

# What exactly is Digital Marketing, and how do you know you're doing it right?

Ben Saunders  
Shire Digital

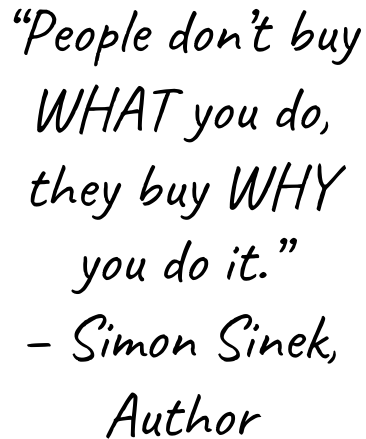
# Shire Digital

Located In Hanover, NH

Our agency focuses on brand building, digital marketing strategies, and optimizing the relationship between marketing & sales.

## Our services include:

- WEBSITE DESIGN & DEVELOPMENT
- SEARCH ENGINE OPTIMIZATION (SEO)
- GRAPHIC DESIGN
- CONTENT CREATION
- INBOUND MARKETING
- PAY-PER-CLICK ADVERTISING (PPC)
- SOCIAL MEDIA STRATEGY
- VIDEO/PHOTOGRAPHY SERVICES



*“People don’t buy  
WHAT you do,  
they buy WHY  
you do it.”  
– Simon Sinek,  
Author*

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# WHY DO YOU NEED TO CARE ABOUT DIGITAL MARKETING?



***YOU GET ONE CHANCE TO MAKE A FIRST  
IMPRESSION, AND IN TODAY'S WORLD  
THAT NOW HAPPENS ONLINE.***

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# Let's Set The Table

- As of 2020 there are 3.5 billion searches on Google per day
- 30% of consumers **won't consider a business** without a website
- 97% of people go online to **find a local business.**
- 93% of online experiences **begin with a search engine.**



- 63% of consumers primarily use **a company's website** to find and engage with businesses.
- 55% of people will search online for **reviews and recommendations** before making a purchase.
- It's estimated that by the year 2040, **95% of purchases will be through eCommerce.**

# TODAY'S TOPICS

- Search engine optimization (SEO)
- Web design/development
- Content marketing
- Email marketing
- Social media marketing
- Paid Media/Pay-per-click advertising (PPC)



WORDPRESS



SQUARESPACE



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# How Digital Marketing Works for Consumers

...Content keeps them updated with industry news, the problems they're facing, and how you solve those problems...

...Social media shares that content and then engages with them as friends and followers...

...Search engine optimization (SEO) optimizes your content, so it will show up when they are searching for the information you've written about...

...Advertising drives them to your website, where people can see your services/products...

...And email marketing follows up with them to be sure they continue to get the solutions they're looking for.

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# WEBSITE PLATFORMS

From bloggers to fitness coaches to restaurant owners, anyone can make a website today with the right tools.

The key to selecting the right solution is understanding what your top priorities are and how the platform's capabilities align with those priorities.

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# 3 Foundational Pieces of your Website



**DOMAIN:** A domain name is the physical name of a website. Every web address has a domain name, and it's completely unique to that site. Domain names can only be accessed and used by the domain name owner — known as the domain name registrant. (Ex. Bluehost, Host Gator, Go Daddy)

**HOST:** Web hosting is how you, or your business, share your website on the internet for people to view and visit. A web hosting service or provider (a.k.a. a web host) allows you to do this. (Ex. WPEngine, Go Daddy, Google Cloud)

**PLATFORM (CMS):** A CMS, short for content management system, is a software application that allows users to build and manage a website without having to code it from scratch, or know how to code at all. (Ex. Wordpress, Shopify, Squarespace)

