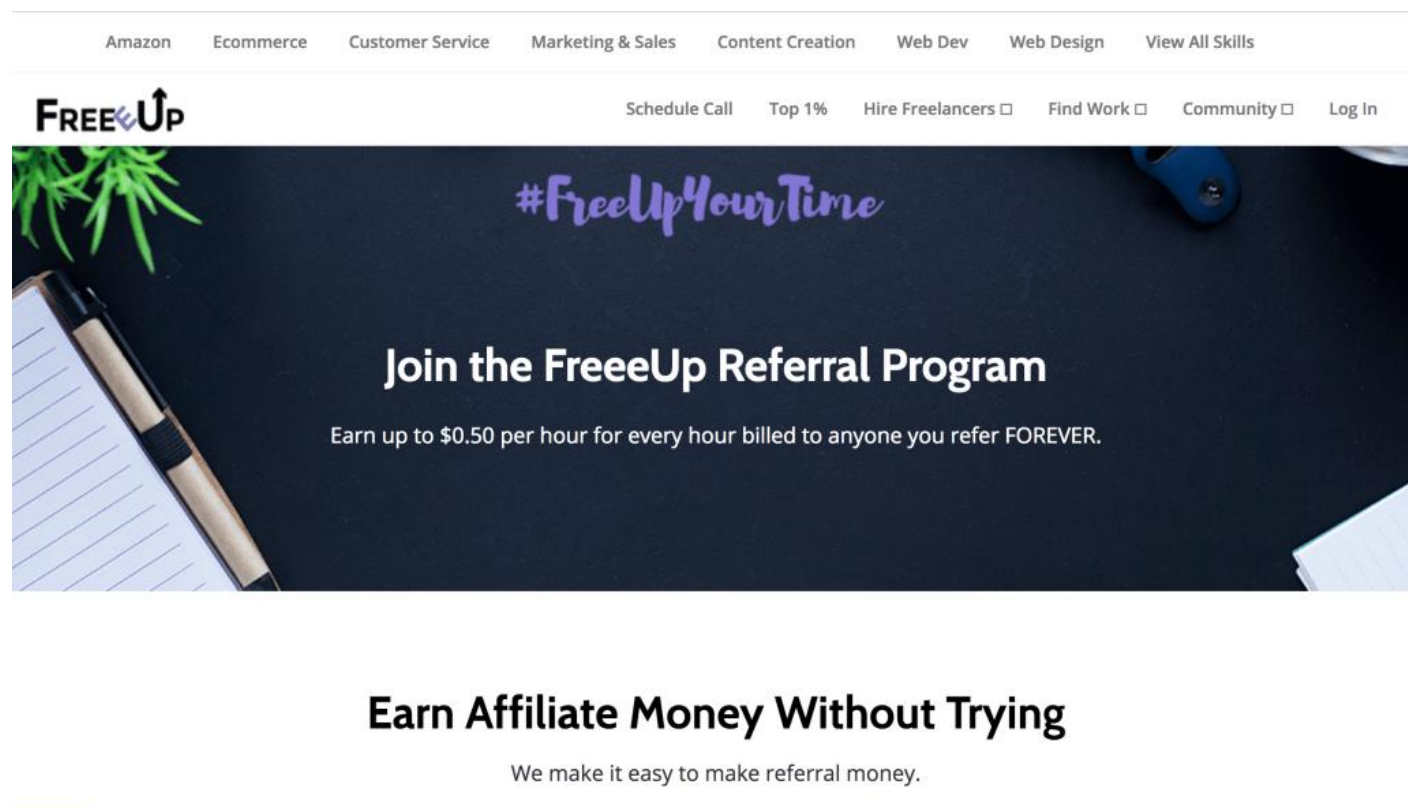
Find the contact information for someone in charge of handling marketing and partnerships then reach out introducing yourself, explaining a bit about your company, and asking if they would be open to speaking about a potential partnership.

When you get positive responses, try to get them on a phone call or Zoom call so that you can meet them, share stories, and get to know one another a bit. A personal connection can go a long way over just an email relationship.

When talking about the partnership, suggest co-marketing activities to start...guest articles, newsletter exchanges, video content, etc.

Building out a partner network is an amazing long term traffic generation strategy because then you always have them to further tap into for more co-marketing activities.

Traffic strategy #7: Utilize a referral program



The screenshot shows the top of the FreeUp website. The navigation bar includes links for Amazon, Ecommerce, Customer Service, Marketing & Sales, Content Creation, Web Dev, Web Design, and View All Skills. Below the navigation bar is the FreeUp logo and a row of links: Schedule Call, Top 1%, Hire Freelancers, Find Work, Community, and Log In. The main banner features a dark background with a notebook and pen on the left and a blue object on the right. The text on the banner reads: "#FreeUpYourTime", "Join the FreeUp Referral Program", and "Earn up to \$0.50 per hour for every hour billed to anyone you refer FOREVER." Below the banner, the text "Earn Affiliate Money Without Trying" is displayed in a large, bold font, followed by the subtext "We make it easy to make referral money."

It's been said many times before that your best marketing collateral is your most loyal customers.

Once your business has a core selection of users that are loving your product or service, it's a good time to create and implement a referral program.

A referral program gives your most loyal customers the incentive and power to invite others into the community that they think would also benefit from your company's product or service.

I can't tell you how powerful this is for your word of mouth marketing. If you set up your referral program correctly from the beginning, word of mouth could become your biggest traffic generation strategy for your business.

Don't pass this traffic strategy up.

Traffic strategy #8: Get your voice heard on industry podcasts

The image is a screenshot of the 'UNOFFICIAL SHOPIFYPODCAST' website. The header features the podcast title in large white letters on a dark purple background, followed by social media icons for RSS, Twitter, Facebook, Email, and a link icon. Below this, a quote describes the podcast's focus on scaling Shopify stores. The main content area highlights episode 114, 'Free Up Your Business: Delegating & Hiring with Connor Gillivan', dated April 25, 2017. It includes a thumbnail of Connor Gillivan, a video player with a progress bar at 00:00, and a brief description of the episode's content.

UNOFFICIAL SHOPIFYPODCAST

“How is an entrepreneur like me supposed to scale my Shopify store?” That's what The Unofficial Shopify Podcast aims to answer. Discover new opportunities to grow your store from the world's most successful Shopify entrepreneurs. Hosted by Kurt Elster, a senior ecommerce consultant and Shopify Plus Partner, The Unofficial Shopify Podcast is not authorized, endorsed, or sponsored by Shopify– It's a no holds barred discussion of ecommerce growth strategy and tactics.

APR 25 2017 · EPISODE 114
Free Up Your Business: Delegating & Hiring with Connor Gillivan

Many Shopify store owners are bootstrapped solopreneurs, which means you're handling everything in your business. As your business grows, you may want to delegate tasks, to give yourself

Podcasts are an amazing platform for you to share your story, talk about your business, and reach thousands of new potential customers. On top of that, it's an opportunity to further grow your partnerships and referral partners.

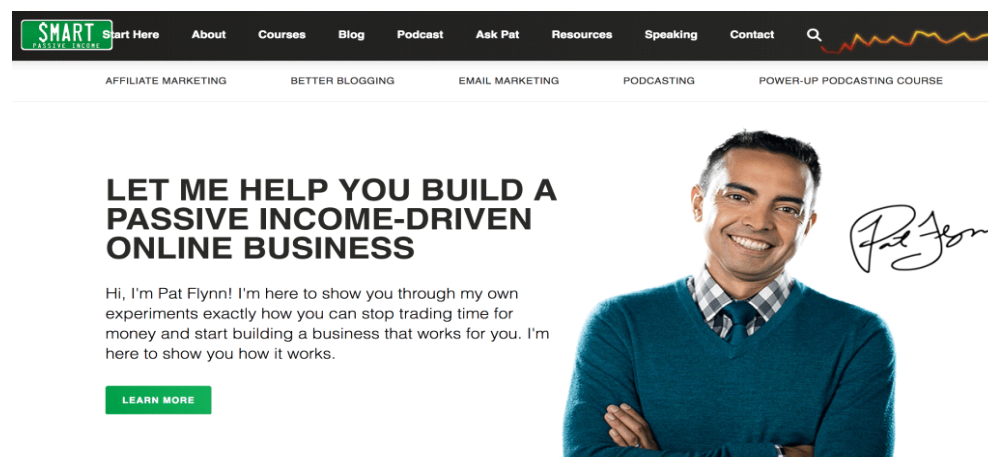
Find 100+ podcasts within your niche, find the information for their host, and reach out with an email that introduces yourself, shares a little about your story, explains the topics you can talk about on the show, and asks if they would be willing to have you on the show.

At first, start with smaller podcasts so you can get a few under your belt and become comfortable with the format of how they all work.

Once you feel confident in your content and story, start reaching out to some larger podcasts trying to land a spot on one of their upcoming episodes.

As you get your voice published on podcasts, you reach thousands of new potential customers and you drive new traffic to your website that have a sense of who you are and what your company is all about.

Traffic strategy #9: Run your own niche podcast

A screenshot of Pat Flynn's website, 'Smart Passive Income'. The header is dark with white text for navigation: 'Start Here', 'About', 'Courses', 'Blog', 'Podcast', 'Ask Pat', 'Resources', 'Speaking', 'Contact', and a search icon. Below the header is a horizontal menu with categories: 'AFFILIATE MARKETING', 'BETTER BLOGGING', 'EMAIL MARKETING', 'PODCASTING', and 'POWER-UP PODCASTING COURSE'. The main content area features a large heading: 'LET ME HELP YOU BUILD A PASSIVE INCOME-DRIVEN ONLINE BUSINESS'. Below this is a short bio: 'Hi, I'm Pat Flynn! I'm here to show you through my own experiments exactly how you can stop trading time for money and start building a business that works for you. I'm here to show you how it works.' A green 'LEARN MORE' button is positioned below the bio. To the right of the text is a photo of Pat Flynn, a man with short dark hair, wearing a blue sweater over a collared shirt, with his arms crossed. A handwritten signature 'Pat Flynn' is visible to the right of the photo.

If you're a charismatic entrepreneur and love the spotlight, starting and running your own podcast can be an amazing way to drive more traffic to your website.

Pick a niche within your industry that you can focus on, build out the operations of the entire podcast, and then get it off the ground.

A great strategy for starting your own podcast is to invite other entrepreneurs to be interviewed on your podcast. This creates new relationships for your with other business owners then it also gives you access to their community when they promote the podcast out to their audience. It's a win, win.

Traffic strategy #10: Dominate long tail SEO keywords

Generating organic search traffic is a very important aspect of your traffic generation playbook. It takes more time to see results, but it's a critical part of your traffic growth.

The secret to generating solid traffic from search engines like Google is focusing on long tail SEO keywords.

Here's an example. If you're writing a new article about traffic generation, it would benefit you more to focus on the keyword "traffic generation marketing" than just "traffic generation."

Google search results for "traffic generation marketing".

Volume: 50/mo | CPC: \$0.00 | Competition: 0.07

Results: About 75,100,000 results (0.47 seconds)

Inbound Marketing | Traffic Generation - ManoByte
<https://www.manobyte.com/traffic-generation>
 Understanding Traffic generation is critical to Inbound marketing. Learn the three fundamental elements involved in traffic generation.

People also ask

- How do I generate traffic?
- What is traffic in marketing?
- How do you get leads in marketing?
- How can we increase lead generation?

Affiliate Marketing Traffic Generation Strategies
<https://www.thebalancesmb.com> > ... > Online Business > Driving Traffic
 Feb 24, 2018 - Affiliate marketing traffic generation strategies to help you stand out from the crowd and make more money.

Related Keywords

Keyword	Vol	CPC	Comp
traffic generation marketing definition	30	\$0.00	0.02
traffic generation definition	30	\$0.00	0
traffic generation marketing quizlet	0	\$0.00	0
traffic generation in marketing of website	0	\$0.00	0
traffic generation is quizlet	0	\$0.00	0
traffic generation campaign examples	0	\$0.00	0
traffic generation is mkt 327	0	\$0.00	0
traffic marketing definition	0	\$0.00	0

People Also Search For

Reason being is that the competition on “traffic generation marketing” is much lower than the main keyword, but it still has good monthly search traffic that could become a source of traffic to your website.

As you get into SEO keyword planning and research, it’s best practice to try to dominate the long tail keywords first. You’ll find opportunities where you can go after the more popular keywords, but give it time. Start with the low hanging fruit first.

Traffic strategy #11: Write ultimate guides



As you create content for your website and target market, ultimate guides can be amazing pieces that drive a lot of traffic to your website.

The key to making these ultimate guides popular is finding ones that haven’t been created yet or that don’t have a lot of competition.

For example, my company, FreeeUp, is a freelance marketplace that helps business owners find and hire reliable freelance talent.

Now, it may be hard for me to create an ultimate guide about hiring because it's such a general topic and has been dominated by larger companies for years in the past.

However, I may be able to create the "Ultimate Guide to Hiring Facebook Advertising Experts." By niching down, I find that there is less competition for this specific guide, but that there is also people still looking for advice on how to do it.

Once you have an ultimate guide, you can promote it on social media, through email, and send it out to your partners asking if they'd be willing to share it.

Over time, your ultimate guides can become a consistent and high-value source of traffic for your website.

Traffic strategy #12: Create and promote case studies

FREEUpSchedule CallTop 1%Hire FreelancersFind WorkCommunityLog In

Success Stories



Ben Cummings | Founder of eCommerce Fast Track Coaching

FreeUp helped Ben Cummings hire top freelance talent for his eCommerce business. After realizing the power of the marketplace, Ben became a super referrer to his community of eCommerce entrepreneurs.



Damian Coughlan | Internet Entrepreneur

Damian Coughlan was wasting time searching for freelance talent on other marketplaces. After learning about FreeUp, he quickly tapped into the top talent on the marketplace and grew his eCommerce business to over \$500,000 in revenue.

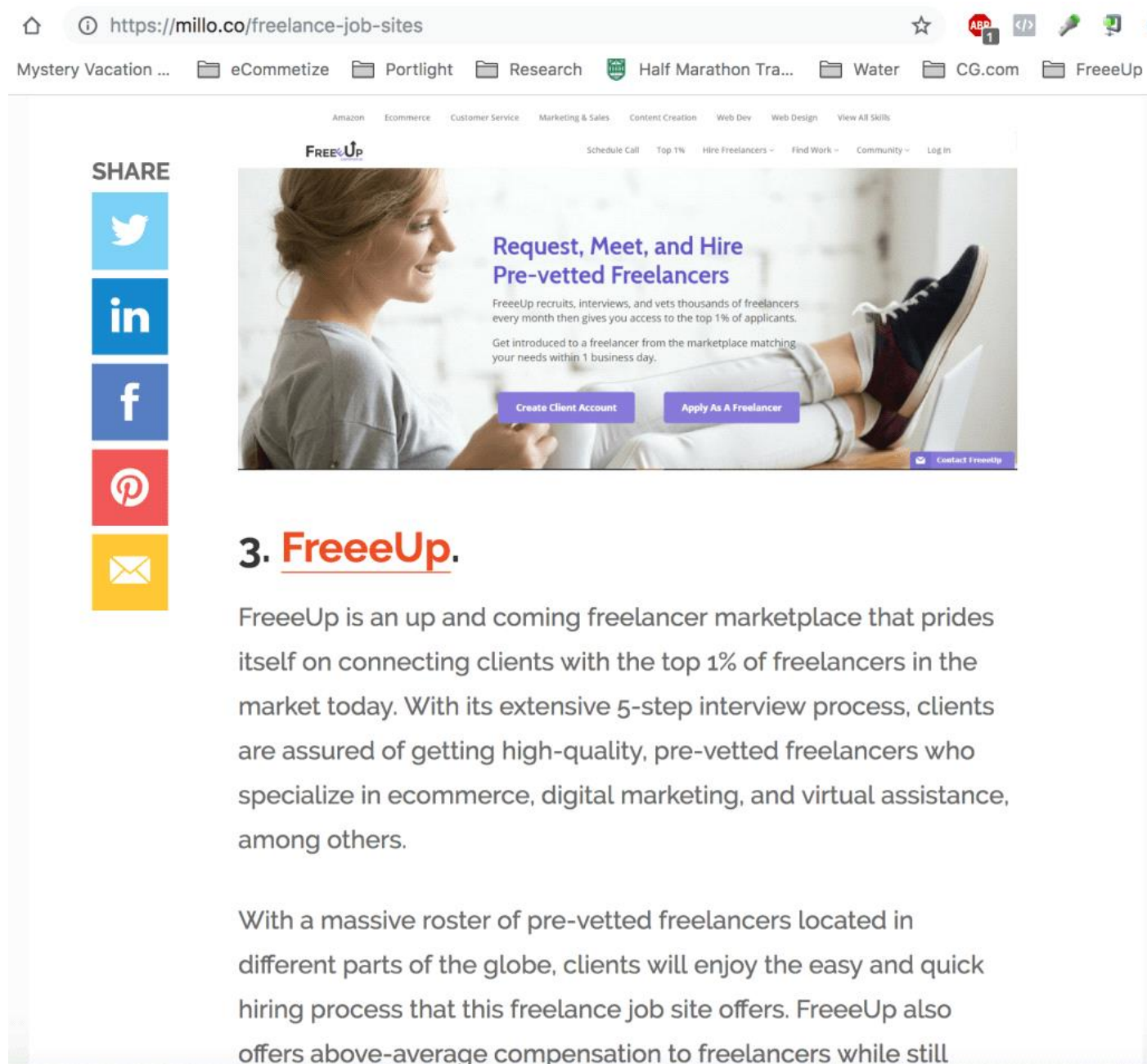
Similar to ultimate guides, creating real case studies based off your customer's experience can be extremely powerful.

Once you have a customer that you're comfortable asking, reach out and see if they would be willing to spend 30 minutes on the phone with you talking about their experience thus far. Be upfront that you'll be using it as marketing material for the company.

Once you have the case study published, make sure to share it with your current customers allowing them to share it with others as they get involved with your referral program.

Potential customers want to trust that you've provided a positive experience for other people. Case studies help you to build that initial trust.

Traffic strategy #13: Get your name included in already published articles



SHARE

Twitter

LinkedIn

Facebook

Pinterest

Email

3. FreeUp.

FreeUp is an up and coming freelancer marketplace that prides itself on connecting clients with the top 1% of freelancers in the market today. With its extensive 5-step interview process, clients are assured of getting high-quality, pre-vetted freelancers who specialize in ecommerce, digital marketing, and virtual assistance, among others.

With a massive roster of pre-vetted freelancers located in different parts of the globe, clients will enjoy the easy and quick hiring process that this freelance job site offers. FreeUp also offers above-average compensation to freelancers while still

There are millions of popular articles published all over the Internet and within your niche market as well.

Some of the best articles have lots of backlinks pointing back to them giving them a higher page authority than articles with less backlinks and social proof.

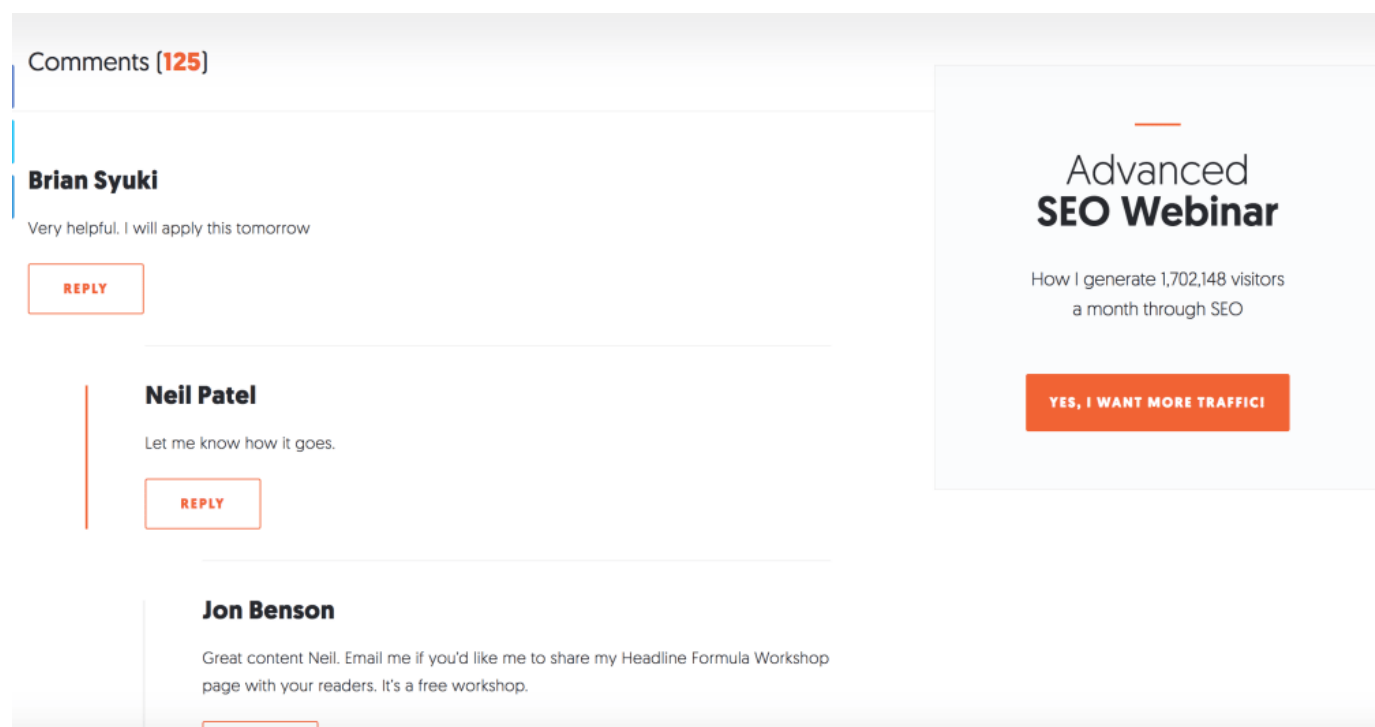
A great traffic generation strategy is to find these types of articles where it makes sense that your company would also be listed or you would be included.

Then you find the site's marketing department and reach out to them introducing yourself and asking if they would be willing to add you to their article the next time they update it.

In return, you can offer to share it on social media when they make the change to drive more traffic to the article.

If you can create a consistent process of reaching out to these sites, you'll see outstanding long term results on your SEO site ranking.

Traffic strategy #14: Comment on popular blog articles



Comments are a great place to get involved in conversations with other readers and the author of the article. It can lead to new relationships that can further help your company.

Create a list of 15–20 blogs that you really like within your industry.

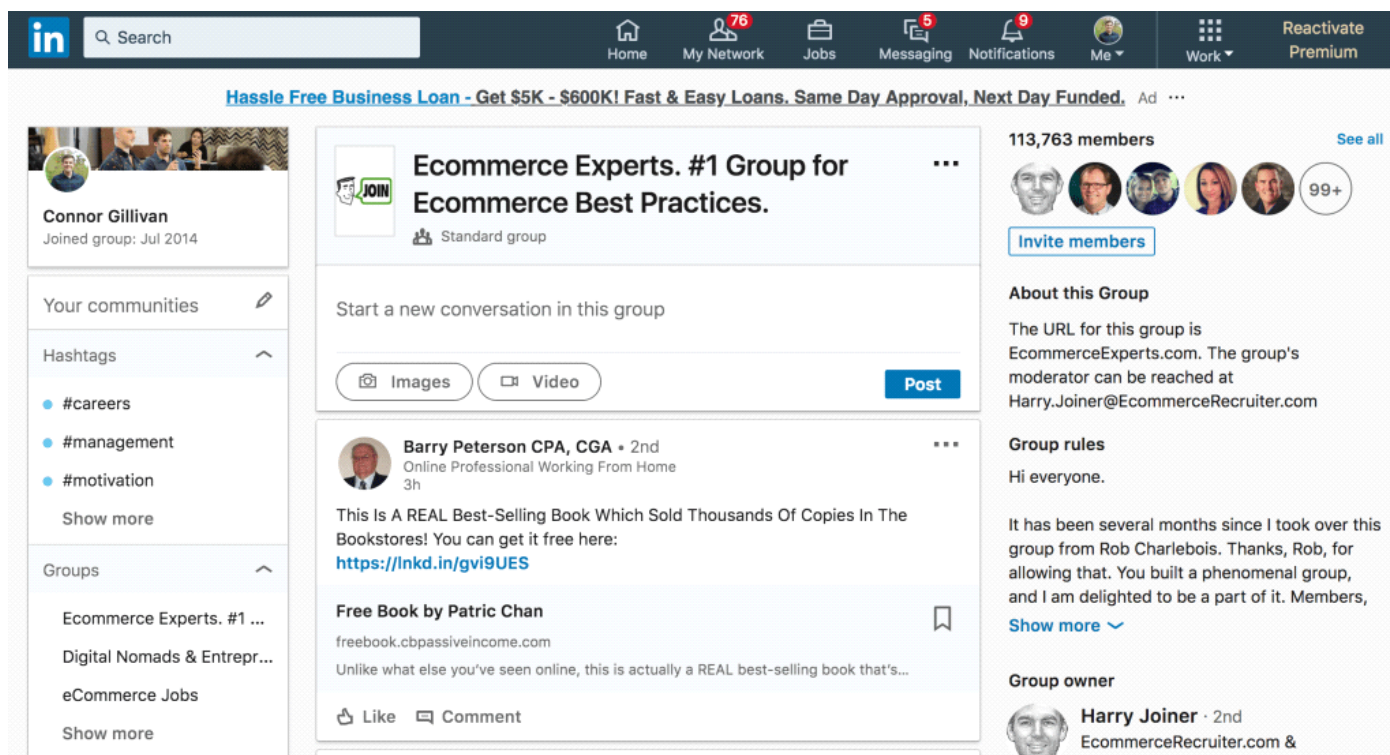
Spend 30 minutes each day going through their new content and seeing if there are any articles where you could ask a good question or leave even more valuable content for the people reading the article.

Over time, you can reach out to the owner of the blog to create a relationship and it could even lead to a guest article opportunity.

When people see someone leaving high value content in comments, they may then take the time to go to your profile and check out what your deal is.

This can drive new visitors to your site

Traffic strategy #15: Establish expertise within LinkedIn groups



Go to your LinkedIn account and first make sure that it's ready for other people to be looking at it.

What I mean by that is to make sure you have a professional picture on your profile. Make sure it's very clear who you are in the first few lines of your

profile so that people can quickly understand how you may be able to help them.

Make sure to have all of your work history updated.

And if you can, get 5–10 reviews from people that you’ve worked with in the past.

Once you have this all set, search and put together a list of 25 LinkedIn groups that focus on your industry...where your ideal customers may be visiting.

Spend 30 minutes each day going into the groups, looking at the new content, commenting anywhere it makes sense, and also creating your own posts sharing advice or sharing relevant articles that other group members would like.

Over time, reach out to the other people in the group and see if you can connect and network.

Same goes for the owner of the group so you can see if there are any partnership opportunities.

Your activity in the group will drive new traffic to your website and could lead to good partnerships and new customers.

Traffic strategy #16: Tap into the power of influencers

24 Top Marketing Influencers



Branden Hampton

Branden Hampton is the number one social media influencer, according to "Forbes." As one of the top marketing influencers, he's built up a following of 65,300 on Twitter, and has thousands more across Instagram and Snapchat. He's published a book on building a business with less than \$1,000, and was the CEO of a marketing agency.

INFLUENCER MARKETING
Content Marketing
Social Media Marketing
What's Trending

COMPANY
Community
Press Releases
Product Updates

Influencers are entrepreneurs, marketers, and people that have large reach within their social media channels. They may be well represented across multiple channels or they may simply dominate one channel (i.e. Instagram).

By building relationships with influencers, you gain the ability to put their voice behind you and your product/service.

When this happens, traffic flows to your site and you have the opportunity to convert them to real customers.

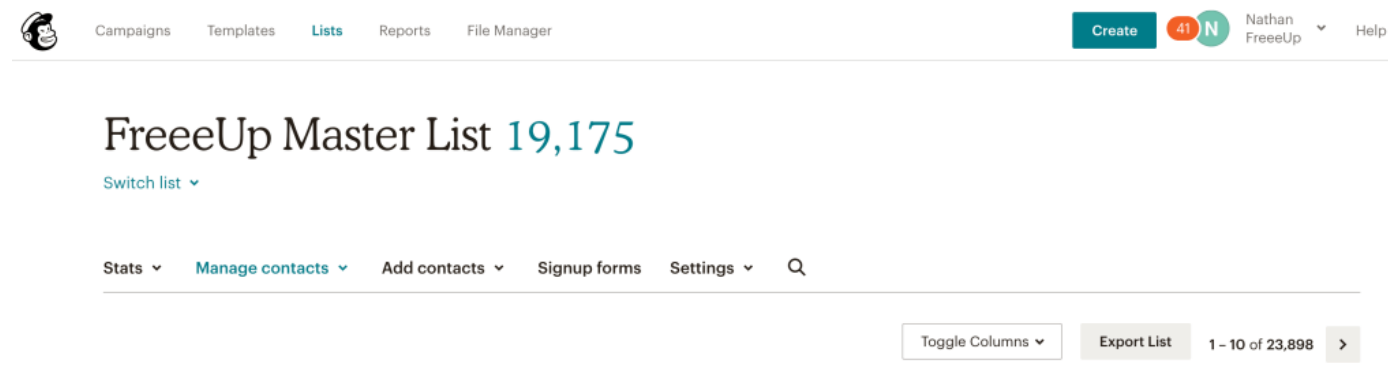
Create a list of 25 influencers in your industry. Watch their content for a couple of weeks and take note of what is most important to them.

Once you "know" them well enough, reach out with a personalized email touching on why you were attracted to their content, who you are, and that you're interested in setting up a time to network.

Try reaching out to them on their most active social media channel. Email will be tough.

This can quickly become one of your strongest traffic generation strategies if you build enough influencer relationships and have leading marketers behind your brand.

Traffic strategy #17: Build an interested email list



Email marketing has been around since Google created Gmail.

It's a cornerstone to any digital marketing strategy as it gives you a direct line of communication to your customers and to potential customers.

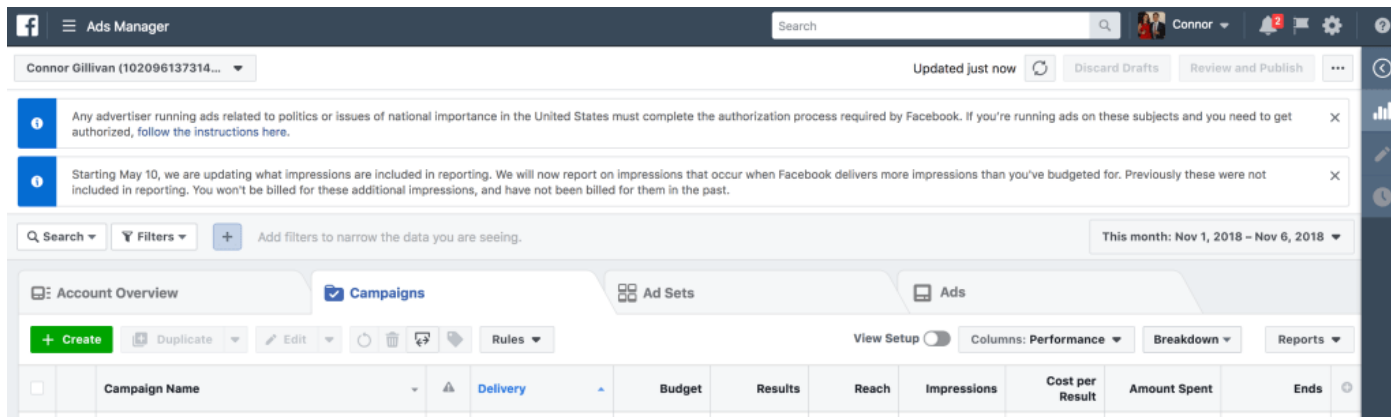
From the get go, choose an app like Mailchimp or Aweber or Constant Contact to manage your email subscriber list and email campaigns.

If you're using WordPress to build your site, add email list sign up forms directly onto your site using the email campaign manager you choose.

Or look to find a plugin like Thrive Leads where you can further customize the different types of forms that you use for adding more subscribers to your email list.

Building an email list and creating regular email content can be an amazing traffic generation strategy. There's a good chance it won't be your home run hitter, but it's an amazing way to build your community and get regular traffic to your site.

Traffic strategy #18: Target specific people with Facebook advertising



Facebook Advertising has become super popular over the past 3 years since Facebook has made it simpler for all of its users to easily advertise with a few clicks of the mouse.

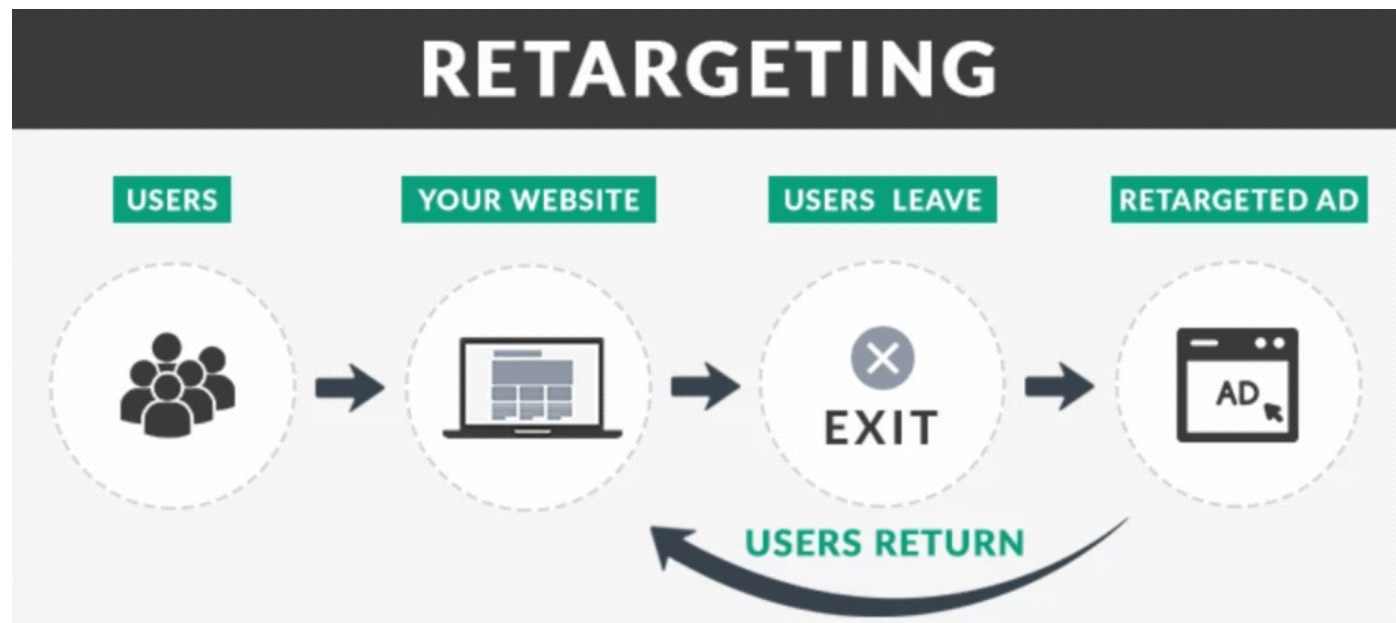
With that said, it's not as easy as it looks and it takes a real Facebook ads expert to know how to properly create strong ad copy and graphics then target the best people for your business.

If you have the skills, amazing. If not, you can use a site like FreeUp.com or GetCredo.com to find a qualified Facebook Ads expert to handle the campaigns and targeting for you.

There are many things that go into using Facebook Ads as one of your traffic generation strategies, but the keys are (1) strong and compelling copy (2) an enticing image that pulls the user in (3) a strong call to action.

It will take time to test, measure, and find the right type of ads and market for your business, but it can then become an amazing traffic generation source.

Traffic strategy #19: Retargeting campaigns with Facebook and Google



Similar to top-of-the-funnel Facebook advertising (as we just discussed), you can make sure that the people that visit your site keep seeing your brand and want to come back for more.

This is called retargeting. And it can be done through Facebook ads and Google Adwords.

It works like this.

If someone comes to your website from one of your other traffic generation strategies, you can set up a retargeting campaign on Facebook or Google so that you follow them around with ads.

They go to Facebook and are browsing their news feed; you're there advertising to them.

They go to somewhere on the Internet within Google's ad network reach and you are there advertising within the content trying to pull them back to your site.

Retargeting is an extremely costly advertising campaign to run that further warms leads and can lead to more traffic and more customers in your system.

Traffic strategy #20: Paid Adwords campaigns for high conversion keywords



If you want to try to target specific keywords that are privy to your business, but you don't want to wait the 6–9 months to climb your way up the SEO ranking ladder, you can tap into Google Adwords as a traffic generation strategy.

Similar to keyword research for SEO topics and article writing, you can research the keywords where your customers are searching most then go into Adwords and set up a campaign targeting that keyword.

Here's an example.

For my business, FreeeUp, we help business owners hire virtual assistants and freelancers to grow their business.

A big keyword for us is “hire a virtual assistant.”

It's highly competitive and it's difficult for us to raise to the top of the Google rankings so that we are on the first page.

To skip past all of that SEO work, we could set up a campaign and pay for each person that clicks on our ad at the top of the page.

Ideally, your ad cost per customer is something that is reasonable given your business model. Otherwise, it wouldn't make sense.

Similar to Facebook advertising, Google AdWords is a complex skill set and requires years of experience and testing. If you're not the person for the job, find someone reliable that can handle it for you.

- Engagement Campaigns

Brand engagement campaign encourages both loyal fans and potential new customers to like, share, comment on and contribute to that brand's narrative. The campaign's success is often measured using social media engagement metrics. If the campaign goes viral, you have got a hit on your hands.

Example: Gentleman kisse kehte hai? Ayushmann Khurana for The Man Company

YouTube link: <https://youtu.be/cpA0J62LMB0>

Wendy's #NuggsforCarter campaign

One of the best examples of a brand that takes their social media strategy seriously (well, kind of) is Wendy's. With their iconic, sarcastic Twitter personality, the fast-food company has been able to build a following of 3.4 million people. Customers are constantly engaging with the brand on Twitter in hopes of receiving some type of witty reply.



One of their best customer engagement campaigns was their interaction with 16-year-old high school student, Carter Wilkerson, who tweeted the restaurant asking for a year of free chicken nuggets. While Wendy's sarcastically replied with "18 million," users quickly got behind this movement.

The #NuggsforCarter campaign captured the attention of millions of users, creating a ton of brand awareness for Wendy's. Even Ellen Degeneres took notice and invited Carter to be on her show. While Carter didn't reach the 18 million mark, he was able to set the world record for the most retweets ever with 3.42 million and secured a year's supply of Wendy's nuggets anyways.

How to Plan your digital marketing campaigns?

11 Steps to Building a Results Focused Digital Marketing Campaign

1. Define your goals

Do you want conversions, followers, likes, responses to emails, to be #1 on Google searches? The options are endless in digital marketing but it is wise to decide what your main goal is going to be in your digital marketing campaign. If you want to send emails as well as run ads on Google and other social media platforms, consider hiring a digital marketing agency to help you out as this can be a huge task for a small business owner.

There are several different types of goals you can focus on. Some important ones that you should be aware of are brand awareness, follower growth, conversions and lead generation.

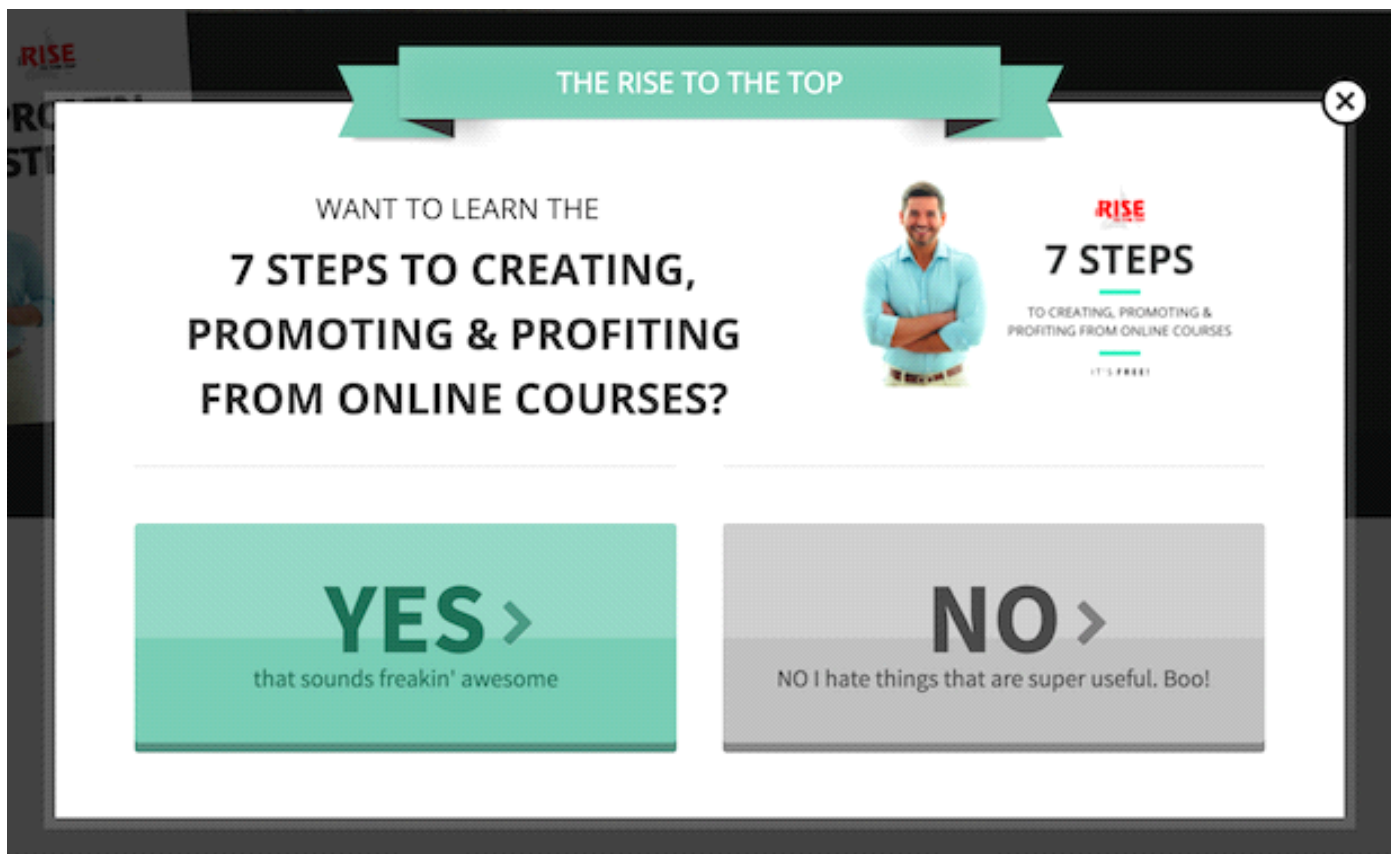
Brand awareness should be high on your list. How many times have you told someone to search for something on the internet but instead of saying “Go search for it” you have said “Just Google it”? This is brand awareness at the highest level. When users start to use your brand name to refer to a generic term, you’ve made it. But it’s a long process to get there.

Gaining followers is not as easy as it sounds. Sure you can tell all of your friends and family to like your business on Facebook or follow you on Instagram. But you still need a digital marketing campaign. Here you can run follower growth ads on Facebook that target your specific audience and ask them to like your page. Send emails to your current clients asking for likes or follows. It is always a good idea to have something to exchange like a coupon or free gift.

Getting people to convert to using your product takes a lot of coaxing. If you want your digital marketing campaign to be focused on conversions you

essentially want someone to see your ad or open your email and make a purchase.

Lead Generation is a step in the conversion process. If you are focused on generating leads, these users will become aware of your product and then let you know they are interested in learning more and potentially making a purchase.



With each of these goals there are various steps you will have to take in order for your digital marketing campaign to be successful.

2. Define Your Target Market

What types of people do you want to target? If you already have a website and are running analytics you can pull reports to see what kinds of people are shopping for your products. If you are just starting out you will need to do some research. You can check out your competition to see who they are targeting but don't just target their audience. You should find a niche market to target that they might be missing out on.

You will need to first decide if you are targeting other businesses or consumers. No you cannot target everyone. Find your niche market. A successful digital

marketing campaign has a well-defined audience that is carefully crafted by you, the business owner!

You can survey your current customers on your own or hire a digital marketing company to do the research for you.

