



BOSS

# Build Your Business' Marketing Strategy from Scratch

A Step-By-Step Guide

In this easy-to-follow handbook, you'll learn how to supercharge your marketing strategy and build an engaged community around your brand.

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#### Resources Used

<https://www.searchenginejournal.com/seo-101/how-long-seo-takes/>  
<https://www.searchenginejournal.com/4-important-ranking-factors-according-seo-industry-studies/184619/>  
<https://ahrefs.com/blog/seo-basics/>  
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<https://www.lyfemarketing.com/blog/marketing-through-social-media/>  
<https://sendpulse.com/support/glossary/email-marketing-strategy>

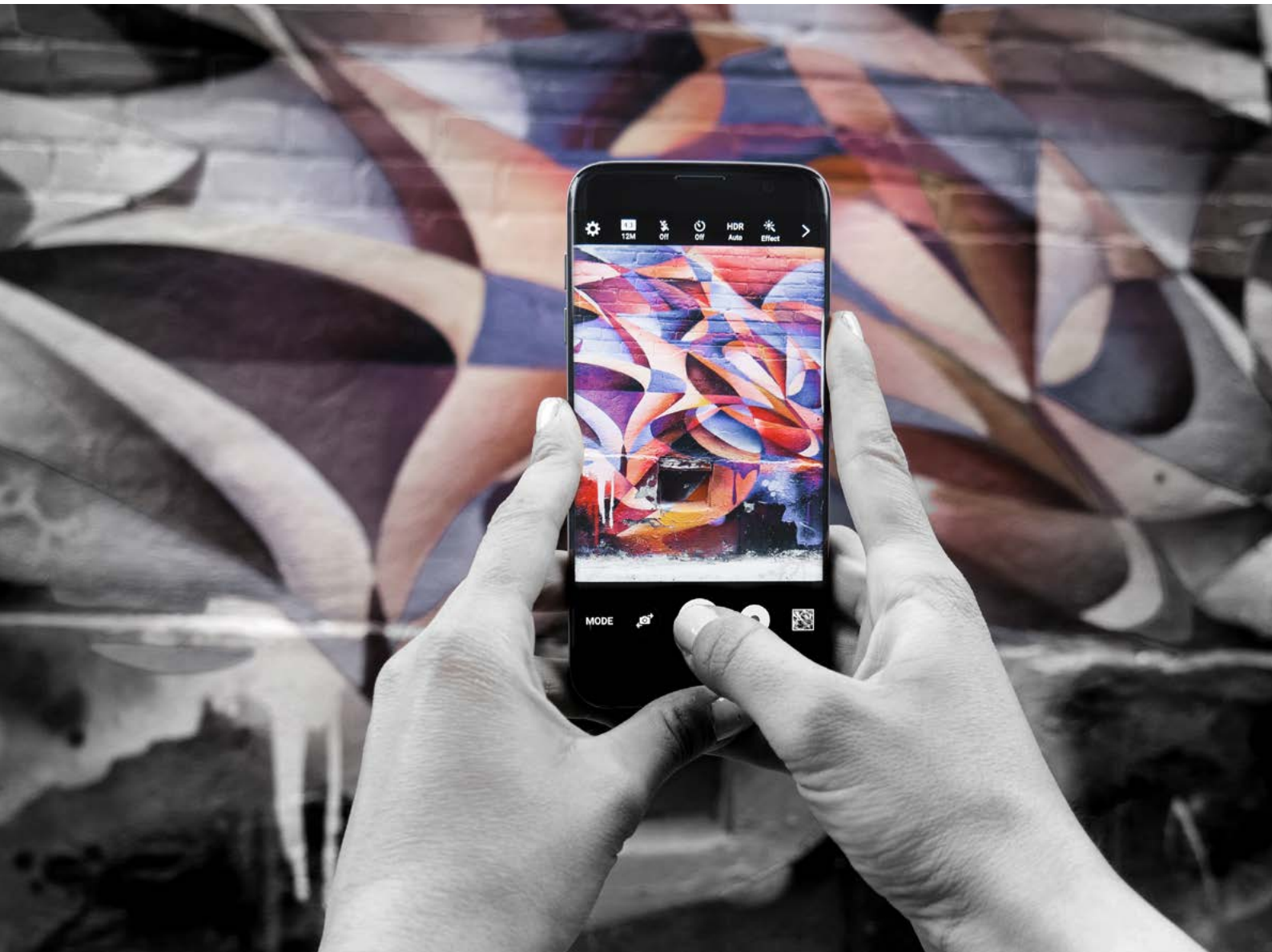


## Lesson 01

# Here's Why You Need to Mix Up Your Marketing Strategy

Do you find yourself doing the same old-school marketing tactics with diminishing returns?

That's because, in our increasingly digital world, traditional marketing tactics are no longer effective. Once upon a time, billboards, print ads, radio spots, and tv commercials reigned supreme. But, even if you had the marketing budget to afford one of these expensive platforms, it wasn't a good use of your resources—not then and definitely not now.



