

PUNCH DIGITAL

DIGITAL MARKETING BLUEPRINT

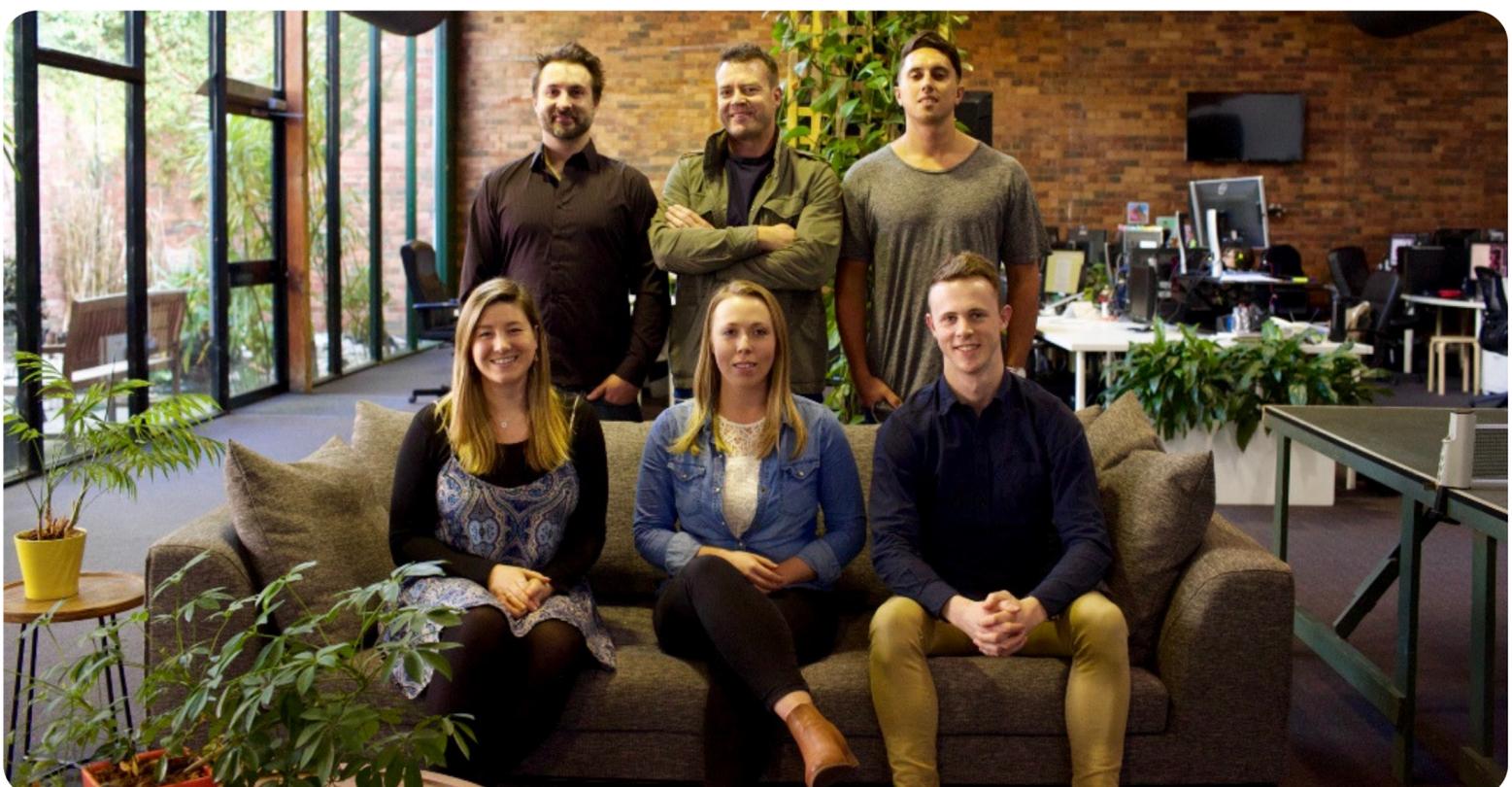
PLAN FOR SUCCESS

About PUNCH digital

At PUNCH digital we specialise in connecting businesses with their customers. Whether you're a small grassroots business or a large franchise or enterprise, we offer custom solutions to suit your needs. We're in the business of making your business stand out from the crowd using the power of online marketing.

