

Digital Marketing De-Mystified

moveupfaster
websites

**We turn broken, outdated
websites into high-performing
marketing machines**

Peak behind the curtain see what works and what doesn't

The term Digital Marketing encompasses a lot of things. In general, there are a number of techniques that you can use digitally to help market your business. Most importantly you need to define your strategy as to how you can best use the various tools that are available.

Here are some of the more common digital marketing tools that are available:

- Search Engine Optimization (SEO)
- Content Marketing
- Social Media
- Pay Per Click (PPC)
- Email Marketing
- Marketing Automation

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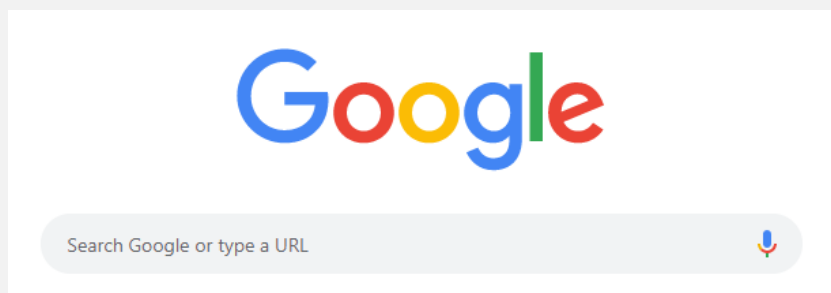
The Basics

Engage and convert suspects to prospects and prospects to customers.
Drive them to your website.



Understand Digital Marketing Basics

Digital Marketing provides a way to drive and retain customers and prospects to your website. From there, your website takes over and pushes your prospects and clients to action. In addition, content and cross linking to other sites makes your site more relevant and ultimately higher ranked in search engines.



Search engine Optimization (SEO)

These are techniques that help to naturally push your website higher on the search engine results page. This can be accomplished by providing relevant content on the page by making sure that specific key words are included in your content. In addition, there are some technical things that can be done underneath the covers on your website such as page coding, image identification, metatags, loading speed and mobile friendliness. Google now pushes websites with solid mobile performance higher in the search rankings.

Content Marketing

Content Marketing takes advantage of various forms of content to further promote your company and drive traffic to your site. Common ways to push out content is by creating blog posts and by providing downloadable content such as white papers or E-books. This form of specific content can be referenced and further promoted through other tools like Social Media.

Social Media Marketing

Social Media can play a powerful complementary role to your website and other marketing efforts. It can help drive traffic to your website, promote your brand and target specific groups.

Popular Social Media options include:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat
- Pinterest



Pay Per Click (PPC)

PPC is another way of driving visitors to your site. Google Ads is the most common way for you to buy specific key words. When a customer types in these words into the browser, your listing appears in the top section of the search results with the “Ad” designation next to it.

You would be charged when anyone clicks on your paid listing. Pricing on each click varies based on the popularity of the words you want to use. The more popular, the higher the price per click. Facebook also offers an option to place an ad that is billed only when it is clicked on.



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You need a clear Digital Marketing Strategy



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Your Digital Strategy may include a number of different tools and techniques. The key is to balance these correctly and measure each of the results.

Placing metrics applications on your site is very important as they can tell you who is visiting, where they are coming from and what parts of your site they have visited.

You need to develop a Digital Marketing Campaign which includes the Platforms used, budget, frequency and schedule. You should also make sure that you have coordinated who will be creating content, ads, and postings.

Sample Plan:

Create 2 weekly blog postings

Create 2 weekly Facebook posts

Buy 4 regional keywords

Add regional landing pages

Add website tracking

Add website analytics

Move Up Faster's system for success has helped over 4,000 business owners get better results from their websites and they can help you too. They can help with your Digital Marketing Strategy and execution in order to communicate with potential customers in a way that will get you better results, *FAST*.

Let Move Up Faster become your internal web team so you can focus on your business and customers.

Call Now to speak with one of our experts to help you win online.

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