In addition to being costly, traditional marketing has a ton of drawbacks, such as limited reach, poor lead conversion, lack of interaction with your audience, and the inability to measure ROI.

With the advent of the Internet, traditional marketing seems like a relic of yesteryear. Magazines and newspapers are out of print and online. TV has been replaced by YouTube. Podcasting killed the radio star.

If your traditional marketing efforts have failed to pay off, it's time to mix things up and go digital.

Start with this guide. In the following lessons, we'll share how to create a strategy that integrates the main (and most effective) components of digital marketing, including SEO, content marketing, social media marketing, and email marketing.

Before we dive into the individual digital marketing components, it's important to identify your target customer. Figure out who you'd like to reach with your marketing. (Hint: Think small if you want to be successful.)

You're not speaking to everyone in the world. You're speaking to a select few— the people who need your product and are willing to pay for it. This is the only group to worry about when coming up with a digital marketing strategy.

Consider the problems that your customers have and the online places where they go for help. Think about what questions they may have and what will motivate them to buy.

Next, pinpoint your goals. What specific goals would you like to hit with your marketing? It's not enough to say "I want to generate more leads." Insert a specific number, like 500 or 1000. Then, attach a deadline. "I want to generate 500 leads within the next 90 days."

## After you've set a goal, you must create a realistic plan of attack.

Decide the methods you'll use to reach your goal and assign responsibilities. Measure your efforts by focusing on key metrics like overall website traffic, most visited pages, social media interactions, email opens, and lead-to-customer conversion rate.

This is an overview of what you'll do to meet your marketing objectives, but don't worry. In this guide, we'll break everything down into bite-sized pieces. By the end of this guide, you'll have the tools and tips to build your digital marketing strategy from scratch. We'll also help you formulate the right marketing mix to reach your target audience. You'll learn how to use digital marketing to attract leads, convert leads into new customers, and turn new customers into loyal brand advocates. Are you ready?

Let's get started!





## Lesson 02

# SEO: What is it? And how does it affect your Marketing Strategy?

One of the most important things you can do to revolutionise your marketing strategy is to focus on SEO. SEO stands for Search Engine Optimisation. These days, everyone has heard of SEO, but few people understand what it means to optimise your website for search engines. Let's talk about it.

# What is SEO?

As alluded to in the intro, SEO is the practice of improving your website so that you can get incoming traffic from search engines like Google and Bing. By increasing your website's visibility on these search engines, you'll also increase the amount of organic (i.e. free) traffic coming to your site. More site traffic equals more potential customers.



## How does SEO work?

Now that we have a broad overview of what SEO is, let's discuss how it works.

Let's say you create a website and then publish it to the web. Search engines have bots that crawl the web continuously looking for new content. When they eventually come across your website (this may take between 4 days to 4 weeks after you hit publish), they will start the indexing process.

Your first goal is to optimise your website so that the search engine bots can crawl it efficiently. Bots are smart,

and getting smarter all the time. They can decide what your website is about and it's quality based on your optimisation practices.

Once your website is finally indexed by the search engine, search engine users will be able to see it when they search for a term (i.e., keyword) that you've used on your pages or blog posts. For example, if you sell beauty widgets, it makes sense that you would talk about beauty widgets a lot on your website. So, now that the search engine has indexed your page and knows what it's about, they'll show your website in the search engine results whenever one of its users searches for "beauty widgets."

Sounds great, right?

But there's just one problem. It's highly likely that you're not the only website that sells beauty widgets. There may be hundreds or even thousands of other websites that sell beauty widgets— and millions more that review or casually talk about beauty widgets. Now, your website is just one out of millions of search returns. How will people find you?

People will find you when you show up in the top 10 results for their query.

## Lesson 02

# SEO: What is it? And how does it affect your Marketing Strategy?



This is your next goal: to make it to the first page of the search results and be featured in the top 10 results. If you're number 11, you might as well be number 1,011. A whopping 75% of search engine users never click past the first page. So, if you make it to page 2 or page 3, it's not good enough.

How do you get to that top 10?

Aside from implementing the technical aspects of SEO that we'll discuss below, you'll also improve your chances of being in the top 10 by doing one thing: create awesome content. Let's not forget your target audience. They have a question that they're currently asking Google et al. You can provide a thorough answer through your content. This includes static pages, like your "home" and "about us" pages. It also includes your blog posts. The more content that you have on your website, the more opportunities you'll get to reach your target audience.

Ideally, you'll research what type of content your target audience is interested in. You'll research your competitors' websites, forums that cater to your target audience, and Google itself to find out what questions your target audience has that you can answer. Then, you'll create those answers, using the phrases (i.e., keywords) that your target audience would type in the Google search bar. If you optimise your website and your content for search engines (in the ways that we describe below), you may eventually rank on page 1 for your targeted keyword.

It takes effort, time, testing, and strategy to rank within the top 10 results but you can do it.



# Simple Ways to Improve a Website's SEO

Now, let's discuss how you can optimise your website for search engines.

