

Digital Marketing 101

Making the Most of Your Budget

Downtown Tempe Authority & Lucid Agency



About Me



- Account Coordinator @ Lucid Agency in Tempe.
- I was born in Phoenix and have lived here for most of my life.
- Graduated from Arizona State University with a degree in Business Communications.
- Married my high school sweetheart earlier this year.

About Lucid Agency



- Lucid Agency was founded in 2006 with a mission to deliver the absolute highest quality digital marketing and technology solutions to forward-thinking, results-driven organizations.
- We are located on 5th street (just off of Mill Avenue) in Tempe Arizona. Our staff is comprised of strategists, content production, design and engineering, project management, business analysis and digital marketers.
- We are a Google “top performance agency” in North America. Access to beta programs, dedicated account team at Google.
- We have an A+ rating, with no complaints, at the Better Business Bureau.

What is Digital Marketing?

Pay Per Click

Search Engine Optimization

Retargeting

Display

Social Media

Email Marketing

1. Communicating with the appropriate target audiences online in a meaningful way.
2. An umbrella term for the targeted, measurable and interactive marketing of products and services using digital technologies to reach users and convert them into customers or clients.
3. The promotion of products, brands and services via one or more forms of online advertising.
4. A broad term that refers to various and different promotional techniques deployed to reach users via digital technologies.

Why should I care about digital marketing?

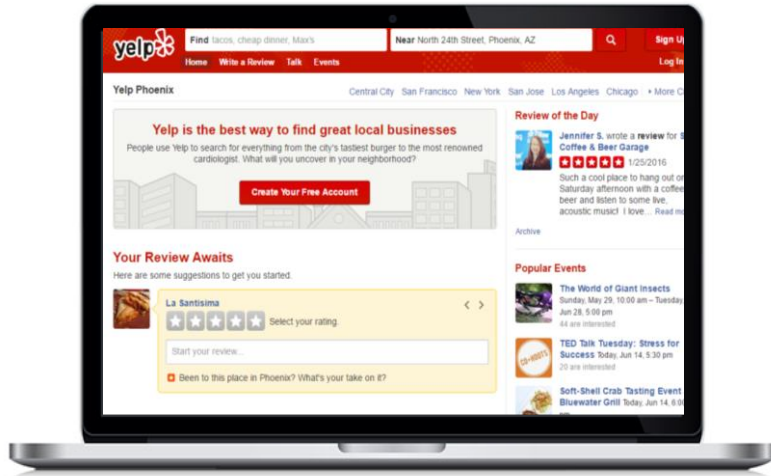
“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.”

Scott Cook

Co-founder of Intuit

Be where your customers are.

(hint: they are online)



- We spend A LOT of time online. The average adult in the US spends close to 6 hours a day online between a desktop/laptop, mobile device, tablets and other connected things.
- According to [PWC 2016 Retail Survey](#):
 - 54% of consumers buy products online weekly or monthly.
 - 67% of consumers say that either reading or writing social media reviews and comments influences their online shopping behavior.
- Fun fact: 66% of the population suffers from Nomophobia (the fear of being without mobile device, power source or service area).

Digital marketing doesn't have to be expensive, time consuming, or hard.

When it is done right, you will be more connected with your customers and it will better your business.

Let's get started.

Define your marketing objective

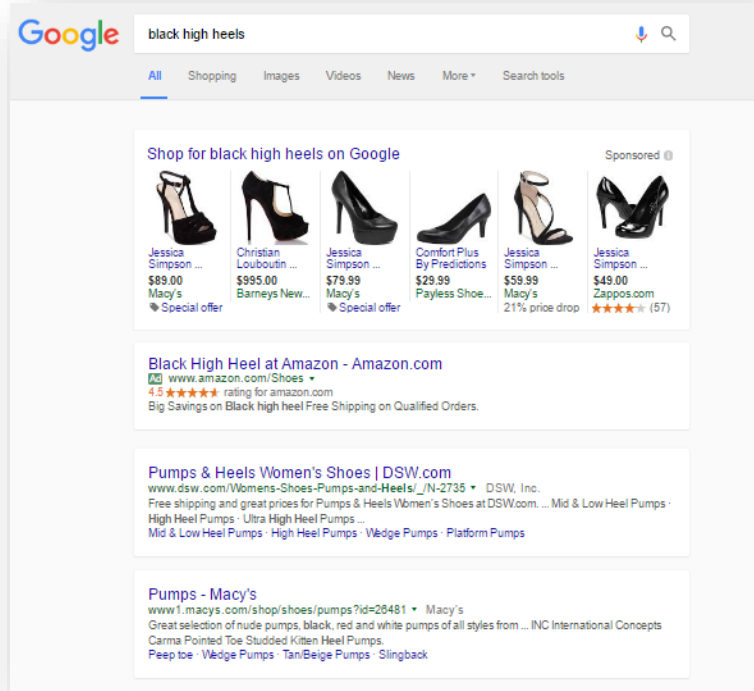
- I want to get customers in the door.
- I want to sell more product online.
- I want people to follow my business on social media.
- I want more people to know that my business exists.

