



DIGITAL MARKETING STEP-BY-STEP

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Content

INTRODUCTION	1
STEP 1: CREATE A MARKETING STRATEGY	2
Marketing goals	2
Communication goals	3
Target group and segmentation	3
Marketing tools	4
Marketing strategy	4
STEP 2: MAKE YOUR MARKETING COMMUNICATION MORE EFFECTIVE WITH THE SEE THINK DO CARE FRAMEWORK	6
See	6
Think	7
Do	8
Care	8
STEP 3: CREATE A WEBSITE	9
Systematic procedure	9
The advantage of CMSs? It works even without development	15
Selecting a suitable CMS	15
STEP 4: GET YOUR WEBSITE TO THE TOP POSITIONS OF SEARCH ENGINES WITH SEO	17
Technical SEO	18
On-page factors	21
Off-page factors	23
STEP 5: REACH NEW CUSTOMERS WITH PPC ADVERTISING	24
PPC platforms	25
Search networks	26
Display networks	29
Remarketing	29
Shopping campaigns	30

Is it worth investing in PPC campaign management?	30
STEP 6: BUILD A FAN BASE ON SOCIAL MEDIA	31
Facebook	31
Instagram	32
YouTube	33
LinkedIn	34
Which social networks are to be used in marketing campaigns?	34
STEP 7: COLLECT EMAIL ADDRESSES AND REACH NEW AND EXISTING CUSTOMERS	35
Build a broad base of subscribers	36
Increase deliverability of your e-mails	36
How to make functioning e-mail content?	37
Obligatory unsubscribe link	38
Statistics	38
Manage your e-mail campaigns effectively with eWay-CRM	38
CONCLUSION	38

INTRODUCTION

The eWay-CRM® mission has always been to make work easier for other companies. To organize customer relationships, manage inquiries, orders and marketing campaigns. That is why we have created the eWay-Blog. There for 4 years we have been focusing on topics that can inspire your business. The topics also focus on marketing. As we have gathered many contributions on this topic we decided to create a comprehensive guide that can systematically help small and medium-sized businesses understand online marketing.

Online marketing is a main form of promotion and for many companies it is often the only one. Undoubtedly, one of the main advantages is that the results can be measured which, for example, is very limited for outdoor banners or radio advertising.

The relocation of sales and other activities to the online world is a growing trend for many other reasons. Users are increasingly searching for information online, they do shopping online. It turned out during the lockdown that this form of business may be the only possible solution in similar situations.

If you decide to focus on online marketing and you don't have much experience yet, you will probably appreciate any kind of a good advice. There are many possibilities of online promotion. From your own websites and social networks to more sophisticated SEO and PPC advertising.

Not all of them are necessarily suitable for the type of your business or for your company. So that you don't go in the wrong direction and waste time and money, read first what are the possibilities of online marketing, what are the possible strategies and how it can help you.

It doesn't matter if you are a brand new or an old company. If you become interested in online marketing, it should be based on your business strategy. The article **How to Eat an Elephant**, which deals with the definition and revision of corporate strategy, can help you with it. Once you are clear on these basic questions, you can jump straight into online marketing. Step by step.



Tip: You can also listen to the article How to Eat an Elephant in our podcast.



STEP 1: CREATE A MARKETING STRATEGY

The first step in any marketing effort is to create a marketing strategy which will be based on your business strategy. Thanks to it, you know what your vision is or what your strengths and weaknesses are. But how to create a marketing strategy when you have no or little experience with marketing?

Small and medium businesses usually don't have their own Marketing Departments and their marketing is neither systematic, nor well-guided. So let's focus on setting the right goals at the beginning of our marketing efforts. But first, let's divide them into marketing and communication goals. Why?

Every manager has a different opinion. The Business Director needs a quick sales growth of X % in a short time period, therefore he recommends sales. The Marketing Director wants to create a better brand image and to invest into creative advertising. The Sales Representative needs to sell immediately. The Project Manager wants to have a satisfied client and a good commission profitability. Each and every one of them will fight for their outlook. That can ruin all the effort with no long-term concept being set. These goals reflect the strategic goals of the company.

We have two types of goals over here – marketing and communication. How are they different and how do we define them?

Marketing goals

It is easy to recognize the marketing goals – you can count and measure them. It is almost always represented by a number – of sold products, of deals or orders, of showrooms, of Sales Reps, of customers... These are often goals that compare us to our competitors on the market: market share, sales growth, etc.

There are different approaches on setting our goals. A lot of companies, for example, want to sell as much as possible. Therefore, their goal is to maximize the rise of sales, so they give great discounts, but the advertising overheads can be too big, and profitability is near zero. Other companies sell little products and try to maximize the margins, so they prefer high process and their revenue is higher. Be careful on this one – often, the task can be rising the sales by 20 %, however, a part of the plan is cutting down the marketing expenses!



Tip: The **SMART method** can help you set your marketing goals. It says that your goals should be specific, measurable, realistic, and they should have a clear deadline.

Communication goals

It's impossible to count your communication goals exactly – it is a difficult category to manage. The best strategy is to build your brand image – without that done, no customer will write your brand down on their shopping list. That is true in B2B as well – unless the client knows the brand well, they won't contact them.

Another step is building the brand identity. It's not just a good logo, slogan, and corporate colors, but the whole visual style. It's not a good idea to save money on this – this is how you differentiate from your competition. Saving money on your logo and graphics means risking your brand will vanish among other others. Even the color of your company cars is an important part of your identity – it is a constant form of advertising on the road.

When building the brand identity, it is crucial to differentiate between what the company says about itself and what the customers say about it, because it can also be the opposite. Key is a unified communication line. That means a constantly developing story, easy to understand for the customer. That's why storytelling has become so popular in marketing.



Tip: Take a look at the article **Three Basic Questions of Your Marketing Strategy** and a Simon Sinek lecture explaining why the art of storytelling is one of the success factors for Apple and other successful companies.

Target group and segmentation

Whether you pursue marketing or communication goals, customers will always be the ones to help you meet them. But they have to be convinced that your offer is the best for them. However, something different is best for each customer. And since it is virtually impossible to reach individual customers and submit individual offers to them, you need to create target groups which will be the real target of your marketing efforts.

When creating target groups, it is useful to divide customers based on the following criteria:

- Geographical (based on cities, regions, countries or even continents)
- Demographic (age, gender, religion, marital status, etc.)
- Socio-economic (income, education, occupation, etc.)

- Psychological (interests, attitudes, values, etc.)
- Purchasing behavior (frequency of purchases, customer loyalty, etc.)

Once you have customers divided into target groups, it will be much easier for you to come up with advertising messages. It is important to know who you are addressing.

Marketing tools

When meeting your marketing goals, it is important to know not only which target group you are addressing, but also which marketing tool you want to choose. Each marketing tool is different and you can use it to address different target groups. For example, you can use radio, television or the press, which are no longer such a mass thing as they were thirty years ago. But the ability to measure the success of your ad is limited and complicated.

Online marketing tools have gradually become the most important advertising tools in the last twenty years. And we will talk about them later. Each online marketing tool offers the possibility of addressing a different target group in a different way (i.e. at different stages of the purchasing process etc.). And it is the improvement of marketing communication with regard to the individual phases of the purchasing process that we will talk about in the next chapter.

Marketing strategy

Once you know your goals, your audience, the tools you want to use, and your budget, you can go to creating your marketing strategy. The goal of a marketing strategy is to meet long-term goals, such as retaining and gaining clients, market share, or retaining a competitive advantage, by effectively investing funds and human resources.

As it was already said, marketing strategy is closely related to company strategy. You can use it when creating the marketing strategy. Creating it should then include the following steps:

Internal company analysis

You should first analyze your business and product. You should know what your strengths and weaknesses are and what the opportunities or potential threats are for your business. The SWOT analysis will help you with that.

Competitors analysis

Analyze your competition. Think about how to differentiate yourself from the competition. What makes you unique and unmistakable for your customers. Also make advantage of your advantages. Also, see what works for your competition and get inspired. There are many monitoring tools available today that can help you. The most common are Similarweb, SEMRush or Sprout Social.

Choosing your target group

The product or services that a company offers often determine who will be the target group. Define your target group based on the mentioned criteria and choose the appropriate communication style accordingly. Your communication style should be consistent. Customers from your chosen target group should then identify with your brand and product in the long run.

Setting marketing and communication goals

Set specific measurable marketing goals and set your communication goals. Create a model of the purchasing process as your customer goes through it. Marketing goals should reflect the whole process. This means that you should focus not only on the number of closed deals, but also, for example, on reaching new customers, loyalty and satisfaction of existing ones. The following chapter will help you with this. Then mainly monitor and evaluate your goals on an ongoing basis.

