



Kiwi Website Design
& Digital Marketing

Digital Marketing eBook



Six Steps To Effective DIGITAL MARKETING

Do you know exactly what you get when you spend money on digital marketing and advertising? Do you get a return of at least 100 percent, i.e. \$2 back for every \$1 you spend? Is the person looking after your digital marketing strategy working to increase that return to bring it to 200 percent, 500 percent, and beyond?

If not you are wasting money and have to make changes.

This eBook will shine a light on the digital marketing industry to show you how it really works. We then give you the six steps you need to make your digital marketing effective.

By Kiwi Website Design

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Why Your Digital Marketing Is Not Working

There is lots of talk about digital marketing these days, isn't there. Everywhere we turn there are news stories about the latest billions being made by tech companies, and how some 15-year-old coder from San Francisco has sold his first company making him a self-made millionaire even though he can't drive to the bank to lodge the cheque, or buy a bloody beer to celebrate.

Then we hear about small businesses and how digital marketing is the key to success. There are stories about New Zealand companies finding international audiences through online channels, and other companies who have managed to cut costs and increase sales using digital tools and marketing processes.

Do you want to know the ugly truth behind this, however? Most of the companies making money on the internet and by digital marketing are digital marketing companies!

If you've done digital marketing before you will know how it works: a digital marketing company contacts a business and talks a good game with lots of jargon, buzzwords, and promises of riches. The business owner knows there must be something in this digital marketing arena as everyone seems to be doing it, so he/she gives it a go. Cash is handed over, and the digital marketing company does its thing. When it comes time to report the business owner asks "what did I get for my money". The response is usually a flurry of statistics about pageviews, clicks and visitors, with some vague explanations about increased brand exposure and reach. The business owner tries to cut through the waffle by asking "but how much more money did I make as a result of the digital marketing campaign"?

The response to this question is something you are probably familiar with:



The slickest operators will recover quickly and will start regurgitating the same information, but the business owner is still none-the-wiser.

There are two possible outcomes:



Either way the business owner doesn't know. Furthermore, if it was the first one, the business owner doesn't know whether the money spent on the campaign was more than the profit generated by new sales.

In other words, it is not possible to quantify the ROI.

Why am I telling you this? After all, I am one of those digital marketing guys and I run a digital marketing and web development company. I could do things like all the rest and keep pocketing money from hardworking business owners like you.

That has never been the way I do things though, and it never will be. Instead I build long term relationships with clients, which means I get real results - results that are quantifiable.

This report is designed to help you do the same - turn your digital marketing efforts around so that you can start getting real results too. The information in this report comes from my many years of experience working with hundreds of small and medium sized businesses, just like yours. I have managed millions of dollars of digital ad spend, and implemented marketing strategies that collectively have generated tens of millions of dollars in sales.

All that experience has led to the creation of this report. It contains the true secret to digital marketing success, and has six crucial steps you can take right now to get there. I also give you a checklist so you can review and assess your current digital marketing strategy.

With the right focus, digital marketing can increase the profits in your business. Let me show you how.

The Secret To Digital Marketing

For many years now digital marketing professionals (the good and honest ones - there are some out there) have talked about the importance of a conversion funnel. This is still crucial to making your digital marketing efforts work, although the strategy has evolved to include something else as well - micro moments, and winning them. Combining the two is how you create a digital marketing strategy that gets results.


Let's start with the funnel.


Digital Marketing Conversion Funnel

The digital marketing conversion funnel is essentially your website. Traffic enters the funnel through the top. It filters through the tunnel, reading the content and learning about the products or services you sell. The traffic that travels all the way to the bottom and out of the funnel is your sales -or conversions.

Understanding the conversion funnel means you can work out your conversion rate. Let's say you get 100 visitors to your website in a month, and this generates three sales. You therefore have a conversion rate of 3 percent

When you look at it this way digital marketing is actually simple - there are two options:

 Increase the number of people going into the top of the funnel. For example, if you can get 200 visitors instead of 100, you will get $200 * 3\% = 6$ sales.

