

The Business Owner's Guide to Digital Marketing

An eBook by New Moon Strategy



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Overview

Thank you for downloading our eBook, *The Business Owner's Guide to Digital Marketing*.

The New Moon Strategy team came together to combine our experience in large marketing firms with the goal of making these services more reasonably suited to small businesses, rather than the big name clients that we were accustomed to working with.

In working toward this goal, we soon discovered that many business owners want a better understanding of digital marketing services. They want to learn more about some of the more complex digital marketing practices and how these services impact their business. This is why we decided to write an eBook to give business owners a stronger grasp of these concepts.

Introduction

Every business today needs an online presence. With the world's information at our fingertips, customers are now making more informed purchasing decisions than ever before.

What does this mean for your business?

It means that customers will look up your business information, read reviews about your product or service, view a photo gallery, or even scope out the parking situation at your location to know what to expect.

Unfortunately, it's not enough anymore to just make a website and call it a day. Your website needs to be built to the latest usability practices so it's easy for customers to use. A business website also needs to be responsive, so that it displays properly whether the visitor is on a mobile phone, a tablet, or a desktop computer.

In addition to a website, you'll need a search engine optimization strategy so your website ranks well on search engines and consistently receives engaged traffic. You can further increase this traffic with Pay-Per-Click (PPC) campaigns. Then you'll need to drive engagement and raise awareness and brand recognition with social media marketing. To complete your digital presence, you'll need to implement email marketing campaigns so you can personally contact your following at the drop of a hat.

The Business Owner's Guide to Digital Marketing eBook expands on all of these digital marketing solutions. All of these services combined together can create a complete "digital ecosystem" for your business. The New Moon Strategy team hopes to help you develop a stronger understanding of how these practices can help your business grow.

Marketing Strategy & Planning

Whether you're creating a new business or started your business years ago, marketing is a crucial piece of your business plan. So much planning goes into running your business every day, but do you have a plan in place for marketing that business? There is always opportunity to bring in more business with new customers, and to continue to make sure your past customers come back for more.

In today's online world, digital marketing provides so many options to reach your potential customers. Everyone is online, which means your business should be too. How should you decide what kind of digital marketing is right for your business? The first step is understanding your target audience. If you have a new business, who are your potential and ideal customers? If you have an existing business, who are your current customers, and how can you reach them online? Not all digital marketing options will be right for every business, so it is important to find the best marketing tactics to accomplish your goals.

Three common mistakes that business owners make when creating a marketing strategy:

1. **Marketing Goals** - Use S.M.A.R.T. goals (specific, measurable, attainable, relevant, time-based). If you haven't set goals, what are you working towards?
2. **Budget** - There will be an initial setup cost for getting your marketing started, but you will need to dedicate a monthly budget to your business's marketing to ensure that you are consistently reaching your target customers. Many business owners don't commit to a specific budget, which creates inconsistent results and can cause business to fluctuate more dramatically.
3. **Reporting** - All marketing efforts must be monitored and tracked. The only way to know if something is working is if you have the data. It's common for business owners to invest hundreds, even thousands into campaigns with no way of tracking the effectiveness of those campaigns. How can you know what's driving results if you don't have any data?

Branding

All businesses should have an identity and personality, also known as a brand. Your brand should include a name and a logo that will make sense to someone who has never come across your business before. Does your logo and brand speak to the product or service you are offering, and does it speak to your potential customers? Does it portray your business the way you want it to be viewed?

There are many other components that make up a brand, and it is important that your business stays consistent with your brand both online and offline. A brand includes your name and logo, as well as colors, fonts, and overall tone. You may also choose to have a memorable slogan or tagline that speaks to who you are as a company. The most popular brands out there are so easily recognizable because they have made sure their brand stands out and is consistent in everything they do.

If you have a storefront, your logo, store sign, and decor will define your brand. Your online presence should match this and be consistent on your website, social media, emails, etc. This means utilizing the same fonts, color schemes, and tones anywhere you have a digital presence. This brand consistency dramatically impacts brand recognition.

Responsive Website

Every business needs to have a website. Websites have evolved so much in recent years, and it is the first place people are going to try to find you - so make sure that they can!

As we mentioned before, your website should be an extension of your brand. It should answer all of the questions your potential customer has about your product or service, and it should do so in an easy-to-read and view, responsive website. A responsive website means that it is a consistent experience on a desktop computer and laptop, and the website also responds to different screen sizes so as to make sure that it looks good and functions well on smaller devices such as tablets and phones too.

Your website should be built with usability best practices in mind. The website should run fast and be optimized for performance, it should be easy to navigate and read, and it should provide your potential customers with a clear path to conversion. Always ask yourself, “what do I want to get out of their visit?” Is your conversion goal a phone call, a form submission, a sign-up to your newsletter, or a product purchase? Your website should be carefully crafted to make this conversion as easy as possible for the visitor.

There are many options to design your website so that it matches your brand and continues to help your customers recognize who you are. Your website might be the first impression someone gets of you - so make sure that it stands out and is easy to use, otherwise they will leave quickly and find a competitor who can offer the experience that you couldn't.