## 01 Focus on longtail keywords

There are several types of keywords, but for simplicity's sake, let's focus on the two types of keywords that are used most often.

Short-tail keywords are made up of one to three words. An example of a short-tail is "women's sneakers." There are millions of websites that use this term! The search volume will be high and you'll compete with tons of others, and probably never make it to the top because giants like Nike and Amazon beat you to it.

Long-tail keywords consist of four words or more. They're more specific and have a lower search volume. An example would be "best women's sneaker for plantar fasciitis." You may have a better chance of ranking within the top 10 results if you target that keyword phrase in your content.

## 02 Create longer content

The goal of a search engine is to give its users the answers they seek. Search engines don't want users bouncing from one website to the next because they weren't able to find an adequate answer to their query. This gives the user a negative impression of the search engine, and could eventually cause the user to stop using that particular search engine. So, search engines favour longer content that will provide all of the answers that a user is looking for. Shoot for content that's 1,000+ words. This is an SEO signal that tells the search engine that your content is likely to provide the ultimate answer.

## 03 Focus on the visitor first

While it's easy to get carried away with the technical aspects of SEO, don't forget about your target audience. They may not see all of the little tweaks and optimisations, but they will see the effort you put into creating a delightful user experience. Ultimately, it's the visitor's impression of your site that will influence your continued ranking on search engines. Focus on delivering a winning experience for your site visitors by doing the following:

- ✓ Make your website mobile-friendly; more than half of all Internet traffic comes from mobile devices.
- ✓ Ensure that your website loads quickly (in 3 seconds or less).
- ✓ Use headings (h1, h2, h3, etc.) and bullets to make your long-form content easy to read and scan.
- ✓ Add internal links to your content so that interested visitors can seamlessly navigate your site.

### Summing It Up

SEO is an integral part of your marketing strategy. Focus on the keywords that your target audience actually uses to describe their pain points. And remember to focus on the audience instead of the search engine. A delightful user experience will optimise your site for search engines.

## Lesson 03

# Let's talk content marketing

In the last chapter, we discussed the importance of content to your search engine optimisation strategy. Sure, you can do all of the technical things, such as increase loading speed, add a site map, and obtain an SSL certificate, to improve your site's ranking, but that's not enough.

You also need to create content that engages your audience and makes them want to stick around and do business with you. That starts with a solid content marketing strategy.

### What is Content Marketing?

Content marketing is a promotional strategy that consists of creating and distributing content to an online audience. The goal of content marketing is to build trust with your target audience by delivering valuable content on a consistent basis.

Content marketing goes hand-in-hand with SEO. Your content will answer your audience's questions. Content marketing is important for modern businesses because most people go online to seek answers to their questions/ needs (even before reaching out to friends, family, or colleagues). You want these prospective customers to find your content when they're searching for an answer to their question (a.k.a., a solution to their problem).

Here's an example. Let's say you sell wigs. Your target customer wants to buy wigs. What would they search for? They may search for "best wigs for beginners" or "how to wear a wig" or "which wig should I buy?" You can create blog posts to answer each of these long-tail keywords. Then, when a user searches Google with one of these keywords, they'll find your blog. Your page will be the ultimate answer for them, so they won't need to leave and look elsewhere.

By producing valuable content that completely answers your site visitor's questions, you'll start earning their trust.

You can then continue earning trust by linking to other, related content on your website or sending relevant emails that they'll care about.



Lesson

03

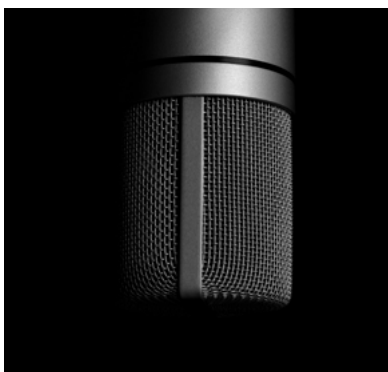
## Let's talk content marketing



### How to Make Content Marketing Work for You

Content marketing is not limited to blog posts. Any content that you create for your online audience is a part of your content marketing strategy. That includes videos, podcasts, infographics, ebooks, and much more.

Here's what you need to know to create a content marketing strategy that gets you the desired results.



## 01 Find your voice

Every successful business has a brand. Your brand is like your business' personality. It's what your audience will connect to. Your voice is an extension of your brand. It's the tone that you use in your content. It can be funny, punny, irreverent, sophisticated, casual, straightforward, enthusiastic, professional, and so on.

Online content tends to be more conversational in nature. This is why developing a voice is important. Your voice (i.e., the way that you present information) will allow you to connect more directly with your audience.



## 02 Know your audience

Who are you speaking to with your content? Envision the person who will read your content and write directly to them. Resist the urge to say that you're writing to everyone because only a select group of people will be attracted to your content and want to buy from you.

Create audience personas so that you may understand to whom you're speaking. In your personas, define basic demographics and then branch out into their challenges, values, and buying hesitations. Knowing who you're speaking to will help you create better content.