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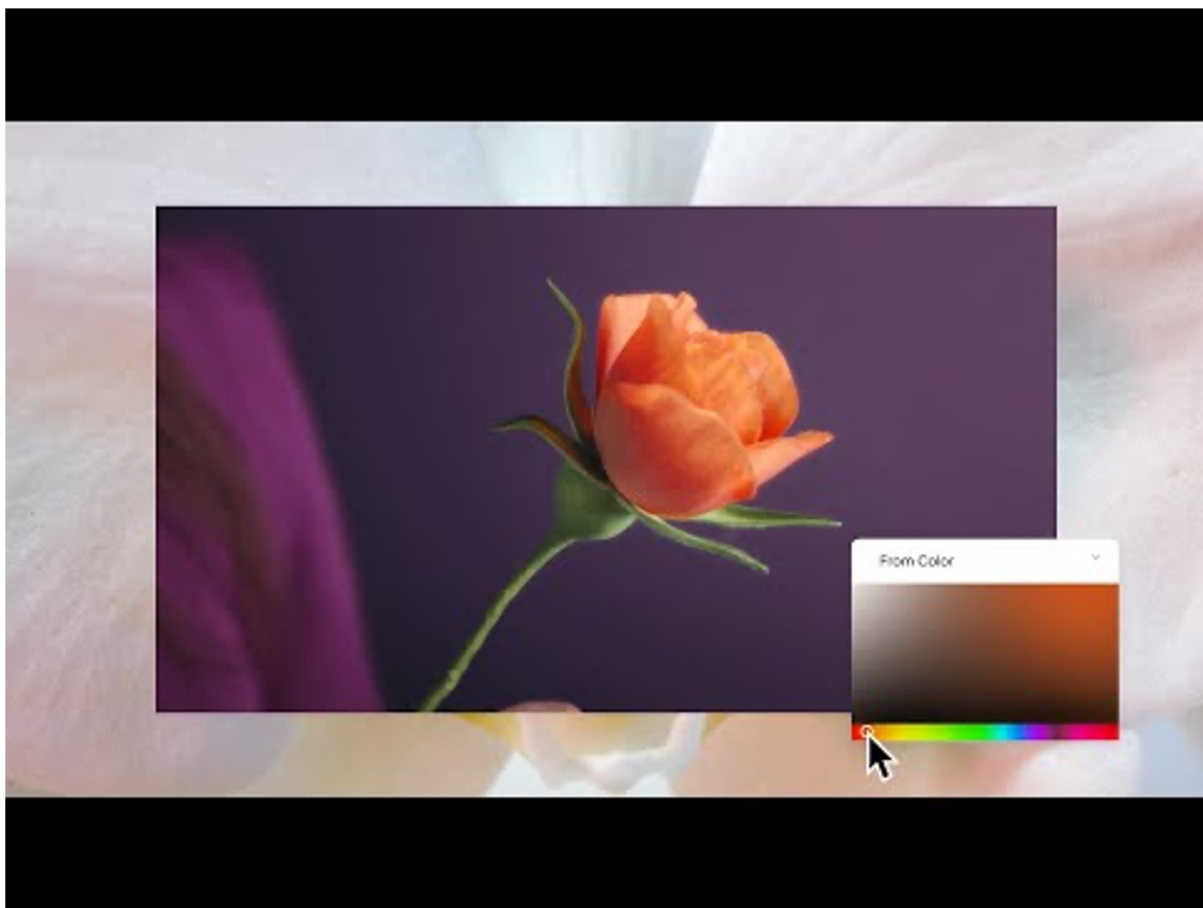
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# What Website Platform Is Right For Me?

Nearly half (46%) of web users say a website's design is their number one criterion for determining a company's credibility.

## 3 Main Website Strategies

- Lead Generation
  - A lead is any person who indicates interest in a company's product or service in some way, shape, or form.
  - Platforms: **Wordpress**
- Ecommerce
  - Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.
  - Platforms: **Shopify**
- Brand Building
  - Brand awareness represents how familiar your target audience is with your brand and how well they recognize it.
  - Platforms: **Squarespace**



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# WEBSITE OPTIMIZATION

Visitors are more impatient than ever.

- 40% of people will leave your page if it takes longer than **three seconds to load**
- **85% of people** won't browse your site if it's not secure
- 50% of global internet activity is done **on mobile**

# WHAT MAKES A GREAT WEBSITE

1. Your website must satisfy user intent and have a clear goal
1. Your website has technical prowess
1. Your website is trustworthy, safe and secure
1. Your website has compelling UI and dialed in UX
  - a. User Experience (UX) refers to the user's journey through an application or process. UX focuses on the overall form and function of your website. User Interface (UI) focuses on how a product's surfaces look and function. UI works with the tangible and visible elements of the process.
1. Your site has awesome, user-centered content
1. Your site is mobile-friendly (or rather, designed mobile-first)



## Did You Know?

**Text/Copy will always be the foundation of search so making sure the copy around your website's assets is descriptive is key to your site and pages ranking well in Google search.**

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## 8 Modern Website Design Elements & Trends

### 1. Unique & Large Typography

When creating your company's brand, your choice in typography can indicate subtle hints about who you are. Are you fun or serious? Functional or informational?

### 1. Large & Responsive Hero Images

Large hero images are also often placed in the background with text and other content overlaid on top, large images can help visually tell your story without having to rely on just text.

### 1. Background Videos

Videos that automatically play in the background can add a lot to a page. They can be used to tell a story and significantly reduce the amount of other content that is needed to explain your business.