Selection of suitable marketing tools

Finally you need to choose the right marketing tools to help you meet your goals. You can be successful with a corporate website, social media, search engines or even e-mail campaigns. Each tool has its own specifics, we will discuss them in the next chapters. It is important for you to find out what will work for you and create your own marketing mix of communication tools.



Tip: See also the articles [How to Create Functioning Advertisement for Your Company](#), [How to Create Functioning Advertisement for Your Company: Key Message](#) and [How to Create Functioning Advertisement for Your Company: Written Brief](#) to help you create an advertising message.

STEP 2: MAKE YOUR MARKETING COMMUNICATION MORE EFFECTIVE WITH THE SEE THINK DO CARE FRAMEWORK

It is not enough just to define who is the target of your message. In order for your advertising to be effective, it is advisable to focus on the customer's purchasing process and its individual phases. The See Think Do Care business framework is an effective tool for creating an digital marketing strategy. With STDC, you can identify your customer's current needs and implement it to your marketing communications.

Behind the STDC business framework is Avinash Kaushik, who works for Google as a Digital Marketing Evangelist. He first came up with the concept of three buying phases - See Think Do, which all chronologically take place before the actual purchase.

See	The stage where you reach all potential customers with a potential interest in the products or services your company offers. People at this stage often don't even know your product or brand.
Think	At this stage, customers think and seek information about products and services. So at this stage, you should advise the customers on how the product or service like yours can help them.
Do	At this stage, customers are determined to purchase a particular product or service. At this stage, your mission is to convince the customer that your product is the best choice.
Care	As the name suggests, the last stage is about taking care of an existing customer. At this stage, you should turn an existing customer into a loyal customer.

Let's have a look at STDC stages and how to approach customers in those stages. We will focus on the use of marketing tools and relevant measurement of the success of each stage.

See

The See stage includes the largest possible qualified addressable audience which is not considering buying yet. Therefore, your main goal is to attract the customer's attention. For example, Red Bull creators, who have been making videos for a long time, are experts in raising brand awareness. However, their approach is unlikely to work for companies whose product has a more complicated purchasing process than an energy drink. But imagine a video ad on YouTube from the eToro investment platform or the National Geographic social media. As you can see, the new brand, even the printed magazine, which is probably the time

of the greatest glory, can be made visible all over the world if it is properly communicated.

It is important to present your product or service in a concise and most importantly attractive way to users who may have never heard of your brand. Whether on the company's website, social media, in a short video or by captivating readers with an interesting article on your website.

Channels	Web, Social media, SEO, Blog, YouTube
Measurement	Visits, % New Visits, Views, Social Media Reactions

Think

In the second stage, there are fewer customers. At the Think stage, however, customers are closer to purchasing decision. They consider all possibilities and seek information, which leads to two conclusions. You should be the experts who give them the information they need.

A typical example is an online store with mobile phones. In practice, it is good to provide as much information about the product as possible, for example, about the iPhone SE. What do the most famous e-shops do for success? On the product pages, they give customers the opportunity to compare with similar products. And if they sell an iPhone SE, they'll write a review on their own blog or upload it to their own YouTube channel. When searching for information about a product, a potential customer is then closest to buying on the e-shop that created the review. And to get reviews to as many readers as possible, they optimize the blog from the SEO perspective.

Channels	Web, Blog, YouTube, E-mail Marketing, SEO, PPC
Measurement	Average Session Duration, Views, Number of E-mail Subscribers, CTR

Do

A customer in the Do phase is decided to buy, so your job is to get the customer to choose just you. PPC campaigns are often really powerful tool at this stage. At this stage you should focus uncompromisingly on the number of orders and associated statistics.

The online stores that offer the mentioned iPhone SE, usually on their website, in PPC advertisements, SEO descriptions of their sites, and e-mail campaigns, attract customers to discounts, promotions, free shipping, in short, anything that outperforms the competition. And in the case of the iPhone SE, it is no different product, so it must offer better service. However, the same approach should be adopted by all companies. Simply tell customers why they should buy your product right now and combine this information with a call to action.

Channels	PPC, Email Marketing, SEO, Web
Measurement	Conversions, Conversion Rate, Profit

Care

According to Avinash Kaushik, the Care stage involves customers who have made two or more orders. You should look after these customers especially since loyal customers, of course, generate repeated profits. You can write articles on your blog for users of the product you are offering. It is also good to post on social media and send professional emails regularly.

Loyal customers also often appreciate the customer service. After all, customer service is exactly what sets Amazon apart from other resellers. Although smaller companies can't compete with Amazon, in the long run it can really pay off to answer customer reviews honestly and patiently answer customer questions.

Channels	Web, Blog, E-mail Marketing, Customer Service
Measurement	Repeat Purchase Rate, Customer ratings, E-mail CTR

So consider whether you e.g. pay attention to existing customers enough, or whether you are not spending on some PPC campaigns unnecessarily. If so, try to plan your online marketing strategy according to See Think Do Care principles.



STEP 3: CREATE A WEBSITE

Making of website is no longer just for developers. Thanks to CMS systems, small and medium-sized businesses tend to manage, and sometimes create their web pages on their own. In this case, however, it is necessary to think that the creation of the site is quite extensive project. So how do I create a website? And which CMS system to choose?

The days when ordinary HTML-written websites were enough as corporate presentations are long gone. **Web technologies have since undergone incredible development** and very often medium-sized businesses also have websites that are an unimaginable organism for the common mortal. The website itself is written in several programming languages. You can add databases with which the site works or links to third-party systems. All this requires a very sophisticated know-how, behind which stands an unimaginable number of hours of development.

But technological progress has gone so far that even small and medium-sized businesses can create relatively advanced websites without a deep knowledge of programming. They are made possible by increasingly user-friendly tools, led by CMS systems, or editorial systems.

However, as the demands of developer's knowledge gradually decrease, the demands for knowledge of marketing or graphic design have continued to grow. Therefore, if you want to create user-friendly, attractive and popular sites, you do not need to be a developer, but rather a manager who will get ready for the project on behalf of the new website.

Systematic procedure

If you work systematically, you'll get a better result, and much faster than when improvising. Plan and assign tasks to colleagues, graphics, developers, or SEO specialists

from a marketing agency. It pays to prepare a systematic procedure in advance even if you decide to create the site yourself using the mentioned CMS systems.

To get an overview and organize work on the new site we can use the table that Viktor Janouch came up with in the publication Internet Marketing. You may know from experience that it's usually worth writing everything down and gradually ticking it off. So let's go through the individual points of the table.

Setting the target

At the very beginning of the new site creation project, the site targets should be named. In other words, you need to be clear about the purpose of the site. As obvious as this may seem, this step is very important. For example, if your site is supposed to inform mainly about your services, it will be important to think about any questions your customers may ask.

Do you want your website to function as a presentation of your products or services? Is the goal to raise awareness of the solidity of your business? Or do you create an e-shop and want to sell through it? There can be many reasons for the existence of a site and you need to choose one or two main ones.

Who will visit your website?

The website is a marketing tool and, as with all other marketing tools, you need to know what your target audience is.

What is the profile of your typical customer? Will employees, job seekers, business partners or journalists and PR managers come to your website? Each of the user groups will search for completely different content.

What visitors to the site should do

If you already know who you're creating a site for, take on the user role. Imagine what they are looking for on your site and make it easier for them to reach their goal.

Do you expect an order from the customer? Try to make the whole process as intuitive as possible. If customers are to contact you by phone, your phone number should already be on the main page. Or do you expect a potential customer to send you a request and then contact them yourself with a specific offer? In this case, it will be ideal to have a **request form from which you can get demand directly to the CRM system.**

Main topics of the site

Most of the time, customers will answer this question. Do they want to know what you're offering? How much does your services cost? Do they need to get in touch with you? Share this information clearly in the menu on your website.

This means that you can create Products/Services, Price List, or Contacts. If you're looking for work force for your business, you can also create a Careers page. Do you have an interesting history as a company? Then you can create a About Us page. You may even often work with the press. In this case, the site deserves a media section where journalists or PR managers can find, for example, your logo in print quality. The possibilities are really limitless.

Key words analysis

There are several ways to attract potential customers to your site. For example, they can search for you on Google or the List based on a keyword.

And it's by analyzing your keywords to see what specific terms your customers can find you under. For example, they can search for "pizzeria Kansas", "CRM in Outlook" or "cheap laptops". It depends on your business. You can use Keyword Planer in Google Ads to help you analyze it.