Through years of industry experience, we've done the hard yards to refine the method to the madness that is online marketing. We're proud as PUNCH--our marketing is better than our puns we promise--to give you our proven system to get you results each and every time. excellent question!

- You can expect us to maximise your return on investment (ROI)
- You can expect latest strategies and methodologies that deliver results
- We understand every business is unique and will develop a customised plan fit your unique business, no one size fits all solutions here!
- We provide a personalised service with a dedicated real, live person as your account manager right here in our Melbourne office.



About the Author



Brett Hardiman is Managing Director at PUNCH digital & SEO Melbourne Experts. He's passionate about digital marketing, and devoted to helping companies achieve remarkable success online.

Brett has more than 18 years of marketing experience; he works with many of the world's leading brands, including Toyota, Mercury, Gazman, and Marshall Batteries.

Gifted with extensive digital marketing expertise across Search, Social, and Digital Strategy, Brett will show you how to leverage the latest technologies to engage consumers. With Brett's skilled guidance, you'll achieve rapid business growth.

Get in touch - email Brett
brett.hardiman@punchdigital.com.au

Agency tested

The marketing tips we've just shared with you are guaranteed to deliver results. How do we know? We use it each and everyday in our own digital agency. That's why we call it "Agency Tested."

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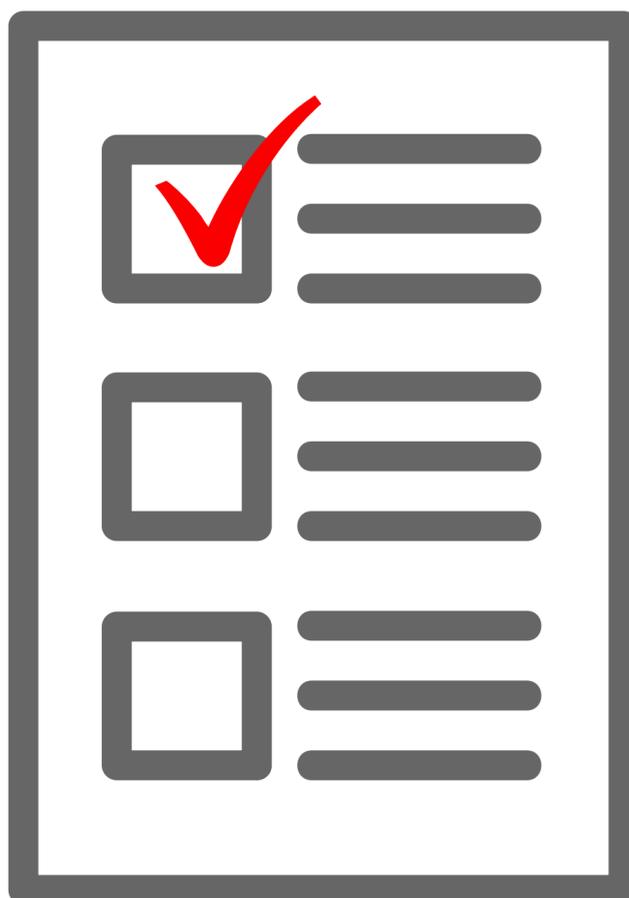
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Your Business

Your business is in business to generate a profit for you by solving a problem for your customers. The aim of the game is to do it better than the competition.

So, your digital marketing blueprint starts with defining your business.

- What are you in the business of?
- What makes your business unique? And it's not customer service, or price.
- What problem do you solve for your customers?



Define Your Customer

Who is your ideal customer or customers?

A great way to define your customers is to use personas. Personas are a fancy word for profile of your ideal customer. It's a great way to build an understanding of who they are and what makes them "tick" – their needs, behaviours, problems, concerns etc. By defining the different persona's you can then build your digital marketing strategy around them, including:

- Developing key messaging... using the words that resonate with your customers.
- Understanding what they are thinking and what they want.
- Pick the right type of digital marketing channels ...so you don't waste money on one form of digital marketing when they are not looking using that channel.



What's a New Customer Worth?

OK, so this is what many businesses neglect.

