

# Digital Marketing Crash Course

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Tips and Advice for Marketing Your Brand Online

From Your Friends @  
**im**blue creative

Let's just briefly define digital marketing...

# All of Your **Online** Marketing Efforts

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## Types of Assets

- Website
- Blog posts
- Ebooks, white papers, videos
- Infographics
- Interactive tools
- Social media channels (Facebook, LinkedIn, Twitter, Instagram, etc.)
- Earned online coverage (PR, social media, and reviews)
- Online brochures
- Branding assets (logos, fonts, etc.)

## Sample Tactics

- Search Engine Optimization (SEO)
- Content Marketing
- Marketing Automation
- Social Media Marketing
- Pay-Per-Click (PPC) Advertising
- Display Advertising (Mobile/Desktop)
- Native Advertising
- Household IP Targeting
- Retargeting
- Email Marketing
- Online PR

# How Do You Choose?

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- Most organizations need to find a small mix of technology and channels that enable them to connect with their audiences.



# The Right Mix

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The key is the mix. To figure that out you **need to really understand your current and future buyers** (or members, or supporters, etc.). Some simple questions to start:



- ✓ Who is buying right now? Who do I want to buy in the future?
- ✓ How do they consume content? Where are they?
- ✓ Are they actively seeking a solution, or do they need to be made aware that a (or your) solution even exists? Or is it a mix?
- ✓ Are they looking to buy today, or do they need time to educate themselves before they will pick a solution?

# A Few Critical Things to Remember

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- People are able to do their own research in order to find answers. Most don't need (or want) a hard sell.
- Online reviews and social media make it important for your brand to manage its online reputation.
- Brands that appear more credible and transparent online often win.







**Custom Closet Company:**  
**The Closet**  
**People**





## Example Target

# Busy Bianca

- Successful Executive
- Lives in Central Bucks County, PA
- Has 2 Kids and a Dog
- Values Quality & Service
- Not Looking for DIY Solutions



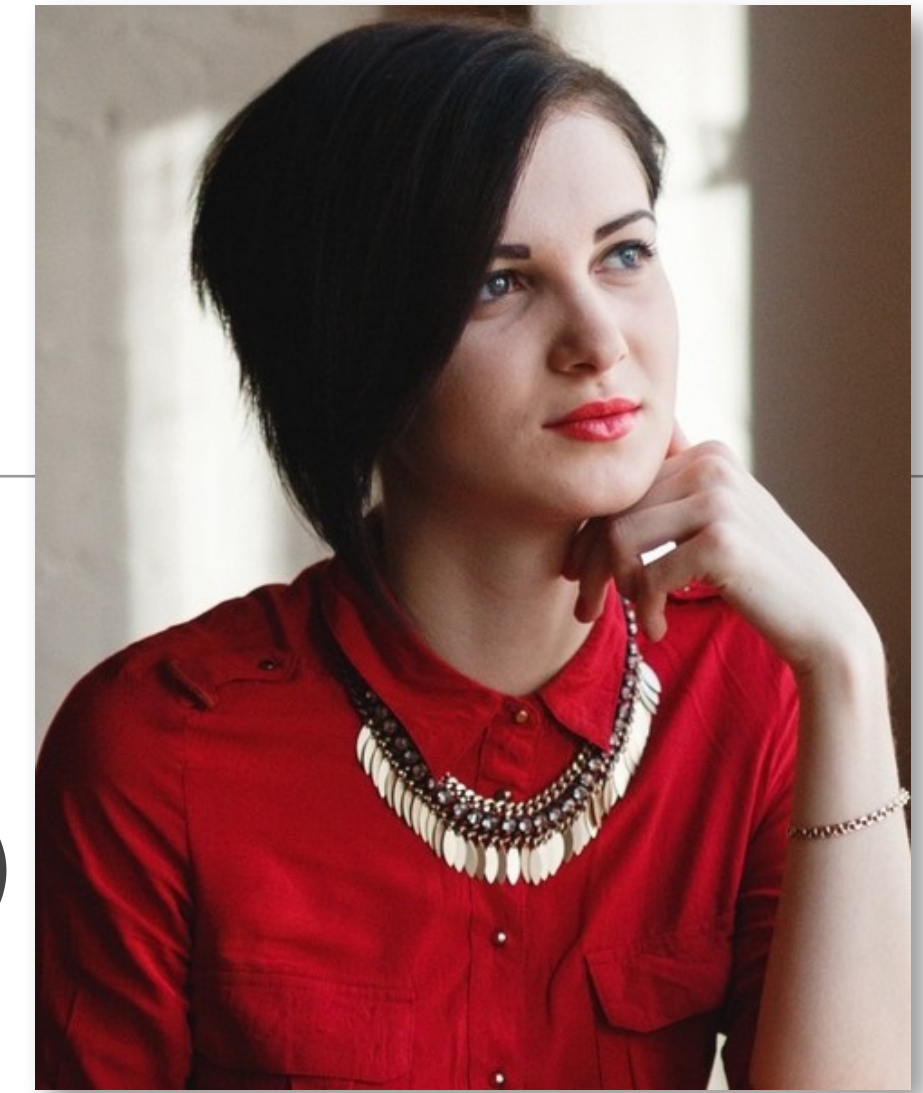


- ✓ How does she consume content?  
Where is she online? Houzz?  
Pinterest, Facebook?
- ✓ Is she actively seeking a solution, or does she need to be made aware that your solution even exists? Or is it a mix? Maybe she knows about your brand but thinks she can't afford you?
- ✓ Is she looking to make an appointment with a closet company today, or does she need time to educate herself before she will take the next step?





# How Would We Reach Bianca With Digital Marketing?



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# Putting It All Together



# Don't Forget About the Realities

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**Timeframe**



**Dollars**



**Bandwidth**

## Bottom line:

Digital marketing makes it very easy to connect with people, but the options for doing so are numerous. Plus, current world events are rapidly changing how your buyers behave and seek solutions.



### Know your buyers.

- ✓ Who are they?
- ✓ Where are they?
- ✓ How do they consume content?
- ✓ Are they actively seeking a solution? Do they need to be made aware that your solution even exists?
- ✓ Are they looking to buy today, or do they need time to educate themselves before they will pick a solution?



## Summary

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- **Be smart...**

...about the tactics you use. Let them be informed by thoughtful insights about your current and future buyers.

- **Mix well.**

The right mix of traditional and digital can work *very* well. The wrong mix can be devastating to your budget and timeline. Identifying the right mix is the hardest part, and is often changing as new technologies emerge.

# Thank you!

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