

Digital Marketing Fundamentals Guide

An introduction to the concept of digital marketing, features of various digital marketing channels and platforms, and a 4-stage digital marketing model



Version Control Record

Version	Effective Date	Details	Author
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WSQ Competency Standard

Framework: National Infocomm Competency Framework

Competency Category: Digital Advertising / Digital Media Distribution

Competency Code: IT-DIG-502S-1

Competency Unit: Develop digital strategy

Competency Descriptor: This unit defines the competency required to develop a digital strategy. It involves identifying target markets, performing competitive analysis and developing digital strategy roadmaps based on the analysis. It also involves determining the performance of the strategy.

Performance Statements

A competent individual must be able to successfully perform the following:

1. Identify target markets and perform competitive analysis for market information review
2. Review market information and trends to assess market business opportunities / problems with sales and marketing teams
3. Develop digital strategy based on the analysis of market information and trends
4. Create roadmaps based on the digital strategy
5. Determine the performance indicators to measure the effectiveness of the digital strategy
6. Review the performance of digital strategy using the performance indicators

Underpinning Knowledge

A competent individual needs to know and understand:

1. Concept of digital marketing and market strategy
2. Audience segmentation
3. Features, advantages and constraints of different digital channels
4. How the different digital channels impact the business
5. Methods to measure effectiveness of digital strategy

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Chapter 1 – Introduction – Concept of Digital Marketing & Market Strategy

Chapter 1: Introduction - Concept of Digital Marketing & Market Strategy

Welcome to the Digital Marketing Fundamentals Guide. This guide aims to provide you with broad insight on the most current digital marketing strategies, frameworks, and methodologies applied by digital marketing industry experts to develop and execute tactical and sustainable digital marketing strategies and campaigns.

By the end of this guide, you should:

- ⇒ Be able to gain a broad understanding of the concept of digital marketing and market strategy
- ⇒ Gain actionable insights on the latest digital marketing channel strategies in both B2B and B2C context
- ⇒ Be able to develop a digital marketing strategy and create roadmaps for campaign implementation
- ⇒ Be able to review performance indicators to measure the effectiveness of a digital marketing strategy

Without further ado, let's dive in!

What is Digital Marketing?

Digital marketing is a form of marketing which uses any forms of digital mediums, channels, platforms, and technologies, with a focus on online marketing mediums such as Search Engines, Social Media, Mobile, Digital Content, and Websites.

Compared to traditional advertising methods such as print, billboards, and TV, digital marketing is primarily data-driven. Many popular digital advertising platforms today provide access to campaign reports for comprehensive data analysis.

Digital marketing can and should be integrated with offline marketing strategies such as print advertisements, live industry events, popup booths, and in-store promotions to maximize target market reach and lead nurturing. An example of an online/offline marketing integration would be launching a tradeshow (offline) and launching a Facebook Advertising campaign (online) to promote the offline event. And during the event (offline), collecting personal details of leads such as emails and phone numbers to follow up through email and mobile marketing (online).

“Digital marketing can and should be integrated with other forms of marketing including traditional and offline marketing strategies.”

Similar to many other forms of marketing, a digital marketing strategy involves:

- ⇒ Defining customer profiles
- ⇒ Defining marketing objectives
- ⇒ Alignment of customer and marketing goals
- ⇒ Identifying target markets
- ⇒ Performing competitive analysis
- ⇒ Managing and allocating resources appropriately to achieve objectives
- ⇒ Reviewing and optimizing campaign performance

To simplify and systemize the above points, we have streamlined the above process into a 4-stage digital marketing model.



Details of the process are laid out in Chapters 3 to 6.

A *strategy* is different from a *campaign*. When talking about strategy, we are referring to a master plan or a blueprint to achieve a long-term or macro goal. Campaigns on the other hand are the specific tactics used to achieve more micro, short-term goals within the strategy.

For example, a digital marketing strategy includes setting marketing objectives based on the analysis of market information and target audiences, selecting digital marketing channels and platforms, determining channel-specific delivery tactics, and defining marketing KPIs to measure the performance of the digital marketing strategy. On the other hand, an example of a digital marketing campaign centers around creating brand awareness (micro objective) by launching a viral marketing campaign (tactic) on a specific social media channel like Facebook.

As a big picture overview of digital marketing looks like this:



Understanding the Customer Buying Journey in a Modern Context

Let's recall your most recent buying experience. What was your buying journey like? What eventually made you decide to purchase that particular product or service from that specific brand eventually? Most probably, you had interacted with the brand at one digital touchpoint at least.

Here are some common modern-day buying journey scenarios you might have encountered at some point of your life.

Scenario 1 – Booking an airline (B2C)

1. You were informed by your company that you need to travel from Singapore to Japan for a business conference.
2. You whip out your mobile phone at work and start searching for “most expensive flights from Singapore to Japan” on Google.
3. You see four paid search ads and ten organic search results. Amongst them are the brands Fly Emirates, Singapore Airlines, and Japan Airlines.
4. You click on a couple of search results and compare the service offerings and prices from each website.
5. After browsing in between websites for a while, you can't make up your mind and got distracted by work.
6. The next day at work, you're browsing Facebook and you see a sponsored newsfeed ad by Singapore Airlines. You ignore it.

7. The same night, while you're reading news on various news portals, you see another a display ad featuring a special promotion by Singapore Airlines. This time, you decide to click through the ad and check out the promotion. It seems really attractive; you think to yourself.
8. The next day, you do another search on Google to compare different airlines again. It seems that Singapore Airlines' value proposition is unbeatable.
9. Your company is now chasing you to book your flight. You eventually decide to book Singapore airlines via the official website. Thankfully, the booking process through the website was seamless.
10. During the flight, you were impressed by the entire customer experience.
11. After your flight experience, you receive promotional emails from Singapore Airlines every month.
12. A year later, you decided to go for a holiday and the first airline company that came to your mind was Singapore Airlines.

Scenario 2 – Hiring a digital marketing agency (B2B)

1. You're in charge of all your company's marketing campaigns in the Asia Pacific region. Your team comes to the conclusion that outsourcing a marketing agency has become necessary.
2. You do a search on Google for "best digital marketing agencies" as you need to submit a tender to your boss.
3. You go through each website and evaluate each of their service descriptions.
4. The company that stood out was Agency X.
5. You take some time to consider a few other agencies. Meanwhile, Agency X's ads frequently appear while you're browsing social media and business-related websites.
6. By the end of the month, you round up four different agencies and schedule face to face meetings with each one, including Agency X.
7. Your team eventually selects Agency X.

Next, analyze the scenarios. Which digital marketing channels were involved and in what order? You'll notice Search was one of the first few channels (touchpoints) in the customer buying journey.

For the first scenario, the following digital marketing tactics were involved:

- ⇒ Appearing on the paid ads results on Google - **Search Engine Marketing**, executed through the Google AdWords platform.
- ⇒ Advertising on Facebook Sponsored Newsfeed - **Social Media Advertising**, executed through the Facebook Adverts platform.
- ⇒ Advertising on the banner ad sections of news portals - **Display Advertising**, primarily executed through Google AdWords Display Network. Targeting ads to past website visitors is known as retargeting/remarketing.
- ⇒ Browsing through and booking the flight on the website – User Experience **Web Design**
- ⇒ Receiving promotions through email – **Email Marketing**

In the second scenario, the following digital marketing tactics were involved:

- ⇒ Lead nurturing via **Content Marketing**
- ⇒ Ranking on the top of organic search results – **Search Engine Optimization**
- ⇒ Paying for ads – **Digital Advertising**

Now, ask yourself. What were some of the buying triggers? How many customer touchpoints were there in total? What were the stages of the buying journey? How long was the customer lifecycle?

Asking these questions can help you to create a marketing plan and select the most appropriate marketing channels to achieve your objectives.

But before we start formulating any digital marketing strategies, we should first understand the consumer buying journey in a modern context and familiarize ourselves with the features, advantages, and constraints of the various digital marketing channels and disciplines.

The Buying Funnel

The buying funnel is an illustration of a typical customer purchase journey. It represents the stages a consumer goes through before committing to a purchase. There are many versions and schools of thought on what the buying funnel should look like. One of the earliest versions of the buying journey was the AIDA funnel, proposed by St. Elmo Lewis. AIDA is an acronym which stands for:

1. Awareness – the consumer gains awareness of a brand, product, or service
2. Interest – the consumer expresses interest in the brand, product, or service
3. Desire – the consumer expresses intent to purchase
4. Action – the consumer makes a purchase

McKinsey goes on to further add a fifth stage to the [consumer buying journey](#) – Loyalty. McKinsey argues that after a customer makes a purchase, he or she may go on to make repeat purchases with the same brand or another brand. Meaning to say, the marketer’s work does not end at the purchase stage. It is therefore essential to nurture the customer into making repeat purchases and enter the loyalty stage.

As marketers, we should develop a deep understanding on how our consumers make purchase decisions. Knowing our customers like ourselves allows us marketers to create a seamless buying experience for them. Have you ever...

- ⇒ been so convinced about a product that you were willing to buy it even though it was over your budget?
- ⇒ bought something so fast you had to take a minute to recollect what had just happened?

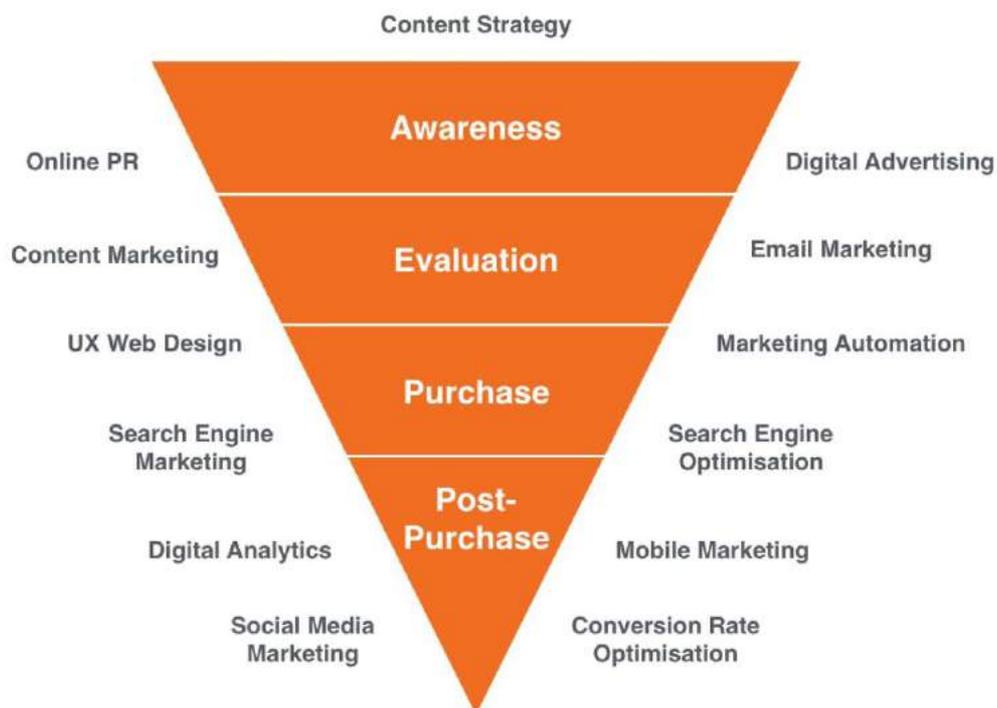
If your answer was yes to any of the above, you’ve been successfully marketed to.

What could be some of the reasons why you bought a product? Maybe you read some good reviews online. Maybe you saw the company as an expert after consuming lots of educational content from their blog. Maybe there was a limited time offer and the purchase process on the website was so simple and straightforward.

Either way as marketers, we should anticipate any factors affecting the customer decision process and develop a strategy to close the gap i.e. from awareness and evaluation to purchase and post purchase. The simplified purchase funnel looks like this:

1. Awareness
2. Evaluation
3. Purchase
4. Post Purchase

The Buying Funnel and the Role of Digital Marketing



Note: Some of the channels may cross over different parts of the buying funnel.

For instance, we can launch online PR campaigns to create awareness, implement content marketing to help customers evaluate our products, drive high purchase intent traffic to our website via SEO, digital ads, and email, and nurture leads to repurchase through Email Marketing, Digital Advertising, Marketing Automation, and Social Media Marketing.

The selection of digital marketing channels depends on a variety of factors:

- ⇒ **Marketing objectives:** Are your goals to increase brand awareness or encourage loyalty?
- ⇒ **Budget:** Do you have enough budget to spend across more than 3 channels?
- ⇒ **Manpower:** Is your team big enough to manage multiple campaigns and digital agencies?
- ⇒ **Customers:** Which platforms are your customers on?

Key Takeaways

- Digital marketing is primarily data-driven
- Digital marketing should be integrated with traditional marketing methods where applicable (Omni-channel)
- Understanding the customer journey and mapping it out helps you in strategizing delivery channels and tactics
- We can use the buying funnel (Awareness => Evaluation => Purchase => Post-Purchase) as a framework when developing a digital marketing strategy

Chapter 2 – Features, Advantages, and Constraints of Various Digital Marketing Channels/Disciplines

Chapter 2 - Features, Advantages, and Constraints of Various Digital Marketing Channels/Disciplines

Overview

A digital marketing strategy involves multiple digital marketing channels and disciplines. As you have seen in Scenario 1 – Booking an Airline and Scenario 2 – Hiring a digital marketing agency, more than one digital marketing channel were involved in at least three different consumer touchpoints.