Work out what one transaction is worth for the first purchase a new customer. But then calculate what the lifetime value of that customer based on how many times they will purchase over whatever the period is you keep customers for. Because if you are not basing your marketing on LTV (Life Time Value) then you are missing the point.

Your digital marketing (agency) has just worked its butt off to get you a new client and you have paid the money, so keep that new customer coming back, and back, and back. Don't look at the first sale, look at the lifetime value of that new customer. And base your marketing spend around that.



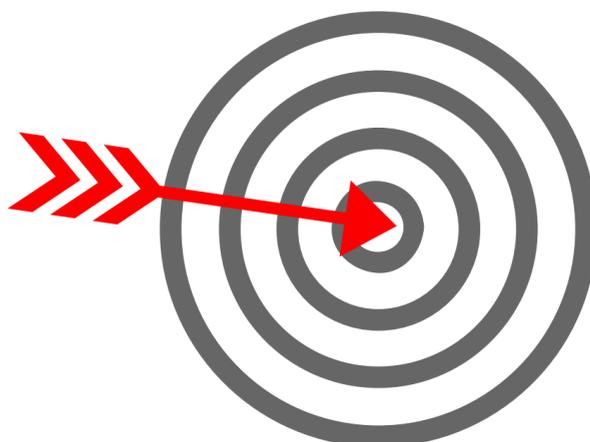
What's Your Budget?

We live in the real world and know money doesn't grow on trees. We work with a wide range of companies and businesses, from national brands to localised companies. Both have the same challenge--limited budget.

You have to be realistic about investing money into digital marketing and staying focussed. Look beyond 4 weeks. Work out your Life Time Value (LTV) of a customer and identify within your business cash flow and allocate a budget that is realistic.

What is critical in developing your budget is aligning your digital marketing strategy with:

- What your business goals are? Leads, sales, traffic. How much do you need?
- Where your business is at. No point shooting for the stars without ground control under control.

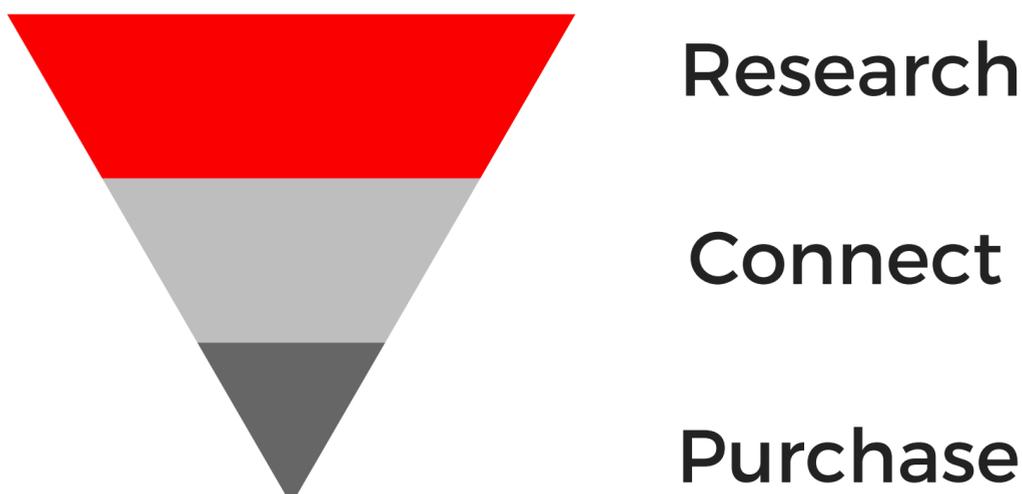


Talk with us if you need assistance in developing your digital marketing strategy that aligns with your budget. Or if you need assistance developing a budget based on your capabilities.

Create a Sales Funnel

The key to getting the most bang out of your buck in the digital world is to have a sales funnel. Just as it sounds, a funnel is process some goes through when buying from you. Leads or inquiries pour in the top and sales flow out the bottom (hence terms sales funnel). It can be as complex or simple as you like. We recommend keeping it simple to start. Simply work out the different phases your customers go through in the sales process and create the process so you can take them on the journey of

- Researching – and discovering your business through search, social, word of mouth.
- Connecting – downloading a brochure or eBook, calling the office, visiting in store. Remember it usually takes between 5 to 7 touch points before a person will buy.
- Purchasing – make it easy for people to give you their money!
- Repurchasing over and over and over (...this is where the Life Time Value kicks in).