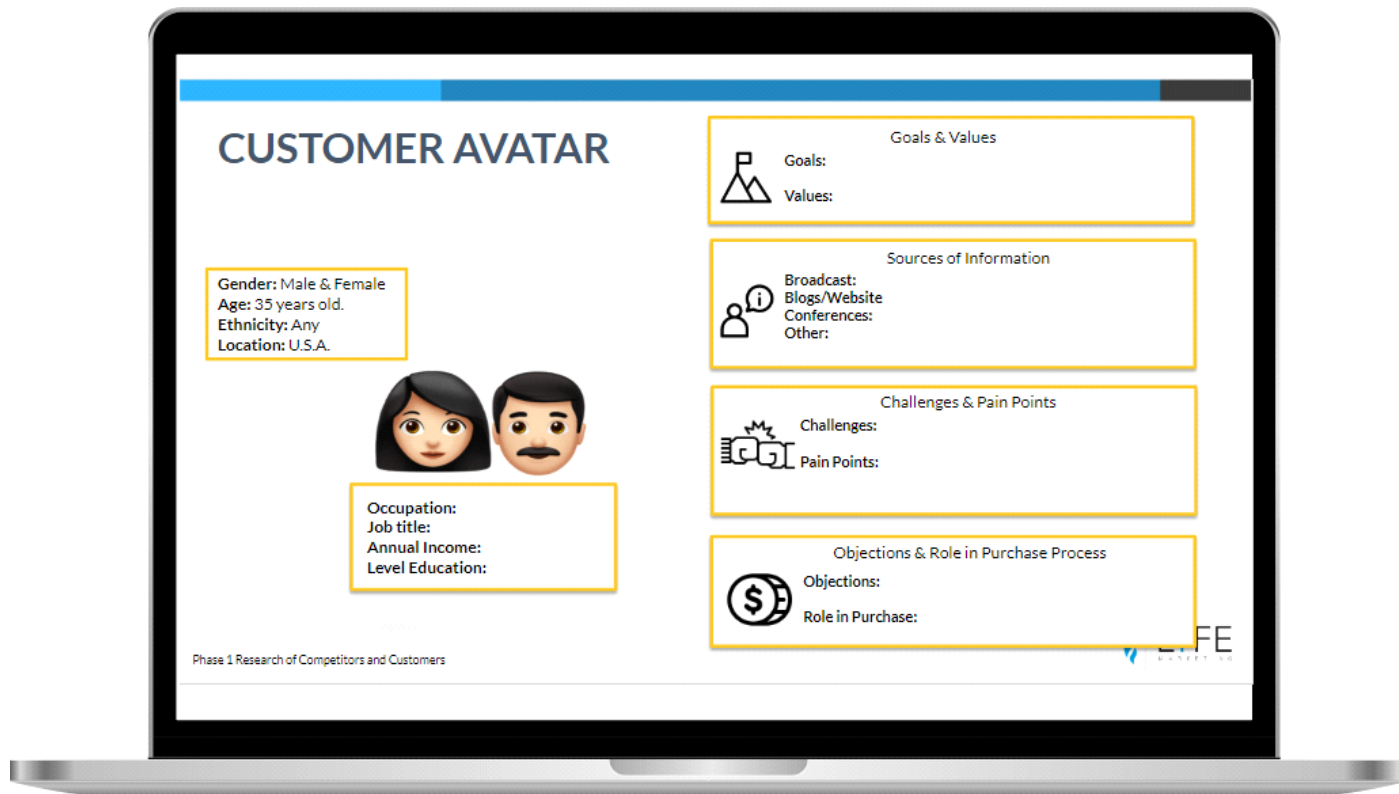
3. Develop Personas

Create a buyer persona for your brand. Describe this person in detail – what they do for a living, their annual income, family situation, age, likes and dislikes.

Say you are opening a craft coffee company in your local community. The average price of a cup of coffee is around \$5. Your ideal customer will likely have a higher salary and have some disposable income. Let's map out a persona for our future coffee business.

This is Steve. Steve is a 27 year old marketing professional who earns \$80,000 a year at his job. He loves his local community and is always looking for a fun new place where he can spend the days he works from home instead of the office. He is very tech savvy and loves a good subscription box. Steve loves learning about the latest technology but also enjoys the outdoors. He spends his Saturdays shopping at the local farmers market and taking his dog for walks in the park. He hopes to have one day his own tech company. Although he likes to save money, he will often splurge on locally crafted food and drinks.

This is a short summary of an ideal customer for our local coffee business. When creating buyer personas, you should consider your customers' demographics, fears, goals and their online behaviours. Creating these takes time, practice, and patience to get them just right.



4. Define Your Budget

For any digital marketing campaign, you will need to come up with a budget. Keep in mind that digital advertising is the cheapest form of advertising! We have already compared digital marketing vs traditional marketing if you don't believe us.

If you are hiring a digital marketing company keep in mind that you will need to budget for paying for services as well as having a budget for running Facebook or Google Ads if that is something you are interested in for your digital marketing campaign. You can start by asking yourself how much revenue you want to see. This is where you need to set a reasonable goal. If you are running a Facebook ad campaign and you want to make \$10,000 each month and your product margin is \$100 you will need to generate 100 sales from this ad campaign. And with that in mind, you can set your budget based on the profit margin you'd like to generate.

Creating a budget is a big part of your digital marketing campaign. If you don't know what your budget should look like, set up a time to talk it through with a social media professional.

5. Choose The Channels You Want to Use

In your digital marketing campaign you will probably want to utilize as many channels as possible. If you are a business-to-business company you should not be using the exact same channels as a business-to-consumer company.

You can advertise on social media sites like Facebook, Instagram, LinkedIn, and even Pinterest. Google Ads are popular as well and can quickly get your company website to the top of search results. Don't leave email marketing out of your digital marketing campaign. Sending emails is often neglected by companies but this is one of the best ways to grow your business.

A combination of marketing on social media channels, sending emails, optimizing your website, and using Google to advertise can build a strong strategy if done correctly. With all of these strategies working together, there's a lot of room for user error. Of course, you can learn how to build an amazing digital marketing campaign yourself, but wouldn't it be easier to let a professional do all of the heavy lifting for you?

6. Do Keyword Research for SEO and PPC

If you are planning on running Google Ads (PPC) or optimizing your website for search engines (SEO) you will need to do some keyword research. Keywords are words that users type into search engines in order to find a product or service or answer a question.

If you don't want to run ads you definitely want to make sure your site is optimized. SEO is free unlike PPC and is used to organically move your page up in Google search rankings.

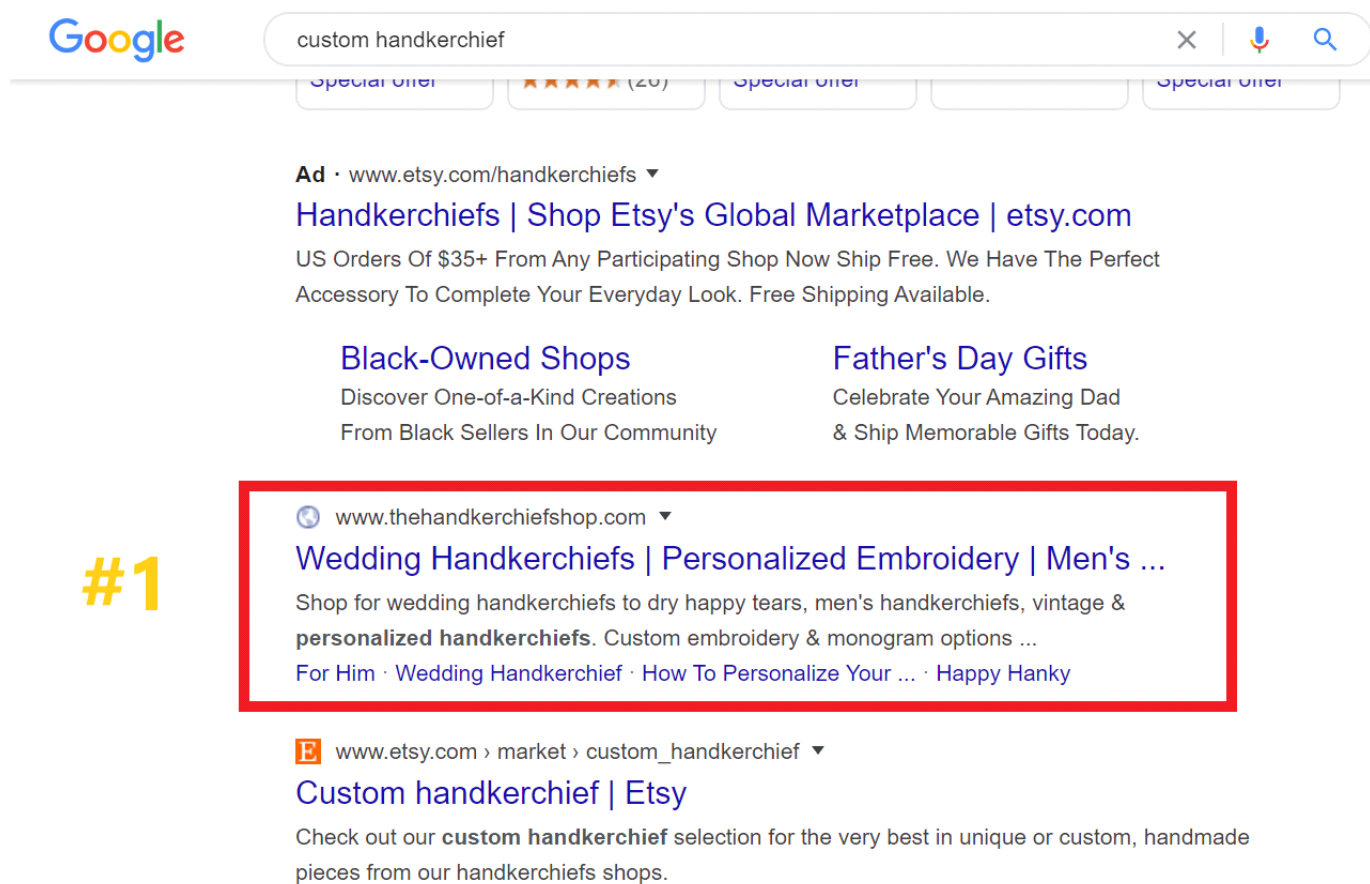
The trick to finding keywords for your business is to put yourself in your customer's shoes. Brainstorm a list of keywords that you think customers will be searching and then test them! You can type words into Google and let your search bar autofill like this. It will help you get an idea of what customers are searching for.

You can also use sites like Answer the Public. This site will provide a web of questions that people are asking search engines based around the keyword you type in. As you can see these are all the questions that people are asking Google about flights.

Here's a sneak peak into our keyword research process. We start by talking with our clients about their goals for their digital marketing campaign and which

words they think customers are searching for. We then compare what competitors are ranking for and check to see if there are any keywords you are ranking for already and if it's possible to get you that number one spot.

After our initial research is completed we compile keywords so that we can compare their monthly search volume and keyword difficulty. We also like to map out which page we can optimize for each keyword or if we should create a new landing page. We are usually looking for keywords that have high monthly search with low competition.



For this client, we used industry-relevant keywords to optimize their website and was able to rank them at the first spot of Google search results.

Here you can see part of our process for defining which keywords will work well for this company and which won't. We like to explore all of our options to make sure we don't miss a potential keyword.

Our process for PPC is a little different as we have to compare the cost per click of each word and then group the keywords accordingly. With PPC we are focused on how much each word will cost when a potential customer clicks as

well as the monthly search volume. Our goal is to keep your CPC low while reaching as many people as possible.

Once you have completed your keyword research you are ready to start optimizing your site and set up Google Ads. SEO will physically take place on your site. You will need to change your title and meta descriptions, H1 tag, images alt tags and copy to reflect the keywords you have chosen. When creating your PPC ad campaigns you will use your target keywords so that when they are typed in, your ad comes up as one of the top ad results. If you are going to put time and money into something like SEO and PPC you want to make sure it is done correctly. Hiring a professional for your digital marketing campaign will ensure that a custom strategy is put in place so that you can achieve your goals.

7. Set up Ads on Social Media Platforms

Now that all of your research is completed and your goals are set, you can jump into social media advertising. Wherever you decide to advertise (Facebook, Instagram, Pinterest, LinkedIn, Twitter) you will need to create engaging advertisements that resonate with your audience. Since Facebook advertising is the most popular form of social media advertising in a digital marketing campaign we'll show you an example.

You will be creating this ad in the Facebook ads manager for your Facebook business account. They will first ask you to choose your objective. Let's go with brand awareness.

You will then choose a name for your campaign and decide if you want to optimize your budget or not. You will then be prompted to create an audience for your ad.

Pro Tip: Use a lookalike audience. This is a great way to target people who are similar to your existing customer base. You'll need an email list to start so that Facebook can build an audience for you. Once you have this set up you'll be targeting potential customers like a pro!

Name	Type	Size	Availability	Date Created ▾	Sharing
LYFE - Thru play 365	Custom Audience Engagement - Video	67,000 ⓘ	● Ready Last edited 10/11/2019	10/03/2019 10:56 AM	--
Lookalike (US, 1%) - LYFE - 95% watched 365	Lookalike Custom Audience: LYFE - 95...	2,200,000	● Ready Last edited 08/22/2019	08/22/2019 4:06 PM	--
LAL 6/7	Saved Audience	250,000 ⓘ	● Ready Last edited 07/10/2019	06/07/2019 4:02 PM	--
Lookalike (US, 1%) - LYFE - View Content	Lookalike LYFE - View Content	2,100,000	● Ready Last edited 05/22/2019	05/22/2019 3:55 PM	--
LAL Multi for IG 21-35	Saved Audience	190,000 ⓘ	● Ready Last edited 05/22/2019	05/22/2019 3:32 PM	--

This is an example of how we used lookalike audiences for our sightseeing service client's PPC ads.

You will then set your advertising budget. Our best advice is to start small and then scale up. You wouldn't want to spend a bunch of money on an ad set that's not converting.

Finally you will create an advertisement complete with images and copy that is going to resonate with your audience.

8. Manage Your Social Media Profiles

Not only is social media advertising an important component for your digital marketing campaign but managing and monitoring your accounts should not be neglected. Follower growth and reputation management are two management techniques that we swear by. You should always be focused on growing your fan-base because you want to continue to gain customers. Don't just rely on your existing customers.

In order for your digital marketing campaign to be successful, you should make sure you have a good online reputation. This means you will need to interact with your customers on your social media accounts as well as reply to disgruntled customers who give you bad reviews. Reaching out to people who have had a bad experience (although it may be scary at first) builds trust and rapport with your customers.

Here's a review that was left on Google. This could have really harmed the business if the owner had not responded. If a customer did have a bad experience you can open a dialogue with them, ask them to send you a message

or an email about their experience or offer them a coupon to try your business again. As a business owner the best thing you can do is to make sure you are actively reading comments and reviews on social media as well as interacting with customers.

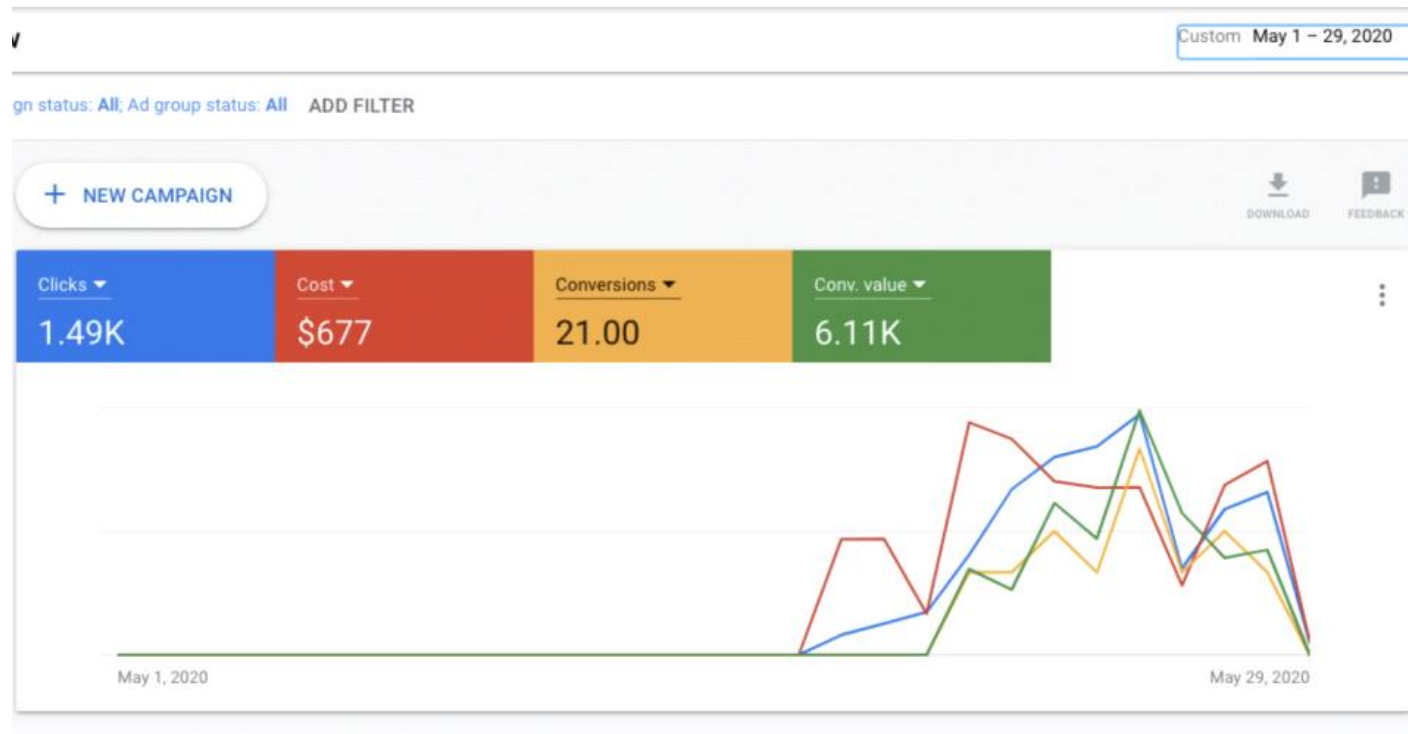
9. Formulate an Email Marketing Strategy

Email marketing should not be left out of your digital marketing campaign as it can be incorporated with the social media side of your campaign. You can use social media to collect emails which you can then use to build a lookalike audience for your campaign. You now have a list of people who have opted to receive news and special offers from you! You can also use emails to encourage follower growth on your social media platforms.

If you feel like you don't have time to send emails, at least set up some automations (or hire an email marketing pro to do it for you!). Automations can be created to welcome users, remind them that they left something in their cart, update them on their purchases and more! Once you create the emails you want to appear in your automation, you will need to set up a trigger and press start.

We'll look at setting up automation in MailChimp.

As you can see, the trigger is set to send the first email one day after a subscriber joins your list. You can then add as many emails as you want to this sequence. Automating emails can save you a lot of time but it is good to send non-automated emails as well. A welcome sequence is great but what happens when it's over and your customers finish the automation? If you discontinue email marketing, your customers will quickly forget your brand.



The above image is a proof of just how much email marketing works, if done effectively. We were able to generate over \$12k in revenue for a gardening solution client.

Get Exclusive Marketing Tips!

Join over 50,000 marketers who get exclusive marketing tips that we only share with our subscribers.

Top of Form
SIGN-UP

Bottom of Form

10. Set Up Remarketing

Remarketing is a tool that you should be using throughout your digital marketing campaign. It allows you to capture sales that you might have otherwise lost. If someone browses your products but does not make a purchase you can target them with social media ads, Google Ads or emails.

Here is an advertisement from Rareform, a company that sells wallets, bags and purses made from recycled billboards. Since they have a bunch of different products, they are running a carousel ad so that customers can easily browse their products or see products that they have looked at previously on their website. They even offer a coupon to further entice customers.

Remarketing emails can come in the form of cart abandonment emails. If you add something to your cart and don't purchase, you may receive an email about it later encouraging you to come back and make a purchase. Big companies like Amazon have remarketing down to a science. They will send you emails about what you have left in your cart or products that are similar to products you have either purchased or clicked on like this backpack.

This strategy should be a big part of your digital marketing campaign in order to catch the customers who slip through the cracks.

11. Craft A Blogging Strategy

Steps to Craft a Blogging Strategy

- Define your goals.
- Perform some target market research.
- Come up with topic ideas and keywords to target.
- Create a content calendar.
- Build amazing content.

Blogging is a critical piece of your digital marketing campaign that may sound insignificant but it can be a game-changer for your business. Blogging can help out your SEO, increase customer engagement, and help to answer questions that your customers have. A big tip for writing blogs is to make sure you are crafting relevant content. Your blogs don't have to be 3,000 words but keep in mind that the longer the blog the better your chances of ranking. If someone clicks on one of your 300 word blogs, they'll be finished reading pretty quickly. This means that their time spent on your site will be fairly short. Users will spend a lot more time reading a longer blog that has engaging copy and cool graphics. If users spend a lot of time on your site, Google now thinks that your content is important which can ultimately help you move up in search.

By writing a blog you can also help to answer your potential customers' questions about your company or product. No matter what your product, service, or cause is your website will greatly benefit from blogging. If you don't know where to begin, our team of experts can help you brainstorm topics and even help with writing your blogs, which can end up saving you a lot time.

E-Book Publishing

What Is an Ebook?

Ebook is short for "electronic book," and uses either a computer, mobile device, or ebook reader to display long-form texts in book form. Ebooks have multiple digital "pages" that people can navigate through, and are often packaged as a PDF document so they can easily be sent from one user to another.

What Are the Benefits of an Ebook?

Let's say you have an amazing blog full of long-form content. Why in the world would you want to offer your readers an ebook? Is it even worth your time?

Here are some advantages ebooks offer content creators:

- Unlike long-form printed media, an ebook is immediately accessible.
- You can put it behind an opt-in of some kind, incentivizing your website visitor to become a lead if they want the information.
- In some ways, ebooks have design capabilities you may not be able to achieve on your blog.
- After the initial creation of the ebook, you can distribute the file a multitude of times with no additional production cost. They also have no associated shipping fees.
- You can embed links to other media in the ebook file, encouraging the reader to further engage with your content.

Perhaps more importantly, ebooks offer a number of advantages for your audience:

- Ebooks are extremely portable, able to be stored on a number of devices with no physical storage space associated.
- The reader gets the choice to print the ebook out if they want to consume

the information in a traditional physical format. Otherwise, the digital format is environmentally friendly.

- Ebooks are accessible with the ability to increase font sizes and/or read aloud with text-to-speech.
- They're also easily searchable if the reader is looking for something specific.

What Can an Ebook Be About?

Anything, Well, within reason. Ebooks are simply a marketer's way of delivering lots of critical information in a form their potential customers are most willing to read it. An environmental company might write an ebook all about water conservation. They also might focus an ebook entirely on how their water-saving product is used, or how it helped a customer solve a problem. Discover more ebook ideas at the end of this article.

No matter what subject your ebook takes on, research is a significant part of ebook creation. Unlike short-form content like articles and videos, the content of an ebook is predicated on trust and evidence. A user who obtains (or requests access to) your ebook wants the full story, not just the bullet points. That includes all the content and testing you went through to produce the ebook.

How to Write an Ebook:

- Choose a topic that matches your audience's needs.
- Outline each chapter of your ebook.
- Break down each chapter as you write.
- Design your ebook.
- Use the right colors.
- Incorporate visuals.
- Highlight quotes or stats.
- Place appropriate calls-to-action within your ebook.
- Convert it into a PDF.
- Create a dedicated landing page for your ebook.
- Promote your ebook and track its success.

1. Choose a topic that matches your audience's needs:

Remember: The goal of your ebook is to generate leads for your sales team, so pick a topic that will make it easy for a prospect to go from downloading your ebook to having a conversation with your sales team.

This means your ebook shouldn't deviate much from the topics you cover in your other content marketing channels. Rather, it's your opportunity to do a deep dive into a subject you've only lightly covered until now, but something your audience knows they need to learn more about.

For example, in listening to sales and customer calls here at HubSpot, I've learned ebooks for use in content marketing is a huge obstacle for our audience, who are marketers themselves. So if I can provide not only this blog post, but resources to make ebook creation easier, I'm focusing on the right topic for opening up a sales conversation.

To get your creative juices flowing, here are some example ebook titles to consider. (Note: Replace "x" with an appropriate number.) You can also use our free [Blog Topic Generator tool](#) to come up with more ideas. Most blog topics can be made comprehensive enough to serve as longer form ebook topics.

- **X Best Practices for [Insert Industry/Topic]**
- **An Introduction to [Insert Industry/Topic]**
- **X Common Questions About [Insert Industry/Topic] Answered**
- **X [Insert Industry/Topic] Statistics For Better Decision Making**
- **Learn From The Best: X [Insert Industry/Topic] Experts Share Insights**

For this blog post, I'm going to use the PowerPoint version of template two from our [collection of five free ebook templates](#). Through each section of this post, I'll provide a side-by-side of the template slide and how I customized it. Below, you'll see my customized cover with my sales-relevant ebook topic. For help with writing compelling titles for your ebooks, [check out the tips in this blog post](#).



2. Outline each chapter of your ebook:

The introduction to your ebook should both set the stage for the contents of your ebook and draw the reader in. What will you cover in your ebook? How will the reader benefit from reading it? For tips on how to write an effective introduction, check out this post.

Some ebook creators say that an ebook is simply a series of blog posts stitched together. While I agree you should treat each chapter like an individual blog post, the chapters of your ebook should also flow fluidly from one to the other.

The best way to outline your ebook is by thinking of it as a crash course on the sales-relevant topic you selected. In my example of creating an ebook, I know I need to cover how to:

- write effective copy
- design an ebook
- optimize ebooks for lead generation and promotion

While my example has a few chapters, keep in mind that your ebook does **not** need to be lengthy. I have one golden rule for ebook length: **Write what is needed to effectively educate your audience about your selected**

topic. If that requires five pages, great! If that requires 30 pages, so be it. Just don't waste words thinking you need to write a long ebook.

With that, let's move on to the actual copy you're writing.



3. Break down each chapter as you write:

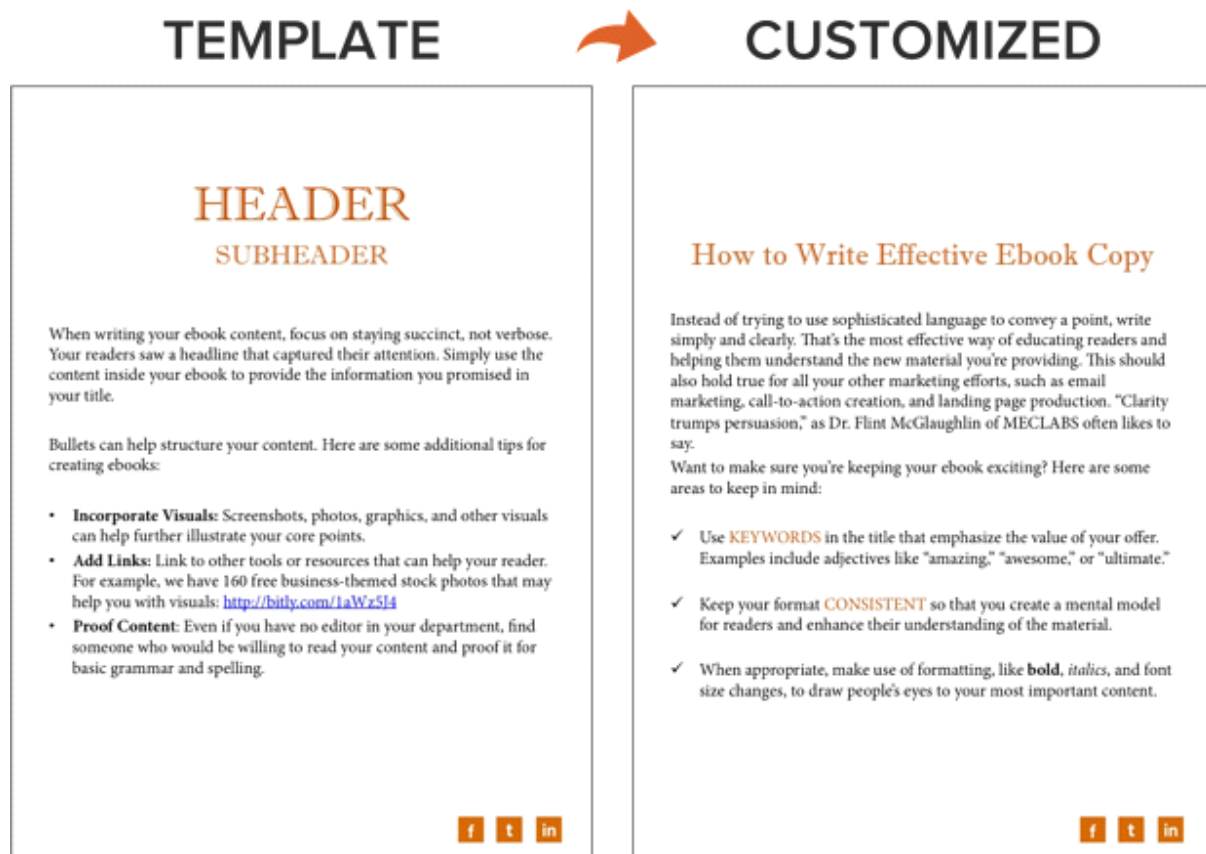
Get writing! Here, you *can* approach each chapter the way you might write a long blog post -- by compartmentalizing each chapter into smaller sections or bullet points, as shown in the picture below. This helps you write simply and clearly, rather than trying to use sophisticated language to convey each point. It's the most effective way to educate readers and help them understand the new material you're providing.

Be sure to maintain a consistent structure across each chapter, as well. This helps you establish natural transitions between each chapter so there's a clear progression from one chapter to the next (simply stitching blog posts together can rob you of this quality).

These practices should hold true for all your other marketing efforts, such as email marketing, call-to-action creation, and landing page development. "Clarity trumps persuasion," as Dr. Flint McGlaughlin of MECLABS often likes to say.

Want to make sure you're keeping your ebook exciting for readers? Here are some key tips to keep in mind:

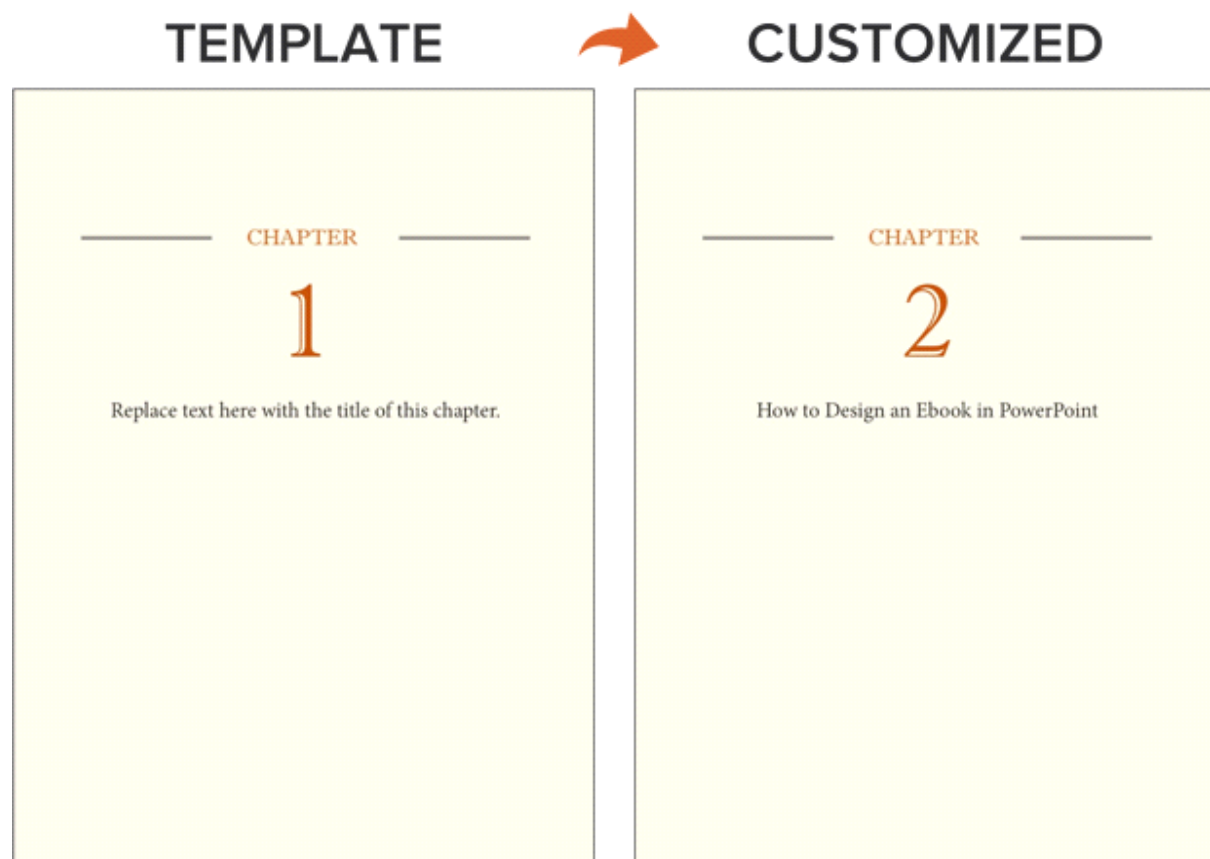
- Use **keywords** in the title that emphasize the value of your offer. Examples include adjectives like “amazing,” “awesome,” or “ultimate.”
- Keep your format **consistent** so you create a mental model for readers and enhance their understanding of the material.
- When appropriate, make use of **formatting** -- like bulleted lists, bold text, italics, and font size changes -- to draw people’s eyes to your most important content or emphasize certain points you want readers to remember.



4. Design your ebook.

Our **downloadable ebook templates** are offered in both PowerPoint and InDesign. For this example, we'll show you how to do it in PowerPoint, since more people have access to that software.

You'll notice we only have one "chapter page" in the template (slide three). To create additional chapter pages, or any pages really, simply right click the slide and choose **Duplicate Slide**. This will make a copy of your slide and allow you to drag it to its proper place in your ebook via the sidebar or Slide Sorter section of PowerPoint. You can then customize it for any subsequent chapters.



5. Use the right colours:

Ideally, our **free ebook templates** would magically match your brand colors. But, they probably don't; this is where you get to truly personalize your work. However, because ebooks offer more real estate for color than your logo or website, it's a good idea to consider secondary colors within your brand's color palate. Ebooks are where this color scheme can truly shine.

To learn how to add your brand's colors to PowerPoint, [check out this blog post](#). That way, you can customize the color scheme in our ebook templates to match your brand!

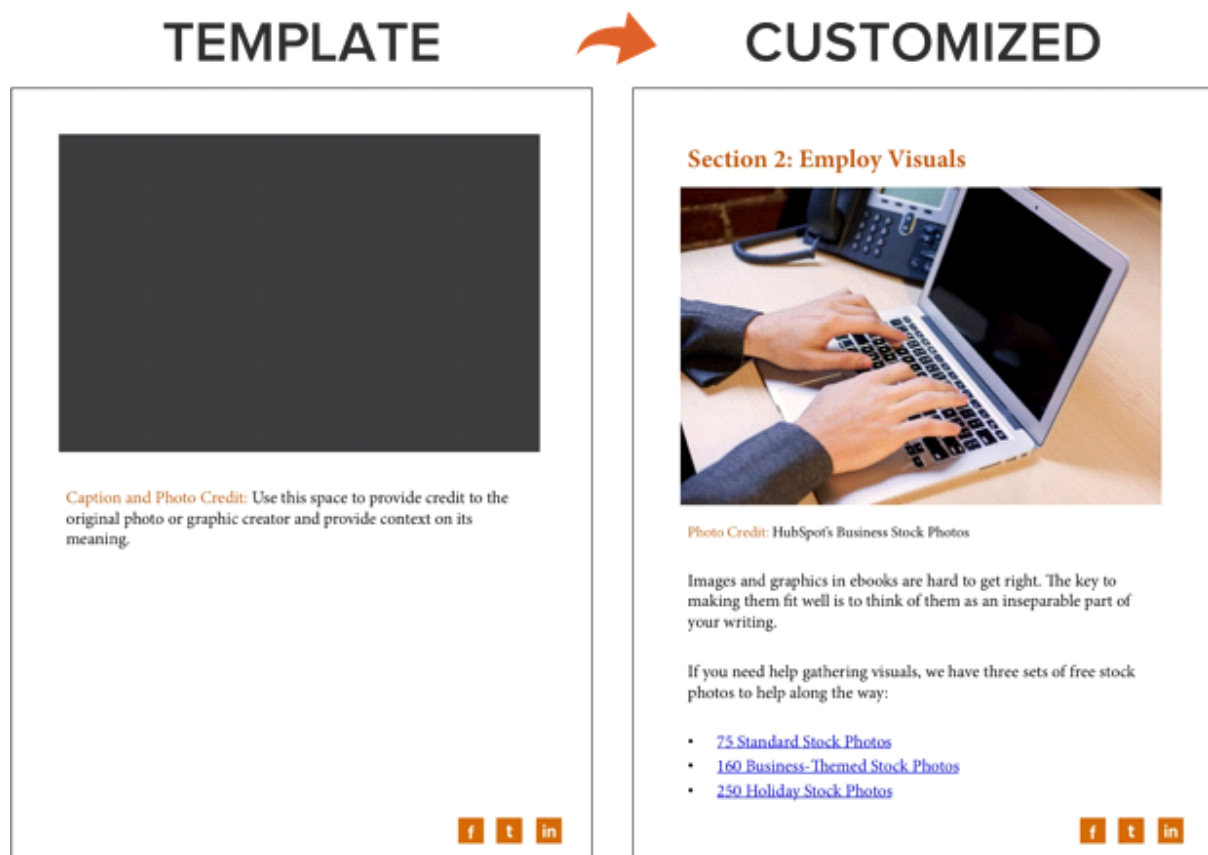
6. Incorporate visuals.

Images and graphics in ebooks are hard to get right. The key to making them fit well is to think of them as complementary to your writing. Whether you add them during or after you've finished writing your ebook's copy, your visuals should serve to highlight an important point you're making or deconstruct the meaning of a concept in an easy-to-understand, visual way.

Images shouldn't just be there to make the ebook easy on the eyes. Rather, they should be used to enhance the reader's understanding of the material you're covering. If you need help gathering visuals, we have three sets of free stock photos that might help you along the way:

- [75 Standard Stock Photos](#)
- [160 Business-Themed Stock Photos](#)
- [250 Holiday Stock Photos](#)

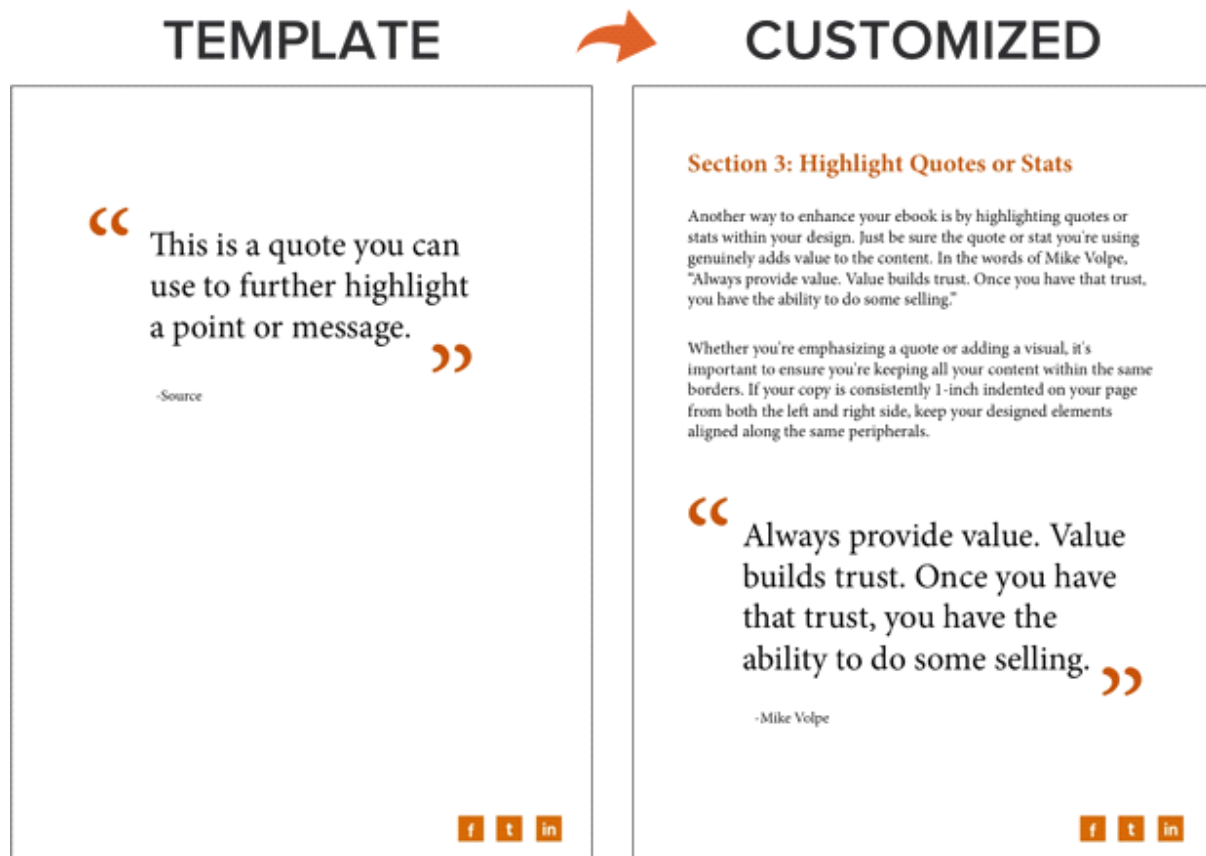
And if you're compiling a data-heavy ebook, you might want to download our [free data visualization ebook](#) for tips about designing compelling charts and graphs for your content.



7. Highlight quotes or stats:

Another way to enhance your ebook is by highlighting quotes or stats within your design. Just be sure the quote or stat you're using genuinely adds value to the content.

Whether you're emphasizing a quote or adding a visual, keep all your content within the same margins. If your copy is consistently 1-inch indented on your page from both the left and right side, keep your designed elements aligned using that same spacing.



8. Place appropriate calls-to-action within your ebook:

Now that your content is written and designed, it's time to optimize it for lead generation, reconversion, and promotion.

Think about how you got here -- you clicked on a call-to-action (CTA) in an email, on a social media post, or somewhere else. A CTA is a link or visual object that entices the visitor to click and arrive on a landing page that will get them further engaged with your company. Since your ebook readers have probably converted into leads in order to get their hands on your ebook to begin with (more on this in Step 2 below), use the CTAs within your ebook to reconvert your readers and propel them further down your marketing funnel.

For instance, a CTA can lead to another offer, your annual conference's registration page, or even a product page. Depending on what this next action is, CTAs can be an in-line rectangle or a full page teasing the next offer (see both images below).

To hyperlink the CTA in your ebook (or any image or text in your ebook) to your destination URL, simply go to **Insert >> Hyperlink** in PowerPoint.

TEMPLATE



CUSTOMIZED

HEADER

SUBHEADER

When writing your ebook content, focus on staying succinct, not verbose. Your readers saw a headline that captured their attention. Simply use the content inside your ebook to provide the information you promised in your title.

Bullets can help structure your content. Here are some additional tips for creating ebooks:

- **Incorporate Visuals:** Screenshots, photos, graphics, and other visuals can help further illustrate your core points.
- **Add Links:** Link to other tools or resources that can help your reader. For example, we have 160 free business-themed stock photos that may help you with visuals: <http://bitly.com/1aWz5t4>
- **Proof Content:** Even if you have no editor in your department, find someone who would be willing to read your content and proof it for basic grammar and spelling.

f t in

Step 1: Place Calls-to-Action in Your Ebooks

Think about how you got here—you clicked on a call-to-action in an email, on a social media update or somewhere else. A call-to-action is a link or visual object that entices the visitor to click and arrive on a page that will get them further engaged with your company. For instance, a call-to-action can lead to another offer, your annual conference, or even a product page. To hyperlink the calls-to-action in your ebook (or any image or text in your ebook) to your destination URL, simply go to Insert --> Hyperlink.

VISUAL

Text with a link to a landing page

We even designed 50 customizable calls-to-action in PowerPoint you can download and use in your ebooks. You can grab them here: <http://bitly.com/17SMPRP>

f t in

TEMPLATE



CUSTOMIZED

INCLUDE A

CTA HERE

A subheader that describes the next step CTA your content is providing, such as a free trial, product demo, coupon, and so on.

CHAT NOW

A Publication of

LOGO

DESIGN YOUR

NEXT EBOOK

WITH FIVE FREE TEMPLATES

Want to launch an ebook to fuel your lead generation goals, but don't have time to design? Download our five free ebook templates – in both PowerPoint and InDesign – to create and launch professional-looking ebooks today.

DOWNLOAD NOW

A Publication of

HubSpot

We've even designed 50 customizable calls-to-action in PowerPoint you can download and use in your ebooks. **You can grab them here.**

Now, we don't have a dedicated CTA template slide in the PowerPoint ebook templates for you to customize ... but it's still simple! All you have to do is duplicate slide four (the Header/Subheader slide) and customize copy or add images as needed. You can also go to **Insert >> New Slide** and work from there.

9. Convert it into a PDF:

Once you've finished writing your ebook -- CTAs and all -- it's time to convert it to the right file type so it's transferrable from you to your recipient.

To convert your ebook to a PDF, click **File >> Save As** in the ebook template you have open. Under **File Format**, select **PDF** and select a destination on your computer for this new file.

