

# *Digital Marketing*

*Using the web and online tools to  
access new markets.*

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## *Agenda*

- Principles of Digital Marketing
- Website Strategy Best Practices
- Search Engine Optimization
- Inbound Marketing

## ***Principles of Digital Marketing***



### ***Build it and they will come?***

Not exactly...need to promote to get visitors.

Right e-business model+right targeted traffic+right channel = success online.

Knowing your customer will help to define how to reach them with the right message and the right communication channel.

## ***Choose an E-Business Model***

Mainstream web business models:

- Lead generation
- Product information and sales team support
- Fulfillment (e-commerce/shopping cart)
- After care service – customer service
- Branding
- Affiliate marketing

## ***Targeting Traffic***

Where is your audience & how to reach them?

- Keywords are critical for direction
- Search engines are a primary vehicle
- Customer insights will guide keyword research
- Pick the right channels and promotional mix



***Website Strategy  
Best Practices***

***Rules of Digital Marketing***

**Attract Visitors**

**Convert Visitors to Leads**

**Analyze and Measure ROI**

**Modify Accordingly**

## *Tips for a rock solid website*

1. Clear objectives with a call-to-action.
2. It's about the visitor not you or your boss.
3. Focus on good content. Use multimedia.
4. Prioritized navigation & consistent design.
5. Compliant with web standards.

The screenshot shows the KnowEm website interface. At the top left is the KnowEm logo. To the right are fields for 'username' and 'password' with 'SIGN IN' and 'SIGN UP' buttons. Below the navigation bar are several sections:

- Section 1:** A search box with the text 'Search over 350 popular social media networks to instantly secure your brand across the social web.' Below it is a text input field 'enter name here' and a 'Check It' button.
- Section 2:** A yellow banner that says 'RESERVE YOUR NAME ON HUNDREDS OF SITES' with a 'CLICK HERE' button. To the right is a 'Need Help? Have Questions? (800)691-KNOW (5869) CLICK HERE' link.
- Section 3:** A grid of social media logos including Etsy, LiveJournal, reddit, StumbleUpon, eventful, LIVEVIDEO, REVERA, stylehive, FARK, meemi, ROLLO, Technorati, faves.com, mixx, ryze, thisnext, folkd.com, MOVYLO, searchles, Tip'd, 43Things, MULTIPLY, seesmic, tipjoy, FOTOLOG, muti, SKYROCK, tribe, friendfeed, myspace.com, slideshare, tumblr., funny or DIE, NETLOG, card.ly, tweako, gather, newsvine.com, chi.mp, 12seconds, gawkk, COLOURlovers, and twitter.
- Section 4:** A section titled 'As Featured In' with logos for THE WALL STREET JOURNAL, FOX NEWS, cnet, and The Washington Post.
- Section 5:** A section titled 'Create a Free Profile' with the text: 'Is free in your budget? Do-It-Yourselfers can use the form on the left to search over 350 social media websites and create a profile on each one if the brand or username is available. Or, [Learn More About Our Premium Service](#)'

Annotations 1, 2, and 3 are placed over the search box, the yellow banner, and the 'As Featured In' section respectively.

# *Search Engine Optimization*

## **Organic Search Results:**

Listings on search results because of their relevance to the search terms and popularity of links to the site.

## **Google Page Rank:**

Link Popularity: Number of sites linking to you.

Link Reputation: Quality of the sites linking to you based on topic relevancy between the site where the inbound link resides and your web page topic.

# *Link & Popularity Example*

The image shows a screenshot of a Google search results page for the query "piano keyboard reviews". The search bar at the top contains the text "piano keyboard reviews" and a "Search" button. Below the search bar, the page displays several search results. The first result is titled "Piano Keyboard Reviews" and includes a snippet of text: "Nord Electro 3; Yamaha YDP223 Piano Keyboard Review; Yamaha MM8 Review; Yamaha YPG635 Review; Korg M50 Review; Yamaha Nocturne N100 Review ...". The second result is titled "Yamaha Keyboards - Top Dog News & Views" and includes a snippet: "Piano Keyboard Reviews. Buying a Keyboard Just Got a Little Easier ... You can review the latest keyboards and in particular digital piano keyboards by ...". To the right of the search results, there is a "Sponsored Links" section with two links: "Canada's Piano Store" and "Piano Keyboard Reviews". The page also shows "Results 1 - 10 of about 784,000" and a "Show more results from www.piano-keyboard-reviews.com" link.

## ***SEO Objectives***

- Goal is to get to first page of results since most users do not go past first three pages.
- Understand the words and phrases being used to search for your product/service.
- Select keywords/keyword phrases that are in high demand with little competition.
- Use Pay-Per-Click advertising to buy your way to the first page, but don't rely on it.

