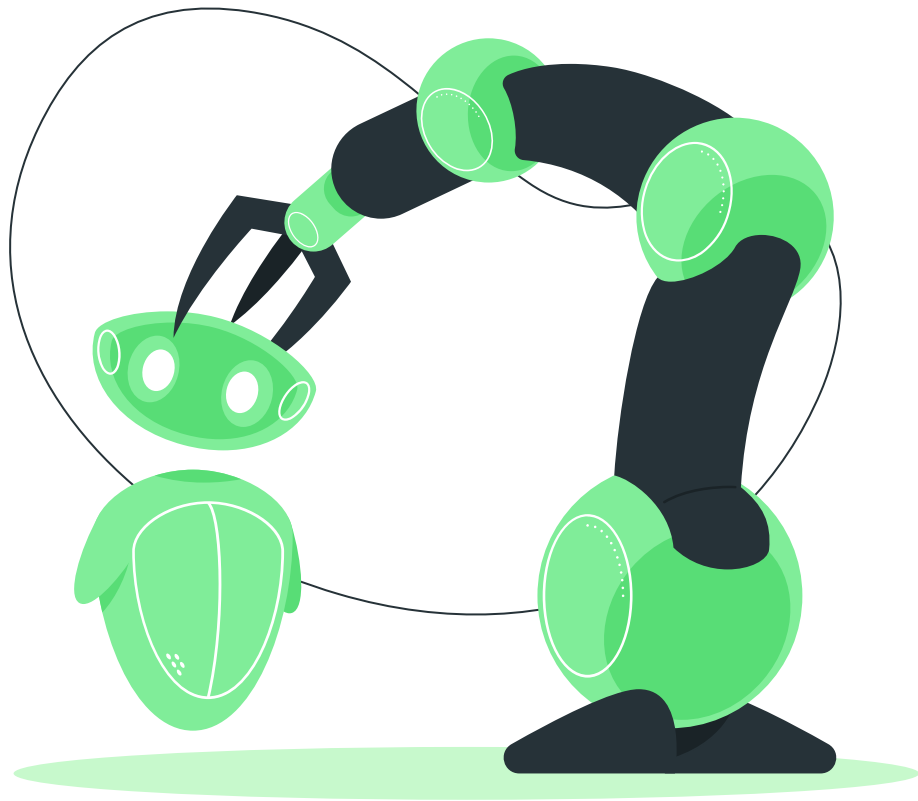# Digital Marketing

Choosing the Best Digital Marketing Campaigns for Your Industry, Budget, and Goals

About Us

Beanstalk Web Solutions is a Webster Groves-based agency specializing in:

- Web Design
- Digital Marketing
- Web App Development

Tim started the company in 2013. Beanstalk has 20+ team members and has completed over 850 projects for 575 clients.

Beanstalk has worked with many nonprofits and has been providing a 'free hosting for nonprofits' program for over 5 years, donating over $150,000 in services.

Beanstalk
Web Solutions

Roadmap

1 **Thesis**
Choose the best strategy based on your industry, budget, and goals

2 **Inbound Marketing**
SEO, Google Ads, etc.

3 **Outbound Marketing**
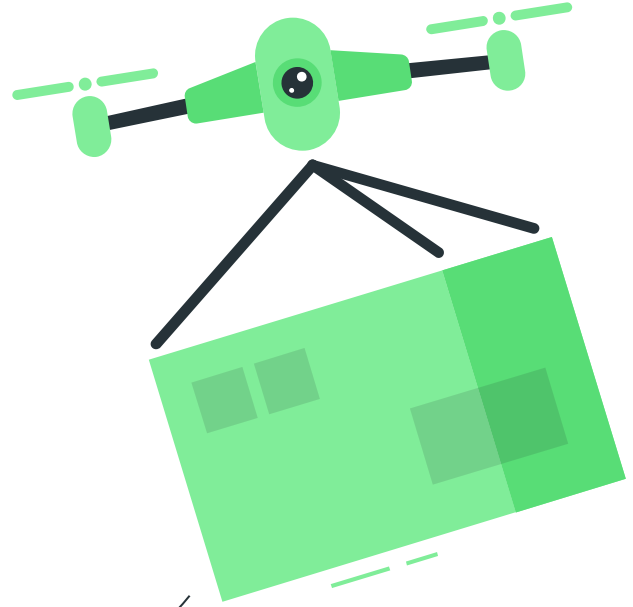Social Media + Ads, Email Marketing, Display Ads, etc.

4 **Nurturing**
Marketing Automation, remarketing, etc.

