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The PACE Digital Marketing Workbook

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Introduction

"There is no substitute for knowledge." – Edward Deming

This workbook is designed to help you create a marketing plan that gives you measurable results based on our P.A.C.E. methodology – the same process we use to help our clients:

- a) Increase the number of qualified leads and customers
- b) Increase the transaction size per order
- c) Increase the number of repeat sales per customer

P.A.C.E. stands for Promote-Analyze-Conversion-Engage, the four keys that will help you increase your revenue.

You can use this workbook as a self-study guide before taking our P.A.C.E. workshop for marketing professionals or using our digital marketing roadmap services.

For additional training, consulting, and implementation options customized for your business, please request a free consultation at: <http://www.smartt.com/contact>

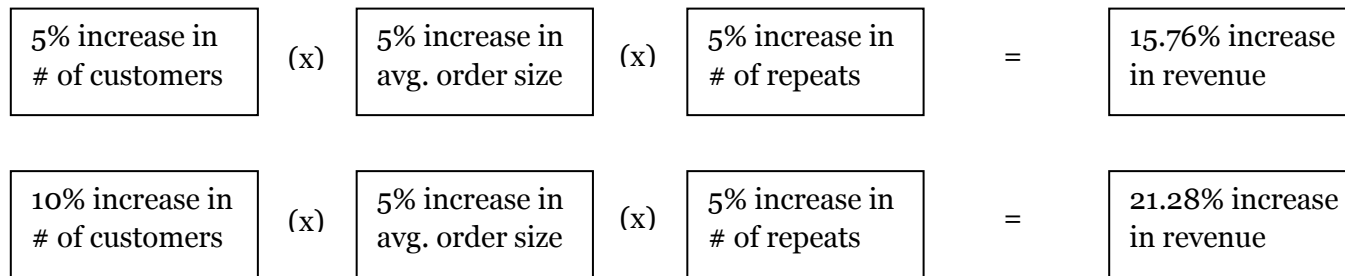
Let's get started!

The 3 Key Metrics of Revenue Generation

There are only 3 key metrics when it comes to any kind of revenue generation:

- 1) The number of customers
- 2) Average transaction size
- 3) Number of repeat purchases per customer

These three metrics work cumulatively to support each other:



These 3 key metrics serve as the backbone of the P.A.C.E. Digital Marketing Model.

Promote = More Web traffic

Analyze = More Data

Convert = Larger Avg. Order Size Per Site Visitor

Engagement = More Repeat Purchases

The great thing about the P.A.C.E. model is that you can use individual tactics to drive each key revenue metric and measure the specific results. On the next page, you will see a summary of tactics that are covered in the P.A.C.E. model.

Summary of Tactics in the P.A.C.E. Model

Promote

“More Traffic”

SEM

- Paid Search

SEO

- Onsite Optimization
- Linkbuilding

Brand

- Brand Storytelling

Social

- Blogging
- Content Promotion
- Monitoring
- Social Bookmarking
- Social Networking

PR

- Bloggers Outreach
- Press Releases

Offline

- Direct Mail

Analyze

“More Data”

Traffic

- Analytics
- Keyword Research

Usability

- Heat-mapping
- Focus groups

User

- Surveys
- Demographics Testing
- Interviews

Convert

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Conversion

- A/B Testing
- Landing Pages

Content

- Articles
- Case Studies
- eBooks
- Photos
- Testimonials
- Podcasts
- Infographics
- Videos
- Webinars
- White Papers

Engage

“More Repeat Customers”

Remarketing

- Display Ads Program

Social

- Community Management
- Social Support

E-Mail

- Newsletter
- Autoresponder Marketing

Define and Differentiate Your Brand

As new consumer options continue to clutter the marketplace, just keeping up with your competitors by doing things better, cheaper, or faster is no longer enough. To remain successful, you must build an indispensable brand that stays fresh and relevant. Here are some questions to ask yourself:

Brand Self-Analysis

1. How would you describe your company in 3-5 words?
2. What makes your company different?
3. How do you express that differentiation in words, images, and actions?
4. Why is your brand differentiation important to your clients?
5. What are your company values and why are they important?
6. If your brand were a person, how would you describe him or her?
7. What is your overall brand positioning statement? (What you offer, whom you offer it to, how you're different, and why it's important)

The Ultimate Test

Quite often, when we first meet a new client's marketing team, we will go around the table and ask everyone three simple questions. Most clients will have no trouble answering the first two, "What do you do?" and "How do you do it?" But the room usually falls silent when we follow up with the third question, "Why should I care?"