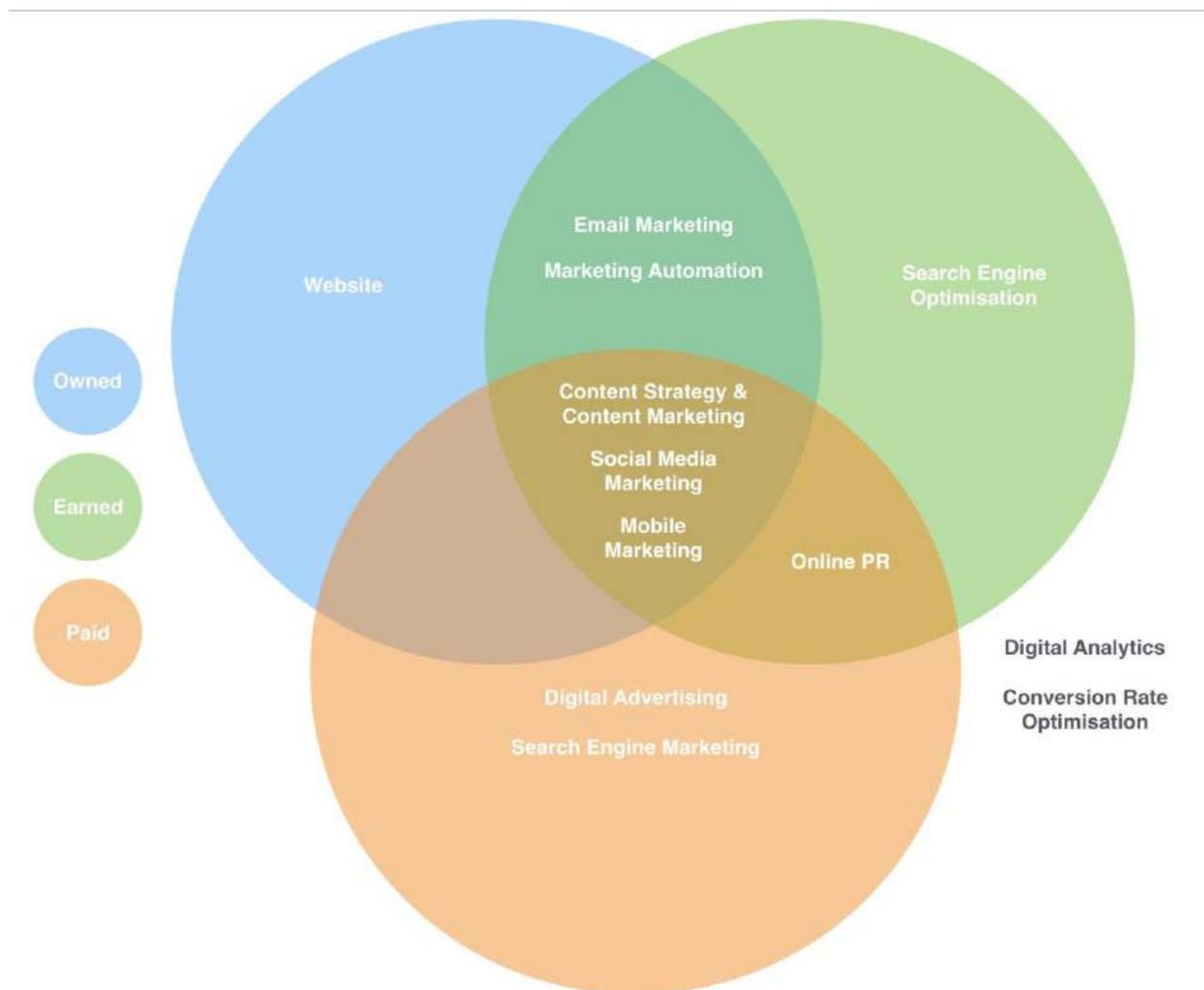
In today’s modern context, having a website is the expected norm for every business. However, having a badly designed website can make things worse for a brand as shown by a study conducted by OnePoll:

70% of people would not buy from a company with a badly designed website.

A successful digital marketing campaign also starts from having a robust content strategy. From understanding your customers’ needs to developing useful, engaging content and designing a visually-appealing website that drives conversions, a content strategy is foundational to all other digital marketing channels.

It is important to note that some of these channels and disciplines may overlap when developing a channel-specific strategy. For example, Content Marketing involves the distribution and promotion of marketing collateral through Search Engine Optimization, Digital Advertising, Email Marketing, as well as Social Media Marketing. Digital Advertising also involves Social Media Advertising, which can be categorized under Social Media Marketing as well.

To organize things here, we can classify the various digital marketing channels into owned, earned, and paid media.



Content Strategy & Content Marketing

[Content strategy and content marketing strategy](#). These two terms tend to be mistakenly used interchangeably, yet content strategy is a whole different ballgame in contrast to content marketing strategy. Put simply, content marketing is a smaller part of a more holistic model - content strategy.

Content Strategy

What is Content Strategy?

A content strategy involves the processes of content idea generation, content creation, and the management or governance of content. It is essentially a [blueprint](#) that illustrates how your content can help achieve your business goals.

A content strategy entails much more than just the creation and marketing process, namely:

- Researching and developing customer personas
- Conducting competitive analysis, content gap analysis, content audit, stakeholder interviews
- Content Governance: Defining roles of your content team and managing the workflow, determining the writing tone, brand guidelines, visual design, frequency (editorial calendar), content management system, content ownership, identifying risky content, and reviewing existing content
- Content production (on-site and off-site): Developing on-site (i.e. website) content such as landing pages, product descriptions, e-resources, FAQs, contact details, and blogposts. Developing off-site content such as email drip campaigns, videos, and promotional materials
- Developing a content marketing strategy

Scenario

You are the Senior Editor for a corporate leadership training startup leading a team of 3 Subject Matter Experts (SMEs), 5 Writers/Content Producers, and 2 User Experience (UX) Web Designers. You create a content governance and content production plan starting from determining the content style, defining the brand guidelines, and creating a content calendar to produce on-site and off-site content such as FAQs, e-books, and blogposts.

Your SMEs work closely with your Writers and Content Producers to develop cutting-edge product copy to sell your training courses. Your UX Web Design team then works with you, the Senior Editor to design a visually appealing website that is user-friendly and conversion-focused.

Post website launch, you work with your team to develop an editorial calendar or a content calendar to create valuable and sustainable content, with the objective of influencing the customer decision process.

After 6 months of hard work, you start seeing a small return on investment. Your classes slowly fill up and you are able to attribute conversions to your content.

2 years later, your company flourishes and you are able to double the size of your content strategy team.

Key features and advantages

- ⇒ One of the greatest long term assets a business can invest in
- ⇒ Effective and consistent brand messaging
- ⇒ Fosters customers' trust and confidence in your brand
- ⇒ A key foundation to success within all digital marketing campaigns

Constraints

- ⇒ Your budget may be too limited to maintain a full-fledged content strategy team. See [Content Ownership Models](#) (centralized model or devolved/federated model)
- ⇒ Content production workflow may be tardy and inconsistent in the beginning, but slowly streamline as time progresses
- ⇒ May be difficult to prioritize the right content to be developed and published. For example, creating content that's hard to maintain and keep up with time such as "latest trends in..." and "5 best..."
- ⇒ Setting too strict content guidelines may disengage content producers from their own content

- ⇒ Returns are not immediate and patience is paramount to success. A 10,000-word e-book can take up well over 80 - 100 business hours of research, writing, PR, design, and proofreading.

Content Marketing

What is Content Marketing?

Content Marketing on the other hand specifically refers to the process of creating and distributing engaging, valuable, and relevant content to a clearly defined audience, with the goal of achieving marketing objectives.

Scenario

You are a marketing executive of a B2B company dealing with industrial thermometers. You need to ramp up sales for the 4th quarter. To convince stakeholders to switch to your brand, you created a whitepaper on the dangers of using low quality thermometers. You then advertise the whitepaper on websites that your potential clients frequently visit, link to the whitepaper from your existing blogposts, and promote it on your social networks. Once you have collected their contact information, you nurture your leads via email until they purchase.

Key features and advantages

- ⇒ Has the ability to touch all phases of the customer buying journey, nurturing potential customers into paying customers and paying customers into repeat customers.
- ⇒ Evergreen content can yield high returns in the long term, especially when ranked highly on the search engine results pages. Unlike PPC, list purchasing, and tradeshow, where if you stop paying, you stop gaining.
- ⇒ Engaging content fuels other digital marketing channels such as SEO, SEM, Social Media Marketing, Email Marketing, Digital Advertising, and Mobile Marketing
- ⇒ Is scalable. As your existing content generate higher and higher returns over time, you can scale up your content marketing team and efforts.
- ⇒ Boosts brand confidence and brand awareness

Constraints

- ⇒ Requires a creative team who can develop attractive content ideas and magnetic headlines
- ⇒ Requires commitment. Can be difficult to commit to a schedule i.e. a content calendar
- ⇒ Costly to develop quality content. A quality content piece can cost thousands of dollars
- ⇒ Returns may not be as immediate as paid advertising

User Experience Web Design

What is User Experience Web Design?

User Experience (UX) Web Design refers to developing a website that is focused on providing an optimal experience for its users.

In the early days of Web Design, the process flow for creating a website used to look something like this:

1. Company hires web design firm to build a website
2. Web design firm requests for information about the company
3. Company provides information and media (if any)
4. Web design firm puts together all the information into an online catalogue format known as a website
5. Company approves or requests for revisions
6. Web design firm submits final draft and concludes the project

The problem with this approach is that very little is done to ensure a good customer experience i.e. meeting customers' needs and expectations when browsing through a website.

Today, online users are more self-directed and savvy when seeking information. We are goal-oriented and want to spend the least time possible to retrieve the information we want. If we encounter any friction (such as a tedious account registration process) on an e-commerce portal, we simply look for other alternatives.

UX web design seeks to address this issue. When it comes to UX web design, we have to shift our focus on the end-user. Even before they enter our website, we have to understand what they're looking for (what is their intent), where they are clicking from (e.g. display ads, email, or search engines), and how we can design a seamless web browsing experience to help them easily achieve their goals.

UX web design ends up looking more like this today:

1. Client briefs web designer on project
2. UX web designer provides project details and discusses deliverables
3. Client provides content if applicable
4. UX web designer conducts research on the end-user, develops content and design prototype simultaneously
5. Client reviews the mockup version of the website
6. UX web designer publishes the final draft
7. Client and UX web designer maintains the website together

Scenario

A floral business decides they need a website. The purpose of the website would be to allow potential customers to browse the e-catalogue, make an enquiry, and make their way down to the physical shop to make a purchase.

A UX designer would conduct in-depth research on the customer profile in order to understand their needs and design a seamless online browsing experience. Then, ensuring products are neatly categorized with clear information and contact details of the shop highly visible and accessible. This will reduce friction in the buying process and result in an increase in conversions.

Key features and advantages

- ⇒ **Can shape positive perceptions of a brand and improves brand recognition:** Contrastingly, a bad user experience can force users to choose an alternative brand.
- ⇒ **A key component in most digital marketing campaigns:** Most digital marketing campaign objectives require traffic to be directed to a website or landing page to deliver the online user experience.

Constraints

- ⇒ Costlier to implement than typical web design
- ⇒ Time consuming
- ⇒ Relies on proper analytics setup in order to create a hypothesis
- ⇒ Results may be inconclusive. A lot of trial and error has to be done in order to prove a hypothesis

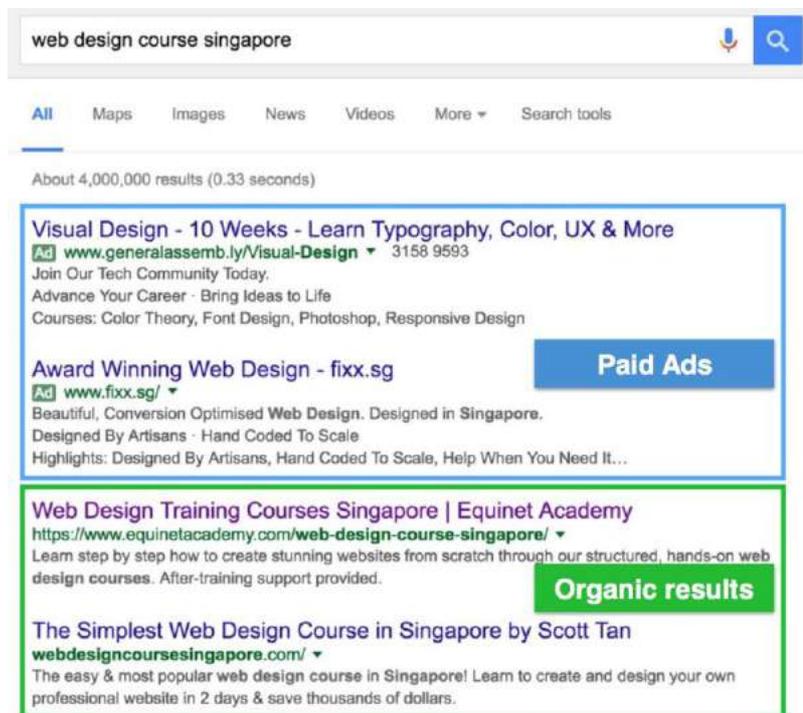
Search Engine Marketing & Search Engine Optimization

Think about the last time you ran into a problem but couldn't think of a solution off the top of your head. Say you wanted to find out what the symptoms of sleep deprivation are. What was your first reaction?

Search marketing (used to describe both SEM & SEO) revolves around *understanding the searcher intent* and striving to *provide the most useful and relevant answer* to the searcher query. This is the underlying principle for success in search marketing. If you search for "cheap hotels", you most probably wouldn't want to see luxury hotels ads.

Some of the biggest search engine players in Asia are:

- ⇒ Google
- ⇒ Bing
- ⇒ Yahoo
- ⇒ Baidu (China)
- ⇒ Naver (South Korea)
- ⇒ Daum (South Korea)
- ⇒ Excite Japan (Japan)
- ⇒ Yandex (Russia)



Google AdWords Search Advertising

What is Search Engine Marketing?

Search Engine Marketing (SEM) is a form of digital advertising associated with targeting a website to rank on the paid search results. In Singapore, Google has the largest market share, followed by Yahoo and Bing. Marketers mainly focus their efforts on Google AdWords, which reaches more than 90% of Singaporean web users.

Google AdWords Search Advertising is an advertising platform by Google which allows advertisers to bid for keywords to show ads on the paid search results.

Scenario

You are the boss of a commercial printing company. Many competitors have entered the market and business has been slowing down. You need quick results otherwise you might have to close down your business.

You set aside an advertising budget of \$1000/month for a Google AdWords Search Advertising campaign. Within the next day, you rank on the top of the paid search results pages for search terms such as “flyer printing, postcard printing, and brochure printing”. Traffic increased by tenfold and sales doubles.

The next month, you decide to cut down your budget to \$500/month. Sales dropped by 30% and you realize that in order to maintain traction, you have to keep advertising.

Key features and advantages

- ⇒ **Able to conduct keyword research with the [Google Keyword Planner tool](#) to analyze and select keywords that are highly searched for and relevant to your business:** This helps you to target ads to show only when relevant keywords are used by your target audience. As a result, the traffic/target audience that flows into your website from this marketing medium is usually of high relevance and are interested in your products and services.
- ⇒ **Target your audiences by days, time, location, frequency, and behavior:** You are able to choose the location of your audience, show ads during certain hours and days of the week, how often your ads appear, and users who have visited your website before. This enables you to target the audiences who are most likely to become your customers.
- ⇒ **Measure your success:** You can set up conversion tracking to attribute success and ROI to keywords, geographic locations, ad creatives, and more. Knowing which areas of your campaigns are successful can help you make better decisions on where to focus your marketing efforts on.
- ⇒ **Control your costs:** Set a budget and pay only when your ad gets clicked on (CPC model).
- ⇒ **Highly optimizable:** Manually adjust the cost-per-click of your keywords, change the [bid strategy](#) (Enhanced CPC, Maximize Conversions) and more.
- ⇒ **Efficient in driving results:** Low barriers to entry. Almost anyone with a website can advertise on Google AdWords within minutes.
- ⇒ **Complements SEO campaigns:** Able to provide keyword research data for SEO campaigns. Appearing on both paid and organic search results has also shown to result in an incremental increase in traffic.

Constraints

- ⇒ Can get very costly when competition is high
- ⇒ Time consuming – requires a dedicated account manager to constantly optimize campaigns

Google SEO

What is Search Engine Optimization?

