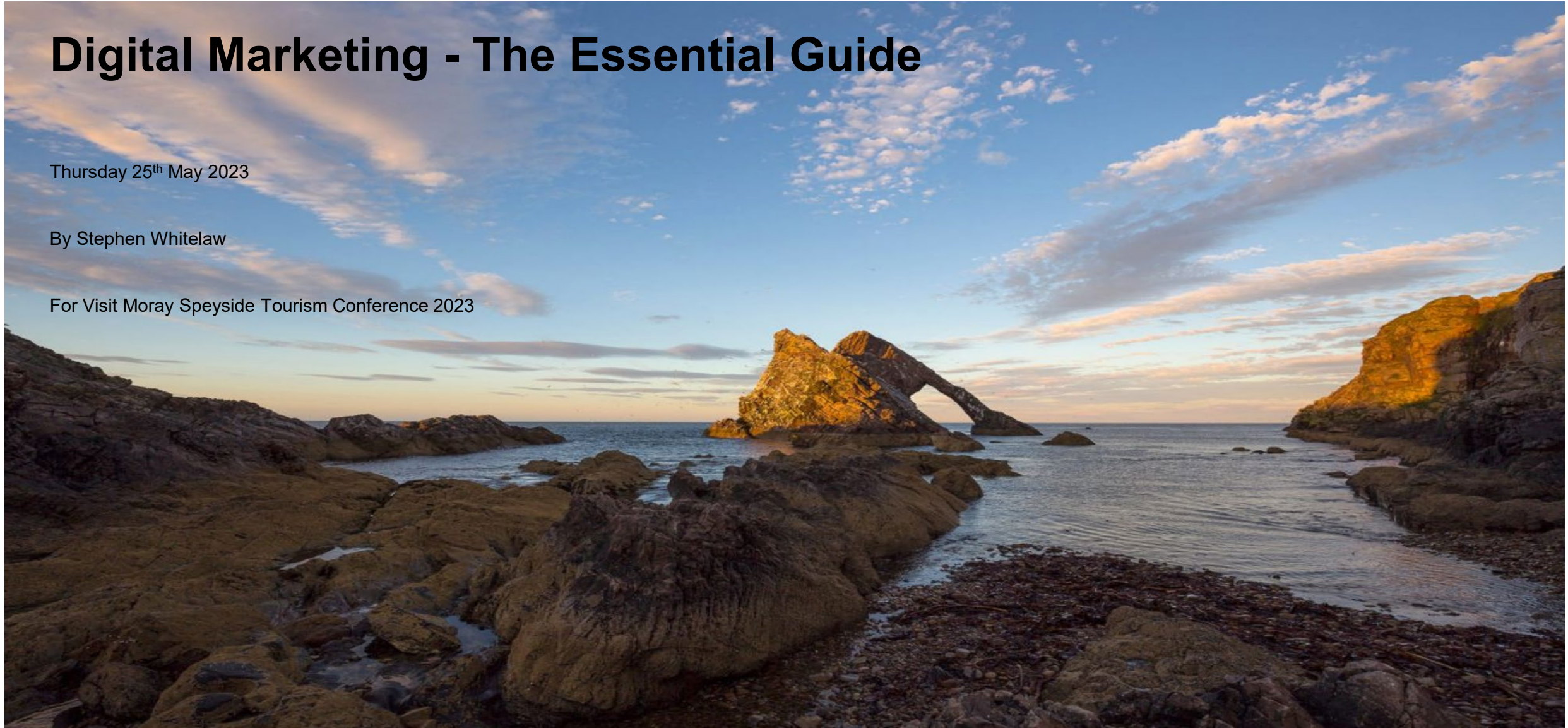


Digital Marketing - The Essential Guide

Thursday 25th May 2023

By Stephen Whitelaw

For Visit Moray Speyside Tourism Conference 2023



- Stephen Whitelaw



- 40+ years technology experience
- Internet, Web, Digital.

- www.linkedin.com/in/stephenwhitelaw



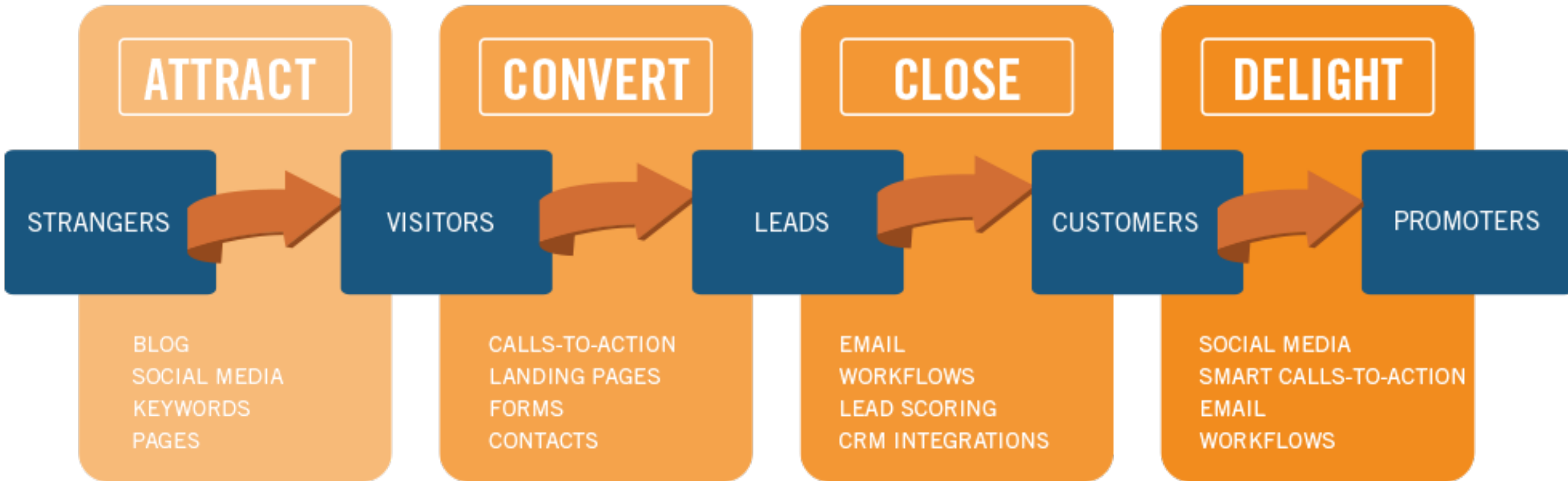
Digital marketing is evolving quickly. New ideas new channels and new marketing techniques are emerging at an unprecedented rate.

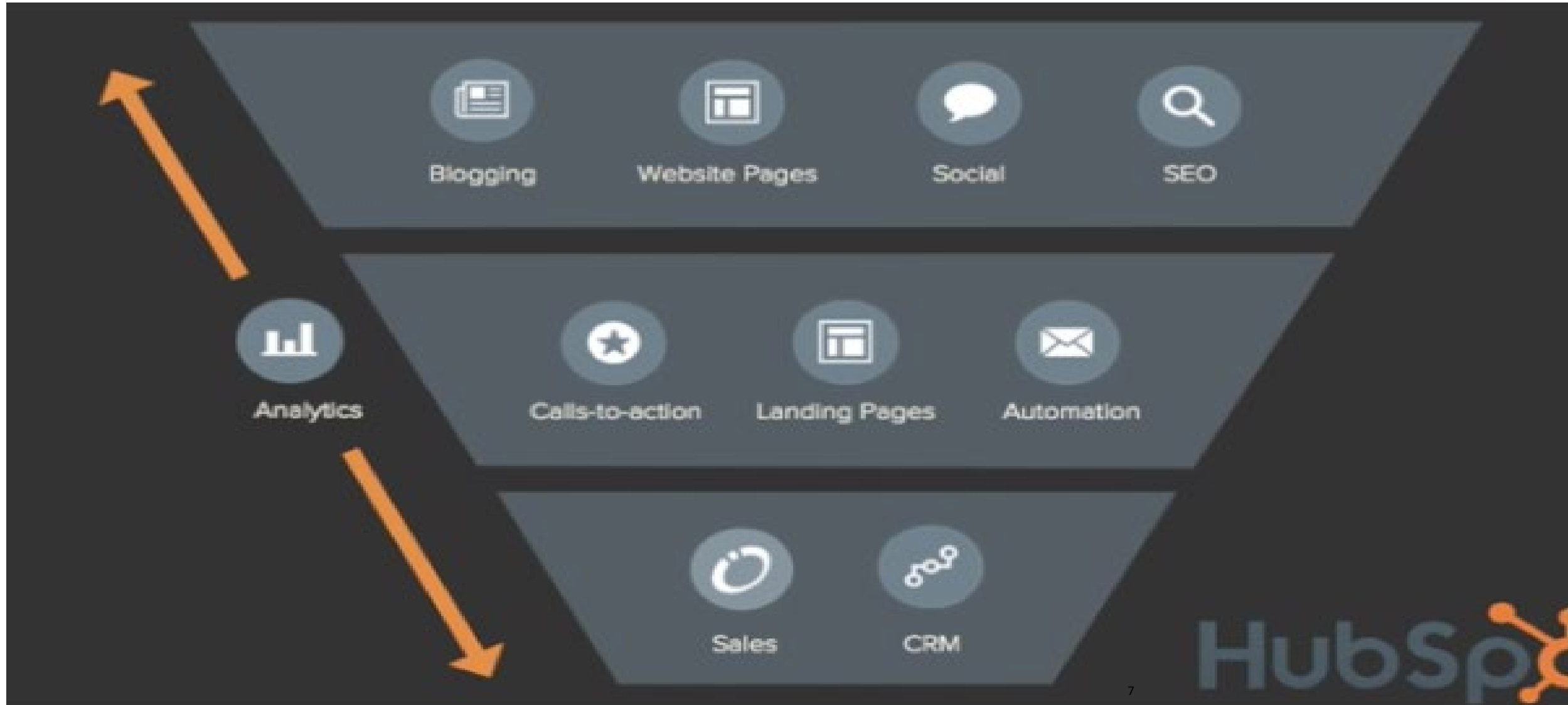
However, Digital marketing is measurable and accountable.





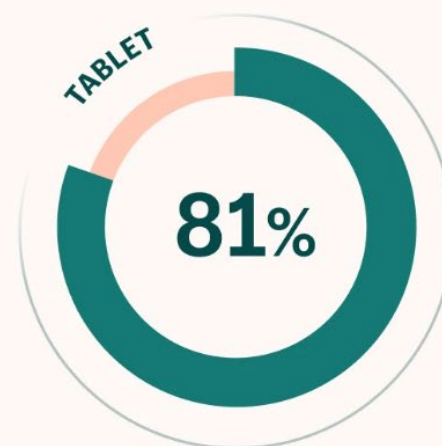
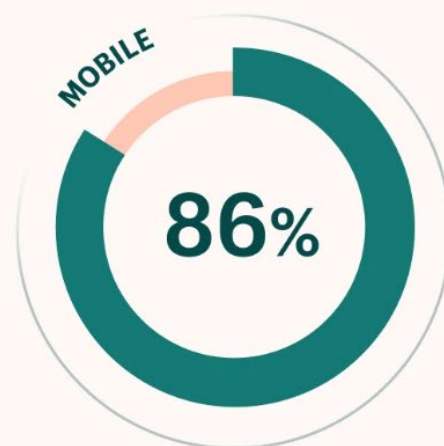
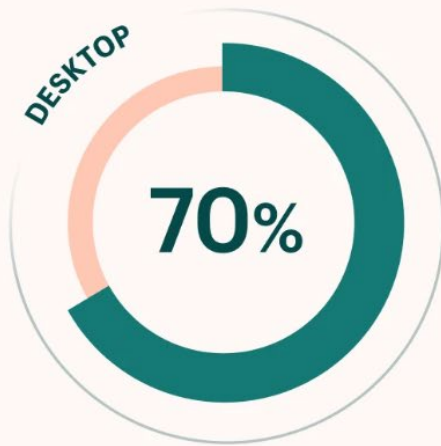
Integrated Digital Marketing Planning





We still have a lot to learn.

Average cart abandonment rate



Abandonment

Complete your purchase

Quidco

Hi Rhian,

We noticed you visited easyJet Holidays via Quidco but didn't actually make a purchase. Nothing float your boat? Just window-shopping? Whatever the reason, we wanted to let you know that if you complete your purchase now you could be paid 4.5% cashback.