### 1. Semi-Flat Design

Flat design is any element that does not include or give the perception of three dimensions, such as shadows. Not only is flat design easier for users to comprehend, but it can also load more quickly on websites without complicated or overly-technical elements.



#### Tip

92% of B2B customers watch online video, and 43% of B2B customers watch online video when researching products and services for their business.

# 8 Modern Website Design Elements & Trends

## 5. Hamburger Menus

The pages of your website should have a clear path for the user to take. Removing a busy navigation makes the experience cleaner and distraction free.

## 6. Giant Product Images

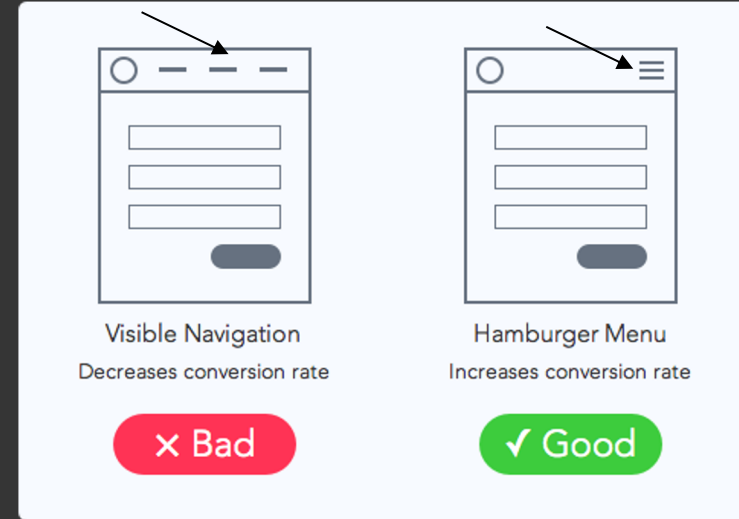
Larger product images help designers highlight different features of a product in a more efficient and effective way.

## 7. Card Design

Card design is becoming more and more popular across B2B and B2C websites because it helps to deliver easily digestible chunks of information for users. Using this design on your site can help highlight multiple products or solutions side-by-side.

## 8. Short Product or Feature Videos

Short videos are great at bringing your solution to life, while not overwhelming the visitor with a long experience that they must sit through.



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# SEARCH ENGINE OPTIMIZATION (SEO)

At its core, SEO focuses on nothing else but expanding your company's visibility in the organic search results. It helps businesses rank more pages higher in SERPs (Search Engine Result Pages). And in turn, drive more visitors to the site, increasing chances for more conversions.

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**If You Build  
it, They Will  
Come...**

**...If You Have Great  
SEO**

**...Otherwise, They Ain't  
Comin'**





# How does Google know how to rank a page?

Search engines have a single goal only. They aim to provide users with the most relevant answers or information.

To deliver the right information to users, search engines analyze two factors:

**Relevancy:** between the search query and the content on a page. Search engines assess it by various factors like topic or keywords.

**Authority:** measured by a website's popularity on the Internet. Google assumes that the more popular a page or resource is, the more valuable is its content to readers.

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# 3 Core Components of a Strong SEO Strategy\*

1. Technical Setup
2. Content
3. Links

*\*There is No Magic Wand*



# TECHNICAL SETUP

- Website navigation and links
- Simple URL structure
- Page speed
- Dead links or broken redirects
- Sitemap and Robots.txt files
- Duplicate content



## Tip

SEO is a LONG TERM STRATEGY. There is no magic wand to get on the first page of Google results.

*SEO drives 100%+ more traffic than organic social media. (BrightEdge, 2019)*



**Tip**

A great place to start is a blog (news, events, articles).

Don't worry about who is reading it, just know **GOOGLE** is reading it, and that can make a huge impact on SEO.

**CONTENT IS  
KING.**

**Websites without a  
content strategy will  
always struggle to rank.**

# CONTENT



- JUST START!
- BE CONSISTENT
- FOCUS ON KEYWORD OPTIMIZATION
- UNDERSTAND ON-PAGE OPTIMIZATION
- CREATE CONTENT AROUND WHERE  
YOUR EXPERTISE & CUSTOMERS  
PROBLEMS/QUESTIONS INTERSECT

# LINKS

Google uses quantity and quality of links as a signal of a website's authority. Its logic behind it is that webmasters would reference a popular and high-quality website more often than a mediocre one. I.e. Wikipedia

Tips to get links:

