

Digital Marketing Process Overview



Drive

We need to drive people to a web page and get them to take an action.

Tools to drive traffic



Web Page

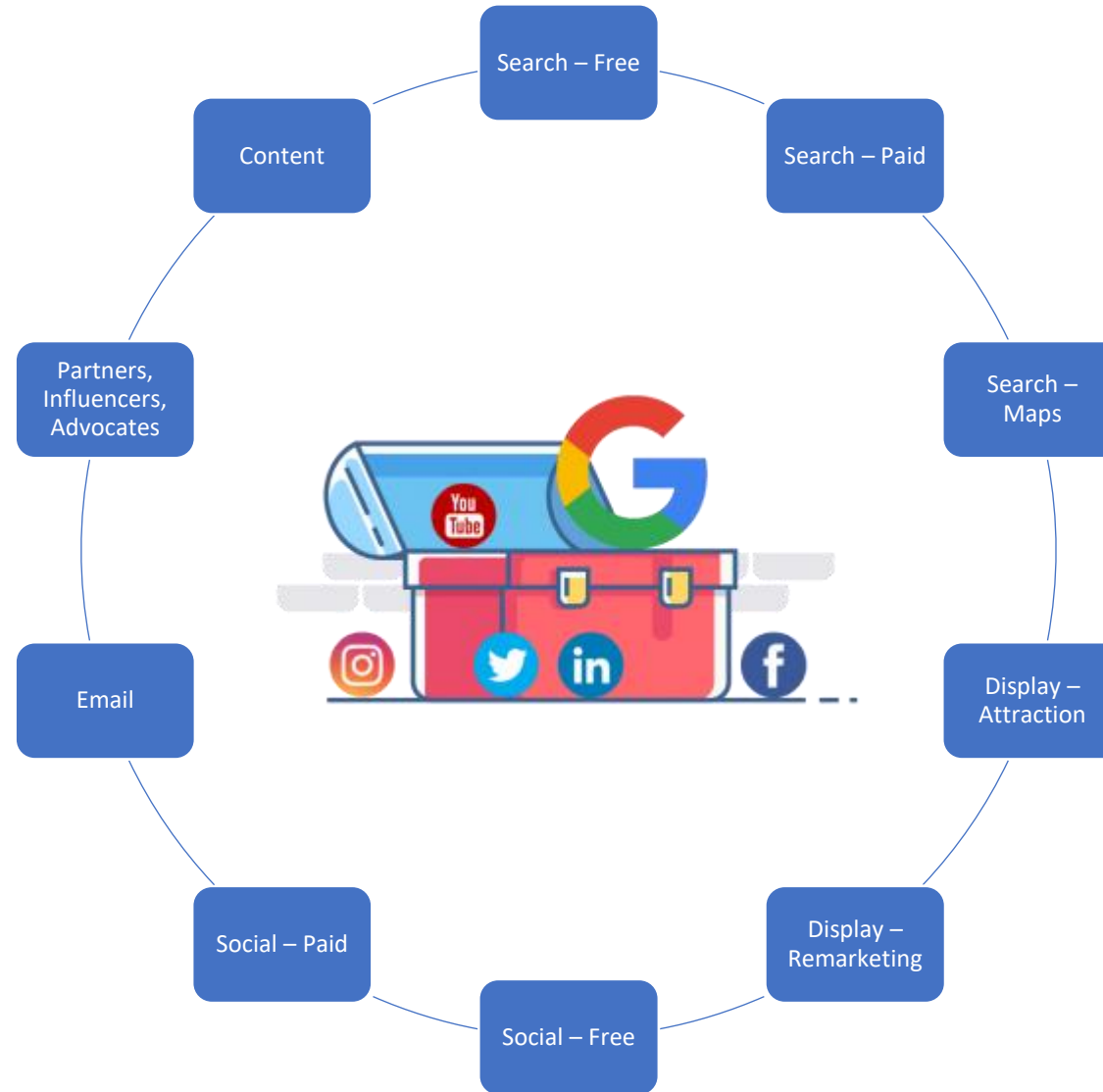
A Page on a website



Action

We need to track and do something if they take action, or not.

