

# Understanding Digital Marketing

Why Digital Marketing is your companies best friend.





OVER 16 YEARS IN THE INDUSTRY

Evolution Digital specialise in Digital Marketing, Mobile Marketing and Web Design.

Implementing innovative & measurable Digital Marketing campaigns in addition to designing and developing innovative, search engine friendly & conversion driven websites and mobile marketing solutions for companies of all sizes.

Founded in 1999, Evolution Digital has worked with over 500 companies throughout primarily Ireland & the UK, helping them achieve their optimal digital reach, identifying growing online markets for their products and services.

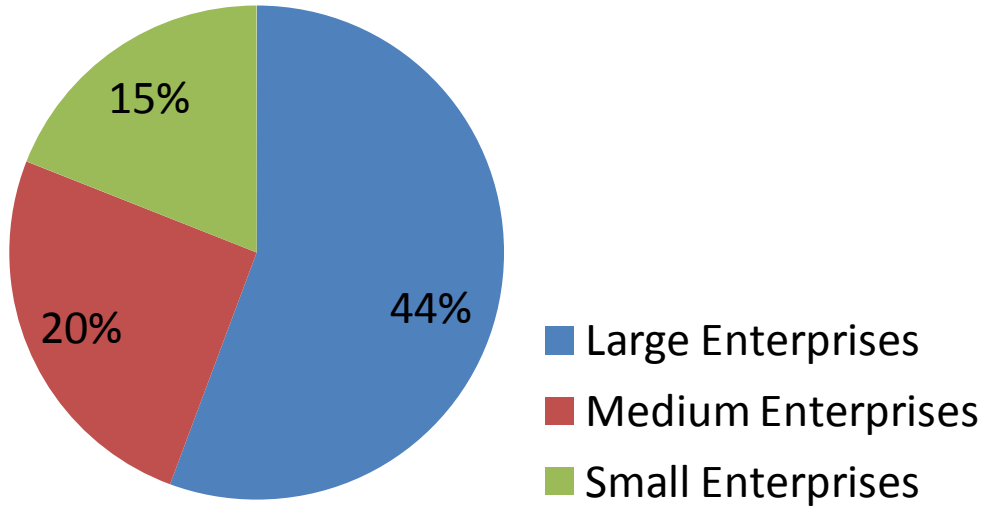


Below are just some of our happy clients, for more of our clients and testimonials please visit our website at [www.evolutiondigital.ie](http://www.evolutiondigital.ie)



# eCommerce Stats

The Irish Ecommerce Market is an 'emerging' market.



**44%**

of sales for Large Enterprises

**20%**

of sales for Medium Enterprises

**15%**

of sales for Small Enterprises

Source: Central Statistics Office / [www.cso.ie](http://www.cso.ie)

According to EuroStat, **€98** per second is lost from the Irish Economy

Online retail market set to grow to **€21 billion** by 2017 In Ireland

People living in Ireland spend **€8.5** million a day online with retailer abroad

eCommerce sales are expected to reach **2.2** trillion by 2018 Globally

Source: EuroStat / <http://ec.europa.eu/eurostat>



**75%** of  
revenue spent by  
Irish consumers  
online leaves the  
country.



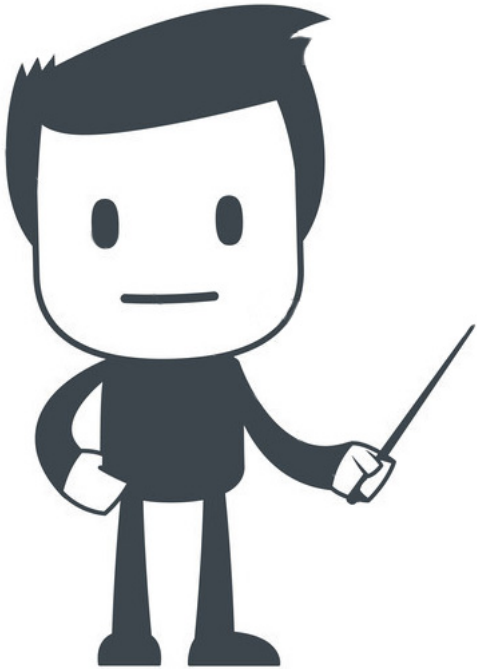
**Source:** EuroStat / <http://ec.europa.eu/eurostat>