Analyze your competition

As they say, the neighbor's grass is always greener. If a competitor can inspire you in something, and most of the time they really can, look over the fence.

Let's say you offer printing services. You will definitely include contact information and price list on your website. Most companies, however, won't want to send an order right away. They want to send you a request, and if they don't see a request form on your site, they might leave the site right away. So what is such a form supposed to look like? Take a look at the competition's website and you'll find that in addition to the name, e-mail and phone, they also have fields for dimensions and number of pieces in the poster printing form. This will make the user experience more pleasant, leave a professional impression, and the communication will be faster.

Define the website structure

Once you've identified the parts of your your site, now it is the time to startputing

all the parts together. In practice, this means that you should prepare a wireframe for developers. A successful site should be particularly clear for users. This means that it should be based on the principles of the UX design.

One advice above all – important information should usually be at the top. The deeper the information is on the website, the less likely the user is to reach it. For example, the menu should be almost always at the top in accordance with this principle.

Other elements of websites such as blocks of text or buttons are already individual, industry by industry, business by business. Maybe you can still go back to analyze competition. For example, if there is a phone contact on the start page on the van rental website, they probably have a reason for it.

Design

Do you have an empty concept of your site or wireframe in front of you? You can start filling it. What should your site design look like? What to focus on?

The visual style should be in harmony with your brand. Focus mainly on colors, whether, for example, they fit your scope, and font. The text should be clearly divided into headings, paragraphs, and so on, and it should be easy to read.

Content

You may have an idea of the content of your site as soon as you're dealing with previous points. Now it's time to fill the web with text, functional forms, buttons, images, and so on. Not only at this point, you may find that the whole process does not go in a flawless chronological way, and you will return to the previous points. Some heading or text may be too long. So you'll go back to the design and maybe reduce the font, or you'll need to rearrange the content on the page..

SEO on-page

Analyzing keywords as mentioned above is the basis for SEO, or site optimization for browsers. However, the analysis itself is far from over, if customers are to stream to your site through browsers, you need to focus on your site's content from the point of view of SEO – in other words, focus on the so-called on-page SEO factors. This means, for example, that your site's headline, individual page names, alt labels of the images used, and other parts of your site match the search terms.

In any case, SEO needs to be considered when developing a website. Most websites are relatively easy to manage in the administration environment, which is now a common thing to use. However, the ability to modify individual SEO factors must be in the assignment for the developers of your site. If there is no one in your company who would deal with this issue, it is ideal to contact a SEO specialist.

Web testing

A thorough testing of the website before launching it is very important. Your site should not be tested by potential customers, as any shortcomings may discourage them and a bad first impression will always be a bad impression.

You may find that images don't display properly in some browser or on mobile devices, the form doesn't work, or the search doesn't work properly. There are really a lot of mistakes you can come across.

Website launch

Before launching the site, you should not only have the site tested as such, but also make sure that the SEO settings (especially the robots.txt and sitemap.xml files) are set up correctly so that Google indexes your site from the beginning. Google offers a number of custom procedures and tools to review and, if necessary, correct this setting..

SEO off-page

You still need to pay attention to the mentioned on-page SEO factors even after the launch of the website. At that moment, however, you should also pay attention to the so-called off-page factors. The most important ones are the so-called link building or building backlinks to your web site.

You can register your company and your website in online catalogs of companies, publish articles on third-party servers, or even establish cooperation with an influencer.

Continuous checking of site functionality and SEO

Checking the functionality of your site and indexing it on Google should become a regular routine. It often happens to companies that their website does not appear on Google (beware, this often happens when renaming pages or switching to new hosting) or, for example, adding goods to the cart stops working on the e-shop. The sooner you find out,

the less damage there will be.

The frequency of inspections should depend not only on the time you are available to do it, but especially on how your website generates a profit. An e-shop with dozens of orders a day will of course be affected a possible blackout much more than, for example, a hairdresser's in a small town in Alaska.

Website traffic tracking

You'll probably use the most widely used Google Analytics tool to measure and analyze the traffic, your site's user data, behavior, sales, and other statistics. If so, make sure the Google Analytics tag is set up correctly on your site before launching it.

Website traffic analysis

Website traffic analysis is a very comprehensive topic. In addition to the number of visitors, you can, for example, track which pages customers leave most often or how long they stay on that page. From this data, you can deduce where your site's vulnerabilities are.

SEO analysis

You can assess the success of your SEO strategy based on what keywords from browsers users came to your website or how high your website appears in a browser rank for specific keywords.

Some search terms, such as "pizzeria Alaska" will require patience, and if you don't get to the first page of Google in six months, you're probably not doing anything wrong. However, if you optimize your site for the term "pizzeria Kodiak, Alaska", the results should appear significantly earlier.

Web changes

As with many other projects, in the case of website creation, the individual phases are highly interconnected. The individual points alternate and repeat, especially after the launch of the website. However, the harder you work from the very beginning, the greater the chance that you will not have to pay attention to the last point of site change during heavy traffic. And it really saves you a lot of wrinkles.

The advantage of CMSs? It works even without development

Website design really seems to require a wide range of knowledge. Fortunately, if you need to make changes to the site after you run it, development is not the knowledge you will need. The current standard is the previously mentioned CMS system, the solution which includes a user-friendly administration environment of the website, where you make modifications without knowledge of programming languages.

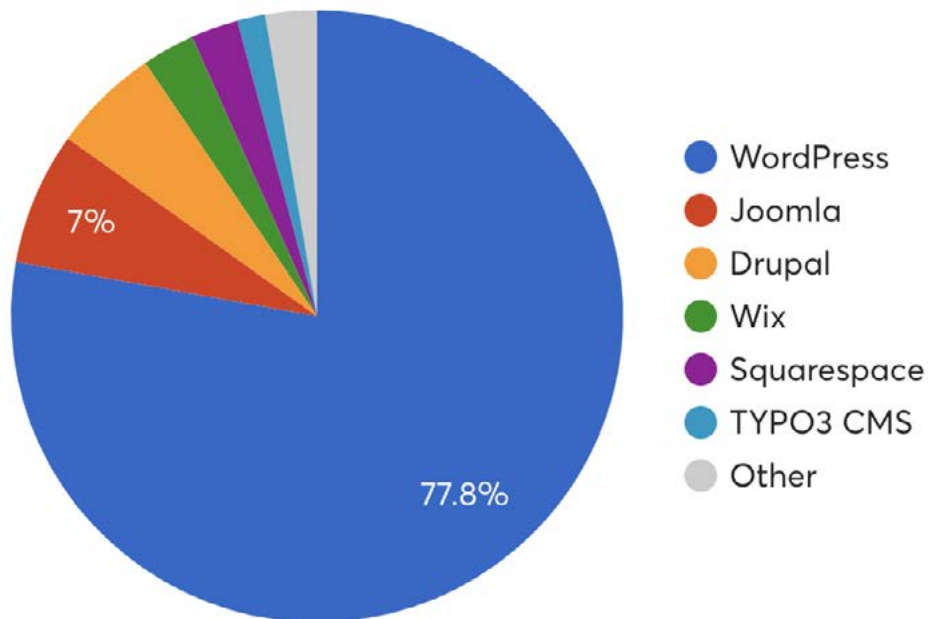
CMSs also offer add-ons that make work much easier for users:

- **Templates** – a predefined look of the web page, which can be customized as needed (often include intuitive editors, which allow the user to easily add, remove, move or edit individual elements of the page using drag-and-drop).
- **Plugins / modules** – additional features that are easily installed in the administration environment, such as forms, SEO, security plugins, analytical tools, live chat and many, many more.
- **Widgets** – pre-prepared individual elements that work with templates and plugins. For example, you can place a form in the sidebar of a website with a single mouse click.

With some exaggeration, we can say (this is not always true however) that for a long-term website management, all you need to do is study the basic principles of SEO, improve your work with Photoshop or outsource a designer from time to time, and learn to work with the CMS.

Selecting a suitable CMS

If you decide to create a new website, all you have to do is decide which CMS to choose. Currently, the most common systems are WordPress, Joomla and Drupal. For comparison, we can also include Wix or Squarespace, which are not CMSs installed on your own server. However, as website editors, both Wix and Squarespace have become relatively popular recently. So, there is a chance that some companies are considering it as an alternative, so it certainly deserves a place in comparison.



The most popular CMSs.

Services such as Wix and Squarespace have a number of disadvantages compared to WordPress and other CMSs. The main one is the price, which starts at € 8.50 per month for Wix and even \$ 12 per month for Squarespace. Although Wix complements the offer with a cheaper package for € 4.50 per month, in this case you will have to have Wix advertising on your website, which does not look professional. In contrast, with classic CMSs, you only pay for your own hosting.