Search Engine Optimization (SEO), involves the process of ranking a website on the top of the organic search engine results pages (SERPs). The key difference is, SEM drives paid traffic while SEO drives unpaid traffic. Meaning you pay virtually nothing even if 1,000 people click through your search results every month.

Scenario

You are the boss of a commercial printing firm. You have been advertising heavily on Google AdWords Search Advertising month after month. You realize however that once you stop advertising, your sales drop significantly. You decide you need a more sustainable and cost-effective alternative like Search Engine Optimization.

You perform keyword research on the most popular and valuable search terms. You revamp your website architecture and optimize your pages for your target keywords. You fix all site issues that had been hindering your rankings such as page loading times and mobile-friendliness. You engage in online PR and content marketing to build links to your site. Within 6 months, your website ranks on the top few position in the organic results and sales triple.

Key features and advantages

- ⇒ **Receives a higher traffic share (click-through rate) of keyword search volumes compared to the paid search results:** In some categories, as high as [94.95%](#).
- ⇒ **Unlimited free traffic:** As long as you're ranking on the top few positions in the search engine results pages.

- ⇒ **Highly relevant and high quality traffic:** Users who click through your site are actively looking for information (inbound marketing) and are more likely to engage and interact with your content. This is in contrast with interruption marketing techniques such as display advertising (push marketing).
- ⇒ **Link building is fueled by content marketing and online PR:** The more relevant and authoritative backlinks you acquire, the higher your search engine rankings. Content marketing helps put your content in front of writers, resource editors, bloggers while online PR forms relationships with them.

Constraints

- ⇒ **Long term investment:** Results are not immediate and can take as long as a few years to rank for competitive search terms.
- ⇒ **Costly:** Content development, content marketing, online PR, and technical SEO are key optimization techniques which can be costly to implement.

Email Marketing

What is Email Marketing?

Email Marketing basically refers to any form of electronic mail or email sent to a prospect or customer's email. The use of email as a marketing channel has been around for a long time. According to NetHistory, since 1972. Email marketing has greatly evolved since then.

Think about the last time you received an email. Was it promotional by nature, educational, or just plain spam? If the emails aren't coming from familiar brands, we don't even bother opening them anymore. We simply read the headlines, hopefully make it to the preview text, then hit the checkbox and delete button.

The twist is, email is STILL the preferred medium to receive promotional content. Studies show that 72% of people prefer to receive promotional content through email, compared to 17% who prefer social media (source: marketingsherpa).

Scenario

You are a lead generation and lead nurturing specialist in a B2B manufacturing company selling industrial equipment such as forklifts and vertical conveyor lifts. Your main clients are from the transportation, training, and construction industries.

You start by launching a lead generation campaign to acquire client contact information. You create landing pages with lead generation forms on your website to allow visitors to subscribe to a free e-course on how to operate your equipment. You drive paid traffic to your landing pages and segment your leads according to their industries (i.e. transportation, training, construction).

The screenshot shows a YouTube video player interface. The main video is titled "How to operate / drive a forklift (Forklift Training Lesson) [HD]" and has 596,415 views. The channel is "LearningWithCooking", published on Jul 18, 2011. Below the video title, there is a "SUBSCRIBE 885" button. The video description reads: "How to drive and operate a forklift. You need OSHA certification for operation of this kind of vehicle. This video is just for made for entertainment purpose. Use this video for training at your own risk as I am not a professional. cómo conducir / operar una carretilla elevadora con". To the right of the main video, there is an "Up next" section with an "AUTOPLAY" toggle. It lists several related videos: "Forklift Training" (Industrial Training, 45K views, 20:41), "How To Operate/Drive a Forklift - GOPRO 1080p - Forklift" (LIFT Training & Staffing - Forklift Tr, 211K views, 5:06), "Learning to drive a forklift." (JohnJohn83UK, 40K views, 5:22), "HOW TO WORK A FORKLIFT" (Automatic Universe, 454K views, 5:16), "Forklift Safety Training DVD: Safe Operation & Accident" (Safetycare, 673K views, 3:22), and "Forklift Training Course - Running Check" (42 Lij, 3:22).

You follow up by sending informative videos on how to operate your equipment to your segmented lists via email. Your clients are impressed by the advanced functions and capabilities of your forklifts and contact your sales team shortly after.

Key features and advantages

- ⇒ **Email is generally used as a customer retention tool:** Email Marketing softwares such as MailChimp, GetResponse, or CampaignMonitor can be used to push educational content (Content Marketing) to existing subscribers for lead nurturing purposes and/or cross-sell products and services through sending promotional offers.
- ⇒ **Data-Driven Analysis:** Unlike direct mail, a form of traditional marketing, you can measure how well your campaigns perform with Email Marketing.

- ⇒ **Personalization and segmentation:** Using commercial Email Marketing software, you can automatically segment customers according to their browsing behavior and personalize marketing messages to them.
- ⇒ **Pay as your list grows:** Most commercial email software providers allow you to scale up your subscription plans as your list and send volume grows.

Constraints

- ⇒ Can get very costly to maintain your email list as it scales
- ⇒ Can hurt your reputation and brand image if you spam frequently or fail to segment your campaigns according to your contacts' interest preferences.
- ⇒ Can be difficult to segment your users according to relevance and interest preferences.
- ⇒ Can be challenging to gain attention. Users receive lots of spam mail every day and your emails may get lost in the noise.
- ⇒ Can be time consuming to create visually attractive EDMs and great email content.

Marketing Automation

What is Marketing Automation?

Marketing automation is the use of software to automate marketing processes such as customer segmentation, customer data integration, and campaign management. – SearchCRM

The adoption of marketing automation has seen a steady increase in the recent years, with more than half of B2B companies planning to adopt the technology. Companies using marketing automation see a 53% increase in conversions (from initial response to Marketing Qualified Leads) and revenue growth rate that is [3.1% higher](#) than non-adopters.

There are a handful of commercial marketing automation software in the market:

- ⇒ Eloqua
- ⇒ Marketo
- ⇒ Salesforce
- ⇒ MailChimp



Scenario #1

Think about behavioral-based targeting. Imagine you're shopping at your favorite online apparel store and viewed a pair of jeans, but hesitated to buy. The next day you receive a promotional code in your inbox reminding you to complete your purchase. The best part? It was for the exact same jeans you were looking at the day before.

That's marketing automation at work.

Key features and advantages

- ⇒ **Saves time.** Automation of manual tasks such as sending pre-sales/post-sales emails cuts down time and resources. You can preschedule emails to be sent at specific times, segment leads according to behavior (e.g. email open rate, conversion rate, click-through rate), and score leads automatically.
- ⇒ **Generate more sales qualified leads (SQLs).** With lead scoring and intelligence systems, sales personnel can gain a deeper understanding of each lead before making contact.
- ⇒ **Data-driven.** Marketing automation software come with built-in analytics, enabling you measure and optimize campaign performance.
- ⇒ **Improved organization of teams.** Marketing automation software often have built-in or integrated CRM features that sales and marketing teams can work together to tap on. This allows opportunity to re-analyze the sales cycle to develop an integrated sales and marketing strategy, which encourages collaboration between the two departments.

Constraints

- ⇒ **Steep learning curve.** Setting up the automation workflow can be challenging as with setting up any new system. There may be underutilization of features as a result, with [most companies](#) achieving full integration around the 6-month mark.
- ⇒ **Room for error.** As setting up automation workflows can be complicated and segmentation of customers can get really micro, the wrong messages can be sent out if it isn't validated thoroughly.
- ⇒ **Can be costly to maintain.** A full-fledged marketing automation software can be costly for smaller business. SMEs should consider their needs carefully before scaling up and choose a pricing option that fits within their budget.

Digital Advertising

What is Digital Advertising?

Digital Advertising is a medium of internet marketing that uses any form of online ads to deliver marketing messages via the following channels:

- ⇒ [Mobile advertising](#): Advertising on smartphones and tablets by placing mobile banner ads, video ads, and interstitials (popups that take up a certain amount of the device's screen space) on websites and mobile apps.
- ⇒ [Cross-Channel Advertising](#): Software that allows businesses to advertise across multiple mediums (e.g. search, display, social, mobile, video). Examples include DoubleClick, AdRoll, and Kenshoo Infinity Suite.
- ⇒ [Search advertising](#): Refers to advertising on the paid search engine ad results. Keywords are selected by advertisers who pay a certain amount for every click when consumers search with those keywords. Search Advertising software include Google AdWords and Bing Ads.
- ⇒ [Display advertising](#): Refers to placing advertisements such as banners and rich media ads on participating websites of [Supply Side Platforms](#) (SSPs).
- ⇒ [Video advertising](#): Placing video ads websites through video advertising software products such as Google AdWords YouTube Advertising.
- ⇒ [Social advertising](#): Advertising on social media sites such as Facebook, Instagram, and LinkedIn.
- ⇒ [Demand Side Platforms \(DSPs\)](#): According to g2crowd, DSPs are advertiser campaign management products that provide advertisers features for buying ad placements online in real time. Buying ad placements in real time (i.e. real-time-bidding) through DSPs gives advertisers the ability to target their desired audiences as they are actually browsing websites.

In a 2017 survey done by KPMG, the online global ecommerce area is now valued at USD\$1.9trillion. The average number of online transaction per person, per year in Asia is 22.1. To stand out in such a saturated market, digital advertising is one of the most efficient digital marketing channels to cut through the noise.

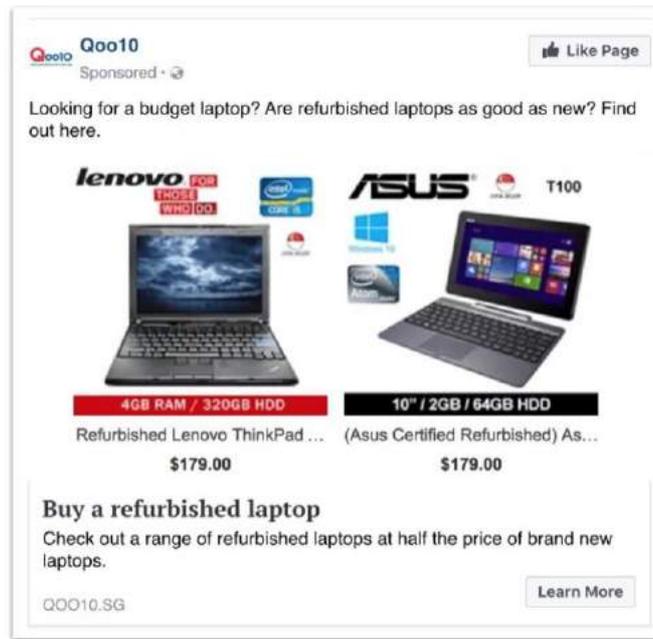
Some well-known bidding models include:

- Cost-Per-Click/Pay-Per-Click (CPC/PPC): Pay for every click
- Cost-Per-Mille (CPM) or Viewable CPM (AdWords): Pay for every thousand impressions. With viewable CPM, an ad is counted as "viewable" when 50 percent of your ad shows on screen for one second or longer for display ads and two seconds or longer for video ads. – Google AdWords
- Cost-Per-View (CPV): Cost-per-view (CPV) bidding is the default way to set the amount you'll pay for TrueView video ads in AdWords. With CPV bidding, you'll pay for video views or interactions (such as clicks on call-to-action overlays, cards, and companion banners). A view is counted when someone watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first. – Google AdWords
- Cost-Per-Action (CPA) or Target CPA (AdWords): Pay for every conversion. Target CPA is an AdWords Smart Bidding strategy that sets bids to help get as many conversions as possible at the target cost-per-acquisition (CPA) you set. It uses advanced machine learning to automatically optimize bids and offers auction-time bidding capabilities that tailor bids for each and every auction. – Google AdWords
- Cost-Per-Engagement (CPE): The average cost for every post engagement i.e. actions people take involving your ads such as likes, comments, clicking on a link, reactions, sharing, viewing a photo or video. – Facebook
- [Programmatic Advertising](#) Real-Time-Bidding (RTB): Real-time bidding (RTB) is a means by which advertising inventory is bought and sold on a per-impression basis, via programmatic instantaneous auction, similar to financial markets. With real-time bidding, advertising buyers bid on an impression and, if the bid is won, the buyer's ad is instantly displayed on the publisher's site. - Wikipedia

Scenario #1

You are a Marketing Executive of an e-commerce store that sells laptops. You set up a Google AdWords Search Advertising campaign to attract potential buyers searching for cheap laptops on Google.

Concurrently, you set up a Google AdWords Display Advertising and Facebook Advertising remarketing/retargeting campaign to show ads to users who have visited your website in the past 7 days, but have not yet purchased a laptop. You figured if they're looking for cheap laptops, they may find refurbished laptops a viable option. Therefore, you write an article on the pros and cons of buying a refurbished laptop and launch a social advertising campaign on Facebook.



You anticipate that after some of your potential customers read this article, they may proceed to search on Google for “cheap refurbished laptops”. You then advertise on the paid search ads section of Google for people searching for refurbished laptops.

As a result of your marketing efforts, over a hundred refurbished laptops were sold within two months. You then create a Lookalike Audience list on Facebook Ads and a Similar Audiences list on Google AdWords. This allows your ads to reach people whose interests are similar to your customers, creating brand awareness for an audience who are more likely to be interested in your products.

Key features and advantages

- ⇒ **Efficient results:** Your ads can reach your target audiences in less than an hour of launching a campaign.
- ⇒ **Test market response:** Due to the efficiency in launching a campaign and getting results, you can run tests to see whether a particular product is viable even before official launch.
- ⇒ **Comprehensive data reporting enables you to take corrective action:** You can track how many views/impressions, clicks, and conversions your ad generates, which times of the day are your audiences most engaged, and how much you are spending for every conversion (i.e. CPA). With this data insight, you can set new KPIs and optimize for them.
- ⇒ **Real-time bidding:** The buying and selling of ad space via an auction (e.g. news portals, video streaming sites, search engines) allows for more specific targeting and cost-efficiency.
- ⇒ **Wide audience reach:** Easily target the rest of the world online with location targeting options within your Demand Management Platform (DMP). Display your ads across multiple devices (e.g. smartphones, mobile apps, desktops, tablets) and a variety of websites.
- ⇒ **Target audiences similar to your existing customers:** With Facebook Lookalike Audiences and Google AdWords Similar Audiences, you can reach more audiences who have similar demographical and behavioral (interest-based) traits.
- ⇒ **Engage your audience:** With a variety of ad formats such as HTML5, videos, and dynamic search ads (text ads that automatically include keywords entered by users), your ads can engage your target audience better.
- ⇒ **Runs 24/7:** Your ads run even when you're asleep as long as your budget is sufficient.