 Improve your conversion rate. For example, if you can increase your conversion rate to 6 percent you will get 6 sales from 100 visitors per month.

In most situations it is beneficial to work on improving both options, as it is unlikely either will be fully optimised.

This report will look at how you can improve both:

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Before going into that, though, it is important to understand micro moments.

Micro Moments

"Micro moments" is a phrase and a marketing concept introduced by Google. They analysed how consumers interact with brands and make buying decisions. The conclusion is that it has changed forever, and businesses that understand this change will be in the best position to make digital marketing a success.

You will have already seen the changes anecdotally - in fact, you probably are part of the change when you act as a consumer buying things online. Most of us don't even know we are doing it.

In a nutshell micro moments is a phrase used to describe all those times a consumer wants to find out something, and they reach for their phone to look it up on the internet. For example, a person sitting on a coffee break at work who decides to look up red shoes to go with the dress they have bought for a wedding next month. That person has no intention of buying right at that instant. In fact they may end up buying using a computer, or they make physically go into the store. This initial research however, is crucial to the buying process. It is also a micro moment.

To be successful in digital marketing, you have to win these micro moments.

The Tips

You now know as much about the core fundamentals of digital marketing as any expert or professional in the industry. Really - there is nothing more to it than that. Let's recap:

- You need to increase traffic to your website
- You need to convert a higher percentage of that traffic into sales
- You need to understand that modern consumers interact with your business online via micro moments

Now let's move on to the practical steps.

Step 1 :

Focus On Results.

Many digital marketing companies will talk to you about building brand profile and recognition. Here is the truth about that type of strategy, though:

Of course brand building is important in all businesses, but as an SME working hard every day to find new customers, increase sales, and grow your business, can you really afford airy-fairy, non-measurable brand building efforts?

Let's ask this another way. Which of these two options would you prefer right now?

1. More people recognising your logo
2. More sales this month

Like you, most businesses go for the latter option. I see this every day when I am out talking to business owners in New Zealand - they want results, so why do other digital marketing companies focus so much on brand building? Why do they not focus on results?

There are two reasons:

1. It is hard

2. There is nowhere to hide

It is much harder to get real, tangible results from a campaign than it is to create a nice little creative and then simply say you are brand building. Also it is impossible to definitively measure a brand building exercise. After all, how-the-heck can you quantify how many people now recognise your logo after spending \$2,000 on a digital marketing campaign? You can't, and digital marketing companies know that.

The first step you should therefore take is to insist on a results-orientated strategy. If the digital marketing company you are working with is not prepared to do this, or it still wants to include "raising awareness of your brand" as one of its key performance indicators, dump it.

Seriously, results are all that matters.

One approach is to think like an investor. When you invest in something - a company, commodity, property, etc - you want a return. You want to get more money out than you put in. The approach is simple and effective, and you should treat digital marketing in the same way.

Let me give you an example from a real world client. He was a small locksmith who came to us for help managing a PPC campaign on Google. The ad spend in the first month was \$1,000 - he regarded this as an investment.

Using our knowledge of Google AdWords we crafted a campaign and then analysed the data from that first month. The \$1,000 spend had generated a return of \$5,000. This gave us data to make decisions for subsequent months. Like any good investment strategy we increased the stake incrementally by increasing the ad spend each month, while still keeping a close eye on the results. Today that locksmith spends \$10,000 a month on PPC campaigns and still gets a 500 percent return on that investment. If your digital marketing lacks this exclusive focus on results, stop right now and change direction.

Step 2 :

Insist On A Multi-Faceted Approach

That old cliché about never putting all your eggs in one basket pre-dates the internet by over 300 years, but its relevance has never been truer. A digital marketing strategy that has just one or two streams is doomed to failure. That failure may not come today or next week or next month, but it will come.

As a business owner this instinct is second nature. For example, you would always try to prevent your business from ending up in a position that almost all its revenue comes from one client. The reason for this is simple: if you lose that client, your business will fail.

The same is true for digital marketing.