How do you Manage your Customers?

You've worked hard to get your business where it is now. You want to invest money on getting more. To get the most out of your spend and to put more money in your company's pocket you need a system to manage your customers ...so you can maximise their LTV = Life Time Value.

To manage your customers you can get very cost effective online software / Customer Relationship Management (CRM) tool to manage. No excuses. The online software / Customer Relationship Management tool manages your Sales Funnel. Too easy. And remember, you don't have to spend a fortune on the software. Start small.



Get Tracking

Before you get cracking on your digital marketing strategy you need to get tracking. It's amazing how many businesses do not track what they need to. Majority of businesses have Google Analytics installed but are not tracking the data they need. You must track:

- Traffic / web sessions.
- Leads – track ALL leads including via the website, email, phone.
- Conversions – you must track ALL sales including website, email, phone.

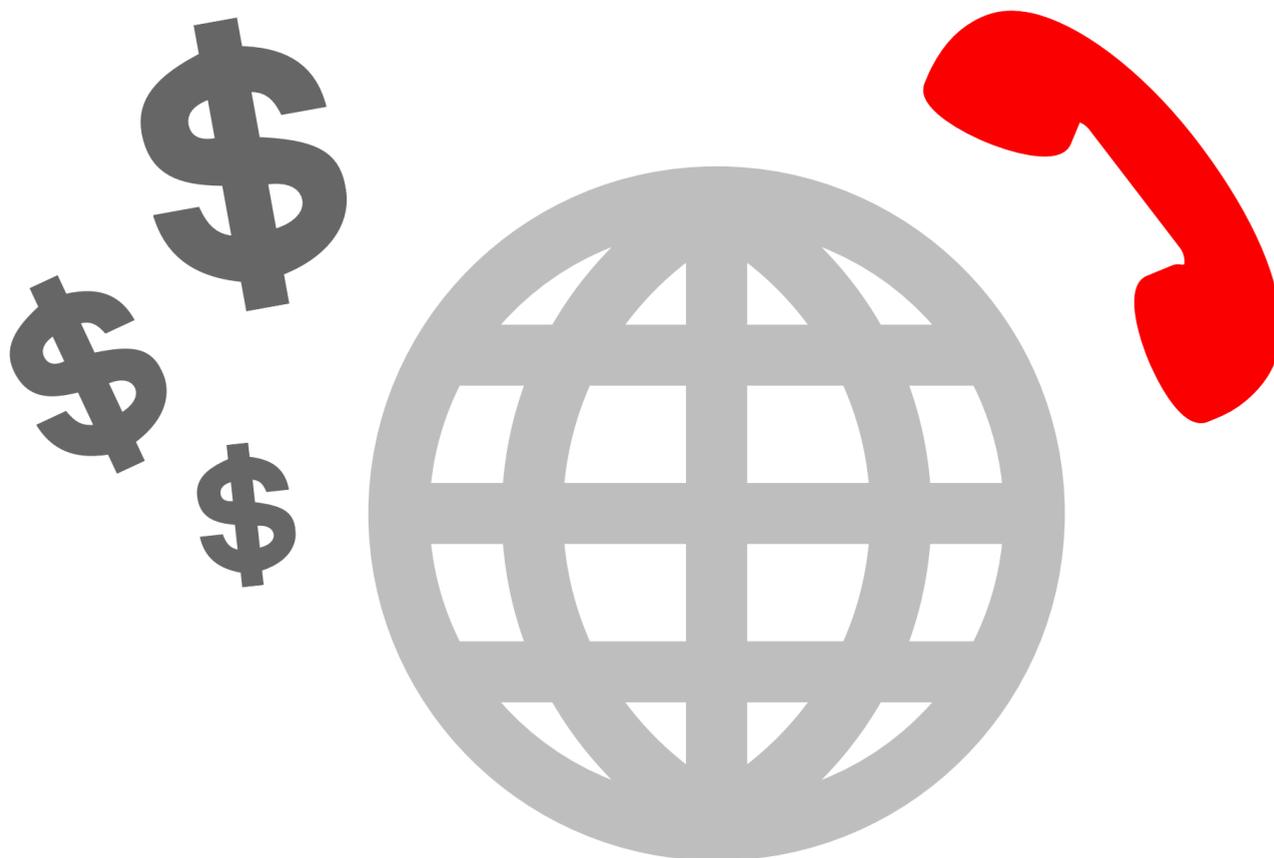
Google Analytics is free and it can track your online leads and sales conversions for you.