Constraints

- ⇒ **Paid, not owned or earned media:** Results may drop significantly if advertising budget burns out.
- ⇒ **A form of push marketing:** As with other forms of push marketing such as flyers, you may be annoying your target audiences without knowing.
- ⇒ **Showing irrelevant ads to the wrong audience:** It can be difficult to be 100% relevant even with programmatic buying.
- ⇒ **Data may not be able to provide sufficient information to justify investment:** Even if you see a significant number of conversions (e.g. contact form enquiries) coming from a campaign, you don't know exactly how many actually went on to make a purchase.
- ⇒ **Too many metrics to analyze and make sense of:** It can be difficult to connect all the dots to form a story after analyzing all the various metrics such as CTR, Bounce Rate, Conversion Rates, Brand Recall Uplift, Impressions, etc.
- ⇒ **Limited reach to non-active online users:** While majority of consumers have social media accounts, access email, and surf the web, there are still a percentage of people who are hardly active online.

Social Media Marketing

What is Social Media Marketing?

Social media marketing is an all-inclusive term referring to any online marketing activities on social media channels. Examples of social media marketing activities involve:

- ⇒ Building communities and networks e.g. Facebook Page likes, Instagram following, blogging communities
- ⇒ Blog commenting
- ⇒ Posting updates on social media channels e.g. Facebook Page posts, Twitter tweets, LinkedIn updates
- ⇒ Following and connecting with people of influence on social media channels

Popular social media channels include:

- ⇒ Facebook
- ⇒ Instagram
- ⇒ Youtube
- ⇒ LinkedIn
- ⇒ Pinterest
- ⇒ WeChat
- ⇒ Yelp
- ⇒ Whatsapp
- ⇒ Google+
- ⇒ Tumblr
- ⇒ Line
- ⇒ Meetup



Scenario

You are a Social Media Community Manager of a local F&B outlet. Your KPIs are to raise brand awareness, create positive identity and brand association, and increase foot traffic to your outlet. To achieve these, you implement the following social media marketing activities:

- ⇒ Post once a day on the company's Facebook Page and Instagram account. Content include promotions (e.g. one-for-one deals, interesting food facts, open-ended questions seeking fans' opinions) and you reply promptly to comments from your fans
- ⇒ Launch a free food-tasting event every quarterly and post pictures of the event on your social media channels
- ⇒ Launch an annual social media contest allowing fans to suggest new flavors, and the best voted flavor wins a \$1,000 prize

As a result, your social media followings increase by 400% over the year and foot traffic increased by 100%.

Key features and advantages

- ⇒ **Easy to get on board:** Most social media accounts are free to sign up

- ⇒ **Relatively inexpensive compared to traditional advertising:** Majority of the 96% of Social Media Examiner's seventh annual Social Media Marketing Industry Report survey participants who use social media were small business owners. In a [cross channel media cost comparison](#) conducted by LYFE Marketing, social media ranked the cheapest while direct mail ranked the most expensive.
- ⇒ **Wide reach:** 3 in 4 Singaporeans use social media and 70% of Singaporeans use social media on mobile – [The Business Times](#). The potential reach when your content goes viral is insurmountable.
- ⇒ **Nurtures brand loyalty:** A great platform to deliver valuable content and engage your audiences.
- ⇒ **A great tool for relationship building:** With many social media platforms, there is opportunity to connect directly to individuals, address issues directly, and gain trust.
- ⇒ **Allows you to gain insights into market information:** With social media listening tools available, you can monitor talk about your brand, competitors, and discover new interests.
- ⇒ **Social media is an important channel for B2B businesses:** According to [Business Insider](#), 64% of small business owners turn to social media for guidance.

Constraints

- ⇒ **Difficult to measure ROI:** 60% of social marketers say measuring ROI is a top challenge - [TrustRadius](#)
- ⇒ **Control is handed over to consumers:** Consumers can comment, share, and talk negatively about your brand in front of potentially millions of people. See how [United Airlines went viral](#) on social media.
- ⇒ **Slow on ROI, yet time-consuming:** Small business owners find ROI slow despite putting more time into social media activities – [eMarketer](#).
- ⇒ **Difficult to execute:** SMBs that want to ramp up social media efforts and generate ROI should consider blending in-house and outside resources. 30% of small business owners who had increased spending on outside agencies or consultants saw an increase in ROI – [eMarketer](#).

Online PR

What is Online PR?

The acronym, PR, is often mistaken for Press Release or People Relations instead of its accurate term, Public Relations. Similar to traditional PR which targets traditional media (e.g. newspapers, TV, magazines, radios), online PR targets digital channels such as media properties (e.g. TechCrunch), social media networks (e.g. Facebook), and influencers' blogs. In simple terms:

“Online PR is simply an extension of the inbound marketers’ efforts to have the right messages seen by the right people in the right context.” - [Ironpaper](#)

Scenario

You are a Public Relations Account Executive of a luxury car brand. You have been tasked to create buzz and awareness around your latest sedan model. With a huge five-figure budget, you decide to launch the following online PR initiatives:

- ⇒ Create a product-focused video commercial and publish it on media-sharing websites such as Youtube
- ⇒ Distribute press releases to automotive intermediaries (e.g. [sgcarmart.com](#))
- ⇒ Hold a contest
- ⇒ Work with influential automotive bloggers to review your car
- ⇒ Create viral content and share it on your company’s social media accounts

This will build buzz around the product and you can monitor key performance indicators such as an increase in traffic to the brand website, increase in search volume for product-specific keywords, and increase in sales of the car.

Key features and advantages

- ⇒ Complements content marketing and SEO link acquisition efforts through building relationships with online publishing editors, bloggers, and social media influencers
- ⇒ Costs significantly less than traditional media channels due to factors such as eliminating the need for printing costs
- ⇒ Efficient results. Content gets consumed on the web at tremendous speed and results can be immediate.
- ⇒ Wide reach. News published on established news portals can reach thousands immediately.

Constraints

- ⇒ Can easily get lost in the noise, especially since there are a lot more players competing online than offline
- ⇒ Results may be tough to measure. Even with [UTM tracking](#) and web analytics platforms such as Google Analytics, it is difficult to estimate the exact ROI of online PR campaign.
- ⇒ You may not have full control over how your brand is portrayed by the media

Mobile Marketing

What is Mobile Marketing?

Mobile Marketing is a digital marketing channel involving delivering marketing messages to mobile devices such as smartphones and tablets via SMS, MMS, email, social media, websites, push notifications, and mobile apps.

Some of the capabilities of mobile marketing include:

- ⇒ **GPS messaging:** Sending location-specific messages to users within a specified location
- ⇒ **Augmented reality (AR):** Real-time integration of digital information with the user's environment
- ⇒ **In-app notifications:** Sending notifications to users who are currently using your app
- ⇒ **App-based marketing:** Promoting an app by advertising within third-party apps, app store optimization, and social media channels
- ⇒ **Push-notifications:** Delivering messages to the home screen of users who have downloaded your app
- ⇒ **SMS/MMS marketing:** Sending short messages or multimedia messages to mobile users
- ⇒ **Mobile email marketing:** Optimizing and sending email for mobile devices
- ⇒ **Mobile-optimized websites:** Optimizing your website to display properly within mobile devices by applying responsive design or dynamic serving techniques

Scenario

You are a marketing executive of a luxury fashion brand with 22 retail outlets island wide. You provide discounts when customers purchase items at your retail store to encourage them to download your app. This enables your marketing team to send push-notifications to the home screen of your customers' smartphones whenever you are having a promotion.

To collect your customers' phone numbers and email addresses, you encourage membership signups to enjoy discounts for your retail and e-store items. You then send out an SMS campaign once a month to notify them of events, giveaways, and promotions.

To encourage repeat visits to your e-store, you launch a bi-monthly email marketing campaign to encourage customers to click-through your emails to visit your mobile-optimized e-store, where your customers purchase items at a discount online.

Key features and advantages

- ⇒ **More personal than email:** Email open rates are 22% compared to 98% for SMS - [VentureBeat](#). People often use their mobile phones on-the-go and even at home.
- ⇒ **Content is more shareable:** Users are often already logged in to their social media apps so it makes it easier for them to share content they like
- ⇒ **More and more people are conducting product research and purchasing online using their mobile phones:** 62% of smartphone users have made a purchase online using their mobile device in the last 6 months and [80% of shoppers](#) used a mobile phone inside of a physical store to either look up product reviews, compare prices or find alternative store locations
- ⇒ **Wide reach:** Singapore has the highest smartphone adoption rate in the world (at 85%), according to a [Google report](#).
- ⇒ **Owned media:** Customers opt in to your mobile communications and you own the customer database.

Constraints

- ⇒ **Difficulty in designing for mobile:** As the screen sizes of mobile phones vary and are much smaller than desktops, it can be difficult compromise between ease-of-navigation versus appealing and interactive design.
- ⇒ **Privacy concerns:** Marketers have to be wary of consumer privacy and provide clear instructions on how to opt out of communications, as users are more sensitive towards receiving irrelevant emails on their personal mobile devices.

Digital Analytics

What is Digital Analytics?

Digital analytics is the analysis of data captured from all channels digital and offline. Digital channels include email, search, social, websites, apps, and mobile. Offline channels that integrate with digital tools include POS systems and call tracking systems that record conversions which can be later uploaded to digital analytics platforms (e.g. Adobe Analytics, Google Analytics, WebTrends) for data analysis, resulting in better marketing decisions.

What about web analytics? You've probably heard of the term used interchangeably with digital analytics. Let's hear Wikipedia's version of the definition – "Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage", and Avinash Kaushik, the father of web analytics – "Web Analytics 2.0 is: (1) the analysis of qualitative and quantitative data from your website and the competition, (2) to drive a continual improvement of the online experience that your customers, and potential customers have, (3) which translates into your desired outcomes (online and offline)."

Notice the focus of web analytics is on the analysis of *website data*? The practice of analyzing data from various digital channels is now recognized as digital analytics. As the saying goes, "Knowledge is power".

Some of the top digital analytics tools in the market are currently:

- ⇒ Google Analytics (most popular and free to use)
- ⇒ Google Tag Manager
- ⇒ Google Analytics 360
- ⇒ Adobe Analytics

Scenario

You are the Head Data Analyst of a multi-national furniture company. You are tasked to manage the company's regional digital analytics platform and inform the marketing teams on the performance of their marketing campaigns. However, you have difficulty attributing results to different digital marketing campaigns due to the marketing teams not properly tagging their URLs with standardized campaign names.

For example, different marketing executives within the same department tag the same campaign with different campaign names. To resolve this issue, you call for a meeting to ensure standardized URL tagging by putting a framework in place. With proper attribution data in place, you are then able to analyze which campaigns were more effective and suggest to marketing teams where to maximize more of their marketing budget on.

Key features and advantages

- ⇒ Able to measure web traffic and reports on audience, behavioral, and acquisition metrics such as unique visits, sessions, bounce rates, time spent on page, click behavior (via heat maps), and behavioral funnels to inform the decisions of UX and marketing teams. For example, if the bounce rates are high (i.e. people are leaving the page without clicking anything), UX designers can include videos/images, make call-to-action buttons more obvious, and improve web copy to decrease the bounce rate.
- ⇒ Able to segment traffic based on device, demographics, acquisition sources, geography, and cohort for better understanding of customer profile and behavior. Data analysts can then inform marketing teams which target audiences to focus targeting efforts on.
- ⇒ Able to integrate online and offline data sets to tell a story about the customer buying journey (selected digital analytics software). This helps marketing teams to optimize the online customer experience to improve conversion rates and ultimately revenue.

Constraints

- ⇒ Unable to track the entire customer buying journey i.e. from multi-device to omni-channel (offline and online), resulting in gaps in the cohort analysis. An [example](#) would be referral traffic from social apps such as Whatsapp reporting as direct traffic in Google Analytics.
- ⇒ Inconsistency in reports across different analytics software such as different session, bounce, and conversion values. For example, Facebook Analytics reports conversions differently from Google Analytics. Google Analytics reports conversions

on a last touch/last click model, while Facebook reports conversions on a linear model. This results in Facebook reporting more conversions than Google Analytics, inflating the overall conversions that actually happened.

⇒ Costly to implement enterprise-level analytics for more advanced analytics features such as un-sampled reporting (where more server resources are required).

Conversion Rate Optimization

What is Conversion Rate Optimization (CRO)?

Conversion rate optimization refers to the practice of attempting to increase the probability of visitors taking any desired action on a website through almost methodical data analysis and optimization techniques.

Conversion rate refers to the percentage of total visitors taking a particular desired action such as clicking a button or scrolling to the bottom of a webpage. Optimization techniques include A/B testing, studying of heat maps, and redesigning a website based on new information about a primary customer persona.

Key features and advantages

- ⇒ Significantly boost ROI traffic by reducing cost per acquisition (even without increasing traffic). See [case study](#) of how changing a button resulted in a \$300 million increase in revenue.

Constraints

- ⇒ May require a long time to derive any conclusive results
- ⇒ Costly to implement. Costs occur mainly through engaging external consultants, conducting research on customer personas, and implementing changes to site design and copy.

Conclusion

In this chapter, we went through 13 different digital marketing channels and disciplines:

1. Content Strategy
2. Content Marketing
3. User Experience Web Design
4. Search Engine Marketing
5. Search Engine Optimization
6. Email Marketing
7. Marketing Automation
8. Digital Advertising
9. Social Media Marketing
10. Online PR
11. Mobile Marketing
12. Digital Analytics
13. Conversion Rate Optimization

Understanding the features, advantages, and constraints of the various digital marketing channels will help us in developing a digital marketing strategy in the next few stages. For example, one of the tasks involved in developing a digital marketing strategy requires selecting the right digital marketing channels and delivery tactics to achieve the marketing objectives. Without a broad understanding of the various digital marketing channels, one risks omitting channels that are significant in driving the success of a digital marketing campaign.

Chapter 3 – A 4-Stage Digital Marketing Model - Stage 1: Analyze

Chapter 3 – A 4-Stage Digital Marketing Model

- Stage 1: Analyze

Overview

This is the first stage of the 4-stage digital marketing model. In this stage, the following performance statements and underpinning knowledge will be covered:

- ✓ PS1. Identify target markets and perform competitive analysis for market information review
- ✓ PS2. Review market information and trends to assess market business opportunities / problems with sales and marketing teams
- ✓ UK2. Audience segmentation

Why analyze first, you may ask? Analyzing helps us to plan, and a good plan helps us to kick off on a strong foot. Analyzing the following can give you useful insights before developing a digital marketing strategy in stage two:

- ⇒ Audience/target markets
- ⇒ Competition
- ⇒ Internal resources (marketing team and marketing budget)
- ⇒ Market trends

Audience/Target Market Research

Before we analyze our audiences, we first need to conduct research. Once we've gathered information about them, we can review the information and assess opportunities to penetrate the market.

There are a number of ways to conduct research on your target audiences - Keyword research, Facebook Audience Insights tool, one-to-one interviews, customer surveys, and focus group studies. But ultimately, the product of our research are buyer personas or customer personas.

Refer to [Develop Buyer Personas – A Guide for Digital Marketers](#).

Competitive Research

Conducting competitive research and analysis enables us to identify where your competitors are doing well and where they're not. Identifying challenges faced by your competitor's marketing teams creates opportunities for us.