# 03

## Create the best content

Speaking of content, always submit your best work. The goal, especially in regards to SEO, is to produce the ultimate answer to your visitor's question. You don't want them to leave your site confused or frustrated. Deliver unbeatable value that surpasses anything else out there. This is the secret to making it to the top-10 search engine results.

# 04

## Repurpose your content

You've spent a lot of time creating that blog post. Now recycle it so that you increase your reach. Not everyone will see your blog post. But they may see your YouTube video on the same subject.

Repurposing content is as simple as this: Write your blog post. Then, think of where else your target audience may hang out. Maybe they're on the aforementioned YouTube. If so, turn your blog post into an outline/script for a YouTube video. Maybe they prefer listening on the go. Turn your blog post into a podcast episode. Or an ebook, webinar, newsletter, infographic, checklist, and so on. You get the idea.

All content can be repackaged into some other form. By doing so, you'll get even more eyeballs to see your valuable content, granting you a chance to build a relationship.

# 05

## Constantly update your content

Oh, another thing about search engines: search engines promote content that is frequently updated. Always update your content to prevent it from going stale.

This should be part of your content marketing strategy. Every 6 months (at least), return to your older content and look at ways that you can refresh the information. Check links. Add new links. Change images.

This is especially important for popular pages on your site. If they're popular, keep them that way by adding more value.

## Summing It Up

Content marketing is about building a relationship with your audience. Use your content to speak directly to your target customer, and remember to repurpose your content so that you extend your reach.



## Lesson 04

# Social Media for Lead Generation: What You Need to Know

Social media isn't just for keeping up with your family, friends, or favourite celebrities. Social media plays a huge role in promoting your business. Let's take a beginner-friendly look at how to use social media for marketing purposes.



# Why Social Media?

When you think of social media, you don't necessarily think "digital marketing." However, social media is an essential marketing tool. With just a little bit of money and a lot of strategy and patience, you can create a marketing campaign on social media that's more effective than any traditional marketing campaign strategy you can produce. Here's why:

**Everyone's on social media. Your mom. Your nephew. The pope. Maybe even your dog has an Instagram account. Social media is an integral part of our daily lives.**

Think about this: Facebook has over two billion users. That's almost a third of the earth's total population. You don't need to reach even half of those users to be a successful business.

Your business needs to be on social media because your customers are there. And so is your competition. The last thing you want is for your customers to connect with your competition on social media because they saw no other alternative.

You need to be on social media doing all of the following: generating new leads, building a community, educating your audience, connecting with influencers, and driving traffic back to your website.

## Lesson 04

### Social Media for Lead Generation: What You Need to Know



## How to Use Social Media to Nurture Leads

Now, let's discuss how to kill it on social media. It's not just about setting up a profile and posting. You must be strategic to reach your desired audience. Here's what you need to know.

# 01

## Choose the right social media channels for your audience

There are dozens of social media platforms, so which should you choose?

Let's start with the big five. They are Facebook, Instagram, LinkedIn, Twitter, and Pinterest.

Next, figure out the one or two platforms that A) your audience uses, and B) you feel comfortable using.

It's important to start slowly. Don't try to carry a presence on all 5 if you're just getting started with social media marketing. This well-intentioned tactic will overwhelm you and, as a result, you won't be valuable on any platform. Remember that you can always add social platforms to your strategy more later.



02



## Create different posts for different days of the week

Mix up your social media posts so that your audience has something new to look forward to each day (if you post every day). Some platforms work better with daily posts (like Twitter and Facebook). For these platforms, choose different themes for each day, like "Q&A Friday" or "Customer Spotlight Tuesday."

## 03 Create a social media schedule

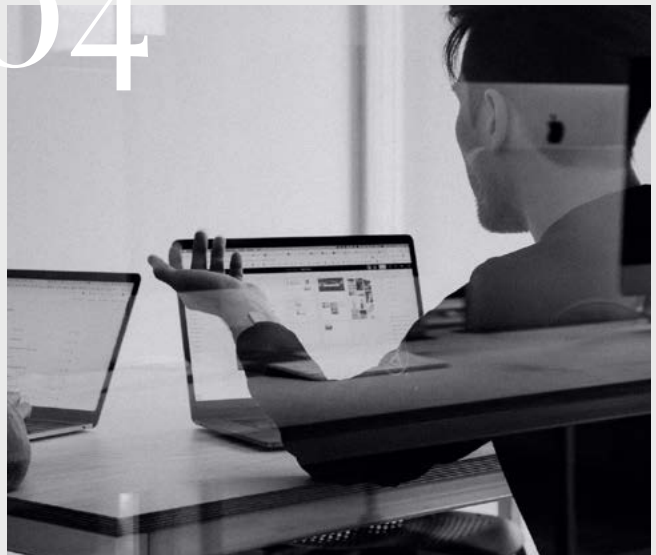
The good thing about social media is that you can schedule your posts ahead of time. No need to go live unless you're doing a live video.