Get Tracking

Track phone leads using unique 1300 numbers on your website and digital marketing so you know calls came from your online activities. If you want to get a little more advanced you can get 3rd party call tracking and monitoring systems that will tell you everything you want to know about where your calls are coming from (SEO, AdWords, and Social etc.).

Your tracking is critical to determine if your money is being spent correctly and if you are getting the return you deserve.



Digital Marketing Channels

Now you have defined your business, profiled your customers, worked out what a new customer is worth and how much budget you have to spend, it's time to select the channels you are going to use to reach out and talk with your ideal customers.

SEO

Did you know that 93% of online experiences start with a search engine? SEO is one of the most important channels of your digital marketing blueprint. Why? Because it still, hands down, provides the most valuable and consistent stream of traffic to your website, and leads/sales through your door. SEO should be a mainstay of your digital marketing strategy.



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Adwords

Want to get some quick wins on the board? Google AdWords, or Pay-Per-Click (PPC) advertising, is what you're looking for. It's a cost effective way to drive targeted traffic to your website or landing pages and is 100% measurable enabling you to track visitor activity and conversions for every click. Use AdWords to target specific markets or campaign based activity.



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Social

Social Media is HUGE. Every day around 16 million Aussies sign into Facebook making it a channel that is hard to ignore.

Younger audiences and females gravitate towards Social. Facebook, Instagram, Snapchat are all the go. Twitter still has a niche but relevance is waning. Make sure your ideal customer is using social media. No point implement a social media campaign if they are not there. But your customer Personas would tell you if your ideal customer is on Social Media!



Digital Marketing Channels

Facebook Ads

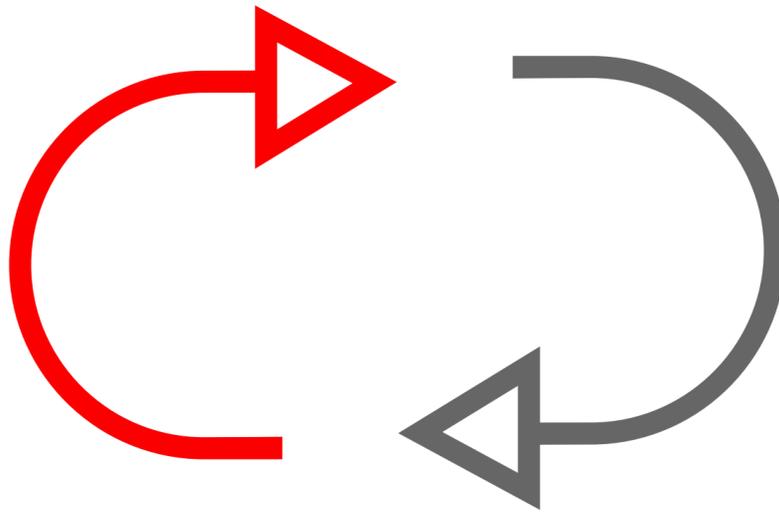
Facebook have now got their act together and the Facebook Ads platform is starting to rival Google AdWords in terms of effectiveness and reach. The targeting power of Facebook Ads is quite astounding meaning you can hone in on your ideal customer and show ads directly to them. It's powerful stuff and if your ideal customer is on Facebook, then Facebook Ads must be part of your strategy.