Some possible challenges include difficulty in creating content that's relevant to your target audience. If a particular industry keyword has a high monthly search volume and your competitors aren't ranking well for it, that's an opportunity for your marketing team to snatch. If your competitors are not prominent on social media or utilizing paid advertising for brand awareness, those are opportunities as well.

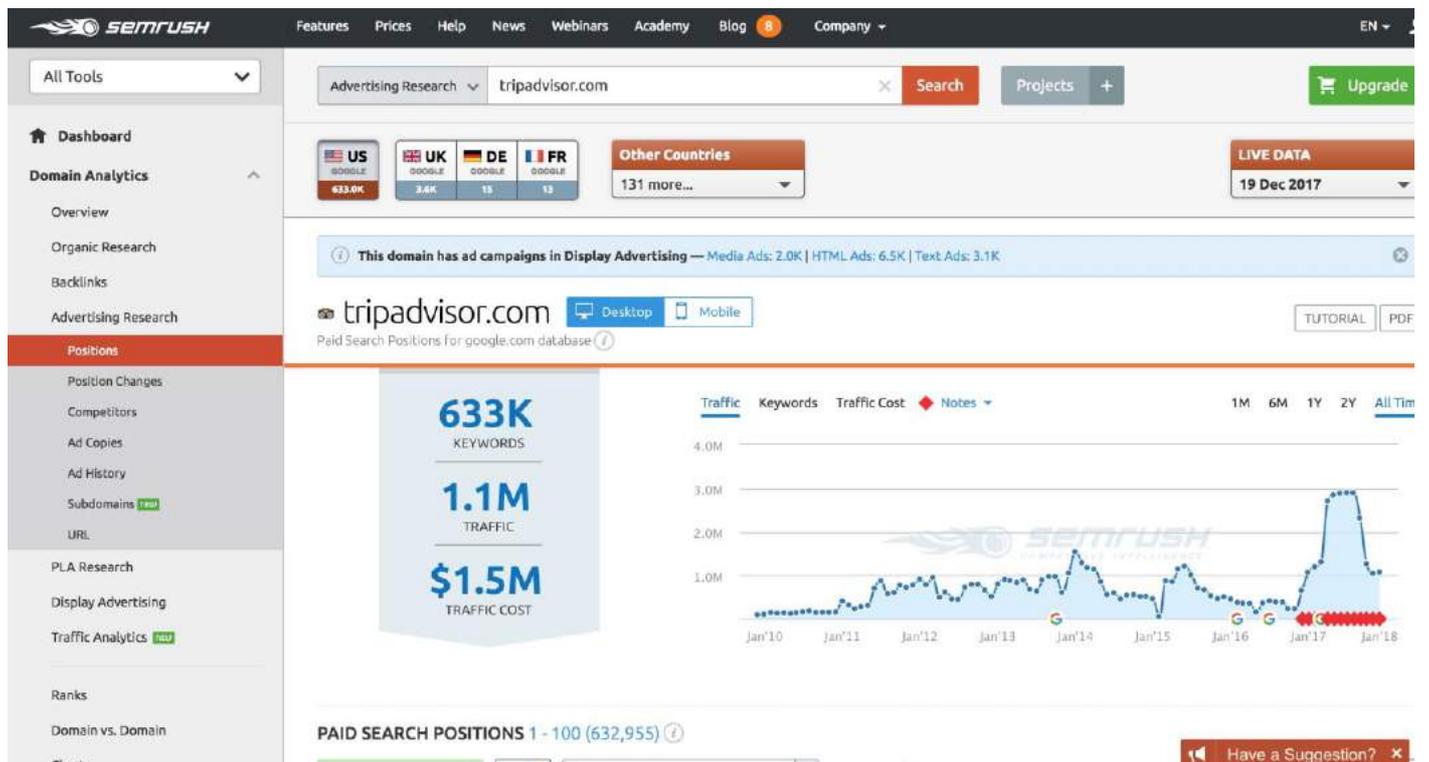
On the other hand, identifying which areas your competitors are doing well in can also influence which digital channels you wish to utilize and how much budget you should allocate. For example, if the cost per click on Google Search for a highly competitive keyword is \$20/click and your maximum budget is \$10/click, you might not want to compete in paid search. A wiser alternative might be to implement search engine optimization instead.

Methods to conduct competitive research include:

- ⇒ Experiential testing through launching short-burst marketing campaigns
- ⇒ Qualitative marketing research via focus group studies
- ⇒ Quantitative market research such as statistical surveys
- ⇒ Use of intelligence tools such as:
 - ⇒ Semrush

- ⇒ Google Keyword Planner
- ⇒ SimilarWeb
- ⇒ Google Alerts (for brand mention monitoring)

With Semrush, you can analyze your paid and organic search competition.



With Google Keyword Planner and Google Display, you can estimate your paid search and display advertising campaigns.

Keyword Planner

Find keywords Review plan

Targeting	Ad group ideas	Keyword ideas	Columns	Down																												
Singapore	<table border="1"> <thead> <tr> <th>Keyword (by relevance)</th> <th>Avg. monthly searches</th> <th>Competition</th> <th>Suggested bid</th> </tr> </thead> <tbody> <tr> <td>digital marketing</td> <td>2,400</td> <td>High</td> <td>S\$11.84</td> </tr> <tr> <td>social media marketing</td> <td>1,300</td> <td>High</td> <td>S\$6.49</td> </tr> <tr> <td>online marketing</td> <td>480</td> <td>High</td> <td>S\$8.36</td> </tr> <tr> <td>digital marketing strategy</td> <td>170</td> <td>Medium</td> <td>S\$7.77</td> </tr> <tr> <td>marketing online</td> <td>30</td> <td>High</td> <td>S\$4.00</td> </tr> <tr> <td>online marketing strategies</td> <td>50</td> <td>Medium</td> <td>S\$11.47</td> </tr> </tbody> </table>				Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	digital marketing	2,400	High	S\$11.84	social media marketing	1,300	High	S\$6.49	online marketing	480	High	S\$8.36	digital marketing strategy	170	Medium	S\$7.77	marketing online	30	High	S\$4.00	online marketing strategies	50	Medium	S\$11.47
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digital marketing strategy	170	Medium	S\$7.77																													
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Negative keywords																																
Date range	Show avg. monthly searches for: last 12 months																															
Customize your search	Keyword filters																															
	Keyword options																															

Using SimilarWeb, you can track competitor metrics such as percentage of traffic from social media platforms like Youtube, Facebook, and Reddit.



samsung.com **COMPARE** Nov 2017 **DOWNLOAD**

Social



Youtube	45.06%
Facebook	36.03%
Reddit	11.78%
Twitter	1.75%
Vkontakte	1.49%

Internal Resources Inquiry (Marketing Team and Marketing Budget)

Inquiring on your internal resources helps you to identify strengths and weaknesses in your organization.

Do you have a sizeable marketing team that's proficient in various digital marketing channels? Is there a need to hire an external digital marketing agency? Is the marketing budget sufficient for the selected digital marketing channels?

Hold a meeting with your department to discuss these issues.

Market Trends Analysis

Conducting market trends analysis helps you identify opportunities and threats. Some of the ways we can conduct a market trends research include:

- ⇒ Using Google Search and [advanced search operators](#), you can find statistical reports, research papers, and studies. For example, the consumer market for private-hire cars is huge, with 6 in 10 Singapore residents taking public transport to work according to a [government survey](#).
- ⇒ Using tools such as Google Trends and Facebook Audience Insights, you can identify trending search queries on Google and purchase behavior of a certain demographic.
- ⇒ Conduct your own market survey

Methods to Analyze Market Information

Methods to analyze market information for digital marketing strategy may include:

- ⇒ Statistical analysis
- ⇒ Root cause analysis
- ⇒ PEST analysis
- ⇒ SWOT analysis
- ⇒ Porter's five forces model analysis

To illustrate an example, we will be using SWOT analysis for Grab in Singapore.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- Strong reputation in Singapore- More competitive consumer pricing than Uber- Drivers have higher profit margins than Uber- Well-funded in terms of resources such as marketing budget and marketing personnel	<ul style="list-style-type: none">- Not performing well for some major keywords- Lack of drivers- Customer service needs improvement- Problems with app functionality e.g. can't cancel when driver is near- Uber is available in more countries and cities	<ul style="list-style-type: none">- Many Singaporeans still have not engaged a private taxi hire at least once- Land Transport Authority set vehicles to 0% growth rate in 2018. Meaning cars are likely to become more expensive to own and taxi hires are likely to increase- Cheaper electric cars can reduce fuel cost and increase profit margins	<ul style="list-style-type: none">- Potential of rise of smaller private taxi hire firms such as SixTNC- Carpooling offering a cheaper alternative- Uber offers free rides

Summary

This is the stage to conduct research and analyze your audience/target markets, competitors, internal resources (marketing team and marketing budget), market trends. The product of this research and analysis stage is a SWOT analysis table, which will later be used to develop your marketing objectives and digital marketing strategy.

Chapter 4 – Stage 2: Develop Digital Marketing Strategy

Chapter 4 – Stage 2: Develop Digital Marketing Strategy

Overview

The outcome of the previous chapter was the buyer personas and SWOT analysis table. This chapter will cover the following based on the analysis in the previous chapter:

- Setting marketing objectives
- Selecting digital marketing channels and platforms
- Determining channel-specific delivery tactics
- Defining marketing KPIs

Setting Marketing Objectives

To provide context, we will be using the earlier example Grab. Grab’s business objectives are to be the market leader in private-hire cars, provide everyone with access to safe transportation, improve the lives of everyone, and so on.

But ultimately, it all boils down to one thing in order to survive - Sales. That is the primary marketing objective for every for-profit company in the world. And in order to achieve that, businesses have to create brand awareness, stand out from the competition, make purchase easy and convenient, and boost advocacy.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> - Strong reputation in Singapore - More competitive consumer pricing than Uber - Drivers have higher profit margins than Uber - Well-funded in terms of resources such as marketing budget and marketing personnel 	<ul style="list-style-type: none"> - Not performing well for some major keywords - Lack of drivers - Customer service needs improvement - Problems with app functionality e.g. can’t cancel when driver is near - Uber is available in more countries and cities 	<ul style="list-style-type: none"> - Many Singaporeans are still have not engaged a private taxi hire - Land Transport Authority set vehicles to 0% growth rate. Meaning cars will become more expensive to own and taxi hires likely to increase - Cheaper electric cars can reduce fuel cost and increase profit margins 	<ul style="list-style-type: none"> - Potential of rise of smaller private taxi hire firms such as SixTNC - Carpooling offering a cheaper alternative - Uber offers free rides

Table 4.1

Based on the SWOT analysis, we can now define the marketing objectives:

1. Increase brand awareness
2. Increase website traffic
3. Increase app downloads from consumers
4. Generate leads
5. Increase fleet of drivers
6. Increase bookings
7. Retain consumers and drivers
8. Promote referral and word of mouth

We can also relate the marketing objectives back to the marketing funnel – Awareness => Evaluation => Purchase => Post-Purchase (AEPP):



Figure 4.2

And map both the stages of the marketing funnel to the marketing objectives in the following table format:

Marketing Funnel	Marketing Objectives
Awareness	Increase brand awareness
Evaluation	Increase website traffic Increase app downloads from consumers Generate leads
Purchase	Increase bookings Increase fleet of drivers
Post-Purchase	Retain consumers and drivers Promote referral and word of mouth

Table 4.2

Next, we will proceed to select the appropriate digital marketing channels that will help us achieve our objectives.

Selecting Digital Marketing Channels and Platforms and Determining Channel-Specific Delivery Tactics

In Chapter 2, we covered the features, advantages, and constraints of various digital marketing channels including Search, Social, Display, and Content.

List of Digital Marketing Channels and Disciplines

- ⇒ Content Strategy & Content Marketing
- ⇒ UX Design
- ⇒ Search Engine Marketing
- ⇒ Search Engine Optimization
- ⇒ Email Marketing
- ⇒ Marketing Automation
- ⇒ Digital Advertising
- ⇒ Social Media Marketing
- ⇒ Online PR
- ⇒ Mobile Marketing
- ⇒ Digital Analytics
- ⇒ Conversion Rate Optimization

We can now tap on that knowledge and select the most appropriate channels and implement tactical digital marketing campaigns to achieve our objectives. The example of Grab’s marketing plan is depicted in the following table:

Marketing Funnel	Marketing Objectives	Digital Marketing Channels and Delivery Tactics
Awareness	Increase brand awareness	<ul style="list-style-type: none"> - Create viral content on social media (Social Media Marketing) - Develop and deploy awareness content to drive awareness such as “10 Jobs that Pay You to Be Your Own Boss” (Content Marketing) - Distribute press releases, contribute thought leadership to media sites, pitch a story to journalists, sponsor non-profit organizations, sponsored guest posts (Online PR) - Deploy branded display and video ads to create brand awareness (Digital Advertising)
Evaluation	Increase website traffic Increase app downloads from consumers Generate leads	<ul style="list-style-type: none"> - Send push notifications, SMS, and emails to first time app downloaders to encourage them to book their first ride (Mobile Marketing) - Create a series of emails and retargeting ads that deploy according to user behavior. E.g. Send leads sales-focused emails after lead opens all five emails, if user clicks on a particular link and spends X minutes, target user again with Facebook Ads for the next three days (Marketing Automation, Digital Advertising) - Ensure corporate website and all microsites are highly visible on the organic search engine results pages i.e. Google for relevant search terms e.g. “<i>how to make money driving in Singapore</i>” (Search Engine Optimization, Content Marketing & Content Strategy)
Purchase	Increase bookings Increase fleet of drivers	<ul style="list-style-type: none"> - Ensure corporate website and all microsites are highly visible on the organic search engine results pages i.e. Google for branded and high purchase intent search

		<p>terms e.g. <i>“become a grab driver”</i> (Search Engine Optimization)</p> <ul style="list-style-type: none"> - Deploy search, social, and display advertising ad campaigns, directing traffic to conversion-focused landing pages that encouraging visitors to sign up as Grab Drivers. (Digital Advertising, UX Web Design, Content Strategy) - Implement app-store optimization and app-based advertising to increase app downloads (Mobile Marketing) - Conduct UX focus group study and usability testing to improve the functionality, user experience, and user interface of the app (UX Design, Conversion Rate Optimization)
<p style="text-align: center;">Post-Purchase</p>	<p>Retain consumers and drivers Promote referral and word of mouth</p>	<ul style="list-style-type: none"> - Send regular promotions, special offers, and refer-a-friend bonuses through mobile app push notifications, email, SMS, and social media channels such as Facebook. (Channels involved: Mobile Marketing, Email Marketing, Social Media Marketing) - Leverage community building through social media platforms such as the keeping fans of the company’s official Facebook Page engaged with regular page posts. (Online PR, Social Media Marketing)

Table 4.3

While deciding which digital marketing channels and delivery tactics to select and apply, we can refer back to our SWOT analysis to aid in the decision-making process. For example, since Grab is well-funded, most of its campaigns can be implemented without being strained by a limited budget. Other companies may not have that as a strength.

