





2014 is the year to get on top of your digital marketing efforts and make sure you're doing as much as possible to take advantage of the huge opportunity available to your business online.

# Contents

## **Business Environment**

## **Search Engine Optimisation**

Why SEO?

Technical SEO

Keywords

Outreach & Linking

Content

## **Pay Per Click Marketing**

Why PPC?

How to do it

## **Social Media**

Why Social Media?

How to do it

## **Mobile and Local**

Why Mobile and Local?

How to do it

## **Email marketing**

Why Email Marketing?

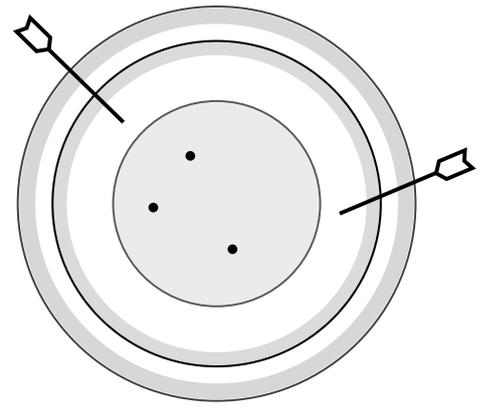
How to do it



## Business Environment.

The goal of this section is to understand the online environment for your business: Who your online **customers** are and where they hang out online, as well as who your online **competitors** are and how you stack up against them.

- Understand the difference between online and offline customers. Don't know where to start? Read our [blog post](#)
- Do some research to find out where your customers congregate online—e.g. blogs, forums, news sites, social media or other resources
- Identify online competitors – note that they may be very different from offline competitors. Do some simple searches in search engines and social media to find out which businesses have a big presence online.
- Complete a quick competitor analysis ([which you can find on our site](#)). What are the strengths and weaknesses of your site vs your competitors?
- Compare your content with your competitors. What pages of their content get the most links? What do they offer that you don't? What is popular on your site that no one else has?
- Monitor what your competitors are doing in social media ([Find out how we do this](#))



# Marketing Goals

First Determine Your Digital Marketing Goals.

Know What You Want To Achieve Before You Start.

What are your Digital Marketing Goals?

Goal 1	Goal 2	Goal 3
To Increase the Organic Traffic of Our Site by 20% by the end of June		

Are they SMART Goals?

	Specific	Measurable	Attainable	Realistic	Timebound
Goal 1	Yes	Yes	Yes	Yes	Yes
Goal 2					
Goal 3					

What Are the Business Benefits of these Goals?

	Benefit 1	Benefit 2	Benefit 3
Goal 1	More Natural(Non-paid) Visitors	Lower Traffic Adquisition Cost Over Time	More Targeted Traffic through Specific keywords
Goal 2			
Goal 3			

# Determine KPIs

Make sure you know how you are going to prove the strategy's success.

## 1. Classify your Goals

- **Acquisition:** Do you want to acquire traffic to your website?
- **Behaviour:** Do you want to know your visitors Behaviour? e.g. Page Visits, Where they click, etc.
- **Outcomes:** Do you want to know the real value a visitor is giving to your business? e.g. Quotes, Downloads.

## 2. Create KPIs to support them.

	KPI 1	Monthly Target	KPI 2	Monthly Target	KPI 3	Monthly Target
<b>Grow Traffic</b>	Branded Traffic	500 visits/ Month	Popular Keywords	100 visits/ month	Long-Tail Keywords	450 visits/ month
<b>Goal 2</b>						
<b>Goal 3</b>						

## Search Engine Optimisation.

The goal of this section is to ensure that your site has the best chance of ranking highly in search engines for the keywords your customers use to search for your products or services.

### Why SEO?

- Search Engine Optimisation, otherwise known as SEO, is the process of undertaking onsite and offsite activities for your website, in order to get your site to the top of the natural rankings on search engines
- Search Engines are the most common navigation method among internet users,, so if your website is not accessible for search engines, it's likely that your customers can't find your site.
- The most popular search engines are: Google and Bing . Depending on the country there are other "Nationwide" search engines like: Yandex (Russia) and Baidu (China)



## Search Engine Optimisation.

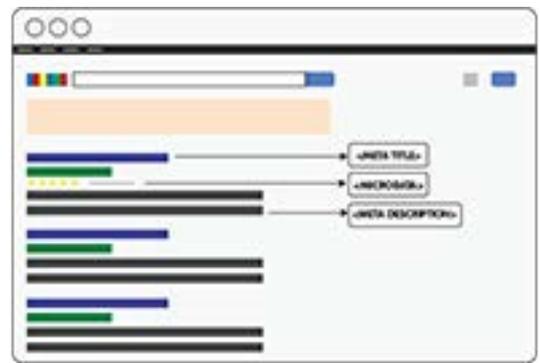
### Technical Tasks

- Ensure Google Analytics (or another analytics package) is installed on your site so you can track your visitors behaviour and the effect of your online marketing. ([See how here](#))
- Ensure your site has Google Web Master Tools enabled so that you can be alerted if there are any big problems with your website. ([Find out how to use it](#))
- Undertake a [SEO structure and code audit](#) inhouse or ask professionals to undertake a comprehensive audit of your site structure and coding for you.