Thesis

Don't waste your time focusing on all methods of digital marketing or the wrong methods. Follow the strategy that leads to the best ROI.
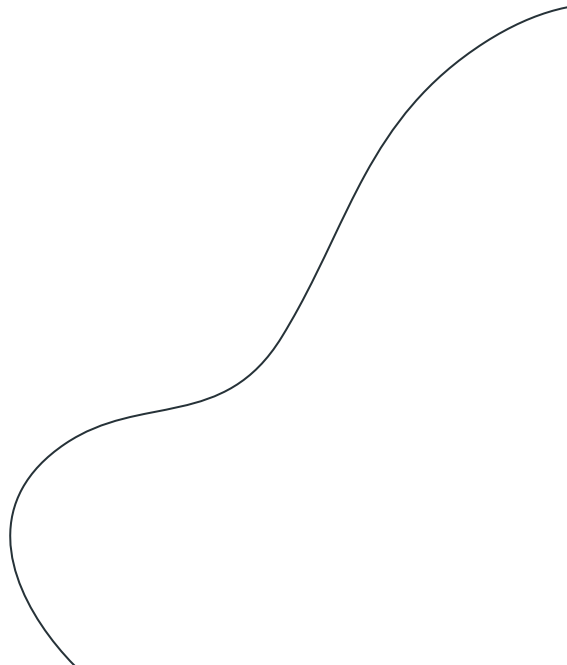
About The Theory

Digital Marketing can be your best method of marketing when it comes to Return on Investment (ROI).

In workshops like this one, you will hear things like: "You have to do social media." "You have to do SEO."
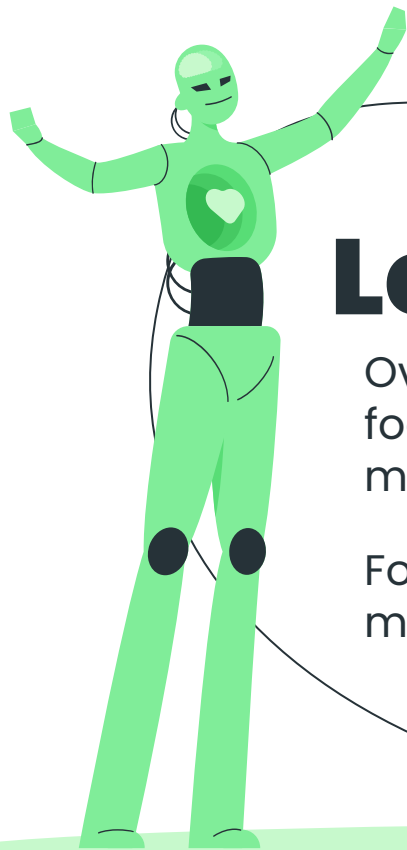
This is not always the case!

Specific methods of digital marketing work well with specific industries, but not all.
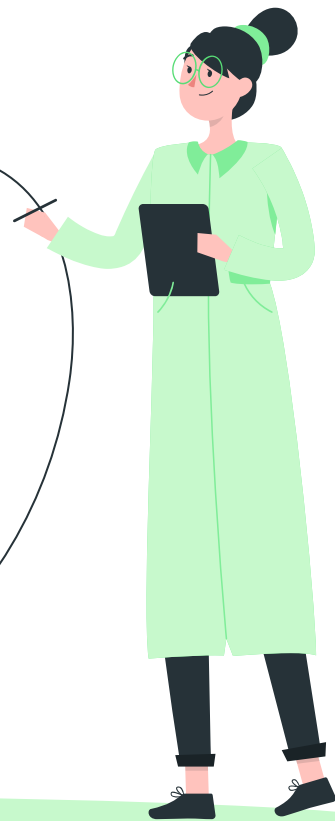
About The Theory

Examples to illustrate the point:

- New attorneys in St. Louis = bad for SEO
- Selling $3 holiday cards = potentially bad for Google Ads
- Aerosol Can Manufacturing = bad for Facebook

Lesson

Overall, don't waste your time focusing on all methods of digital marketing or choosing randomly.

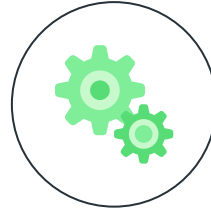Follow the method that makes the most sense and has the best ROI.

We Will Cover:

Concept 1

The most popular methods of Digital Marketing

Concept 2

If those methods are a good fit and how to implement them

Inbound Marketing

Think of this as people that are specifically looking for your product or service.

Generally associated with keywords, ie. "Basement Waterproofing in St. Louis"

Google is the main source for inbound marketing: SEO (organic listings) + Google Ads + Google Maps

SHOWS BUYING INTENT, making the higher cost of Inbound Marketing often worth it

Inbound Marketing

https://www.charitynavigator.org

Charity Navigator - Your Guide To Intelligent Giving | Home

Charity Navigator, the world's largest and most-utilized independent **nonprofit** evaluator, empowers donors of all sizes with free access to data, tools, ...

Top Ten Lists · Hot Topics · Tips for Donors · Blog

https://www.gofundme.com › blog › best-charities-to-d...