We can also refer back to our audience research and analysis conducted in Stage 1. Another example would be to target platforms where your target audience resides. If your demographic data shows that majority of your target audiences own a Facebook account and frequently conduct searches on Google, those two channels would be your primary sources.

Defining Marketing KPIs

KPIs are key performance indicators. KPIs help us track and measure how well our campaigns are going. Assuming we want to make improvements to our campaigns, we can use KPIs to benchmark how far or close we are to achieving our objectives.

In other words, the success or failure of your marketing objectives are measured by your KPIs.

KPIs should be SMART

- ✓ Specific
- ✓ Measurable
- ✓ Attainable
- ✓ Relevant
- ✓ Time-bound

Examples of marketing KPIs for Grab are to:

- ⇒ Earn at least 1,000 shares for the social media post within two months
- ⇒ Increase in search volume of branded search terms e.g. “Grab Singapore” on Google Search by 30% within the next month
- ⇒ Increase repeat booking rate of first time users by 100% within 2 years

Other examples of digital marketing KPIs include (but aren’t limited to):

- ⇒ **Increasing conversion rate:** Increasing the percentage of all users on a website or app who take a desired action
- ⇒ **Reducing bounce rate:** Reducing the percentage of all visitors of a single page who leave the page without taking any action
- ⇒ **Reducing cost per click:** Lowering the dollar value of every click (usually associated with paid advertising channels)
- ⇒ **Reducing cost per acquisition:** Reducing the dollar value of every acquisition (e.g. a lead or a customer)
- ⇒ **Increasing search engine rankings:** Improving the visibility of a website on the search engine results pages e.g. Google Search
- ⇒ **Increasing traffic:** Increasing the number of visitors to a website
- ⇒ **Increasing repeat traffic:** Increasing the number of visitors returning to a website
- ⇒ **Increasing leads generated:** Increasing the number of leads generated e.g. via an enquiry form or a newsletter signup form
- ⇒ **Increasing click to call:** Increasing the number of mobile users clicking on a phone number to dial in for enquiries
- ⇒ **Increasing social media fans/followers:** Boosting the number of people liking a Facebook page for example
- ⇒ **No. of impressions:** The number of times an ad was seen. The higher the number of impressions the better the brand recall
- ⇒ **Reach:** The number of people who saw an ad at least once. A high number of people reached means more brand awareness

We can place the KPIs in the following format:

Marketing Funnel	Marketing Objectives	Digital Marketing Channels and Delivery Tactics	KPIs
Awareness	Increase brand awareness	<ul style="list-style-type: none"> - Create viral content on social media (Social Media Marketing) - Develop and deploy awareness content to drive awareness such as “10 Jobs that Pay You to Be Your Own Boss” (Content Marketing) - Distribute press releases, contribute thought leadership to media sites, pitch a story to journalists, sponsor non-profit organizations, sponsored guest posts (Online PR) 	<ul style="list-style-type: none"> - Increase social engagement by 50% - Acquire 5,000 sessions to each awareness content over a year - Generate 100,000 impressions per month

		- Deploy branded display and video ads to create brand awareness (Digital Advertising)	- Achieve top 5 ranking positions for all awareness content
Evaluation	<p>Increase website traffic</p> <p>Increase app downloads from consumers</p> <p>Generate leads</p>	<p>- Send push notifications, SMS, and emails to first time app downloaders to encourage them to book their first ride (Mobile Marketing)</p> <p>- Create a series of emails and retargeting ads that deploy according to user behavior. E.g. Send leads sales-focused emails after lead opens all five emails, if user clicks on a particular link and spends X minutes, target user again with Facebook Ads for the next three days (Marketing Automation, Digital Advertising)</p> <p>- Ensure corporate website and all microsites are highly visible on the organic search engine results pages i.e. Google for relevant search terms e.g. <i>“how to make money driving in Singapore”</i> (Search Engine Optimization, Content Marketing & Content Strategy)</p>	
Purchase	<p>Increase bookings</p> <p>Increase fleet of drivers</p>	<p>- Ensure corporate website and all microsites are highly visible on the organic search engine results pages i.e. Google for branded and high purchase intent search terms e.g. <i>“become a grab driver”</i> (Search Engine Optimization)</p> <p>- Deploy search, social, and display advertising ad campaigns, directing traffic to conversion-focused landing pages that encouraging visitors to sign up as Grab Drivers. (Digital Advertising, UX Web Design, Content Strategy)</p> <p>- Implement app-store optimization and app-based advertising to increase app downloads (Mobile Marketing)</p> <p>- Conduct UX focus group study and usability testing to improve the functionality, user experience, and user interface of the app (UX Design, Conversion Rate Optimization)</p>	<p>- Increase bookings by 20% within 6 months</p> <p>- Generate 500 leads per month</p> <p>- Achieve 100,000 app downloads by end of the year</p>
Post-Purchase	<p>Retain consumers and drivers</p> <p>Promote referral and word of mouth</p>	<p>- Send regular promotions, special offers, and refer-a-friend bonuses through mobile app push notifications, email, SMS, and social media channels such as Facebook. (Channels involved: Mobile Marketing, Email Marketing, Social Media Marketing)</p> <p>- Leverage community building through social media platforms such as the keeping fans of the company’s official Facebook Page engaged with regular page posts. (Online PR, Social Media Marketing)</p>	- Increase rebooking rate (second time bookings by 50%)

Key Takeaways

- The more comprehensive the analysis of market information and target audience (SWOT Analysis), the more all-encompassing the digital marketing strategy can be.
- We can develop the marketing objectives based on the SWOT analysis and relate each objective back to the buying funnel (Awareness, Evaluation, Purchase, Post-Purchase). This helps us prioritize which digital marketing channels which should target first.
- From each defined marketing objective, we can then develop digital marketing campaigns and KPIs related to each digital marketing channel to achieve the marketing objectives

Chapter 5 – Stage 3: Implement Digital Marketing Strategy

Chapter 5 - Stage 3: Implement Digital Marketing Strategy

Overview

In the previous chapter, we covered how to develop a digital marketing strategy. To recap, a digital marketing strategy involves:

- ✓ Setting marketing objectives
- ✓ Selecting digital marketing channels and platforms
- ✓ Determining channel-specific delivery tactics
- ✓ Defining marketing KPIs

Once you have your strategy in place, you need to create a roadmap to execute your campaigns. Executing a digital marketing campaign without a roadmap may not be the wisest thing to do. Problems may arise in areas such as:

- ⇒ **Overspending of marketing budget/misallocating budget to inappropriate channels:** Spending your budget on campaigns with slow ROI (e.g. creating brand awareness) may impede your overall budget, hindering more immediate ROI campaigns (e.g. retargeting, conversion-focused)
- ⇒ **Hiring irrelevant candidates:** A content strategy for example requires commitment and consistency in developing high quality content. It is the core foundation of many digital marketing channels such as Search Engine Optimization, Social Media Marketing, Online PR, Content Marketing, and Digital Advertising. Instead of hiring a Social Media Manager or Search Engine Marketing Specialist, you might want to hire a Content Strategist first
- ⇒ **Implementing campaigns in the wrong order:** Implementation of campaigns should be prioritized according to profitability. Campaigns with the highest probability of return on investment should be given priority. For example, optimizing search engine rankings for keywords with high purchase intent (e.g. *buy a dslr camera online*) should be prioritized over generic keywords (e.g. *what is a dslr camera*)
- ⇒ **Poor return on investment:** Launching a lead generation social media marketing campaign without first having a strong content foundation (e.g. a corporate brand website) can result in poor response rates

In this chapter, we will cover the following:

- ✓ Managing a digital marketing team
- ✓ Outsourcing to digital marketing agencies
- ✓ Creating roadmaps based on the digital marketing strategy

The actual implementation of each digital marketing channel will be covered in depth in separate specialized courses:

- Search Engine Optimization
- Social Media Marketing
- Digital Advertising
- Content Strategy & Content Marketing
- Email Marketing & Marketing Automation
- Digital & Web Analytics
- Google AdWords Search & Display Advertising
- Facebook Advertising Certification

The Structure and Dynamics of a Digital Marketing Team

For decades, sales and marketing teams have been facing difficulties working together in synergy, resulting in disagreements, mismatch in expectations, and blaming one another for loss of revenue. In bigger companies, sales teams are usually led by a Head of Sales, and marketing teams are led by a Chief Marketing Officer. Even with regular sales and marketing departmental meetings, there is still a lack of a synergistic effect. Yet, organizations with synergistic sales and marketing teams [generate higher revenues](#).

Just as sales and marketing teams can work in synergy in order to achieve greater results, so can digital marketers within digital marketing teams.

According to a [research](#) conducted by McKinley Marketing Partners, digital marketing expertise is the most sought after skill in 2017, with the [average digital marketer earning \\$60,000 - \\$100,000 a year](#). Marketing teams and marketers who have yet to integrate digital marketing into their marketing campaigns should start doing so.

Further reading:

[B2B Digital Marketing Org Structures to Compare Your Team To](#)

[The CMO's Guide to Digital Marketing Organization Structures](#)

[How To Build A Marketing Dream Team For Your Brand](#)

[6 roles you need on your marketing team + 2 you probably haven't considered](#)

Outsourcing a Digital Marketing Agency

Engaging a digital marketing agency is a big step and a huge investment, with many companies offering packages at eye-watering prices. The market in Singapore is pretty saturated and people are wary of the small agencies that claim to be a one-stop shop for everything. Some overpromise but under-deliver, while others maximize their chances of winning by submitting low bids, but after signing the contract, they pressure the clients to "top up" more to gain access to even the basic deliverables. Agencies, on the other hand, complain that clients steal their ideas and make them their own without payment, or credit of acknowledgement.

However, not every digital marketing agency is a bad egg. Agencies who don't just pitch-and-go do exist. They believe in deepening the client relationships and building an ecosystem that incentivizes client advocacy and referrals.

So, here's the million-dollar question: How do I choose the right digital marketing agency to give me the best bang for my buck?

Read on... - The [Comprehensive Guide to Hiring a Digital Marketing Agency](#)

Creating Roadmaps Based on the Digital Marketing Strategy

You've heard the saying, failing to plan is planning to fail. Thus, it is good practice plan a time-line of activities before implementing them. There are a few priorities to consider before creating our digital marketing roadmap. The question is, which digital marketing activities should we implement first? We can prioritize based on:

- ⇒ Which tactics bring in more immediate ROI?
- ⇒ Which channels are more within our marketing budget?
- ⇒ Which channels support other channels?

Which Tactics Bring in More Immediate ROI?

By simply overturning the buying funnel, we can prioritize our digital marketing activities at the bottom of the buying funnel first. This is based on the belief that it costs more to acquire a new customer than to retain one. However, whether it holds true also depends on your business model.

By focusing on the post-purchase phase for Grab's business model, we can implement digital marketing tactics such as push notifications (Mobile Marketing) to promote loyalty programs, sending out seasonal greetings to foster customer relationship (Email Marketing), and sudden offers through retargeting ads on Facebook (Social Media Advertising).

These activities have a higher chance of bringing in more immediate ROI as the target audience has already been exposed to the brand for a longer period of time compared to people in the Awareness Phase, who probably never even heard of Grab.



Which Channels Are More Within Our Marketing Budget?

We may want to launch all marketing campaigns at once, from Awareness to Post-Purchase, but the harsh truth is, our marketing budget is usually limited.

For instance, say we want to launch a brand awareness campaign and we're considering whether to advertise on Facebook or Google AdWords. But Google AdWords costs significantly more than Facebook Ads. Hence, we may then decide to advertise on Facebook first to test the response.

Which Channels Support Other Channels?

Two key components to a successful digital marketing campaign is a website and a content strategy. The content strategy supports not only the website, but governs content such as what to post on social media and the writing tone of landing pages used in a digital advertising campaign.

Many digital marketing campaigns will not be able to run without a website. Display advertising campaigns for example require a landing page for users to click through the ad to. While search engine optimization also requires a website in order to appear in the search engine results pages.

Add graphic showing website and content is the center of all marketing campaigns.

Conclusion

In the end, it is about determining which is most important while trying to strike a balance between the three priorities. We have to first take ROI into account first, then look at our marketing budget, before considering which channels/tactics we should implement first.

With that in mind, let's create a digital marketing roadmap for Grab based on the digital marketing strategy.

Chapter 6 – Stage 4: Measure

Chapter 6 – Stage 4: Measure

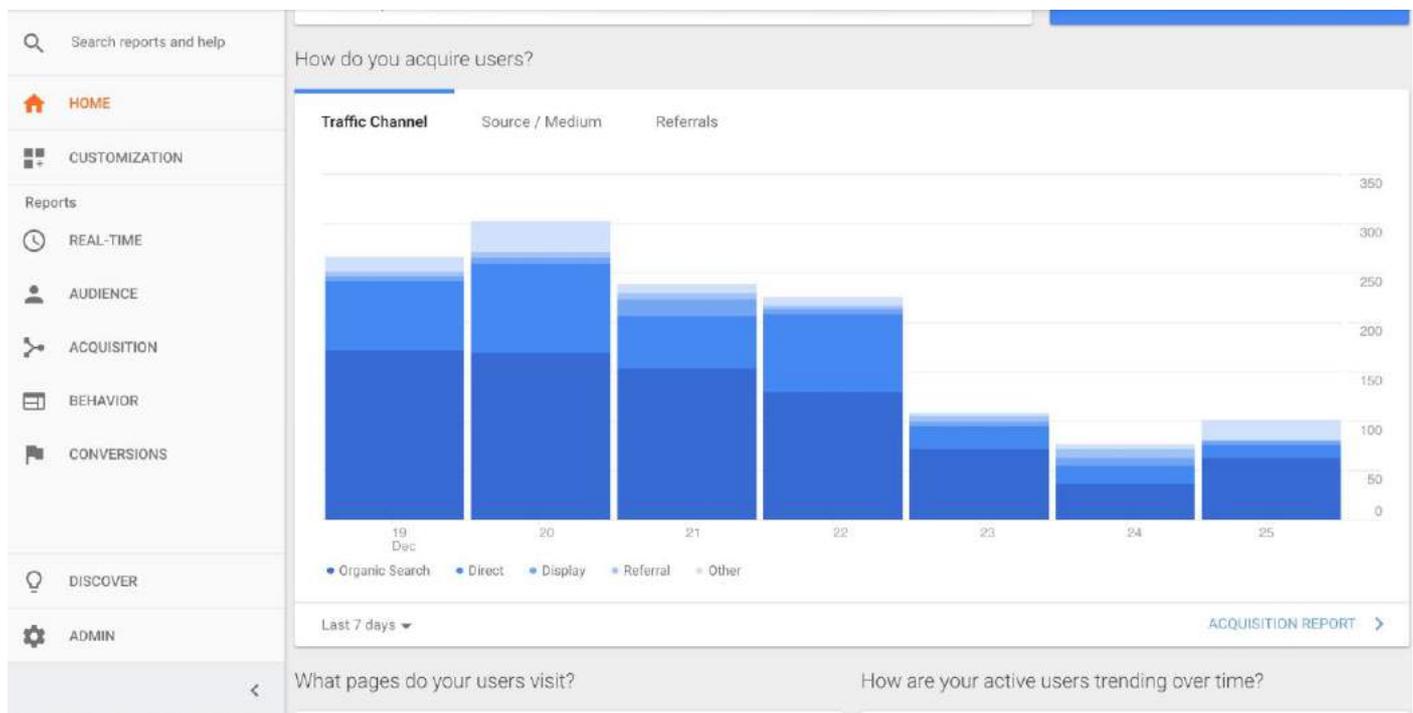
Overview

The purpose of this stage is to review the performance of the digital marketing strategy using the performance indicators set in Stage 2. And if the KPIs aren't met, to create a plan to achieve them or redefine the KPIs if they aren't realistic.