Despite the higher price, users often like Wix and similar services for their very simple and intuitive operation. Unfortunately, this is the only advantage compared to WordPress, Joomla and Drupal.

Both Squarespace and Wix are very limited in their SEO optimization capabilities, a sacrifice that few companies can accept. Compared to WordPress, Joomla and Drupal, the offer of templates and plugins is also limited, so the company is not always able to completely adapt the site to its needs.

WordPress, Joomla or Drupal?

Given that we are always looking for the ideal solution for small and medium-sized companies, at a time when we narrow the selection of CMSs to WordPress, Joomla and Drupal, we will probably still be interested in similar parameters as in the case of Wix or Squarespace. If you agree and are looking for a simple solution, unfortunately it will not be

Drupal. Drupal is a system that is more suitable for large companies, which usually develop large and complex websites. Drupal gives developers a lot of freedom in this respect. If you are looking for a ready solution, Joomla or WordPress will be better for you. They are similar in many ways.

The advantages of WordPress result from the fact that it is the most widespread of all CMSs. For example, the offer of plugins and templates is clearly the widest. There are around 50,000 plugins available on WordPress, while Joomla lags far behind with just 8,000 available plugins.

If you are demanding and find out that you really need to modify your template or some plugin, there are many times more developers or freelancers who specialize in WordPress than those specialized in Joomla and Drupal.

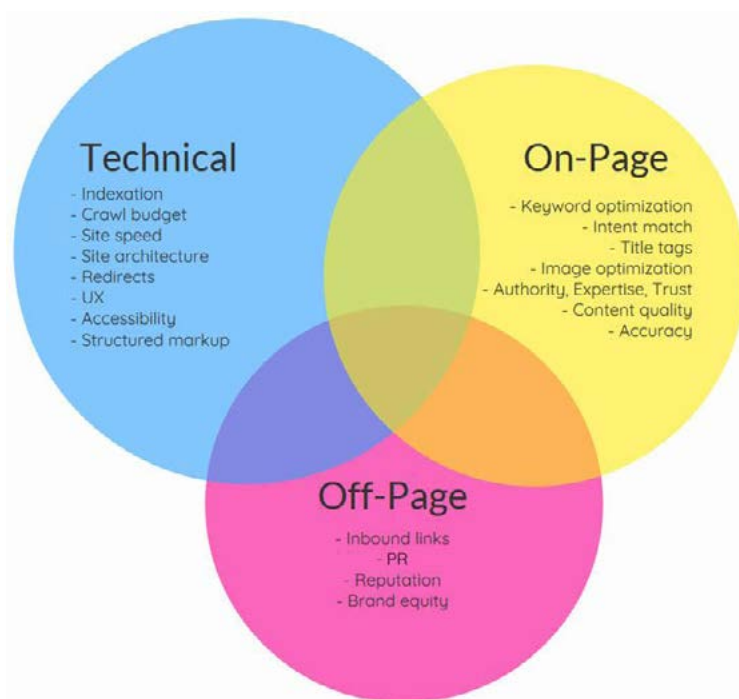
In addition to the benefits of being the most popular CMS, WordPress has one benefit that explains why it is the most common one. It's a fact that WordPress is the most user-friendly. Most hostings today are even "WordPress-ready" and you don't have to worry about the technical settings of the server at all. Just install WordPress.

STEP 4: GET YOUR WEBSITE TO THE TOP POSITIONS OF SEARCH ENGINES WITH SEO

With SEO optimizing your website, you can be more visible and more frequented on Google, and, above all, more profitable. That's no secret. So, what real steps can you take to make your website get to the top of Google search?

It is true that the purpose of such optimization is to create the structure and content of websites to meet the criteria of Google and other browsers. But let's just say at the very beginning that robotic adherence to all SEO optimization recommendations is not always desirable. The content of the website should always be natural and attractive mainly for the users. After all, Google algorithms are becoming more sophisticated, and the times when results could be achieved without honest work are already gone.

To better understand SEO and untangle the imaginary ball, it is ideal to first divide everything into the technical side of things and so-called on-page and off-page SEO factors.



Source: <https://www.wordstream.com/blog/ws/2019/05/28/technical-seo>

Can you see in the picture how the circuits overlap? Once you start working on optimization, keep in mind that this is how you need to think about SEO, and not just blindly follow a series of recommendations (which of course we will give you anyway, don't worry). For example, analyzing keywords that we'll get to later will be related to indexing and website structure.

Technical SEO

Technical SEO is often a vicious circle. You can learn how to make and manage a website, but you'll probably leave it to the developer. However, not all developers are interested in marketing and SEO, so they will need an accurate assignment from you. So, whether you're starting a new project or getting a revision of your website, you can start ticking off each point one at a time.

Indexation

The website must be accessible to bots that search through it and then they enter your website in search results. Which they do on a regular basis, by the way. Therefore, the functioning indexation of the website is alpha and omega for the SEO optimization. The easiest way to quickly verify that your website is actually indexed is to enter a command in the form site:yourdomain into Google browser (in our case, site:www.eway-crm.com).

The search will result in all pages of your website that Google indexes. However, the more precise and professional approach you do yourself or require from your webmaster is to use Google Search Console, where you can see which pages are not indexed, and you can then solve the problem.

One of the reasons a page isn't indexed may be changing the URL. Now that you know, don't do it. Sure, when switching to another domain, it may be necessary. If you really need to change the URL of your page, use the so-called "website" 301 redirection. You may also delete a page or the customer may misspell when entering the URL directly. In these cases, you should have the so-called 404 error page. There is nothing worse than when a generic error message from the user's browser appears in this case. When a user finds themselves on the 404 page of your website, in addition to marking 404 and explaining the error, it should also include a search and the ability to get to the homepage. And if it is in harmony with the company's culture, it can be brought out in a slightly humorous way. Our director is, for example, a fan of the Matrix, and the following page 404 would certainly interest him.



Tip: To see if users search for a nonexistent page frequently, **use Google Analytics to track these errors.**

If you are setting up a brand new website, the first step you should take is to set up a robots.txt file in which you can enable or disable Googlebot and other bots from indexing certain parts of your website. Typically, indexing of a site administration environment is prohibited. The second step is the creation of a so-called sitemaps that make it easier for bots to index your site and help you get better results. So, make sure that your sitemap

contains the most important pages, that it doesn't include pages that you don't want Google to index, and that it's structured correctly.

Loading speed

Google really thinks about users, and therefore one of the very important factors for rating websites is the loading speed. Pages that load slowly can really deter many users. So, if you want to know how Google evaluates the loading speed of your website, use Google PageSpeed Insights. In addition to speed ratings, this tool will also give you recommendations on how you or your webmaster can optimize your loading speed.

For example, optimizing images on your website is very important. Even the largest images in full resolution should not exceed 1 MB. Smaller images should then fit below the 300 KB limit. Reduce the data size by reducing the image resolution or compressing it. Ideally, your website should be able to do this automatically already when uploading images in the administration. Discuss this option with the developer, as it will save you a lot of time and ultimately produce better results and increase profits by working. The second option is to compress images manually, for which you can use, for example, a tool such as RIOT. With it, you can compress the image to the desired size of the resulting file. However, do not overdo it with shrinking. If you reduce the image to a significant extent yearning for faster loading, it will significantly degrade its quality, discourage customers and optimizing will have no effect.

UX or user experience

The so-called user experience, or the experience of using your website, is essential for your customers and is, therefore, important for Google ratings. For example, whether your site is responsive to mobile devices is now essentially a necessity.