[Complete your purchase](#)

Your offer from easyJet Holidays:

easyJet Holidays

easyJet Holidays **HIGHEST RATING**
4.5% cashback / 5 offers

Other offers you might like:

Expedia.co.uk

Expedia
Up to 12% cashback / 7 offers

Hotels.com

Hotels.com
8% cashback / 6 offers

Having trouble viewing this email? [View as a web page](#)



Boots Kitchen Appliances
powered by DRL

0844 879 3483

We've saved your basket for you...

Hello Shopper,

Thanks for visiting bootskitchenappliances.com today. If you would like to purchase the products below then simply click on the "Return to your basket" button below and all of your products will be waiting for you in your basket.

If you would rather speak to a customer advisor, please call our UK customer call centre on **0844 879 3483** Open 7 days per week (Monday - Sunday 8am to 10pm).

Items in your basket...



Zanussi ZOU270X Built Under Electric Double Oven (Stainless Steel)

Average Score: 4.3 out of 5 (6 Customer Reviews)

£445

[View this product](#)



Zanussi ZVM640X Built In Ceramic Hob (Stainless Steel)

Average Score: 4 out of 5 (1 Customer Reviews)

£254

[View this product](#)



Zanussi ZHC6234X Built In Chimney Cooker Hood (Stainless Steel)

Average Score: 4.2 out of 5 (16 Customer Reviews)

£189

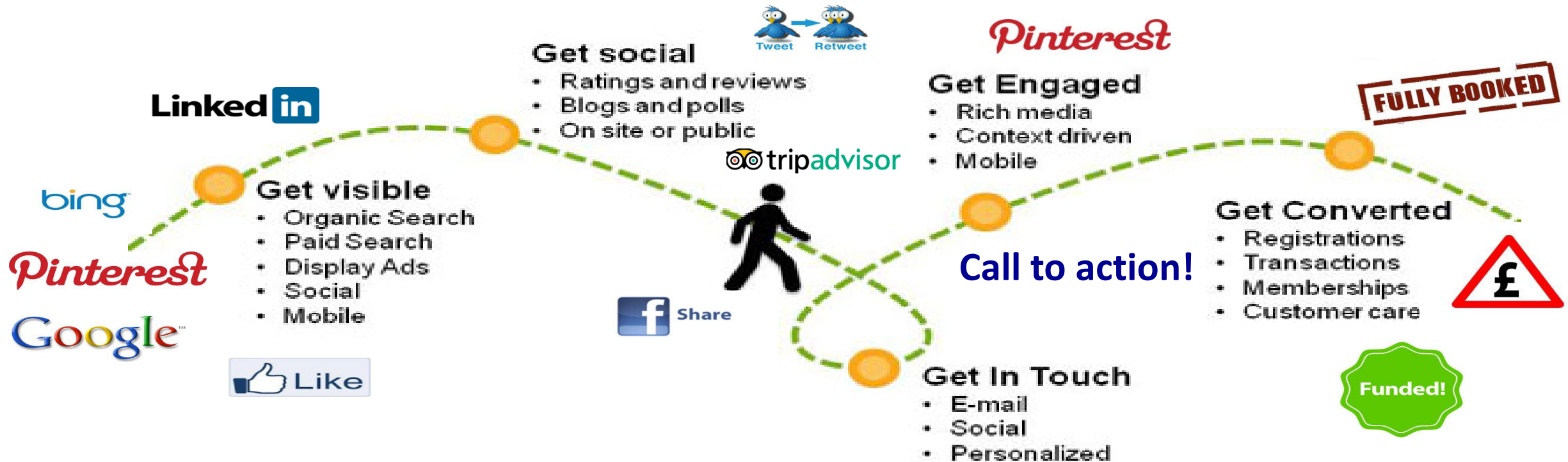
[View this product](#)

Abandonment Tools

- CartStack
- Rejoiner
- Abandon Cart Lite/Pro (Wordpress)



Customer Journeys



WHO ARE WE TALKING TO?

WHAT DO WE WANT THEM TO THINK?

WHAT ACTION DO WE WANT THEM TO TAKE?



ELLIE

As a curious young woman, I want to travel so I can meet new people and share new experiences.

PAINS

- Not having enough information on a destination
- Outdated content
- Missing out on top destinations

NEEDS

- Does enough research so as not to miss out on popular places
- Recommendations from friends
- To have a flexible agenda
- Have a "to do" list centered on a city

FEATURES

- Save activities by city
- Category suggestions
- Way to share itinerary with friends



NICK

As a spontaneous planner, I want to travel to a destination and discover what I would like to do once I'm there.

PAINS

- No time to spend researching travel spots
- Slow app performance
- Not knowing pricing information

NEEDS

- View businesses nearby quickly
- Share saved information in a few clicks
- Preview business popularity easily

FEATURES

- Search by map
- Share via SMS and links
- Ability to view my reviews and images at a glance



JENNIFER

As a busy mother and wife, I want to plan a detailed vacation where every member of my family may partake and enjoy.

PAINS

- Being unorganized and without a plan
- Not knowing if a restaurant is kid friendly

NEEDS

- Stay within target budget
- Take many photos
- A well planned and balanced itinerary

FEATURES

- Budget buildout
- Ticket and accomodation details included
- Connect and share with family



JENNIFER

As a busy mother and wife, I want to plan a detailed vacation where every member of my family may partake and enjoy.

PAINS

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- Not knowing if a restaurant is kid friendly

NEEDS

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FEATURES

- Budget buildout
- Ticket and accommodation details included
- Connect and share with family

WHO ARE WE TALKING TO?

A mother booking activities for her family.

WHAT DO WE WANT THEM TO THINK?

We want her to think we have a family friendly offer that fits within her budget.

WHAT ACTION DO WE WANT THEM TO TAKE?

We want her to book a family trip for 4 people.

We want her to take photographs and post them on Facebook & Instagram.

We want her to leave us a great review on Tripadvisor.

Already a member?

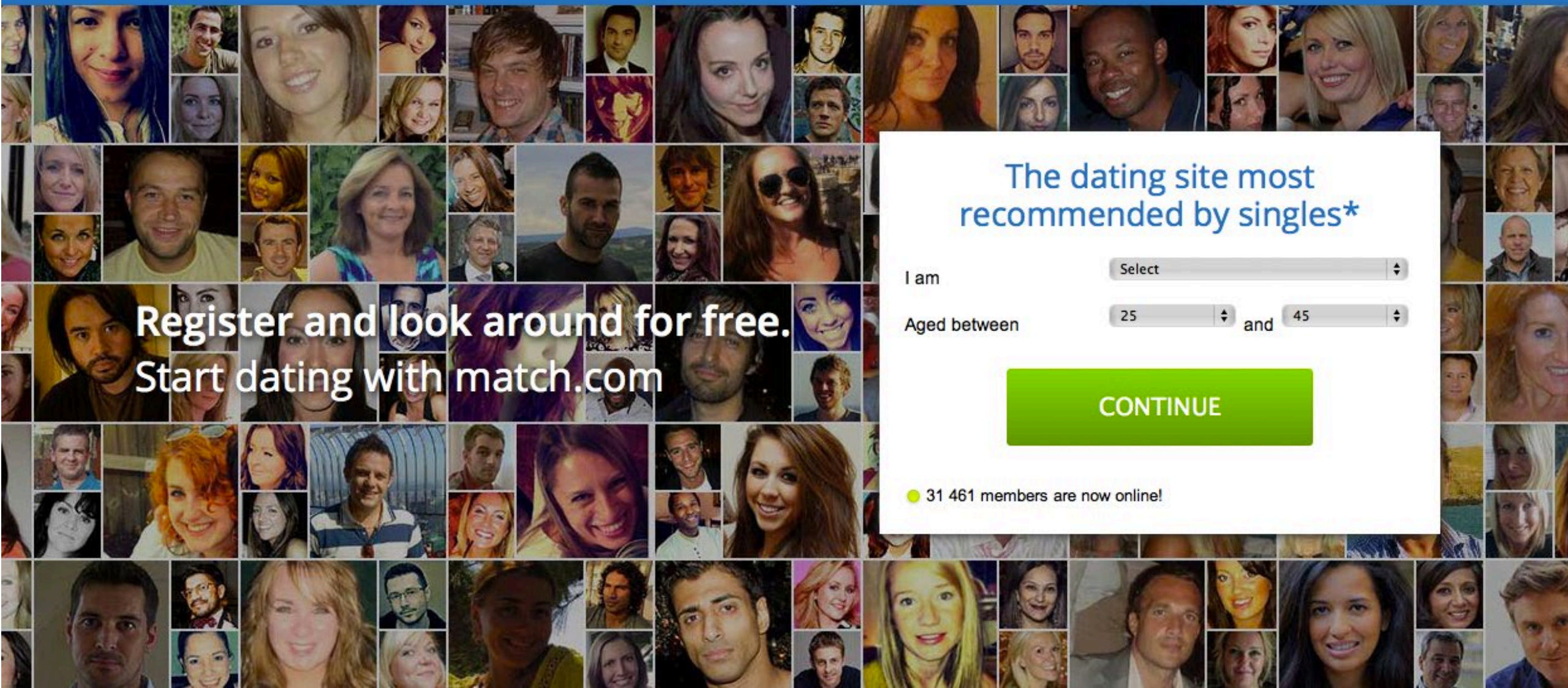
Remember me | [Forgot your login details?](#)

[WHY MATCH.COM?](#)

[EVENTS](#)

[OUR SITE](#)

[REGISTER NOW](#)



Register and look around for free.
Start dating with match.com

The dating site most recommended by singles*


I am

Select

Aged between

25 and 45

CONTINUE

 31 461 members are now online!

JÄGER
BOMB!



Different Customer Groups

citizenM

A collection of innovative concepts, citizenM is a hotel driven by one desire: to create affordable luxury for the people.

By "the people," we mean a smart new breed of international traveler, the type who crosses continents the way others cross streets. This includes the weekenders, the suits, fashion baggers and affair havers. The explorers, adventurers and dreamers. Those who travel the world with big hearts and wide eyes. Those who are independent, yet united by a love of the five continents. Those in search of business, shopping or art. In short, everyone who is a mobile citizen of the world. Most likely, that also means you.