The 30 Best Charities to Donate to in the US (2021) - GoFundMe

May 10, 2021 — 1. World Central Kitchen · 2. Crisis Text Line · 3. Heart to Heart International · 4. The New York Times Neediest Cases Fund · 5. Relief ...

https://www.vox.com › future-perfect › best-charities-d...

The best charities to donate to - Giving Tuesday 2021 - Vox

Nov 29, 2021 — GiveWell currently lists nine top **charities**. Its recommendation, if you find it hard to choose among the nine, is to **donate to** the GiveWell ...

https://www.givingwhatwecan.org › best-charities-to-do...

Best charities to donate to: 2022 top recommendations

What are the most effective and high-impact **charities to donate to** in 2022? Our giving recommendations help you learn how to donate effectively.

How to Donate Effectively · Donate to reputable and... · Donate to meta-charities

Inbound Marketing

Google Maps / Google Business

- Easiest and least expensive of the Google products
- FREE
- Must claim + verify listing
- Be careful choosing the business category
- Add photos
- Get reviews and respond to reviews for your listing to rank higher, but mainly distance-based ranking
- Probably don't need an agency to help with this
- ALL organizations should do this

Google Ads

- Think of this as 'instant gratification' compared to SEO, which is a 'long term investment'
- Pay-Per-Click pricing model
- Cost of clicks is based on the free market/bidding
- Geographically targeted
- Based on keywords
- Google Ads is very complicated. You most likely need an agency to manage this.
- Some agencies charge a flat fee, others charge a percentage of your ad spend budget
- Most important metric: Conversions
- Conversions vs. clicks
- Some agencies don't bother setting up conversion tracking codes

Google Ads

Complexities of management:

- Broad match vs. Phrase match vs. Exact match
- Negative keywords
- Ad rotation
- Bid adjustments based on conversion data
- Extension management
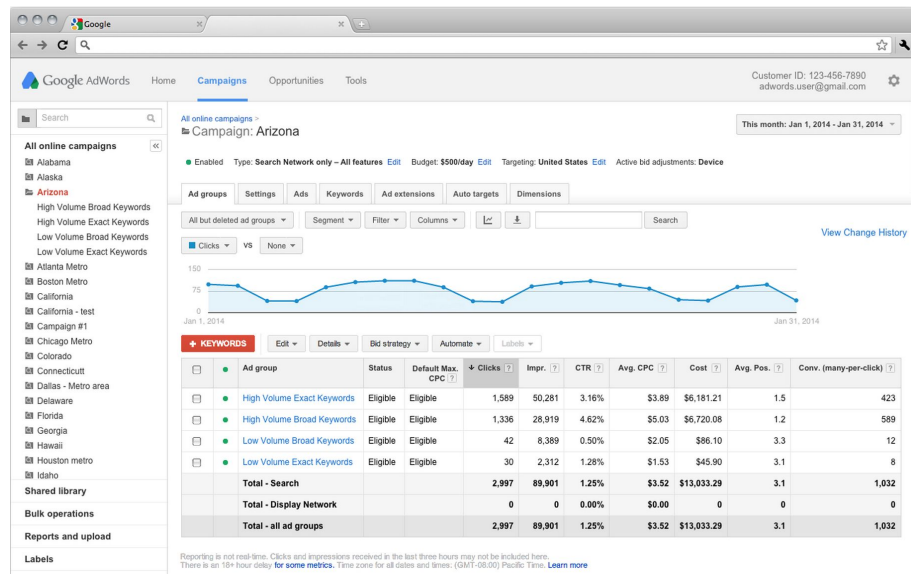
Google Ads
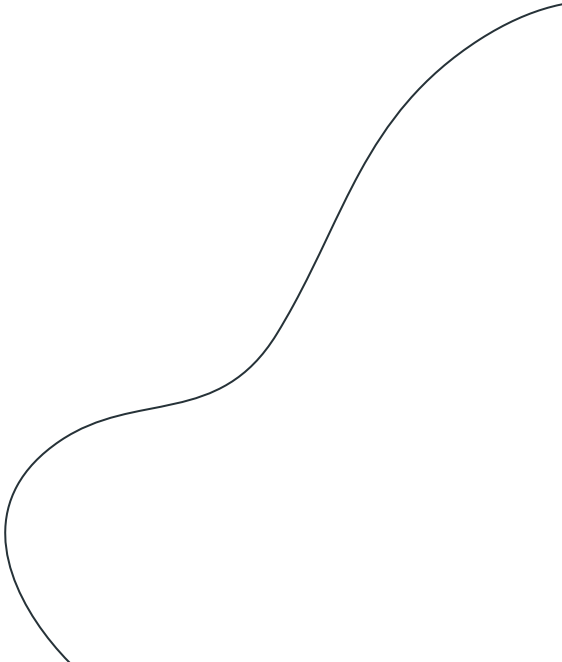
- Appropriate for most industries. Generally at least worth trying to calculate the ROI
- Not appropriate when cost-per-click spirals out of control, e.g. car insurance. Not appropriate when lifetime value of customer too low
- Not a good fit when customers don't know your product/service exists
- Strategy to consider: Start with Google Ads, phase out to SEO over time
- Specifically for nonprofits, the Google Grants program is available
  - Educational institutions are not eligible
  - Every client we've ever had apply has gotten accepted
  - $10,000 in free ad spend from Google each month
  - Plus you get Google Workspace for free