Always remember two things when thinking about digital marketing. Admittedly they are slightly scary, but when you understand them and honestly assess them, you can take action to turn them to your advantage. Here they are:

- Your digital marketing strategy is reliant on third-parties (Google, Facebook, etc)
- Companies like Google and Facebook don't give a !?* \$ about your business

It is a difficult fact to come to terms with sometimes, but that doesn't make it any less true.

Still, I have heard many business owners in New Zealand (and quite a few so-called digital marketing experts too) complain that Google, Facebook or some other company is not doing enough or helping them enough. They ask questions like why will Google not make them

number one in search. They lament about the high cost of clicks in PPC campaigns, and complain that they are not being sent enough traffic.

Here is the key to unlocking this challenge: while the third-party platforms that are so crucial to your digital marketing strategy don't care about your business, they do care about your customers. This is because your customers are their users, which is their most valuable commodity.

That means it is worth advertising on and using these third-parties BUT don't put your eggs in one basket. The third-party advertising platforms could change their algorithm, alter their approach, or change their advertising policies overnight, and the bottom will fall out of your campaign. Not only does this happen - it happens often.

A multi-faceted approach is the solution. That means insisting that your digital marketing spend is used on multiple channels. For example, instead of just Google AdWords you do Google AdWords, Facebook ads, and a retargeting campaign.

Remember Those Micro Moments

There is a second benefit to a digital marketing strategy that has a multi-faceted approach, and it comes down to micro moments again. When your advertising and marketing messages appear on multiple channels, you have increased chances of winning multiple micro moments. This means you can actually INCREASE conversions.

It is known as the cumulative effect. Let's explain it in numbers.

You spend \$1,000 on Google AdWords and get a \$2,000 return. That is a success but you want to see if you can get results from a different channel. You therefore spend \$1,000 on Facebook ads or a retargeting platform, and again you see a \$2,000 return.

The follow-on maths from that is simple right? If you combine the two and spend \$1,000 on both, you will get a \$4,000 return.

No actually, it will probably be more. Why? By running on both channels at the same time you will win more micro moments and will convert a higher percentage of sales.

Micro Moments



To summarise then - with a multi-faceted approach you can:

- Reduce the risk of a channel suddenly losing its effectiveness; and
- Increase your conversion rate through the cumulative effect

If your digital strategy is currently on one (or even two) channels, insist that it is changed to multi-channel today.



Step 3 :

Ensure Consistency

I deal with a lot of companies in New Zealand and one of the most common problems they have with their marketing strategy is a lack of consistency. Note the deliberate use of the phrase "marketing strategy" and not "digital marketing strategy". This is because the third step in improving your digital marketing efforts goes beyond the digital world.

The approach that many businesses take might be familiar to you. They start off with an objective - get more people through the door, generate more leads, get more sales on a website, etc. This is the correct approach as every strategy needs an objective, but they attempt to achieve it by chopping and changing. They will do a blast on a Google AdWords for a month and will then switch to a radio campaign. They might then do some outdoor advertising, eventually dropping the radio. Newspaper ads will creep in for a while, and they might do a flurry on Facebook. The likelihood is that all of these channels will generate sales. Without consistency, however, it is impossible to fully test and optimise in order to get maximum results.



Look at it this way: if you spend your full \$5,000 digital marketing budget in one month on Google AdWords, you might make the \$5,000 back and a little bit more. You won't make much more than that though as you won't have any data to base your optimisation decisions on. Then in month two you switch your \$5,000 monthly spend to radio. Again you might make your \$5,000 back but again you won't make much more than that.

And so it goes - you put in a lot of effort looking for a sharp jolt to your efforts each month by switching things up, and the result is, at best, that you stand still.

Now let's look at a consistent approach to digital marketing where you spend \$5,000 on multiple digital strategies in month one. In month two you will have lots of data to analyse. You can use this data to tweak the campaign to make it more effective. This builds each month, with each month more effective than the last.

By month six or 10 or 12 you could still be spending \$5,000 or you might be spending \$25,000. The crucial thing, however, is that you will be getting a return on that investment of anything from 100 to 500 percent.

That is a sharp contrast to the breakeven result you can expect from a non-consistent approach.