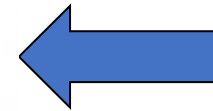
THE LUXURY INCLUDED HOLIDAY

Premier Inn

Homework! – Create your own customer persona



CUSTOMER PERSONA



Content Marketing

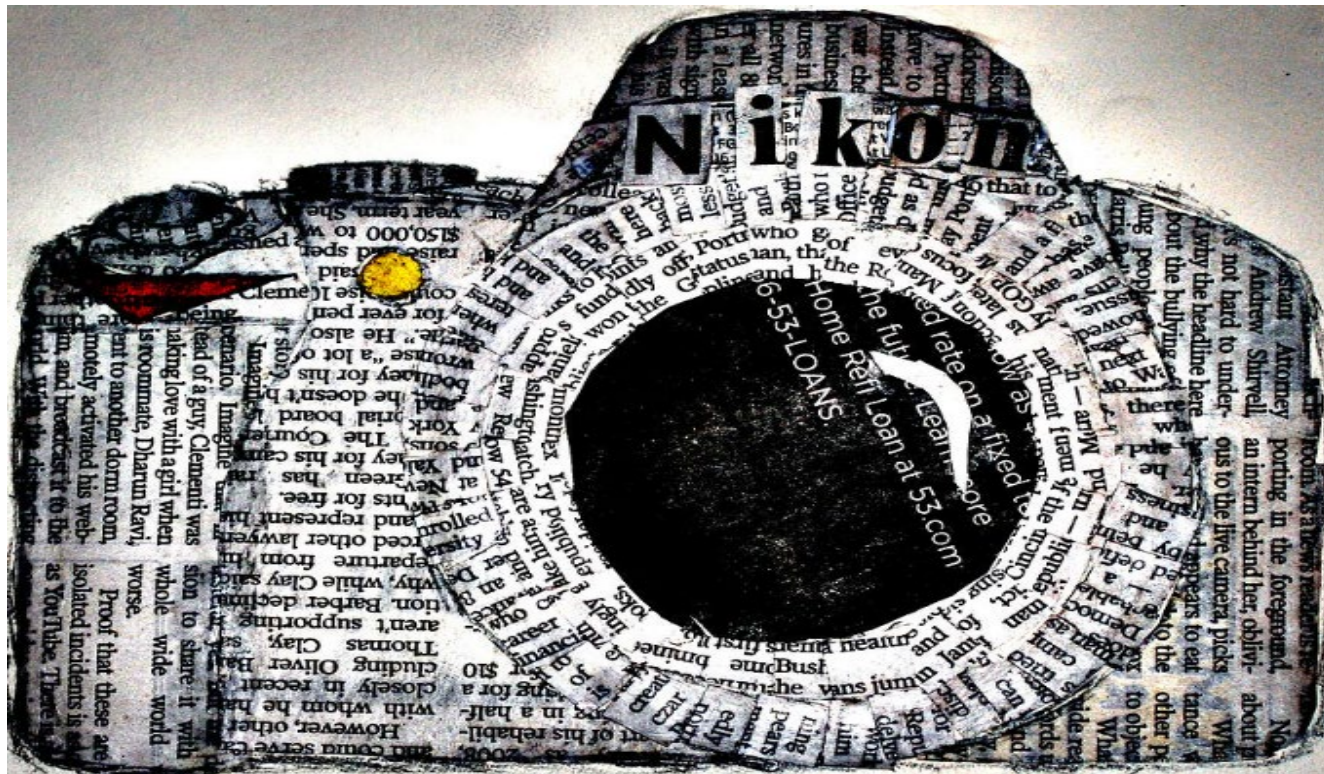


Content Marketing

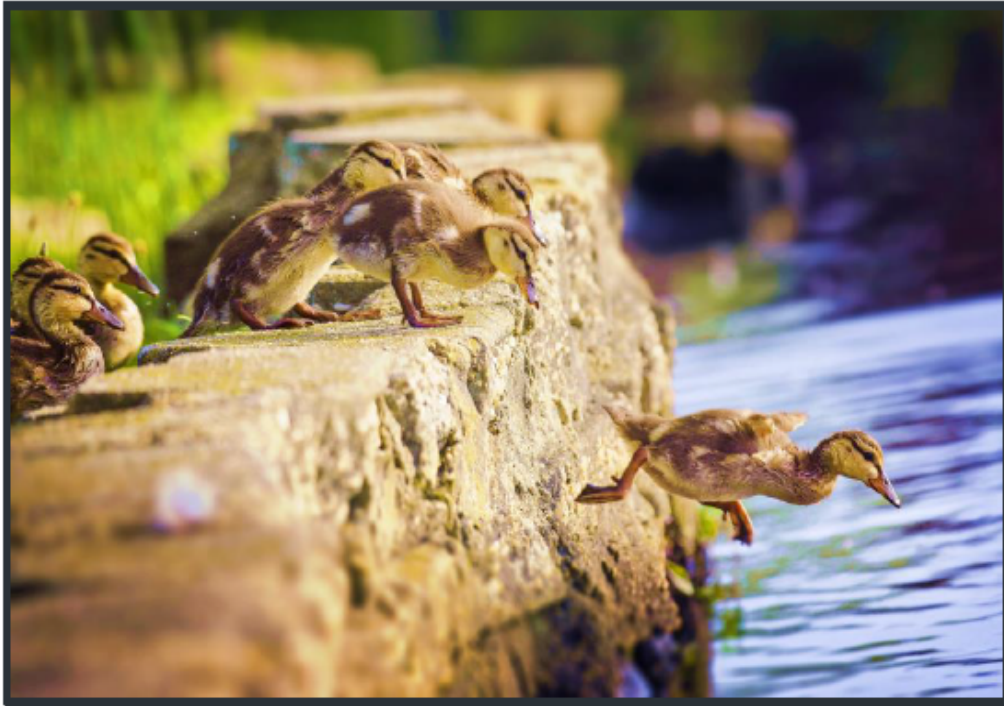


Content Marketing

A picture is worth a thousand words – also try videos, infographics.



Picture or 1,000 Words?



Mallard Duckling making a running leap into the water from the rock ledge at Argyle Lake, Babylon, Long Island. Mallard ducks are the most common & recognizable wild ducks in the Northern Hemisphere. They spend most of their time near natural bodies of water (ponds, marshes, streams, & lakes) where they feed on plants, invertebrates, fish, and insects. Mallards are dabbling, or surface-feeding, ducks because they eat by tipping underwater for food—head down, feet and tail in the air—rather than diving. Mallards also forage and graze for food on land. The male mallard duck, called a drake, sports a glossy green head, a white ring around its neck and a rich, chestnut-brown breast. The mallard duck's outer feathers are waterproof, because of an oil that's secreted from a gland near the tail. Soon after birth, baby ducks, called ducklings, open their eyes. A little more than a day after hatching, ducklings can run, swim, and forage for food on their own. They stay in the nest for less than a month. A group of ducklings is called a brood. Outside the nest, the brood sticks close by the mother for safety, often following behind her in a neat, single-file line. Mallard Duckling making a running leap into the water from the rock ledge at Argyle Lake, Babylon, Long Island. Mallard ducks are the most common & recognizable wild ducks in the Northern Hemisphere. They spend most of their time near natural bodies of water (ponds, marshes, streams, & lakes) where they feed on plants, invertebrates, fish, and insects. Mallards are dabbling, or surface-feeding, ducks because they eat by tipping underwater for food—head down, feet and tail in the air—rather than diving. Mallards also forage and graze for food on land. The male mallard duck, called a drake, sports a glossy green head, a white ring around its neck and a rich, chestnut-brown breast. The mallard duck's outer feathers are waterproof, because of an oil that's secreted from a gland near the tail. Soon after birth, baby ducks, called ducklings, open their eyes. A little more than a day after hatching, ducklings can run, swim, and forage for food on their own. They stay in the nest for less than a month. A group of ducklings is called a brood. Outside the nest, the brood sticks close by the mother for safety, often following behind her in a neat, single-file line. Mallard Duckling making a running leap into the water from the rock ledge at Argyle Lake, Babylon, Long Island. Mallard ducks are the most common & recognizable wild ducks in the Northern Hemisphere. They spend most of their time near natural bodies of water (ponds, marshes, streams, & lakes) where they feed on plants, invertebrates, fish, and insects. Mallards are dabbling, or surface-feeding, ducks because they eat by tipping underwater for food—head down, feet and tail in the air—rather than diving. Mallards also forage and graze for food on land. The male mallard duck, called a drake, sports a glossy green head, a white ring around its neck and a rich, chestnut-brown breast. The mallard duck's outer feathers are waterproof, because of an oil that's secreted from a gland near the tail. Soon after birth, baby ducks, called ducklings, open their eyes. A little more than a day after hatching, ducklings can run, swim, and forage for food on their own. They stay in the nest for less than a month. A group of ducklings is called a brood. Outside the nest, the brood sticks close

Content Marketing

You've created killer content – Now what?

Have a plan about how you are going to share this content, this should be included in your social media calendar.

Repurpose your content e.g. Blog, social media (Pinterest board for your images) , Vlog, Podcast, Case studies, Newsletters etc..



Content Marketing

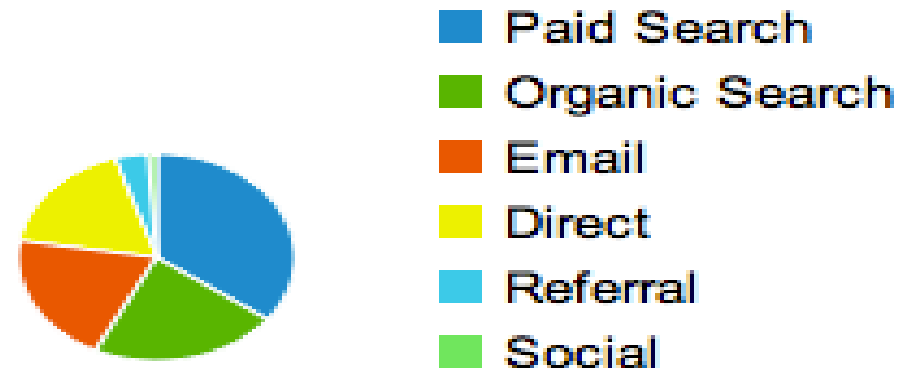
- What is your offer to your target customer?
- What makes your product or service different and better to the competition?
- Create a marketing calendar



How do we get Found?

- Search traffic
- Direct traffic
- Referral traffic
- Campaigns – paid? Email?
- Social Media
- Off-line driving online