A vibrant blue background filled with digital marketing icons. On the left, a desktop monitor displays several web browser windows. Below it, a green keyboard is shown with two white hands typing. In the center, a document icon with a chart and an arrow points to a large gear. To the right, a tablet shows a webpage layout, and a laptop displays a world map. Various other icons like a coffee cup, a pencil, a speech bubble, and a bar chart are scattered throughout. The main text is contained within two overlapping arrow-shaped banners: a white one pointing right and an orange one pointing left.

# Digital Marketing

## *Strategy and Planning*

# Digital Marketing Strategy



A Digital Marketing Strategy is, creating an integrated digital communications strategy for a brand which requires specific channel targeting, channel propositions and channel partners based on customer preferences.







1. Understand who your buyers are and what their motivations are for purchasing from you
2. Establish your Goals – SMART
  1. Specific
  2. Measurable
  3. Attainable
  4. Realistic
  5. Time-bound

Goals keep you focused and help determine strategy.

- 3 Decide the Broad Campaign and Tactics –  
Come up with creative themes and  
messages
- 4 Get more Specific on approach – SEO, PPC,  
Email, Social Media, Content Marketing,  
Affiliate Programmes, Mobile Marketing
- 5 Decide on strategy on Specifics of each  
Approach eg. Landing pages for PPC,  
Keywords for SEO, Themes for Social Media



# Developing your Strategy

Strategy should address key stages of the buyers journey:

## Demand Generation/Top of Funnel – Awareness Campaign

- Search Engines – SEO/PPC, Social Networks, Blogs
- KPIs = Unique Visitors, Fans Followers, Value Per Visit

## Nurture – Conversion Campaign

- Website, Personalisation, Blogs, Community, Interactive Tools, Re-marketing
- KPIs = Leads, Conversion Rates, Time on Site, Shares/Comments, Revenue/Profit, Average Order Value



## Post Sale – Advocacy Campaign

- Social Media, Email marketing, SMS
- KPIs = Repeat Purchases, Satisfaction and Loyalty, Advocacy, Referrals, Social Proof



# Case Study



**Funky**

**CHRISTMAS JUMPERS**

# The Story

- Established in 2008
- An idea that was born out of a frustration and a failed attempt to find a Christmas Jumper for a Christmas Party
- In 2011 they shipped to 46 separate countries.
- In 2014, they launched a UK domain [www.funkychristmasjumpers.co.uk](http://www.funkychristmasjumpers.co.uk) and [www.funkychristmassweaters.com](http://www.funkychristmassweaters.com) to target the US.
- Today Funky Christmas Jumpers has grown to become the number one destination and go-to place for Christmas Jumpers internationally.



## Key Success Factors

# Social Media Marketing Strategy



Key social media channels are:

**facebook**  
37,000 + likes

**twitter** 13,000 followers

INFO

Their **Facebook** fan-base has grown from **10k** in October 2012





# Smart Sharing

facebook.



Funky Christmas Jumpers

22 December 2014 · Edited ·

One Direction + The Tonight Show Starring Jimmy Fallon + Funky Christmas Jumpers + USA



Like · Comment · Share



twitter



Funky Xmas Jumpers @XmasJumpers · Dec 22

The @Real\_Liam\_Payne's jumper  
[funkychristmasjumpers.com/mens-funky-chr](http://funkychristmasjumpers.com/mens-funky-chr)