### Tools We Use :

woorank

  
searchmetrics



## Search Engine Optimisation

### Keywords

- If you have an existing keyword list—Make sure all your keywords are still relevant and up to date. Move focus away from keywords where you already have results
- If you don't have an existing keyword list—create one using [our advice](#)
- Make sure you find out each keyword's search volumes and current rankings using the [Google Keyword Tool](#) and [Firefox Rank Checker](#).
- Make sure your content writers and outreach staff know the keywords you are targeting and the priority of each of them. Share our [SEO guidelines for content writers](#) with them.

### Tools We Use :





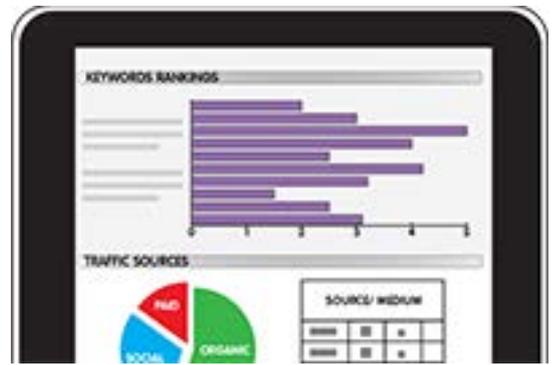
## Search Engine Optimisation

### Outreach & Linking

- Make sure you are following, and even better, being involved in, the most popular forums, blogs or social media networks in your niche.
- Follow your chain of backlinks, and that of your competitors, to find relevant sites who might partner with or link to your site. For example looking at sites that already link to you, who else do they link out to? And who links to those sites? Use [Open Site Explorer](#) to find out
- Make sure you are included in all relevant local and industry directories. Only high quality directories that are actually used by people will be useful.
- Undertake outreach with your best resources—e.g. local papers, bloggers or resource pages which regularly link to similar content might be interested in sharing your content with their followers. Involve your PR team.

### Tools We Use :





## Search Engine Optimisation

### Content

- Identify your most popular content in 2013 and the most popular types of content on the sites where your customers hang out (blogs, forums, social media, etc)
- Have monthly, if not quarterly brainstorming sessions of the kinds of content you want to create. There should be a mix of photo, infographic, video and text.
- Note that not all content has to be targeted only towards buyers. Value can also be added by providing content interesting to other people in your niche, even those that aren't going to buy—they might still share.
- Create a schedule stipulating how often you are going to create content. It is important to be consistent in content creation—if it is a blog, you must blog regularly. If it is a resources section, you must make sure it is kept updated.
- Make sure your PR staff are aware of all the resources you are creating and promoting

### Tools We Use :

Buzzsumo



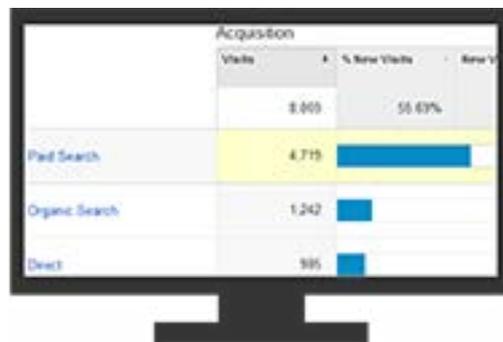


## Pay Per Click Marketing

If you don't have pay per click marketing in place, consider it for 2014. Prices vary and results are immediate.

### Why PPC?

- It helps you to buy qualified visits to your site (or Social Profile)
- Attract qualified traffic to your site immediately - have your first visitors within minutes of switching on your PPC campaign, targeting customers anywhere in the world, using any language.
- You can buy ads on search results in Google, Bing and other search engines, to target people looking for your products or services.
- You can show ads on YouTube, Facebook, newspapers and thousands of other sites across the web, to increase brand awareness.



## Pay Per Click Marketing

### How to do it

- If you don't yet have a Google Adwords account, an agency like MooMu Media can help you establish your campaign and then either teach you how to run it, or manage it ongoing on your behalf. If you want to set up Google Adwords for yourself, please read our [Adwords Money Saving Tips](#) first.
- If you already have a pay per click account—undertake an audit to minimise wasted spend and maximise opportunity. [Use our Adwords Checklist](#)
- Consider search engines other than Google. Bing allows you to easily import your Google Adwords campaigns. The network offers lower volumes, but usually at cheaper prices.
- Consider Facebook pay per click ads to grow site traffic or page likes. Read our advice about [creating Facebook ads](#).
- Consider launching a [remarketing campaign](#) to retain more visitors. Remarketing shows ads across the web to people who have been to your site.
- Trial a branding exercise on the Google content network and consider Google's Shopping Ads (online retailers only)

