

The background features a large white circle containing the text. This circle is surrounded by thick, curved red and black lines that sweep across the top and right sides of the frame. Several smaller red circles of varying sizes are scattered in the upper-left and lower-left areas, some overlapping the white circle and others on the black background.

5 Best Digital Marketing Strategies for Beginners

TOTALDESIGN
REVOLUTION

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Marketing used to be all about SPENDING MONEY

Today MARKETING is complex!

In the past if you could outspend your competitors, there was a good chance you could take over a larger portion of the market share. Creativity played a part, but being successful often came down to dollars spent.

NOW,

People don't want to be marketed to; they want to build relationships!

There are millions of people starting a blog these days, dozens of social media platforms, and enough acronyms to make your head spin — SEO, PPC, CRO, CTA.

If you are just getting started in digital marketing, this can all lead to information overload.

This article will outline just five of the most effective digital marketing strategies. We'll cover how to get started, how to track your efforts, and share resources so you can learn more about each topic.

At the end, you will have a solid understanding of the basics and, hopefully, a path to get started.

Create DETAILED, USEFUL Content

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Content marketing, the practice of creating and sharing content that does not explicitly promote a brand, is one of the most popular forms of digital marketing.

Every company is cranking out content. In March of 2019, 4.4 million blog posts were published each and every day. That is a massive amount of content.

It is enough to make you throw in the hat, right? With so much content out there, how could you possibly stand out?

The truth is, most of that content is crap. It is rehashed, reworded, and covers absolutely nothing new.

Boring, basic content isn't going to cut it; you need to get unconventional with your content marketing strategy and create radically useful content that stands out.

So, how do you do it?

By creating in-depth, well-researched guides, and long-form posts.

There are several features that help a post stand out.

- 1 - Make sure the title is clear and descriptive. Tell the reader what to expect and introduce the topic.
- 2 - Included hyperlinks in the left margin, which allows readers to navigate to specific topics.
The hyperlinks let you easily navigate to that portion of the guide.
- 3 - Use bold text and numbered list to make the content easy to skim.
- 4 - Include internal links to other resources on your website, and external links to resources for statistics.
- 5 - To really satisfy both your readers and Google... Be sure you're serving up long-form content that answers your target audience's problems.
- 6 - Consider writing a 2,000+ word blog post

Another thing that stands out is the excellent grammar, so be sure to use a grammar checker tool, even if you got all 'A's' in school!

The results? An easy to read, well written, in-depth guide that educates customers instead of trying to sell them products or services.

- 7 - Finally, to get the most out of content marketing, you have to track your efforts. Decide what the most important metric is to your company—are you looking for page views, boost email sign-ups with your email marketing strategy, or form fill outs?
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Be SMART with Social Media

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**In 2018, more than 2 billion unique users used social media.
By 2021, that number is expected to exceed 3 billion.**

That's a lot of social traffic... But, are you capitalizing on it and reaping the rewards?

No matter what industry your business is in, a large portion of your audience is likely on at least one social media platform.

The challenge many beginners face is the number of different social media platforms can be overwhelming.

Should you dive into Facebook, set up an Instagram account, and create a Twitter profile? Instead of taking on multiple platforms, become more productive and focus on one social media platform where most of your audience hangs out.

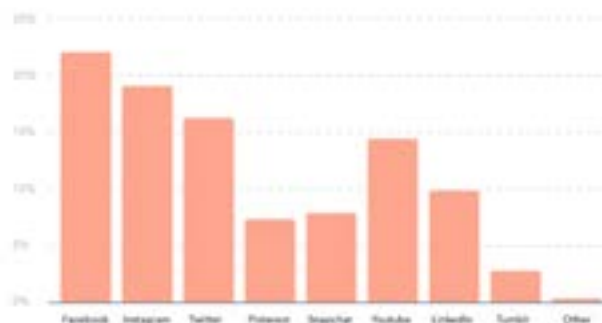
I have included a breakdown the demographics for each social media platform so you can determine which platform is likely to reach the largest percent of your target audience.

After you decide which platform works best, you need to learn how to use the analytics to understand what content works best. Most platforms have a native analytics program (for Instagram, you will have to upgrade to a business profile).

For more in-depth analytics, use a social media tool like Hootsuite that allows you to schedule posts and track what types of posts work best.

These programs also allow you to batch social content creation, so you can spend one day creating and scheduling all your content, then focus your mind on other tasks.