The "why" question is the ultimate test for a company's brand. If you cannot articulate why your product or service matters to your clients, they will not know why they should choose it instead of other solutions.

Once you know why your customers should care, include it in your brand guidelines so your messaging is consistent across all marketing channels, be it your website content, search marketing or social media.

Define Your Ideal Customer

Defining your target audience helps you differentiate an ideal lead from a bad one. For B2B companies, complete the table below and the Buyer Personas table on the next page. For B2C companies, skip to the next exercise (Buyer Personas).

B2B Ideal Customer

Description	Information
Industry:	
Sub-Industry:	
Location:	
Size:	
Number of employees:	
Years in Business:	
Key Challenges:	
Needs/Desires:	
Budget Range:	
Responds to (decision making criteria):	
Services Required:	
Success Factors:	
Internal Resources Available:	

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Define Your Buyer Personas

A buyer persona is a fictional sterotypical profile of a decisionmaker who will be involved in the purchase of your service or product. For B2C companies, this person will most likely to be the end-user. For B2B companies, this person may be a composite of many decision-makers or influencers of the sale.

Buyer personas help you focus your marketing on the emotions and desires of key decision makers. Use the template below to create as many personas as necessary.

Buyer Persona

Description	Information
<p><u>Basic Demographics</u></p> <p>Age:</p> <p>Gender:</p> <p>Income:</p> <p>Family Information:</p> <p>Job Title:</p>	
<p><u>What do they see?</u></p> <p>What does their environment look like? Who surrounds them? Who are their friends ? What kind of advertisements do they see every day?</p>	
<p><u>What do they hear?</u></p> <p>What do their friends say? What does their spouse say? What do their family members say? Who really influences them, and how?</p>	

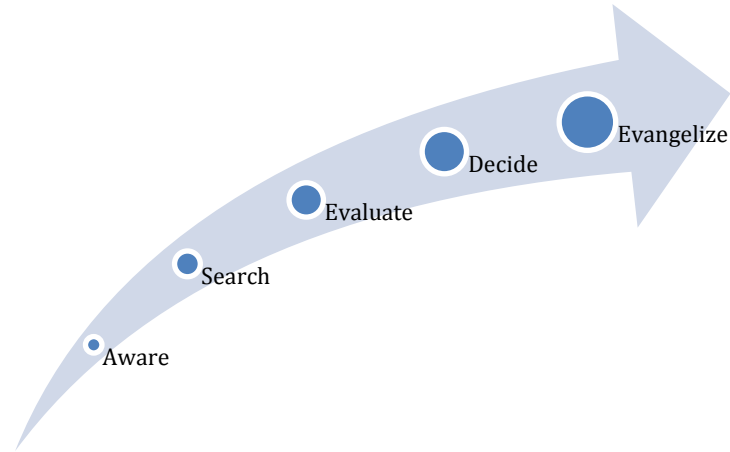
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<p><u>What do they really think or feel?</u></p> <p>What is really important to them that they may not say in public? What moves them? What keeps them up at night?</p>	
<p><u>What do they say and do?</u></p> <p>What is their attitude? What are they telling others? What are they doing that is contrary to what they say?</p>	
<p><u>What are their fears, frustrations, pains, and urgencies?</u></p> <p>What are their biggest frustrations?</p> <p>What obstacles stand between them and what they want to achieve?</p> <p>What risks might they be taking?</p>	
<p><u>What are their wants and aspirations?</u></p> <p>What do they truly want or need to achieve?</p> <p>How do they measure success?</p> <p>What are some of the strategies they might use to achieve their goals?</p>	

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Define Your Sales Cycle

Your Buying Cycle is the process you typically go through before a prospect finally becomes a customer; this can include iterations of education, social proof, and vendor comparison. Defining this process can help you target your prospects during the different stages with specific offers or content that will “push” them to the next stage.



The Buying Cycle

Aware: Customer becomes aware of their needs or problems.

Search: Customer searches for potential solutions to fulfill their needs.

