CLOSING **THE** GAPS

Erasmus+

Co-funded by the
Erasmus+ Programme
of the European Union

DIGITAL MARKETING

Why Digital Marketing

Using digital marketing techniques, you can reach a global audience in a way that's cost-effective, scalable and measurable. Some of the key benefits of digital marketing include: The ability to interact with your prospects and learn exactly what they are looking for i.e. get to know your customers better!

Where you can find Digital Marketing

01 Display Ad: | Websites

Advertising on websites or apps through banners or other forms of advertising created from text, images, video and audio. Digital marketing is also paid content (advertorials).

Where you can find Digital Marketing

01   **Sponsored Ad: | Social Media**

A promoted post in your News Feed, based on your demographics (location, age, gender, interest, etc.).

Where you can find Digital Marketing

01 **Search Ad: | Search Engines**

Promote of websites by increasing their visibility in search engine results when certain words or phrases are searched by a potential customer.

Where you can find Digital Marketing

01 **Sponsored Ad: | Mobile Apps**

An Instagram post that appears in your News Feed, based on your demographics (location, age, gender, interest, etc.).

Website

Your business website is the beginning of your business in the digital world.

Elements of a Website

Design

Content

Technical features

YOU NEED TO ANSWER SOME QUESTIONS

- Can you see the information clearly?

- Can the user go to any information they are looking for with 2 clicks?

- Are the key elements on each page?

- Does our work show professionalism?

- Is our website aesthetically beautiful?

- Is our website responsive on all devices (mobile, tablet, desktop)?

Search Engine Marketing (SEM)

Organic results

The links to websites that appear in searches, based on the <u>ranking</u> done by the search engine algorithm.
This ranking can be improved through a process called SEO (Search Engine Optimization).

Search Engine Marketing (SEM)

Advertising results

Paid advertising to display links to the company's website when someone performs specific searches. Also called SEA (Search Engine Advertising)

SEO & SEA

SEO

You appear free in searches.

You optimize the keywords.

It is important to prioritise the needs and wants of (potential) customers.

It takes time to appear on the first page of Google.

SEO & SEA

SEA

You pay to appear

Ads are shown when they match the search word/phrase

You can appear on the first page directly

Auction system where you pay per click

Has no effect on organic results
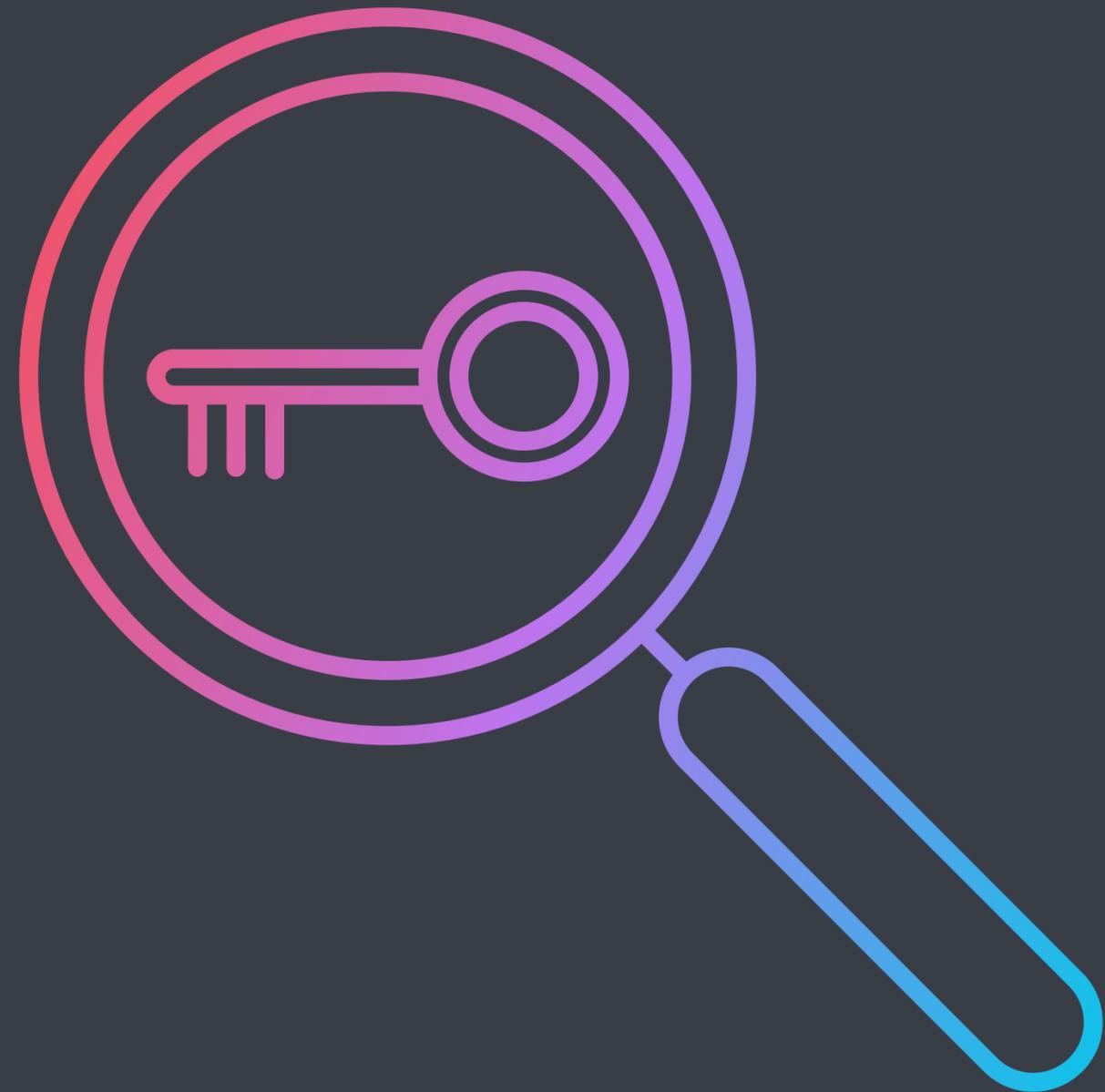
What are the keywords?