Industry Partners - Supply Chain

Local Businesses - Promote Local

Non-Profit Support - Charity Causes

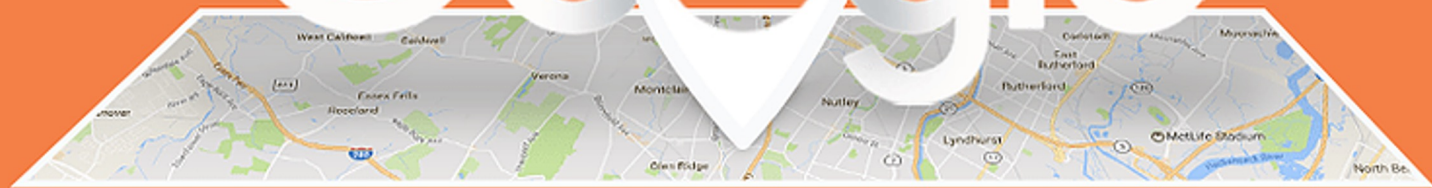
Industry Organizations - BBB, Memberships

## FACTS

The top 5 websites with the most backlinks

1. [maps.google.com](https://maps.google.com)
2. [twitter.com](https://twitter.com)
3. [facebook.com](https://facebook.com)
4. [en.wikipedia.org](https://en.wikipedia.org)
5. [google.com](https://google.com)

# Google



## Local SEO

# LOCAL SEO

*\*Continually Google your business name, you may be surprised what you find.*

Local search results:

- They appear only for searches with a local intent (for example, “restaurant near me” or when a person clearly defined the location.)
- They contain results specific to a relevant location.
- They concentrate on delivering specific information to users that they don't need to go anywhere else to find.
- They target smartphone users primarily as local searches occur more often on mobile devices.



## Tip

97% of customers use search engines to find local information. They look for vendor suggestions, and even specific business addresses.



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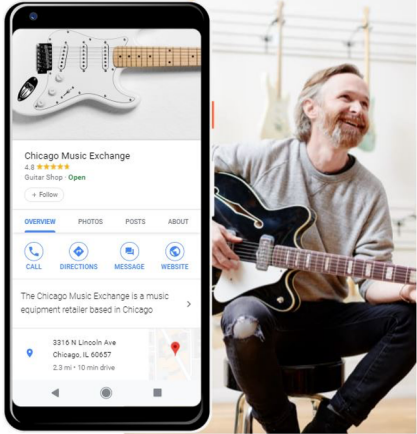
# GOOGLE MY BUSINESS

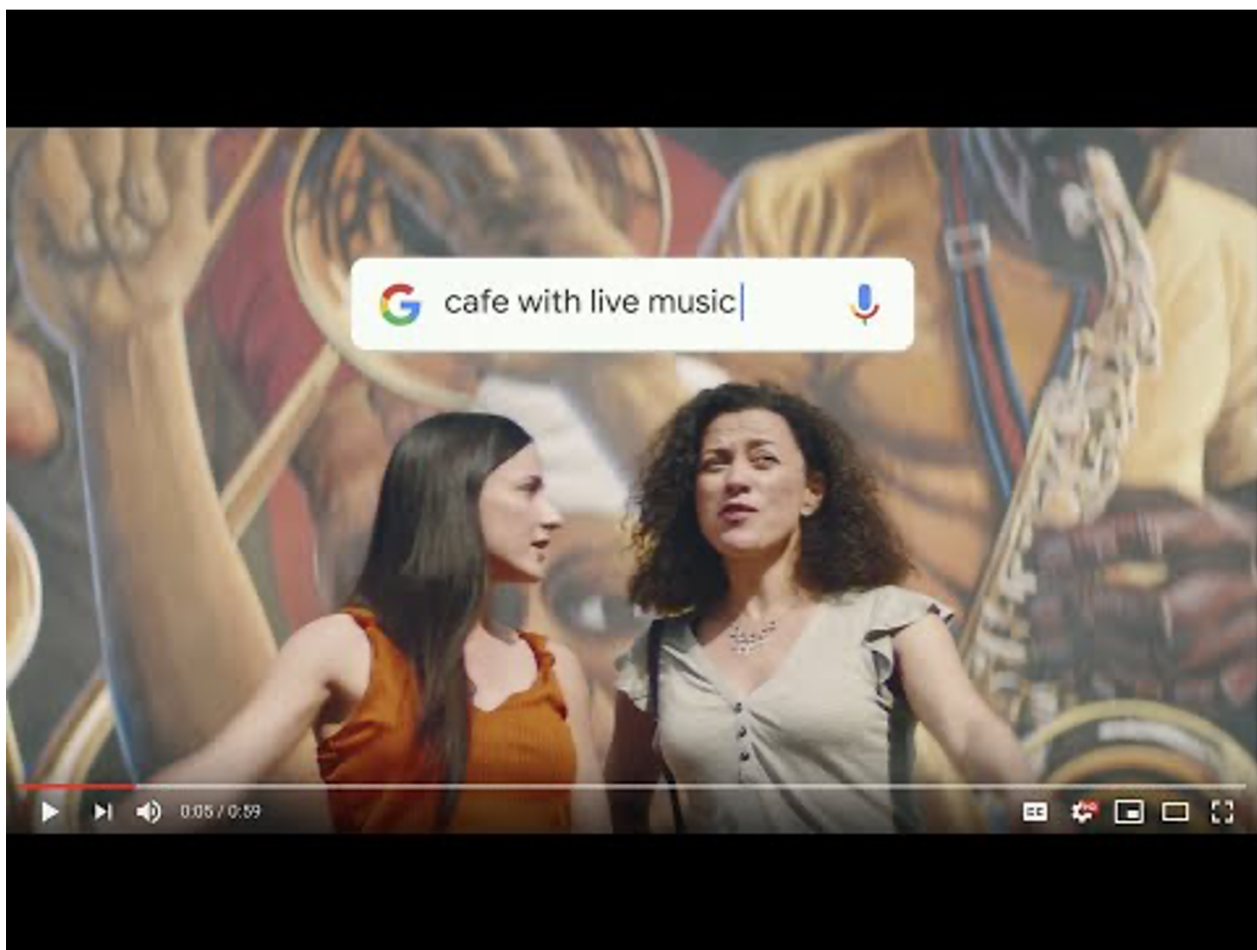
GMB is a free tool that lets you manage how your business appears on Google Search and Maps. That includes adding your business name, location, and hours; monitoring and replying to customer reviews; adding photos; learning where and how people are searching for you, and more.

Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)





# GOOGLE MAPS

The screenshot shows a Google Maps search for "digital marketing near me". The search bar at the top contains the text "digital marketing near me" and has a black arrow pointing to it from the left. Below the search bar is a map of Vermont and New Hampshire. Two red location pins are visible: one for "Real Digital Marketing" near Killington, VT, and another for "Shire Digital" near Hanover, NH. Below the map are filters for "Rating" and "Hours". The search results list three entries:

- Local Digital Marketing**: No reviews · Marketing agency · (850) 629-9342 · Open 24 hours · Website icon
- Real Digital Marketing**: 5.0 ★★★★★ (2) · Marketing agency · Killington, VT · (802) 417-2684 · Open 24 hours · Website icon · Directions icon
- Shire Digital**: 4.8 ★★★★★ (9) · Marketing agency · Hanover, NH · (603) 298-5721 · Closed · Opens 9AM Wed · Website icon · Directions icon

A black arrow points from the left to the "Shire Digital" listing.

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# FACEBOOK FOR BUSINESSES

As of Q1 2020, there are **2.6 billion** **monthly** active Facebook users.

Roughly **two-thirds of U.S. adults** report that they are Facebook users.

In 2018, **126.3 million** U.S. mobile phone users accessed Facebook Messenger to communicate.

1. **Post relevant content, show your expertise, minimize sales promotion.**
2. **Engage with your audience.**
3. **Listen to your audience.**
4. **Develop a contest and giveaway strategy.**
5. **Promote your events.**
6. **Use Facebook Ads.**



shire digital



All News Shopping Images Maps More Settings Tools

About 19,500,000 results (0.54 seconds)

https://shiredigital.com

### Shire Digital | NH Based Digital Marketing And Website ...

Shire Digital is a full service marketing agency based in the Upper Valley of New Hampshire. We focus on creating and elevating your brand messaging through ...

#### The Agency

Based in the Connecticut River Valley of New Hampshire, Shire ...

#### Team

At Shire Digital we are driven by people, passion and purpose ...

#### Work

New Hampshire based Shire Digital provides a wide array of ...

More results from shiredigital.com »

#### Contact

Work with us. We're a full-service digital agency built to help you ...

#### The Shire Blog

The Shire Blog, a unique take on current digital marketing trends ...

#### SEO

Website Design & Development. We design websites that inspire ...

https://shire-digital.com

### Shire Digital Solutions

Shire Digital Solutions - We leverage technology to help startups and small businesses grow. Let our Central Florida based team put their decades of collective ...

Sites for Therapists · Business Coaching for... · Marketing for Therapists

https://www.facebook.com ... Web Designer

### Shire Digital - Home | Facebook

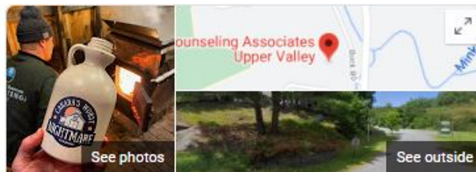
Shire Digital, Hanover, New Hampshire. 24 likes · 1 talking about this. Shire Digital is a full service marketing agency located in the Upper Valley of...