Evaluate: Customer evaluates the different options to fulfill their needs.

Decide: Customer decides on a solution.

Evangelize: Customer becomes an active user of the product or service.

Buying Cycle for Your Products or Services

	Aware	Search	Evaluate	Decide	Evangelize
What Your Customers Seek					
“Triggers” to Push Prospect to Next Stage (Examples: E-book, Webinar, Self-Audit, Paid-Audit)					

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Define Your Keywords

Keyword phrases are words your customers type into the search engine during a particular buying stage. You need to brainstorm and discover your keywords so that you can use either search engine marketing (SEM) or search engine optimization (SEO) to help your website appear in the search results whenever a customer types in those keywords.

Types of Keywords

There are 6 main types of keyword phrases, each specific to one of more buying stages of a customer:

Keyword Type	Buying Stage(s)	Search Objectives	B2C Examples	B2B Examples
General Keywords	<ul style="list-style-type: none"> Aware Search 	<ul style="list-style-type: none"> To look up generic information about a certain topic or industry To look up something they have heard about from a friend or from the news about a certain topic or industry 	<ul style="list-style-type: none"> “bodybuilding” “whey protein” 	<ul style="list-style-type: none"> “selling online” “e-commerce” “Internet marketing”
Problem-Based Keywords	<ul style="list-style-type: none"> Search 	<ul style="list-style-type: none"> To search for potential solutions to a specific problem To search for second opinions on an answer to a specific problem 	<ul style="list-style-type: none"> “trouble gaining muscles” “can’t lose belly” “CLA to lose gut” 	<ul style="list-style-type: none"> “PPC campaign losing money” “tracking social media ROI”
Symptoms-Based Keywords	<ul style="list-style-type: none"> Search 	<ul style="list-style-type: none"> To search for information on obvious or underlying symptom 	<ul style="list-style-type: none"> “skinny with gut” “skinny fat” “big belly” 	<ul style="list-style-type: none"> “high bounce rate”
Question-Based Keywords	<ul style="list-style-type: none"> Search Evangelize (They seek support) 	<ul style="list-style-type: none"> To search for answer to a question To seek support for a product already purchased 	<ul style="list-style-type: none"> “should I workout at night?” “exercising at night” 	<ul style="list-style-type: none"> “how to use social media in B2B” “how to track phone calls”

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			<ul style="list-style-type: none"> • “best time to take CLA” 	through analytics”
Product Names + Part Numbers	<ul style="list-style-type: none"> • Evaluate • Buy 	<ul style="list-style-type: none"> • To find vendors for a specific product • To compare prices for a specific product 	<ul style="list-style-type: none"> • “superwhey 100” • “super CLA 200” 	<ul style="list-style-type: none"> • “Smartt PACE workshop”
Brand-Based Keywords	<ul style="list-style-type: none"> • Buy • Evangelize 	<ul style="list-style-type: none"> • To find navigational path to a website in mind • To compare known vendors 	<ul style="list-style-type: none"> • “bodybuilding.com” • “amazon.com” 	<ul style="list-style-type: none"> • “Smartt”

Keyword Planning Table

General Keywords	Problem-Based Keywords	Symptoms-Based Keywords	Question-Based Keywords	Product Names + Part Numbers	Brand-Based Keywords

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Build Your Website

Today, having just a brochure website is no longer enough. You need to think of your website as a hub for your digital marketing strategy. Your website must be optimized for sales, content, and marketing effectiveness. Use the questions below to assess the effectiveness of your current website.

Website Self-Assessment Questions

1. Is your website properly optimized for search engines, with unique meta tags for every page and a proper URL structure that includes important keywords?
2. Is it on a Content Management System, meaning you can modify the content yourself?
3. Are there two sitemaps, one HTML sitemap for visitors and one XML sitemap for search engines?
4. Does your website have a strong call to action on every page?
5. Is every page within 3 clicks of the homepage?
6. Is it optimized for mobile devices?
7. Is every element of your site consistent with your brand image?
8. Can visitors “buy” something – even if it’s a digital ebook or webinar?
9. Is it set up to track conversion goals such as contact form submissions or whitepaper downloads?
10. Does it have content that answers what your users may be looking for during the information gathering or planning stage?
11. Is it updated at least twice a week?
12. Does it have social media (Twitter feeds, sharing buttons, etc) intergrated?