Top Channels

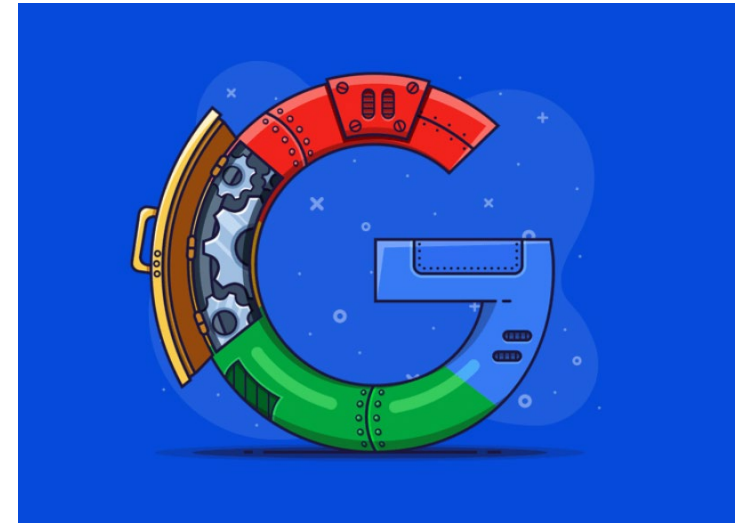


GOOGLE'S 200 RANKING FACTORS

The Complete List

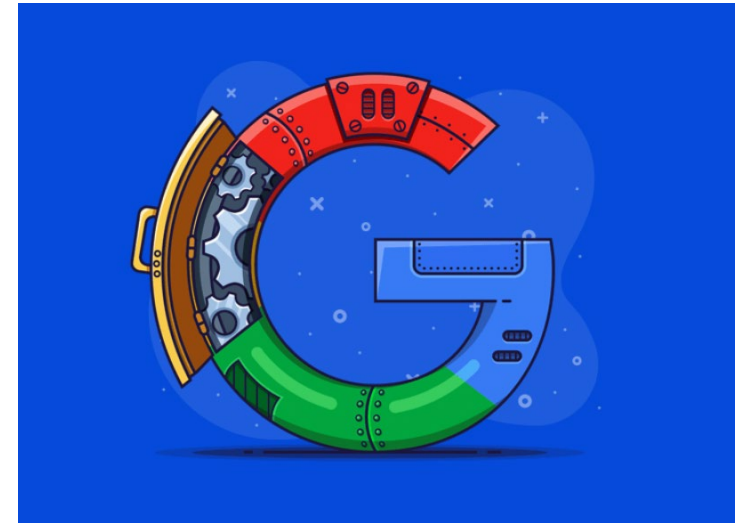
Top ranking factors

- Secure website



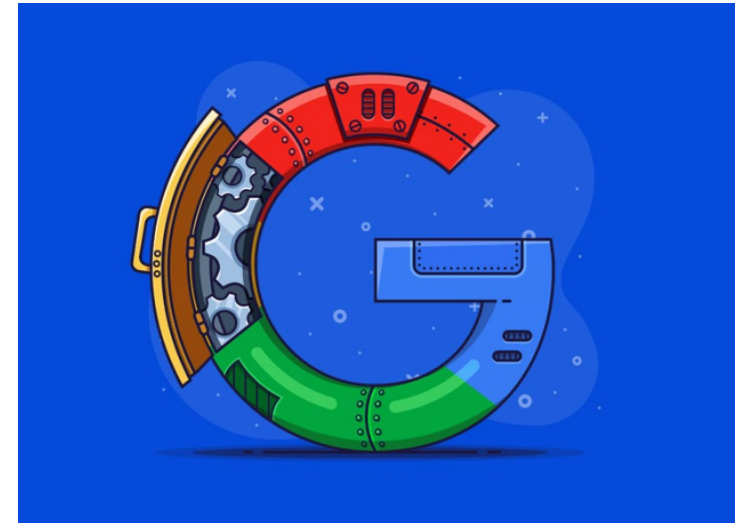
Top ranking factors

- Secure website
- Mobile friendly website



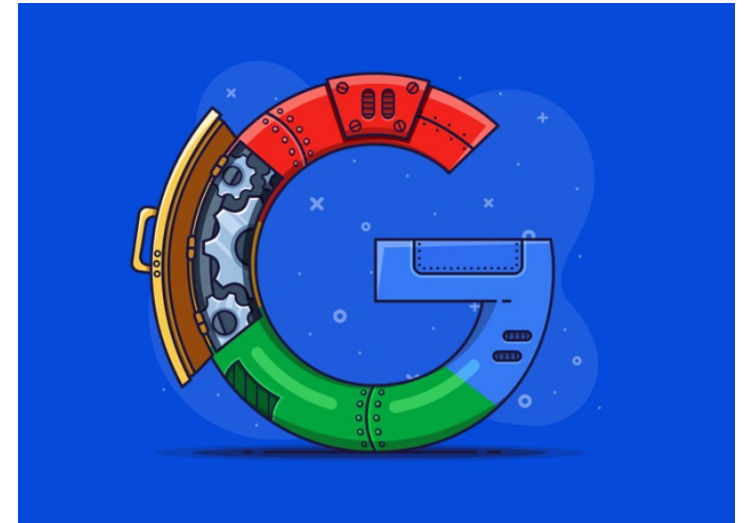
Top ranking factors

- Secure website
- Mobile friendly website
- Fast website



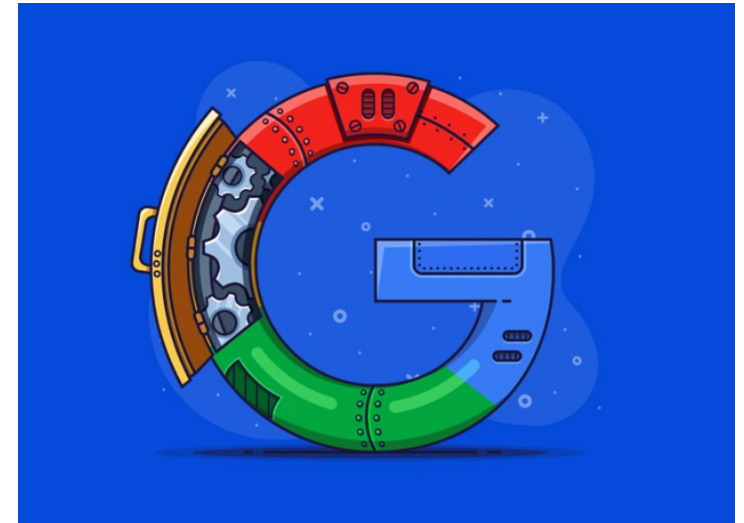
Top ranking factors

- Secure website
- Mobile friendly website
- Fast website
- Website with backlinks



Top ranking factors

- Secure website
- Mobile friendly website
- Fast website
- Website with backlinks
- Fresh content



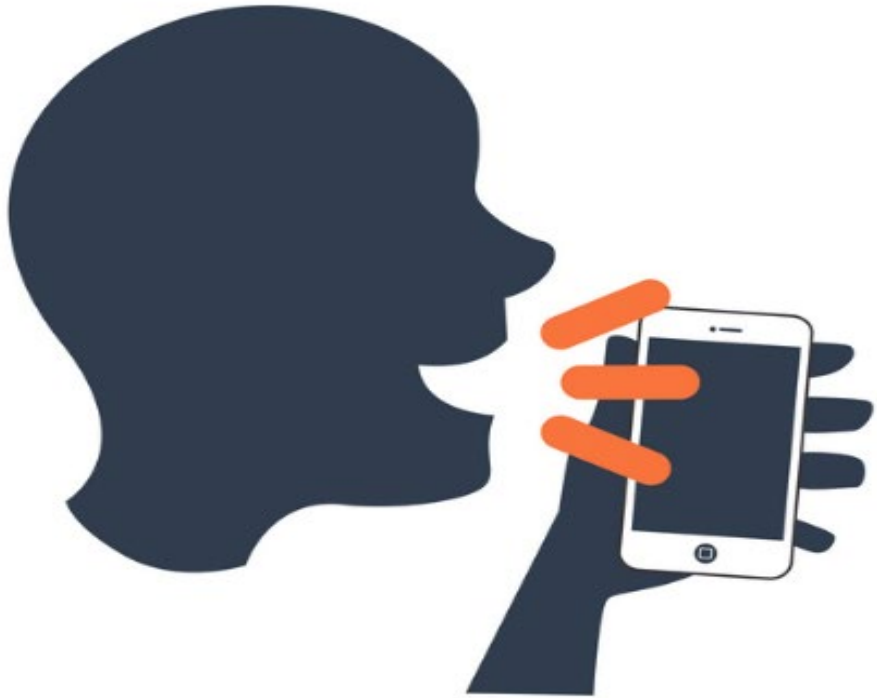
A poor user experience... have you had one?







Answer Engine Optimisation



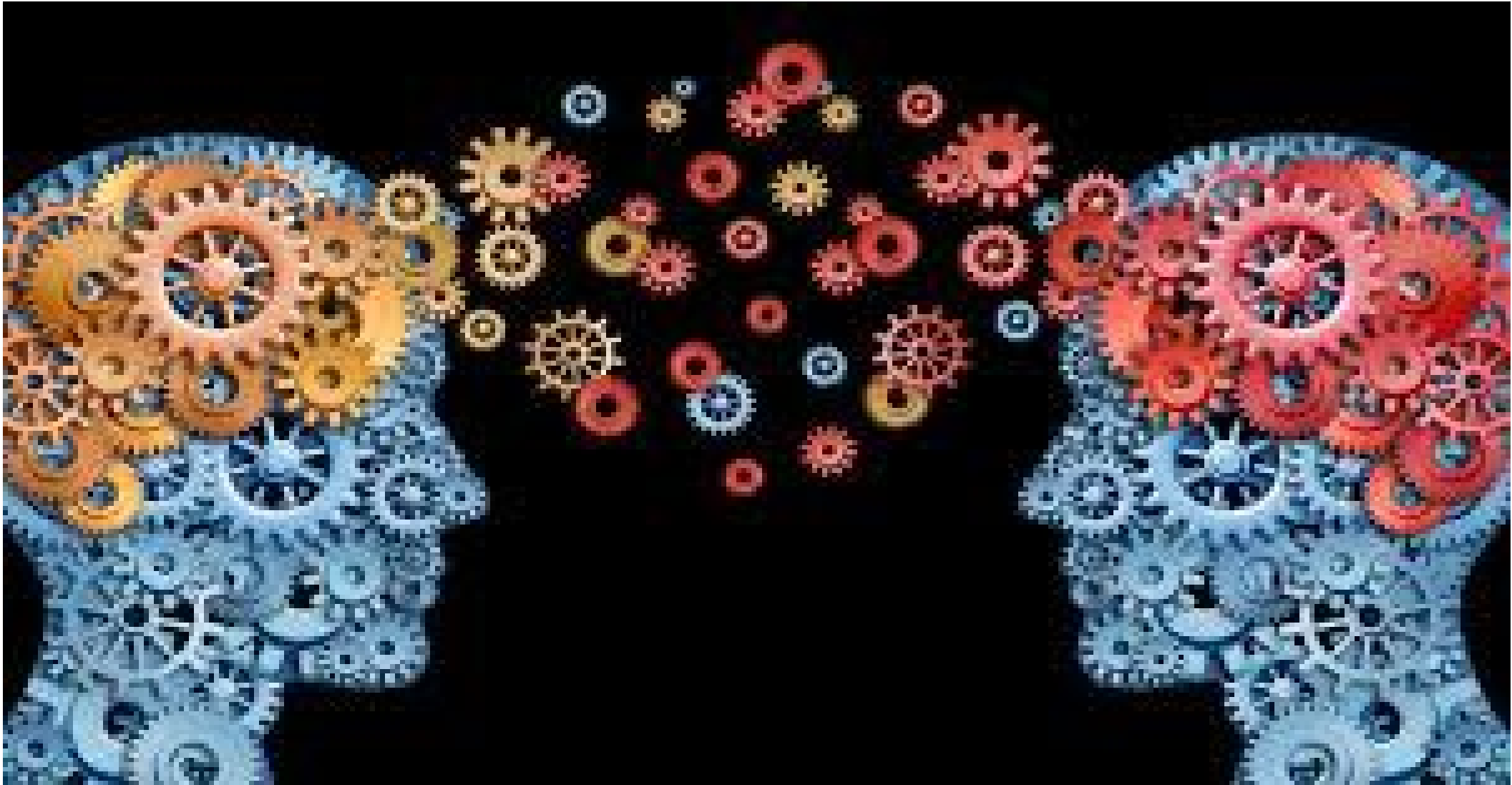
Developing a
**Voice Engine
Optimization™**
Strategy



Website User Experience – Now a ranking factor!



User Experience / Website Psychology



Single Locus of Attention

*“We can actively
think about only
one thing at a time.”*

Meanings of Colour

- Colour terms evolve over time: cultures start with basic references for light and dark
- Meanings vary with different culture of all kinds
 - Country
 - Age
 - Religion
 - Gender
 - Trends
 - Context
- Physical perception of colours appears consistent across culture

Some Western meanings of colour:

Red = alert, passionate

Orange = optimistic, wise

Green = growth, progress

**Blue = peaceful, trustworthy,
stable**

Purple = regal, spiritual

Black = important, serious

White = hopeful, truthful, new

Using Typography

Good typography adds

- ◆ Readability
- ◆ Organization
- ◆ Mood
- ◆ Meaning

solid	<i>whimsical</i>
EXOTIC	<i>Formal & Elegant</i>
<i>peaceful</i>	URGENT

Consistency of typestyle with message facilitates:

- reading comprehension and speed
- positively impacts perceptions of ethics and credibility

The Power of Three

3
1
2
3
three

3
1
2
3
three



3
1
2
3
three

3
1
2
3
three

Dropbox



Get free space | Nathanael Nahai ▾



Free

It just works

Starting at 2 GB

Up to 18 GB (500 MB per referral)



Pro

Bring all your stuff anywhere

Plans at 100, 200, or 500 GB

Starting at \$9.99/month

Upgrade



Teams

Dropbox built for your business

Plans start at 1 TB for 5 users

Centralized billing and admin tools


Learn more



Insights to close deals faster. Directly within Salesforce!

87% of customers gained insights about leads they wouldn't have known otherwise.*

[Contact Us](#)

	Sales Basic From GBP 10.95 a month (GBP 13.47 incl. VAT) Continue	Recommended for You Sales Navigator From GBP 25.95 a month (GBP 31.92 incl. VAT) Continue	Sales Executive From GBP 49.95 a month (GBP 60.21 incl. VAT) Continue
Features			
Integrate LinkedIn with Salesforce™		Yes	Yes
See your team's connections with TeamLink		Yes	Yes
Build your pipeline with Lead Builder	Yes	Yes	Yes
Contact anyone directly with InMail – Response Guaranteed!		10 per month (GBP 69.50 value)	25 per month (GBP 173.75 value)
Pinpoint the right leads with Premium search filters	4 Premium Filters	4 Premium Filters	8 Premium Filters
And much more... 			

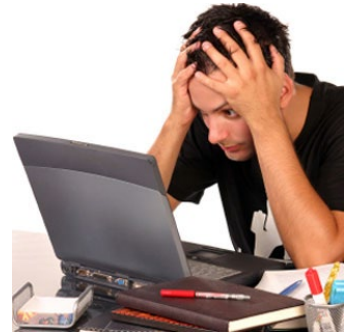
[Other Premium accounts](#)

[For Recruiters](#)

[For Job Seekers](#)

Reading on the Web

- Users are impatient and hurried
 - Have a goal they want to achieve
 - Typically reading for research rather than entertainment
 - Content must provide value quickly or users will move on
- Users read 25% slower from computer screens than from paper
 - Reading from a screen is uncomfortable and tiring
 - Emitted rather than reflected light
 - So you should use less content than you would on paper
- 79% of users scan rather than read word for word
 - Typically only read ~ 28% of words on the page
 - Pick out highlighted words, headings, bullets
 - Looking for information bearing content



Reading on the Web

According to research at Cambridge University, the order of letters in a word doesn't matter. The only important thing is that the first and last letters be at the right place. The rest can be a total mess and you can still read it without any problems. This is because the human mind does not read every letter by itself, but the word as a whole.