★★★★★ Rating: 5 - 1 vote

https://shire.digitalhorses.com/

No information is available for this page.

Learn why



## Shire Digital



Website Directions Save Call

4.8 ★★★★★ 10 Google reviews

Marketing agency in Hanover, New Hampshire

Address: 2 Buck Rd #8, Hanover, NH 03755

Hours: Closed · Opens 9AM Thu ▾

Health & safety: Appointment required · More details

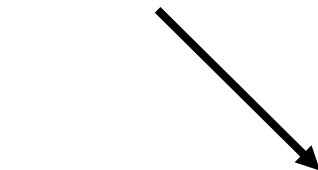
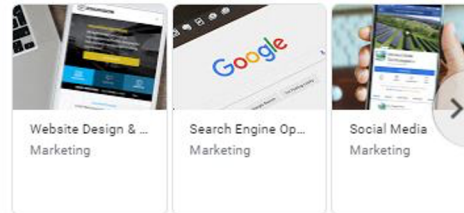
Phone: (603) 298-5721

⚠ Hours or services may differ

Suggest an edit · Own this business?

### Products

View all



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# Tips for Your Facebook Business Page

- Create a business page (not a personal profile).
- Add a great cover photo. (remember to rotate this)
- Add a recognizable, correctly formatted profile picture. (logo)
- Optimize your "About" section - especially the preview.
- Earn the "Very responsive to messages" badge.
- Add Facebook social media buttons to your blog, website and email signature.
- Create custom page tabs.
- Post at the best times for your audience.
- Post & **Promote** your best content.

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# Email Strategy

**An email marketing strategy is the overarching plan for your campaign. It should include not only your methods, objectives, and analysis, but also what you're aiming for, why you're aiming for it, and how you will measure success.**

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1. There are **3.9 billion daily email users**—and this number is expected to hit 4.3 billion by 2023.
  2. Shoppers spend **138% more when marketed to through email** compared to those who don't receive email offers.
  3. Conversion rates are at least **3X higher on email** than on social media.
  4. Businesses with average order values of \$100 to \$500 **recover 4-5% of their abandoned carts** on average with email.
  5. Email marketing has an average return on investment (**ROI**) of **122%**.

# Email is STILL Super Valuable

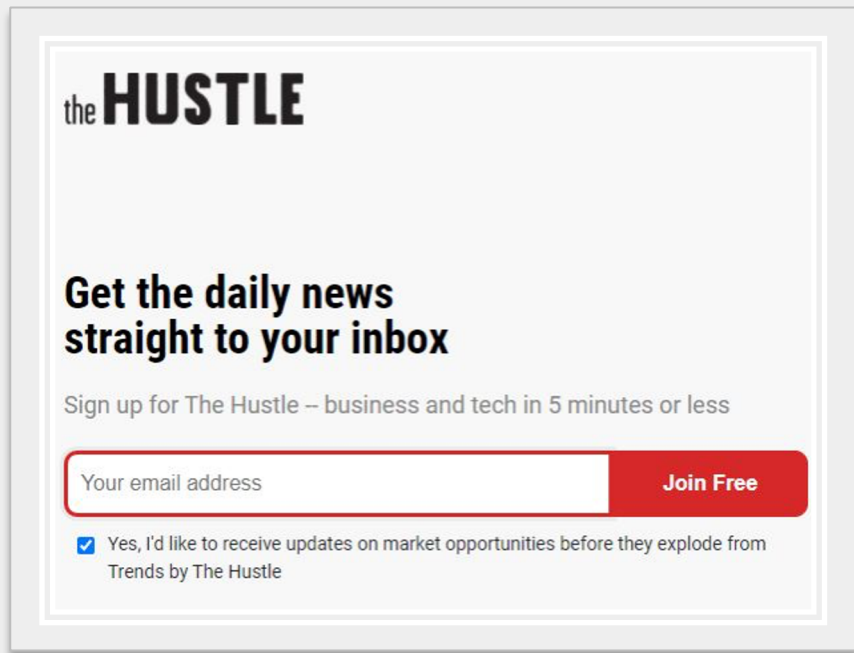




# Email Strategy Step 1: Build Your List

Before you can start sending out emails, you need people to send emails to.