Search Engine Optimization

SEO

- 'Long term investment' approach
- Can have incredible ROI down the road
- Takes a long….. time
- Clicks are free
- Always changing
- Has become very expensive
- Generally budget-based pricing
- If it's inexpensive, it probably won't do anything
- Used to be a lot easier and a lot less expensive
- Google's goal: Show users the best possible content for what they are searching for.
- Also the best experience (fast page load, mobile responsive)

SEO

- Google's perspective: If you're going to spend money, spend it with Google Ads, not an SEO agency
- History of SEO – everything that used to work became 'Black Hat'
  - Black hat = fast results, huge penalty
  - Gray hat = hybrid
  - White hat = slow results, safe. ONLY use this method
- Over 212 ranking factors
- Most important categories: On-site SEO, keyword-targeted content, keyword-targeted backlinks.
- Entire strategy revolves around keyword research and tracking

SEO

	Keyword	Current Rank	Keyword Searches (avg. monthly search)	Keyword Difficul	Cost	Rank Sorting	Remnant	Remnant Rankir	AVG Searches	Keyword Level Competition	Keyword Comp. Evaluated	Total Ranking
11	keowee real estate sellers	4	10	-	$ 1.58		4	2	3	X	1	6
12	new listings on lake keowee	5	10	-	$ 0.97		5	2	3	X	1	6
13	homes for sale lake keowee sc	11	30	52.05	$ 0.62		1	1	3	1	1	5
14	homes for sale lake keowee	12	50	50.97	$ 0.80		2	1	2	1	1	4
15	homes for sale on lake keowee	12	90	51.21	$ 1.26		2	1	2	1	1	4
16	homes for sale on lake keowee sc	12	20	52.83	$ 1.02		2	1	3	1	1	5
17	lake keowee property for sale	12	30	52.35	$ 1.51		2	1	3	1	1	5
18	lake keowee waterfront homes for sale	13	50	49.96	$ 0.99		3	1	2	1	1	4
19	lake keowee property	13	40	48.4	$ 1.52		3	1	2	1	1	4
20	keowee lake homes for sale	13	10	51.84	$ 0.64		3	1	3	1	1	5
21	lake keowee waterfront property for sale	13	10	53.22	$ 1.21		3	1	3	1	1	5
22	lake keowee lakefront homes for sale	13	20	50.58	$ 1.28		3	1	3	1	1	5
23	houses for sale on lake keowee	14	50	54.88	$ 0.57		4	2	2	1	1	5
24	houses for sale on lake keowee sc	14	30	55.72	$ 0.87		4	2	3	1	1	6
25	lake keowee lots for sale	15	70	50.39	$ 1.61		5	2	2	1	1	5
26	houses at lake keowee for sale	15	10	-	$ 1.02		5	2	3	X	1	6
27	buy lake keowee homes	15	10	-	$ 1.35		5	2	3	X	1	6
28	keowee lake real estate	16	10	49.98	$ 1.59		6	2	3	1	1	6
29	lake keowee homes for sale waterfront	16	20	47.82	$ 2.31		6	2	3	1	1	6
30	matt roach	16	10	77.67	-		6	2	3	1	1	6
31	keowee springs golf course	18	10	68.16	$ 0.24		8	3	3	1	1	7

SEO

SEO

On-site SEO
- **On-site SEO**
- Meta titles/descriptions
- Mobile responsiveness
- Site speed
- On-page content
- Domain age/renewal period
- URL structure
- Duplicate vs. Unique content
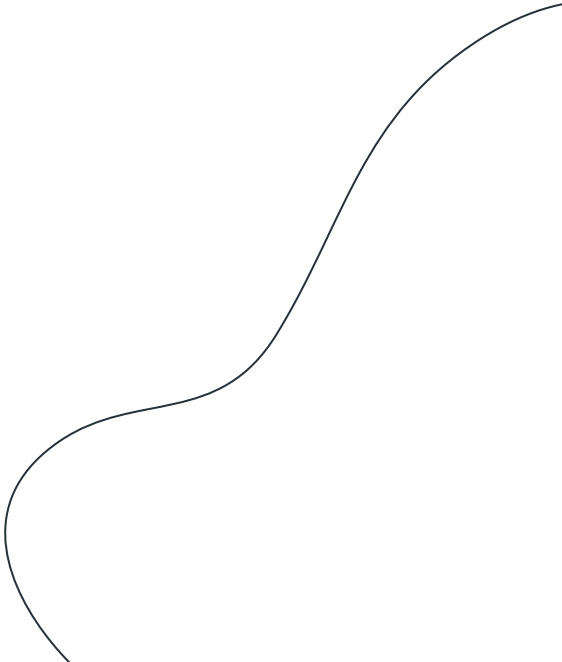- …and many more