Of course you don't have to do any of this - this is what the company looking after your digital marketing should do. This is one step where you play a significant role, however.

I would much rather a business spends \$1,000 per month with me consistently rather than spending \$6,000 in one month and then doing nothing for several months before spending another \$6,000. The amount spent over a 12 month period is exactly the same, but the results achieved by the consistent approach will be much better.

Step 4 :

Demand The Figures

Business decisions are not taken in a vacuum. Even those successful business people who claim to trade on instinct or their gut still study figures and analyse numbers. In many situations the numbers are not clear cut, and it requires good business instincts to understand them and take good decisions, but the numbers are always important - always.

This applies in advertising and marketing as much as it does to other aspects of your business. When it comes to digital marketing, it applies even more.

This is not a statement that wins me many fans among other digital marketing professionals, but it is a fact. The reason it is true is the numbers are available

As an example, compare a radio advertising campaign and a digital PPC campaign. With the radio campaign you have no way of knowing if a paying customer started their buying journey by hearing an ad on the radio unless you ask them. Asking them is not really practical as the results are not reliable (the customer could forget), and it takes way too much time.

With digital campaigns, the stats are accurate and are collected automatically without any time or effort.

Here are the things that are easy to find out on ANY digital advertising or marketing campaign:

- Cost per website visitor
- Cost per sale
- Cost per enquiry
- Overall return on investment

If you don't know all four of these figures it is because the digital marketing company you are working with isn't telling you.

The reason why they are not telling you is a bit more complicated. It might be because they don't know, which means you should dump them and get someone who does. On the other hand they might know but just don't want to tell you as they fear the transparency. In that case you should also dump them and get someone else.

In other words, if you don't know exactly what you get for the money you spend on digital marketing you should bring in someone willing to give you that information.

The information is not hard to measure and analyse, so this is not a technical problem. Instead it is one of motivation – is the digital marketing company currently working on your behalf interested in results for your business, or are they only interested in taking your money? If they are interested in the results they will tell you what those results are.

There is more to it too – if they know what the results are they can use that knowledge to improve your campaign and give you an even better return on investment!

Step 5 :

Focus On Conversions

For too long digital marketing has been focussed more on design than conversions. To prove this you just have to look at any advertising or marketing award anywhere in the world. To my mind there should only ever be two categories of award:

- 1. The campaign that made the most money.**
- 2. The campaign that had the highest percentage return on investment**

That isn't sexy though. It doesn't let people talk about things like brand position, image portrayal, and creative flair. There is nothing wrong with those things, of course. In fact we strive to make every website, landing page, and advertising creative that we make as attractive as possible.

However, design is NEVER given priority over conversions.

Let's look at a real world example to illustrate the point - Amazon. In terms of design, Amazon has changed very little over the years. The design of its website is actually very simple - almost boring. Have you ever asked yourself why that is? Are they too lazy to change the design, or is it too hard to get creative agreement in such a large company? Of course not - Amazon could probably redesign their entire website into something much more modern in about a week. But they don't.

They don't because there is only one thing that matters to Amazon - conversions. And trust me: they have tested this to the point of exhaustion. They won't move a button a millimetre on the screen without testing if that change impacts on conversions. Whether people actually like the design of the website comes so far down on their list of priorities that it is barely worth a mention.

Why then, does the digital marketing industry spend so much time agonising over, and discussing design? Really, who cares, unless it improves conversions?

It goes further than this though - when it comes to the design of your website and digital ads, what you like doesn't matter. The opinions of your employees and colleagues are of little value as well, and the views of the creative people at marketing agencies are worth even less. In fact (and this one will be controversial), the opinion of your customers on the design of your ads or website is not important either.

There are only three things that matter:

- Conversions
- Conversions
- Conversions



Designs don't deliver conversions - words deliver conversions. That means your website and your digital ads should be an extension of your sales team. They should use the same language, answer the same questions, and have a focus on your customer in exactly the same way that your sales team does.

Visitors should be able to imagine using or owning your products when reading the words on your website. They should believe it can solve a problem they are facing, or make their life better. And there should be a close - in digital marketing we call that a call to action.