Create a schedule that allows you to post consistently on social media. This reduces your burden to remember when to post every day or every other day. Be sure to post on social media whenever you have a new blog post to drive traffic back to your website (i.e., your owned property). Remember that you're only renting space on social media and, at any time, your page can be taken down, so it's important to push your followers back to your website and/or email list whenever you can.

04

## Pay for marketing

Mix up your social media posts so that your audience has something new to look forward to each day (if you post every day). Some platforms work better with daily posts (like Twitter and Facebook). For these platforms, choose different themes for each day, like "Q&A Friday" or "Customer Spotlight Tuesday."



### Summing It Up

Social media allows you to reach your target audience where they hang out. Because these platforms are crowded, it's difficult to compete organically. Pay for promotion to meet your marketing objections on social media.

## Lesson 05

# Email is Still King – How to Build an Effective Email Marketing Strategy from Scratch

Email is essential to any digital marketing strategy. Everything else is important, absolutely, but nothing trumps a solid email strategy. Let's discuss why.





## Why Focus on Email Marketing

As you've read so far, all of the strands of digital marketing weave together to create a cohesive strategy. SEO works together with content marketing. Content marketing works together with social media marketing. The final strand is email marketing, which can be considered a brand of content marketing. After all, email is content. But it deserves its own treatment because email marketing is complex. Don't worry. We'll make it easy to understand.

Here's why email marketing is important:

A first-time visitor lands on your page via a Google search. They're satisfied with your long-form content. Maybe they've even looked at other pages on your blog thanks to the internal links nestled in your content. Now what?

They leave.

And statistics say that they'll never return again. That's pretty sad.

This doesn't have to be your story. You can use email marketing to stay in touch.

But what about bookmarks? Why focus on email when there's a good chance that someone will bookmark your page because they like it.

Yes, visitors do bookmark pages. But think about all of the pages that you have bookmarked currently. How often do you visit every bookmark (not just the top-level ones on your bookmark bar)? Probably not often. The last thing you want is to be bookmarked and never visited again.

Instead, you can invite your first-time visitor to sign up for your email list. This way, you can continue to deliver value to them and build a relationship with them via email. The more they see you, the more top of mind you'll be when they need your product or service.

Here are a few more reasons to develop an email marketing strategy:



### Email is cheap.

Email marketing tools range from \$0 and up.



### Email is easy to scale.

You can write one message and reach one person or 1,000 with that same message.



### Email is readily accessible.

Everyone with Internet access has an email address and knows how to use it.

## Lesson 05

# Email is Still King - How to Build an Effective Email Marketing Strategy from Scratch



## How to Build an Email List

Building an email list takes effort. While you could ask people to sign up for your email list, they probably won't. No one wants to clutter their inbox with random newsletters.

Instead of simply asking them to sign up, give them an immediate incentive. The best way is by offering lead magnets, which are digital resources that your audience needs and wants to have. Examples of lead magnets are ebooks (like this one), checklists, workbooks, planners, swipe files, mini-courses, white papers, and more.

Think about some pain that your audience wants to solve and then create a free (but valuable) resource that will help them. Then, offer your resource in exchange for their subscription to your email list.

## How to Nurture Leads Through Email

Once you have subscribers on your email list, it's time to nurture them. Here are a few best practices to keep in mind:

### Focus on the three main types of emails

The three main types of emails are:



### Promotional

- Newsletters
- Sales promos
- Product announcements
- Event invites, etc.



### Trust-building

- New blog post
- How-tos
- Surveys
- Check-ins, etc.



### Transactional

- Cart abandonment
- Welcome to the list
- Password resets, etc.

Send a mix of these emails so that you're not always stuck in promotional mode. That will tire your subscribers and maybe lead them to unsubscribe.

## Segment your list

If you have different customer types, don't try to send the same trust-building email to everyone on your list. Sending irrelevant emails is not valuable and will lead to un-opened emails and even unsubscribers (both of which hurt your deliverability rate).

Segment your list into different groups so that you send the most relevant emails possible. You may need to create slightly altered emails based on your audience's needs. Possible segments are age, behaviour, customer persona, buying history, and stage in the funnel.

## Be mindful of your word count

As a rule, long emails are not welcomed. The top-performing emails are between 50 to 100 words. That's approximately two paragraphs' worth of content.

Your goal should be to drive people out of their inbox and onto your owned property (i.e., your website). Engage quickly, spark their curiosity, and then call them to action at the end of your email.

## Other ways to win at email marketing:

- ✓ Send from a recognisable sender name (i.e., John @ Your Company).
- ✓ Personalise the subject line with the subscriber's first name to get their attention. (But don't always do this. Remember to mix up your approach for best results.)
- ✓ Send your emails on a consistent schedule (like once a week).
- ✓ Add a call to action to every email.
- ✓ A/B test every part of your emails, including subject line, call to action, time sent, etc.
- ✓ Be sure that your emails look good on mobile devices because most people open emails on their phones.



## Summing It Up

Email marketing isn't dead. It's an essential part of any digital marketing strategy. Send consistent emails to nurture your subscribers and turn them into customers and/or loyal advocates for your brand.