155



266



View more photos and videos

**Celebrity**

**Endorsements**

**ONE DIRECTION**



**Harry Styles**



**Niall Horan**





**Ryan Tubridy**



**Rory McIlroy**

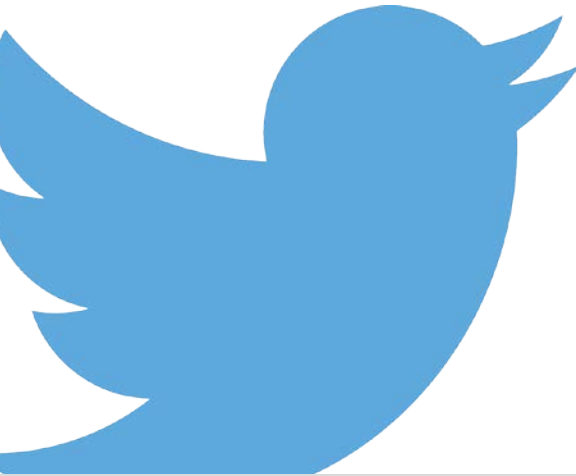


**Rita Ora**



**Tommy Bowe**

# Trending on twitter



 Trendsmap Sydney  
@TrendsSydney

Funky Xmas Jumpers, @xmasjumpers is now trending in #Sydney [trendsmap.com/au/sydney](https://trendsmap.com/au/sydney)

 Trendsmap

 Trendsmap USA  
@TrendsmapUSA

Funky Xmas Jumpers, @xmasjumpers is now trending in United States [trendsmap.com/us](https://trendsmap.com/us)

23/12/2014 08:03 from United States

 Trendsmap Ireland  
@TrendsIreland

Funky Xmas Jumpers, @xmasjumpers is now trending in Ireland [trendsmap.com/ie](https://trendsmap.com/ie)

23/12/2014 08:43 from Ireland

 Trendsmap Belgium  
@TrendsBelgium

Funky Xmas Jumpers, @xmasjumpers is now trending in Belgium [trendsmap.com/be](https://trendsmap.com/be)



 Trendsmap Melbourne  
@TrendsMelbourne

Funky Xmas Jumpers, @xmasjumpers is now trending in #Melbourne [trendsmap.com/au/melbourne](https://trendsmap.com/au/melbourne)

 Trendsmap

 Trendsmap Polska  
@TrendsPolska

Funky Xmas Jumpers, @xmasjumpers is now trending in Poland [trendsmap.com/pl](https://trendsmap.com/pl)

23/12/2014 09:01

 Trendsmap Barcelona  
@TrendsBarcelona

Funky Xmas Jumpers, @xmasjumpers es ahora una tendencia en #Barcelona [trendsmap.com/es/barcelona](https://trendsmap.com/es/barcelona)

 Trendsmap

 Trendsmap Milano  
@TrendsMilano

Funky Xmas Jumpers, @xmasjumpers è ormai una tendenza in #Milan [trendsmap.com/it/milano](https://trendsmap.com/it/milano)



 Trendsmap Italia  
@TrendsItalia

Funky Xmas Jumpers, @xmasjumpers è ormai una tendenza in Italy [trendsmap.com/it](https://trendsmap.com/it)



 Trendsmap London  
@TrendsLondon

Funky Xmas Jumpers, @xmasjumpers is now trending in #London [trendsmap.com/gb/](https://trendsmap.com/gb/)



 Trendsmap Australia  
@TrendsAustralia

Funky Xmas Jumpers, @xmasjumpers is now trending in Australia [trendsmap.com/au](https://trendsmap.com/au)



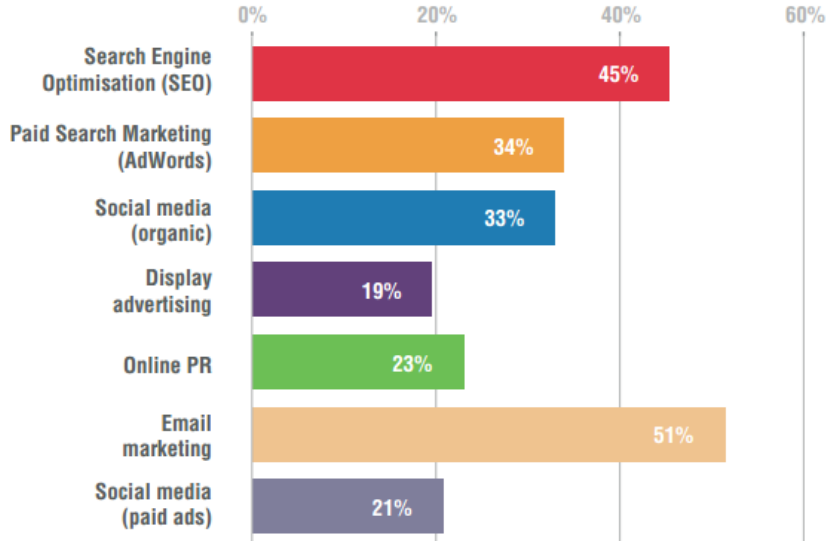
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# Most effective channels to invest in for Digital Marketing