Great! How do I do that?

You have a few options.

Search Engine Optimization

Best for: bringing free, relevant traffic to your website



- “Organic” listings are free and are populated based on relevance to the search term or phrase that is used.
- Google, Bing and other search engines use a number of different ranking factors to determine what results are most relevant and which sites will provide the best user experience.
- Digital marketers and SEO experts can manipulate websites to optimize various elements to rank higher for certain keywords and phrases.

Pay-Per Click (PPC)



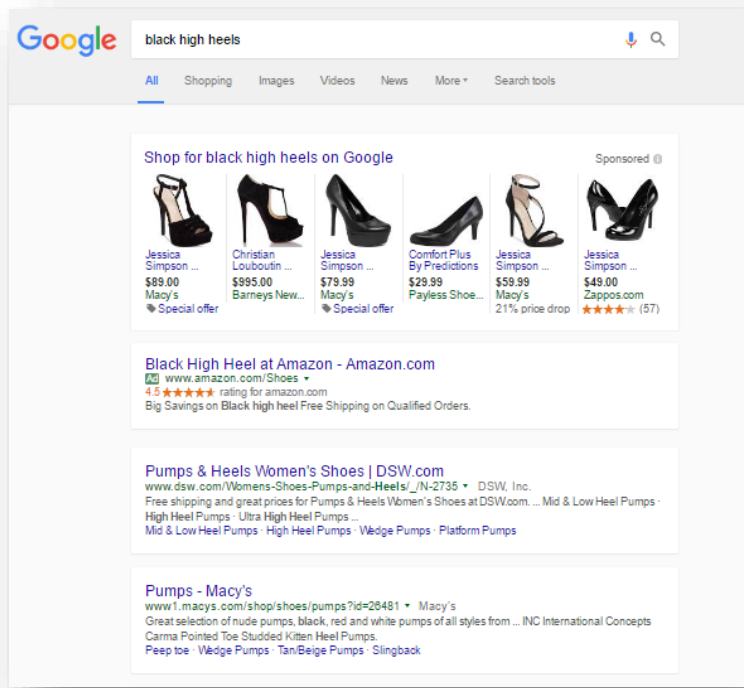
Google AdWords

YAHOO! | bing

NETWORK

Pay-Per Click (PPC)

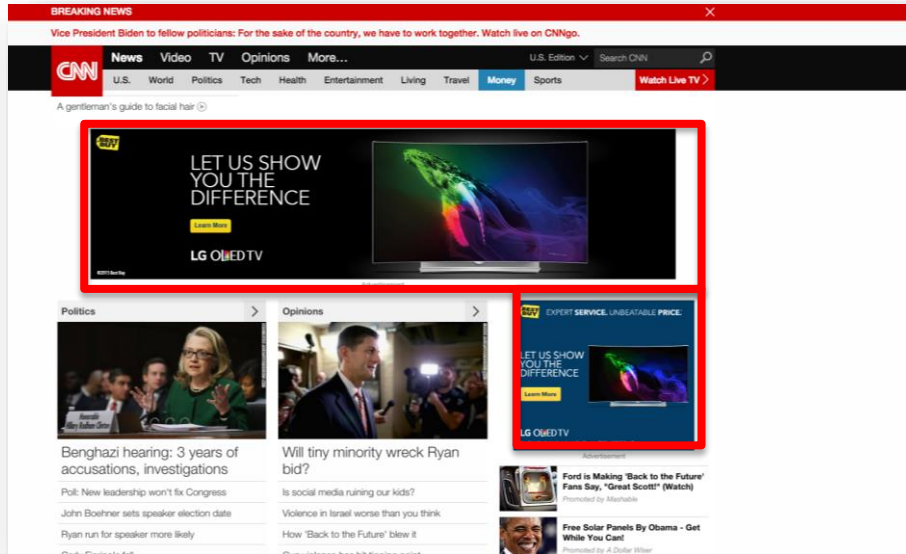
Best for: driving online sales, lead generation, website traffic



- Paid listings use a “pay-per-click” system where the advertiser pays for each click on their ad.
- Advertisers bid on search terms (keywords) users are likely to use to find their business/organization/product.
- Ad Rank determines your ad position – where your ad shows on the page in relation to other ads – and whether your ads are eligible to show at all.