Backlinks
- **Backlinks**
- Shows 'popularity'
- Domain Authority
- Linked from related content/topic
- Focus-keyword content
- Anchor text strategy
- Very expensive, generally need to use a link broker
- Content must be original

Content
- **Content**
- 2,000+ words
- Focus-keyword targeted
- Fully unique, no plagiarism
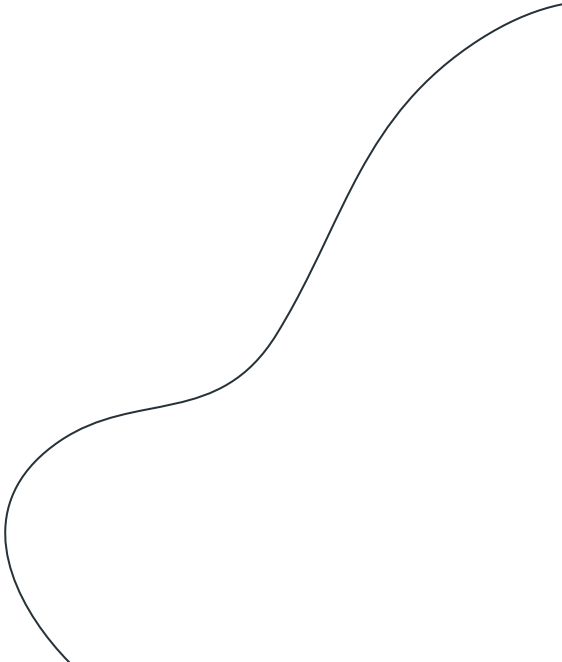- Needs to be paired with backlinks

SEO

Local Directory Listings:

- 100s of online directories
- Apple Maps, Google Maps, Yellow pages, Bing places, Merchant Circle, Yelp, FourSquare, etc.
- Must have consistent data to help SEO
- Most agencies use data aggregators like Yext
- DIY people generally use Yext or enter data manually