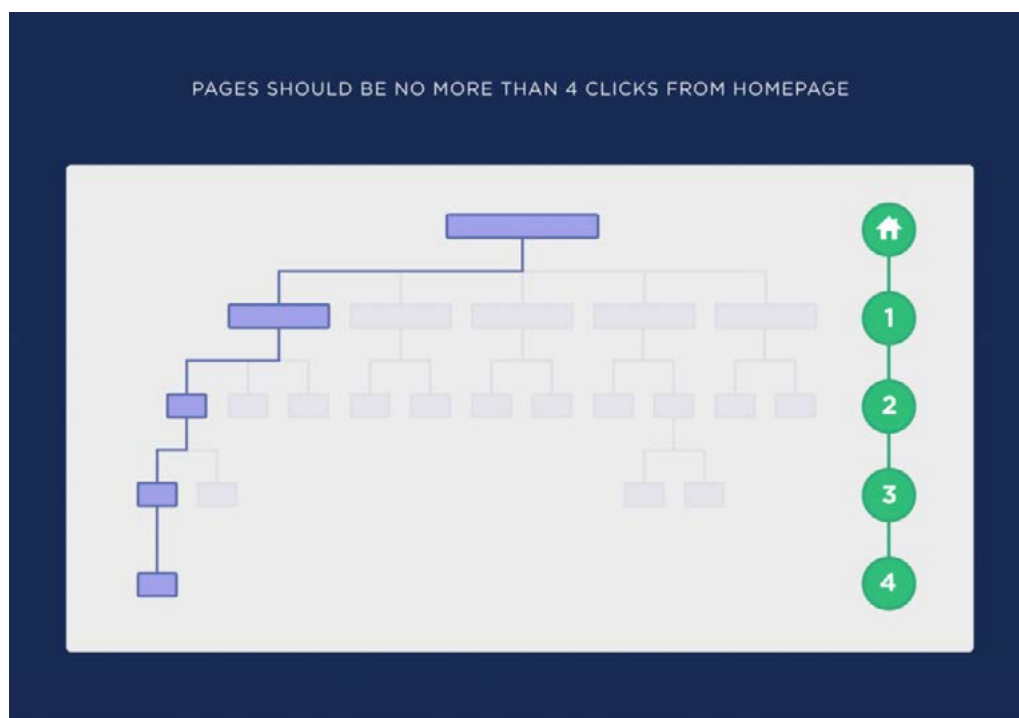
Another absolutely necessary parameter that your site should have is an HTTPS security certificate. Google really takes care of the safety of users and websites that don't have a security certificate are handicapped in the ratings.

Last but not least, it is important for the user experience how intuitively and conveniently your website can be controlled. A very effective, albeit relatively demanding method, is the monitoring of the so-called heatmaps. It allows you to identify what the user is really watching on the web and how long it will take to find what they're looking for.

For starters, for example, it is enough to be inspired by the competition and to introduce common functionalities, which are now considered the standard. For example, the button for automatic scrolling to the top of the website, correct menu layout, FAQ, available contact details, etc.

Web structure

The structure of the website is also closely related to the user experience. However, it also makes it easy for bots to search the web. If the structure of your website is too complicated and chaotic, it will deter robots and, unfortunately, customers. Your architecture should not be too "deep" and the customer should find what they are looking for at a maximum of 4 clicks from the homepage.



Zdroj: <https://backlinko.com/hub/seo/architecture>

In addition to a well-crafted site hierarchy, you can make it easier for users and bots to go through your web with internal links that serve as an alternative content distribution next to the categories that are displayed in the main menu.

On-page factors

The second set of factors that affect your website SEO rating are the so-called on-page factors. As the name suggests, these are the factors that are the content of your website.

Key word analysis

What your customers search for on Google is crucial. At the beginning of SEO optimization, you must first analyze the keywords that The Keyword Planner in Google Ads will use for you. For example, the keyword planner helps you create a website structure. For example, if you run a shoe shop and enter "shoes" as the keyword, it will be logical to divide your store's categories into men's and women's, by brand, shoe purpose, or by season.

When searching, focus on the so-called long-tails. This is a term for long and very specific search queries. Search for maximum specific queries, and as long as there are enough search queries for them, try to create a custom category, subcategory, label, or custom page. For example, "Adidas winter women's shoes" are already quite deep in the hierarchy of your website, but there is still a huge number of people interested.

Meta tags

Once you're done with analyzing of your keywords, you can go to the content of the website itself. The basic and most important factors include meta tags – descriptions and titles.

Financial Advice Boston | 15 Years of Experience

 www.financialadvice.com/boston

Financial advice Boston. Professional Service. 15 years of experience. Learn more today.

Google changes the maximum number of characters that appear in titles and descriptions quite often. Therefore, it is ideal to have a module installed in the administration of your website that shows you how many free characters are left when filling out the title and description. If the text is longer, the search engine can use a random portion of the page's text instead of your description. Your description and title should contain the main keyword of the page. At the same time, they should be attractive and convincing to users.

Image optimization

As in titles and descriptions, you should use keywords in the file name, titles, and ALT image descriptions that you use on pages. And don't forget to optimize the data size of your images.

URL structure

Keywords should also appear in the URL of each page. The URL structure should also reflect the structure of your website. This means that in addition to the page name, including the keyword, the URL should contain the name of the category and subcategory under which the page falls without repeating the keyword. At the same time, you should try to keep the URL as short as possible. That the conditions for one URL are too much at a time? It's not that complicated. The URL for the above-mentioned bot example might look like this: shoes.com/womens/Adidas/winter.

Content quality

When creating the content of your website, consider that Google prefers longer, unique, and original texts that are optimized for that keyword. What does it mean?

Forget the copied parts or the whole text, that's the way to hell. Do not even try to extend the text with a word buffer. It does not interest readers or bots, who are becoming more sophisticated. Make sure that the content is broken down, use titles, bullets, numbering, and important information should be highlighted in bold text or italics. And the keywords are again the crucial thing. Incorporate them into the text to a natural extent, mention them in some subtitles. Again, there is no official recommendation on the frequency of keyword occurrence in the text. It is important that the text still looks natural. However, the recommended numbers from different sources often range somewhere between 1.5% and 3%.

Off-page factors

The last set of factors influencing SEO is the so-called off-page. Although these factors are not part of your website, this does not mean that you do not control them.

Linkbuilding

Building backlinks is an effective tool for your website SEO. However, links should meet several parameters, otherwise you will collect points that are completely worthless to SEO scores.

Links to your website should be made from trusted websites and relevant to the focus of your web. Definitely avoid the so-called " link farms – webs whose sole purpose is

precisely the accumulation of backlinks. As a rule, this practice is penalized by browsers! Last but not least, the link text should match the content of the page to which the link leads. The purpose is for the customer to find what they expect on the page.

It may be a matter of course for you, but also use social networks. Mentions of your website on social networks also have a significant impact on SEO.

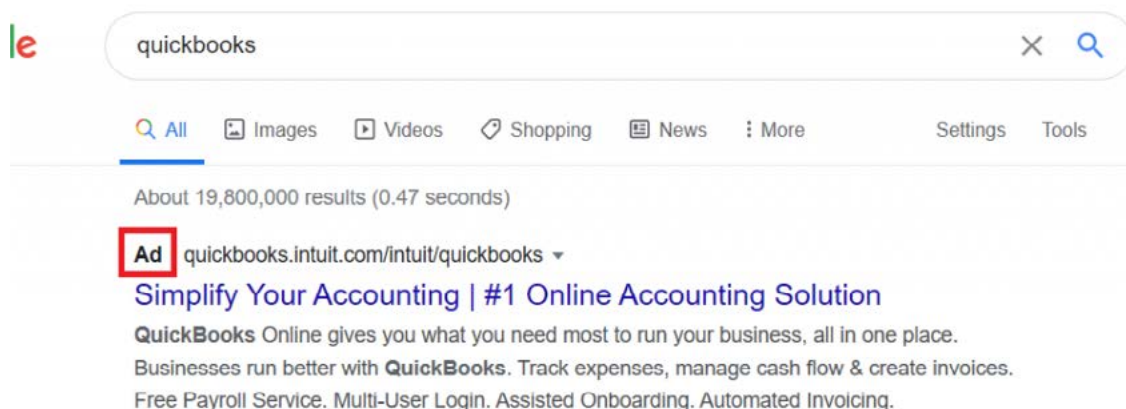
Reputation

The last of all factors influencing the location of your website in browsers is the reputation. Simply, you can be rewarded if your website proves to be trustworthy for a long time. Therefore, it is not worth taking advantage of practices that are penalized by browsers, although they can sometimes seem like an facilitation in optimization. As they say, you'll be the farthest away with honesty.

STEP 5: REACH NEW CUSTOMERS WITH PPC ADVERTISING

PPC advertising is one of the fastest ways to achieve the desired results in online marketing. However, learning to use PPC advertising in the right way can cost you a lot of time and money. So what strategy to choose when creating PPC campaigns? And what to be careful about in the beginning?

They're not as widely known as TV ad slots or outdoor billboards, but it's still possible that you've heard of PPC ads in the past. PPC advertising is most common in browsers – Google, Bing, etc. Most of the time, it appears directly in search results, and we often don't even notice that it's an ad. Although ad tags are required.



The image shows a search engine interface with the search term 'quickbooks' entered in the search bar. Below the search bar, there are navigation options: 'All', 'Images', 'Videos', 'Shopping', 'News', and 'More'. The search results show 'About 19,800,000 results (0.47 seconds)'. The first result is a sponsored advertisement for QuickBooks, marked with a red 'Ad' box. The ad text reads: 'Simplify Your Accounting | #1 Online Accounting Solution. QuickBooks Online gives you what you need most to run your business, all in one place. Businesses run better with QuickBooks. Track expenses, manage cash flow & create invoices. Free Payroll Service. Multi-User Login. Assisted Onboarding. Automated Invoicing.'