Display Advertising

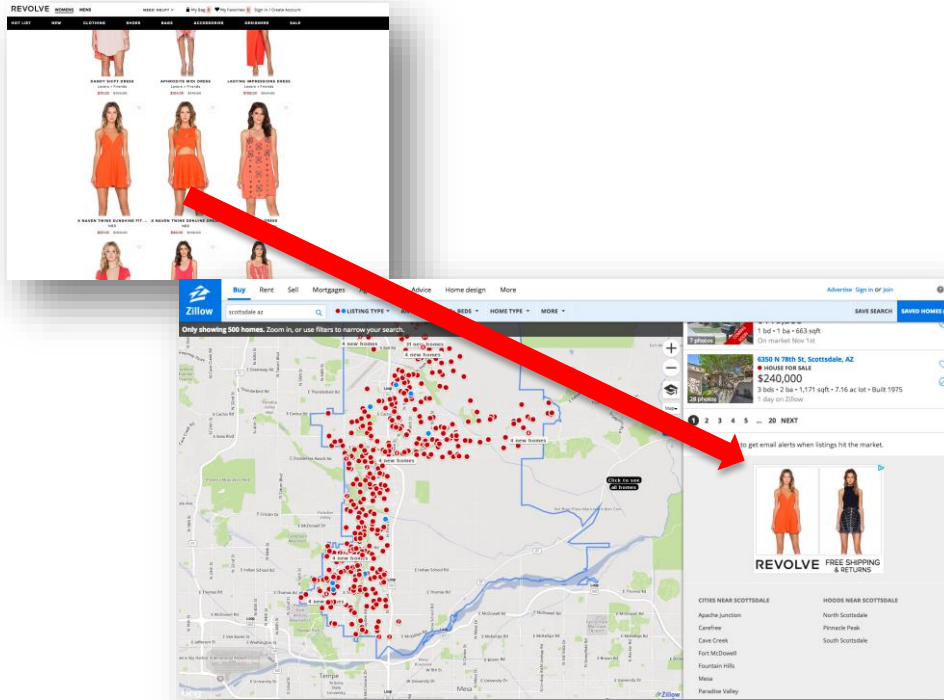
Best for: brand awareness, increasing website traffic



- Display ads appear next to content on various websites in text, image or video format.
- Display campaigns can be set up to target audiences in a variety of ways:
 - ✓ Geography
 - ✓ Specific websites (placements)
 - ✓ Time of day/day of week
 - ✓ Topics
 - ✓ Interest groups (based on previous browsing behavior)

Retargeting

Best for: showing ads to users who have previously visited your website.



- Retargeting is a way to re-engage users who have previously been to your website.
- By adding a snippet of code to your website, you can create a list of users who have previously visited your website. This list allows advertisers to then show ads to this group of users as they visit other sites.
- Retargeting leverages a user's familiarity with your brand to encourage them to take a desired action on your website or landing page.
- It helps keep your brand top of mind when users are ready to take action.

Landing Pages

Examples:

Add value to your
Website's Traffic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec massa felis, pellentesque ac ante eget, gringilla tincidunt ecturs. Sed utricies tortor ut tortor accumsan semper.

**SIGN UP FOR
FREE CONSULTATION**

Name

Email

Phone Number

Company

SIGN UP NOW!