Reading on the Web

ABCDEF
GHI**J**KL
MNO**P**QR
STU**V**WX
YZ**ChLI**
~*~*~*~

WRITING TEXT IN UPPER CASE SLOWS THE READER DOWN. THIS MAY BE BECAUSE PEOPLE READ WHOLE WORDS AT A TIME AND ALL-CAPITAL TYPE BREAKS THE WORD PATTERNS THAT WE EXPECT TO SEE. ALTERNATIVELY WE MAY JUST LACK PRACTICE IN READING BLOCK CAPITALS TEXT.

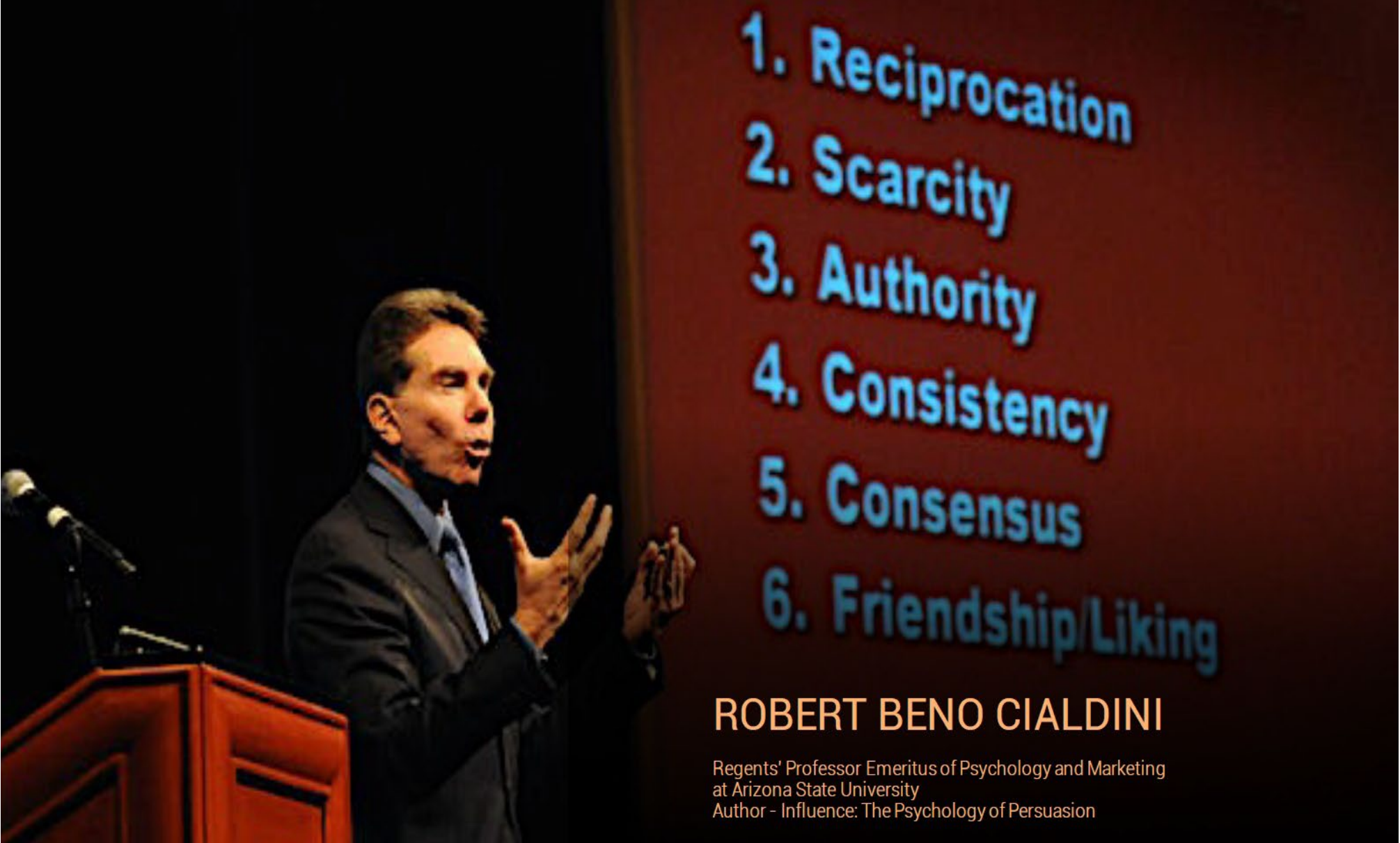
How many Fs?

Finished files are the result of years of scientific study combined with the experience of many years.

How many Fs?

Finished **f**iles are the result of **f** years of **f** scientific study combined with the experience of **f** many years.

Influence : The Psychology of Persuasion

- 
- A photograph of Robert Cialdini, a man in a dark suit and light blue shirt, standing at a wooden podium on a stage. He is gesturing with his hands as if speaking. Behind him is a large screen displaying a list of six principles of influence in blue text. The list is: 1. Reciprocation, 2. Scarcity, 3. Authority, 4. Consistency, 5. Consensus, and 6. Friendship/Liking.
1. Reciprocation
 2. Scarcity
 3. Authority
 4. Consistency
 5. Consensus
 6. Friendship/Liking

ROBERT BENO CIALDINI

Regents' Professor Emeritus of Psychology and Marketing
at Arizona State University
Author - Influence: The Psychology of Persuasion

How Booking.com combine different persuasive techniques...

The image shows a Booking.com listing for Napoleon Paris. Annotations with arrows point to various elements:

- Social Proof:** Points to the 4.5-star rating and the thumbs-up icon.
- Saving:** Points to the 'Very good, 8.2' rating and 'Score from 594 reviews'.
- Recency:** Points to the 'Latest booking: 59 seconds ago' notification.
- Scarcity:** Points to the 'Only 2 rooms left' text in the room availability table.

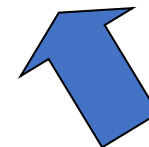
Hotel Details:

- Hotel Name:** Napoleon Paris
- Address:** 08, Champs Elysées, Paris
- Rating:** 4.5 stars
- Score:** Very good, 8.2 (Score from 594 reviews)
- Location:** Located just a short walk to the Arc de Triomphe and Champs-Elysees.
- Room Availability:** This hotel is likely to sell out soon
- Room Types and Prices:**

Room Type	Availability	Price
Junior Suite	Only 2 rooms left	€ 400 - € 320
Junior Suite Avenue	Only 2 rooms left	€ 440 - € 360
Suite	Only 2 rooms left	€ 460 - € 400

If all else fails with SEO... then ...





Keyword ideas

Plan overview

Ad groups

Keywords

Locations

Found

PLANNING

Keyword Planner

Ad Preview and Diagnosis

Display Planner

SHARED LIBRARY

Audience manager

Portfolio bid strategies

Negative keyword lists

Shared budgets

Placement exclusion lists

BULK ACTIONS

All bulk actions

Rules

Scripts

Uploads

MEASUREMENT

Conversions

Google Analytics

Search attribution

SETUP

Billing & payments

Business data

Account access

Linked accounts

Preferences

Google Merchant Center

<input type="checkbox"/>	edinburgh hotel offers	260		High	£0.62	£2.28
<input type="checkbox"/>	where to stay in edinburgh scotland	50		High	£0.62	£2.29
<input type="checkbox"/>	cheap hostels edinburgh	880		Medium	£0.85	£2.11
<input type="checkbox"/>	hotels near edinburgh waverley	720		Low	£1.04	£6.21
<input type="checkbox"/>	hotels outside edinburgh	260		Low	£0.76	£2.11
<input type="checkbox"/>	hotel rooms edinburgh	480		Medium	£0.90	£2.31
<input type="checkbox"/>	ibis edinburgh park	720		Low	£0.13	£0.39
<input type="checkbox"/>	accommodation in edinburgh city centre	320		Medium	£1.21	£4.22

Keyword ideas

Found

PLANNING

SHARED LIBRARY

BULK ACTIONS

MEASUREMENT

SETUP

Plan overview



Keyword Planner

Audience manager

All bulk actions

Conversions

Billing & payments

Ad groups

Keywords

Locations

<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/>	hotels in edinburgh city centre with parking	320	Medium	£0.46	£1.90
<input type="checkbox"/>	bed and breakfast edinburgh scotland	210	Medium	£0.86	£2.59
<input type="checkbox"/>	edinburgh airport hotel and parking	1,300	High	£0.96	£1.96
<input type="checkbox"/>	edinburgh hotel offers	260	High	£0.62	£2.28
<input type="checkbox"/>	where to stay in edinburgh scotland	50	High	£0.62	£2.29
<input type="checkbox"/>	cheap hostels edinburgh	880	Medium	£0.85	£2.11
<input type="checkbox"/>	hotels near edinburgh waverley	720	Low	£1.04	£6.21
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<input type="checkbox"/>	hotel rooms edinburgh	480	Medium	£0.90	£2.31
<input type="checkbox"/>	ibis edinburgh park	720	Low	£0.13	£0.39
<input type="checkbox"/>	accommodation in edinburgh city centre	320	Medium	£1.21	£4.22

Business data

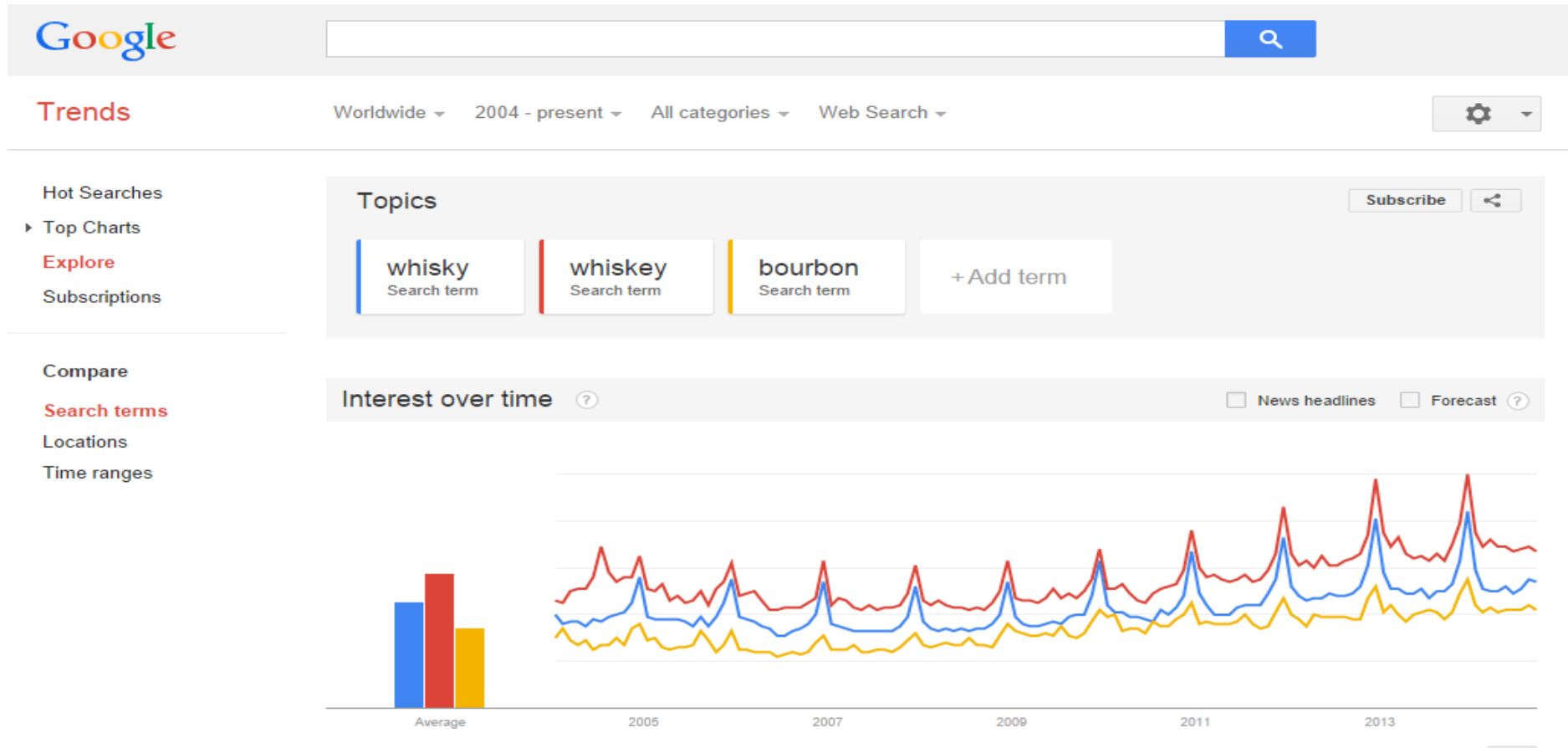
Account access

Linked accounts

Preferences

Google Merchant Center

Google Trends



[Source: www.google.com/trends](http://www.google.com/trends)