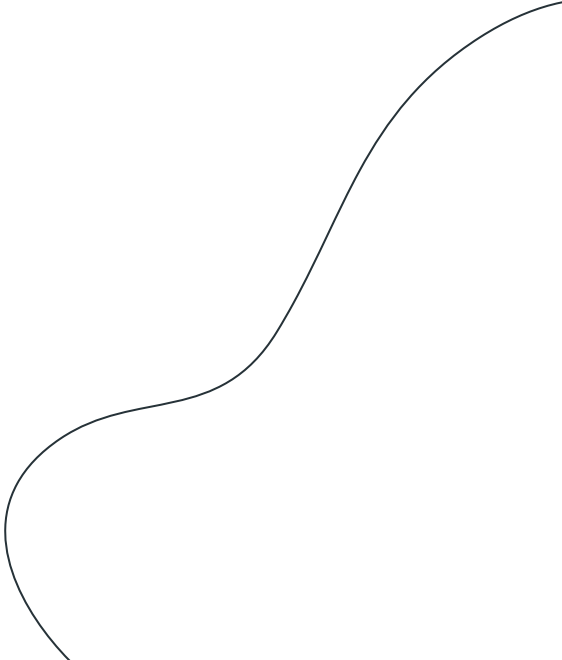# SEO

- How to determine if it's a good fit?
- Keyword research and SEO audit helps to determine if an SEO strategy is a good fit.
- Example: New St. Louis attorney (bad) vs. manufacturer with 2 competitors (good)
- Needs a high budget
- Takes a long time. Not great for a brand new organization
- Product or service must be known, otherwise people won't be searching for it
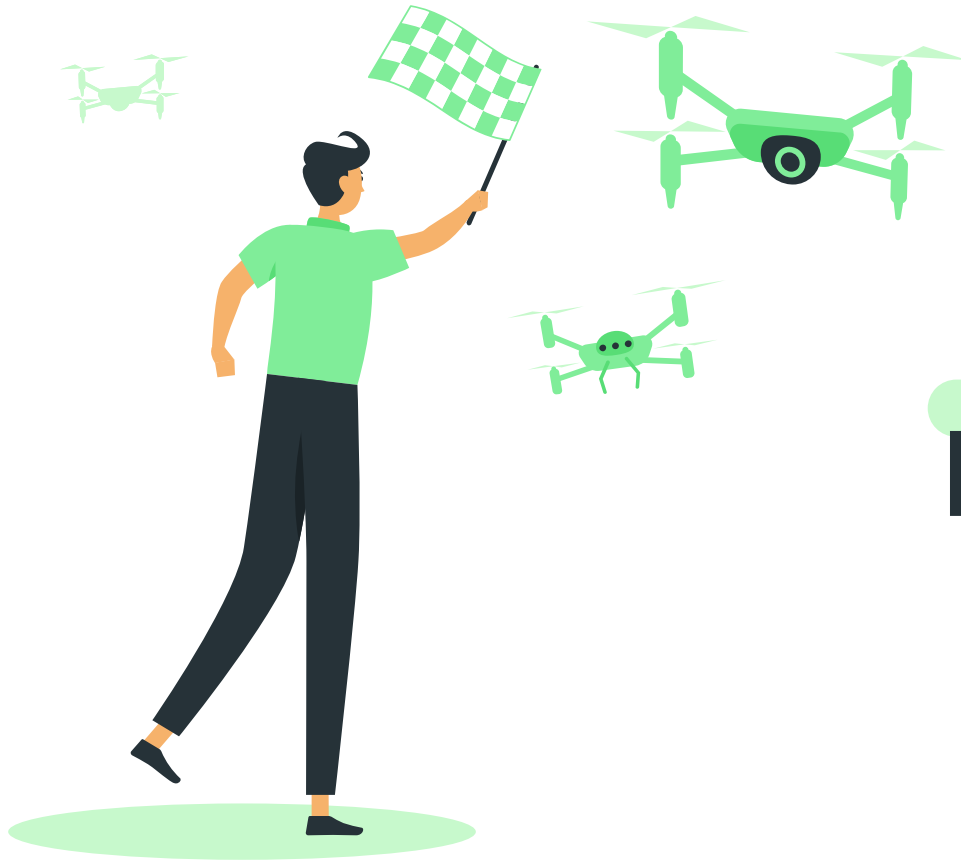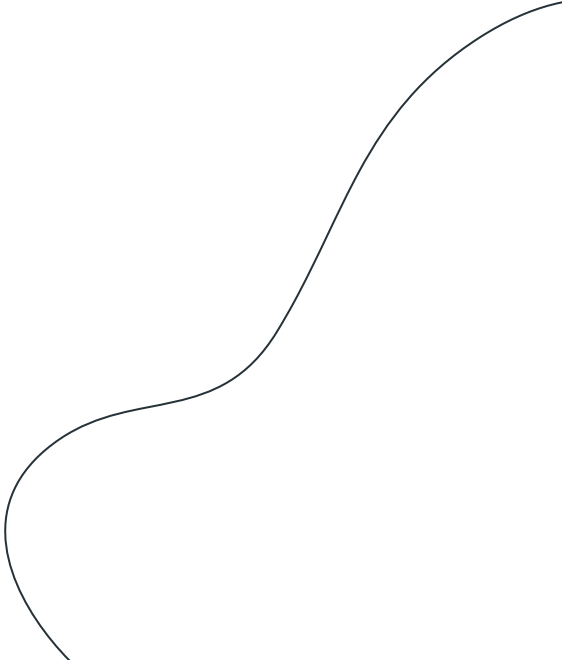
Outbound Marketing

Outbound Marketing

- Opposite of inbound marketing. You are showing your ad/message to people who were not necessarily looking for it.
- Great for branding and raising awareness
- For outbound PPC, the clicks are much cheaper.
- Includes: Social media organic and ads, email marketing, display ads, video ads, etc.

Display Ads

- Most commonly used for larger entities/major brands
- Accomplish branding on a massive scale
- Shotgun approach
- Sometimes a pay-per-impression model
- Not recommended for most companies, especially with < $20M revenue
- Commonly implemented through Google Ads, using the Google Display network

Video Ads
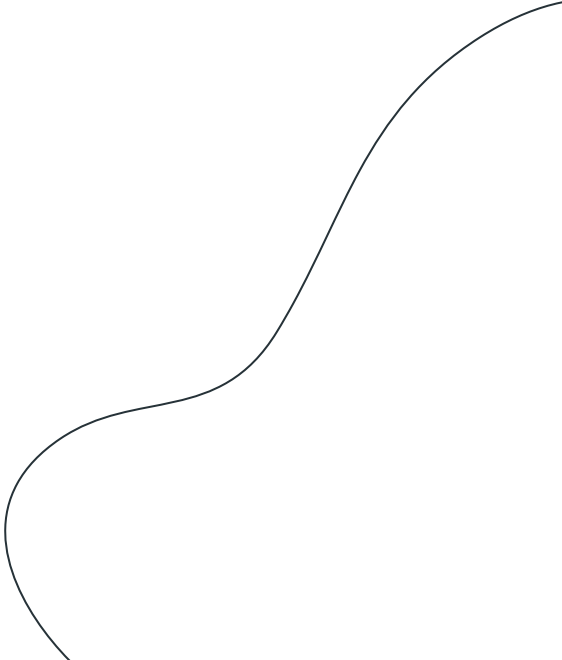
- Most commonly YouTube ads
- Generally a 'pay only if they watch it' model
- Requires a HIGH quality video. Waste of time and money if the video doesn't have top-notch production quality
- Not recommended for most organizations, especially with < $20M revenue
- It can be appropriate for very specific products, e.g. SaaS companies

Social Media

- Ads vs. Organic Management
- Ads are generally PPC and outbound.
- Different social media platforms are appropriate for different industries.
- Consider using evergreen queue/posting software.