Nowadays, however, advertising through PPC campaigns is actually offered by every great Internet player. You'll come across it on all social networks – Facebook, YouTube, LinkedIn, Instagram, etc. Therefore, PPC advertising may not be just a result of searching. It can also be banners on websites, videos, and other formats. It is often very ingeniously camouflaged under the heading "Recommended" or "Featured". However, a company that wants to have its app in this section has to pay for it. And this is, as the name suggests, most often in the form of a cost-per-click payment, i.e. pay-per-click, where the PPC ad designation comes from. In PPC systems such as Google Ads and others, however, there are also alternative ways to pay for such advertising. In addition to paying per click, you may see, for example, a payment for ad impressions (mostly for a thousand impressions) or an action (commissions from the order made, registration, etc.).

When choosing a payment model method, it is proven to focus on the target of your ad. Not in vain, carmakers use visually appealing banners and videos and prefer to pay for their display. Clicking on their tempting advertising does not, in the vast majority of cases, lead to the immediate purchase of a new car. Their goal is to make a brand visible, and without having a chance to look into their statistics, it can be assumed that they would pay more when paying for clicks on their ad. However, if you need to earn orders or anything that helps you earn a profit, pay per click should be the best option.

PPC platforms

You can place PPC ads on different platforms and use different tools. They all have their merits, but not all fit every situation. It is important to bear in mind that you reach potential customers at different stages of the purchasing process, and you should also choose individual tools accordingly. The basic ones are as follows:

- Search networks (browsers such as Google or Bing)
- Display networks (banners, videos, and other formats)
- Remarketing (shown on both the content network and social networks)
- Shopping campaigns (Google Merchant Center, Facebook Merchant and more)

This division is based on working with Google Ads – the most widely used PPC system in which you manage all platforms belonging to Google (including YouTube). The inclusion of other PPC systems and social networks is individual. For example, Facebook has

its own shopping campaigns Facebook Merchant (which most social networks do not), uses the same formats as content networks, and allows for remarketing. So how can be different platforms used?



Source: <https://www.bluecorona.com/blog/pay-per-click-statistics/>

Search networks

Let's say you do financial consulting and you still want to have enough customers. Printed Yellow Pages were buried by the internet. Other offline advertising formats, if they have not already had the same fate, are the next to follow. There's no choice but to adapt and become visible online. In this case, you will definitely start by signing in the catalogs of companies, the online equivalent of Yellow Pages. But you don't use nearly as many people as Google or Bing. When you need service, such as financial advice, you're probably searching Google.

If you want to get to the top of the browser search, your journey will lead either through SEO optimization, allowing you to slowly work your way to the top just behind those labeled "Advertising" or PPC campaigns. Compared to SEO optimization, the downside of PPC advertising is that you immediately disappear from search results as soon as you stop paying for ads. On the other hand, SEO optimization is really a long run, and if you want to secure enough demand, you can use PPC at least until your site becomes a permanent first page of Google search. You can decide later on whether you continue with PPC or not. But believe that you won't get enough demand if you're not at least on the first page of the search.

The best place to hide a dead body is page 2 of Google search results.

Offer what customers look for

At the beginning of the preparation of a new campaign, you need to consider whether the target website actually finds an answer to your question. This applies to both SEO optimization and PPC campaigns, which are linked in many ways. For example, if a customer enters the query "financial advice Boston" into the browser, it is worth creating a separate page on your website related to this topic (ideally using these keywords) with your address in Boston and other information. What questions, or keywords, customers are looking for, can be told by the hints appearing in the Google search bar. Once you write "financial advice", it will tell you other options. However, you'll find keyword planner in Google Ads much more useful to continue working on PPC campaigns.

There you will find not only what customers are looking for, but also the average number of users who search for a given keyword per month, how competitive the word is, which is also the third figure, the cost-per-click estimate that you pay when viewed at the top of the search engine.

You may find that the cost-per-click keyword of the very competitive keyword "financial advice" is too high compared to "financial advice Boston". The more specific keywords you manage to find, the more likely the price will be lower and the customer will find directly what they are looking for. Such keywords are referred to as so-called long-tails. Expect to see fewer visitors, but there will be more relevant leads that are more likely to be purchased. Ultimately, you can save a lot.

Eliminate unwanted clicks

In search networks, you pay for clicks, which are sometimes very expensive. And so it pays to use Keyword Planner to eliminate undesired clicks. The way to avoid undesired clicks is the use of the so-called eliminating negative keywords. These are words that can't appear with your keywords during a search. If you want your CRM software ad to appear

when you enter the keyword "CRM", make sure that the word "Honda" appears among the negative words. Your ad will not appear to a motorcycle fan looking for "Honda CRM" (note, this is a type of motorcycle). You can find such words before you start your first campaign in Keyword Planner.


Making a campaign

Once you are sure that you want to attract customers for financial advice in Boston, you can start creating the first campaign. At first, it's easy to make a lot of mistakes that can cost you money. Therefore, set a daily limit on how much you're willing to pay for your campaign ad.

Each campaign consists of so-called ad groups, in which you create the advertisements. You can name and organize your campaigns and reports as you need. You can, therefore, divide the ad groups in the campaign promoting financial advice in Boston by the keywords you found a while ago. Not everyone is thinking the same way and looking for "financial advice in Boston". Users who are looking for "financial advisor Boston" or "financial consultant Boston" can be your customers just as well.

Then it's the creation of the ad itself. This should be attractive and it should show the keyword that a potential customer is looking for. The keyword should appear in the title, label, and address of your website. Of course, your URL won't always match the keyword as ideally as in the case of the financial advisor, but in Google Ads, you have the option to include the keyword for the domain ".com". In this case, therefore, the word "Boston".

Finanční poradce Praha | Investice, úvěry, pojištění

 www.financniporadce.cz/praha

Finanční poradce Praha. Poradíme vám s investicemi, úvěry, pojištěním a veškerými financemi.

If you're one of those who first order a cupboard, put it together (sometimes well, sometimes wrong), and look at the instructions only after that, then you can start creating the first campaign. But we recommend starting with the lowest budget possible. PPC campaigns are quite complicated and it pays to take a PPC ad course or at least study the guide to Google Ads.

Measuring and evaluation

If you manage Your PPC campaigns on your own, you'll appreciate it if you have a

positive relationship to numbers and statistics. Ultimately, ROI will be the most important when evaluating campaigns and deciding whether PPC advertising is the right strategy for you. In addition to the cost-per-click, you should include, for example, the cost of managing campaigns when you outsource.

However, you'll find other statistics in your campaigns that tell you what you can improve. For example, a CTR (or click-through rate) might indicate that your ad doesn't answer user questions or isn't appealing enough for them. The conversion rate may then indicate that you don't have enough demand despite enough clicks. Maybe the prices for your financial advice are too high. Maybe your site isn't clear. There may be more reasons, but unfortunately, you won't find a solution in Google Ads.

Display networks

Let's say your target is to raise awareness of your brand. Do you still remember the carmakers at the beginning of the article? Display networks are ideal in this case. What does a display network mean?

The display network includes more than 2 million websites that work with Google Ads (or another similar service), and social networks are very similar. So whenever you see a video on YouTube or social networks or banners on those sites, it's usually an ad on the display network.

On the display network, your ads are not targeted based on keywords, but based on different targeting methods. From demographic and geographic to user interests. The fundamental difference is that, unlike the display network, the customer is not actively looking for anything. On the other hand, you can reach a wide range of users to create "fertile ground". The next time a customer comes into contact with your brand, they'll at least know they've heard of you before. And that's good, whether you're a carmaker or a financial advisor.

Remarketing

Remarketing is a specific form of advertising that allows you to reach customers who have already visited your website but have not placed an order or demand. Remarketing usually occurs in the same places on display networks or on social networks. Therefore, the customer is probably already considering buying your product or service. Why not remind

him?

In real life, this works when your webmaster uses the so-called Google Ads remarketing code (it's called a pixel on Facebook) on your webpages. It makes visitors to your site enter the so-called remarketing list.

If a visitor to your website has already been on the request form page and did not submit it, you can remind it to them and offer the first hour of consultation for free if you did not offer it in the search ad. Maybe you can convince the customer this time. Or maybe they just needed time to think.



