

Countdown

The Digital Training Academy presents:
Seven simple steps
For seven web marketing tools...



Search: 7 simple steps

1. **Keywords:** Use the language of your customers, not your staff to choose your keywords
2. **Advertising listings:** Invest the time – they're the most important words you'll ever write
3. **Bidding:** Look for 'bid gaps' to allow you to buy cheaply
4. **Return on investment (ROI):** Calculate customer lifetime value
5. **Negative keywords:** Block the irrelevant words
6. **Dayparting:** Change campaigns for daytime, evenings, weekends
7. **Compare:** Your online to offline acquisition costs



Banners: 6 simple steps

To get more from your media space and give more attention to your customers

1. Multiple click-throughs: Take customers to the exact place they want to go
2. Combine online formats together
3. Dayparting: Target by time of day to boost response
4. Families: Create families of artwork and rotate them
5. Test: Measure the brand uplift, not just response
6. Use online to support TV, print and outdoor



Integrating media: 5 simple steps

Combine print and online audiences, building frequency and recognition

1. Combine media to reach new audiences
2. Look for the extra roles the web can play that other media cannot
3. Integrate the design, but go further and integrate the marketing strategy
4. Take customers further on their journey to purchase
5. Bring all agencies, marketing teams and stakeholders together



Social media: 4 simple steps

1. Join a few communities yourself and experience this first hand
2. Find your firm's 'voice'; think through the strategy before you start
3. Learn from other people's mistakes
4. Explore simple corporate 'blogging' when you have something meaningful to say



Email: 3 simple steps

incredible retention marketing strategies

1. Create CRM programmes and smart contact strategies
2. Segment your customers and prospects
3. Invest in database building, creative development and analytics



Video: 2 simple steps

To demonstrate your products

1. Capture the video assets and own the copyright
2. Try video out in microsites and banner adverts



You: one simple step

Education.

Train yourself and your team.

**The more you invest,
the more they can achieve.**



Education

Digital Europe report

European advertising spend slides

Digital Media Sales Academy with FDIM

Blog your questions::

<http://Denmark.DigitalStrategyConsulting.com>



***What's next?
You decide.***



There are two futures for all of us

One future means

- Do next year what we did last year
- Stick to what we each know
- Limit our experiments
- Protect ourselves
- Avoid change

But there is another way...



Create your future

Be brave in changing your marketing

Follow your audiences into these new spaces

Lead your teams and your companies

Be champions of this new future

You have everything to win