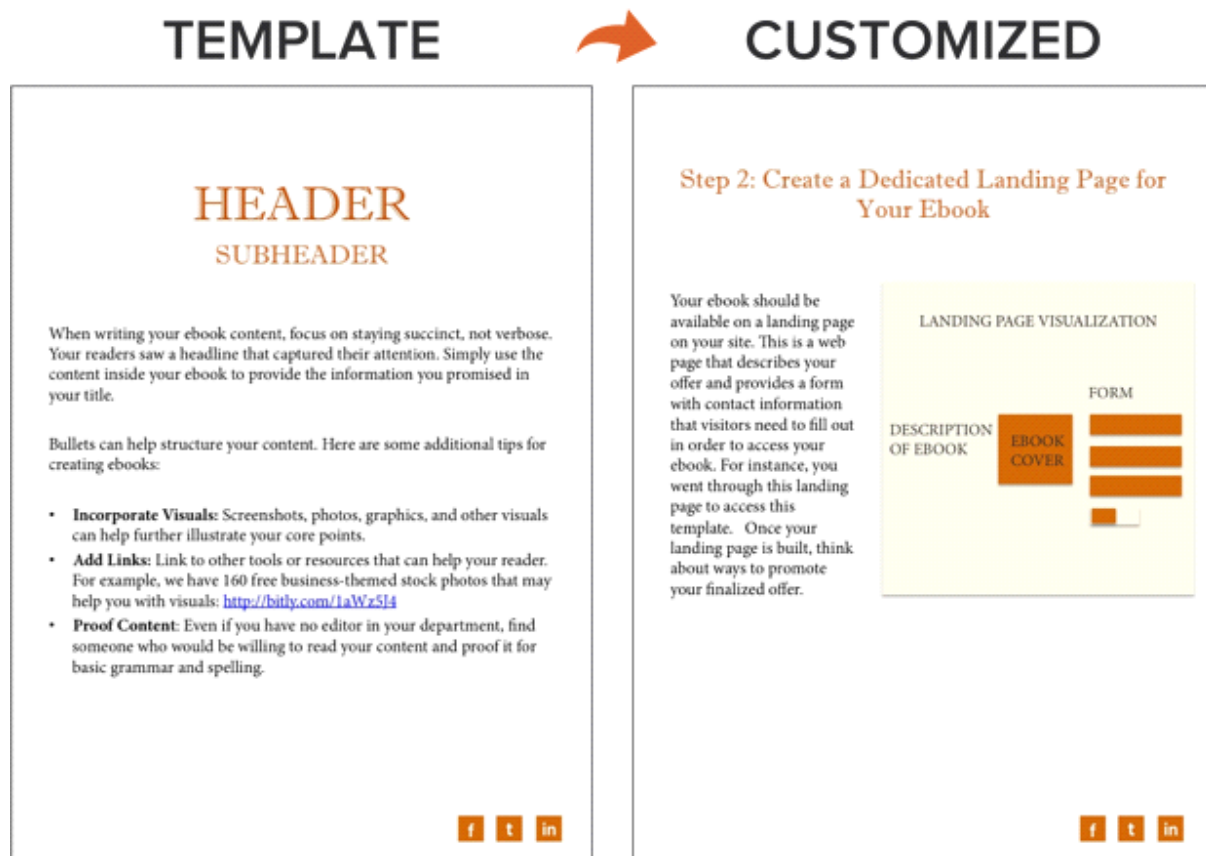
Why can't you just attach what you have to a landing page and be done with it? Word documents, PowerPoints, and similar templates are perfect for creating your ebook, but not for delivering it. Because these templates are editable, the contents of your ebook are too easily corrupted, distorted, or even lost when moving from your computer to the hands of your future leads. That's where PDFs come in.

You've seen these letters at the end of files before. Short for Portable Document Format, the .PDF file type essentially freezes your ebook so it can be displayed clearly on any device. A popular alternative to PDFs is the .EPUB file type. See a [comparison of EPUB to PDF here](#).

10. Create a dedicated landing page for your ebook:

Your ebook should be available for download through a [landing page](#) on your site. A [landing page](#) is a web page that promotes/describes your offer and provides a form that visitors need to fill out with their contact information in order to access your ebook. This is how you are able to convert your visitors into business leads that your sales team can ultimately follow up with.

For instance, you went through [this landing page](#) in order to access this ebook template.



11. Promote your ebook and track its success:

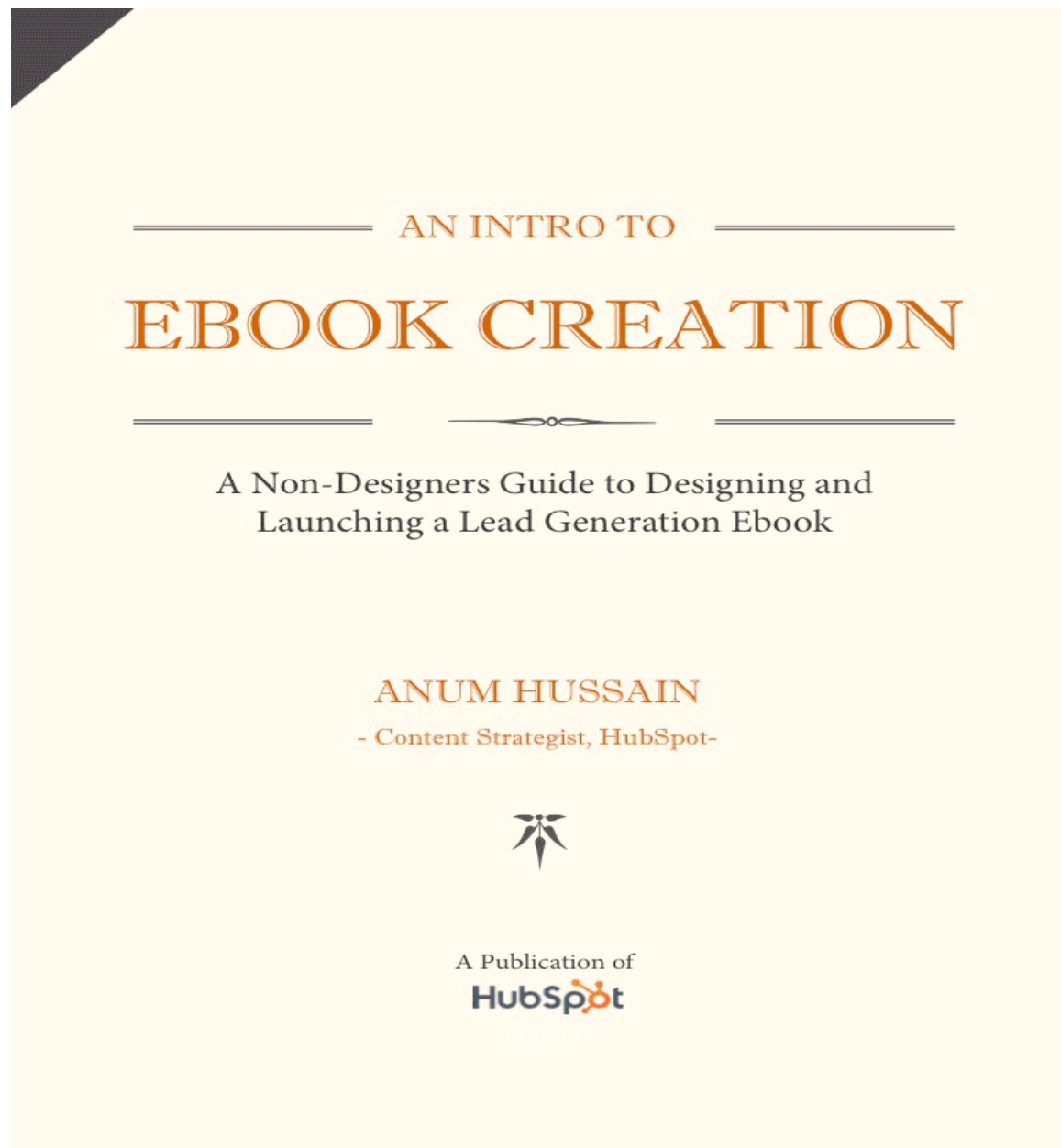
Once your landing page is all set, you can use that destination URL to promote your ebook across your marketing channels. Here are five ways you can do this:

- Advertise your new ebook on your website. For example, feature a CTA or link to your offer's landing page on your resources page or even your homepage.
- Promote your ebook through your blog. For instance, consider publishing an excerpt of your ebook as a blog post. Or write a separate blog article on the same topic as your ebook, and link to it at the end of your post using a call-to-action to encourage readers to keep learning. (*Note: This very blog post is the perfect example of how to promote an offer you created with a blog post.*)
- Send a segmented email to contacts who have indicated an interest in receiving offers from your company.
- Leverage paid advertising and co-marketing partnerships that will help you promote your ebook to a new audience.

- Publish posts to social media with a link to your ebook. You can also increase social shares by creating social media share buttons within your ebook, such as the ones at the bottom right of this ebook. After your content is launched and promoted across your marketing channels, you'll also want **marketing analytics** in place to measure the success of your live product.

For instance, you should have landing page analytics that give you insight into how many people downloaded your eBook and converted into leads, and closed-loop analytics that show how many of those people ultimately converted into opportunities and customers for your business.

And with that, we've built an ebook, folks! You can check out the packaged version of the example I built through this post here:



Ebook Ideas

So, what should you write about in your ebook? I'll answer that question with another question: What do you want your readers to get out of this ebook? To identify an ebook idea that suits your audience, consider the *type* of ebook you're trying to create. Here are a few ideas.

New Research

Conducting an experiment or business survey? This is a great way to develop proprietary knowledge and become a thought leader in your industry. But how will you share your findings with the people who care about it? Create an ebook that describes the experiment, what you intended to find out, what the results of

the experiment were, and what these findings mean for your readers and the market at large.

Case Study

People love success stories, especially if these people are on the fence about purchasing something from you. If you have a client whose business you're particularly proud to have, why not tell their story in an ebook?

Ebook case studies show your buyers that other people trust you and have benefited from your product or service. In your ebook, describe what your client's challenge was, how you connected with them, and how you were able to help your client solve their challenge and become successful.

Product Demo

The more complex your product is, the more information your customers will need to use it correctly. If your product or service can be used in multiple ways, or it's hard to set up alone, dedicate a brief ebook to showing people how it's done. In the first section of your ebook, for example, explain how to launch your product or service. In the second section, break down the individual features and purposes your product is best used for.

Interview

Interested in interviewing a well-known person in your market? Perhaps you've already sat down with an influencer to pick their brain about the future of the industry. Package this interview into an ebook, making it easy for your customers to read and share your inside scoop.

Playbook

A "playbook" is a document people can use when taking on a new project or concept that is foreign to them. Think of it like a cheat sheet, full of tips and tricks that help your customers get better at what they do.

When done right, a playbook equips your customers with information they would need to excel when using your product. For example, a software vendor for IT professionals might create a "virus protection playbook" that makes support teams better at preventing viruses at their respective companies.

Blog Post Series

Sometimes, the best ebook for your business is already strewn across a series of blog posts. If you've spent the last month writing articles all on the same subject for your business, imagine how these posts would look stitched together?

Each article can begin a new chapter. Then, once this ebook is created, you can promote it on a landing page, link to this landing page from each individual blog post, and generate leads from readers who want to download the entire blog series in one convenient ebook.

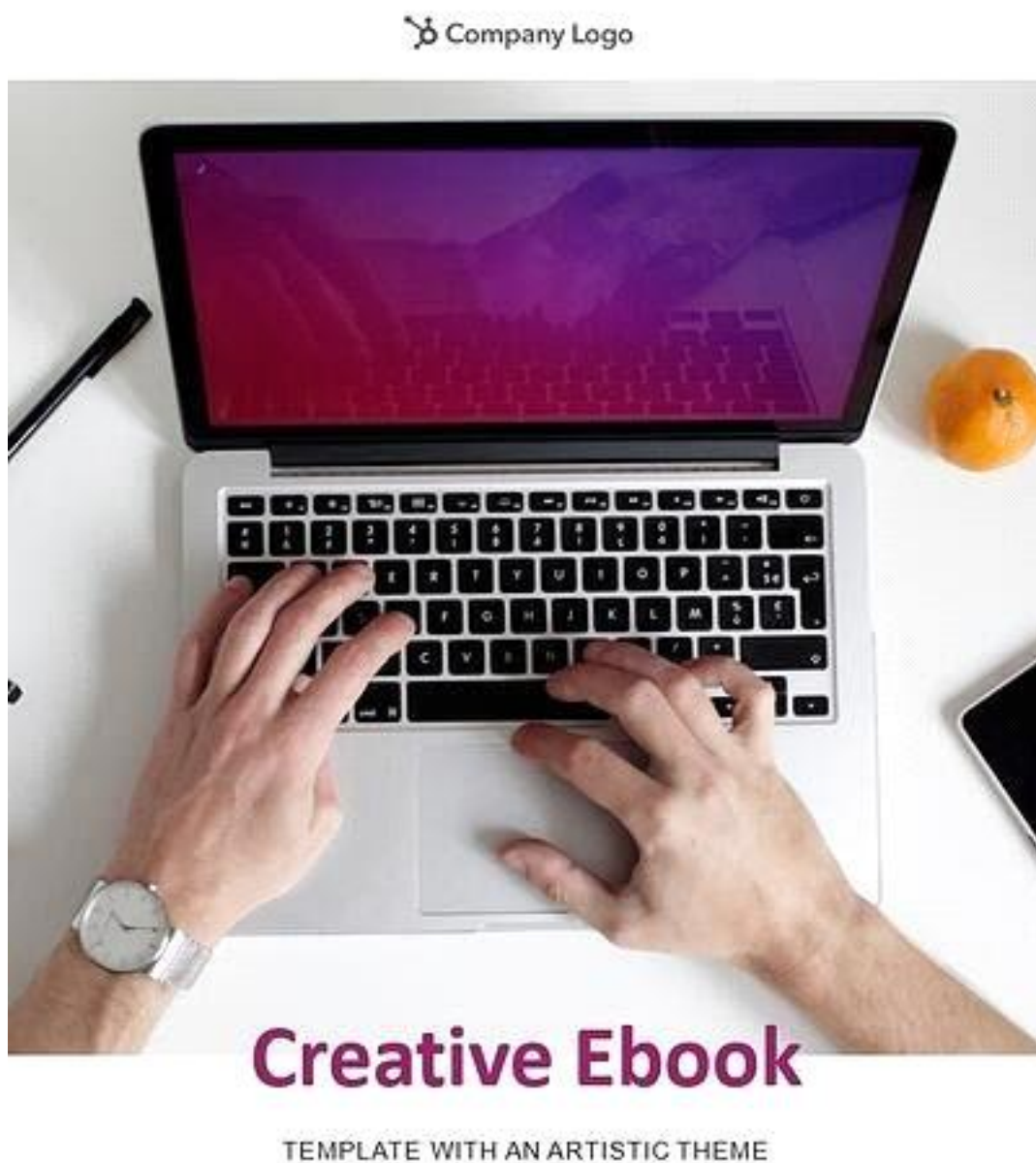
Beautiful eBook Templates:

Did you know that landing pages have the highest conversion rate at 23% than other types of signup forms? It's true, but landing pages don't convert visitors to leads all by themselves. If they don't have attractive and compelling offers behind them, they won't generate the leads your sales team is looking for.

That's why it's so important to create valuable content people want to download, and then package it in a way that's visually appealing to your readers. An ebook is a practical content choice that delivers so much value to your audience that they won't mind submitting a lead form to download it. WP Forms reports that ebooks are the most popular lead magnet amongst subscribers, with 27.7% of marketers using them.

Templates

1. Artistic Theme



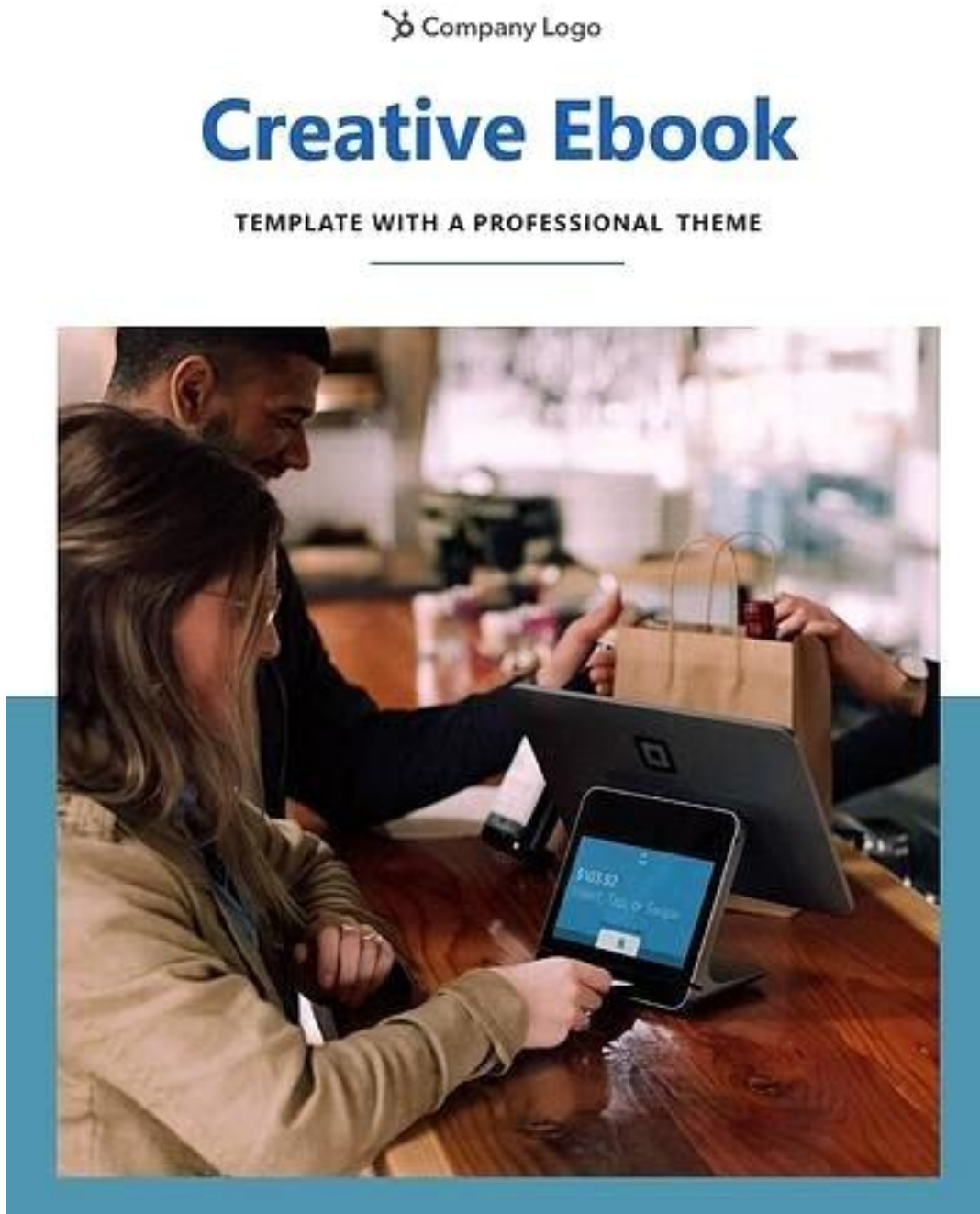
Download This Template

For the marketer, salesperson, or designer who needs to communicate a vision from high-level strategy to detail, the Artistic theme template is a smart choice. This template uses white space to set boundaries between sections, giving your ebook a clean, uncluttered charm. Colorful headers with serif fonts, eye-catching graphics, and stunning images will make your ebook come to life. The Artistic theme includes several unique layout options including light and heavy text pages, photo layouts, and more so that the design is fresh from one page to another.

The Artistic Theme Ebook Template is best for:

- Marketing Content
- Target Audience Personas
- Sales Tips and Tricks

2. Professional Theme



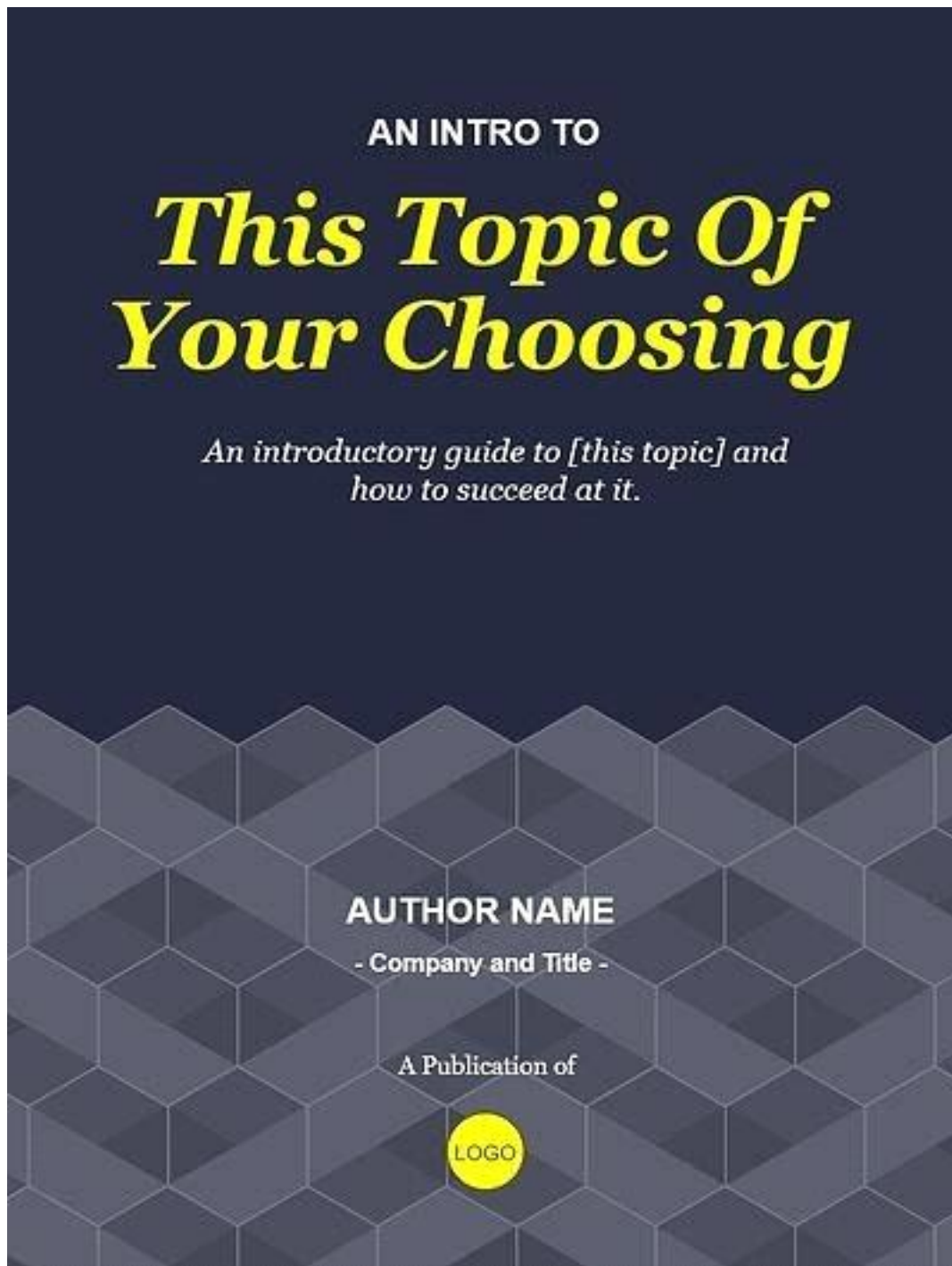
[Download This Template](#)

Appeal to the professional yet bold aesthetic, the Professional theme ebook template. Image-based title pages and thick, bold fonts draw attention to headlines and big ideas while body pages with room for photos make it perfect for a showcase or inspiration guide. The Professional template is made with the visual communicator in mind. Social media experts, event planners, and web designers — this one is for you!

The Professional Theme Ebook Template is best for:

- Social Media Guidelines
- Event Planning
- Web Design Content

3. Honeycomb Theme



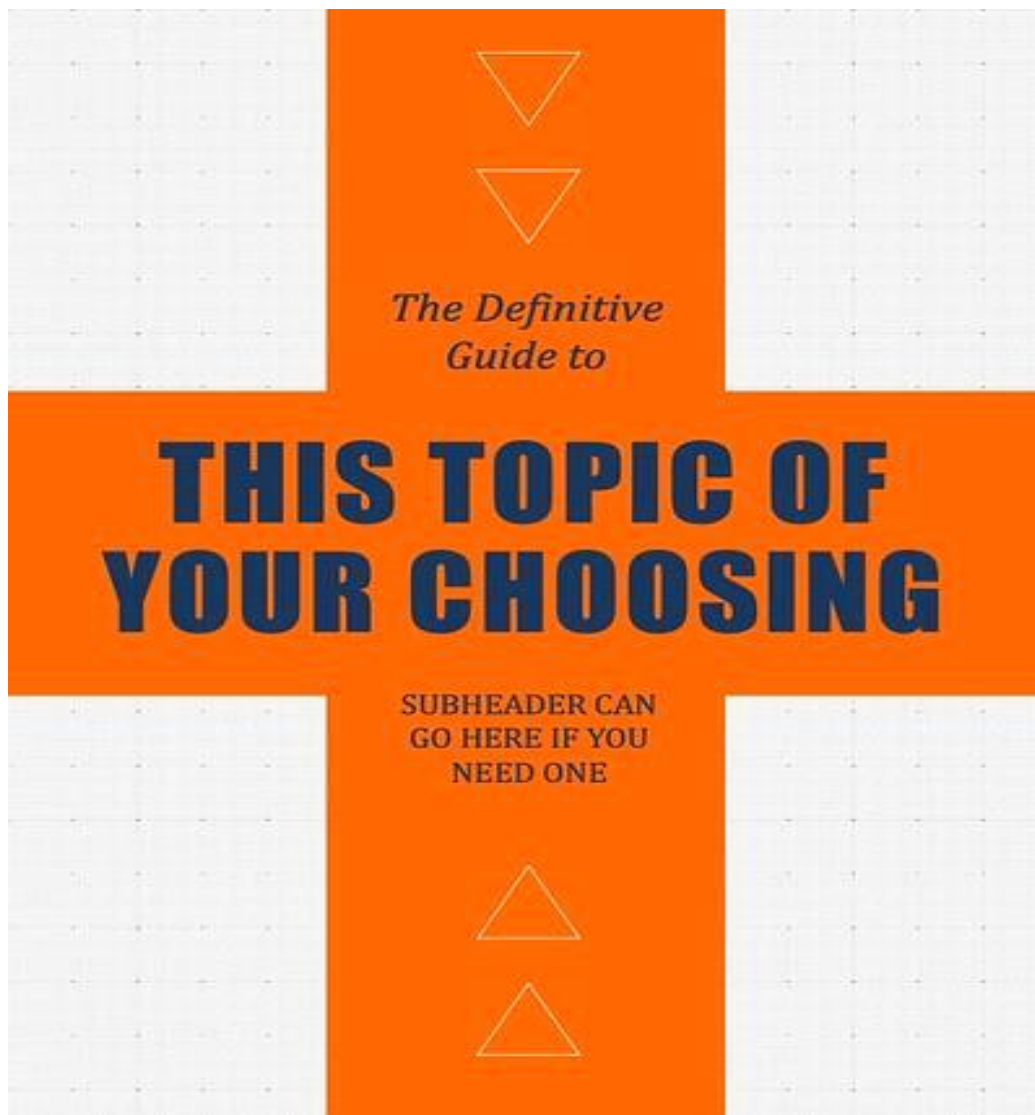
Download This Template

Your ebook is sure to get the crowd buzzing with this honeycomb-inspired design. The hexagonal shapes in the background are neutral-colored in the original ebook template, but adding in your brand colors can make these hives look sweet. Inside, you'll find page layouts for quotes and captioned photos, making it a good choice for ebooks with a healthy balance of imagery and copy.

The Honeycomb Theme Ebook template is best for:

- Recipe Books
- Customer Service Guidelines
- Technology Best Practices

4. Triad Theme



Download This Template

Great for educational workbooks that include heavy visual designs, the Triad theme provides plenty of space to organize your content on every page. The triangular shapes in this template give your ebook a sense of direction that keeps the reader moving forward. The bold complementary colors jump right off the page and grab your attention, but this template can be edited to incorporate your brand colours.

The Triad Theme Ebook Template is best for:

- Educational Workbooks
- Educational Presentations
- Seminar Courses

Video Making Mastery

It is not too hard to see why video is so popular these days -- for one thing, it is an easy-to-digest format that gives our eyes a rest from the overabundance of textual information online. This would be why the world reportedly watches a billion hours of YouTube social video per day.

And those of you who are headed towards digital marketing careers should have a complete understanding of the power of video as a marketing tool. This is not only because they might be interested in making amazing videos, but because they will probably have to learn to incorporate video into their content to remain competitive.

Video is a versatile and engaging content format that not only gives us a real-life picture of what is going on; it is also easy to share across multiple platforms. Consumers like it because it is easy to digest, entertaining and engaging, and marketers like it because it can give a potentially huge return on investment (ROI) through many channels.

Video is also very accessible to anyone with internet access, both to watch and to produce. While there is certainly a trend towards higher quality video on a professional level, anyone can hop onto their laptop and create their own video in under an hour.

8 Powerful Reasons You Need to Use Video Marketing

1. Video Boosts Conversions and Sales

97% of video marketers reported that video increased user understanding of a product or service, and 76% reported video helped them increase sales.

Including a video on your landing page can increase conversions by more than 80%. 56% of consumers believe that a company should have video content on its website.



Video can also lead directly to sales. Studies show that 74% of users who watched an explainer-video about a product subsequently bought it. So better start crafting your exciting product videos now!

If you think about it, the effectiveness of video is not even that surprising. After all, vision is our most dominant sense. Most information transmitted to our brain is visual. So, if already pictures can boost engagement massively, imagine what moving pictures can do to your business.

2. Video Shows Great ROI:

First, let's take a look at the video statistics below:

78% of internet users view online videos weekly, and 55% watch online videos daily.

100% raise of online video consumption each year.

82% of internet traffic will be online videos in 2022.

86% of brands use video as a marketing tool.

From those staggering numbers above, it's safe to say that videos are the future of online content for every business. Most people would rather watch videos to receive information than other types of content. That's because videos offer a quick, simple explanation that people can easily get the point within minutes.

To get you even more excited, 83% of businesses say that video provides good return on investment. Even though video production is not yet the easiest nor cheapest task, it pays off big time. Besides, online video editing tools are constantly improving and becoming more affordable. And even your smartphone can make pretty decent videos already.

Good news is that your videos don't have to be perfect. It's the content that matters! Latest research shows that users are mostly put off by videos that don't explain the product or service clearly enough. Low quality and poor design didn't matter nearly as much. So, it's fair to say that video is like pizza – when it's bad, it's still pretty good!



3. Video Builds Trust:

Video is a fantastic medium for building trust with your audience. It can feel more transparent to viewers than a piece of written content or marketing collateral, for example, because it gives them a chance to put their eyes on the people behind the brand, and decide whether to put their trust in them.

Additionally, video drives high engagement on social media. Forty-eight percent of people said they're more likely to share video content on social media—a higher percentage than any other type of social content, with posts coming in at 23%.

Trust is the foundation of conversions and sales. But building trust should be a goal on its own. The whole concept of content marketing is based on trust and creating long-term relationships. Stop selling and let the people come to you by

providing them interesting and useful information. I couldn't have said it better than Mark Schaefer, the Executive Director of Schaefer Marketing Solutions:

The new era demands a focus on **ignition**, not just content, on **trust**, not just traffic, and on the **elite people in your audience** who are spreading and advocating your content.

Video does it all. Video content is likely to engage us and ignite emotions. And when we talk about elite people in the audience, YouTubers have become the most powerful social media figure to promote your brand. So, if you are serious about content marketing, you must be serious about video, too.

Promotional videos can foster trust as well. Some consumers are still sceptical about buying products and services on the internet because they fear fraud and cheating. But effective marketing videos present your products in a conversational form. That creates a sense of individual approach which is why 57% of consumers say that videos gave them more confidence to purchase online.

Why Choose Video to Promote Your Business

Video Boosts Conversions and Sales



Including video on a landing page can increase conversions by **80%**

Video Builds Trust



98% of users say they've watched an explainer video to learn more about a product or service.

Google Loves Videos



You have a **53x** higher likelihood of ranking on the first page of Google by using videos.

Video Encourages Social Shares



76% of users say they would share a branded video with their friends if it was entertaining.

4. Google Loves Videos:

videos are a great medium for storytelling and with our brain hardwired to get attracted to moving images, users watch videos at a whopping rate. Google acknowledges this fact, which is why it consistently ranks this kind of visual content in its search results.

So much so, that according to studies, having video increases the chances of the website appearing on the first page of Google search results by a fiftyfold. That alone should be reason enough to prompt you to direct your energy and resources towards video.

Videos allow you to increase the time spent by visitors on your site. Thus, longer exposure builds trust and signals search engines that your site has good content. [Moovly](#) gives us whopping statistics: You're 53 times more likely show up first on Google if you have a video embedded on your website. Since Google now owns YouTube, there has been a significant increase in how much videos affect your search engine rank.



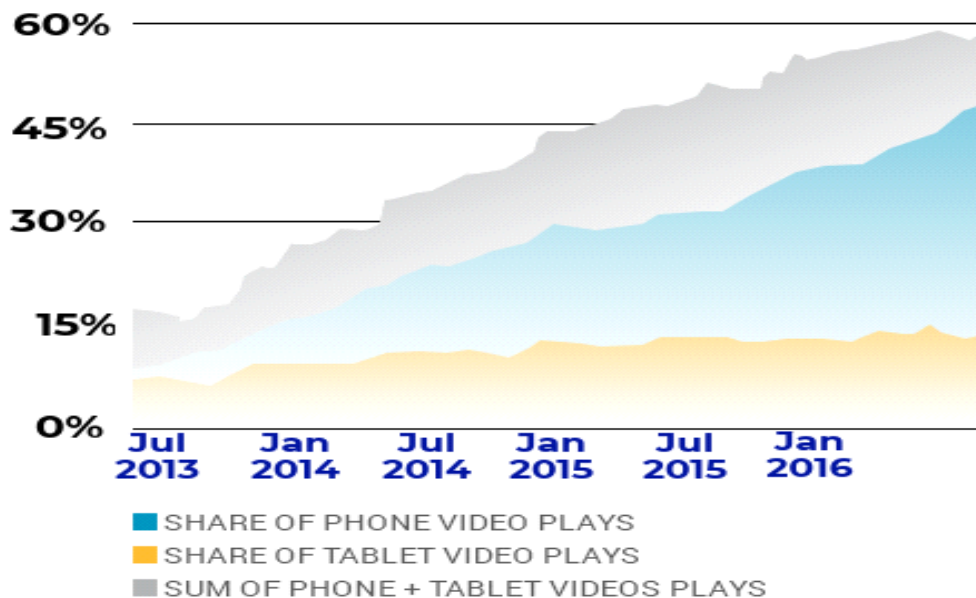
Make sure to optimize your videos on YouTube for SEO. Write interesting titles and descriptions. Add a link back to your website, products, and services. Give potential customers the way to take the next step. And explore the world of interactive videos, to encourage actions even more.

5. Video Appeals to Mobile Users:

Video and mobile go hand in hand. 90% of consumers watch videos on their mobile. From Q3 of 2013, mobile video views have grown more than 233 percent. YouTube reports mobile video consumption rises 100% every year.

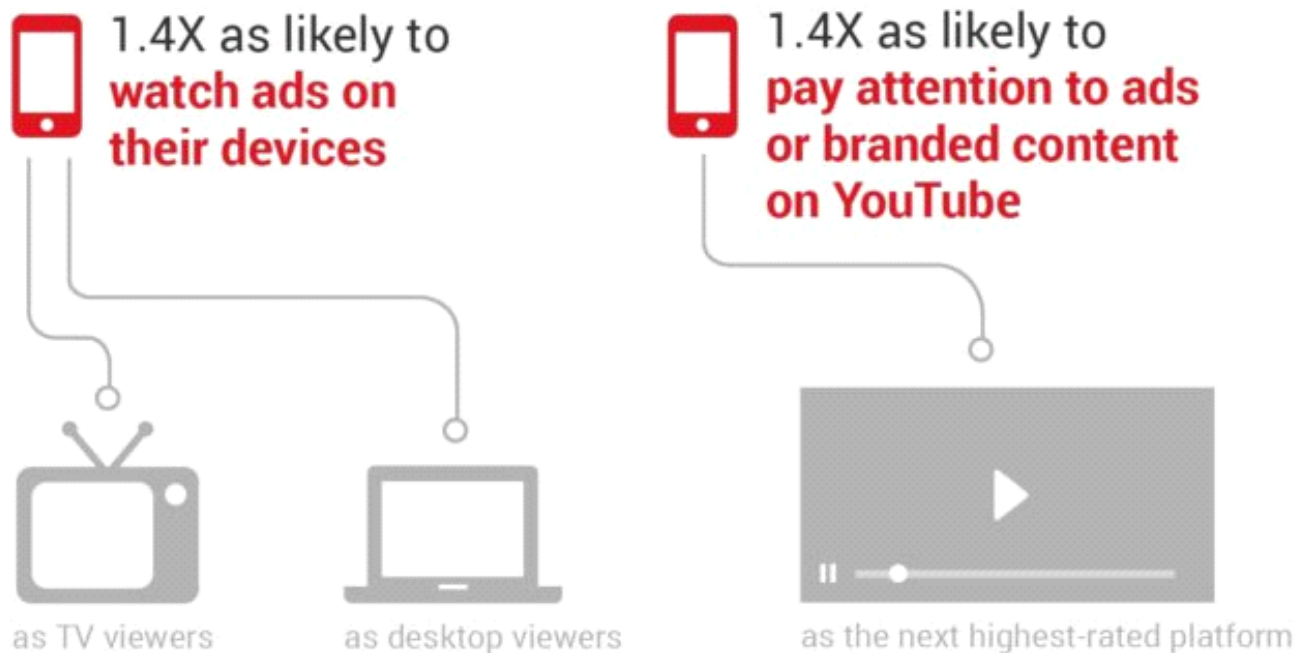
Since people like to watch videos on the go, and the number of smartphone users is growing, your video audience keeps getting bigger and bigger.

Rise of Mobile Video



Also, [Google](#) tells us that smartphone users are twice as likely, than TV viewers and 1.4 times more likely as desktop viewers to feel a sense of personal connection to brands that show video content or ads on their devices.

Smartphone video viewers are:



The growth of mobile video means, brands need to be sensitive to the personal experience people have on their smartphones. For example, give them a better choice in the video content they consume.

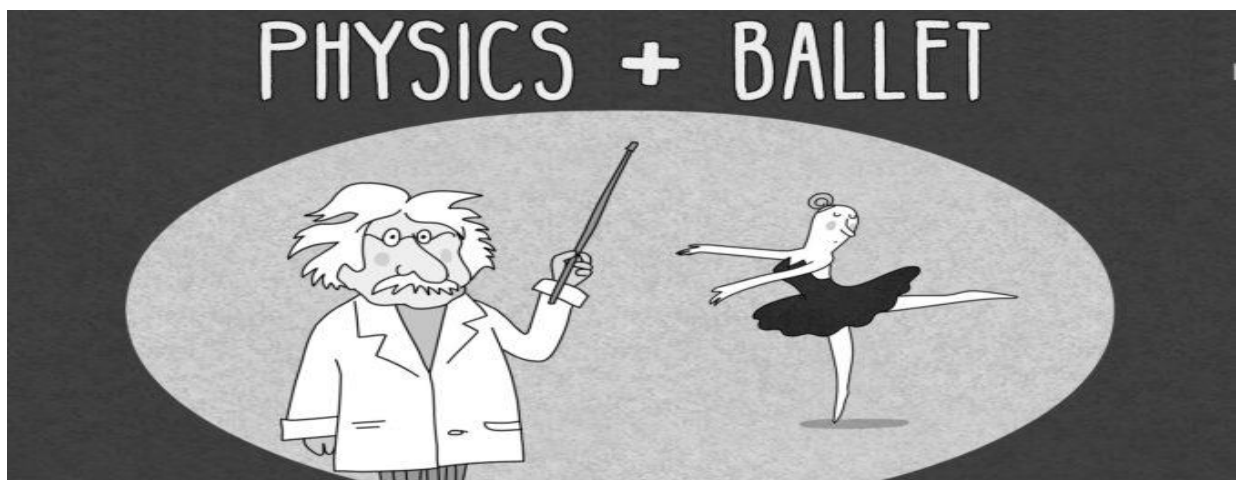
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6. Video Marketing Can Explain Everything:

Are you launching a new product or a service? Create a video to show how it works. 98% of users say they've watched an explainer video to learn more about a product or service. That is why 45% of businesses who use video marketing said that they have an explainer video on their home page. Of those businesses, 83% said that their homepage explainer video was effective.

Trying to explain a difficult concept? Create animated videos. Animation can bring concepts to life that no text or live video can. Besides, boring talking heads are not enough anymore to break through the clutter. Animated videos are a perfect combination of entertainment, nostalgia, and simplicity. And they work.



Make sure you use a process that will get you results. Use these 20 pre-production steps to make your video content stand out from the rest.

7. Video Engages Even the Laziest Buyers:

Video is a great tool for learning, but it's also super easy to consume. Today's life is too busy to have time to read long product descriptions or dig deep into

services. The modern customer wants to see the product in action. Video preference is one of the most important driving forces of using video in your content marketing.



Video marketing can capture a wide audience, and it works on many levels. Even the laziest ones. Make sure you target not only to the eyes but also to the ears of the potential client. Your competitive advantage gets double power!

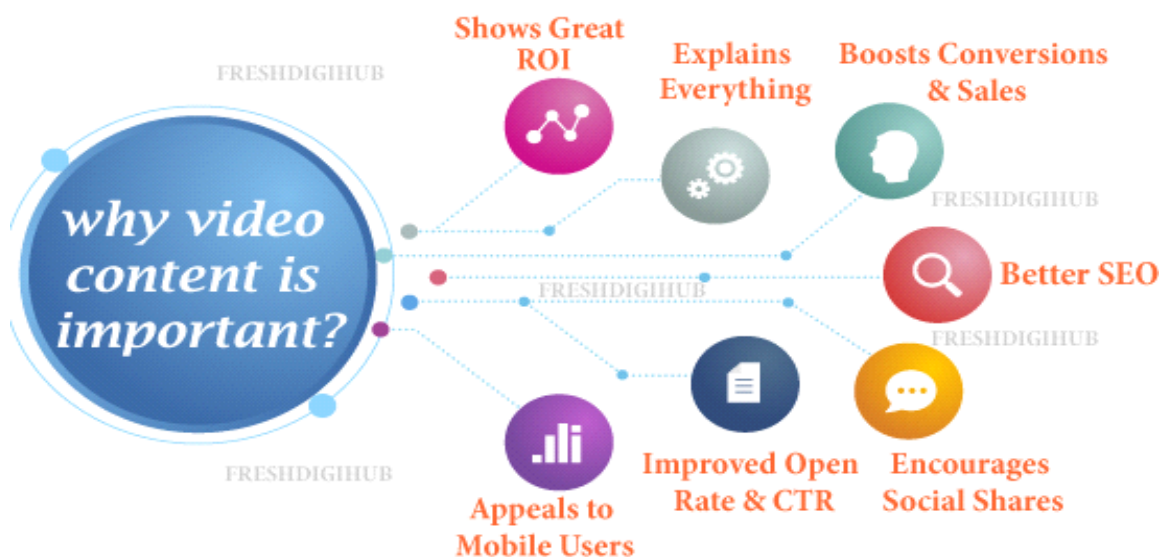
8. Video Encourages Social Shares:

In the 8th annual, Michael Stelzner stated that 60% of the social marketers used video content in 2015 and 73% of the total respondents planned to use it in 2016. And they sure did.

Social networks also encourage video content with their new features. Facebook has launched 3600 Video, Live Video, and Life stage (A Video-Centric App for Teenagers).

Instagram put in place 60-Second Videos & Instagram Stories, Twitter has Periscope. And YouTube is the second most popular social network in the world.

However, in a social media context, video marketers must remember that people share emotions, not facts. 76% of users say they would share a branded video with their friends if it was entertaining. So, create fun entertaining videos to encourage social shares. Emotions are not exactly ROI but social shares can increase traffic to your site, and you can take it from there.



Different types of video

- **Promotional / advertisement:**

A promotional video is a business video with the intent to promote your products and services to customers and prospects. Any video you create is in

some sense attempting to sell your brand to your target audience. However, that doesn't mean it's a blatant sales pitch. A good promo video seeks to bring the conversation to a more personal level without making the sales aspect so overt.

You've no doubt seen companies release videos in the past which celebrate an achievement or event, wish viewers a happy holiday, or tell their brand story.

These pieces of content are promotional videos. They're transmitting information from the brand to the audience but without outright asking you to buy something. If it helps, think of it this way: every video ad is a promotional video. Not every promotional video is a video ad.

How long should a promotional video be?

Try to keep it under 2-minutes and make sure you're hitting the important info. The old saying "less is more" should ring true here.

Even large companies and international brands know this to be true. Intel, for example, refuses to release video marketing content over 2-minutes. Neither should you!

That said, promo videos do tend to go a little deeper than your typical video ad so take the opportunity to showcase your brand and really convey valuable information to your audience.