KEYWORD RESEARCH

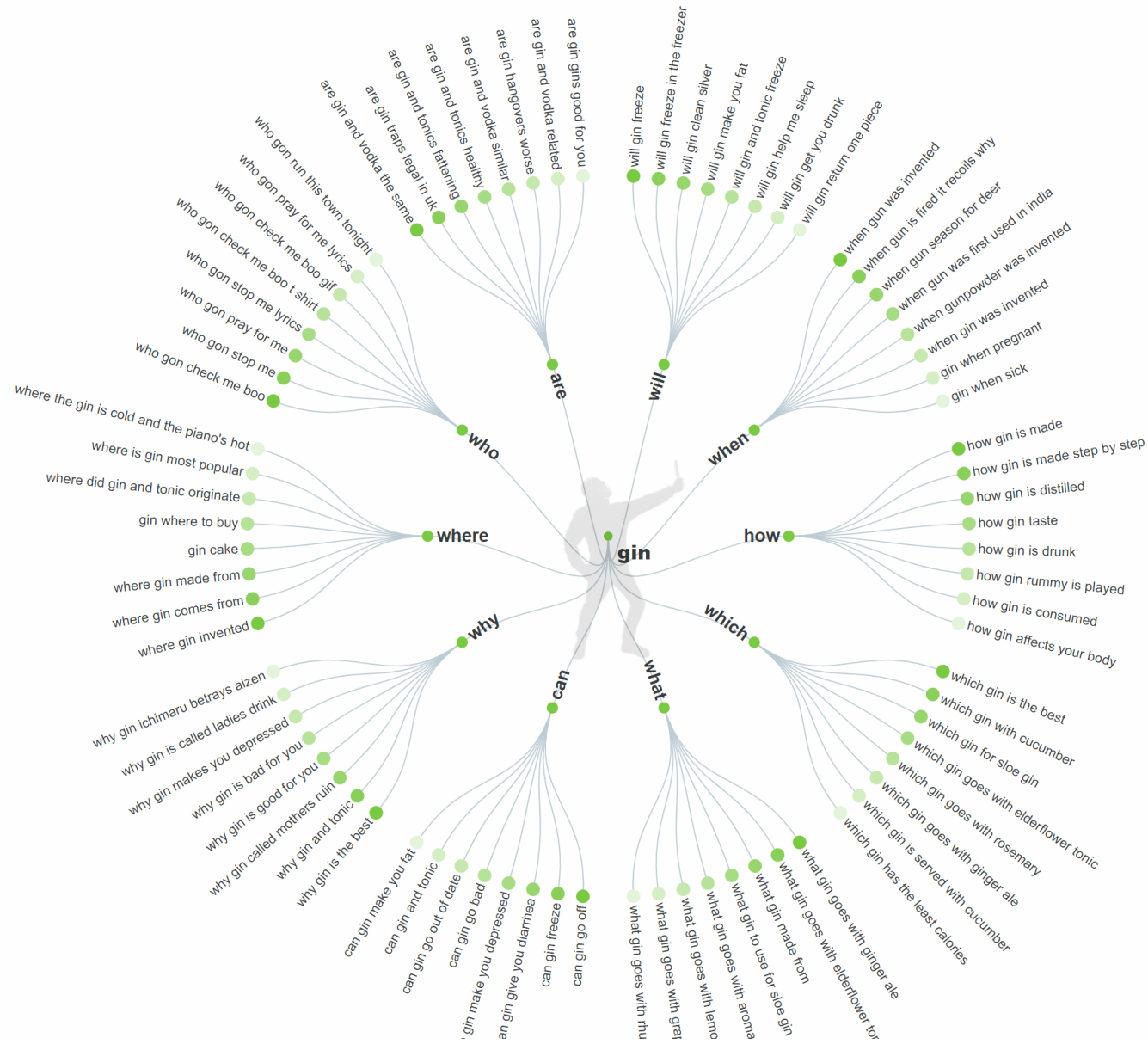
Keyword research

- To be found for “**Castles Elgin**”, “**Castles Elgin**” has to appear on your site
- Understand what your customers call what you do
- Understand what your customers search for
- Fixed content vs. fresh content

- **Tools**
- Google Keyword Tool - adwords.google.co.uk/keywordtool
- Wordtracker - wordtracker.com
- Answer The Public – <http://answerthepublic.com>
- UberSuggest - <https://ubersuggest.io>
- SemRush - <https://www.semrush.com>





**Best Keyword
Research Tools**



www.answerthepublic.com

Google Ads

build a marketplace  

All Images Videos Maps News More ▾ Search tools

About 61 400 000 results (0,42 seconds)

Launch your marketplace - Try Sharetribe 30 days for free

Ad www.sharetribe.com/ ▾

Quick setup. No developers needed.
Free 30 days trial · Open-source solution

[Success stories](#)

[Features](#)

[Get started](#)

Google ad



Create a marketplace with Sharetribe

<https://www.sharetribe.com/> ▾

Create a marketplace with Sharetribe. It only takes a minute. Let your users sell or rent goods, spaces or services online. Set up your site in no time. You don't ...

Organic results

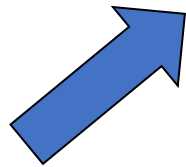


Learn to build marketplaces - Marketplace Academy by Sharetribe

<https://www.sharetribe.com/academy/> ▾

Want to learn how to **build a marketplace**? Marketplace Academy offers guides and articles about everything you need to know to run a marketplace.





Social Media and Reviews



Increasing user engagement through Social

1. How often should I post?
2. Why should I develop content for specific channels?
3. What should I measure and what actually matters?

BEST DAYS



BEST TIMES



And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."



Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.



Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

How often should I post?

Plan content on your terms, do not base it on arbitrary events.

How often should I post?

- Trying to post about every topical event results in a loss of relevance.
- Any sense that you have to post at a certain regularity to reach or appease your fans is nonsense.
- Plan your content around your campaign plan

Algorithm Changes at Facebook

“You'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard - it should encourage meaningful interactions between people.”

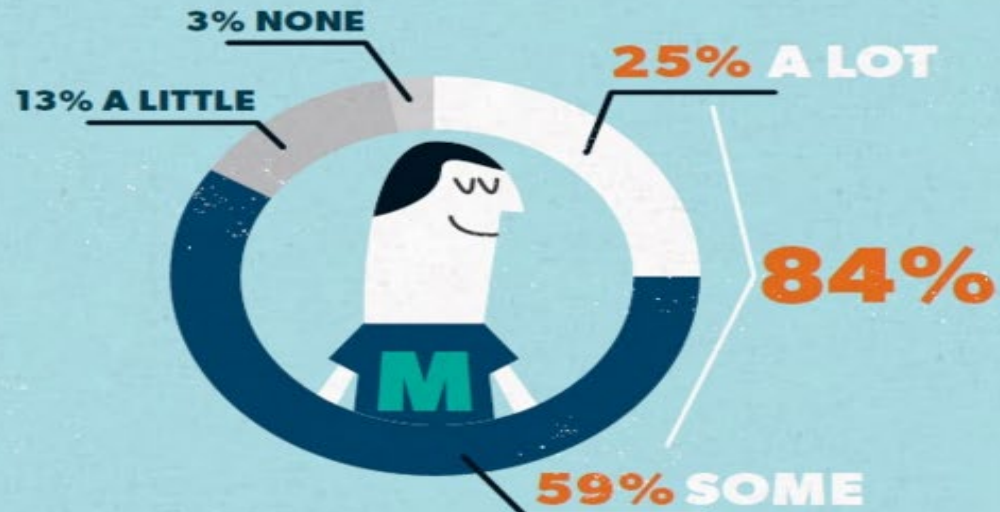
Mark Zuckerberg

The average watch time for a video on Facebook is 6 seconds!

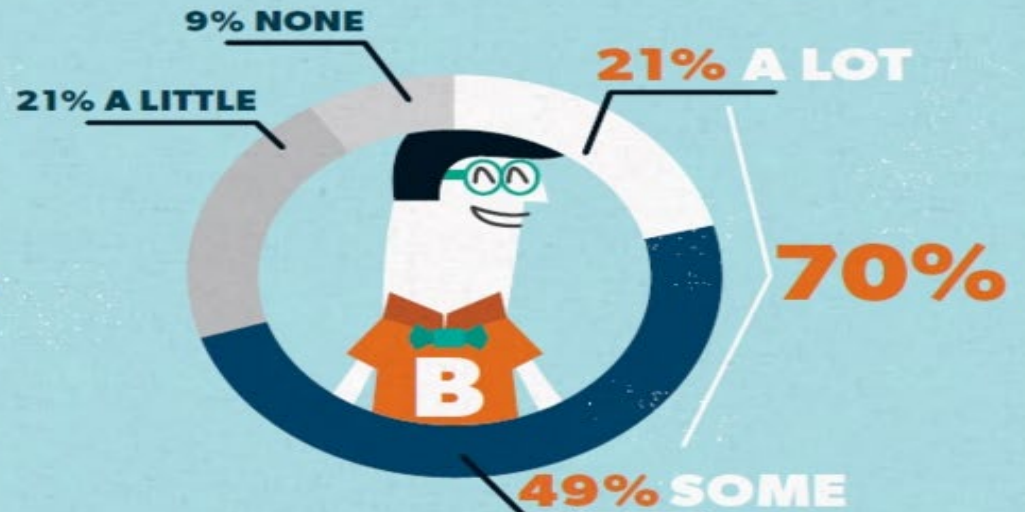
Trust in UGC

HOW MUCH DOES UGC PLAY IN YOUR PURCHASE DECISIONS?