So, how do you get started building your list? Start by adding a banner or form to your website simply asking people to subscribe.



the **HUSTLE**

**Get the daily news  
straight to your inbox**

Sign up for The Hustle – business and tech in 5 minutes or less

Your email address  **Join Free**

Yes, I'd like to receive updates on market opportunities before they explode from Trends by The Hustle



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# 10 TIPS FOR EMAIL ACQUISITION

1. Use a paper sign-up sheet
  2. Put a sign-up form on your website
  3. Collect email addresses when people sign up for an event
  4. Collect email addresses at industry trade shows
  5. Look to your existing database (friends, family, colleagues, partners)
  6. Offer a downloadable whitepaper
  7. Let people sign up with their phone
  8. Add a sign-up option to your membership forms, checkout, invoices etc.
  9. Utilize paid media
  10. Run a contest
-



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# Email Strategy Step 2: Provide Great Content

- Send Out An Introduction Email
- Don't Pitch Right Away - Be a resource/expert in your field
- Write a Great Email Newsletter - Blog once a week/month (SEO) and utilize that content in your newsletter
- Find Your Voice/Style/Brand - Feature industry advice, unique updates, offers, news and announcements.
- Imagery/Graphics - Utilize tools like Canva to help create compelling imagery. Invest in custom templates. [EXAMPLE](#)



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## Email Strategy Step 3: Analytics and Segmentation

The three most important pieces of email analytics are *open rate*, *click-through rate*, and *unsubscribes*.

Email segmentation is the practice of splitting up your email list into more targeted groups. Dividing your list gives you the ability to send more targeted communications. Here's a few ways to segment a larger list:

- customer list (in comparison to people who haven't bought)
- newsletter subscribers
- daily email list (in comparison to weekly, bi-weekly, monthly, etc)
- demographics, such as age, location, or job title
- interests, such as marketing or sales topics



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# CONTENT STRATEGY

A good content strategy is often the foundation of your attract and delight stages in a buyer's' journey. Along with attracting new prospects to your brand, you might also use a content strategy for sales and overall customer satisfaction.

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# Types of Content Marketing

These are the eight most popular types of content marketing you can create for your readers and customers.

1. Blog posts
2. Ebooks
3. Case studies
4. Infographics
5. Videos
6. Podcasts
7. Social media

# Social media

The content you post on social media has the power to turn your brand into a household name and turn your followers into fans. This kind of impact only comes from having a solid social media content strategy. **It's not enough to show up on every platform and sporadically update your audience when you have the time.**

The way to stand out on social media is to identify specific goals, create valuable posts that align with those goals, and distribute content on the right platforms.



# SOCIAL MEDIA CONTENT STRATEGY

There are 4 key components of a Social Content Strategy:

- Research and analysis of current content and strategy
  - Identify your target audience on each platform (LinkedIn vs IG)
  - Create a list of content-specific goals and objectives
  - ***Have a plan for the distribution of your content - Pay to Play***
-



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# Paid Media Strategies

Paid media refers to external marketing efforts that involve a paid placement, including pay-per-click advertising, branded content, and display ads.

The best paid media campaigns include a hybrid of all of those things.

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# Pay Per Click (PPC)

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

Google  
best home security companies

About 2,130,000,000 results (1.21 seconds)

Ad · <https://www.adt.com/> (877) 532-4632  
**Equipment Installation Company - ADT® #1 Home Security Company**  
145 Years of Trusted, Tested Experience. ADT® Smart Video Doorbell Installed Free.

Home Security Packages  
Compare & Choose The Best Package  
Traditional, Video & Smart Home

Current Offers & Specials  
Save on Professional Home Security  
Systems, Installation & Monitoring

Ad · <https://www.home-securitysystems.net/home/security>  
**5 Best Home Security Systems - Home Security Packages**  
Call Now To Get Recommended Automated Systems From Our 5 Best Home Security Systems.

Ad · [https://my.consumeraffairs.com/home-security/get\\_matched](https://my.consumeraffairs.com/home-security/get_matched)  
**Don't Buy Until You Read This - Top 2021 Companies...**  
Find the Best Home Security System For Your Home. Protecting Your Home 24/7 Today!

Ad · [https://realmethod.com/best/home\\_security](https://realmethod.com/best/home_security) (888) 755-8983  
**10 Best Home Security of 2021 - Top Home Security Compared**  
Compare Reviews of 2021's Top 10 Home Security Systems. Reviews Trusted By Thousands.