## ***Keyword Choice***

**\*Terms with high demand and low competition\***

*“beef” = 85,000 searches/month  
Competition = 55.7 million pages!*

**VS**

*“angus beef” = 1,094 searches/month  
competition = 1.7 million pages!*

**\*Use Google AdWords to research keywords\***

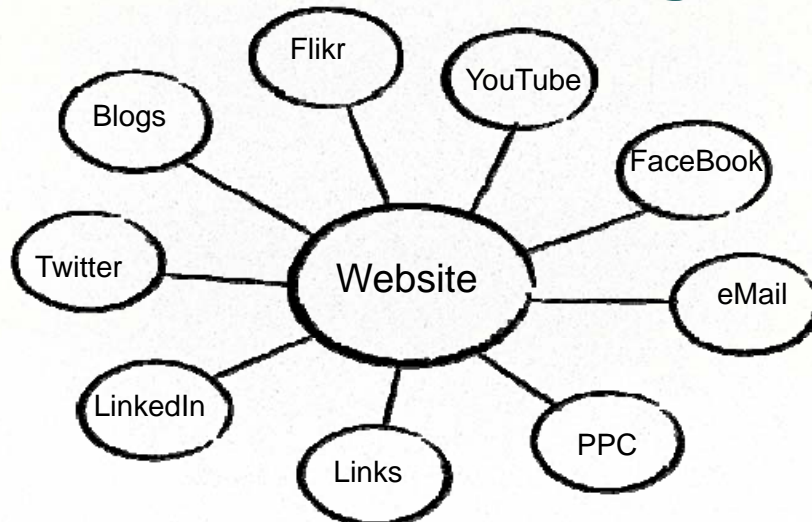
## ***SEO Tips***

- Easy-to-read text and use relevant words
- Descriptive page titles, headings, and url's
- Links, links, links and XML Sitemap
- Keyword rich navigation
  - Bad: “Click Here” / Good: “SEO Tips eBook”
- Good content will earn links and visits

***The Ideal Site,  
Then What?***



## ***Inbound Marketing***

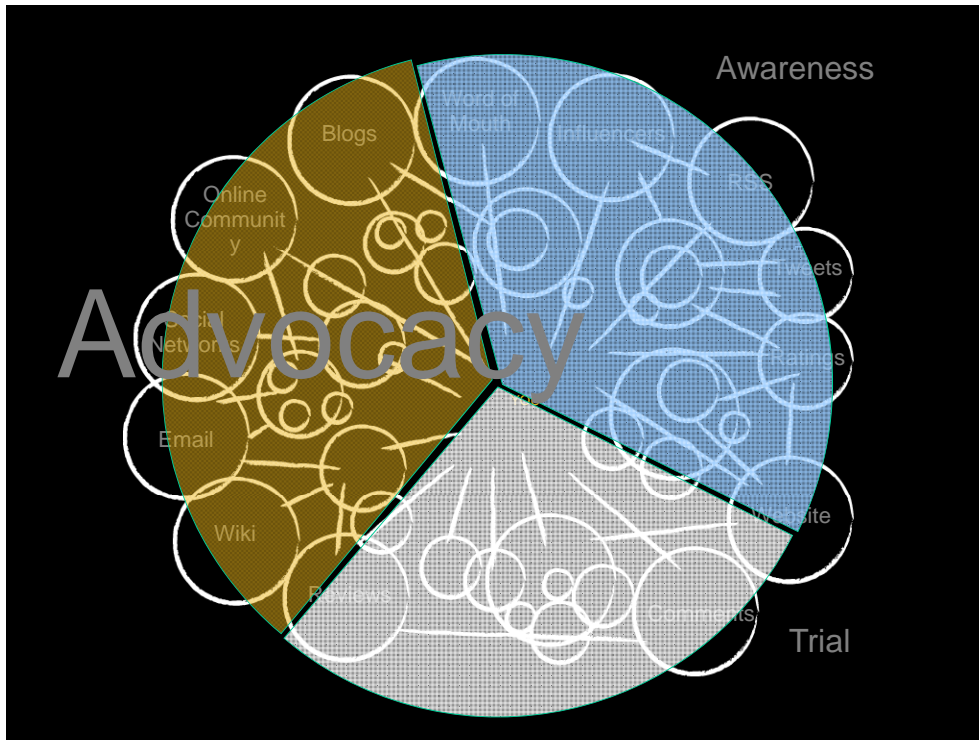


## ***Social Media Environment***

Money isn't the capital of choice in online communities. It's social capital and how to raise it to build trust.

Social is the behavior. Media are the channels.

Resist flavor of the month. **Have objectives.**



*Rent eyeballs (Ads)*

*VS.*

*Build a platform (Oprah)*

INTERRUPTING ➤ PERMISSION

TALKING AT ➤ ENGAGEMENT &  
PARTICIPATION



## ***Stages of SM Engagement***

1. Listening
2. Talking with
3. Energizing (People talking about you)
4. People helping people
5. People helping you



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