Facebook remains the most commonly used social media channel by marketers



(Source: <https://www.hubspot.com/marketing-statistics>)

Social Media Statistics

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Facebook

Globally, there are over 2.38 billion monthly active users on Facebook. (Facebook, 2019)

According to Facebook, the platform reaches over 60% of internet users. (Facebook, 2018)

There are over 80 million small businesses globally that use Facebook Pages. (Facebook, 2018)

Facebook is used by about 50% of American teens, but it no longer dominates the teen social media landscape as it once did. (Pew Research Center, 2019)

Facebook is the #1 social channel used by marketers, with the highest return on investment. (HubSpot, 2020)

Facebook is the second most-used platform globally, followed by YouTube. (Pew Research Center, 2019)

Around 43% of US adults get news from Facebook. (Pew Research Center, 2018)

1.56 billion active users log onto Facebook every day. (Zephoria, 2019)

Instagram

71% of Instagram users are under the age of 35. (Statista, 2019)

More than 500 million people use Instagram every day. (Oberlo, 2019)

Seven out of ten hashtags on Instagram are branded. (Sprout Social, 2018)

Instagram has over 1 billion active monthly users. (Oberlo, 2019)

Instagram advertising has the possible reach of over 849 million users. (SocialMediaToday, 2020)

In 2020, 75.3% of U.S. businesses will use Instagram. (SocialMediaToday, 2020)

There are over 400 million Instagram users creating Instagram stories every day. (Statista, 2018)

Instagram Stories posted a 220% increase in year-on-year ad spend. (Our Social Times, 2018)

Brands on Instagram create an average of 2.5 Stories on the platform every week. (SocialMediaToday, 2020)

LinkedIn

CEOs on LinkedIn have an average of 930 connections (LinkedIn, 2017)

When it comes to delivering content and securing audience engagement, LinkedIn is the most effective social media platform. (LinkedIn, 2017)

The average LinkedIn user spends 17 minutes on the site per month. (Wordstream, 2018)

LinkedIn has over 500 million users. (LinkedIn, 2019)

39% of the 500 million LinkedIn users are paying for a premium account. (LinkedIn, 2017)

40% of members visit the professional social network each day. (Omnico Agency, 2018)

Pinterest

There are 250 million active users on Pinterest. (Hootsuite, 2018)

50% of new Pinterest sign-ups in 2018 were men. (Hootsuite, 2018)

80% of people use Pinterest on mobile. (CoSchedule Blog, 2018)

80% of millennial Pinterest users say that the platform helps them decide what they should buy. (CoSchedule Blog, 2018)

85% of women users use Pinterest to plan "life moments". (Pinterest, 2018)

Snapchat

Snapchat has 190 million daily active users. (Zephoria, 2019)

The average revenue per Snapchat user increased by 39% to \$1.68 in 2019 from \$1.21 in 2018. (Zephoria, 2019)

Snapchat reached 90% of all 13-24 year-olds and 75% of all 13-34-year-olds in the US. (Zephoria, 2019)

Snapchat users spent an average of 34.5 minutes on the app in September 2018. (CNBC, 2018)

The cost for Snap Ads campaigns starts at \$3,000 per month. (Wallaroo Media, 2018)

On average, Snapchat users under the age of 25 visit Snapchat over 20 times every day and spend over 30 minutes on the app every day. (Zephoria, 2019)

(Source: <https://www.hubspot.com/marketing-statistics>)

Start a Podcast

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This might seem like an odd addition to a newbie marketing strategy list!

Podcasting is a massive industry. There are currently 700,000 active podcasts published in more than 100 different languages.

Whether you want to catch up on true crime, learn about social media marketing, or hone your Spanish skills, there is a podcast that can help you do just that.

What makes podcasting stand out is that any beginner can get into it. Starting a high-quality podcast requires a bit of learning and equipment, but it has a much lower barrier to entry and is more likely to reach your target audience.

To get started, consider ordering a podcasting equipment kit, which will provide everything you need to get started. **Here is a link to what I would recommend!**

You'll also want to learn about mic technique, so you can create crisp, clear audio that doesn't distract from your content. For example, make sure you don't position your mouth too close or too far from the microphone.

Next, you need podcasting space. A setup to conduct it in that's beneficial for both professionalism and audio quality.

While some will tell you to get a podcasting studio space, this isn't needed. Do you have access to a co-working office where you can use private rooms?

If so, this is perfect for an in-person podcast where you can do both audio and video. Lastly, choose a podcast hosting platform. These platforms also offer analytics, so you can track stats like downloads and listens.

If you share links in your podcast, be sure to use trackable links or coupon codes so you can track the impact your podcast is having on your bottom line!

What about content? The topics you cover will vary based on your industry, of course, but consider reviewing products or industry tools, interviewing industry leaders, or covering news important to your audience.



OPTIMIZE Your Landing Pages

*Today **MARKETING** is complex!*

Landing pages serve many functions—they can be used to gather leads, make a sale, or just provide more information about a product or topic.