Search Engine Optimization (SEO)

Getting found on the internet all starts with SEO. SEO is the process by which one optimizes their website, social media, videos, images, and content to be displayed on search engines such as Google and Bing. The goal or intent of SEO is to rank as high on the search engine results pages (SERPs) as possible when your customer types in search terms related to your business. By ranking at the top of search results for keywords relevant to your business, your brand can get what's called "organic" exposure.

Not only should every business have an SEO strategy, but to ensure optimal results, that strategy should really be professionally built. While business owners can learn to use some of these tools on their own, SEO is a complex machine. The reality is that there is a ton of analytical data and statistics involved with SEO, and it requires extensive training to do well. In addition to considering website usability & engagement metrics, an optimization strategy has to consider competition, keyword costs, search volume, and much more.

It's also best to utilize certified Google advertisers when implementing an SEO strategy. Many strategies fail before they start by missing some of the most basic components of an optimization strategy, such as poor keyword selection or even using a word too much or too little on a web page.

SEO strategies are always tailored to the business, and no two SEO projects are ever the same. A well-optimized business will receive organic traffic every month from search engine visitors. Put simply, SEO is the difference between receiving 0 visits per month, and receiving 20,000 visits per month.

SEO First Steps:

1. **Google My Business Listing** - Get your business listed with Google and have your address and hours of operation displayed in search results.
2. **Google Analytics Configuration** - Keep track of how your website performs, the traffic that it receives, and how that traffic is navigating your site.
3. **Google Search Console** - Get information about how your business is ranking on search engines and how this ranking can be improved.

Local SEO

Similar to SEO's role in getting your business exposure on search engines, Local SEO emphasizes these efforts on the local area. This means that Local SEO services consider a maps listing for your business, a business listing on search engines (Google My Business), reviews for your business on relevant review sites (such as Yelp or Google Reviews), and focuses your website as the most relevant search for people in your area who are searching for businesses like yours.

Perhaps the most complex part of Local SEO, however, is the constant maintenance of your business listing across the entire internet. This means that any directory or informational site that contains information about businesses will always have the latest, most up-to-date information about your business. This might seem like one that you can skip over, but it's actually incredibly important for a "complete" SEO package.

The reality is that while customers may be able to find your business, it's incredibly common for information to be missing - whether or not you've provided it. Think of listing business information on the internet like a game of telephone. You can provide your information to one source, but components of this information - like how to contact you (phone number, email, address) - can end up missing when other sources try to list it on their own site.

Local SEO services allow you to manage your business information across more than 100 of the most important directory and business listing websites. Additionally, Local SEO services also tend to consist of minor reputation management - so you'll be able to keep an eye on reviews for your business and know what people are saying about it all across the internet.

Pay-Per-Click (PPC) Advertising

As your business begins to advertise, you will soon take notice of PPC ads. PPC ads are advertisements that show up on search engines like Google or Bing. The advertisement allows you (the advertiser) to bypass the search engine results and show up on the top of the page. This is a beneficial practice because statistics show us that the vast majority of visitors will not scroll past the first few results on the SERP, nevermind click to a second page.

PPC Advertising allows you to bid against your competition for relevant search terms. These ads increase visibility and exposure, but they also drive engagement and sales. If you think of SEO as the long-term play, PPC ads are a way to rank immediately for a keyword - if you're willing to pay for that position. Traffic from PPC advertising - if you're using the right keywords - tends to be the kind of high-quality traffic that will buy a product or fill out a form.

Like SEO, PPC ads should be created by a certified Google advertiser. Certified Google advertisers are committed to maintaining a high-quality search engine experience, but they are also trained in how to use SEO, PPC, and analytical tools and how to take that data and build an effective strategy with it. In order to develop an effective PPC advertising strategy, you'll need a certified professional to conduct keyword research for your business.

PPC is commonly marketed as an affordable advertising solution for small business owners. Unfortunately, this isn't entirely true. While you may bid as little as \$0.25 for some keywords, the campaigns will need to be optimized before they convert - this requires accumulating data. The reality is that most businesses will be paying around \$2.50 - \$5.00 per ad click, and they will need to spend hundreds, if not thousands before they have the data needed to optimize the campaign for conversions. Remember when we said track everything?

In addition to a monthly budget for your advertising spend, PPC advertising will have initial setup costs and a monthly maintenance fee. Though PPC can be one of the more affordable advertising solutions, we recommend only starting PPC if you can invest at least \$500 per month in ad spend.

Social Media Marketing

Another place that most businesses should have a digital presence is social media. We won't say "ALL" businesses, because there are a few exceptions. But, if you can think of even one customer who might want to find you on social media, then there are most likely plenty more customers out there looking for you.

There are many different social media platforms, so you need to find out the best ones for your business. You can do this by understanding your target audience - where are they hanging out, and how can you reach them? Social media allows you to get in touch with your customers on a more personal level. Your social media presence should continue to drive brand awareness and recognition by having a similar look to your business and your website.

Social media is a great way to keep your business relevant and maintain a continuous conversation with your customers. With consistent posting, you can begin to engage with your customers through comments, likes, and shares. Social media allows you to get the word out about different promotions, offers, tips, and any sort of relevant information that continues to connect you with your audience.