General Strategies
- The creative is important. You must entice or interest users.
- Consistency is key.
- Brand voice is important.
- Try new things: Contests, polls, share photos or case studies, post 'before & afters,' videos, compelling content, etc. Endless strategies.

Facebook

- King of social media (maybe not? 25% loss is stock price today!!!)
- Inexpensive PPC
- Outbound
- Incredibly powerful demographic/interest targeting
- Can be hard to target professions
- Ads can consist of a photo, a video, or slideshows.
- ~20 Calls-to-action
- Facebook tracking pixel for monitoring conversions
- Don't use boosted posts until you have a following. Use ads to gain the following (more efficient).
- Only boost posts that are already performing better than average.
- Boosted posts are cost-per-impression instead of cost-per-click.

Facebook

- Once you have a following, organic posts are free.
- Organic Facebook is only effective for companies with an interesting topic — restaurants, non-profits, shopping, large companies, or anything generally interesting.
- It's a hard truth to accept: People on Facebook don't care about aerosol can manufacturing companies.
- Be honest with yourself and decide if you're one of the 'uninteresting companies' for the Facebook audience.
- Facebook Ads are more widely appropriate because of the targeting potential, e.g. Expensive service — target wealthy accounts
- Example: Autographed Michael Jordan Basketballs
- The calls-to-action can be very powerful i.e. 'Shop Now' or 'Sign up for newsletter'
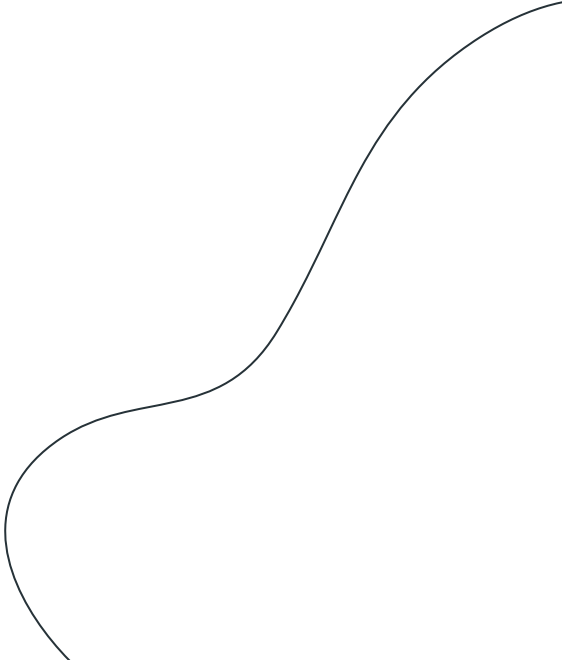
Twitter

- In the case of organic and ads, Twitter is dying.
- Mainly used for news related activities these days
- Commonly used to communicate with customers once they are already customers, e.g. MoDOT tweeting about road conditions
- Ads have a low click-through-rate
- Generally not recommended

Instagram

- Bought by Facebook
- You can manage both Facebook and Instagram from the same platform.
- You can only post photos and videos.
- Only appropriate for companies with compelling photos that can be taken on a regular basis i.e. shopping, before and afters, restaurants, wedding planner, art gallery
- Ads can be effective for those same industries.
- The ads are very useful for building your organic following.

LinkedIn

- Great for B2B advertising that is targeting a specific profession
- Organic campaign takes a lot of effort and content writing, but good place to share/re-post blogs
- Example of good use-cases: If you're selling a product specifically for PMP-certified project managers (you can show ads only to them)
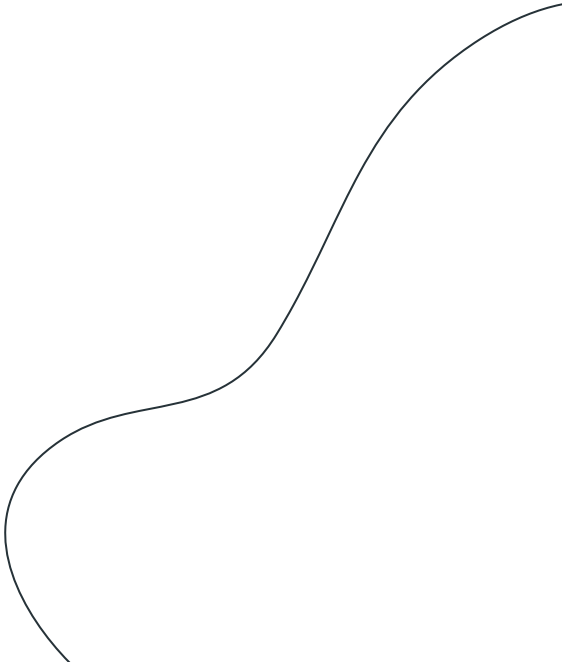- Virtual assistant for outbound messaging campaigns