## Top Online Marketing Channels in 2015



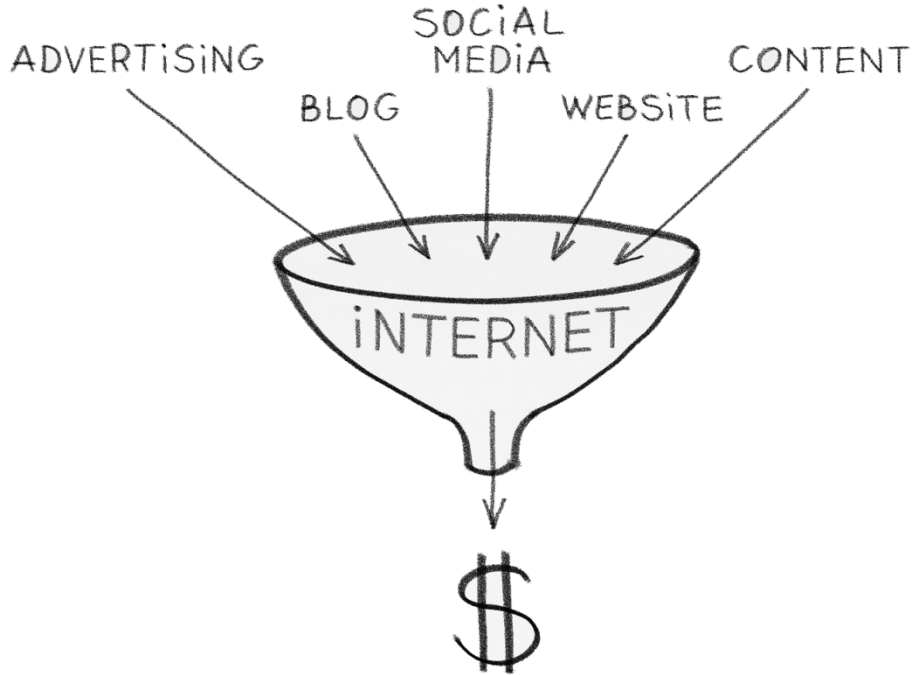
Smart Insights  
www.smartinsights.com

Tfma  
www.tfma.co.uk

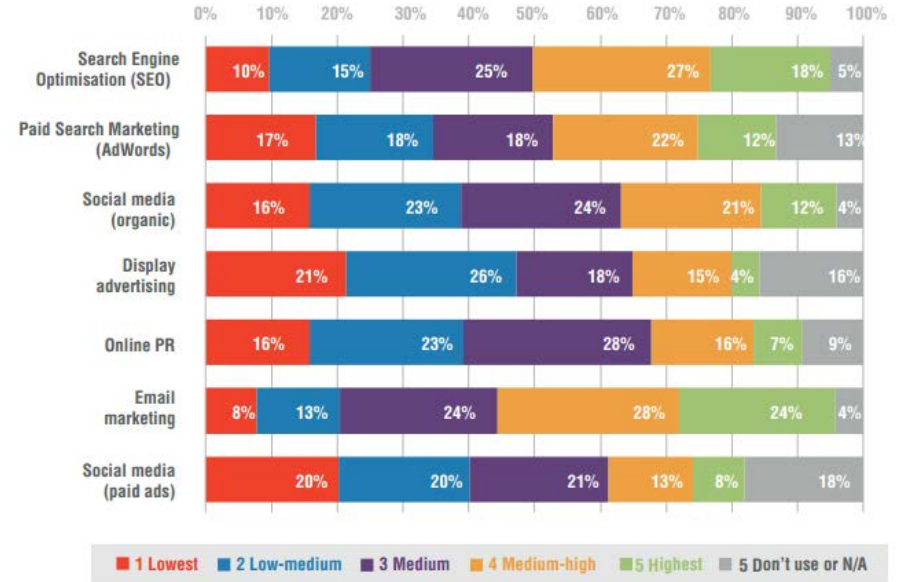




# Volume of Sales / Sales Leads per Channel

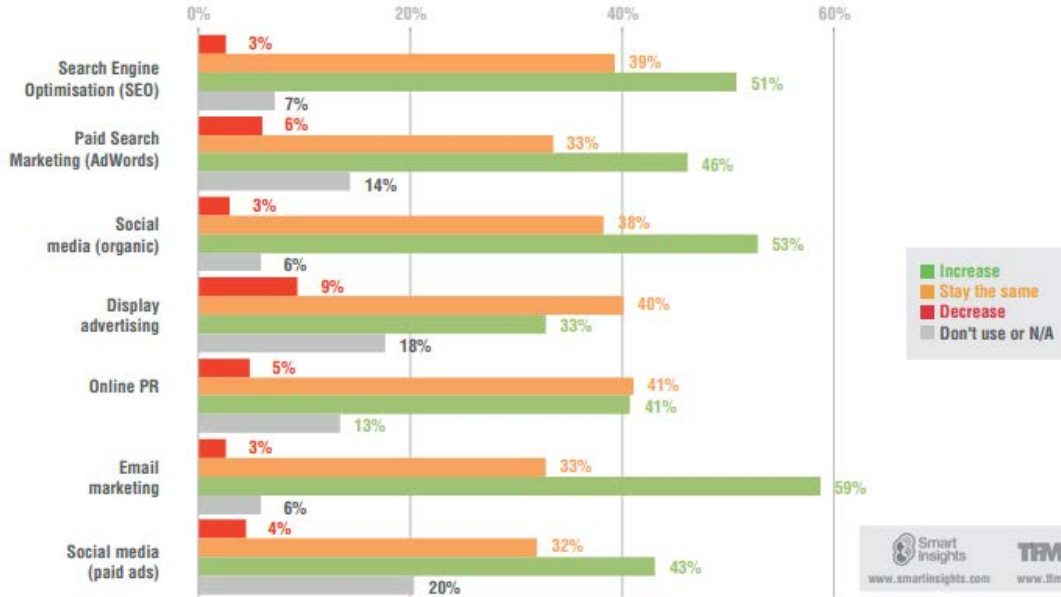


Channel rating for volume of leads or sales expected by businesses



# Digital Marketing Spend Trends 2015

## Investment changes in digital media in 2015



Smart Insights **Tfms&A**  
[www.smartinsights.com](http://www.smartinsights.com) [www.tfmsa.co.uk](http://www.tfmsa.co.uk)