## Lesson 06

# How Boss Agency can Help You Create an Integrated Marketing Strategy for Your Business

Let's face it. Creating a digital marketing strategy from scratch can be overwhelming. While digital marketing is better than traditional marketing on every level, there's still a learning curve. If you're accustomed to traditional marketing, you'll need to adopt a brand-new mindset.

We can help.

Boss Agency will help you develop a comprehensive brand strategy that can guide your future decisions and set you up for long-term success.

We'll help to clarify your brand's direction and identify your position in your market. Together with you, we'll devise competitive marketing strategies that will build brand loyalty and trust.

We've worked with many brands and helped them figure out how to reach their target audience. Lean on our experience and knowledge as we craft a smart digital marketing strategy.



## Book a consultation now.



We use innovative marketing tactics to reach your target audience. And, as a full-service integrated agency, we provide a complete marketing strategy, from branding to lead generation to customer retention, and more.

[Book a consultation now.](#)



## Lesson 07

# Still not sure about Boss Agency? This may ease your mind:

Here are answers to our most frequently asked questions:

### When does my business need marketing?

All. The. Time.

Effective small business marketing is a process that should be constantly and consistently happening in your business, making your business more visible to those looking for your products and services.

Here are the benefits of continuous marketing:

- ✓ You build awareness and brand differentiation for your business by being visible to your prospects and clients.
- ✓ You establish a solid reputation for your business by marketing your expertise through articles and blogging.
- ✓ You distinguish your business from the "competition" by staying visible and promoting your expertise.
- ✓ You can evaluate your marketing efforts by the results you are seeing in your business. If they work, keep doing them; if they don't work, try something else.

Marketing takes time to see results. The key is to put a marketing effort in motion and let it run, evaluating the outcome and tweaking the campaign when necessary. If you don't feel you can do it yourself, find a reputable marketing agency to help. An investment in marketing your business can be small but the payoff can be substantial.

## Why do I need a marketing plan?

Without a written marketing plan, your business is making decisions on the run. This results in disjointed marketing efforts, wasting time and resources on activities that may or may not work for your business. When your plan is written down, you become more focused. Committing your goals, strategies, and activities to a written document is the only way to avoid losing sight of what you want to achieve.

## Why do I need a blog for my business?

Not all businesses will be able to support a blog, but businesses that do blog get more traffic to their website than those that don't. A quality blog helps convert that traffic into leads and helps establish your business as an authority in your industry.

Every time you publish a blog post, you increase your web presence by another page which creates one more opportunity for your business to show up in search engines and drive traffic to your website in organic searches.

## Why do I need to do SEO on my website?

Optimising your website is the process of ensuring your web pages can be found when someone is searching by using the most relevant keyword phrases for your business. Taking the time to optimise each page and post on your website can have a huge impact on your organic traffic.

Getting your website organically ranking high in search engines is one of the most important aspects of your marketing plan. Traffic that comes from organic search engine results is extremely cost-effective and provides a high return on investment (ROI) if that traffic converts into paying clients.

When you're looking at your site content, make sure it is:

### 01 Relevant

Update it regularly, and use the same words people are searching to find your product or service.

### 02 Easy to read

Don't use images as headlines, and make sure description tags for pictures or videos are accurate.

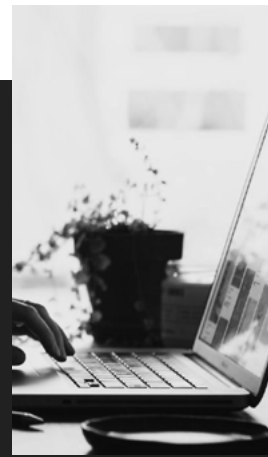
### 03 Credible

If another site links to yours, that's a vote in your site's favour. So if other people have recognised this expertise by linking back, that will help.



## Lesson 07

### Still not sure about Boss Agency? This may ease your mind:



## What is the difference between business and marketing goals?

Your business goals can address many different elements in your business such as revenue, sales, customer service, operational efficiency, or human capital. Marketing goals will normally support the revenue and sales business goals. Some may be accomplished in a shorter period of time. Others may take longer to get to your desired outcome.

Marketing goals should address areas such as how to:

- ✓ Drive more business for your products and services.
- ✓ Generate better-quality inbound leads that turn into customers.
- ✓ Increase your brand awareness.
- ✓ Get more repeat clients.
- ✓ Develop a quality brand reputation.

Once you've set your marketing goals you can now define the strategies, projects, and tasks needed to accomplish those goals.



## What type of content should my business be posting on social media?

Posting and listening needs to be happening daily and can come from a variety of sources:

Finally, become part of industry groups where your target market is active and participate helpfully in discussions.

### 01 Your own work

seed your current blog, your old blog, videos, infographics, ebooks, and any other in-house content that would be interesting to your target audience.

### 02 Curating Content

become your own publisher and get busy publishing other people's work. Find interesting stuff that would benefit your target audience. Again, use the old parameters 'Engage, entertain, or educate'. Just make sure you stay within the bounds of your brand.