Social Media Ads

Unlike PPC Ads on search engines which target visitors based on their search terms, search history, or the content on a page that they are reading, social media ads work based on information that's provided by the visitor. Because of this, social media ads are far more complex than the already intricate landscape of PPC ads.

For example, with social media ads, advertisers can target users by their age, their gender, their profession, their last name, their hobbies & interests, their employer's name, the pages they like or follow, similar websites that they've visited, and much more.

Social media ads allow marketers to hone in more specifically on their visitors and use paid campaigns for a wide variety of objectives - whether that's page growth, building an email list, filling out a contact form, engaging with a post, buying a product, driving brand awareness, and much more. All of these objectives have been streamlined in the social media ad interface.

Social media ads are commonly billed the same way as search engine ads (Pay-Per-Click). This means that these ads are also marketed as affordable advertising solutions. Unfortunately, social media ads are really where business owners lose marketing dollars. While these types of ads involve similar budgets and fees, selecting the wrong campaign objective can be the difference between driving sales and losing thousands of dollars.

While there isn't a specific certification for social media ads, it is still recommended to work with a certified Google advertiser who holds a certification in "search advertising." This is because these individuals understand how these campaigns are run, and they understand how to optimize them and make them successful. The benefit of social media ad campaigns is that if you can get them to run properly, you'll never have trouble finding customers - your audience literally becomes limitless.

Email Marketing

Email marketing has been one of the most successful forms of digital marketing since the 90's. Because email marketing requires the customer to take action and provide their information, it generally consists of significantly higher engagement rates (email opens, link clicks, product purchases, etc.) Your email inbox is your digital address. If someone is willing to give you this address, you have the opportunity to contact them at any time.

Email marketing is a great way to keep customers and potential customers updated with your business, let them know about promotions and special offers, provide them with valuable information about your product, service, or niche, or even just to say hello!

With email marketing, you'll need a way to capture leads. This means having a sign-up form on your website and if you have a physical storefront, making sure that you're capturing that information during a visit.

There are many different ways to structure email marketing campaigns, and this will depend largely on your business. The most important consideration to make is your subject line. This is the only text that the person will read before they decide if they're going to open or delete your email.

Here are some Email Marketing best practices:

1. **Incentivized sign-ups** - Encourage a sign-up by providing value to the visitor. This is commonly done with a coupon or a digital product, such as an eBook.
2. **Subject line** - Use the visitor's first name in the subject line and keep the character count below 41 so that nothing gets cut off in their email client.
3. **Product promotion** - Promote products through your email list. Because these visitors can be more engaged, they're more likely to convert. It also gives you an opportunity to really talk about and sell them on the product.
4. **Campaigns for list growth** - Keep your list, your business, and your exposure growing by running ad campaigns to continue to increase your email marketing audience.

Reporting & Return on Investment (ROI)

By now we've reviewed some really cool ways to market your business. But don't forget the most important part: tracking. If you're not accumulating data with all of your marketing efforts, you're not setting yourself up for success. Every single practice we implement as digital marketers must be tracked, configured properly, tested three times to ensure it's working correctly, and then be consistently monitored for accuracy.

None of these practices happen by just setting them up and then seeing overnight success. Digital marketing is a complex machine and it requires data to make informed decisions about which direction to take the marketing in. Digital marketing requires consistent optimization and tweaking. Without the necessary information about what did and didn't work about each campaign, you're just burning through cash.

Accumulating data allows you to always know your ROI. A seasoned digital marketer always knows their cost per conversion or the cost per lead (CPL) of each marketing practice that they've implemented or campaign that they've run. This figure allows them to know when it's time to scrap a campaign and take a different approach, or when to triple-down on a campaign that's working flawlessly.

Common metrics marketers forget to track:

1. **Website Performance** - metrics such as average time on page, average session duration, bounce rate, exit rate, and conversion rate will let you know if your website is performing well or if visitors are finding it hard to use and navigate.
2. **SEO** - metrics such as search volume and competition will give you a better understanding of your competition and the "rankability" of your website.
3. **PPC Ads** - metrics such as cost per click, conversion rate, and keyword will allow you to optimize your campaigns for the keywords that converted, while pausing those that didn't.
4. **Email Marketing** - metrics such as open rate, click rate, and engagement rate will keep you informed about how your list is responding to your emails.

Working with New Moon Strategy

New Moon Strategy wrote this eBook to help educate business owners on digital marketing. We know that digital marketing can be overwhelming and we wanted to help business owners understand it a little better before they dive in and try it themselves or hire a company to do it for them.

New Moon Strategy is made up of a team of Certified Google advertisers, and we are prepared to implement all of these digital marketing solutions for your business to help your brand grow. It is our mission to connect health & wellness business owners with the full suite of digital marketing solutions offered at large marketing firms for a fraction of the cost. We are a CT-based digital marketing agency with over 20 years of combined experience. We can work with your in-house marketing team or act as your entire marketing department.

For more information about us, visit our website: NewMoonStrategy.com

If you're interested in learning more about digital marketing from the New Moon Strategy team, visit [The Launchpad Blog](#).