### Tools We Use :





## Social Media

### Why Social Media?

- Social media marketing is unique from many other marketing methods in that it enables engagement between you and your consumer. Not only can you share your message with the public, but even more importantly, you can listen to their opinion of you, and interact to try and influence it.
- Engagement is the main benefit of social media marketing, however, there are many other side benefits
  1. A new avenue for PR – proactive and defensive
  2. Increased brand awareness
  3. Increased site traffic
  4. Boosting your SEO campaign
  5. Testing new marketing campaigns (both on and offline)
- Consider carefully which social media sites your business should be on. Profiles should only be set up if you have the time and resources to manage them. Abandoned social media accounts can send the wrong impressions to customers



## Social Media

### How to Do It

- Optimise [social media profiles](#) so that they have the best chance of reaching new audiences
- Know where your business is being reviewed or referred to online, and have a strategic plan on how to deal with negative reviews.
- Make a weekly schedule, and commit to updating it with new ideas each week. Consider a Hootsuite, or similar management tool, to help organise and schedule updates.
- If you have a blog or articles section, ensure you have [Google+ Authorship markup](#)
- Make sure social media buttons are visible on your website, emails and other marketing collateral.
- Follow influential people and the people following them.
- Consider [tagging URLs](#) you share online so you can track their usage.

### Tools We Use :

**CircleCount**

**followerwonk**

**post planner**

Ensure your site is easily available to mobile users



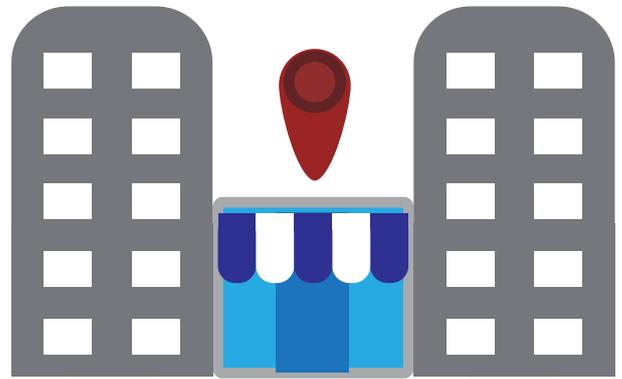
## Mobile & Local

### Why Local?

- Local online marketing refers to targeting those people who are searching for things in your area (i.e. they are physically in your area or their search query references your area). Google is increasingly giving preference to local providers when searchers use localised terms.
- If you want to make sure you're ranking for local searches, check out our guide to [Local SEO](#)

### Why Mobile?

- Mobile Marketing helps you to market your products or services through mobile channels.
- Users are increasingly using mobile devices for research, comparison and shopping.



## Mobile & Local

### How to do it properly

- Ensure your site is usable on mobile devices or that any problems are scheduled to be fixed.
- At a minimum, ensure all your location information is easily accessible on mobile devices and that your number is click to call.
- Check your Analytics to find out how many of your customers use mobile, which devices they use and what content they are viewing
- Ensure you have a Google Plus page and that it has your local business information completed as much as possible (if you already had a Google Local Places page, this should be taken care of already)
- Facebook now uses location information. If you do business at a specific location make sure it is mentioned on your Facebook profile.
- In 2014 Google Adwords targets all devices in every campaign. Use bid multipliers to change your bidding on mobile vs desktop. You can also create dedicated mobile ads.

### Tools We Use :





## Email Marketing.

### Why Email Marketing?

Email helps you to connect directly with consumers. It is a more personal channel that allows you to send offers and re-engage with customers.

If you don't currently utilise your database of contacts for email marketing, consider whether you want to do it to build relationships with your contacts and/or keep them in the loop.

Did you know that you can now advertise to your [email marketing list through Facebook?](#)



## Email Marketing.

### How to Do It

- If you already have a regular campaign, review its performance in 2013 to see if it is effectively helping your business.
- Make sure your campaigns are being properly tracked so that you can see where all your traffic is going and what it is doing. If your system doesn't have inbuilt link tracking, you can [use ours](#)
- Make your email marketing mobile friendly by offering plain text and HTML versions.
- Grow your email marketing list through; requirement of email address to attend webinars; downloadable content; entering a competition; qualifying for a discount or even just use a big, visible form on your website asking people if they want to be kept up to date.

### Tools We Use :



## SOCIAL MEDIA

MooMu Media offers digital marketing consulting services including Search Engine Optimisation, Pay-Per-Click Marketing, Social Media and Web Analytics.

Our current clients include online retail, professional services, recruitment, media and finance, and we work on sites across Australia, the UK, North America, Europe and Asia.

If you need more information about any advice provided in this document, please visit our website, [www.moomumedia.com](http://www.moomumedia.com), or contact us at:

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USABILITY  
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