To measure the performance of the digital strategy, we can utilize digital analytics software such as:

- Google Analytics
- Google Analytics 360
- Google Tag Manager
- Adobe Analytics
- WebTrends
- Kissmetrics
- Heap
- Exponea

Google Analytics currently holds the highest adoption percentage for many small and large businesses around the world. Free to use (upgradable to its premium version, Google Analytics 360), it is robust enough to provide you with insights on traffic acquisition sources, visitor behavior, and also lets you measure sales and conversions.



Implementing Tracking for Measuring

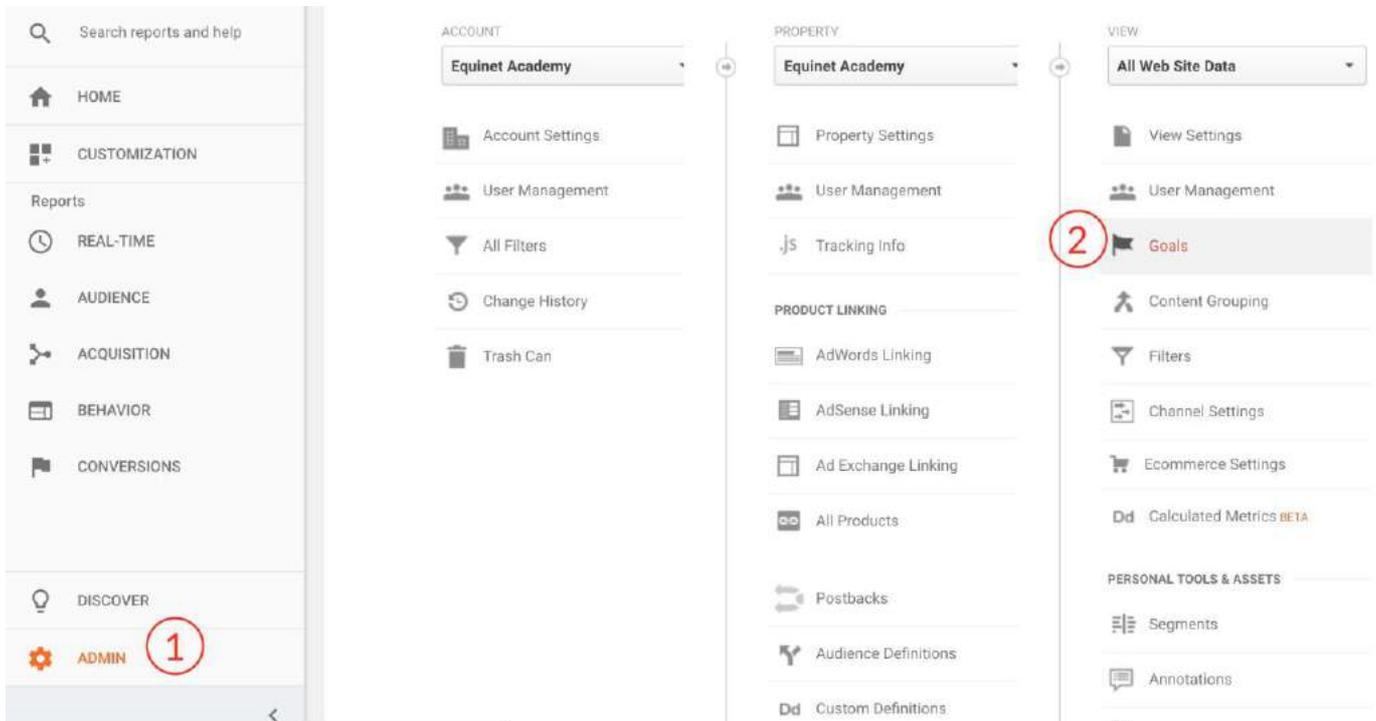
Before we can measure performance, we first need to set up tracking measures in place. The first step is to set up Google Analytics.

1. Create a [Google Analytics](#) account
2. Copy and paste the tracking code on your [website](#) and/or [mobile app](#)
3. Test whether it's working

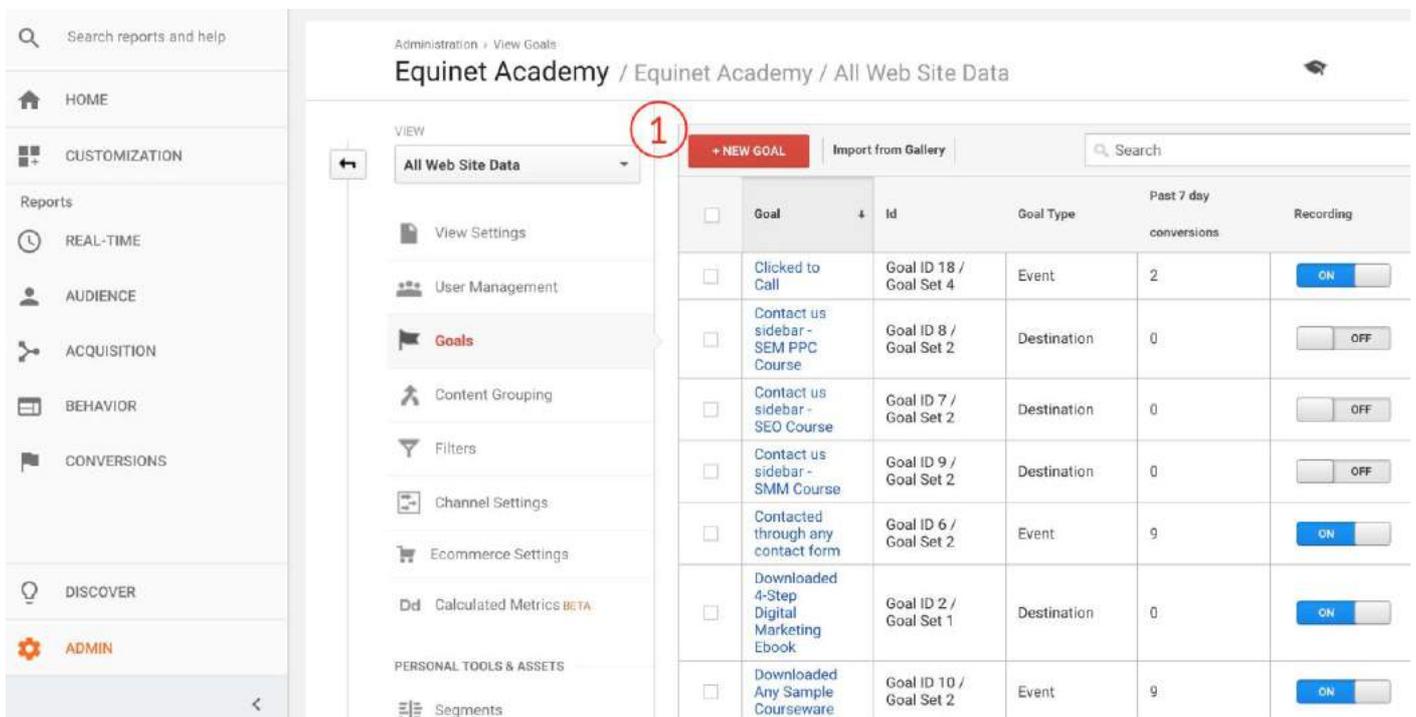
The next step is to set up your conversions/goals. For advanced tracking such as button-click tracking, percentage of page scrolled, and video plays, set up [Google Tag Manager](#) and [link it](#) to Google Analytics. This requires some level of technical expertise and it is recommended to get someone familiar with JavaScript to set it up.

Here’s an example of setting up a goal in Google Analytics.

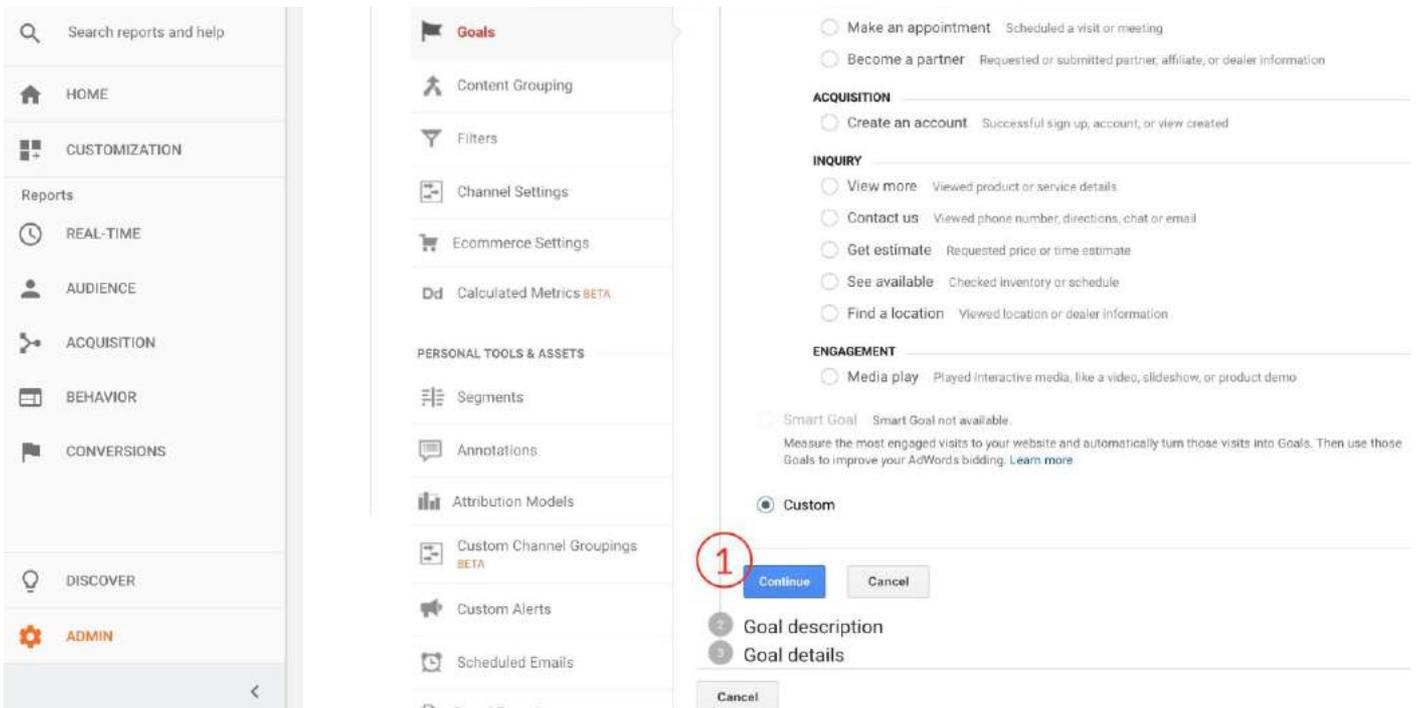
1. Click “Admin” and select “Goals”



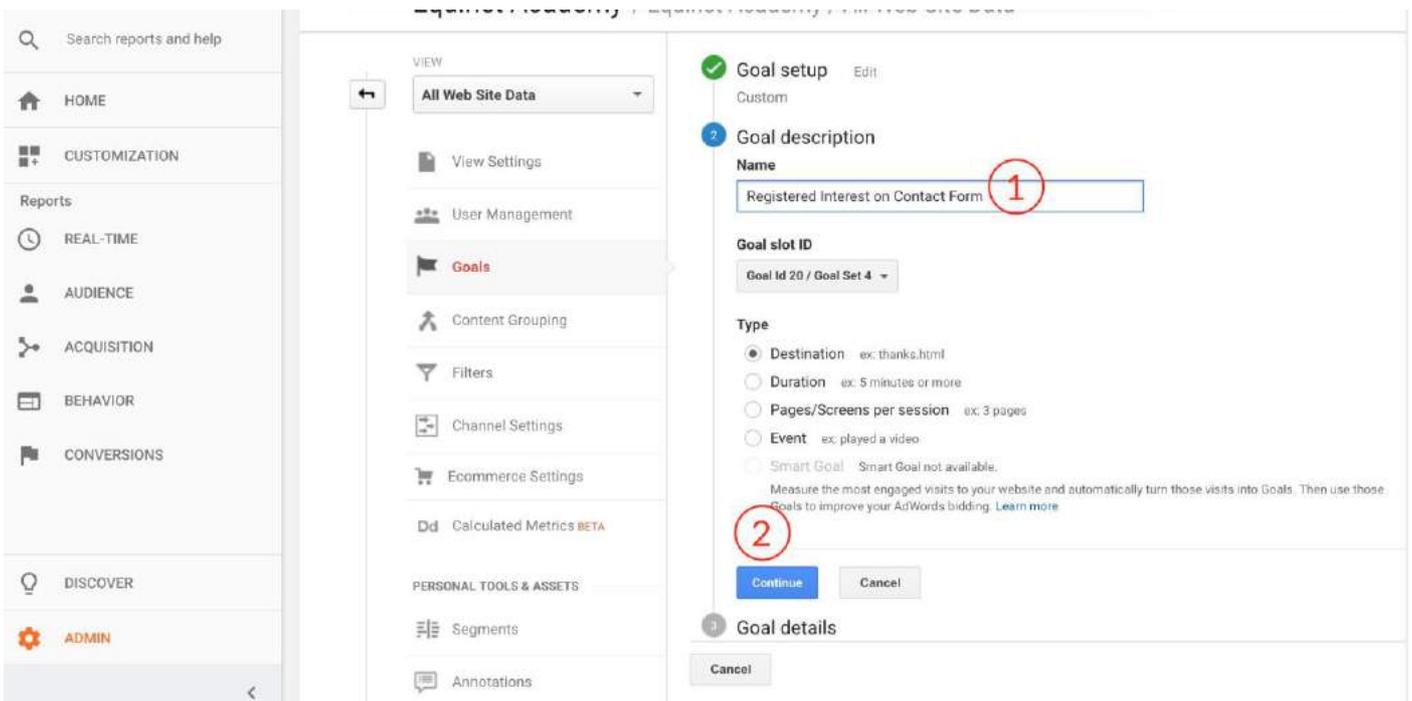
2. Click “+New Goal”