Source: <https://www.nelsononeill.com.au/insights/what-is-remarketing-and-why-is-it-important/>

Shopping campaigns

A comprehensive theme like other PPC advertising formats are shopping campaigns. Carmakers and financial advisers won't find much benefit here. However, these platforms are an excellent tool for e-shops, as users often visit them with interest or unequivocal intention to buy. And precisely because the potential customer already chooses between you and the competition, the visible parameters of the price and credibility of the brand are very important here at first glance. However, you will also apply some knowledge from search networks.

Is it worth investing in PPC campaign management?

If you choose to use PPC campaigns, the big question is whether, in addition to spending per clicks, to invest your own time in managing them or entrust their management to a PPC specialist or agency. Outsourcing can cost you more than you would rate your own time managing them. On the other hand, if you feel that you don't understand PPC

campaigns very well, a truly capable specialist can produce such results that the profits will outweigh all the costs associated with running campaigns in the long run. You may find that it pays to use completely different online marketing tools to promote your product or service.

STEP 6: BUILD A FAN BASE ON SOCIAL MEDIA

Marketing on social networks is constantly evolving. Since the launch of Facebook, a long-term trend has been the loss of text, visualization, and content shortening. Its successor Instagram is even more dynamic in this respect and there is no indication that this trend is going to slow down. So, the question is whether the use of the marketing potential of these social networks is the direction you should take.

With the growing number of users, Facebook, Instagram and other social media are becoming increasingly competitive in terms of marketing. This naturally increases the demands on sophistication and time-consuming creation, and management of marketing campaigns. But sometimes it is the must and you have to follow the trends. Of course, after careful consideration. You need to know that you are reaching your target audience and spending adequate resources on your ad campaigns. Let's see what is the marketing potential of Facebook, Instagram and other social media.

Facebook

Most probably it is not necessary to introduce the most popular social network. Facebook is an ideal platform for companies whose target group are the Millennials. 77% of Millennials use Facebook daily and it is used by over 80% of users in all categories in terms of revenues. It is obvious that Facebook has a very wide target group. It is also a very competitive environment. What can you do to succeed?

Every company should have its own Facebook profile. That is also the case even if they don't intend to use paid ads. Unfortunately, the average organic reach of the post is only 6.4% out of the total fans. Build your fan base so that your posts can reach as many users as possible without paid advertising. Plan your contributions every day, if possible. Focus on rich content, using pictures, videos, articles, or podcasts. Encourage your customers to interact with you and to respond to their questions in time. Certainly, shared and active organic content has a much greater reach. In addition to regular activities on your site, you can also organize a contest. This can bring a lot of new fans to your site. However, make sure

your contest has clearly specified published rules in accordance with the contest rules on Facebook.

Managing your business profile to the maximum extent possible with respect to your time is the basis on which you should build social engagement. However, there are also many paid ad formats on Facebook. Whether you use only sponsored posts or some of the many other formats, here's what you might have guessed from the time you started reading this article. According to many statistics, shorter contributions tend to attract a bigger audience. And this also applies to videos that are the most shared format ever. Users simply don't have the time, they scan with their eyes and you have to capture them very quickly.

Instagram

The trend in accelerated perception of content is also confirmed by Instagram, which contains picture and video posts. The text itself is no longer interesting enough and in the future, this trend will become even more obvious. In terms of statistics, it is probably not surprising that the largest age group is 72% of users aged 13-17. As the age increases, the percentage of users decreases for each additional category. And more than 200 million of these users visit at least one company profile per day. So how do you engage these users?

If it is true for Facebook that you should be active and try to attract new fans, believe it is the same on Instagram. You may have already registered the typical phrase "link in bio" for Instagram. This is because Instagram has a limit of 10,000 followers so you can add a link to Instagram Stories. Of course, this is not the only way to create advertising content on Instagram, but the very existence of this magical psychological boundary underlines the importance that Instagram users attach to the number of followers. So what can you do to reach as many users as possible?

What you have learned on Facebook can be used on Instagram. Complete your company profile as best you can. Find your own style and stick to it. Above all, work with hashtags all the time. The ideal number is 8-10 varying hashtags for each post. If you seek for inspiration, try displaypurposes.com. Unfortunately, unpaid content is unlikely to bring you the desired benefits in your early days. Therefore, consider using paid advertising. You can use Instagram in the format of images and videos in feed or stories, collections or rotating ads. Be creative and keep in mind that your content must be visually appealing.

This is the magic of Instagram that you can use to promote your product.

YouTube

Right after Facebook, with 2 billion users, YouTube is the second most popular social network. In terms of the demographic distribution of users, YouTube is a very balanced social network. As on Facebook, companies from almost all fields will find their target group on YouTube. While creating videos on Facebook is usually an interesting bonus, on YouTube it is the only way to present, unless you use paid formats such as banner ads or text ads below the search bar.

Even if you decide to create videos, you can choose to go through paid advertising before other users' videos or create content on your own channel. When creating ad videos, always keep in mind that users come to YouTube to watch certain content and usually want to skip your ad quickly, which they can do after 5 seconds (there is a short format of 15-20-second long ads that can't be skipped) . Therefore, it is crucial to engage followers in the first seconds (and, if possible, place the name and logo right at the beginning of the ad). Likewise, long ads are not effective in most cases. Your message should ideally fit within 15 to 60 seconds.

If you focus on creating videos and promoting your own YouTube channel, you can create a variety of video formats. For example, instructional videos, interviews, how-to videos, reviews, reports and much more. In order for the content you create to serve your purpose and gain new audiences and customers, you need to build a community around your channel. You can use paid promotion of your video, but for many companies, linkbuilding will be a more interesting option. You can share your videos on other social networks, forums, blogs and more.

However, it is necessary to think about building an audience at the start of creating the video itself. Therefore, it is a good idea to place your logo at the beginning of the video and encourage viewers to take action at the end of the video (e.g. watching your channel, visiting your site, etc.). To increase the reach and better traceability of your video, it is a good idea to analyze the keywords to which the video relates and then use them in the title and add them to tags.

And finally, one piece of advice for all that applies to most social networks. Create consistent content. Publish videos regularly and be consistent in the formats and style of

your videos. Once users know what to expect from your videos, they're likely to like them and watch them regularly.

LinkedIn

LinkedIn demographic statistics show the most significant increase in the number of users in the highest education and income categories of all networks. This trend is not surprising for a professional social network. However, most people see this network only as a place to discover new job opportunities, and not everyone would think that LinkedIn can be used for advertising purposes.

On the other hand, you can't just rely on these basic demographics and start offering luxury products and services to LinkedIn users. Precisely because it is a professional network, the energy spent on promotion here usually pays off for companies that work in the B2B segment. It's easy, on LinkedIn you will simply find decision-makers from more than anywhere else. For example, companies focusing on IT, marketing, finance, law, logistics and HR could do well here.

So if you decide to promote your product or services on LinkedIn, you will find that some basic principles are already known to you from Facebook and other social networks. The basis is to create a company profile, use hashtags in your posts, join groups in your field, or create your own, and share relevant content in them, or possibly use paid posts. However, compared to Facebook, LinkedIn has one big advantage. You can filter out users that you consider decision-makers in your target group and address them directly using the InMail function. However, there is also a charge for this feature, so it's important to consider whether it really pays off.

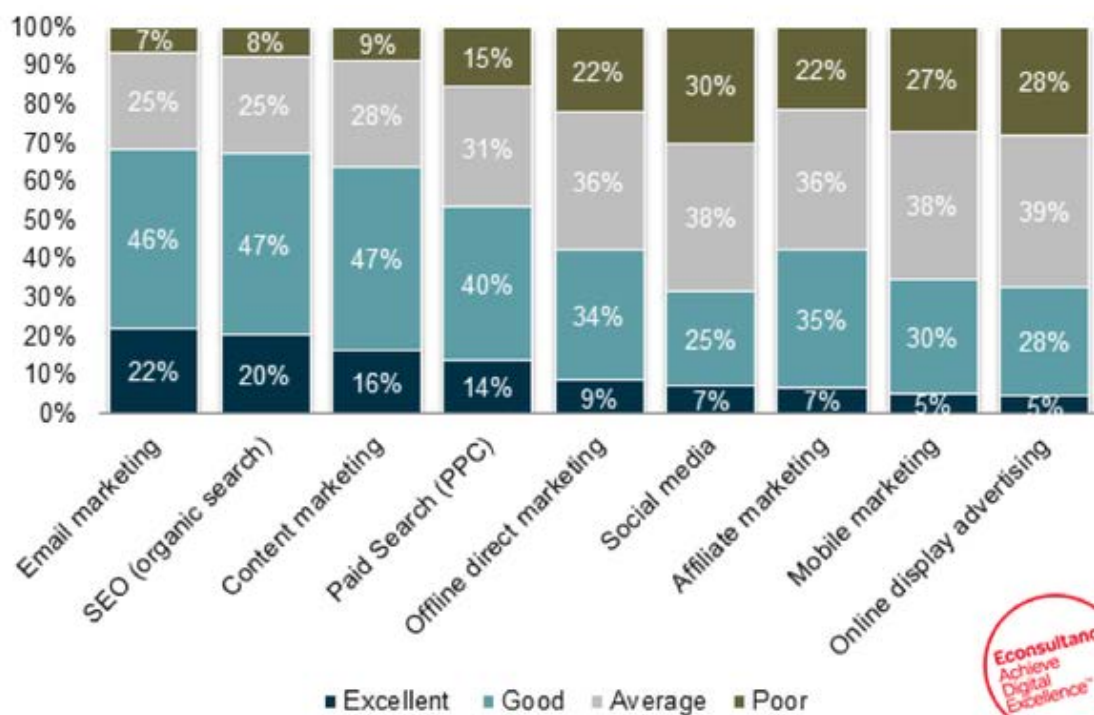
Which social networks are to be used in marketing campaigns?