<https://www.usnews.com> > 360 Reviews  
**Best Home Security Systems 2021 | U.S. News & World Report**  
The best home security systems include Vivint, SimpliSafe, and Frontpoint.  
Best Professionally Installed... · Cheapest Home Security · ADT Security · Frontpoint







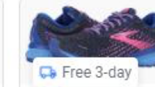
best running shoes



All Shopping Images Videos News More Settings Tools

About 725,000,000 results (0.97 seconds)

Ads · best running shoes

 SALE HOKA Men's... \$130 Free 3-day ★★★★★ (606)	 On Cloudflow... ★★★★★ (345)	 Allbirds... \$100 ★★★★★ (600)	 SALE Nike React... \$160 ★★★★★ (530)	 Free 3-day Brooks Ghost... \$110 ★★★★★ (66)
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Ad · <https://www.hokaoneone.com/> (866) 491-3125

HOKA Official Site - Shoes For Runners

Run. Walk. Jump. Thrive. Escape. At The Outdoors With HOKA. Maximal Cushion. Minimal Weight. Browse **Shoe** Styles. Women. HOKA x Cotopaxi Collab. Try Out For 30 Days. HOKA® Challenger ATR 6. HOKA® Rocket X. Try the TenNine Hike GTX. Launch Off The Line · Order The Bondi 7 · Limited Edition Speedgoat · Orthopedic Shoes

Ad · <https://www.allbirds.com/>

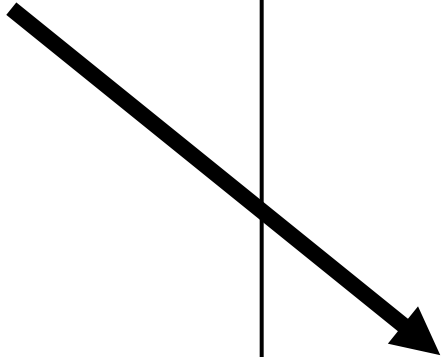
Allbirds Running Shoes - Comfort You Can Run On

Leave uncomfortable shoes in the dust with the Tree Dasher, designed for performance.

<https://www.runnersworld.com/gear/best-running-shoes/>

Best Running Shoes | Running Shoe Reviews 2021

Mar 9, 2021 — SOFT · Brooks Trace · Hoka One One Mach 4 · MBT Huracan-3000 · New Balance Fresh Foam 1000 v11 · Altra Divora · Brooks Glycerin 19 · Diadora






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**READY SET GO!** Offers end March 31



**CLICK TO GET A FREE TRADE-IN VALUE NOW!**



**Vt. officials to open vaccinations to out-of-state students by April 30**

Out-of-state college students who do not qualify as Vermont residents will be eligible to sign up for a COVID vaccination by April 30, according to state officials.



Some pleased with New York legalization of pot; law enforcement concerned



Firefighters save several homes from brush fire



[Photos] Police Find a Missing Woman That Vanished Over 4 Decades Ago

Sponsored | Trivia.com

Recommended by Outbrain



Vermont special agent a trailblazer for women at FBI

Extended Forecast



ADVERTISEMENT



**CLICK TO GET A FREE TRADE-IN VALUE NOW!**



**READY SET GO!**

Offers end March 31



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TOP HEADLINES

NEWS



Hop away!

SHOP NOW



# Facebook vs Google Ads

## Facebook - Target Audiences

## Google

- Search - Targeting  
Keywords
- Display - Targeting  
Audiences

The image shows a Facebook advertisement for TruGreen. At the top, the TruGreen logo is displayed next to the text 'TruGreen Sponsored'. Below this, a headline reads 'Get a thick, green, healthy, weed-free lawn you'll be proud of.' The main visual is a photograph of a lush green lawn with a white sign in the foreground. The sign features the TruGreen logo and the slogan 'Live life outside.' Overlaid on the top half of the image is a white box with a green border containing the text 'GET 50% OFF YOUR FIRST SERVICE' in bold, white, sans-serif font. In the bottom right corner of the image area, the text 'RESTRICTIONS MAY APPLY.' is visible. Below the image, the URL 'LANDING.TRUGREEN.COM' is shown. The ad text reads 'Expert Lawn Care Maintenance & Treatment Services' and 'Trust the professionals.' A 'Learn More' button is located to the right of the text. At the bottom, engagement statistics show 231 reactions (represented by icons for like, love, and wow) and 93 Comments and 9 Shares. The bottom navigation bar includes icons for Like, Comment, Share, and a profile picture.

TruGreen  
Sponsored

Get a thick, green, healthy, weed-free lawn you'll be proud of.

**GET 50% OFF  
YOUR FIRST SERVICE**

**TRUGREEN**  
*Live life outside.®*

RESTRICTIONS MAY APPLY.

LANDING.TRUGREEN.COM

**Expert Lawn Care Maintenance & Treatment Services**  
Trust the professionals.

Learn More

231 93 Comments 9 Shares

Like Comment Share

# Sponsored Content

Content in an online publication which resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product.



Sponsor Content

## **The Modern Guide to Running**

All the expert skills, tips, training advice, and inspiration you need to take your running to the next level



# Thank You!

Ben Saunders  
ben@shiredigital.com  
603.298.5721