ORDER BY WED., JUNE 15TH 9:00AM PT

POTTERY BARN | BABY | KIDS | TEEN | DORM | Williams Sonoma | WS Home | west elm | Rejuvenation | Mark and Graham | Dig To

MY ACCOUNT TRACK YOUR ORDER

POTTERY BARN Search keyword or item # **CHECKOUT**

Free Design Services Tips & Ideas Registry Stores eCatalog Recommendations Outlet

NEW FURNITURE OUTDOOR **BEDDING** BATH RUGS & WINDOWS LIGHTING ORGANIZATION DECOR & PILLOWS TABLETOP GIFTS SALE

UP TO 25% OFF NATURAL FIBER RUGS | FREE SHIPPING ON YOUR ENTIRE ORDER* WITH CODE: FREESHIP | UP TO 50% OFF OUTDOOR FURNITURE

BEDDING

SHOP BY CATEGORY
All Bedding
Duvet Covers & Shams
Quilts
Comforters
Sheet Sets
Blankets & Throws
Decorative Pillows
Bed Skirts & Daybed Covers

BEDDING BASICS
Pillows
Duvet Inserts
Mattress Pads & Toppers
Mattresses

SHOP BY COLOR
White
Blue
Gray
Neutral
Multi

FEATURED
New Bedding
Pauline Boyd
The Eco Shop

SALE
40% Off Or More
Bedding Sale
Clearance

ECO-FRIENDLY BEDDING
Durable, breathable & soft linens crafted with organic fibers.

ORGANIC DUVETS STARTING AT \$99

SIGN UP, THEN SAVE!
15% off
YOUR NEXT ONLINE ORDER*

Enter your email address **SUBMIT**

*Excludes upholstered furniture.
Offer applies to new email subscribers only.
Enter your email address before closing this window.
The offer code will be via email.

Social Media

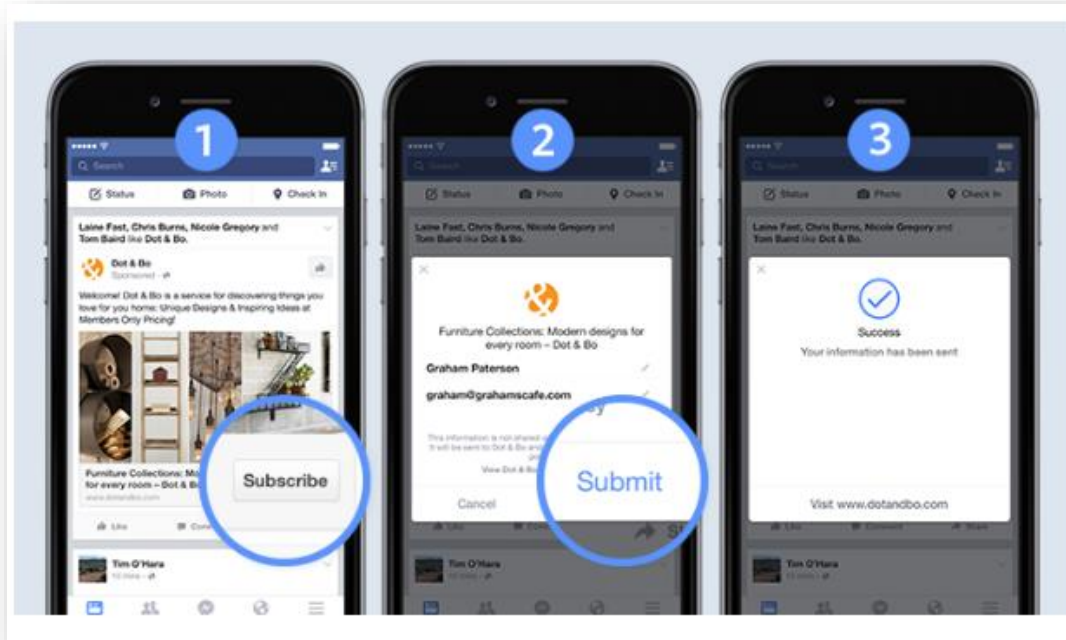
Best for: interacting with your audience in real-time.



- Connect with your audience instantly, visually and on an individual basis.
- Social media is extremely valuable for small business because it is free, easy to use, and gives you access to a large audience.
- Display and retargeting advertising available through these platforms.
- Target your audience based on location, industry, job title, etc.