Promotion: 6 Kinds of Web Traffic

A successful digital marketing program requires qualified inbound traffic to your web properties. The P.A.C.E. Model categorizes Web traffic into 6 categories.

1. **Brand and Direct Traffic:** Direct visits to your site (via links or typing in your URL) or from visitors searching for you by brand/product name in search engines.
2. **Organic Search Traffic:** Traffic from search engines based on industry and product keywords
3. **Paid Search Traffic:** Traffic from paid search and display ad campaigns.
4. **Promotional & Social Traffic:** Traffic from outreach marketing such as email newsletters or engagement-based interactions such as social media.
5. **PR and Referral Traffic:** Traffic from other websites that link to yours.
6. **Offline Traffic:** Traffic from print ads and other offline sources.

In the next few chapters, we will show you how to increase your traffic and leads through Paid Search (SEM), Organic Search (SEO), and PR/Referral Traffic.

Promote: SEM (Search Engine Marketing)

Search marketing, often referred to as pay-per-click (PPC) or cost-per-click (CPC), means paying for listings to appear on search engines and related websites. You only pay when your ad is clicked on, and you can make improvements to your campaign at any time. Search marketing is perfect for you if you would like to:

- ✓ Scale up traffic quickly
- ✓ Appear on search engines for keywords you are not ranking for organically
- ✓ Diversify your traffic sources in order to mitigate risk
- ✓ Test your marketing or new offerings in real time

Planning Your Pay-Per-Click Campaigns

Step 1: Review your Keywords – Use your keywords created in the “Define Keywords” exercise as a starting point. You may use tools such as Google’s Keyword Tool to expand on your keyword ideas.

Step 2: Create Campaigns with Unique Settings – Create different campaigns with different themes or geographic targets. The more specifically it addresses your target audience, the more effective your campaign. This allows you to segment your marketing and track the ROI of each specific campaign. For example, if you are selling apples in different states or provinces, you should have a campaign for each. Doing so will allow you to cut back or scale up on the budget of each geographic location quickly to optimize your ROI.

Step 3: Create Ad Groups based on Related Keywords – Each ad group should contain 1 to 50 keywords that are closely related to each other. For example, “green apples” and “red apples” should each be in their own ad groups. Even though they are both apples, they are not the same and will require different landing pages.

Step 4: Create an Offer and Landing Page for Each Ad Group – Your ad copy sets a visitor’s expectations while your landing page meets those expectations. If your landing page’s visuals and offer don’t match the offer you proposed in your ad copy, the visitor will most likely use the “back” button on their browser to bounce away from your site.

Step 5: Monitor Your Results – Track your results and calculate the ROI of each ad campaign, ad group, and even keyword. Scale up your profitable keywords and scale back your unprofitable ones. Also, split-test different ads and landing pages to optimize your marketing messages.

SEM Campaign Planning Table

Campaign (Similar Geography and/or Product/Service Categories)	Ad Group (Groups of Related Keywords)	Keywords	Ad Offer	Landing Page

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Promote: SEO (Search Engine Optimization)

Search Engine Optimization (SEO) is the process of improving the visibility of your website in a search engine's "organic" or unpaid search results. SEO allows you to:

- ✓ Rank higher on search results than your competitors
- ✓ Appear on search engines for keywords that are related to your products and services
- ✓ Increase the number of qualified leads for your business

The 20-20-60 Rule to SEO

There are three key factors to how well your site ranks on search engines: technical structure, on-page optimization, and off-site factors. Technical structure and on-page optimization each account for about 20% of your success; offsite factors account for about 60%.

Technical Structure (20%): The first factor is the technical structure of your site. Some common problems include:

- Content management system duplicate content issues
- Domain or sub-domain content duplication issues
- Permanent redirects from yourdomain.com to www.yourdomain.com
- The keywords within your URL structure

The best way to take care of technical structure problems is to get a technical SEO audit from an expert agency.