Digital Marketing Toolbox



Examples

Search

Google SEO, Maps, Google Ads

Content Marketing

Social Ads

Landing Page

Buy or Enquire

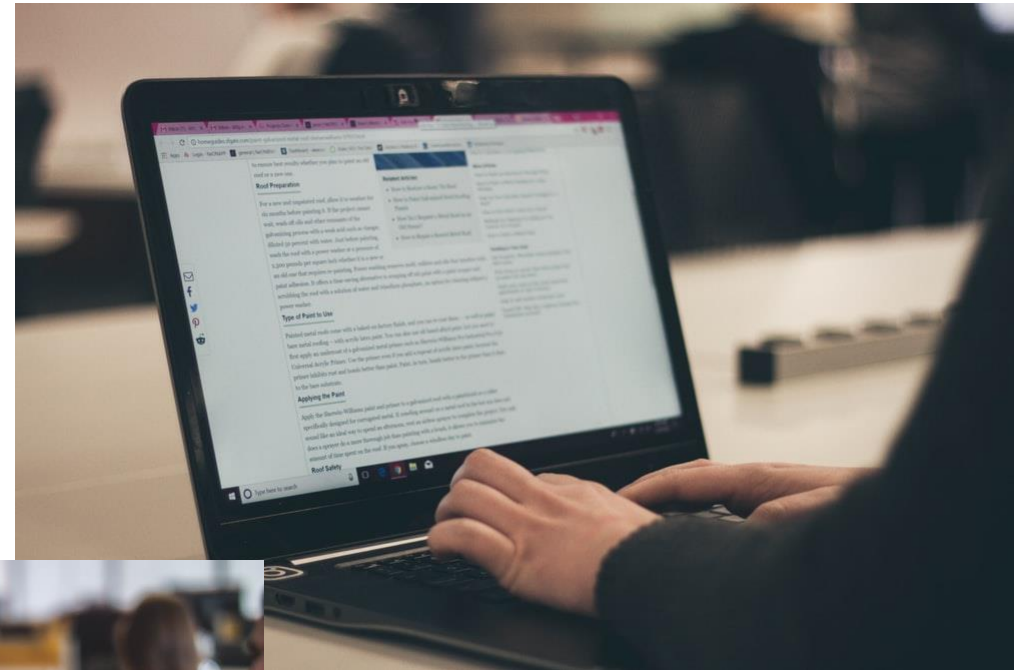
Action

Remarketing? Video, Content?

Nurture with Email, Content, Display, Social?

Advocates?

Content

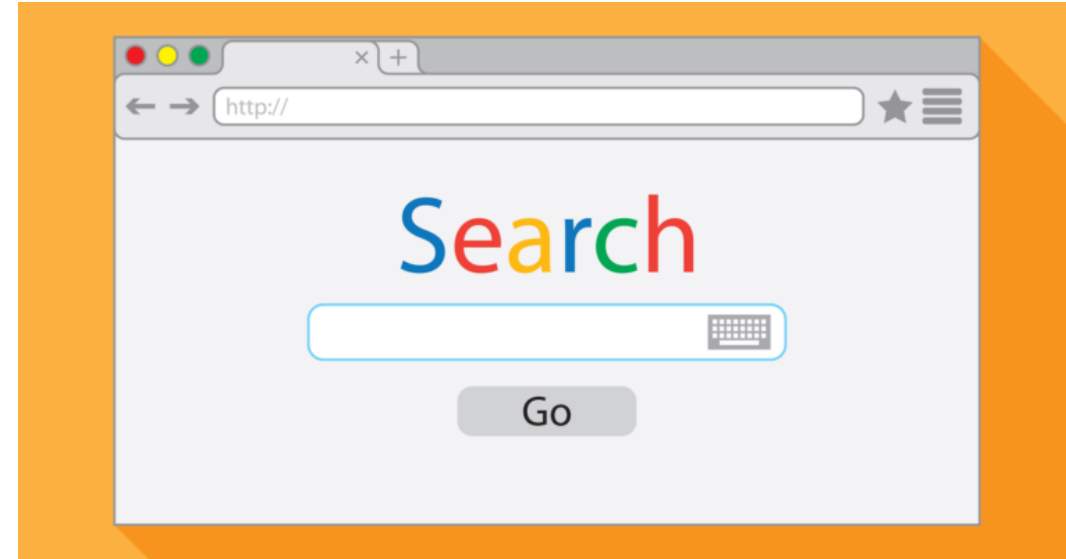


Search vs Display

Pull or Push

People looking for us?