Geofencing

- One of the newest and most exciting products
- Harvest Mobile IDs from anyone entering the "fence"
- Upload the IDs to Facebook, Instagram, or display to show ads only to those people
- Examples...

Nurturing

- Remarketing/Retargeting
- Email Marketing
    - Marketing Automation

Remarketing / Retargeting

- These are the ads that "follow you around."
- If you look at a watch you want to buy, next thing you know you see it on Facebook, a news website, an app on your phone, etc.
- This has a great ROI for almost every organization.
- You can set it up to be pay-per-click.
- You can do it across many platforms, and you're *only* showing your ads to an audience that has already landed on your website for one reason or another.

Email Marketing

- 3 levels of complexity:
  - Email Blasts
  - Email Drip Campaigns (try MailChimp or Constant Contact)
  - Email Marketing Automation (Pardot, Hubspot, SharpSpring)
- Email marketing is a good option for almost every organization if done right.
- Consistency is important.
- Can be expensive to set up (drip campaigns and especially marketing automation), but from then onward it is almost free
- This leads to a good ROI.
- Focus on building email list, don't buy one

Email Marketing
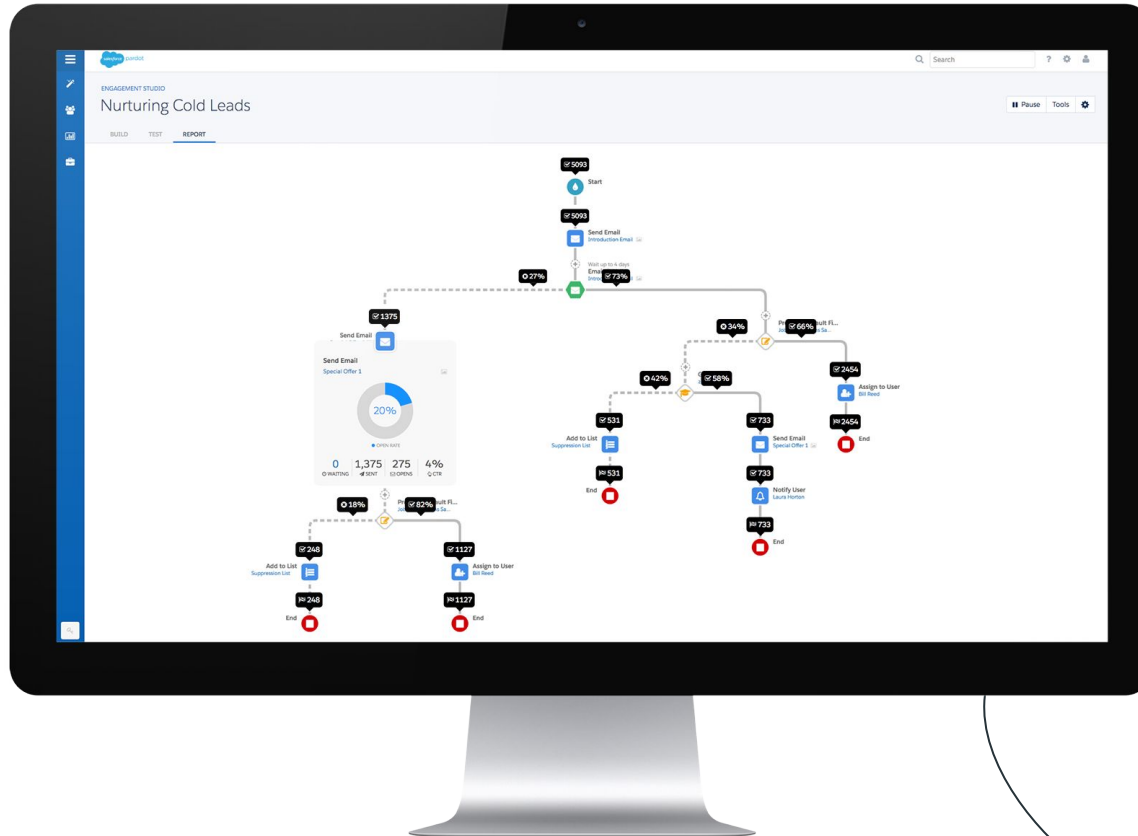
Questions?

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(314) 736-4430