You can get professional copywriters to help achieve this, but input from you, the business owner, or the people involved in selling your products or services, is usually required too.

Do the people looking after your website talk about conversions, and do the people managing your digital marketing campaigns talk about conversions too? If not, it is time to take action.



Step 6 :

Win More Micro Moments

Earlier in this eBook we discussed micro moments, and we discussed conversion rates. Almost every person that visits your website is engaged in a micro moment. Now think about your conversion rate - let's say it is a healthy 5 percent, i.e. 5 percent of people who visit your site take a positive action (buy something, call you, or send an email enquiry). What about the other 95 percent? How do you win more of those micro moments?

The answer is to get them engaged without them feeling like they are making a commitment or a purchase. In fact they don't feel like this because they are not making a commitment or purchase. They are, however, learning more about your business. Trust is building, and with that trust you are more likely to convert them into a sale.

Achieving this is not actually complicated, but it takes a digital marketing company who is proactive and focused on results in order to deliver it. Essentially it requires the creation of a low resistance offer. In simple terms this is a freebie that you give away in return for getting an email address from the potential customer. Now, don't worry, I am not talking about giving away your products or services for free. This is about giving away specific and highly targeted information. The most popular example is an eBook that contains genuinely helpful and useful content for the potential customer.

With this strategy you will build trust with the potential customer via the content in the eBook. You can also contact them with targeted email marketing to convert them into sales sometime in the future. This low resistance offer is, therefore, somewhere between a converted sale and a visitor to your website who takes no action at all.

It is also a micro moment that is won.

This is an important point to remember as it brings that customer closer to a buying decision with your business over your competitors.

So, let's go back and look at some numbers.

You get 100 people to visit your website and convert 5 percent of them. That equates to five sales.

You then get an additional 5 percent who take your low resistance offer. That equates to five people giving you their email address in exchange for useful information or content.

Over the next number of weeks (sometimes months depending on your industry) you continue to build trust by sending targeted emails to those five people. When they are ready, three of them eventually buy.

Your conversion rate has therefore jumped from 5 percent to 8 percent.

This sounds pretty good, doesn't it?

It just leaves one question though – why is this not part of your current digital marketing strategy? If it isn't, it is time for change.

Don't worry too much about the type of useful content that you can create right now. It is possible to do this in all industries and businesses – it just needs the right focus. In the first instance it is more about strategy and ensuring you have one that is focussed on traffic, conversions, and winning more micro moments.

Digital Marketing Checklist

If you can't answer yes to all these questions, there is a problem with the way your digital marketing strategy is being run. If the company running that strategy cannot answer yes to them, you should make significant and immediate changes.

If you don't you are just wasting your money. Seriously, you would be better going out and betting it on the next All Blacks match. You will probably get a return but it won't be much because you won't get great odds, plus it is not a long-term strategy. And, every now and then, the All Blacks lose.

Similarly, if you or the person managing your digital marketing campaigns cannot answer ALL these questions you might get a return but it won't be much. In addition it is not an effective

strategy and every now and then you will spend more on the campaign than it generates in sales.

Stop make digital marketing companies rich and start generating more profits for your business.



The Checklist

You or the person managing your digital marketing efforts must be able to answer YES to all these questions.

- Do you focus on measureable results?
- Do you act like an investor, always demanding a return on investment?
- Is your digital marketing spread across multiple channels?
- Do you spend a consistent amount of money every month?
- Do you analyse the data to make improvements and increase conversions?
- Do you have a focus on conversions, to the detriment of design if necessary?
- Do you have a low resistance offer in place to win more consumer or buyer micro moments?
- Is your website an extension of your salesteam?
- Is everything on your website aimed at getting conversions?
- Are your ads created solely with the purpose of getting conversions?
- Do you know what it costs to get a visitor to your website to make an enquiry?
- Do you know what it costs to convert a visitor into a paying customer?
- Do you know the average spend per paying customer on your website?
- Do you know what your ROI is?

Is your ROI at least 100 percent, i.e. that you get at least \$2 back for every \$1 you spend?