### 03 Share other people's content

connect up with people and companies relevant to your industry. When you see content that is relevant to your target audience pop up, share and re-tweet away.

### 04 Event-based photos

pepper your curated content and own work with photos of things going on in the office or events that you have attended.

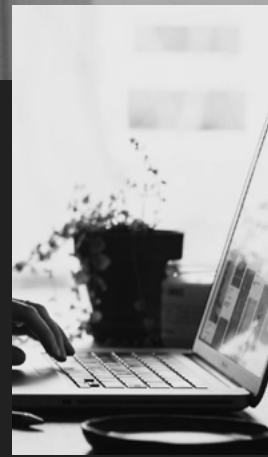
Finally, become part of industry groups where your target market is active and participate helpfully in discussions.

## What is lead nurturing?

Lead nurturing is the process of marketing to prospective customers who are not ready to buy. When they are ready, your company is in the front of their minds as experts on a problem they need to solve. Lead nurturing places you in the decision process when they are ready to buy. If you want to generate more leads that close at a higher rate, you should be regularly publishing content that your audience will love. A regularly updated blog isn't just great for SEO, it forces you to create articles that can be sent out in a regular newsletter or even repurposed into other forms of content.

## Lesson 07

### Still not sure about Boss Agency? This may ease your mind:



### Will e-commerce reduce the need for personal service?

If anything, e-commerce provides an unlimited geographical area enabling you to access anyone anywhere with just a few mouse clicks. Your e-commerce website can run all the time, which allows clients to reach you quickly. Also, you can provide as much information as you want on the site to inform your client/customer of your services/products. You can even have your website remember customer preferences and shopping lists to facilitate repeat purchases.



If you understand the value of a customer's repeat visits and purchases, you can improve their experiences and convert them at a higher rate. In other words, solutions that automatically capture your customer behavioural data will quickly help you gather the information you need to make a difference for your bottom line.

Here are some ways of optimising customer interaction on your e-commerce site that will keep track of your customer journeys and the experiences they have.

- ✓ Set up calls to action (CTA) like a modal popup on your blog that prompts visitors to subscribe, as well as a separate "subscribe here" sidebar.
- ✓ Look at building extensive content portals specific for mobiles to ensure cross-platform visits by customers are properly covered.
- ✓ Personalise responses online rather than using a computer-generated message.





## What are the characteristics of a good website for a company?

While a good-looking website will appeal to visitors, it is even more important to build a user-friendly site with easy-to-find information.

The following tips will ensure that your website provides a seamless experience for visitors.

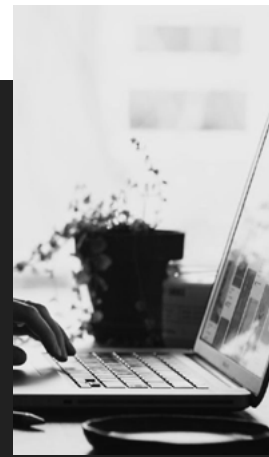
- 01** Well-planned website sections and categories with properly formatted content make it easier for users to find information.
- 02** Websites that load within 4 to 6 seconds. Not only will it help your search engine ranking, but it will also keep your visitors from navigating to another site out of frustration.
- 03** Compatibility across all major browsers shows a professionally designed website.
- 04** Contrasting background and text makes your content more legible.
- 05** Optimised for both mobile and desktop devices. More and more people are using their phones to access the internet.
- 06** Ease of navigation.
- 07** Easy interaction for the user, such as using fillable forms.

## What can my company do to improve its marketing effectiveness?

- 01** Make sure your brand accurately reflects who you are, what you want to be, and that it is consistently communicated to customers.
- 02** Target your best customer segments through an integrated campaign across different media, including social media and other online tactics.
- 03** Gather real-time data to specifically target your brand and marketing messages. The more you test and measure, the more you'll know where to invest for the greatest return.
- 04** Use reputable marketing services that provide you with easy-to-understand tangible solutions.

## Lesson 07

### Still not sure about Boss Agency? This may ease your mind:



#### How can I assess whether a marketing plan is a good one?

Simply through analysing data and measuring that against your business goals. The number of unique visitors, engagement, conversions and/or sales are useful metrics to gauge the effectiveness of your marketing plan.

#### Will the Internet help my company strengthen its brand image?

Technology can certainly increase your chances of getting your brand noticed. The most important thing is to build your brand around the customer's convenience. So, content is key. Content should take the consumer on a path or touchpoints that lead to reaching a sale.

If your website is designed strategically, you will have a platform where your message is always visible and is capable of generating leads. In other words, you must use inbound marketing tactics that allow the customers to find you when they need you.

#### What marketing strategies work best in today's marketplace?

In today's automated world, the human touch still counts for a great deal when marketing your brand. Once you know your target audience, you can then best decide from a myriad of strategies that would help you best connect.