Digital Marketing Channels

Remarketing

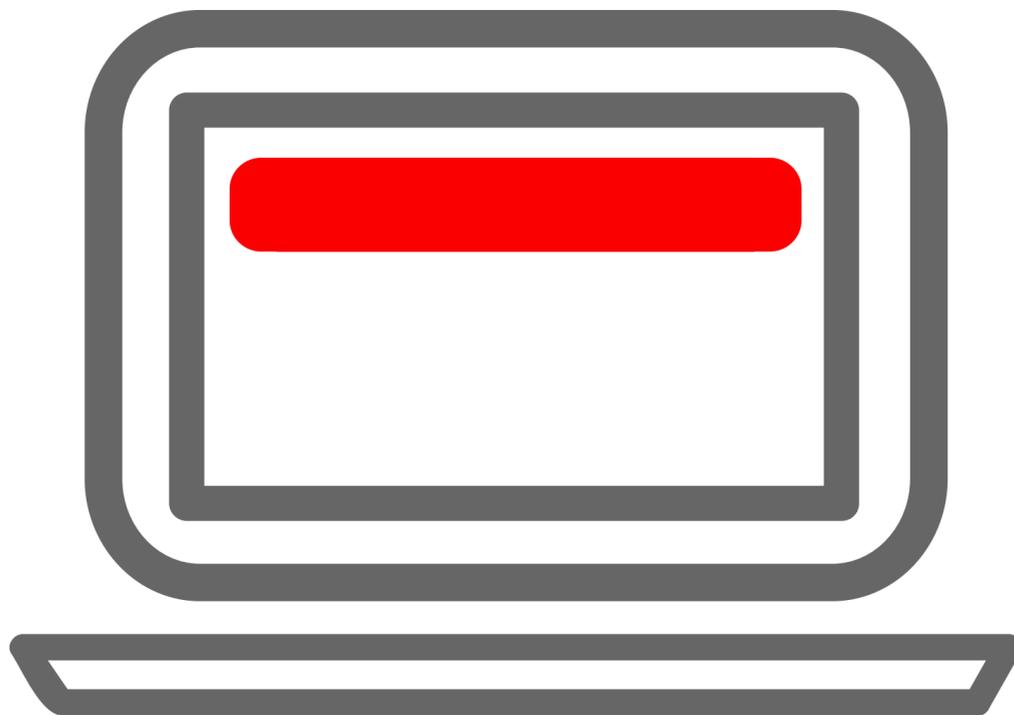
Allows you to show ads to people who have previously visited your website. Remembering people usually don't buy first time so keeping front of mind after they have left your site is now critical to your digital marketing strategy. You can retarget visitors via both Google AdWords and Facebook Ads.



Digital Marketing Channels

Display Advertising

Otherwise known as banner ads are the common ads you see on websites. Our recommendation is to use display/banner ads as part of your remarketing strategy. So after a visitor leaves your site you show them banner ads to keep your brand or company front of mind and encourage them to return to your website.



Email Marketing

Let's talk about email marketing. Email marketing must be a central part of your digital marketing strategy. It's important for a couple of reasons. Firstly, you need to be building a database of prospects so you can continually keep in touch with them and move them through your sales funnel. Most people won't buy first contact. Get their email and send them valuable information. Build your reputation with them and turn them from prospect to customer to raving fan.

The other reason email is so important is because it's the one thing in the digital world you can control and you own. What do I mean? Well, Google could cancel your AdWords account tomorrow and ban you for life. Facebook can cancel your Facebook page and you can lose your following.

Google can penalise your site for a SEO breach (that may not even be your fault) and banish you off page one never to return, but no one can take away your email database of prospects and customers. Build a list--it's worth gold to your business.



Mobile

To finish off the Digital Marketing Blueprint it's important to cover off mobile. Mobile now makes up more internet traffic than desktop so you can be pretty sure that at least 40% of your visitors to your site are viewing it on their mobile.

Make sure your website is optimised for mobile. If not, you are automatically losing 40% to 50% of your traffic (and potential customers) before they even get to your site. Imagine wasting 50% of your digital marketing budget because your website is not easy to use on a mobile.



That's a Wrap

So, there you have Digital Marketing Blueprint covering off the major components of your digital marketing strategy.

There is a huge amount of content and topics to cover off and this is by no means an exhaustive dossier of the digital marketing landscape, however, it does cover off what we define as the critical components to developing a winning online strategy.

Need Advice?

If you have any questions or would like assistance with your digital strategy, our team of experts are here to help you.

We pride ourselves on our transparency and giving honest advice about whether we can assist your business to achieve your goals and dominate the competition.

It's free to talk so call us today on 1300 841 244 or email us at hello@punchdigital.com.au

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