What all landing pages have in common is their goal—to encourage the visitor to complete an action, often signing up for an email list or finalizing a purchase.

Many beginners use a landing page tool, toss in some copy, publish their page, then carry on with their day.

Then, they wonder why their landing page doesn't convert.

If you want your landing page to convert, you need to take the time to optimize your page. This is an important step for when building a landing page, whether your first or your 50th.

Here is how to optimize your landing pages to drive conversions.

Create Unique Landing Pages for Different Target Audiences

There is a good chance you have more than one ideal customer, right? That is why most buyer personas tools create multiple personas.

If your audiences are different enough, consider creating separate landing pages to address the unique challenges and needs of each target market.

Taking it one step further, you should also create unique landing pages for the different products and services you offer, rather than an overwhelming page with too many features and call to actions.

Case in point, a landing page distinct for one service like copy-writing.

And another separate page to explain your other services.

This allows you to dive into detail without overwhelming buyers, focusing on single, direct calls to action that are tailored for them.

Focus on the Benefits

Instead of talking about how awesome your product is, focus on how it will make the customer's life better. Will it help them be more organized? Get more out of their social media marketing? Find the best vpn for their needs? How will that benefit make the customer feel?

A/B Test Titles and Headlines

Headline testing is the practice of using multiple headlines or titles for a piece of online content (in this case, a landing page) to determine which generates more conversions. The results are often surprising.

For example XYZ Company, found that reducing the amount of copy and changing the CTA resulting in 433% higher conversion rates.

The banner on the left uses numbers and bulleted points, which are common practices. It also focuses on the benefit, that is saving money.

Yet, the banner on the right was significantly more successful.

This is a clear example of why headline testing is so critical to landing page success; you can't always tell what will be most successful.

Want to dig in deeper to landing page optimization? Be sure to use a website audit checklist to make sure you have your ducks in a row before hitting "publish".



“No great marketing decisions have ever been made on qualitative data.”

JOHN SCULLY

Get COZY with Google Analytics

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Too many new marketers dig into the strategies of digital marketing without considering their own customer engagement data.

Here's the secret most beginners don't realize:

The best digital marketing strategy is what works best for your company or brand.

Content marketing best practices might tell you that blog posts need to be at least 1,000 words to be effective. But that might not be true for your audience. Your customers might prefer 2,500-word posts that really dive deep. Or, they might want short and snappy posts of 700 words.



Figuring out what works best for your audience requires understanding the data, and Google Analytics is the best platform to get that data. **(Plus, it's free!)**

Using Google Analytics, you can see how many people read a post, but you can also see real-time data about what people are doing on your site right now.

Using Events, you can track interactions site users, such as how many people downloaded a white paper or watched a video. Events are customizable, so you can track what is important for your business.

There are a nearly endless variety of other metrics you can track, including demographics, interests, location, behavior, even the device site visitors use to access your website.

One of the most significant benefits of Google Analytics can also be a drawback—the detailed amount of data you can access can overwhelm beginners.

To get started, decide on just a few metrics you want to track, such as time on page, page views, and demographics, then track those for a few weeks. As you begin to understand how the platform works, look for other data points you can track.

DIGITAL MARKETING

Doesn't Have to Be Overwhelming

As a bonus tip, another strategy to add to your toolbox could be to create QR codes with logo to further engage your customers.

QR codes can be used on things like websites, flyers, brochures, product packaging, and more and have been highly effective in marketing campaigns.

All of the above digital strategies are proven to help boost your omnichannel customer experience, which is being on the same platforms as your audience...

Whether that's Instagram, Facebook, podcasts, or plain old email marketing. The key is just meeting your customers where they already are.

Ready to start making moves to enhance your omnipresence and overall digital strategy? Trust me, I know the amount of content online is both a blessing and a curse...

You can learn how to do everything at the click of a button. Want to rebuild a car engine? Unclog your sink? Learn how to build super effective paid ads?

You can learn all of this, and more, through videos, guides, whitepapers, and courses. Having access to this level of information can be incredibly overwhelming. Everyone is a guru or an expert. Even just figuring out where to start can be frustrating.

Digital marketing shouldn't be frustrating.

It should empower you to make smart decisions that help you help your customers.

Choose one of the strategies above, and start putting it to work for your business. Once you have that one down, try another, and tailor it to your brand.

Remember, the key to digital marketing success is figuring out what works best for you, not what seems to work for everyone else.

Have you tried any of the strategies above? What challenges did you face?

DIGITAL MARKETING Doesn't Have to Be Frustrating

It should empower you to make smart decisions that help you help your customers. If you still don't feel comfortable, give Total Design Revolution a call!

Let us help!