On-Page SEO Factors (20%): The second factor is the on-page optimization of your content, which includes best practice items such as:

- Title tag no more than 65 characters
- Title tag follows one of the following structure: “Primary Keywords – Second Keywords | Brand Name” or “Brand Name | Primary Keywords – Second Keywords”
- Title tag gives the page’s message in 35-40 characters:
- Meta description is unique, relevant, and enticing. Also mentions keywords
- All content is indexable (no text in images, flash file, or frames)
- Images have relevant alt texts

Off-site Factors (60%): The last 60% is all about getting links from external sources (backlinks). Here are a few ways to do it:

- Promote your blog content over social networks
- Make sure your website is listed in free directories such as DMOZ
- Make sure your website is listed in local directories
- Submit your site to reputable paid directories
- Exchange links with local business partners
- Do social media bookmarking for your content
- Run contests
- Do outreach via blogging and guest blogging programs

Promote: Social Media

Social media is one of the most important digital marketing activities. Start by setting up profiles so you can have conversations and establish relationships. Once you have a sizable following, you can share links to your own content in order to build backlinks and drive traffic to your site.

Effective Social Networks You Should Be On

1. **Twitter (www.twitter.com):** Tweet short messages that are interesting to your buyer personas. Follow other experts and respond to their comments and messages.
2. **LinkedIn (www.linkedin.com):** Join groups and answer questions to show your knowledge.
3. **Facebook (www.facebook.com):** Add a business page, connect with business associates, join interest groups, and build relationships.
4. **Pinterest (www.pinterest.com):** Pin images that are related to your industry or niche market.

Blog Content

Blogging should be the center of your social media efforts. It gives you an opportunity to write relevant content on specific keyword phrases that you have uncovered during the “Keywords Exercise”. You can also look through your analytics data to find additional topics; for example, are there problem, symptom, or question-based search terms which often appear? Come up with a few ideas for blog posts and summarize them below.

Keyword(s)/Topic	Blog Title	Abstract	Date

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Building Your Social Media Schedule

Your social media marketing activities should be consistent. We find it helps to establish a daily or weekly routine and stick to it. This way, you're tracking the time and effort that you're putting into social media while staying on-schedule with your engagement activities. Use the table below to specify what you or your team will do on each day of the week.

	Monday	Tuesday	Wednesday	Thursday	Friday
Twitter					
Facebook					
LinkedIn					
Pinterest					

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Promote: PR

Sending out press releases can help your organization gain reach across search engines, blogs, and websites. Not only may you get picked up by the media, you will also get backlinks to your website which should help your search rankings.

Press Release Ideas

- New or improved product
- New service
- Staff promotions or appointments
- Retaining new outside service
- New advertising campaign
- New sales promotion campaign
- Contests
- New dealer promotion
- New office
- Renovation
- New showroom
- Plant expansion
- Entering a new market
- An expanded market
- New market segment
- Research results
- Technological breakthrough
- Signing or completing a big project
- New equipment
- Financial results for public companies
- Speech and other public appearances
- Trade show activities
- Anniversaries
- Special events
- Award

Sending Out Your Press Releases

Send out your press releases using an online service such as PRWeb. Be sure to add active anchor links for SEO purposes. Also, tweet and post your press releases afterwards for additional impact.

Analytics: Conversion Goals

Analytics is the collection and measurement of data to derive actionable insights that can improve business results. When implemented using the P.A.C.E methodology, it can help you:

- ✓ Measure ROI for both online and offline advertising campaigns.
- ✓ Measure Social Media ROI.
- ✓ Pinpoint the most relevant actionable insights and KPIs for driving business results.
- ✓ Create data-driven teams and organizations.

Choosing an Analytics Software

Unless you are already using another enterprise-level analytics package such as Omniture or Coremetrics, we recommend using the free Google Analytics as your analytics platform. We are firm believers that it takes great analysts, not machines, to derive actionable insights from big data, and that companies are better off spending their money on training and recruiting great analysts rather than buying an expensive platform.

Setting Up Conversion Goals and Funnels

Having proper conversion goals set up is one of the most critical action items when it comes to Web analytics. After all, you cannot measure your ROI without conversion data. Use the lists below to check your current goals and funnels; install any missing goals that could be useful for you to measure as metrics.

Conversion Goals

Here are some popular conversion goals that apply to most businesses.