We're attracting people?

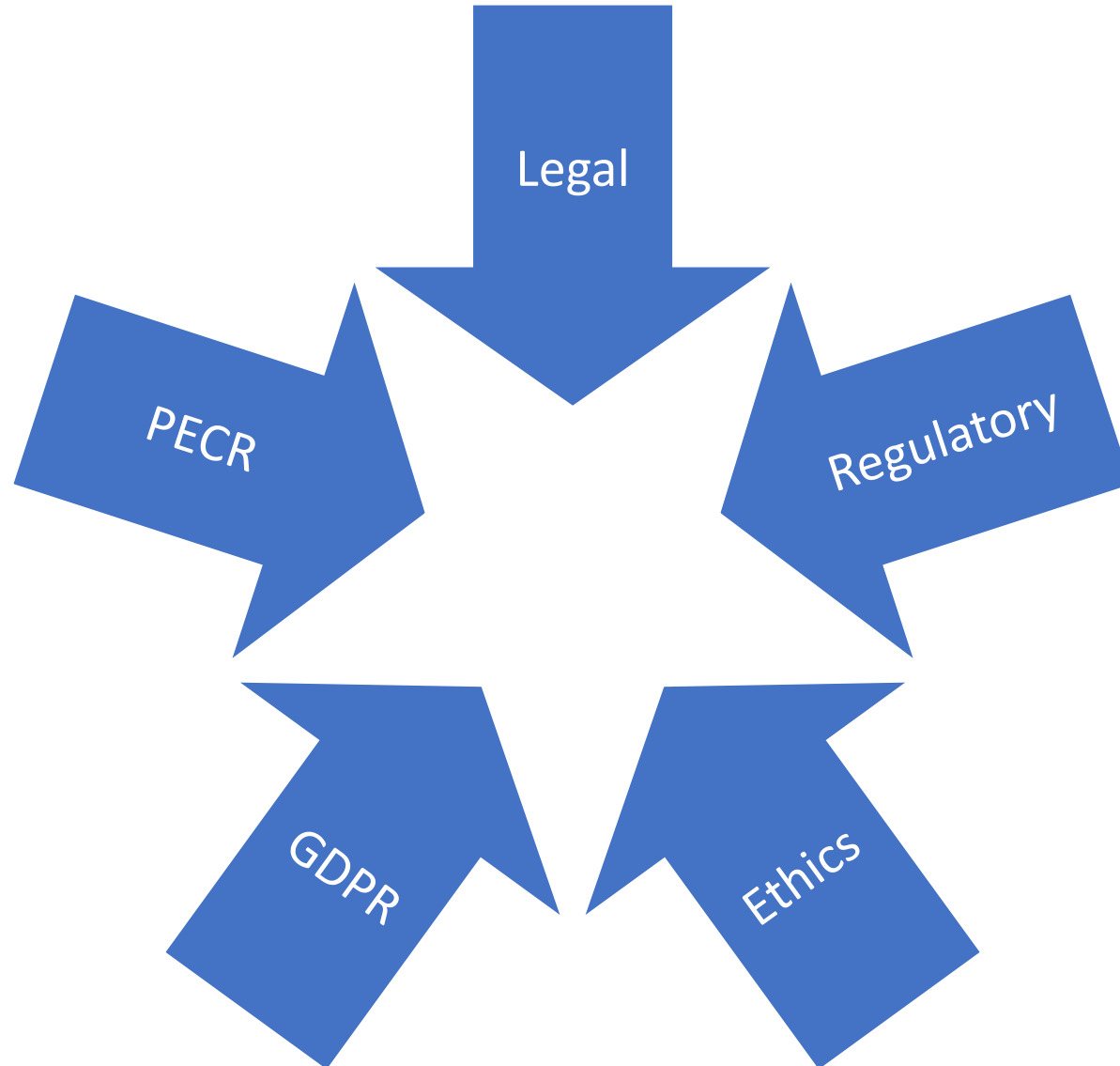


Measure

Digital makes measuring
so much easier!