How to make a Promotional Video:

<https://www.youtube.com/watch?v=Wt8e0K8Vt0Y>

- **Product explainer**

Pitching up services and products by portraying the overall standard and vision of your business is essential, hence the booming of explainer videos in the last

couple of years. Studies show that 74% of users who watched an explainer video about a product eventually bought it. 83% of businesses who used video marketing registered significant earnings as it engage even the laziest buyers.

How to make Product Explainer Videos



Video Tutorial:

https://www.youtube.com/watch?v=ysyDU5_Q1aI

- **Tutorial**

Teaching a concept or process through a video tutorial is one of the single most valuable types of online content. It's an easy and effective for your audience to learn a new skill. Video tutorials are sure to attract new followers and convince your current one's that you're serious about providing them the best content possible.

Creating a quality video tutorial doesn't have to be difficult. It's actually possible to create an adequate tutorial in ten minutes, no video editing required.

Video Tutorial:

https://www.youtube.com/watch?v=cLLuuV_57JY

- **Live Videos**

Live video is **video** that a user broadcasts **live** to an audience of real people engaging in the same exact space. ... After Facebook launched its iteration of **live video**, each major social media platform released its own **live video** feature. And Facebook **Live** is still the preferred platform for watching **live** streaming **video**.

Video Tutorial: https://www.youtube.com/watch?v=ZEB_Hl1UBT8

- **Reviews/ Testimonial**

What is a Customer **Testimonial Video**? This type of **video** shows your client talking about your brand and your product; and about the experience of working with your company. They help a lot when you need to build brand trust, and they'll inform your target audience of how great your product is!

Video Tutorial:

<https://www.youtube.com/watch?v=3wJVe9Zr6K4>

- **Vlog**

Vlog stands for a **video** blog or **video** log, and refers to a type of blog where most or all of the content is in a **video** format. **Vlog** posts consist of creating a **video** of yourself where you talk on a particular subject such as reporting or reviewing a product or an event.

Video tutorial: <https://www.youtube.com/watch?v=CU8VP6eIzFI>

- **Interview**

Interviews are great way to engage with your crowd. You interview top people in the industry and get some great views for your product.

For example, you might see influencers coming over for an interview and then introduce their products. Especially if you are in Education business, you might see a lot of influencers collaborate and share their ideas on their social media platforms.

Video tutorial: <https://www.youtube.com/watch?v=azq0S0DKS50>

- **Webinars**

A webinar is an online seminar that turns a presentation into a real-time conversation from anywhere in the world. **Webinars** allow large groups of participants to engage in online discussions or training events and share audio, documents or slides – even when they’re not in the same place as the meeting host or in the same room where the event or presentation is taking place.

How can you use webinars to convert people from lead to customer?

https://www.youtube.com/watch?v=6alrFJ1_Y7s

Essentials Elements of Video Making Mastery



1. Content

Brainstorm subjects you are passionate about and that are both interesting and engaging for viewers. Make sure to narrow down your topic, research it thoroughly, and jot down key points you want to cover in your video. To keep your vlog short, plan a general beginning, middle, and end.



2. Camera

The camera you use should directly relate to the type of vlog you want to produce. If you're looking to film a simple blog from your desk, you can use your webcam. However if you need more detail and have a bit more equipment on-hand, a DSLR camera on a tripod will yield the best results. If you're filming a travel vlog, use either a [GoPro](#) or your phone (in landscape please.)

Need help deciding what camera is for you? [DSLR Guide](#) shares great reviews on all types of cameras and helpful filmmaking tips.



[

3. Background

Consider your location. Are you standing in front of a white wall or a boring office building? Is there a half opened bag of chips and dirty laundry scattered all around your apartment. Think again.

Tidy up and position you're camera so you're background is captivating and colourful. Hang up a gallery wall, head to a park, or pretend you're somewhere else entirely with a green screen.



4. Lighting

Lighting is everything so light it all up. Viewers immediately judge a video by the quality of lighting. This is the one case where more can be better.

Remember, the light should be pointed at you, not behind you. Otherwise you'll look like a shadow creature.

A free lighting option is to make use of daylight and window light. However, if you're looking to invest (and you should), consider umbrella lights, light rings, and reflectors.

Want to see vlog lighting at work? It's Judy Time has a great video on ring and lotus lights for vloggers.



5. Audio

Scan your location for noise. Chances are if you're filming right next to a hospital, it's going to be noisy. Try to find a quiet place or shoot in a room with good acoustics. Nobody is going to listen to you if they can't hear what you're saying.

Before filming your vlog be sure to test your camera's audio quality. You may need to use a boom mic or lavalier or recording device.



6. Presentation

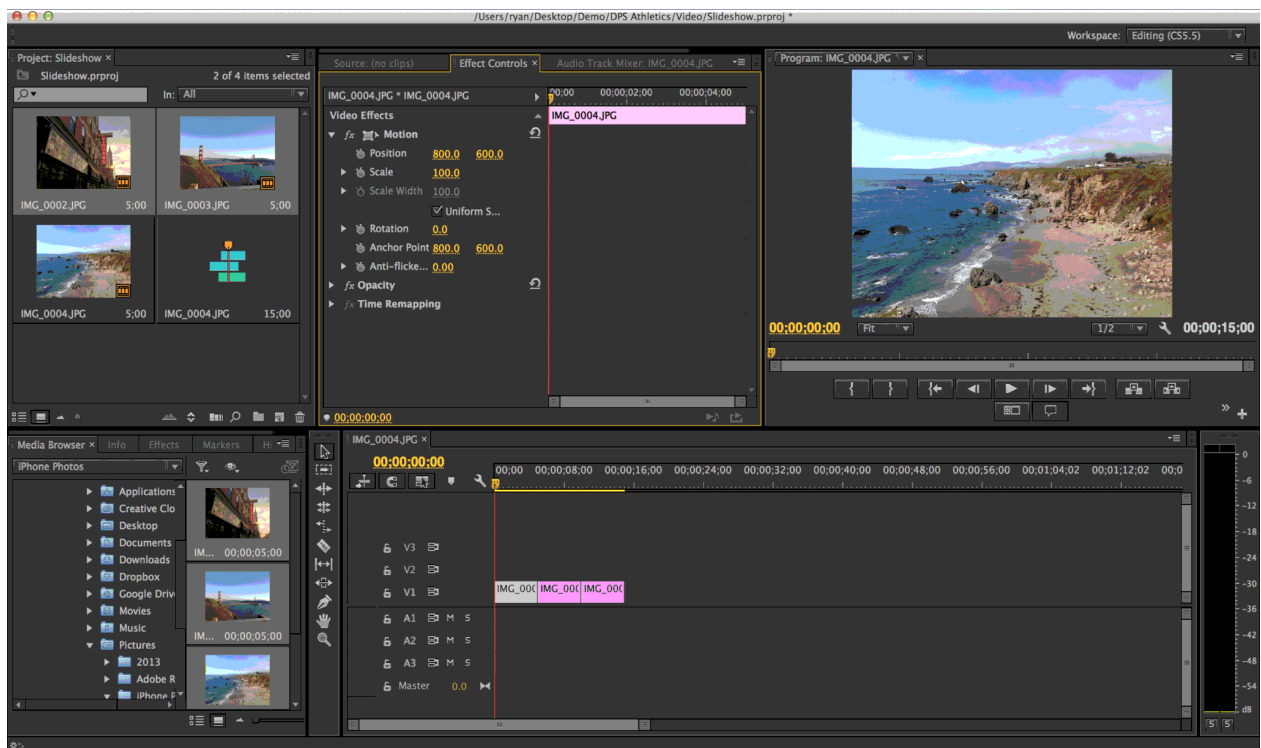
Centre yourself in front of your camera and make the Dowager Countess of Grantham proud by practicing good posture.

When you get in front of the camera things can change. Instead of freaking out, let your hair down and get comfortable. Remember the key points you jotted

down earlier, relax and have fun. Be confident and talk to the camera when you create vlogs like you go way back.

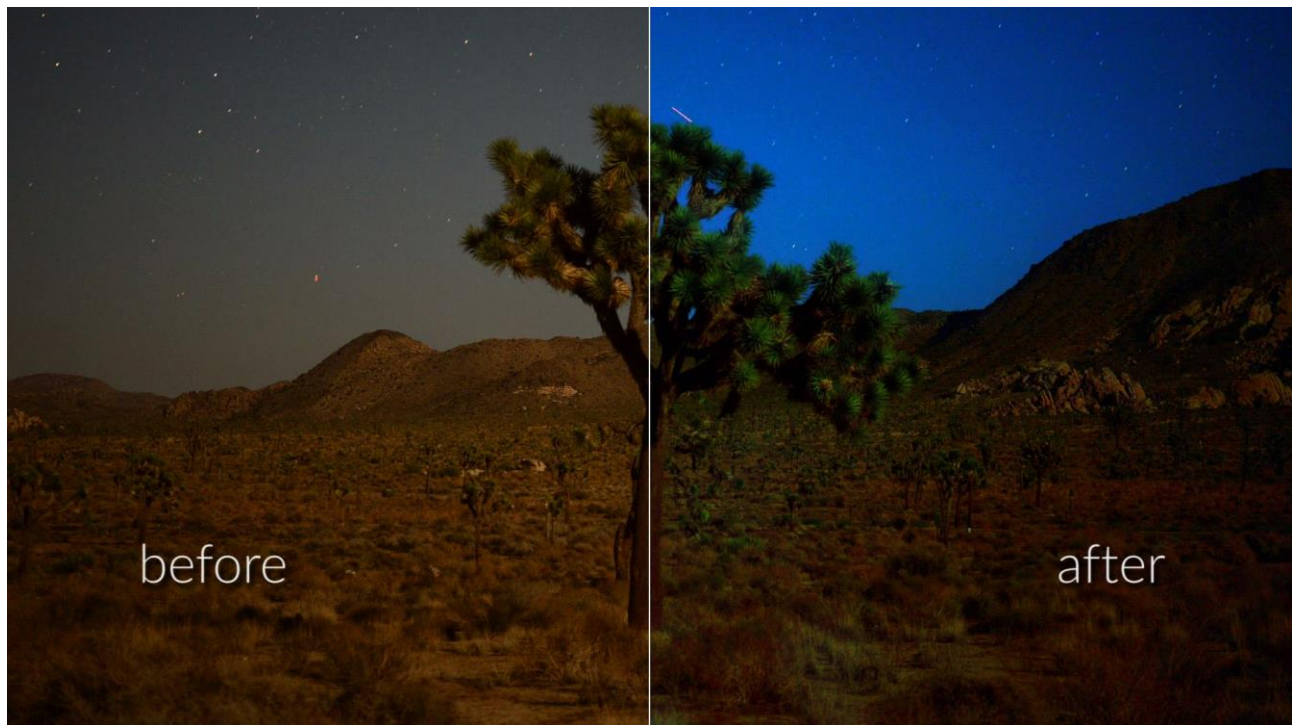
Thanks to the Internet our attention spans are- what, is that a bat?

To shake things up and keep viewers focused; include B-roll footage relating to your topic. If you're talking about Bolivia, why not throw up a map of Bolivia? It will create a nice break and can educate (or shock) some viewers on the actual location of Bolivia. Hint, it's not in Eastern Europe.



7. Editing Software

Now that you've got your footage to create a vlog, you'll need video editing software to help you cut, trim and tie it all together. Find software that will fit your budget. The top players in the game are Apple Final Cut Pro X, Adobe Premiere Pro, Avid Media Composer, Grass Valley EDIUS, and Sony Vegas Pro. You can explore less expensive options but if you're planning on doing this long term, better tools are worth the investment.



8. Post Production

Be aware that the quality of your camera and lighting can only go so far. To really make yourself and your footage look good, plugins are a great option that delivers result fast.

Having a bad day or noticing a few more wrinkles than you remember?

Give [Skin Touch Up](#) a try. Maybe your footage looks a bit dull. Punch up the colours with **Colourfast** or the FREE [Color Fixer Pro](#) plugin from NewBlueFX.

And if you create vlogs that are filmed on the go, [Stabilizer](#) and [Lens Correction](#) are great tools to help stabilize and fix that fish-eye lens from your GoPro.

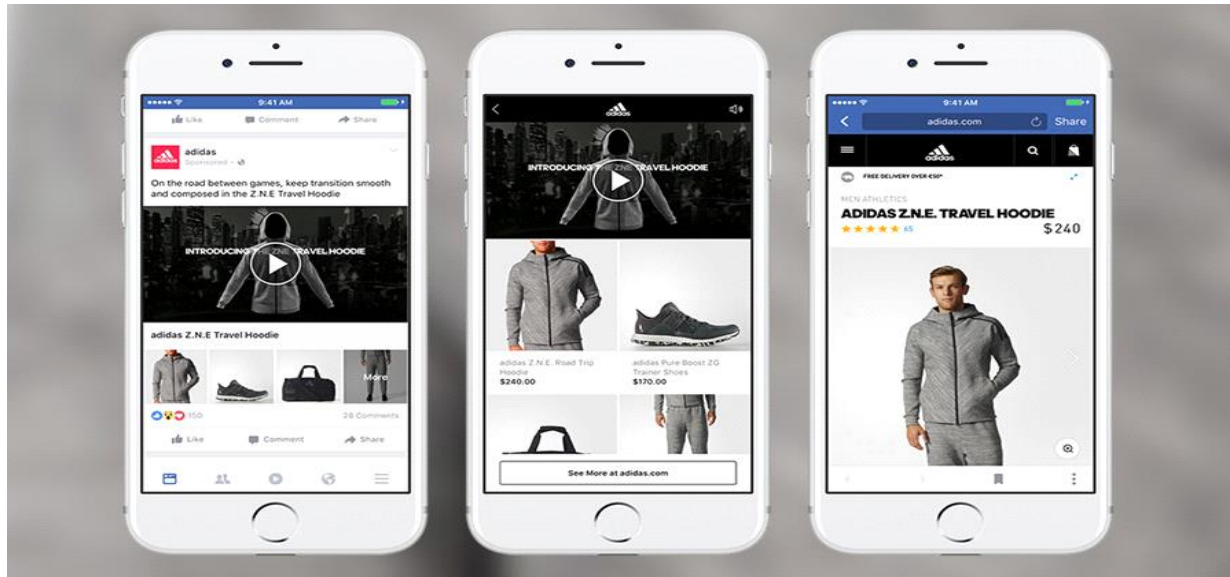


9. Share

Get some feedback from a trusted friend or vlogger. With fresh eyes they'll be able to see some issues you may not have seen. Then go ahead and post it. Be sure to prepare it for SEO and share it across your social media channel. If you need help getting started there, we've got more tips!

Ready to create vlogs and take the first step closer to Internet stardom? Share your first vlog with us in the comments.

How to promote your videos



- Websites/landing – Refer website building Module
- Video sharing apps with optimisation
- On your social media – Instagram, YouTube, LinkedIn, Twitter
- Email lists – You can send emails to your list and tell them to watch videos & this can create trust in your audience
- Make them a part of your signature – As in your emails, you can videos even in signatures.
- Paid Promotions on social media - You can run ads on your videos on all the social media platforms

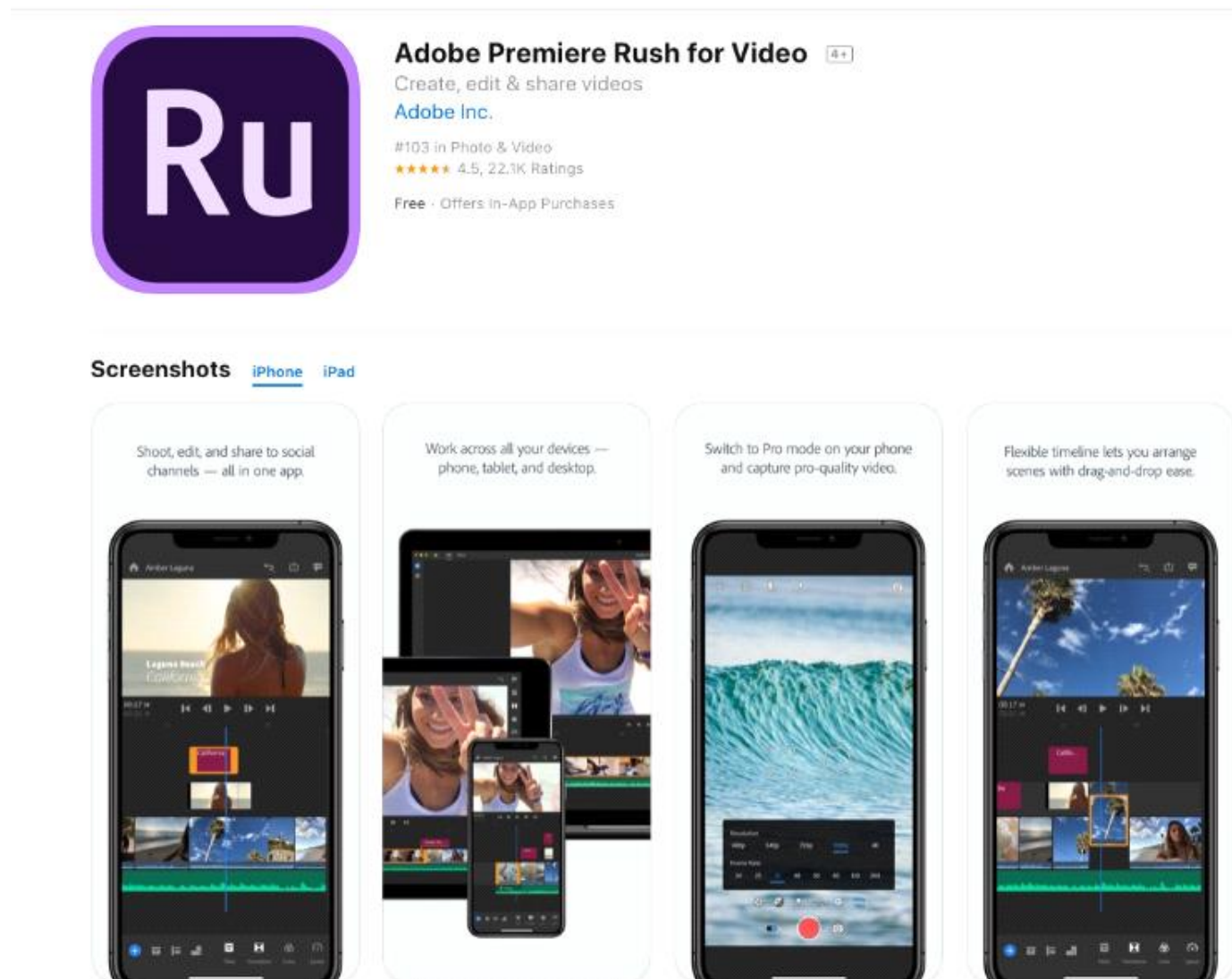
14 Best Video Editing Apps for 2021 - Free and Paid

No other device has embedded itself in the lives of people more than the smartphone. Users are spending a larger amount of time on their mobiles than ever before. Almost everything is possible via some app or the other. The advent of smartphones has led to the rise of a plethora of mobile apps - financial apps, gaming apps, learning apps, video editing apps; the list is huge.

Nowadays, the major selling point of these phones is their camera and their features. Every day we see new phones flooding the market with cameras better than their precursors. With mobile phone cameras competing with professional DSLRs, photographers and videographers have many options on their plate. Photo and Video editing apps have found a comfortable niche in the mobile app market. A large number of editing tools are now available that make capturing and editing high-quality videos easier.

In this article, we have rounded up some of the best video editing apps for your mobile phones.

[Adobe Premiere Rush](#)



Available for iOS and Desktop

Cost: \$9.99/month Plan for individuals. This is the Starter Plan, which lets users create an unlimited number of projects on desktop and iOS, and export the three of them.

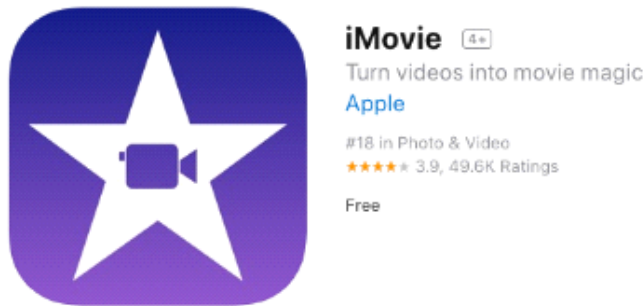
Adobe Premiere Rush is a video editing app for creating and sharing online videos. Rush is easy to learn, and it gives you plenty of control over your creations with its motion graphics templates, audio features, and ability to tap into your Creative Cloud library and Adobe Stock. You can capture, trim,

change clip sequence, color-correct, record voice-overs, and add color filters and text overlays. With its simple interface, Premiere Rush offers basic tools for creating professional-looking videos in a flash. It offers a one-click audio mixing feature that automatically adjusts the volume of background music during voice-overs, syncs projects across all devices. The app itself is well-designed and uncluttered. Side panels hide when not in use, the source panel is on the left and effects and adjustment tools are on the right.

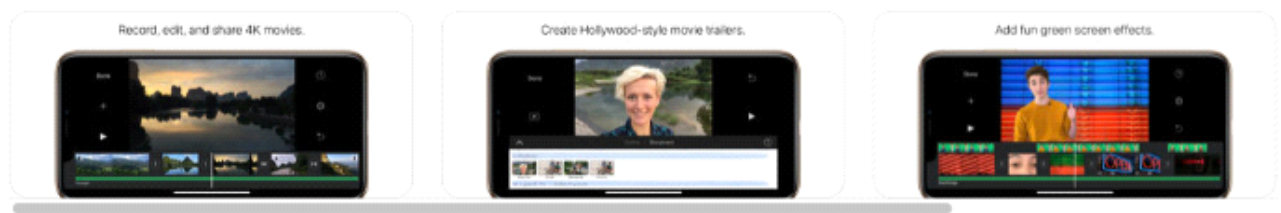
Premiere Rush is hassle-free and uncluttered, it simplifies the video editing, motion graphics, and audio mixing capabilities of Adobe's professional software, such as Premiere Pro, After Effects, and Audition and is designed for people with limited video editing skills. The interface is intuitive. You're not going to make a feature film with Rush, but you can quickly throw together a respectable travelogue, commentary, or instructional video in a matter of minutes and adjust it to any social media output format you need. Exporting options are optimized for every social platform including Snapchat, Instagram, Facebook, Twitter, and Vimeo. You can also share the edited high-quality videos on your [portfolio website](#). Even if you don't focus on video or film, adding videos to your portfolio will be a great way to showcase your work. Create your video website with [Pixpa](#).

Adobe Premiere Rush is not without its weaknesses. You can't roughly edit your clips down before you drag them over to your timeline – curiously, this is available in more basic video editors like iMovie. There is also no copy and paste option, which can be quite annoying. Adobe offers lots of nice-looking animation templates, but strangely enough, only 3 transition effects. There is also no Ripple Trim tool.

iMovie



Screenshots iPhone iPad



Available for: iOS, macOS

Cost: Free

iMovie is an easy to use video editing app developed by Apple. iMovie lets you create Hollywood-style trailers by choosing from 14 trailer templates and beautiful movies by choosing from 8 unique themes, with credit rolls and studio logos, using photos and videos. This video editing application supports 4K video resolution and the finished product can be played from an Apple device and projected to a screen. It easily transfers videos between your iPhone, iPad and iPod touch using Airdrop or iCloud Drive. Videos can also be shared to any video sharing platform or social media.

Some of its excellent features are; its ability to fix shaky videos, edit clip up close, changes audio over a video clip, user-friendly interface, customizations, built-in special effects, video enhancement features, real-time titling, stabilization, automated video editing, crop and rotate video clip, and easy

sharing. This app helps in transforming your video with the new green screen effect that lets you instantly remove the background of clips shot in front of a green or blue screen, the new 80 soundtracks automatically adjusts to match the length of your movie. Class kit support lets students deliver video assignments to teachers using the Schoolwork app.

One of the major drawbacks of this video editing app is that it does not allow you to have your music so you cannot download a music track or song that you want unless you get a different app and share the music to iMovie but overall it is cumbersome to do that and it is also overall glitchy.

Movavi Clips



Movavi Clips Great Movie Maker 4+

Video Clip Editor with Music

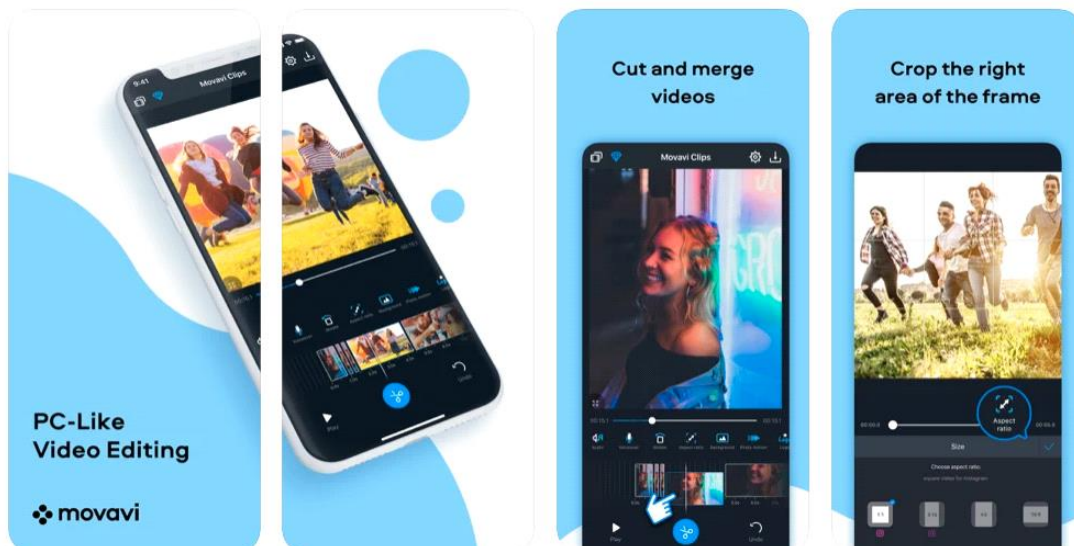
[Movavi Software Inc.](#)

Designed for iPad

★★★★★ 4.7 • 8.2K Ratings

Free - Offers In-App Purchases

Screenshots iPad iPhone



Available for: iOS, Android

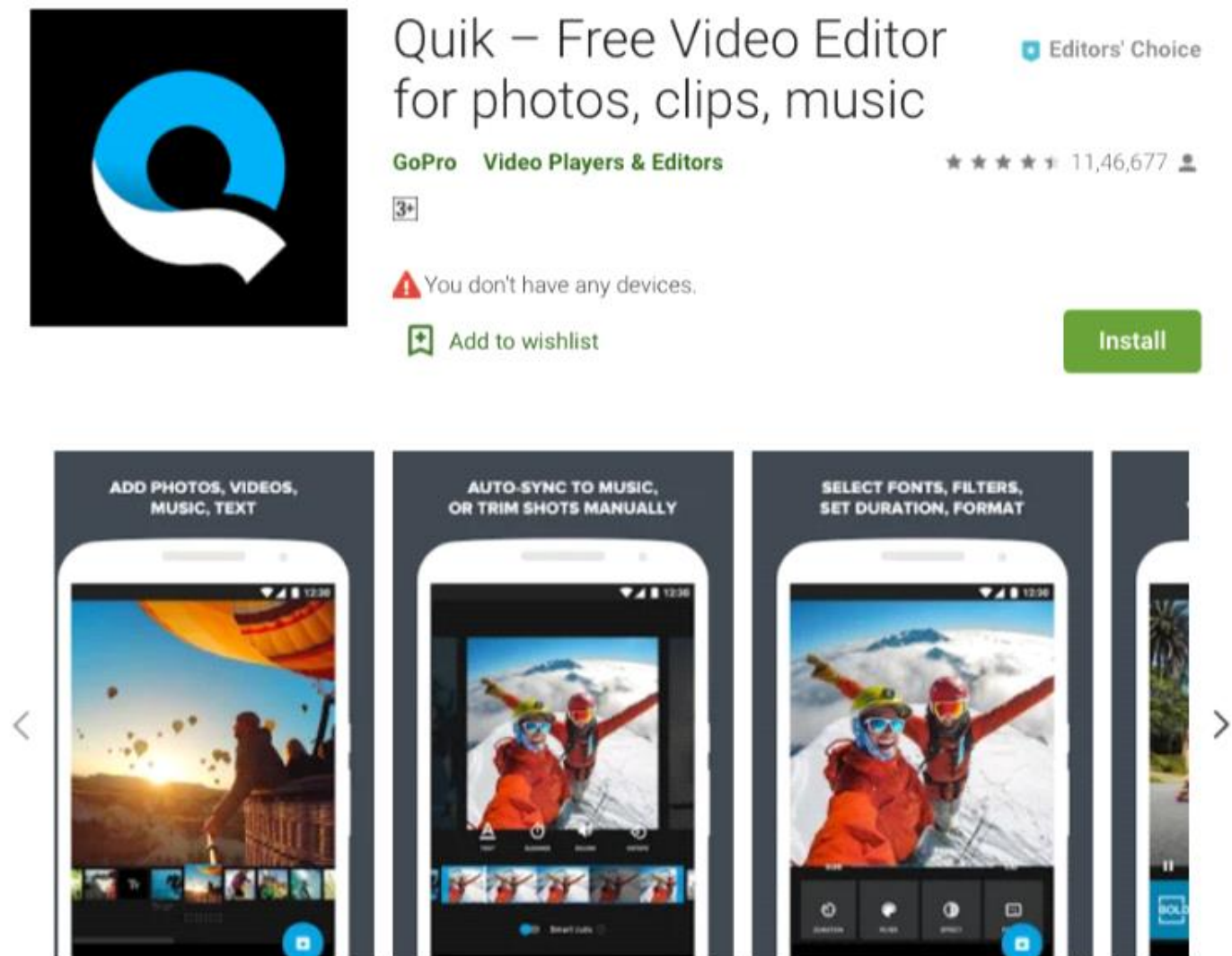
Cost: Free with watermark; in-app purchases: one-month pass (\$3.49), one-year pass (\$12.99), lifetime subscription (\$25.99).

Movavi Clips is a lightweight app that makes video editing on your phone much easier. This app has all the features you need to make a video for any purpose, both business or personal. It's a great fit for Instagram videos, as there are aspect ratio templates that fit square videos (1:1) and stories (9:16), as well as 4:5 and 16:9 frames. You can use any video files or images from your gallery; as for the music – you are able to upload your own files or use royalty-free tracks from the app's library.

The list of features is quite impressive, almost compared to the level of desktop programs. Starting with the basics, you can rotate and trim files, add transitions, and set the duration of each slide. The more advanced features include the panning effect for more dynamism, adding text, filters, and themed stickers (the collection is updated regularly). The app also enables you to add your own logo to the resulting video. We've mentioned adding music, but there's more – you can grab a voice-over for specific pieces and then adjust the recording's volume.

The only drawback would be the Movavi watermark in the corner of output videos. However, you can remove it by purchasing one of the premium plans.

QUIK APP



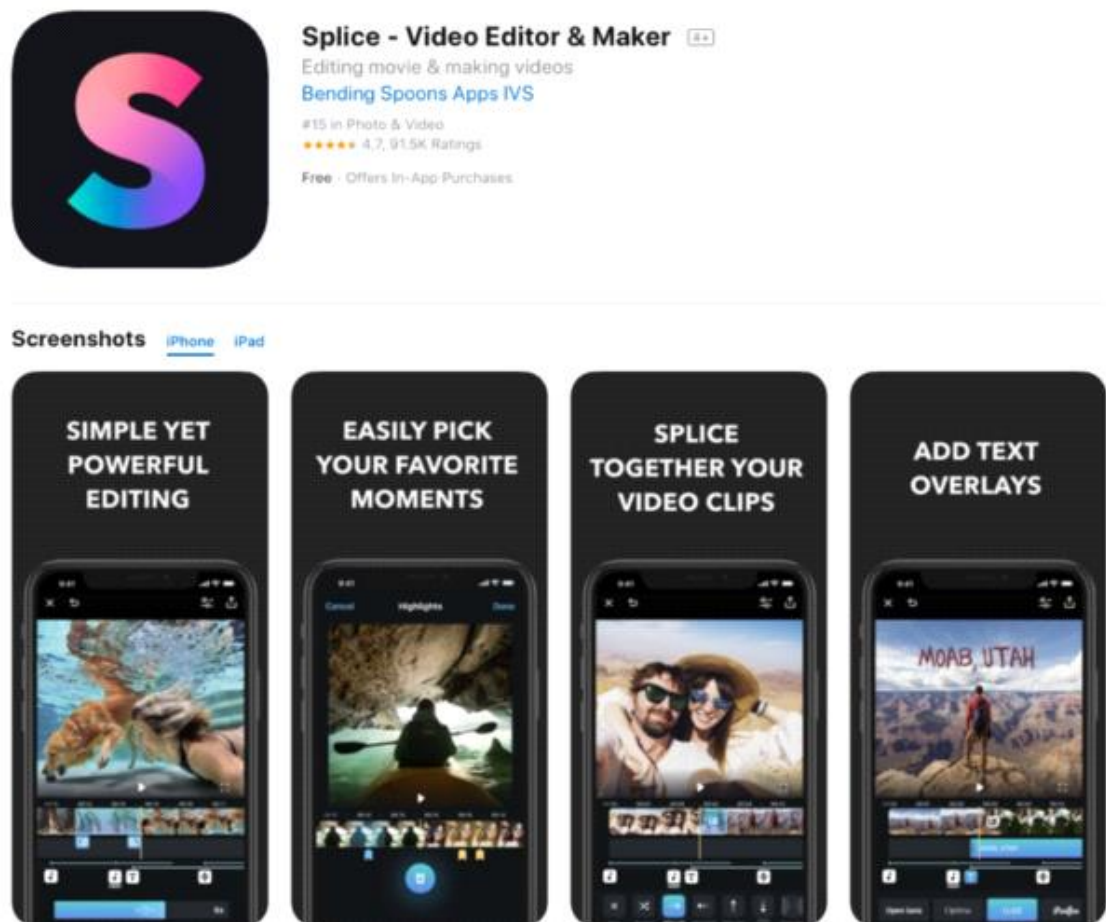
Available: iOS, Android

Price: free

As the name suggests it enables the users to make videos quickly. With its fast editing process, you can capture, edit and post videos in no time. Quik was primarily designed for Instagrammers but is suitable for anyone with pics and videos on their device. There are about 28 varied video styles. Its automatic

editing feature is its best feature, however, you can still make a few tweaks — style; pace; font; titles; filters; trims, etc. The only disadvantage is that it gives very little editing control to the users.

[SPLICE](#)



Available for: iOS

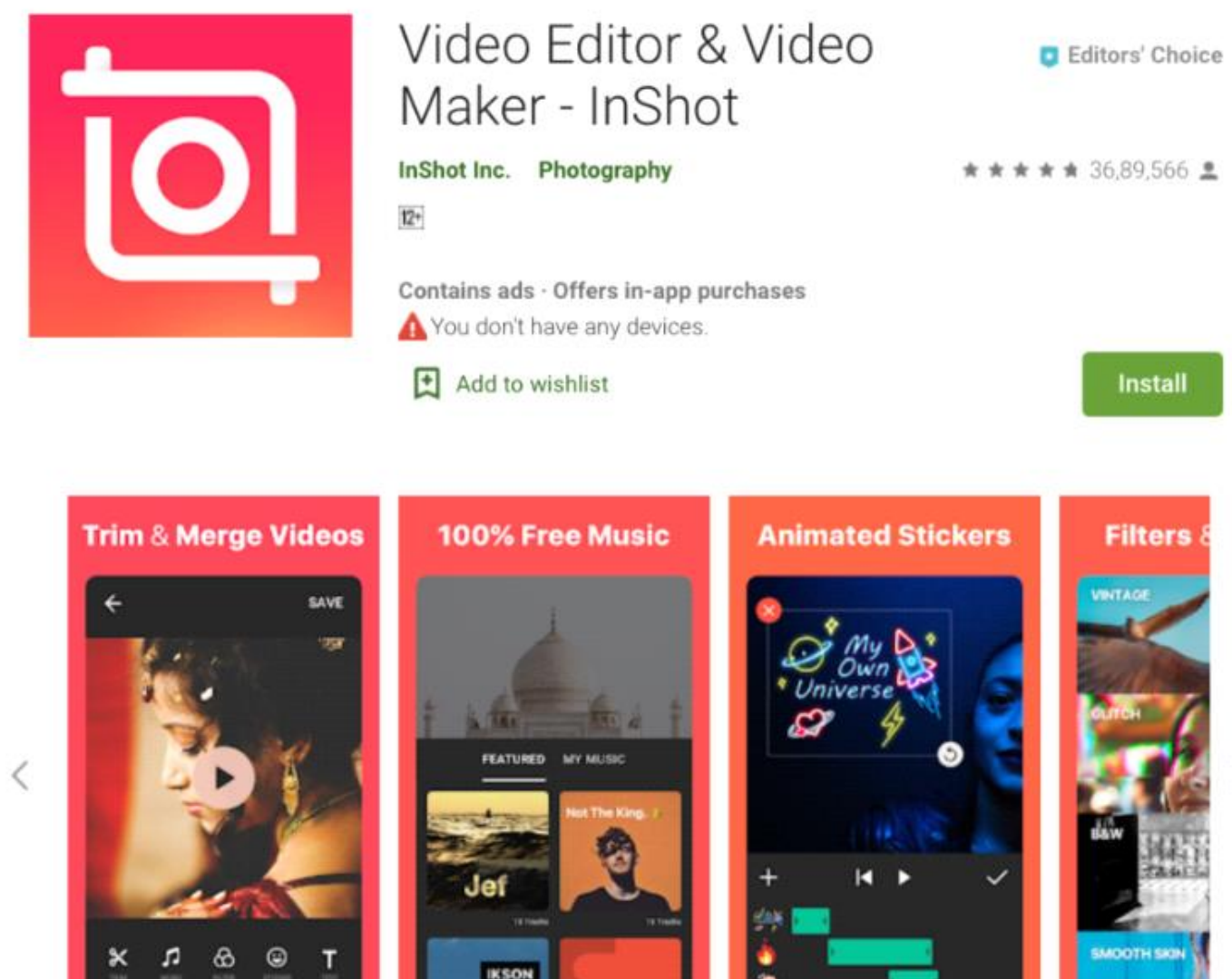
Cost: Free

This amazing app from the makers of the GoPro enables you to import and arrange clips, each of which can be individually edited. It is an all-purpose video editing app and is quite similar to iMovie. It is best for quickly editing movies on your iPhone. You can add text, transitions, and filters; trim and arrange video clips, use 'documentary-style effects, plus speed can also be

adjusted. Spice offers multiple audio tracks, effects, and songs for free, you can use this feature or sync with iTunes library.

Even though there are no legal hassles in using the music but their commercial is not allowed. So those who want to monetize their youtube videos can face some problems.

[inShot App](#)



Available for: Android and iOS

JIOFFER

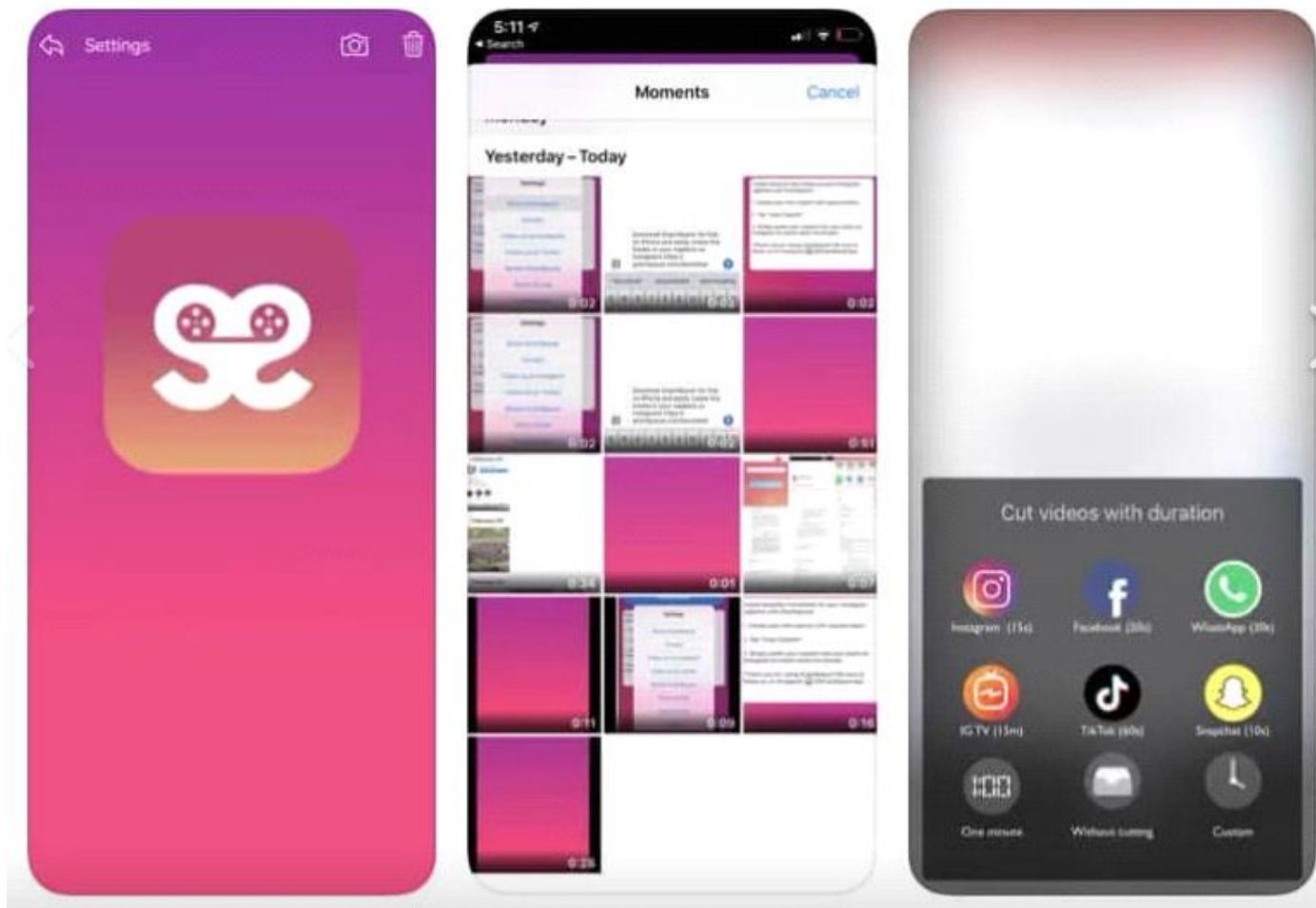
Cost: Free, to remove the in-app ads and the watermark added to videos you need to pay \$2.99

InShot app is a comprehensive content and video editing app. It allows you to create videos, trim and merge clips, cut or delete some part of a video, and also adjust video speed. It's best suited for Instagram and helps in editing photos, [creating image collages](#), blurring borders, making the image or video square ready for Instagram, etc. Filters, music, voice-overs, and text can also be added. The app provides volume control for both original videos and mp3 songs. There are several photo and video filters. Emoji can be added to a photo. Photo or video can also be flipped and rotated.

It is a good video editing app for creating basic videos, collages, and photo edits. InShot video editing app is simple and feature-rich. Photos and videos can be shared across social media platforms like Instagram, Facebook, Twitter, etc.

The only downside of this app is that watermark and ads are included with the free version.

[StoriesStudio](#)



StoriesStudio allows you to take a long video and cut it down into separate clips that can then be uploaded to Instagram stories, Facebook, WhatsApp, TikTok, and more. Simply upload your video in StoriesStudio and then choose how many seconds you want the video to be cut, and press save.

For example, if you have a 60-second long video, you can use StoriesStudio to cut your video into 6 separate videos that are each 10 seconds long. The StoriesStudio app lets you upload long videos to your social media Stories easily and quickly.

WeVideo



WeVideo Movie & Video Editor 4+

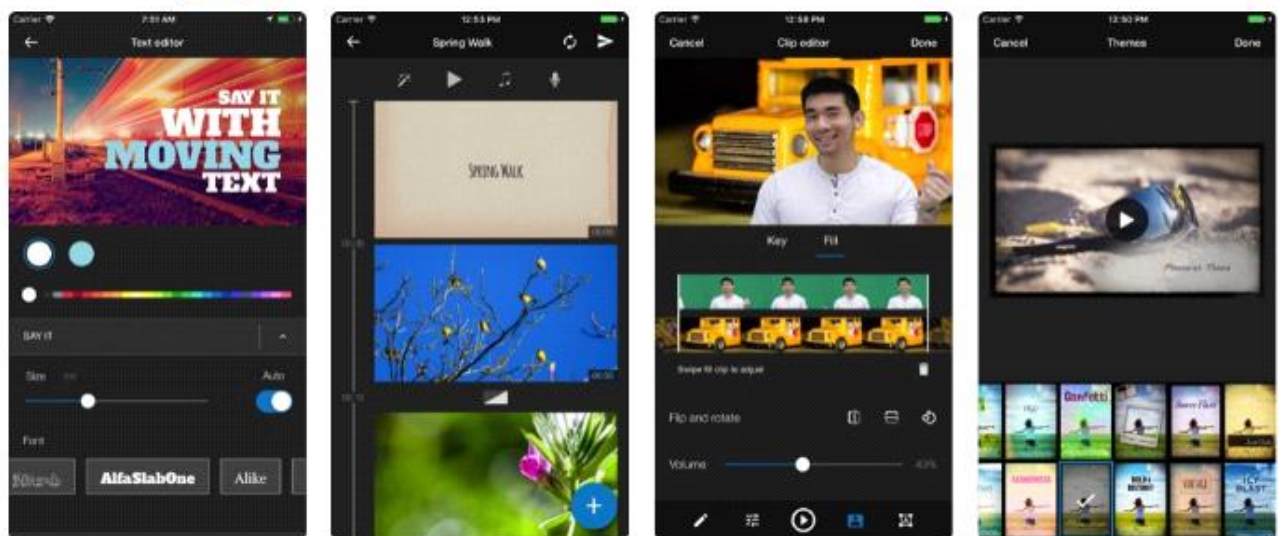
Make great videos in minutes

WeVideo, Inc.