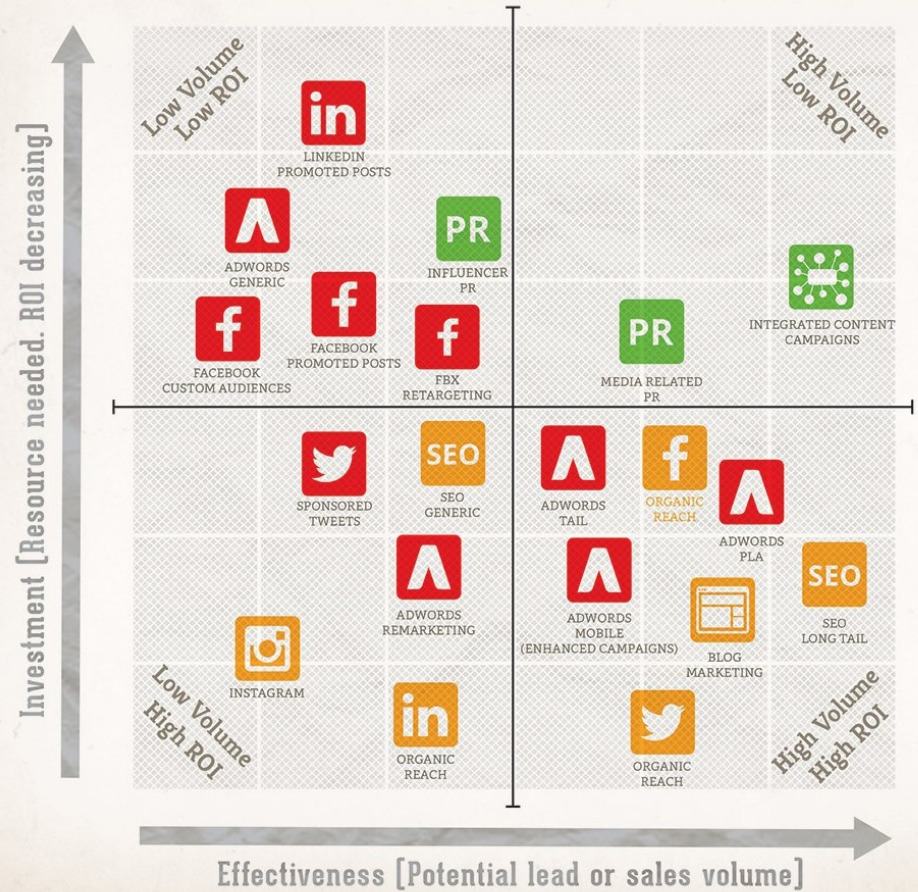


# What Media is most profitable ?



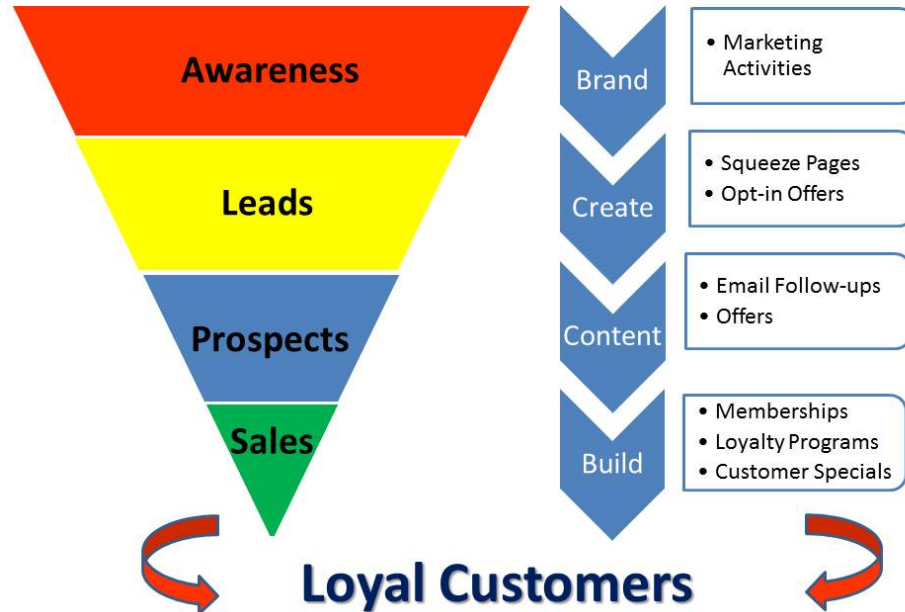
## The Content Distribution Matrix

Source: First 10 & Smart Insights / <http://www.smartinsights.com>



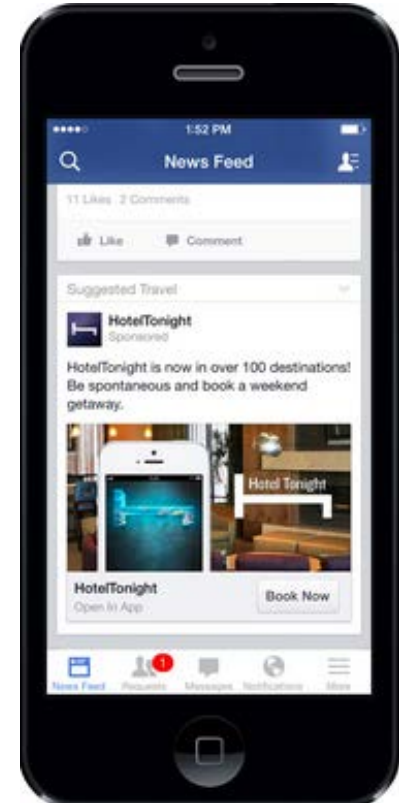
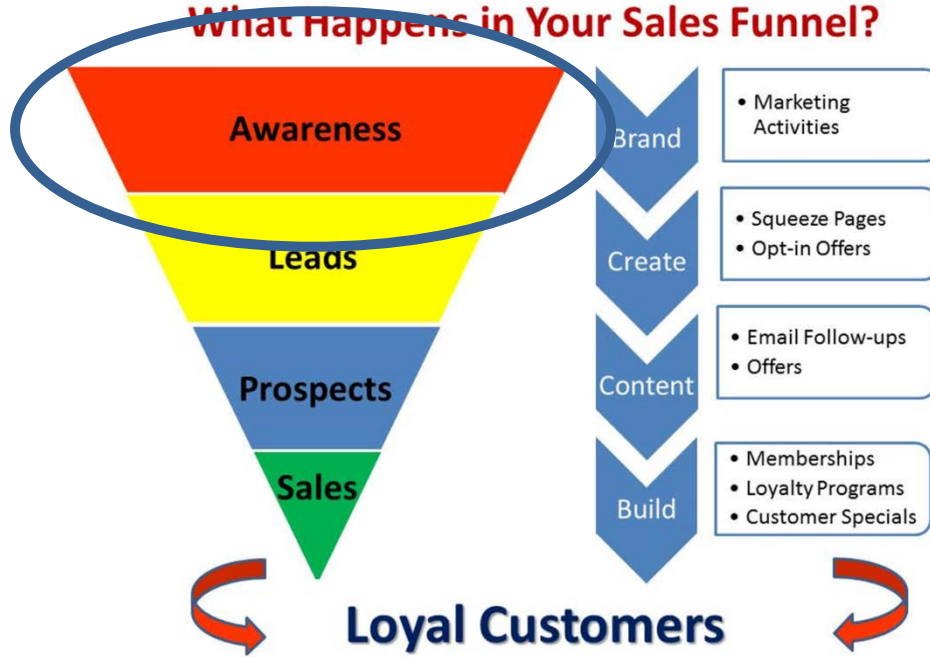
## Customer acquisition is a long process:

### What Happens in Your Sales Funnel?



# Remarketing

## What Happens in Your Sales Funnel?





# Remarketing

In the “**leads**” and “**prospects**” section:

This is where remarketing is most important.



People have expressed the need but require an extra push in their purchase decision making process.

