

CBDC Business Start-Up Course

Lesson Seven – Digital Marketing

Presented by Community Business Development Corporations



Community Business Development Corporation
Corporation au bénéfice du développement communautaire

Digital Marketing

What is Digital Marketing

Digital marketing is an umbrella term that captures the activities marketers do online to promote their business. Digital marketing includes not only online communications such as what's done through social media, but also the effectiveness of a business' use of online platforms such as building a website optimized for search and user experience.

Digital marketing should be an integral part of all marketing strategies given our current digital ages, especially as it offers many cheap or free opportunities for businesses to promote themselves.

Types of Digital Marketing

Digital marketing can include:

- Email marketing
- Content marketing
- Organic social media
- Paid social media advertising
- Search Engine Optimization (SEO)
- Websites
- Pay Per Click (PPC)
- Digital public relations activities
- Digital influencer marketing

Email marketing. An email marketing strategy allows you to reach out and touch your customers directly in their inbox. There are a variety of email marketing platforms you can use, to craft newsletters, share content or inform your customers of offers or sales, such as Mailchimp or Constant Contact to name two.

Content marketing. The creation of informative, entertaining or useful content is known as a content creation strategy and is a form of digital marketing that does not rely on direct selling to customers. Content marketing is all about providing something of value to customers and thereby building your relationship and brand.

Organic social media. In contrast to paid advertising, organic social media content is what you post on your social media platforms day-to-day. This content is meant to be engaging,

interesting and not overly promotional. With this content you want to build your brand and build your relationship with your audience.

Paid social media advertising. Paid social media advertising can be done across all the major social media platforms, such as Facebook, Twitter, Instagram, LinkedIn and Pinterest. In Facebook you can pay to boost individual posts or create advertising campaign. When you pay for social media advertising you can get your post, or ad, in front of potential clients for your business, targeting your audience based on their geographic location, demographics and behaviours. These platforms have ad manager accounts to build out your advertising campaign, and this is a service you can pay today's marketing companies to set up for you.

SEO. Search engine optimization is the process of improving how the structure and content of your website works to make it more appealing to the algorithms of search engines such as Google, making it more likely to show as a higher search result and increasing the organic traffic to your website.

Websites. Your digital presence starts with having your own website. Social media platforms and other digital real estate are great for developing a following and promoting your business, however, these are more like rented space rather than real estate you own, can leave you at the mercy of the providers of those platform owners. Having your own website allows you to post, edit and change how you communicate who you are and what you offer. It provides important links that you can use on your social media accounts, and an interface to setup email signups for things like newsletters or email marketing campaign. From a website you can create an online shop, or blog to better connect with your customers. Overall, websites are invaluable tools to get you online and get you connected.

PPC (pay per click). The biggest player in the game when it comes to PPC is Google Ads. A Google Ads campaign gets your business noticed by having it show up as a top result when you search for certain designated keywords for your campaign, or when you're navigating websites that post advertisements on their site.

Digital public relations. Public relations activities in the digital sphere can take two main formats, media recognition and customer service. Getting your business noticed doesn't always lead to good publicity. From time to time your business may deal with dissatisfied customers, and providing that customer service from your business social media account, or even having a social media account specifically to provide customer service from, is an example of digital public relations. Another format digital public relations takes is getting noticed through new digital media platforms such as online magazines, blogs, YouTube channels, etc. or, similarly, paying to appear on digital pre-roll, which are the commercials that run before you can watch a newscast, sports or other videos from network TV sources.

Influencer marketing. Influencers, or brand ambassadors, are entertainers, experts or local celebrities who have a social following and can advocate for your business with their

audience. Influencers provide testimonials or exposure for your business in the digital sphere. They can be YouTube personalities with their own channels or Instagram influencers, influencers can be anyone who has a large following on the platform you're interested in reaching potential customers on. Influencer marketing is like engaging professional athletes, models or actors to market brands, like Michael Jordan promote Nike, for example.

CBDC Digital Marketing Training

The CBDC Learning Library has training related to three of the most popular mediums for digital marketing: setting up a Google My Business listing, establishing a Facebook page for business and creating your own WordPress website.

Google My Business

Google My Business is a vital tool in helping businesses grow their presence online. With a Google My Business profile, customers can find your business, contact info, hours, and the physical location within Google Maps, easily. You may be familiar with what a Google My Business profile looks like. When you search for a business in Google, assuming that company has a Google profile, you will notice a business listing on the right-hand side of the search results. Google My Business is a free tool, that ANY small business owner can use.

Facebook for Business

As a small business owner operating in rural parts of Atlantic Canada, it may be difficult for customers to find you. Having a Facebook Business profile can help you reach customers that otherwise, might not know you're there. A Facebook Business profile can allow you to post content, join groups within your local area, connect with your customers, and even sell online.

WordPress Websites

Websites are important for businesses in this day and age; they provide a place where customers can research your products or services, find your hours of operation and contact you. Businesses need to have a strong online presence to grow and thrive, and a business website is an important piece of your professional online presence. It can be easy to get your business online through a variety of templated website, and WordPress is just one example. A website is a great piece of digital real estate you can use to communicate your brand identity, tell the story of your business, do content marketing or leverage to launch various marketing strategies or campaigns such as email marketing.

Lesson Seven of the CBDC Business Start-Up Course has covered the topic *Digital Marketing* and touched on the subjects of the different forms of digital marketing you can do and specific details of using Google My Business and Facebook business page and how to set up a website. The next lesson in this part of this course is *Lesson Eight – Sales & Customer Service*.