	Currently Exists?	Necessary?	URL/Location:
Contact page			
Contact form submission			
Lead form submission			

Newsletter signup			
E-commerce transaction			
Add to cart			
User account signup			
User login			
Blog comment submission			
File download (list all)			

Conversion Funnel

A conversion funnel is the path that a user must take in order to complete a major conversion such as an E-commerce transaction. Setting up funnels in analytics will allow you to see where users are dropping off and how you may be able to lower the dropout rate. Use the table below to plan your first conversion funnel.

	Exists?	Necessary?	Location:
Step 1: <i>(Example: Add to Cart)</i>			
Step 2: <i>(Example: Shipping Info)</i>			
Step 3: <i>(Example: Billing Info)</i>			
Step 4: <i>(Example: Confirm Order)</i>			
Step 5: <i>(Example: Thank You)</i>			

Conversion: Advanced Content Creation

In addition to blog content that attract search traffic to your site, you should also have additional content that moves the visitor along the buying cycle. Here are some advanced content ideas:

- Articles
- Case studies
- eBooks
- Photos
- Testimonials
- Podcasts
- Infographics
- Videos
- Webinars
- White Papers

Advanced Content Planning Template

Buying Stage	Customer Pain or Desire	Type of Offer	Title and Summary (if applicable)
Search			
Evaluate			
Buy			

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Conversion: Split-Testing

Conversion optimization increases your ROI and bottom line drastically by experimenting with website design and content variations to determine which layouts, copy, offers and image give you the best conversion results.

Choosing a Split-Testing Software

We recommend using the free Google Content Experiments included in Google Analytics, due to its powerful features and close integration with Google Analytics. Depending on your technical setup, you may or may not require your IT support to install any additional code to perform your split-test.

Deciding Which Pages to Test First

- 1) **Your Sales Funnel:** Test these pages because they can give you the highest return on investment. A slight change in the dropout rate may mean a huge positive impact on your bottom line.
- 2) **Most Expensive PPC Landing Pages:** Test these pages next because they are costing you money.
- 3) **Pages with Most Organic Visits:** Following the same “focus on business value” principle, testing pages with the most organic visits should give you a good return.
- 4) **Highest Value Conversion Pages:** Birds of the same feather often flock together. It is often easier to optimize a page that is already doing well so that it does even better than to fix one that is performing miserably.
- 5) **Highest Bounce Rate Pages:** Identify pages where the bounce rate is a legitimate problem and test for ways to lower it.
- 6) **Site wide Concepts:** Finally, once you are out of isolated testing ideas, you can begin to test site wide concepts.

Elements to Test

What should you vary and test? Create different versions of your web pages to test:

- Headlines and headers
- Images and icons
- Calls to action
- Page layout

Engage: E-Mail Marketing

E-mail marketing helps you keep prospects and customers coming back to your site in a cost-effective manner. By regularly sending out targeted and personalized email messages, you will generate more repeat sales and build stronger customer relationships.

Types of Email Marketing

Here are three types of e-mail marketing you can utilize depending on your needs:

1. **Monthly Newsletter:** Monthly newsletter with news and articles. To increase web traffic, put your actual content on your website and show summaries in your email newsletter with links to website content.
2. **Transactional Promotions:** Send out special offers such as seasonal discounts or alerts for new products. Avoid sending promotional offers too frequently as your customers may see it as spam.
3. **Automated Drip Marketing:** Have an automatic pre-scheduled email marketing sequence that is triggered as soon as a new subscriber signs up. For example, you can break up a whitepaper or ebook into “how-to” articles delivered over a few weeks, or you can use automated emails to promote a series of webinars after delivering a workshop.

Email Marketing Platform and CAN-SPAM

We highly recommend using a professional mailing service such as Mailchimp or Constant Contact instead of sending them out from your desktop or server. This will save you from getting your own IP address blacklisted by ISP's should anyone report your emails as spam by accident. Make sure your newsletter service provider supports requirements such as opt-in and verification as laid out in the CAN-SPAM Act.

Engagement: Social Media Monitoring

To engage your audience and listen to what people are saying about your brand, you need to use social media monitoring tools to “scan” for mentions of specific keywords such your brand name or your products and services.

Picking Your Keywords

To start listening, first come up with ten keywords that are related to your brand and product or services. (Example: your company name.)

1.	2.	3.	4.	5.
6.	7.	8.	9.	10.