# Remarketing – Different reasons to use different channels

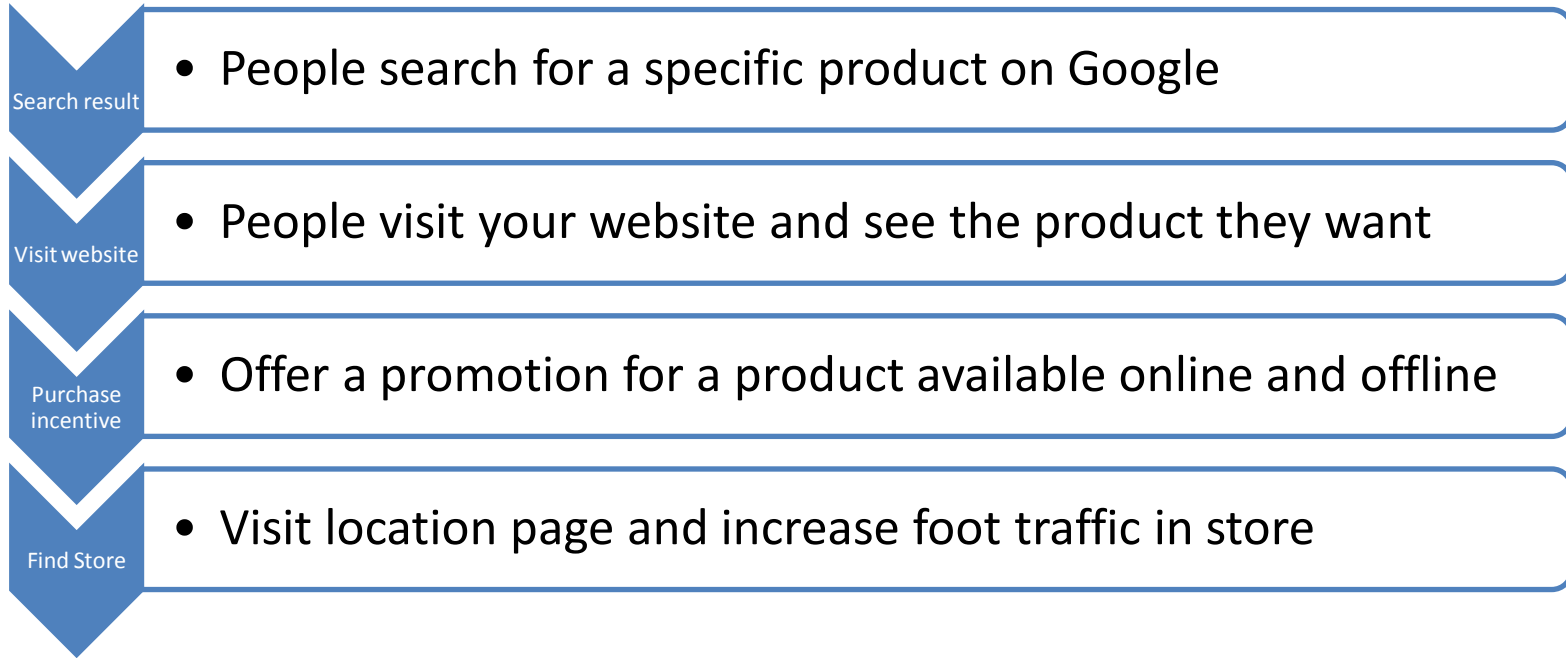
Social Media	PPC	Email
<p>Example FACEBOOK:</p> <ul style="list-style-type: none"><li>• Lower Cost Per Click than Google PPC</li><li>• Just like Google Adwords you can create custom remarketing lists</li><li>• Existing customers and Potential customers can interact and share feedback on a Facebook ad</li><li>• You can create “lookalike” audiences to expand your ad reach</li></ul>	<ul style="list-style-type: none"><li>• You can use different ad formats to target your remarketing lists</li><li>• Remarketing usually has a cheaper CPC than regular search campaigns</li><li>• It has a lower CTR than search ads, but also a lower Cost Per Conversion</li><li>• If you see that the remarketing ads are starting to annoy people, you can regulate the frequency at which they are shown to optimise for conversions.</li></ul>	<ul style="list-style-type: none"><li>• Can be used in the case of cart abandonment</li><li>• Ability to offer purchase incentives</li><li>• Ability for people to willingly opt-in</li><li>• More personal (name/product viewed/discounts)</li></ul>

# ROPO: Research Online Purchase Offline

Customers research relevant product information to qualify their buying decision, before they actually decide to buy their favourite product in the local store.



# PPC & SEO supporting ROPO



April

21<sup>st</sup>

# MOBILEGEDDON HAS ARRIVED



Mobile Friendly



Non-Mobile Friendly

# What does “Mobile-friendly” mean?

1. Evaluate current status
2. Readability
3. Resizing or Responsive
4. Accessible Links
5. Avoid having your website rely on Flash



# Have You Been Penalised ?

Panda or Penguin, is Google's search results ranking algorithm meant to stop sites with poor quality content from working their way into Google's top search results.

- Check keywords rankings
- Drop in Sales?
- Have you seen a significant drop in traffic today on Google Analytics
- Check Webmaster Tools and use the 'Mobile Usability Report'



# What are my options to make my website mobile friendly?

- Both a mobile site and responsive design will optimize your site to be more appropriate for smaller screens; both will offer simpler navigation and faster load times.
- However, there are differences, which is why we share the advantages and disadvantages of both solutions below.





# Take away points

Plan out who you want to target your products to

Plan out how to target these customers

Are all your channels effectively set up and capable of reaching your audience

Work out budgets, although with some flexibility

Roll out and have KPI's in place month on month

Remarket

Mobile

Don't forget about the offline / online relationship (ROPO)



Providing Digital Marketing & Web Solutions for over 16 years in Ireland

# Thank You!

Please ask your questions and come see us for a 1 on 1 session

evolution  
digital delivering measurable results

Please visit our website at [www.evolutiondigital.ie](http://www.evolutiondigital.ie)