Some of the strategies that are known to be effective are:

- ✓ Gain a new audience by collaborating with influencers.
- ✓ Provide solutions-based content to make customers' lives easier.
- ✓ Involve employees through activities or events that will get them sharing videos and photos with friends and family.
- ✓ Initiate a forum to get customers sharing their thoughts with the company and each other.



## Will an integrated marketing plan help me to gain a marketing edge?

Integrated marketing allows businesses to deliver a consistent message across every platform to provide a seamless user-centered experience. With so much noise in the marketplace, it is more important than ever to take a holistic approach.

Engaging a marketing expert can help you develop a plan that will reinforce your message in both traditional and non-traditional marketing channels. It is a way of building trust with your intended audience, while at the same time, making everything more efficient and saving you money.

## How long does it take before I'll start seeing results from social media strategy?

While it is difficult to quantify exactly, you should begin to see results within 6 months of starting your content marketing campaigns. If you have a good strategy, you will see results faster. Of course, it depends on the results you want. Social media marketing is great for brand building, visibility, and creating awareness, but if you're looking to see results in terms of conversions, this could take longer. Don't be afraid to experiment, but remember to keep tracking the ROI.

## How do you measure marketing performance?

All the content you generate needs to have a measurable ROI. Ideally, marketing performance measurement should be based on the company's goals.

Key metrics need data insights that can truly influence strategy. That data can be gleaned from customer engagement, website traffic, thought leadership, repeat clients, customer loyalty, lead nurturing, brand awareness and sales.

It is important that marketing performance measurements are closely monitored, so you can continue to improve your marketing strategy or put your efforts into new methods of marketing.

## Lesson 07

### Still not sure about Boss Agency? This may ease your mind:



#### What are the most obvious signs that you need to do something about your marketing?

Apart from sales decreasing and losing leads, there are some tell-tale signs that your marketing strategy is not working.

Your website is the first place to look. Does it provide clear, concise, and immediate information? Is it optimised for your mobile phone? Does it load quickly? Is the content easy to read? Is it compatible across all major browsers? Is it easy to navigate? Does it engage with users? Test it out yourself and be honest with how you answer.

Social media can be another indicator of a struggling business. You need to be committed, consistent, and engaging. If you can see that no one has commented or shared a post, you need to go back to the drawing board. A routine "audit" will soon show who is seeing you online and whether they are likely to buy your product or use your services. If you haven't identified your target audience, you won't be able to sell your product or services.

#### What new tools are available to marketers?

There are thousands of marketing tools available and selecting the right ones for your needs can be overwhelming. We've chosen some of the best that are tried and true.

- |  |  |   |
|--|--|---|
| 1. <b>Google Analytics</b><br>(Analytics & Tracking) | 7. <b>MailChimp</b> (Email Marketing)            | 13. <b>Buffer</b> (Social Media Management)     |
| 2. <b>Rebrandly</b> (Online Branding)                | 8. <b>HubSpot</b> (Marketing Automation & CRM)   | 14. <b>Typeform</b> (Survey Tool)               |
| 3. <b>ActiveCampaign</b><br>(Email Marketing)        | 9. <b>Calendly</b><br>(Scheduling Software)      | 15. <b>Drip</b> (Email Marketing)               |
| 4. <b>Intercom</b> (Customer Success & Support)      | 10. <b>Facebook Ads</b><br>(Paid Advertising)    | 16. <b>Moz</b><br>(Search Engine Optimisation)  |
| 5. <b>Canva</b> (Design, Images & Video)             | 11. <b>1Password</b> (Productivity)              | 17. <b>SEMRush</b><br>(Search Engine Marketing) |
| 6. <b>Shopify</b> (eCommerce)                        | 12. <b>Google Keyword Planner</b><br>(SEO Tools) |   |

# Why is innovation in marketing important?

If you want your business to grow, you need to innovate.

Innovation marketing identifies future and new market opportunities and researches customer needs. It plays a role in all phases of the innovation process by ensuring new products and services are geared to the market and customers, and most importantly, to increase revenue opportunities.

## Is email marketing still effective?

The most valuable tool in your social marketing toolbox is your list of customers' email addresses. Just think about it: there are roughly 3.8 million people using email today and they aren't ruled by algorithms.

Emails are personal and if you use a simple tool like Mailchimp, you can create beautiful email campaigns that allow you to control your marketing and sales message. Also, tools like that tell you exactly who is opening your emails, what they do with them, and what they do if they then visit your website.

## How important are keywords in content marketing?

Content needs to be useful and needs to solve a problem. Hence, keywords are used to reach people who are searching for answers. Once you know what keywords are trending or are popular, you'll be able to produce content that is useful to the reader.

All content marketing depends on keyword-enriched content to generate traffic and high search engine rankings. The most appropriate places for using keywords are the header tags, tags, meta descriptions, alt tags, URLs, ads, content, content headlines, and page titles. However, it is important to use keywords as a guide only and not to bog down your content with them. One mention or two is more than enough.



Ready to build a brand that you love?

Boss Agency can help you develop your brand and content marketing strategy from scratch. Let's partner together to create an awesome future for your business.

Set up a consultation  
call now.