★★★★★ 4.5, 19.6K Ratings

Free · Offers In-App Purchases

Screenshots iPhone iPad



Available for: Android and iOS

Cost: Free with an in-app purchase (Upgrade plans start from \$4.99/month)

WeVideo is an easy film editing software with great value, it is leading the charge when it comes to cloud-based video editors. This video editing app comes with cloud storage and screencasting functions for professionals.

The free version has almost all the features that you usually need. You can trim clips, add filters, choose music from the built-in library, adjust speed, share the clip over social media profiles, etc. This video editing app supports 4K HD Resolution, and allows text overlay and video capture. The best features of the

JIOFFER

app are the easy interface and multi-device cloud storage, this allows you to start your project on one device and pick up where you left off on another.

The drawback is that the free version is more like a free trial than an actual free version. Cloud storage is limited to 10 GB. So if you plan to create more than one video, you'll need to upgrade.

CLIPS



Clips 4+
Say it with video
Apple
★★★★☆ 3.6, 1.5K Ratings
Free

Screenshots iPhone iPad



JIOFFER

Available for: iOS

Cost: Free

Clips are a kind of iMovie for a new generation of creators, with built-in filters, stickers, and transitions. It is an app for making and sharing fun videos with text, effects, graphics and more. This app lets you create animated captions and titles that appear automatically as you speak. Animated photo-realistic emojis and stop-motion backgrounds can also be added to make your video a tad more interesting. You can also add filters and effects to the project. You can also add a song that you created in GarageBand or by choosing dozens of music tracks included in Clips that intelligently adjust to match the length of your video.

Clips can help you improve your selfie game by using the TrueDepth camera that places you in a full 360-degree scene. The app can instantly recognize those in your video and then presents these people as suggestions for sharing. The app also allows the user to create a new clip or use photos or videos in the device's photo library. The project can be shared overall social media platforms including Tiktok. You can also share projects through AirDrop or email and save them to Files, as well as add them to more cloud devices.

The biggest drawback, however, is that it's another app you have to open before sharing your fun video.

KineMaster



KineMaster - Video Editor 4+

Easy, powerful video editor

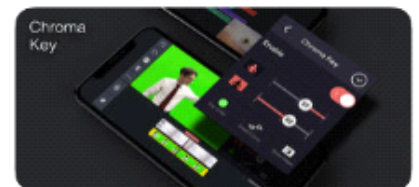
[KineMaster, Inc.](#)

#46 in Photo & Video

★★★★★ 4.7, 69.4K Ratings

Free - Offers In-App Purchases

Screenshots iPhone iPad



Available for: iOS and Android

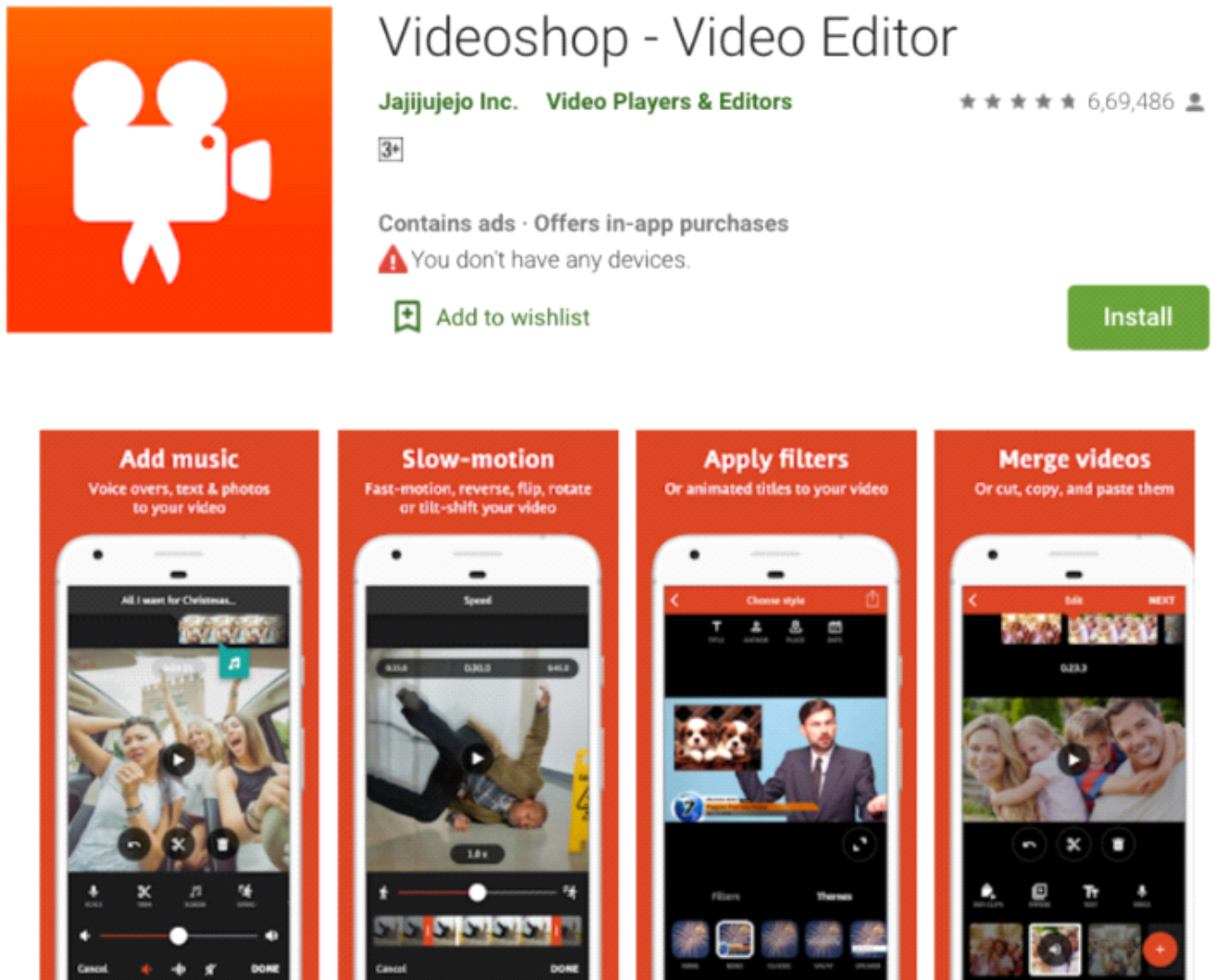
Cost: Free with in-app purchases (Upgrade plans start from \$4.99/month)

KineMaster is an easy to use mobile video editing app. It uses screen space quite intelligently and enables you to add effects, text, and music to your video.

The app allows you to record audio to add to your video, and it also has a huge music library on the KineMaster Asset Store. With KineMaster, recording an audio or video can be done real-time and multiple layers of images, texts, audios, animations, stickers, etc can be added to your video. You can also use adjustment tools to adjust the brightness, colors, and saturation of the video. Overall the app has incredible features and interface and can be easily shared on social media platforms like Facebook, YouTube, Instagram and many more.

The disadvantage of this video editing app is that the free version allows you to download your edits only with a watermark. And the monthly fee of \$4.99 is more than most other video apps.

Videoshop



Available for: Android and iOS

Cost: Free with In-app

Videoshop is a great user-friendly app. It allows you to personalize your videos and share them with all your friends. You can trim the videos with ease, merge them into one, or slow the clips all in this one app. It provides a range of sound effects like animal noises, explosions and more. You can also add text and soundtrack to your videos and select from several Instagram-inspired filters. Animated titles and transitions can also be added to enhance your video and make it more eye-catching. This video editing app for Android and iOS is great for quick editing, adding filters and sound effects, and so much more. You can record in-app and share your creations on social networks, YouTube, and email.

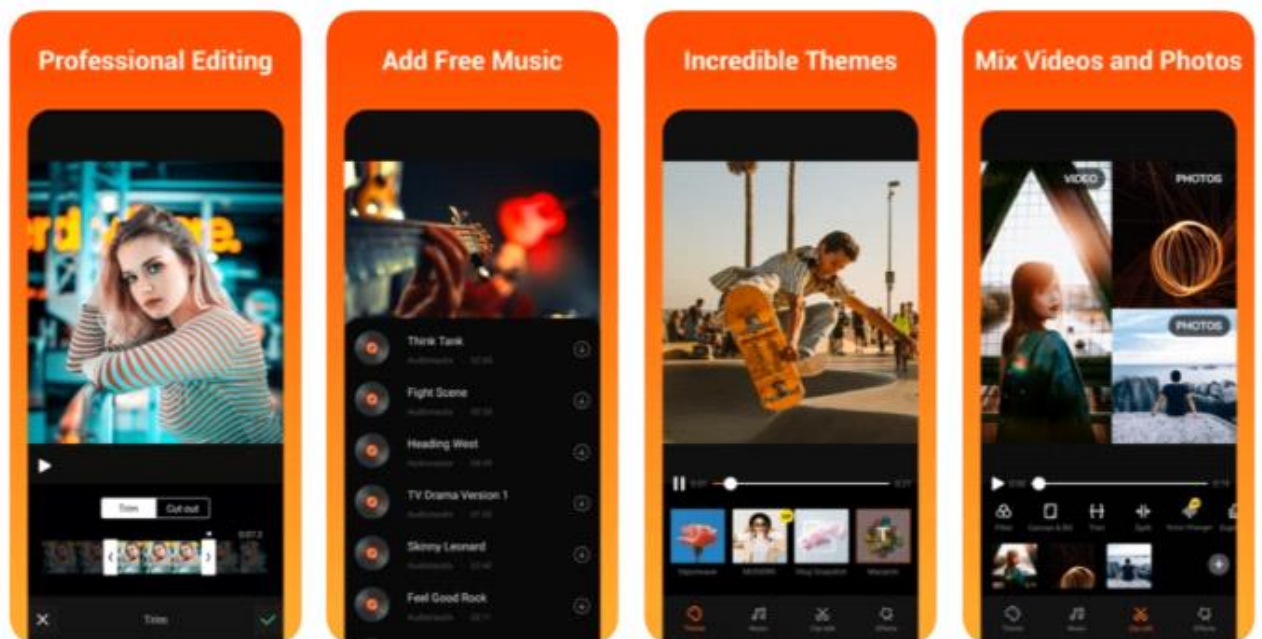
Its best feature is its ability to merge multiple clips into one. There's no need to have prior editing experience to use this app. The app will walk you through the steps that are usually only a couple of taps long. The app focuses on speed and ease of use.

Its only drawback is that it only allows for one audio recording at a time.

VivaVideo



Screenshots [iPhone](#) [iPad](#)



Available for: iOS and Android

Cost: Free with in-app purchases (Upgrade plans start from \$0.99/month)

VivaVideo is a very popular and comprehensive video editing app that comes with a range of editing tools to make your videos and photos cool. It is an easy to use but powerful video editor with which you can transform your everyday moments into works of art. using a storyboard style of editing, clips can be loaded, edited, trimmed, cropped, duplicated and merged.

You can also use the Slideshow feature to turn your plain photos into your movie and create text art, animated texts and [photo effects](#) using the app. You can use various video editing effects such as video speed adjustment, background blur, GIF, animated texts and fonts, Giphy video stickers, fade in and out, and music editor. This app enables the user to export stories to their gallery at any time. And it can be shared across their social media platforms like Facebook, Instagram, WhatsApp, YouTube and more directly from their phone. What sets the app apart is that it has over 200 video filters. Also, because of its ability to create professional-looking video stories with just a few taps, VivaVideo was voted the “Best Free Video Editor Apps” by Android bloggers in 2019.

The downside is that the free version exports your videos with a watermark.

Magisto



Magisto Video Editor 4.7

Movie & Music Slideshow Maker

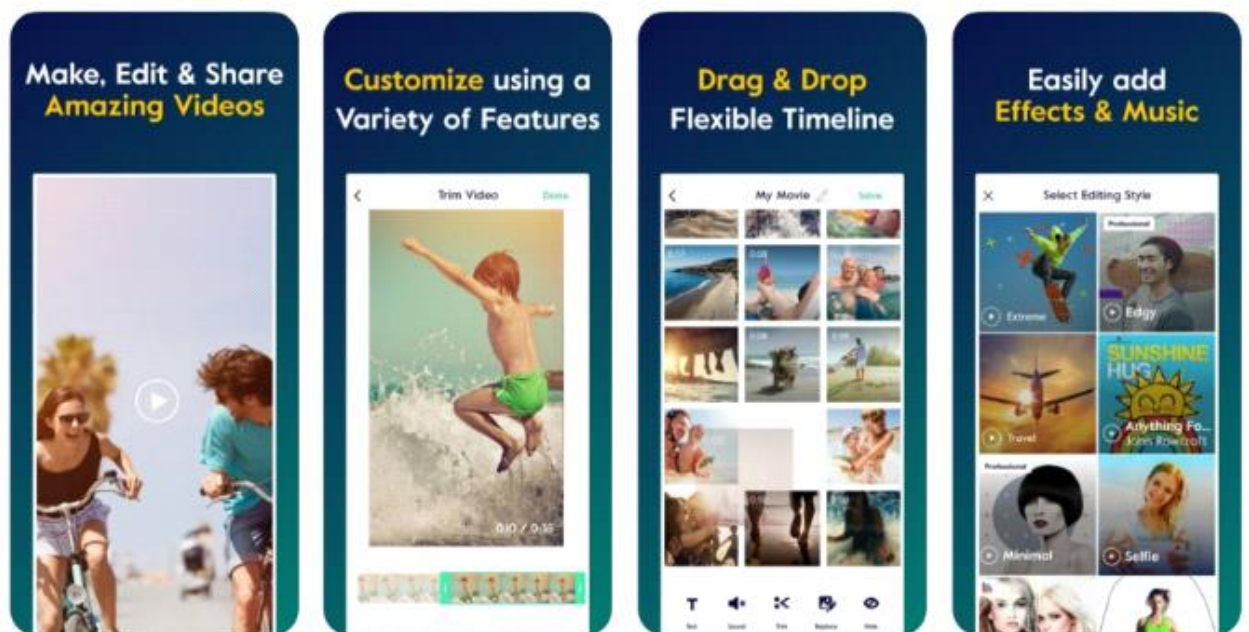
Vimeo, Inc.

#30 in Photo & Video

★★★★★ 4.7, 76.1K Ratings

Free - Offers In-App Purchases

Screenshots iPhone iPad



Available for: iOS, Android

Cost: Free with in-app purchase

Magisto is an intuitive app using AI (artificial intelligence) to transform videos and photos into polished short movies. It helps in creating photomontages quickly and in a very simple way. The features include templates, media library, text overlay, drag and drop, customizable branding, privacy options, text to video and social sharing. The filters can give your video a layered look.

Using AI, this intuitive app will automatically edit and create your video, thus saving a lot of your time. This app is particularly suitable for quick Instagram posts. The ease with which you can make a nice quality video is simply astounding. Its impressive auto editing ability is its best feature. It is easy to use, a hassle-free app that saves much of your time but takes away some of your creative control over your video.

The free trial is only for testing the waters. Since the monthly subscription fee is high, it will be worth it only if you use the program daily. One of its cons is that small edits can be annoying as you need to have a story in mind before upload.

[PicPlayPost](#)



PicPlayPost Movie Video Editor 12+

Slideshow Maker, Video Collage

[Mixcord Inc.](#)

#81 in Photo & Video

★★★★★ 4.7, 51.4K Ratings

Free - Offers In-App Purchases

Screenshots [iPhone](#) [iPad](#)



Available for: Android, iOS

Cost: Free with in-app purchase

PicPlayPost is an intuitive and simple iOS and Android video editing app that turns your photos and videos into amazing stories. It is a quick and easy to use video editor that can quickly create epic theatrical like films or memories that you will be excited to share with your friends.

This app enables users to create 30 minutes long videos by combining up to 365 videos, live photos, photos, and GIFs. You can also create up to 9 frame photo and video collages for Instagram Stories. These collages can be customized and styled using free patterns and backgrounds. You can also add split-screen transitions to your slideshow, add multiple stickers from Giphy, add multiple soundtracks, add multiple text boxes; reverse, speed, slow down videos and share the final product in 108P and 4K (4K on iPhone Xs and iPad Pro and above). One of the best features of this app is its Video collage feature and it is best suited for social media influencers with a skill to share via video collage.

However to access its best features one needs to upgrade. Subscriptions are billed monthly depending upon the subscription plan. Alternatively, a one-time payment is also available.

Conclusion

Video is one of the most popular content forms in the world and the truth is that it is not likely to be going anywhere soon. And it makes sense: in an impersonal digital world, we are craving connection and personality. We want to see and hear people in a real-life context -- it is meaningful.

Video is not only fun, but also really one of the best ways to get up close to your audience and give them a real glimpse of what you and your business or your clients are doing. The key here is to think beyond profit and product -- show them something about your philosophy, or share some information on an interesting event, or offer some valuable information. The more they know about your positive practices, the more likely they are to stick around.

YouTube Marketing



Let's talk about YouTube. Chances are we've all spent a wasted afternoon watching one silly cat video after another.

YouTube has always been a source of entertaining content, but it's also staking its claim as an essential tool for marketers. In fact, nearly half of all marketers (48%) plan to add YouTube to their marketing strategy over the next 12 months ... according to the State of Inbound report.

You may be thinking: "That's great, but my audience isn't on YouTube." Well, think again.

One-third of total time online is spent watching videos, and YouTube has more than a billion active users. The platform is so extensive that it can be accessed in 76 different languages, accounting for 95% of the world's population.

Not only is your audience on YouTube, but as the internet's second largest search engine, YouTube can help improve your SEO and overall brand presence. YouTube allows marketers to present unique content that's easy for viewers to consume and share.

YouTube marketing can be an intimidating tool for brands. That's why we've created this complete guide for YouTube pros and newcomers alike. Below we'll walk through each step of marketing on YouTube — from how to create a YouTube channel and optimize videos for SEO to how to run a YouTube advertising campaign and interpret video analytics.

1. Tap Into The Horde of YouTube's Traffic



Online video is growing exponentially, with **over 4 billion videos viewed daily**. If you use YouTube for your business, you can easily reach your audience, both by creating videos and advertising on other people's videos.

- YouTube is the 2nd largest search engine and the 3rd most visited website worldwide, behind only Google and Facebook respectively.
- 1 billion people visit YouTube each month globally
- 100 hours of video are uploaded every 60 seconds to YouTube
- According to Nielsen, YouTube reaches more US adults aged 18-34 than any cable network

Video-streaming platforms like YouTube have become so big you're guaranteed to find a group of people who will become your raving fans and customers, as long as you educate, entertain and provide solutions to their problems.

2. Marketing On YouTube Will Help You Get Found On Google



Due to Google Universal Search, videos, images, news, books and local searches are blended together in Google's search results, so as to provide the most useful information for people searching.

You might have noticed that videos are appearing more often in Google's search results. This shows that Google considers video to be as important as text-only pages.

You can take advantage of this by writing high-quality articles on your site and creating complementary videos in YouTube. Doing this will build backlinks to your site, meaning you get found on Google more often by people searching.

By utilizing YouTube as part of your marketing strategy for your business, you're also increasing the authority of your website. The more authoritative your website is in Google's eyes, the higher all your pages will rank in the search results.

Fun fact: Over 60% of searchers click on the first 3 results on Google, and over 90% of all Google searchers click on the first 10 organic results.

4 Top Tips For Using YouTube To Increase The Authority of Your Website

1. Get other website owners to embed your videos on their websites

Every time someone embeds your video in their website, it counts as a vote in favor of your video. The more people who embed your video, the higher it will rank in the search results, as Google gives more authority to websites that have great content, which is updated regularly.

2. Associate your domain name with your YouTube channel

Associating your website with your channel will tell YouTube that you are the official representation of your brand on YouTube. This results in more relevant video results pointing to your business when someone searches for your brand or terms relating to the services you offer.

3. Get your videos shared on social media platforms

Social media metrics are a factor taken into consideration by Google when ranking pages. If you can create high-quality videos that entice others to share, you're signaling to Google that you are producing content that is valuable to your target audience.

4. Give your audience more options to consume

Providing your audience with a variety of ways to consume information – including text, video illustrations and audio cues – will increase the overall engagement your videos receive, as you are catering to different learning styles.

Fun Fact:

- 65% of people are visual learners
- 30% of people are aural learners
- 5% of people are kinesthetic learners

3. Your Content Never Dies



Using YouTube for business can help you to re-purpose content you've already created without the need to spend a lot of time or to invest in expensive equipment.

Re-purposing content you have already created is an effective form of content marketing, as you can reach an audience that will love that particular type of content.

For example, this blog post, can easily be re-purposed into many formats including:

- Podcasts
- Infographics
- Presentations
- Video series

This approach enables you to create at least 4 pieces of content from just 1 idea, resulting in an engaged audience who can easily digest the information you provide for them.

Want to get the most out of YouTube for your business? We recommend this fantastic course from Udemy. Set up a channel, increase views and much more: [YouTube Masterclass – Your Complete Guide to YouTube](#)

4. Grow Your Audience Worldwide



This is one of the biggest benefits of using YouTube for business.

Consistently creating video content opens the door to new visitors who would never come across your business any other way. Through YouTube, you can reach a worldwide audience even if you only speak one language.

If you're a native English speaker, you're at an advantage, as it's difficult to capture the huge English-speaking markets (30% of all YouTube views) if you can't write or produce excellent content.

In addition to this, if you include closed-captions on your videos, you can also reach new audiences as you are catering to people with different needs.

Research now shows that videos with closed-captions receive 4% more views and subscribers than those without.

Fun Fact: 80% of people who prefer to watch video with closed-captions enabled don't have hearing impairments.

It's also crucial to include several call-to-actions inside your videos, with annotations that link to:

- Other videos
- Content on your website
- Email auto-responder series
- Products and services on offer

5. Build Your Email List in YouTube

Another benefit of using YouTube for business is the ability to build your email list as you continue to provide valuable, engaging content.

Use software that allows you to embed your sign-up form directly into YouTube videos. A video can be stopped temporarily for a viewer to enter their email address and subscribe to your list, before they continue.

Using this approach makes it easier than ever to build your email list, whilst providing engaging video content your audience will love.

6. Your Audience Will Promote You and Buy from You



Videos with a personal touch help to increase conversions. People buy from those they trust, and that trust is built by you relating to them on an emotional level.

Research now shows that, for professional services and general companies, if you are driving traffic to a landing page with a video of a person in the company speaking about the product or service, it can dramatically increase your list of leads and sales.

Want to get the most out of YouTube for your business? We recommend this fantastic course from Udemy. Set up a channel, increase views and much more: [YouTube Masterclass – Your Complete Guide to YouTube](#)

7. Target Your Audience with AdWords for Video



With Google AdWords for Video, you can get laser-focused access to your audience by advertising on videos your audience are more likely to watch and search for.

The biggest advantage of AdWords for Video is that you'll only pay for engaged views.

An engaged view occurs when a viewer watches your ad for at least 30 seconds. In other words, if your video ad is skipped, you won't pay anything.

Take a look at how Rokenbok generated 50% of their customers from YouTube due to their video advertising campaign.

The biggest benefit of AdWords for Video is the potential to grow your audience through 'earned views'.

These views are free and are earned when someone who chooses to watch your video ad, then goes on to watch one or more videos on your YouTube channel within a 7-day period.

If someone watches 2-4 videos on your YouTube channel, they are far more likely to subscribe to your YouTube channel.

8. Make Money with AdSense for Video



Creating regular video content gives you the opportunity to earn some money directly from your videos, through Google's AdSense for Video program.

Fun Facts:

- Over 1 million content creators from 30 countries around the globe are earning money simply through YouTube videos
- Thousands of channels are making six figures a year

You can use Google AdWords and AdSense for Video together to make some money back from your video campaigns too.

It works like this:

- 1) Viewer sees your video ad in another video and clicks on it.
- 2) You pay for that click as part of your campaign budget.
- 3) Viewer proceeds to watch your video, viewing the ads from other content creators that are enabled to display on your videos. (can be disabled)
- 4) Viewer clicks or watches those ads and you are paid 68% of the ad revenue.

This means that you can run AdWords campaigns for your videos, whilst making money by allowing others to advertise on your videos.

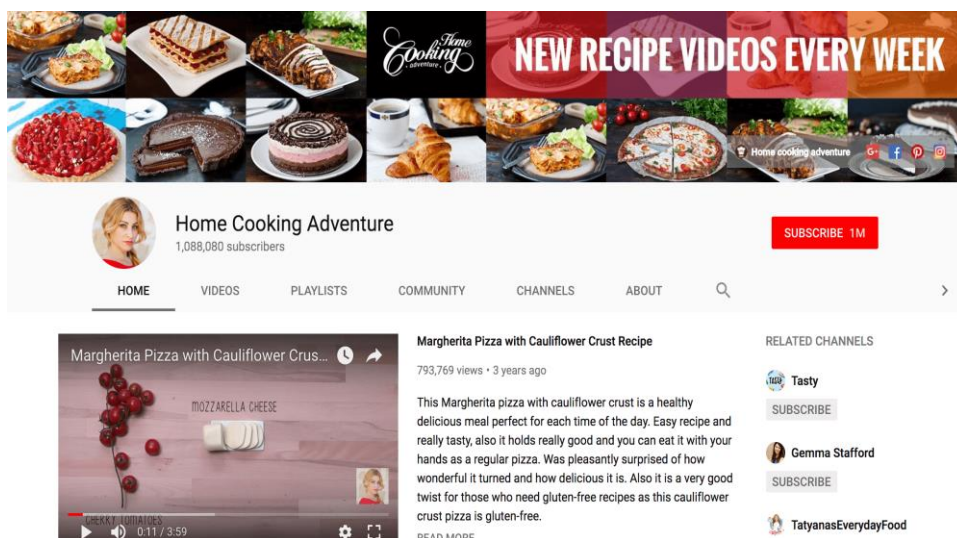
As you can see YouTube is a viable platform for growing your audience and business in a number of ways.

If you invest the required time to learn the main components of the platform, YouTube will show itself to be a worthwhile addition to grow

YouTube Customization

Channel Art

→ The art basically the wallpaper of your YouTube channel



Channel Icon



Channel Description

12 Cheap & Easy Tips for Reducing Your Waste - Sustainable Zero Waste Hacks

821,373 views

34K 521



Exploring Alternatives
Published on May 27, 2018

We're sharing a dozen cheap and easy tips to help beginners reduce their garbage output and transition to a low waste, or zero waste lifestyle. While you're here, help Ecosia plant trees around the world by simply searching the internet: <https://ecosia.co/alternatives>

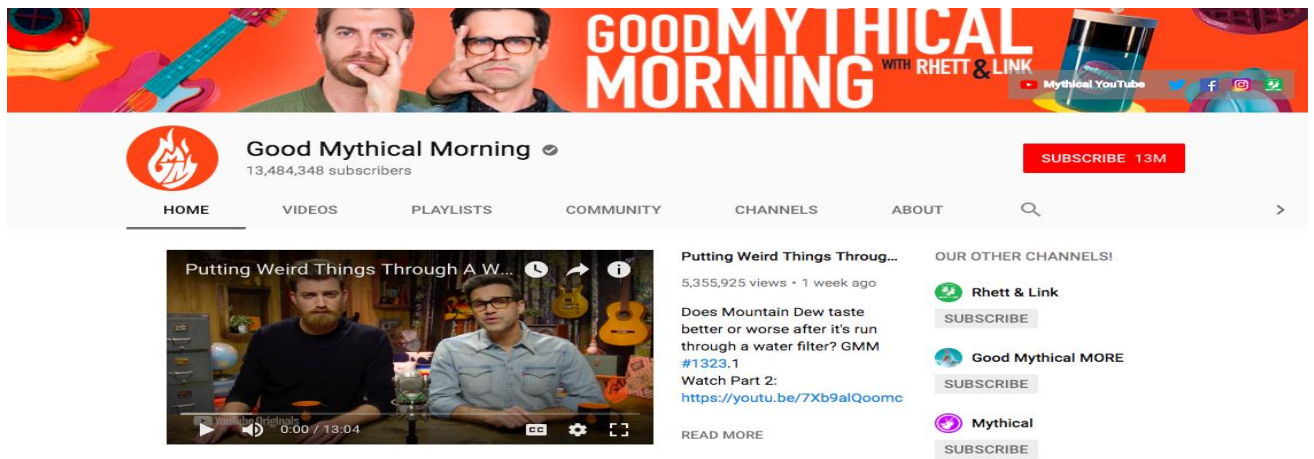
SHOW MORE

Custom thumbnails

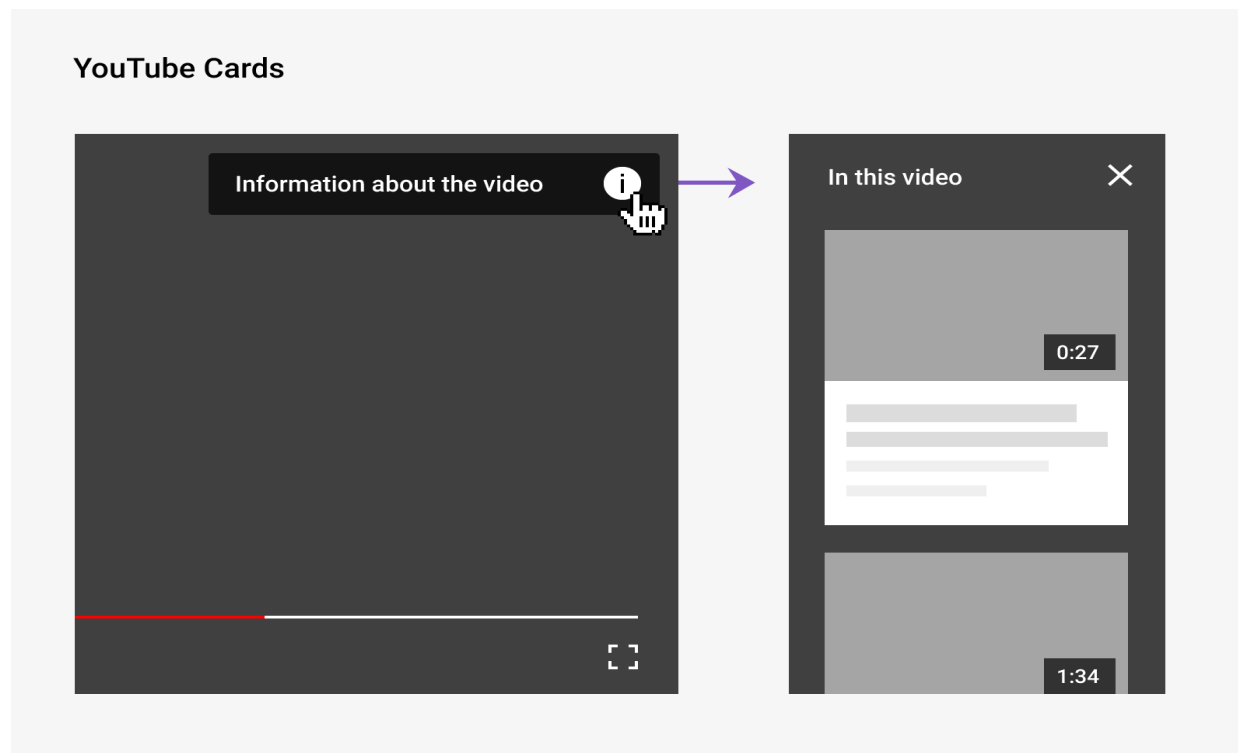


Featured video & playlist

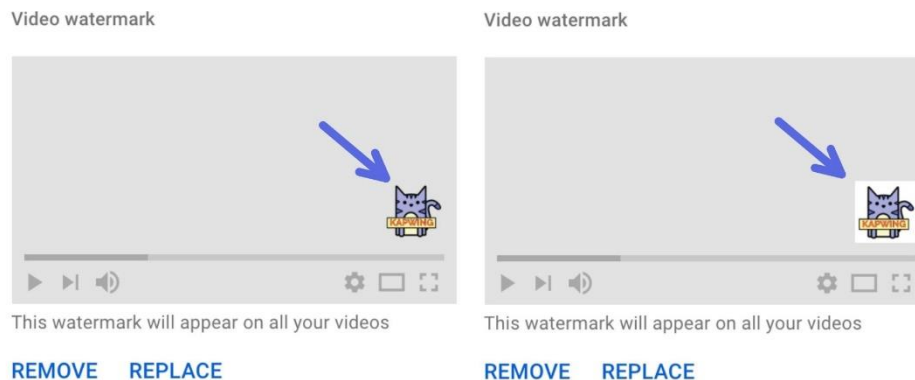
The first video that your customers would see



Cards



Watermarks



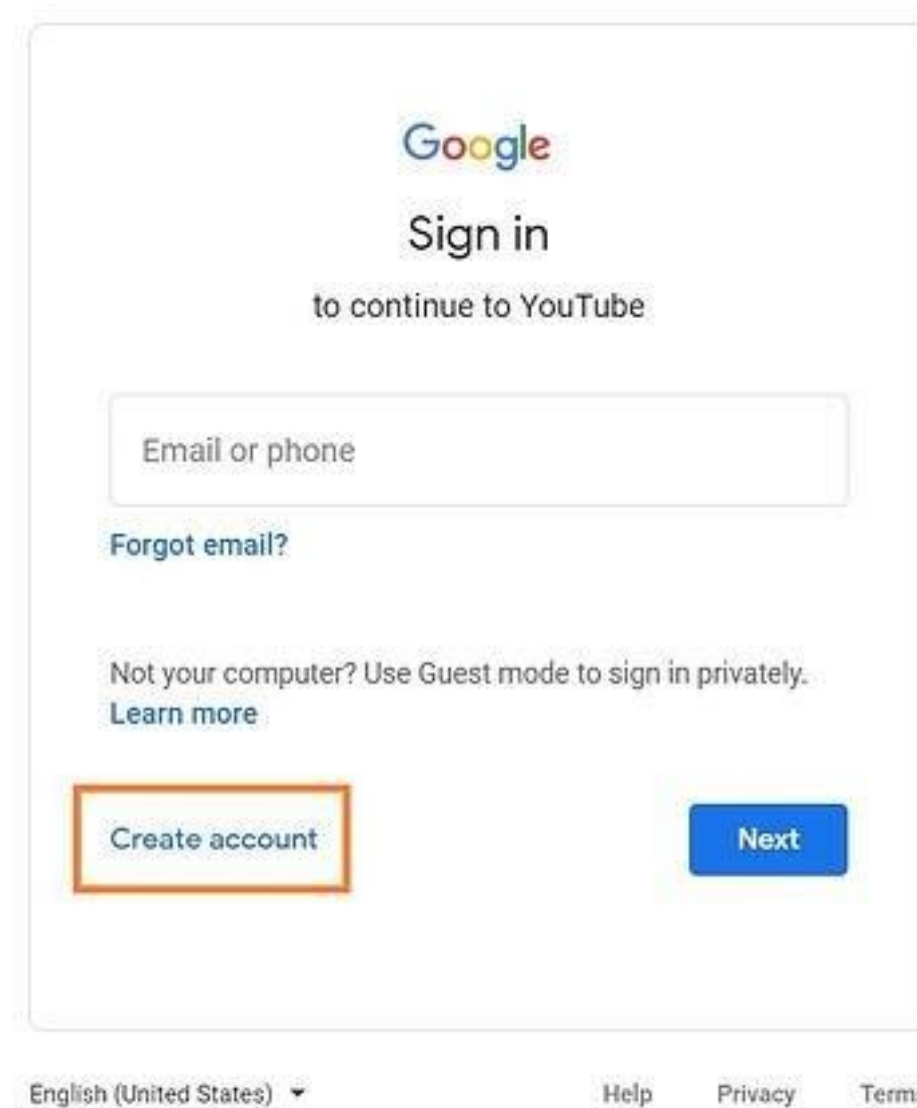
How to Create a YouTube Channel

Creating a well-managed YouTube channel with consistent content can help businesses grow better, but doing it right is just as important. Here's how to do it step-by-step.

1. Sign in to your Google account.

To watch, share, create, and comment on YouTube content, you'll need a Google account. Go to youtube.com and click "Sign In" in the upper right-hand corner. From there, you'll be taken to a Google sign-in page.

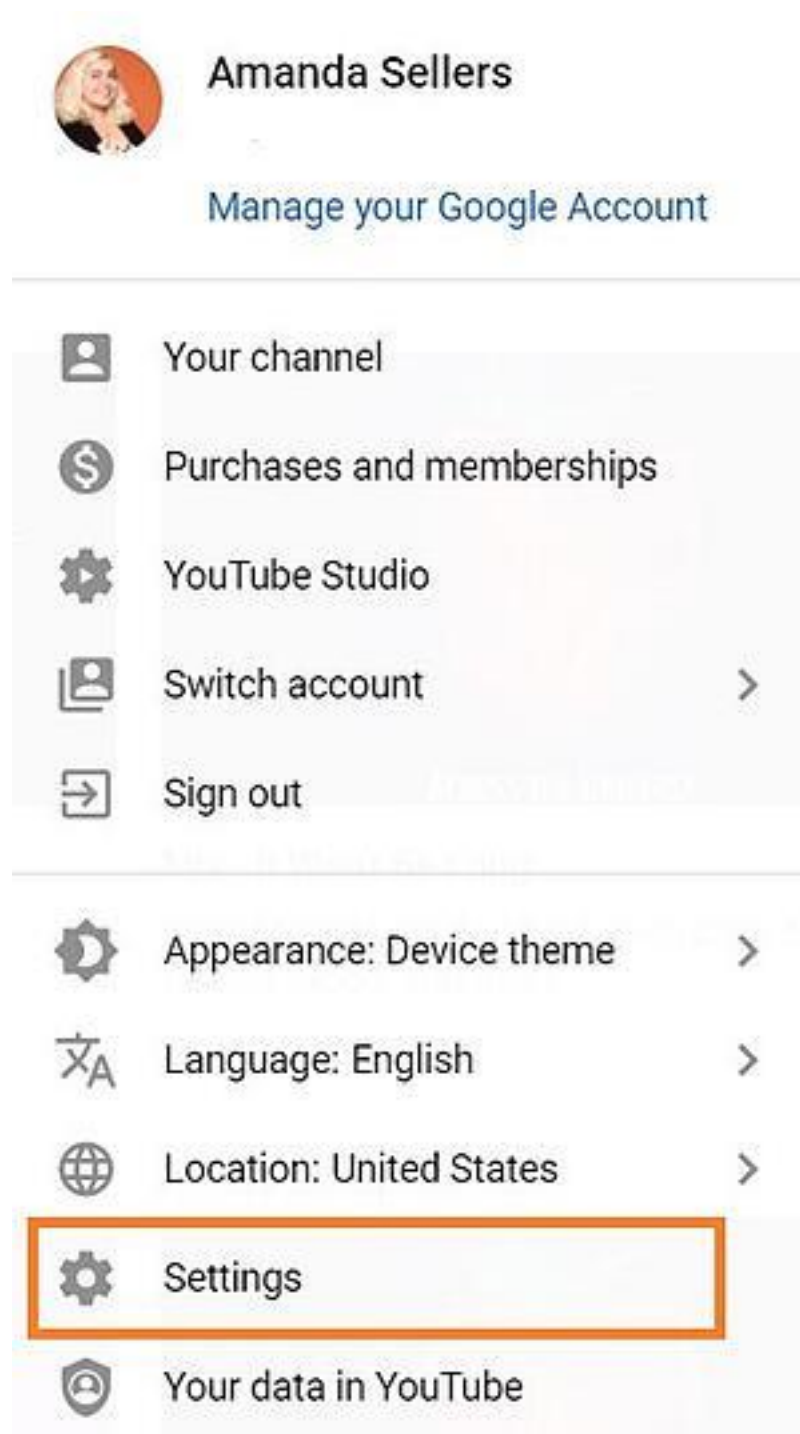
1. If you have a Google account, you'll be prompted to sign in.
2. If you have multiple Google accounts, be sure to select the one you want to be associated with the YouTube channel.
3. If you do not have a Google account, click "Create Account" and follow the prompts to register for one.



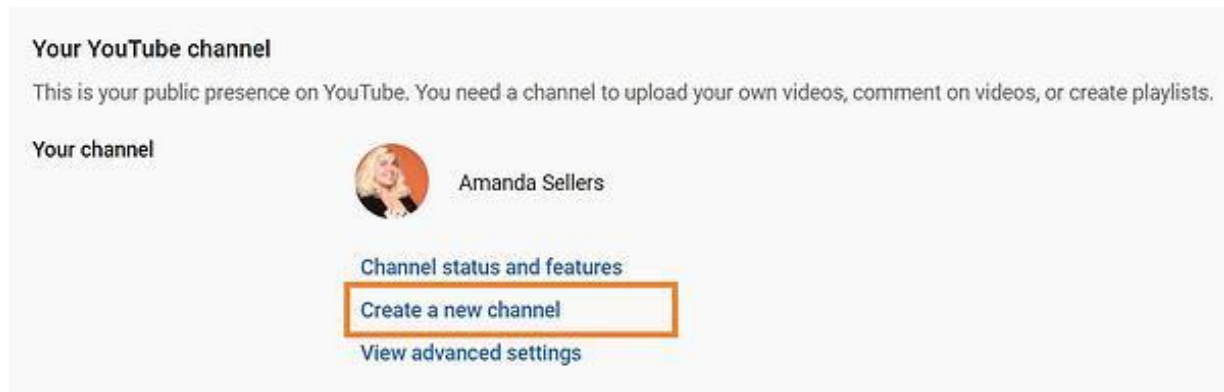
The image shows the Google Sign in page for YouTube. At the top is the Google logo, followed by the text "Sign in to continue to YouTube". Below this is a text input field labeled "Email or phone". Under the input field is a link "Forgot email?". Further down is the text "Not your computer? Use Guest mode to sign in privately." with a link "Learn more". At the bottom are two buttons: "Create account" (highlighted with an orange border) and "Next" (a blue button). The footer contains a language selector "English (United States)" with a dropdown arrow, and links for "Help", "Privacy", and "Terms".

2. Create a new YouTube channel using your Google account.

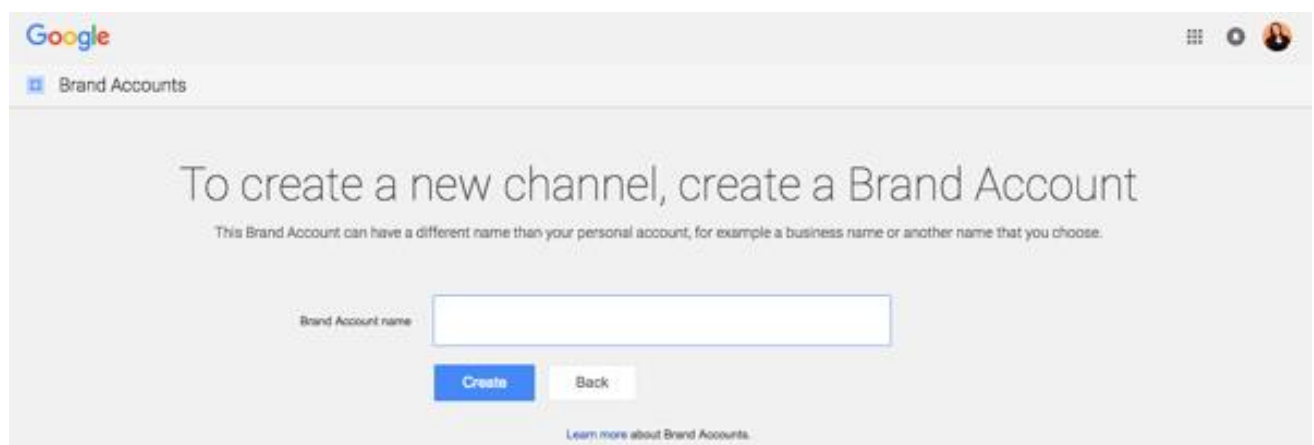
Once you're set up with and signed into your Google account, it's time to create a channel. Click your user icon in the upper right-hand corner. This represents both your Google account and your YouTube account (as YouTube is owned by Google). You'll see a drop-down menu, where you'll want to click "Settings."



From there, you'll be taken to your account overview. Click "Create a new channel" under "Your channel."



The first step is to create a Brand Account. It can be whatever name you want, and doesn't have to be the same name that you used to create your Google account -- but we do recommend that it reflects the brand the YouTube Channel will represent.