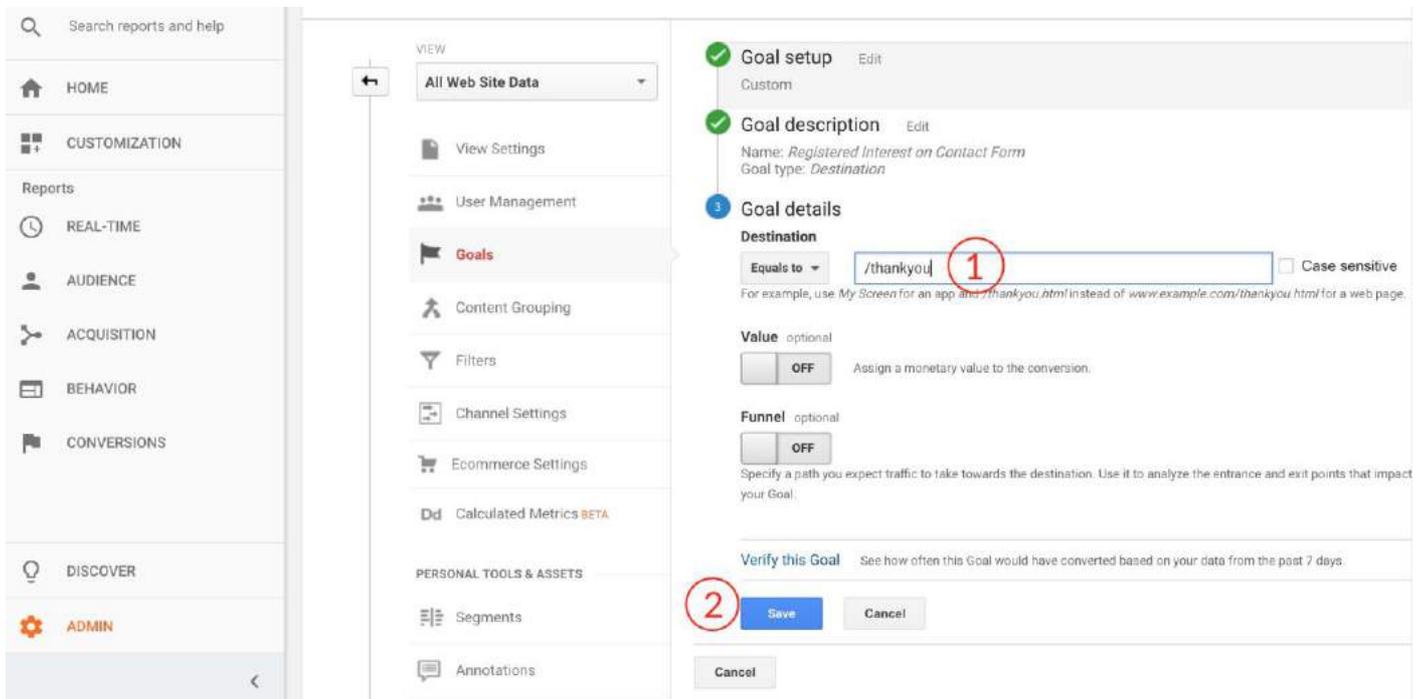
3. Click “Custom” and “Continue”



4. Describe the goal and click “Continue”



5. Enter the destination page URL and click “Save”

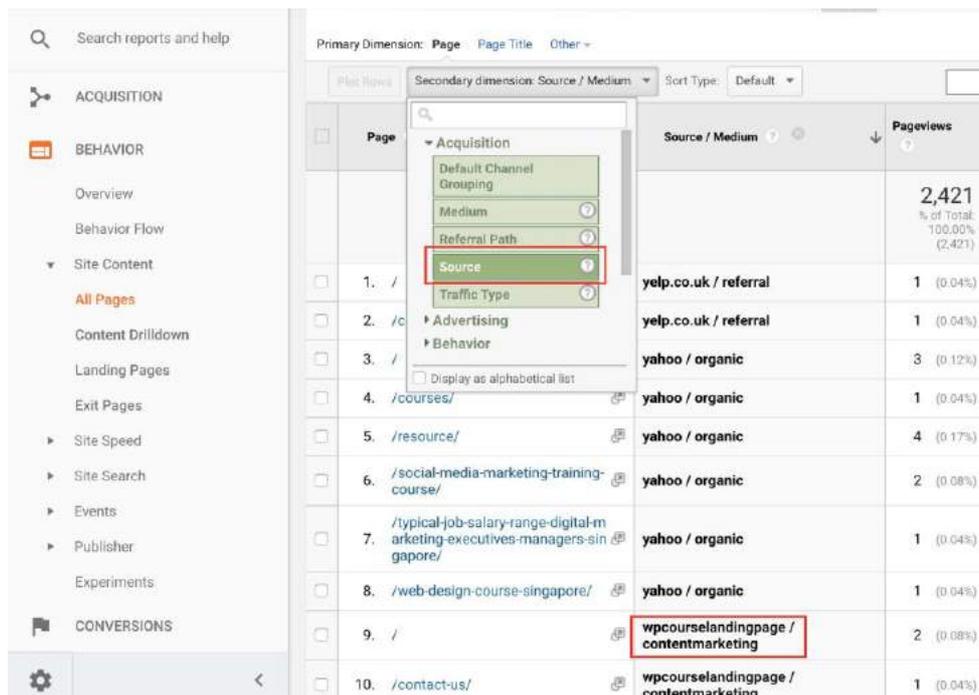


That's it! Your goal is set up and will start recording conversions.

Attribution Modelling

By default, Google Analytics will be able to attribute conversions to various sources/mediums/channels based on the [Last Click Attribution Model](#). So, for example if a user clicked on your Google organic search result and sent you an enquiry via your contact form, Google Analytics would attribute the conversion to Google Organic. However, if a user clicked on a social media ad a week ago and didn't convert, but clicked on an email link and submitted a contact form enquiry, the email channel would get 100% of the credit. To learn more about attribution models, check out [this article](#).

If you wish to track a certain source for conversions, you can use the [Campaign URL Builder](#) to tag the source. For example, if a user clicked on your tagged URL (e.g. https://www.example.com/sign-up?utm_source=sponsored-article&utm_medium=blogpost) via a sponsored article, Google Analytics would record the conversion under that channel. You can check out which source the traffic or conversion came from via the Secondary Dimension feature in Google Analytics.



If you don't have time to tag all your campaign URLs (e.g. if you're sending out newsletters via email), it would be recommended to integrate Google Analytics API with your email marketing software to auto-tag your email links.

Reviewing KPIs With Google Analytics

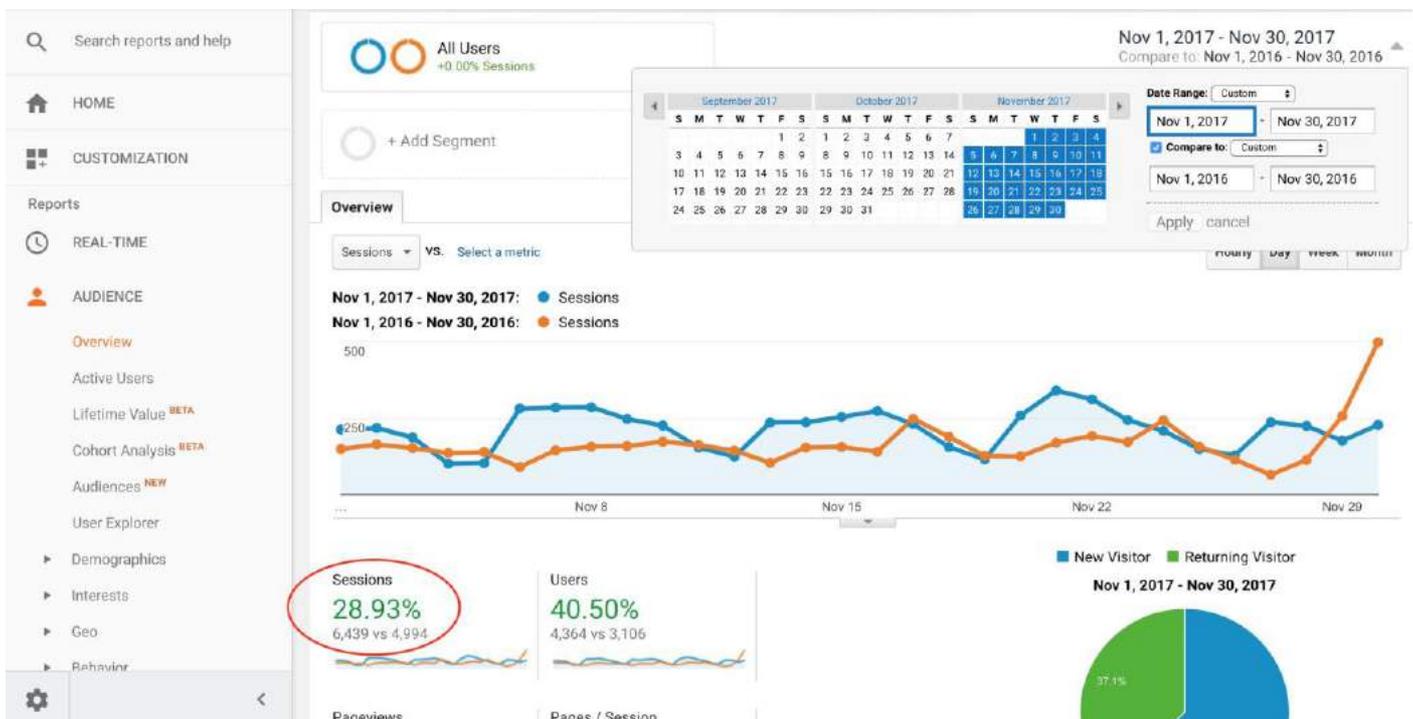
Reviewing KPIs within Google Analytics requires you to be savvy with the Google Analytics interface itself. To get familiar with the Google Analytics platform, sign up for a free online course with [Google Analytics Academy](#). But for now, let's go through a couple of methods to review KPIs in Google Analytics.

Let's say your KPIs are to:

1. Increase website traffic by 30% within 1 year

You can review your traffic stats via Google Analytics by:

1. Navigating to Audience => Overview
2. Selecting the custom date range comparison function
3. Interpreting the report

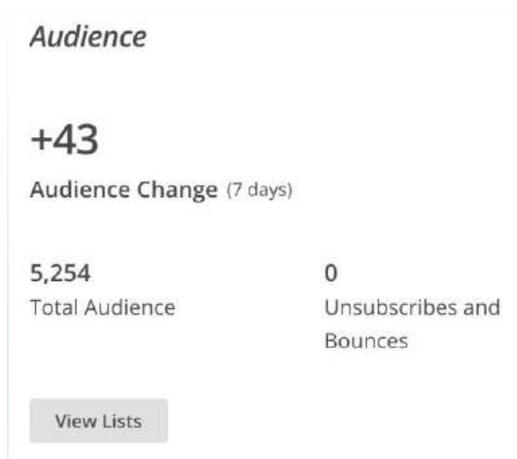


As you can see, overall traffic/sessions increased by **28.93%** from Nov 2016 – Nov 2017. Close to the set KPI, but falling short of about 1%.

We can increase traffic by launching more articles, building more links to the articles from other websites, and increasing social and email traffic.

2. Generate 10,000 leads per year

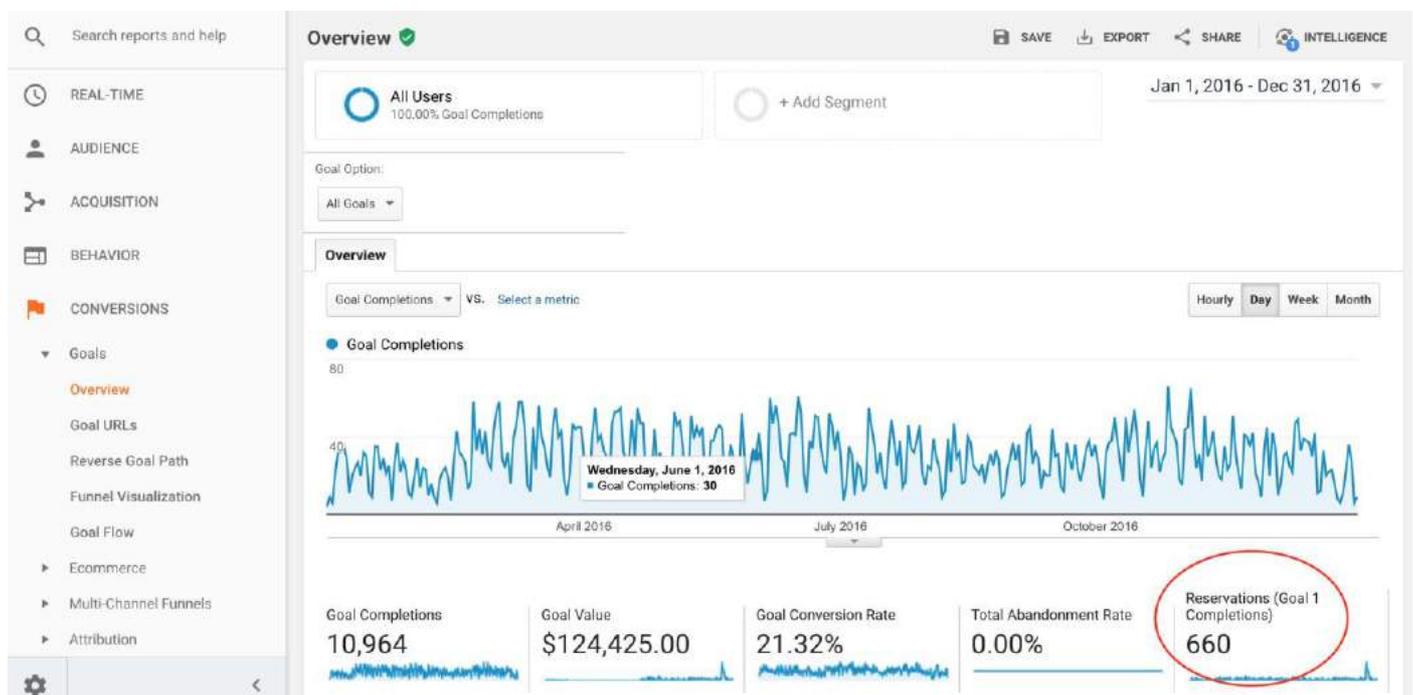
You can review your total leads acquired in your email marketing software.



This KPI fell short by almost 50%. We can attempt to boost the acquisition rate by increasing search engine rankings, increasing paid traffic spend, and boosting traffic from social media.

3. Generate 1000 sales per year

You can review your conversions in Google Analytics



This KPI fell short by around 34%. If the conversion rate is around 2%, we should be able to achieve our goal of 1000 sales per year by bringing in 50,000 website traffic ($1000 \div 0.02$).

Key Takeaways

- We can apply attribution modelling via our digital analytics software to identify which digital marketing channels/campaigns significantly contributed to achieving our KPIs. This enables us to review the campaign performance and performance indicators and make plans to improve the performance.
- We can't review what we can't track and measure. Therefore, before we can perform the review, we first need to set up conversion tracking
- Google Tag Manager and Google Analytics offer a robust way of setting up conversion tracking