Consider your options and capacities. It is definitely not a good solution to create an account on all social networks which would become empty. This is really no good and it will not end up making a good promotion for your brand. So, analyze your target audience and choose the appropriate social networks to reach your customers and manage your campaigns on these social networks to the fullest extent possible.

STEP 7: COLLECT EMAIL ADDRESSES AND REACH NEW AND EXISTING CUSTOMERS

E-mail marketing has long been one of the most effective tools for online promotion. After all, we all send and receive e-mails. Unfortunately, the fact that someone sends dozens of e-mails in Outlook a day is not a sufficient qualification for preparing e-mail campaigns. So how do you learn how to prepare effective e-mail campaigns? And what are the strengths and tricks of e-mail marketing?

If you are looking for an online marketing tool with the highest return on investment, statistics based on the experience of other companies may help. Most companies rank e-mail marketing as the most effective online marketing tool of all. E-mail marketing or e-mailing is popular not only for its low operating costs and high return, but also for its simplicity and measurability of results.



Zdroj: <https://econsultancy.com/email-remains-the-best-digital-channel-for-roi/>



On the other hand, problems with undeliverable e-mails, spam filters or technical complexity can be a disadvantage, or rather to say an obstacle. E-mails that contain graphic elements may display differently on different devices and e-mail clients. However, all these obstacles can certainly be removed. How do you start making quality e-mail campaigns so that you turn potential customers into existing customers and turn existing customers into loyal ones?

Build a broad base of subscribers

The basis of every e-mail campaign is a quality list of recipients. Even the most resilient e-mail campaign can't deliver results if you have nobody to send it to. Therefore, it is important to collect e-mail contacts and at the same time **consent to the processing of e-mail contacts for multiple marketing purposes**. The first step is to offer visitors to your site the opportunity to subscribe to your e-mail newsletters. The subscription to the newsletter is usually located in the footer of the website.

On your website, you can request consent to the processing of personal data for marketing purposes, for example in the inquiry form. However, since the GDPR Directive became effective, none of these forms may have been pre-ticked by default. Last but not least, you can also ask for consent the contacts from your existing customer database. However, **there are exceptions when you do not have to request consent**.

Contacts can also be collected in other ways. For example, exchanging a contact for a free e-book download from your website is a very popular and widespread way. In the past, collecting contacts at the company's trade fair stand was also a popular method. However, this method is already somewhat problematic due to the stricter rules on proving consent to use the contact for marketing purposes. So, if you want to hunt contacts in the good old offline world, you can try to create a **QR code that will direct the user to the page with the login form after scanning**.

Increase deliverability of your e-mails

Just as it is essential that you have enough recipients for your e-mail campaigns, it is imperative that your e-mails be delivered correctly in order to deliver results. In other words, your e-mails must not be marked as spam. So how do you prevent spam filters from evaluating your e-mail as spam?

In the beginning, it's a good idea to focus on the subject of the e-mail. It is definitely not appropriate to use Caps Lock, exclamation marks or some controversial terms for spam filters, such as "free". Spam filters also block e-mails that have a content of at least 80% of the text to 20% of images for a long time. Today, however, there are more effective methods of blocking, so the optimal content ratio corresponds to 60:40. The content and subject of e-mail is still one of the factors influencing the delivery of e-mails, although it is increasingly influenced by a number of technical parameters.



Tip: For more information, read **How to Increase the Deliverability of Your E-Mail Campaigns**, which looks at this issue in more detail.

How to make functioning e-mail content?

Work with templates

Just as **wireframes are important when creating content distribution websites** to make them clear and engaging, professional e-mails require to start thinking about the functional division of content at the beginning.

The content of e-mails should be divided into short paragraphs or bullets, and important content should be highlighted. The ratio of text to images should be in favor of the text not only because of spam filters, but also the users consider the excess of images to be chaotic. It is definitely not worth using an image to represent content that can be expressed in text.

E-mail campaign tools usually offer ready-made templates that can be customized to your image. Alternatively, you can **prepare your own template using an editor** or import your own HTML template. When creating templates, keep in mind how they will appear on mobile phones where more and more customers are reading e-mails.

Call your customers to action

An essential part of e-mail content is a call to action to get customers to visit your site. This is where most e-mail campaigns turn into orders, inquiries and other goals. Therefore, it is necessary to create visually striking buttons with text that will be interesting for the reader.

Test

The rule measure twice, cut once, applies at least twice to e-mailing. Once you send an e-mail, unlike posting on social networks or a corporate website, it's an irreversible action. Therefore, it really pays to send a test e-mail to your address, or your colleagues, and check how the e-mail is displayed on your PC and mobile phone. If you want to be particularly thorough, you can also check the display in different browsers and e-mail clients. In addition to the display, you also need to check that all the links and, of course,

the text of the e-mail as such work.

Obligatory unsubscribe link

Don't ever forget to include a unsubscribe link from the list of e-mails for sending your newsletters, together with information that it is a business message. At this point, this is not a recommendation, but a legal obligation.

Statistics

The evaluation of results is an integral part of marketing. E-mail marketing is no exception. One of the things you should initially test is the subject of the e-mail. Customers will react differently to different content and tone of the message. Statistics on the number of e-mail openings will tell you what suits your customers. It will also tell you if the day and time you are sending the e-mail suit your customers.

You can also experiment and track e-mail content. **Just insert the UTM parameters into the links in the e-mail.** You will then see detailed statistics in Google Analytics. You will see through which links users got to your site, where they went on your site or how long they were there.

Manage your e-mail campaigns effectively with eWay-CRM

Do you want to send your first e-mail finally? You will need a suitable tool, as a regular e-mail client will not make do for your needs. Just because it does not meet the necessary legislative requirements. Try eWay-CRM to efficiently manage your clients' database, easily manage and edit your e-mail templates, test e-mails and spam filters before sending, and work with e-mail campaign statistics. **eWay-CRM includes a marketing module**, thanks to which you will be able to manage campaigns directly in the well-known Outlook environment.

CONCLUSION

With digital marketing, you can gain new customers and turn existing ones into loyal customers. After reading this eWay-Book, you may already have a specific idea of what strategy and promotion tools you will choose in your company. Whether the strategy is correct is always determined by the time and especially the results that need to be measured

from the very beginning. It's also a good idea to use tools from the beginning that are well expected to be the long-term foundation of your marketing mix that will bring you success.

Therefore, you should first think about your marketing strategy. You should now know what each marketing tool entails. With few exceptions, creating a website should be a matter of course for every company. These are the websites that you will later optimize for search engines to place them at the forefront and gain a regular supply of new customers. Especially in the beginning, before you get to the top of the so-called organic, unpaid, search, PPC campaigns can help you gain new customers in browser search.

Don't forget to create company profiles on social networks, which have the largest representation of users from your target group. Active contact with new customers on social networks usually does not make sense, for example, for companies from industrial sector, but if you are looking for new employees, a company profile on Facebook will certainly come in handy.

And last but not least, you shouldn't forget the good old e-mail. It is an old, but at the same time still unsurpassed and widespread technology, which is used by almost everyone every day. E-mail campaigns are an excellent tool for gaining new customers as well as for building relationships with existing ones and are popular among marketers for a high return on investment.

So, it's up to you what kind of marketing mix you create in your company. In order to constantly improve in online marketing and move your business to the next level, it is worthwhile to continuously add knowledge in this fascinating field. So, keep an eye on our blog and social networks, where we deal with marketing topics.

Be effective.  **eWay**
CRM