Facebook

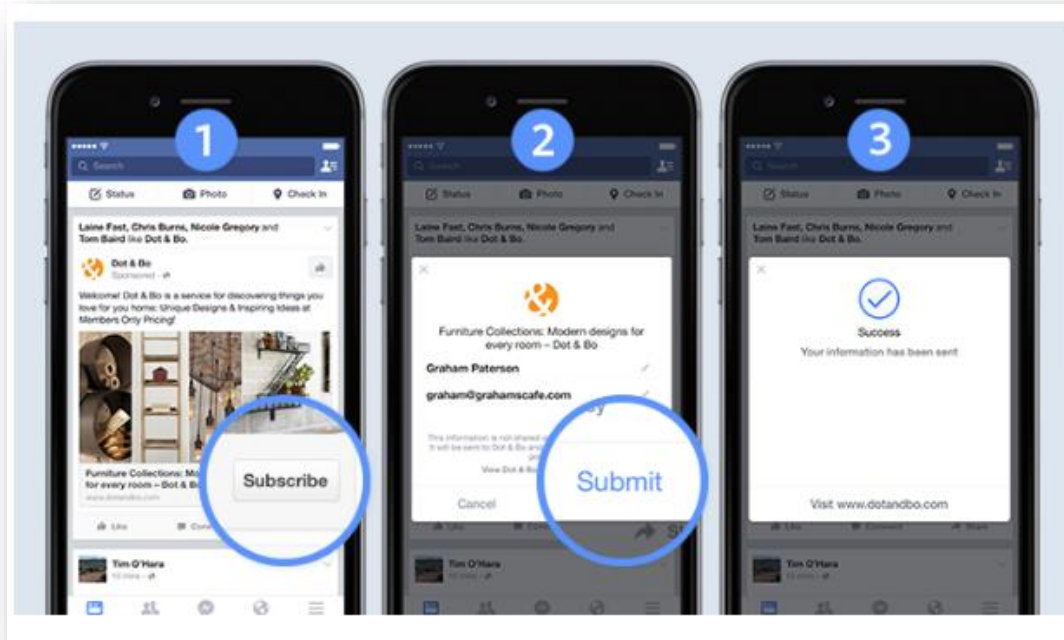
Capture user's lead information without interrupting their user experience.



- Lead ads make the signup process easier by automatically populating contact information that people have given Facebook, like email addresses.

Facebook

Capture user's lead information without interrupting their user experience.



Facebook targeting options:

- Location
- Demographics
- Interests
- Behaviors
- Connections
- Custom Audience*
- Lookalike Audience
- Etc.

Where should I start?

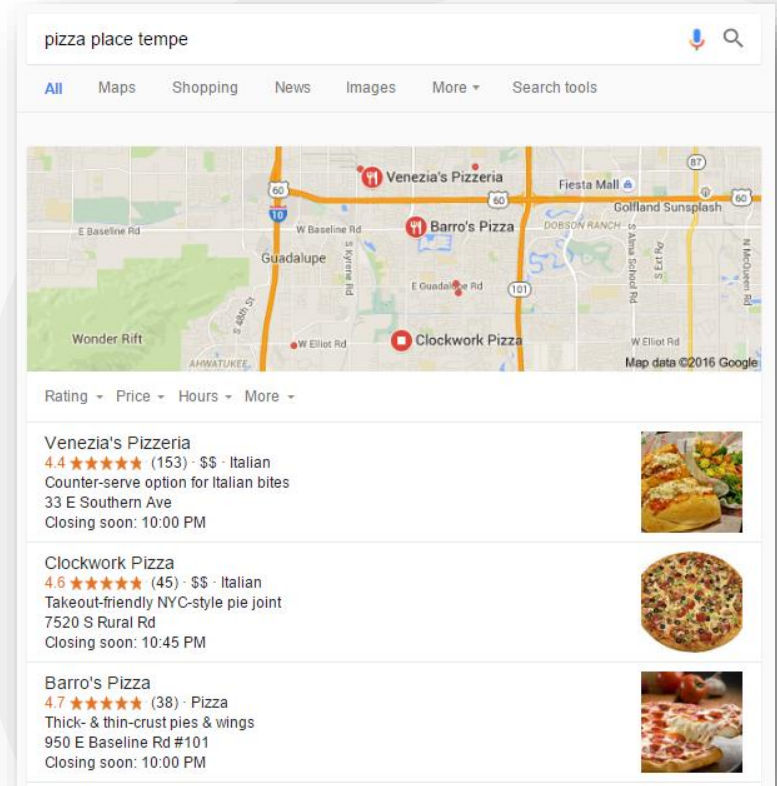
Glad you asked.

Always come back to your objective.