MILLENNIALS



BOOMERS



COME IN & TRY
THE WORST SALAD
ONE WOMAN ON
TRIP ADVISOR
EVER HAD IN
HER LIFE

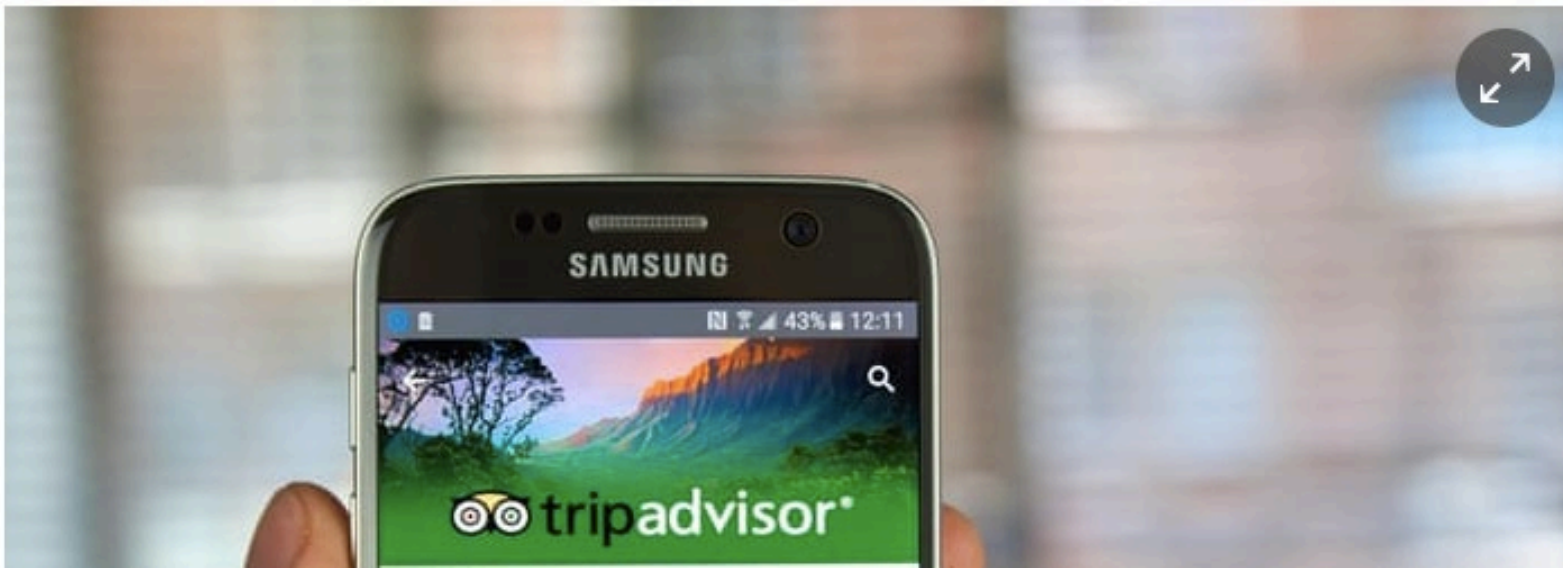




Italy

Man jailed in Italy for selling fake TripAdvisor reviews

Sentence over false reviews sold to hundreds of hospitality firms is landmark fraud ruling



FakeSpot can help (ish) ...

The screenshot shows the FakeSpot website interface. At the top, the FakeSpot logo is on the left, and a 'NEW' badge with the text 'Download our Chrome Plugin >' is on the right. The main heading reads 'Say no to fake reviews and counterfeits', followed by the subtext 'Fakespot analyzes reviews to help you make better purchasing decisions'. Below this is the 'FAKESPOT Analyzer' section, which includes a text input field with the placeholder 'Paste an URL you would like to analyze here' and a link 'Show me how Fakespot works'. The input field contains the text 'https://www.'. Below the input field is a blue button labeled 'Analyze Reviews' with a circular arrow icon. At the bottom of the analyzer section, it says 'You can currently analyze links from'. Below this, there are two rows of logos: 'e-Commerce:' with Amazon, BEST BUY, SEPHORA, STEAM, and Walmart; and 'Hospitality:' with tripadvisor and yelp.

The ranking factors for reviews

The Popularity Index algorithm is based on 3 key ingredients: the quantity, quality, and recency of reviews.

- Number of reviews (Quantity) - The number of reviews has weight on the ranking.
- Star Quality (Quality) - Positive reviews of 4-5 is going to improve your ranking.
- Recency of reviews - constantly receiving new reviews is important; encourage customers to give you a review.



Just Ask!

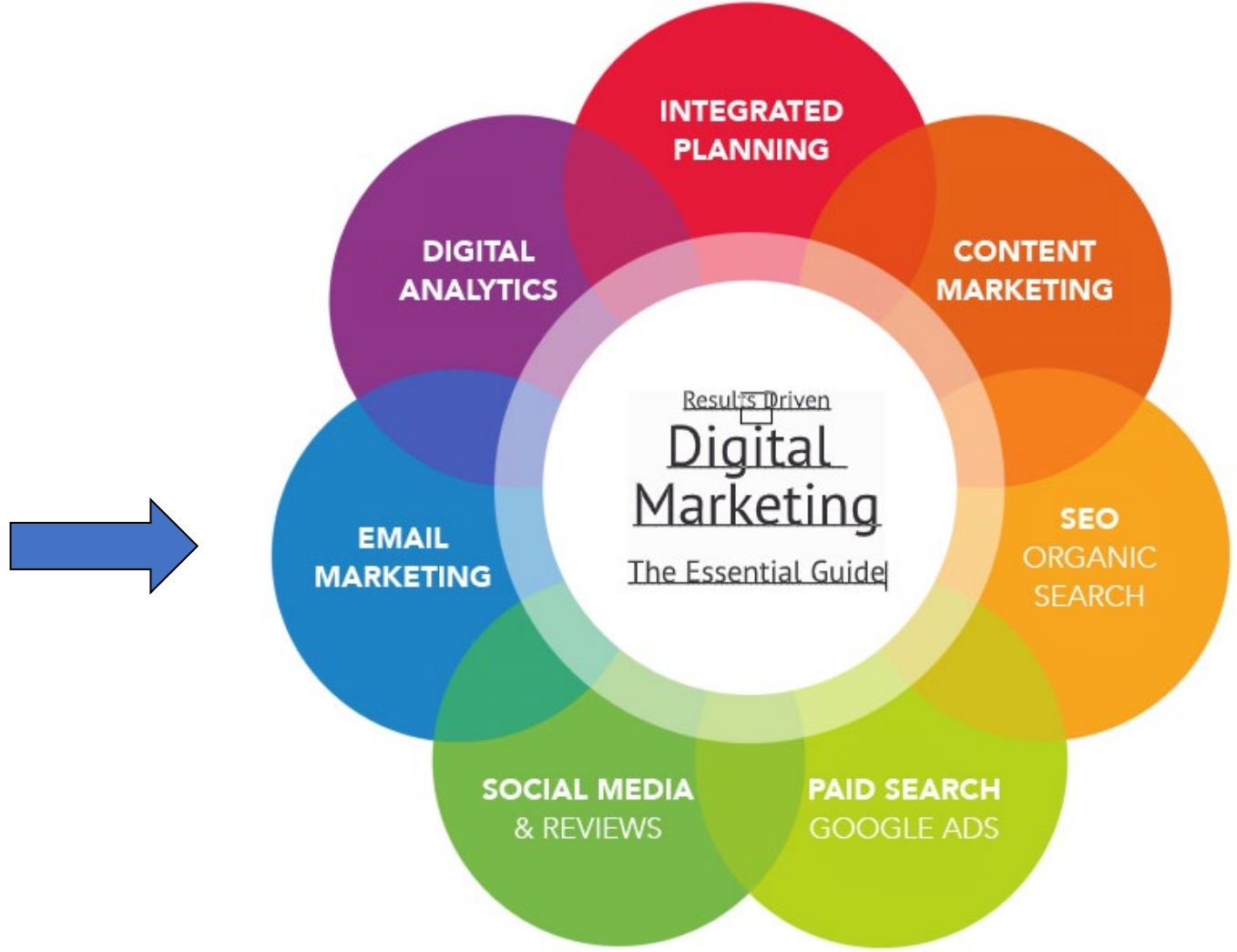


Responding to Negative reviews



The Right Way To Respond To Negative Reviews

- 1. Take a Moment**
- 2. REALLY Take a Moment**
- 3. Be Personal – Don't Use a Stock Answer**
- 4. Don't snipe back**
- 5. Address the issue directly**
- 6. Make it good**
- 7. DON'T MENTION YOUR BUSINESS NAME**



AND WHAT'S THE BEST E-MAIL ADDRESS
TO REWARD YOUR LOYALTY WITH AN
ENDLESS BARRAGE OF SPAM?



TOM
FISH
BURNE

OUR COMMITMENT TO YOUR PRIVACY

Your trust is important to us. So we want you to know we've updated our Privacy Notice to explain how we collect, store and handle your personal data.

Why we collect your data

We want to give you the best possible experience with Waitrose, John Lewis and John Lewis Finance. For example, the data we hold about you helps us personalise our recommendations for products, services and promotions.

How we collect your data

We do this in a number of ways, including where you share information with us. Such as when you make an online purchase or create an account with us. We treat it with the utmost care and take appropriate steps to protect it.

When we'll share your data

We'll only share your data with third parties to help us provide a better service for you. For example, giving your address to a courier so they can deliver your order, or providing a service guarantee.

Know your rights

You have many rights regarding your personal data. These include seeing what data we hold and updating your information.

There's nothing you need to do right now, but if you'd like to find out more, do **take a look at our Privacy Notice** or visit our website at any time.

Updated Privacy Notice

If you update your privacy policy then send an email to your customer telling them and explain why and how you now collect, store and handle their personal data.

8 TIPS for Effective EMAIL Marketing



MGIC

1. Know your Call to Action (CTA)

What do you want readers to do? Attend a webinar or an event? Download a PDF? Make it easy to complete the CTA by placing it near the top of your email — use a button for a better response.



Jinny from HappyBusiness
Do you like puppies, babies or complimentary food?

2. Craft your subject line well

Try keeping your subject line to no more than 65 characters with the most important point at the beginning. Anything longer is likely to be cut off.

3. Don't rely on images

Most e-mail programs are set by default not to display images. So your customer won't see a large image at the top. Focus on creating clear, effective content and subject lines.



5 Things You Need Today.

Sleep, food, air, water, shelter. We can help you get them all in fun and easy ways. Get our newsletter now.

4. Be brief

Keep your message to 4 or 5 short sentences, especially for new or prospective customers. For long-standing customers with whom you have a strong relationship, more detail is okay.

5. Remember your mobile audience

66% of all email in the US is read on phones and tablets.¹ Keep your message brief and the CTA at the top to make your email easy to read without a lot of scrolling.



¹MooreMedia, Jan. 28, 2015



6. Send on an optimal day and time

Tuesday, Thursday and Wednesday are good days to send.² Monday morning and Friday afternoon emails have a lower chance of being read. Avoid sending around a major holiday.

²CoSchedule, March 23, 2016

7. Measure your success

How many customers opened your email? Clicked the CTA? These are the email's open rate and click rate, respectively. Find out how well your email performed. If poorly, consider adjusting your strategy.



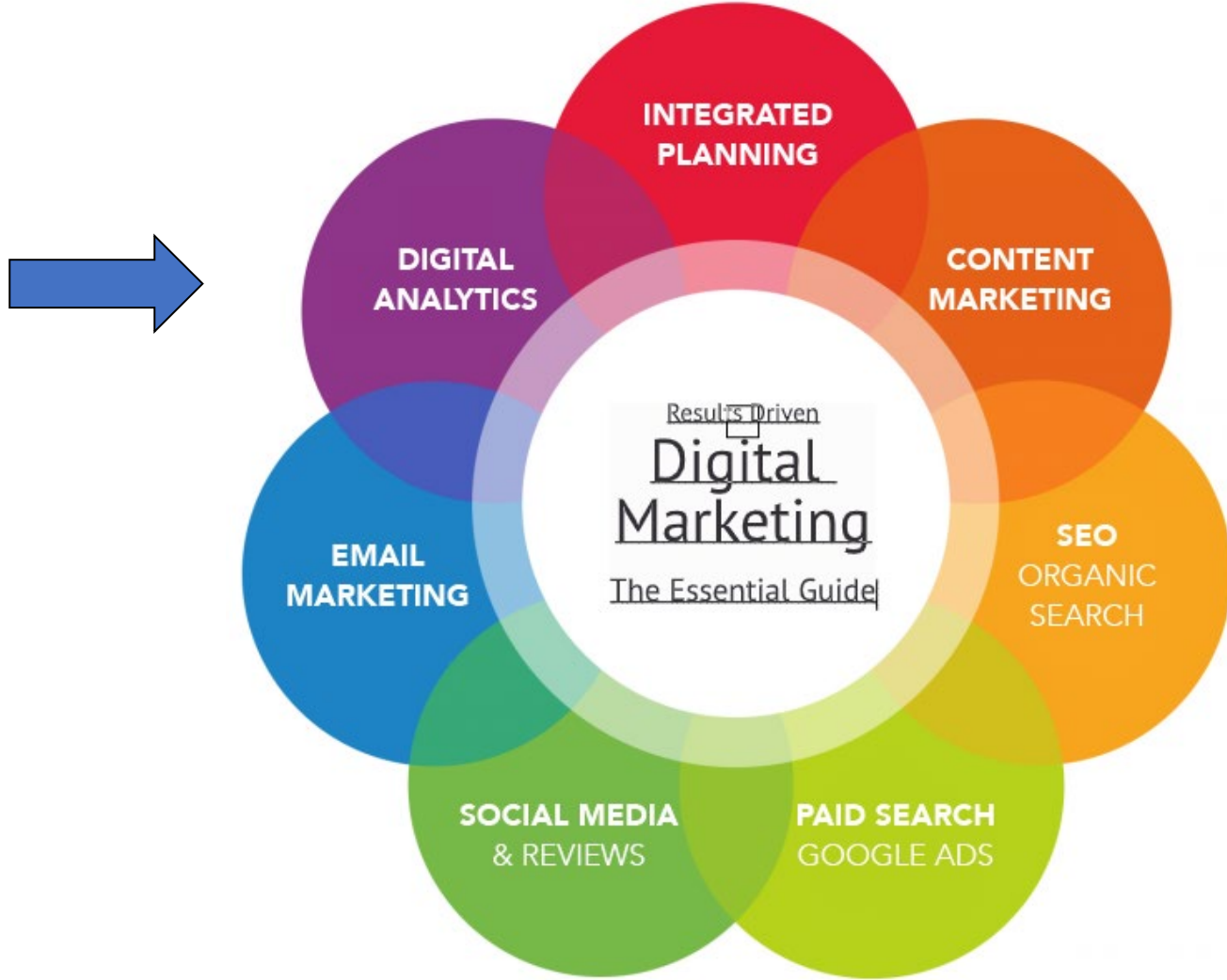
8. Keep your contact database up-to-date

Even the most finely crafted email won't do any good if your customer never receives it. Make sure email addresses are current.