These are words or phrases used to match ads with the terms that users search for.

ENTER NAME

123 Anywhere St.,
Any City

How search engine advertising works

-
  - Promotion of your website in search engines through paid advertising on keywords you choose

  - Ads are matched with the search word/phrase typed by the user

  - Ranking is done by an auction system where you pay when someone "clicks" on your ad

  - Does not affect or is affected by SEO

The 4 steps for SEA

1. Understand your audience

2. Find keywords

3. Create an advertisement

4. Combine them all together

Think about your future business:

Which is your audience?

What keywords should you use?

Tools to find keywords

1. https://keywordplanner.net/

You can see how many searches are made
with the keywords you came up with and
get ideas for other keywords.

2. https://trends.google.com/trends/?geo=GR

You can see the trends and periodicity of
searches.

Create attractive search ads
Tips for creating more efficient ads

Tips:

Try to include the keyword of the search term within your ad.

List the USPs of the business to attract the user to choose you.

Use call-to-action and mention any discount rates, offers or prices.

Add the main keyword of the campaign within the display URL.

You should fill in all the fields of the advertisement.

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Display Ads

Dynamic advertisements on websites

Advertisements using fixed images on websites (standard banners)

Video ads on websites

Advertisements on mobile websites and apps

For the Display Ads

create promotional material

Use images of the correct ratio (1. 91:1 & 1:1)

Your photos should be in a very good resolution.

Images must not be overlaid with text, logos, watermarks or buttons.

Make your product or service the focus of the image

Avoid collage images or images with a complex background

The logo should be clearly visible and in a reduced size.

Texts should be clear, free of spelling and syntax errors and include offers and calls to action.

Social Media Marketing

Organic social media

- **Free**
- **You will only attract people who follow you and their friends**
- **Downward trends in organic proliferation (<5%)**

Social Media Marketing

Paid social media

- **Payment for impressions, engagement, views, reach, actions or clicks**
- **You can target anyone (including people who do not follow you)**

Why you should use Social Media:

- **Brand presence / reputation development**

- **Customer service**

- **Highlighting the character of our brand**

- **Offers / Competitions**

- **Customer satisfaction surveys**

Each network has its own character, different technical approach and its own audience.

Always pay attention to social media demographics.
You target the networks where your customers are located.

Email marketing

- Email marketing is a great way to engage your customers
- Emails are a free way to communicate with your customers
- Good for driving traffic to your website
- A great way to encourage your customers to like and follow you on social media

Email marketing

if you want to build loyalty (see. LTV) and increase repeat visits and purchases on your website.

If you want to keep in touch & communicate with your customers on a regular basis.

Open a mailing list on your website for interested customers. If you have important updates that your audience might be interested in, such as the announcement of a new product or an upcoming event, you can update your community.

email marketing platforms

How could you use email marketing platforms for your future business?

Web analytics

Web analytics is the method of analyzing the behavior of visitors to a website.
Data collected and analysed through web analytics platforms:

Who are the visitors of our website?

How did they find our business?

What is the behaviour of visitors to our website?

How much are these visits worth?

What is the profit from their visits?

Why do we use Web analytics

- Analysing and understanding user trends and behaviours.

- Comparison of the performance of different promotion channels (SEM, Display Ads, Social).

- Performance measurement and optimization of websites.

- Making strategic decisions related to price or content.

- Understanding the devices used by the website visitors.

- Identification of profitable categories/products/services.

TIME FOR A GAME

Read the Card and Write in a paper what's the term refering to what you read

Search Engine Optimisation (SEO)

Search Engine Advertising (SEA)

Social Media Marketing (SMM)

Email Marketing

Display Marketing

Search Engine Optimisation (SEO)

Optimization of our website to appear in better positions in the organic search engine results.

Email Marketing

Collecting and using email addresses for communication with users.

Search Engine Advertising (SEA)

Paying a fee in order for our ads to appear in search engines.

Display Marketing

Social Media Marketing (SMM)

Use of social networks in order to increase traffic to our website and reach new audiences.

Online advertising in many different versions that appears on different websites on the Internet.