Legalities



Website

Website

Landing Page

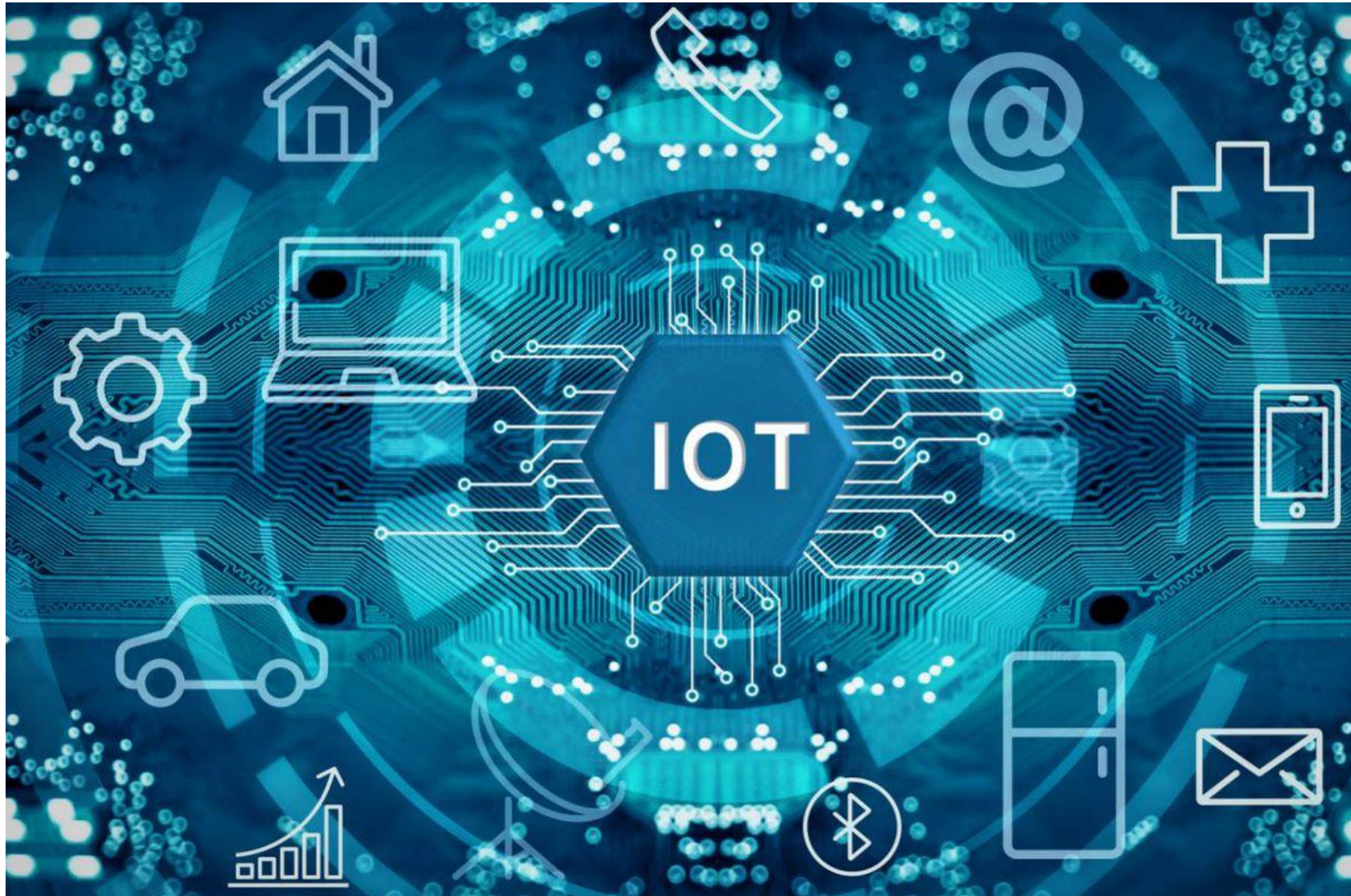
User Experience

Mobile

Personalisation



Data & IoT



4 M's



Market



Message



Media



Measure