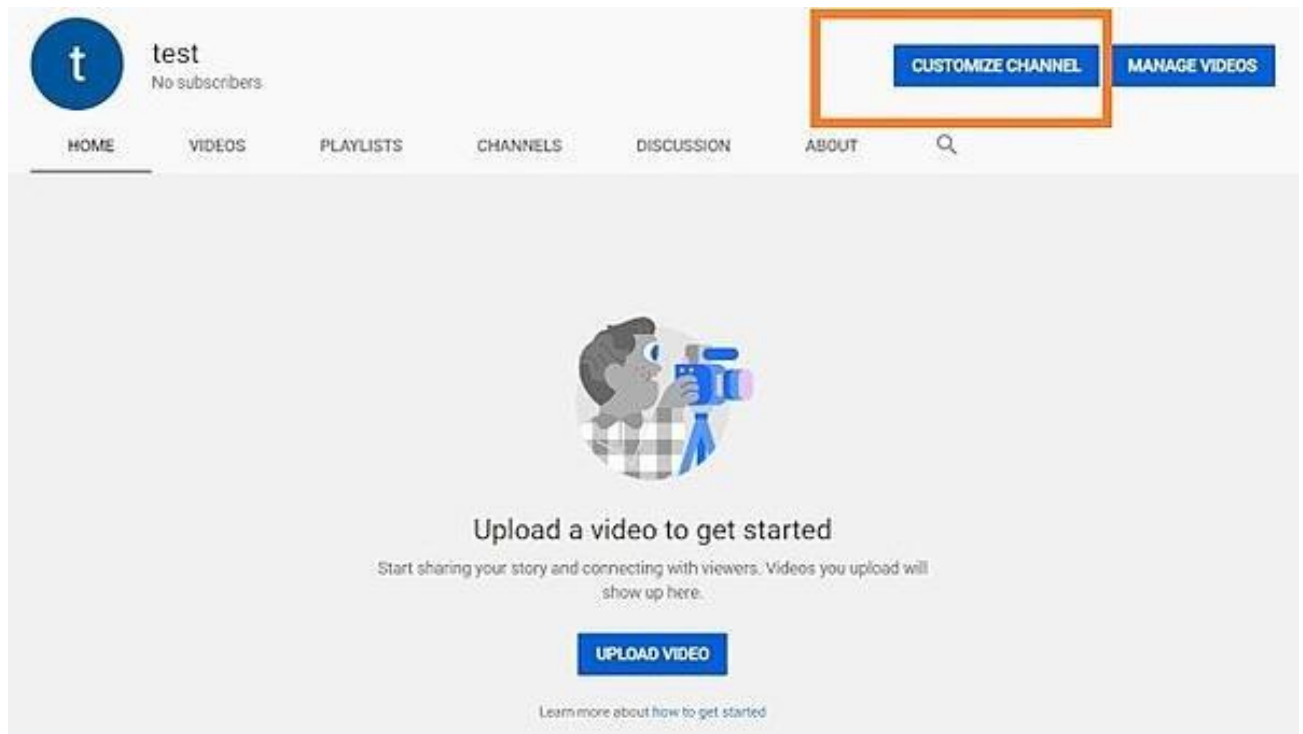


After you enter the Brand Account name, you might be asked to verify the account via text message or voice call. If that happens, enter the code you receive from the option you choose.

Once you've verified your Brand Account, you'll be taken to the dashboard for your channel. Now, it's time to start customizing it.

3. Navigate to the Customize Channel page.

We'll start with the fundamental details about your channel. From your channel dashboard, click "Customize channel."



From there, you'll be taken to the channel customization page.

You'll notice three tabs: "Layout," "Branding," and "Basic info." These three tabs will help you optimize your channel for viewers.

4. Add Basic Info to your channel for discoverability.

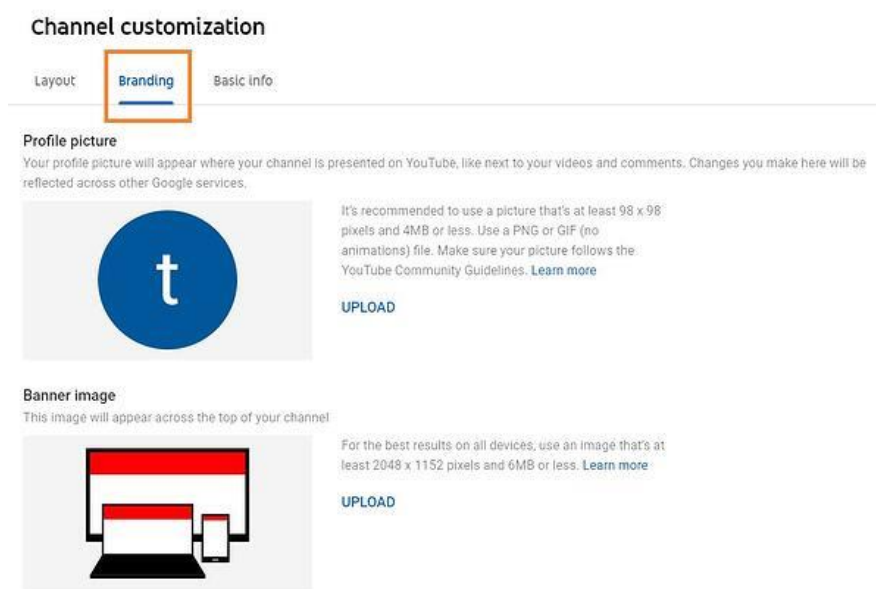
Start by clicking "Basic info."

Here's where you'll enter some basic information about your channel, like the language your videos are in, as well as a description that helps people discover

your channel when they enter search terms that describe what videos they're looking for. These keywords can include what your channel is about, the problems it helps solve, the people and products featured, your industry, and more.

5. Upload branding elements to your channel.

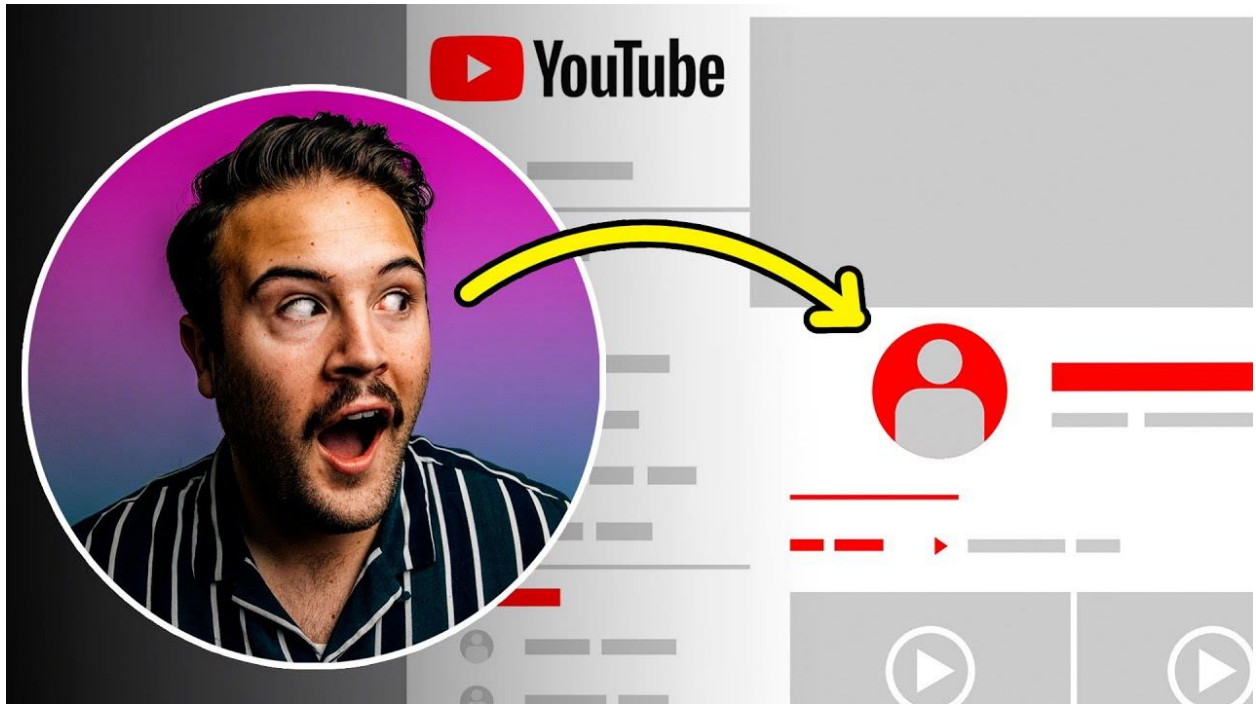
In addition to the descriptive details that you've added, there's another element of customization for a new YouTube channel: The visuals.



Under the "Branding" tab, you'll be able to add your:

Profile Picture

Among this channel art is your profile photo -- this is how YouTube users will identify the creator of a video when browsing video content. You'll see this image appear beneath YouTube videos on the play page, as shown below. YouTube recommends using a picture with dimensions of at least 98 x 98 pixels.



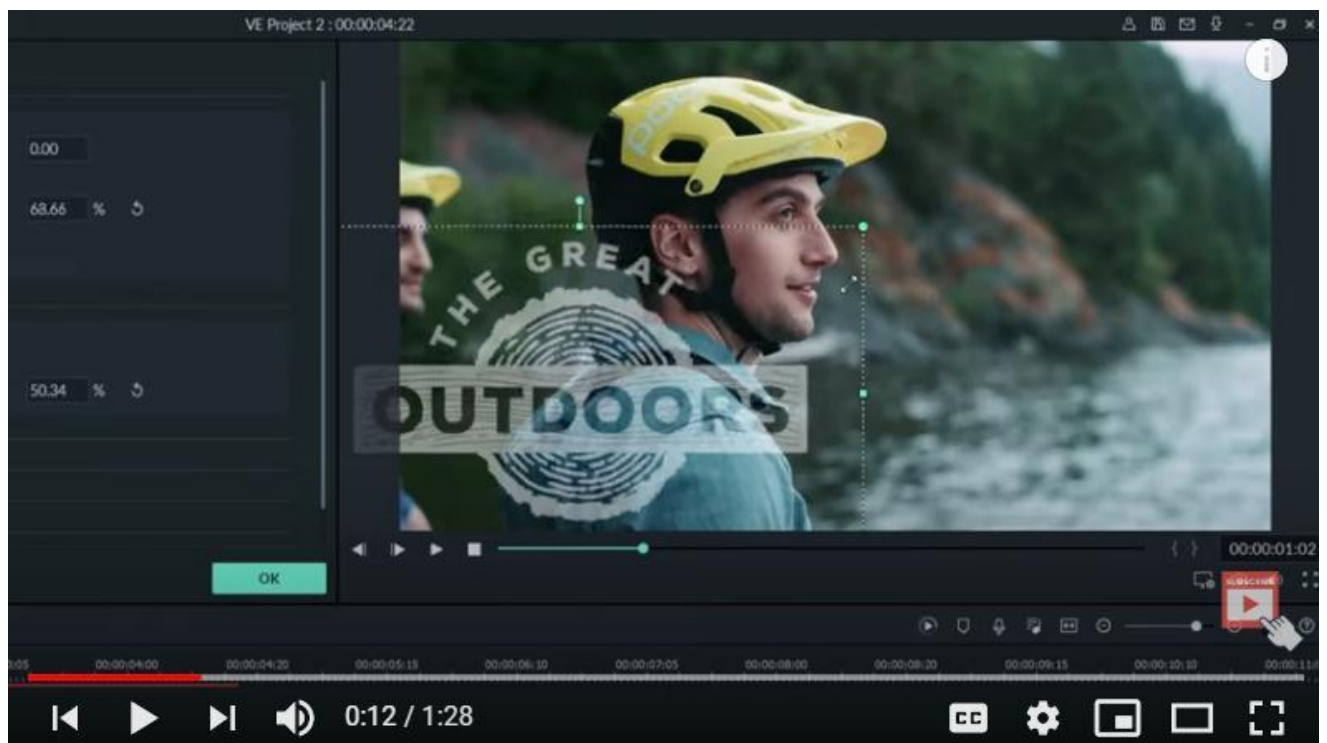
Banner Image

The banner image is a large banner displayed at the top of your channel page, and it's a big opportunity to convey your brand to your viewers. YouTube recommends using an image that's at least 2048 x 1152 px.



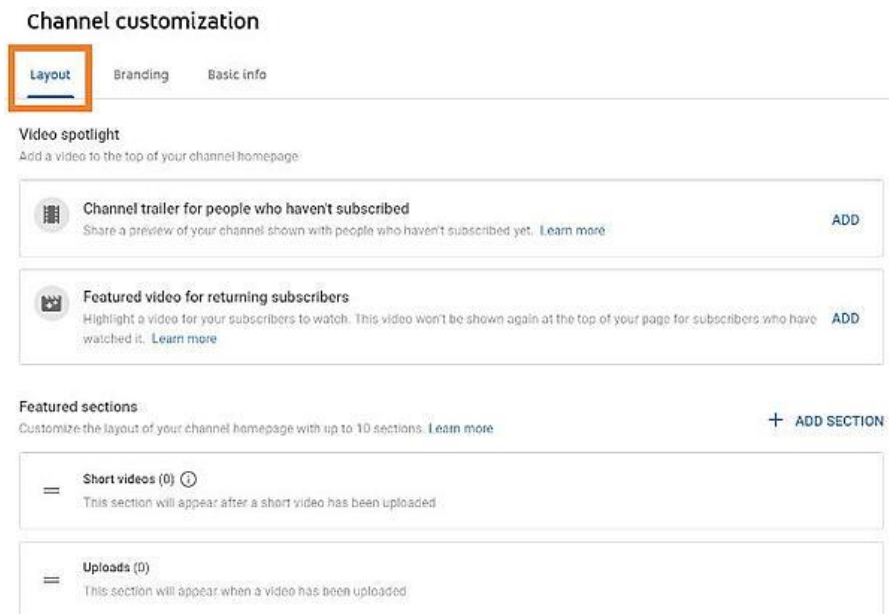
Video Watermark

The video watermark is displayed at the bottom right of every video you post (see below). You'll want to choose a logo that best represents you sized at 150 x 150 px.



6. Customize your more advanced layout options.

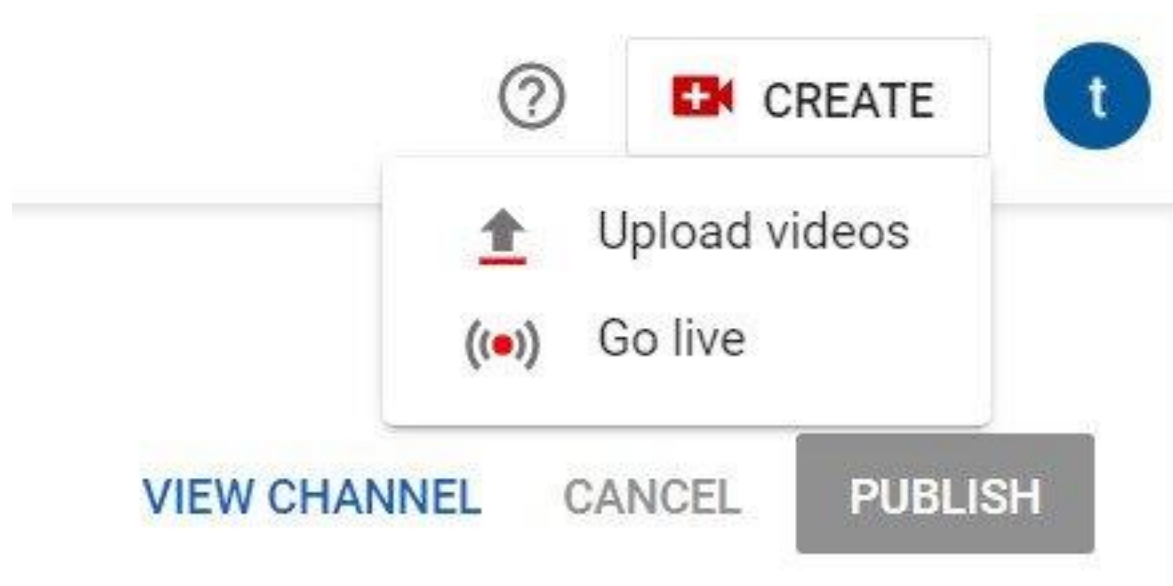
Click the "Layout" tab.



From here, you'll be able to specify certain details about how you want your content presented on your channel's page. You'll have the option to designate a video spotlight and organize your channel page with featured sections.

7. Add videos and optimize them for search.

To upload your first video to YouTube, click the "Create" button in the top-right corner and follow the prompts.



Optimizing your channel for discoverability is just the beginning. Once you start adding videos, you'll want to optimize them for search, which in turn helps users discover your video.

But this goes beyond giving your videos accurate, clear, and concise titles -- though that is important. Below, we describe some of the most important things to optimize on YouTube. (For a fully comprehensive post on YouTube SEO, visit [this post](#).)

Title

When we search for videos, one of the first things that our eyes are drawn to is the title. That's often what determines whether or not the viewer will click to watch your video, so the title should not only be compelling but also clear and concise.

Description

This should be limited to 1,000 characters -- and remember that your viewer came here to watch a video, not to read a lot of text. Plus, YouTube only displays the first two or three lines of text, which comes to about 100 characters, so front-load the description with the most important information.

Tags

Using tags doesn't just let viewers know what your video is about -- they inform YouTube, too, which uses tags "to understand the content and context of your video," according to Backlinko. That way, YouTube can associate your video with similar videos, which can broaden your content's reach. But approach with caution -- just as with your title, don't use misleading tags because they might get you more views -- in fact, Google might penalize you for that.

Category

Choosing a category is another way to group your video with similar content on YouTube -- but that might not be as simple as it sounds. YouTube's Creator Academy suggests that marketers "think about what is working well for each category" you're considering by answering questions like:

Who are the top creators within the category? What are they known for, and what do they do well?

Are there any patterns between the audiences of similar channels within a given category?

Do the videos within a similar category have share qualities like production value, length, or format?

That's it -- you've officially not only created a YouTube channel but now also know how to optimize its content for discoverability. For more information on how to best leverage YouTube for marketing, check our entire collection of resources.

YouTube video ideas: the ultimate list

With more than a billion users, about a third of Internet users, YouTube is the second biggest social media network. Its users rack up billions of views, watching hundreds of millions of hours of video each day. It's also owned by the biggest search engine in the world, which means being on YouTube can give you an SEO boost and help grow your audience.

If you're ready to get started but struggling on what to make YouTube videos about, we've compiled a mega-list of popular YouTube video ideas to kickstart your creativity!

“Getting to Know You” Beginner YouTube Video Ideas

1. Introduce Yourself

Make a video introducing yourself. Who are you and what do you do? What can people expect to see on your channel? How often do you post videos? Make a video welcoming people to your channel, and let them know what they can expect. Try to give viewers a compelling reason to hit subscribe.

2. Introduce Your Organization

If you’re sharing videos on behalf of a company or nonprofit, make a video introducing your business and what you do.

Meet the Team

Create a video introducing viewers to the people that make your organization run. Seeing the faces behind your organization or business helps viewers develop a more personal connection with your company.

Meet Our Team: RW Marketing

4. Start a Vlog

Just like written blogging, vlogging can be educational, entertaining, personal, whatever you’d like to make of it. Both businesses and individuals can use vlog content to engage viewers and grow their audiences.

5. Explainer Video

Explainer videos are used to quickly introduce a product, service, company, or app. If your company has one, YouTube is an excellent platform to feature it for maximum exposure.

Dollar Shave Club

6. Tour Video

Let viewers peek behind the scenes with this popular video format. You can show off your room, home, office, neighborhood, or another place you love.

7. A Day in the Life

YouTubers love walking in another person's shoes through A Day in the Life videos. Start recording when you wake up in the morning and take viewers through a typical day in your routine.

Day in the Life with a Newborn

8. Culture Videos

Create a video showcasing your organization's culture. Ping pong in the office? Team happy hour after work? Videos that highlight a fun and positive culture are a great way to show customers and prospective employees what your business is all about.

9. Behind the Scenes

Show viewers what goes on behind the scenes of your business, event, blog, or YouTube channel.

10. Introduce Friends or Family

Turn the camera on your friends or family (with their permission of course) and introduce your audience to the people closest to you.

11. 50 Facts About Me

Share 50 random facts about yourself. This is a fun way to show your unique personality and for your viewers to get to know you better.

12. Draw My Life

Draw My Life videos typically consist of fast-motion illustrations on a whiteboard, with narration by the author about key events and experiences.

Draw My Life – Jake Paul

Educational / Tutorial Youtube Videos

13. DIY Video

Are you handy around the house? Love to do crafts? Teach viewers step-by-step how to create your latest DIY project.

14. How-To/Tutorial

How-to videos are one of the most popular types of videos on YouTube. They're particularly popular with tech and beauty YouTubers, but the topic possibilities are really unlimited. From how to play your favorite song on

guitar to how to be more confident, if you can teach it, there's probably someone out there who's looking to learn it!

How to Perfect Winged Eyeliner

15. Cooking or Recipe Tutorial

Walk viewers through preparing a favorite family recipe, teach a cooking or prep technique, or share your favorite cooking tips and tricks.

16. Product Tutorial

Whether you're explaining your own product, or just want to teach people how to use a product or app you use and love, a tutorial video is an engaging and useful option for viewers.

iPhone 7 Complete Beginners Guide

17. Explain a Concept

Share your expertise! Explain a tricky math problem, the theory of relativity, a complex coding problem, or something else related to your industry or area of study.

18. Workout Video

When it's time to work out, loads of people turn to YouTube, both for how to perform certain exercises, and for guided exercise programs. Yoga, circuit, stretching and form videos are all popular topics.

19. Webinar or Presentation

If you've given an educational webinar or presentation, put the recording up on YouTube so those who missed it can watch later.

20. Infographic Video

Infographics are an engaging and visually appealing way to display facts and statistics that might otherwise be dry or difficult to understand.

Here's a great example of an infographic video made with Biteable:

WLR FM Is Number One In Waterford City and County

21. Whiteboard Video

A whiteboard video is typically an animated video featuring someone drawing on a whiteboard. They're an engaging way to convey complex ideas and are appealing to viewers.

22. Q & A

Do people ask questions in the comments of your videos? Maybe your business has some frequently asked questions from customers. Make a video addressing your latest questions or the most commonly asked ones.

23. Bust Some Myths

Are there some common misconceptions that drive you crazy? YouTube is a great venue for setting the facts straight for viewers.

Review Videos

24. Product Reviews

Product reviews are amongst the most popular types of content on YouTube. Millions of viewers seek out these informational videos before making a purchase. Tech devices and beauty products are popular subjects, but reviews can be found for all types of products.

2017 Mazda CX-5 Review and Road Test

25. Movie Review

Seen a good (or not so good) movie lately? Take to YouTube to share your opinion and start arguments with complete strangers. No spoilers!

26. Book Review

Share your thoughts on your latest read.

27. Game Review

Gaming videos, including reviews, are hugely popular on YouTube.

28. Testimonials

If you run a business, testimonials should be a part of your video strategy. This type of video provides “social proof” and helps build trust in your company.

Seller Testimonial – Spring 2016

Fun YouTube Video Ideas

29. Comedy/Skits

If you want to go viral, a funny video might just help you get there. Many of the most popular videos on YouTube got that way because they made viewers laugh (and share).

30. Music Video

If you're a musician, a music video is an obvious choice. Go high-production value with a theatrical video, or keep it simple with an acoustic track. Just make sure your song is ☐!

31. Prank Videos

From Candid Camera to Punk'd to YouTube, people love prank videos. Play a prank on someone (harmless pranks only, please) and share the results on your channel.

YouTube Challenge – I Told My Kids I Ate All Their Halloween Candy 2016

32. Cute/Funny Baby Videos

Does your baby do adorable things? Your kid's grandparents aren't the only ones that would love to see your cute baby videos.

33. Cute/Funny Animal Videos

Puppies, kittens, baby elephants... the Internet loves cute/funny animal videos even more than videos of human babies.

34. Challenge Videos

Remember the Ice Bucket Challenge? Planking? Challenge videos are a favorite of Youtubers. Just make sure your challenge is safe!

Top 15 Best Mannequin Challenge Compilation

35. Parody Video

Put your own spin on a popular video, song, or movie with a funny parody video.

36. Bloopers

If you've been in the YouTube game any length of time, you've probably flubbed some takes. Edit these together for a funny blooper reel your viewers will love.

37. Singing/Lip Syncing

Singing in the car, lip syncing, YouTube loves singing videos. Even late night TV gets in on the fun. Pick a popular song and belt it out!

Dwayne Johnson's "Shake It Off" vs. Jimmy Fallon's "Jump In The Line"

38. Magic Tricks

Now you see it, now you don't! If you're a sleight of hand master, take to YouTube and make your viewers wonder, "how'd they do that??"

39. Walkthrough Video

Know the secret to beating that final boss? Video game walkthrough videos are a favorite of YouTube gamers who need a helping hand.

40. Speed-run Videos

So you can beat Super Mario 64 in two minutes flat. Show off your talent on YouTube! Speed-run videos (beating a game as quickly as possible) are a popular genre on YouTube.

41. Highlight Reel

If you're an athlete, what better place to show off your skills than on YouTube? Action sports like skateboarding, snowboarding/skiing, and surfing all have active communities where they show off their tricks. Athletes and sports teams will also edit together their best plays for YouTube, both to catch the eye of recruiters or sponsors, and to engage viewers.

42. Time-lapse

Time-lapse is a technique where the frames of the video are captured at a much slower speed than usual. The result is often mesmerizing. Traffic, clouds, and the night sky all tend to be popular time-lapse subjects.

Undulatus Asperatus Sunset

43. Fan Videos/Commentaries

If you have a theory about what really happened at the end of your favorite movie, YouTube is the perfect place to share your thoughts.

44. Mashups

A video mashup combines multiple unrelated clips into one new video. Usually funny, mashups can combine two different songs, clips from movies, or any other combination of sources.

45. Collection Videos

Have a massive shoe closet? An enviable Lego collection? YouTube videos are a popular way for collectors to share their passion with the world.

46. Unboxing Video

From the newest iPhone to a trendy subscription box or the hottest toy, people love to watch other people open boxes on YouTube. So next time you get a new product, don't just rip into it, make sure the camera is rolling first!

Unboxing My Biggest Amazon Haul Yet

47. Shopping Haul

This genre of video is especially popular with beauty and fashion vloggers. After a trip to the mall, show off your haul piece by piece.

48. What's In My Bag?

A woman's purse is personal, but YouTubers are more than happy to show off the contents. These are popular with lifestyle and fashion bloggers,

revealing both the trendy (often sponsored) products, the practical (extra diapers for the baby) and the embarrassing (half-eaten granola bar, anyone?)

49. What's On My Phone?

No app collection is the same! Take viewers inside your phone to reveal your most essential apps.

What's On My iPhone – Taylor Alesia

Top X List

The internet loves lists. They engage us and keep us watching. What's going to be #1?? Will my favorite make the list? Countdown your top 10 favorite... anything!

50. Favorite Books

51. Favorite Movies

52. Favorite YouTube Videos

53. Favorite Songs

54. Favorite Albums

55. Favorite Games

56. Favorite Places You've Traveled

57. Favorite Athletes/Teams

58. Favorite Apps

Top 10 Most Rewatchable Movies

Even More Video Ideas

59. Promo Video

Your promo video (you might know it better as an ad) doesn't have to just live on your website, they can live on YouTube too. A well-done promo video has even have been known to go viral.

Old Spice – The Man Your Man Could Smell Like

60. Opinion Video

Share your thoughts on, well, anything. YouTubers use opinion videos to talk about politics, current events, entertainment, celebrity news, movies, and more.

61. Response Video

Disagree with someone's opinion video or vlog? Say your piece with a response video. These videos are where YouTubers provide counterpoints to one another, beyond just leaving a comment.

62. Reaction Video

A reaction video is different from a response video, in that it's not a reaction to another video, but a reaction to news or an event.

63. Event Recap

Recap the event your business held, the conference you spoke at, the festival you attended. Event recap videos harness the power of FOMO (fear of missing out) to engage viewers who couldn't attend.

64. Live Streaming

Why wait for the recap to show people what went down? Take your viewers to the event with you by livestreaming to your YouTube channel. The stream is available for viewing even after the event is over.

65. Video Contest

What's better than making your own videos? Having other people make them for you. A video contest is a great way to get your viewers giving you user-generated content that you can then share on your own channel.

Social media marketing

Social media marketing is the action of creating content to promote your business and products on various social media platforms such as Facebook, Instagram, and Twitter. Your unique content should be tailored to the specific platform it's being shared on to help you boost conversions and increase brand awareness.

Social media marketing is all about meeting your target audience and customers where they are and as they socially interact with each other and your brand.

While social media marketing as a whole is incredibly valuable and beneficial to your business growth (as you'll see in the following section), your strategy will differ based on which social networks your audience spends their time on. Before we dig deeper into social media marketing, let's segment the strategy by platform.



Facebook

- Users: 1.79 billion daily active users worldwide
- Audience: Generation X and millennials
- Industry impact: B2C
- Best for: Brand awareness; advertising

Twitter

- Users: 186 million daily active users worldwide
- Audience: Primarily millennials
- Industry impact: B2B and B2C
- Best for: Public relations; customer service

Instagram

- Users: 1 billion monthly active users
- Audience: Primarily millennials
- Industry impact: B2C
- Best for: Natural-looking media, behind-the-scenes, and user-generated content; advertising

LinkedIn

- Users: 675 million monthly active users worldwide
- Audience: Baby boomers, Generation X, and millennials
- Industry impact: B2B
- Best for: B2B relationships, business development, and employment marketing

YouTube

- Users: Over 2 billion logged-in monthly users worldwide

- Audience: Millennials, closely followed by Generation Z
- Industry impact: B2C
- Best for: Brand awareness; entertainment, and how-to videos

Snapchat

- Users: 249 million daily active users worldwide
- Audience: Primarily Generation Z
- Industry impact: B2C
- Best for: Brand awareness; advertising

Pinterest

- Users: 416 million monthly active users worldwide
- Audience: Primarily older millennials and younger baby boomers
- Industry impact: B2C
- Best for: Visual advertising; inspiration

Now that we've detailed the fundamentals of each social media network, let's discuss why social media marketing is beneficial for your business.

Benefits of Social Media Marketing



There are a variety of reasons why your company should use social media marketing. We've created a list of the four most beneficial reasons to consider.

Let's dive in.

1. Increase Brand Awareness

In 2018, there were over 3.2 billion people on social media globally. Due to the sheer amount of people on social media, you can see why ensuring your business is sharing content related to your products as well as details about your company via a platform or two has the potential to help you improve brand awareness.

In fact, social media has been proven to boost brand awareness by driving up engagement. Social engagement includes things like comments, likes, shares, and re-posts. Social media also helps you increase brand awareness by directing traffic straight to your site. You can do this by including direct links to your website in your profile, bio, and posts.

Featured Resource

- How to Build a Brand for Your Company

2. Generate Leads and Boost Conversions

Promoting and sharing your products on social media is a simple way to improve lead generation, boost conversions, and increase sales because you're advertising to people who have opted to engage with you by following your account.

Here are some examples of ways you can use social media to generate more leads.

- Create contests for your visitors and followers to participate in on your social media profiles.
- Include links to your website and offers in the bio sections of your profiles.
- Host live videos to make announcements about products and provide updates or details about exciting news at your company.
- Implement a social media marketing campaign on one of your channels.
- Sell your products through your social profiles. For example, you can enable Facebook's Shop Section or Instagram's Shopping feature on your profiles. These features allow your visitors and followers to click on products you've shared in posts to view information such as price, material, and size. Then, visitors can easily proceed to checkout through the platform and buy the product directly from you.

3. Foster Relationships With Customers

By connecting and engaging with your social media followers, you'll be able to build lasting relationships between them and your business. You can do this by

interacting with them on your posts, responding to their questions and comments, and providing them with any help they may need.

You can also ask your followers questions about your products, their pain points, or create giveaways to help you build trust and show them how much you value their input and support.

4. Learn From Competitors

Social media is a great way to keep tabs on your competitors — whether that's in reference to their social media tactics, the products they're promoting, the campaigns they're implementing, or their level of interaction with followers. Social media allows you to get a look at what is and isn't working for your competition, and therefore helps you decide what should or shouldn't change in terms of your company's approach. Lastly, reviewing the social accounts of your competitors can help you make sure your marketing stands out and is unique to your brand.

Learn how to conduct a competitive analysis to discover how you can beat the competition.

Now, let's talk strategy — there are five steps to ensure your social media marketing plan is sustainable and positively impacts your business.

How to Create a Social Media Marketing Strategy



Let's cover these steps in more detail so you can begin applying them to your business.

1. Research your buyer personas and audience.

The first step to creating a social media marketing strategy is to determine who your buyer personas and audience are so you can target their needs and interests appropriately. To do this, think about the people you're trying to reach and why, and how you would classify them as a group. For example, if your company sells trendy leggings and joggers, you might classify your target audience as millennials who like to wear stylish athletic apparel regularly — a style known as athleisure.

By considering your buyer personas and audience, you'll then be able to determine what content will attract the type followers and customers you hope to gain and how you can create engaging content to keep your followers interested.

Featured Resource

- Buyer Persona Templates
- Make My Persona Tool

2. Determine which social platforms you'll market on.

As a social media marketer, it's crucial you determine which platforms you're going to share your content on. There's not necessarily a right or wrong answer when it comes to which social channels your business should use — it's more about the needs of your target audience and where they tend to spend their time.

“It's important to be where your audience of potential customers is today, and where they might be tomorrow. It's better to be ahead of the curve than behind.”

— Andrew Delaney, Social Media Marketing Manager at HubSpot

For example, if you are going for that target audience of athleisure-loving millennials, you may want to focus the majority of your social media efforts on Instagram — this is because millennials cover the largest portion of users on the platform.

Featured Resources

- A Marketer's Guide to Snapchat for Business
- 50 Facebook Ad Examples We Actually Clicked
- YouTube for Business: A 30-Day Roadmap for Growth
- How to Use Twitter for Business (+ Follower Tracking Template)
- 12 Pinterest Templates for Business

3. Create unique and engaging content.

With the billions of social media users around the globe, there's no question that at least some of your followers — or the people browsing your profile — have also seen your competitor's content or that of other businesses in your industry.

That's why you must have engaging social media content that stands out and provides viewers with a reason to click that "Follow" button and interact with your brand.

To help you get creative, consider the content your competitors are sharing and how you can uniquely promote your products. Also, take advantage of the features offered by the platform you're using. For example, you can create live videos on Facebook to share the latest details about a product launch or conduct a giveaway.

Lastly, use your current customers and promoters to help you generate content. You can do this by re-posting their content or encouraging them to use a hashtag to share their own experiences and pictures with your products (similar to Frye's Instagram hashtag that I mentioned earlier).

4. Organize a schedule for your posts.

One of the easiest ways to ensure your content is shared as planned is to use a social media management solution. These tools allow you to write captions, prepare pictures and videos, and schedule posts in advance. They also automatically share your content on schedule and monitor all post interactions and engagement for you. Social media management solutions save you time and allow you to focus on your other tasks.

There are a number of solution options available — here are a few examples.



1) HubSpot

HubSpot offers a social media tool — as part of the marketing software — to help you publish and monitor your content and create real connections with your followers. You can schedule and publish your content in advance and compare in-depth reports on your posts' engagement to understand the performance of various platforms, types of content, and posting times.

2) Sprout Social

Sprout Social is a social media marketing and management solution designed to help your team organize and plan content creation, manage campaigns, understand engagement, and review content reports and analysis.

3) Hootsuite

Hootsuite is a social media management platform for finding, scheduling, managing, and reporting on your content. You can schedule posts in advance

on all of your channels at once and measure your ROI with comprehensive content analysis.

How often should you post on social media?



Now, you might be wondering how often you should post content on your social media channels.

As a rule of thumb, you should only post on social when you have quality content to share. Meaning, there's a reason you're posting the content. This is how you'll strike the right balance when it comes to your posting frequency. If you post too infrequently, you're bound to be forgotten by your followers. If you post too frequently, you'll likely become annoying to your followers. Both situations could potentially lead to a loss in followers and a decrease in engagement.

To avoid this, there are plenty of studies and resources available explaining social media post frequency standards by industry and platform for you to follow. Every business is different, so find what works for your audience. Then, you can begin experimenting with more or fewer posts, as well as other factors such as the time of day you're posting on social, to determine what provides the highest level of engagement.

5. Analyse your impact and results.

One of the most important aspects of social media marketing is ensuring your efforts are successful in helping you meet your goals. To determine this, you'll need to keep track of all of your posts, on every channel. You can do this by reviewing and managing your social media metrics.

Social Media Metrics

Social media metrics are data related to the success of your posts and your impact on your audience and customers on various platforms. These metrics may include data about your level of engagement, likes, follows, shares, and all other interactions on each platform.

Here are 10 of the most important metrics for you to track:

1. **Engagement:** This includes clicks, comments, likes, and replies on your social media posts. There are also platform-specific types of engagement such as "Saved" posts on Instagram and "Pinned" posts on Pinterest.
2. **Reach:** The number of people who have seen any content associated with your page or profile is your reach.

3. Followers: This is the number of people you have on your profile who have clicked your “Follow” button and see your content in their feeds regularly.
4. Impressions: This is the number of times a post from your profile or page is seen, whether or not your audience members click on it. This is often what happens when someone is scrolling through their newsfeed, but not clicking on anything.
5. Video views: On Facebook, Snapchat, Instagram, or any other social channel with video capabilities, this is the number of views each gets.
6. Profile visits: The number of people who have opened your social media page is your number of profile visits.
7. Mentions: This is the number of times your profile has been mentioned by audience members in their posts.
8. Tags: This is when your audience adds the name of your company’s profile or your hashtag to another post.
9. Reposts: This is when a member of your audience posts a piece of your content on their profile.
10. Shares: These are the posts your followers and audience take from your profile and share with their network.

You can influence all of these metrics, increase your social following, and improve overall engagement on your profile by using the same tactics you would to generate leads and boost conversions. You can also interact with your followers more frequently by talking to them, tagging them in content, responding to their questions, liking their posts, encouraging them to use your hashtags, and share your content (and you can also repost user-generated content).

How to Measure Social Media Metrics

You can review social media metrics in a variety of ways. For example, you can use the analytics tools built into the various platforms you use. Here are a few examples:

- Twitter Analytics
- Facebook Analytics
- Instagram Insights

You might also choose to use an analytics and tracking tool such as Google Analytics. This is a great option if you want to track your social media and website metrics. Lastly, many social media scheduling solutions — as we reviewed earlier — have monitoring and tracking features automatically built in. All of these metrics tracking tools will give you a better understanding of what your followers and audience respond well to and what you should consider modifying to improve engagement.

Now that we've reviewed the benefits of social media marketing and how to build your strategy, let's talk about the various resources available to help you along the way.

Social Media Marketing Resources: There are a plethora of social media marketing resources you can use to build a social strategy for your company. You're bound to feel more confident about working on your company's social media marketing initiative with the help of the following courses, training, and books

Pillars The Five Core of Social Media Marketing

1. Strategy

Before you dive right in and publish something on social media, let's take a step back and look at the bigger picture. The first step is to think about your social media strategy.

What are your goals? How can social media help you achieve your business goals? Some businesses use social media for increasing their brand awareness, others use it for driving website traffic and sales. Social media can also help you generate engagement around your brand, create a community, and serve as a customer support channel for your customers.

Which social media platforms do you want to focus on? The major social media platforms, mentioned above, are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also smaller and up-and-coming platforms, such as Tumblr, Tik Tok, and Anchor, and social messaging platforms, such as Messenger, WhatsApp, and WeChat. When starting out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms.

What type of content do you want to share? What type of content will attract your target audience best? Is it images, videos, or links? Is it educational or entertaining content? A good place to start is to create a marketing persona, which will help you answer these questions. And this doesn't have to be fixed forever; you can always change your strategy according to how your social media posts perform.

To help you create a great social media strategy, here are our long-form, step-by-step guides on creating a social media strategy and social media marketing plan.

2. Planning and Publishing

Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000!) use social media. By being present on social media platforms, you give your brand an opportunity to be discovered by your future customers.

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like how you would share on your personal Facebook profile. But you will want to plan your content ahead of time instead of creating and publishing content spontaneously. Also, to ensure that you are maximizing your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

There are now a variety of social media scheduling tools, such as Buffer Publish, that can help you publish your content automatically at your preferred time. This saves you time and allows you to reach your audience when they are most likely to engage with your content.

3. Listening and Engagement

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.

People might even talk about your brand on social media without letting you know. So you will want to monitor social media conversations about your

brand. If it's a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worse.

You can manually check all your notifications across all the social media platforms but this isn't efficient and you won't see posts that didn't tag your business's social media profile. You can instead use a social media listening and engagement tool that aggregates all your social media mentions and messages, including posts that didn't tag your business's social media profile.

4. Analytics

Along the way, whether you are publishing content or engaging on social media, you will want to know how your social media marketing is performing. Are you reaching more people on social media than last month? How many positive mentions do you get a month? How many people used your brand's hashtag on their social media posts?

The social media platforms themselves provide a basic level of such information. To get more in-depth analytics information or to easily compare across social media platforms, you can use the wide range of social media analytics tools available, such as Buffer Analyze.

5. Advertising

When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to. You can create target audiences based on their demographics, interests, behaviors, and more.

When you are running many social media advertising campaigns at once, you can consider using a social media advertising tool to make bulk changes, automate processes, and optimize your ads.

Mobile Marketing

“Mobile phones and tablets are responsible for 56.74% of global internet usage.”

WhatsApp marketing is a type of messenger marketing, which implies promoting a brand through WhatsApp. This channel helps brands reach an enormous audience, build strong relationships with customers, and increase sales.

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1. Why Should You Use WhatsApp Marketing for Your Business?
2. Benefits of WhatsApp Marketing for Your Business
3. WhatsApp Marketing Strategy
4. 5 WhatsApp Marketing Ideas and Examples
5. 4 WhatsApp Marketing Tips

1. Why Should You Use WhatsApp Marketing for Your Business?

WhatsApp is the most popular messaging platform in the world. In 2020, its audience has grown up to 2 billion active users monthly. This marketing channel is a must-have for businesses that want to connect with audiences in developing countries. For instance, there are 340 million monthly WhatsApp

users in India and almost 100 million in Brazil. However, the platform is also an excellent choice for promotions in the US market – 68 million Americans access WhatsApp at least once a month.

WhatsApp marketing allows you to stay in touch with your customers – more than half of WhatsApp users check the app every day. Better yet, you can be sure they will get your offers, as text messages have a 98% open rate.

The last point is that your customers love this communication channel. They trust brands with chat apps more – 53% of people say they would buy from companies they can reach via chat.

However, there are more reasons to implement WhatsApp in your marketing strategy. Read on to learn a few more benefits of this marketing channel.

2. Benefits of WhatsApp Marketing for Your Business

- Profound relationships with customers
- Higher conversion rate
- Better sales
- Lower cost of marketing

Using messengers is a golden opportunity to improve your marketing strategy. There are four positive outcomes of using WhatsApp for your business promotion.

- Profound relationships with customers

Over 55% of people feel more connected to a brand if they use messaging apps. It makes WhatsApp marketing a bulletproof strategy for building long

profound relationships with customers. Maintaining such a connection, in turn, helps brands cut expenditures as customer retention is 5-25 times cheaper than acquisition.

Out of the box, WhatsApp provides business with a robust set of opportunities for personalization. For instance, you can send personalized welcome messages, special offers, birthday congratulations, and so on. Such an approach keeps customers more engaged with a brand – over 70% of consumers say they engage only with personalized marketing messages.

- Higher conversion rate

Choosing a perfect channel for your initial contact with customers is crucial. People may get disgruntled with phone calls while staying inaccessible through email or social media.

Here is where WhatsApp comes in handy to nudge your prospects towards the purchase. Businesses say that customers answered 40% of their WhatsApp messages.

Better yet, messaging drives conversions. Namely, messaging after initial contact with a prospect can increase the conversion rate by 112.6%. However, WhatsApp marketing is not the only way to boost your conversions. If you want to learn some more tricks, follow our comprehensive guide on conversion rate optimization.

- Better sales

WhatsApp marketing works as a sort of magic wand for your sales. The simple trick of adding a WhatsApp phone number on your website may result in a 27% more sales leads.

It seems like the opportunity to reach a brand through any messaging app alone instills confidence in potential customers. At least 66% feel more optimistic about purchasing from a company if it is active on messengers.

Better yet, you can consider WhatsApp a stand-alone sales channel for your business. It's possible with the growing tendency for people to buy through messaging apps. Roughly 60% of consumers believe they will use messengers more to make purchases in the future.

- Lower cost of marketing

WhatsApp is still a very affordable marketing channel, which makes this platform enticing for small businesses. All you need to get the ball rolling is to install an app and connect to the Internet.

Meanwhile, the chances that your message will reach the customer are sky high. On average, a user checks WhatsApp over 23 times a day.

WhatsApp marketing drives more conversions, improves sales, allows you to build deep quality relationships with customers, and costs next to nothing in terms of marketing expenditures. Read further to learn how to build a WhatsApp marketing strategy.

1. Define your goals and KPIs
2. Pin down your target audience
3. Get the business app

4. Create a brand persona
5. Build a contact list
6. Design your communication
7. Deliver great customer service

A well-made strategy underlies the effectiveness of every marketing channel. It enables you to plan your steps and change paths if something goes wrong. Here are a bunch of tips to help you craft your WhatsApp marketing strategy and get great results.

1. Define your goals and KPIs

To get your WhatsApp marketing strategy started, determine your marketing objectives. This step will help you focus your attention on meaningful activities and draw the line on unnecessary things.

