

BMSW4003 - DIGITAL SKILLS

Segmentation Targeting & SEO

January 2022

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Session overview: -



- Segmentation
- Targeting
- SEO

1. Why do customers come to a business?

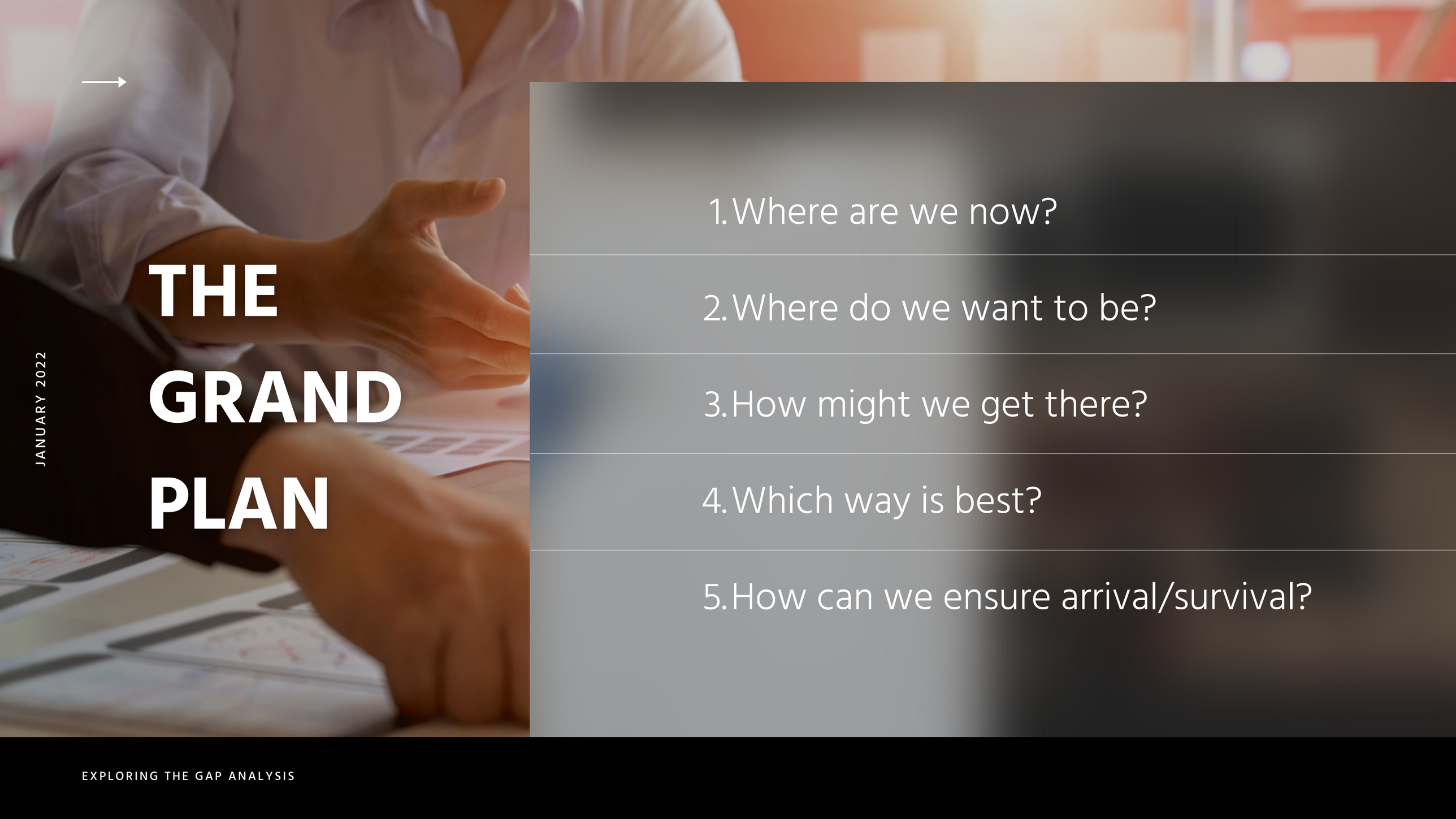


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2. What are they looking for in return?



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THE GRAND PLAN

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1. Where are we now?
2. Where do we want to be?
3. How might we get there?
4. Which way is best?
5. How can we ensure arrival/survival?

ANALYSIS AND ITS LINK TO PLANNING

How can market research help us plan?



WHAT DOES ANALYSIS HELP US ACHIEVE?

HELP US FIND OUR IDEAL CLIENT

SEGMENTATION



- Which customers should we invest in/ aim to have a relationship with?
- Which should we neglect/dis-connect with?
- Companies do not always want each and every consumer- do not fit with their strategy ?
- Marketers need to know who to try to engage in the relationship
- A segmented market can maximise profitability and target relationships- reduce marketing and admin. costs
- Makes marketing more manageable and helps provide focus

- How do we identify which segmentation strategy will best work for the organisation- Data collection/analysis on current/prospective customers.
- Evaluation of our ‘competitors’ segmentation strategies.
- How can we use this information to start/continue/improve CRM.

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Geographic

Demographic

Behavioural

Psychological

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SEGMENTATION STRATEGIES

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TARGETING...



MARKETING IN THE DIGITAL AGE

The Concept of SEO

WHAT IS SEO???

IT'S THE ART AND SCIENCE OF MATCHING YOUR INFORMATION—YOUR WEBPAGES, PRODUCTS AND SERVICES—WITH WHAT PEOPLE ARE SEARCHING FOR ONLINE.

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SEO FRAMEWORK



Understand



Evaluate



Research



Plan



Implement



Measure





KEYWORDS

Keywords are ideas and topics that define what your content is about. In terms of SEO, they’re the words and phrases that searchers enter into search engines

ACTIVITY

GO TO A WEBSITE YOU VISIT OFTEN AND, IDENTIFY WHAT YOU THINK ARE THE KEYWORDS

YOU HAVE 10MINS TO RESEARCH AND DOCUMENT.

TELL ME THE NAME OF THE WEBSITE AND THE KEYWORDS YOU IDENTIFIED



Content is king.



ACTIVITY

USING YOUR QUESTIONNAIRE DATA AND ANALYSIS: -

- CREATE AN SEO STRATEGY FOR YOUR BUSINESS:
- IDENTIFY KEYWORDS YOU CAN USE
- WHAT SORT OF IMAGES?

BULLET POINT HOW YOU CAN INFORM, EDUCATE OR ENTERTAIN