

How can I compete in the digital marketing world?

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Digital Marketing Today

Website

- search engine optimization
- content
- responsive & adaptive websites (mobile & tablet-friendly)

Social Media

- Facebook
- Twitter
- Google+
- Instagram
- Pinterest
- Tumblr

Analytics

- Google Analytics
- click tracking
- social share tracking
- campaign monitoring
- user experience analysis

Paid Search

- Google AdWord
- Google Remarketing
- Bing Ads
- Facebook Ads

Email Marketing

- open rate
- clickthrough rate

Where to begin?

It all depends.

Best Practices

- Go where your audience is
- Start small, and do well
- Track, iterate, and optimize

Go Where Your Audience Is

- Do you know what they are doing?
 - Are they looking at your website?
 - Do they use Facebook?
 - How often do they tweet?
- Ask!
 - Ask your regulars.
 - Ask your customers how they found out about you.

Start Small

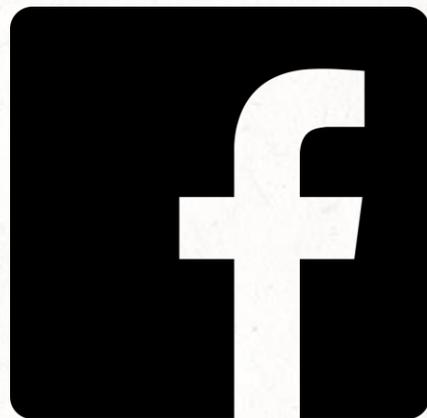


Start Small

- It is worse to not do it well than to not do it at all
- Do something really well, and then grow your reach from there
- Create a community, not a passive audience

Start Small

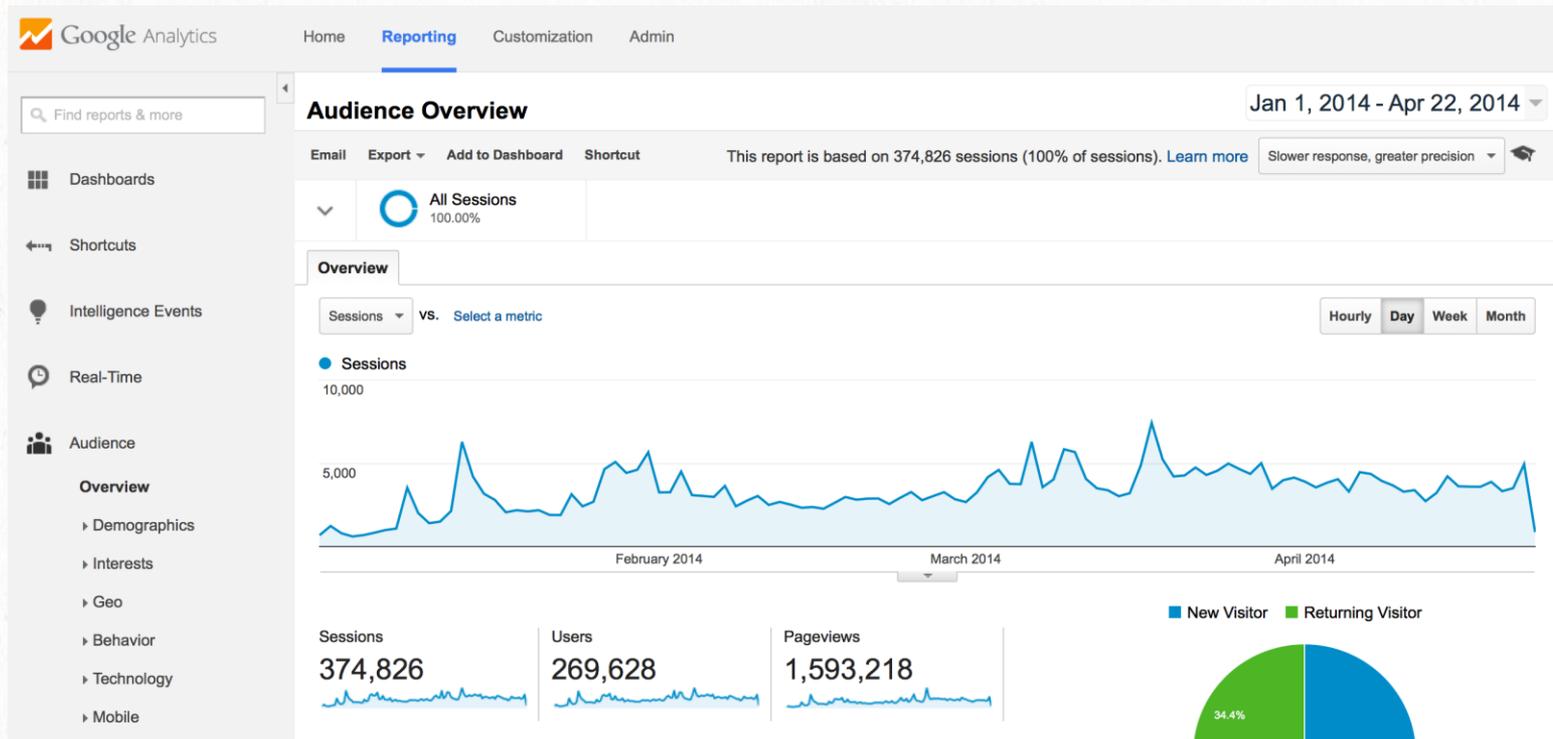
WWW



Campaign Tracking

Google Analytics

- Records activity on your website
- Easy to install
- Allows you to track marketing campaigns



Campaign Tracking

URL Creation

Step 1: Enter the URL of your website.

Website URL *

(e.g. http://www.urchin.com/download.html)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

Submit

http://www.yourdomain.com/?
utm_source=**25-percent-off**&utm_medium=**email**&utm_campaign=**fall-package**

Campaign Tracking

Advanced Segments

^

All Sessions
100.00%

Visibility
Summary >

Demographics

Technology

Behavior

Date of First Session

Traffic Sources 3

Advanced

Conditions

Sequences

Traffic Sources

Segment your users by how they found you.

Filter Sessions

Filter Users

Campaign ? contains ▼ ✕

Medium ? contains ▼ ✕

Source ? contains ▼ ✕

Keyword ? contains ▼

Segment Visibility

Segment is visible in any view.

Traffic Sources ✕

Campaign: contains "fall-package"

Medium: contains "email"

Source: contains "25-percent-off"

Save

Cancel

Preview

Test

Creating Packages

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