Start by revising your marketing funnel and finding weak spots. Try to think of business goals you can pursue with your WhatsApp marketing strategy. Pinpoint the KPIs that will help you understand whether you have met these goals.

Here is an example to help you get your head around this scheme: If your business has issues with retaining customers, you can tackle them by sending promotional messages through WhatsApp. In this case, your KPIs might be clicks, engagement, and customer retention rates.

2. Pin down your target audience

Knowing your target audience underlies all your marketing efforts and defines their success. You can try several approaches to determine your target audience.

A classic one is customer profile creation. To explore it, follow our guide on building a buyer persona.

Another way is to use the jobs to be done (JTBD) framework. If you decide to stick to this one, ask yourself these questions:

- Why do people use your product?
- What value do they want to get from it?
- What outcomes do they want to achieve?

Whatever approach you choose, avoid guesses and speculation; explore your audience instead. To start with the JTBD framework, interview 10-15 of your current customers who made a purchase lately.

For customer profile creation, you can conduct surveys on social media and add data from Google Analytics, your CRM, Facebook and Google Ads, and so on. These tools will help you spot demographic and geographic characteristics of your typical customers.

3. Get the business app

To meet small and large firms' needs, WhatsApp launched a stand-alone application, WhatsApp Business. This tool has some helpful extra features, such as:

- A business profile with essential information: your address, business description, email address, and website.
- Catalog – a virtual showcase of your products.
- Labels to organize your chats with customers. For instance, you can label conversations according to the stage of the sales funnel.

- Quick and automated replies to stay in touch with customers and provide answers immediately.
- Statistics to track sent, delivered, received, and read messages.

4. Create a brand persona

People prefer to communicate with other people, not an impersonal business. Thus, to undertake successful WhatsApp marketing, you need to form your brand persona. A brand persona is a kit of traits, attitudes, and values your brand shares.

Remember market leaders? All of them have personas. For instance, Apple appears to be creative and intellectual, Fanta – jolly and easy-going, Nike – passionate and vigorous. Your brand probably also has some personality; try to explore it and spot the most meaningful traits. This persona will underlie your tone of voice and communications with prospects on WhatsApp.

Create a feeling that your customers are dealing with a person. Try to use a person's name as a signature; it works better than a company's name.

5. Build a contact list

If you're going to use WhatsApp as more than a customer support channel, you need a contact list. The best way to get one and grab new contacts is to use subscription forms. Place them on different pages of your website and offer a lead magnet – such as an eBook or discount.

Consider going for multichannel forms – they allow your subscribers to choose where they want to receive updates – via email, WhatsApp, Facebook messenger, and so on. This move lets you communicate with customers through

the channels they prefer. In turn, such an approach creates higher engagement and boosts conversions. To create multichannel forms in two clicks, try the SendPulse form builder.

Remember to segment your audience to send the most relevant campaigns and deliver personalized experiences. Follow our guide on mailing list segmentation – though we've created it with email marketing in mind, you can apply the same tactics to WhatsApp marketing as well.

6. Design your communication

WhatsApp messages have impressive open rates in comparison with other channels. However, if you offer irrelevant or poorly produced content, your marketing on this channel will be dead in the water.

Start by pinpointing your main topics and the messages you want to deliver. Try not to limit yourself to only promotional messages; remember to entertain and educate your audience. Keep your communications short and sweet – people often check WhatsApp on the go and have no time to read long messages.

Reinforce your messages with multimedia files, such as videos, animations, or pictures. Emoji are also appropriate in WhatsApp marketing. If you want to play around them, choose smiley faces or people rather than business-themed objects.

Another point to consider is message frequency. If you bombard your readers with messages every hour, chances are it will make them annoyed with your brand. It is best to adhere to the commonly used practice of sending 5-10 messages weekly.

7. Deliver great customer service

Most customers use messaging apps to get brand support. 59% of people believe they get responses faster via messengers, 50% find better advice and care in this communication channel. Here is the point where WhatsApp marketing comes in handy.

WhatsApp allows your brand to get queries immediately and provide customers with real-time support. This feature becomes crucial, as long as 28% of customers expect to get help within an hour, and 18% anticipate an immediate response.

Keeping such a pace seems arduous, but WhatsApp allows you to provide customer support round the clock. All you need is to employ a chatbot and feed it with typical questions and answers to them. Such an approach may help you cut customer support costs by 30%.

To sum it up, creating a WhatsApp marketing strategy encompasses setting goals, exploring your audience, delivering great content, and maintaining good relationships with your customers. Some brands have mastered these techniques flawlessly. In the next part, we'll delve into some examples and ideas for your WhatsApp marketing.

5 WhatsApp Marketing Ideas and Examples

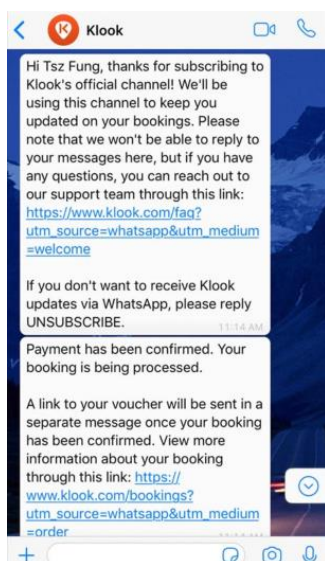
WhatsApp marketing is all about relationships with the audience and delivering value. However, there is space for some creativity in these conditions. Let's take a once-over of WhatsApp campaigns from all sorts of businesses and get a dose of inspiration for your own brand promotions.

Klook – transactional messages

The online travel platform Klook decided to use WhatsApp for customer satisfaction and to increase retention. Thus, the company built its marketing strategy around updates and notifications about bookings.

Klook kept its clientele's best interests at heart and needed to find the most convenient communication channel. As the company has an enormous audience in the Asia-Pacific region, the choice fell on WhatsApp – the app is widespread in this area.

The travel platform invited its website and app visitors to subscribe to WhatsApp notifications – order updates and reminders. As a result, the opt-in rate for WhatsApp turned out to be 63% higher than for the Klook app's push notifications. The customer retention rate grew by 40%.



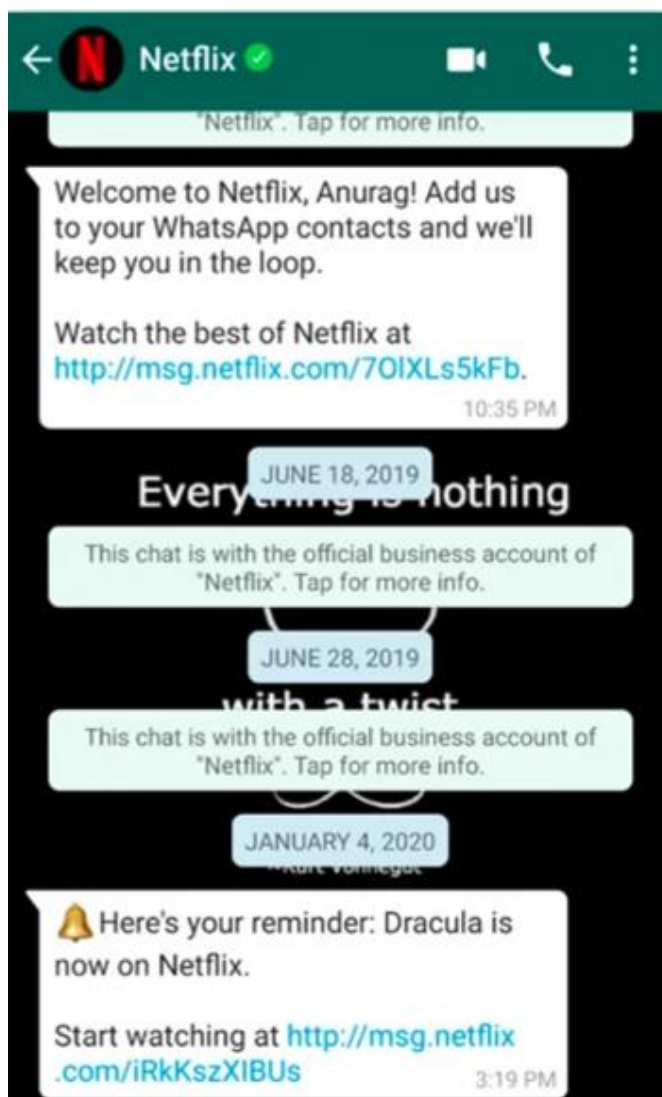
Klook's transactional messages on WhatsApp. Source: Facebook

Netflix – personal recommendations

The streaming giant, Netflix, knows a little something about keeping its users engaged with the service. The service offers personal recommendations in its mobile application. In 2017, the company decided to extend this practice to WhatsApp.

Netflix launched this campaign in January 2017 in India – WhatsApp's biggest market. Users, who had both Netflix and WhatsApp installed on their smartphones, saw the offer to stay in touch through WhatsApp messenger. If a person clicked “I’m in,” they started to receive messages about their account and TV program and film suggestions. Half a year after Netflix offered the same opportunity for its users in the UK.

The trick here was to keep interacting with customers even after they’ve canceled their Netflix subscription. New show announcements and reminders triggered recipients to resubscribe to the streaming platform.



Netflix's notifications in WhatsApp. Source: Techjokey

Saffola – real-time help

If you've tried any diet, you are probably familiar with the cravings for a slice of pizza or a cookie. The Indian healthcare brand, Saffola, decided to build its campaign around fighting this want for unhealthy food.

To help people combat their harmful eating habits, Saffola crafted a WhatsApp chatbot. A user could send a message to this bot when they felt a longing for some comfort food. In turn, the chatbot tried to distract a person with pre-recorded positive reinforcements, puzzles, and even a rap song. The latter promoted Saffola's new active slimming drink.



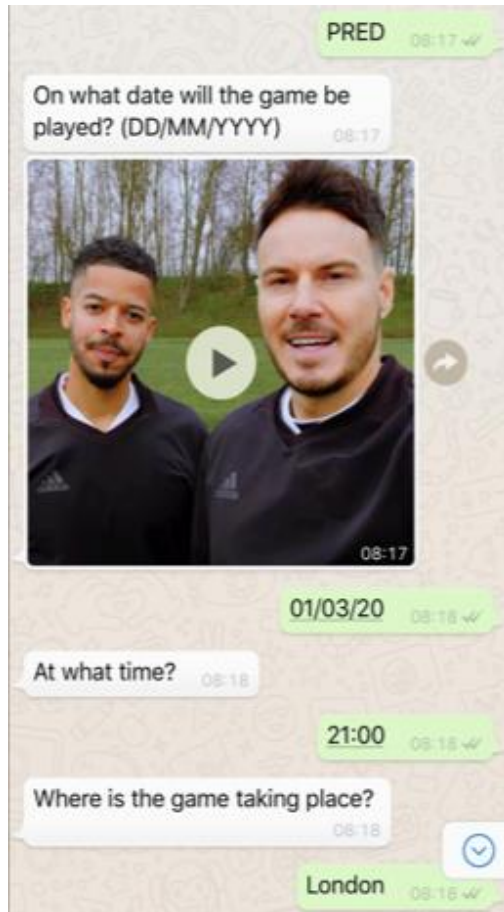
A screenshot from Saffola's Beat the crave promotional video. Source: WAT Consult

Adidas – tackling audiences' issues

The sportswear brand, Adidas, used WhatsApp as a part of its new shoe promotion campaign. The brand decided to focus on a narrow audience – amateur football players – and help them tackle their specific issue.

Football teams fairly often experience troubles with stuff. Some players may drop out at the last minute before a match, and there might be no replacement. Adidas offered to find a substitute through WhatsApp. All you need to do is send a message to a WhatsApp hotline and share essential information about the match. In return, Adidas will send a top-notch football player to your game.

Although the campaign only lasted for six days and targeted a specific audience, it has delivered impressive results. In particular, Adidas got a lot of buzz in football media, retail websites, blogs, and so on.



A conversation on WhatsApp with an Adidas representative. Source: Medium

Some of these examples are simple yet effective, while others are difficult to recreate. However, they illustrate the main rules of successful marketing: listen to your audience and know their needs, provide value, and be creative. Want to learn more WhatsApp hacks? Read further.

- 4 WhatsApp Marketing Tips
- Create broadcast lists
- Use group chats
- Employ WhatsApp statuses
- Craft a product catalog

We've unpacked quite a few tricks of building a WhatsApp marketing strategy. Now it's time to explore some more specific techniques.

Create broadcast lists

In a nutshell, a broadcast list is a group of recipients gathered together. Contacts cannot see each other and receive your messages separately, which makes them similar to segments in your mailing lists.

These peculiarities make broadcast lists the perfect feature for sending relevant campaigns. For instance, you can gather all your VIP customers in one list and send them exclusive offers or ask existing clients for referrals, and so on. Use this feature to retain and engage your audience.

Use group chats

This feature resembles the previous one at first sight, but there's a difference between them. Unlike broadcast lists, group chats allow members to see each other and share their opinions with the whole group.

So, group chats may come in handy if you want to encourage discussions between your customers. For instance, you may set up a group to warm up participants before some offline event or webinar.

Another case is when your clients make purchasing decisions in groups. It's a common practice for businesses with elaborate and expensive products, such as IT solutions, industrial equipment, and so on. Although consumer good sellers may benefit from this tool as well – remember the Agent Provocateur example.

Employ WhatsApp statuses

If you're familiar with Facebook or Instagram stories, WhatsApp statuses may ring a bell for you as well. This feature allows you to share text and multimedia files with all your contacts and receive their feedback. While publishing the update, you may also share it on Facebook. The status expires in 24 hours.

In Instagram marketing, stories are one of the most effective tools, and WhatsApp statuses work well too. You can use them to share special offers, product updates, promo codes, and so on. For instance, you may set up a one-day flash sale for WhatsApp users only.

Craft a product catalog

In 2019, WhatsApp launched product catalogs that allow you to showcase your products. The feature has great potential – even Instagram launched the analogous tool called the Instagram shop.

You can add up to 500 items to your WhatsApp product catalog. Your potential customers may browse through it and share links to some products or ask you questions about them. You may also send catalog items to WhatsApp users or share a link to the whole showcase anywhere online. Catalogs are extremely helpful for small businesses or aspiring entrepreneurs with no websites.

WhatsApp marketing is a golden opportunity to reinforce your brand and build deep, long-lasting relationships with customers. To achieve better results, go beyond WhatsApp and master all the channels your customers prefer. Try Facebook and Telegram messages as well, and reinforce your marketing strategy with email and web push notifications campaigns. To get started with these channels, sign up with SendPulse.

SMS Marketing

SMS Marketing is sending promotional campaigns or transactional messages for marketing purposes using text messages (SMS). These messages are mostly meant to communicate time-sensitive offers, updates, and alerts to people who have consented to receive these messages from your business.

If this sms marketing definition sounds too complicated – don't worry. This article covers all of the terms above that to give you a better idea of how SMS marketing can enhance your digital marketing strategy.

It's no mystery that developing relationships with customers takes work. If you want to reach your customers, you can't wait for them to come to you. You have to be proactive and go where they are.

Now, I don't expect (or advise) you to go knocking on all your customers' and prospects' doors – that would be madness. But, you could do the next best thing.

Text them

As people become more attached to their phones, text messages become the most direct line of contact. This has made text message marketing, or SMS marketing, one of the most effective forms of communicating with customers when done correctly.

- Try out SMS Marketing with Sendinblue >>
- Table of Contents
- What are the rules and best practices for SMS marketing?
- Why is SMS marketing effective?
- How does SMS marketing work?

- What is SMS marketing used for?
- Who can benefit from using SMS marketing services?
- Can SMS marketing work for your business?
- What are the rules and best practices for SMS marketing?
- Make sure your contacts have opted in to SMS

Text messaging is a very effective and direct line of communication to the customer. But, there are many rules that you should consider when planning your SMS marketing strategy. The first, and most important of these is receiving permission from your contacts to send them SMS messages.

SMS has an extremely high open rate, but this won't help you if you're sending messages to people who don't want them. Not to mention opt-in is required in most countries.

Be mindful of the timing of your messages

Unlike email, which is only checked a few times daily (at most), people open text messages almost immediately. This is great for urgent messages, but you don't want to abuse this power by disturbing contacts at odd hours in the day.

Would you want to run out and use a coupon that just woke you up at 2 AM on a Wednesday night? Didn't think so.

Some countries even have laws about when you can send marketing text messages (e.g. France does not allow SMS marketing on Sundays, holidays, or anytime after 10 PM).

Include your company's name in your messages

When sending bulk SMS messages, most providers send them through a shortcode, which means your contacts won't know it is coming from you. That is why you have to let your contacts know who is sending the message in the first place.

You don't want to send a promotional coupon to customers and not have them know where to go, right?

Use SMS to complement the rest of your digital marketing strategy

The beauty of digital marketing is that there are so many channels that you can use to interact with your customers. All of these channels tie together to create a marketing communication system that enables businesses to build relationships with customers and leads at great scale.

SMS and email marketing are two channels that are very complementary. You can create campaigns through both channels, using email for including more detailed information and SMS to communicate more time-sensitive or urgent information.

Further reading:

The Ultimate Email Marketer's Guide to SMS Marketing

Why is SMS marketing effective?

SMS is one of the most useful marketing channels at your disposal for several reasons:

Ubiquity of Smartphones:

With 81% of adults in the US owning a smartphone in 2019, SMS is an excellent way to reach customers directly. By including a link in this text, you can drive engagement with your business online.

Closes the Email Marketing Loop:

Although email and SMS marketing have many similarities in their strategy implementation, they work best in tandem. As mentioned earlier, you can use SMS to send instant notifications, while email contains more long-form content.

High Engagement Rates: SMS engagement rates are astronomical compared to email, with 90% of SMS messages read within 3 minutes of receiving them. This makes SMS very helpful in delivering critical information with a high success rate.

Great for Emerging Markets:

If your business is trying to operate in countries where data is expensive and wi-fi is less common, SMS is a much better channel to communicate information.

How does SMS marketing work?

SMS marketing messages are sent from “short codes,” as opposed to full telephone numbers. These short codes are typically 5-6 digits, and can be associated with one sender, or shared across multiple senders.

Many countries (including the US) do not allow sender information to be altered. This means your message will appear as a text message from whatever short code your provider used (not from your business). That is why it's important to include your company's name in the message.

There are two message types you can send with SMS marketing:

1. Campaigns:

Campaign messages are the classic “one-to-many” bulk text messages. They are typically used to communicate promotions (coupons, sales, etc.), or general information (event details, updates, weather alerts, etc.).

2. Transactional:

Transactional messages are “one-to-one” messages that are triggered by a certain event or behavior. An example of this would be an order confirmation or shipping notification for an e-commerce purchase. These messages communicate relevant and timely information to an individual.

What is SMS marketing used for?

SMS can be used in a number of different ways. I will share with you some of the most common use cases to give you a better idea of what you can do with SMS and how it might help your business.

Short-term promotions for retail or e-commerce businesses

Coupons and promotions are an excellent way to drive more people to your store or website. If you are conducting a limited-time sale or promotion, you obviously want as many people to hear about it as possible.

SMS is a great channel to communicate these offers, especially if you want to let customers know while they are on the move. That way you can be sure that they don't miss out because they didn't get the message in time.

Urgent updates about events or customer orders

There are a lot of moving parts that go into planning and executing an event. The more people you have attending the event, the more challenging it becomes to communicate the necessary information to everyone.

With SMS, you can easily communicate any changes, cancellations, general information, or updates with better real-time engagement than email or other channels.

Appointment reminders

If your business runs on scheduled appointment times, then you know the frustration of having clients forget appointment times and showing up late. Even more frustrating, is when clients fail to show up at all.

Not only does this throw off your schedule, it wastes your time. It means that you may have turned down other appointments because that appointment slot was taken. Sending reminder text messages is a fantastic way of making sure that people don't forget their appointments and show up at the right time.

Internal alerts

If you have a large number of employees, it can be hard to communicate urgent messages (office closures, emergency updates, etc.) to everyone all at once. You can send them an email, but they may not see it (I know I don't check my work email too often outside of work). SMS is a great way to guarantee that everyone receives your message on time.

Who can benefit from using SMS marketing services?

Text messages can be a great addition to your digital marketing efforts regardless of what business type you have. They serve the unique function of communicating very urgent information in a highly reliable way.

But, there are certain businesses that cannot live without SMS in their marketing strategy:

E-commerce stores:

Whether you're sending a promotional campaigns, or order/shipping confirmations, SMS is a great tool for e-commerce stores.

Travel companies:

SMS is essential to travel companies because customers need real-time information. This includes flight time updates, gate changes, cancellations, weather alerts, and many more. With SMS you are able to tell customers exactly what they need to know, without having to worry about if they will see it in time.

Service businesses that require appointments:

Make sure that your clients never miss another appointment by sending them SMS reminders. This will save you tons of time and money wasted on no-shows and late appointments.

Large organizations with 100+ employees:

Internal communication is important, but it's hard to communicate with every employee in a large company. For urgent information, email is too slow. Using

SMS for your internal communication is the best way to ensure that every employee gets the information you want to send them at the right time.

Can SMS marketing work for your business?

Only one to find out – test it on your audience! If you're already using email marketing (or considering it), try including SMS in your strategy.

Now you should have a better idea of what SMS marketing is, and why it is great. Here's a quick recap of some of the pros:

- Reliable delivery
- Direct line to the customer
- High engagement
- Complements your email marketing strategy

Responsive Website

Strictly speaking, responsive websites have three defining features:

1. Media queries

“A media query allows us to target not only certain device classes but to actually inspect the physical characteristics of the device rendering our work,” Marcotte explains.

Media queries thus allow developers to use condition checks to alter web designs based on the properties of the user’s device. This is superior to simply defining breakpoints in the HTML/CSS, as it’s a more tailored experience for the user.

2. Fluid grids

When flexible grids are created using CSS, the columns automatically rearrange themselves to fit the size of the screen or browser window, whether the user is on a 21-inch desktop computer, a 13-inch laptop, a 9.7-inch tablet, or a 5.5-inch mobile phone.

“Fluid layouts [...] put control of our designs firmly in the hands of our users and their browsing habits,” Marcotte explains.

This enables designers to maintain a consistent look and feel across multiple devices. Plus, it saves everyone time and money by allowing designers to update one version of the website versus many.

3. Flexible visuals

Marcotte refers here to using code that prevents rich media files from exceeding the dimensions of their containers, as well as viewports. As the “flexible container resizes itself,” he explains, so does the visual within it.

Given that there are over 8.48B unique devices in existence today, this functionality allow teams to create timeless designs capable of adapting to any device, regardless of its size or shape.

Together, these three types of functionality allow designers to craft responsive websites.

Related: Typography and creating grids for screens

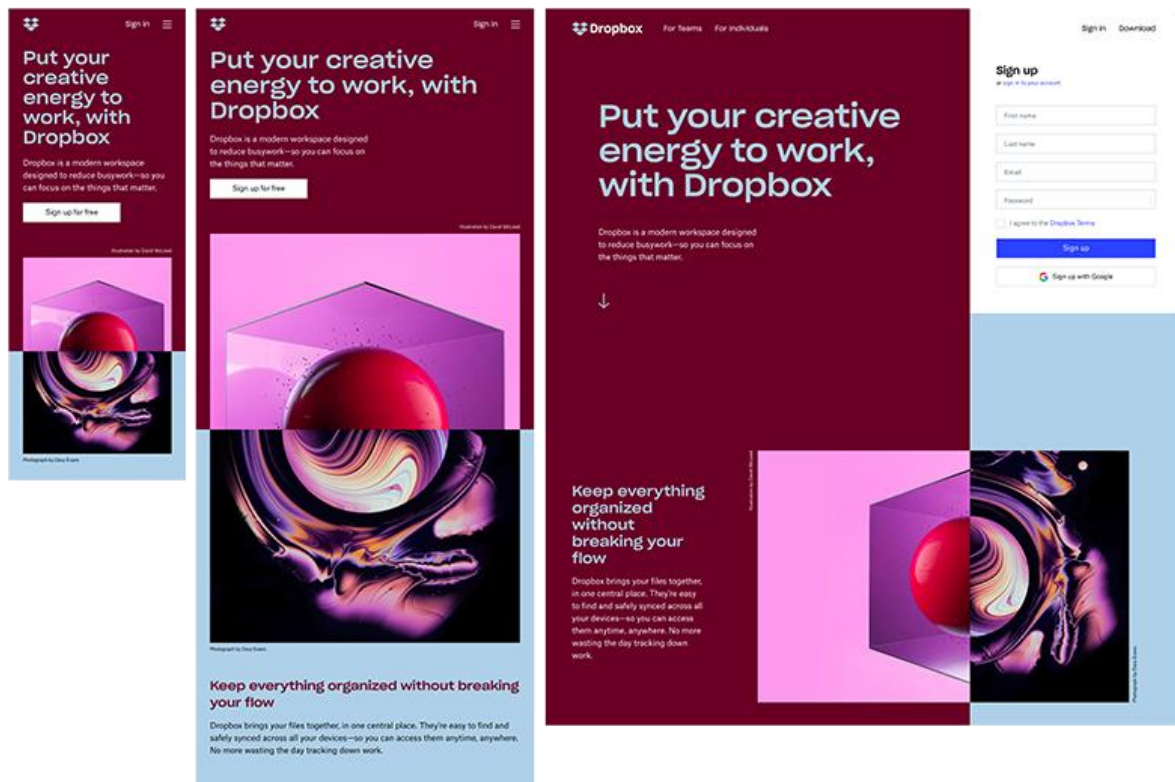
But, Marcotte explains, that's just the beginning:

“Fluid grids, flexible images, and media queries are the three technical ingredients for responsive web design, but it also requires a different way of thinking. Rather than quarantining our content into disparate, device-specific experiences, we can use media queries to progressively enhance our work within different viewing contexts.”

Below, we've included 11 examples that go beyond the fundamental criteria for responsive web design. Each website offers an experience that's tailored to the user's unique context.

Responsive web design examples

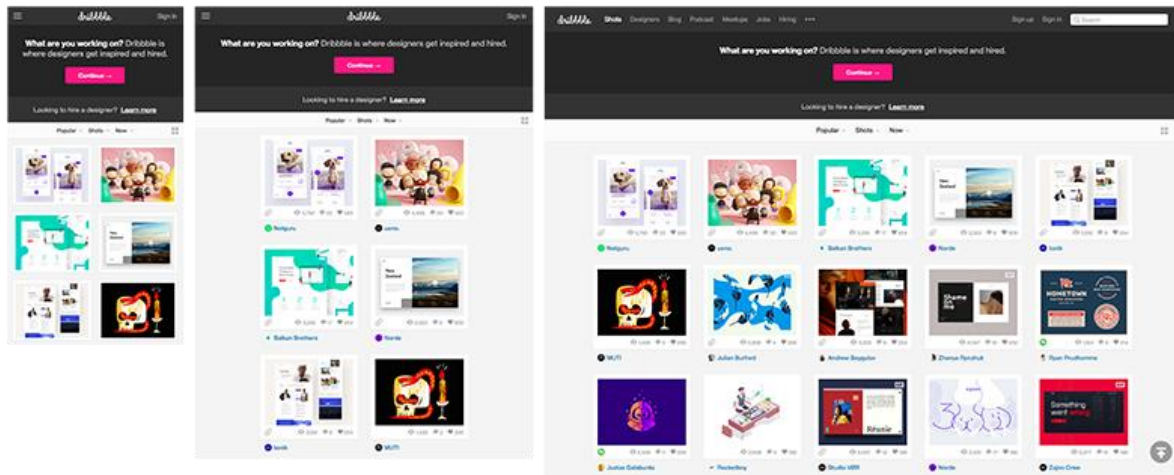
1. Dropbox



Dropbox has done a great job of using a fluid grid and flexible visuals to design a standout responsive website. Not only does the font color change to accommodate the background color when shifting from desktop to handheld devices, but the image changes orientation as well.

Accounting for context, Dropbox offers a tailored experience across each device. For example, in an effort to prevent users from bouncing, a small arrow directs desktop users to scroll down to see more content. The same arrow is absent from handheld devices, since it's assumed that users will naturally scroll on a device with touchscreen capabilities. Similarly, their signup form is visible on desktop devices, but it's hidden behind a call-to-action button on tablets and mobile devices, where space is limited.

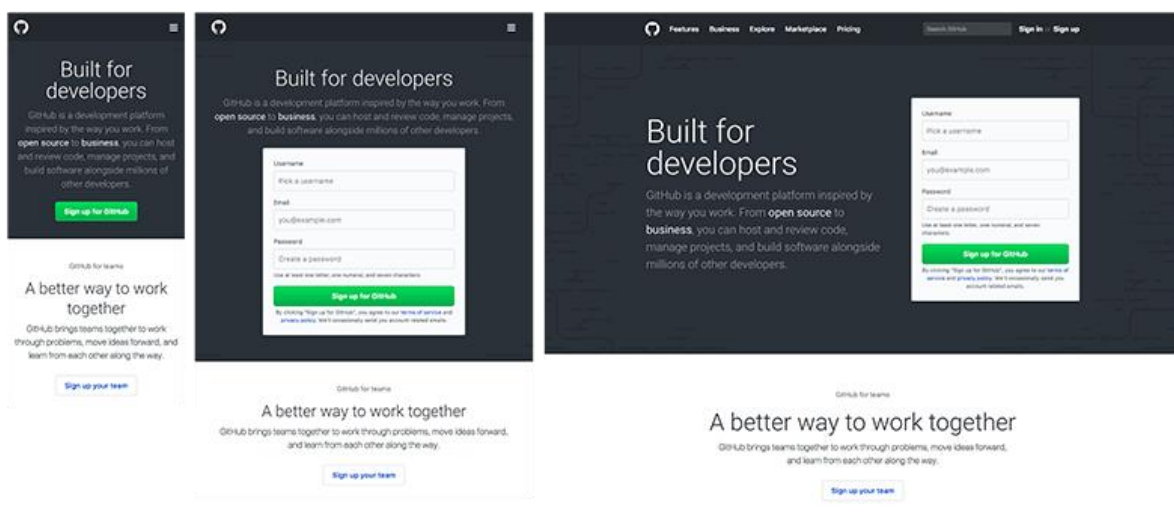
2. Dribbble



Dribbble's website features one of the hallmarks of responsive web design: a flexible grid, and it condenses from five columns on desktop and laptop computers to two columns on tablets and mobile phones.

To prevent their website from feeling cluttered on mobile devices, Dribbble has removed several items. For example, shots are no longer attributed to their maker and the view, comment, and like counts are no longer nested beneath each item. They've also hidden the menu behind a hamburger icon and removed the search bar.

3. GitHub



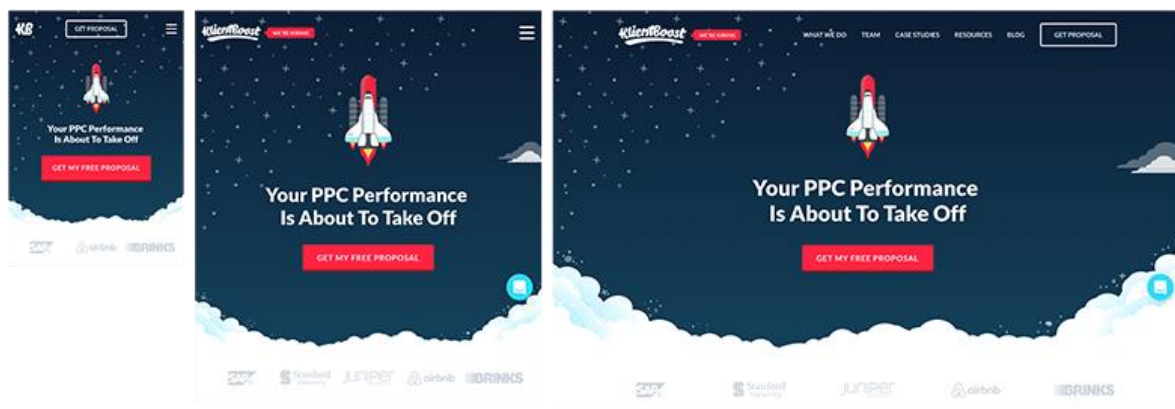
GitHub's website offers a consistent experience across every device. However, there were a few noticeable differences:

When shifting from desktop to tablet devices, the area above the fold changes from a two-column layout to a single-column layout, with the copy above the signup form instead of beside it.

Unlike on desktop and tablet devices, where their signup form is a central focus, GitHub presents only a call-to-action button on mobile. Users must click the call to action to surface the form.

Like Dribbble, GitHub has also removed the search bar and hidden the menu behind a hamburger icon on handheld devices. This is a pretty common practice, as it helps reduce clutter on mobile devices, where space is limited.

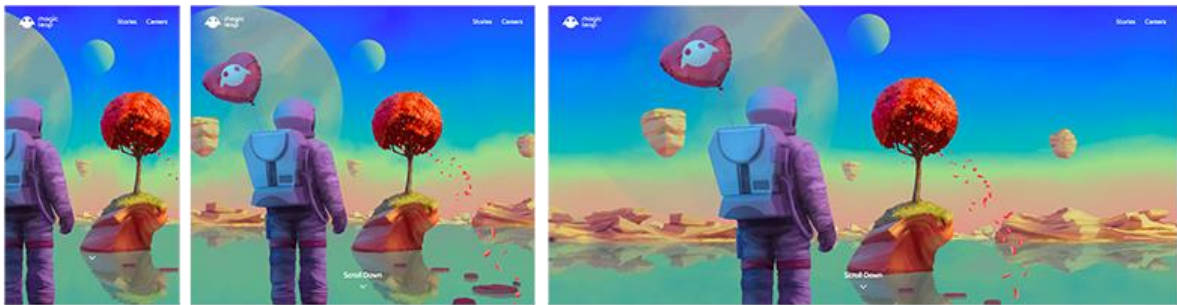
4. Klientboost



This is another fantastic example of mobile responsive web design. Their website loads remarkably fast at four seconds using 3G connections. More importantly, the look and feel of Klientboost's website stays consistent across all devices, yet they've managed to tailor their user experience to each device.

While the full menu, including a “Get Proposal” call-to-action button and “We’re hiring!” callout, is viewable from desktop and laptop computers, tablet and mobile devices reveal condensed versions of the menu. Users visiting their website from tablet devices are shown a hamburger menu icon and callout, whereas those visiting from mobile phones are shown the menu icon and call-to-action button.

5. Magic Leap

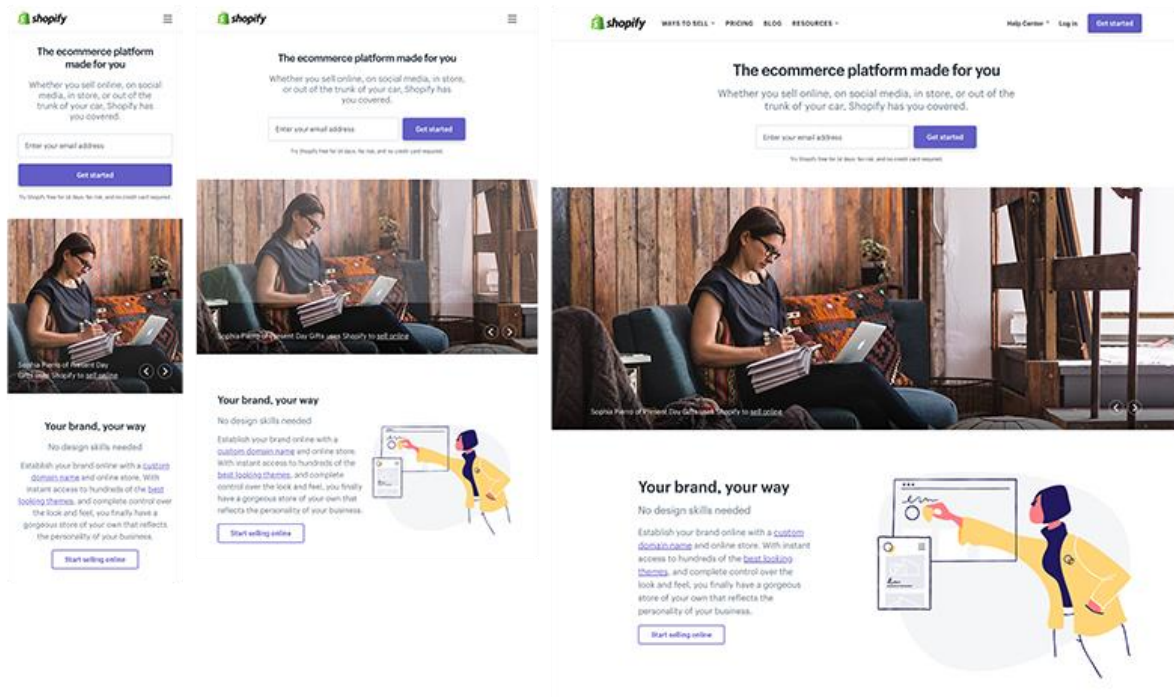


Magic Leap has designed a simple, mobile-first website with parallax scrolling that brings their stunning illustrations to life. Given that mobile phones and tablets are now responsible for 56.74% of global internet usage, their approach makes sense.

Magic Leap’s user experience is consistent across all devices, with one exception: the microcopy that directs users to scroll, which is included on desktop computers and tablets, but excluded from mobile devices, where it’s natural for users to scroll.

Even with a 3G connection, their website loads in seven seconds—well below the global average of 22 seconds. For a website featuring responsive animation, that’s not too shabby.

6. Shopify



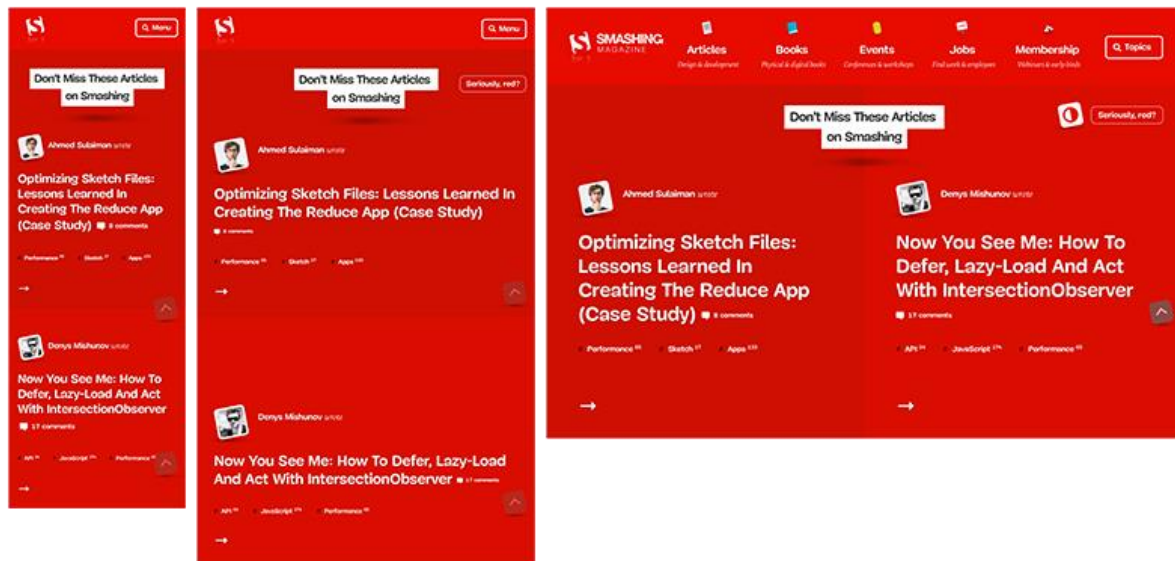
Shopify's user experience is consistent across all devices. Only the call-to-action button and illustrations changed between desktop to mobile devices. On personal computers and tablets, the call-to-action button is to the right of the form field. On mobile devices, it's beneath.

Similarly, the illustrations are to the right of the copy on personal computers and tablets, whereas they're placed beneath the copy on mobile devices.

Like most websites, Shopify's menu is also replaced by a hamburger icon on handheld devices.

Despite using image carousels to show off their customers, they've managed to keep their page load speed below five seconds, which is pretty impressive.

7. Smashing Magazine

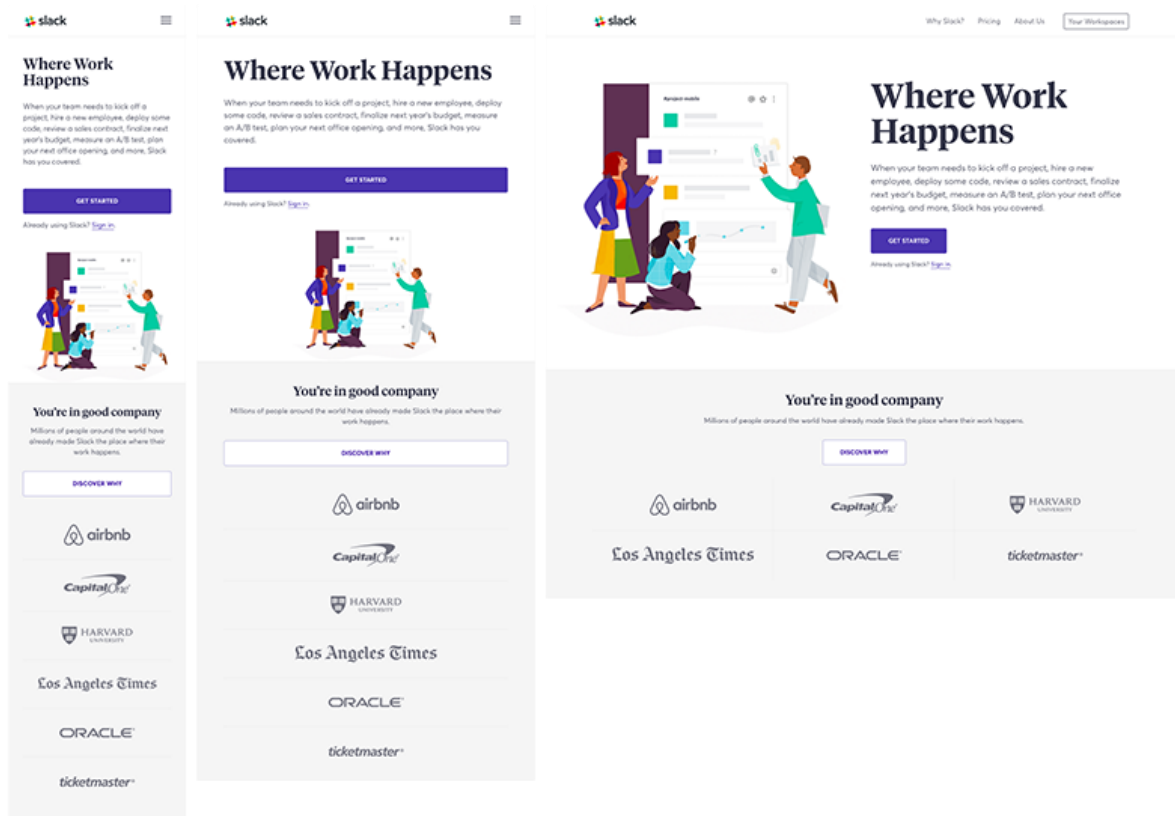


Smashing Magazine goes above and beyond, offering a tailored experience across every device. Their website features a two-column layout, full menu, and combination mark on desktop, which converts to a one-column layout and condensed menu with lettermark on tablets and mobile devices.

Smashing Magazine's website is also a shining example of inclusive design. The menu shown to desktop users features both labels and icons. And I love how, instead of using a run-of-the-mill menu icon, they've opted for a call-to-action button with the word "menu" and a search icon. Digital natives have no problem navigating websites from handheld devices, but other generations don't necessarily know what hamburger icons represent.

Their website also loads in just 2 seconds on devices with 3G internet, which GSMA says will make up 70% of mobile connections through 2020. This keeps their bounce rate low and prevents users from getting frustrated.

8. Slack



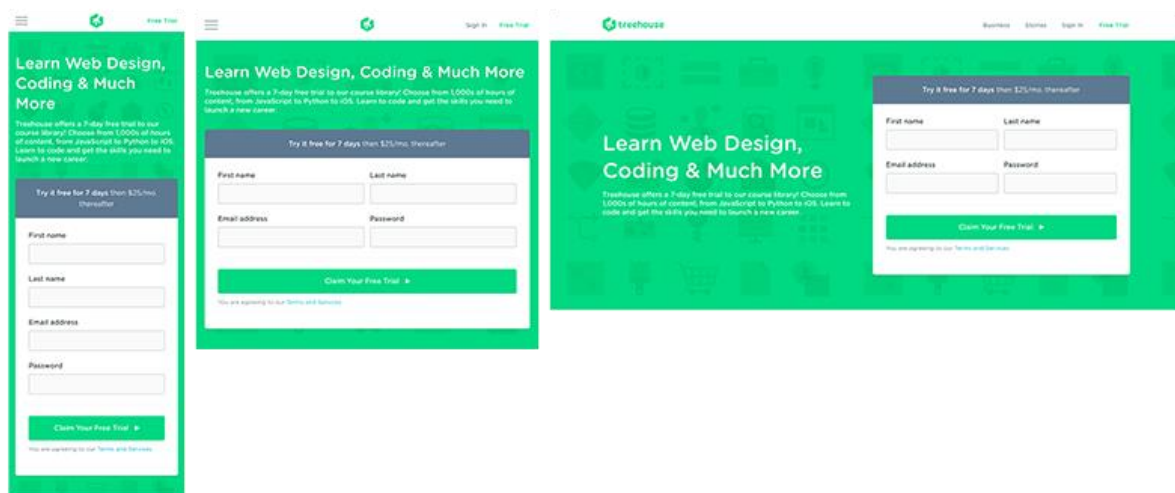
Slack's brand is known for being simple and human. It's no surprise that their website follows the same guidelines.