Email Essentials

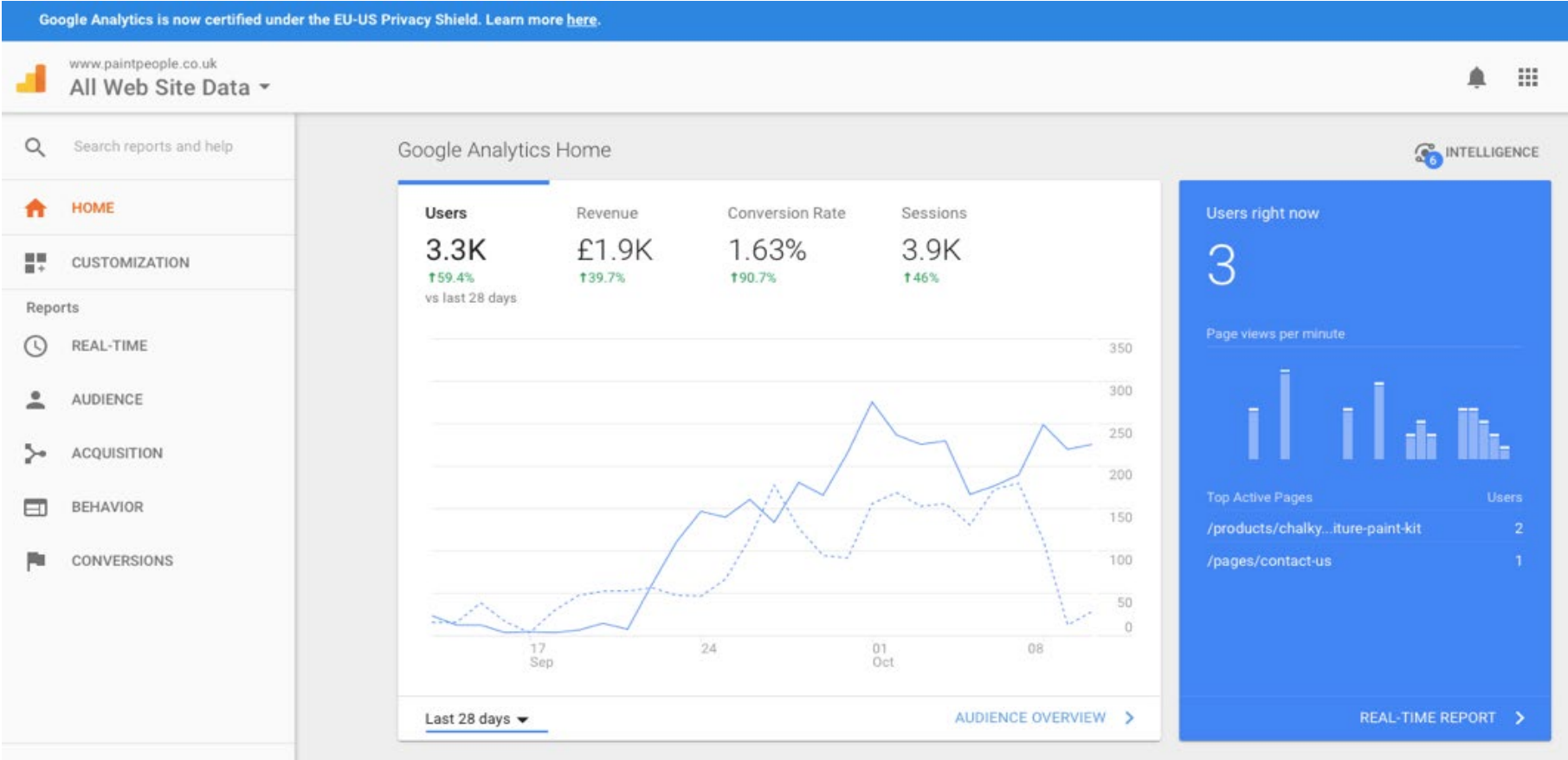




Measuring Your Success - Analytics



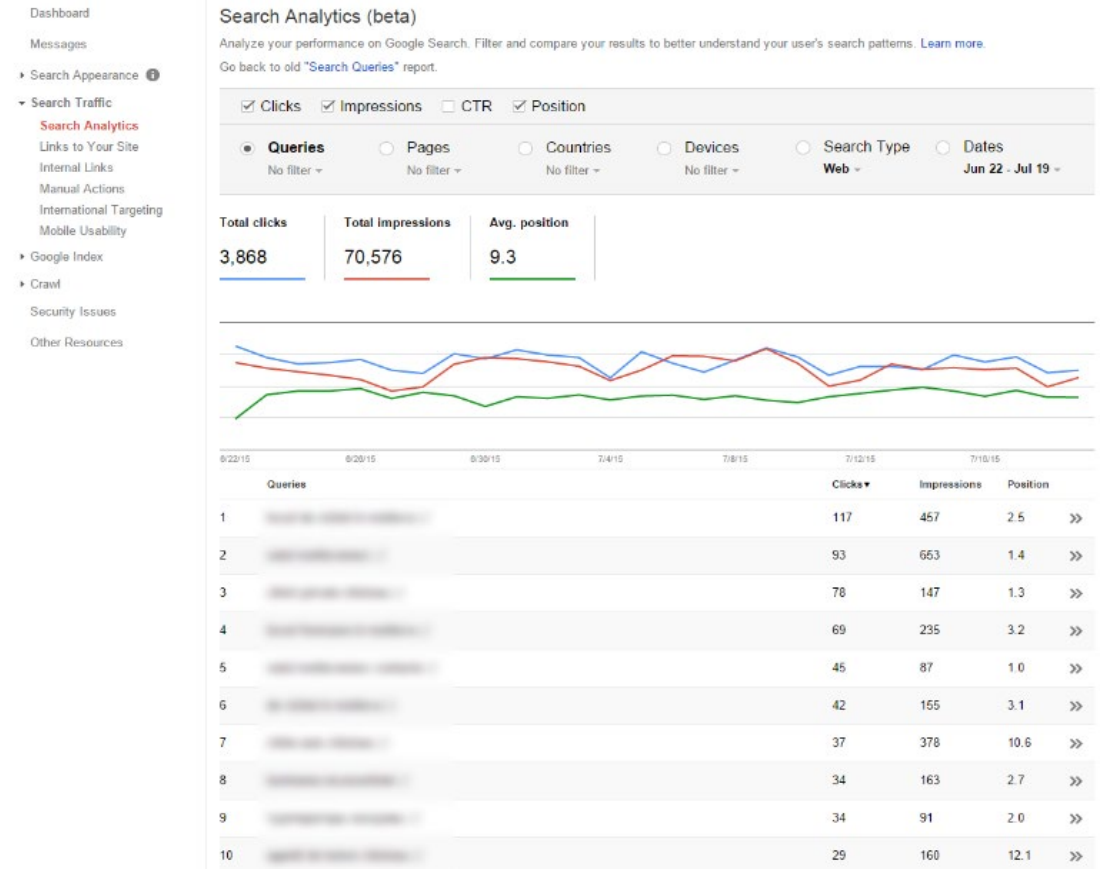
Google Analytics



What is Google Search Console

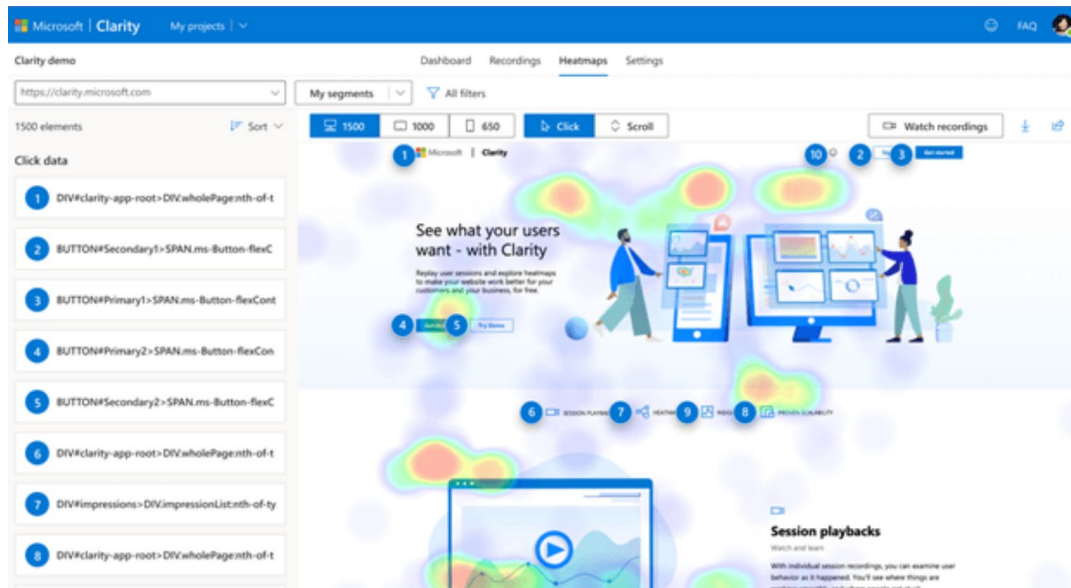
It's a tool that helps answer the following (and more):

- ✓ What keywords does my site rank for?
- ✓ What variations of those keywords do I rank for?
- ✓ How many times is my site seen in Google for those search terms?
- ✓ What position is my site found on average for those terms?
- ✓ Which page of my site ranks when people search for that?
- ✓ How does that differ between devices?



Microsoft Clarity

Heat Mapping



Session Recording

The screenshot shows the Microsoft Clarity Session Recording interface. The main area displays a website with a session recording overlay. The interface includes a sidebar with 'All recordings' and a 'Session playback' section. The 'All recordings' sidebar lists various recordings with their IDs and counts. The 'Session playback' section shows a play button and a description of the feature.

All recordings
26 live users
1 page 00:02 duration 0 clicks
PC Windows India
Entry: clarity.microsoft.com 10:18 PM
Exit: clarity.microsoft.com 11/23
1 page 00:04 duration 0 clicks
PC MacOS United States
Entry: clarity.microsoft.com 10:17 PM
Exit: clarity.microsoft.com 11/23
1 page 00:05 duration 0 clicks



감사합니다 Natick
Danke Ευχαριστίες Dalu
Thank You Köszönöm
Спасибо Dank Tack
谢谢 Merci Seé
ありがとう

Grazie

Obrigado

www.linkedin.com/in/stephenwhitelaw

@toowist



LESSONS
LEARNED

5 Key Takeaways

- 1. Create a blog on your website with content that is:
 - a. Unique
 - b. Relevant
 - c. Up to date
- 2. Register with Google Business Profile (& post)
- 3. Setup and Google Analytics and Google Search Console
- 4. Create a digital marketing calendar and plan
- 5. Install Microsoft Clarity on your website