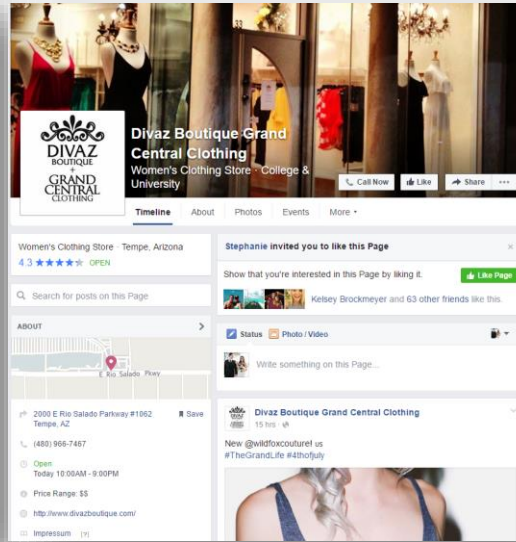
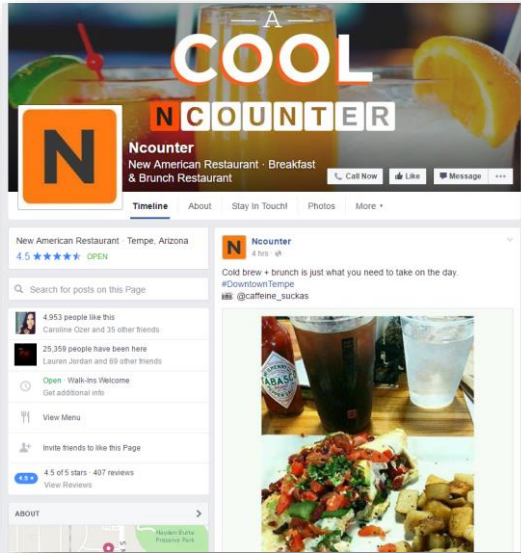
- I want to get customers in the door.
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Google My Business

- Google is becoming more than a search engine – it has evolved into a directory and review aggregator for local businesses.
- Submitting your business' information (hours, location, prices, etc.) is completely free and helps your customers find you at any point in the purchasing cycle.
- By submitting your information, Google will be more likely pull your business information when it is relevant to a user's search.

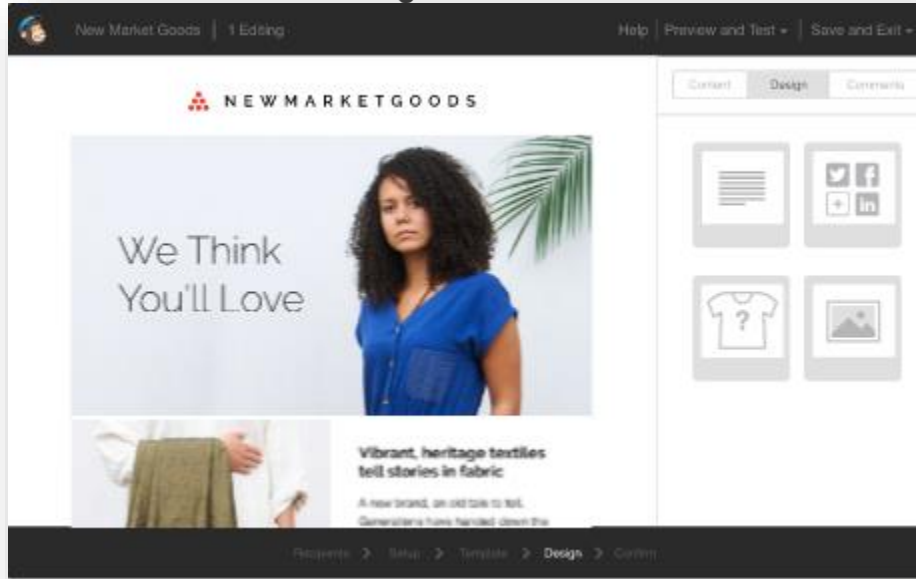


Social Media – it's important



Email Campaigns

MailChimp



- Take advantage of the emails or contacts you have collected to send strategic, purposeful emails to your those interested in your business.
- Emails can keep current customers engaged and up to date on your business.
- An effective email campaign is simple to implement and can have a big impact.

RA Sushi Bar Restaurant

THE HOOK UP

LOCATIONS MENU RESERVATIONS



LIGHTEN UP, IT'S SUMMER!

SEASONAL MENU ITEMS AVAILABLE THROUGH SEPTEMBER

Cool down this summer with our new seasonal selections at RA. The perfect summer treat, the **Watermelon Shrimp Roll** paired with the **Watermelon Blueberry Martini** makes a great seasonal dynamic duo. Other specials include:

- Wasabi Edamame
- Chicken Katsu Tacos
- Samurai Sampler
- Shanghai Sling
- Ninja Punch

So many options, so little time!