Their flexible grid easily adapts to viewports of all sizes and shapes. For example, while customer logos are presented in a three-column layout on desktop and laptop computers, they're shown in a single-column layout on handheld devices.

Related: Download 25 free Slack emojis your design team had no idea they needed

Slack's website is also designed to be easy to use. For example, their call-to-action buttons span the entire column on tablets and mobile phones, which help users avoid clicking the "Sign in" hyperlink below.

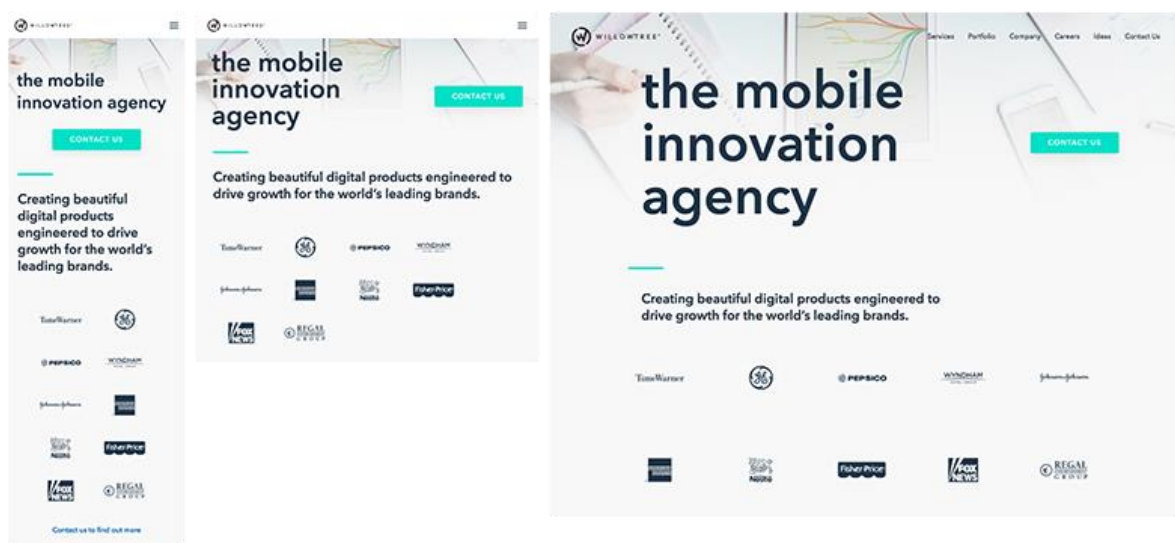
9. Treehouse



Treehouse offers a seamless experience across all platforms. Their menu gets progressively smaller across devices—desktop and laptop computers feature a four-item menu, tablets feature a two-item menu and hamburger icon, and mobile phones offer a one-item menu and icon.

Their form fields experience the same change. They're presented in two columns on desktop and laptop computers and one column on tablets and mobile phones.

10. WillowTree

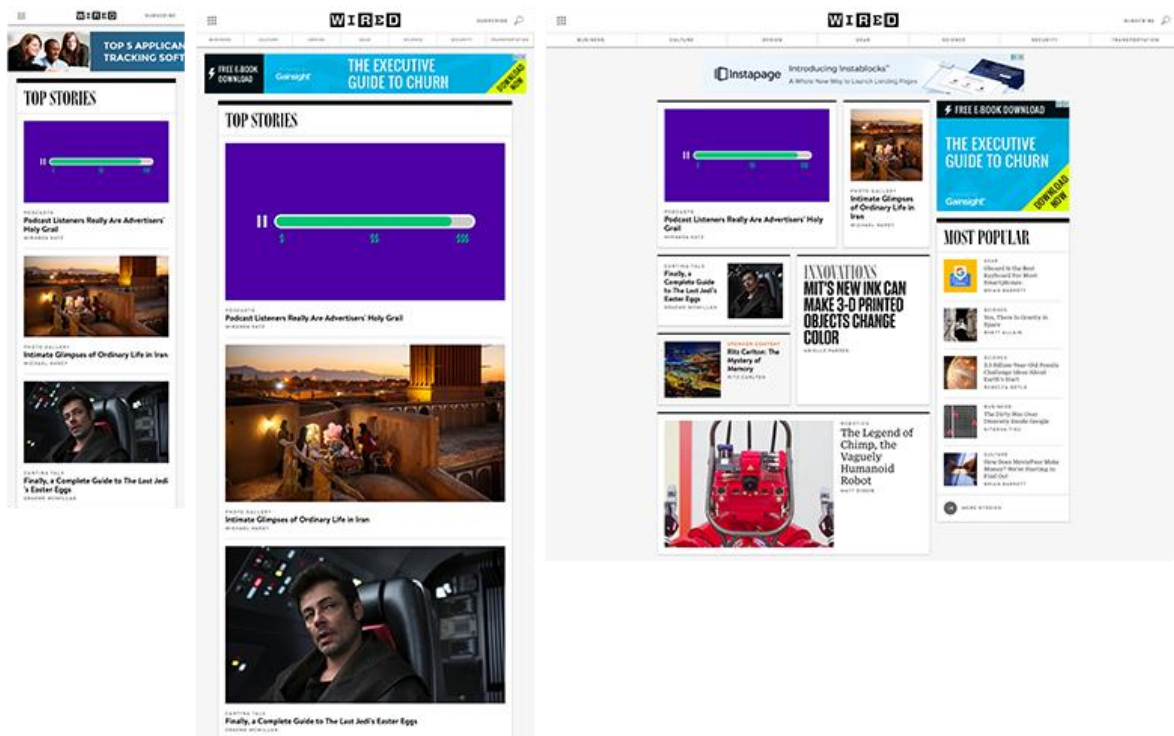


Like other companies, WillowTree includes a full menu on desktop devices and a condensed menu on handheld devices. But unlike others, they've introduced a static navigation bar at the top of the page, which creates a more delightful experience for users with handheld devices. They've also added a text-based call to action on the mobile version of their website for added convenience.

Like other responsive websites, the grid they've constructed to present customer logos is extremely flexible. It collapses from five columns on desktop computers to four columns on tablets to two columns on mobile phones.

Similar to Treehouse, the area above the fold converts from two columns on desktop to one column on mobile, with the call-to-action button shifting from beside the copy to beneath it.

11. WIRED



WIRED's website has a dynamic layout featuring several columns and a sidebar on desktop devices, which converts to a single column on handheld devices.

When shifting from tablet to mobile devices, their menu shrinks to include only their logo, a menu icon, and a link to subscribe. In an effort to keep things simple, search functionality and the ability to filter WIRED's newsfeed by section isn't available on mobile.

One area where WIRED shines is using flexible images. The crop on their feature images changes across platforms. On desktop and laptop computers, images vary between squares and rectangles, giving users plenty to explore with their eyes. Yet, on handheld devices, all feature images are cropped using a 16:9 ratio.

Accelerated Mobile Pages

This past October, Google announced Accelerated Mobile Pages (AMP), a very accessible framework for creating fast-loading mobile web pages. The open-source initiative is designed to enable publishers to easily improve speed (and consequently, the user experience) for their mobile readership without sacrificing any ad revenue that they may rely upon.

Although experienced developers can often achieve similar results through intensive performance optimizations, publishers often neglect this due to resource constraints. AMP allows these optimizations to be easily achieved without altering the primary mobile web experience.

There's also the added benefit of its future usage by Google and other prominent web technology companies, who are encouraging its use by integrating it heavily into their respective platforms.

How Does AMP Work?

Essentially a framework for creating mobile web pages, AMP consists of three basic parts:

1. AMP HTML: A subset of HTML, this markup language has some custom tags and properties and many restrictions. But if you are familiar with regular HTML, you should not have difficulty adapting existing pages to AMP HTML. For more details on how it differs from basic HTML, check out AMP Project's list of required markup that your AMP HTML page "must" have.
2. AMP JS: A JavaScript framework for mobile pages. For the most part, it manages resource handling and asynchronous loading. It should be noted that third-party JavaScript is not permitted with AMP.
3. AMP CDN: An optional Content Delivery Network, it will take your AMP-enabled pages, cache them and automatically make some performance optimizations.

How Will You AMP Your Site?

For starters, you will have to maintain at least two versions of any article page: The original version of your article page that users will typically see, and the AMP version of that page.

Since AMP doesn't permit things such as form elements and third-party JavaScript, you likely will not be able to have lead forms, on-page comments and some other elements you may be used to having on your page in a standard

implementation. (Although there is currently a hack using iframes that provides a solution to this. Thanks to Conrad O’Connell for helping me verify the hack.) It is also likely that you will have to rewrite your site template to accommodate the restrictions. For example, all CSS in AMP must be in-line and be less than 50KB. Due to loading-intensiveness of custom fonts, they must be loaded using a special amp-font extension, in order to better control that loading.

Multimedia must be handled specially. For example, images need to utilize the custom amp-img element and must include an explicit width and height. (When converting a legacy website to an AMP template, this can be a major pain if the width and height attributes aren’t already being used). Additionally, if your images are animated GIFs, you need to use the separate amp-animated extended component.

Like images, there is a custom tag that must be used to embed locally hosted videos via HTML5, called amp-video. For embedding YouTube video, however — which the majority of web videos are — there is a separate extended component, amp-youtube.

There is also support for things such as slideshows via amp-carousel and image lightboxes via amp-image-lightbox, as well social media embeds for Twitter, Instagram, Facebook, Pinterest and Vine via their own extended components. These tag and extended components aren’t difficult to use; they just require some planning in your site design.

In order for Google (and other technologies supporting the AMP Project) to detect the AMP version of your article, you will need to modify the original version of the article page. The original article page must include the following tag, essentially a canonical tag for AMP pages:

```
<link rel="amphtml" href="http://www.example.com/blog-post/amp/">
```

The AMP Discovery page also mentions that some platforms that support AMP will require Schema.org meta data to specify the content type of the page. (Currently, “article,” “recipe,” “review” and “video” are listed as page type examples on GitHub.)

Moreover, it also indicates that Schema.org meta data “is a requirement to make your content eligible to appear in the demo of the Google Search news carousel.” So if you’re trying to get a future benefit from Google by implementing AMP, make sure you get your schema right!

How Can I Monetize With Ads In AMP?

The increased rise of ad blockers has made it difficult for publishers to monetize their websites. For some users, improving website load time has been an incentive to use ad blockers, which can aid in improving browsing speed. AMP may be seen as a response to this issue, with the project stating:

A goal of the Accelerated Mobile Pages Project is to ensure effective ad monetization on the mobile web while embracing a user-centric approach. With that context, the objective is to provide support for a comprehensive range of ad formats, ad networks and technologies in Accelerated Mobile Pages.

As a result, a number of the most popular ad networks are currently using the amp-ad extended component (with more compatibility likely on the way):

- Amazon A9
- AdReactor
- Google AdSense
- AOL AdTech
- Google Doubleclick
- Flite

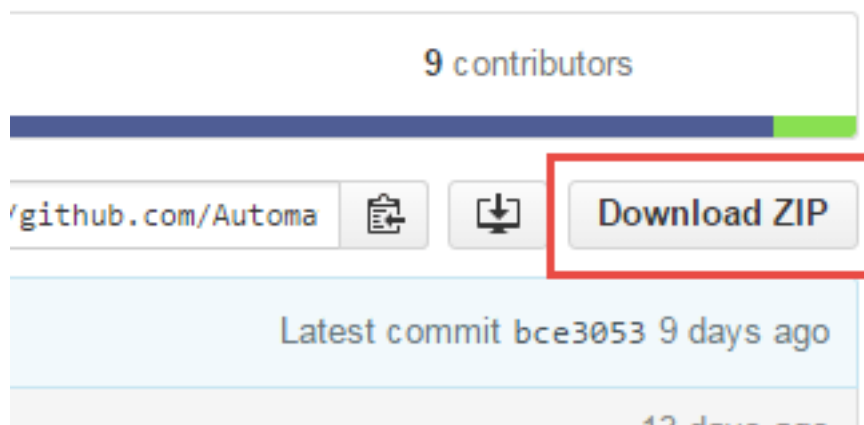
- Taboola
- Adform
- DotAndAds
- plista
- Smart AdServer
- Yieldmo

How Do I Get Started With AMP In WordPress?

One of the easiest ways to get your hands dirty with AMP right now is to implement it on a WordPress website. An official plugin is being developed by Automattic/WordPress, and it is frequently being updated on GitHub.

Step 1: Install The Official WordPress Plugin

To get started, head over to the amp-wp GitHub page and click the “Download ZIP” button.



You can install this on your WordPress site just as you would any other WordPress plugin.

Once it's installed, you simply need to append “/amp/” to an article page (or, if you don't have nice permalinks, you can alternatively append “?amp=1”).

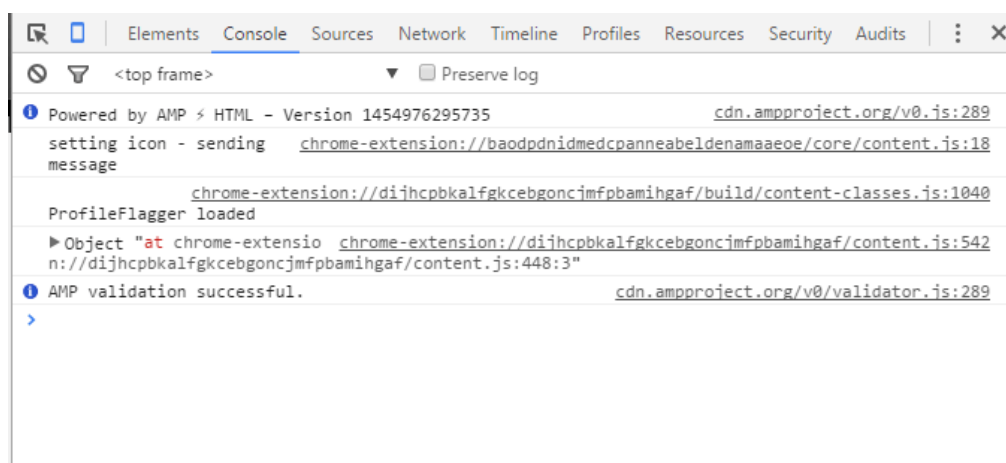
Step 2: Validate & Tweak

Eventually, the Google Search Console should pick up on the AMP version of your articles via the `rel="amphtml"` tag appended by the plugin, allowing easy validation of articles in bulk. The only problem with it, in my experience thus far, is that it doesn't detect changes very quickly. If you fix something, the correction may not show up for days.



I recommend using a combination of the Search Console and Chrome validation process. To use the Chrome validation process, go to one of your AMP pages in Chrome and append `"#development=1"` to the end of the URL. Hit Control + Shift + I to open Chrome Developer Tools and head over to Console.

You may need to refresh the page, but once you do, it will either say "AMP validation successful" or give you a list of issues to fix.



More than likely, simply installing the WordPress plugin will not be enough, and you will have to go through and validate all of the pages you'd like to benefit from Accelerated Mobile Pages.

Depending on how your articles are formatted, you may need to make some changes in order to get the AMP pages to validate. The most common problems I personally experienced were with specifying height and width attributes for images and correcting old YouTube embed codes that weren't using https.

Step 3: Get Schema Markup To Validate

As previously mentioned, it is also important to have valid schema markup on your AMP pages. To test your pages for valid markup, you can use Google's Structured Data Testing Tool. I had some issues with WordPress not displaying a publisher logo and needed to make the following modification to the plugin.

Edit the class-amp-post-template.php file, either via FTP or within your WordPress Dashboard (go to Plugins > Editor and then select "AMP") and change:

```
if ( $site_icon_url ) {
$metadata['publisher']['logo'] = array(
'@type' => 'ImageObject',
'url' => $site_icon_url,
'height' => self::SITE_ICON_SIZE,
'width' => self::SITE_ICON_SIZE,
);
}
to:
```

```

$metadata['publisher']['logo'] = array(
    '@type' => 'ImageObject',
    'url' => 'http://domain.com/wp-content/uploads/logo-60.png',
    'height' => 60,
    'width' => 170,
);

```

Make sure to replace the URL with a path to your own publisher logo and to specify height and width in pixels. You can find information for relevant markup here, which specifies that “ideally, logos are exactly 60px tall with width <= 600px.”

Step 4: Getting Google Analytics Working With The AMP WordPress Plugin

What good is a website if you can't track it with analytics? The AMP WordPress plugin doesn't enable amp-analytics out of the box, but it's fairly straightforward to enable.

To enable the AMP WordPress plugin to work with Google Analytics, edit the amp-post-template-actions.php (different file from that previously mentioned) file, either via FTP or within your WordPress Dashboard (go to Plugins > Editor and then select “AMP”), and add the following to the end of it:

```

add_action(
    'amp_post_template_head',
    'amp_post_template_add_analytics_js' );
function amp_post_template_add_analytics_js( $amp_template ) {
    $post_id = $amp_template->get( 'post_id' );
    ?>
    <script async custom-element="amp-analytics"

```

```

src="https://cdn.ampproject.org/v0/amp-analytics-0.1.js"></script>

<?php
}

add_action( 'amp_post_template_footer', 'xyz_amp_add_analytics' );

function xyz_amp_add_analytics( $amp_template ) {
    $post_id = $amp_template->get( 'post_id' );
    ?>
    <amp-analytics type="googleanalytics" id="analytics1">
    <script type="application/json">
    {
        "vars": {
            "account": "UA-XXXXXX-Y"
        },
        "triggers": {
            "trackPageview": {
                "on": "visible",
                "request": "pageview"
            }
        }
    }
    </script>
    </amp-analytics>
    <?php
}

```

Make sure you change UA-XXXXX-Y to represent your website's Google Analytics property ID.

Now, re-validate your AMP pages, and you should have a basic AMP setup with tracking enabled for your WordPress website.

Conclusion

AMP provides a relatively easy way to improve the speed of mobile websites for publishers. With the end of February approaching, and the Google News Lab conducting regular office hours via Hangouts, we can expect to Google to roll out its integration soon. In what appears to be a response to the AMP Project's momentum, even Facebook may be reacting. It recently decided to open Instant Articles to all publishers.

Telegram marketing

Telegram marketing — is a type of messenger marketing which implies promoting a brand through Telegram. With this channel, you can grow your outreach, boost sales, and help customers explore your service.

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1. Why Should You Use Telegram Marketing for Your Business?
2. Telegram Marketing Strategy
3. Telegram Marketing Examples

Telegram is a cloud-based messaging app that works across any device:

Smartphones, tablets, and computers. It's fast, secure, and free. It allows users to send text messages, share photos, videos, and files. You can also create groups and channels to better interact with your audience.

Why Should You Use Telegram Marketing for Your Business?

As of April 2020, Telegram's audience has grown to 400 million active monthly users. 1.5 million users download the app and sign up every day. The growing popularity of the platform allows marketers to enjoy many of the following advantages.

Benefits of Telegram:

- Allows marketers to keep their audience informed. This is possible with Telegram channels. Create either a public or private channel and invite your current customers to join it. Share more photos and videos of your products, tell subscribers about the history of your brand, and introduce your team. Notify clients of the upcoming sales and hot offers.
- Helps marketers better communicate with their customers. Telegram groups will help you interact with your customers directly. A Telegram group is a chat where you can communicate with your audience, and your group members can interact with one another. You can also add administrators to manage your group more efficiently. With a group, you can let your loyal customers help new leads by answering questions about your product or service. Telegram Groups are a great opportunity to build a community.
- Allows brands to support customers 24/7. This is where chatbots come into play. A chatbot is an online assistant which you can use to streamline everyday tasks. Delegate answering FAQs, handling orders, and consulting clients to chatbots, that are available 24/7. This way, your customer support team can work on more complicated issues. Create a chatbot without any technical skills with SendPulse, and develop auto-

reply flows to send messages after a user enters a keyword specified by you, for example, “delivery,” “price,” or “refund.”

- Allows brands to drive traffic to a website. Share links to your landing pages, invite your customers to check out your new collection, or share a link to your client reviews. This way, you’ll increase traffic to specific site pages.
- Increase user engagement. You can easily do this with the Telegram polls. Create a poll with multiple answers to get to know the opinion of your customers about your product or service; create a quiz where you’ll explain why a user chose the wrong variant. The last option is especially great for educational services. Your polls can be anonymous.

Now, that you’re aware of the benefits of using Telegram, let’s get to know how to include all these tools in your strategy.

Telegram Marketing Strategy

1. Set your goal
2. Create a Telegram account
3. Promote your Telegram account

Step1. Set your goal

Developing any strategy starts with establishing a goal. Your goal will predetermine the tools you will use, content formats, and KPIs to measure. With Telegram, you can pursue the following goals:

- Driving traffic to your website
- Boosting customer engagement
- Building trusting relationships with your audience
- Automating routine tasks

- Supporting clients
- Increasing sales

For example, if you aim to build trusting relationships with existing customers, and, at the same time, increase sales, you can create a private channel for your most loyal clients. Let them be the first to learn about upcoming sales, create a poll to let them choose the desired items to get a discount for, etc.

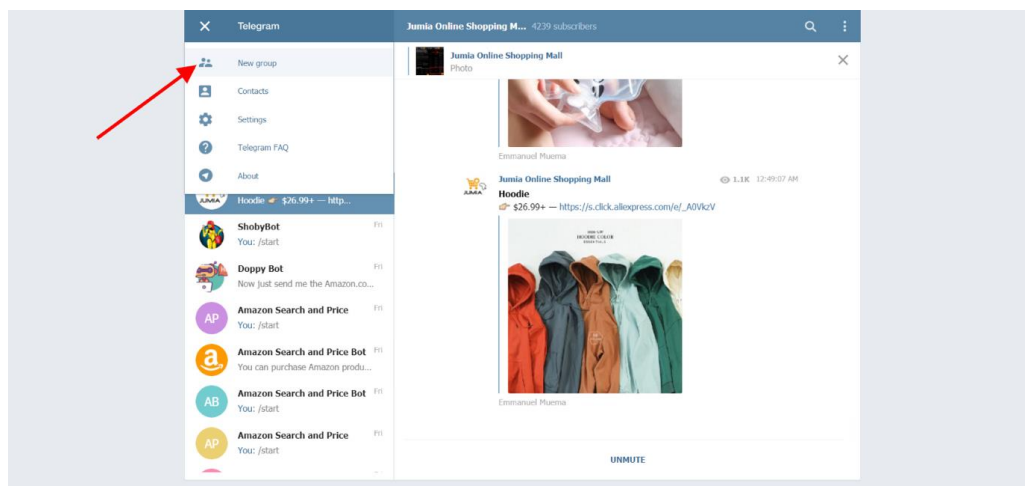
Step2. Create a Telegram account

Now when you've established your goals, it's time to get started. There are 3 options available for you: a group, channel & chatbot.

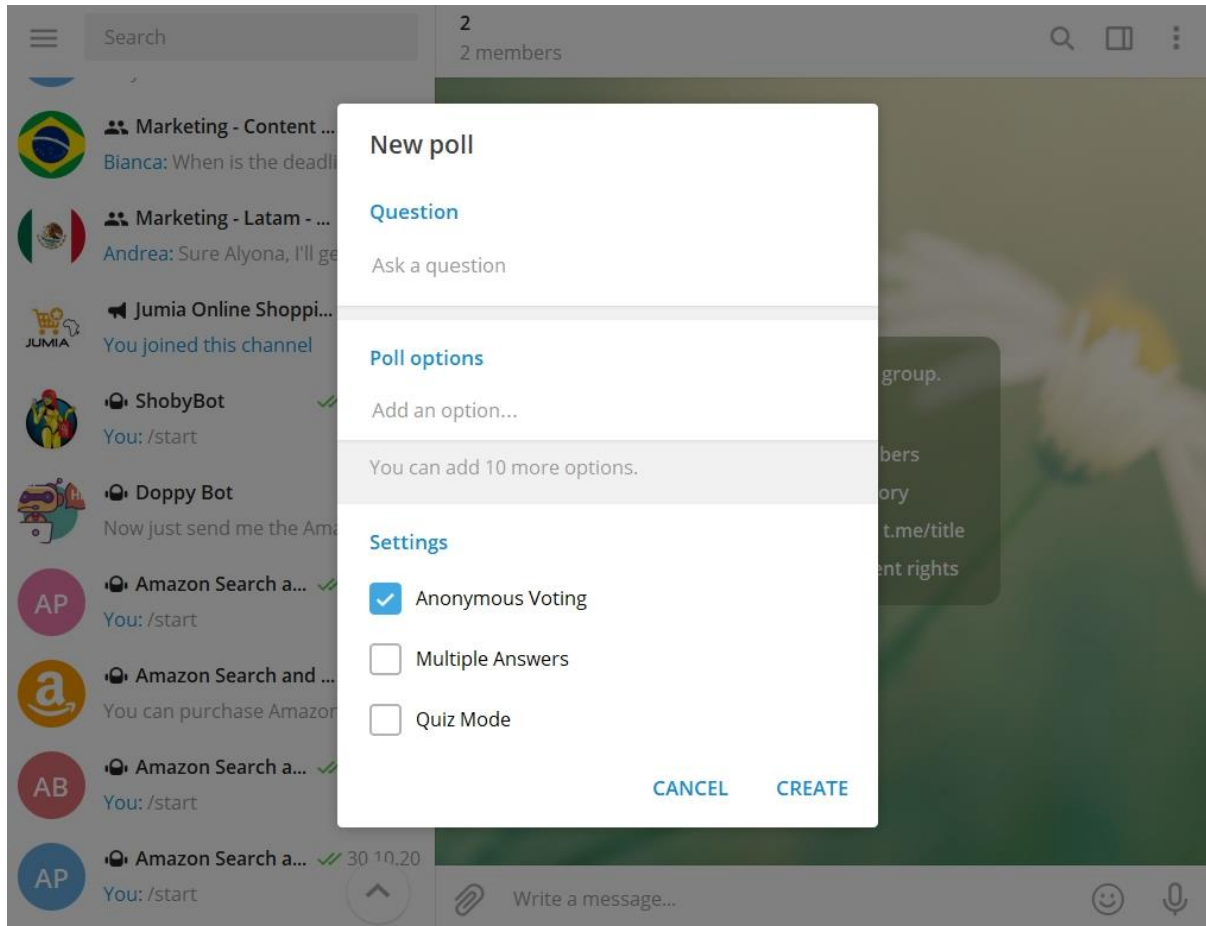
Group

A group is a chat where you can add many people. It can have up to 200,000 members. After joining it, members can send messages, photos, videos, and audio files. You can create either a public or a private group. If it's public, any user can find it in search, join, and view the history. If it's private, people can join it only if you manually add them or with the help of an invite link.

To create a group, click on the 3 horizontal lines in the top-left corner and choose the option "New Group." Add members, name it, and set a photo or video.



To better maintain your group, you can add admins and choose what they can do: change group info, delete messages, ban users, invite users via a link, pin messages, add new admins, or remain anonymous. You can also set permissions to choose what members of your group can do and create polls to boost engagement.



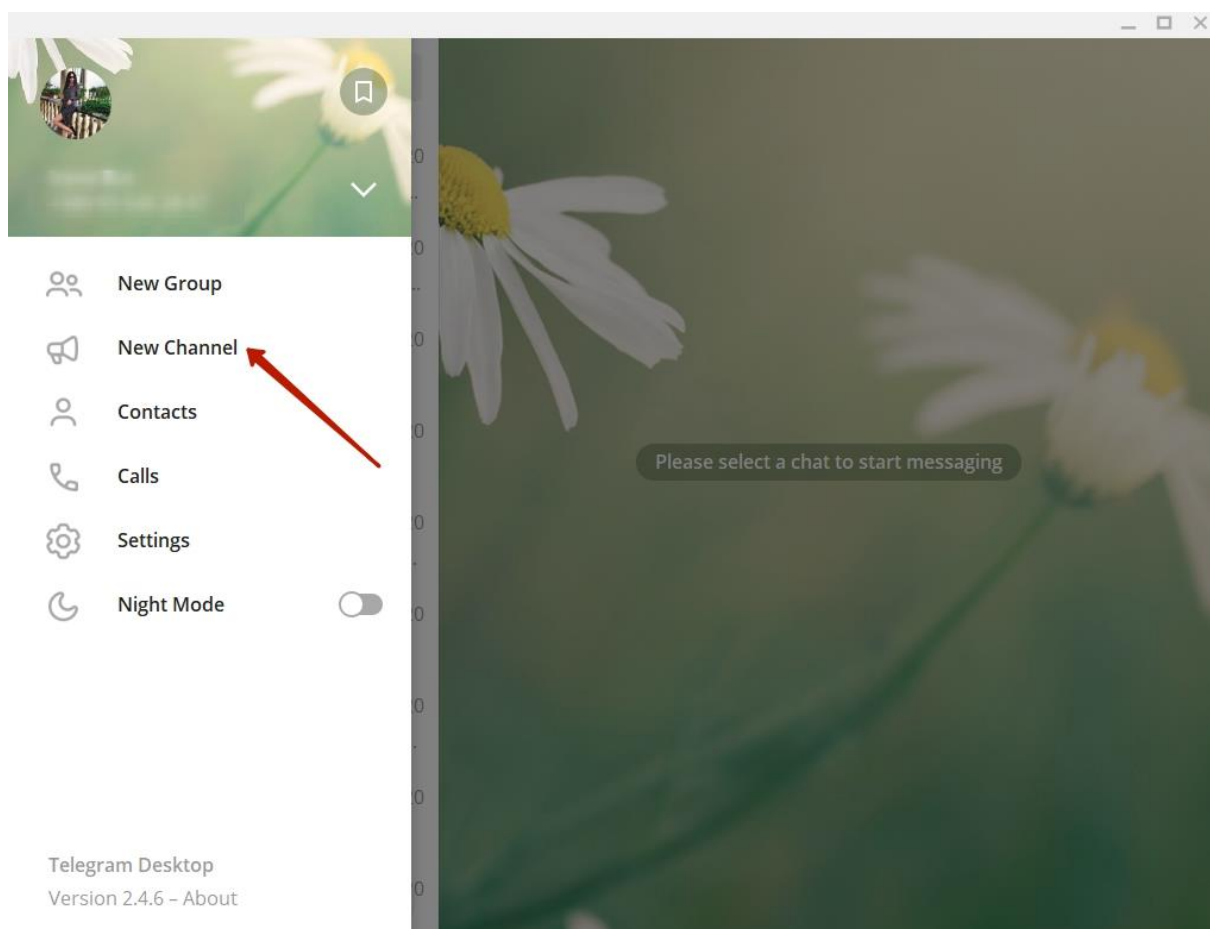
If you're already popular and have thousands of fans, consider creating a channel.

Channel

Telegram channels are created for broadcasting messages to large audiences. They have no limitations regarding the number of members. The difference between a group and a channel lies in several facts. Firstly, only the admins of a channel can post to it. Secondly, each member is notified of every new post.

The members see the name and the photo of a channel instead of an individual sender, like with groups. Members of the channel can't see each other as well as the admins. Only the owner and the admins can see the members.

To create a channel, click the 3 horizontal lines in the top-left corner and choose the option "New Channel." Give it a name, write a description, set a photo, choose if your channel is a public or a private community, enter the text of an invite link, and add members.



You can see the number of views under each of your posts. If you have more than 500 subscribers, you can track detailed statistics on the following information:

- Languages your subscribers speak
- The number of users who join, leave, and mute your channel
- The way followers found your channel

- The way followers interact with your posts

You can schedule your posts, and they will be sent automatically at the time specified. You can also send silent messages during non-working hours or at night, so your followers will receive a notification with no sound. To improve navigation and provide followers with important information, use hashtags. You can add admins and enable signatures to better manage your channel. This is a helpful feature if you have a large company, and your top managers are the admins. So, your coworkers need to know who posts: Director, HR, Accountant, etc.

If you are interested in the opinion of your followers, you can create a discussion group. All of your posts will be forwarded and pinned there. Members can comment on each post, and their comments will show up in a thread. Creating polls is also available in channels.

If you want to support customers 24/7 with the least possible resources, consider creating a chatbot for this messenger. You don't need to code or have any technical skills. Read on to find out how to create a chatbot.

Chatbot

If your company develops quickly, hundreds of customers connect with your support team daily. You definitely need a chatbot. This is a virtual assistant that imitates real conversation with a client based on a pre-designed scenario.

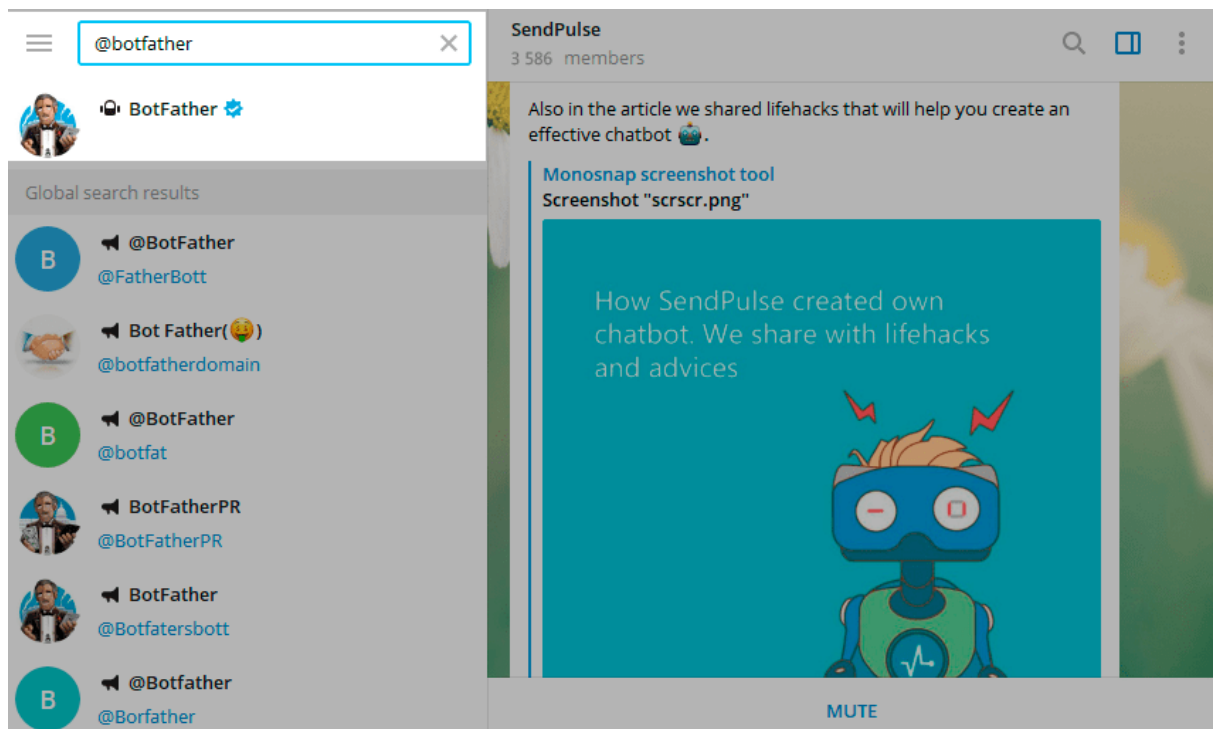
Chatbots can provide users with more information about your brand, show catalogs, share prices, arrange consultations, answer FAQs, close deals, and automate routine tasks. Its flexibility depends on you. The more you "teach" it, the better it works.

SendPulse offers a flexible chatbot builder. Create a widget and place it on your site so that users can subscribe to your bot.

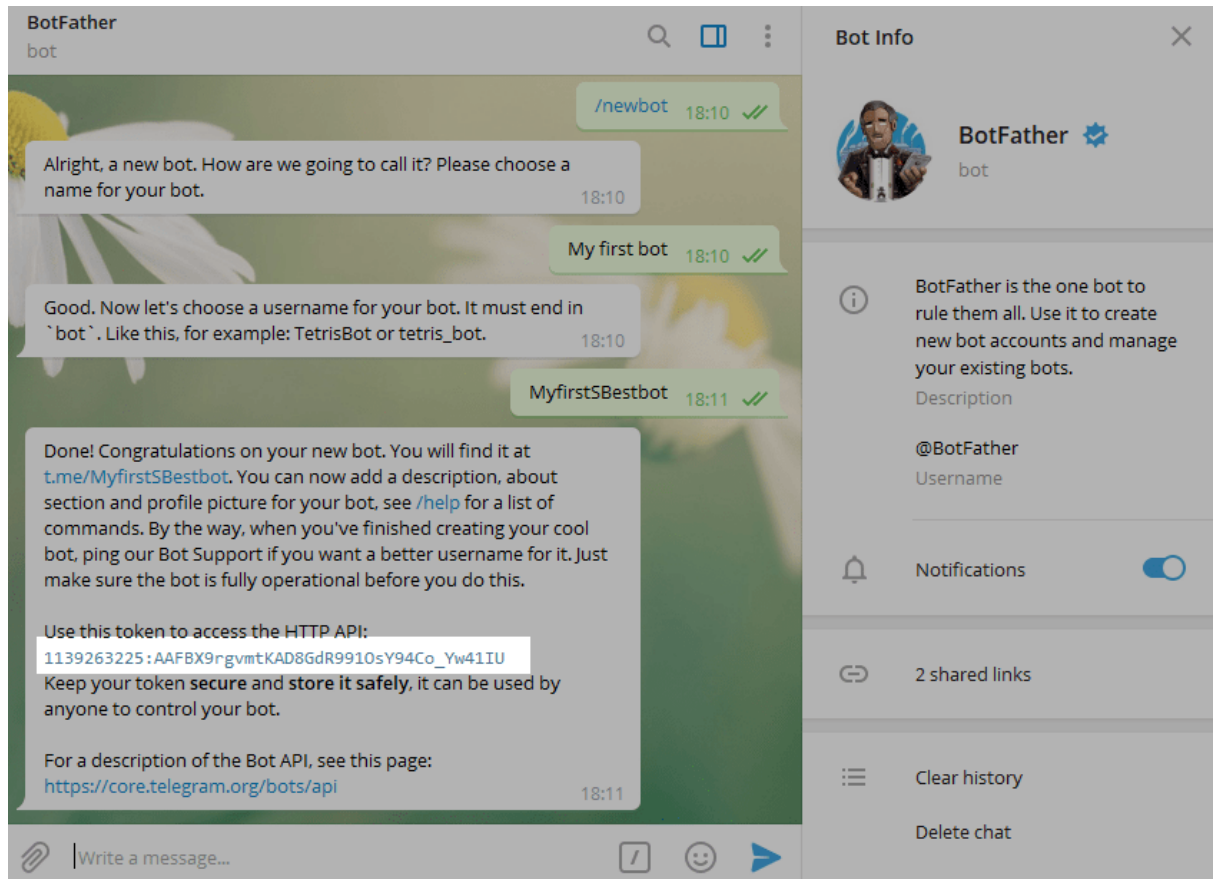
A chatbot works the following way: you create a list of questions/commands users can enter and enter answers to them. The more commands you have, the more advanced your bot will be. Then, after a user enters a keyword, an auto-reply flow starts. The chatbot communicates with the customer according to YOUR scenario. Creating a chatbot with SendPulse is free. You can send up to 10,000 messages per month at no cost.

Firstly, you need to create a bot and connect it to SendPulse. To do this, follow the steps below:

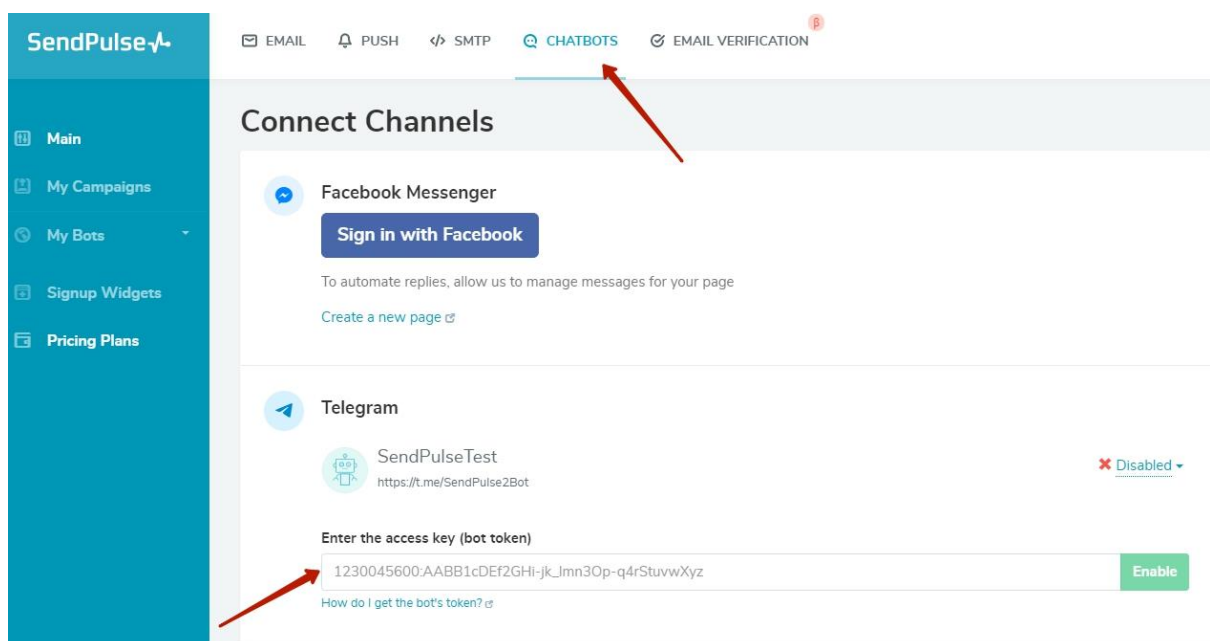
1. Go to your Telegram account, enter @Botfather in the search tab, and choose the bot. Click “Start” to activate it.



2. Type the /newbot command and send it.
3. Name your bot and copy the token value.



Then, go to your SendPulse account. Navigate to the “Chatbots” section and paste your token to the corresponding field. After that, subscribe to your bot.



You are ready! You've added your chatbot to SendPulse.

Now you can create your flow. Start by creating a welcome flow. Think of the keywords that can trigger sending messages. Create a flow to welcome subscribers, sell products, assist customers, and other events. Follow this step-by-step guide to building your flow.

With our chatbot builder, you can segment your audience. Tags and variables will help you send the right message to the right people. Save the information your customers enter to create relevant offers for them in the future.

For more valuable information, get inspired by the ideas of chatbots for eCommerce, healthcare, online service providers, and travel agencies on our blog. You'll see how to organize a chatbot structure and build your flow.

Step3. Promote your Telegram account

After you're ready with the goals, it's time to choose the type of account you want to use — a group, channel, or a chatbot. It doesn't matter which one you prefer. It should be visible in front of your audience. Below we listed some effective ways to promote your Telegram account. So, check them out.

1. **Social media:** Social networks today are an awesome source of leads. You may already have thousands of followers on Facebook, Instagram, TikTok, and LinkedIn. Don't miss an opportunity to let them join your brand on Telegram. Put a link in your Instagram bio or create an exclusive offer available for those who join your Telegram channel or group.

2. **Cross-promotion:** Look for popular Telegram accounts in your niche and offer them cooperation. For example, if you sell tours, ask a famous traveler or a blogger to promote your agency in exchange for a big discount, or if you sell materials for beauty procedures, cooperate with top specialists in your region.
3. **Facebook Ads:** You can promote your Telegram account by launching an ad campaign. Prepare an irresistible offer and pay special attention to targeting the best audience to show your ad to. Keep in mind that this method can be costly, so make sure you'll have a chance to bring your investments back if users join your account.
4. **Groups:** These are chats created by like-minded people to discuss a topic of interest. You may look for such chats and promote your account there. Remember that it should match the topic and that promotion is not prohibited, otherwise, you'll be banned.
5. **Your website:** This is one of the best places to start. Use your most visited pages or product landing page to tell the visitors about your Telegram account. You should provide an incentive to join you, otherwise, users won't have a reason to do this. If you have a bot, invite visitors to talk to your customer agent agents or make the right choice of product. If it's a channel, motivate them to join it for the most exclusive offers. You can also promote your account via a multichannel subscription form available with SendPulse. You only need to add the link to your account.

So, choose the best method for your business, or create a promotion mix for better efficiency.

Telegram Marketing Examples

In this section, we'll share examples of effective chatbots from different industries for you to get inspired. Check them out.

Eddy Travels bot is a virtual assistant that allows users to discover the best flight deals in seconds. You can search for either hotels or flights. Just enter the country you're going to visit and the date. The chatbot will search for the most relevant offers. You can go directly to Booking.com or Scyscanner right from the messenger.

AsosHelperBot is an eCommerce chatbot. The same products have different prices on other ASOS country-dedicated websites. This bot compares prices and finds the necessary item at the lowest price in the desired currency.

Smokey is a bot which provides information about the air pollution level in your region. You can also get detailed information about smog and ways to tackle it, as well as find out more about masks.

Congratulations! Now you know how to create a Telegram marketing strategy and automate routine tasks with chatbots. Register with SendPulse and develop your chatbot!

