Online Marketing Strategies*

Find the right strategy for your online marketing in 2020.

1

Have an overview of the types of online marketing activities

A

- Social media marketing
- Online ads such as PPC (Pay Per Click) and social media
- SEO (Search Engine Optimization)

B

- Blogging
- Content marketing (Publishing free eBooks, whitepaper, etc.)
- Social media marketing

C

- Online ads (PPC and social media)
- SEO
- Social media marketing
- Content based lead funnel

D

- E-commerce platforms
- Display ads
- Social media marketing
- Targeting / Re-targeting

2

Have a clear understand-ing of the investment involved

3

Have a distinct idea of your goals and objectives

Your product/service is:

- ☐ B2B
- ☐ B2C

What is the degree of complexity?

- ☐ Complex products / services
- ☐ Simple products / services

Which are your channels?

- ☐ Own online distribution channels
- ☐ Platform online distribution channels
- ☐ Multi-channel
- ☐ Direct to consumer

Where is your product available?

- ☐ Local products / services
- ☐ Global products / services

4

Know your audience

Where do they "hang out" online (platforms, websites)?

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_____

What activities do they engage with online?

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What kind of content are they drawn to?

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_____

What are their interests and hobbies?

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What is the right channel based on your goal?

- ☐ Building a reputable brand image (↦ A)
- ☐ Expert positioning within a niche (↦ B)
- ☐ Lead generation (↦ C)
- ☐ Direct sales (↦ D)

5

Determine your marketing budget

6

Define budget allocation by channel

Press **play** and measure expectations, **SMART KPIs**