Monitoring Options

Many social media monitoring exists in the marketplace. Below is a list of the most popular.

Free Options:

- Google Alerts

Small Business Options:

- Hootsuite Pro
- Buzzstream
- SproutSocial

Enterprise Options:

- Radian6
- Lithium
- Sysomos
- Simplify360

Engagement: Remarketing

One old rule in marketing is that a customer needs to see or hear your marketing message at least seven times before they buy from you. With remarketing, you can serve ads to previous website visitors as they browse elsewhere on the Internet. This helps increase the ROI of your other marketing activities by staying visible: you encourage lost customers to buy from you and current customers to make additional purchases.

Types of Remarketing Campaign

Here are several types of remarketing campaigns you can run:

1. **General:** Target everyone who visits your site with generic ads for brand awareness.
2. **Product or Service Specific:** Promote a product or service to visitors who already viewed a similar item on your site.
3. **Next-Step:** Entice the customer to the next stage of the buying cycle. For example, target someone who has downloaded a whitepaper in the past to attend a webinar or paid workshop.
4. **Major Announcements:** Announce new products or services (including updates to existing products or services) to past visitors.
5. **Abandoned Shopping Cart:** Target customers who added items to their cart but left before finishing the transaction.
6. **Members-Only:** Target people who are existing members or customers. Reward them with special offers, early-bird announcements, or other reasons to buy.
7. **Seasonal or Event-Based:** Run special campaigns at certain times of the year such as Christmas or Valentine's Day. Promote special events like your company's major anniversary or a major industry milestone.

Retargeting Platforms

We recommend using Google's remarketing services within Adwords for your first campaign. Once you are comfortable with running remarketing campaigns, you can try other platforms and compare the ROI.

Skills Analysis

Digital marketing requires skills and bandwidth that you and your organization may or may not have. We recommend you analyze the current skills level of your organization and decide what you should outsource, what you should hire an agency to do, and what you should train your internal team members to do. Some team members may have the skills or interest to participate in digital marketing, but will it impact the time they need to be successful in their primary role?

Digital Marketing Skills Matrix

Skill Levels:

- 1 = Basic skills – Understands concepts but cannot implement or execute alone without outside help
- 2 = Intermediate skills – Can implement concepts without additional training or guidance
- 3 = Advanced skills – Can create the strategy and direct others in executing it
- 4 = Expert skills – Can teach the skills necessary for others to achieve basic, intermediate, or advanced skills

Skills	Primary Resource (and Skill Level)	Resource #2 (and Skill Level)	Resource #3 (and Skill Level)
Messaging / Branding			
Design			
Programming/Development			
Writing / Blogging			
Advanced Content (Whitepapers, Webinars, etc)			
Search Engine Optimization			
Search Engine Marketing			
Web Analytics / Data Analysis			
Conversion Testing			
Social Media Management			

Planning Your Budget and Timeline

Once you have picked out the P.A.C.E. activities for your business, you can estimate the internal and external costs for each activity.

Important Tip: We highly recommend you share your allocated budget and timeline with a consulting agency to receive feedback at a strategic level before finalizing it. One of the most common problems we see marketing departments run into is to have an approved budget that restricts them to a minimum scope (example: rebuilding of a website) that doesn't reflect its needs. The marketing team is then forced to either make compromises on the features or to go for a low bidder which may not be the best fit for the company.

Budget Template

Strategy	Activities	Setup Hours (Internal)	Setup Costs (External)	Monthly Hours (Internal)	Monthly Costs (External)	Total Hours (Internal)	Total Costs (External)

Marketing Timeline Template

Strategy	Activities	Q1	Q2	Q3	Q4

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Getting Organizational Buy-In

No man is an island. Even though you probably believe in digital marketing and measurable results, there are still other stakeholders in the company that you have to convince. So here are a few tips on how to achieve organizational buy-in.

Tips for Getting Buy-In from Executives

Start Small: Start with a small campaign that shows positive results. You can scale up once you have baseline metrics and a proven track record.

Start with Education: Many organizations resist digital marketing simply because they do not realize the power of what it can do. In many cases, once a VP joins a training session – even for just half an hour – they will quickly see the value of digital marketing and offer their full support.