SHARE:  

[LEARN MORE](#)

Easy conversion point

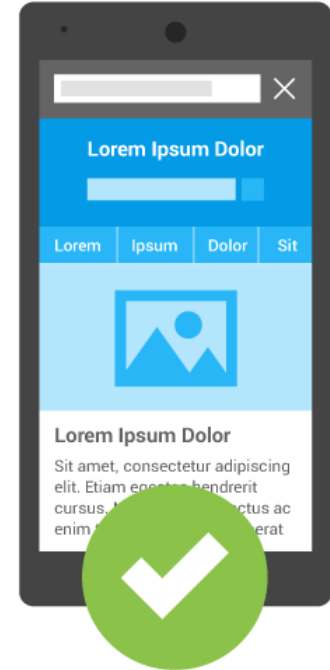
Enticing images

Links to social channels

Large call to action button

Mobile Optimization

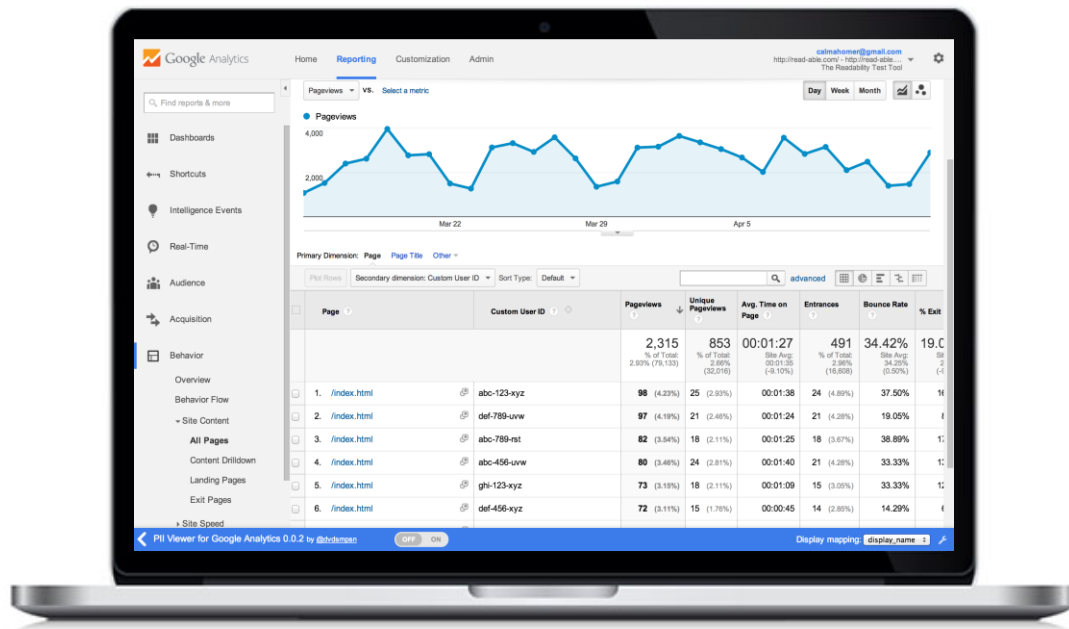
- Making sure your website is optimized and responsive to mobile and tablet devices is extremely important for user experience and your overall SEO health.
- If your website is not easy to navigate on mobile, it is unlikely to rank on Google's search engine result pages.
- The goal is to make it easy for users to take action on your website – regardless of what device they are using.
- Not sure if your website is mobile-friendly? Google makes it easy to find out with their [Mobile Friendly Test Tool](#).



Setup Google Analytics

It's easy – and you will thank me later.

- Google Analytics is a free tool that helps you collect and analyze your website data.
 - Who is your audience?
 - How your audience reached your website?
 - How long did they stay?
 - What pages did they visit?
 - Has my website traffic grown?
 - Why do users leave my website?
- Interested in learning all about Google Analytics? Google offers a [free course](#).



Recommendations:

- Setup a [Google My Business](#) profile.
- Be active on social media. Try creating your own posts using [Canva](#).
- If you have the budget, launch [Facebook lead ads](#) to gather an email list.
- Setup an email campaign through [MailChimp](#).
- Optimize your website for [mobile](#).
- Setup [Google Analytics](#).

Thank you!

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