Help People Feel Problems: Articulate problems through hard data gathered from professional audits and reports. People often do not want to consider anything until they are convinced there is a problem that truly needs to be addressed.

Make Everything Concrete: Many marketers overuse industry jargon such as “listening” and “consumer voice” in the boardroom. We find it helps to break things down into specific objectives and metrics that are measurable. For example, “social media” can be broken down into “media buying on social networks”, “customer support over Twitter”, “bloggers outreach program for product launches”, and “crowd-sourcing over Facebook.”

Show Measurable Results: Lastly, no one should get a pass on not delivering ROI. Digital marketing is very measurable and all the analytics tools already exist. We find that in most cases where a campaign is not measurable, the underlying reason is that the proper metrics have not been set up or the analytics tool had not been configured properly. Both are easy to fix.

Working With Agencies

Agencies can provide valuable expert support and consulting with your marketing programs due to their experience in key technical and creative areas. We highly recommend partnering up with an agency that can help you with the strategic planning and ongoing measurement of your marketing activities.

How to Pick a Great Agency

Picking the right agency can mean the difference between success and failure for your marketing activities. Here are a few things you should look for in an agency partner:

- 1) **Gives You Measurable Results:** Your agency should hold itself accountable by continuously tracking and optimizing your results.
- 2) **Focuses on Your Business Priorities:** The days of just dumping a big budget into marketing are gone. Make sure your agency can start small and work in an iterative manner to focus on your business priorities.
- 3) **Helps You Set a Realistic Scope:** Your agency should help you restrict your marketing plan to a realistic scope. Your monthly package should be based on your size, needs, and budget.
- 4) **Is End-User Focused:** Your agency should be a “customer advocate” and look through your customers' viewpoint so they can maximize the effectiveness of their recommendations.
- 5) **Willing to Share Their Knowledge:** Your agency should be willing to educate you so that over time, you can lower your costs by doing some work internally while they start trying other tactics and activities for you.

How to Be a Great Client

Great agencies with experience and competencies across multiple disciplines are in scarce supply and great demand. For example, Smartt turns down on average 3 out of 5 clients that approach us for help. Here are a few tips on how to make your organization an irresistible account for great agencies.

- 1) **Be Ambitious:** Have the will and potential to evolve and grow. Agencies want to work with accounts they can grow.
- 2) **Demand “Good”, not just “Cheap”:** Have a sense for what is "good" and go for the best service you can get.
- 3) **Be Transparent:** Be willing to share essential statistical and strategic corporate information.

- 4) **Set and Share Goals:** Be willing to set numbered, dated and attainable objectives, and to allow the agency to measure and test these results vigorously.
- 5) **Provide Executive Support:** Have support from senior management -- preferably someone from the executive team.
- 6) **Give Honest Feedback:** Address potential issues before they become issues.
- 7) **Know Your “Why”:** Believe that what your organization does is important, and that your customers need you to succeed.

About Smartt

*“Transparency, leadership, and collaboration are values that guide us.
Measurable Results is the motto that drives us.”*

Smartt is a Consulting Agency with an obsession for measurable results. Our core mission is to improve every business we touch; our strategy is to give our clients measurable results. We do so by combining our creative thinking and technological understanding with business knowledge and an analytical approach.

Why Our Clients Work With Us

We Save Companies Time: Many of our clients are business owners or executives who are too busy with daily operations to commit full time to a new idea or project. Therefore, they hire us to plan and implement important projects they do not have time to research or execute.

We are Experts: Our clients value our team members' specialized experience and insight. As a consulting agency with subject matter experts, we inject diagnostic skills and technical experience that is difficult for a client to develop organically.

We are Objective: Our clients derive value from the fresh and impartial recommendations we share. Our position as a consulting agency allows us to offer an independent viewpoint that is not mired by internal politics or long time traditions.

We are Creative: Our clients see us as their innovation partners. They respect our creative prowess underneath our refined business acumen.

We Execute Quickly: Our clients know we can execute projects more effectively and with urgency because we have a proven track record of successful clients. We help executives coordinate projects, avoid pitfalls, and overcome corporate inertia.

Next Steps

To learn more about how our training or services can benefit your business, visit www.smartt.com or call us today at (888)-407-6937 for a no-obligation discussion about your needs. We can provide you with our candid feedback as well as potential costs.